Service as a Product MVP Launch in 1 Week

By One Scales - Listen via Podcast

What is a Service as a Product?

A Productized Service is a service offered as a standard package with a <u>fixed price</u> and a <u>clear result</u>, making it as simple to buy and sell as a regular product.

It also greatly reduces the sales cycle, customer service and increases profitability over regular services.

(aka "productized service", "service as a product", "packaged service")

Here's our recipe on how to create a new service as a product MVP in 1 week or less.

The keys to success:
- (Very) Minimal Defined Product
- Launch Quickly & Sell and Improve
- Use Automation & Templates

Service as a Product Examples

- Saas (99designs): Design a logo service
- Programmer/IT: Monthly backup service
- Personal Chef: Set sushi dinner for 10/20/30
- Carpet Cleaning: Bi-monthly deep cleaning
- Translator: 1000 words translation

Any service business can provide a Services as a Product

Find Service Idea

Find a service that you can provide that can be simplified and automated

Questions to ask yourself?

- What are the market gaps and simple products needed in the market?

- How can i automate this service in part or in full?

- If you already provide this service? What are the highest elements of waste that can be removed? What is in common to most projects?

Pricing and Profits

Decide on a price and most importantly a high profit margin

Start from your Profit Margin. Don't worry - you can always adjust your price

- Set competitive yet profitable pricing

- Ability to test different pricing with real customers

- Launch quick and adjust over time based on customer feedback

- Consider plans for variations of the product

Website & Content

Build a website without a developer and clearly define your service
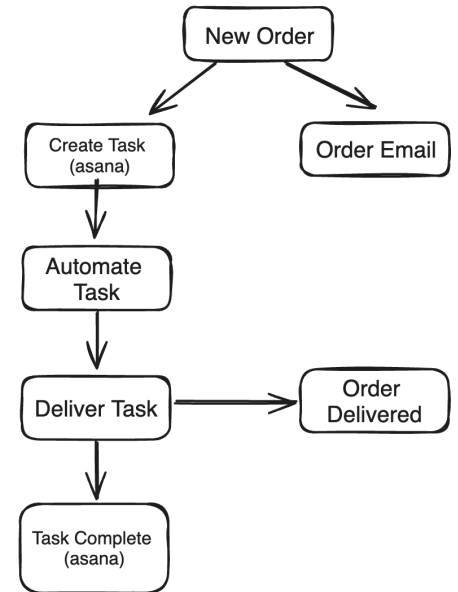
Important Guidelines:

- Use Shopify and build site in 1-2 days (including payment)

- Clearly define your service / product to your customers (+terms, privacy & returns)

- Clearly define your business internal flow

Ensure Automation/Scaling Built into System

Don't build it in beginning but ensure you build a foundation

Tools Needed for Automation and Scaling:

- Shopify for order flow (product, customers, order emails, refunds)

- Set up Asana for order flow and customer service

- Set up zapier to automate and connect shopify to asana & automation

- Ensure you can add more automation in future

Build Flows (Asana)

Asana Ticket & Task Management System - Helps with Order & Customer Service Flow

Build Flows (Zapier)

Zapier Automation & Flow System - Helps Connect Systems

Create a Zap

What would you like to automate?

Everytime i have a new order in shopify i want to create a new task in asana and then send it to my app to process and after 14 days that my shopify order is delivered/complete i want to send a review request.

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Step 1:	New Order (Shopify)
Step 2:	Create Task (Asana)
Step 3:	Process Task
Step 4:	Order Completed (Shopify)
Step 5:	14 Days Later - Send Review Email

Launch Quickly and Sell

Validate Business First - Ensure Customers Understand the Product and Can Order

Launch Quickly and Validate That Customers will Pay for This Service

- Launch website / webpage

- Sell first to friends and work connections

- Run Google ads campaign (and social media ads)

Get Feedback, Adjust & Optimize

Listen to Your Customers and Improve Your Service

Track Your Efforts (customers, orders and internal flow) and Make Improvements

- Improve Your product explanation, pricing and terms

- Improve internal flow & implement rest of missing elements in MVP (automation, features)

- Add features, plans, upsells and new services

- Don't just automate but also templatize and make reusable assets

Grow Business

Grow Awareness and Sales of Your Service with Sales and Marketing

How to Grow Service?

- Ads

- Social Media

- SEO

- Content (+Marketing)

- Reachout

- ProductHunt

- Cold Calling

- Affiliate Program

- Remarketing

- Upsells

- Podcasts

- Events

Bonus

Additional Elements to Think About

What else can i do?

- Find a service i can 100% automate

- Create and implement a monthly recurring product as a service

- Use AI to be in the flow

- How do i duplicate this into additional services?

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