

PRODUCTISE YOURSELF

Monetise what you're uniquely good at and enjoy at scale.



This exercise is to start making the distinction between what's just an idea, and what's an idea that is inherently valuable, sellable and easily marketable.

These exercises will get you thinking about what people's problems are and what important (and unimportant) desires they have that you are uniquely positioned to solve.

Brainstorming like this will help you begin the process of aligning what your good at and what you enjoy, with something that people are excited to pay you for.

And, it'll start to show you if you're aiming in the right direction or not.

To really understand the problems and desires of your target audience we'd need to do some good market research.

However, this is a good place to practise and start thinking about your skills in the right way.

WHAT MAKES YOUR UNIQUE TALENTS, PRODUCTS/SERVICES VALUABLE?



To give your product/service real value, it must incorporate these 5 things:

Outcome Orientation: A product/service that leads a customer to a clear and highly desirable outcome is more valuable than one that doesn't.

Credibility: A product/service that is more credible is more valuable. Making a big promise only makes it more valuable and more sellable if your customers actually believe you can deliver the promise.

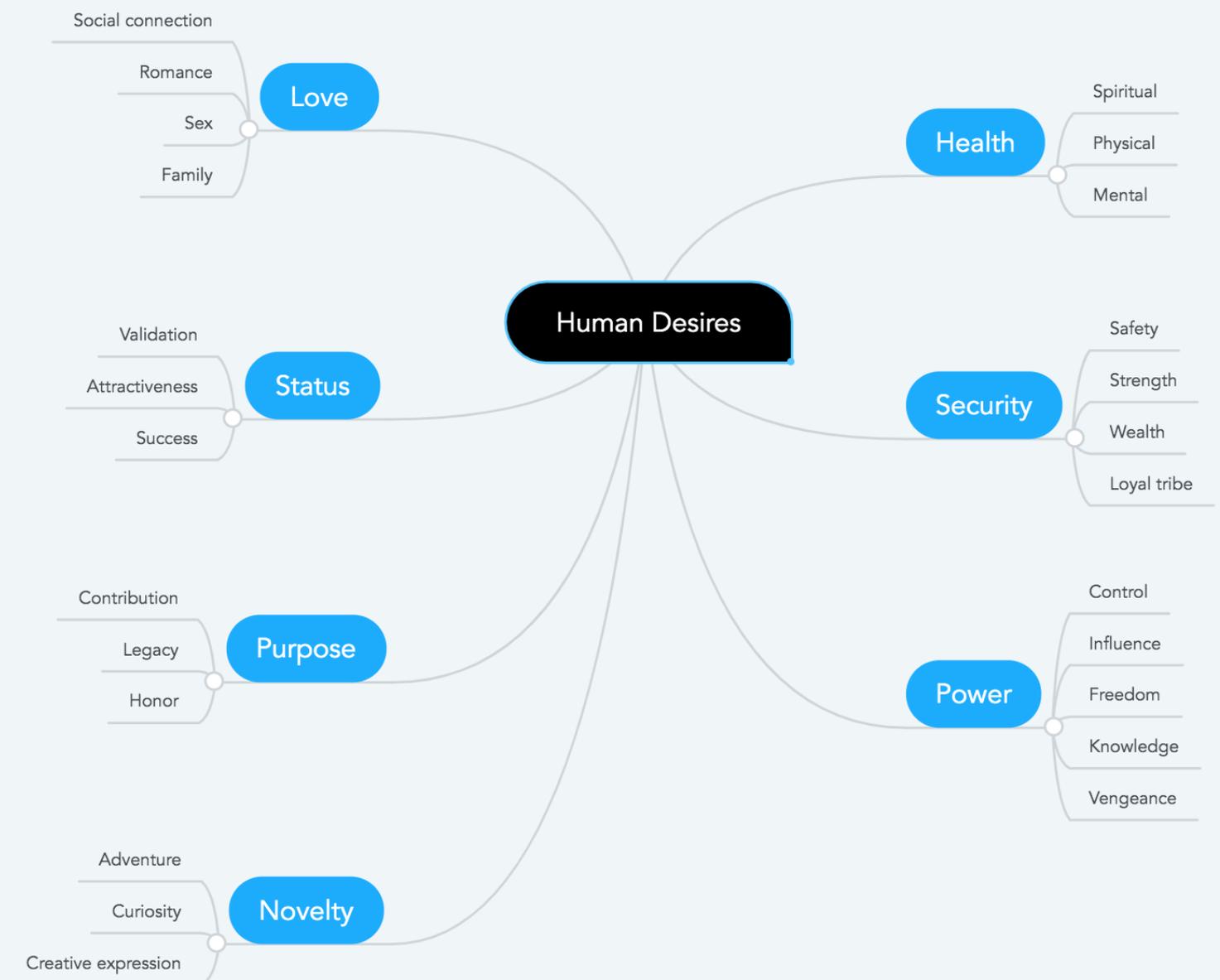
Specificity: A product/service with a more specific premise, made for a more narrowly targeted group of people is more valuable.

Product Type: Certain kinds of products are more valuable than others. An online course is generally seen as more valuable than a book, for example.

Uniqueness: Only a unique product/service can command a high price. Something that has a clearer and stronger differentiation from other products/services in the market has more value.

ALIGN WHAT YOU'RE UNIQUE PRODUCT/SERVICE TO PRIMAL HUMAN DESIRES

The visual model below can help you tie your product/service to one/many of the primal human desires.



DESIRE 1 - HEALTH

Humans want to be healthy, feel good in their bodies, know that their immune system protects them from illness and infection and live pain free.

Physical Health

Having a healthy, pain free body. Being free and safe from illness and injury.

Mental Health

Having peace of mind, feeling calm (most of the time) and not overwhelmed by thoughts and emotions. Feeling in control of one's thoughts, being free from anxiety, fears, depression and mental illness.

Spiritual Health

Feeling spiritually and emotionally free and unburdened. Feeling connected to oneself and being free of self-deception and self-hatred. Feeling self acceptance and self respect.

DESIRE 2 - SECURITY

Humans want to feel safe and secure, both in the moment and in the longer term.

Safety

Being safe and protected from physical harm. Feeling protected, safe and far from danger. Preventing possible future threats to safety like home invasions or natural disasters.

Strength

Feeling mentally and physically strong, capable of protecting and providing for oneself and loved ones. Wealth Being free from financial troubles and having the means to afford necessities, living costs and beyond. Not having to worry about the future, retirement, the kids' college fund. Wealth is a source of security in many ways and absence of wealth is a security risk in many ways.

A Loyal Tribe

Being surrounded by a tight-knit group. Loyalty in the group, members of the group watching each other's back and taking care of each other. This desire can also take the form of "being in charge" and being able to ensure the loyalty of those around oneself.

DESIRE 3 - LOVE

Humans want to have love, connection and acceptance in life. Humans have a strong desire to not be alone.

Social Connectedness

To have friends and acquaintances, to get along well with peers and people in general. To have friends and partners for mutual support, to be able to share deeply and honestly. To spend quality time with people one cares about.

Romance

To be perceived as attractive. To be successful in dating/courtship, to have a romantic partner (or many), to experience closeness and romantic adventure. To have intense, emotional experiences.

Sex

To experience sex and sensuality. To desire and be desired, to be sexually free and free from judgement about one's sexual desires and sexuality. To have intense, physical experiences.

Family

To procreate. To be a good parent. To have a close, warm, supportive family. To build one's own tribe. To do better than one's parents or to pass on a legacy of love and nurturing.

DESIRE 4 - STATUS

Human beings are highly concerned with their status and with hierarchies in social groups. Status is an interesting desire because so many different things can convey so many different forms of status, in different cultures, sub-cultures and contexts.

Validation

To have one's worth, importance and status validated by friends, peers and strangers. To have a sense of being more important than others.

Attractiveness

To be seen as attractive (physically and otherwise). To be more attractive or more "right" about fashion choices, preferences and tastes, leading to a higher status, value and potential attractiveness in a group. To be seen with others who are perceived as attractive.

Success

To achieve goals and be seen achieving those goals. To be perceived as successful and above average. To be seen as a high performer or as especially gifted or talented.

DESIRE 5 - PURPOSE

Humans thirst for a sense of purpose. Once our basic needs are met, we quickly look to be part of something greater than ourselves.

Contribution

To contribute to a worthy cause, to be part of a movement, to build something outside oneself and beyond self interest.

Legacy

To leave something behind that lasts. To build something that can be passed on to others. To create something to be remembered for.

Honor

To do the right thing. To sacrifice oneself for a great cause. To speak truth to power and stand up for what is right.

DESIRE 6 - POWER

Humans strive for power, in many ways and in many different forms. The more power we have, the more easily we can take care of most of our other desires.

Control

To be in control and to be in charge. To not be at the mercy of others or of circumstances. To prevent being made a victim. Influence To be able to influence (or manipulate) other people. To persuade and convince. To change other people's minds and behaviours.

Freedom

To have the freedom to make choices. To avoid being dependent on others or under the heel of people and systems more powerful than oneself.

Knowledge

To understand the world, people and the systems and societies they create. To be able to predict future events and be one step ahead. To avoid being confused, overwhelmed and taken by surprise.

Vengeance

To get back at those who have wronged one. To do justice and be able to make others pay for their transgressions. To show others they were wrong.

DESIRE 7 - NOVELTY

When a human's needs are met and everything is going well, that human will quickly get bored...

Adventure

To see and experience new things. To do things specifically because one hasn't done them before or because they are rare and unusual. To have a richer, more varied life.

Curiosity

To satisfy one's curiosity. To poke and prod and take things apart and to learn things just for the joy of learning. To experience the thrill of discovery.

Creative Expression

To express ideas, emotions, experiences. To experience the process of creation, just for the sake of it.

HANG ON A MINUTE...

As you read through this, I'm sure you can think of some desires or sub-desires that seem important to you, that I have not mentioned.

You can probably also see how many of these desires are interconnected or can be interconnected in many different ways.

Ultimately, human desires are a tangled mess.

This model doesn't claim to be a complete map to human desire, but it does help you by providing a framework.

Feel free to expand this model - think especially about what area or areas of human desire are especially important in your niche.

YOUR TASKS...

Below are some tasks to help you bridge the gap between what you're good at and what you enjoy, with what people want and are willing to pay for:

STEP 1

Minor Problems

What are some minor problems or annoyances do people in your target audience suffer from?

Major Problems

What are the type of problems that keeps these people up at night?

Minor Desires

What are some nice to have things that these people might want?

Major Desires

What are some burning desires or major life goals these people have?

YOUR TASKS CONTINUED...

STEP 2

How to figure this all out...

Make a list of all the ideas you have.

Next to each idea, rate "how big of a problem does this solve?" - from 1 (small problem) to 5 (big, urgent problem that people are happy to pay money to solve).

Rate each of your ideas.

Next to each idea, rate "how strong is the desire for the outcome your product/service can help someone achieve?" from 1 (weak desire) to 5 (big, important desire, hugely valuable outcome).

Filter out bad ideas.

Any idea that doesn't get at least a 7 in combined scores from the above two ratings is probably not worth pursuing.

Refine/develop your top ideas.

Take only your top 1 or 2 ideas forward and develop to develop them further.

YOUR TASKS CONTINUED AGAIN...

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MOVING FORWARD

By now you should at the very least have an understanding of the type of thinking needed to productise yourself effectively.

If you're feeling a little overwhelmed and lost don't worry, that is totally natural.

This is just the tip of the iceberg, the very first step to honing in on the true potential of what you can offer to this world.

There'll be many pivots and many refinements over time, but if you stay disciplined and keep searching, it's only a matter of time before the masterpiece of the unique gifts you have are allowed to shine.

Peace out.

Rowan.

P.S. My goal is to help you build an authentic personal brand that allows you to productise yourself and what your good at.

If you need any help along the way just give me a holla at hello@rowanclifford.io

If I can help, I will :)