



Market Focus: The Key to Faster, More Predictable Growth

Get your team and your other business resources focused on a specific target market and you'll be amazed at what you will accomplish...

Michael Bitter

I learned the principle of focus as a young boy. My father once gave me a science kit that contained a small magnifying glass. One day, as I was looking at a leaf, (yes, I was a pretty geeky kid!) I noticed that if I held the glass just right, a small point of extremely bright light could be focused on a specific spot. And, I learned that if I held the magnifying glass in that one place for a short time, the leaf began to actually burn!

My father explained to me that the shape of the magnifying glass focused the normally harmless diffused sunlight into a small beam of very concentrated light—so concentrated that it could actually create lots of heat. All I had to do was just pick a point on something to focus that beam and hold it there long enough. The result was always the same—fire.

It was a lesson that stuck with me. During the course of building my first business, I applied the lesson of the magnifying glass. Just as the magnifying glass focused the diffused resources of the sun, I learned to focus the diffused resources of my business on a specific target and hold it there long enough to generate “fire” in a specific market.

That’s the power of focus. So many small business owners I meet have not focused their business’ resources on a specific target. They try to be too many things for too many people. The result is usually a mediocre success.

On the other hand, I also know many very successful business owners. They understand and have applied the principles of focus. As a small business owner, they understand that they have limited resources, and they must leverage those resources to achieve their goals. So they focused their marketing efforts, their team, and their investment on “starting a fire” in a specific market or on selling a single product to a wider market. They work that market until it produces sustainable results. Once that target is self sustaining, they pick another target. Again, they focus their resources... You know the rest of the story.

So, if your marketing efforts are not producing the results you would like them to produce, try pulling back, picking a specific target, and refocusing the lion’s share of your business resources on that target. Then, stay focused on that target until it produces results—BEFORE moving on.

More Information

Helping you get and stay focused is only one of the many ways that Business Results Unlimited can help you grow your business. Visit our web site today at www.bizresults.net



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to learn other ways we can help you create a much more profitable, much more successful, much more personally satisfying business.

About the Author

Michael Bitter is a writer, public speaker, and small business coach, mentor, and consultant. A 25 year sales and marketing veteran, and small business owner for over 10 years, Bitter is a principal partner in the firm Business Results Unlimited (bizresults.net), a small business consulting firm that helps small business owners create new businesses or redesign existing businesses in order to dramatically increase sales, profits, and cash flow— while simultaneously increasing their personal freedom. He can be reached at 636.207.1227 or via email at mcbitter@bizresults.net