

Quiz: Are You Ready to Productize?

This is an extra resource to go along with the original article:
[Why Freelancers Might Want to Start Their Own Membership Business](#)

Productizing a service is great, if you're ready for it. But there's a lot of work involved, and it's important to know exactly what stage of launching you're in before you get ahead of yourself. This quiz should help give you a better idea of where you're at so you know how to pace your next steps.

Check one box per question and tally the points

My productized service:

- Is still in development, but I have a good idea (1 point)
- Is fairly well thought out and ready to explore (2 points)
- Isn't finalized and I'm still doing research (0 points)

My target market is:

- Specific and easily identifiable (3 points)
- Broad, but my product would have mass appeal (2 points)
- Broad, but I'm still narrowing it down (1 point)
- Uncertain, I still need to do some research (0 points)

My competition is:

- Unclear, I haven't done enough research into my competition (0 points)
- Somewhat unclear, and I don't know how my product would do yet (1 point)
- Easily identifiable, and my product is unique enough to stand out (3 points)
- Mostly identifiable, but my product should be unique enough (2 points)

My staff will include:

- Just me for now, but I can handle the load (2 points)
- Just me for now, but I'm not sure that will be enough (1 points)
- Other contractors or employees, and I know what I'm looking for (2 points)
- Other contractors or employees, but I'm not sure what I need (1 points)
- I'm not sure yet (0 points)

My financial plan:

- Hasn't been worked out yet (0 points)
- Exists, and I have a good plan in place (3 points)

- Is in the works, but it will be doable (2 points)
- Is in the works, but I might struggle to afford it (1 point)

My development strategy is:

- Fairly well developed, I know what I need and who I need to work with (3 points)
- Somewhat developed, I know what I need but still researching methods (2 points)
- Not developed, but I have a general idea of what is required (1 point)
- Not developed, and I'm still doing research (0 points)

My pricing structure for my productized service:

- Specific and affordable for my target market (3 points)
- Generalized but affordable for my target market (2 points)
- Nonspecific, and I'm still working on it (1 point)
- I'm not sure yet (0 points)

My marketing plan:

- Is diverse and ready to launch and diverse (3 points)
- Is diverse but I'm not quite ready to launch (2 points)
- Is not ready to launch, and I still need help (1 point)
- I haven't started working on a marketing strategy (0 points)

My business's legal status:

- Is uncertain (0 points)
- Is clear but I haven't filed any paperwork yet (1 point)
- Is clear and the paperwork is being finalized/has been finalized (2 points)

My mental state:

- Is stressed, but ready to take on new challenges (3 points)
- Is stressed, and I will need plenty of help (2 points)
- Is stressed, and I don't know if I can do this (0 points)
- Is totally fine, and I'm ready to take on new challenges (4 points)
- Is somewhere between stressed and fine (1 point)

My measurements for success (goals):

- Are clearly defined, and I will know when I've reached them (3 points)
- Are defined, but could be more specific (2 points)
- Are not clearly defined, and I will need to do some planning (1 point)
- I'm not sure (0 points)

Total Points: _____

Answer Key

0-10 – You’re Not Ready... Yet

You’re in the initial stages of ideation and development, but you still have a lot of details to sort out before you’re ready to launch. Keep working toward putting together a strong business plan and sorting out the details of what you need as far as resources are concerned.

20-19 – You’re On Your Way

You’ve got some things sorted out. Maybe you have a great idea and you have a basic understanding of what you need to get started, but you’re still a ways from getting your website and signing up your first subscriber. Keep narrowing down the details, and remember – the more specific you are, the better.

20-24 – You’re Almost There

You probably have most of your idea flushed out, and you may even have started speaking with contractors and funders to get your product off the ground. You’re on the right track, and you’re close to launching! Don’t forget to check in with your stress levels and make sure you’re really ready to handle the responsibilities that come with being a business owner.

25-30+ – You’re Ready, Set, Go!

Congratulation! You’ve got the makings of a great productized service. You’re detail oriented and you’ve sorted out the exact processes. There’s probably some fine-tuning involved, and you could probably use a little market testing to really narrow things down, but you’re ready to paint the town red.