

DAY 6: Your Signature Product

Now that you know who your perfect client is, and you know what problems they are trying to solve, you are going to approach them with a low-cost, low-commitment product that breaks the ice, helps to start solving their problems and gives you an opportunity to shine.

DAY 6 TASKS:

- 1. In your normal process of initially serving a client, what services do you normally provide for free or include in your larger package? This might happen during an initial consultation or early on in development. *(ex. website security audit, mood board creation, social media profile package, SWOT analysis)*

- 2. List the specific problems that these services solve?

- 3. Identify parts of the this process that are the same every time? *(ex. information gathering, etc.)*

- 4. How can you streamline these parts? *(ex. quiz/questionnaire, self-guided form)*

- 5. Convert these introductory services into a product and give it a catchy name? *(ex. Website Readiness Report, Brand Assessment Tool, Social Media Readiness Package)*

POST YOUR RESULTS!

Go to the Challenge Facebook group and post:

- Share one initial service you do that could be turned into a low-cost product?