

# PRODUCTISING YOUR CONSULTING BUSINESS

## Which would you be more likely to buy?

I can help productise your consulting business for between £15k & £50k

I will help generate £150k-£500k of productised revenue for approx a 10% investment. The first step is £99 with a full refund if you don't think it's right for you. If we both believe there's value in working together, the next step is £299.

## How to grow a productised consulting business

### Build an upsell flywheel

1. Generate leads by fixing problems using tools & offering assets for free
2. Sell a small solution to a small problem to quickly build trust
3. Keep increasing the size of the problem you fix and the amount you charge as you build more trust



## Stages of transformation for consulting businesses

1

### Time based pricing

- Price on time spent
- Difficult to show ROI
- Sales is hard
- Don't generate quality leads easily

2

### Transformation

- Clear ideal customer
- Proven outcomes
- Simplified message
- Productised services
- Upsell flywheel

3

### Value based pricing

- Price on value delivered
- Sell outcomes
- Easy to buy initial product
- Staged value journey

Got questions?

[www.lexisclick.com/bookchris](http://www.lexisclick.com/bookchris)

Get started

[www.lexisclick.com/blueprint](http://www.lexisclick.com/blueprint)