

1. • BRAND + PRODUCT alignment

beware OF THESE THREE:

I can't, I have **NO MONEY**

I can't, I have **NO SUPPORT**

I can't, I have **NO TIME**

BECAUSE WHAT YOU'RE REALLY SAYING IS **FOR ME..**

If you **DO** for others, you *need boundaries*
OR
people just **EXPECT** you to be *there doing for them.*

YOUR solitude has *no value* to them.

It has no value to *anyone but YOU.*

FIGHT FOR IT

IDENTITY

DO YOU FEEL YOUR *true identity*
IS IN THIS *brand?*

DO YOU FEEL LIKE *your* PRODUCT AND SERVICE
ARE *good enough?*

no
VALUE

no
ALIGNMENT

YOU CAN'T SELL SOMETHING YOU DON'T
LOVE

“ALIGNMENT IS WHEN YOUR ACTIONS, VALUES, AND PURPOSE ARE ALL MOVING IN THE SAME DIRECTION.

IT’S FEELING CONNECTED TO WHAT YOU’RE CREATING AND SELLING BECAUSE IT’S A TRUE EXPRESSION OF WHO YOU ARE. IT’S ABOUT BEING IN HARMONY WITH YOUR WORK, YOUR ENERGY, AND YOUR VISION, SO EVERYTHING YOU DO FEELS AUTHENTIC AND EMPOWERED. THAT’S WHERE YOU WILL FIND YOUR VALUE.”

Product *alignment*

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

put *one product* at a time on the board
let's look at it!

WHAT IS IT?

IS IT A PHYSICAL PRODUCT?

IS IT A DIGITAL PRODUCT?

IS IT A DIGITAL SERVICE THAT YOU OFFER OR

IS IT A HANDS-ON PHYSICAL SERVICE?

physical
PRODUCTS

digital
PRODUCTS

digital
SERVICE

physical
SERVICE

WHAT IS THE

system+process

OF THIS PRODUCT/SERVICE?

PHYSICAL PRODUCT - MANUFACTURE/MAKE SELL IN-PERSON OR SHIP / DELIVERY

PHYSICAL SERVICE - IN-PERSON *experience*

DIGITAL PRODUCT - DOWNLOADABLE ONLINE *experience*

DIGITAL SERVICE - ONLINE *experience*

HAVE YOU CREATED AN

experience

FOR YOUR CLIENTS?

in marketing they say
SELL EVERYTHING BUT THE PRODUCT

I NEED YOU TO BE ABLE TO TELL ME
**EVERYTHING THAT IS VALUABLE ABOUT THIS
PRODUCT, SERVICE AND EXPERIENCE.**

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?

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*.

FOR SOME IT HAS monetary value,

AN investment

IT'S A collector's item

MAYBE IT'S A gift

OR A shared experience

maybe they *believe* in it...

I SUPPORT • this *message*
• this *product*
• this *person* in the *brand*

HOW ABOUT BECAUSE...

I *want* it

I *love* it

I *desire* it

it's *valuable...*

IF IT *empowers*

IF IT *educates*

IF IT *heals* OR *supports*

IF IT'S *entertaining* AND *engaging*

it's **ART**

THAT INCLUDES
you!

value:

WHAT DOES IT DO?

WHAT PROBLEM DOES IT SOLVE?

WHO IS IT FOR?

IS IT USEFUL/DESIRABLE?

HOW DO YOU USE IT?

IS IT CONNECTED TO YOU?

WHY IS IT VALUABLE?

WHY DO YOU VALUE IT?

IS IT PRICED WITH A *profit?*

IS IT *sustainable* TO PRODUCE?

IS IT PRICED FOR THE *market?*

DO YOU FEEL GOOD ABOUT *selling it?*

DO YOU FEEL GOOD ABOUT *marketing it?*

DO YOU HAVE A FOLLOWING OR AN *audience?*

WHAT DO THEY KNOW ABOUT *you?*

WHAT DO THEY KNOW ABOUT THIS *product?*

GOT ANY

social
proof?

ORGANIC SHARES FROM USERS, TESTIMONIALS FROM CLIENTS,
FOLLOWERS, STUDENTS?
(VIDEO TESTIMONIALS ARE EVEN BETTER!)

beta test +
SURVEY

do you

MAKE IT • CREATE IT • DESIGN IT • CRAFT IT • BUILD IT
MANUFACTURE IT • LICENSE IT • IMPORT IT • SPEAK IT
FILM IT • TEACH IT • COACH IT • WRITE IT • SING IT
PERFORM IT • CURATE IT • HOST IT • PAINT IT • PLAY IT
PRESENT IT • DEVELOP IT • SCULPT IT • ENGINEER IT
IMPLEMENT IT • PRODUCE IT • FIX IT • ASSEMBLE IT
EDIT IT • MANAGE IT • DELIVER IT • ADVISE IT
FACILITATE IT • OR HOLD SPACE TO DO IT

I am interested in

- HOW** *you do it!*
- HOW** *you use it!*
- WHY** *you do it!*
- WHY** *you value it!*

DID ANYONE PICK UP ON THIS DOOR I OPENED?

**WHICH OF THE THEMES WE VALUE
MOST ARE CONNECTED**

*to you,
your brand,
your marketing
and business?*

No 1 Fiction books are
Romance

\$14 Billion dollars
WAS SPENT LAST YEAR ON NON-FICTION
(INCLUDING E-BOOKS)

1: MEMOIRS AND AUTOBIOGRAPHY

2: RELIGION/SPIRITUALITY

3: SELF HELP

4: BUSINESS

5: COOKBOOKS

6: MONEY

7: HEALTH & WELLNESS

8: BODY/FITNESS

9: TRAVEL

10: CRAFT

NON-FICTION

ANYONE

developing A NEW *product*

OR

creating A NEW *service*

how long will it take to *change*?

to *build* an income?

how strong is your

vision?

clarity?

connection?

your products?

THE TIMELINE EXPANDS WITH AWARENESS

IT ACCELERATES WITH

positive focus / vision,
clarity and connection