

Worksheet

TRANSITIONING YOUR BUSINESS FROM

Clients to Digital Products

STEP ONE:

Client efficiency

In order to get you time on your calendar to start working on digital products, we need to free up some hours. Begin by making sure your client processes are as efficient as possible.

CLIENT EFFICIENCY CHECKLIST:

Create a project estimate process to block off time on your calendar for each client

Assess your rates and pricing process to make sure you're getting paid your time's worth

Track your time for each step of your client projects and compare to your estimate

With a more focused process, how many hours a week do you think you can gain to work on your digital product side of your business?

What time block each week do you plan to do that?
Ex) Fridays from 10-1pm or Every day from 9-10am before I check emails.

STEP TWO:

Building your audience

First let's narrow down who exactly it is you're trying to help. Get specific about who it is that could benefit from your knowledge or experience. What do they do? What do they care about? What separates them from everyone else? The more specific you can get, the better!

AUDIENCE-BUILDING CHECKLIST:

Sign up for an email provider and add email signup forms to your website and posts

Syndicate your content on social media in places where your target audience might find it

Create a content calendar with topics your audience will find valuable

What time each week can you set aside to work on creating content for your audience?

How often do you plan to publish content?
Ex) One new blog post each Monday and newsletter each Wednesday.

(Why is there a pizza here? Be sure to watch the video in the article to find out!)

READ THE FULL ARTICLE: WanderingAimfully.com/client-to-product



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STEP THREE:

Your product idea

What are the biggest challenges your audience is struggling with?

How do you plan to get feedback from your audience about your product idea and what they need? (Ex: Skype calls, an email survey...)

What is a product you can create to help alleviate one of those problems?

Do you plan to launch a pre-order for your product? If so, what is your target date?

STEP FOUR:

Building and launching

Once you know the product you want to build, it's important to break that big task down into smaller tasks. Write down your big milestones below along with the date you plan to have each task completed by. Writing it all down and getting it out of your head will help it seem less overwhelming, and it will help you see how much time you need to carve out!

DONE?	TASK	TARGET DATE

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Are you a client-based business owner who wants more flexibility in your schedule and who wants to be more selective with your clients?

Our Wandering Aimfully Membership might be right up your alley. In addition to a supportive community of fellow business owners, you get access to our cornerstone program, Build Without Burnout Academy.



Build Without Burnout Academy is a six-month program with weekly lessons helping client-based business owners transition to digital products —without burning out in the process.

Learn more at: join.wanderingaimfully.com