


10 Steps to Grow Your Business Step 5: Strengthen Your Niche, Expand to a New One

On Demand

Seminars 

with...**the Sloan Brothers**
Co-Founders and Head Coaches of
StartupNation



Jeff

Rich



www.startupnation.com

Sloan Brothers

Step 5: Strengthen Your Niche, Expand to a New One

On Demand

Seminars

Seminar Overview:

This step is focused on making sure you are doing the most with your opportunity. It assumes you've got some momentum already with a first product or service, and gives advice on how to build on that.

In this seminar you will learn about:

- Expanding your product line (or suite of services)
- Entering an entirely new niche



www.startupnation.com

Step 5: Strengthen Your Niche, Expand to a New One

On Demand

Seminars



Expand Your Product Line

Once you're on your way with your first product (or service), you can build on that by introducing additional, complementary products

- Leverage the brand
- Only expand once you've learned from product #1
- Make it a "natural"
 - "If you like this, you'll like this, too."
- Karen Adams, PoshTots > PoshLiving



www.startupnation.com

Expand Your Product Line

On Demand

Seminars



Expand Your Product Line

Use the following questions to figure out what product would be best to pursue:

- What can I do to leverage my existing customer base?
- What can I do that requires minimal product development?
- What can I do that requires the least financial risk?
- How can I get early feedback to ensure I'm on the right track?



www.startupnation.com

Expand Your Product Line

On Demand

Seminars

Enter a New Niche

Right now you're selling with a specific target market in mind. *That's a good thing!* Done right, entering a new niche can be a smart way to increase your total market opportunity.

- ➔ • Pursue new niches serially, not in parallel
- ➔ • Consider a different geography
- ➔ • Consider a different customer
- ➔ • Consider a different channel



www.startupnation.com

Enter a New Niche

On Demand **To grow your dream business**

Seminars

Visit www.startupnation.com to:

- ➔ – **Search for articles and blogs**
- ➔ – **Ask questions, get answers**
- ➔ – **Listen to fun (but smart) podcasts**
- ➔ – **Meet potential customers/partners**
- ➔ – **Be part of the world's most exciting online community of entrepreneurs**



www.startupnation.com

To grow your dream business