



FROM FREE TO FEE: HOW TO START (OR SCALE UP) EARNING MONEY IN YOUR BUSINESS PART 2

How to Create Products that You Can Charge a Fee for

FEE = INTENTION

MAKING PRODUCTS AVAILABLE FOR A FEE HELPS YOU...

- fund your ministry/business expenses.
- guard against physical, emotional, relational & spiritual burnout.

MAKING PRODUCTS AVAILABLE FOR A FEE HELPS OTHERS...

- take personal responsibility for taking action.
- invest tangibly in their own growth.
- identify their level of commitment to you and your ministry/business.

PRODUCTS THAT HELP PEOPLE WITH THEIR INTENTION IN MOVING FORWARD:

- Books
- Study Guides
- Contract Work (the kind that results in a final product: editing, graphics, etc.)
- Tutorials
- E-Courses (micro course, mini course)
- Fee-based curated group (with a community leader and/or member-driven)

IF YOU ARE NOT YET OFFERING ANY PAID PRODUCT(S):

What scares me most about moving from FREE to FEE?

What excites me most about moving from FREE to FEE?

IF YOU ARE OFFERING PAID PRODUCT(S):

Which product(s) do I offer right now?
Why? What result(s) am I seeing?

Which product(s) do I want to "spiff up"?
Why? What result(s) do I hope to see?

Which product(s) do I want to add? Why?
What result(s) do I hope to see?