



# Teaching Sells

*Forget Everything You Know  
About Making Money Online...  
And Start Making Some*

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Want to have a profitable online business?

Here's the part where I tell you all about how fabulous it is to have a purely online business.

And then I tell you how you can have the lifestyle you want, live where you want, and have unlimited income potential—all from publishing online.

What's that?

You mean you've already heard all that stuff?

Oh... You've already been *sold the dream*, over and over.

Now you're looking for a way to make the dream come true *that actually works*?

OK.

Let's just jump straight to that part.

### ***If Only You Had Started Earlier...***

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If you've been paying attention to what's happening online, you've already seen the power of social media first hand. You've seen how regular people have built audiences that allow them to make money online, or to take an existing or new business to a completely new level.

But it's competitive out there. You find yourself thinking, if only I had started earlier...

The truth is, it's still *way* early. Much earlier than you might think.

There's never been a better time in history to be a person who can clearly communicate ideas. Right here and now, and certainly going forward.

The problem is, lately everyone seems to be doing the same thing, and that limits the number of possible success stories. What's worse, what everyone else is doing *usually isn't the best way to do it*.

If you want to make money with an online content business, you most certainly can. And despite all the advice that's flowing from every direction related to blogging, AdSense, and affiliate marketing, the prevailing wisdom ends up as a waste of time for too many people.

The answer is far simpler than you might think it is. Let me share a quick anecdote—one that appeared in an episode of NBC's *The West Wing*—that illustrates what I'm talking about.

### ***NASA and the Zero-Gravity Pen***

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Back when NASA started launching manned spacecraft in the 1960s, they found out that the astronauts couldn't use pens to write with while in space. The ink wouldn't flow down through the pen in a zero-gravity environment. NASA decided to retain a man named Paul Fisher to design a pen that would work in space.

A mere \$1.5 million later, they had a solution. NASA now had a pen that worked in zero gravity, in a vacuum, and in a drastic temperature range.

The Russian cosmonauts had the same problem, of course.

So they used a pencil.

Now, this anecdote isn't historically accurate, and has become a bit of an urban legend. The truth is both the US and Russia used pencils at first, and Paul Fisher independently created the pen and sold 400 of them to NASA for a song. The reason the exaggerated story is so widely embraced, though, is **because it rings true**.



*We often expend large amounts of time and effort creating elaborate solutions to problems when a simple answer is right under our noses.*

What's that got to do with content?

## ***The Best Way to Make Money with Content is Simple***

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If you're blogging or otherwise creating content online in the hopes of making money, there's a good chance you're following a fairly complicated and time-consuming strategy. You've got to publish every day and attract lots of links, so that after a year or so, the Google Gods will bless you with plenty of long-tail search results that will bring you traffic.

Once that happens, you'll have to keep blogging for another year, and hope to build page views, so you can make money with AdSense or some other form of advertising. The money is pretty meager, but if you work hard, maybe one day it will add up to enough—if you just keep at it and never ever quit producing more and more free content.

*Or you could simply create content once and sell it over and over.*

If you think this isn't pragmatic, you're in for a shock. Tell me the niche you're publishing in now, and I'll show you someone who is selling the same basic content and likely making more money than you.

How simple is that?

That's the simple solution to making money with content that has been around for centuries, and it's still going strong.

If you want to make money with content, *charge for it*.

Here's the great thing. What you already know about social media is more valuable than you think, because a lot of people charging for content have no clue. With a simple change in perspective, you can start making real money much sooner than you might from your current path.

So what about this blogging thing?

## ***Is Blogging Dead?***

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No, of course not. It's just getting started.

However, I've always viewed blogging as an *attraction strategy*, rather than an activity that results in revenue independently via advertising. And of course the idea that selling advertising is an automated process is a crock perpetuated by Google AdSense.

If you're not making loads of money with AdSense, but you've got tons of page views, you'll need someone actively selling your space in a very competitive marketplace. To make money online, you're always selling something—even if it's just space on the page.

My perspective on the true nature of free online content is the result of a hard lesson learned back when I started publishing online in the late 1990s. Back then, the most prominent strategy for making money with free content was email publishing. I was fascinated by email publications that offered everything from tech tips to simple daily jokes, and yet made hundreds of thousands of dollars in advertising revenue (or so it seemed).

Boy, did I learn a thing or two from that.

## ***The Lesson I Learned About Advertising-Supported Content***

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The ezines I created had solid content—they got glowing reviews in other ezines, in newspapers, and in magazines like *Entertainment Weekly*.

What they didn't do was make a lot of money.

I had come to the ezine game a bit late. It's just like with blogging for ad dollars today as it was back then—it takes a huge investment of time and effort to earn money from free content and advertising. I realized that to make money from advertising, I was going to have to learn how to attract sponsors, rather than wait for people to beat down my door.

Then, the bottom fell out.

When the dot-com fiasco imploded in the spring of 2000, the online advertising market all but disappeared, especially for small independent publishers. Somewhat despondent, I took comfort in the fact that I had been supporting myself the whole time both as a lawyer and a marketing consultant with very little promotional effort. I had been simply using ezine publishing strategies to promote my services, and this had easily made me more money than advertising ever had.

I shifted gears and started using content to market other virtual service companies in 2001. I built a company that had no employees, no true physical presence, and no offline advertising into a multi-million dollar selling machine.



The money was good, but management of even independent contractors in the offline world was a pain, so I also worked on creating my own products to sell online.

Now, these were not your typical ebooks telling people how to sell ebooks or other Internet marketing stuff. My model was to partner with people who had the right credentials, collaborate on information products (usually with a business-to-business or health and wellness focus), and then I sold them online using every strategy I had learned over the years.

In 2005, I got out of my offline businesses completely and went totally online. Although I started Copyblogger in January of 2006 and it does make money from sponsorships, I bring in the bulk of my income from *selling content* through various web properties, not giving it away.

And business is getting better, not worse.

### ***Forget About Blogging for Bucks and Make Some Real Money***

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Copyblogger has allowed me to raise my profile to the extent that I have a wider choice of partners to collaborate with on profitable projects. Most of what I do is behind the scenes—I produce web projects and let other people be the stars.

It's worked out well economically.

But I'm not the type to wave big checks in the air or flaunt my income. It's not my style.

I will say that my blog is one of the most popular in the world, and yet the revenue it brings in from advertising is laughable compared to what I make from my other online projects.

The fact that Copyblogger brings in some sponsorship revenue is very cool, but I don't depend on that money to pay the bills. That revenue could disappear tomorrow and it wouldn't matter.

So, blogging can be vitally important, but most likely it will open doors for you that *lead to* revenue or help you promote things you are selling, as opposed to generating a ton of money from advertising. On the flip side, many of my projects involve no blogging at all (although I'm always using blog software), and only small amounts of free content for promotional purposes.

I'll talk about that more in a bit. But first, let's figure out how we got in this mess of believing that the only way to make money online is by giving away overwhelming amounts of free content.

## ***The Tyranny of Google***

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The reason people are stuck inside the “free” box, with many entertaining the silly notion that no one will pay for content anymore, is mainly due to two things. One is Google, with its twin stranglehold on traffic and the “do-it-yourself” monetization technique called AdSense. The other is a misunderstanding of “the long tail,” a phrase coined by Chris Anderson of *Wired* in a magazine article that later became a book.

First, let's tackle Google.

If there's ever been a perfect case study of a company that made a rapid ascent to just a bit **too much** power, Google immediately comes to mind. When Google achieves what many believe to be its goals in mobile

communications and internet access for all, they will be a monopoly that makes Microsoft look like a poorly-located lemonade stand. But let's stick with looking at Google today, since the company's power over the small independent content producer is already pervasive and frightening.

There's many a "business model" that relies completely on Google—Google Search for traffic and Google AdSense for revenue. And there's an even larger amount of so-called business models that rely almost completely on Google for traffic, even if the money comes in via other means.

I think you know what happens to the money when the traffic stops.

I use the term "business model" above loosely, because a model that is entirely dependent on an outside company, for either traffic or revenue or both, is not really sound. You're not in charge and you have very little control, because if Google decides to change the rules, you're out of luck. Based on that, I would argue that relying on Google is not a business at all.

*I'd say you work for Google.*

Even though that's not literally true, you might as well see it that way. When one company can kill your income overnight—without notice or justification—that's simply not a good business. Google can effectively lay you off at any time, with no notice, no severance, and you never had benefits to begin with.

Sound attractive?

There have been plenty of published accounts of AdSense accounts being terminated, without reason or notice. It's happened to more than one friend of mine. There have also been high profile cases of Google stripping long-time publishers of their search engine rankings, either as a penalty or simply arbitrarily. This has also happened to friends of mine, and trust me when I say you would recognize their names if I was at liberty to tell you about it.

But perhaps the most evil aspect of the Google model is the way they rank websites. Google's algorithms are not as advanced as they would like you to think. A site is deemed trustworthy by how many links it has and the text those links contain, but also simply by *how old the domain is*. There are tons of inferior sites at the top of the most lucrative search results, while newer, better content stays safely out of site and unprofitable.

Most newer sites in any profitable niche will never stand a chance against those that came before. This is the main reason why you've got to stop doing what everyone else is doing with free content and take another, more profitable path.

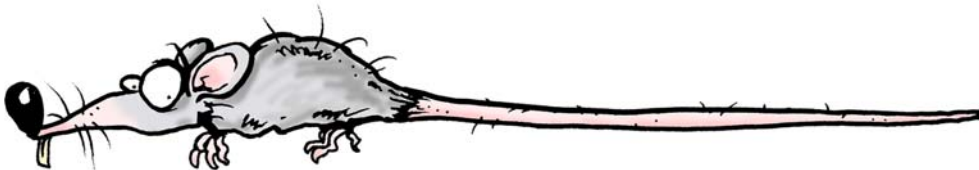
But wait, what about the "long tail" of search results? Isn't that where you'll find a niche that you can own and profit from?

Actually, I think that is the most damaging belief people hold in the "make money online" arena.

### ***The Myth of the Long Tail***

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It has occurred to me recently that the term "long tail" has caused independent publishers more harm than good. *Wired* editor Chris Anderson coined the term to emphasize the power of niche publishing, but those who benefit from it most are aggregation companies like Amazon and Netflix who charge money for long tail items and profit by selling less of more.



There's nothing new about niche marketing that any successful online marketer needed to hear in *The Long Tail*—it's been that way for smaller players since the early days of the Internet and well before. But the key is *selling* specialized information, not giving it away.

Somewhere along the line people have gotten confused. You don't want to produce free content for a tiny audience, you want to charge a small but sufficient group of people for content that is in sufficient demand.

What you want is a unique, niche *offering*, not a niche *audience*. You need a large enough potential audience to profitably market to. You won't attract all of that potential audience, and in fact you'll only attract a tiny percentage. But if you're an independent publisher, you don't need to sell to anywhere close to everyone to make a lot of money.

You just need to sell to a small group over and over by creating a community of customers. But first, you need to get over the false belief that no one will pay for information.

## ***Google is Making Paid Content More Viable, Not Less***

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It's true—our friend Google is making selling quality information more viable, not less.

The people who do manage to make money with niche content and AdSense have to be quite ruthless about getting people to click away as soon and as often as possible. Beyond aggressive positioning of ad units that obscure the actual content, there's very little motivation to make the content engaging or even useful.

Think about it—quality content might get in the way of the action the publisher really wants, which is *a click to somewhere else* via AdSense.

And it's not just AdSense. Intrusive graphical ads, paid text links disguised as editorial navigation, sponsored blog posts... advertising makes content less useful and less trustworthy. Believe it or not, the average Internet user is still very wary of any Internet content outside of big recognizable brands, and successful independent publishers who make the most of the free model are not doing much to make that situation better.

None of this is surprising, actually.

People who are successful in business are also students of history. And the most important thing that history teaches us is that things move in cycles. Understanding this simple truth lets you anticipate when to move away from the “wisdom” of the day that is really foolishness, and start working another angle that capitalizes on what's coming next.

Let me give you an example from the history of the content business.

## ***Did Free TV Kill the Film Industry?***

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Back in the 1940s, the film industry in the United States was very different from what it is today. The major studios employed permanent staffs of writers, production planners, set builders and captive stars, and cranked out huge amounts of assembly-line formula films—often up to 30 a year per studio.

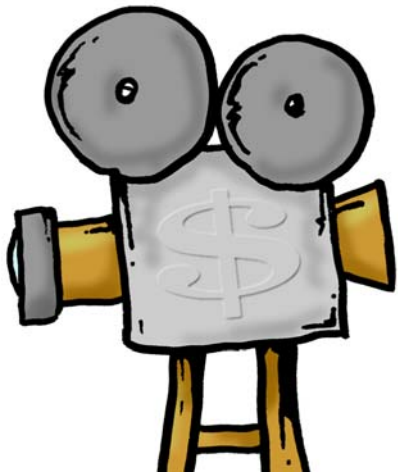
The content was pretty bad, but it was the only game in town.

Then, two bad things happened to the film industry. First, the US Supreme Court forced the studios to give up their ownership of theatres due to the monopolistic stranglehold that resulted on film distribution.

The second bad thing was a new-fangled invention called television.

Now, the content on television wasn't any better than the formulaic garbage served up by the film studios, but it was *free*. Everyone wailed and gnashed teeth and predicted the demise of the film industry.

You might see a few parallels with today already.



But as you know, that didn't happen, because the studios changed course. They abandoned the in-house assembly-line production techniques and adopted the current method of putting together teams of independent talent on a project-by-project basis.

This move to customized production resulted in the beginning of the "blockbuster" approach to filmmaking, which in turn empowered independent filmmaking. The goal was to create a movie-going *experience* rather than regularly-scheduled schlock.

Television was free, but it wasn't until the late 70s that the content became anything remarkable. And as we know, free network television has reverted back to mostly lame and treated like a second cousin, thanks to cable and award-winning content from premium channels like HBO.

That's right... not only did free television NOT destroy the film industry, it managed to be subverted by *paid* television. While film and television may face other unique challenges in the digital age, one shouldn't make the mistake of believing that "free" is a new or permanent position.

People who don't learn from history are often doomed to miss out on the next big thing.

### ***People Will Pay for Information that has a Higher Perceived Value***

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A lot of niche information on the web is a lot like free network television—it's of poor quality, dubious accuracy, and riddled with interruptive advertising. Despite the few success stories, social media is filled with too many blogs that do nothing but regurgitate news and offer unqualified opinions that no one really cares about.

Unfortunately, it's this bunch of noise that people find when they use search engines. And the good stuff out there is usually not comprehensive or well organized, and regular people don't want to do in-depth research to learn.

They want to learn from a *trusted teacher*.

This presents an opportunity for those who recognize that everything moves in cycles, and that there will always be room for quality paid learning experiences and community amongst the sea of noise. As we'll see in just a bit, there are vast opportunities in raising the *perceived value* and the *actual value* of information by simply putting it in a more learner-friendly format.

In other words, creating something of value that people will pay for is *not that hard* if you understand what people actually value and respond to. Even better, when you have something to sell, you have leverage that free content providers *do not have*, which is the ability to tap into other people's traffic.

Let's look a little bit closer at that issue, because it's one of the golden keys to success when it comes to making good money online. It's so powerful that you can forget all about the tyranny of Google and be in control of your own business.



## ***How to Leverage the Assets of Others and Forget About Google***

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If you accept the premise that, in many cases, the best way to profit from social media and blogging is to *have something to sell*, then you understand why I view blogging as an attraction strategy rather than an end in itself. But the next thing you need to realize is that when you have something to sell, you can effectively leverage the social media universe without blogging at all.



When you look around, you see all these bloggers and online publishers building good-sized audiences by giving away content, and you're thinking you need to catch up by doing the same, while hoping that those larger bloggers will link to you. But those who already have sizable audiences will be increasingly interested in making money, and less interested in helping you build your own audience unless there's something compelling *in it for them*.

In fact, it's pretty much like that now.

A-list blogger Hugh Macleod said almost two years ago that no one is going to link to you unless there's something in it for them. He's right, and although there are a lot of ways that "what's in it for me" can manifest itself, commercially-oriented bloggers and online publishers are looking to make money. So give them an opportunity to make some, and you'll make some yourself as well.

Let me give you an example.

Steve Pavlina is a prominent personal development blogger. In 2006, his income grew from about \$4,000 a month to over \$40,000 a month, and that news helped push more and more people to try to make money from blogging.

That kind of success certainly catches attention.

But how is Steve making that \$40,000 a month? Is it from AdSense?

Well, some of it is, but in his own words, "70% comes from joint-venture deals with personal development product publishers." In other words, Steve Pavlina makes about \$28,000 a month *selling other content* via his free content.

Let me ask you this. If Steve is doing that well, how much do you think those publishers he joint ventures with are making a month?

Remember, StevePavlina.com is just one traffic source for them.

Think they're doing OK?

Let me answer that for you—*they're doing great*. I know this because this has been my primary business model for the last three years. I'm not Steve Pavlina, I'm the other guy—the one working deals with prominent free publishers, charging for content and developing a loyal paid customer base that I can continue to sell to over and over.

When you have something to sell, you have leverage. You don't necessarily need traffic, because you can borrow someone else's audience as long as you can offer publishers a compelling deal.

If you have something to sell that is of high quality and relevant, people with audiences *want* to hear from you. Along the way, you are building an audience as well, but here's the key difference.

You have an audience of *demonstrated buyers*. This crowd has the ability to make you really wealthy.

If you know how to structure a deal that is an irresistible win-win for everyone involved, you can make a lot of money without committing yourself to developing insane amounts of free content just so you can try to figure out how to make money from it later.

Now, all you need to do is to figure out what to sell.

## ***You're Not Normal, and That's (Mostly) Good***

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It's true. Statistically, you're not normal.

If you're currently blogging, publishing or marketing online, you have already begun to develop some of the most important skills for success in the 21<sup>st</sup> Century. There's a huge shift going on thanks to globalization and the growth of the Internet, and those

who can create and express ideas online will be at the top end of the economic spectrum.

I'd even go so far as to say if you're only just now seriously looking into publishing online content, you're way ahead of 97% of the population.

But those of you who have gotten started actually publishing online are truly not normal—because *you've taken action*. Most people will tell you they want to be entrepreneurs, make money from home, and free themselves from working for the benefit of their boss.

But unfortunately, “telling” you or “thinking about it” is as far as most people go.

Most people never take the necessary action to make their dreams come true, even though it's usually just a matter of showing up and getting started. If you've taken that first big step, congratulations.

Although it may not always seem like it, *simply getting started* is the main thing that keeps people from achieving their goals. As long as you keep going and realize that everything that goes wrong is making you better, smarter, and stronger, you can't lose.

On the other hand, another way in which you're not normal may be holding you back.

You are likely *way above average* when it comes to navigating the Internet. You likely understand it better, understand how to use it, and are generally good at finding what you need online.

Most people are not like you at all. In fact, the average person is far less sophisticated when it comes to navigating online than you might imagine. You might think no one will buy “X” because you wouldn't, but that's the wrong way to look at it.

The average user still finds the Internet baffling beyond email and basic search. And they often find *what they find* baffling as well.

Understand that and you'll realize that you can offer quality learning environments that people are happy to pay for. What you might be able to piece together on your own from freely available information, they can't and won't.

And that's an opportunity.

There's one last way you're likely not normal. And with this one, you're *definitely* going to have to get over it if you really want to become a player in the next phase of the Internet.

You're not normal because you like to read. Guess what?

Most people don't.

Take a look at these sad facts, which are a bit outdated and are most likely even sadder in 2008.

- 58% of the US adult population never reads another book after high school.
- 42% of college graduates never read another book.
- 80% of US families did not buy or read a book last year.
- 70% of US adults have not been in a bookstore in the last five years.
- 57% of new books are not read to completion.
- Most readers do not get past page 18 in a book they have purchased.

And yet... there's a book that's been written on just about any topic you can think of. What if all that knowledge could be delivered in a format that more people could actually get something out of, and that they happily pay you for?

People who don't like to read still want to learn. In fact, they will be **required** to learn continuously to survive and thrive in the 21<sup>st</sup> century.

That's where you come in, and that's another big opportunity. They're called virtual learning environments, and there's a lot of money to be made with them.

Before we get into specifics of how you can participate in and profit from this huge repurposing of text data into paid interactive learning environments, let me share a story with you about a few regular people who saw change coming and did something about it—with legendary results.

When you recognize that becoming a pioneering early-adopter is simply a matter of spotting impending change and taking action, you'll be all the more willing to become an early adopter yourself.

## ***What the Sex Pistols Can Teach You About Successful Online Business***

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It's June of 1976 in Manchester, England, and a small group of people gather in a tiny venue called the Lesser Free Trade Hall to see a band play. There's nothing really remarkable about this group of 42 people, and that evening's featured musicians are unknown at the time.

The band calls themselves the Sex Pistols.

As I mentioned, there were no famous people in the crowd at this show, or at the follow-up show that happened about a month later. The Sex Pistols had not yet caused an uproar throughout the UK with songs like *Anarchy in the UK* and *God Save the Queen*, and it was well before they invaded the US in 1978.

Attendees ranged from the local mailman to a few rebellious school children. But a handful of others in that small audience became some of the most influential people in independent and now mainstream music.

In that tiny crowd were the likes of **Tony Wilson**, who went on to start the influential **Factory Records** (home to New Order and Happy Mondays) and **The Hacienda** nightclub (the birthplace of rave culture), legendary producer **Martin Hannett**, and Paul Morley who became a music journalist for **NME**.

Also in attendance were the members of future punk favorites the **Buzzcocks**, Mark E. Smith of **The Fall**, Mick Hucknall who became lead singer of **Simply Red**, Morrissey who would later front **The Smiths**, and the founding members of **Joy Division**, who after the death of their lead singer would carry on as **New Order**.

If you're not familiar with alternative music from the 1980s, let me put this in perspective. This tiny concert is considered on par with Woodstock and Live Aid in terms of importance, due to the influence *the audience* went on to have on popular music by *creating the independent music scene*.

Contrary to what you might think, not all of these people in the audience thought the Sex Pistols were fantastic. Sure, some were attracted to the fresh, raw power of punk



and the “do it yourself” ethos that came with it, but others thought the Pistols sounded like rubbish and thought they could do better.

Regardless, that small group of people spotted the changing dynamics in music and took action, because if the Pistols could do it, so could they. By seeing the inevitable future they became important players in that future.

So why did I just tell you a story about punk rock and independent music?

Because the current opportunities online are huge for action-oriented independent publishers who can see what’s coming next. And thanks to open-source and inexpensive yet powerful tools, you can “do it yourself,” accomplish amazing things, and actually get paid really well for it.

What you need to realize is this: So far, the Internet has been a dismal failure compared to its true nature and real potential. Keep that in mind as you read the next section.

## ***The Medium is the Relationship***

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In 1964’s *Understanding Media*, Marshall McLuhan coined the famous but often misunderstood catch phrase “the medium is the message.” What McLuhan means by *message* is the alterations that occur when content is delivered via a particular medium.

In other words, the media we choose makes a difference in what *people actually consciously perceive*.

Some people believe that the Internet is not a medium itself, but merely a delivery mechanism for media. I don’t agree, but I do know that the Internet has been treated like it’s only a delivery platform thus far, and that’s why the current Internet is so primitive.

- We took the book and offered the PDF ebook;
- We took magazines and created text-heavy websites and blogs;
- We took radio and time-shifted it via podcasting;
- We took television and came up with YouTube.

In short, we’ve taken offline media and slapped it “as is” online.

The true potential of the Internet **is not** as a delivery platform for offline media. Rather, the Internet itself is a very early virtual representation of reality itself. As technology progresses, our online activities will look more and more like “real life,” while “real life” becomes augmented by always-connected access to data and audio/visual enhancements.

But let’s not get ahead of ourselves.

All you need to realize is that the web is at a very early, primitive state compared with its ultimate potential. That ultimate potential is pretty far down the road, but those who understand *how early it is in the game* are profiting by helping to make existing information better suited for true learning and knowledge transfer *today*.

So, how is the Internet unique as a true medium, and not just a delivery platform?

The Internet:

1. Allows for two-way communication (dialogue);
2. Facilitates anytime access to information and continuous learning; and
3. Promotes community.

The Internet is a *relationship medium*. And it’s a perfect medium for promoting the relationship between those who can teach and those who need to learn for the rest of their lives by necessity (and that’s just about everyone).

Why is the fact that the Internet is a relationship medium so important?

Read on.

## ***Teach and Grow Rich***

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You can’t pick up a book from the last 10 years written by a marketing consultant, economist or futurist who isn’t talking about the transition from a focus on *products* to a focus on *marketing*. What this means is a shift away from simply making sales and towards forming long term relationships with customers.

As marketing consultants Peppers and Rogers put it in *The One to One Future*:

“All your products are ephemeral. Only your customers are real.”

Nike doesn't make shoes, because manufacturing shoes is not where the money is. They instead create vivid imagery that leads to loyal customer relationships.

Those of us in Western societies now operate in a knowledge and creative economy. And the business of knowledge transfer (also known as teaching) is one of the biggest and most vital aspects of what will allow us to remain economically viable.

We are currently living in a state of accelerated change that is increasing in speed each year (if not *each month*). This environment demands what's been coined as *continuous learning*, an adaptive trait that has very little to do with what you know, and more to do with how fast you can continue to learn new things.

Continuous learning requires continuous teaching. That means that one of the most rock solid businesses you can get into is developing interactive learning environments—starting right now. And it's just not business, trade and financial issues, either (which are gigantic markets). Think about the demand for personal development training in creativity, productivity, critical thinking, communications and advanced interpersonal skills. This type of training will be as important as substantive and technical information when it comes to being an economically productive person.

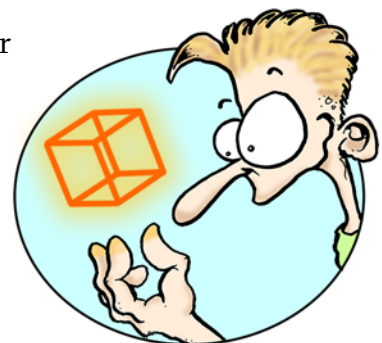
Add in hobbies, health and wellness, spirituality, coping skills, technology tutorials, parenting issues, and a whole host of things that are right around the corner that we haven't yet imagined, and you start to realize how big this is.

In short, there's a mind-boggling amount of niches and angles to work, should you be so inclined to play an influential role in the inevitable future.

### ***Creative Adaptation is the 21<sup>st</sup> Century Goldmine***

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If you're a coach or consultant, you already have subject matter expertise that can be converted into an interactive learning environment that allows you to work with more people, earn more money, and spend less time doing it. But even if that's not the case for you, one of the most amazing aspects of this opportunity is the ability to creatively adapt existing textual content into a more learner-friendly format and environment.



Let me give you just one example off the top of my head.

Let's say you're a big fan of productivity books. You could create a course that acts as a review or combination of the very best ideas and techniques from all the top productivity gurus. You can fully give credit to the source material, because you're adding value by editing, organizing and reformatting the content for better learner comprehension, retention and use.

Think about a teacher in the classroom. He or she doesn't write the textbook (at least not usually). He teaches the concepts contained in the textbook pursuant to a curriculum he designs and implements, with the aid of audio / visual teaching aids, testing and classroom interaction.

That's what you're trying to simulate in a virtual learning environment. It works for the benefit of the learners, and that's why it's well worth paying for.

## ***Teaching Sells***

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I'll say it again... There's never been a better time in history to be a person who can clearly communicate ideas.

The Internet will be the primary delivery medium for all distance learning and training efforts, and will play a part in most local teaching—in fact, it's already working that way today at the corporate level. The big opportunity for you though, is in repurposing the vast amount of specialized text-based information into interactive, multimedia learning environments that result in recurring income and long-term customer relationships.

Raise the perceived value of desired information, increase the actual value to the user by transmitting true knowledge, and enjoy a profitable long-term relationship because your customer achieved the benefits of that knowledge.

You want to create a *community of learning*. Do that right, successfully market it, and you'll never worry about figuring out how to “make money online” again.

Here are 10 things you'll need to know to succeed in this next wave of the commercial Internet:

- How to target a vast audience with a niche angle
- How to have a unique, entertaining approach to content development
- How to choose the right medium for the right content for effective learning
- How to create content that sells itself
- How to effectively leverage the audiences of others with win-win proposals
- How to develop multi-format content with free and inexpensive tools
- How to build airtight paid membership websites
- How to choose the best business model for your topic and goals
- How to increase profits with advanced training and *a la carte* sales
- How to further leverage your skills as a highly-paid consultant

This report represents the foundational knowledge and the proper mindset for exploring the opportunities in interactive learning environments. It's a fast-paced arena, especially when it comes to the amazing new tools that allow non-technical people to produce dazzling content.

I'll be providing you with additional free content beyond this report, with tips and strategies you can use to develop a better understanding of all facets of the next wave in information sales. But for those of you who want to get on the fast track, I have another option.

[Teaching Sells](#) is a training program that reveals how to do all of the above and more. My business partner is software developer and illustrator Tony Clark, and we are neck deep in planning and building as many of these interactive learning environment membership sites as we can for the foreseeable future.

Stated a different way, this is what we're doing right now to make money—now and into the future.

Which brings up the obvious question—if this stuff is so powerful, why are we willing to teach it to others, at any price?

That's an excellent question, because that's how a lot of Internet marketing “training” happens... the gurus who actually make money in other niches will often only share information when the tactics and strategies are losing effectiveness.

That's not the case here. What this is about is you getting a jump on the future while making money right out of the gate.

We're willing to teach our own techniques and strategies for these 3 reasons:

1. The number of possible topics that can be developed here is so vast that it's doubtful we'll ever lose out in a competitive situation with one of our students.
2. Providing training for continuous learning is so huge that there's money to be made in sharing and teaching the way to do it, and Tony and I feel that we're highly qualified to be the ones teaching. When we first started talking a year ago, we realized we've been on almost identical paths for the previous 10 years when it comes to using educational marketing and training strategies in our respective businesses.
3. Tony and I have already come up with so many ideas of our own, we can't possibly execute properly on all of them ourselves. So, it's likely we'll be recruiting business partners and associates from the ranks of our members. There are simply not enough people around who know what we need them to know right now, so it makes sense to put people in a position to partner with us.

Frankly, number 3 makes this all worthwhile to us. Like I said, there's certainly money to be made teaching people to build, run and market virtual learning environments, but the money to be made in all the potential consumer and business-to-business areas (starting now and continuing indefinitely) is gigantic.

## ***What Now?***

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Check out the details of the [Teaching Sells training program](#). We have close to 1,000 members who are in the process of building their own interactive learning environments, and they're networking and partnering with each other thanks to our private forums. In addition to robust joint venture and resources threads, all Teaching Sells members have access to me and Tony for questions of any sort.

Thanks for reading, and I hope to have a new and exciting relationship with you very soon.