



HOW TO MONETISE YOUR KNOWLEDGE ONLINE

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What does it mean to monetise your knowledge?

Monetising your knowledge simply put, is when you charge a fee for sharing information with others who are looking for answers.

Google receives over 63,000 searches per second on any given day and over 5.6 billion searches per day. People who are looking for how to do so many things go to Google and they get thousands of answers to their questions.

Why do you need to monetise your knowledge?

No matter how many answers they get online, most people prefer to have their answers concentrated in a consumable format rather than scouting through unlimited pages on the internet. They prefer to get the knowledge they seek in a well put together format especially from someone they believe has the experience or expertise to help them.

I started monetising my knowledge in 2014 when I began to teach people how to do the MTN data-sharing business online. This was a form of retailing mobile data bundles. I hit my first million naira income within 2 weeks by hosting this class on WhatsApp.

Yes, there are lots of blog posts on how to do the business but none was offering people mentoring, or feedback channel which I did and for this reason, people paid me to learn from me. They paid between N10,000 - N20,000 (\$33 - \$66) and trained over 500 students that year.

Over the past years, I have monetised my knowledge as a business coach, teaching savvy individuals how to build their personal brands and create digital products so they can create wealth and impact doing what they love.

What kind of knowledge can you monetise?

You can monetise the knowledge you gained from your personal experience, your formal education, your work experience, your talents, your skills, or knowledge you inherited from a mentor or even your grandma!

So many people think knowledge monetisation is reserved for a special set of people but that's not true. You can teach on anything so far it solves other people's problems.

If people around you are fond of 'picking your brain' because they trust you will give them valuable advice or information, **you should monetise your knowledge.**

If you find yourself constantly giving people advice and actually enjoy it, **you should monetise your knowledge.**

If you have gone through something and was able to gather valuable lessons that will benefit others, **you should monetise such knowledge.**

If you have figured out something difficult, something other people struggle with, **you should monetise your knowledge.**

If you have suffered through a journey, maybe built a business from scratch and today, you are now successful at it, **you should monetise such knowledge.**

People have created digital products on how to dance ballet, how to manage children with down-syndrome, how to potty-train your child, how to care for your natural hair, how to use Excel sheet,

how to use Canva, how to use Powerpoint, how to style yourself as a stay-at-home-mum, how to have sex, how to arrange the house, how to lose weight, how to sing, how to play basketball, how to prepare for job interviews, parenting and so on.

Honestly, there is no limit to what you can teach online and if you have a concentrated body of knowledge, you should think of monetising it.

Especially if you have helped a few people to get results they are happy about.

Don't try to teach everything about something.

Just teach what you know, what you can defend.

Don't try to teach those above you. Focus on those below you - people who are still struggling with what you have mastered, to the level you have mastered it.

Read the last 3 sentences again and let them sink in.

If you have more than one thing you can teach, how do you choose one?

Personally, I have only 2 hacks for this:

Follow the money: Which of these are people likely to buy? Remember, the primary goal here is to monetize your knowledge so you want to pay attention to what people are ready to buy.

When you have made enough money from this, you can now actually afford to fund other passions that may not be so easily-monetised.

Follow the people: Which of the subject matter do more people around you ask you about the most? The more the people asking about that subject matter, the higher the chances of many other people having the same problem and actually willing to pay you to get the information.

In all, you can simply just choose the one you believe can make you the most money NOW and work you to the next one.

I say NOW because knowledge does get outdated.

Why would people pay you for your knowledge?

Primarily, people would pay you because they want to save time and want results. They want to learn from someone they can access who they believe is credible.

There is so much on Google and this can be pretty confusing for a lot of people and most times, people are not ready to keep scrolling on Google when they can get access to a ready-made, step-by-step solution to their problems.

When you think that nobody will pay for your product, it is actually a mindset block. People will pay for anything that will give them value. If you can present your product as a must-have and not a nice-to-have, people will pay for it.

Mind you, the price people pay for ignorance is actually more than the price for getting knowledge. Make yourself an example of the kind of clients you want to attract - invest in getting knowledge too.

How exactly can you monetise your knowledge?

The only way you can monetise your knowledge is by creating **and selling** tangible products around your knowledge, or else people will keep picking your brain for free. This product can be physical or digital.

Physical products include live events, seminars or masterclasses while digital products include eBooks, webinars, online courses, online consultations, etc.

Personally, I prefer digital products because they are very profitable and unlimited in their delivery. That is, they can be delivered to an unlimited number of people via the internet, no matter the time or location.

What are digital products?

“Digital Products” is a general phrase used to describe products that are stored, delivered and consumed in their electronic format using the internet.

Usually, digital products are in 4 formats: images, audios, texts and videos.

Who can create digital products?

Anybody who wants passive of income can create digital products, however, a few smart category of people have learnt to harness it well enough since its evolution.

They are: Graphic designers, Web designers, Copywriters, Translators, Consultants, Trainers, Coaches, Legal professionals, Finance professionals, Software developers, even many of the traditional product sellers are joining the train, teaching others how to do what they have done successfully in their life or business.

Why digital products?

Digital products have become so pervasive that nearly everybody who wants more money, (for example, speakers, highly busy professionals, creatives and other influential public figures) are taking advantage of the opportunity to release digital content like eBooks, podcasts, and video courses.

Below are a few reasons why you should care about selling digital products in addition to whatever job you do right now.

- Lower total costs of production and marketing compared to brick and mortar store.
- Digital products allow you to communicate directly with your customers or clients without any physical meeting.
- Digital products are easier and quicker to produce and sell.
- Profit margins are very high. The profit is usually around 90% or more.
- Digital products last forever, unlike physical products, they don't wear and tear and they actually become assets to their owner.
- Digital products never run out of stock.
- There is far less to do in terms of day-to-day management because you're not replenishing physical goods, and a digital product store can essentially be created and run using just your laptop – or even just your phone!
- The internet gives you the opportunity to reach a very large and global audience with just a device so location is not a barrier.
- It gives a business with personal freedom.
- It can serve as a regular passive income. You do the work once and make money from it over and over again.

Examples of digital products you can create:

- eBooks: Worksheets, templates, planners, cheatsheets, etc.
- Email series
- Software and mobile apps
- Online Courses
- Recorded lectures/seminars
- Audiobooks
- Online Masterclasses / Webinars
- Photography
- Graphics & digital art
- Videos
- Online Coaching
- Online consultation
- Online certification

Of these, my favourites are:

- **Online Coaching:** This can be one-on-one or group coaching. I prefer group coaching because of the community support and interaction that happens among the students. I run an online group coaching program known as the Business Of Coaching program (aka my Inner Circle). I have the lessons hosted on my online academy and I hold the group coaching

call on an app known as Zoom with my students. I also use Facebook group and WhatsApp as a support platform for them. If you are a budding coach or thought-leader, you should check it out at www.temiajibewa.com/innercircle

- **Online Consultation:** This is what I do with lots of people who want to pick my brain on any topic I am an expert at. Currently, I charge between \$200 - \$2,000 for this depending on the depth of topic involved and the level of after-session support that may be required. I hold such calls with the client on a web/mobile app known as Zoom or Skype.
- **Online Courses:** This is when you package your knowledge in form of videos and worksheets to teach your students. The videos can be a recording of your face speaking, or the recording of your voice over presentation slides by using a screencasting software like Camtasia or Screencast-o-matic. You can do this in a big way by hosting the videos in an online academy and provide your students with login details or you can do this simply by hosting your content on a Cloud drive like Google Drive or Dropbox

and share the link with people as they pay you. Online courses usually come with support, especially when you charge \$500 and above for it.

I have so many courses in my 2 academies (you can check them out for inspiration - www.themillionairehousewife.com/academy and www.temiajibewa.com/academy) and they can account for over 60% of my annual income as a coach. They help me to create impact and income doing what I love.

- **Online Masterclasses:** This is also known as a webinar, though they have a slight difference. An online masterclass is when you hold a live class with students online to teach them something specific within an hour or two. Usually, your students can interact with you as you teach.

It is usually priced between \$19 - \$49. Online masterclasses can be quick cash generators and you can host them on platforms like Zoom, Webinar Jam, Facebook group or loosely, on a WhatsApp group. I have a pretty intensive masterclass on How to Host and Earn 6 Figures from an Online Masterclass on my academy.

- **eBooks:** Ebooks are very easy to create and consume as a form of digital products. Using a Microsoft Word or Google Doc, you can create your content and download it as a PDF which you can then upload on your website or a cloud memory like Google Drive or Dropbox. You can price them between \$9 - \$27.

If you would like to learn how to write, publish and profit from eBooks, you should get my online masterclass titled: **Licence To Print Money** at www.temiajibewa.com/academy/licencetoprintmoney-checkout

Your next steps...

Seeing that you now know so much about how to monetise your knowledge, you will agree with me that if you set your mind to this, you can do it, right?

You will also agree with me that there is still so much to learn if you want to do this successfully.

Depending on the level you're on right now and how much you are willing to invest in creating

your own digital product, you can begin your journey immediately. This can be as simple as an eBook or as full as an online course.

If your goal is to write and profit from eBooks, I have the solution for you right here titled:

Licence To Print Money. Get it at:

www.temiajibewa.com/academy/licencetoprintmoney-checkout

If you would like to learn how to host online classes or webinars that can make you 6 figures or more, get my online masterclass titled: **How to Host and Earn 6 Figures from an Online Masterclass** at:

<https://www.temiajibewa.com/academy/hostom/>

If you believe your next level is for you to create an online course, then what you need is my brand new online course titled: **Online Course Sold Out: All you need to create, launch and sell an online course.**

[Click Here For The
'Online Course Sold Out' Course!](#)

Have we met?



Hi!

My name is Temi Ajibewa, aka **The Electric Temi**. As a business coach, I help savvy thought-leaders, coaches, speakers and experts to create wealth and impact by teaching them how to launch a successful personal brand, create digital products and digital sales process.

Over the last 5 years, I have created over 50 digital products and earned multiple 7 figures in naira from them.

I am now dedicated to helping as many people as possible to experience the time and financial freedom that creating digital products can bring them.

You can catch me on social media:

Instagram: @temiajibewa

Facebook: @temiajibewa

Facebook group: **The Passionpreneurs Network with Temi Ajibewa.**

Website: www.temiajibewa.com



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