

## The Product Planner ▶ Table of Contents

Topic	Page
The Passion to Product Map	4
Introduction	5
Checklist 1 ▶ Passion	6
Checklist 2 ▶ You	6
Checklist 3 ▶ Who	7
Checklist 4 ▶ Competition	7
Competition Review Worksheet	8
Checklist 5 ▶ Legal	9
Checklist 6 ▶ Design	10
Checklist 7 ▶ Prototype	10
Prototype Feedback Worksheet	11
Supplier Research Worksheet	12
Checklist 8 ▶ Reach	13
Checklist 9 ▶ Distribution Options	13
Distribution Research Worksheet	14
Checklist 10 ▶ Shipping	15
Checklist 11 ▶ Printing and Manufacturing	15
Creating and Implementing Your Plan	16
The Planning Worksheets	17-19
Tips For Successful Leaping	20
Resources	21

### **About the Author – Marcy Nelson-Garrison MA LP CPCC**

Marcy is a Certified Professional Co-Active Coach, MA level Licensed Psychologist and founder of the coachingtoys.com online store. As a coach Marcy helps coaches, counselors and other service professionals create transformational toys and tools that make a difference and make a profit. A true renaissance soul, she is a visual artist, product entrepreneur and the product review columnist for Choice magazine. She is a strong advocate for creative and innovative processes and sees products as an excellent way to facilitate transformation. Her products include; a card deck, Q? Basics, Open-ended questions for coaching mastery, Passion to Product, a series of seminars on how to create tangible products available in CD or MP3 format and The Product Planner.