# Common Questions about Productized Services

A special resource for **Pat Flynn's SPI** audience!

## What is a Productized Service?

Technically, I think of a Productized Service as a done-for-you service that is highly focused on two things:

- Focused on serving one specific type of customer
- Focused on solving one specific problem in a very standard way.

But there's so much more to it when you dive in…

## Why go the Productized Service route?

In my opinion, the real benefit of venturing into a Productized Service is to use it as a vehicle to building your business beyond just yourself.

Many of us come from a freelance/consulting background, where our work and income is largely dependent on our time. A Productized Service is the fastest way to transition out of that model into something more scalable and easier to build systems and a team around.

## How can you start a Productized Service?

The first step is to identify your most ideal target customer.  This is key.

It's a shift in mindset, really.  Most freelancers have worked with a wide variety of clients since they get referrals from everywhere.  But once you focus on an ideal customer, you can take a more active approach to finding more of that person and exposing your Productized offer to them.  In other words, finding that ideal customer enables you to actually "do" marketing.

Once you know your ideal customer, you can dive deep into learning about their problems, goals, challenges, aspirations.  Out of that you can identify a specific problem to solve with a done-for-you, systematic service.

And from there, it's a continuous process learning, refining, systematizing, optimizing and scaling.

## Where can a Productized Service lead to?

Many people simply keep growing their Productized Service and scale out a large team in a highly efficient and profitable manor.

Others layer ontop additional Productized Services.

And others, like myself, leverage their Productized Service as a stepping stone to expand into other products, such as software, training courses, or books.

In my case, my Productized Service, [Audience Ops](#), which offers done-for-you blog content marketing, led to the realization that managing a hectic content calendar is a lot of work!  So we built a software product called [Ops Calendar](#), which streamlines and automates a lot of the work that goes into planning and producing content, scheduling social media, managing recurring checklists, with all of that centered around a calendar.

## What if I'm not interested in growing a large team?  Can I still Productize?

Absolutely.  Many people choose the Productized Service (a.k.a. Productized Consulting) route to simplify and streamline "what they do" so that they can focus more on their core craft, and less on the mundane distractions like writing custom proposals, invoicing, complicated project management and so on.

When your service becomes highly focused and follows a standard system and process, you can streamline and eliminate a lot of those extra 'admin' tasks.

Some people remain solo.  Some people hire just one assistant to help them with the small stuff.

## What if I am interested in growing a team, but I'm afraid and don't know where to start?

This fear is real.  I felt it for years, and still do sometimes.  Hiring people can feel like a very risky financial decision.  Plus, becoming a "manager" of people is a daunting new skill to learn, and nobody truly knows what they're doing in this department (until they've done it for a little while).

I was afraid of these things too.  But the truth is, I've become more and more excited and passionate about growing my teams, collaboring and being a supportive and inspiring manager to my teammates.

There are lots of ways to ease into this.  Start by hiring part-time contractors, overseas VAs, stay-at-home parents, remote workers, etc.  Don't dive into hiring full-timers right away (maybe not ever).

But before you do any of that, the key is to really standardize your service and processes so that you have enough recurring tasks to delegate to your team.  You don't want to make the (common) mistake of hiring when you're "busy" with lots of one-off tasks, which come and go.  This results in creating more work for yourself just trying to keep your new hire busy.

## Where can I find examples of Productized Service businesses?

Check out my Productize Podcast, where I interview a variety of business owners, many of whom have built successful productized service business.  Check out these episodes specifically:

- 3 Productized Service Founders Compare Notes
- Stair-Stepping From Productized Service to SaaS w/ Jane Portman
- Productizing Linkedin Lead Gen w/ Jake Jorgavin
- Behind-The-Scenes at Audience Ops (meet my team!)
- Scaling Bookkeeping as a Service / Meryl Johnston

You'll also meet plenty of Productized Service owners in my Free Facebook Group and in my Productize Community.

## Where can I find additional resources to learn more about building a Productized Service?

On my blog, Productize & Scale, I publish free articles and videos all about the ins and outs of building a business using this model (and more topics on entrepreneurship).

By joining my newsletter, you'll also find out about my free live training Productize Workshops, which I hold every month or two.  You'll also find out about my Free Facebook Group there too.