

MC
MODERN CRÉATIF



Productizing Your Knowledge

Where You Start?

- WHAT INFORMATION DO YOU ENJOY RESEARCHING, READING ABOUT, AND SHARING MOST?

- WHY DO PEOPLE COME TO YOU FOR ADVICE?

- WHAT DO YOU ENJOY DOING MOST?



Who Do You Enjoy Working With?

- CONSULTANTS
 - DEPARTMENTS
 - NON-PROFITS
 - START-UPS
 - INDUSTRY PROFESSIONALS
-



How Will You Deliver Your Service?

- TEAM COACHING
 - INDIVIDUAL CONSULTING
 - ONLINE COURSES
 - INTERACTIVE
WORKBOOKS/JOURNALS
-



Offering Services & Not Productizing Can Be Exhausting

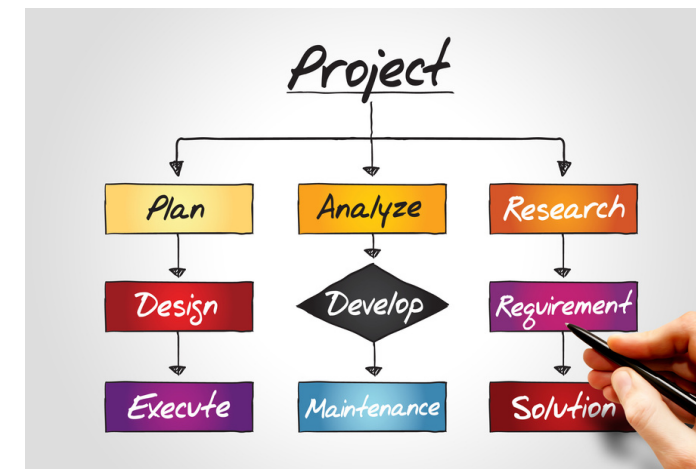
THE WAY IT'S TYPICALLY BEEN DONE:



HOURLY SERVICES



PROJECT SERVICES



**SERVICES THAT
REQUIRE CUSTOM
WORK**



**SERVICES THAT
REQUIRE A LOT OF
LABOR**

“Customers, Not Clients.”

WHAT'S THE DIFFERENCE?



A 'CUSTOMER' BUYS A PRODUCT OR SERVICE FOR SET PRICE AND GETS A SET OF PRE-DEFINED BENEFITS IN RETURN.

A 'CLIENT' IS SOMEONE WHO INVESTS IN CUSTOMIZED PROFESSIONAL SERVICES.

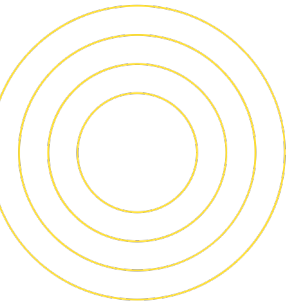
**HAVE YOU EVER WONDERED WHY SO MANY
AGENCY OWNERS END UP SELLING INFO
PRODUCTS?**



**SELLING INFORMATION IS DRAMATICALLY MORE
PROFITABLE AND SIMPLY A MUCH BETTER BUSINESS
MODEL.**

**THEY'VE REALIZED THEY CAN MAKE MORE MONEY FROM
A SIMPLE PRODUCT LAUNCH THAN THEY CAN FROM
MONTHS OF PUTTING UP WITH CLIENTS**

The decision to sell packaged services that are based on value, instead of being based on access to your knowledge and time, is the most critical first step of this process, and it will drive how you structure your business model going forward.



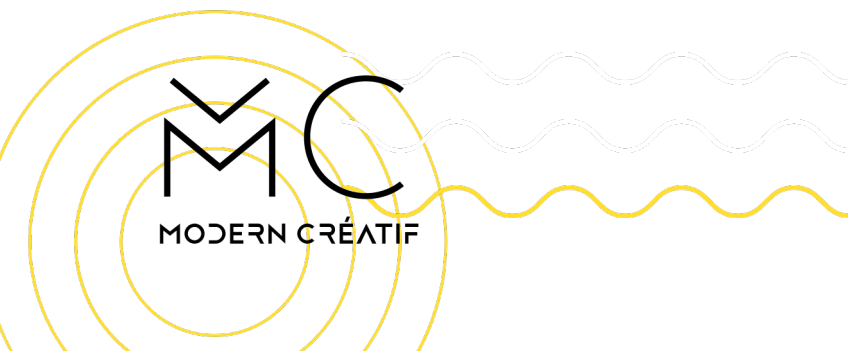
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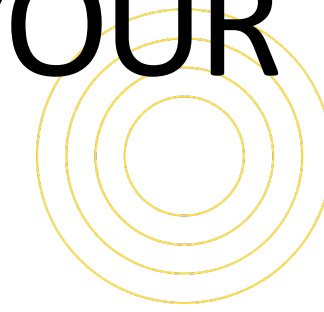
Identify Your Specific Target Customer



When you're selling a productized service, you need to gain clarity around who the target customer of your service is so you can design it very specifically to solve their problem.



ANALYZE THE VALUE PROPOSITIONS OF YOUR COMPETITION



YOUR COMPETITION IS ALREADY SELLING A SERVICE THAT HAS A MIX OF FEATURES AND BENEFITS TO SOLVE A PROBLEM FOR YOUR TARGET CUSTOMER

ANALYZE THEM SO YOU KNOW HOW TO DIFFERENTIATE YOUR SERVICE.



ELIMINATE-REDUCE-RAISE-CREATE (ERRC) GRID

THE ELIMINATE-REDUCE-RAISE-CREATE (ERRC) GRID IS AN ESSENTIAL TOOL OF BLUE OCEAN STRATEGY DEVELOPED BY CHAN KIM AND RENÉE MAUBORGNE.



ELIMINATE

Which factors that the industry has long competed on should be eliminated ?

RAISE

Which factors should be raised *well above* the industry's standard?

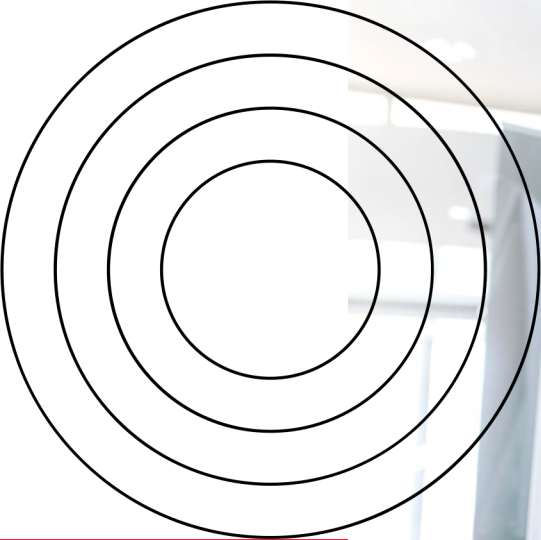
REDUCE

Which factors should be raised *well below* the industry's standard?

CREATE

Which factors should be created that the industry has never offered?

Once understand your competitive landscape,
look for gaps in the market where you could create
a service with a different value proposition.



AUTOMATION IS KEY

Focus on offering services that you can deliver using operational leverage, technology, and automation, rather than hustle and manual labor.



REOCCURRING REVENUE IS KEY

Focus on offering services that you can charge per monthly or year with a high margin.



You must have a recurring source of revenue to have a successful business.

Package & Price Your Services Using a Landing Page

Lingo STORE PRICING SIGN IN DOWNLOAD LINGO

For Individuals and Teams
Whether you're freelancing or working in a big team, there's a plan for you

FOR COLLABORATION

PERSONAL <i>Free!</i>	PRO <i>\$9.99 / Month</i>	TEAM <i>\$49.99 / Month</i>
Build a Visual Language for You	Build a Visual Language to Share	Build a Visual Language Together
<ul style="list-style-type: none">✓ Add unlimited assets to your Lingo	<ul style="list-style-type: none">✓ Add unlimited assets to your Lingo✓ Add <u>guests</u> to your Lingo kits	<ul style="list-style-type: none">✓ Add unlimited assets to your team's Lingo✓ Add <u>team members</u> with access to all assets✓ Add <u>guests</u> to your team's kits
DOWNLOAD LINGO APP	GO PRO <i>Or try it for 30 days</i>	START A TEAM <i>Or try it for 30 days</i>

EXAMPLES

DATA SOURCE: [HTTPS://BLOG.PROTOTYPR.IO/60-BEST-PRICING-PAGES-YOUVE-
EVER-SEEN-D4F9BBD000F1](https://blog.prototypr.io/60-best-pricing-pages-youve-ever-seen-d4f9bbd000f1)



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Land-book.com

Jun 13, 2016 · 5 min read

60+ Most Stunning Pricing Pages You've Ever Seen

As some of you already know, here at [Land-book](#), we're hand-picking and serving up the finest landing page inspirations. We do it since 2013 and we can't imagine a day without sharing something dope with you guys. :)

Anyway, we focus mostly on stunning and well-crafted home pages. But today, we've prepared something slightly different — a collection of awesome pricing sites. Hopefully, you'll find all of them inspiring. Or maybe, you'll even fall in love with some of them just as we did.



495



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BUILD AN AUDIENCE

- SHARE YOUR EXPERTISE ON PODCASTS/WEBINARS/LINKEDIN
- BECOME A THOUGHT LEADER
- VOLUNTEER FIRST & SHARE YOUR CREDENTIALS

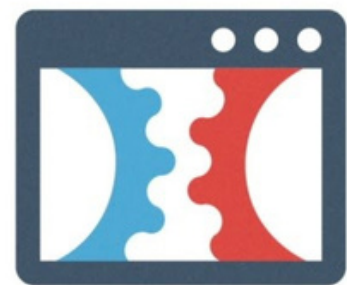


INVEST IN A SALES FUNNEL

-TEACH YOURSELF HOW ON
YOUTUBE

OR

-SAVE TIME AND MONEY
AND INVEST IN



click funnels



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BRING YOUR PLAN TO LIFE

- DESIGN OFFERING
 - PLACE ON LANDING PAGE
 - LEVERAGE EMAIL MARKETING AND SOCIAL MEDIA OUTREACH TO SHARE YOUR OFFERING
 - INVEST IN ADS
-



DIY TOOLS

- HOW TO SALES FUNNEL VIDEOS ON
YOUTUBE



- GUMROAD

GUMROAD

- MAILCHIMP



- TEACHABLE



WHAT QUESTIONS CAN I ANSWER FOR YOU?



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