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# Your Business Sweet Spot: Simplify Your Business. Amplify Your Results.

YOUR BUSINESS

*sweet* SPOT

*Simplify Your Business &  
Amplify Your Results*

 RACHEAL COOK | MBA  
AUTHOR OF FIRED UP & FOCUSED



## Synopsis

If you've ever found yourself spinning your wheels, asking questions like::Where do I start?What do I focus on first?Which idea do I pursue next?You aren't alone. Most entrepreneurs find themselves stuck because they overwhelmed with too many tips, tricks, or tactics to grow their business.You donâ™t have to do #allthethings, be everywhere, or follow all the rules to be successful. You can create success on your terms. And it all starts with with one thing - strategy.Your Business Sweet Spot reveals your unique secret sauce and walks you through a process to strategically grow your business with more freedom, ease, and abundance.

## Book Information

File Size: 662 KB

Print Length: 89 pages

Publication Date: September 3, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01LK3XNVS

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #98,058 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #61 inÂ Kindle Store > Kindle eBooks > Business & Money > Business Life > Mentoring & Coaching #112 inÂ Books > Business & Money > Management & Leadership > Mentoring & Coaching #217 inÂ Kindle Store > Kindle Short Reads > Two hours or more (65-100 pages) > Business & Money

## Customer Reviews

I love this book - great examples for each point that she makes. It helped me to specify what "type" I am and how to run my solopreneur business in a way that's best for me.Great read!Sue

If you an entrepreneur, or considering entrepreneurship, this book should be the first thing you read. To know, from day one, what your business sweet spot is will save you countless hours and headaches. It's a game-changer. It affects EVERY aspect of your business, and as such, every aspect of your fullest success. Knee-deep in your business already? This gem is STILL a

must-have, as it helps solidify and structure your business' core message, value, purpose, and allows you to lead from an authentic place. Racheal Cook is brilliant and in my book, one of the best business minds out there today.

There were lots of helpful tips and strategies for successful business development in this book. I found myself reflecting on questions posed by the author even hours after I was done reading. My only complaint re: the text were there were multiple editing errors, which in one case specifically, required me to reread the part a few times to discern what the point was. Otherwise, lots of great content.

Thought provoking and effective. I've read dozens of books on personal branding, marketing, and understanding your ideal client, but Racheal really does it better than most of the supposed "experts" out there. Easy to read and straight forward to apply, this book gave the "ah-ha" I needed to get in gear and put my work out in the world with less doubt that I'm in the right market offering the right service. Thank you Racheal!

I can't wait to dig into this book! I have been gaining from Racheal Cook on my yoga business for a few years now. She have insight on the business world and a great motivator. When I want to revisit what I have learned and tweak This Yoga Works more, I simply look back at my notes on all the business advice I gain from Racheal. Congrats Rachael! Can't wait any longer to get started on this book.- Diane SixThis Yoga Works![...]

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