



THE MILLION PORTFOLIO

KNOWLEDGE INTO CASH

*How to turn your Knowledge into
Millions in Cash every month using
the K2C System*

SARAH IZE-IYAMU

MILLIONPORTFOLIO.COM

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About Sarah Ize-Iyamu



Sarah Ize-Iyamu is an Online Ads & Sales Consultant helping over 9000+ online Entrepreneurs build an online business that enables them to work from wherever they are in the world.

As a Global Trainer, over 3500+ Business Professionals in over 30+ markets have attended her Seminars on how they can drive more Buyers and Sales daily for their business using her Unique Systems such as the **“4BF Formula”**, and more.

As a Marketing Professional, she has Engineered Highly Profitable Campaigns in Industries such as Beauty, Fashion, Real Estate, Health and more.

She shows people how to upgrade their wealth superpower, generate buyer leads, turn their knowledge into cash with Digital Courses, sell more using Ads, Funnels, and Persuasion.

She’s the Founder of Sarah HQ LLC & WealthLeaders.co which now has its Headquarters in Dallas, Texas.

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Introduction

This is not a Motivational book. This is not a money-making scheme. This involves real belief, focus, and real work.

If you're looking for one of those money doubling schemes, please close this book, close your eyes and forget about it.

I wrote this guide to help YOU see that you can increase your income online.

I wrote this guide to show YOU the amount of money you make in a month is entirely up to you and not anyone else.

I also wrote this guide to show you that you can turn whatever knowledge, skill and expertise you have into cash using the proven K2C system, I will be shedding more light on it.

Yes, You can turn your knowledge into any amount you want.

\$10, \$20, \$50, \$100 , \$500, \$1000, \$3000 \$5000, \$10,000 \$50,000, \$100,000 every month and so much more than you can imagine..

It all starts from your imagination and then the money results are produced by your ACTION.

Many of you will take this book and do absolutely nothing with it which is okay and all up to you.

Some will take some of the stuff in this book and try to implement it

Some will take this book and implement everything in aggressive levels.

Some will read this book and say, "I know all these stuffs already"

Either ways, I've decided to share it.

CHAPTER 1:

Your Wealth Superpower

I believe everyone has what I call a **Wealth Superpower**.

Some don't know they have.

Some know they have but are doing nothing about it.

Some know they have and are consistently upgrading their wealth superpower to attract more wealth to themselves.

Wealth superpower is your ability (both physical and mental ability) to attract wealth to yourself.

The first step to making a consistent 1 million naira (or even in dollars) income every month is to change your Mindset.

Every income level requires a different mindset.

In a country like Nigeria, so many people don't believe they can make 1 million naira in cash every month.

N1,000,000 = \$2000

And to live an average life in the US, \$2000- \$10,000 (sometimes more) covers your monthly rent and bills.

Now the question is can you comfortably come up with this amount EVERY SINGLE MONTH?

So many people are in jobs that have their income stuck at a fixed amount.

Many people don't even have skills or even a high paying skill.

So many are multi-talented but underpaid.

So many people have skills and are unable to translate these skills into money.

This is simply because they don't have what I call the BMM- Big Money Mindset.

Making Big Money is more of a mental part than the mechanical part.

What do I mean?

To be a millionaire, it requires you to break your old beliefs and mindset and put on the Millionaire Mindset and Actions.

To be a billionaire requires an even higher level of mindset and actions towards money

SOME BIG MONEY MINDSET:

1. Make Money Everyday

Whether you like it or not, you're spending money every day. From bills to daily expenses, money is leaving your pocket to someone else's pocket and it happens this way all over the world but the question is, do you earn from all the money moving daily around the world? Are you simply enriching the pocket of other people and not yours?

2. Business is War and it is not for the Weak.

If you are not serious about making money you won't make money. You must be ready to learn and apply new strategies. What skills do you need to acquire or hire to add to your business? What strategic partnerships can you make to skyrocket your business to another level? You have to ask yourself.

3. Money is a Game of Guts and Confidence

Money is really a game of guts and confidence to try new things and take risks to get more money.

For me, one of the best risks I took was learning Facebook advertising to drive traffic to my website and convert them into buying customers.

I call it a risk because starting out I lost some cash in learning how the advertising system works until I got a hold of it, took more classes, applied my gained knowledge and got better results.

It's not really about how extremely talented or extremely skillful you are, it's about your confidence to go out there and make more sales.

4. Money is a Mindset & Action Game

Money is more of a Mindset and Action game. You have to upgrade your mindset. For every income level you want to hit, you have to upgrade your mindset and actions towards hitting that level.

You do this by meditating on Wealth Affirmations morning and night. Listen to Audiobooks on business and money. Then apply what you've learned.

5. The one with the money has the Control

Money can be used to fund good and destructive causes. So it's really about control. Plus You have to be in control of your life. Do not let circumstances control your life because you don't have money. The day you wake up is your morning.

6. Money has Laws & Principles. Learn it, Understand it & Apply it

Money really has no respect for a good or bad person. This means that for the fact you're a good person or even Christain or whatever religion doesn't mean you will have more money. Money is all about applying its principles. It is those that understand its laws and principles and apply them that get more money.

7. Money Loves Speed

If you have an idea, implement it as fast as possible because money loves speed. It doesn't have to be perfect. Someone once said 'Perfection is procrastination in disguise'. Every time you waste on contemplating whether

you should launch an idea or not, you're losing money.

8. Money goes to where the Attention is

This happens in various ways. If you don't pay attention to money, it won't come to you: what do I mean? I'm not talking about worrying about why you don't have money at the moment.

Instead, I'm talking about paying attention to building income streams for yourself.

Write an ebook.

Hold a class.

Sell video training.

Find smart ways to increase your income.

Money goes to who is able to Attract & Convert more Attention. To be able to sell online and offline, you must first get attention, and then convert that attention into money over and over again by offering multiple products and services.

9. Money makes you more of who you already are

If you're good, more money will make you better

If you're bad, more money will make you worse.

Irrespective of the kind of person you are, money will only expose and expand it.

10. Learn the Language of money

Money has a language. It's a language of giving people exactly what they want or need. If you can study Markets, you will see what people truly want and are willing to pay for.

11. Learn the psychology of money

What are your thoughts towards money?

You need to form the right mindset towards increasing your income.

If you think making money is hard, you're correct. When you think this way, making money will be hard for you.

If you think making plenty is easy you're also correct. When you think this way, making money will be easy for you.

12. You either Make Money or Make Excuses, but not both.

Many times you don't make money because you're giving yourself excuses for why you're not making enough money. Giving excuses is playing the Blame Game, blaming someone or something else other than yourself. You have to take responsibility for increasing your income.

13. Making Money is good and it allows you the FREEDOM to do more things

Think of it this way, what are you able to do when you have money? What are you not able to do when you don't have money?

That's the freedom money gives. Freedom to go to places you want to go to. Freedom to buy what you want to buy and more.

14. You never stop learning and acquiring Skills

Millionaires are always learning.

They never stop learning. They read books, They listen to audiobooks, They have mentors. They go for free and paid events.

I had attended the 2020 10x Growth Conference which is one of the biggest business conferences in the world held by Grant Cradone with 12,800 in attendance and they all paid to get in. The most expensive seat for that event was \$20,000. I met people that make over \$3,000,000 and more in their

businesses and they were hungry to learn how they could increase that by 10x.

For the fact you've achieved some level of success doesn't mean you should stop learning. You have to keep learning and you never know from whom you may learn something huge..

Running an online business requires a combination of skills that you either learn and do it yourself or hire someone to do it for you.

Skills such as:

-Setting up a website

-Email marketing

-Social Media Marketing

-Copywriting

15. Stop Overthinking and Start Overdoing

There are so many highly talented and underpaid people simply because they are holding themselves back. They keep overthinking.

Thinking of what people would say about them.

Thinking of what if they destroy something on their website.

Thinking of what people would think about them.

Thinking that people would look at them as desperate simply because they are selling.

You need to stop holding yourself back.

People have their own problems to think about and deal with. You need to stop waiting for a perfect time or moment to do something. Take action now.

It doesn't have to be perfect, it can be improved in the long run. You don't want to look back and say to yourself, "how I wish I tried that..."

You need to try more things. That's the key. Keep an open mind towards learning new things and trying more stuff.

And it's not just about taking one form of action and waiting to see some big results. It's about taking HUGE ACTIONS over and over again consistently.

This means that if you post once a day, increase that. Or if you're currently running one ad, increase that.

If I'm running ads, on average I run up to 12 or even more. You have to go harder to get what you want.

16. Build your mental focus

As much as Social media is a huge blessing, it has become a huge distraction for a lot of people.

You have to build your mental focus, your ability to start and finish things. Your ability to hit your goals no matter what happens.

Let me share with you what was written in a Forbes article by Rainer Zitelmann:

"In early July 1991, Bill Gates Sr. invited some guests over for dinner. The diners that evening included his son Bill Gates Jr., the founder of Microsoft, and Warren Buffett. These were two of the most successful men in the world, who, for many years, had taken it in turns to top The Forbes World's Billionaires list. The host asked his dinner guests, "What factor do you feel has been the most important in getting to where you've gotten in life?" Buffett immediately replied, "Focus." Bill Gates Jr. agreed."

You see, it's a Superpower.

Block out time to read a book or listen to an audiobook. You need to expand your Mental Muscles. The way you eat every day, you have to feed your mind every day. What happens when you eat rubbish food, you fall sick. It's similar

to the mind. If you feed your mind with rubbish, you'd not be able to focus to hit your goals.

17. Obsessively believe in yourself, your abilities and business

How do you see yourself? Your self-image matters a lot. Do you see yourself as shy? There's no shyness in making money or you'd be left stuck, broke and hungry.

Believe in yourself. You must have heard this a million times from motivational speakers around the world.

But I will tell you this, **'You act according to how you envision yourself'**.

If you say you want to be successful, you better start acting and thinking like a successful person.

You need to see YOUR money in people's hands and reach out to take it in exchange for giving them Value.

If you don't believe people will buy your digital course, no one will.

If you believe people will buy your digital course, people will.

You have so much in you that will impact thousands and even millions of people. I'm so sure you know more than a lot of people out there and these people are willing to pay you for your knowledge, advice, skills, and expertise.

18. Set Achievable Weekly & Monthly Income goals for yourself

Get yourself a whiteboard and write how much you want to make this month. Then write the product you want to sell and how many you need to sell to hit that target.

For example: So let's say your goal is \$3000 a month

Ask yourself: What can I do to collect \$3000 from thin air in cash every

month?

There are so many ways to go about it

Many people look for a special business idea or model that can make them millions every month without first sitting down to write down a Money Goal (M.G) for themselves

Many feel like they are going around in circles with no definite direction in their income simply because they don't have C.M.G.

A C.M.G means Clear Money Goal

People don't just set money goals for themselves.

They say things like, "this year, I'm going to be rich.

Or I'm going to be a millionaire

That's not a CMG, that's just Vague

You must be Specific.

When you say, "This month I want to make **(X Amount of Money)**"

Now you're being extra specific and clear On your money goal.

Now your goal will become clearer as you would see how easy it is to achieve the goal.

So the next question you would ask is: how can I collect up \$3000 from people?

You could sell a product or service.

But what I want to focus on is specifically making \$3000 from YOUR KNOWLEDGE

You see, the mind is the most untapped pool of unimaginable resources in the whole of the universe.

The human mind alone can produce different kinds of products that will make you money every month whether you believe it or not.

19. Deal with Those Success Demons

Yes, I'm talking about laziness, procrastination, fear, anxiety, low self-esteem, inability to finish things, doubt, excuses, irresponsibility, blaming the government and other people but yourself, inability to focus and more. You know them all. You have to deal with all of these quickly because they will hold you back from succeeding.

These things can mess you up leaving you stuck. It's not millionaires and successful people don't have these things, they just still do what they have to do despite it.

20. People respect money

In this world, people respect money. At least even the bible tells us that God looks at the heart and man looks at the outward part, so money is super important.

If you don't make it important, you won't get it. Someone once said, "When you have money, you are fine, handsome, sexy and you can sing well too"

21. No one is coming to "Save" you

Subconsciously so many people have these thoughts in their minds that the government or someone magical will come to save them and make them rich overnight.

Spoiler Alert!!

Absolutely no one is coming to save you. I'm sorry if I'm blunt but I learned this the hard way.

Jesus has already saved humanity.

All that's left is for you to save yourself.

I spent a lot of time on this chapter because this is what is holding millions of highly talented people back. Holding them from launching their digital products.

I can give 2 people the same strategies, tools, and systems. Eventually one will make more money than the other one simply because of their ability to use their wealth superpower.

So, the secret to Building your Money Confidence & Wealth Superpower is to KEEP LEARNING AND TAKING ACTION.

When you take action and get good results, your confidence in yourself and ability will increase. You will become more confident to do more things.

It's your time to shine! Go!

CHAPTER 2:

Why Sell Digital Products?

Digital Products can never die out. It is here to stay and stay forever. Digital products are Free Money. No Inventory, No Logistics. You Create it and you can re-sell over over and over again. With the 2020 World Lockdown, it opened a lot of eyes to see that you can earn money online without being in contact with that person.

It has forced people to dream bigger and reach further for their dreams.

With digital products, you can reach more people online. There are billions of people online and more will come online too.

People are out there looking for how to fulfill their desires and how to solve their problems.

You are one information away from getting your desire and solving your problem. When you have an issue that you can't wrap your head around, what do you do?

Some of you will call a family member, mentor or friend.

Some will search youtube and google.

Some will read a book, some will take a course.

You are one information away from getting your desire and solving your problem.

People will always search for information and people will always use digital tools to work with. The next question is how can you key into this and profit from it.

Amazon started out by selling books. Today Jeff Bezos is a billionaire. There are tons of products on Amazon from physical products to digital products like ebooks, audiobooks, web hosting and more.

You can create your own digital products and sell it online, if you put your mind to it.

Digital Products can even be a legacy you leave behind for your children and grandchildren. For example, Dale Carnegie, Kenneth Hagin, Dan Kennedy all have Digital Products their grandchildren are profiting from now they are gone.

My life has been positively impacted by books and courses from people all over the world Old and New.

CHAPTER 3:

Types of Digital Products

You may be wondering “What kind of digital products can I sell online?”

In this Chapter, I will be sharing some Ideas and examples of digital Products out there.

Ebooks: Ebooks are basically books in digital forms which can be read on your devices. An ebook can be between 20-500 pages. Many people get stuck as to how many pages their ebook should be. You need to look at your ebook that solves a SPECIFIC problem or gives a SPECIFIC Desire. So, the question is how many steps would it take to solve this Specific Problem or gain a Specific Desire?

You can find tons of ebooks on [Amazon.com](https://www.amazon.com), [Okadabooks.com](https://www.okadabooks.com) , [goodreads.com](https://www.goodreads.com) and more. You can even upload your ebooks on these platforms and earn from this.

Video Courses: [udemy.com](https://www.udemy.com) [skillshare.com](https://www.skillshare.com) A lot of people sell digital courses on their websites. Now more than ever people are buying digital courses. And you don't have to show your face in your digital course. Many of my courses are my slides on my laptop with my voice over it.

There are people online who have earned over a million dollars from selling digital courses.

Example: [Recording Revolution](https://www.recordingrevolution.com) has done that with just teaching people how to create songs. [Brendon Burchard](https://www.brendonburchard.com) has done over \$10 million from creating courses on Personal Development. These people and so more out there have been super consistent. You can create courses with a price range

of \$9 all the way to \$30,000. That means a course can be low-priced or High Priced. For profitability in your business, you should have both.

Remember, there's something you know right now that someone else doesn't know out there and is willing to pay for.

Audio Courses: When you go to [Audible.com](https://www.audible.com) you will find tons of audiobooks there. You can also create audio classes and sell them on your website. They can be 30 mins to 6 hours+ long. Everyday, I listen to audiobooks, on some days I finish a book in a day. You can listen to audiobooks while cooking, driving, jogging and more.

Email Courses: Email Courses can run from 3 days to 30 days. It can even be longer if you want. An example, [365withheather.com](https://www.365withheather.com) sells an email membership program in which you receive emails for 365 days.

The beauty about Email Courses is that you can write them once and upload them on your Email Marketing Software to automatically deliver to people any day any time they make payment for it.

Webinars: A Webinar is simply a Seminar held over the internet. You can hold live Webinars and sell them later to your audience for a fee from \$29 to \$99.

Virtual Summit: I did a Virtual Summit online some years back. In a Virtual Summit, you can have up to 5-20 speakers and interview them online either pre-recorded or Live using zoom or youtube. You can then sell these videos later on to your list/audience.

Coaching Programs: Coaching is a form of development Training in which an experienced person, called a coach, supports a learner or client in achieving a specific personal or professional goal by providing training and guidance.

Monthly Memberships/ Subscriptions: People love belonging to a form of community they can learn something from. You can create a membership group around any topic of your choice. Memberships are sweeter when you have a huge audience already. For memberships, people pay a fee every

month to be part of your membership group. This can be from \$5/month to even \$500/month

An example of a Membership Dressyourfacelive.com , 365withheather.com

Stock photos: This kind of digital product is simply selling photos. Some Examples istockphoto.com

Digital Planners: People love to plan different parts of their lives. You can create a planner around food, fitness, money, marketing and more. A planner can be digital or physical.

Digital Worksheets: Digital worksheet is simply a sheet on which one answers questions or completes exercises around a particular process.

Templates: Templates can be created for website, email templates, Social media Graphics Templates, Social media Content Template

Mobile Apps: This is simply a software app designed to run on your phone. There are so many apps out there in almost any industry. You may be wondering how people earn from apps. Well, you earn from apps by building traffic inside the app and selling products to them. Today, you don't need to know how to code to build a mobile app.

Advert Space: Maybe you have a huge audience or traffic on your app, blog, social media pages. You can sell advert space to people at a fee. This is how Facebook earns. Amazon also sells advertisements too.

Now, decide on what kind of Digital Products you want to sell in your company.

CHAPTER 4:

What Digital Products sell Best

I'm sure right now, you must be thinking, "what digital is best to sell?"

Your first goal is to build an audience first, then sell to them

Audience First, Sell Next.

People make the mistake of creating a product first without having an audience, that's why they are struggling to sell.

Build some form of audience, facebook group, whatsapp group and the likes.

I prefer EMAIL LIST because it's best you own the names & email of your prospects.

Next, Look at Your Superpower, your knowledge, skills and abilities.

There are so many things you do so effortlessly that are difficult for other people. This is your superpower.

Many of your friends usually call you up to ask you about this area.

I want you to list out EVERYTHING you can do no matter how silly it is.

Next, pick the ones that are most desirable to you, fulfilling & profitable to you

The next step is to Look at your Marketplace.

Pick an Industry and then list out the problems in that industry that you can confidently solve.

Here are ways to do Customer research

- Go to the website [Asktherepublic.com](https://asktherepublic.com)
- Forums, Groups & Online Communities
- Your competition comment sections & groups
- Sending out Google form Surveys asking your audience questions
- Checking for Youtube Videos does your audience watch
- Checking for podcast do they listen to
- Go to Course Marketplace & Amazon and you will get tons of ideas

Your Customers will tell you what they want

Then create a Power offer that your Customer can't resist and package it as your digital product.

Right now as a beginner, you can start from ebooks, anyone can do this even with their phone.

With google docs app, you can write a book and with canva and adazing, you can create a book cover.

If you want to do a video course, you can record your face or just your screen teaching your topic.

Connect to your Payment platform like stripe, paypal, paystack, or rave and promote it to your audience.

I'm still receiving payments for a Skincare ebook, I uploaded to platforms like amazon.com and okadabooks.com I wrote years ago When I started out.

There's no excuse for not profiting from digital products.

Don't overthink things.

Take Action!

CHAPTER 5:

Where to Sell Digital Products

You can sell your Digital Products on **Your own Platform** such as your website to your own audience such as your email list.

You can sell your Digital Products on **Other People's platforms** i.e either by partnering with them on their instagram, facebook group or email list

You can sell your Digital Products on **Digital Marketplaces** such as Amazon.com , Okadabooks.com , Audible.com, Udemy.com, Skillshare.com and so much more.

The Best Kind of Audience is your own Audience.

Your first goal should always be to build your audience in the form of an [email list](#). Then from time to time, send out a survey asking about their pains and struggles

This will clearly show you what to sell to your audience.

CHAPTER 6:

Why Many Struggle to Sell their Digital Products

Many people struggle to sell their digital products because of some reasons that I will state in this chapter.

- 1. Lack of Confidence:** Many people don't have confidence in their abilities and in themselves. Sometimes they get stuck thinking, "I'm not good enough', I'm not Expert" "I'm not as good as Mrs. A or Mr. B" All of these thoughts are just blocks holding them back.
- 2. Selling Digital Products people don't want:** Many create products people don't want and are not interested in first and they wonder why no one is buying.
- 3. Lack of a Solid Marketing Strategy & System:** Most don't have a solid marketing strategy and systems like funnels, retargeting ads up for their business to help them sell more. [My 4BF Formula](#) will teach you how to set this up
- 4. Little or No Email List:** You don't have and are not consistently building a database of people you can reach out to with your offers.
- 5. Lack of Customer Knowledge:** Many people struggle to sell their digital products because they don't have enough knowledge about their customer. You have to be consistent with this because it would always give you better ideas on how to sell your digital products to them.
- 6. Lack of Attention to your Business online:** Your Digital Products Business needs more Visibility online. You can achieve this with a

combination of paid advertising and Persistent Social Media Content Marketing.

CHAPTER 7:

What if you don't want to Create your own Digital Products

If you don't want to create your own digital products, you can profit from other people's digital products.

Yes, you can sell other people's digital products and earn a commission by doing so.

There are tons of affiliate companies you can join and sell them right away.

For example, Click Bank, Jvzoo, Expertnaire, Afilipay, Amazon

You can also reach out to people that already have ebooks and courses and pitch to help them sell their digital products for a commission.

Profiting from affiliate marketing all depends on how well you can sell and if you have a list of potential buyers you can sell to over and over again.

Learning how to sell is a continuous life-long skill. Keep reading books and take courses on how to sell. It would help you greatly.

You need to learn how to sell and you need to learn how to build your email list. You can build your email list by offering a FREE Ebook or Free Video on your website or maybe even google forms in exchange of name, email & phone number.

This List Building Strategy still works. There are people that have been doing this for 18 years plus and it still works today. You should start building your list right away.

CHAPTER 8:

You need to turn your Knowledge into Cash

People usually think it's until they've achieved some form of success before they can write an ebook, hold a physical group class or create a digital course.

I need you to look at it this way. Already every day you give some advice for FREE to your friends and family.

Maybe your friends come to you for relationship advice or skincare advice.

Maybe you're a techy person, knowing how to design amazing graphics on canvas or photoshop. Maybe you can build a website or even an app.

Or you love beauty and fashion, you know how to create wigs, skin care products, apply makeup, dress up well.

You can get paid for sharing this advice and more.

You can turn all this knowledge into cash. Into millions in fact.

Or do you currently run an e-commerce/physical products business and people endlessly come to you for FREE Advice on your products?

You're leaving loads of money on the table unknowingly.

As a Physical product business owner, turning knowledge into cash is simply creating more income streams in your business. These new knowledge income streams can fuel whatever excessive expenses your business has.

Turning your knowledge into Cash also establishes you as an authority in the industry especially if you position yourself online well using the K2C System.

Starting a knowledge business really requires some set of skills, strategies, systems and what I call UNUSUAL COURAGE. Unusual courage to tell people that when they come for your class or buy your ebook and course it's going to give them clarity on how to solve an issue they have.

There's no need for any special inventory, warehouse, logistics, renting a store and more. You don't need all of that.

You just need to exchange what you already know and give advice on for money. By doing this you're also impacting lives.

CHAPTER 9:

Ways You can turn your Knowledge into Cash

So the question is; how do you turn your Knowledge into Cash?

Here's a list some ways you can turn your knowledge into cash

1. Ebook
2. Audiobook
3. Digital Courses
4. Physical books
5. Consulting
6. Live workshop
7. Private Coaching
8. Paid Speaking Engagement

And more..

Turning your knowledge into cash is selling what you already KNOW in exchange for money to give someone their desire or help solve someone's problem.

But you see, there's one thing to create a course, there's another thing to create a course that hundreds and thousands of people would buy.

People have desires and people have problems. People are willing to pay you to give them their desires or solve their problems.

But not all desires And problems can become profitable products in the long run. So you need to find a way of testing if your Digital course idea is profitable before spending so much time to create it so you don't get disappointed. I'm going to share more in the next chapters.

CHAPTER 10:

The K2C System

The K2C System is a **5 Phase System** that shows you how to turn your knowledge into cash with Profitable Digital Courses

You can choose to turn your knowledge into any amount of cash you want every month if applied correctly.

The K2C method is in 5 phases:

1. Paying Customers

The First Phase of the System is to identify who exactly you want to sell to.

One huge mistake a lot of new course creators make is that they get a shining idea of what they would think would sell and then they rush off to go create the products without first going to the market to know EXACTLY what they want.

The market decides almost everything

The market will tell you their pains, problems, and desires. The market will also tell you how to sell that product and service to them.

Your customer determines everything. You need to do extensive research on what kind of training product you should create. Your customers will tell you exactly what they want to buy.

One way to do research is by joining Facebook groups in your niche. Read comments on Social media pages and groups of your competitors.

Then you need to build an email list. I'd rather have 1 million email addresses than social media 1 million followers because I own the email list, not the followers.

Building followers is great for credibility and all but building an Email list is securing a solid backup for your business.

So how do you build your email list?

By offering a Free Video or Free Ebook in exchange for people's contact details. This free ebook or free video is called a Lead Magnet
So you just create a simple website page that will collect their details and a thank you page that will deliver the lead magnet.

Now having their details gives you the opportunity to send them an email on any special offers you may have in the future.

2. Profitable Products Ideas & Topics

If you want to plan out your products and topics, you need to use what I call **The Solution Staircase Method** to list out all the problems you know how to solve for people. The Solution Staircase Method will show you all the Value you can offer to your dream Buyers and I showed this in my Knowledge into Cash program

Do people come to you for relationship or business advice? Or maybe you have some skills or you achieved a form of result, then you can teach it. No matter how silly it is, list out everything you know how to do, even if it's cooking or dancing.

Needs Wants Problems Desires Table

This table will show you the needs, wants, problems and desires of your dream buyers in your marketplace. Fill in the blanks of what you've observed in your marketplace.

Needs	Wants	Problems	Desires

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Next, you probably have a Digital course idea in mind but you're not sure if people will buy the course. Then the **Cash in Hand Test** is what you need. The Cash in Hand Test is for testing if your digital course idea is profitable or not so you don't waste time, energy and money selling a product people don't want.

Naming your Digital Course:

Forgiving your Digital course a name, I use the **Magnetic Course Naming Method** for picking digital course titles. But I've decided to share some words below you can use in naming your first course. In my Program Knowledge into Cash, I shared the kinds of titles your digital courses should have and how to pick them

MBA	Domination	Mastery
Maximizer	Avalanche	Crusher
Explosion	Collection	Transformation
Vault	Matrix	Alchemy
Mastermind	System	Breakthrough
Blueprint	Locker	Challenge
Machine	Formula	Profits
Bootcamp	Builder	College
University	Academy	Architect
Intensive	Platinum	Challenge
Masters	Gold	Empire

Accelerator	Code	Masterclass
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3. Creating & Pricing your profitable digital course

In the next chapter, I share my Digital Products Profits Toolbox of some of the tools you can use to start creating your digital course right away. Your first digital course doesn't have to be perfect, but IT MUST BE DONE!

Next, how should you price your course?

Should you price your course low or expensive? There is a product price war happening in the knowledge business space online.

Some will tell you to sell low ticket, Some will say sell high ticket.

I WILL TELL YOU TO DO IT ALL!!!

I will say this When starting out in your digital course business with no one knowing you, you need the **Pricing Confidence**.

So let's say your Clear Money Goal is at least \$3000 a month

- How many \$10 products do you need to sell to hit that goal?
- How many \$20 products do you need to sell to hit that goal?
- How many \$30 products do you need to sell to hit that goal?
- How many \$50 products do you need to sell to hit that goal?
- How many \$100 products do you need to sell to hit that goal?
- How many \$200 products do you need to sell to hit that goal?
- How many \$300 products do you need to sell to hit that goal?
- How many \$500 products do you need to sell to hit that goal?
- How many \$1000 products do you need to sell to hit that goal?

Irrespective of what your monthly income goal is, you need to determine the price point you want to sell and how many you need to sell to hit that goal.

Starting out, you need to create a POWER OFFER AT AN IRRESISTIBLE PRICE POINT to pull in your first set of buyers. There are different price points that work for your different Kinds of Digital Courses. I teach this in my Other programs. This brings me to the next phase of the K2C System

4. Power Offer Positioning

For people to believe you and buy from you, you need to position yourself as an expert. You may be thinking, “But what if I’m not an expert, I’m new to all this”

I will tell you this: “You only need to know more than your Target Audience” and you need to strategically position yourself in the Industry as an Authority teaching what only you know that no one else can copy. With the **UP Strategy**, you can create Digital Course offers that get people to jump easily because of how unique and fresh it sounds compared to the noise in the marketplace.

You also need to answer these questions to your customers:

- What's unique about you?
- What special solution are you bringing to the table?
- Why should I buy from you and not someone else?
- What special offer are you bringing on the table?

5. Persuasion Profit System

Finally, how do you sell your course?

When it comes to selling your digital course, there are different levels to it.

You must have seen people do WhatsApp classes, sell through chatbot, website, sell on Facebook & Instagram

Some may ask, “Sarah which platform is the best for selling digital courses?”

I’d tell you it’s best you have a powerful persuasion profit system.

You need a website to establish your brand as an authority. This is where you will drive traffic to.

If you want to run a digital course business, I recommend Kajabi.

Kajabi is an All in one website. With Kajabi you can do Email marketing, Courses, coaching, website, webinars, funnels and more.

You need a powerful sales funnel built on your website with good sales page copywriting if you need to drive traffic to the sales funnel and watch sales come in.

If you don't know what a sales funnel is, let me quickly explain. It's simply a buying process on your website; a series of web pages and steps you take a complete stranger through on your website to convert them to paying customers.

There are so many kinds of sales funnels out there. However, I'd say start with a simple funnel when starting out.

A simple funnel can look like this:

Facebook/Instagram Ads >>> Optin/Lead capture page >>> Thank you page/Salespage

Facebook Ads helps you drive traffic to an optin page on your website. Then the person will be automatically directed to a thank you page or Sales page with an offer. The more money you spend on Facebook ads, the more traffic of people you will get in your funnel, the more sales. Simple!

You've probably entered this kind of funnel online where a website asks you to drop your details in exchange for a free video or ebook. This free video or ebook is called a *Customer Lead Magnet*

After collecting your email, you're then followed up daily with emails reminding you to come to buy their products and services on their Salespage. You can schedule out daily emails within [Kajabi](#) , [Flodesk](#) or [Aweber](#)

It's not just enough to send out emails every day to your list, you need a powerful Stranger to Buyer Email Sequence which I shared in my program [4BF Formula](#) that convinces strangers to buy your digital course.

Another way apart from building an email list is to build a list of subscribers in your chatbot. [Chatbot](#) is a powerful tool that can also do follow up too.

A Salespage is super important when selling your online course, the words you write on your sales page can get you more customers or less. You bought this guide because you entered my funnel and went through my Sales Page. A Salespage should have your payment processor and persuasive copywriting on it to convince people to buy.

After having your powerful Sales Funnel set up, you need a [Sleep & Sell Traffic System](#) that will drive thousands of people into your website sales funnel so they can buy. You can drive this traffic from Facebook, Instagram, Google, Youtube and more.

If you want a quick course on how you start traffic to your business online, you can join the [Profitable Facebook Ads Secrets Program](#) and if you want to see in action how you can drive ads to a funnel, check out [the 4BF Formula](#)

Next, I want to share some of the tools in my Digital Products Profits Toolbox.

BONUS CHAPTER:

Digital Products Profits Toolbox

In this part of this guide, I'm going to list out tools you need to set up your Digital Products Profits machine online

Website:

[Kajabi](#) is one of my Favourite Online Business Tools. It's an All in One Website. It has Email Marketing & Automation Software in it, can build an academy for your courses, memberships, coaching and more. It is Super Beginner Friendly and you don't have to buy and combine multiple plugins to make it work compared to other platforms like wordpress.

Kajabi normally gives 14 days free trial but with my Special link, you will get 28 days FREE trial on Kajabi plus tons of Videos in the Kajabi University on how to set-up your first digital product to make your first \$1000/month.

Here's the link <https://sarahhq.com/kajabi/>

Many people run away from Kajabi because of the monthly price and I will tell you it is better to look at it this way.

When you have an email list of 1000 people, and you're selling a \$10 product. Let's say 10 people buy your \$10 product, i.e you've earned \$100.

Now let's say you're selling a \$100 product and 5 people buy, i.e you've earned \$500.

Now let's say you're selling a \$200 product and 5 people buy, i.e you've earned \$1000.

On a wordpress website, you will need tons of plugins and still pay for email marketing software separately to achieve half of what Kajabi offers. Whereas, Kajabi has everything in one place.

So your focus should be on creating more quality products and building your email list.

Profiting from Digital products is all about Numbers Game, Developing your skills, Consistency & Your Mindset

Pages you would need on your website:

Homepage
About
Shop
Contact
Blog/Podcast
Work with Me
Speaking

To Create Audiobooks:

Audacity
Wavepad Android App

To create Ebook Covers & Digital Course Graphics:

[Canva](#)
Picmonkey
[Adazing](#)

To write out the Ebook and turn to PDF:

Canva
Google docs
Microsoft word

To create your Digital course slides for your videos

Microsoft PowerPoint
Google slides
[Canva](#)

To Record your Digital Course on your laptop:

Quicktime
Active presenter
Camtasia
Screencastomatic

Social Media Marketing

[Apphi](#)

[Instagram creator studio](#)

[Hoot suite](#)

Payment Processing

[Stripe](#)

[Paypal](#)

[Paystack](#)

[Rave by Flutterwave](#)

Traffic:

- [Facebook Business Manager](#)

Audience/List building & Followup:

- [Chatbot](#)
- [Kajabi](#)
- [Aweber](#)
- [Flodesk](#)

Affiliate marketing Resources:

- [Expertnaire](#)
- [Afilipay.com](#)
- [Clickbank](#)
- Jvzoo

FINAL CHAPTER:

Your Next Step

With everything I've given you here, I need you to stop worrying and take the first step. Open google docs, write your first 30 pages ebook.

Go to Canva.com and Adazing.com to design a cover.

Connect it to a payment processor, write out pieces of content on social media to get people to buy, go to your existing contact list on WhatsApp, phone number, emails and sell to them. Do the work! Do it afraid.

You'd be amazed to get your first set of buyers.

The goal is for you to get your first set of buyers. When you do this, you will thank me later.

If you want to join any more of my Programs, click here >>>

<https://sarahhq.com/products>

If you want to work personally with my team on your business, feel free to book a

[Free Business Breakthrough Call here!](#)

If you have any more questions or you've gotten so much clarity or results from this feel free to send us a testimonial, here are my details:

Email: sarah@sarahhq.com info@wealthleaders.co

Instagram: @sarahizeiyamu

SarahHQ.com

I wish you more love and money in your account,

**Your Beautiful Mentor,
Sarah Ize-lyamu**



Don't forget to come and share your testimony and pay your tithe when you've started turning your knowledge into loads of cash.

Cheers to your Greatness!!

P.S. This Guide will be of no use if you don't work on your *Mind* (by reading more books, taking courses) and Take Action daily.

IT'S TIME TO TAKE ACTION!!!

**JOIN THE COURSE CREATION RECIPE\$
PROGRAM & TURN YOUR KNOWLEDGE INTO
TONS OF CASH!!**



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