Diversification Decision Map

1. PROTECT THE CORE

- Before adding anything new, be sure the base business runs without you.

2. KNOW YOUR WHY

- Every idea needs a reason. *Circle one*:
  Revenue Now | Strategic Positioning | Personal Fulfillment
- Write it out: I want to diversify because ______________.
- If you can't answer clearly, it's not ready.

3. PICK YOUR LANE

- Revenue Drivers – service expansion that pays back quickly

OR

- PR + Visibility Plays – build brand, not cash (at least at first)

4. RUN IT LIKE AN EXPERIMENT

- Set a clear test: Goal + Timeline + Resources + Stop Date.
- Treat each idea as a short trial before a full launch.

5. TWO TRACK PLAN

- Follow Kate's model — one quick win, one long play.
- Add an easy, near-term service for momentum while slowly building the bigger move (a new market, a product line, a media project).

6. MEASURE AND ADJUST

- Track: revenue | time | visibility | alignment with your why.
- If it IS working, double down.
- If it is NOT working, pivot fast.

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