



My “Products” Growth Zone Rating

Rate yourself across the five stages of the Products Growth Zone®.

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
I'm still deciding what products and services to offer.	My products and services are not clearly defined.	I've started to define my products and services, but have a way to go.	Some of my products and services are clearly defined.	All of our products and services are clearly defined.
I don't know if I have the right number of products and services.	I have too many or not enough products and services.	I have a plan in place to create the ideal product and service mix for my audience.	We have the ideal product/service mix for our current ability to service customers.	We are always changing and upleveling our product range as our capacity and market grows.
My products are trying to be all things to all people.	My products are not appealing to enough of my ideal clients.	We are meeting our client needs with our product and services offerings.	We are meeting our market needs and can see opportunities we want to move into.	We have just the right mix of focus and breadth in our product and service range.
My products are similar to my competitors'.	We are often playing catchup with competitor offers.	We are middle of the market and need to stand out more with our offers.	We are above average when it comes to our offers and our competition.	We are market leaders in our product/service range.
We don't really have a pricing strategy.	We tend to determine pricing based on our competition.	We want to charge more for our products but don't know how to.	Our prices allow us to be competitive and profitable.	We have nailed our pricing for our product range and I know that our pricing makes our business viable.
I offer my services at an hourly rate.	I have services bundled and packaged (not hourly rate).	I have a recurring revenue model (subscription or retainer).	I have a combination of recurring revenue and one-off prices for my products/services.	I generate income from fixed prices, recurring revenue and affiliate/3rd party sources.
I don't know the difference between a product/service and an offer.	I know the difference between a product/service and an offer but have not put this learning into practice.	I started to craft an offer using the 7 Elements of an Offer framework, but did not complete.	I have created my first Offer using the 7 Elements of an Offer framework.	All my offers use the 7 Elements of An Offer framework.
I do not have an automated sales funnel.	I started to create an automated sales funnel but got stuck.	I have an active automated sales funnel but it's not producing results.	I have an active sales funnel that is working to take people from prospects to buying my products.	I have multiple automated sales funnels that sell my products and services.
TOTAL _____	TOTAL _____	TOTAL _____	TOTAL _____	TOTAL _____

Which stage(s) between 1 and 5 are you MOSTLY in right now?

How do you feel about your business in relation to the PRODUCTS Growth Zone?

What area(s) of the PRODUCTS Growth Zone can you focus on next to make progress in this Zone?