

# BETWEEN SESSIONS

Therapeutic tools for growth and change.

## Creating & Selling Your Mental Health Products

Presented by  
Lawrence E. Shapiro,  
Ph.D.



# About the Presenter

**Lawrence E. Shapiro** has created and published more than 150 books, workbooks, storybooks, board games, card games, and apps. His work has been translated into 28 languages.

He is the founder and president of Between Sessions Resources. He also founded two other companies, Childsworld/Childsplay and Instant Help Books.



Dr. Larry

# Objectives

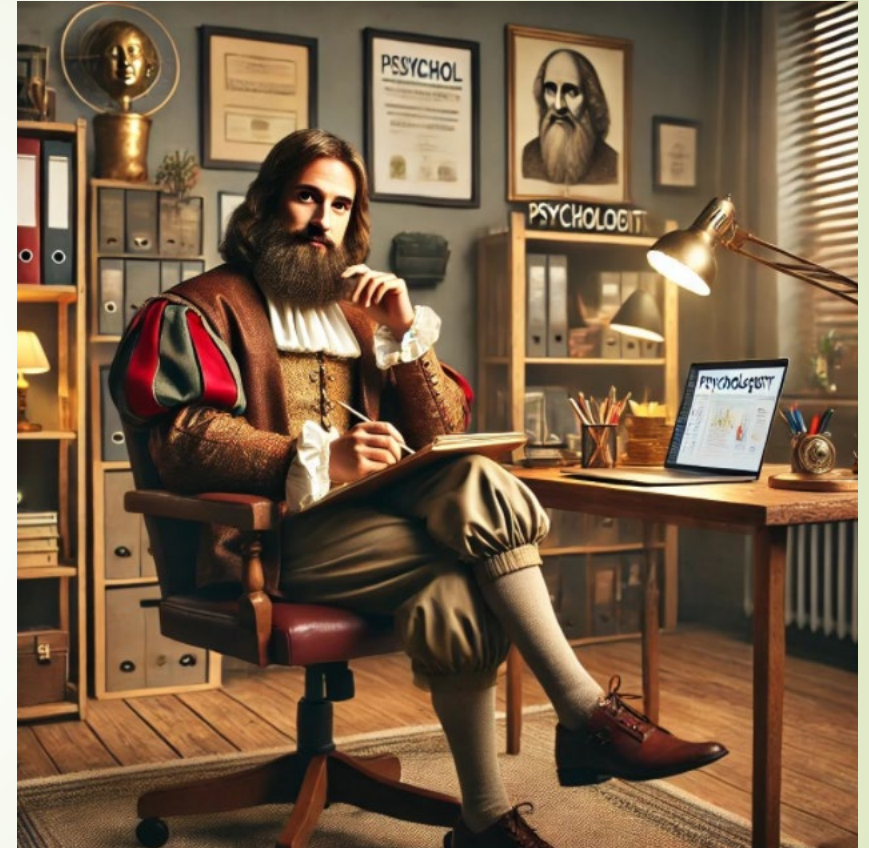
- To identify AI Tools to Create Mental Health Products
- To identify the types of products that can be created
- To identify how to monetize your products



**TO INSPIRE YOU TO CREATE YOUR OWN PRODUCTS**

# Becoming A Creator

A modern-day *Creator* is someone who produces and shares original content, ideas, or products, often using digital platforms to reach and engage an audience. This can range from artists, writers, and musicians to influencers, entrepreneurs, and innovators who leverage technology to express themselves, build communities, and sometimes monetize their work. *Creators shape culture, inspire change and often blur the lines between traditional professions and new, evolving forms of media and expression.*



“Create a picture of Leonardo Da Vinci setting at a desk. He is a psychologist.”

# Tools to Use

With AI, becoming a creator has been much easier than ever before. There are hundreds of AI tools now available. These are the ones I use.

[MidJourney](#)/Dalle: Images

ChatGpt: Writing

Eleven Labs: Audio

[Canva](#): Design

Between Sessions Resources:

[Workbook Creator](#)









# More Helping Products You Can Create

*Audio Meditations*  
*Board Games*  
*Card Games*



THE COOL DOWN GAME	THE COOL DOWN GAME	THE COOL DOWN GAME	THE COOL DOWN GAME
			
AYA GOT UPSET WHEN HER DAD FORGOT TO PICK HER UP ON TIME. SHE FELT LIKE YELLING AT HIM. <b>WHAT WOULD YOU TELL HER TO DO?</b>	JOSH FELT FRUSTRATED WHEN HE KEPT GETTING TAGGED IN A GAME OF FREEZE TAG. HE FELT LIKE WALKING AWAY. <b>WHAT WOULD YOU TELL JOSH TO DO?</b>	EMILY'S TEACHER SCOLDED HER FOR TALKING, EVEN THOUGH SHE WAS JUST ANSWERING A QUESTION FROM MARTIN. EMILY STARTED TO TALK BACK TO HER TEACHER... <b>WHAT WOULD YOU TELL EMILY TO DO?</b>	MATEO GOT MAD WHEN HIS TEACHER DIDN'T NOTICE HIM RAISING HIS HAND. HE WAVED HIS HAND ANGRILY BACK AND FORTH TO GET HER ATTENTION. <b>WHAT ELSE COULD MATEO HAVE DONE?</b>

# “Helping Products” You Can Create

*Print on Demand - Printify*





# Where to Sell Your Products



[CounselingStore](#) (Shopify)

- ParentingStore (Coming Soon)*
- Sellfy: Digital and POD*
- Fourthwall: Digital and POD.*
- TeachersPayTeachers: Marketplace for teachers*
- GumRoad General Marketplace.*
- Amazon: POD books and workbooks.*
- Social Media Shops (mostly for physical products, but you can link to a store of your own)*
- Etsy*



## Next Steps

What is your passion?  
What is your product?

Submit a Product for Us to Buy or Sell  
Sign Up for Training