

TEACH AND GROW RICH

**Share Your Knowledge to Create
Global Impact, Freedom and Wealth**

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DANNY INY is the founder and CEO of Mirasee, a business education company. He is also a podcaster and highly experienced training course builder. He is the author of several books including *Engagement From Scratch!* and *The Audience Revolution*. He runs the Audience Business Masterclass and the Course Builder's Laboratory training programs which to date have graduated more than 5,000 students. Danny Iny also started Firepole Marketing in 2010 which grew from zero to more than \$3 million in revenue in less than five years. He is a graduate of Queen's University and Concordia University.

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MAIN IDEA

When Napoleon Hill published his business classic *Think and Grow Rich* in 1937, he proposed that having high personal expectations lays a good foundation for success. If he were to publish his book today, he quite possibly may have renamed it *Teach and Grow Rich* instead because the emerging opportunities for online education are massive and growing faster than almost any other industry you can name.



Online learning or e-learning is already a multi-billion dollar industry and is well on track to become a \$100+ billion dollar industry in the next few years. It is flourishing because online learning offers democratized access, opportunities to focus on niche topics which you feel passionate about and most importantly the chance to create value and make an impact at the same time.

Online learning is also popular because it genuinely levels the playing field. Anyone can create a course based on what they know and become a teacher. At the same time, students from around the world can enroll for the very best education products available anywhere.

This \$100+ billion dollar industry is wide open and the time to get involved in creating materials for online learning and profiting by teaching what you know is now.

"If you teach, you will grow rich, and this is about more than just financial freedom. It also means having the freedom to shape your own lifestyle, do work that's meaningful, and make the world a better place. Seizing the Teach and Grow Rich opportunity isn't just for a small or specialized segment of our society. For once, the playing field is truly level."

– Danny Iny



1. What is the Teach and Grow Rich opportunity? Page 2

Pure and simple the Teach and Grow Rich opportunity is that you can now create education products which will empower others to do what you already know what to do. This opportunity is already underway, it is already the foundation for a multi-billion dollar industry and e-learning will grow quickly in the immediate future.

2. When this opportunity first emerged. Pages 3 - 4

The e-learning opportunity exists at the intersection where two worlds collide – the glacially slow-moving world of education and the lightning-fast world of online publishing. This collision has created an explosion of opportunity which has generated multi-million dollar information products and more. It's also driving a split between low-cost information products and premium education offerings.

3. Reimagining education Page 5

The main underlying challenge with e-learning is how do you scale effective teaching? This is something educators have grappled with for years. The solution is not to throw money at the problem. Instead, you should borrow the idea of agile development from the tech world. Start small, get it right first and then take it to the masses.

4. Who can seize this opportunity Page 6

Historically, institutions have been the most high profile and successful educators. That's about to change. Today, anyone with skills and know-how valued by others can become an educator entrepreneur. To excel, all that's required is you must know something that others would benefit from learning.

5. How to get started Pages 7 - 8

The best way to get a slice of the \$100+ billion-dollar online learning industry is to take the plunge and start creating and teaching your own course or courses. Find out what the market wants by developing your own pilot course and get that out there. The smart way to do this is to co-create your pilot course with your students. You can then decide whether you need to pivot, iterate or scale it up in order to become an educator entrepreneur.