

"Recognize the Expert Within You – Passionate Knowledge Can Lead to Wealth"

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"Recognize the Expert Within You – Passionate Knowledge Can Lead to Wealth"

By Dave Hertner

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Hertner

I want to start this article off by telling you that you are an expert.

Most people out there would initially disagree with this statement. I am here to prove to you that there is a wealth of information locked inside your brain that thousands of others would love to uncover !!

The key to uncovering your valuable hidden knowledge is knowing your passion. It's that simple !! Every one of us has a deep passion that revolves around something. It could be your job, a hobby, a sport, politics or your family. Any activity that absolutely turns your crank, is perfect raw material that can be turned into a steady stream of cash.

Let's think about what I just told you. I'm going to provide you a formula that will tap into the knowledge that you ALREADY have that can make you a great deal of money. All you have to do is recognize it and write it down !!

The best way that I have found to identify your passion is to think about a conversational situation where you found yourself talking someone's ear off. It may sound silly but this is a situation where you are passionately trying to convey an idea. For you to be passionate about a subject you have to have intimate knowledge and you are probably an authority on the subject. You simply do not recognize it.

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Now that we have identified your passion we need to harness its potential. Your passion and the information surrounding it, needs to be written down and then be formed into a saleable product. I call this 'Breaking the Idea Out'.

Take a notebook and state what your passion is on the first page. On a separate piece of paper, list every little thing that you can think of that pertains to that passion. Try to do this in a start to finish order if you can as it helps in pulling it all together later.

Each one of these listings should then be transferred to a

separate page in the notebook. These will be the main headings or chapters for the information product that you are developing.

You now have the framework upon which you can expand and explain to others your passion. Under the title on each page, I would like you to expand and explain the idea as if you were trying to teach it to an 8-year-old child. This will help you to simplify the language and be as direct as possible. Although you are an expert on the subject, your audience may have never been exposed to the subject before.

It is now time to pull it all together. Take all of the information that you have written in the notebook and enter it into a word processing program. Write an introduction and a conclusion and make sure that it flows well.

Believe it or not, you have just written an e-book !! You now have a product that can be marketed. A product that can bring in a great deal of cash and you own the rights to all of the profit. As soon as you put your product into the marketplace you become an author and an authority in your field of expertise.

People are clambering for fresh information on the Internet daily. There is a huge demand for information products that explain how to do things, where to do things, when to do things, why to do things, etc. You can be the one that puts that information out there.

There is some more work for you to do from this point on.

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You will need to market your product on the Internet. This will require the set up of a web space and the direction of people to your site. There are whole books dedicated to this and it is too much information to be included in this article.

Suffice it to say that you will be a success if you can follow these steps in identifying your passion and getting that information into a saleable product. That is the hardest part.

To Your Wealth!!!

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By Dave Hertner

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Word Count : 750 (With resource box)

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Title : "Recognize the Expert Within You!!

Passionate Knowledge Can Lead to Wealth"

Description: There is an expert within all of us. This article leads the reader through the identification process. It concludes with suggestions on how to market that interest.

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Real Estate – Always Hire An Experienced Realtor
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