



Monetize Your Knowledge
Lesson 1: Find Your Knowledge

By Alice Seba & The DIYplr.com Team

A Message from Alice



Thanks so much for joining us for the “Monetize Your Knowledge” course. By now, most people have heard the phrase “Content is King” and when it comes to the Internet, content ***IS*** the key to success for many businesses. The problem is, there is often a disconnect between providing great content ***AND*** monetizing it.

It’s not an either/or situation. You can deliver great value AND convert prospects into sales at the same time.

I’ve been content marketing and helping others do it since 2002...before anyone had ever put a label on things like “content marketing” or “article marketing”. Content was the way to generate tons of free traffic, connect with readers and to convert them to customers back then and it still is today.

I look forward to sharing the experience and knowledge I’ve picked up along the way from my work as a copywriter, web writer, teacher and someone waist deep in the trenches myself.

What to Expect in This Course

Over the next 3 weeks, we’ll be delivering lessons that will make you think about your own business and shape your monetization plan. Those lessons include:

- **#1 Find Your Knowledge:** That’s the lesson you have open here right now. 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.

In the 4th week, you’ll get access to 8 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
- Monetizing Free Online Content
- Paid Teleseminars/Webinars
- Free Teleseminars/Webinars
- Free Reports
- Creating an Online Interactive Course
- Online Coaching/Consulting
- Membership Sites

Obviously, we've got a ton of stuff to cover, so let's get started!

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 I think 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.

Let's talk about 2 important things that I want you to keep in mind throughout the next 3 weeks and then 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, I'd urge you 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.

We'll talk more about tapping into other people's knowledge in week 3, so let's go back to finding 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 you 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.

- 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.

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

2. What is lacking in your market?

3. What does your market actually want?

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.

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. We'll send lesson #2 on *Delivering Your Knowledge* in one week.

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