

PRODUCT OFFERING DESIGN

#	PRODUCT IDEA	★ ★ GREAT IDEA	★ GOOD IDEA	✓ DOING IT NOW	✗ NOT FOR ME	\$ POINT	NEXT STEP
1	Weekly blog or vlog						
2	Facebook community group						
3	Specific Slack channel—with a specific focus and purpose						
4	YouTube content for subscribers						
5	Weekly 60 second video message for 12 months						
6	Content-rich newsletter						
7	Daily social media post to key subscribers						
8	Facebook, Instagram, or LinkedIn live event						
9	Short 20 - 30 minute weekly or monthly webinar						
10	Invite only to a Q&A session with you						
11	Goal setting cards						
12	Message reinforcement cards						
13	Card game created out of your core messages						
14	Wall chart poster with your 100 business building ideas						
15	Book—hard cover; soft cover; eBook; audio book						
16	Manual—turn it into a manual with activities and charge \$500						
17	Toolbox of books, manual, learning journal						
18	Quarterly monthly leadership package sent out						
19	6 week webcast series						
20	One-on-one business growth coaching						
21	Small-group mastermind—virtual or in-person						
22	Online courses—priced on per course or for an all-access pass						
23	Weekly virtual team meeting drop-in for 15 minutes with one message						
24	Chair their monthly team meeting						
25	Leadership development series or facilitate speaker interviews						
26	Sales strategy session for a key client account						
27	Accountability session						
28	Your client provides a presentation to their key customer as a gift						

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29	12 week on-demand video series						
30	Virtual study tour of the best practises outside of their industry						
31	Provide articles for your clients or community fans to share						
32	Customise your book for their industry or customer base						
33	Host an industry specific podcast—mentee gets paid \$120,000 p.a.						
34	Become a product ambassador for them						
35	Create a facilitator program						
36	Create an accredited Train the Trainer program						
37	Create Train the Coach program						
38	Create a master Trainer Certification program						
39	Mini book give-away or low-cost product						
40	Desktop reminder pad or poster						
41	iPhone message wallpaper						
42	Weekly voice mail message						
43	Weekly text message						
44	Create a learning journal						
45	Build an app that reinforces the daily habits you talk about						
46	Accountability dashboard based around people's goals						
47	Top 10 or top 10% only group sessions						
48	Book summary package						
49	Monthly leadership ritual challenge						
50	Offer access to your Diagnostic Assessment tool						
51	Positioning white paper—around a specific topic or industry						
52	Q&A coaching—you coach one person while others watch						
53	SlideShare some of your content						
54	Create an infographic						
55	Create an activity book with all the planning pages from your book						
56	Facilitate a Hot Seat innovation session						