What Does It Look Like To Pivot?

It’s going to look different to every single one of us.

I’ve put together a bunch of questions I think will help you to understand what a pivot might look like for your business. Turn off your phone, get rid of distraction and spend time thinking and getting curious about your answers. You might be surprised by the insights or breakthroughs that come from this exercise.

1. What do your current clients need more of right now?

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2. What are you uniquely positioned to offer, especially right now?

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3. How could you take advantage of technology to make your offering more appealing?

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4. Does your ideal client avatar need to change during this time?

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5. Does your pricing structure need to change for a temporary period?

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6. If you had an abundance of resources at your fingertips, what would you do differently during this period? How can you add elements of this into your strategy?

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7. How could you be using social media and content creation to boost your business right now?

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8. What steps could you take right now that would massively benefit your business once all of this blows over?

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9. How do you want to be perceived as showing up during a time like this?

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Now, take a minute to go through your answers and reflect on any insights you had about what pivoting might look like for your business right now:

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