upshift

SERVICE LINE MAP · WORKSHEET

What will your clients pay for next?

Three steps: see where each service line sits, answer 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 →

DEFENSIBLE

Judgment and relationships AI can't replace.

EMERGING

Work AI just made newly possible.

COMPRESSING

The work survives. The margin doesn't.

EXPOSED

AI-native competitors can sell it directly.

EASIER TO COPY

AI CAN DO LESS OF IT

AI CAN DO MORE OF IT →

To check a line against the market, the 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 the new services AI-native startups already sell to clients like yours.

COMPRESSING

Could you price, package or deliver it differently?

The Pricing, Productization and Delivery ladders show how.

EXPOSED

Which way forward fits it?

Ask the five questions below in order.

ASK	IF	IT POINTS TO
1. Could you still make money on this line at the price an AI-native startup charges?	No	**Run it for cash**
2. Does someone at your firm have to sign the work, or answer for it if it's wrong?	Yes	**Defend it**
3. If a client bought this from a startup instead, would anything go wrong that they'd need you to fix?	No	**Move clients, or run it for cash**
4. If you stopped selling this line, would the client still hire you for other work?	Yes	**Move them to something they already budget for**
5. Is the client unhappy with the work itself, or with how it's packaged and priced?	The packaging or price	**Repackage it**

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.

STEP 3

What could the line grow into?

Look up your industry in the 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.

NEW SERVICE	GROWS OUT OF	WHO SELLS IT	PUBLISHED PRICE

Is it worth building?

_____ clients who'd pay × $ _____ a month × 12 = $ _____ a year.

Could you deliver it now?

Who would own it	The data it runs on	Who would run it

Bring your service lines.

In 20 minutes you'll get our first read on them and a direction worth pursuing. Book 20 minutes