

10 PRODUCT & SERVICE FORMATS YOU CAN SELL THROUGH YOUR PERSONAL BRAND

Already have an audience — even a small one? Awesome. You can turn attention into income.

Below you'll find **10 solid formats** that work for different industries. You don't need to use all of them — start with what's **easy for you to execute**.

1. CONSULTATIONS

 **What it is:** private call or session where you solve a client's specific issue.

 **Best for:** Experts, coaches, service providers.

 **How to start:** Describe one clear offer, define the outcome, and pitch it in Stories or posts.

2. ONLINE COURSES (video or text)

 **What it is:** A structured series of lessons providing clients with a clear result.

 **Best for:** Those with a system or method to teach.

 **How to start:** Launch a mini-course (3 modules, for example) and sell it via stories or a simple landing page.

3. AUDITS & REVIEWS

 **What it is:** Detailed analysis of content, social profiles, websites, strategies, etc.

 **Best for:** SMMs, marketers, stylists, consultants.

 **How to start:** Announce it via Stories along with a few “before/after” examples.

4. TEMPLATES, CHECKLISTS, GUIDES

 **What it is:** A digital product that solves a specific problem (e.g., “30 Days of Content Prompts”).

 **Best for:** Anyone with expertise and insight into audience pain points.

 **How to start:** Design a simple PDF and promote it via Reels or Stories.

5. MENTORSHIP / ONGOING SUPPORT

 **What it is:** A 2–8 week container of personalized work with a client.

 **Best for:** Experienced experts with proven results.

 **How to start:** Outline your client's transformation journey, name the format, announce enrollment.

6. PAID WEBINARS / WORKSHOPS

 **What it is:** Live online session with valuable content and step-by-step breakdowns.

 **Best for:** Experts wanting to test a topic quickly.

 **How to start:** Pick a topic, create a registration form, promote it 3–5 days in advance.

7. MASTERMINDS

 **What it is:** Small groups focused on shared goals, moderated by you.

 **Best for:** Community-driven creators who value peer collaboration.

 **How to start:** Gather 4–10 people, define the format, sell it via DMs and warm outreach.

8. MERCH / PHYSICAL PRODUCTS

 **What it is:** Branded or useful items (notebooks, tees, planners, etc.)

 **Best for:** Influencers, creators with loyal followers.

 **How to start:** Test with a limited drop or pre-order model.

9. SUBSCRIPTIONS (PATREON, MEMBERSHIPS)

 **What it is:** Recurring paid access to content, chats, or exclusive formats.

 **Best for:** Active creators with a loyal core audience.

 **How to start:** Set up a private Telegram channel or a Patreon account with member-only subscription.

10. DIGITAL PRODUCTS

 **What it is:** Ready-to-use templates, tools, Notion/Figma systems, bots, etc.

 **Best for:** Advanced specialists and structured thinkers.

 **How to start:** Create one useful product, design a mini landing page, start selling from your profile.

WHAT'S NEXT?

Pick 1–2 formats that feel doable right now.
Try your idea out with your audience.



Don't wait for a perfect product — launch a minimum version and improve it as you go.