

Lesson 7:

Making money with your personal brand

What to sell and how to attract clients

In this lesson, we'll dive into:



Ways to make money off your personal brand



What types of offers to sell



How to attract the right clients



Common mistakes to avoid



A simple sales system

Monetizing your personal brand comes down to a few key principles:

RULE #1:

Trust

People buy from those they trust.

Showcase your expertise, create valuable and engaging content, and build genuine connection with your audience.

RULE #2:

Target audience & Niche

Get super clear on who you're serving and build your offers around their needs.

RULE #3:

Expertise & Consistency

Every piece of content—even lifestyle content—should subtly reinforce your expertise and positioning.

RULE #4:

Handle objections

Increase trust by addressing doubts and being clear on how you meet your audience's needs.

RULE #5:

Advertising & Sales

Building a personal brand is a long game. It's all about taking consistent, strategic micro-steps.

One of the easiest ways to start monetizing is by offering a **digital product**.

Here are some beginner-friendly formats:

- MVP (Minimum Viable Product)
- Simple, quick-to-launch offers
- Practical examples & templates

Benefits of digital products:

- ✓ Low production costs
- ✓ Easy to deliver and scale
- ✓ Great for testing demand with minimal risk

How do you know what to sell?

- Study your audience
- Test demand
- Look at your competitors

Here's what it can look like **in reality:**

✓ You say to your audience:

“Hey friends! I’m doing something exciting. I’m putting together a small focus group for early access to my course. Over the next 2–3 weeks, we’ll work together—and you’ll be the first to try out the product.”

✓ Then you ask the focus group:

- How does this offer make you feel?
- Would you buy it?
- What stood out or stuck with you?

Common mistakes

that lead to low sales and lost audience trust:

- ⊗ No offer validation
- ⊗ Lack of clear value
- ⊗ Low credibility
- ⊗ Messaging that's too complicated
- ⊗ Offers that don't feel like a “win” for the buyer

Before you launch, make sure there's actual demand.

Try these methods to validate your offer:

- Test it with a simple Google Form
- Launch an MVP (Minimum Viable Product)
- Run a focus group
- Offer a promo deal to your first few clients

How to find your first clients when you're just getting started?

- Start with your existing network
- Try cold outreach (DMs or emails)
- Partner with others in your industry

Those early clients can become your best testimonials and referral source.

Creating a sales system takes clarity and consistency:

Sales Funnel



Clear Offer



Testing & Feedback

How to build a simple but effective sales funnel:



1. Attract attention

Create content that brings people in



2. Offer something free

Build trust through value (*e.g., free guide or webinar*)



3. Make the offer

Introduce the paid product in a natural, useful way

Sharing your offer:

Your audience should **clearly** understand what they're getting and **why** it matters.

No confusion = higher conversions.

Test & get feedback:

- ✓ Soft launch your offer to a small group first
- ✓ Use their feedback to tweak and improve before scaling

Why some creators struggle to monetize their personal brand:

- ⊗ No clear strategy
- ⊗ No real value for the audience
- ⊗ Poor positioning
- ⊗ Expecting too quick results

Pro Tips:

- ✓ Always lead with the value
- ✓ Use your audience's language
- ✓ Be consistent and play the long game
- ✓ Be honest, open, and real—trust is your currency



Heads up!

This lesson's homework will help you lock in the strategies you just learned so you're fully prepared for what's next.

In the next lesson, we'll dive into **your personal brand crisis-proofing**, along with tips on how to handle negativity and bounce back stronger.

See you in Lesson 8!