

# 5 WAYS to REINVENT your BUSINESS

- 1 EMBRACE TECHNOLOGY**

Step back and see what you're spending most of your time doing. If it's something like invoicing, seek out a software to automate it so you can spend your time on building the business.
- 2 ADD E-COMMERCE**

With customers accustomed to shopping online, e-commerce is now a necessity. Find a way to integrate e-commerce into your existing site or build a new e-commerce-capable site.
- 3 BROADEN YOUR CLIENT BASE**

Figure out who your ideal client is, including their background, needs, budgets and goals. Once you have a picture of who you want to reach, you can create marketing that speaks specifically to them.
- 4 EXPAND YOUR TEAM**

Hiring new people can rejuvenate your team and help to reinvent your company. Every new hire brings fresh perspectives and new ideas to the table.
- 5 TARGET NICHE MARKETS**

Look for a niche that's a natural extension of a market you already work in or one related to your hobbies/interests. Since you're already knowledgeable about the industry in general, building relationships with prospects in the new niche will be easier.

