

PRODUCTIZING WORKSHEET

MODULE 2: STEP 2

***Not every service can or should be broken down to 3 levels as I showed with the heating company example. For example, most dentists pull new customers in with teeth cleaning or whitening specials, but it's not likely that they could morally offer "Clean", "Cleaner", "Cleanest" teeth cleaning packages, nor "White", "Whiter" and "Whitest" teeth whitening packages. Though I'd love to create the art for them!

At the very least, start with creating one main product for each of the services you defined in the niching down section.

SERVICE DEFINED IN NICHING DOWN (SPECIALIZATION)

* IF YOU'RE PRODUCTIZING MORE THAN ONE SERVICE, SIMPLY DUPLICATE THIS WORKSHEET

1. ENTRY LEVEL PRODUCT

NAME THAT IS DESCRIPTIVE OF OUTCOME/PRICE

1B. SOLUTIONS:

LIST THE SOLUTIONS/ADVANTAGES OF YOUR NEW PRODUCT

1C. VALUE PROPOSITION:

WRITE DOWN THE VP THAT YOU UNIQUELY PROVIDE WITH THIS PRODUCT.

1D. TESTIMONIAL/REVIEW:

ADD A TESTIMONIAL THAT CAN BE USED APPROPRIATELY FOR YOUR NEW PRODUCT. IF YOU DON'T YET HAVE IT, GETTING AT LEAST ONE SHOULD BECOME A PRIORITY

2. VALUE LEVEL PRODUCT

NAME THAT IS DESCRIPTIVE OF OUTCOME/PRICE

2B. SOLUTIONS:

LIST THE SOLUTIONS/ADVANTAGES OF YOUR NEW PRODUCT

2C. VALUE PROPOSITION:

WRITE DOWN THE VP THAT YOU UNIQUELY PROVIDE WITH THIS PRODUCT.

2D. TESTIMONIAL/REVIEW:

ADD A TESTIMONIAL THAT CAN BE USED APPROPRIATELY FOR YOUR NEW PRODUCT. IF YOU DON'T YET HAVE IT, GETTING AT LEAST ONE SHOULD BECOME A PRIORITY

3. PREMIUM LEVEL PRODUCT

NAME THAT IS DESCRIPTIVE OF OUTCOME/PRICE

2B. SOLUTIONS:

LIST THE SOLUTIONS/ADVANTAGES OF YOUR NEW PRODUCT

2C. VALUE PROPOSITION:

WRITE DOWN THE VP THAT YOU UNIQUELY PROVIDE WITH THIS PRODUCT.

2D. TESTIMONIAL/REVIEW:

ADD A TESTIMONIAL THAT CAN BE USED APPROPRIATELY FOR YOUR NEW PRODUCT. IF YOU DON'T YET HAVE IT, GETTING AT LEAST ONE SHOULD BECOME A PRIORITY