

How to sell your knowledge with the right digital products



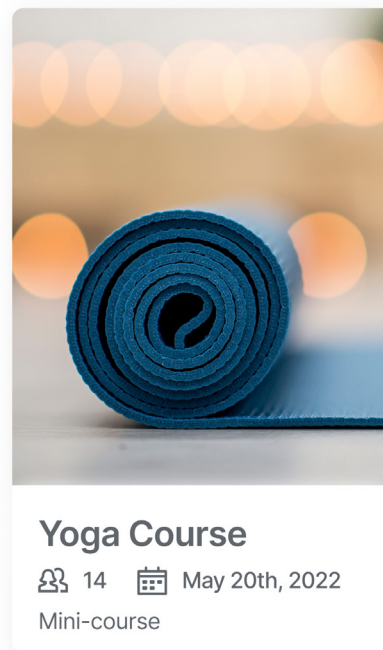
Get started with your passion on Kajabi

Mark Twain once said, “The secret of getting ahead is getting started.”

You’re here (welcome!) because you might be a budding entrepreneur or you’re already an established business owner who wants to take your knowledge online.

The creator economy encompasses over [50 million creators](#) - any industry, niche, or topic under the sun has something to offer. Whatever your passion, you can successfully monetize your existing knowledge to create a thriving and impactful business - we’re here to tell you how.

In this guide, we’ll show you how to get started in the creator economy and use your expertise to help others while creating a sustainable and lucrative business. Plus, we’ll share real-life success stories to show you the endless possibilities of how you can turn your passion into profit.



Create online courses

If creating an online course intimidates you - don't let it. In fact, in 2021 alone, online courses made up [41% of products created on Kajabi](#), making it one of the most popular ways for knowledge creators to monetize their skills.

As the world has moved in a digital direction, online learning has become a tool for many purposes and for people of all ages. Enter - you and your passion. Maybe you're a teacher who wants to instruct other educators on managing a classroom. Or, you're finally ready to share the cooking hacks you learned from your grandma. Perhaps you want to make a course about meditating.



How to make Grandma's family recipes - Online Course

course



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May 20th, 2022

Whatever knowledge you want to share, Kajabi will help you create mini or in-depth courses. Once you do your research and plan your modules, we provide pre-built course templates so you don't have to stress about being tech-savvy. After your course is published, you'll see your audience, and more importantly, your income stream grow.

How a former teacher uses courses

Jamie, a former teacher and founder and CEO of Not So Wimpy Teacher, empowers and helps other elementary school teachers succeed in the classroom. By offering courses, digital downloads, and some free content, Jamie enables teachers to save time and master the art of educating their students.



Hero Highlight

Jamie Sears

[Not So Wimpy Teacher](#)

How Jamie got started:

"I started my business because I wanted some more activities for my kiddos to do in the classroom, but I couldn't afford it. And so I had this thought - I will make one activity and I'll sell it to some other teachers. If I make \$20, I could buy \$20 worth of activities every month for my kids."

Making a difference:

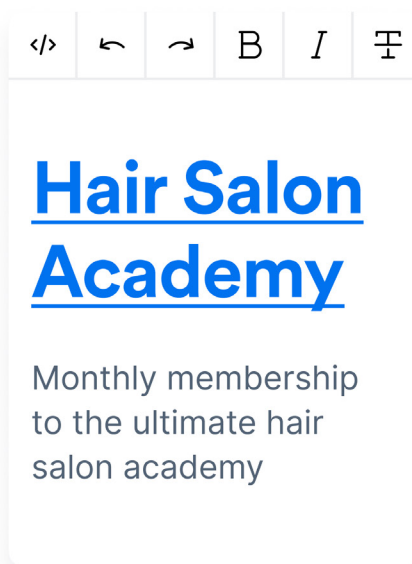
"It's okay to like making some money, but I realized that my impact would be bigger if I stayed home and created resources and helped classrooms across the country. I loved my impact in the classroom as a teacher, but I only had 25 kids at a time."

"If I made resources and hundreds, thousands of teachers bought them, then I would have tens of thousands of students using them. That felt like a bigger impact."

Start a membership site

Memberships are a great way to set up recurring revenue as a creator - subscriptions enable you to receive guaranteed revenue at scheduled times. Fun fact: Kajabi customers who offer subscriptions and one-time payments [earn nearly three times more](#) than those who offer only one-time transactions.

We know what you're thinking - another subscription service? But, this is different from a streaming platform or meal delivery kit. Your content and knowledge are unique to you - members will see the value and pay to have access to exclusive content found in online communities, live workshops, or private podcasts. Your expertise will encourage your audience to join but also stay.



How a music producer uses a membership site

Bobby's membership program, Hit Makers Club, helps members improve their music production. He provides training modules via online courses with downloadable content and a library of production techniques. What makes the membership special compared to his courses is that members also get access to community and live webinars.



Hero Highlight
Bobby Owsinski
Mixer, producer, and writer

How Bobby got started:

After working as a musician and college-level music instructor, Bobby turned to writing, first for magazines. He published his first book, *The Mixing Engineer's Handbook*, in 1999. Bobby has written many other books and contributed to other publications along the way.

Making the jump from writing to a membership site:

"I had written over 20 books, and I realized if I wrote another book, my income would not necessarily go up that much. But a copywriter, Steve Harrison, had an online course for authors to help them make online courses."

"I'm in the music business and that's what I write about - mostly on recording and production. Now, my courses teach how to make the student's music sound better so it gets more streams and sales."

Become a coach

Hint: we're not just talking about being the next Phil Jackson or Ted Lasso. Coaching on Kajabi is another way for you to share your passion and knowledge, but on a more personal level.

Through coaching sessions, you can build meaningful relationships with your audience and see your impact up close. For example, if someone wants to go beyond watching your YouTube or TikTok videos on career advancement, you can coach them while they try to land their first management role. Or maybe you host weekly tutoring sessions for a language course you provide.



Learning Guitar - Coaching Program

👤 25 📅 6 sessions

Title

Welcome to the coaching program

<https://zoom.us/j/78674996>

<https://zoom.us/j/79298329>

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The great part about coaching is that it requires minimal content production and allows for flexibility in designing short or long-term programs. Coaching can fit into your schedule and be a steady source of income while you work your full-time job or invest in other projects - *cha-ching!* Kajabi's coaching product will help you stay organized so you can focus on the best part: connecting with your audience.

Entrepreneur tips from a sobriety coach

On Kajabi, Craig Beck offers both courses and coaching. As an International Coaching Federation accredited coach, Craig's coaching program serves those focused on sobriety and those looking for support in overcoming other challenges. With coaching, he can directly help people identify negative patterns in their lives and achieve positive outcomes.



Hero Highlight
Craig Beck
[Sobriety Coach](#)

How Craig got started:

Like many knowledge creators, Craig Beck turned his life experiences into the basis of his book and subsequent online business. After becoming sober, he wrote *Alcohol Lied to Me: The Intelligent Way to Escape Alcohol Addiction*. His focus is on helping people understand what is driving their need to drink as the basis for overcoming addiction - rather than relying on sheer willpower.

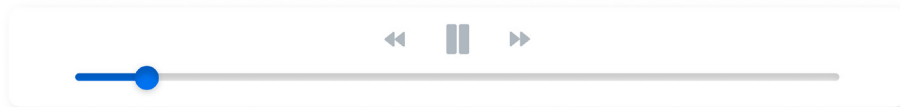
Craig's recommendations for creators:

"Create content on a daily basis because you love the subject that you talk about and because you're passionate about it. Understand that the knowledge you have is valuable, and don't be afraid to charge a premium for that."

"Charge a price that reflects the transformation that your product is going to make for other people."

Host a podcast

Okay, we'll admit - it feels like everyone has a podcast these days. But, if you are an expert in something - why not share it? From true crime all the way down to comedy specials, podcasts are an integral part of people's content consumption. You can invite guests on to discuss certain topics and tell stories, or just chat with your best friend while still providing value to your audience.



A key part about podcasts is that they can supplement your other digital products as your audience will follow you there. And psst, more content = more \$. Kajabi customers who launch podcasts [earn 26% more](#) than those without one. You can offer podcasts for free but still monetize them using sponsorships and ads, plus podcasts make great exclusive content for your membership site. Remember, diversifying your revenue streams will be key to maximizing your profits.

If you already have a podcast, you can easily import it into Kajabi so you can manage all of your business in one place.

How a CPA started her online business

Amanda's course, the Strategic Tax Savings Program, is a six-week program that shares the specific action steps real estate investors must take to receive significant tax savings year after year. The course teaches core real estate tax strategies in the modules and includes live sessions, tax tools, and checklists.



Hero Highlight
Amanda Han
[CPA and Tax Strategist](#)

How Amanda got started:

The idea for Amanda's business came to her on a cruise ship after she realized that the books she brought on tax-saving strategies were putting her to sleep. She set out to write a book that was more relatable and beneficial and eventually started her CPA course.

Making the jump from a book to an online course:

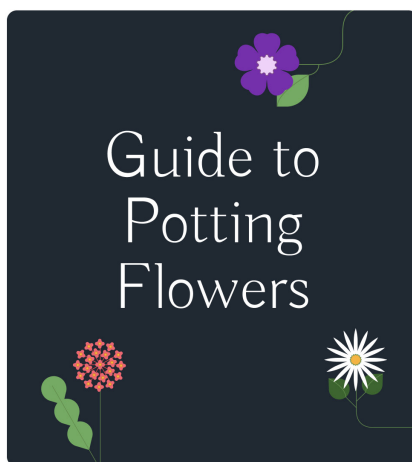
"A lot of people who enjoyed my book had reached out and wanted to know what the next steps were."

"Through my book, people learned what the tax benefits of real estate investing could bring. The next step people wanted to know was the how."

Offer Digital Downloads

Everyone loves a good downloadable. Worksheets, specialized calendars, diet plans, checklists, or daily journal prompts are all examples of easy and highly useful digital downloads your audience will love. You can even have companion downloads for readers to use while reading your ebooks or taking your courses.

Easily upload your downloads as pdfs throughout your online courses, send them through email, or even add them to your website on Kajabi. A bonus of selling digital downloads on your own website is that you get to keep everything you earn - no need to give a percentage to online marketplaces.



Download now 



Take the next step: develop and launch your content

We know you're dedicated and ready to start with your knowledge business. With Kajabi, you won't have to worry about technology barriers or where to start - we have you covered with all the resources and tips you need so you can focus on sharing your passion.

Below are some checklists and questions along with resources to help you get started:

Online Course

Read →

- ☐ [How to create an online course](#)
- ☐ [Complete guide to making a mini-course](#)
- ☐ [6 examples of courses to inspire you](#)

Questions to Ask →

- What do people constantly come to me for help with?
- Who will be my main audience for my courses?
- What is a pain point in my area of expertise that I can help solve?



 The Keys to Self-Made Success

 From idea to billion-dollar business

 Online business tactics

 Technology demo

Membership Site

Read →

- ☐ [How to plan your membership site](#)
- ☐ [How to create a successful membership site](#)
- ☐ [5 biggest membership site benefits](#)

Questions to Ask →

- What content will I offer to everyone versus my membership site only?
- How can I enhance the value of existing content for my members?
- What will my cadence be for my membership site?
- Will I be able to post content weekly or monthly?

Coaching Program

Read →

- ☐ [Coaching program template: get started fast!](#)
- ☐ [When to choose coaching vs. online courses](#)
- ☐ [Tutorial: Get started with coaching on Kajabi](#)

Questions to Ask →

- What do I want out of a coaching program?
- What types of 1:1 coaching will I offer my students?
- How much time can I give to coaching sessions?



✓ Session 1

📅 Session 2

📅 Session 3

📅 Session 4

📅 Session 5

Podcast

Read →

- ☐ [How to start a successful podcast](#)
- ☐ [Why you should offer a paid podcast subscription](#)
- ☐ [How to measure podcast performance](#)

Questions to Ask →

- What type of podcast do I want, and what knowledge will I share?
- Will I monetize my podcast with advertising or with a membership site?
- How will my podcast differ from my other content mediums?

Digital Download

Read →

- ☐ [Tools to create an ebook](#)
- ☐ [How to price an ebook and online worksheets](#)
- ☐ [How to use Kajabi + Canva to deliver a PDF report](#)

Questions to Ask →

- Do I have existing resources I can sell on my site?
- Can I repurpose my existing content, whether it be blogs or resources, to create an ebook?

📁 Advanced Tips	+ Add Content	✓ Published ▾	^
📄 Advanced Tips		✓ Published ▾	
📄 Going Beyond this Course		✓ Published ▾	

Launching Your Product

Read →

- ☐ [Digital marketing for your knowledge business](#)
- ☐ [5 ways to have a successful product launch](#)
- ☐ [What to do after you launch your online course](#)

Questions to Ask →

- What are my goals before launching?
- How will I measure the success of this launch?
- What reusable marketing assets do I have from this launch?



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Purchases
Last 30 Days

\$50,248

Net Revenue
Last 30 Days

\$389,421

Net Revenue
All Time

Feeling inspired?

We thought you might be. If you're ready to launch your knowledge business, start your free trial with Kajabi today.

[Start my free trial!](#)