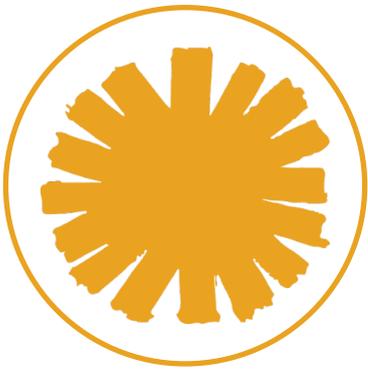




Alternatives to Trading Time for Money



How to get started

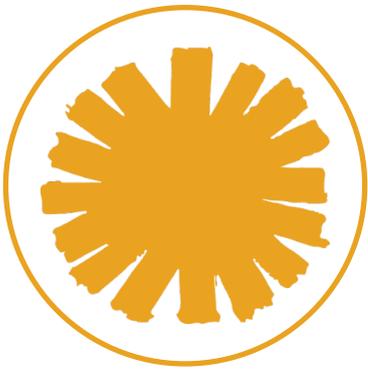
It's time to get out of trading time for money, and you're thinking about how to do business differently with a products approach. Let's get you started.

This Mission Guide takes you through some of the strategic thinking you need before you get into creating products. We need to fit this to your specific circumstances and make sure your unique path is mapped out.

And of course, there's tons of help and support available as you go through this, so you'll want to seriously consider joining either the self-study [Pivot to Products](#) course or the six-month group programme, [Productise Your Expertise](#).

Let's crack on...

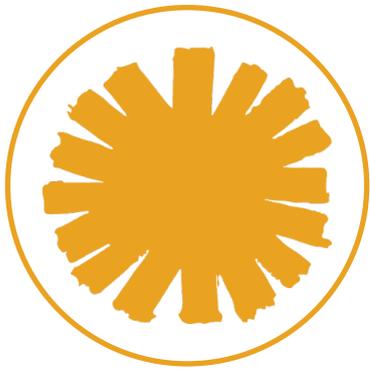




The changes you want to see

How much money do I want to come from my products?

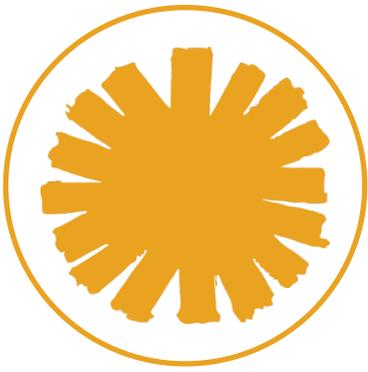
Do I want to replace my services income with product sales? Or add to it?



The changes you want to see

What's in it for me? How does this change my life (besides making more money).

Consider here what's important to you, for example, do you want a four day week, more flexibility, the opportunity to learn new skills...

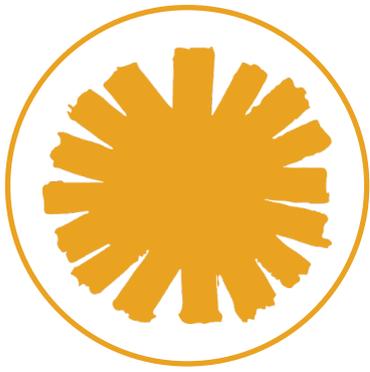


How do I want to spend my time at work? And how do I create the biggest impact?

The Productise Your Expertise programme starts off with everyone doing an exercise to find their Zone of Genius. This is one of the more powerful parts of the programme. You can get a head start in this by reading the article [here](#)

[How to find your Zone of Genius](#)

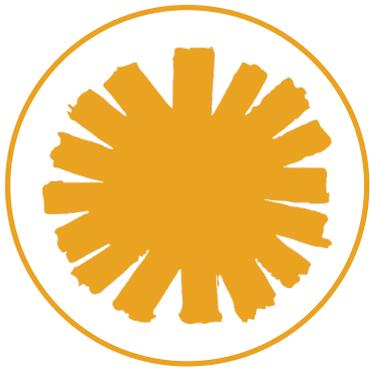
Note down your Zone of Genius here



How do I want to spend my time at work? And how do I create the biggest impact?

And (perhaps more importantly) make a commitment to moving away from your Zone of Excellence activities.

I am going to outsource, delegate or stop altogether the following:

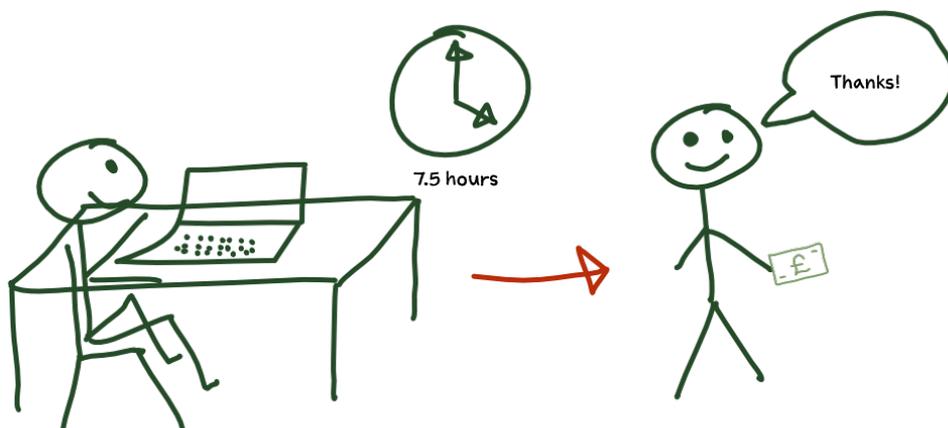


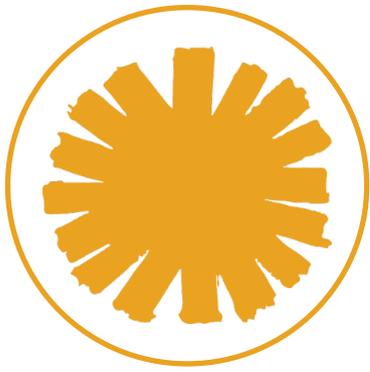
Who do I serve? And what problems do I solve for them?

Many of us get stuck working with one particular kind of client. Maybe we love a particular group of people, but they never want to pay much money, and that keeps us poor. Or we just ended up doing something for people by accident and it's stayed the same ever since.

Or maybe you have exactly the right target clients, but you're just not explaining what problem you solve for them and why this is important in the right way.

This is the point where we want to start thinking about how we can solve those problems for our clients in a new way that doesn't involve us working in the traditional way of trading time for money. Let's work out how you can achieve results for your people through your products rather than having to show up at endless meetings or do the work for them.

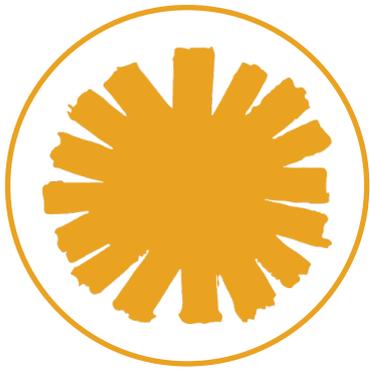




Who do I serve? And what problems do I solve for them?

I want to work with...

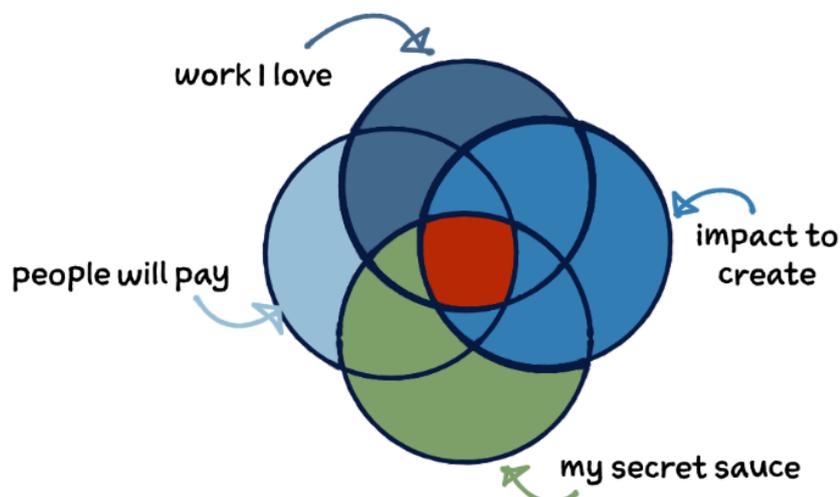
The problem I can solve for them is...

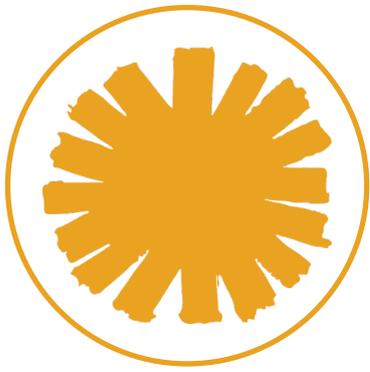


What are my product options?

I talk a lot about how you have a big idea which is the foundation of your products and how you describe them to the world. This is the distillation of what your particular knowledge and expertise. And being able to put this together in a way that fits for:

- The areas of work you most enjoy working on
- The parts which will have the most impact for your customers
- The “secret sauce” that makes you stand out in the crowd
- The bit that a big enough group of people will pay for because it solves a problem for them.



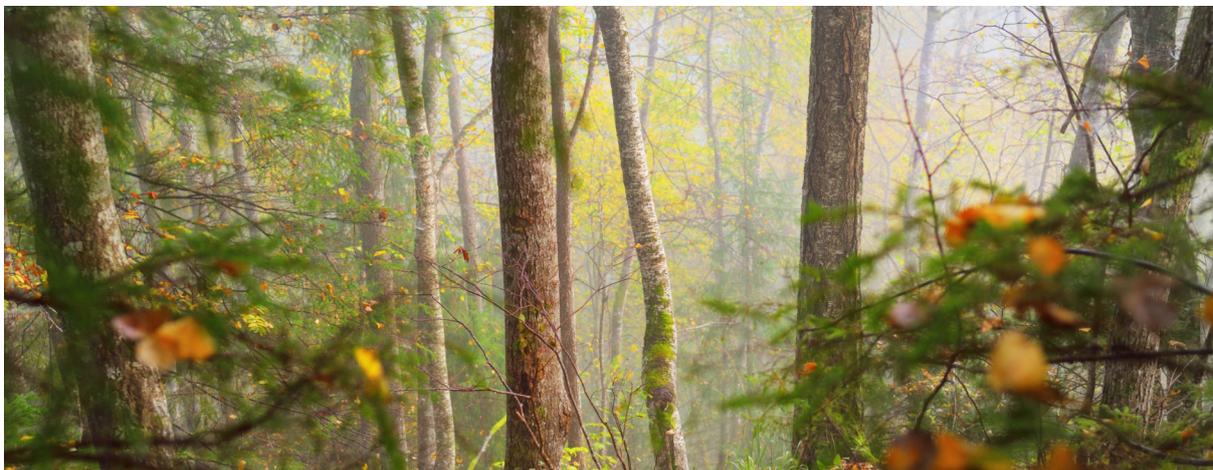


What are my product options?

We are aiming to create an ecosystem of products, each of which fits those overlapping circles. We need more than one product because all my work with helping people to scale their businesses through products show that you need more than one product to be financially successful. You can read more about product ecosystems here.

[Read about product ecosystems](#)

Fortunately, there are many different types of products you might want to pursue. In fact, much of my time is spent suggesting how people might build products that will play to their strengths and make them money. Here are some of those suggestions – tick which ones might work for you over the next few pages...



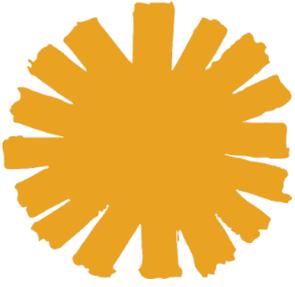


Products for introverts

Some people want to move to products instead of services because they're exhausted by the constant contact with clients. I suspect this is what drives a lot of people to seek the mythical "passive income" – not because they're lazy and want to sit on the beach, but because they want a quieter life.

Here are some products which require very little interaction with clients.

- Workbooks, cheat sheets, decision trees etc are all downloadables where you don't have to talk to anyone. You can't charge tons of money for these, but if your product can solve an important problem for people with money to spend, you can charge upwards of £35. Consider increasing the perceived value by including video content, or seeing these products as tripwires or lead magnets which lead people to buy your more expensive products
- Data driven products. These are some of my favourite products because you can sell at premium prices and they can be set up as recurring revenue products. Double win. I've included a whole section on these below, but they are definitely good for introverts



Products for introverts

- Productised services where you offer a package of useful services for your clients. Ideally, set this up as a monthly deliverable. Great examples of this include:
 - Video editing, X number of videos in different formats
 - Collecting video testimonials from your clients' client
 - Social media management
 - Any services where the client can brief you without having to talk to you directly
- Spreadsheet or software based tools you sell to allow a client to do something for themselves
- Automated dashboards and monitored systems
- Web app based tools
- Assessments – from simple quizzes to accredited psychometric tests, assessments which lead to a personalised report are a great product. You can do these as lead magnets or tripwires that lead to someone identifying and clarifying their problem. And then your medium or premium product is designed to solve that problem for them, so the assessment becomes a lead qualifier.



For writers and people with excellent writing skills

Think about...

- Paid newsletters – use Substack or Kit to build these, upsell to a paid option and then upsell to your premium products. Works best if you have some kind of not widely known information that people will pay for
- Write YouTube scripts for people who want to grow their channel and don't know how to write a script with a hook at the beginning. Productised service with recurring income
- Specialise in writing one particular type of content, e.g., sales emails, sales pages
- Make on brand AI writing bots for brands to replace you as their copywriter. Licence the bot for use on a monthly basis and add in tune ups and tweaks. Far more fun than writing a regular blog for a brand
- For any area where you have expertise, build any kind of product and use your writing skills to write brilliant emails to nurture your relationship with potential buyers and make the sales page convert your fans into paying clients.

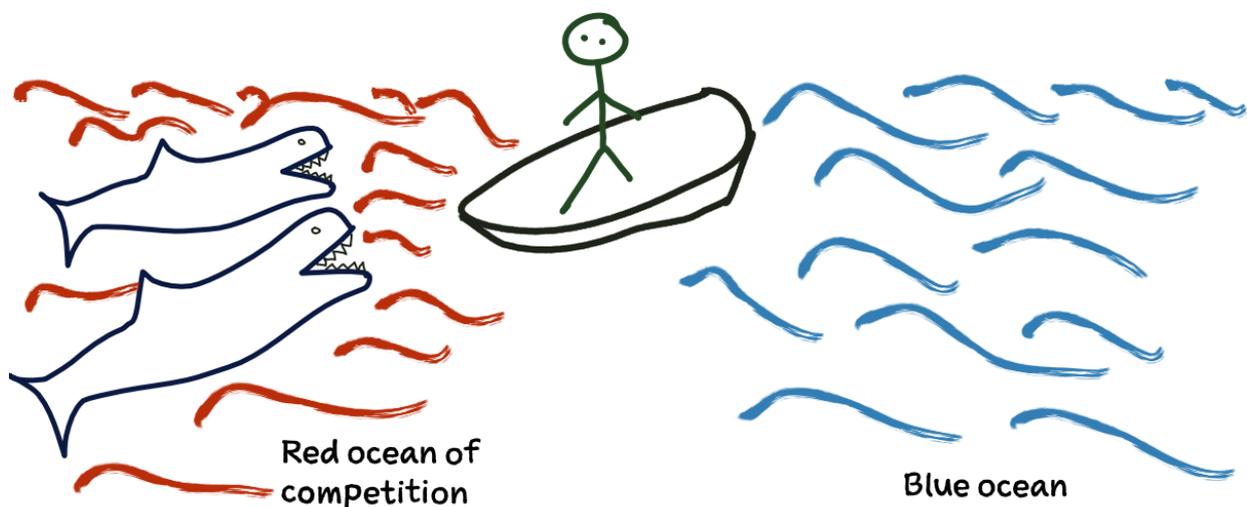


For writers and people with excellent writing skills

Avoid these areas which many others have done before and the market is now a congested red ocean

- Courses on how to prompt AI
- Courses on how to be a better copywriter
- Anodyne and over worked areas of content where others have already soaked up the audience

I'd rather be in the blue ocean





For people who do not like to write (or cannot write well)

Think about these products...

- Use more video to deliver your information – I had a severely dyslexic client who built a training business to a million plus turnover using almost entirely YouTube and video on social media
- Or use audio in the same way... the popularity of podcasts shows how many people are plugged into audio content. Audio is much easier to put together than video, so you can build products faster and more cheaply
- Paid email newsletters which deliver audio content
- Go old school and provide high end events in real life. Cohort groups, retreats and masterminds are all fantastic premium products you can charge good money for
- If you have access to little known and valuable information, consider running your business on WhatsApp, using the voice notes.



For people who do not like to write (or cannot write well)

Also think about...

- Outsourcing the writing and just paying someone to do this for you
- Being the strategic ideas person and bring in someone else to actually implement what needs doing. This takes some financial investment, but I regularly speak to people who have built their products using this outsourcing of “hands-off” method by paying a few hundred a month to a Virtual Assistant. The trick is finding the right VA.





Data based products

These are usually B2B products where you either take data you have access to, or data your client supplies and use that data to draw out conclusions, recommendations and action points for your clients. You can sell data based products as stand alone products such as trend reports, or you can do this as a productised service where you make specific recommendations for your client.

Examples of data based products to think about:

- Which of your clients' customers are most likely to reorder from them? By recommending this to your clients, you can help them to focus their marketing on the customers most likely to buy again
- Where should your client be concentrating their marketing efforts, based on a data analysis of what is working for them at the moment?
- What are the industry trends for a sector or group of businesses for the next year likely to be? How might these be affected by global events? Your dive into the data could bring out information that isn't generally available, and if you add in your existing deep knowledge of that industry, you could be on to a winner. Some of these trend reports sell for more than \$1k, and have a huge impact for the brands that need to be ahead of the game.



Success story – Jon and Roy’s big adventure

If you’re tempted by the idea of the data driven products and want further inspiration, here’s a success story of Jon and Roy at Spike Insight, a company that has successfully productised and is doing well.

Could You Do This?

How Jon and Roy built a productised service business



Adventures in Products 



What to do next

This Mission Guide is designed to get you started on your process and to inspire you to make the next move. And I'll be sending you regular email tips, ideas and success stories to help you to move forward.

And of course, when you're ready, you might want to join us for the six month [Productise Your Expertise](#) programme, where you join other ambitious business owners who are also building their product ecosystem along with the marketing systems to sell lots of the new products.

**Check out Productise
Your Expertise**