

# How to Package & Promote Your Service Business



Part I: Package

1

# Selling a Service is Not Like Selling Vacuum Cleaners



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# Services are Different

- \* Intangible
- \* Can't see, touch or try
- \* Local customer base (typically)
- \* High involvement: complex, costly, purchased infrequently
- \* Perishable
- \* Customer is often "present"



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# Consultant's Dilemma

## People Need Expertise They...

## Resolution

Don't understand	Explain in concrete terms
Don't know how to value	Deliver on expected outcome, benefit, "hard edges"
Don't know how to do	Opportunity to demo your knowledge, method, differentiation
Don't have time to do (or so they think)	Purely executional; difficult to differentiate

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**THE IRONY IS...**

You Need to Turn Your Service into a "Product"

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**Stake Your Claim  
on a Simple Idea or Position  
in the Mind of the Customer**



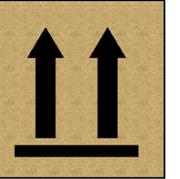
Position



Package



Promote



Profit

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**Substance, then Style  
Set yourself apart**

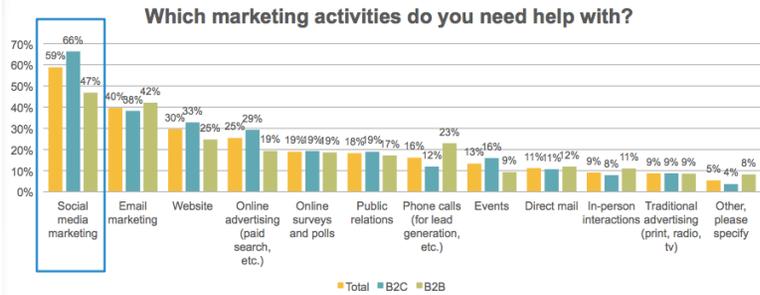
<b>Competency</b>	What are your best skills, strengths, approach? Secret sauce? How you do what you do.
<b>Position</b>	How are you perceived? What are you known for?
<b>Brand</b>	Brand promise, values, personality, emotional connection
<b>Creative Risk</b>	Express yourself, be memorable

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**Tight Niche**

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# Starting Point Only



More competition means you need to define a tighter niche.

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# Price

Tighter niche, differentiated = fewer competitors

What the Market Will Bear

\$^  
Differentiation & Added Value

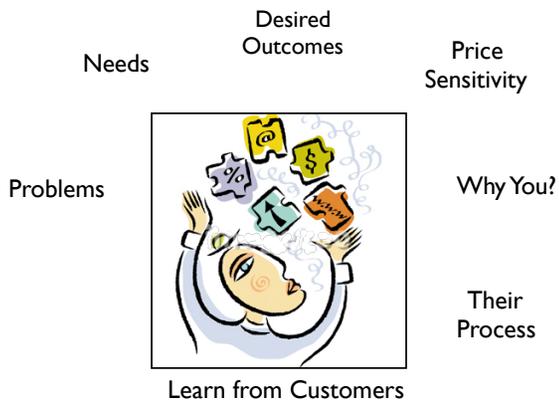


Competition  
\$v

Costs

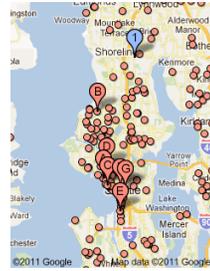
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# Value is in the Customer's Mind



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# Competition: Where do you fit?

Direct	Substitutes	Differentiation
Similar services	What prospects might do or purchase instead	Why you?
Seattle Wedding Photographers	No pictures at all Have a family member act as photographer Ask guests to take pictures	Awareness Specialty Portfolio/Website Credibility: Experience, Education, Awards, Press Referral (live/social) Packages & Price Added Value Services
	Likely or Unlikely? Why?	More exclusive = fewer competitors

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# Ways to Differentiate

Market Niche	Competitive Opportunities	Guarantee (so strong that no one else in your industry would dream of doing it. Scary!)
Resolve Fear, Universal Belief (painless dentistry, neatest remodeling contractor)	 Package an Outcome	Unique or Trendy (sustainable?)
Messaging	Do the Unexpected (financial planner details your car when during annual review)	An Offer They Can't Refuse (tax prep clients get fee back with referrals) "100% refund tax guys"

Photo: vectorportal.com

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# See Yourself the Way Customers Do: Red Block Analysis

[About Laurel & Wolf - Designer Directory - How Laurel & Wolf Works](#)  
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“WHEN THE PRODUCT IS RIGHT, YOU DON'T HAVE TO BE A GREAT MARKETER”

**promoter**

— Lee Iacocca —



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# Offer Your Solution to a Problem or Need

Service	Problem	Solution
Remodeling	People fear cost overruns when redoing their kitchens	Kitchen Remodel <b>System</b>
Hair Salon	Need to look good for a wedding	Wedding Day <b>Miracle Makeover</b>
Computer Programmer	Clients confused by implementation of new software	<b>Perfect Coaching</b> blend of training and programming

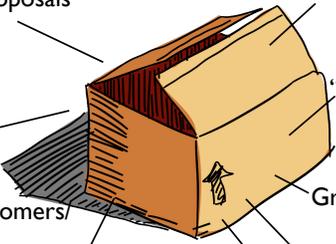
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## Package Productize

<p>Don't just sell hours</p> <p>Combine services into logical blocks</p> <p>Package the expected outcome</p> <p>Collateralize: presentation, tools, spreadsheet, ebook, guidelines, checklists, workbook, video/audio presentation</p> <p>Flat pricing</p> <p><b>Greater perceived value</b></p>	<p>Limit customization</p> <p>Turn an idea, process, prototype or expertise into a marketable and salable product, i.e., book, song, software, image, etc.</p> <p>Give packages names: descriptive, benefit-oriented, branded</p> <p><b>Sell same thing to many</b></p>
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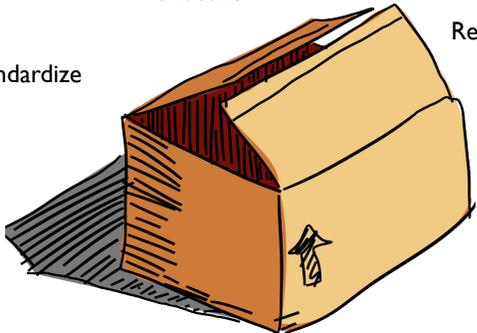
## Why?



- Avoid selling hours
  - saves time writing proposals
  - consistent delivery
  - reduces scope creep
- Easier to explain
  - easy to sell
  - capture position in customers/referrers minds
- Efficiency = bigger margins
  - easier to train lower cost people
- People like neat and tidy solutions:
  - kits, systems, turnkey
- "Tangible" attributes + benefits
- Greater perceived value
- Everyone on same page
- Easy to buy

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## Packaging



Standardize      Productize      Reorganize

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## Packaging Principles

1. Focus on outcomes, results, deliverables
2. Document the value proposition
3. Use flat or fixed prices for the primary package; use "accessories" or "add-ons" to manage variables
4. Constrain the timeline. Be crystal clear which activities occur during the engagement. Identify key milestones with deliverables.
5. Specify what you expect from the customer; who will participate, types of activities, time required
6. Build supporting documentation: checklists, delivery guides, sample reports. Helps customer see that you have real intellectual property baked into the offering.



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# Fill the Shelf

High

Super-premium  
Increasing quality  
Personalize  
“Customization”  
What happens next?

Upsell

No frills

Serve several people at once  
(i.e., classes)

Low

Virtual product: digital,  
downloadable

Your Offer

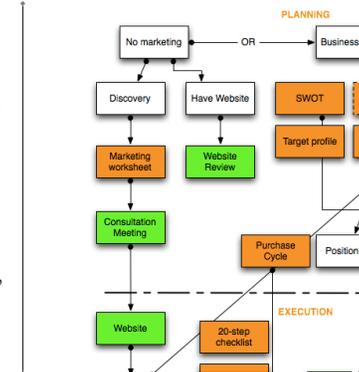
Need

Point of the Arrow:  
Accessible entry point for  
new business

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# Standardize

- \* Turn existing activities, knowledge and materials into procedures and processes
- \* Supported by tools, deliverables and documents: data-gathering forms, guides, checklists, etc.



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# Productize

- \* Turn an idea, process, prototype or expertise into a marketable and salable product
- \* Limited customization
- \* Volume sale
- \* Isn't as easy as it sounds; you'll need an audience first

**\$348**

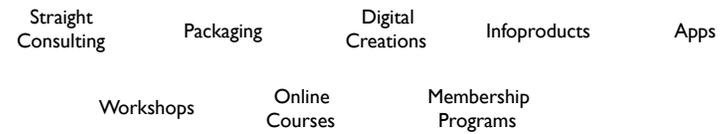
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In-depth master classes on marketing, business, and SEO

Core copywriting and marketing education

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# Increasing Levels of Sophistication



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Services    Work    Advantage    Insights    Tools    Blog    Contact    f    in    t    s    |    Q

## Tools

### The Portent Content Idea Generator

The famous title generator! Use it to come up with an array of titles for your next blog post or presentation. Some are funny. Some are genuinely useful. Caution: It's addictive.

### The Responsinator

A fun project, the Responsinator tests a web site's response codes – the codes your server returns if a link is broken, for example – and alerts you if the server isn't correctly configured. Note: This is a tool built in Portent staff's spare time. Use at your own risk.

That said, it's a heck of a lot of fun. Go for it!

### Click Worth Calculator

What's a click really worth to your website? No matter if you run a lead-based business or retail-based business, you can find the secret to the almighty mouse with the Click Worth Calculator.

### RainGage Content Inventory

Content inventories can be the most repetitive, time-intensive work for in-house marketing departments. Portent clients automate the process using our unique RainGage Content Inventory.

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# TECHNOLOGY CAN HELP



Tour    Examples    Beam    Plans & Pricing    Free Guides    Blog

Try It Free!    Sign In

Tweet 2,115    +1 8.1k    Like 2.1k

Q    Images    Go

Advanced Search | Find a Photographer | Buy Photos

## Websites & Business Tools for Photographers

Grow your photography business with PhotoShelter

PhotoShelter offers professional photography websites, built-in eCommerce, secure cloud storage, and client proofing tools - all in one platform.

- Launch your customized website - no coding required
- Sell and license your work
- Backup and deliver JPG, TIF, RAW or PSD files
- Get found with SEO and social tools



If you can think of it, someone's probably created it.  
If not, maybe you should.

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# Reorganize

Apply capabilities in response to market changes or trends



## SERVICES: MARKETING RESEARCH

The eye of the consumer holds a wealth of v sometimes it doesn't tell the whole story. At E understand that a multimodal approach is oft explore a given product, advertisement or we combines advanced visual behavior analyses research techniques to provide a comprehen: consumer experience.

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# How to Reorganize

1. What are market trends important to your industry, market or customers?
2. What research do you need to do? Where will you find it?
3. What opportunities have arisen? New problems/needs.
4. Map capabilities to solving those new problems or addressing those new needs.

POLITICAL

ECONOMIC

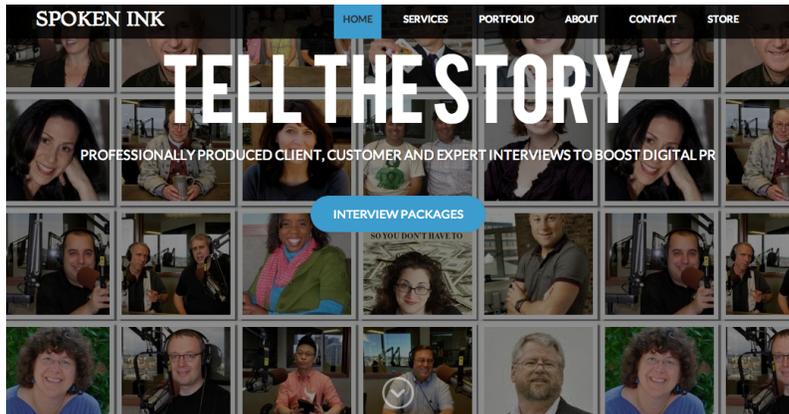
REGULATORY

TECHNOLOGICAL

SOCIAL

INDUSTRY

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## MULTIMEDIA CONTENT CREATION

Back when press releases got you column inches, text was sufficient. Today, voice and video are the currency for acquiring exposure. We help you create and record interviews of your clients, customers or subject matter experts for digital distribution. It's an opportunity to tell the

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