

# **How to Achieve Top of Mind Market Share – With Nick Nanton**

This article gives readers an insightful look into the mind and entrepreneurial strategies of a successful entrepreneur named Nick, focusing on key concepts like scale, work-life balance, and self-determination.

It's important because it presents practical wisdom and strategies that both new and established entrepreneurs can adopt to navigate the business sphere more effectively.

The benefit from doing these exercises is helping readers to practically implement exhibited strategies, thus deepening one's understanding of the entrepreneurial journey.

## **Quote to remember from the Interview**

"A lot of entrepreneurs are so driven and so momentum based. We can get really caught up on that and lose sight of what's important." - Nick

## **What You'll Learn From the Activity**

The following activities will aid in internalizing the lessons offered in the article. They will challenge you to apply these insights, enhancing your knowledge about scaling, work-life balance, and the power of self-determination in entrepreneurship.

**Activity**

Reflect and write a brief about how you perceive the concept of scaling in business.

Quote an entrepreneur who inspires you regarding scaling strategies.

What pattern can you identify in your business that's currently beneficial to your scaling efforts?

How would you plan to implement the concept of efficient scaling similar to Nick in your business?

List three strategies you are currently using to handle life-work balance.

If you were caught in a momentum strategy that threatens to unbalance your life, what steps would you take to rectify this?

How important do you find a lifestyle balance to maintain what you've built in your entrepreneurial journey? Please explain.

Discuss an instance when you were forced to make a choice between career growth (momentum) and lifestyle balance.

What does self-determination mean to you, and how do you use it in your entrepreneurship journey?

Describe an episode where you used your inherent drive to make a decision that didn't focus solely on financial gain.

Do you agree with Nick's view of not letting money control him? Why or why not?

List out five significant milestones you've encountered in your entrepreneurial journey.

Identify current obstacles in your business and how you plan to overcome them.

How does your family impact your entrepreneurial journey? Please share events that contributed notably.

Write a short paragraph illustrating how you maintain your passion for work while remaining practical.

In one sentence, identify your understanding of achieving a "one-to-one or better return".

Do you agree with Nick's one-to-one return strategy? Discuss why?

Is there a resource that you use which helps you in your business that you would recommend to others to use?

Based on the strategies Nick outlined, what is one action step you could implement in your business today?

Fill in the blank: "The magic of scaling lies in \_\_\_\_\_".

What other resources or people do you think you need in your journey to scale?

Complete the sentence: "Self-determination in entrepreneurship means to me \_\_\_\_\_".

How has your view of entrepreneurship changed after reading this article?

Now, list three key takeaways you've gathered from this article.

Finally, explain in a paragraph, using your takeaways, how would you design your entrepreneurial journey.