

How to Navigate a Change of Direction in Your Business



ACKNOWLEDGE IT'S OKAY TO CHANGE

Businesses evolve. You're not flaky, you're growing. It's normal for your goals and offers to shift as you gain experience. Own it.

"This no longer fits who I am or who I want to serve, and that's okay."

SIMPLIFY THE PLAN FIRST

Before you change your bio, website or offer suite, start with what needs to go and what stays. Clarity before marketing.

Can you explain your new direction in one sentence? If not, simplify more.

EXPECT DOUBT – DO IT ANYWAY

Fear and imposter syndrome will likely show up. That's not a red flag. It's just your brain adjusting to the new normal.

Reframe: this is unfamiliar, not wrong.

MAP OUT THE 'WHY'

Is this shift about energy, audience, offer or something else?

Get clear on what's no longer aligned and what you're moving towards.

Try a two-column list: what's working / what's not working.

BRIDGE THE GAP WITH CONTENT

Start warming up your audience. Share BTS, lessons learned, and what's changing for you, it builds trust and brings people along for the ride.

"Here's why I'm pivoting and what's next."

REINTRODUCE YOURSELF (SOFT LAUNCH STYLE)

Update your messaging and share the new direction with clarity. Don't apologise. Be proud. Give people a way to work with you in the new phase.

"If you're [ideal client], here's how I can now help you..."