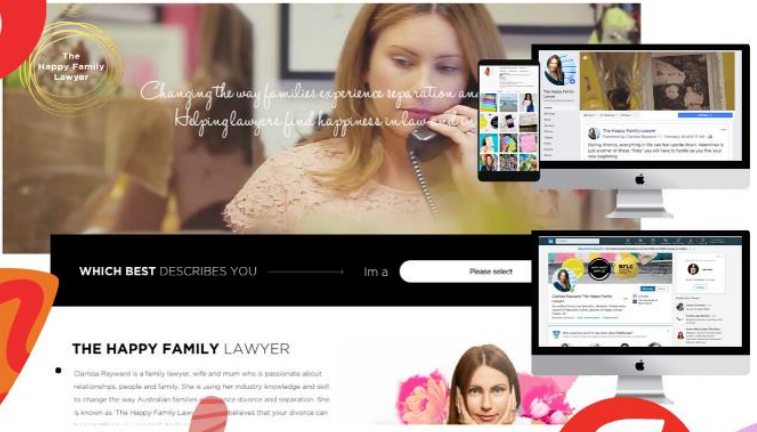




IP TO PRODUCTS
WEEK ONE



SO PRODUCTS!

WHY ARE YOU HERE?

WHAT DO YOU WANT

TO ACHIEVE?



PRODUCTS BECAUSE...

- SCALE
- SYSTEMISE
- AUTOMATE
- SERVE
- COMPLETE
REMARKABLE
SOLUTION

4 PARTS TO OUR PROGRAM...

1 KNOW YOUR MARKET

2 WHAT PRODUCTS ARE FOR YOU?

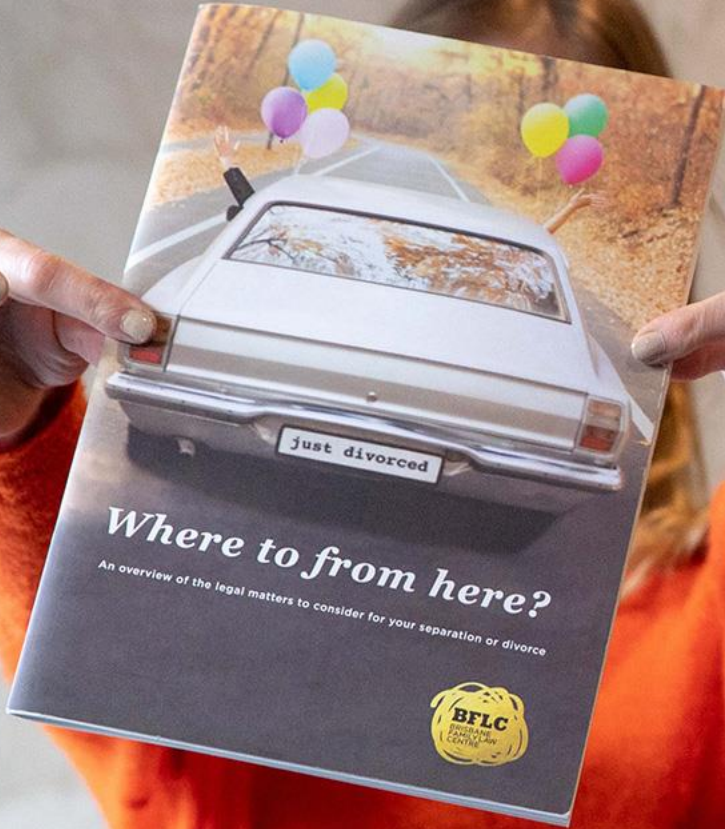
3 MVP!

4 THE NEXT STEPS (TIME TO SELL IT!)



**WHY
PRODUCTISE?**

WHERE TO FROM HERE



**HAVE YOU HEARD
OF THE WIGGLES?**

WHAT ABOUT APPLE?

**SO WHY
PRODUCTISE?**

TIME = \$
> HR/DAY

PRODUCT + \$
> SALES/ UNIT



A man and a woman are sitting at a desk, each with a laptop. The man is in the background, looking at his laptop. The woman is in the foreground, looking at her laptop. A blue cup filled with colorful markers sits on the desk between them. The background is a plain, light-colored wall.

AND WHAT IF YOU HAVE BOTH?

HOW DO YOU PRODUCTISE?



1.

**REALLY GET
TO KNOW
YOUR CLIENT**

- ...and their -**
- **experiences**
 - **worries**
 - **challenges**
 - **goals**



HOW DO YOU DO THIS?

- Listen
- Lose assumptions
- Look for non-legal worries

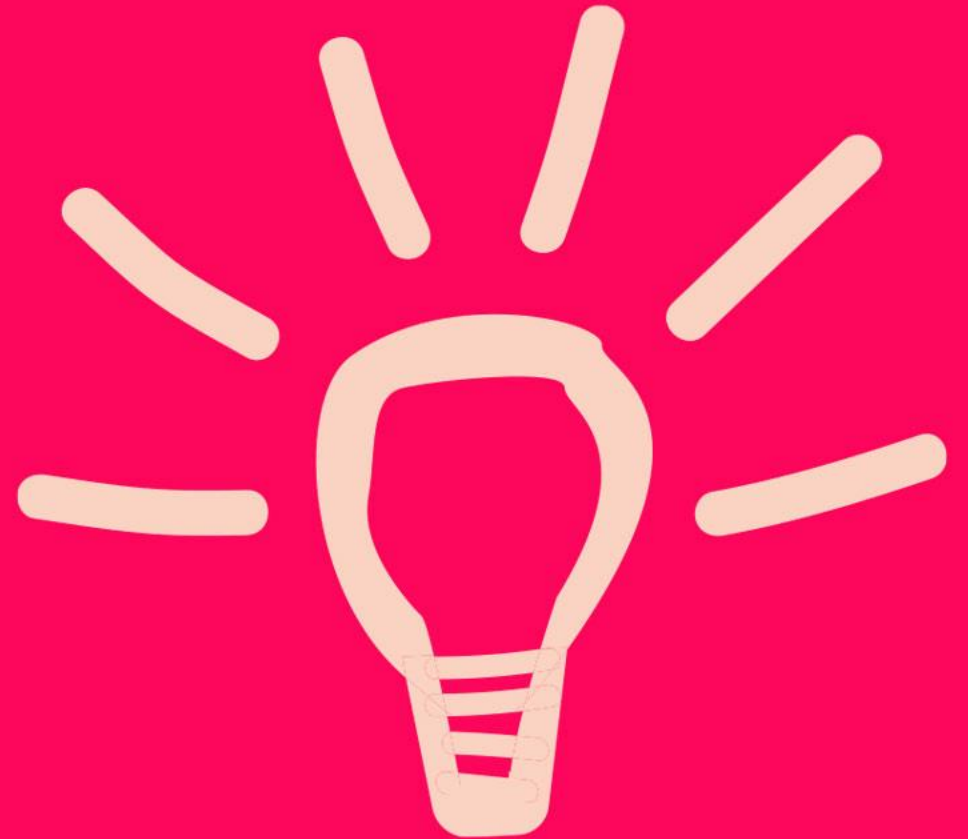
2.

**GET CLEAR ON
THE PROBLEM YOU
PLAN TO SOLVE**



3.

**BRAINSTORM
+
DAYDREAM
=
IDEAS**



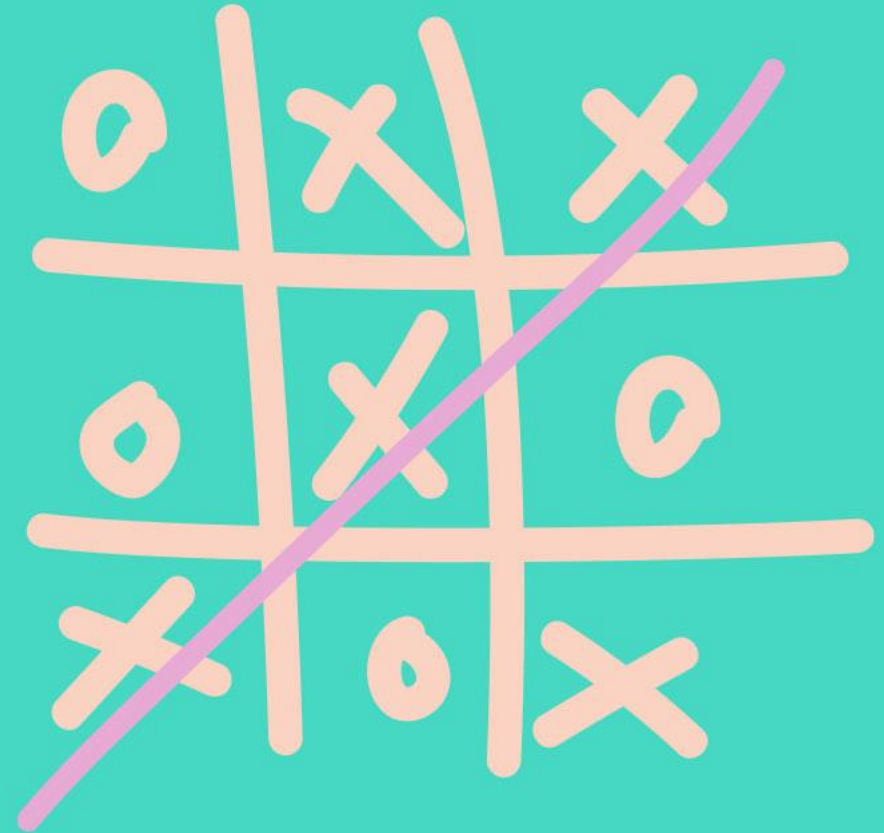
4.

EXPERIMENT!

**MINIMUM
VIABLE
PRODUCT!**

5.

TEST /
ITERATE /
TEST /
TOSS



6.

HEY PRESTO!

YOU HAVE A PRODUCT!

2 TYPES OF CORE PRODUCTS:

1.

**Packaging & systemising
something you do
already...**

2.

**Building something
novel or new...**

BENEFITS

- **Scale**
- **Efficiencies**
- **Client Engagement**
- **Full service offering**
- **New Markets**
- **Stand out in your market**

**SO WHAT CAN
YOU CREATE?**



The image features the five members of The Wiggles against a bright blue background. From left to right: Emma Watkins in a yellow top and black skirt with a yellow bow; Captain Jack in a purple suit and straw hat; Anthony Field in a pirate costume with a black eye patch and a purple feathered sword; Greg Page in a green dinosaur costume with a white collar and a red rose; and Simon Smith in a red t-shirt. In the foreground, two men are kneeling: one in a purple turtleneck and the other in a blue turtleneck, both giving thumbs up. A large brown dog mascot is on the far right. A pink banner with white text is centered across the middle.

#WHATWOULDTHEWIGGLESDO

AN EXAMPLE





AN EXAMPLE

**“HLHL ONLINE
COURSE”**





The HLHL Product Ecosystem

The Podcast

Happy Lawyer
Happy Life
the Book

the club

The Club

Courses and
Workshops

Professional
Speaking

Brand
Partnership

Merchandise

Mastermind

The Retreat

the retreat

WEEK ONE

**YOU REALLY
NEED TO KNOW
YOUR MARKET!**

**LET'S TRY
A FEW
EXAMPLES**

AND THEIR PROBLEMS?

YOUR HOMEWORK THIS WEEK



A large, bright yellow starburst shape with multiple sharp points, centered on a solid pink background. The text is written in white, bold, uppercase letters within the starburst.

**AND DID
WE MENTION
PRIZES?**

THANK YOU!



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