



JULY 5, 2021 - PODCAST

041: Jack Butcher – Build Once, Sell Twice: Earn \$1M a Year Selling Digital Products

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Jack Butcher is the founder of Visualize Value, a design, consulting, and educational company in New York City.

Jack spent 10 years working in advertising for Fortune 100 companies as a creative director for multi-billion dollar brands that include Amazon,

Nokia, McDonald's, and Mercedes-Benz. It was a job he found enjoyable but constraining.

In search of freedom, Jack started his own advertising agency, which he describes as “No fun, and even less freedom.” However, after two years of iteration, Jack figured out how to transition to highly specialized (and fun) consulting, and a product business that scales infinitely.

Visualize Value is the product of that transition, a project Jack has used to build a network of mentors, a \$1M/year product business, and a media platform with an audience of over 500,000 people.

In this episode, you'll learn:

- › How to use your unique skills to stand out on social media
- › Why repetition in your design is the fastest way to build your brand
- › How designing for niche markets makes your job much easier
- › How to scale your business without compromising quality

LINKS & RESOURCES

- › DHH on Twitter: [@dhh](#)
- › Jason Fried on Twitter: [@jasonfried](#)
- › [Basecamp](#)
- › Nick Huber on Twitter: [@sweatystartup](#)
- › David Perell on Twitter: [@david_perell](#)
- › [Write of Passage](#)
- › Brian Norgard on Twitter: [@BrianNorgard](#)
- › Anthony Pompliano on Twitter: [@APompliano](#)
- › [Maven Adviser](#)

JACK BUTCHER'S LINKS

- › Jack's website: [Visualize Value](#)
- › Jack's email newsletter: [VV/155](#)

- ▶ Jack's email newsletter: [V V / 155](#)
- ▶ Jack's Twitter: [@jackbutcher](#)
- ▶ Visualize Value [merchandise](#)
- ▶ Visualize Value on Twitter: [@visualizevalue](#)
- ▶ Jack's Instagram: [@jckbtchr](#)
- ▶ Visualize Value on Instagram: [@visualizevalue](#)
- ▶ [Build Once, Sell Twice](#)

EPISODE TRANSCRIPT

Jack: [00:00:00]

You build something digital that runs on code or media, and can be served up infinitely at zero cost replication to you, something like a product or an information product you build at once, and you can sell it to a hundred, a thousand, 10,000, a hundred thousand people. The bulk of the value is created once.

And then just becomes a game of how effective are you at spreading that story and reaching people that need the thing that you've done.

Nathan: [00:00:37]

In this episode, I talk to Jack Butcher. Jack has a really interesting visual style where he's taking these complex concepts: it could be leverage, it could be this idea of build once, sell twice (that I'm super jealous of by the way), how he framed that... any of these things, he takes them and distills them



I'm Nathan Barry. I'm a creator, author, speaker, blogger, designer, and the founder of ConvertKit.

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