How to build a scalable model and leverage your intellectual capital with digital products with Theresa Ashby

with Theresa Ashby · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Theresa Ashby went from vice president of operations over two hospitals to co-founding Kaleidoscope Media Services, which helps consultants and companies add digital products to their businesses.

- [ ] Write down why you want a digital product before you build anything.
- [ ] List where you teach clients the same material in person, and mark what could become a course they take first.
- [ ] Decide whether your product is a free entry point or a low-priced offer, and which bigger package it leads to.
- [ ] Hold off on pricing until you know exactly what the product includes and how it compares with your other packages.
- [ ] Pick a platform only after you know everything the course will offer.
- [ ] Give your product a clear name that says what it does.
- [ ] Write down where your business is going, then pick three specific questions for someone who has done it very successfully.
- [ ] Schedule regular time with family and for things you love instead of one big celebration per win.
- [ ] Name one offer that clients aren't loving and that isn't bringing in revenue, and set a date to stop it.

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