ADDING NEW PRODUCTS AND NEW MARKETS

How to test new offers and new customer groups without hurting the business that already works.

TYPE: GUIDE REVIEWED: NOVEMBER 2026 TIME: 8 MINUTES LEVEL: INTERMEDIATE

AT A GLANCE

- New products and markets can grow sales, but each one adds work, cost and complexity.
- The safest growth is usually **new products for current customers**, or **current products for new customers**, not both at once.
- **Test small** before investing big, just like you did at the start. See **I-06 Testing Your Idea Before Spending Big**.

Why it matters

Your current customers already trust you, so they're often the easiest people to sell something new to. But every new product splits your attention and your cash. Testing first protects what's working.

Four paths to growth

	Current products	New products
Current customers	Sell more of what you have: higher prices, bundles, memberships (lowest risk)	Add products or services your customers already ask for
New customers	Reach new groups or places with what you already sell	New products for new customers (highest risk)

Step by step

1. **Ask customers** what else they need. Look at what they buy elsewhere.
2. **Check fit**: does it use your skills, brand, suppliers and equipment?
3. **Estimate the numbers**: price, margin, startup cost, and how many sales you need. See **M-08 Costs, Margins and Break-Even**.
4. **Test small**: a limited run, a pre-order, a pilot with a few customers.
5. **Set a target** before testing, and decide in advance what success means.

6. **Roll out** only if it hits the target. Otherwise, adjust or drop it.

> EXAMPLE
>
> Customers kept asking **Malik** to clean their home windows after detailing their cars. He tested a window-cleaning add-on with 20 regular customers at $90. Fifteen booked, it used his existing van and skills, and the margin was strong. He added it as a regular service, raising his average job size by 30%.

Watch out for

- **Distraction** from your core business
- **Low-margin products** that look good on sales but not profit
- **Too many products**, which complicate inventory, training and marketing
- **New markets with different rules**, like new states or countries. See **G-12 Expanding to Other Countries**.

Common mistakes

- **Launching big without testing.**
- **Chasing every idea.**
- **Ignoring the core business** while building something new.
- **Not tracking new products' profit separately.**

Your checklist

- ☐ List what customers ask for that you don't offer
- ☐ Score each idea on fit, margin and cost
- ☐ Test your top idea small, with a target
- ☐ Track its results separately
- ☐ Decide: roll out, adjust or drop

Where to go next

- **G-07 Landing Big Customers and Partners**
- **I-06 Testing Your Idea Before Spending Big**
- **M-07 Pricing Your Product or Service**

IMPORTANT
This guide is general education from the Project Underdogs Founder Library. It is not legal, tax, accounting, immigration or investment advice, and it is not an offer of investment or a promise of funding. Figures are general examples and ranges, not quotes. Rules change and every business is different, so check your situation with a qualified professional. Full terms: LIB-03 Disclaimer and Terms of Use.