THE 7 P FRAMEWORK

Productize Your Genius

Turn your expertise into a simple, scalable online business that gives you your time back.

By Kyle Pearce

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Kyle Pearce started DIY Genius in 2011 because he saw how standardized schooling could leave creative people behind. He wanted to make learning more creative, playful and experiential.

He has spent the last decade helping experts teach outside the system by turning what they know into live workshops, group coaching programs and retreats where people can put what they learn into practice.

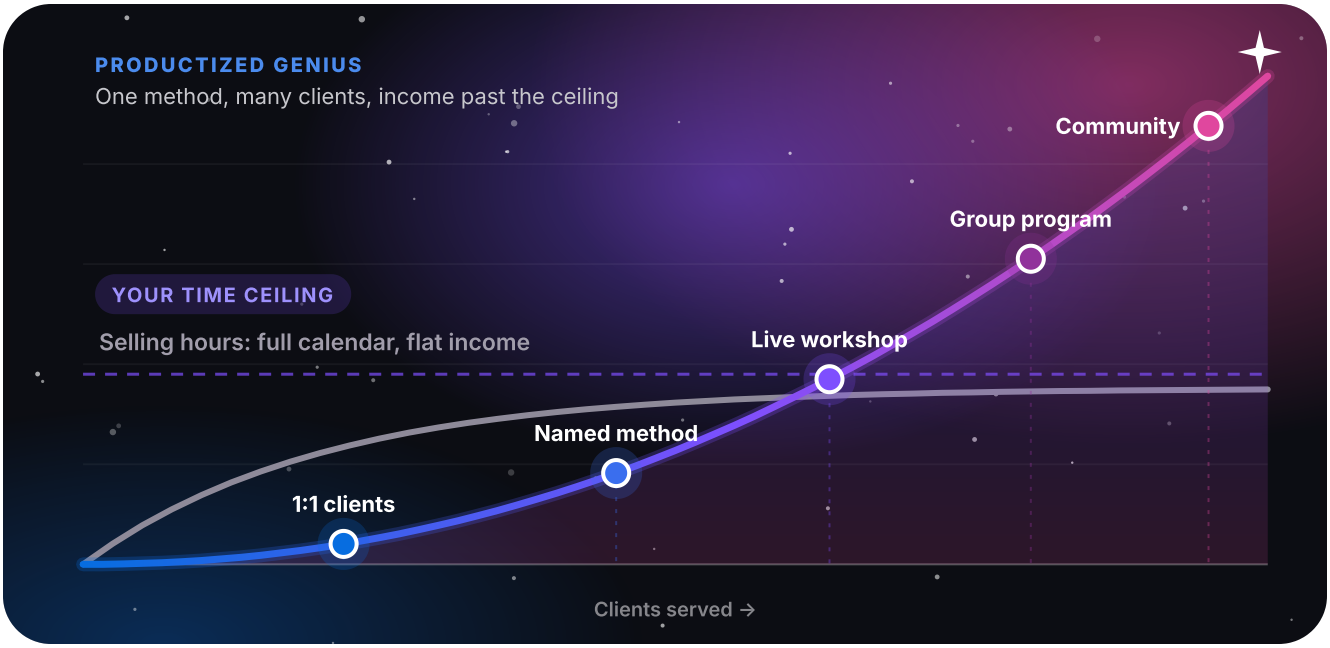
START HERE

Stop selling your expertise by the hour.

You already know things people will pay for. The problem is how you sell it.

Most experts trade time for money. One client, one hour, one invoice. Income grows until your calendar is full, then it stops.

Productizing breaks through that ceiling. You package what you know into one clear offer with a name, a promise, a process and a price. The same method helps many people and gets better every time you deliver it.



Clarity

One client, one product, one channel. Focus is how you find product-market fit.

Leverage

Serve a group, record it or teach it live without adding hours.

Freedom

Fewer clients at a higher price. Live where you want with energy to spare.

DO IT NOW · FREE TOOL

Build your offer with the Transformational Offer Builder

Talk through the 7 Ps by voice. Get a one-page offer sheet and an AI file in under an hour.

Open the tool →

THE MAP

Seven Ps, one product.

Work through them in order. Each answer feeds the next, and by the end you have an offer you can sell this month.



Go in order

Each P builds on the one before. Don't skip ahead to price.

Answer out loud

Talk your answers through first, then tidy them up. You'll write less and say more.

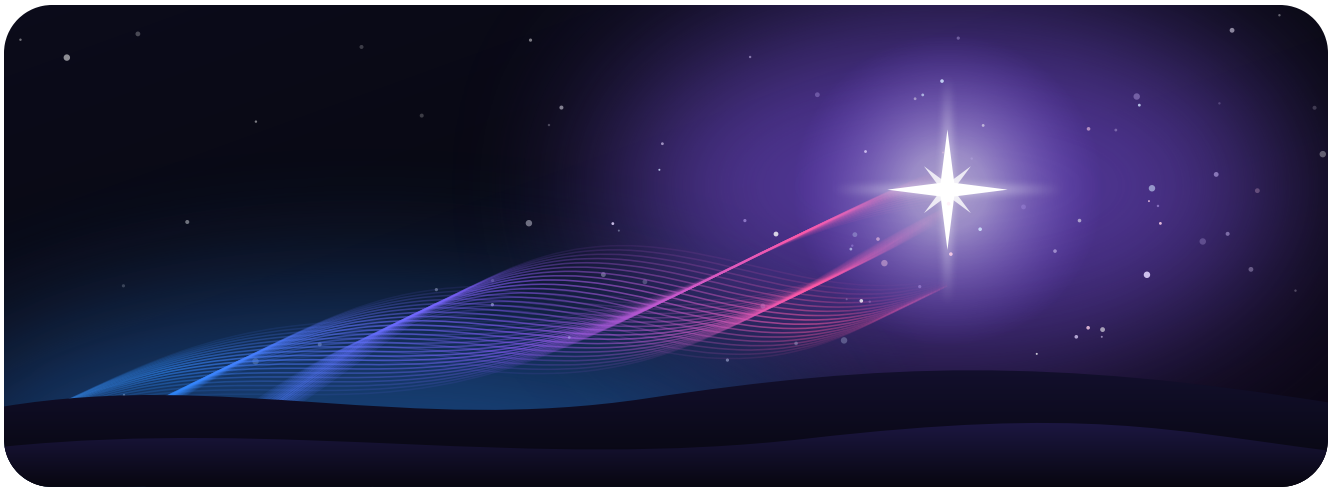
Fill the worksheets

The blank boxes are where your offer takes shape. Messy is fine.

Build your offer sheet

Use the free Offer Builder to turn your answers into a one-page offer.

> A product is a promise you can keep over and over. The 7 Ps are how you make that promise clear enough that the right people say yes.



YOUR NORTH STAR

1 Purpose

What's your unique story? It is one of life's most important questions, and most people answer it in a vague, borrowed way. Start with why, and your marketing gets easier.

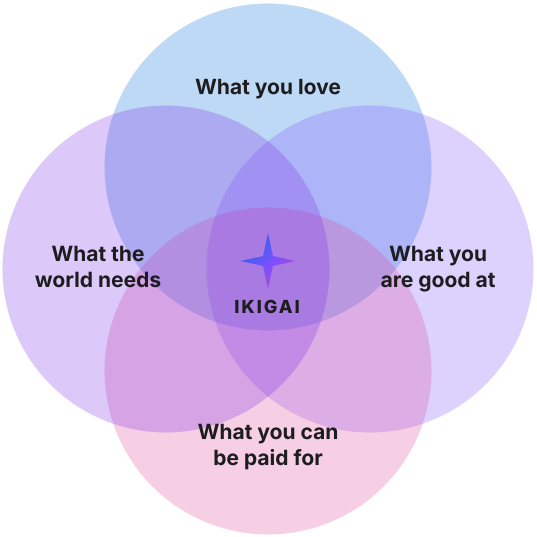
- ? What is your heart's greatest longing or desire?
- ? What gets you out of bed in the morning excited?
- ? What changes do you want to see in the world?
- ? What problem do you most want to solve?
- ? Who do you ideally want to work with?
- ? How can you change people's lives?

I exist to help _____

so they can _____

PURPOSE, PART TWO

Find where your four circles overlap.



If your purpose feels fuzzy, map it. I first did this exercise in Steven Kotler's Zero to Dangerous course. It also shows you your strongest flow triggers, the things that make you focused, creative and self-motivated without forcing it.

Write a list under each circle. Your product lives where all four overlap: you love it, you are good at it, people need it, and they will pay for it.

Free template: the Ikigai Incubator on Miro.

Turn it into your story

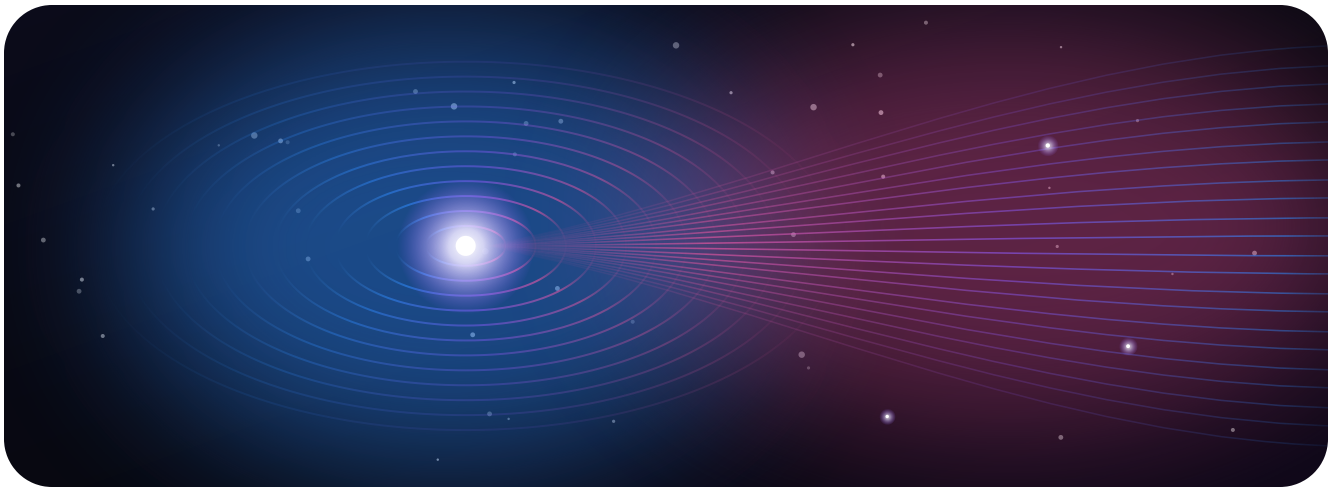
People buy from people. Your story is the shortest path to trust. Write one sentence for each beat:

1. Where I was
The struggle your ideal client is in right now. Ideally, you were there too.

2. What I discovered
The insight, method or turning point that changed things.

3. What changed
The specific results in your life and work after applying it.

4. Why I teach it
The change you want to see in the world. This is your mission.



WHO YOU SERVE

2 Prospect

Product-market fit comes from laser focus on three things. Not ten. Pick one of each and say no to the rest until it works.

1

Ideal client

Who is the dream client you most want to work with, help and serve?

2

Core product

What can you offer them to reach the personal transformation they want?

3

Marketing channel

Which one channel will you focus on until you reach product-market fit?

> Most experts stall because they serve everyone, sell five things and post on six platforms. One client, one product, one channel. Expand once it works.

Pick one channel to master first

Meta ads · Google ads · YouTube · Podcast guesting · SEO and AI search · LinkedIn · Instagram · Email list · Partnerships · Live workshops · Referrals · Speaking

PROSPECT, PART TWO

Build your ideal client avatar.

Be as specific as you can about their life, work and family. A real person you have worked with is the best starting point.

Client profile

Demographics tell you who they are. Psychographics tell you what they do.

Demographics

Quantitative data you can use to segment and target.

- Name
- Gender
- Age
- Location
- Job title
- Education
- Income
- Marital status

Psychographics

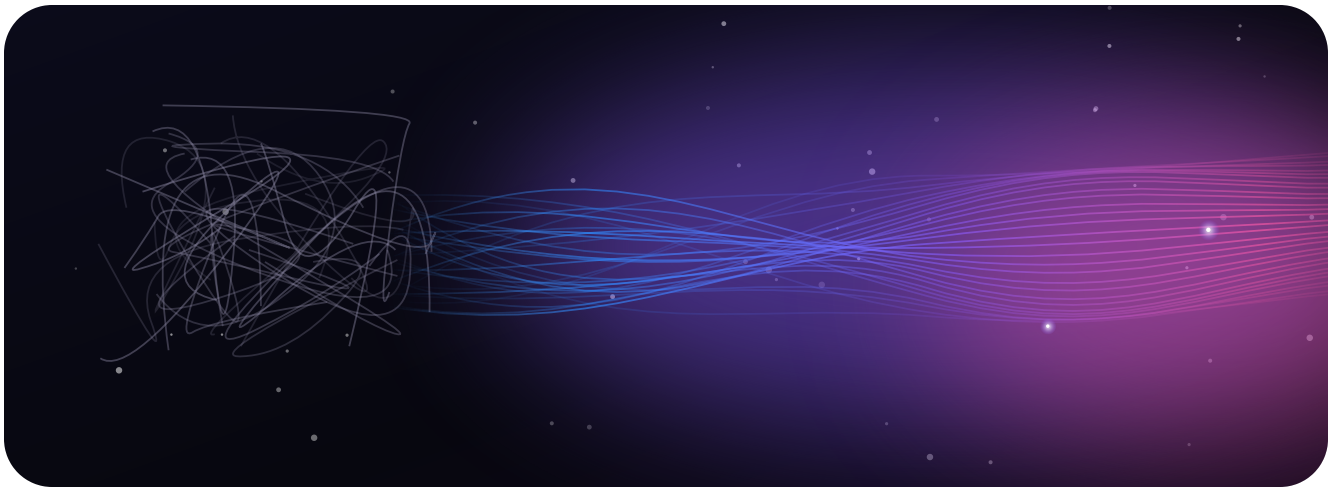
What they do out of interest, achievement and enjoyment.

- Interests, hobbies
- Experts they follow
- Authors
- Tools they use
- Publications
- Associations
- Groups
- Products they buy
- Competitors

Top 3 professional goals

Top 3 personal goals

Tip: "Experts they follow" and "Groups they belong to" become your ad targeting and your podcast and partnership list.



3 Problem

WHAT YOU REMOVE

How do you lower their stress, remove obstacles and solve their problems while raising their satisfaction, sense of accomplishment and fulfillment?

Increase

- Income
- Consistency
- Flow
- Accountability
- Happiness
- Time freedom
- Connection
- Automation
- Marketing
- Sales
- Scaling
- Community

Decrease

- Stress
- Anxiety
- Overwhelm
- ADHD paralysis
- Lack of clarity
- No clear path
- No support
- Shiny object syndrome
- Wasted time
- Fatigue
- Frustration
- Procrastination

The core problem my product solves is

Tip: describe the problem in your client's words, not yours. Nobody searches for "a lack of strategic alignment." They say "I know what to do, so why can't I do it consistently?"



4 Promise

THE RESULT YOU DELIVER

Your promise is one sentence that tells the right person exactly what they get. If it takes a paragraph, it's not clear yet.

I help	_____	AVATAR
achieve	_____	RESULT
in	_____ days	TIMELINE
without	_____	PAIN POINTS

Example

I help **coaches and consultants** get **3 to 8 new clients a month** in **30 days** without **cold outreach, posting every day or running a big launch.**

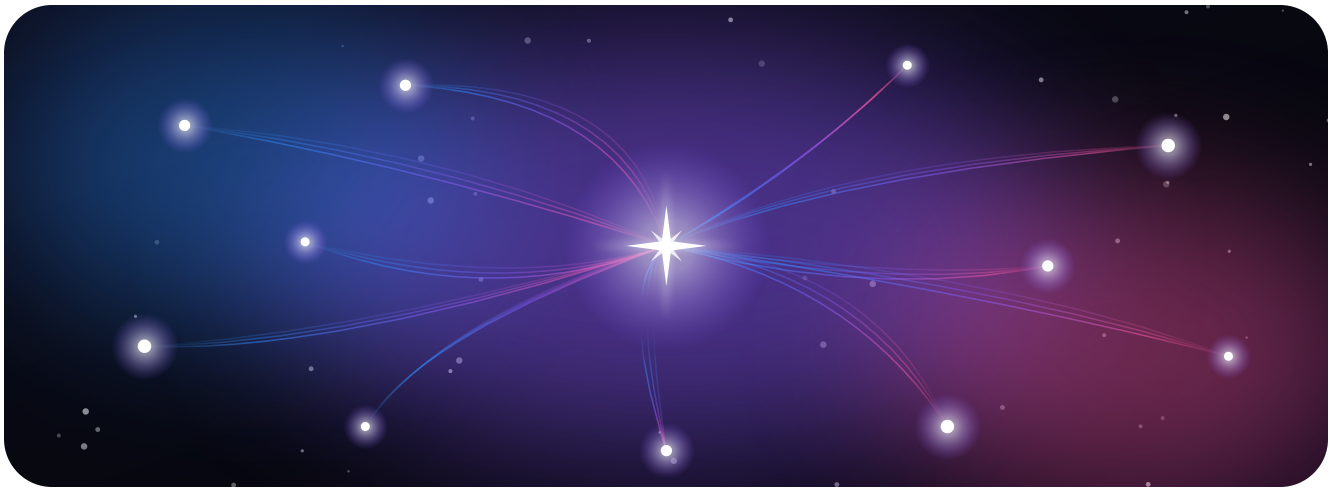
Test your promise

Specific. Could your ideal client picture the result?

Measurable. Will they know when they've got it?

Believable. Can you prove it with a story or a client?

Time-bound. Is there a clear finish line?



5 Process

YOUR METHOD

Brainstorm every way you can help your clients with your knowledge. Then turn the best of it into a named method people can follow.

Modalities to consider

Circle the ones you already use. Star the ones clients get the most from.

- 1:1 sessions
- Live workshops
- Worksheets
- Assessments
- Templates
- Video lessons
- AI prompts
- Hot seats
- Group calls
- Accountability pods
- Retreats
- Checklists
- Case studies
- Personal plans
- Office hours
- Challenges
- Swipe files
- Community chat

Name your method

A named method is easier to remember, sell and refer. Group your steps into 3 phases and give it a name that says the outcome.

The _____ Method
Phase 1 · _____
Phase 2 · _____
Phase 3 · _____

Sort them into a delivery system

Learn
Video lessons, worksheets and templates. Teach once, reuse forever.

Apply
Live workshops, hot seats and group calls. Where people get results.

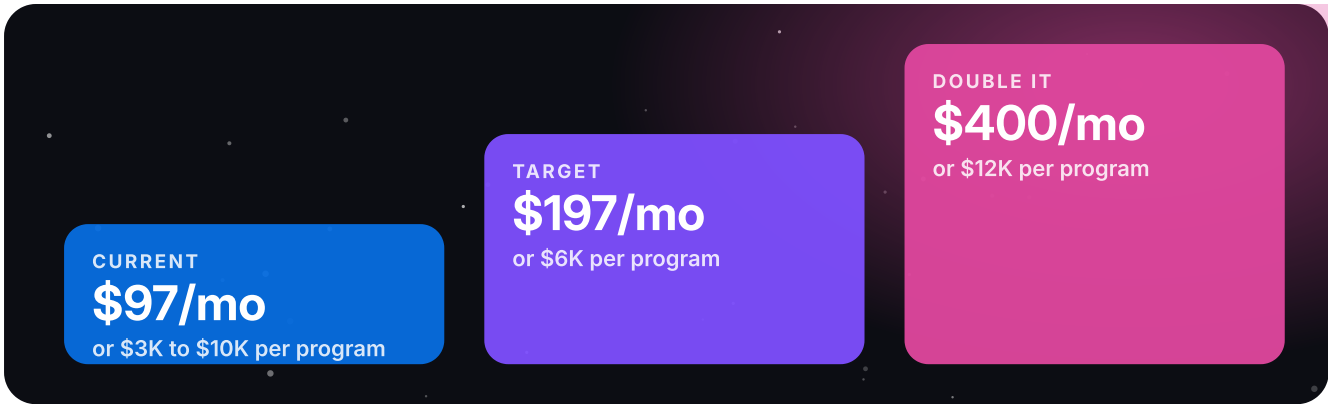
Sustain
Community, accountability and check-ins. What makes the change stick.



PRICE AND NUMBERS

6 Profit

How will you make this business profitable enough that you don't burn out? Most experts fix this by raising prices before chasing more clients.



Charging double usually takes the same effort to sell, and the clients who pay more tend to show up more committed. Raise your price in steps, keep the method the same, and add support where it helps results.

2×

Double your price before you try to double your client count.

20 hrs

Decide your working week first. Design the business to fit inside it.

$/hr

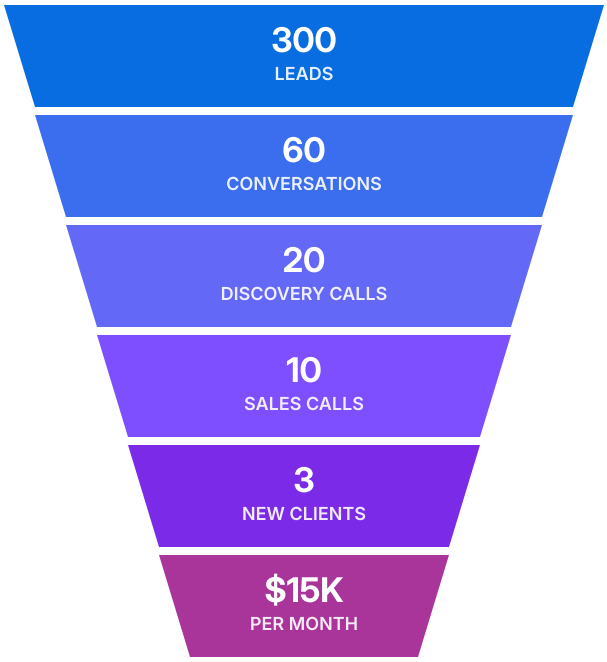
Divide monthly income by hours worked. That's your real price.

PROFIT, PART TWO

Work backwards from your number.

Answer these, then fill in the funnel. Every number on the right comes from the one above it.

- How much do you want to earn every month?
- How many hours a week can you work productively?
- How much money do you want to make per hour?
- How many clients will you need to earn this?
- How many sales calls, discovery calls and conversations?
- How many leads do you need?



Worked example

Goal: $15,000 a month on 20 hours a week. Program: $5,000 paid in full. That's 3 new clients a month, about $187 an hour. With a 30% close rate you need 10 sales calls. If half your discovery calls qualify, that's 20 discovery calls, from about 60 conversations and 300 leads. These rates are examples. Track your own and adjust.

Your client's top 3 objections

1.

2.

3.



7 YOUR OFFER

Program

Now clarify your core product: the program, the roadmap and the offer. Fill in each slot and you have the first draft of your sales page.

[Name of program] description of program

Focuses exclusively on helping your avatar achieve the primary outcome

Using 3 unique mechanisms

By addressing the #1 root problem your avatar may or may not know about

Using techniques or strategies that get clients results

Where everyone's aligned towards the same goal: 3 core currencies

Run by name of creator, coach or consultant

Where the focus is on removing the fears or things they don't want to do

That feels like the vibe of working together with you

PROGRAM, PART TWO

Make the offer easy to say yes to.

Challenge 1
Why your ideal clients struggle: the pain or frustration.

Challenge 2
Why your ideal clients struggle: the pain or frustration.

Challenge 3
Why your ideal clients struggle: the pain or frustration.

Your program promise

We help niche and avatar

Who are tired of pain or frustration

To what you help them achieve + timeline in days, weeks or months

By the core ways you get them results

INVESTMENT
$6,000
Standard price

PAY IN FULL
$5,000
Saves $1,000

PAYMENT PLAN
$2,000
Per month for 3 months

Timeline: 90 days, 12 weeks or 3 months. Pick the one that sounds shortest to your client.

Deliverables

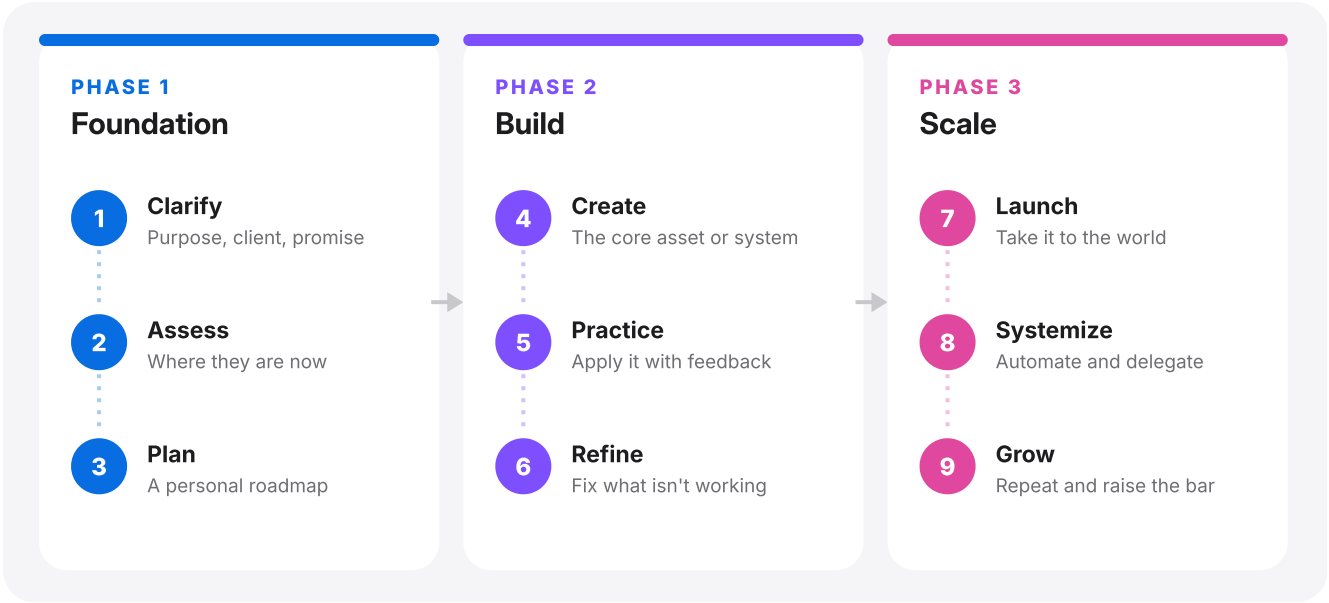
List everything they could get, then cut down to what's essential for the result they want.

Worksheets · 1:1 coaching · Group calls · Mastermind group · Personalized plans · Accountability · Email support · Text support · Retreats · Assessments · Templates · Recordings

PROGRAM, PART THREE

Draw your roadmap in 9 steps.

Create a clear 6 to 9 step roadmap you can turn into a visual. It shows buyers the path from where they are to where they want to be, and it shows you what to teach each week. Here's a generic version to replace with your own steps.



Phase 1 · your steps

1.

2.

3.

Phase 2 · your steps

4.

5.

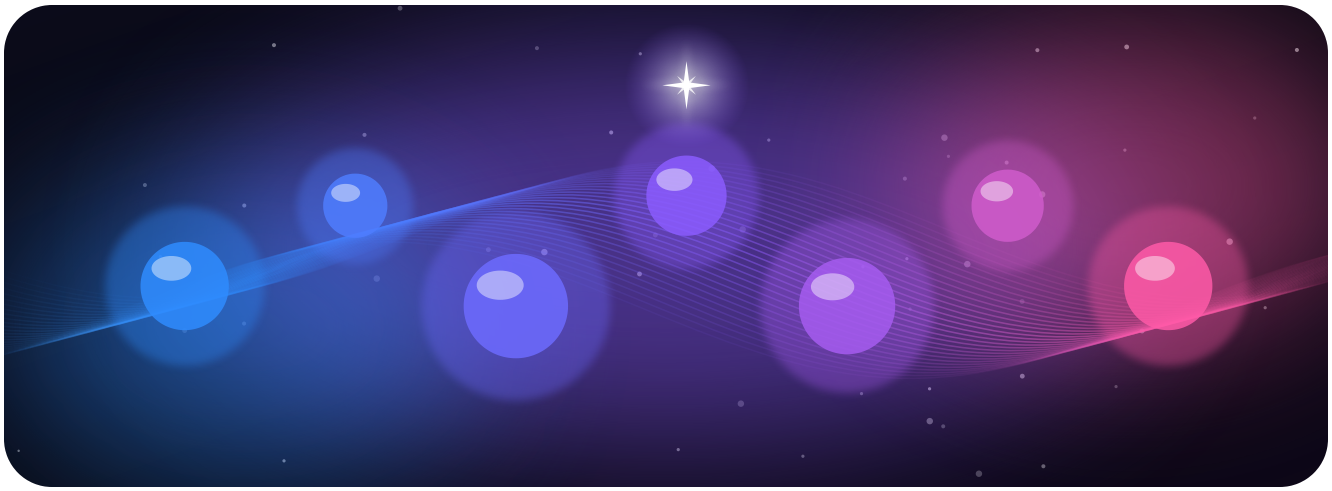
6.

Phase 3 · your steps

7.

8.

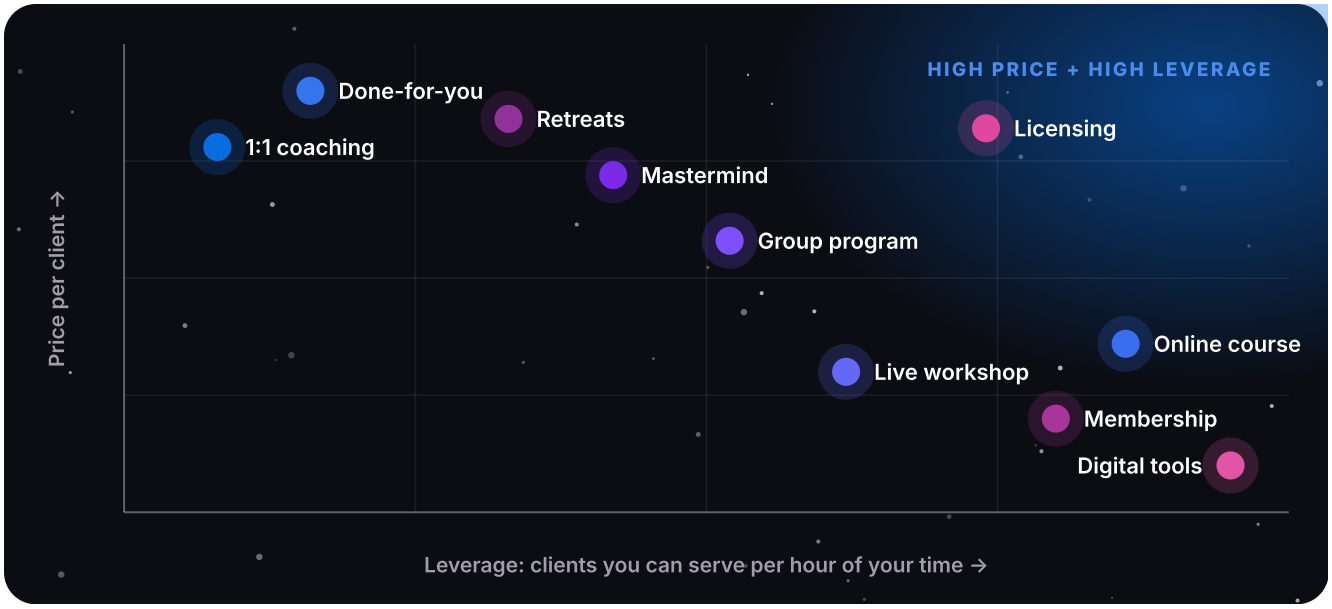
9.



BUSINESS MODELS

Pick the model that fits your life.

The 7 Ps give you the product. The model decides how you deliver it. Each one trades price, leverage and your time differently.



The positions are a rough guide, not data. Where a model lands depends on how you run it.



MODEL 1 · SELL YOUR TIME WELL

1:1 coaching and consulting

You work directly with one client at a time. It's the fastest way to start, because all you need is one conversation and a calendar link.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
$2K to $10K	●○○○○	High	Testing your method

UPSIDE

Fast to start, highest touch, you learn exactly what clients need.

WATCH FOR

Income stops when you stop. Hard to scale past 10 to 15 clients.

Use it to refine your method with your first 5 clients, then package what works.

First step Offer 5 paid sessions to people in your network this week.



MODEL 2 · PRODUCTIZED SERVICE

Done-for-you service

A fixed scope, fixed price service you deliver the same way every time. Think "funnel built in 14 days" instead of custom quotes.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
$1K to $10K	●●○○○	Medium	Skilled specialists

UPSIDE

Clients pay for the result, not your hours. Easy to hire help once it's systemized.

WATCH FOR

Can turn into an agency with staff and client chaos if scope creeps.

My AI search work for brands runs this way: one process, a clear deliverable.

First step Write the scope, timeline and price on one page. No custom quotes.



MODEL 3 · THE CLIENT ENGINE

Live signature workshop

One live workshop a month that teaches a quick win and invites the right people into your core offer. It's a sales engine and a product at once.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
Free to $97	●●●●○	2 to 4 hrs/mo	Getting consistent clients

UPSIDE

Builds trust fast, sells high ticket without hard selling, and is easy to fill with ads.

WATCH FOR

Needs a clear offer at the end. Without one, it's just free teaching.

This is the Signature Workshop Method: 3 to 8 new clients a month from one workshop.

First step Pick one quick win you can teach in 60 minutes and set a date.



MODEL 4 · ONE TO MANY

Group program or cohort

A 6 to 12 week program where a group goes through your roadmap together with live calls, worksheets and support.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
$1K to $6K	●●●○○	Medium	Proven methods

UPSIDE

Clients learn from each other, results go up, and your hourly rate jumps.

WATCH FOR

Needs enough people per cohort and steady enrollment to work.

A 90-day program at $5,000 with 8 people is $40,000 for one cohort.

First step Pre-sell a founding cohort of 5 before you build anything.



MODEL 5 · TEACH ONCE

Online course

Your method recorded as lessons people work through at their own pace. Platforms like Kajabi make delivery easy.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
$97 to $997	●●●●●	Low after build	Clear step-by-step skills

UPSIDE

Sells while you sleep, and it's a great low-risk first purchase.

WATCH FOR

Completion rates are low without support. Courses rarely sell themselves.

Works best as an entry offer or as the curriculum inside a group program.

First step Record your best workshop and sell the replay as version one.



MODEL 6 · RECURRING REVENUE

Membership community

A paid community with monthly calls, resources and peer support. Skool is my pick for its simplicity.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
$29 to $197/mo	●●●●●	Low to medium	Ongoing topics

UPSIDE

Predictable monthly income and a home for everyone who buys from you.

WATCH FOR

Churn. You need fresh value and a reason to stay every month.

My Social Creators community on Skool is where I teach live workshops.

First step Invite past clients and workshop attendees to a founding tier.



MODEL 7 · PEER ACCOUNTABILITY

Mastermind

A small group of committed people who meet weekly, set goals and hold each other accountable, guided by you.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
$500 to $2K/mo	●●●○○	Medium	Experienced clients

UPSIDE

High price with high retention. The group does much of the work.

WATCH FOR

You must curate members carefully. One wrong fit drags the group down.

My Founders Mastermind is $1,000 a month with quarterly retreats.

First step Hand-pick 6 to 8 people you would love to spend a year with.



MODEL 8 · PEAK EXPERIENCES

Retreats and live experiences

In-person immersion where people step out of daily life, go deep and come back changed. It also builds lifelong loyalty.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
$2K to $10K	●●○○○	High per event	Transformation and community

UPSIDE

The most memorable product you can sell. People refer friends.

WATCH FOR

Logistics, venues, travel and risk. Start small with 8 to 12 people.

I run founder retreats in places like Chiang Mai, Pokhara, Ubud and Rio.

First step Run a 3-day local retreat for past clients before going abroad.



MODEL 9 · SOFTWARE AND ASSETS

Digital products and AI tools

Templates, toolkits, apps or AI assistants that do part of your method for the client. AI makes these far easier to build than before.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
$9 to $99	●●●●●	Low after build	Lead magnets and scale

UPSIDE
Huge reach at a low price, and a great way to start relationships.

WATCH FOR
Low price means you need volume, or a higher offer behind it.

My Flow State OS extension brings people into the Flow State Method.

First step Turn your best worksheet or prompt into a free tool.



MODEL 10 · OTHERS TEACH YOUR METHOD

Licensing and certification

You train and certify other coaches or companies to deliver your method under your name.

TYPICAL PRICE	LEVERAGE	YOUR TIME	BEST FOR
$2K to $15K	●●●●○	Medium	Mature, proven methods

UPSIDE
Your method spreads without you. High price, high leverage.

WATCH FOR
Needs a well-documented system and quality control.

The final step once your method has a track record and a name.

First step Document your method so someone else could deliver it.

PUT IT TOGETHER

Stack models into a value ladder.

You don't have to pick one model forever. The strongest one-person businesses connect a few, so each step leads naturally to the next.



Start at the bottom

A free or low-cost offer earns trust and shows people whether your method fits them. A live workshop does this best because they see you teach.

Sell the middle

Your core program is where most revenue comes from. Everything below feeds it and everything above keeps the best clients longer.

My own ladder, as an example

Free Productize Your Genius training on Skool → a free monthly live workshop → the Signature Workshop Method → the Founders Mastermind at $1,000 a month → quarterly founder retreats included for members.

MY RECOMMENDED PATH

Simple, scalable, balanced.

I've built a lot of offers over 15 years. This is the order I recommend for a one-person business that lets you live where you want without burning out.

STEP 1

Sell 1:1 to your first 5 clients

Charge from day one. Take notes on every question, block and win. This becomes your curriculum.

STEP 2

Package it into one core program

Turn the patterns into a named method with a 9-step roadmap and a clear price.

STEP 3

Run one live workshop a month

Teach a quick win live, then invite people into the program. Fill it with ads once you know the numbers.

STEP 4

Move clients into a group

Deliver the program to cohorts. Add a mastermind or community for people who want to keep going.

STEP 5

Add experiences and assets

Retreats for depth, tools and courses for reach. Only once the core is consistent.

Which model fits you?

IF YOU WANT	START WITH	THEN ADD
Cash flow this month	1:1 coaching or a productized service	A live workshop to fill it
Consistent clients	A monthly live workshop	A group program
Time freedom	A group program	A course for delivery
Recurring revenue	A mastermind	A membership community
Adventure and impact	A small retreat	A mastermind that meets there



YOUR NEXT 30 DAYS

From genius to first sale.

You don't need a finished course, a big audience or a perfect website. You need a clear offer and a few real conversations.

WEEK 1

Purpose, Prospect, Problem

Write your story. Fill in the avatar. Talk to 10 people who match it and ask about their biggest frustration. Use their words.

WEEK 2

Promise and Process

Write your one-sentence promise. Name your method and draft the 9-step roadmap. Test the promise in 5 conversations.

WEEK 3

Profit and Program

Set your price and do the funnel math. Fill in the program statement. Turn it into a one-page offer and a booking link.

WEEK 4

Launch live

Run a live workshop that teaches one quick win. Invite everyone you spoke to. Book sales calls and enroll your first clients.

My launch date

My workshop topic

My offer and price

> Sell it before you build it. Your first clients will tell you exactly what the product needs to be.

KEEP GOING

Your genius deserves a product.

You don't have to build it alone. Here's how to keep going, from free to fully supported.

FREE TOOL

The Transformational Offer Builder

Talk through the 7 Ps by voice. Get your one-page offer sheet and a CLAUDE.md file for your AI.

Build my offer →

LIVE WORKSHOP

The Signature Workshop Method

Build a repeatable system that gets you 3 to 8 clients per month by turning your program into a live workshop that sells it, then fill it with a simple ads funnel.

See the method →

FOUNDERS MASTERMIND

Stop building alone

Weekly accountability with purpose-driven founders, plus quarterly retreats around the world.

Join the mastermind →