

# *The* **EXPERT IN YOU**

***How To Find And Monetize  
On Your Expertise And Strengths***



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## Introduction

Self esteem is important. Feeling good about who you are and having confidence in yourself is something everyone should do, but many don't. The problem often lies in that they try to do something when they're younger and fail at it. If it happens more than once, they begin to lose confidence in their abilities and too many times, never gain it back.

Often, self esteem keeps us from reaching our goals. If you don't feel good about yourself, you often don't realize things you're good at. When you're told negative things about yourself from childhood, it's hard to turn those feelings around. It's time you stop giving yourself a pity party. Open your eyes. Dig deep inside yourself and discover what it is that makes you special. You can do it!

## How to Find Your Expertise

You may be saying, “You don’t know me. I don’t have anything I’m good at.” You can say that until you’re blue in the face, and I’ll never believe it. Why? It’s simple. I’ve been there and done that. I’d say at one point in our lives everyone has felt like they’re not good at anything. It’s time to get over that negative self-talk and move on to finding that talent that is buried within you.

There are several ways to find out what your expertise is. Of course, if your opinion is that you can’t do anything, don’t rely on yourself for impartial judgment on that. You are, however, a good place to start.

Will you be good at everything you try...of course not! No one is good at everything. You can find what you are good at though. Maybe you love the theater. You may have a life-time dream of being an actor/actress. The problem is...you can’t act. Acting is a talent. You either have it or you don’t. Sometimes you can take every class or training course there is in a subject, and know that you’ll never be more than mediocre at it. Does that mean you still can’t work doing something you love? NO—you just have to look at the alternatives.

Maybe you’re a good organizer and planner. Maybe that dream you have of being an actor/actress gives you a vision. Instead of wasting money on acting lessons, you can train to be a director. If you like to like writing, maybe you can write scripts. Maybe you’re a master builder and you can build stage sets. I’m sure you understand what I’m trying to tell you. Take what you’re good at and work it into something you feel passionate about. Then, you’ll enjoy your work. You’ll be better at it, and feel better about yourself.

This book will help you discover what your talents are and teach you how to take those talents and monetize on them. Make money doing something you love.

- **What are you good at?** Life doesn’t come with instructions. There’s no genie that’s going to pop out of a bottle and tell

you what you're good at. You have to figure that out for yourself. Often it's a process of trial and error. Ironically, we find out what we're good at many times by eliminating what we're not good at. We learn from our mistakes as much as we learn from our successes.

It's up to you to take the first step. You have to decide that you know you're good at something and start down the road to determining exactly what that something is. You have some skill that you're passionate about that you can turn into profit. It's time you set out to find it.

To begin the process of determining what you're good at, write everything down. Get a piece of paper and a pen and start writing down anything you do well. The key here is to not forget the little things. Everyone knows if they're good at big things, like the singing example used earlier, but the little things are often neglected. Are you a good listener? Do you work well with people? Are you an organizer? Are you good with numbers? Do you like planning things like parties? Are you compassionate toward others? Do you have a hobby you're good at? Maybe you're good with languages. The list is practically endless.

Maybe there's something on your current job that you've been told you're good at. Does your supervisor ask you to head committees? Have you never been short on your drawer if you're a cashier? Is everything cleaner when you do it? Maybe you're good at seeing the overall picture and spotting errors quickly in print or lists of numbers. I'm sure you've been told by your supervisor or a fellow employee that you're good at something, even if you didn't believe it at the time, write it down. In this particular step in the process, it doesn't matter if it's something you're passionate about. Just tell if you're good at it. Don't shortchange yourself! Little things matter.

Don't just assume you can't answer this question immediately that you're not good at anything. If you can't identify things you're good at, write a list of everything you do each day, on and off the job. They go back and look at each one and if you don't have a problem doing it, then you're good at it so write it to the list. Ask someone you feel is a trusted friend for ideas. Often your friends know you better than you know yourself. Hey, I figure if my friends know me for who I am and love me anyway, I have to have a few good points, right? You do too. Let them help you get the list started.

Still stuck? If you are, your self-esteem is probably just too low to ever feel good about yourself and your abilities without proof that you're good at them. If that is the case, there are tests that you can take that will help you. There are three I'd recommend:

1. Learning Styles Preference Test—This can be done online or by using a paper/pencil version, and it takes about 5-10 minutes. If simply search on Google, you can find many different types that are free to take and give you at least the three basic learning types:

Auditory—Learn by hearing

Visual—Learn by seeing

Tactile/Kinesthetic—Learn by using hand-on methods

This will begin by giving you a sense of why some things are easier for you than others. For example, if you're a tactile learner, you may be able to type very quickly, or take an engine apart and put it back together, but reading and answering questions can be a chore for you. You can do it, but it takes you longer than you feel it should. Others could do it quickly growing up, so you felt they were smarter than you. Not so...many tactile learners have above-average

IQ's, but never know it. Realizing how you learn will help you realize you're smart too, just in different ways.

Auditory learners are usually those that did well when classes were more of a lecture type class, and visual learners usually excelled when a lot of reading was involved. Each person can be equally intelligent, but if taught in a way they have difficulty learning, they might not grasp things as well. Simply by taking the preference test and looking at the questions will have you saying...I do that well. Oh, I do that too. It will begin giving you thing to write down.

2. **Personality Test**—What kind of person are you? One area on this type of tests simply lets you discover if you're an introvert or an extrovert? You probably have a good idea about that, but many people just think that means one is outgoing and the other is a homebody. Not true. This job gives you preferences of skills such as: Do you think, then act/act, then think? Are you comfortable when you're alone/prefer to be around a lot of people? Would you rather work behind the scenes/like taking a public role? These tests also give you a better feel for who you are. The questions will have you finding more and more things you didn't realize you were good at. Write them on the list. There are sites online that offer these types of tests free as well and they can be taken in a matter of minutes.
  
3. **Career Assessment Test**—These tests are a little more involved, and take a bit longer. One place you can get a good valid test is your state's version of the government unemployment office free of charge. Employment centers also give these kinds of tests, but sometimes there is a fee for them. If you're only going to take one test, this should be it. It's test questions are geared at asking you questions and showing you

how even things you feel may be silly that you do well can lead to wise, enjoyable career choices.

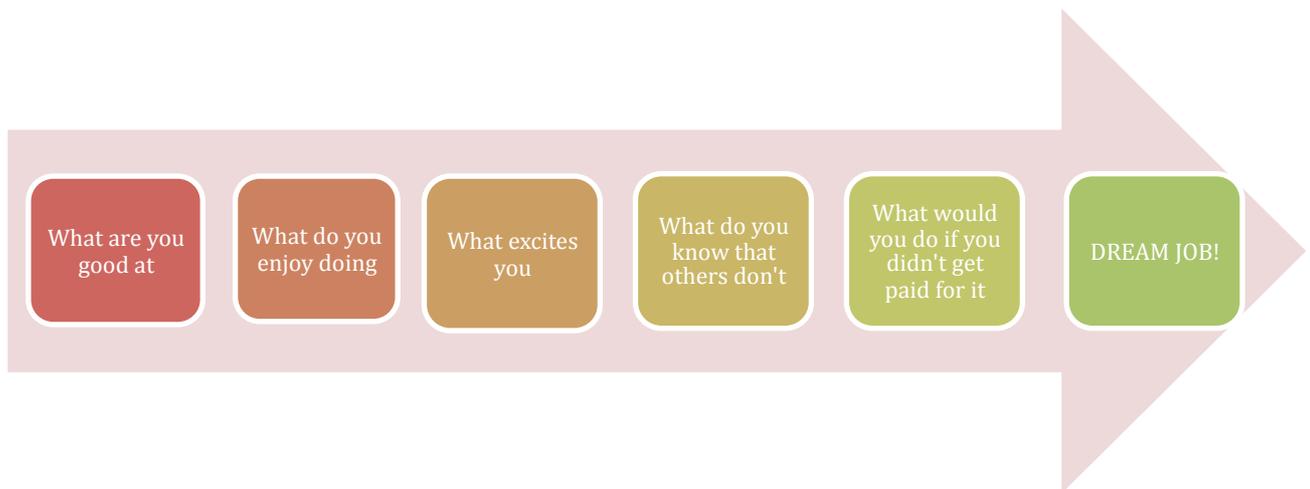
Now that you know what you're good at, you've taken the first step toward finding the expertise in you. You're ready for the next question?

- **What do you enjoy doing?** The list for this can be endless as well. There are so many things to choose from. There is NO wrong answer here. Just write down what you enjoy doing. Do you like making things? Do you like to paint, draw, or take pictures? What types of recreational activities do you like doing? Is reading a passion of yours, or do you like daring activities like snowboarding? Do you like spending time with children or elderly people? Is cooking your thing? Do you like to play? Yes, you read right...play! Some people don't, if you do, write it down. Now what do you like to play: board games like chess, video games, or maybe group games such as charades? Put them on the list of things you enjoy. This should be easy for you if you don't think too much about it. Everyone knows what they like to do, so start writing.
- **What excites you?** The word "excite" means different things to different people. Whatever it means to you, write down what excites you. What excites you may not excite everyone. That's fine. It's not supposed to. You are your own, individual person. You can ask two different people, and you'll probably get two different answers, because different things excite different people. If you're the snowboarding, bungee jumping kind of person, you'll want a career that keeps your adrenaline flowing. You may be a total opposite. You may get excited about working with numbers and enjoy being an accountant. Which one is right? Both of them. It's about you and what excites you.

You can actually take things you enjoy and things that excite you and turn them into a career choice you'll be excited about doing. Doesn't that sound awesome? I know it does, so start writing that list of things that excite you. I don't care if it's trying various flavors of bubble gum, write it down. You never know which thing that excites you will be able to be an excellent career for you.

- **What is something you know that most others don't know?** You're first reaction to this may be nothing, but I bet you're wrong. The key word here is "most" others. Do you know or understand something that your family and/or friends don't know how to do? It doesn't have to be something major. Make a list of things. Can you do speak French? Can you crochet? Do you know how to make others laugh? Do you know a few secret family recipes? You may be surprised at the people who would love to have that knowledge, so think of everything you can.
- **What is something you'd do even if you didn't get paid for it?** This is probably easy for you. Start by looking at things you already do that you don't get paid for. What parts of your current job do you take on as extra assignments that you don't get paid extra to do? What are some things you from the list of things you enjoy doing that you're going to continue to do if you never get paid for them?

If you're still wondering where I'm going with all these question, look at the diagram below:



See how it works. All of these things work together and lead to the job you'll love doing and one you can be paid well for. Maybe if you like cooking, you're good at it, and passionate about it, you could blog about recipes or do videos creating meals. It's about taking who you are and capitalizing on the strengths you have. Forget your weaknesses. Focus on the best you have to give and the things you most enjoy. Maybe you love numbers. You're good at math, but standing in front of a classroom would freak you out. That doesn't mean you can't start a blog where readers can write in problems and you can help them solve them or you couldn't do a short video about some type of problem.

From this point on...Think Positive! As you begin to see the many career options online, think of all the work you've just done. Look at the lists and see how you could various parts of what you are good at and love doing to make money from home. It might just be something you want for a little extra, but it can be much more if you're dedicated to it. You have the power within you to reach your maximum potential and monetize the expertise you have. Remember...only positive thoughts. Don't think about what you can't do or could never do...think only about what you CAN do. Don't think about what you hate...think only about what you LOVE. Remember, it's the combination that you're looking for.

## How to Monetize on Your Expertise

There are people that make money every day using their expertise online. Think you couldn't do it...think again! These are ordinary people who finally learned to stop focusing on their negative aspects and focus on what they CAN do. They know what they're good at and enjoy doing and they put it to work for them so they can monetize their expertise.

Here are a few ways you can do it:

- **START A BLOG**—If you don't like to write, this may not be a good option for you. Blogging is either inexpensive or free, depending on where you blog. Blogging can be done for various reasons. People often use blogs to promote themselves and the work they do, and it is a good means of social media marketing. Blogging can, however, become a full-time job. There is a lot of work to do to keep up with your blog, but you can make money. It won't happen overnight, however, so don't quit your day job.

Blogging is a way for you to work telling about something you're passionate about and enjoy doing. You can enrich the lives of other through your blog. It may take a while to build a community, but it will happen over time if you work at it.

### Ways to make money blogging

There's more than one way for a blogger to make money. The two major ways are through affiliate marketing and ads. Here's how they work:

#### ➤ Ads

The first goal you have to reach to make money with your blog is to get your blog to where it's popular. Once it is, you can sell advertising space on your blog. You simply find advertisers and they pay you a few either monthly, weekly, or quarterly. You need to get as much traffic to your site as possible. Sometimes,

bloggers use networks such as Google AdSense. They'll help by matching ads with blogs that are relevant

### ➤ **Affiliate Marketing**

This is a good choice, because it's easier. You become an affiliate with a company/product such as GoDaddy.com, for example. On your blog, you promote the companies/products you are affiliated to and use links in your blog that will direct your audience to their company. When someone clicks on the link you have in your blog, you automatically get a percentage of any sales made from that sale.

Don't mislead your readers! Actually try what you promote. If you send your reader to something that won't value them in anyway, or worse, is a bad company/product, you could lose the reader. Adding benefit, however, will not only keep them reading, it will keep them clicking. They'll also pass on the link for your blog to their friends.

### **Choosing what to promote**

If this sounds good to you, then you're probably wondering what types of products you can promote. What you sell will depend greatly on what type of blog you write, obviously. For example: You wouldn't market dog food on a dating tip blog. You want to market things that are related to what you're writing about and relevant to the people who read them.

One easy way is to promote yourself and merchandise you can sell. If you like to write, you can do eBooks, which we'll discuss later, and sell them on your site.

You may want to teach them something and do an ecourse. At first you might find that difficult, but you'll be surprised at how easily you can pick that up.

You may want to have products available to sell on your site. If you have the right type of blog, you might be able to have products made such as: coffee mugs, t-shirts, mouse pads, water bottles, etc, and sell them on your blog.

### **Income amount that is possible from a blog**

I can't give you an exact dollar amount you'll make from blogging, but I can tell you how much you'll make from not blogging—Zero!

There are a lot of factors that affect how much money your blogs make. Thing like:

1. The traffic you're able to draw to your site
2. What the content of your blog is
3. How much and what kind of marketing you do for the blog
4. How dedicated you are to it and what your work ethic is.
5. Your niche and the value you are giving your reader

The truth is, you might have a good blog, and still not make money. It really does depend on the above-

mentioned things. You'll never know if you don't try, so if you think writing a blog is for you...go for it!

## **Getting started in blogging**

Once you have decided on the concept, you can get it started quickly. In just a few minutes you can go to sites like WordPress or Blogger and create the blog. Then you just need to get it launched and promote it.

### ➤ **Concept development**

You've already figured out what you're good at and enjoy. You've followed the guidelines and see where these cross over and determined how you can take those things and actually make money from them. This is going to be something you are no doubt passionate about. You're going to have to keep new content on your blog to keep your readers coming back. Here are a few things you can do

1. Share a unique point of view about the topic that you feel that needs to be shared.
2. If food is your passion, share what you cook with your audience. You can do this by writing recipes. You might want to go to various restaurants and then share how you thought the food was. People are interested in these types of reviews, especially from new restaurants they want to try. No one likes a bad meal!
3. If you enjoy going to movies, you could always go and then write a review for it. People like movies of all kinds. If you do it right and add things they can't find anywhere else, your blog will probably do well.

4. Most men and a few women I know are really into cars. If automobiles are your thing, there are several things you can do. Put pictures of model you like on your blog. Attend car shows and write about all the different models that were there. If you're more into the mechanics of cars, you can do a simple blog on "how to" fix small things that are wrong with your car yourself. If you save a reader money, you can be guaranteed they'll be back.

### **Ways to benefit your reader.**

Trying to write a blog on a lot of topics usually doesn't work. Find your niche in the world and stick to it. This will give your blog purpose, and helps the reader know you mean business. You're there to help your viewers and they'll know it. They'll begin to feel that you really have expertise in your chosen area and they will begin to trust you.

There are many different ways you can help people. Here are a few:

**Tell them "how to" do something**—If there's something you are excited about, have experience in, and know well, you can share that knowledge with your readers.

**Keep them updated on what's going on**—If there's a new development that you feel is related to your topic and your readers would like to know, you can share it with them. .

**Inspiration from life experiences**—Life sometimes throws us for a loop. Challenging and difficult experiences happen every day. Think about your life. Have you had an experience like this that you were able to overcome? You can

These are just a few, but they're major ones. As you can see, you probably are able to share something with the world.

**Pick a catchy name**—You want something that will stand out, but still give the reader a hint about what your blog is about. Just brainstorm or ask family and friends what they think would be good. .

**Know about keywords**—Keywords are the big thing these days. They're words that will help you show up in searches and help readers find you. If you go to Google Adwords, they have a keyword tool that will help you. It's easy to use, and you'll get a great benefit from it. You want a much traffic as possible, and keywords help you get it.

1. You can search by individual words, phrases, or websites for keywords. Just type in things that are related to your topic. Sometimes you can use your keywords when you write. As long as you use them effectively.
2. Pick a site to host your blog. For the purpose of this book, I'll just explain one. Blogger.com is a site owned by Google. The way it is designed, you can set up your blog and maintain it regularly in a hassle-free, easy way. Since Google owns it, you'll have the power of Google search behind you to help with traffic. They offer two options:
  - **Custom domain name**—This will cost you about \$10 per year
  - **BlogSpot domain name**—This option is free of charge

## **Setting up a Blogger.com Blog**

1. **Go to Blogger**—When you get there you can log into your Google account. If you don't have one, they're easy to sign up for with a few easy steps.

2. **Look for the New Blog button**—Once you’ve found it, simply click on it.
3. **Blog name and address**—You’ll find a place to type in the name you want for your blog and the address you want. Simply type it in.
4. **Templates**—The template is how you want it to be set up and what you want it to look like. It gives you several options to choose from. You simply select the one you want. If you’d rather create the template later, you can do that too.
5. **Blog**—It’s time to begin blogging. You’ll find a button that says “Create Blog.” Click on it to begin.
6. **Name it**—After you type in your text, name the blog post. Then just find “Publish” and click.

## **Getting your blog “out there”**

A great blog does no good if it isn’t read. You need to promote your blog as much as you can. If you don’t have any social media accounts, like Twitter or Facebook for example, you need to start at least one. Share your blog with all your friends. They’ll share with friends who will share with friends...you get the picture. It’s great promotion for your blog and will help you get started.

Blogger has an “About Me” section. First, you’ll want to list your blog and then tell potential readers a bit about you so they’ll see the skills you have and decide whether or not they want to read your blog. Let them know how you know what you’re talking about as well a background info.

You’ll want to build a good rapport with other bloggers. If they click “Like” for your blog, then give them the courtesy of

visiting their site as well. You can write a comment or return the "Like." another blogger "Likes" your site, then go to his or her site and either "Like" if you like it.

The best way to get traffic to your blog is good content. This doesn't just mean quality up-to-date information, although that is imperative for success. Make sure you've used the proper grammar and punctuation. You want to look like a professional if you expect others to think you are.

- **POST A VIDEO**—All around the world there are people of all ages uploading videos online. A great number of these have viewers anxiously waiting for the next one. How do they do it?

Maybe you don't like to write, but don't have a problem talking about the things you love. Instead of writing a blog, you can do simple video of the information you want to share. Before you brush this option off as silly, you should know that posting a video on YouTube can be profitable for you. You can even write a blog and do a video. That way those who like to read and don't like to view videos get the info as well as those who don't like to read getting the convenience of watching the video. Think—Double Profits!

### **Making money with Videos**

There's a program for video makers can to earn money from advertising. It's called the Partner Program. If you're a regular video up-loader, and you have a good sized number of viewers, this could be for you. Through this program you share in the profit they get from people who watch your video. If you're in the Partner Program, you have to allow YouTube to put ads that are relevant beside your posts.

You can also make money on this program by allowing advertisements in your videos. These can be annoying, but they can also make you money. If they place an ad in your

video, an advertiser will pay more for it than just one beside your video.

As long as you regularly upload videos that are original to YouTube, you can apply to be a partner. Of course, you also need to have your video viewed by thousands of people. If you want to use anything with visual or audio clips, the proper agreements must be made with regard to copyrights.

Like blogging, there's no way you can really determine how much money you'll make. It's a shot in the dark, but hey...at least it's a shot! You'll be doing something you like to do anyway, so why not try to make money from it. Who knows? Your video just might be the next one to go viral and make you a lot of money.

### **Read the fine print**

Before you begin uploading videos, make sure you read the fine print and know what you're getting into. It says you still retain the copyright, but you're granting "limited" rights. These are granted not only to YouTube, but also to the millions of people who use YouTube.

- **Write an eBook**—We live in a technical world. It's hard to find anything that isn't available electronically. A lot of people prefer to get their information digitally. They always have the newest device in their hands, and a lot of them read eBooks. In case you've been living under a rock for the past few years, the word "eBook" stands for electronic book. Even though you may have known what it was, you might not have known that you can write and publish an eBook and make money from it.

### **Making money from an ebook**

One of the great things about eBook writing and publishing is that you can do it all yourself. If you select the right topic and choose and market to the right target market, you can

publish an eBook on just about anything. There are people out there who want to know what you know. They want to know how to do it, and they're willing to pay for it. It's a simple process that can turn your passion into profit.

Another great thing about an eBook is that they don't have to be novels. They're much shorter than your average book, so they're easier to write. Let's say you take your passion and write a nice little "how to" eBook. If it becomes an eBook that is in demand, you can make pretty good money. Let's say you write an eBook on "Disciplinary skills to tame the wild child." It might only be 25-50 pages, so let's just figure on selling it for \$20. If you market it right, and use the right keywords to increase traffic to your site, people will probably want to buy it. For the purposes of this book, let's just take the low end and say you make one sale a day. That's \$140 a week = \$560 a month = \$6,720 a year. That may not sound like a lot. When you consider, however, the hours it took you to write it, that's very good money. Even if it took you 10 hours to write, which it probably wouldn't if you got down to business, you would be making \$672 an hour. Do you make that much on your day job? Even if it took you 100 hours to write it, you'd still be making \$67.20 an hour. That's good money.

There's no way to determine exactly how much you'll make. It could be more, or it could be less, but you'll never know if you don't try. Write one, promote it, and give it a shot. If it doesn't work, try it again. The important thing is that you're actually doing something to monetize your skills.

Just think if you started a blog on the topic, uploaded videos on the same topic, and sold your book from both your blog and using links from your video. That's triple the money from one thing you do well.

Have I piqued your interest? If so, let me tell you how you go about writing eBooks and making money online. It's easier than you might think.

1. **Choose your market**—If you have several things you're good at and you enjoy, do research to see what's selling online. Make a list of everything you can think of you could write about. Decide which niche you feel confident about has the most buyers and go with it.
2. **Develop an outline**—Behind every good book, there is a good outline. You want your eBook to be organized and easy to read. Writing an outline helps you organize your thoughts, and will also make it easier to write. You can play around with chapters, and move things from one place to another until you feel you've got it right. It's a lot easier than moving it after you've written it.
3. **Write the book**—Begin writing your eBook. If you follow your outline, you'll be surprised at how easy it can be. It may take you a few books to really get the hang of it, but don't give up.
4. **Edit the book**—Even the best of writers won't get it perfectly on the first shot. You want to make sure you edit your book. Read it carefully to make sure what you wrote will make sense to someone else. Also correct all of your punctuation and grammar errors. With spell check, there's no excuse for these types of errors.
5. **Get it ready**—Get the digital product compiled and ready for sale.
6. **Sales letter**—Your potential buyers will want to know what the book is about and how it will benefit them. In other words, if it doesn't benefit them, they probably won't buy it. Explain all of that in a sales letter.
7. **Domain name**—Select a good domain name. Make sure it is available, and register it.

8. **Web hosting service**—You'll need to find a good web hosting service. You'll want one that is dependable, because you're going to use it to sell your eBook.
9. **Create a website**—You'll want to have a site or blog. When you post on your social media sites, you can give links to your site or blog.
10. **“Buy Now” button**—There are several dependable electronic payment systems online. Once you choose the types of payment, you'll want to add a “Buy Now” button for the convenience of the buyer. This is a lot easier, for you as well. You'll want to select one that has reasonable fees for the transactions.
11. **Market your eBook**—The greatest of books won't sell if no one knows about it. It is up to you to promote and advertise your book if you want to make money. Social media marketing is a great place to start. If you've never had a marketing class, and feel like you couldn't sell water in the desert, there are many sites available online to help you. Don't just go with one source. Check out several. If you find the same advice on them, then it's probably good advice.

You may never write a best-selling eBook, but that doesn't mean you can't still make money. If your goal is to make it your source of income, it will take time and practice. Just remember the old saying, “If at first you don't succeed, try, try again”

- **Coach/Mentor others**—Do you enjoy helping others? If so, this may be the way you can make money online. Maybe you've retired and feel bored with nothing to occupy the time you used to spend working. If you were really good at what you did, and feel you could help others, maybe you should consider being a coach or mentor.

You can make money doing this, but it depends on your training and experience as well as how well you market yourself as a coach/mentor. For small mentoring jobs that will only take a session or two, an hourly fee is usually used. For continued mentoring, a monthly or weekly rate may apply.

### **What you need to do**

If you think this might be something you'd be good at and want to give it a try, there are a few things you need to do:

1. **Profile**—The first thing you need to do is create yourself a profile. Tell everyone about who you are and how you can help them. Include all the experience and expertise you have. You'll also want to tell things you're interested in to give them a more complete picture.
2. **Time Limits**—How much time do you want to commit to mentoring each week? Don't jump in over your head. It may be best to commit to small amount of time and increase as you learn what is involved and the work necessary. Whatever program you choose, once you commit, you are agreeing to the time requirement they require.
3. **Find a good program**—If you don't have a clue how to go about that, you might want to try doing a search for online mentoring. If you find the right site, you'll find a list of all the opportunities that are available. They should also be able to tell you what is mentoring in that field involves.
4. **Ask questions**—Sometimes you can thoroughly read the description of what a company thinks mentoring involves, but you're still not sure. For example, you might have mentoring once a week in mind, and they might want two to three times a week. If it's not clear, ask. Also clarify any other questions.

5. **Wait for approved profile**—There is a mentor profile form online that you need to fill out. You can't just fill it out and become a mentor. You need to wait for approval from that organization.

The organization will let you know when they have someone they feel is a match for you. They'll give you instructions to follow and you can be on your way to a career as a mentor. You'll also be on your way to helping someone else be successful in life. That should make you feel good about yourself.

If you feel like you have a wealth of information, but just don't know how to share it, you can find many training courses that will teach you how to be a mentor. That way, you can become a certified mentor/coach, which may add to your ability to sell your services.

These courses are easy to sign up for, and usually include practice coaching sessions you need to complete before certification. If so, your client will have to send verification that you did the hours. At the end of the courses, you'll be tested before you receive certification.

If you have a degree in business, there is always a market for business coaches. Maybe you created a successful business from the ground up. Someone just starting a business could greatly benefit from what you have to offer. They could learn from your experiences and from your mistakes. Sometimes, we learn more from mistakes than successes.

If you have a degree, you don't need certification through a coaching program, but you may want to take one a course if you're not sure you could pass your information on to someone else effectively. One of the key skill a business coach must have is the ability to be a good listener. They'll also be able to think and plan a program of development for the person they're mentoring.

There are many areas of business, so you'll want to find the niche that best suits you. What is it you're best at and enjoy

the most in the field? You'll be able to effectively pass on things you're passionate about.

You can join a coaching firm, or set up a business on your own. Established firm, however, are a good entry point and will help you gain experience in the field of mentoring. If you decide to go the self-employed route and set up your own business, remember that marketing is the key. No one will hire you for their mentor/coach if they've never heard of you.

Everything we've mentioned this far can be applied to your career choice of being a mentor/coach. You can create a website, have a blog, post videos, and write eBooks. One way to get yourself out there is to hold several small business seminars for free. You can use the connections you make to build your reputation. You can also interest people in reading your blogs, watching your video tips, and buying your eBooks that way.

- **Do a podcast**—This is yet another money-making plan to monetize your talents. It is a form of digital media. For a podcast, you record and people subscribe to your audio or video. They are downloaded or streamed online. It can be to either a computer or a mobile device of some kind. You can develop podcasts that are one download or a series.

Some people do podcasts simply because they're passionate about something and want to share it. While it's OK to start out like this, there's no reason to give your valuable information away for free when people are willing to pay for it. If your following is big enough, you can make a whole career of podcasting.

No podcaster uses the same exact formula for success. What works for one might not work for another. You have to find what works for you. Like mentoring, being a podcaster has a wide-range of payment options. It depends on your niche, your knowledge, your experience, how well you market it, and how big the demand is for what you're podcasting.

Here are a few helpful tips to help you if you feel like you'd like to give it a try:

**Build your audience**—Building your audience is the only way to be sure you'll make profits in podcasting. There are podcasting networks such as Wizzard Media, Podtrac, and Mevio that love to have podcasters with big audiences.

**Find sponsors**—If you'd like, you can try to find sponsors for yourself. You may be able to do it, but be sure you realize the workload involved.

**Seek donations**—It works for public TV, so why not for podcasting. Sometimes you have to do things to get yourself out there. If you can't find sponsors and want to build your audience, you can set up a button on your site that informs the prospective audience that the show will be available to them for a donation. You won't make a lot of money this way, but you will get people to see what you have to offer. After your audience builds, you can charge a fee.

**Go 50/50**—Give away some things and charge for others. If they buy something, they get something else for free. It usually doesn't even have to be much. It's just the principal of getting something free that will make the sale. After all, if you're selling something that is the same price and quality as another person's and you offer something free, it makes good sense that they'd go with the person who was also giving them something free. Everyone likes to feel they are not only getting their money's worth—they want to get more for their money.

**Show them a little of your information**—This means let them see a little bit of what you have to offer. Make it good enough that they will want to see more. Don't make the free stuff junk. Give them a really good solid piece of information, or let them know how you can benefit them, but they'll need to buy it all to get those benefits. Usually when you do these, they run about 20 minutes of good information. Don't forget...how you benefit them is important. If you make this information valuable, and they see how it will work for them, they'll want more. If you have a series of podcasts, they'll want them all.

**Create your own network**—This definitely isn't going to be something that comes overnight. Building a podcast network, however, is far simpler than building a radio or television network. Once you're able to set one up, you can lineup your programming, and sell advertising for all the different categories you have. This will make you a lot of money.

**Create a brand**—Being completely unknown can make it difficult to get started making money from podcasting. Often, having a catchy brand name for yourself and your information can increase your income to triple what you got before. Sometimes, it can increase even more.

**iPhone app**—You can also sell these apps along with your podcast. Sometimes, you can offer your service for free and make money from a simple iPhone app that only costs the viewer \$3.99. You can do this through a program by Wizzard Media. You simply agree to share the revenue. When you think of the millions of iPhone users, this is something worth looking into.

**Sponsorship + editorials**—You can take your show's editorials and combine them with sponsorship. If you find companies that have products or services that are also used digitally, they'll be more likely to sponsor your podcast. Digital audio book seller is one of these that often does this. It works easily if you recommend their books, which some of your viewers probably read anyway.

## Conclusion

It doesn't matter which form of online money making you choose. You can choose one or even all of the above. The goal is to just focus on giving your audience great advice and tips they can really put to use. If you do that and market it correctly, you can achieve your goal of making money online and you can do it using something you enjoy doing.

Just think how great that would be. Wouldn't you just love to not have to get out of bed early everyday and trudge off to work? You shouldn't run out and quit your day job yet, because it does take time, but it can happen if you want it badly enough.

You've looked at what you do well, what you like, what you're passionate about, what you enjoy, and what you'd do for free. Use that information and take the time to search yourself.

Find something that crosses over in those categories. Think about how you can take that and put it to work for you online.

If you need help figuring it out, ask for the opinion of others you trust, and determine what that something is. Once you figure it out, the hard part is over. Think about it carefully. You've got skills and knowledge others will pay to know. How can you take what you're good at and passionate about and best share your skills and knowledge with other people who need to know that same information?

Once you've done that, select the method of online money making that you feel best suits you. You may start as a once-a-week blogger, and love it so much you do it daily and your readers grow the more you blog.

You may then decide a video would be great too so you could expand your audience. Hey, while you're on a roll, why not write an eBook. Even if you give it away, you'll still increase traffic on your blog. I think you understand what I'm trying to get across to you. It's simple. You have the roadmap—you just need to take

the first step. From there, where you'll travel can be an endless journey of success.

Nike's slogan is important to remember when you're thinking about putting your expertise to work for you online.

You've determined what you're good at and what you love to do. You have to make the choice of whether or not to combine these things and begin to use them in an enjoyable, profitable way.

Stop complaining about the job you do and start loving the job you do. It doesn't matter how good you are at what you're doing now if you're unhappy.

There's no reason to go through life not living up to your full potential. You want to make money online, or you wouldn't have read this book.

That indicates that either you're not happy with what you're doing or you need to make extra money by working at home. Whatever the reason is, you've wasted the time it took you to read if you don't apply anything you've learned.

Getting started making money online is not as difficult as you imagined it was. You know that now. You know what to do. It's time to be like Nike, and "Just DO it!"