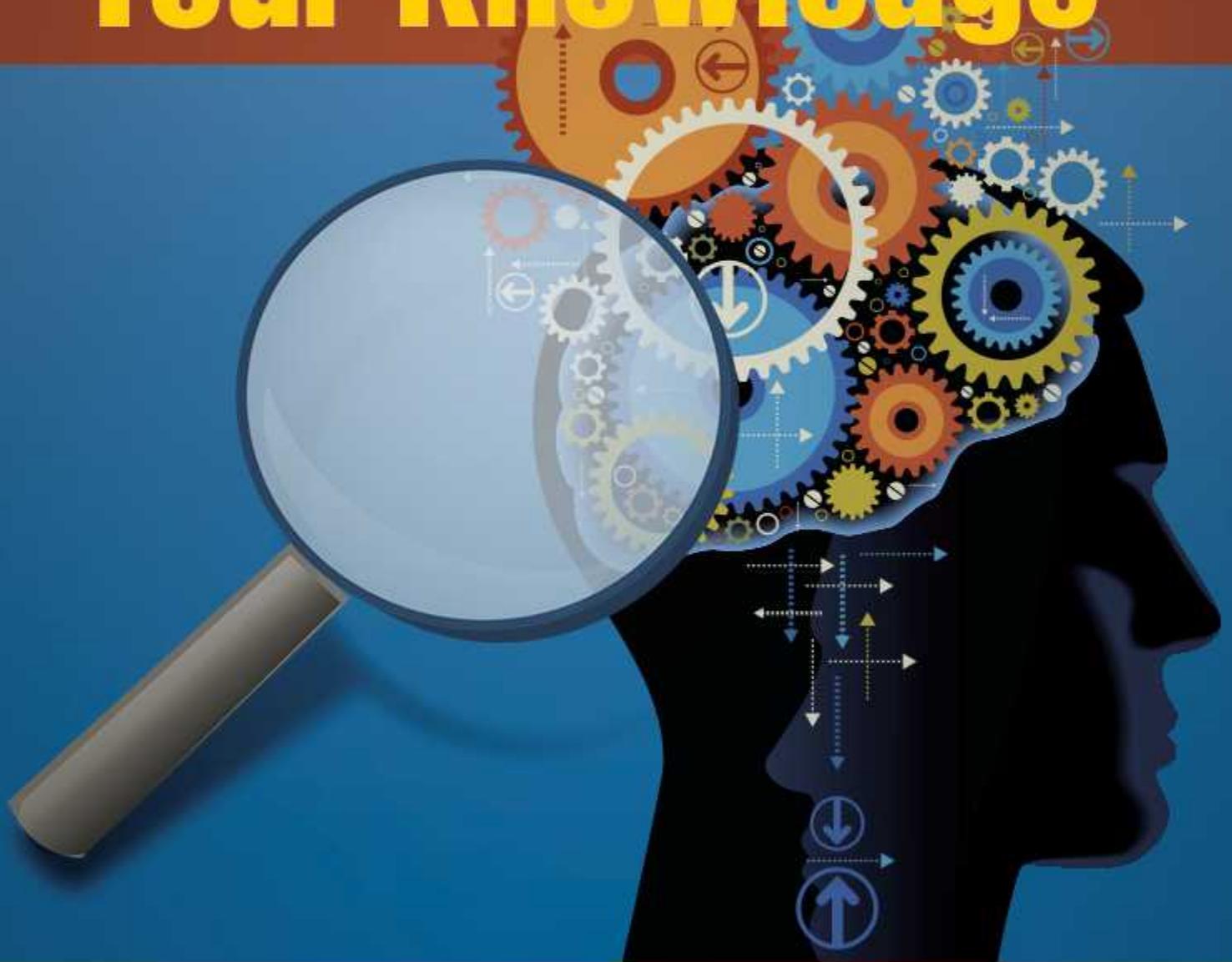


*Monetize Your Knowledge - Lesson 1*

# FINDING Your Knowledge



# Monetize Your Knowledge

## *Lesson 1: Finding Your Knowledge*

### What to Expect in This Course

The next 3 lessons will be delivering information that will make you think about your own business and shape your monetization plan. Those lessons include:

- **#1 Find Your Knowledge:** This lesson will help you tap into the knowledge you want to provide to your readers, allowing you to make the right monetization plan for your unique business.
- **#2 Delivering Your Knowledge:** It's a multi-media world and you've got a ton of options. Whether it's through offering free online content, holding webinars or selling information products, we'll talk about the benefits and potential drawbacks of each approach to help you decide your chosen path.
- **#3 Recruiting Others to Deliver Knowledge:** There's no rule saying that you have to be an incredibly brilliant fountain of knowledge 24/7. In fact, you'd be crazy to try to do it all. Recruit the help of others (whether you're on a strict budget or not) to deliver the knowledge your readers are craving.

You'll get access to 6 modules with step-by-step advice, tools and help for your monetization plan. You might just use 1 module or use them all...it's all up to you.

## **The modules cover:**

- Selling Information Products
- Creating an Online Interactive Course
- Membership Sites
- Free and Paid Teleseminars/Webinars
- Monetizing Free Online Content
- Free Reports

## **Knowledge = Your Value**

If you're like most online business owners, you struggle with finding, and more importantly, BELIEVING in your knowledge. We **all** struggle with confidence, but when you stop thinking about knowledge as being how much you know about something and instead, think of it as the value you offer your readers...your confidence will grow.

And the more confidence you have, the easier it is to deliver more VALUE.

It's a win-win for you and your readers.

There are 2 important things for you to keep in mind as you work through the modules.

### **1 - Everyone Has Knowledge/Value**

Whether it's hard to believe or not, everyone has something unique to offer their target market. It doesn't mean you have to be the smartest or most knowledgeable in your subject area. You just need a unique perspective or approach that keeps their readers going to them, instead of elsewhere. In short, you provide VALUE through your knowledge and we'll be discussing that more in this lesson.

### **2 – Not All Knowledge Has to Come from Your Noggin**

If you'd prefer not to be working day in and day out – every single day, this one's really important. There is no need to feel the burden of spilling all that knowledge from your own brain. You can easily tap into the knowledge of others to deliver even more value to your readers...without losing your credibility or conversions.

An online business doesn't have to be all about you. In fact, it's a good idea NOT TO focus a business solely around one person. While you can be the face of your business, leave room for others to shine and help you too. It will save you time, allow you to deliver more value and allows you the true freedom of running an online business.

Let's get back to how to find something UNIQUE for your readers.

### **Step 1: Find Your Strengths**

Figuring out what you're good and what value you add may come naturally or you might need a little help. Here are two approaches to bring you closer to your value. One is to ask yourself questions and the other is to work on a list. You may want to try both methods as you may come up with new ideas from each.

#### **Method 1: Ask Yourself Questions**

To get yourself thinking about what your knowledge is, here are a few questions to ask yourself:

1. What do friends, family and colleagues/coworkers often ask you about? What do they ask you over and over again? Think about at home, in the workplace, etc? List as many things as you can think of.

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- What are you passionate about? What really gets your interest, keeps you researching and doing? What do you immerse yourself in? Or what could you immerse yourself in? List as many things you can think of.

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## Step 2: What is Your True Value?

If you've completed step 1 and have found some areas in which you have knowledge, it's not really enough. Even if you're the foremost genius on home greenhouse gardening, you still need something more to set you apart from all the other academics. And if you're not the foremost genius, don't worry about it. You don't need to be.

What you need is a certain angle when it comes to your topic area. This will help you find your true value, stand out from others in your market (even if they technically know more than you do), help build a relationship with your readers, build word-of-mouth and plenty of repeat visitors.

### Could Your True Value Be...

The angle you take will certainly depend on your topic, your strengths and interest, but here are a few idea starters for you. Are you / could you be any of the following or a combination of two or more?

- **The Information Provider:** Are you someone who provides a wide variety of information to your market? You might publish a lot of articles on a variety of topics within your niche.
- **The "Exposer":** Are you working in a market with a lot of misinformation and people spreading information for their own agenda? While you may not want to be out to pick fights, you might be the "exposer" who shows your readers the truth and their options.
- **The Example:** Are you living what you're teaching? Have you lost 50 pounds or have you helped a lot of clients get free publicity? If you're living what you do, you can pass on your knowledge through example.
- **The Analyst:** Do many people in your market skim over the details, but you like to take the time to analyze and explain them?
- **The Step-by-Step Teacher:** Does a segment of the market crave step-by-step help...a map laid out for them? Do you have a knack for explaining things in



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Take some notes above on what your true value is for your readers. Perhaps it's a couple things from above or something completely different and unique to your market.

Answer these questions:

- 1. What are your strengths?

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- 2. What is lacking in your market?

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- 3. What does your market actually want?

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### Step 3: Develop and Nurture Your Knowledge

Whether you're just getting your feet wet in your subject area or you're a seasoned pro, you still need to develop and nurture your knowledge. You need to stay up to date on current trends, what's going on around you and deepen your knowledge as your faithful readership matures as well.

There are many ways to develop and nurture your knowledge. The methods you use will depend on your market, time, resources, preferences, availability and other factors.

#### Some ways to develop and nurture:

- **Take Courses:** If there are online and offline courses that are useful to you, enroll and participate fully.
- **Buy Books, Magazines, Trade Journals and Information Products:** Find time to read information in your market.
- **Keep up With Other Publishers in Your Market:** Subscribe to key mailing lists, blogs, Twitter feeds, etc.
- **Put Together a Mastermind Group:** Make friends with people publishing in your market and meet to share ideas.
- **Get More Experience:** Keep working with what you're teaching. The more experience you have the more credible and knowledgeable you will be.
- **Get Experience Through Clients:** If you aren't doing the work for yourself, do the work for clients, even if it just one or a handful. The experience can be very enriching.
- **Teach:** Teach a class, keep listening to your readers' questions and needs. This information is priceless.

Of course, don't get so carried away with developing and nurturing that you forget the DOING. At the same time you are working on your knowledge, be sure you're sharing your knowledge, publishing your content and monetizing it!

#### Notes:

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## Recapping the 3 Steps & Where to Go from Here:

While this lesson might be a quick read, you should take the time to take notes, make your lists and think on the thoughts that you put together. The exercises are designed to help you really find your knowledge, so you can prepare to deliver it to your readers.

### Make sure you:

1. **Find Your Strengths:** Use the methods of asking yourself questions and then making a list and talking it over with others to help you find those strengths.
2. **Discover Your True Value:** Think about what your market is lacking and what they are craving. How can you deliver it? Use the idea starters to help you come up with your true value.
3. **Develop and Nurture Your Knowledge:** How will you develop your knowledge over time? Is it courses? Books? Mastermind group?

Again, take your time before moving onto lesson #2 on *Delivering Your Knowledge*



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