

Service Productization Planner

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Turns open-ended services into clear productized packages — fixed scope, deliverables, timeline and price tiers — so selling and delivery get predictable. Use it to escape endless custom quoting. For pricing depth use the Retainer Pricing Model.

Purpose of this tool & output

Turn fuzzy services into fixed-scope productized offers

How the output is used

Use it to turn fuzzy services into fixed-scope, productized offers that are easy to sell, price and deliver repeatably.

Important cautions

Adjust scope to your real capacity and margins.

Companion documents

- Marketing Agency Setup Guide
- Agency Business Plan
- Agency Positioning Statement
- Agency Niche Selector
- Agency Feasibility Study
- Agency Operations SOP

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.