



5 ways to make money online with your brick-and-mortar business

Build stability into your overall business and diversify your revenue streams.



With the [e-learning market](#) booming and expected to reach over \$374 billion USD by 2026, there's never been a better time to become a knowledge entrepreneur.

Even more exciting, knowledge commerce is not just for people who have digital-only businesses. More and more entrepreneurs are using the digital boom to expand their audience and diversify their income.

With the right tools a brick-and-mortar business and an online business can go hand-in-hand. They can work with each other to build stability into your overall business and diversify your revenue streams.

Whether you have a bakery, hair salon, yoga studio or other physical business, here are five ways to make money online with your brick-and-mortar business.



Section 1: Teach others how to start or operate a similar business

Think back to when you started your physical business: how much would you have paid to avoid all the hurdles you've faced? Aspiring business owners today are just as eager to pay for that knowledge.

You can create online courses, e-books or other digital products about running a business. There's a large market for teaching existing and aspiring business owners how to start/run a business like yours. Unlike an MBA or general business advice, your knowledge could be extremely valuable because it's tried-and-true advice from someone who has actually done the work and learned real life lessons along the way.

Get as specific as you can. If you run a restaurant, focus on the specific aspects of running a restaurant that other owners would want to know. This could include:

- How to secure a liquor license
- How to find and evaluate suppliers
- Analyzing the cost per dish
- How to create seasonal menu items
- How to hire the best staff for the front and back of the restaurant

If you're thinking, "I don't want to give away my secret sauce," that's understandable. You can still deliver a lot of value without giving away your proprietary information.

Plus, most of your clients or students could be in a totally different geographic area where they would never be competition for your in-person services. It doesn't hurt a restaurant owner in New York City if they can teach an up-and-coming restaurateur in Miami, or even in another country.

As an example, let's look at Kajabi customer Greg Todd. He was a physical therapist for 12 years and saw a huge gap in his industry, so he started consulting other physical therapy practices.

There were so many things that traditional education did not prepare these physical therapists to tackle. They knew how to do physical therapy, but they had no idea how to handle the business side of running a physical therapy practice.

Greg realized that these people needed his help, but in-person consulting was not something that he wanted to do long-term.

Greg took a different approach. He used Kajabi to package and sell his consulting in the form of online courses. This gave him the ability to reach a larger audience and share his knowledge with other physical therapists without being physically present.

The result? He's able to help physical therapists all over the world and scale his own business in the process, without having to sacrifice his work/life balance.



Section 2: Hold virtual classes in addition to your in-person classes

Teaching virtual classes is another great way to transfer the skills from your existing business into an online revenue stream and create a convenient option to reach your customers in far away locations.

Let's take a yoga studio as an example. Your yoga classes are limited by the physical space you're in because you can only fit so many people in per square foot.

You could host virtual yoga classes to supplement your in-person classes. This could include live-streamed sessions or recorded yoga classes. You could even offer things like digital checklists, quizzes or other engaging digital content to help your online customers get further into the experience.



The best thing about this model is that you're not limited by physical space. Your yoga course could serve hundreds or thousands of customers at a time and your costs won't go up.

Here are 3 indicators that a virtual class may be a great knowledge product to add to your business.

1. You can translate your in-person class skills to a virtual medium.

This means being able to technically support a virtual class with a great visual, audio, and streaming setup. Students will expect a reasonable production quality so they can feel like they are recreating the in-person experience.

2. Your topic is something that can be learned independently.

Since they can't participate with you remotely in the same way they can in person, virtual classes work really well for things like hobbies, fitness and lifestyle changes. .

3. You have an existing audience that you could convert into virtual customers.

You don't need a huge audience, but you need some kind of digital customer base to make offering the virtual classes worth your time. Get active on social media and develop a landing page that will capture email addresses to grow your subscriber list. Ask the patrons of your in-person business to start spreading the word to their networks. These can help you build your customer base for your virtual class offerings.



Section 3: Provide online content that supplements your services

If you have a service business, you can sell online content that supplements your “main” physical business. This is a great way to extend your business in a way that’s beneficial to your customers.

Let’s say you have a hair salon. Your main revenue is driven by services for hair appointments. But those customers could also be interested in online courses or content about:

- How to better handle their hair
- How to style their hair
- How to treat and maintain their hair
- How to do at-home touch ups
- And more

Because they’re coming to your physical business for services, you already know they’d be a good target audience for similar online content. This can apply to virtually any business niche.



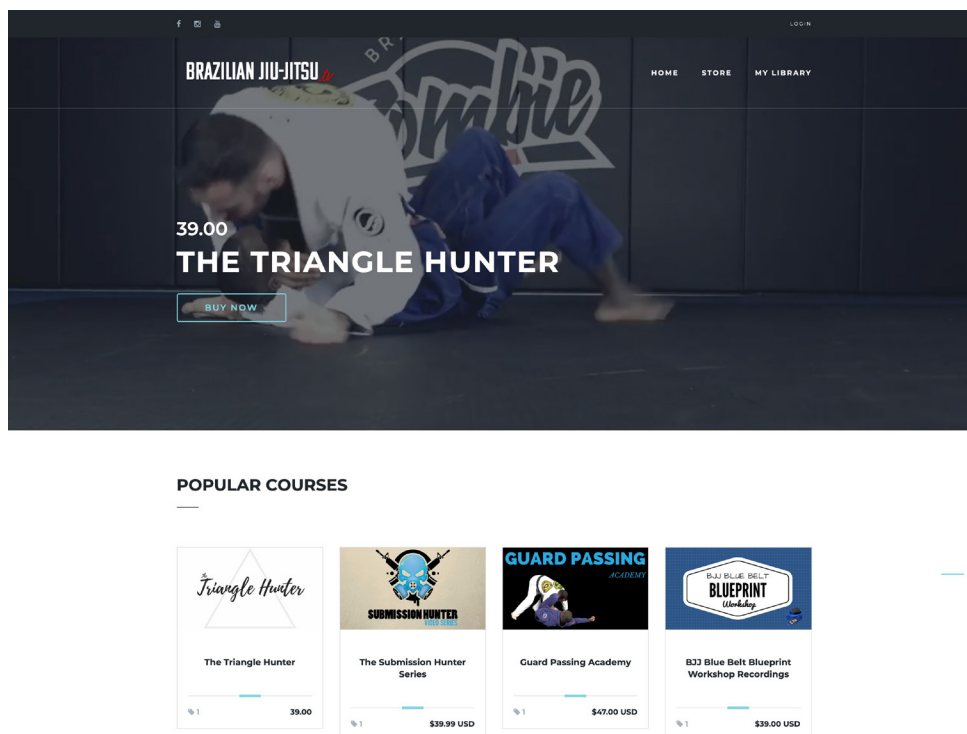
One great example is Kajabi customer [Jeremy Henderson](#), a Brazilian jiu-jitsu instructor.

Jeremy had hustled to open one physical jiu-jitsu gym, but he quickly outgrew the space. Instead of finding a job to fund the opening of a second gym, Jeremy decided to take his martial arts teaching online to generate more income.

It didn't take long for him to find out that WordPress was just one big headache. But when Jeremy found Kajabi, he discovered how seamlessly he could build a business creating online courses.

After six months, with the help of Kajabi, he had enough money to open a second gym. Even though his focus was his brick-and-mortar business, Jeremy discovered something about the internet — it gave him limitless access to new customers.

Just like with Jeremy, online content can allow you to tap into potential customers who may be outside of your service area or those who would not otherwise be patrons of your physical business.



Section 4: Create an online community around your business

Consumer behavior is changing. Your customers don't just want transactions, they want relationships and community. The Internet is a great way to build those communities.

Using social media is an easy way to create a community around your business. At a minimum, you should:

- Create a social media page for your business
- Respond to questions and complaints
- Share information about your business, as well as other valuable content

But you can go even further to build up an online community. If you're looking to earn recurring revenue with a digital product, membership sites might be the perfect option for you. Membership sites allow you to deliver information or digital downloads to customers on a monthly, quarterly, or annual subscription basis.

Members get access to premium content, exclusive group discussions, Q&A sessions, and workshops. Each month, they're alerted when new content is ready, and they log into the membership area to find it.

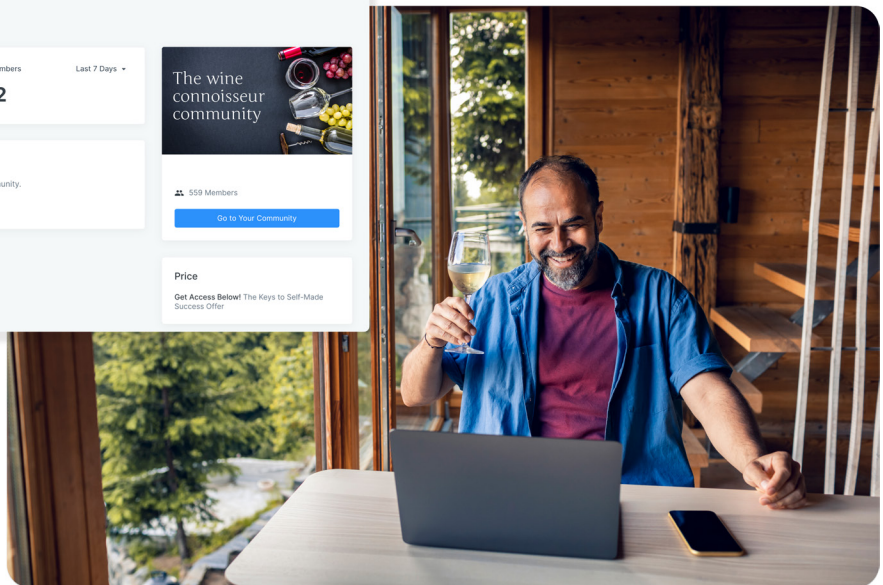
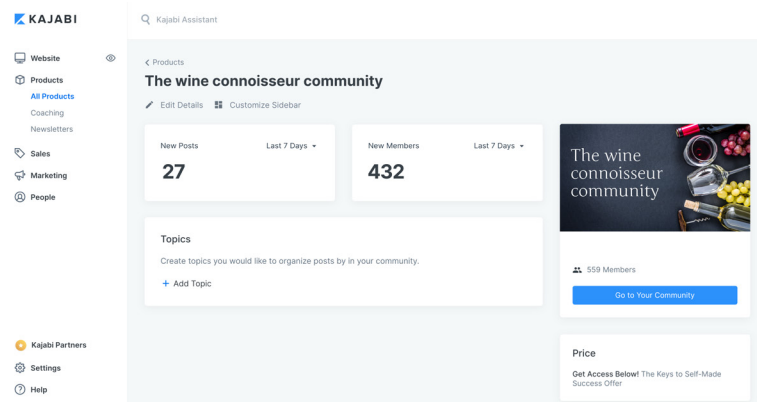
While keeping a membership site alive needs more commitment than creating and selling a one-off course, the payoff can be worth it. The monthly subscriptions create a recurring revenue that you can count on.

If you're not ready to take on a full membership site just yet, there are other options. A Community site is similar to a membership site, but relies more on community interaction and engagement. The goal here is to provide a learning and networking space for people with similar interests. Rather than delivering monthly content and training, you create a space for people to interact, learn from one another, and build relationships.

Communities may be paid or free. Course creators often create a free community for students of their premium courses. They may also create a paid community (delivering more focused mentorship, etc) that serves as an upsell to their course. In both cases, the community helps members interact with other students, enhancing their learning experience.

To create a thriving online community, you need to moderate it well. This means setting up rules about what members can post, not allowing off-topic blog and content promotion, and leading discussions on a regular basis. A number of communities also run AMA (Ask Me Anything) chats with leaders in their niche so that members can learn from experts in their field.

Building a community can pay off in many ways. It can lead to more direct sales at your physical store, boost your brand awareness, and most importantly, result in happy repeat customers. It can also be a great place to market the other digital products that you offer.



Section 5: Form an online coaching program

If you're passionate about your topic and want to help people achieve success faster, online coaching may be a great digital product to consider.

The best online coaches have specialized knowledge and experience in a specific domain, and they help people achieve their goals in that field. They may provide expert advice on a wide range of topics such as health and wellness, personal finance, career growth, and business management. Online coaching generally entails one-to-one or group coaching sessions where coaches discuss their clients' goals and progress, and provide feedback.

Here are five signs you may be well suited to offer a coaching program:

- **You want to provide a curated experience for clients.** With coaching, you'll be forming closer relationships with your students and can tailor their experience.
- **You're looking to charge a higher price for your focused time and attention.** People may be more likely to see the value in a coaching program because they know they are getting a personalized experience, not just the content.
- **You have a smaller network or audience that you're looking to build.** Many coaches need fewer sales of a coaching program to see the same revenue from selling courses, which is helpful if you don't have a huge audience yet.
- **The knowledge you're teaching requires you to give individual attention.** If your value to the student involves your expertise being applied to their specific situation, coaching is a natural fit.
- **Your topic/niche requires in-depth knowledge of the client or student.** You often have the opportunity to learn more about your students with the coaching relationship than with an on-demand course.

Kajabi customer Lauren Bongiorno is a Type 1 diabetes health coach and author. She helps people get control of their diabetes through personalized virtual coaching. She works with her clients to create a routine for their workouts, plan a diet they can follow, reduce their anxiety, and improve their relationship with food. She offers one-to-one as well as group coaching sessions.

Use Kajabi to make money online with your physical business

It's a great time to become an online creator. The world's transition to digital learning and interactions have been fast-tracked over the last few years. That makes your transformation to digital entrepreneur easier than ever.

Kajabi is the ideal platform to help your physical business expand online. We provide all the tools you need to build your online content, market it and sell to your existing and prospective customers. You can design a beautiful website, build and host a digital product like an online course or membership site, foster a community, automate sales with a pipeline, manage email marketing campaigns, track your results with analytics, and so much more all from the same easy-to-use dashboard.

Kajabi is ideal for business owners who want to focus on building digital content and earning revenue instead of struggling with costly tech integrations.

[Get started with your 14 day free trial of Kajabi today.](#)