

HOW TO GET PAID FOR WHAT YOU KNOW

**Turning Your Knowledge, Passion, and Experience
into an Online Income Stream in Your Spare Time**

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GRAHAM COCHRANE is a business coach, YouTube guru, and podcast host. In 2009, he launched *The Recording Revolution*, his first online business, as a blog and YouTube channel teaching musicians how to record professional-quality music at home on a budget. Today *The Recording Revolution* is a 7-figure business with more than 600,000 subscribers, and requires less than 5 hours work per week to run. Graham Cochrane has been featured in *The Huffington Post*, *Business Insider*, and *Yahoo!*

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MAIN IDEA

Knowledge Commerce – the ability to create an income around your know-how, passion, and experience – has never been easier. You can now monetize what you know, and transition out of a job you don't like into meaningful, flexible, and lucrative self-employment.



The exact step-by-step process for doing that is:

- 1 FIND YOUR IDEA – something fun, profitable, and in-demand
- 2 GROW YOUR AUDIENCE – by consistently publishing great content
- 3 BUILD YOUR WEBSITE – so you turn online visitors into warm leads
- 4 CRAFT YOUR PRODUCT – once you have a community to serve
- 5 LAUNCH YOUR OFFER – and sell without being salesy
- 6 AUTOMATE YOUR SYSTEM – so you create a passive income stream
- 7 KEEP ADDING FUEL TO THE FIRE – by doing four things every week

"The ability to create an income around your knowledge, passion, and experience has never been easier. We are only at the beginning of a huge economic wave, and it's a great opportunity for nontraditional entrepreneurs to jump into the marketplace, add value, and change their lives."
 – Graham Cochrane



Step #1 – Find your idea Page 2

Following your passions and using your skills is great advice, but this is only half the story. You also have to filter your passions and skills through the lens of what people truly value in the marketplace. Find an idea that real people will be willing to buy and invest in.

Step #2 – Grow your audience Page 3

Your audience will be your most valuable asset. To grow an audience that loves your stuff, consistently create and publish valuable, free content. Make sure it's content that your ideal customers will value and want to consume, and you won't go wrong.

Step #3 – Build your website Page 4

Followers are fine and dandy, but email subscribers are your warm leads. Build a website that will grow your email list. It doesn't have to be complicated or perfect, just optimized for email list building. Make sure you have a powerful headline that states your solution.

Step #4 – Craft your product Page 5

The ideal first product to offer your audience is a digital product. They cost little to create and maintain, and can be sold to anyone, anywhere, in unlimited quantities, with none of the hassles associated with physical products. Create and sell an online video course.

Step #5 – Launch your offer Page 6

Developing a great offer empowers you to sell without being sleazy or salesy. Strategically price your first product, develop the email copy, and then build your sales page on your website. Remember, you only sell to people who are already interested.

Step #6 – Automate your system Page 7

The great thing about knowledge commerce is you can automate everything so you get paid whether you work or not. The formula is: Your content gets you discovered, your lead magnets draw people to your list, your automated email funnel offers your products.

Step #7 – Keep adding fuel to the fire Page 8

Once you've automated your business, there are really just four things to do to keep adding fuel to the fire. Create regular content. Grow your email list. Nurture your list. Build new products. That's it. Map them out to weekly, monthly, and yearly tasks, and do it.