

What will your clients pay for next?

Three steps: see where each service line sits, ask its zone's question, look for new services and size them. Start with the line that brings in the most revenue.

STEP 1 · WHERE DOES EACH OF YOUR LINES SIT?

Two questions place a line: how hard is the work to copy, and how much of it can AI do? Write each line in its zone.

	HARDER TO COPY →	EASIER TO COPY
AI CAN DO LESS OF IT	DEFENSIBLE Judgment and relationships AI can't replace.	COMPRESSING The work survives. The margin doesn't.
	EMERGING Work AI just made newly possible.	EXPOSED AI-native competitors can sell it directly.
AI CAN DO MORE OF IT →		

To check a line against the market, the AI Exposure Index at upshiftco.com/ai-exposure-index lists who sells what, service line by service line.

STEP 2 · WHAT DOES ITS ZONE ASK OF YOU?

Defensible: are you charging what it's worth? It gains value as AI makes the work beneath it cheap.

Emerging: what could you build here? Step 3 finds new services already selling next to your lines.

Compressing: could you price, package or deliver it differently? The Pricing, Productization and Delivery ladders at upshiftco.com/three-shifts show how.

Exposed: which way forward fits it? Ask the five questions below in order. The first answer that settles it decides. If two fit, take the smaller commitment: run it for cash, then move clients to something they already budget for, repackage, defend.

ASK	IF	IT POINTS TO
1. Can you still make money at the new price?	No	Run it for cash
2. Does someone have to answer for it if it goes wrong?	Yes	Defend it
3. What breaks if the client buys it elsewhere?	Nothing	Move clients, or run it for cash
4. If the line went away, would the client still call you?	Yes	Move them to something they already budget for
5. Is the complaint about the work or the price?	The price	Repackage it

STEP 3 · WHAT COULD THE LINE GROW INTO?

Look up your industry in the AI Exposure Index at upshiftco.com/ai-exposure-index. Each new service there has a named seller and a published price. Write down the ones that could grow out of your line.

[illegible]

Is it worth building? _____ clients who'd pay $\times$ \$_____ a month $\times$ 12 = \$_____ a year.

Could you deliver it now?

Who would own it _____ · the data it runs on _____ · who would run it _____

If you'd rather work through it with someone, that's what we do. Book 20 minutes with us at upshiftco.com.