

FREE TOOL

The Productisation Blueprint

Turn what you already do into a productised offer you can scale or license.

The framework used by service operators to break the time-for-money ceiling. Five diagnostic questions, a four-stage extraction process, a worked example, and a 30-60-90 execution plan.

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Why most operators stay stuck below £30K per month

If the work cannot ship without you, you do not own a business. You own a job with overheads.

Selling time is linear. One more client means one more set of meetings, one more delivery cycle, one more invoice you have to chase. The only way to grow is to work more hours or hire more people. Both have a hard ceiling.

Productising means non-linear. You build the asset once and sell it ten, a hundred, or a thousand times. The marginal cost of the next sale is close to zero. This is the same shift that lets a brand go from a five-figure month to a six-figure month without doubling the team.

The three ceilings every service operator hits

CEILING ONE

Time

You only have so many delivery hours. After that, growth requires another person, another tax bill, another headache.

CEILING TWO

Attention

Each client takes mental load. At a certain point you cannot do quality work for more than five or six at once without dropping balls.

CEILING THREE

Fulfilment

Bespoke delivery is fragile. One sick week, one bad hire, one missed brief and the whole month falls over.

The agency model has not broken because the work is bad. It has broken because the unit economics no longer work below £30K a month. Productisation is how you keep the work and lose the bottleneck.

5 questions to ask before you productise

Answer yes or no. Be honest. The score at the bottom tells you whether to productise, refine, or stay bespoke.

- 1 Do I deliver the same outcome for every client, or is each engagement custom?
- 2 Could I document my process in under 50 steps?
- 3 Would a smart operator with 6 months of context execute this without me?
- 4 Is the buyer paying for the outcome, or for my personal involvement?
- 5 Could 10 different clients use this in 10 different industries?

Your score

4 to 5 YES
High productisation potential. Move to the framework on the next page.

2 to 3 YES
Needs refinement. Tighten scope and remove bespoke decisions before you try to package it.

0 to 1 YES
Stays bespoke. Raise prices and protect margin instead. Some work is meant to be high-touch.

Most operators score 2 or 3 on the first run. The fix is not "productise everything" — it is "narrow the scope". Pick the most repeated 60% of what you deliver and productise that. Keep the rest bespoke at a premium.

The Productisation Framework

Four stages. Each stage has a clear "done" definition. Do not move forward until the previous stage is done.

1

EXTRACT

Pull the repeatable process out of your head

Most of your delivery system lives in your head as muscle memory. The first job is making it visible.

- Voice-memo your way through your last three deliveries, end to end.
- List every decision, every artifact, every handoff. Aim for a raw doc of 80 to 200 bullets.
- Mark the 20% of steps driving 80% of the outcome — that is your core IP.

2

DOCUMENT

Turn the process into a system

Raw bullets are not a product. A system is. Convert the dump into reusable building blocks.

- SOPs for every repeated step, written so a junior operator could execute.
- Templates, prompts, checklists, and fillable canvases for every artifact you produce.
- One walkthrough video or Loom per SOP. Voice + screen, no editing.

3

PACKAGE

Wrap the system in an offer

The asset only earns when someone can buy it. Wrap it tight enough that the value is obvious in 60 seconds.

- One promise, one outcome, one price. Cut every optional add-on for v1.
- Decide the delivery format: PDF, course, template pack, software, or service-as-a-product.
- Build a one-page sales page. Outcome at the top, what is inside in the middle, social proof and price at the bottom.

4

LICENSE

Sell the system itself, not your time

The biggest leverage is when another business pays to use what you built internally.

- White-label kit: your system stripped of your branding, ready to deploy.
- Train-the-trainer call: one onboarding session, then they run it themselves.
- Annual licence fee with right-to-use terms. Recurring revenue, near-zero fulfilment.

BRAND BUILD

A fictional B2B brand agency productising a £25K bespoke engagement into a £997 self-serve product, then into a £4,997 annual licence.

ORIGINAL SERVICE	PRODUCTISED	LICENSED
<p>£25,000</p> <p>Bespoke brand strategy engagement. 6 weeks, two senior consultants, weekly workshops.</p> <p>Output: brand strategy doc, visual identity, messaging system, launch plan.</p> <p>One client at a time. Senior consultants billed at full rate.</p>	<p>£997</p> <p>Self-serve brand operating system. AI-assisted workbook + template pack + 6 video modules.</p> <p>Output: the same strategy doc, generated from customer answers through guided prompts.</p> <p>~60 minutes of customer time. No consultant involvement.</p>	<p>£4,997 / yr</p> <p>White-label per agency. Train-the-trainer onboarding call, then they deploy it under their brand.</p> <p>Output: same system, badged as the agency's own internal IP.</p> <p>One annual fee, near-zero fulfilment after onboarding.</p>

	BESPOKE £25K	PRODUCT £997	LICENCE £4,997/YR
REVENUE PER DELIVERY HR	~£260 / hr	~£3,000 / hr	~£10,000 / hr (yr 1)
TOTAL ADDRESSABLE MARKET	~200 clients	~50,000 buyers	~3,000 agencies
TIME TO FULFILMENT	6 weeks live work	Instant download	2 hours onboarding
FULFILMENT RISK	High — consultant-dependent	Low — asset-based	Near-zero after kickoff

The bespoke version was not bad — it was just bottlenecked. By extracting the framework once, BRAND BUILD now serves three markets with the same underlying IP and a tenth of the team hours.

What changed at each stage

Annotated CMO commentary on the BRAND BUILD productisation.

Extract — what changed

The £25K engagement followed the same 7-phase arc every time. Workshops varied, but the underlying decisions were identical. They captured the 7 phases in one Notion doc, with the exact questions asked at each step.

CMO note: when the founder voice-memoed three past engagements back-to-back, the overlap was over 80%. The "bespoke" feeling was theatre — the bones were a system.

Document — what changed

Each phase became a fillable canvas with a Loom walkthrough. Consultant prompts became AI prompts so the customer could generate the same outputs themselves with a model in the loop.

CMO note: the team feared "if we put this in a customer's hands, our IP is gone." In practice, the canvases are useless without the framework around them — and the framework is what they keep selling.

Package — what changed

£997 self-serve was priced against the time it saves the customer, not against the consultancy version. The promise narrowed to one outcome: a brand strategy doc you can hand to a designer or a writer.

CMO note: £197 would have looked like a course. £4,997 would have looked like a bad consultancy. £997 reads as serious software, and the buyer self-selects accordingly.

License — what changed

Agencies bought the licence to onboard juniors faster and standardise output across accounts. The agency keeps the client relationship; BRAND BUILD owns the rails underneath.

CMO note: the licence model only worked because the product was already battle-tested with hundreds of self-serve buyers. Skipping straight from bespoke to white-label would have failed.

The 3 Productisation Models

Pick the model that fits the buyer, the margin, and the support load you are willing to carry.

Self-Serve

90%+ MARGIN

Customer buys, consumes alone, no support. PDF, course, template pack, light software. Scales infinitely once built.

BEST FOR

Under £500 products

PRICING

£27 to £997

SUPPORT LOAD

Near zero

Licensed

70 TO 85% MARGIN

Another business buys the system to use internally. Right-to-use terms, white-label option, train-the-trainer call. Annual or multi-year contract.

BEST FOR

B2B systems

PRICING

£2,500 to £25,000 / yr / seat

SUPPORT LOAD

Quarterly check-ins

Hybrid

60 TO 75% MARGIN

Customer buys the product, then buys bolt-on support hours when they need help. Highest conversion because the floor is low and the ceiling is high.

BEST FOR

Complex systems

PRICING

Product price + £150 to £500 / hr

SUPPORT LOAD

As booked, paid

Decision matrix. If your buyer can execute alone, run Self-Serve. If your buyer is a business wanting internal IP, run Licensed. If your buyer wants the product but will need a human in the loop occasionally, run Hybrid. Most operators end up running two — usually Self-Serve as the front door, Licensed or Hybrid as the back end.

30-60-90 day plan

One service, one product, one launch. Resist the urge to productise everything at once.

1 - 30
DAYS

Extract and document

Pick the single service you deliver most often. Voice-memo your way through your last three deliveries. Write down every step, every artifact, every handoff. Identify the 20% of process driving 80% of outcome. Build SOPs and templates for those. Ignore the long-tail edge cases for now.

31 - 60
DAYS

Package

Decide the format (PDF, course, template pack, software). Write one promise, one outcome, one price. Build a one-page sales page. Set up checkout — Stripe + a delivery email is enough. Get five friendly buyers through the system end-to-end and watch where they struggle. Patch those gaps only.

61 - 90
DAYS

Launch and license

Turn on paid traffic (start at £20 to £50 a day). Get to the first 10 sales — that is your proof. Email any business in your network that fits the licence profile and offer a paid pilot. The first one or two enterprise buyers fund the next 90 days of iteration without you having to chase volume.

If you can ship one v1 product and one paid licence pilot in 90 days, you have proved the model. The next 90 days is just turning the dials.

Basic contract language for licensing

Three clauses every licence agreement should answer. Use as a starting point only.

1. Scope of licence

Specify: single-seat or unlimited internal use. Geographic restrictions (e.g. UK only, EU + UK, worldwide).

Whether the licensee may create derivative works, or only use the system as-supplied. Whether the licence is sub-licensable to the licensee's own clients (it usually should not be without an upgrade fee).

2. IP protection

Spell out: what remains your IP (the framework, methodology, templates), what the licensee owns (their own outputs and modifications), what they may modify versus what must remain intact. Define termination triggers — non-payment, public misrepresentation, breach of confidentiality — and what happens to in-flight work if the licence ends.

3. Pricing model

State whether the fee is one-time, annual, or multi-year. If recurring, set annual review terms (CPI uplift or fixed percentage). Define the upgrade path: what triggers a move from single-seat to team licence, from team to enterprise. Include a most-favoured-customer clause only if you are willing to honour it across the book.

Not legal advice. This is a starting framework, not a contract. Use a qualified solicitor for actual drafting — particularly for licence terms above £10,000 a year or where IP value is significant. The cost of one hour with a solicitor is dwarfed by the cost of an unenforceable clause.

GRWTH MODE

What changes when you productise.

Linear time

→ **Leveraged time**

Ceiling income

→ **Uncapped income**

You bottleneck delivery

→ **The system delivers**

Customer-by-customer

→ **Channel partner growth**

The full Brand Operating System is at grwthmode.com — built using the exact productisation framework above.

If this blueprint helped, the full system is the next step: prompts, templates, walkthroughs, and the playbook that turned this framework into the product you just read.

GRWTHMODE.COM