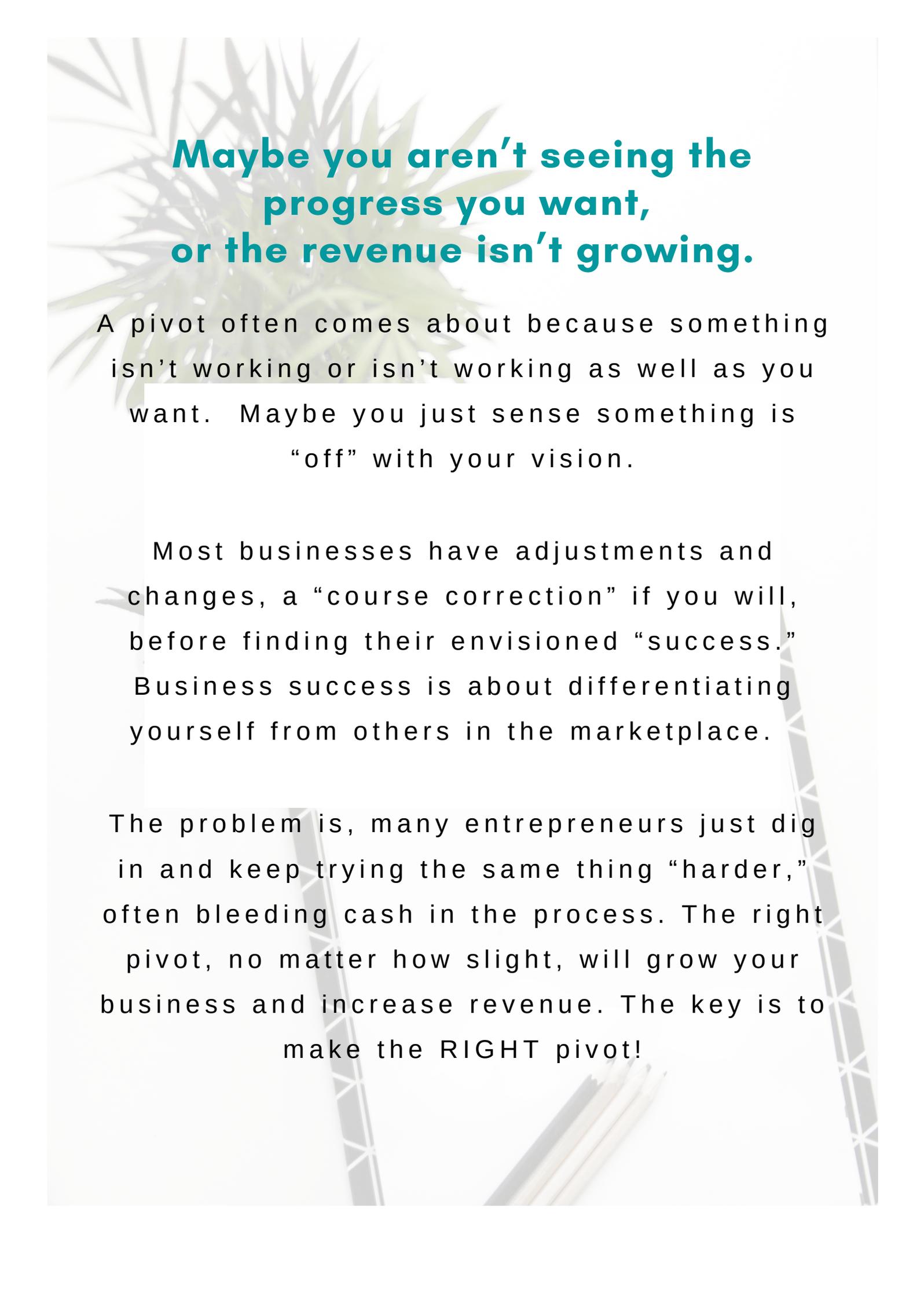




# **Finding Your Next (mini) Pivot for Business Growth**

Dawn K. Kennedy



## **Maybe you aren't seeing the progress you want, or the revenue isn't growing.**

A pivot often comes about because something isn't working or isn't working as well as you want. Maybe you just sense something is "off" with your vision.

Most businesses have adjustments and changes, a "course correction" if you will, before finding their envisioned "success." Business success is about differentiating yourself from others in the marketplace.

The problem is, many entrepreneurs just dig in and keep trying the same thing "harder," often bleeding cash in the process. The right pivot, no matter how slight, will grow your business and increase revenue. The key is to make the RIGHT pivot!

## The ADFP Formula

You can examine four major pivot areas for big changes by using Dawn's ADFP Formula.

In this method, you will look for opportunities for greater growth and revenue through changes to your

Audience,  
Delivery,  
Focus,  
and Process.

Answer the following questions  
to discover your next  
opportunity!

## Audience

Are your ideal clients returning as repeat clients or customers?

Are you getting customers you didn't originally identify or market to?

Are you getting requests for products and services from a different demographic, such as age group?

Can you identify the newer members of your audience? Are they a different type of client?

# Delivery

Do you get requests to provide your product or service in a different manner?

(For example, adding online shopping to your fixed site boutique, or creating a package for your salon to offer in addition to individual services)

Do you see your industry moving into a different delivery of products or services to the marketplace?

Check out this [Toolsrush](#) article for a list of 25 tools for conducting market research.

How can you offer products and services differently?

# Focus

Do you have one thing doing better than expected or better than everything else? Perhaps you could add more of the popular focus or expand!

Are your clients asking for something different than what you offer?

Is your industry offering something that you do not that your customers expect and ask for?

Can you bundle or repackage products and services to create new reasons to buy?

## Process

Do you have multi-step processes that can be simplified to improve customer service?

For example, add an online appointment system in addition to accepting phone appointments.

Do you need to add a process to reduce sales “friction,” meaning making your product or service easy to purchase?

For example, add online payments for customers or perhaps a payment plan over a few months for a package.

Do you have an identified “flow” to move each customer through the sales process from lead to following up after the sale?



## *Do You Need a Pivot?*

When you honestly answer the questions, do you see one area where a shift or pivot would be a good fit?

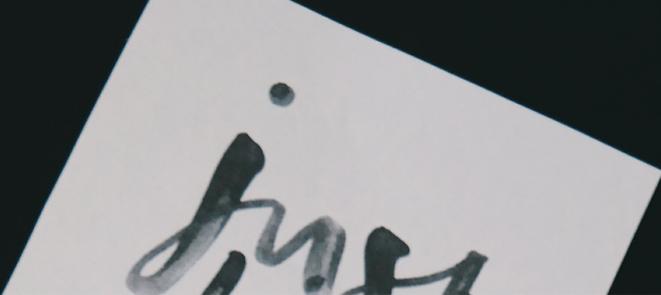
If you identified more than one area, dig a little deeper into your answers. You are looking for the smallest change with the best results.

The purpose of a pivot is to change what isn't working well, so you can serve your customers with the things **they want to buy** while providing **legendary service!**

Once you have it all on paper, you can sort through and look at them all, sort them into the ones you will take action on, ones you will hold off for a few, and some that don't really fit.



*Additional Notes*



*Jinx*

## *Additional Notes*



Congratulations! You have completed the ADFP process and have discovered your next opportunity for your product or service. Maybe you have found more than one, many entrepreneurs do through this process!

You don't need to figure out what to do first on your own. You can hop on a free 30 minute phone call with me. I will help you to think through your options, so you come away with a clear idea of your next best step!

Simply schedule a time:  
<https://dawnkennedy.as.me/support>

<https://dawnkennedy.com>  
email:[dawn@dawnkennedy.com](mailto:dawn@dawnkennedy.com)

