

What is the Sweet Spot in Your Niche That No One Else is Exploiting?

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What are others doing REALLY WELL in your niche right now?

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What is NOT doing well in your niche right now?

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What is the Unique Breakthrough Concept That Will Change Your Niche and Go Viral?

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What can you eliminate and streamline such that it's less expensive for you to deliver your version than anyone else's, such that you can deliver the experience for 50% or less than anyone else? (Richard Koch, Simplify)?

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What can YOU do radically different that will eclipse everything else in the market place?

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