

# Make Your Services into Top Products - Worksheet

By: **Celine Roque**. Reference: **Source Tutorial**.

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

- Mobile app
- Desktop app

## 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.

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