



**IP TO PRODUCTS**

**WEEK 4**

**BRINGING IT HOME!**

**LOOK AT ALL THE GREAT THINGS I GET TO DO!**

DAY: \_\_\_\_\_

7:00	Coffee with Clarissa + Françoise
8:00	Amica
9:00	
10:00	

Happy  
Happy Laughs & Happy Life

**A RECAP!**

**WHO IS BUILDING  
AN MVP NOW?**

**IMAGINE YOU  
HAVE A PRODUCT**

**WHAT DO YOU DO NEXT?**

- **LANDING PAGE/  
BROCHURE**
- **LAUNCH CAMPAIGN**
- **ONGOING SALES  
CAMPAIGN**



**LIKE ALL SALES AND MARKETING,  
START WITH THE END IN MIND.**



# 1. SET YOUR GOAL

- TO SELL HOW MANY...
- TO IMPROVE EXISTING SERVICE
- TO TEST



## **2. BUILD YOUR LANDING PAGE/ BROCHURE**





### WHO IS THIS COURSE FOR?

#### IF YOU ARE:

- An individual considering separation
- An individual already separated

#### WHO IS:

- Unsure if you are ready to take the step to separate
- Concerned about what separation or divorce will mean for you
- Fearful about what separation or divorce will mean for your children
- In need of clarity about what to do next; or
- Wanting support in understanding what's involved in separation or divorce

**Then SPLITSVILLE ONLINE is the course for you!**

**MAP A LAUNCH  
CAMPAIGN**

**8-12 WEEKS**

A woman with long dark hair, wearing a light pink sleeveless dress, is captured in a dynamic, blurred pose as if dancing or celebrating. She is pointing her right hand towards the camera. The background is a room filled with rows of blue chairs, which are out of focus. In the foreground on the right, a hand with pink nail polish holds a white rectangular sign.

**LET'S HAVE  
A GO!**

**AND ONCE DONE ONCE,  
DO AGAIN AND AGAIN!**

**A COURSE  
RECAP...**

# 4 PARTS TO OUR PROGRAM...

**1 KNOW YOUR MARKET**

**2 WHAT PRODUCTS ARE FOR YOU?**

**3 MVP!**

**4 THE NEXT STEPS (TIME TO SELL IT!)**



**WHAT'S NEXT?**

# Online Programs



COLLABORATIVE  
BOTCAMP

Friday August 21



FIXED & VALUE  
PRICING

Friday September 11



SOCIAL MEDIA FOR  
LAWYERS

Friday October 2



INTRODUCTION TO  
COLLABORATIVE  
PRACTICE

Friday October 16



TURN YOUR IP  
INTO PRODUCTS

Friday November 20



HAPPY LAWYER HAPPY LIFE  
8 WEEK HAPPINESS COURSE

Friday January 29

**UPCOMING  
WORKSHOPS**



**THANK YOU!**



[happylawyerhappylife.com](http://happylawyerhappylife.com)