

Service productisation worksheet

Turn a recurring client need into a proposed service with clear delivery and human roles.

The recurring client job and the service boundary

Reusable methods and client-specific context

A completed content-service proposal

A free worksheet from ailevrg.com/guides/productise-a-service

Use a real recurring need. The completed example is a proposal for teaching, with no claim of sales or adoption.

01 Client and job

Who this service is for

Recurring job they need to complete

What they do today and why it falls short

Evidence that the need exists

02 Offer

Useful result they will receive

What the service includes

What needs a separate agreement

Information the client must provide

03 Delivery

Method that can be shared

Context specific to each client

What the system prepares or carries out

What the client and experts must do

Support and updates required

04 Commercial check

New contribution and existing work it could replace

Delivery, expert review and running costs to check

Assumption most likely to change the decision

Smallest useful demand test

A proposed client-operated content service

Invented teaching example. No client outcome is claimed.

Client need

Former strategy clients still need help preparing content using the work already done.

Proposed job

The client requests a draft for a named audience.

Approved business and competitor context helps prepare it.

Responsibilities

The client supplies the current purpose and checks business details.

Experts handle agreed review and requests outside the normal service.

Publishing follows a separate approved route.

Commercial questions

Would clients use it repeatedly and pay for the agreed service?

How much review and support does each active client require?

Would the offer replace an existing full-service relationship?

First test

Show one usable example to suitable clients and offer a small, clearly scoped trial.