

# Product Suite Checklist

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## Product Suite Checklist

- ☐ Who exactly are you serving?
- ☐ What are their specific needs and pain points?
- ☐ How does your product/service solve their problems?
- ☐ Do you have 1-3 core offers that are simple and are at least ONE scalable?
- ☐ Are your offers aligned with your ICA's needs?
- ☐ Does each offer build on the other, creating a seamless experience?
- ☐ Is it clear what each offer is and who it's for?
- ☐ Do your clients understand the value of each offer immediately?
- ☐ Is there a clear path for clients to move from one offer to the next?

- ☐ Are your processes for managing clients streamlined?
- ☐ Is it easy for clients to purchase and access your services?
- ☐ Do you have clear systems for onboarding and delivering your services?
- ☐ What do you want to be known for?
- ☐ Are you consistently sharing content that reinforces your expertise in this area?
- ☐ Do your offers clearly position you as an authority in your industry?
- ☐ Is it easy for clients to pay you?
- ☐ Are you confident in the value of what you're offering?
- ☐ Does your energy and passion for your offers come through in your marketing?
- ☐ If you're fully behind your offers (remember if you are then your clients will be too).

NOTES: