

# The 3-Step Productizing Checklist

From expertise to offer — the exact sequence to follow.

## 01 IDENTIFY YOUR EXPERTISE

- What is the one result you consistently help people achieve?
- What do people ask you for advice on most often?
- What problem do you solve that most people in your field don't?
- What do you know that took you years to figure out — but you could teach in hours?
- Who is the exact person your expertise is built to serve?

→ The more specific your answer to each question, the stronger your offer will be.

## 02 PACKAGE YOUR PROCESS

- Write out your 3–5 step process for delivering your signature result
- Give your process a name (this becomes your offer name)
- Define the specific transformation: before state vs. after state
- Choose a delivery format: course / workshop / group program / 1-on-1
- Set a delivery timeline: how long does it take to get the result?

→ Sell the result, not the content. People pay for transformation, not information.

# 03

## PRICE AND PREPARE TO SELL

- Apply the 10x Value Marker: what is the result worth over 12 months?

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- Divide that number by 10 — that is your price floor

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- Write your 3-sentence offer description: who, result, price

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- Share it with your audience before you build anything

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- Collect payment or commitment first — then deliver

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→ Sell first. Build second. Demand proves value before you invest your time.

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Once you have checked every box — you have an offer ready to sell. Now register for Knowledge to Cashflow to learn how to launch it. [masteryactivated.com](https://masteryactivated.com)