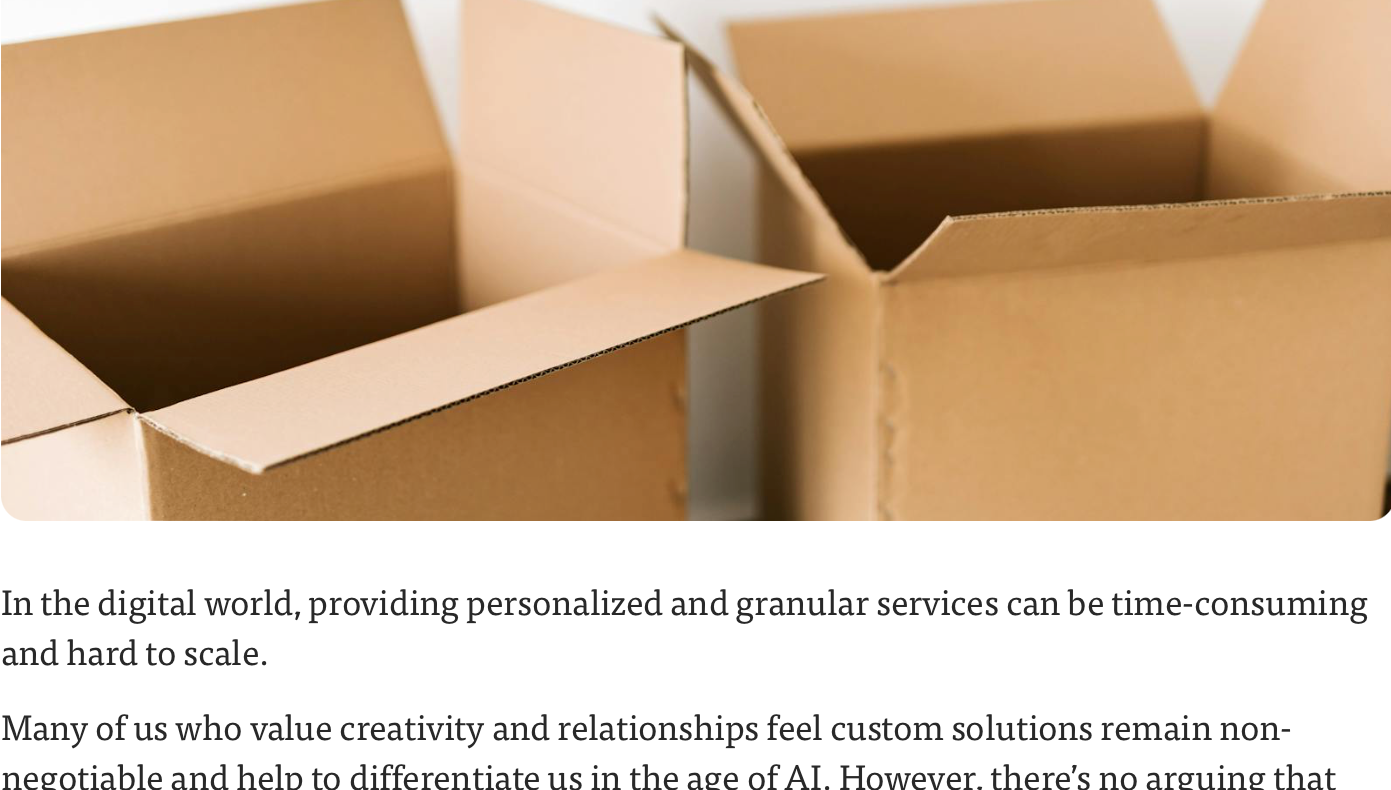


# How to Productize Your Services and Scale Your Business

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8 minute read



In the digital world, providing personalized and granular services can be time-consuming and hard to scale.

Many of us who value creativity and relationships feel custom solutions remain non-negotiable and help to differentiate us in the age of AI. However, there's no arguing that freelancers, digital agencies, and small businesses can significantly benefit from “productizing” their services and content.

By turning some of your services — or your client’s — into clearly defined, standardized packages, you make it much easier for prospects to understand and engage with what you’re offering. This approach streamlines your workflow, offers a consistent result, and helps you scale your business without serving you burnout on a platter.

Complete transparency: I chose this topic because I need to implement these strategies for my business. It’s easy to become complacent or “too busy.” If you’re in that same space, now’s the time to get motivated!

## What Is Productization?

**Productization** is turning services (like content creation or website development) into repeatable, packaged products that you can sell in a fixed format. You can create a clearly defined scope of work that delivers predictable value — while still imprinting your unique stamp (or that of your client) on the work.

Think of it like this: Instead of offering to “write blog posts,” you offer a “Blog Post Bundle Package,” where clients get a specific number of posts per month for a set price. You can further refine it by word count or topics. You can enhance it by offering image selection, social sharing posts, and SEO tags.

Whether you’re thinking about content services, website development, graphic design, or even ongoing maintenance services, the option to productize is one worth considering.

This model simplifies the purchasing process for clients and reduces the amount of time you spend managing projects — freeing you up to focus on growing your business — or just getting your dog out for a walk from time to time.

And productized packages can be tailored when needed. If a client requires a more complex solution, or you see an opportunity to make unique adjustments to your standard offering, you can easily customize a package.

## Advantages of Productized Services

### 1. Consistency and Predictability

One of the major benefits of productizing your services is consistency and predictability. By offering packages, you can develop streamlined processes for your deliverables, ensuring that each client receives a high-quality product without you having to reinvent the wheel every time. And your clients can know exactly what to expect in terms of deliverables and timelines, even before they reach out to you.

For you, a clear understanding of how long a standard service takes lets you schedule your time more efficiently and avoid overextending yourself.

### 2. Simplicity

Clients often feel overwhelmed by too many choices or uncertainty about what they need most. Productizing makes the purchasing process simpler by providing clear options with set scopes and pricing. Instead of going back and forth on custom proposals, clients can browse, choose, and purchase the package that fits their needs.

“Starter” packages can appeal to new, cautious clients who may hesitate to commit to larger, more expensive projects up front. However, if they’re happy with the results, they’re likely to come back with more business.

### 3. Easier to Scale

Standardized offerings help you scale your business while staying in control of your workload. You can take on more clients without getting lost in the weeds over endless customization. Having a productized service also makes it easier to outsource tasks to other writers, should you want to grow your business that way.

### 4. Increased Profitability

Packaging services are better than pricing by the hour. With a productized service, you aren’t penalized for working fast and don’t face client objections for quoting an “exorbitant” hourly rate. When you set fair, fixed prices, you have fewer awkward conversations about rates, and typically no negotiations about an upfront fee. You’ll also find it’s easier to periodically increase your rates.

A package reduces time spent on discovery calls, proposals, custom project management, and scope creep. You’ll also likely encounter fewer project delays or miscommunications, which improves your bottom line.

## Key Areas Ripe for Productized Services

### 1. Productized Content Services

Content creation is a prime candidate for productization. Instead of offering nebulous services where clients must figure out what they need and how much they want to spend, a productized content service lays out exactly what they’ll get for a set price.

Here are some examples:

- **Done-For-You Blog Post Bundles:** A set number of blog posts per month — e.g., “Five Blog Posts for \$X” or “10 SEO-Optimized Posts per Month.”
- **Social Media Packages:** Packages such as “20 Social Media Posts per Month,” where clients receive specific posts ready for platforms like Instagram, Facebook, and LinkedIn.
- **Email Marketing:** Create a predetermined number of email newsletters per month, with content tailored to the business’s audience and marketing goals.
- **Content Refresh Packages:** Update a set number of older blog posts, webpages, or digital resources with new information, better optimization, and fresh visuals.
- **Landing Page Packages:** Offer specific landing page copywriting services tailored to conversions, such as “Single Landing Page Copy for \$X” or “Three Landing Pages for Your Campaign for \$Y,” with predefined turnaround times and a set number of revisions.
- **SEO Packages:** Packages that include website copywriting optimized for search engines, like “Four SEO-Optimized Webpages per Month for \$X,” with keyword research, meta descriptions, and internal linking included.
- **Content Strategy and Audits:** A comprehensive website content audit or a content strategy, ensuring a client’s entire website contains content aligned with SEO goals and user engagement strategies.
- **Content Repurposing:** Offer to turn audio or video content such as interviews, webinars, and podcasts into written assets for a fixed rate.

### 2. Productized Website Services

If you work with web designers, you can help them tap into a growing demand. Website design services or ongoing website maintenance are ideal candidates for productization, and these services go hand in hand with copywriting.

The companies your web design clients want to reach often have only a vague idea of what they need beyond “a website” or “some updates,” so helping web designers offer clear, productized packages makes it easier for their audience to understand their services.

Here are some examples:

- **Website Design Packages:** You might suggest your client offer a “One-Page Site for \$X” or a “Five-Page Business Website for \$Y,” with a clearly defined scope, design process, and detailed tasks.
- **Website Maintenance:** This may include “Monthly Site Maintenance for \$X,” where the designer handles updates, backups, security checks, and small tweaks.
- **E-commerce Setup Packages:** A standard plan can cover the creation of e-commerce capabilities, including a certain number of products and payment integration.
- **SEO and Analytics Setup:** This type of package would ensure that a new website is fully optimized for search engines and includes integrations with Google Analytics and Search Console.

### Why Productize Website Services?

Productizing web services, as with content services, gives clarity and transparency to clients. They understand what they’re getting for their money, and you help your clients (the web designers) position themselves to manage multiple projects without extensive customization each time.

Here’s an example of productized web services:

Starter Website Design STARTING AT \$1799	Informational Website Design STARTING AT \$2999	Interactive Website Design STARTING AT \$4599	Interactive+ High Style Website Design STARTING AT \$6899
High quality, custom web design	High quality, custom web design	High quality, custom web design	High quality, custom web design
1 design choice	1 or 2 design choices	1 or 2 design choices	6 or more design choices
Up to 5 pages	Up to 10 pages	Up to 20 pages	Up to 24 pages
Contact form	Built-in search engine optimization	Built-in search engine optimization	Built-in search engine optimization
	Integrated Blog	Integrated Blog	Integrated Blog
	Simple social media integration	Advanced social media integration	Advance social media integration
	Content Management (CMS) - Manage Your Own Website!	Mobile version	Mobile version
	Personalized website training	Front page animation	Front page animation
		Content Management (CMS) - Manage Your Own Website!	Content Management (CMS) - Manage Your Own Website!
		Personalized website training	Personalized website training
Get Started NOW!	Get Started NOW!	Get Started NOW!	Get Started NOW!

## How to Productize Your Services: A Step-by-Step Guide

### 1. Define Your Core Services

The most important questions to ask yourself include...

1. What are you best at?
2. What do you enjoy doing the most?
3. What are the most common client (or target audience) requests you receive?
4. What projects are most profitable for the time spent?
5. What out of these tasks can you standardize most effectively?
6. What is the easiest to market?

These answers will guide you in creating your offers.

Identify the services you deliver most frequently and that yield the best results for your clients. Start with tasks that are easy to standardize and ones you may already have in place. For example, if you regularly write blog posts, audit websites, or design social media content, those are strong candidates for productization.

### 2. Break Down Your Processes

Map out the steps you use for delivering each service. What tools do you use? What are the key milestones? Once you have a solid grasp of your process, you can streamline it to make sure it’s easy to repeat and can be effective for any client. You might want to create templates, checklists, or outlines to keep everything consistent.

### 3. Create a Value-Packed Offer

Outline what your productized service is. What will the client receive? How many revisions are included? What’s the delivery time frame? Be specific, so there are no gray areas that could lead to misunderstandings. If you are willing, add a caveat that if any package is customized, there’s an additional hourly fee (or however you want to delineate that). **Do not** do this unless you are willing to move forward with additional proposals for any changes.

### 4. Set Clear Pricing

Since productized services are standardized, pricing should be fixed or tiered based on what’s included in each package. The clearer your pricing, the easier it is for clients to make decisions.

### 5. Present Your Productized Services on Your Website

Once you’ve created your packages, present them on your website in a UX-friendly way.

Create a dedicated service page where each package is laid out with...

- a catchy, descriptive, and on-brand title.
- a breakdown of what’s included.
- fixed or tiered pricing.
- FAQs to address common client concerns.
- an attractive, easy-to-scan design.

Include testimonials, portfolio examples, and a call to action (CTA) to drive conversions. Clickable “buy now” buttons or simple contact forms can also help streamline the buying process.

The more individualized and creative you can get when packaging your services, the better. Here are more personable examples from two freelancers and consultants I respect: Jill Lynn at <https://jillynndesign.com/services/> and Ilise Benun’s [Marketing Mentor](#). For more references on companies who have done a successful job check out [Copilot](#) and [Zendo](#).

## Marketing Productized Services on Other Platforms

Once your productized services are live on your website, don’t stop there — promote them across your platforms.

- **Social Media:** Showcase the value of your productized services by highlighting them in posts, client testimonials, and success stories.
- **Email Newsletters:** Share your offerings with your email list and include exclusive promotions or discounts to encourage signups.
- **Freelance Marketplaces:** Websites like Upwork, Fiverr, or Freelancer are great places to offer productized services, because many clients there are looking for predefined packages and upfront pricing.
- **Paid Ads:** Use Google or Facebook ads to reach potential clients in your target market.

## Transform Your Business

Productizing services and content can transform your business by making your offers easier to sell, deliver, and scale. Whether you’re working for yourself or a client, converting your expertise into predefined packages can simplify your marketing efforts. By focusing on what you do best — whether it’s SEO-optimized content, conversion-driven copy, regular content updates, or website services — you’ll attract clients who are specifically looking for those solutions. You can also avoid projects that you don’t enjoy or excel at.

I’m almost giddy about the thought that a well-defined productized approach will help prevent scope creep, which in my opinion is the biggest time suck in client work. When able to stay on track rather than constantly delving into time-consuming and complicated proposals or courting indecisive prospects, we all can deliver high-quality results more consistently.

Productizing services affords a consistent income, higher profitability, and a more streamlined workflow. Are you ready?