

## **42 reasons to turn what you know into passive income by creating an information empire.**

Did you know that people pay to hear from information experts NOT professional speakers?

Did you know that there are over 450+ potential streams of income for you to grow an information empire business – speaking is just one of these streams. If you want the entire slice of your niche market, you need to position yourself as an information expert.

The Information Empire Model workshop will show YOU how to become an Information Expert and achieve in a month what other people achieve in a year.

### **Here are 42 reasons to turn what you know into passive income by creating an information empire.**

- 1 People need to have access to your knowledge and your information and up until now you have not gained recognition for your efforts.
- 2 You have spent years of your life gaining knowledge and wisdom, why not share it with a new and wider audience?
- 3 You are potentially sitting on a gold mine of information that can generate passive income for you.
- 4 There are people in your local community who need access to your information and knowledge and are prepared to pay for it.
- 5 People who cannot read or are vision impaired could have access to your information if you created a podcast or audio program.
- 6 You may have always wanted to be an author and didn't know how to make that happen until now.
- 7 You want a pay rise and know that building an online information empire will mean that your knowledge and credibility will be recognised by your peers and your boss.
- 8 Most people do not know you are an expert in your field.

- 9 Outside of your peer network, there are potentially thousands of people who would like access to your information and are prepared to pay for it.
- 10 Creating online passive income streams will take pressure off your current financial situation.
- 11 You understand that an online passive income stream can make money for you while you are sleeping.
- 12 You love your day job; however, it is your passions outside of work that you can write or speak about.
- 13 You and thousands of other people locally, nationally and internationally are also passionate about your interest and will pay for additional knowledge.
- 14 Unconvinced? How many online eBooks, iTunes or podcasts have you bought in the last twelve months, without thinking twice about the purchase?
- 15 Do you believe that there are many other people who would also pay for new and or customised information for your special interest?
- 16 You regularly buy lotto tickets in the hope that you will win a prize, not realising that you have information and wisdom that people would pay for.
- 17 If you didn't want to write a business book (average size 25,000 words, 150 pages) you could write 5,000 words and find other people to write the remaining 20,000 words. And those additional authors could pay for the opportunity to be in a book with you
- 18 You have always wanted to be an author and didn't realise how easy it was to crack the book writing/self-publishing code.
- 19 The barriers to entry for online resources for sale has never been lower.
- 20 You would like to build a media profile in 2020 with a view to creating your own television pilot down the track.

- 21 As a consultant in a competitive market, you know several of your competitors have a wider profile than you do, and you would like to change that in 2020.
- 22 Technology has disrupted the online resources market and made it easier than ever to become an online entrepreneur.
- 23 You would like to increase your income significantly in 2020 and beyond.
- 24 You are regularly invited to write articles for magazines and newspapers and currently do not receive money for this.
- 25 You have been invited to speak at your industry conference and would love to be able to share an eBook/book with the audience.
- 26 Your child has a unique medical condition and have spent thousands of dollars and hundreds of hours of your time researching solutions. You have tried many, some have worked, some not so much. You want to share your information with other parents in similar situations – an online resource is the perfect vehicle to do this.
- 27 You regularly contribute posts to LinkedIn and would love to share those posts with a broader market.
- 28 You are a consultant and know that you are missing out on business opportunities because your direct competitors are authors.
- 29 You have created many training programs and workbooks for in house training over the years but have never previously seen the possibility of turning these programs into books, webinars or podcasts.
- 30 Currently there is a competitor of yours appearing regularly in the media and you know their information is often inaccurate and not leading edge, like yours is. You are in fact the expert in this area, but no one knows about you - yet.

- 31 You would like to create work in another country and building your profile internationally via creating online resources will help you do that.
- 32 You already have a stack of articles written or have even written a book and realise now that there is the potential to have those resources translated – either jointly with someone who could do the translation for you and become your co-author or with you as the sole author.
- 33 Through having your resources translated into other languages, you have the potential to increase your passive income.
- 34 As a parent you have identified there is a niche in children's market and you have created resources for your own children and would like to expand the distribution of that resource nationally and potentially internationally.
- 35 You have special dietary needs and out of frustration have created your own cookbook and do's and don'ts, you realise there are thousands of people internationally and nationally with similar dietary needs, who would benefit from your knowledge. It's time for you to share that information.
- 36 You are a gifted song writer and realise now that you can share your wisdom and the methods you use when you write songs and create online resources for other budding song writers to purchase.
- 37 You regularly attend events and conferences where things are often disorganised and chaotic. You have created a template to take the pressure off event organisers and would like to share it as an online resource.
- 38 Last year you got married and it ended up costing you way more than expected. You have written an eBook about your experience and how other brides can save money, time and energy on their wedding day.
- 39 Regularly when you do a Google search, you click through to the Google AdWords and purchase the resource that provides a solution to your problem/situation/query.

- 40 As a small business owner, you love writing and realise that you could create an income stream by writing online resources for your clients.
- 41 You are regularly told you have a great voice and realise that you could create work as a voice-over artist to develop passive income.
- 42 You are a whiz at power point and could easily create a business creating power point for others, you just need to hear how to create those opportunities.

The bottom line is that you potentially have knowledge, wisdom and experience that can save people time, money and energy. By sharing your wisdom and building an information empire, you will have an opportunity to develop passive income and potentially build your profile locally, nationally and internationally.

The Information Empire Model initially created by Robyn Henderson more than a decade ago, was and still is regarded as a ground-breaking model for creating passive streams of income. In 2019 it was revised and updated with Robyn and Dr. Dion Klein to incorporate social media options and the technology enabling tools available today.

Robyn's initial model demystified creating passive income streams by showing that once you speak or write 500 words on a topic that you are passionate and knowledgeable about, there are in fact 200 things that you can do to create passive streams of income. In this revised Information Empire Model, Robyn and Dion share that there are now 450+ streams of passive income possible when you share your knowledge and what you know stacks about.

**For more information go to: [www.yourinformationempire.com.au](http://www.yourinformationempire.com.au) and download the Find Your Niche free audio file today.**

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Or email [robyn@networkingtowin.com.au](mailto:robyn@networkingtowin.com.au)**