



## **Low-Hanging Fruit October 2025**

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In these uncertain economic times, many companies are operating in a cautionary mode, thinking this might not be the best time to launch bold (and possibly risky and expensive) endeavors. They may be right, given their specific circumstances. *Is yours one of them?*

### **If so, here is a lower-risk alternative: why not look for low-hanging fruit?**

Low-hanging, as in less risky, not too expensive, fast to implement. Maybe not a big profit-maker, but still incrementally positive. Projects that have been on the back burner for a while, or looked at some time ago and – for whatever reason – not pursued.

Now might be a good time to relook at them and see if they make sense for the here and now. Of course, there are some important factors to assess, as well as some due diligence to do. More specifically...

- Why was this idea or venture never implemented? Are those reasons still valid, or has the market outlook changed?
- Update or initiate market research with customers and/or targets to assess potential demand.
- Rerun the numbers: ROI? How long?
- Will it take away resources from higher-priority endeavors?
- Does the venture fit with your company's current goals and future direction?
- Importantly, does it fit with your brand image, and what customers expect from you?

If the project makes sense, you're in luck. It will provide news and a sense of momentum to your customers *and*, most likely, employees. And of course, if you've done the analysis correctly, add to your bottom line.

***Need help with assessing your back-burner projects? Contact me at [lrink@LindaRink.com](mailto:lrink@LindaRink.com).***