



ServeNoMaster 154: When Should You Diversify Your Business?

Highlights:

[1:25] Stick to a project until it becomes profitable before diversifying.

[4:52] Diversify first your offering then your source of traffic.

[7:01] If you've broken through 80/20 and you feel you're getting low results vs your time, then it's time to diversify.

[8:29] There are moments you need to pivot / diversify and that's ok.

[11:49] You can find a path that will make you happy for a long time.

[15:39] You should focus on what is making you profitable.

[16:26] Find the right way to grow your business and make decisions based on logic not emotions.

Sponsor Thrive Themes – <https://servenomaster.com/thrivethemes>