



## EPISODE 39

### *How to Productize Your Offers with LeAnna Weller Smith*

---

SEE THE SHOW NOTES AT: [jenlehner.com/039](http://jenlehner.com/039)

---

Gary Vee:	00:00	Hey guys, it's Gary Vaynerchuk and you're listening to the Front Row Entrepreneur Podcast with our girl, Jen.
Jen:	00:14	Our next guest is the owner and executive creative director of Weller Smith design and award winning design agency. She has over 20 years of experience in the design industry and has 17 plus years of experience in the publishing industry. She's worked with high profile clients like the metropolitan museum of art, the Philadelphia museum of art, artisan books, Rizzoli books, food and wine magazine and travel and leisure magazine among others. Most recently she's been sharing her talents with small business owners, entrepreneurs and nonprofits to help them strategically Uplevel their brand presence. She's a creator of product technology, a service that helps business owners strategically turn their content into branded physical products. She's also the host of creatively speaking, a video cast on YouTube where she interviews small business owners who are doing creative things in their business even if they don't think of themselves as creative. And she started her own publishing imprint, lowercase inc I N K that is so clever to

---

**EPISODE 39:** How to Productize Your Offers with LeAnna Weller Smith

[jenlehner.com/039](http://jenlehner.com/039)



bring small personal projects and collaborations with other designers, illustrators, and other to life. Most recently she received the 2020 top graphic designer of the year award from the international association of top professionals. That is a huge win. Welcome to the show, Leanna Weller Smith.

LeAnna: 01:36

Hey Jen. Thanks for having me.

Jen: 01:38

Oh, what's up with this award? When did you get that?

LeAnna: 01:40

Um, so I was um, they told me in December that I had, I was in the running for it and then early January is when they actually said that, um, that they were awarding it to me. So since January, I've known so a couple of months now.

Jen: 01:56

Oh, that is, that is amazing. Well, congratulations. Okay. So I've got a history with this guest and I'm going to tell you about it because working with Leanna has completely, completely changed the way that I think of my business and the way that I see my business, the way that other people see my business. So she has obviously a history in design. She is a designer, a wonderful designer and not mentioned in that intro was that she has done, she has done so much work for so many big names in the online industry from pro physical products to covers of their cookbooks to covers of their best-selling New York times best sellers. So just huge, amazing portfolio. And so I got really lucky when I had the opportunity to first work with Leanna on my branding and I wanted to create a new brand for a new product and then a a online course, front row CEO.

Jen: 02:57

So we the brand and then, and then she ended up doing the sales page, which is beautiful. And then I was like, you know, while we're doing this and we've got this beautiful branding, I had been thinking about creating a physical product and I had seen her do this for some mutual friends of ours and I was so impressed at the same time I had gone to Kajabi impact summit. Fantastic conference. I highly recommend anybody who hasn't been to go this year. I think it's in September. Anyway, Rachel Hollis took the stage and she was talking about her planner, like she's got this journal and it's not complicated. Her journal is just, she said she based it pretty much on the five, the



five minute journal, is that what it's called? Leanna? Yeah. Yeah. So she um, she based it on that and so it's super simple.

Jen: 03:47

There's like three sections. And she, and of course she asked, she's Rachel Hollis and she has like millions of fans, but she was really emphatic about the fact that she thought everybody needed to have some sort of physical product. So I had that sort of running in my head. And then when I saw this incredible brand that Leanna created, I was like, what can, what can I do? And together we created this content planner and what was so amazing and, and what we're going to talk about, but what was so amazing about this was yes, there are a million print and ship, uh, websites out there where you can upload your stuff and have it come to you in the mail or download the PDF or whatever. Like there's, there's tons of services that will allow you to sort of upload stuff and have a physical product.

Jen: 04:36

But what Leanna does even goes beyond design because, well now I'm going to talk to you instead of about you in the third person that you are here with me is that what you do is that you are so strategic. So like you understand marketing, you understand messaging and you really, really get to know your clients. And I've seen you do this time and time again and so you can really almost take, I've watched you take like create something from nothing basically where someone says like, Oh, I want to do a journal. These are kind of my thoughts. And then in the end you create this incredible thing. So you started doing more and more of this and then you created this business that specializes in creating physical products for entrepreneurs or for business owners. And you've called it product ology. So why did you start that company?

LeAnna: 05:26

Well let me start by saying that you were, you are definitely like an ideal client in the sense that we started from the beginning. Just like you said, uh, we started with your brand. We, you wanted a like a secondary level to your um, front row and like front row VIP. We wanted front row CEO. So that was like your Uplevel and what's great is that I had the opportunity to work with you through that



whole part. So we up-leveled that brand, made sure that it was hitting a specific market that you wanted to hit when it came to, I'm a visual standpoint, I'm just up-leveled it completely. I love the brand that we came up with that, for that. And it felt really good because a lot of the little mechanisms that we came up with for the brand, you already use. Like, you know, we came up with a seal logo, you turn that into, you know, your wax seal.

LeAnna: 06:21

Like you already had all these like even aesthetic ideas of how we could blow the brand out. So working with you was a dream because you took the ideas that I had and you weren't afraid to try them. And that's where I think a lot of people kind of pull back is, you know, when I look at someone's brand or if we're working on a brand and it's coming up with these ideas of what we could do next, it's just kind of being open to those possibilities in a sentence. Really. Um, and it was a perfect kind of molding that we had. We started with, like you said, the branding. We went into the sales pages and then this planner and you know, I've been helping people from corporate, you know, and it was the major publishers here in the city. Um, and you know, that's what I do for people.

LeAnna: 07:10

As you know, each author that comes to me, every project, it's is a, it's a brand and I have to figure out how to represent that brand in this cookbook or in this business book or just, you know, in a different way each time. So every project is completely different. And I do that for so many people on that professional level. I really wanted to bring it to the masses and you know, just like Rachel Hollis was saying, you know, physical products like everyone should have something, something that represents what they do. Um, and yeah, just like you also said too, you can get a lot of this stuff done quickly and you know, with, but it doesn't have that, um, kind of know, like, and trust factor. It's just a piece of something that's made that everyone has. So taking it to that next level and creating this custom brand and product which we're calling product ology, um, has been a lot of fun and seeing where it goes.

Jen: 08:04

Well, you know, backing up through, let's back up to our process cause I want to, I want to go through that



because I do think this really sets you apart and that is like, there were a lot of steps that I had to take initially where you were like, all right go. And I think we created a Pinterest board and I went in and I just started grabbing your like just grab stuff you like, don't over think it, don't think about where it's going to fit in your brand. Just go and grab stuff. And I did and it was really fun. It was, that was so fun. Like who doesn't like to spend hours on Pinterest and have a justification for it? Right.

LeAnna: 08:37

10,000 pens. I mean

Jen: 08:42

it's, it's so fun over there. But so yeah, so I'm pinning and pinning and all of a sudden like I could see like, yeah, I could see this was, this was turning into something and then, and then you, you really looked at what I liked and then would come back with, with your ideas. And so you brought in texture. So, like on my sales page, there's a caramel colored leather sofa because I had this brand that you had created that I was able to take to my photo shoot. And so we actually brought that Pinterest board to life all the way down to, you know, you had marble, you had the leather caramel colored sofa, there was, what else did we have

LeAnna: 09:20

like a geometric pattern that's in there that's um, it's like a background. Yeah, it's like a, yeah, like a trellis pattern type of thing.

Jen: 09:28

Yeah. And then the fro and then like three variations of our logo, but one, one of the variations included this little wax seal that you were talking about it, it was like a little circle seal that looked like a stamp. And so then I took that and created an actual wax seal out of it. And then even took that one step further when I had hired a videographer that we did a video, like as it was part of like the intro where he captures me stamping the wax seal onto one of the planers. So it all really is so congruent, but it was the process that you took me through that made that possible. And, and what happens is, is not, it goes so much further than just the aesthetic and just the obvious like you know, good looking brand. What happens to the person who is behind that brand when they have something that looks that good is confidence.



Jen: 10:23 So I went into the launch, so I've now launched a, I've launched the course twice now and the planner, you know, continues to, to be for sale all the time. But I was able to launch that course with so much confidence. Like I felt, I just felt really good about it. I knew it looked like it was worth 1 million bucks and, and the product was high value and I really, you know, so it's more than just a pretty a pretty bow or Pat. It's more than a pretty face that you put on something. It is, it's integral I think on, on every level. It gives people confidence that like you're not some sort of flatbed fly by night operation too. And you stand out from the crowd when you have something that looks so good.

LeAnna: 11:07 Yeah, and I really, you know, one of the, the core values that we have here is, you know, I really want our clients and the, the elements that we produce for them, it really has to be an extension of them. And I really try to, you know, people, you know, I go through the whole Pinterest, you know, almost all every designer does something very similar. The process is similar but you know, I do exactly what you said, which is I tell them like, I don't care what you pen, I want you to pin. You know, if you see a shirt that you like, if you ha if there's a, you know, so if there's interior design stuff that you like th it's all about your, you want to draw in those people that resonate with you and your style. And if it, if there is a disconnect there, people are going to know because it's not going to the person in the, you know, the client, they're not going to feel that confidence going into it. Like, this is me and I'm, I'm proud to put this out there. And so that's great to hear that. But that really resonated for you as well because I do feel like that's one of the biggest things that we really work on is trying to make sure we hit that Mark when it comes to, especially the personal branding side.

Jen: 12:16 Yeah. And, and you're right, and I've worked with other designers. It's true. They all have some sort of process where you can go into Pinterest, you pick the colors, you pick the font, whatever. But the difference was where you took it beyond that was you and your team was that it was, well, first of all, you really listen and you looked for



the bigger message and you cared about like what I was trying to convey and you wanted to understand what the course and the product and everything was about. So it was, um, and we had calls, like it was like, you know, you are my coach and we, you know, we had weekly calls and we went through it like you were my coach. And then, okay, so now we're going to talk about the planner. So the planner and, and really, you know, my intention is to really focus on on physical products.

Jen: 13:03

I'm on this episode because this is just been mind bending to me and I didn't really know what to expect, but when we were creating the planner, same, you know, I had the comp, I mean I knew that, I knew you were going to go deep with me because that's just how you, how you are. And so it was, and I knew it was going to be a process and I just couldn't believe even after, even though I had worked with you just prior to that on the brand and the sales pages, I just couldn't believe like how invested you were in my, in my project and making sure it was exactly right and the attention to detail like was was crazy. So you had this, this wonderful idea, which continues to be one of the most commented things that I get about this planner, which was what do you think I'm going to say?

LeAnna: 13:50

I'm going to think it's the mind that like the brain dump little thing maybe

Jen: 13:55

no, although they do love that and I love that. Guess again. Oh my gosh. I don't know where it's square. That's so funny. You don't know what I'm saying? It's square.

LeAnna: 14:07

No. Oh the the QR code. Yes. I'm so glad. Cause sometimes people gloss over those. But you are like a prime candidate for that QR code. I mean that was brilliant. I was so excited to use that on you.

Jen: 14:23

Yeah, no. Right. So it is. So again, so in line, so a QR code for those you don't know. It's like you could scan it with your phone and it pops up whatever link you put in there. So Leanna had me create these links. Well essentially it's, it's a, it's really an online course that accompanies the w, which accompanies the planner. So guess what just happened? The value of that planner just doubled at least, right, because you're not just getting and, and all



along. I kept saying to Leanna, this is not a planner. This is a system and it is indeed a system. This isn't something that you go in and you just scribble stuff down, you walk through it, very sip systematically and at the end of it, you know, uh, three months worth of content comes out of it and it's strategic content and it lets you know like you know what you're going to post and where you're going to post it for three straight months.

Jen: 15:12

So I kept saying like, this isn't just a, this isn't just a planner, it's a system, which of course you totally got it. And so when we added the QR codes, those videos, when they scan it, it takes them directly to a video that is relevant to that page in the planner. And it was, and people absolutely love it. And so whereas most people are charging, you know, anywhere between nine 99 and like, you know, 1999 for a planner on charging 57 and \$77 for this planner and people pay it happily. Yeah. It's been selling like crazy. And, and so I, you know, and I am a little bit, I am a little bit shocked by that because I never went into this feeling like this was good. I like be a huge moneymaker and it's still, you know, even though it's selling it, right, the planner that we chose to create, I wanted luxurious paper.

Jen: 16:07

I wanted it to be the finest, right? Yeah. And so that means my margins are pretty small. So after you, after postage and the beautiful envelopes that I send it in, I'm really not making a lot of money, but I am having a lot of sales. And what it does is it's just up-level my brand so much. People love it. It's something valuable that I'm giving them. And it's an extremely powerful marketing tool. So it's also a way, and we know this in marketing and I've talked about this in other episodes, but a buyer is a buyer as a buyer, right? And that means that we, yes, we're always, you know, we want to bring people into our world and we, we want to get them on our email list so we can communicate with them. But once they're a subscriber, we then need to move them over to buyer. And the numbers show over and over again that when people buy from you once, they're something like 80% more likely to buy from you again.





LeAnna: 17:04 Right. And if you have that high low, if you just, I mean, you know, Jen, you go, you give so much value in everything that you put out there. So that was one of the things that I, when, when we were talking about this being a system, this is something that you build into your every day. You are constantly creating content. You are constantly upleveling every single piece of your business. And it has, and when it came to this content planner, it was no different. Like I'm like, you know, you're going to always be adding stuff. So why not put this added value in there that you're naturally going to do anyway? And, you know, and that's the one thing too, is just when in talking with clients and people who are interested in what I can help them with, it's always just trying to think of that one thing that's going to make their business, their product stand out. And it's, it's different for everyone.

Jen: 17:50 Yeah. And so tell me about like, Oh, and the other thing. So the other thing that I want to do and we're going to do next is we're going to do a deck,

LeAnna: 17:58 right?

Jen: 17:58 You do all that stuff, right? Tell, tell us about some of the cool things maybe that you've done, uh, planners, decks and, and how people are using these in their business.

LeAnna: 18:08 Sure. Yeah. So, um, the biggest thing, you know, that kind of touching back even to what you had mentioned about, um, sales, uh, when it comes to these products, you know, there's so many different levels of, um, how like the different quality that you can do beta versions, you can start from the beginning and test something out. Um, you could go higher end like yours as beautiful. Like that's what people are commenting on. It's what they're remembering is this high end product that they, they've, they've bought a gazillion things online and it's like one of the most, the nicest things they bought and they can't believe that they were able to do that for the price that they were. Um, but that's what we really want to try to help people take, like look at their business and see what kind of product makes sense for them.

LeAnna: 18:51 So it could be a deck of cards, but when you think of a deck of cards, you might think of like a tarot deck or, you know, you see a lot of these things kind of popping



around. But you know, it's about the, what size is better for you. You may not need a taro deck size, you might want a smaller size. That's more of a learning tool for people. And how do you take your content and translate that into this, this deck. Um, we've helped people create like, um, almost like the gratitude cards where they can, you know, put different sayings on it and they can display it on your desk. So it has a special box to it, which has been great. Like one of my clients, she created one a few years ago. It's the field of love deck and we, she had given it away at a conference.

LeAnna: 19:33

So these are all like how you build business. So she's giving them away for free in the goodie bags. And someone in California got that goodie bag and my name is on the bottom and they called me and they wanted the same exact deck but their own, you know, and so that's what, how people are using this. Like, so she became a customer of the other woman cause she had bought some of her decks and then she decided she wanted to create one for her own, for a business, for, for children in a different way. So it's like these, these products become building blocks. And you know, sometimes people come to me and say, Oh I want to, I want to journal or I want a planner. But when you look at their business, that might not be the right thing. It might look like a book, but maybe it's a guided planner where your, you know, there's an art that's involved and there's different prompts.

LeAnna: 20:21

So it's really taking those things and make it, you making it unique for each person that comes. Cause there's so many planners and journals and we, and we do help people, they'll come to us if they have like a system already. It could just be, you know, four pages of one-liners on there and they're like, I'm going to turn this into a system. But that's what I'll do is I'll talk them through the process and then we'll create, which is what we did with yours. You already had a system. We just up-leveled it and you know, we renamed it and it's about finding those little nuances. But definitely books. We've done a lot of weight loss tools, so weight loss coaches, they, they need, um, trackers and planners for their customers. And they're obviously coming back every, they're coming back



every month. So it's like they're buying inserts. We might do a binder that, you know, you can take your inserts in and out. Um, so it's not, you know, buying more journals, um, but it's really customized to that particular business. Um, and it's really helping them to just deliver their content in a more efficient way to their customers. But then it also, it's pulling it back from online digital overload. Like we're just bloating ourselves. God, yes, right.

Jen: 21:32

That, that is a huge boy right there is because, and that is how I had been marketing the book is saying, you know, yeah, I've got all this on digital for you. And by the way, there's a digital component, you know, when people buy my planner, like there's a spreadsheet and all that, but you know, sometimes you just can't beat pen to paper. And I think we have a craving for that right now, which you know, is, is great for you with this business because you know, this is, uh, we're, we're leaning back into pen and paper and so you get to capitalize on that. Another benefit that I, well actually when you were talking about the different products and sort of rattling off different ideas, how do you stay on top of all the different product types and the production methods?

LeAnna: 22:17

Well, you know, I'm curious. So I love, I love product, I love paper products, I love creating things and I'm constantly, and I get targeted. So I mean Facebook knows what I'm looking for. So it's, it's, it's pushing things even to when I'm doing searches and, um, but I'm also just on the lookout if somebody has created something that I, that I'm wondering how they did it. I have no trouble asking them because, you know, it's great to share information I've had, I've, I've met a few people that are there. They are creating their own, they don't need me, but they might need a production person or something. And you know, I, I don't mind sharing that information cause other people share with me too. But it's a lot of research. I just, I love it. And everyone, I come, everyone I meet that's interested in creating something, most of them have actually already done a little bit of research. So they might say, Oh, I saw this. Do you think we can do that? And then that opens up my world into, Oh, we could totally do that and this is how we could do it and these are the different options. So I, I



just, I like to stay on top of it and we also, we're starting our own publishing line. So I think that that's even going to help stay on trend and with what's coming up in different things in different ways that we can

Jen: 23:35 yeah. Talk about that because that's the first time I'm hearing about that. And let me find the name. What's it called? It's so cute.

LeAnna: 23:40 Lowercase ink with a K. yes. Yeah. So it's a dream of mine for ever. I always either wanted a magazine or a publishing. I always want to do something with books or magazines or something. And, um, you know, a few years ago I had created a lot of content for a client and it just never came to fruition, like the project and it was a personal project. So nobody owned what I did except for me. And I'm like, you know what, why don't I just turn these into products? And so, um, the first one is almost done. I just have to wait for the final proof to come in and then I'll press publish, but it's going to give me a space where I can create what I want, but then also pull in people that I'm interested in, even just small collaborations with, because it'll give me that flexibility.

LeAnna: 24:28 It's not tied to, you know, certain revenue markers or anything at this point, but, but it could become something, you know, it could become like a, a great partnership depending in the future. But that's really that, that's where that started. It's so baby right now, it doesn't even have a proper logo yet. So, um, we're just kind of winging it and seeing how, how, how it goes. So I'm excited. I don't get it. I still, I'm sorry, I don't understand. So it's going to be, it's going to be, it's going to be like a magazine and you're going to collaborate with people. No. So it's, so it's really like a, like a publisher really. So think about like a book publisher. Um, so like this, this one product that I'm pushing live, it's a baby book. It's a baby's first year of journal. Okay. So I created all the content and that gives me a place where I can, I can publish it as lowercase inc and this'll be a print on demand product and it'll go online, Amazon and Ingram.

LeAnna: 25:27 So that's, that's that product. But my lowercase inc brand, like as a publisher, that's going to give me the opportunity to push more of that stuff out that I want to, whether it



LeAnna:

26:19

does become a magazine or whether it does, I'll be able to do pretty much whatever I want with it. And it's, it's a published, uh, publishing kind of moniker, so to speak. So then would people come to you and say, I have this thing I want to publish, but they do it through like a great model would be like, a great example would be, I have an illustrator friend, a painter, she paints beautiful floral, big, beautiful floral paintings are gorgeous, but she, she can, she can license that kind of work. So it might be something where I would say, Hey Monica, do you want to do a line of journals? I'm going to create them. If you give me the art for them and we can split the proceeds. Oh, cool. Yeah. So it's like a smaller level. So it's not like, that's what I'm saying. Like there's not like an, I haven't fully thought it out yet, so it's really in its infancy in its own. So, but I'm excited about it, so I know that that means I need to follow it. So it's one of those things that I'm kind of, want to see where it goes. Like, I don't know if you know who Lisa messenger, but he's a designer. She was in, um, she's in Australia and she, um, is more than a designer, but she had her own magazine. It was called the collective co I believe. Is that, that's yes, I believe that's what it was. Collective co and I love her style. I love like all the stuff that she's done. And that was a magazine. Um, and but at the same time she had a publishing house where she thinks she just published her own stuff. And what I love about that is that she could do whatever she wanted with it and it's, and then she can sell it and she can partner with somebody or she can do whatever she wants with it. So that's really where I started to kind of say I could do that with lowercase saying can I can see where it goes.

Jen:

27:21

Oh that's, that's phenomenal. I'm so excited for you on all these, on all these things with product. Ology is there. So there's no limit on the kind of like, you're pretty much open to any idea of somebody comes to you with like, I mean a subscription box by now is like, you know, is this is, you know, old news, but I still have been thinking about doing a subscription box box. Are you going to help me like source it and find the best price and like tell me like, pretend we don't know each other and I'm going to walk



in the door. Like what does it look like? What's it going to look like for me?

LeAnna: 27:58 Sure. So we would have a call, we would have a conversation about what you're thinking you want to do. And if you were to come and say, I'm thinking I want to do a subscription box, this is my type of business and these are the types of things that I'm thinking, I would like to put it in there. So we would definitely have a strategic conversation as to what you really should put in there as opposed to what you think you should put in there. Cause sometimes we think we need something that we don't. Um, so we would go through all of that. We would figure out what pieces you would want in the subscription box and we would talk about your vision for it. So some people might want eco-friendly, um, they want it to have, you know, vegan ink or whatever. So like we, we would talk about all those, the parameters that you want.

LeAnna: 28:41 Um, like even doing your planner, you knew you wanted good paper, you wanted a wire bind, you did not want plastic, you know, like there were things that you know, you want. And so then I would go ahead and I would source that and I would find a couple of different options. We would weigh the different options and we would pick one. Um, and, but I take you through the full then the full process. So I would design if I needed to do the design for the box and then if I had to do, you know, design for some, you know, little journals that you're doing or if you're going to do some, you know, post it notes or things like that, whatever's going to go into this box that's yours. We would then map it out, create it, and make sure we found the right place to actually produce it for you.

Jen: 29:18 Could you help me find, um, like a drop ship, uh, person that would like,

LeAnna: 29:23 yeah, yeah. You have them in different areas and we've learned a few different, you know, pros and cons of using like Amazon, we've, you know, pros and cons of using somebody who's not Amazon. Um, and also like, even when it comes to where they're located in the U S because some places, you know, taxes is, Oh, that's a big thing. Yeah. So it's, there's, there's a lot of questions that we ask. I mean I think sometimes people might think I



asked too many questions but I only do it not to complicate anything. But just to really dig into like where their mind is that when and where their head is at in terms of the business side of it as well. Just to understand, you know, cause some people they want to go straight to China and print something, you know, and I'm like that's great but why don't you do a beta first and see if it's going to fly. Um, see if you have any changes, see if, you know, maybe maybe the size isn't right. Like why would you want to do that? So I ask a lot of questions to kind of dig deep into what are all the things and then it's like really coming to me and having like this kind of one stop shop. Cause I deal with the printers, I deal with getting them the samples, making sure that you know, the files for whatever we're creating are setup correctly and that whole thing. So yeah,

Jen: 30:37

I love that. I love that about working with you. Is that like you were really super picky about about the paper and the cover and all that. So I had all these samples being shipped to me from all these different companies so I could so I could, you know, see and you had like a sample done up of the planner from you know, three different companies and I was able to see so, so that, you know, that definitely gave me a lot of confidence. You know, another thing I don't think we touched on, but I want to mention is that another benefit of having a physical product is, and now have this thing. So you know, in this last launch I was able to offer it as a fast action bonus when I was doing like a little fun giveaways in my pop-up group. You know, I was able to, I had these to be able to give away when I want to thank someone for being on my podcast or Leanna, you're getting a planner.

LeAnna: 31:30

Well I already so I might need, I have posted though. It's their job to show you. Okay. I've got an all Amman, I'm in it. I'm in mine.

Jen: 31:38

All right. All right. Good answer. Well, but, uh, the, you might just get another one in the mail coming up soon. But anyway, so, yeah. So what other benefits? Like am I missing anything? I mean, it's a great marketing tool. It's great for, it's great for actually, you know, bringing in a



new revenue stream. I think if you look, it builds your authority. Yeah,

LeAnna: 31:57 I really, that is, that is one of the biggest things is it builds your, your authority and on top of it, it almost becomes like this, um, kind of like, you know how now you want to do a deck, but it actually makes you really think about your business in a different way and that there's these different, the then there becomes other pieces to this puzzle that you can put together and you know, you see people, you know, like is it John Maxwell who does the like financial planning or something like that. They have these, these whole systems, you know, and that's, you know, it's going back to those things and that's what people really want. Like it's having these different pieces and it really gives you the confidence to, um, just say, and I'm the creator of this product. Um, and you can just, like you said, you can give it away.

LeAnna: 32:43 You can use it as I call them business builders. It's like, it's, it's more than like, you know how people would say, Oh, when you write a book, it's like a glorified business card. These are even bigger because it's, it's, it's not about like just use talking through something for people to read it, like they're experiencing it. And I think that's the biggest thing with the whole online and digital, like analog versus digital and everything is that it's an experience and just like the way that you ship these, it's an experience that people are getting from you. And that's going to keep them coming back time and time again because they know what they're going to get.

Jen: 33:20 Oh, that's so true. And all about the experience. And so are you, so is everybody else, like everybody likes a nice experience and uh, Oh, that's, that's so true. So, um, who like, who is product ology for?

LeAnna: 33:36 So product ology is for it person that's going to get the biggest, biggest value out of it. I think if someone who is a content creator that has a ton of content, so like you already had a ton of content, you already had a system and we're going to take that and turn it into, you know, blow it out, make it even bigger, but yet at the same time you're pulling it back because you then have these different ways, these different touch points within this





planner. Right. Um, but, but I do think it's something that people who are not the traditional content planner or content creators, I think it's for them as well. So we have a dancer, she's taught herself self, she's done ballroom dancing and she actually wrote a book and it helps people through that whole dance journey of like learning how to, you know, go to find a teacher and how to practice when you have a busy life.

LeAnna: 34:26

Cause it's not for the professional person. It's like the professional dancer is for someone who is an amateur dancer. And so she wrote this book and she's like, I feel like there's something I could do with it. And so in looking at her book and looking at what she had, she had two downloads and I'm like, let's turn it into a planner. So we turned it into this whole dance journey planner, like, like a journal for them to actually take notes, make sure they knew what days they were. They were doing these dances, what they were working on, what they learned.

LeAnna: 35:13

And it took it to a whole new level. But she's not like quote unquote a content creator in a sense that like she does blog, but she's not like, you know, putting together systems and programs and things like that. So I think even the creative person, just like Katie, her name is Katie, but like we ended up creating two journals for her. One is actually for them to map out their, their dances so that they can kind of keep track of the steps they're learning and how they're, and how they're like building out different dance moves and everything. But it was great because that's, she's not, she's not a business coach that's teaching somebody, you know, how to organize their day. It's a, it's a totally different type of person. So I feel like it's just somebody who has a vision for something to share. Like we have, you know, artists that, you know, they have art that they want to do. They can collaborate with a writer, they can come up with, you know, their decks of cards or inspirational pieces. Same thing when it comes to like creative journaling. So I think if you have an idea or if you have a business and you, you just know that there's something else there for it.

LeAnna: 36:00

Um, you know, if you've already have a book, some people already have a book and there's some kind of



system in there, you can pull it out, pull the system out and make it into, um, a physical product. Uh, we've even had people that have courses, online courses, and we pulled all the content and turned it into a book and that's probably been better done better than the actual course because people wanted to write in the book. So I think it's just thinking outside the box. If you, if you're, if you feel like there's something that your business can benefit from, um, there's probably some sort of product out there that would make it,

Jen: 36:36

Oh my God, I just, you're going to turn front rows CEO into a book. I was like, when you were saying that, I was like, Oh my God, it'll make the perfect workbook because it's so full of systems. Um, uh, I got, I'm so excited after this call, we're, we're talking and uh, can you also talk about, so if you are a course creator, one thing I love that you did, and I had thought about doing this myself because let's be honest, everybody in their mother has an online course these days and we're all a little bit coursed out. And because information is everywhere, information unfortunately is cheap right now. So it is all about the experience. So whether you're going to provide that experience with it, a accompanying live workshop like that you're going to do in real life or some really, um, uh, wonderful, uh, live, you know, weekly thing that you do in zoom, whatever it is. I feel like it's really important that there be a lot of, some sort of like special component experience. Right. And so I'm going to let you talk about the weight loss client you have that did the, I mean if you can and the way that she did those inserts. Yeah.

LeAnna: 37:40

Oh yeah. Yeah. So you know, the, one of the biggest thing is is, you know, when you have clients that are coming back to you over and over and over again, you want to make it easy for them. You don't want it to be a no brainer. You don't want to kill the bank with it, you know, especially when it's like, you know, that they have to buy this product all the time. So we talked about the different options and we came up with a, with using a binder and that way you know, these sheets that are coming in, they're like, Oh, we have to do now is reprint the sheets. Like people come into her course and they



audit when they get in, they automatically get the first one that they get has the binder. So technically they don't ever have to buy the binder again.

LeAnna: 38:20 Um, and so then then all they have to do is buy their 30 day or I think it's 60 day refills. Um, and then it just makes it a lot easier for them. It's a no brainer and they can track it. I mean, you know, when it comes to weight loss or when it comes to like really goal setting in any form, you know, you just need that constant daily tracker. And so that was like a great, um, solution for her. And even with a couple other people that I've talked to, you know, that has actually become like a, a real viable option is to actually do some sort of binders so that you're not, you're not stuck with continuing to buy the same thing over and over again. So

Jen: 39:00 yeah. And it goes beyond the downloadable PDF. It's like exciting. It's like every, you get to check your mailbox and like your monthly inserts, you know, are in the mail pickers that came with stickers and different things for them to, you know, make it their own. And that's what happens. It's like a trapper keeper. I mean, I guess I'm dating myself, but like you had a trapper keeper, you know, you know, you put stickers on it, you can, you took it everywhere. Like, and that was like, you know, where all your stuff was in. You know, for me it was like stickers and sticker pages and

Jen: 39:32 why aren't my kids more excited about like back to school? Like I was, I mean I lived for the chopper keeper.

LeAnna: 39:40 I have so much, I have so much that's up. I love it. But that's really, you know, it comes down to convenience and it gets them out of that digital download. And that's what happens too, is a lot of people then they will say, well, I did try the download because most of my clients that do those types of things, they do offer downloadable so that you can print yourself and, but it never is the same. Like they're like red, but it's just not the same. And it's not because it's, you know, the other one is really made for that. It fits it like a glove and you know, it's always going to print, right? It's always going to look right. And it just adds that added value to it. And now they're



going to, I think they may have already did it, but like they're like a smaller version, you know?

LeAnna: 40:21 And that's what happens is you create this one piece and then from that, even your customers are going to say, Oh, I would love this like this. Like, I mean, the first one of the very first custom custom products that I did on my own was taught Herman's planner and yes. Yeah. And that was, that's been a big catalyst and just moving a lot of the product type of work forward. But you know, we started with a beta, like we didn't start with the end version. Um, we started with a beta, we've tested it, we fixed it, we got it. Then we finally ordered it, you know, the one that he has now, but we're also working on something smaller because that's what people are asking for. So it gives you, you know, these products and some people may always want the big one. You know what I mean? Like it's just everyone learns differently and every so once you create something to even your audience will say,

Jen: 41:10 well, let me say that. I didn't know that was you. I mean, we ended up knowing each other later in Todd's world, but I didn't know you at the time of the, of the planner. But I know that like the, I was more excited about the planner than the course and it was such a good planner and, you know, come to find out, like, of course it's good because you, you know, your brains were it. And, um, the way that it's laid out, really, really good planner. And I know when I, when I was at affiliate for Todd and the planner was offered as a fast action bonus, I had people who signed up, um, who said like, that's what, that's why they, they, they bought a \$2,000 course because they wanted that planner and there was another way for them to get it.

LeAnna: 41:54 People still cannot buy that planner. Like you have to be in his program or in one of his masterminds or something to get that planner. Like it's not, you can't just buy it. Yeah. So it's, yeah. And that's, that's definitely one other way. It's like an exclusivity, right? Like if you can do that, and even with these fast action bonuses, like we try to tell people like when they're getting ready to launch something to think about it. Like, one of the things that, you know, I send a lot to a lot of our book clients are, you know, we give them a list of things like saying, it's great that you're



creating this and we're excited to work on this with you. However you do know you need to sell it. So start thinking about that now. You know, like start thinking about it when we're doing the process. Start thinking about it when I'm sharing covers with you, start thinking about it and getting people excited so that they, that they want to buy it. Um, because that too is, is even just part of the process of releasing it. Like you don't want to create something and then nobody even know that it's there.

Jen: 42:54

Yeah, totally. Well and like, you know, great that you're having that conversation as well because you know, it is super important. We can get excited about, you know, dumping all this money into

LeAnna: 43:05

innate marketers that come to us. They just know they want to create something. Right. And you know, so we always have that conversation with them as well. Like, you know, there's so in, there's so many things you could do. Like, we have a Baker who's going to be doing a cookbook and she's able to pre-sale, you know, and so it's like thinking of like, and she can presale because she can sell her course or she can sell this, you know? And then you package it all up, just like, you know, that fast action bonus. And in your selling a, you know, \$35 book for, you know, \$1,200, \$2,000 because it's so, it's so smart to do those things.

Jen: 43:45

Well, I am, I'm so excited to share you with my audience because I don't think you toot your own horn enough and I've told you that. And so I, I totally, and I was like, look, you got to come on my podcast because people need to know. I mean, it's not like you're sitting in the shadows, you're a very good marketer. But I just think you're very humble and I don't think that you, you know, I just, that's like, I didn't know that you won this ginormous award, you know, and I'm in your world, you know, so I mean, maybe you posted it on social, but I'm just saying like, not yet. You're the first to know. Are you serious? Yeah, I knew

LeAnna: 44:19

him that award in January. Well, we're going to talk about that later, but yeah,

Jen:

44:21 you, you know, you just, you, you literally are changing people's lives and, um, because brand is, is where it begins. Like having a good solid and then, and



good design. And because we live in a, in this digital world, it is, it is very one dimensional. It's a flat screen. And if you, you know, and so your, your image, um, needs to jump off that screen and, and touch people in some way. So, you know, so, so you're changing people's lives on that front. Giving people like me confidence and then, um, and then giving us the opportunity to create these fantastic products, which by the way, one other thing is that somehow like when you have an online business, and I talked about this a lot with, um, in my last launch when I just sort of addressed the fact that a lot of people say they have an online business but they don't really feel like it's a quote unquote business because they don't really have systems and they don't, they don't have a team. And so they just sort of feel like they're saying they have a business, but it doesn't feel real. I think having a product is a T is like a tangible incarnation of your actual business. And so it's very gratifying to see it, to see something you can hold in your hands and say, I created that. Like that's, this is, this came out of my brain and here it is and it's, it's of my business and uh, you know, and it's, yes, very gratifying, very gratifying. And it's a big process. So it's always, yeah, it's like, you know, your birthday of your product, you know?

LeAnna: 45:43

Jen: 45:52

Yeah. And, and when you were talking about the dancer for her students, it, it's bringing their experience to life as well. They have, uh, they, you know how you, when you're, when you're so into something, like I know when I, when I got into yoga, I wanted all the yoga things, I wanted the yoga, the cool yoga mat, and I wanted the yoga necklace, the little, whatever you call them, the little beads. I was so into it, you know what I mean? And it's like people, people are like that. Like when we're really excited about something, we want to experience it fully. And so, you know, for this dance teacher to give those dance journals makes all the sense in the world because it brings their experience to life in a tangible way as well. And maybe it makes them feel more serious or more connected or more like they're all in, I don't know.

LeAnna: 46:42

Yeah, they've committed something like that. Like it's like you might go to these classes but you're coming home



with what, like your knowledge. But then if you can actually then track it and track your progress and, and you know, it's, it just gives that a whole new level and it can be done on so many different business models, which is amazing. It excites me. Thinking of what everyone can create.

Jen: 47:05

Yeah, me too. All right, well this has been fun. Thank you so much for spending time with me today and I'll talk to you soon.

LeAnna: 47:12

Well thanks. Yeah. Can I just say, I just want a big say a big thank you to you, Jen for trusting me with your brand. Um, for always, you know, pushing me to do different things. I really appreciate you and it's been an honor just to work with you on all these things and I wait to just continue, um, our friendship.

Jen: 47:32

Aw, me too. Thank you so much. And do you know what I forgot to do? I forgot to tell people where they can find you.

LeAnna: 47:39

So you can find me at the, everything is at [www.wellersmithdesign.com](http://www.wellersmithdesign.com), like our whole pro like portfolio is there. If you are interested in productology and like a specific like products, if you go to [productologie.com/](http://productologie.com/), it's spelled P, R, O, D, U, C, T, O, L, O, G, I, E, like [anthropology.com](http://anthropology.com). You can take a free quiz and it'll, it'll tell you what kind of content creator you are, and then you'll get results. So you'll get results on that. But then you'll also get, I think it's five emails and I'll tell you different things that you could create with the type of content that you have. So it's just gives you a little insight into what you

Jen: 48:25

Fancy. Cool. Okay. That's so cool. All right. Well, and also everybody I'm going to link down to, I'm going to link to everything down in the show notes so you can catch up with Leanna and check out all of her amazing stuff. Thank you so much and I'll see you soon.

LeAnna: 48:39

Thanks Jen.



---

**EPISODE 39:** How to Productize Your Offers with LeAnna Weller Smith

[jenlehner.com/039](http://jenlehner.com/039)

