

# **IP to Products**

# **LESSON 2**

**It's time to brainstorm those product ideas!**

# It's time to brainstorm all those Product ideas!

**Last week you identified 5 great clients you would be happy to work with again and hopefully you also have a bunch of the challenges that they face or the problems they need to solve on your worksheets too. This week you are going to use that information as we start to brainstorm ideas for your products.**

A great product solves a problem that your client has and really great products can provide a full and remarkable solution to the situation that brings your client to your firm.

**There are 3 parts to our workbook this week-**

1. First we are going to look at some of the different uses of products in your firm
2. Next we are going to play with building a product method for one of the services you offer in your firm
3. And finally you are going to do a brain dump of ideas so that next week we can start to play with an MVP! (MVP= Minimum Viable Product aka a cheap and cheerful basic version of something so we can test the market before we spend thousands!)

**So let's get to it!**

## PART 1 – PRODUCTS – THE TYPES USES AND ALL THAT STUFF

Products! When I use that word in the context of this program I am referring to something, that with some effort and thought, you can build once and it can be used over and over.

Products in services businesses are still a new thing. Some are easy to imagine- books, webinars, online courses and the like are an easy to understand option for most law firms. But the real product gold will come when you focus on building a product out of your intangible legal solution using a series of predictable set of steps or stages that the user can work through. When you can develop

a legal solution that can be applied on mass to produce a predictable result we start to have something unique, valuable and of course scalable that could really set your firm aside.

Products have many uses in your firm. Different types of products will work for different stages of your client journey.

Let me give you an example- Let's take Sandy, she is 39 years old and the mother to 2 kids. She and her husband separated about a month ago. They are still living together- it is not easy but neither of them want to go to Court and they are looking for ways to work to a settlement that prioritises their children. Sandy is a Doctor her husband Nick is an Accountant. They both live pretty busy lives.

Sandy is a pretty typical 'ideal client' of my firm Brisbane Family Law Centre. So much so that we have built a full product ecosystem just for her!



This is an overview of our product ecosystem and there are many macro and micro products along the way too. And you can see that we have different products that work for Sandy at the different stages of her experience of divorce and separation as well as having different product types to accommodate the different budgets and requirements of the many 'Sandy's' that come to our firm.

Your clients have different challenges or problems at different stages of their work with you. If you can drill down on those challenges (legal or not) that your clients are managing at the various stages of managing whatever problem they bring to your office, then you will have all the information you need to build products for the rest of eternity!

I want you to take one of the ideal client and problem sheets you filled in last week and have it with you as you complete the next part of the workbook. In the table below, take a few moments to try and put yourself in the shoes of your ideal client (make sure you insert their name and really try and remember/ imagine what was happening for them). In the middle row, fill in the different problems or challenges that you can identify your client was having at the different stages of their work with you. And in the bottom row get creative... imagine you have all the money and technical knowledge in the world- what could/ would/ should you create to solve the different challenges that your clients face at the different stages of their journey before, during and after their time with your firm.

If you are really brave you can complete the same exercise for each of those 5 clients you selected last week.

# 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				

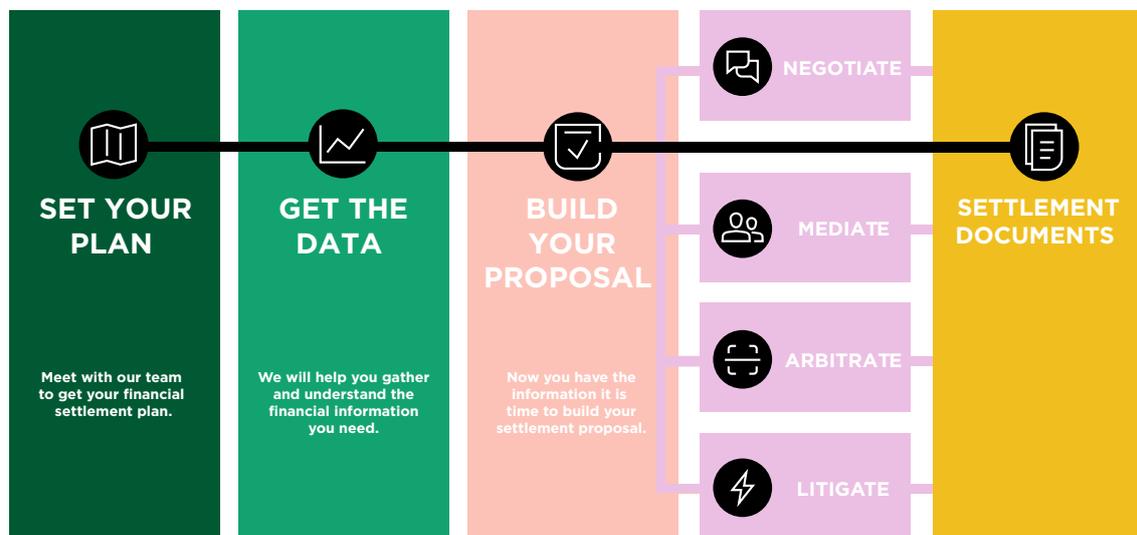
# PART 2 – TAKING A SERVICE AND BUILDING A PRODUCT METHOD

The exercise above has encouraged you to consider different products for different stages of your client journey. Next we are going to look more closely at the broader legal services you offer in your firm and see if we can't break those down into a predictable series of steps. This part is not easy and the first time I tried to do this for my firm it took me over 6 months of thinking, trying, working and re-working so many different versions, and I just reworked it all this year again too!

## So what is a product method?

A product method is the steps you would take your client through as you solve their legal challenge. Let me take an example of a service we offer- as a family law firm a common legal issue we help our clients navigate is their financial settlement. Below is an example of a product method for a financial settlement in our firm.

## Your Settlement



It's time to have a go at thinking about the steps you take your clients through for the different services you provide. For example, if you help people buy a business, walk me through the steps you help them take from idea to bought (and then the bit afterward too if you can help there as well!) Just pick one of your service areas or a single legal issue for this activity as once you work one out, you can apply the same thinking to all the others!

**1**

**3**

**2**

**4**

**6**

**5**

**7**

**9**

**8**

**10**

**If you are getting stuck with this, don't worry just have a go and send me what you can and I can help you work it out in our live workshop this week.**

# PART 3 – IT'S TIME TO PLAY WITH A PRODUCT SOLUTION

Using that product method you built above, it's time to have a go at turning that method into a real life product. To do this you need to call it something other than 'property settlement' for the divorce lawyers in the group! Come up with something fun (you can change it later) that will be the name for this product.

Now we need to turn that method into a full and complete solution that when all the pieces are done, enables you and your team to walk your client from now to then and solve their legal problem along the way!

How do we do this, well we dream- imagine that money, time and tech are no barrier, if you really could develop something that would offer your client's the 'most perfect' solution, what would that look like?

Using the steps in your product method above fill in the table below- firstly setting out the tasks that are needed by you and your client in each step and then brainstorming the different ways that you could do/ deliver that step so that it is as predictable as possible each time.

Here is a bit of an example to help you along...

## **STEP 1 Is...**

**Set your Plan**

## **Could be done by...**

- **Meeting with client**
- **Online form**
- **Workbook**
- **Video explainer**

## **STEP 2 Is...**

**Get the Data**

## **Could be done by...**

- **Meeting with client**
- **Using client's advisors**
- **Adieu (tech product that collates disclosure)**
- **Online client portal**
- **Interactive**
- **checklists**
- **Video explainers**

**STEP 1** Is...

**Could be done by...**

**STEP 2** Is...

**Could be done by...**

**STEP 3** Is...

**Could be done by...**

**STEP 4** Is...

**Could be done by...**

**STEP 5** Is...

**Could be done by...**

**STEP 6** Is...

**Could be done by...**

**STEP 7** Is...

**Could be done by...**

**STEP 8** Is...

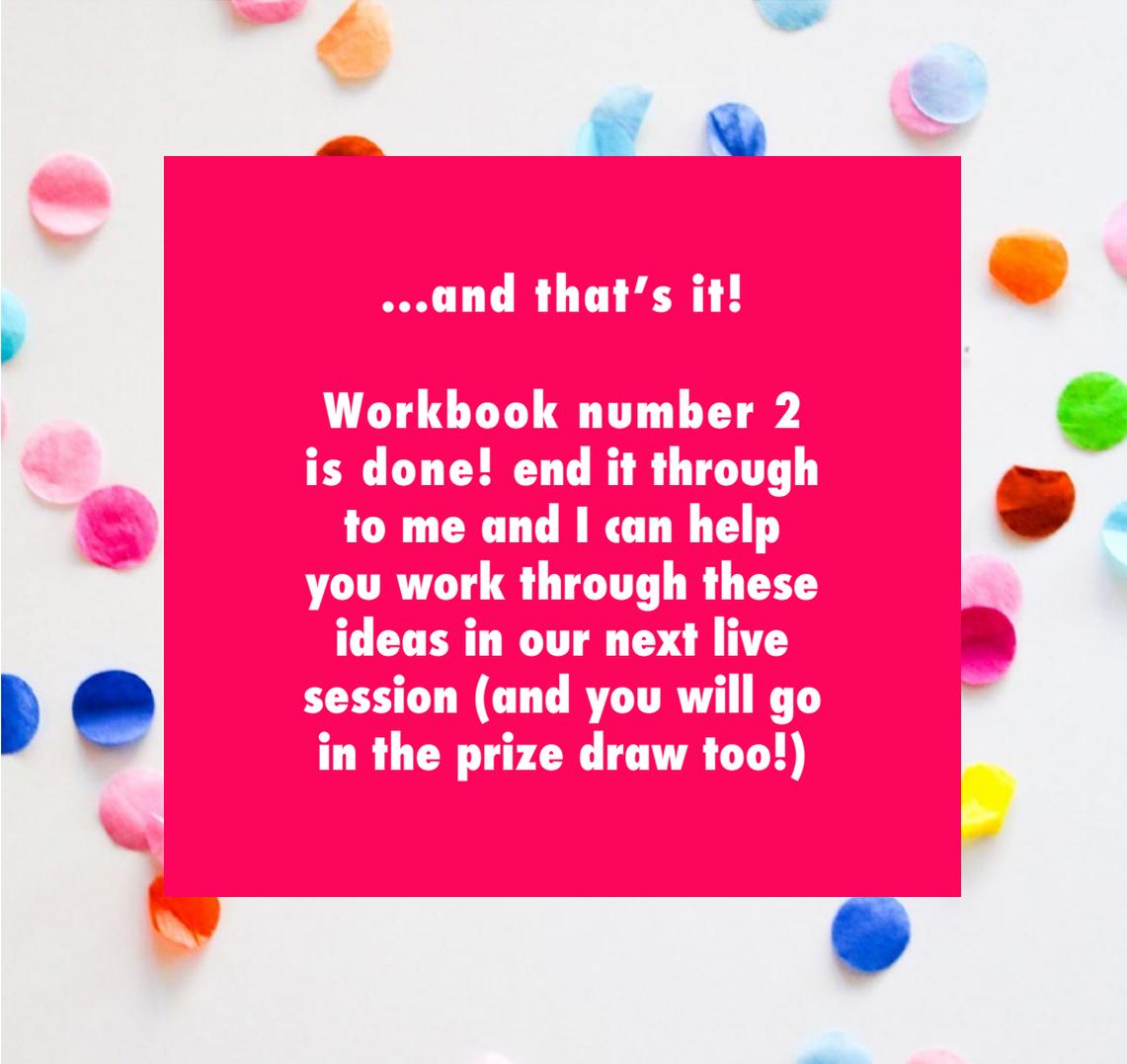
**Could be done by...**

**STEP 9** Is...

**Could be done by...**

**STEP 10** Is...

**Could be done by...**



**...and that's it!**

**Workbook number 2  
is done! end it through  
to me and I can help  
you work through these  
ideas in our next live  
session (and you will go  
in the prize draw too!)**

**See you next week!**