



Course 2, Session 4 Student Notes: Package and Productize

From One-Off to Repeatable

Big Idea: Custom work traps you. Systematize your value into a repeatable package and you can serve more people with less chaos.

How to use these notes. These are yours to study on your own, before or after the session. Read each section slowly. Under every principle there is a **Notes** space to write what stands out to you, and a **Reflect** question to answer honestly in writing. Keep your Bible nearby. Take about 30 minutes, and end in prayer. Bring your notes and questions to the group.

Open in Prayer

Before you begin, pray this simple prayer, or your own: "Father, You are a God of order, not confusion. Give me wisdom to build systems that free me to serve more people and honor You. Show me what to build once, and build well. Amen."

The Scripture for This Session

Read these slowly, out loud if you can:

- **Genesis 41:46 to 49** (Joseph's grain system, which we study below).
- **Proverbs 21:5**, "The thoughts of the diligent tend only to plenteousness; but of every one that is hasty only to want."
- **Proverbs 24:27**, "Prepare thy work without, and make it fit for thyself in the field; and afterwards build thine house."

Reflect: When you take on a new customer, how much do you build from scratch? Be honest about how much of your business lives only in your head.

The Big Picture

When you are good at something, people start asking you to do it for them. Because you are kind and capable, you say yes, and you build each job from nothing. Custom scope. Custom price. Custom process. It feels

flexible and generous, and for a while it works. But there is a hidden cost, and this session is about naming it and fixing it.

Custom work traps you. Everything runs through you, every job becomes a fresh negotiation, and there is a hard ceiling on how many people you can serve, because there is only one of you and only so many hours in a week. The way out is a word from the modern business world that turns out to be deeply biblical: productizing. To productize is to take the value you deliver and build it into a repeatable package with a defined scope, a clear process, set deliverables, and a fixed price. You stop reinventing your business every Monday morning and start running a play you have already designed. Over this session we will walk through four truths that move you from chaos to a system, and then we will watch Joseph build a system that fed nations. Read each one, write your notes, and answer the reflection.

Principle 1: Custom Everything Makes You the Bottleneck.

Here is the plain truth at the center of tonight. When every job is custom, you become the bottleneck. Nothing moves without you. Every scope is invented on the spot, every price is guessed at in the moment, and every delivery depends on you personally being there to figure it out again. That feels like flexibility, but it is actually a cage. Your impact is capped at your own hands and your own hours, and no amount of hustle can lift that ceiling, because you cannot add hours to a day or clone yourself.

This matters spiritually, not just practically. God has put real value in you, and value that only you can deliver, one exhausting custom job at a time, will only ever reach a handful of people. If you want your work to serve more of the people God is sending you, you have to stop being the thing that everything runs through. The first step is simply to see the trap clearly. Once you admit that “everything custom” is a ceiling and not a strength, you are ready to build something better.

Reflect: Where in your business is everything running through you personally? What good are you unable to do right now because you are the bottleneck?

Notes:

Principle 2: A Productized Offer Has a Defined Scope, Process, Deliverables, and Price.

Productizing means turning your value into a package that runs the same way every time. Four things make it real: a defined scope (exactly what is included, and just as important, what is not), a clear process (the repeatable steps you follow), set deliverables (what the customer actually receives), and a fixed price (named in advance, not made up on the spot). When those four are locked in, you are no longer inventing. You are running a play.

Notice what this gives the customer: clarity. Instead of a fuzzy “well, it depends,” you can say, “Here is exactly what you get, here is how it works, here is what it costs.” Remember from Session 1 that a confused mind says

no, and clarity is kindness. A productized offer is clarity built right into the structure of what you sell. And notice what it gives you: peace. You are not renegotiating your whole life with every client. You know your scope, you know your price, you know your steps, and you can rest in that.

Reflect: Take one thing you sell. Can you state its scope, process, deliverables, and price in a few clear sentences right now? Where does it go fuzzy?

Notes:

Principle 3: Write the Process Down and Your Value Becomes Transferable.

Here is the part most people miss. As long as everything lives only in your head and changes every time, your value is trapped inside you. You can never hand it to a team member, you can never train anyone, and you can never scale. You are permanently stuck as the only person who can do the work. But the day you write your process down, something changes. Your value becomes transferable. It can be taught, delegated, and multiplied.

This is why documenting your steps is not busywork, it is the seed of everything that comes later. When you write the simple, repeatable playbook for delivering your offer the same way every time, you have planted the seed of delegation, of building a team, and of scaling your good far beyond your own two hands. That is Course 6, and it starts right here with a written process. Do not despise the small work of writing it down. It is the doorway out of the cage.

Reflect: What keeps you from writing your process down? Is it that the work feels too unique, or a quiet fear that writing it down makes you replaceable? What would change if you saw documentation as the way to multiply your good rather than lose your value?

Notes:

Principle 4: Good, Better, Best Tiers Let People Self-Select.

Most people offer one thing at one price, take it or leave it. But people have different budgets and different needs. When you build a basic version, a standard version, and a premium version, you let people choose the level that fits them. The person who only needs the essentials picks good. The person who wants the full transformation picks best. You have stopped trying to be one size fits all, and you are now serving a much wider range of people without doing wildly custom work for each one.

The key is that each tier still has a fixed scope. You are not sliding back into chaos, inventing something new every time. You simply have three clean packages instead of one, each with its own clear boundary. This is diligence in action. Proverbs 21:5 says, “The thoughts of the diligent tend only to plenteousness.” Diligence here is not just working hard, it is working with forethought and planning. And Proverbs 24:27 gives the order: “Prepare thy work without ... and afterwards build thine house.” Get the system right first, then build on top of it. Most strugglers do it backwards, building a busy business on no system at all, and it collapses into chaos.

Reflect: What would a good, better, and best version of your offer look like? Sketch the rough difference between the three right now.

Notes:

The Story: Joseph’s Grain System (Genesis 41:46 to 49)

Read the passage. Pharaoh has had two dreams, and Joseph has interpreted them: seven years of abundance are coming, followed by seven years of famine. Joseph does not stop at the interpretation. He gives Pharaoh a plan, and Pharaoh puts him in charge of executing it. Verses 46 to 49 tell us Joseph went throughout all of Egypt and “gathered up all the food of the seven years ... and laid up the food in the cities ... And Joseph gathered corn as the sand of the sea, very much, until he left numbering; for it was without number.”

Notice four things, because they are the four principles above, lived out. First, Joseph set a fixed, repeatable rule. Earlier in the chapter he proposed taking a set portion, a fifth of the harvest, every year of plenty. That is a defined scope and a defined process, the same decision each year rather than a fresh guess each season. Second, he built infrastructure to hold the value. He stored the grain in designated cities, local food kept locally, a structure that could run at scale across a whole nation. Your storehouse might be a checklist, a template, or a simple playbook, but the principle is the same: build the container that lets the system run without you carrying everything personally. Third, the system scaled beyond measure. “He left numbering; for it was without number.” A one-time insight became an operation that fed multitudes. Fourth, the system served a bigger purpose. It preserved life and preserved the family through whom the Messiah would come. Your systems are never the point. They are the means. They free you to serve the mission God actually called you to.

Reflect: Joseph took a fixed portion every year instead of deciding fresh each time. Where in your business are you making the same decision over and over that you could turn into a fixed rule? If you systematized your best offer, who could you serve that you cannot reach today?

Notes:

Put It Into Practice

1. Productize one custom service. Pick the one service you deliver custom that causes the most chaos or the most repeated reinventing. Then work through these four steps:

Name it and fix the scope. Give the offer a real name, and write exactly what is included and what is not. A fixed boundary is what stops the scope from creeping.

The service I am productizing, and its new name:

What is included, and what is not:

2. List the repeatable steps. Write the simple process for delivering it the same way every time. Five to eight steps is plenty. This is the seed of your playbook.

3. Set the price and sketch tiers. Write the fixed price for the standard package, then sketch a good version (less, lower price) and a best version (more, higher price).

Standard price, good, and best:

4. This week's assignment. Write the full step-by-step playbook for your productized offer, simple enough that someone else could follow it. Then run your very next delivery straight from that playbook and note where it needed tightening. Bring the playbook to the next session.

Go Deeper (Optional)

- **Read:** *EntreLeadership* by Dave Ramsey, especially the chapters on systems and processes. Run it through a biblical filter: we build systems not to remove the heart from our work, but as faithful, diligent stewardship (Proverbs 21:5) so we can serve more people and free ourselves to give and to lead.
 - **Listen:** the *Faith Driven Entrepreneur* podcast.
 - **Study:** Genesis 41:46 to 49; Proverbs 21:5; Proverbs 24:27.
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Close in Prayer

“Father, thank You that You are a God of order who plans and provides. Make me a diligent builder. Free me from the chaos of reinventing everything, and use the systems I build to serve more people and fund the mission. Help me build once, and build well, so my work can reach the next hundred people as faithfully as it reached the first. In Jesus’ name, Amen.”

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