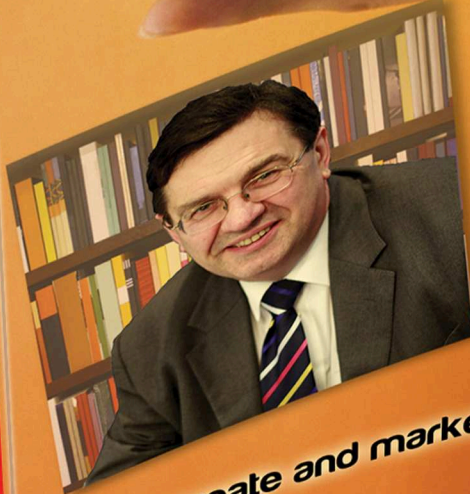


# Turning your Knowledge into Income



*Turning your Knowledge into Income*

*by Chris Day*



by  
**Chris Day**

**How to create and market knowledge based products**

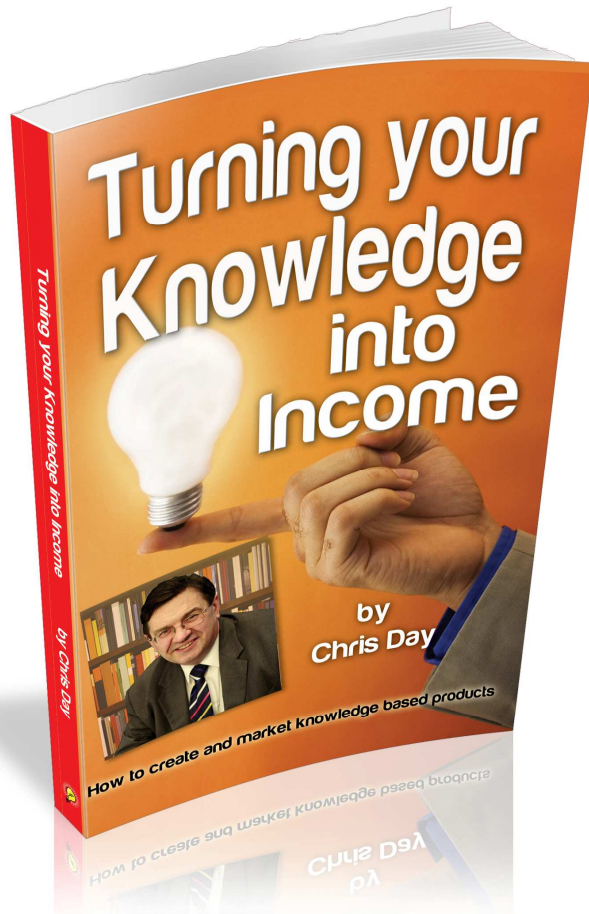
*How to create and market knowledge based products*  
**Chris Day**  
PL

# Chris Day

presents

## Turning your Knowledge into Income

How to create and market knowledge based products



The brain is a bit like Doctor Who's Tardis; small on the outside but almost limitless in capacity on the inside. We spend a lifetime cramming it full of information, experiences, images, ideas and conversations which sit there unseen until dislodged by a chance remark or question. We are all amazed by what our brain can trawl up that we believed was long lost.

At a time when cost cutting and redundancies are a grim reality, many people are looking around for new ways to generate some income. When they are looking for assets to realise, very often the last place they look is within their brains.

If you have spent a lifetime making deposits into your Bank of Knowledge, now is the time to make a withdrawal. Knowledge can be turned into income in a variety of ways. Chris Day's book is full of ideas to help you identify what you know that could be of value to others and, along with expert contributors from the fields of business, marketing and PR, shows you what to do to turn it into knowledge based products – and to sell them at a profit.

Chris Day is an author and business journalist. He writes a monthly column in Making Money magazine. In 2000, he founded Filament Publishing Ltd to help niche authors to overcome the obstacles to getting their book published, and to help them to market them at a profit to themselves.

For more information about Chris visit [www.AskChrisDay.com](http://www.AskChrisDay.com)

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[www.filamentpublishing.com](http://www.filamentpublishing.com)



## **This book is for you if....**

- You think there may be a book inside you but you are not sure
- You have been speaking in public for years and people keep asking you for your book - and you haven't got round to writing it yet
- You have a website full of articles and blogs and they are not making you a penny!
- You need a book to help launch your career as a platform presenter
- Everybody knows that you are an expert on your specialist subject and you spend your time giving advice on it to others. Then somebody said, "You ought to write a book."
- You have spent a lifetime training others and have amassed invaluable knowledge and experience that you want to pass on
- You have climbed the ladder of success and want to help others to do the same.

If you have spent a lifetime making deposits into your Bank of Knowledge, there isn't a better time than now to make a withdrawal, and convert it into a form that others can recognise its value to them and to buy it.

Let me help you to turn your Knowledge into Income.

## About the author

Chris Day's career in communications started in live theatre as an actor as well as in stage management and technical production. With seasons in the West End, with the National Theatre and also in the Provinces, he has also appeared in films, on radio and on television.



In Scotland he was responsible for promotions and publicity for a number of theatres and venues and later become the first Tourism and Conference Promotions Officer in the PR department of the City of Glasgow.

In between everything he has also grown a successful chain of retail shops, which he later sold, and which is still operating today.

In the late 1980s, looking for a new challenge he joined Encyclopaedia Britannica in sales. He progressed into sales management as a national trainer and finally running the Field Training and Communications department. When the company restructured, he founded his own media production company, which then grew into his current business, Filament Publishing, Media and Marketing.

Today, as a publisher, he helps people realise the value of their knowledge and experience, and works with them to turn it into books and knowledge based products, and then to successfully market them to their niche.

Chris writes a monthly column for Making Money Magazine and also holds workshops and training events for new authors.



For more information go to [www.AskChrisDay.com](http://www.AskChrisDay.com) and [www.filamentpublishing.com](http://www.filamentpublishing.com)

# **Turning your Knowledge into Income**

**Practical advice on how to create and  
market knowledge based products**

**by Chris Day**

**With expert contributions from**

**Brian Mayne, Ron G Holland  
David Barber, John S Rushton  
Colin Bennett, Phil Chambers  
David White, Ray Hodges  
Rachael Ross, Frazer Ashford  
Zara Thatcher and Jonathan Jay**





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A free online course which includes material from this book  
can be found on [www.authors-course.com](http://www.authors-course.com)

I would like to dedicate this book

To my wife Rosemary

To Jonathan Jay, one of the most  
original, talented and dynamic  
entrepreneurs I have ever met

and

To Joe D Adams for his generosity in  
sharing opportunity and of inspiring  
countless people to discover things  
in themselves they doubted were there.

To each of you,  
Thank you



## **Acknowledgements**

I would like to thank all of my expert contributors who were good enough to share their knowledge and insights.

Brian Mayne, the originator of Goal Mapping. You can try it free of charge at [www.liftinternational.com](http://www.liftinternational.com)

Ron G Holland, author of *The Eureka! Enigma*  
See [www.wealth.co.uk](http://www.wealth.co.uk)

David Barber, author of the popular *Living with Heart* series  
[www.davidbarberbooks.com](http://www.davidbarberbooks.com)

John S Rushton, broadcaster and author of *Love Your Life*, part of the *Alchemy of Life* series. [www.thelifecalchemist.com](http://www.thelifecalchemist.com)

Phil Chambers, the Mind Mapping World Champion  
[www.learning-tech.co.uk](http://www.learning-tech.co.uk)

David White, the CEO of Weboptimiser  
[www.weboptimiser.com](http://www.weboptimiser.com)

Ray Hodges, Senior PR Consultant, HPS Media Group  
[www.hpsgroup.co.uk](http://www.hpsgroup.co.uk)

Rachael Ross, author of *How to Make Working From Home Work For You* [www.purelypeppermint.com](http://www.purelypeppermint.com)

Colin Bennett, author and playwright [www.acquiredtastetv.co.uk](http://www.acquiredtastetv.co.uk)

Frazer Ashford ABIPP ARPS [www.frazerashford.com](http://www.frazerashford.com)

Zara Thatcher [www.filamentpublishing.com](http://www.filamentpublishing.com)

Jonathan Jay, SuccessTrack [www.successtrackonline.com](http://www.successtrackonline.com)  
and National Association of Business Owners [www.nabo.biz](http://www.nabo.biz)

**“The only way to get what you want,  
is to help enough other people  
to get what they want”**

**Zig Ziglar**

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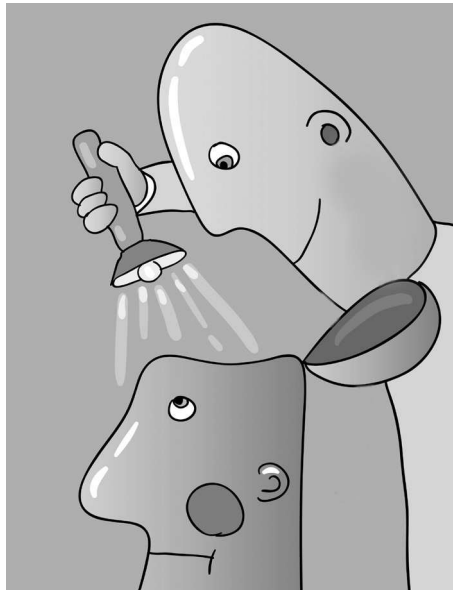
**“Success is nothing more than a few simple disciplines, practiced every day, whilst failure is simply a few errors of judgement, repeated every day.**

**It is the accumulative weight of our disciples and our judgements that leads us to either fortune or failure”**

**Jim Rohn**

## Turning your Knowledge into Income

**Share what you know - help others grow,  
and Turn your Knowledge into Income**



I'd like to invite you on a journey of discovery. Actually it's a bit of a treasure hunt. I believe that hidden inside every brain is a dusty area covered in cobwebs containing long forgotten knowledge, past experiences, skills and old qualifications that haven't seen the light of day for quite some time.

All knowledge has a value and sometimes all it takes is a question for it all to flood right back to the surface, ready to be of use again.

It is this valuable knowledge that has the potential of earning you some income. I might be wrong. It might be the case that if I were to wade through your deepest thoughts, I wouldn't get my feet wet. But on the other hand I might be right - and if I am, you'll kick yourself for not doing something about it.

Most people spend a lifetime making regular deposits into their personal Bank of Knowledge and build up considerable assets.

Very often when they are looking to cash in on other physical assets and dig themselves out of a hole, they completely overlook the most valuable things they own - their knowledge, experience and the insights that they have had over the years. By forgetting about them you are, in effect, letting your Bank of Knowledge have a dormant account!

Now, you could be a specialist trainer or consultant in any one of countless industries and make your living by sharing your knowledge with others.

You may already be an acknowledged expert in your field and drowning under a wealth of articles, speeches, recordings, and videos of your performances, and are looking for help to turn this valuable resource into books and products.

Alternatively, you may just have a small spark of an idea and need help to coax it out into the light, give it some kindling, and to turn it into a flame. But right now you don't know where to start and need help with the basics.

In the following chapters, I have tried to accommodate the needs of both the professional communicator as well as the first time author. So, when you start a section, and discover it is a flash of the blindingly obvious, you do have my permission to skip to the next section, which will hopefully be more relevant to your needs. You will not need to bring a note from a responsible adult and I won't be upset.

So if you are ready, and if you have remembered to bring a packed lunch and a clean handkerchief, let's set out on our journey into the deepest vaults of your brain. We'll be going past the bit that is still running repeats of *The Likely Lads* and *Rising Damp* with Leonard Rossiter, and round the corner from all those embarrassing outtakes of your life that you'd rather forget. Please don't get distracted.

I know you doubt very much that there is anything of value down there, but you might be surprised. After all, they did manage to find enough material for sixteen series of *Cash in the Attic*!

Before I forget, this book is in three parts, but I reserve the right to tack on a few extra bits on the way. If, when we are halfway through, I have tantalised you with a thought or idea, but not developed it enough for you, I'd invite you to go to [www.authors-course.com](http://www.authors-course.com) where I have added all the bits I had meant to put into the book but thought of them too late.



Alternatively, I am more than happy to receive an email to [chris@askchrisday.com](mailto:chris@askchrisday.com) I might even surprise you with an answer! I have also invited a number of experts and successful published authors, who I really respect, to share their knowledge and experience. You will find their articles scattered throughout the book.

As they say, if you want to know what lies ahead on the road, ask someone who is walking towards you.

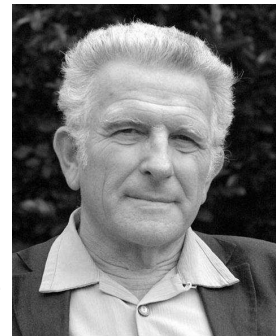
You will hear from international author, and the originator of Goal Mapping, Brian Mayne about the hurdles he had to overcome before he could start writing. Anthony Robbins said of him, “Brian is one of the best at helping people create a world-class blueprint for their life, not just goals but sustainable success. His Mapping Systems are a blast and really effective.”



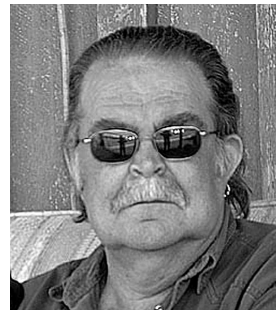
Author David Barber has written or ghost-written 30 books and many business manuals, has been translated into almost 20 languages and has written the popular *Living with Heart* series of books. He writes about the question uppermost on most people’s minds: “Will I be able to write a book?”



Colin Bennett, the actor, author and playwright, provides an insight into the process of writing in his own quirky style. A RADA trained actor, he is most famous for his role as Mr Bennett, the accident prone caretaker and straightman for Tony Hart in the BBC children's programmes *Take Hart* and *Hartbeat*. He also portrayed the father in the 1985 Yellow Pages/Hornby advert *Signal Box*.



Professional photographer Frazer Ashford asks the question “Do you judge a book by its cover?” and provides some useful information about the art of taking photographs for a book.



Zara Thatcher, a member of the Society for Editors and Proofreaders and a member of the in-house editorial team at Filament Publishing, gives practical advice on making sure that your book is accurate and free of errors.(!)



PR is an area which many profess expertise, but few deliver. We are very fortunate to have an article from Ray Hodges. Ray has 30 years of experience in PR, and ran two successful and nationally recognised PR agencies. She now operates her own PR boutique out of the HPS Group, one of the biggest marketing communications agencies in the south of England.



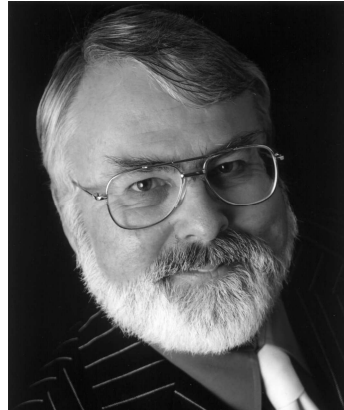
Phil Chambers is the Mind Mapping World Champion. Who better to explain this invaluable tool for authors to help organise their content. Invented by Tony Buzan, Mind Mapping is now available as a powerful online tool from [www.thinkBuzan.com](http://www.thinkBuzan.com) and is highly recommended by many authors.



Rachael Ross is the author of *How to Make Working From Home Work For You*. She contributes an article of practical ideas to help an author to get organised in their home office. You'll discover that common sense is far from common. It is the obvious that eludes us all.



Book Marketing is also an art in itself and there is no one better at it than international author Ron G Holland who is acclaimed as Britain's Leading Motivational Speaker, Top Biz Guru and the Entrepreneur's Entrepreneur with an international reputation. He is the author of many business books and manuals, including *Talk & Grow Rich*, *Turbo Success* and *The Eureka! Enigma*.



His highly acclaimed audio programmes include *Escape From Where I Am* and are in every prison library in the UK.

A growing tool that authors are increasingly relying on is Social Networking. I am therefore delighted that David White, the CEO of Weboptimiser Ltd and an international expert on Social Networking for business, has also contributed an invaluable article.



I am indebted to writer and broadcaster John Rushton, who wrote the *Alchemy of Life* series. His book *Love Your Life* is helping countless people finding themselves at Life's Crossroads. He shares his experience as an author in his very helpful article.



Jonathan Jay is a multi-millionaire entrepreneur and marketing maverick obsessed with helping business owners to reach their potential. He's the Chairman of the National Association of Business Owner, the founder and Managing Director of SuccessTrack and the founder of The Coaching Academy UK. He is the author of three books (including *Sack Your Boss*), the star of TV's *Now I'm The Boss*, a magazine publisher (*The Achievement Report* and award-winning *Personal Success*), and a popular and in-demand speaker, as well as being the UK's highest-paid business consultant.



I am very grateful to all these talented and generous people for sharing their wisdom. I have learnt a lot from them. I have included links to their various websites on the acknowledgement page.

Finally, many people buy books and don't read them. They believe that, just by owning them, the knowledge will mysteriously transfer to them whilst it sits on the shelf. I think of it as 'Shelf Development'.

So, rather than make an ornament out of it, or use it to make your desk level, I'd like to encourage you to use this as a workbook. Do make notes in the margin. Do use a highlighter pen. Do turn down the corners on the book. It is there to be used.

In fact, the more you abuse the book, the more likely it will fall apart and you'll have to buy another one. You see, it's purely selfish!

Oh yes! In case you'd thought I'd forgotten, the three parts of the book are:

- Part One            Know what you know - discover what is hidden inside your vault of knowledge.
- Part Two            Grow what you know - discover the practical steps you need to take to extract what you know and repurpose it into a form that you can share with others at a profit to yourself.
- Part Three           Share what you know - how to identify your niche and to market yourself and your products.

So, if you are up for it, grab your Wellingtons and a torch - we are about to dive in. It could be a bit messy in there, and we might be some time.....



**Napoleon didn't get to Moscow by  
putting on a blindfold,  
sticking a pin in the map  
and then getting on his horse.  
He had a plan.**

**Unfortunately for him, he had  
no plan for getting back**