

create a
product
of VALUE

physical
PRODUCTS

digital
PRODUCTS

digital
SERVICE

physical
SERVICE

Most businesses are structured around a Physical Product and a Physical service, as online business has developed Now we also offer Digital Products and Digital services. Out of the FOUR Digital Products is the only one that does not trade money for time.

I CALL THIS

make Money

while

you Sleep

PRODUCTS

Four Revenue Streams | Four taps

**Do you offer a Physical service?
Do you offer a digital service? Do
you offer Physical products? Do
you offer Digital Products?**

Are all taps ON?

8 PRODUCTS

1

physical **PRODUCTS**

Merch - things you
ship or sell in
person

2

digital **SERVICES**

Platform/coaching/
design/content
curation

3

physical **SERVICES**

Retail, hands-on or
in-person service

4

digital **PRODUCTS**

Downloadable
eBook/templates/g
uides/PDFs audio
files/audio books

5

podcast/ video **INTERVIEW**

6

speaker **CONTENT**

Keynote, Presenter,
Product & brand
instructor

7

workshop/ **RETREAT**

In-person 1- 5 day

8

community **BUILDING**

Audience builder,
membership,
affiliate, product &
brand ambassador

There are EIGHT products you can make

- 1: Physical Product: Merch Anything you sell in person or online & ship**
- 2: Digital Services: Platform subscription online library / Coaching / Design / Content Curation / Digital marketing / Business, Customer, Tech support**
- 3: Physical Services: Retail, Hands on or In-person service face to face**
- 4: Digital Products: Anything Downloadable eBook/Templates/Guides/PDFs Audio files/MP4: Audio books. Make money while you sleep**

5: Podcast / Video Interview for (YouTube)

**6: Speaker content: Industry leader. Event
Keynote, Instructor, product & brand instructor
STAGE 10x my business.**

**7: Workshop / Retreat: In-person 1- 5 day for
travel, for connection.**

**8: Community: Audience builder: Affiliate,
product & brand ambassador**

what do you mean
CONNECTED TO YOU?

**Make products connected to
you, for you, use them with
love, share them with love.
It's so much easier to sell
something you love.**

1. TRUST

2. QUALITY

3. CONNECTION

4. CONSISTENCY

5. EVOLUTION

When consumers follow a brand with loyalty and love its products, the top five highest values they are:

They feel a personal connection to the brand, aligning with its mission, values, or story, which resonates with their own identity or lifestyle.

**These values drive loyalty
and create a strong
emotional bond between
the consumer and the
brand. These come with
AUTHENTICITY**

**YOU are the BRAND They are
seeing the trust and the value
in YOU, they are feeling the
connection your connection ,
they see your consistency
that's momentum people are
deeply attracted to people who
DO, achieve.**

**Evolution is *STAY FRESH,*
stay connected, keep
growing keep evolving your
brand DARWIN**

what makes a
product
valuable?

perceived **VALUE**
functional **VALUE**
aesthetic **VALUE**
social **VALUE**
emotional **VALUE**
historic **VALUE**
sentimental **VALUE**

**THE COMMON
DENOMINATOR IS**

value

someone VALUES it

WHAT MAKES A PRODUCT VALUABLE?

for someone:

IT
SOLVES
A PROBLEM

OR

IT'S
EASY
TO USE

the foundation in marketing so simple!

MAYBE IT'S

social connection
OR A *trend.*

IT COULD BE

VIP exclusive
OR A *status symbol.*

maybe they *believe* in it...

I SUPPORT

- this *message*
- this *product*
- this *person* in the *brand*

FOR SOME IT HAS monetary value,

AN investment

IT'S A collector's item

MAYBE IT'S A gift

OR A shared experience

it's *valuable*...

IF IT *empowers*

IF IT *educates*

IF IT *heals* **OR** *supports*

IF IT'S *entertaining* **AND** *engaging*

HOW ABOUT BECAUSE...

I *want* it

I *love* it

I *desire* it

it's ART

DROP
and give
FIVE

what makes something **VALUABLE?**

Value is what I *love*
What I *love* has *value*
I value it!

When you make it and it's
valuable **to you**,
EVERYONE will feel it!

THE BIGGER QUESTION IS:

what makes *you* valuable?

COGS

*Cost
Of
Goods
Sold*

CODB

*Cost
Of
Doing
Business*

COGS + COBD **Learn these numbers and
NEVER let them out of your sight**

IF YOU CANNOT PRICE THIS
product **or** *service* with a *profit margin*

YOU DON'T GET PAID!

is it *valuable*?

is it *sustainable*?

Once you've got your **BRAND**
Clarity and your **PRODUCT** of
value

YOU can start to look at how to
grow this income that's our
next step

**WHY do you argue with me that
your product is not selling when
it has no connection to you and
has no value.**

**WHY do you argue with me that
your income is not growing
when you have no connection to
you and you have no self value.**

PRODUCT*focus*

PRODUCT OF VALUE, CLARITY & CONNECTION

IS IT VALUABLE TO YOU?

IS IT DESIRABLE?

IS IT PRICED WITH A MARGIN FOR YOU?

IS IT JOYFUL TO CREATE/MAKE/SHARE/SELL?

IF THE ANSWER TO ALL OF THOSE IS YES, THEN LOOK AT THE CREATOR CALCULATOR AND TELL ME IF YOU CAN SEE/FEEL A TIMELINE TO IT