Productize Any Freelance Skill in One Weekend

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A guide to turning a freelance skill into a more clearly defined service offer.

What this guide covers

- Choose a skill and define its intended customer.
- Shape a scoped offer and consider its economics.
- Plan a way to present and deliver the service.

Who this is for

For freelancers exploring a packaged service.

Putting the ideas to use

Use the exercises to outline an offer before testing it with prospects.

Book details

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