

A person wearing a pink and white striped shirt is holding a white plastic basket with a leaf-patterned cutout design. Inside the basket, there is a notebook with a cover that says "Look at all the great things I get to do!" and a book with a pink and orange cover that says "Happy Lawyer Happy Life". The text "IP TO PRODUCTS WEEK TWO" is overlaid in white on the basket.

**IP TO PRODUCTS
WEEK TWO**

A RECAP!

**WHAT DID YOU
LEARN ABOUT
YOUR MARKET**



AND OUR WINNER IS?




WEEK TWO

WHAT PRODUCTS ARE FOR YOU?

PART ONE

LET'S TALK PRODUCT ECOSYSTEMS!



**WHAT IS
A PRODUCT
ECOSYSTEM?**

**HOW DO
THEY WORK?**

REMEMBER THE WIGGLES?

WHAT ABOUT MCDONALDS?

#WOULDYOU LIKE FRIES WITH THAT

**A PRODUCT
SYSTEM FRAMES A
CLIENT'S JOURNEY**



**LET'S TAKE
SANDY!**



TYPES OF PRODUCTS FOR MY IDEAL CLIENTS

Timing	Before they meet you	When they first learn about you	Now they are working with you	And what about after their work with you
Problems				
Possible Products				

PART TWO

BUILDING A CORE PRODUCT

**WHAT IS
A CORE
PRODUCT?**

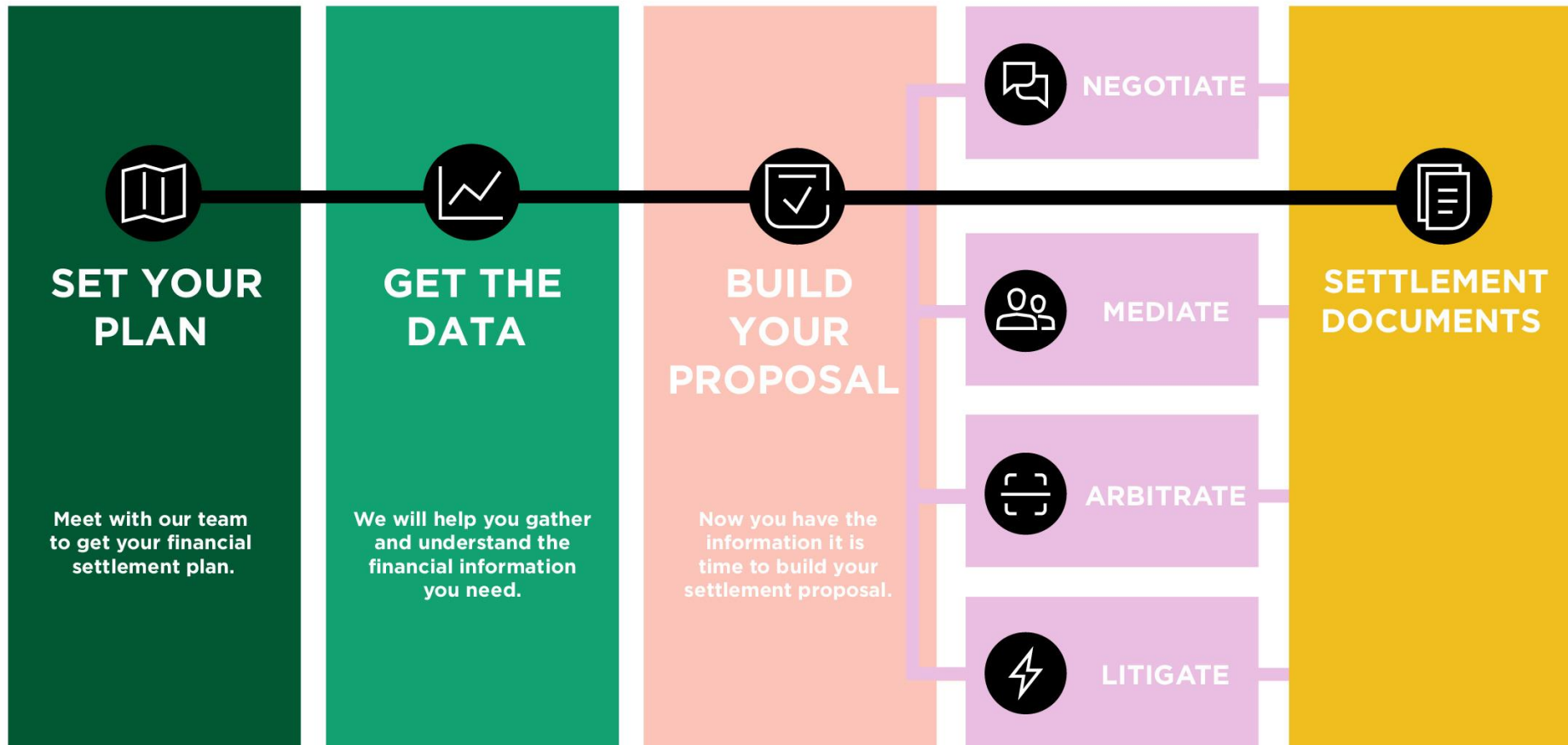


**YOU WILL
NEED A
PRODUCT
METHOD**

3 Main Ways We Can Help—



Your Settlement



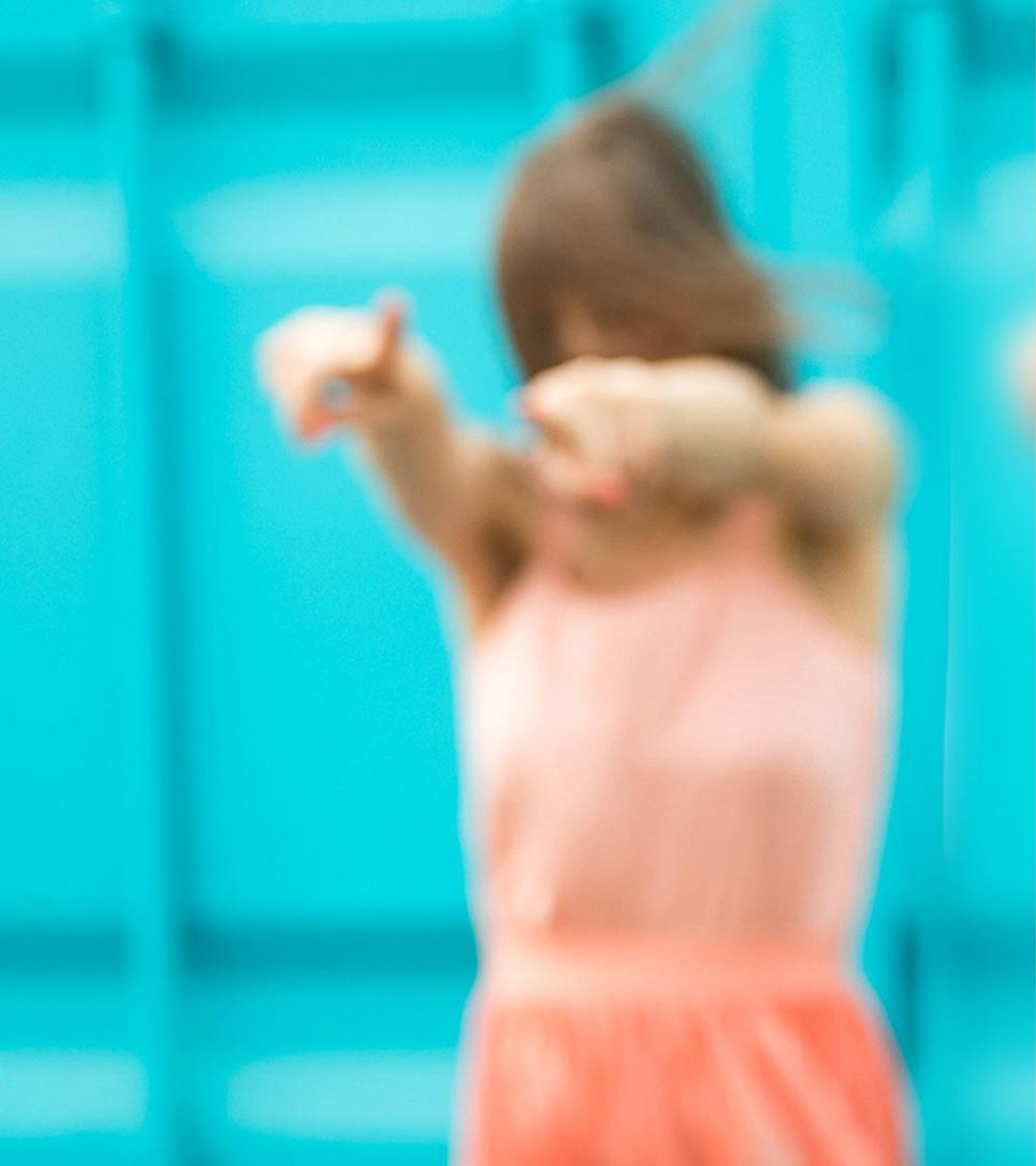
SOME SUGGESTIONS

PART THREE

BUILDING YOUR PRODUCT SOLUTION

A FEW TIPS

- **BRAIN DUMP**
- **BUILD CLIENT JOURNEY**
- **INVOLVE YOUR TEAM**
- **TRY + TRY AGAIN**



**YOUR
HOMEWORK
THIS WEEK...**

THANK YOU!



happylawyerhappylife.com