

Lesson 7:

MAKING MONEY FROM YOUR PERSONAL BRAND:

What to sell and how to attract clients

Welcome to Lesson 7 of our course! By now, you've built a strong foundation for your personal brand, created quality content, and started forming valuable connections.

Now it's time to learn how to turn your brand into a reliable source of income.

In this lesson, we'll cover:

- Ways to monetize your personal brand
- What kinds of products or services to offer
- How to attract clients
- Common mistakes to avoid
- How to build a sales system

Let's dive into the world of monetization together!

MONETIZING YOUR PERSONAL BRAND

Successful monetization is based on several key principles:



Trust:

People buy from those they trust.

Build that trust by showing your expertise, creating valuable content, and engaging genuinely with your audience.

Remember: value can come in many forms — education, inspiration, entertainment, or emotional support.



Target audience & Niche:

Know exactly who you're talking to and design your offers around their needs.

Don't try to please everyone. It's better to polarize than be bland and forgettable.



Expertise & Consistency:

Showcase your expertise through every piece of content — even lifestyle posts. Post consistently and keep the quality high. Consistency builds credibility.



Handling objections:

Earn trust by addressing objections and meeting your audience's needs head-on. Offer solutions that make the purchase feel like a natural next step.



Promotion & Sales:

Building a personal brand is a long game made up of many small steps. Sales should be integrated smoothly and strategically into your content.

BEST PRODUCT FORMATS TO START WITH

Start simple with **digital products**. These are easier and more cost-effective to launch than physical goods or in-person projects.

Here are some beginner-friendly formats:

☑ **Minimum viable product (MVP):**

Your first product should be simple and quick to test. Start small, get feedback, and iterate.

Examples: *Live course, webinar, e-book, guide, checklist, mini-course.*

☑ **Simple digital formats:**

Online courses, consulting sessions, coaching, or personal training are all excellent ways to start.

Membership clubs or platforms like Patreon can also provide consistent income and deepen audience relationships.

Examples:

- **Webinar:** *Host sessions on Zoom, sell tickets, or require sign-ups.*
- **Guide:** *Write a digital guidebook that solves a specific problem.*
- **Checklist:** *Create step-by-step checklists or resources for your niche.*

Advantages of digital products:

- ☑ Low production costs
 - ☑ Easy to deliver and scale
 - ☑ Can test demand with minimal risk
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HOW TO KNOW WHAT TO SELL

Start by researching your audience. Here's how:



Know your audience:

Learn what keeps your followers up at night. Use surveys, interviews, or analyze how they respond to past content.



Test the demand:

Before launching anything, validate the idea. Create a focus group that gets early access in exchange for feedback or discounts.



Study the competition:

Check out what others in your niche are selling. This can spark ideas and help you find ways to stand out.

Example:

You want to launch a course on email marketing.

Tell your audience: *“Hey everyone, I’m working on something exciting — an email marketing course. I’m opening up a focus group to test it out. For the next 2–3 weeks, we’ll go through it together. You’ll be the first to try it.”*

Then ask:

- What emotions does this offer trigger?
- Would you buy it?
- What stuck with you the most?

COMMON MISTAKES TO AVOID

✗ Not testing the offer: Skipping validation leads to wasted time and money. Always test demand first.

✗ **Lack of real value:** Don't copy others or offer low-effort products. People will notice and lose trust.

✗ **Trust issues:** Fake reviews or exaggerated claims damage credibility.

✗ **Complicated language:** Speak simply and clearly. Avoid jargon and make your message easy to understand.

✗ **Unattractive offer:** If the price is too high or the offer is vague, people won't buy. Make it clear, valuable, and accessible.

TESTING YOUR OFFER BEFORE LAUNCH

- **Google Forms:** Present 2–3 versions of your offer and let your audience vote.
- **MVP:** Release a basic version of the product that solves the core problem.
- **Focus Groups:** Test your product with a small, targeted audience.
- **Promo for Early Clients:** Use your personal network to get initial traction.

HOW TO FIND YOUR FIRST CLIENTS

Getting your first few clients is a huge milestone. Try these strategies:



Use your network:

Reach out to people you know. Offer your service for free or in exchange for a testimonial.



Cold outreach:

Create a list of prospects and send personalized messages offering your services.



Partnerships & Collabs:

Team up with other creators or brands. Host joint webinars or projects to reach new audiences.

➡ Early clients often become your best source of reviews and referrals.

HOW TO BUILD A SIMPLE SALES SYSTEM

A strong sales system doesn't need to be complicated. Here's a simple approach:

Sales funnel:

1. Attract an audience via your blog or social media.
2. Offer free resources (lead magnets) to build trust.
3. Softly introduce your paid offer within your free content.

Clear offer communication:

Your offer should be clear, specific, and results-oriented. People should instantly understand the value they'll get.

Feedback & Testing:

Always test your offer on a small group before going all in. Gather feedback and refine.

Tips:

- Use lead magnets like free guides, webinars, or video tutorials.
- Offer free “clarity calls” to help people and present your services.

- Ask for feedback from trusted friends or beta clients.

A working sales system is built on audience understanding, transparency, and continuous feedback.

WHY SOME PEOPLE FAIL TO MONETIZE THEIR BRAND

Many creators struggle to earn from their brand. Common reasons include:

⊗ **No strategy:**

Rushing in without a plan or expecting fast results.

⊗ **No real value:**

Not solving real problems or not speaking the audience's language.

⊗ **Wrong positioning:**

If your message isn't aligned with what your audience needs, it won't convert.

⊗ **Impatience:**

Building a brand takes time. It's a marathon, not a sprint.



Pro tips:

- Lead with value.
- Speak your audience's language.
- Stay consistent and patient.
- Be transparent and focus on real relationships.

Only by following these principles can you build a sustainable and profitable personal brand.

TO WRAP UP LESSON 7

We've explored how to choose what to sell, attract your first clients, and build a sales system.

You also learned how to avoid common mistakes and test your ideas before launching.



The homework for this lesson will help you apply what you've learned and prepare for the next step.

In Lesson 8, we'll explore crisis management strategies for your personal brand, and how to handle negativity or hate online. See you there!

HOMEWORK

Define Your Monetization Path

Pick one (or more) monetization methods that suit you.

Task: Describe your chosen monetization format in 3–5 sentences. What is it? Who is it for? Why did you choose it?

Create a Mini-Offer

Craft your first version of an offer that includes:

- Who it's for
- The problem it solves
- What's included
- What result it delivers

Task:

Write your offer using this formula:

“If you’re a [target audience] and you’re struggling with [problem], I can help you [solution] through [your product/service].”

Extra Resource:

Guide: 10 Digital Products & Services You Can Sell With Your Personal Brand