If you want to productize the services that you’ll provide to clients, you’ll need to narrow down your product ideas using this worksheet. This can help you find a product that is both interesting and profitable.

Refer to the source tutorial guide on Envato Tuts+ for details, which will help walk you through the process.

1. **What Types of Products Are You Interested in Pursuing?**

Check all that apply:

__ Courses (will take days/weeks for customers to complete)
__ Tutorials (customers can complete them in 48 hours or less)
__ Ebooks
__ Print books
__ Licensed Products (specify): _______________
__ Templates (specify): _______________
__ Software-as-a-service
2. Generate Your Product Ideas

What problems do you want your product to solve? ______________________________

Who is the target market you’re currently reaching with your services? Are you targeting the same audience for your products?

___________________________________________________________________________

If you’re targeting the same audience, what would the difference be between those who buy your services vs. those who buy your products? Why would customers choose your product over your services and vice versa?

___________________________________________________________________________

___________________________________________________________________________

If you’re targeting a different audience, how will you advertise or market the product to them?

___________________________________________________________________________

___________________________________________________________________________

How much time can you devote to creating your product? ____________________

When do you expect to launch? ________________________________

Once you’ve answered the above questions, fill in the blanks in the following sentence:

I will make a ___________ Product Type ___________ about ___________ Topic ___________ for ___________ Target Market ___________. This will help my target market by ___________ Purpose ___________.

__ Mobile app
__ Desktop app
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