

*James Schramko here with a business tip on optimizing your business.*

### **Pruning Your Business**

So your business will probably have products and services and every now and then, you have to prune them. What do I mean by that? Look at your numbers. Have a look at what you're selling and more importantly, have a look at what's not selling and decide if you've given them a fair chance. Have you marketed them? Have you told your customers about them? And if not, then you need to pivot in some way. You either need to re-word them, you can reconfigure the offer, get someone to test it for free and see if they like it, and if you decide that it's not worth it, prune it. And it works just the same way that it works in nature.

### **Making Business Bloom**

If you have a rosebush, it's going to have big vibrant roses on one part of the bush. And on the other part would be the dead buds that are still on the branch. What you need to do is you need to cut the branch because those dead buds are taking the energy away from the new buds that need to bloom.



### **Prune your business as you would a plant**

So prune your business, cut down on the products and offers that aren't working and focus on the ones that are working and drive your focus there. You'll see them increase. You'll be more profitable.

### Have an E-commerce Store?

If you have an e-commerce store, go through your SKU items and find out which ones are the most profitable and put some effort there to create feature pages and then hook up an SEO campaign to your feature pages and watch them grow.

Well, I hope you enjoy this tip on pruning, I'm James Schramko.

Sponsored by:



[www.SilverCircle.com](http://www.SilverCircle.com)



[www.FastWebFormula.com](http://www.FastWebFormula.com)



[www.linkjuice.com](http://www.linkjuice.com)



[www.SEOPartner.com](http://www.SEOPartner.com)