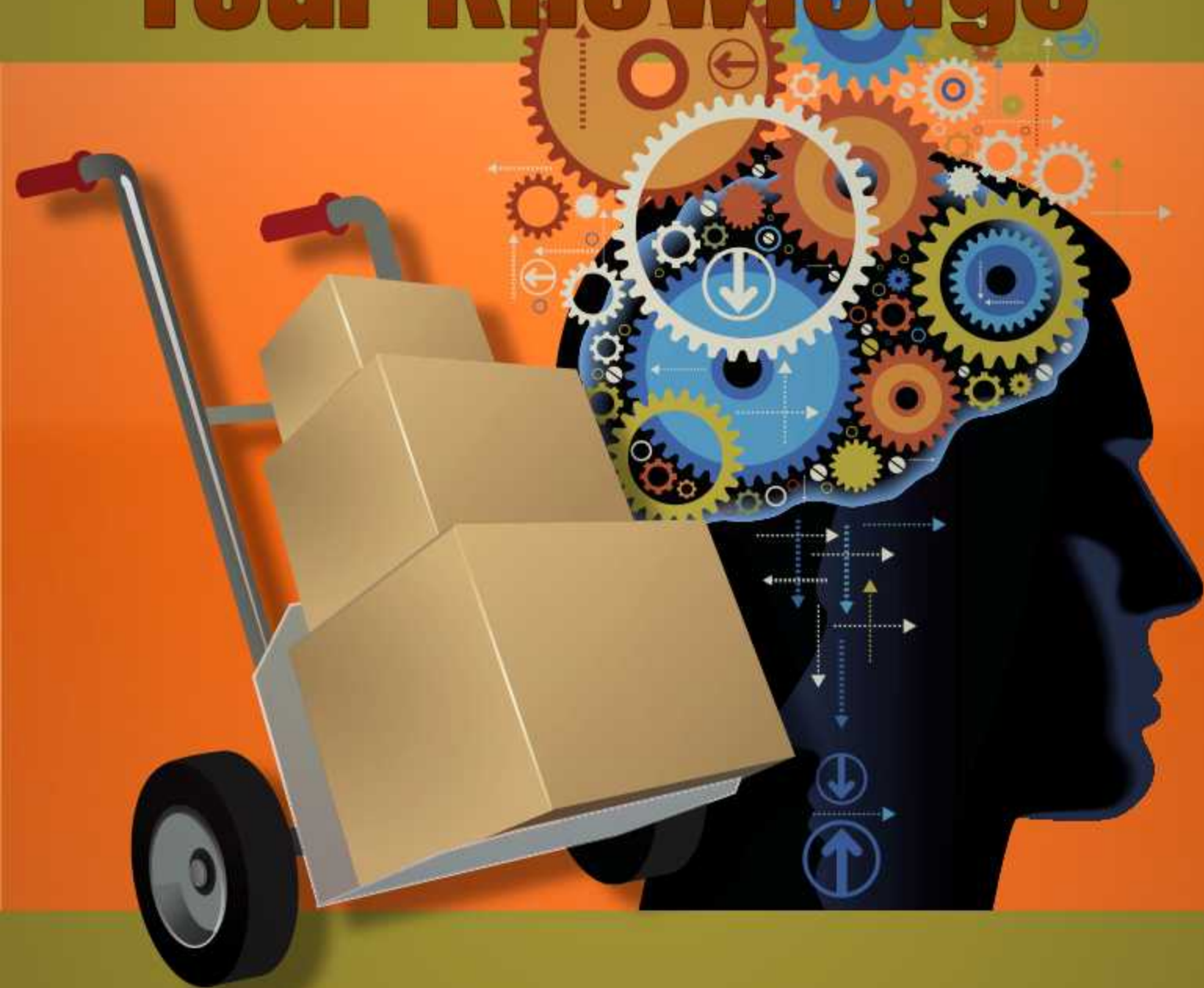


Monetize Your Knowledge - Lesson 2

DELIVERING Your Knowledge



Lesson 2: Delivering Your Knowledge Think: Traffic, Usefulness & Value

It's obvious to anyone who uses the Internet, that it's a multimedia world out there. People are delivering and consuming content in so many ways...something that wasn't always practical or possible years ago.

But what does that mean to you? Does that mean you have to get all dressed up and start creating videos, even if you are incredibly camera shy? Will your business tank because you don't have a podcast, but all your competitors do?

Nope, not at all.

When it comes to providing a variety of content to your readers and customers, keep 3 things in mind and you will be able to deliver plenty of the content your readers are craving.

Keep These In Mind:

- **Traffic:** Whether you create great content that inspires word of mouth or optimize content for search engines, one of the biggest goals of content is to build traffic.
- **Usefulness:** If you want to grow your traffic and build a true connection with your readers, think of how you can deliver useful content and tools to your readers. Think outside of the boring old blog post. How can you deliver information, so your readers can understand and absorb it better? How can you deliver content that is practical and helps your reader achieve their goals?
- **Value:** If you're just posting articles or blogging, you can certainly achieve plenty of success and connection to your readers. But if you think outside the box and provide those useful tools and experiment with different content formats, the perceived value of your content goes through the roof. It's one thing to post a blog post about building your own backyard deck, but if you can provide your readers with a downloadable blueprint or plan...your value increases manifold.

So keeping those things in mind, go ahead and dig into the next lesson.

Objective for This Week

For this week, just think of **IDEAS** for delivering content and how you might monetize. If you don't know how the technology works or how you can put together the content, don't worry about that so much right now. The module will delve deeper into that.

For now, let your imagination run wild and think about how you can build traffic, provide usefulness and increase your perceived value.

Brainstorming Your Content Delivery

Content formats are only limited by your imagination and this lesson will help you get that imagination all revved up. Over the next few pages, the content is broken down into:

- Web Content
- Video
- Audio
- Downloadables
- Emails – If you do nothing else, always work to build you mailing list. It will be one of your greatest assets

There is some overlap in some areas and you may feel an idea in one category would fit better in another category. That's great...because there are NO RULES. The point is to build your traffic, be useful to your readers and increase your content's perceived value, so do what works best for you!

What To Do:

Review the diagrams in the following pages and start taking notes on how these types of content might be useful to your readers. If you print this lesson out, go ahead and mark up the diagrams with any ideas that come to mind. There is also room for additional notes below. The more you write, the more your creativity will let loose.

Web Content

Blog Posts

Dialogue through Blog Commenting

Quick Tips

Articles

FAQs

Ask Your Readers Questions

Quotations

Product Reviews and Comparisons

Infographics

Editorial Commentary

Photos

Questionnaires / Surveys

Written Interviews

Glossaries

Case Studies

How Tos/Instructions

Quizzes

Photos

Your Ideas???

Video

Screen Capture

Demonstrate a website

Demonstrate software

Shows a Process

Presentation (ex. PowerPoint)

"How Tos"

Inspirational
(pictures, quotes, etc.)

Product Demonstrations

Live Action Video

"Talking Head"
(just you talking)

Interview

Scene, Action

Webinars

Use video types above

Your Ideas??

Audio

Record Yourself

Record ebook/report

Answer questions

Interview

Interview someone

Be interviewed

Conversation

With a colleague

With a Client

Podcast

Interview

Information Session

Q&A

Teleseminar

Interview

Q&A session

Information Session

Webinar

Interview

Q&A session

Information session

Short Clips

Quick Tips

Inspiration / Motivation

Music

Your Ideas??

Downloadables

Reports / White Papers / Ebooks

Worksheets

Patterns/Blueprints

Info Graphics – Graphs / Tables

How Tos / Instructions

Spreadsheets

Checklists

Transcripts

Resource List

Flowcharts

Mindmaps

Coloring Sheets

Your Ideas??

Email Marketing

Autoresponder Messages

Information

Promotions

Links to other content

Quick Tips

Quotations

Broadcast Messages

Information

Promotions

Links to other content

Quick Tips

Quotations

Packaging Your Content for Monetization

No matter what types of content you create, you still have to have to package it into some type of monetization method. Because you do want to make money, right? ☺

The 6 Modules included in this course will cover the following monetization methods. Those modules will include checklists, tools and templates that will be useful to implement your chosen monetization method(s).

For this week, start thinking about how you might monetize your knowledge...and which methods are most appealing considering your skills and resources.

HINT: It's quite likely you'll use more than one monetization method as they often work well together.

Model #1: Selling Information Products

Definition: An information product is a product for sale that provides useful information to your customer. It might be an ebook, audio recording, video, other tools or a combination of these. Instead of posting your content for anyone to read online, people have to pay to access your information product.

Pros	Cons
<ul style="list-style-type: none">• Earn money directly from content you create. No need to hope visitors will click on links in your content for you to make money	<ul style="list-style-type: none">• Need substantial email list or good source of traffic / advertising budget to sell enough product
<ul style="list-style-type: none">• Digital delivery automates the order and “shipping” process	<ul style="list-style-type: none">• Obligation to keep information you sell up-to-date and accurate over time
<ul style="list-style-type: none">• An inexpensive product-based business	
<ul style="list-style-type: none">• Ability to create a customer list – a valuable asset for online business	

Model #2: Monetizing Free Online Content

Definition: The process of making your content freely available to website visitors, search engines and other traffic sources. Monetization can come in the form of recommending products (your own products or products through an affiliate link) and/or selling advertising space on your website.

Pros	Cons
<ul style="list-style-type: none">• Create as little or as much content as you'd like	<ul style="list-style-type: none">• Can take some time to build up traffic and you'll need to see good income from sales or to get advertisers
<ul style="list-style-type: none">• If you don't consider yourself to be a great sales person, this can be a more passive way of earning money• Allows for easy exploration into a variety of topics/niches	<ul style="list-style-type: none">• Finding regular advertisers can be challenging
<p>TIP: Always build your email list as visitors come to your website. Your email list will be one of your BIGGEST assets.</p>	

Model #3: Paid Teleseminar / Webinar

Definition: Holding a group information session, interview or Q&A session via the telephone or Internet. Participants have to pay to access your teleseminar or webinar.

Pros	Cons
<ul style="list-style-type: none">• Get paid to create your product. Invite people to your teleseminar/webinar and you create the product live while on the call.	<ul style="list-style-type: none">• Need substantial email list or good source of traffic / advertising budget to sell enough product
<ul style="list-style-type: none">• Automated system. Customer pays for teleseminar/webinar access and their call-in/log-in info is delivered automatically• Inexpensive to create and maintain this product-based business	

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- Can sell recordings as an information product later.
 - Ability to create a customer list – a valuable asset for online business
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Model #4: Free Teleseminar / Webinar

Definition: Holding a group information session, interview or Q&A session via the telephone or Internet. Participants access your teleseminar or webinar for free. You can monetize by recommending products and building a mailing list of participants.

Pros	Cons
<ul style="list-style-type: none">• Get paid to create your product. Invite people to your teleseminar/webinar and you create a product live while on the call	<ul style="list-style-type: none">• Selling live on a call requires good sales skills, but you can also promote products via email as well
<ul style="list-style-type: none">• By holding a free call, you're automatically building your email list when they sign up	
<ul style="list-style-type: none">• You can sell the recordings later or use it as a giveaway to continue to build your list	
<ul style="list-style-type: none">• Can often get other people to promote your event for you because they are willing to spread the word about something free	

Model #5: Free Reports

Definition: Creating short written guides or other useful downloadable content and giving it away for free. Monetization can come from recommending products and building a list of people who sign up to receive your free report.

Pros	Cons
<ul style="list-style-type: none">You automatically build your mailing list by requiring readers to sign up to receive your report	<ul style="list-style-type: none">????
<ul style="list-style-type: none">You can automate the whole marketing process by using pre-scheduled autoresponder messages that promote products and provide follow up information to your subscribers	
<ul style="list-style-type: none">Online users and website owners are often happy to promote your high-quality freebie for you	
<ul style="list-style-type: none">A free report can be a great pre-selling tool for your information product	

Model #6: Online Interactive Course

Definition: This is very much like an information product, but you've added the element of interaction and providing a more practical learning experience for your students. People pay to access your course.

Pros	Cons
<ul style="list-style-type: none">Perceived value for interaction is higher than a regular information product, allowing you to command a higher price	<ul style="list-style-type: none">More maintenance and upkeep than an information product. Students can be very demanding and time investment can be significant
<ul style="list-style-type: none">Ability to create a customer list – a valuable asset for online business	

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- A more beneficial experience for your customers. Satisfied customers buy more products!
 - Inexpensive to create and maintain a product-based business
 - Even though the interaction portion requires maintenance, it's possible to automate much of the content delivery
-

Model #7: Online Coaching/Consulting

Definition: If you like working with clients one-on-one, you can deliver consulting and coaching services online. Clients pay to get access to your expertise and guidance and because this help is one-on-one, the rate you charge can be much higher than with the purchase of an information product.

Pros	Cons
<ul style="list-style-type: none">• Can charge high rates for personal one-on-one service	<ul style="list-style-type: none">• Very time intensive service delivery
<ul style="list-style-type: none">• Only have to work with clients who are best suited to you...there are plenty of clients that can be found online	
<ul style="list-style-type: none">• Can turn many of the materials you use with clients into information products to sell	
<ul style="list-style-type: none">• Opportunity to gather testimonials and case studies, providing proof of your expertise	

Model #8: Membership Sites & Subscriptions

Definition: A membership site is an online password protected area where your customers can access content and other useful information/advice/tools. Monetization comes in the form of regular subscription payments.

Pros	Cons
<ul style="list-style-type: none">• Members pay you month after month, as long as they keep their subscription active	<ul style="list-style-type: none">• Have to keep coming up with content to keep membership fresh
<ul style="list-style-type: none">• Allows you to focus on one product and cultivate it as your main source of income	<ul style="list-style-type: none">• Have to keep marketing for new members as old ones drop off
<ul style="list-style-type: none">• Allows you to build a customer list – a valuable asset for your business	
<ul style="list-style-type: none">• Inexpensive to create and maintain a product-based business	

How to Finish This Week's Lesson

We've given you a lot to think about, that's for sure. If you're relatively new to online business, it might seem overwhelming. If you've been around for a while, you may have some more clarity and ideas about the direction you want to move in.

Both things are good. Honest!

If you feel overwhelmed, just write all your ideas down. There are no right or wrong answers, but having it down on paper will help you come to clarity as you think things over. Only plan to do one thing at a time, but with consistent work, you'll make great process.

If you've got clarity, you'll be ready to start implementing the modules, but first we'll talk about "Recruiting Others to Deliver Knowledge" in the next lesson. Why do all the work when you don't have to? Don't miss that lesson.

Use the notes spaces on the following page to finish your lesson...

Notes:

Content Formats I Would Like to Explore

Format:

Topic:

Monetization Methods I Am Interested In

Method:

Ideas:



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