

Week 3: High-touch productization strategy: Transforming premium services into scalable digital products

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High-touch productization strategy

Objective: To help you package your knowledge into assets that can be sold at a premium price on a global scale, while maintaining the sophistication and personalization (customization) required for each individual client.

3.1. Strategic thinking – Service productization framework

1. The custom service dilemma

In the traditional service model, the biggest barrier to scalability is the repetitive nature of administrative and design processes. With every new client, the service provider is forced to restart the process from scratch: Needs assessment -> Concept development -> Quotation -> Contract negotiation -> Execution -> Handling revisions.

This process drains resources into **non-value added tasks**, leading to operational burnout and difficulty in maintaining consistent quality.

2. Redefining "productized service"

Productization is not about mechanical repetition. At its core, it is a management mindset that separates a service into two distinct components to optimize performance:

- **The standardized container (operational framework):**

These are the standardized elements that ensure consistency and operational efficiency. This includes: Pricing, Duration, Scope of Work, Deliverables, and Communication Protocols (e.g., via MultiMe/Zoom).

- **Goal:** To eliminate ambiguity and minimize negotiation time.

- **The customized content (professional core):**

This is the "soul" of the service, where the expert's intellectual value and empathy are fully utilized. This includes: In-depth advice, specific problem-solving solutions for each client, and the human touch.

- **Goal:** To ensure the client still receives a "bespoke" solution.

3. Strategic illustration

- **The unstructured approach (inefficient):**

- **Product:** "On-demand financial consulting service."
- **Analysis:** Both the operational framework and professional core are open-ended. This leads to chaotic client expectations and difficulty in controlling project timelines.

- **The productized approach (optimized):**

- **Product:** "30-day corporate cash flow restructuring package."
- **The standardized container (fixed):** \$2,000 flat fee; a process consisting of 04 online sessions; a final deliverable of 01 quantitative analysis report in Excel.
- **The customized content (tailored):** During those 04 sessions, the expert focuses entirely on listening to the specific financial pain points of the business, subsequently fine-tuning the parameters in the Excel report to fit their business reality.

Strategic conclusion:

The essence of service productization is "**standardizing the operational process**" to free up resources for "**personalizing the customer experience.**" This is the only way an expert can serve the global market with high quality without becoming overwhelmed.

3.2. Strategy for packaging old experience into new assets

How can a professional with 10–20 years of experience (such as a CFO, doctor, or engineer) transition their value to the online space?

Step 1: The asset audit (dissecting "hidden assets")

Do not simply list your job titles. Instead, list the "most expensive problems" you have ever solved.

- **CFO:** It is not about "doing accounting." It is about "preventing bankruptcy when cash flow is disrupted" or "helping a founder successfully raise \$1 million."
- **Stem cell clinic:** It is not about "injecting cells." It is about "helping a 50-year-old entrepreneur regain the vitality of a 30-year-old" or "helping an athlete recover from injury without surgery."

Step 2: Identifying "the transformation"

Clients purchase a change in state:

- From **Anxiety** -> **Peace of mind**.
- From **Pain** -> **Comfort**.
- From **Confusion** -> **Clarity**.

Step 3: Designing the value ladder on StrongBody.ai

We will utilize the specific structure you requested: **Hook** (the bait) -> **Core** (the center) -> **VIP** (premium).

3.3. Practical case studies (templates for you to replicate)

Below are two specific examples as requested, detailed to demonstrate how to seamlessly integrate "customization" within a "productized" framework.

Case study 1: Former CFO (Chief Financial Officer) – 40 years old



- **Context:** Based in Country B (e.g., Vietnam/Singapore), targeting clients in Europe/the US.
- **Assets:** Big4 experience, MultiMe (to eliminate language barriers), strategic mindset.

Service 1: The hook (funnel) – "The pitch deck financial audit"

- **Service name:** "30-minute Shark Tank prep: I will audit your financial slides before you meet investors."
- **Price:** \$99 – \$199.
- **Process (Productized):** Client uploads file -> You record a 15-minute screen-share video identifying errors (using Loom) -> Send to client.
- **Custom element:** You point out specific errors in *their* numbers, rather than giving generic advice.
- **Why buy?** Low price, low risk, but extremely high value (saves the client from embarrassment in front of investors).

Service 2: The core (center) – "Fractional CFO monthly retainer"

- **Service name:** "Your part-time CFO: Cashflow strategy & monthly board reporting."
- **Price:** \$1,500 – \$2,500/month.
- **Description:** For startups with revenue who cannot yet afford a full-time CFO (\$10k/month).
- **Process (Productized):**
 - **Week 1:** Bookkeeping review via Excel/Software.
 - **Week 4:** 60-minute strategic video call via MultiMe.
 - **Deliverable:** 01 Monthly Management Dashboard.
- **Custom element (care):** During the video call, you don't just read numbers. You ask: "Does the CEO plan to hire this month? If so, cash flow will dip in June; I recommend waiting until August." This is the human care that AI cannot replicate.

Service 3: The VIP – "Series A fundraising architect"





- **Service name:** "The 90-day fundraising war room: From valuation to term sheet."
 - **Price:** \$10,000 – \$20,000 (split into milestones via StrongBody Escrow).
 - **Description:** You become the founder's right hand during the 3-month fundraising window.
 - **High-touch custom element:** You join their meetings (via MultiMe), edit every word in the contract, and reassure them when rejected by investors. You are selling high-level partnerships.
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Case study 2: Stem cell clinic

- **Context:** Clinic in Country A (e.g., Thailand/Mexico/Vietnam) with licenses and advanced technology.
- **Problem:** International clients fear scams and medical risks.
- **Strategy:** Use the online platform to sell trust, driving clients to the offline facility.

Service 1: The hook – "The eligibility screening"

- **Service name:** "Stem cell suitability assessment: Review by Chief Medical Officer."
- **Price:** \$150 (deductible from treatment cost if the client proceeds).
- **Process:** Client uploads medical records/MRI scans -> Doctor reviews them -> Answer provided: "Is it feasible? What is the success rate?"
- **Safety & Legal:** Always include a disclaimer: "This is informational consultation, not a medical diagnosis replacing your local hospital." Use MultiMe for precise medical translation.

Service 2: The core – "Medical tourism concierge deposit"

- **Service name:** "5-day rejuvenation retreat at [Clinic Name]: Treatment + resort stay booking."
- **Price on StrongBody:** \$2,000 (Deposit & reservation fee). Total package may be \$20,000 (balance paid at the clinic).





- **Why use StrongBody?** The **Escrow** feature. Clients fear sending \$2,000 to a foreign country. StrongBody holds the \$2,000; only when the client arrives and checks in successfully is the funds released to the clinic. This is the "killer feature" for closing international deals.
- **Custom element: * Pre-flight:** Video call instructions (what to bring, what to avoid).
 - **Airport pickup:** Private car with a personalized name sign.
 - **At the clinic:** 1 nurse per 1 patient (Care Team).

Service 3: The digital asset – "Post-treatment recovery guide"

- **Service name:** "The ultimate stem cell recovery protocol: Nutrition & lifestyle guide."
- **Price:** \$49 (or free as a gift for VIP clients).
- **Content:** Ebook/Video guide on diet and exercise post-injection to maximize cell survival.
- **Purpose:** Caring for clients after they return home and maintaining a connection for referrals.

3.4. How to handle user care (customer success) in an online environment

You might ask: *"If I productize everything, who will look after the users?"* Here is your answer.

On a digital platform like StrongBody, you care for your clients using a **"high-tech, high-touch"** system:

- **Automated yet warm onboarding:**
 - The moment a client pays, the system sends a pre-written, heartfelt welcome message: *"Hi John, I am honored to work with you. Please fill out this form so I can understand your situation better..."*
 - **The feeling:** The client feels immediately attended to, even if you are fast asleep.



- **MultiMe as an emotional bridge:**
 - Don't rely solely on text. Send **voice messages**.
 - MultiMe translates your voice into their native language. Hearing a real human voice (even if dubbed) always builds more trust than a soulless line of text.
- **Periodic check-ins (accountability):**
 - For high-ticket packages, you are selling **oversight**.
 - Every Friday, send a simple message: *"How was your week? Did you encounter any obstacles?"*
 - It takes you two minutes, but the client feels truly "cared for."
- **The care team:**
 - If you are extremely busy (like a surgeon), hire a **virtual assistant (VA)**.
 - On your StrongBody profile, introduce them: *"I am Doctor X, and this is Sarah—my Head of Patient Success. Sarah is available to assist you 24/7."*
 - High-ticket clients prefer working with a professional team rather than an overwhelmed individual.

3.5. Automated strategy creation tools (prompts)

To help you (and any expert) create your own packaging strategy without hiring a consultant, I have written a **super prompt** designed for AI.

Simply copy the section below, fill in the information within the brackets [], and let the AI handle the rest.

 **Super prompt: "The global expert packaging strategy"**

Role: You are a world-class **Digital Product Strategist & Global Business Consultant** for the **StrongBody.ai** platform. Your mission is to help me "package" my professional expertise and real-world experience into a high-ticket **Service Ecosystem** designed for the international market.



My context:

1. **Profession/Title (Past or Present):** [e.g., Former CFO / Plastic Surgeon / Feng Shui Consultant]
2. **Years of Experience:** [e.g., 15 years]
3. **Core Specialization (Hard Skills):** [e.g., Financial modeling, Structural rhinoplasty, Residential orientation...]
4. **Authority (Credentials):** [e.g., Harvard MBA, Medical license in Thailand...]
5. **Target Audience:** [e.g., Silicon Valley startup founders, High-net-worth individuals in Dubai...]
6. **Constraints/Barriers:** [e.g., Non-fluent English, cannot travel abroad, only available 10 hours/week...]

Platform features to leverage:

- **MultiMe & Voice Translation:** Allows me to consult voice-to-voice with foreign clients regardless of language barriers.
- **Escrow:** Secures high-value payments (\$1,000 - \$10,000), ensuring client trust (crucial for Medical/Finance).
- **Care Team:** Allows me to sell services as a supported team rather than a lone individual.
- **ProviderShop:** A storefront for both digital and physical products.

Output requirements: Build a complete **4-level Product Value Ladder**. For each level, provide 3-5 specific service ideas including:

1. **The hook (Entry level - \$50-\$200):** Low-risk services like audits, second opinions, or quick Q&As. Provide catchy English titles and brief benefits.
2. **The core (Flagship service - \$500-\$2,000):** A mix of standardized processes and customization (1-on-1 deep dives, action plans). Define clear **deliverables**.
3. **The VIP/Retainer (\$3,000-\$10,000+):** Long-term, high-touch partnership (Done-for-you, execution oversight). Emphasize the **Care Team** and **Escrow** features.





4. **Digital & physical assets:** 2-3 digital products (Ebooks, templates) and 5-10 relevant local physical products to cross-sell.

Customer success script: Include a warm **Welcome Message** and a **weekly check-in** strategy to maintain the "human touch."

Analyze sharply, stay practical, use sales-driven copywriting, and focus on monetizing for global clients.

SECTION 3 CLOSING

As you can see, productization is not about closing off your heart. On the contrary, it frees you from the mundane—the paperwork, the quoting, and the endless negotiations—allowing you to dedicate your full heart and intellect to the direct moments of consultation with your clients.

That is the pinnacle of service: **The efficiency of a machine, with the heart of a human.**

Use the prompt provided above, fill in your information, and begin building your own service empire on **StrongBody.ai**.

