



# CASH IN

ON YOUR

# PASSION

How To Turn What You Know Into  
A Profitable Business



## Table of Contents

A New Opportunity .....	2
The New Small Business .....	3
Our Story .....	4
A Shift In The Learning Industry .....	5
Turning Your Passion Into A Profit .....	7
Success Stories .....	8
How Kajabi Fits In .....	10
Four Steps To Success Online .....	11

# A New Opportunity

Did you know there's a huge opportunity right now to take what you're passionate about and turn it into a profitable business?

In this report, we're going to teach you about the new small business that you didn't even know existed.

You might be thinking to yourself, "What's this all about?"

Here at Kajabi, we (Kenny & Travis) work in an incredible space where people have found a way to take what they know and turn it into extra income.

So whether you're hoping to pay off your bills, make some extra money on the side, or even make a big change in your life, this new type of small business presents a big opportunity for you.

In this special report, we're going to teach you:

- What the new small business is and what that means for you
- How other people have benefited from this opportunity
- How YOU can take advantage of this growing industry
- Find out what your passions are
- Learn how to turn your passion into valuable content
- Get your products in front of the right people
- Start profiting from your products

We're very excited to have you join us here, and we're even more excited to present you with all of this information!

# The New Small Business

First, here's a statistic that captures everything about the new small business for selling your knowledge online.

**Over the past 6 years our customers have made over \$300 million.**

That's a lot of money.

And these are just average, everyday people that needed a little bit of money so they can:

- Stay at home with their kids
- Pay off some debt
- Go on vacation
- Buy that dream home one day

At first, they didn't really know that they could do it.

They probably thought in order to make more money, they had to:

- Go back to school
- Get a second job
- Trade time for money

You might be thinking the same thing right now.

Those are all great things (and actually, both of us have done that in our own lives), but we want to talk about something you probably haven't really thought about.

Something that won't require you to trade any more time for money... that you won't need to find 10 more hours in your day to do.

Before we get into all that, we're going to tell you a little bit about our story to give you some context for what we're talking about and how we got to this point.

# OUR STORY

We've been friends for over ten years now, and we used to meet regularly for lunch to talk about about how we could make more money and provide for our families.

In that time, to make a living we both built software for large companies. We also did a lot of freelance projects on the side to try to earn some extra money.

We worked **a lot**.

Eventually, Kenny came out with an idea - he invented a children's "bike wash" out of PVC pipe that the kids in his neighborhood absolutely loved.

We thought to ourselves, "This toy is really popular... what if we start a small business on the side to make some extra money and sell these things?"

But as we got into the logistics of everything, we discovered just how difficult it was going to be to deal with the manufacturing and shipping of it all.

So instead of trying to sell the actual physical toy itself, we decided to sell our knowledge on how to build it!

We realized we could start a small business just by:

- Shooting step-by-step videos
- Creating a PDF with directions
- Selling this information online

...And it worked! And we made money from it.

But back in 2009, this was really hard to do. There just wasn't a good solution for putting your training online and charging money for it.

As software developers ourselves, we thought, "What if we could build a system that could do all of this without any hassles?"

**"What if we could make it so anybody could easily share what they love?"**

And that's where we are now.

# A Shift In The Learning industry

Even though we sort of stumbled into this new kind of business model, we've watched it explode in the past few years right before our eyes.

There's a new kind of industry that has been evolving right in front of you, and you may not even know it.

In fact, some of you have heard people talk about online education and you're thinking about universities with online classes or online schools.

**But the real experts, and the real teachers, are you. It's everybody.**

## **Internet: Curator Of Expertise**

Here's the thing: people naturally go to the internet to search for how to do things.

Anytime someone has a problem in life, you can bet they're going to search the internet.

Here's an example of what we're talking about: Kenny isn't a big outdoors-type of guy... at all. But he likes it.

One day, while out at the lake with his wife and kids, he couldn't figure out how to cast his fishing pole. So he pulled out his iPhone, went on YouTube and learned how to fish from a video he found.

Sound familiar to you?

**The internet is a source for so many people to learn all kinds of things that aren't otherwise easily accessible.**

As for people who made these helpful videos? They became "experts" and authority figures with followings.

And while you could monetize your videos through YouTube (which is very difficult as you would need lots of views for just a little bit of money)...

# A Shift In The Learning industry (CONTINUED)

...What we discovered is that those same people could start a small business by:

- Grouping & organizing their videos
- Connecting with the right people
- Charging a price for them

## Teaching Online Is The New Small Business

When you hear the phrase “small business” you might think of certain things...

- Forming an entity
- Hiring employees
- Raising startup cash
- Getting an office
- Stocking up inventory
- Hiring help
- Working **really** hard

We don't mean that when we say small business. That is the traditional route and doesn't apply to what we're talking about.

This is a brand new opportunity that's hatching. There's a *new way* to do a small business: **Teaching online is the new small business** ...and YOU can do it.

We've seen so many “ordinary” people do this... people who aren't techy, and who don't have expertise in the internet — but they have something to share.

They know something that's valuable for other people.

# Turning Your Passion INTO PProfit

Now, as you're reading this your mind is probably thinking "Wow, this is interesting. I'm good at some stuff...I could do what they're talking about."

A lot of you are here because you have a really strong **"why."**

- You want to pay off bills.
- You want to do something that's greater for your family.
- You want to be able to stay at home.

The traditional way to do that is to trade time for money or invest a whole bunch of money into something that may or may not work. We want to reveal a different way.

We want to teach you how to take what's inside your head, connect with other people, and monetize that information.

**This is something that's so new that the mainstream in media really hasn't caught up to this at all.**

In fact, according to Forbes, *"The online learning industry is poised for \$107 billion in a year."* This is just the tip of the iceberg. We're not talking about certification programs and online universities.

**We're talking about ordinary people sharing their passion and helping others like them.**

That passion could be:

- Golf
- Fishing
- Healthy Eating
- Fitness
- Real Estate Training
- Raising Children
- Pretty much everything!

We've seen people start a business sharing every passion in every niche you could possibly think of.

# Success Stories

We always hear this phrase getting tossed around...

“Start a business around something you love.”

And it’s true. Because if you’re doing something you love, you won’t ever want to quit.

Here are some stories of everyday people who were able to make huge changes in their lives by starting a business sharing their passions.

## **Stay-At-Home Mom**

A stay-at-home mom with a law degree found herself spending all her time at home raising her toddler and newborn baby.

As a way to make some extra money, she decided to take her knowledge of law and share it with other people online.

By making videos of herself teaching different law concepts, she’s been able to start a business where she helps other entrepreneurs understand law.

***Take away: You’ll have a lot more free time at home to spend with your family with an online business.***

## **50-year-old Contractor**

One of our customers is a highly experienced contractor with decades of construction knowledge.

But as he got older, he needed to find a way to make money without having to physically work hard and put more stress on his body.

He began by filming videos showing how to do simple DIY construction projects and selling them to construction enthusiasts...

Now he’s made over half a million dollars with this business!

***Take away: You can leverage your expertise into a profitable online business.***

# Success Stories (Continued)

## Landscaping Business Owner

Another amazing story is of the landscape business owner who was looking for a way to expand his reach after running out of local clients.

He thought to himself, “Okay, what do I do? How do I expand? I either find more hours in my day, which I’m not going to do, or I start hiring a bigger staff.”

But rather than go the really difficult route of setting up satellite offices, he started selling knowledge online about everything you need to start a profitable landscaping business.

Now, he’s been able to create an additional income stream for himself without having to resort to stretching himself thin by expanding his physical business.

***Take Away: Even if you already have a small business, this is for you as well. You can use online learning to expand the reach of your business, much farther than before and in new ways.***

## The Possibilities Are Endless

It’s really amazing for us to see all these great stories of users who made positive changes when things went kind of down economically.

These are all people who decided they were going to make a difference in their lives and the lives of others, and now they’re having tons of success.

We hope that what you take away from all these great customer stories is that you can start a profitable online business selling ANY kind of knowledge.

**And it doesn’t matter who you are or where you come from. You have knowledge that others will find valuable!**

# How Kajabi Can Help You

What is the common thread for all of these stories?

## **Kajabi.**

What is Kajabi? What do we provide?

Kajabi is a platform that literally does everything you need to share information online and get paid for it.

It helps you take your knowledge that comes in any form and sell it online, including:

- Video content
- Audio Files
- Text Documents
- Powerpoints
- Much, much more

No matter what your content is, Kajabi lets you easily add it online, set a price to it, and start selling it.

**Kajabi is an all-in-one system for starting an online business selling content.**

From setting up your first site, adding your content, and then selling it...it's all here.

***And the best part is that you don't need to be tech savvy to do it.***

The last thing we want is for you to be thinking, "Oh, this sounds way too hard."

Because once you see how easy it is to use, you're going to start connecting the dots of how you could take your knowledge and sell it with Kajabi.

**It's about as easy as sending an email.**

# The 4 Steps To Success Online



We've found and identified the four major steps our customers have all taken to sell their content and make money from it.

It's something that we call the 4 P's, and to have a successful online business, you'll need all of them.

**We've also created worksheets for you to help you identify those 4 P's for yourself.**

This way, you're going to have your own blueprint for creating a profitable online business on Kajabi.

# First P: Passion / Problems

The first part of our 4 P's to success online is **Passion**.

This one is obvious: your passion is what you are most drawn to. What subject resonates most with you?

Some people already know they have a passion about golf, cooking, fitness, etc. Those are easy. You already know those.

## Teach Something You Love

To give you an idea, here is Kenny's passion:

When Kenny bought a drone and flew it for the first time, he was hooked.

The first thing he did was go online to learn everything there is to know about flying (and not crashing) drones. All he did was talk about the drone non-stop in the office, and found as much information about it as possible.

If someone had shown him a "Drone Flying School" and charged \$9 for video tutorials, he would have signed up immediately - that's the power of selling information on a passion.

## Solving Problems

The other part of the first P is not just passion. It's problems.

Meaning, what's something you've overcome in your life? Whatever it is, that knowledge is valuable and can benefit someone else.

For example, here's a problem Travis solved that would be beneficial information to someone else.

When Travis was a child, he had a severe stuttering problem from the age of 9 all the way until he turned 18.

Now, he's in front of cameras all the time and you would never have guessed his former struggles.

# First P: Passion / Problems (Continued)

Well, he could easily shoot a video series on how he dealt with stuttering as a child and find an audience who would benefit from what he learned and overcame.

*If we can turn a problem into a purpose it can change people's lives.*

## **You Don't Need To Be An Expert**

So, what's the common denominator with all of this?

**None of this requires you to be an expert or a highly-experienced professional.**

You might think that there are many more qualified people than you and that there's enough videos on your passion already.

The truth is, everybody has slightly different ways of teaching.

You don't have to be an expert to teach people; you just need to have your own experience in doing it.

What has your own experience in your passion taught you? What problems have you solved with it?

**That comes back to the whole reason why we built Kajabi. We believe that everyone is an expert at something, whether they realize it or not.**

Maybe you already know what your Passion is and you're ready to hit the ground running, but if you don't already, take the questionnaire on the next page.

It's going to help you focus your passion into valuable content.

# Finding your passion worksheet

## **Fill in your answers to these questions below:**

What are you passionate about?

What are some of your hobbies?

What are some things you're good at?

What are some things that other people say you're good at?

What are some areas that you have experience or knowledge in?

What is something you've overcome in your life?

What recurring subjects are you seeing?

Write down 1-2 that you feel the strongest attachment to.

# Second P: People

The second P in our 4 P's is People.

By that we mean, who is your potential audience? Who will buy your content?

The exciting thing about selling your content online is that you can find audiences locally and all over the world.

And if you have a digital product or an online course geared for your passion or fixing a problem, there are many different ways to find others out there to put your product in front of.

## **Your Friends & Family**

The first group of your People is an easy one: it's going to be your friends and family - the same group that helped you find your first P.

Because of social media, you can connect to a larger group of friends than you could in the past. You may even have a couple hundred friends on Facebook that could potentially buy your course.

We have a customer whose business started by blogging to her friends. Pretty soon, friends of her friends started visiting, and she built an entire audience that paid for her content.

## **Finding Your Niche Market**

Going back to Kenny's drone example, when he found his passion, he went online and found communities of people just like himself who loved drones.

Alternatively, you can go search sites like Amazon and Google and find people reviewing books on the same topics you're interested.

These are what we call a niche market, which is a group of people that are passionate in a certain topic.

That's a potential audience right there.

# Second P: People (continued)

## **Ad Targeting**

If you're still struggling to find your market, let social media advertising platforms do the work for you.

This might be news to you, but social media platforms are constantly collecting information about users for advertising purposes. Their ultimate goal is to let businesses serve the right ads to the right people.

For example, have you ever been on Facebook and glanced over at one of the ads on the side or in your timeline? You think to yourself, "This ad seems to know my interests very well..."

Well, this is all intentional.

Advertising platforms are a very effective way for identifying and targeting your potential audience, so that you can get your product in front of them.

Complete the worksheet on the next page to identify and narrow down your audience.

# Identifying Your Audience Worksheet

**Fill in your answers to these questions below:**

**1. Post this to Facebook and write down who is interested.**

“Hey, I’m really good and passionate about \_\_\_\_\_ (ex: finances).  
I’m thinking about making a simple online course about it.  
Would you be interested?”

Potential audience:

**2. Search online for “[My passion] community” and write down what you find.**

Online Communities:

**3. Search for blogs on your subject and write down the most popular.**

Blogs in my niche:

# Third P: Product

The third P to a successful online business is having a Product.

Your product is the actual content that you will be selling.

So, what's content? What does that even mean?

Well, content can come in many, many forms; it's what your audience will be consuming.

## Why Video Content Is Extremely Valuable

Here at Kajabi, our favorite form of content is video. Video is a valuable piece of content because its multisensory nature helps form a stronger connection between you and the audience.

We think one of the most valuable things you can offer is a video course.

We recommend that if you're just getting started, the first product that you should think about creating is a simple series of videos.

You might be thinking to yourself that you don't have the proper equipment to film a high quality video.

Actually, **you most likely have everything you already need** - you can just pull out your phone, put it on record, and start filming.

We mentioned earlier about the landscaping business... his course was shot entirely on his iPhone!

You might also be thinking right now, "I don't feel comfortable on camera. I don't see myself selling anything on video."

First of all, people want to see the real thing.

Neither of us are pros on camera. We are just real, ordinary guys that have a passion for helping other people sell their passions.

# Third P: Product (continued)

The truth about video content is that...

- You don't need to be an expert spokesperson.
- You don't need to have the best looks in the world.
- You don't even need to be on camera if you really don't want to.

Sharing your knowledge might be best accomplished with a PowerPoint or a Keynote. You can turn that into a video course where people hear your voice as you have something else on screen. The point is that there really isn't any limit to what you can do with video, and it's all highly effective.

## **Focusing Your Passion Into Consumable Content**

Now that you've decided what form your content should take, you need to think about what kind of online courses are effective.

One of the most valuable types of courses that people will gladly pay money for is when you show them a solution to a problem they're having.

For example, if your passion is in fitness, a common problem many people have in that market is trying to lose X amount of weight in X amount of days.

Well, that has huge potential to be a valuable online course! You could create a course that goes through all steps necessary to lose that weight.

To continue with our example, your course can look like this:

- Step 1: What foods they need to be eating
- Step 2: What kind of training regimen they should follow
- Step 3: How much running they should do

This can go on for a certain amount of steps, but the point is that if your audience accurately follows your training program, they can expect to reach their goal of losing X amount of weight by the end of it.

The promise of that transformation and the results of reaching it is extremely valuable... and none of this is difficult to do yourself.

# Turning Your Passion Into A Course

**Fill out the forms below to help narrow down your passion into a consumable course.**

What is your passion?

Who is my audience?

What are their pain points?

What is my audience hoping to learn or accomplish?

Write down each step your audience will need to take to get to their end goal.

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

# Fourth P: Profits

The fourth and last P to having a successful online business is, of course, Profits.

After all, that's why you're here.

Your online business is going to make a Profit if you:

- Have a passion
- A product in that passion
- Your product is in front of the right people

If you have all these in place, then profits will naturally follow.

## Can I Really Monetize This?

Now, one of the questions you might have is, "Won't people just go on YouTube if they want to learn something?"

We get that all the time.

**Here's what you need to know: the internet has involved into a curated experience.**

For example, Google has been amazing in teaching us all kinds of things. It's made the average person into an expert that can connect with a lot of people.

If you're not sure people are going to pay, go to Amazon and you'll realize, "Wow, there's a book about drone flying for \$19...They have 85 reviews. People are buying that product."

We've seen this firsthand for ourselves.

Another one of our customers is a group of three stay-at-home moms. Even though they all live in three different regions, they work together online to build a fitness business for extra income.

**In just a few short weeks of selling fitness videos they made \$14,000!**

# Fourth P: Profits (continued)

## Setting Goals For Yourself

We want you to think about a realistic scenario in which you would want an extra amount of money per month.

1. How much money would you want? Is it \$100? Is it \$500? Is it \$1,000?
2. Think of that number. Then think about your list of passions and what you have to share.
3. Then start thinking, “Okay, I think I could see somebody paying \$9 for this course, or \$20 for this course, or whatever.”
4. Then do the math. Divide it out and see how many courses you would need to sell per day to achieve that goal.

I think you’re going to be pleasantly surprised to learn that you really don’t need to sell that much to reach your goals in a short amount of time.

You’ll learn that breaking it down makes it more attainable to you.

Fill out the worksheet on the next page to get a concrete idea of what your revenue goals look like.

# Calculating Your Revenue Goals Worksheet

**Fill out this formula below to get a concrete idea of what your your revenue goals look like.**

“I will create a product priced at \$ \_\_\_\_\_.

I will sell \_\_\_\_\_ of them per month to get me \$ \_\_\_\_\_ per month.

When you start putting numbers on a piece of paper and breaking it down, you’re going to realize the possibilities of what you can do with selling your knowledge online.