

# 8 Steps To Productize Your Service

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## STEP 1: Niche Down

Niche down because services can be adapted and customized for a variety of customers whereas products need to fit one type of customer.

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## STEP 2: Discover Your Teachable, Valuable & Repeatable (TVR) Solution

Identify the services you offer that are Teachable to employees, Valuable to your customers who have a Recurring need for it.

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## STEP 3: Be Clear On Your "Quarter Inch Hole"?

Be clear about what problem your product solves for your niche.

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## STEP 4: Brand It

With a service, you're typically hiring a person but with a product, you're selling a thing. Name your product, then brand it.

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## STEP 5: List Your Ingredients

List what customers get when they buy your product.

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## STEP 6: Pre-Empt Objections

Consider what potential objections customer might have and pre-empt them with an FAQ.

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## STEP 7: Publish A Price

Services are quoted by the hour, day or project and usually come at the end of a custom proposal. Products publish their price.

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## STEP 8: Manufacture Scarcity

Give people a reason to act today rather than tomorrow. That means you need to manufacture a reason to act with scarcity.