

HOW TO MONETIZE YOUR Wisdom

**A Simple Guide for Turning
Your Skills or
Experience into Digital
Products or Services**

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Hey GenX

We're a unique and dynamic group of achievers and we have years of experience, expertise, and knowledge in all kinds of industries. Whether yours is a hobby you've mastered, a career you've excelled in, or a skill you've fine-tuned, there's never been a better time for us in particular, to flip that knowledge into an online business.

So in this guide, I'mma walk you through how to convert those skills into profitable digital products or services.

Let's Dive Right In!!





1 IDENTIFY YOUR EXPERTISE

First, let's pinpoint what you know best. Start by asking yourself:

- What do people frequently ask me for advice on?
- What skills have I mastered over the years?
- Which topics or tasks could I teach others to do?
- What's a problem I've solved that others might struggle with?

****Examples:****

- A seasoned marketer could help businesses create high-converting ad campaigns.
- A home chef could teach cooking techniques via video tutorials.
- A retired professional could offer consulting services to newcomers in the field.

Take a moment to literally write them down, so you can begin to visualize these skills, passions and experience.





2 DETERMINE YOUR MONETIZABLE OFFER

Now that you've identified your expertise, it's time to decide how to package it for others. Here are some common ways to monetize your knowledge:

- ****Online Courses:**** Create video-based or written courses that teach others your skills.
- ****E-books or Guides:**** Write step-by-step guides or e-books that walk your audience through processes or solutions.
- ****Consulting/Coaching:**** Offer one-on-one or group coaching sessions for personalized guidance.



2 DETERMINE YOUR MONETIZABLE OFFER

- ****Workshops or Webinars:**** Host live sessions where people can interact with you and learn from your expertise in real-time.
- ****Membership Sites:**** Create a subscription-based service where members access exclusive content, resources, and your expertise.
- ****Done-for-You Services:**** Offer services that leverage your expertise, such as digital marketing, content creation, or business consultations.





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CREATE YOUR DIGITAL PRODUCT OR SERVICE

Once you've decided what you're offering, it's time to create it. Here's how to break it down:

- ****For Online Courses:**** Use platforms like Teachable, Udemy, or Thinkific to create and host your course. You can also use ****Canva**** to design eye-catching course materials.
- ****For E-books/Guides:**** Use easy design tools like Canva or ****Google Docs**** to format your e-book. The idea here is to create clear, concise, and actionable content that solves a **specific problem**.
- ****For Consulting/Coaching:**** Set up a booking system using Calendly, or Acuity Scheduling, and use Zoom or Google Meet for virtual sessions.

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CREATE YOUR DIGITAL PRODUCT OR SERVICE

- ****For Workshops/Webinars:**** Platforms like Zoom and Demio are perfect for hosting live sessions. Record them for future access or create evergreen webinars.
- ****For Membership Sites:**** Patreon, Kajabi, or Podia make it easy to offer a membership community with access to content and direct communication.





4

PROMOTE AND SELL YOUR KNOWLEDGE-BASED PRODUCT

Now that your product is ready, it's time to get it out there and let people know! Here's how to get started:

- ****Leverage Social Media:**** Share snippets of your knowledge on platforms like BlueSky, LinkedIn, Lemon8, & Pinterest to attract your target audience. Use clear call-to-actions (CTAs) to drive traffic to your sales page.
- ****Offer Free Value:**** Create free resources (like downloadable guides, templates, or videos) that lead into your paid offer. The goal is to demonstrate your expertise and build trust.
- ****Email Marketing:**** Build an email list and use it to nurture your audience with valuable content and promotional offers. Tools like ****Mailchimp**** or ****ConvertKit**** can help you manage campaigns.





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SCALE YOUR KNOWLEDGE BASED BUSINESS

Once you've got the ball rolling, it's time to scale:

- ****Automate Processes:**** Use automation tools to streamline scheduling, email campaigns, and payments. Consider outsourcing tasks to free up your time for growth.
- ****Expand Your Offerings:**** As your business grows, consider expanding your product or service offerings to reach more people. For example, you could offer a masterclass, or a more advanced course, or launch a high-ticket coaching program.
- ****Collaborations and Partnerships:**** Team up with other creators or business owners in your niche to cross-promote and grow your audience. This could include joint webinars, guest blog posts, or affiliate marketing programs.





BONUS

HERE ARE SOME EXAMPLES TO HELP BRAINSTORM MORE...

Case Study 1: A Retired Nurse's Consulting Business**

A retired nurse who specialized in home healthcare created an online consulting service for families seeking advice on home healthcare options. She monetized her knowledge through 1:1 coaching calls, a membership site with health tips, and a series of downloadable guides.

- **Case Study 2: The Professional Organizer's Online Courses**

A professional organizer who had years of experience helping people declutter and organize their homes turned her expertise into an online course on ****Udemy****. Her courses teach people how to organize every room of their home and manage time more efficiently.

- **Case Study 3: A Former HR Manager's Coaching Program**

A former HR manager turned business coach created a coaching program aimed at helping entrepreneurs navigate HR issues in their startups. She used ****Zoom**** to host group sessions and launched a membership site offering exclusive HR resources.



NEXT STEPS

At this point, some of you have everything you need to kick all of this into motion. And I'd love a front row seat to cheer you on!

And some of you are thinking...I may need some help or guidance along this journey.

If this is you...I have a few resources that may help...

I believe in working smart, and that is what I want to share with you as you begin this journey too.

In the past two decades of launching businesses, one thing I know to be true...having someone along side of you who's been there done that and can guide you is priceless.

Or having a set of templates, swipe files, and checklists , and now with AI to help us...prompts to utilize it well...was/has been Life Changing.

Removing those barriers that used to stop me dead in my tracks due to overwhelm (Welcome ADHD...glad you could make it :-). *I'm now using that to help you navigate your journey much easier and simpler.*

So if you're thinking Yeah, I'mma need some help here! I'm pumped to help you. The resources available here, are 20 years of experience and the now research still ongoing as the digital marketing world changes.

Grab the resources that speak to what you're looking for best. As always if you ever have any questions email me: hi@rickigenx.com OR If you have a suggestion for a guide or tool you need just Ask! Seeing You Win is My Goal!



Be sure to check my resource store, for more freebies and resources to help on your business journey.

CHEERS to Your Success!

Ricki

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here!*

