

# ATTRIBUTES OF ATTRACTIVE OPPORTUNITIES

Understanding who you are and developing your personal vision are great starting points for assessing how an opportunity fits you on a personal level. The list shown here explains how to leverage those pieces of knowledge to assess whether an opportunity is fundamentally attractive to you.

## Differentiation

Whether you are looking at a new job or starting a new company, does the opportunity allow you to differentiate yourself through your knowledge, skills, talents, passions, or other attributes?

## Scalability

Can it lead to dramatic growth? With respect to an offer of employment, is it likely to lead to greater opportunity in the future? A high-paying job with no opportunity for advancement or learning isn't as appealing as a lower-paying job that puts you on a path of career growth. If it's an idea for a new business or a new product or service to add in your company, how much growth can you expect from it in the future, not just the first year?

## Barriers to entry

How hard is it for competitors to take advantage of the same opportunity? Do you have special knowledge, skills, or talents that allow you to exploit this opportunity more successfully than others?

## Minimal risk

For offers of employment, look for the stability of the company behind the offer and the opportunity for growth and advancement. To minimize the risk of a start-up, look for opportunities that:

- You can pursue while retaining your day job.
- Require a minimum of start-up capital.
- Are resistant to an economic downturn or changing consumer preference (fads).

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