SAMPLE

Build Once, Sell Repeatedly

The Economics of Digital Products Done Right

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Free sample: Introduction & Chapter 1

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This free sample contains the Introduction and Chapter 1. The complete book contains the full contents above.

Introduction: The Product Idea

There is a specific moment in every knowledge worker's career when the math becomes undeniable: the client work is good, the income is real, and yet every dollar arrives attached to an hour. The calendar fills, the income caps, and the question that starts whispering gets louder: what if the work I've already done could keep paying me after I've done it?

That question is the product idea, and this book is its engineering manual. "Build once, sell repeatedly" is the digital economy's oldest promise — and its most betrayed, because the promise is usually sold as passive ("money while you sleep!") while the reality is a business with its own disciplines, failure modes, and hard work. The product that sells repeatedly is not built by dreaming; it is built by productization — the deliberate conversion of proven service knowledge into packaged, purchasable, deliverable assets.

The book's argument, stated plainly: the raw material for your product already exists. It is in the checklists you run, the explanations you repeat, the process you follow for every client, the questions you answer in every sales call. Productization is the discipline of extracting that material, packaging it so strangers can self-serve the value you currently deliver by hand, and building the small set of systems — a sales page, a launch, a funnel, an email list — that let the package sell without you standing next to it.

The proof law: products come from demonstrated value — what clients have actually paid you for — not from what you guess strangers might want. The asset law: the product is only half the business; the other half is the audience asset (the list, the archive, the trust) that makes selling possible — and it is built before or alongside the product, never after. The catalog law: one product is a start; the compounding business is a catalog — a suite of products at different prices and depths that sell to the same buyer as they grow, each new product cheaper to build and easier to sell than the last.

Part one is the source: what sells repeatedly, how to mine your service work, choosing the first product, and the minimum lovable product. Part two is the selling: pricing, the sales page, launch mechanics, the autopsy, the evergreen funnel, traffic, and email. Part three is the compounding: the product suite, affiliates, the marketplace question, failure modes, the legal structure, and the catalog that eventually sells more while you build less. The destination is a business with inventory that never runs out, delivery that never sleeps, and income that decouples — slowly, then suddenly — from the hours of its builder.

The playbook fits one builder above all: the working knowledge professional — the freelancer, consultant, designer, developer, writer, or coach — with a year

or more of paid client work and the quiet suspicion that the same knowledge, packaged once, could pay twice. The mining chapters will find your product whether you sell design, bookkeeping, code, or coaching: the veins run through every knowledge trade, and the excavation is the same skill everywhere.

It is not for the builder with no proven work — the productization path requires the mine, and the builder still earning their first client is better served by the service path (and will be back here in a year, with the mine the service work dug). And it is not for the builder chasing the passive- income fantasy — the book's version of "sells while you sleep" is a business with systems that need building and rhythms that need keeping, and the builder who wants income without attention will find this catalog, like all honest ones, disappoints on schedule.

A reading instruction, in the book's own spirit: part one (chapters two through five) is read once, this week, skeptically — the mining hour works even on the skeptic, and the scorecard answers the skepticism with arithmetic. Part two (six through twelve) is read in build-week-four, when the page and the launch need their instructions. Part three (thirteen through eighteen) is read at month eight, when the evergreen layer is tuning and the suite question opens. And chapter nineteen is the year plan, kept beside the calendar it describes. The book, like the products it builds, is designed to be revisited — and the revisits, like the catalog, compound.

What Sells Repeatedly

Not everything that can be packaged should be. The digital economy sells five recurring product types, and knowing which one fits your knowledge is the first filter — because the type determines the build, the price, the delivery, and the buyer's expectations.

The template and tool. The fill-in-the-blank asset: the spreadsheet, the SOP collection, the prompt pack, the contract, the checklist. The fastest to build, the cheapest to buy, and the type that sells on time saved — the buyer could do it themselves, and pays to skip the doing. Price range: $10-100. The guide and playbook. The organized knowledge product: the ebook, the written course, the walkthrough. Sells on clarity — the buyer's problem is confusion, and the product is the map. $20-150. The course. The structured transformation: modules, lessons, the path from A to B.

Sells on outcomes, demands the most production value, and carries the highest expectations. $50-500 for solo-created courses, higher with support and community. The workshop or cohort. Live delivery with a calendar: the teaching event, the group program. Sells on access — the buyer wants the teacher, not just the material — and sits between product and service, priced accordingly ($100-1,000+). The done-with-you hybrid. The product plus the product's implementation: the template pack with a review call, the course with office hours. Sells on confidence — the buyer wants the package but not alone — and is often the highest- margin form because it borrows the product's scalability with the service's pricing permission.

The filter beneath the types. Every successful product across all five types passes the same three-part test: a repeat problem (many buyers have it, and new buyers get it constantly — the problem's audience renews), a self-serve solution (the buyer can apply the value without your presence, or the product isn't a product), and demonstrated value (you have solved this problem, for money, before). The type is packaging; the test is substance — and the product idea that fails the test fails at any price and in any format, which is why chapter three goes looking for the source material before any packaging decisions begin.

The honest hierarchy. For the solo builder converting service work, the evidence across thousands of launches points one direction: start with the template or guide (fast to build, easy to validate, low expectation weight), graduate to the course when the guide's buyers ask for more, and reserve the workshop and hybrid forms for when the audience knows you well enough to pay for access. The hierarchy is not prestige — it is the order in which

strangers learn to trust you: cheap and useful first, deep and expensive later, access last.

The five types, made concrete for a worked example — a freelance brand designer with three years of client work. Her mine: the brand questionnaire she sends every client (the repeated explanation — the same intake conversation, typed forty times), the naming-and-positioning framework she runs in her head for every project (the documented process, never yet documented), the rebrand transformations she produces quarterly (the before-and-afters, a course in waiting), and her taste — the judgment clients pay for when they ask "which one?" (the specialized judgment, the audit's raw material). Her types line up: the questionnaire becomes a $79 template (the tool, three days to build), the framework becomes the $199 guide (the playbook, three weeks), the transformation becomes the $499 course (built from the guide's graduates), and the judgment becomes the $1,200 brand audit (the hybrid — the product plus the review).

One mine, four types, a ladder of prices — and the worked example's general lesson: every seasoned knowledge worker is holding approximately this portfolio, un-excavated, and the types are simply the packaging the veins fit when they're finally dug.

The types' close: five packages, one filter, one hierarchy — and the type that fits the vein beats the type that fits the ambition, every launch it's tested.

End of free sample. The full book is available at putrabooks.github.io