

How to Turn Your Knowledge into An Information Product

Worksheet Planner

By David Smith, Chair of Las Vegas Health & Fitness Chamber of Commerce

Goal:

Create an online self-study course featuring your knowledge and experience in an area of value to your market audience.

Benefits:

- Enable your clients to utilize your knowledge and expertise to find solutions to specific problems in order to achieve personal and business goals.
- Help more people.
- Engage your market audience 24/7 initiating and growing a relationship.
- Showcase your expertise and become the “go-to” knowledge expert in your profession area.
- Earn a new stream of passive income.
- Move clients to purchase additional products and services that will further enhance the value they received from your online course.
- Breathe new life into an underperforming book, product or service.

Step 1: Identify a Title and Theme

What problem do you find yourself successfully helping multiple clients solve?

- The title should clearly state your focus subject.
- The theme is the mission statement of your course and should clearly state the purpose and benefit of your course.

Example Title: An Ounce of Prevention

Example Theme: *How to Prevent Damaging Health Issues*

Action Item:

What is YOUR Title and Theme?

Step 2: Organize your Information into a Step-By-Step Process

This step will provide great content for your sales page.

Create an introduction that describes the value and benefits of your course.

- Why is it important to master this knowledge and practice?
- How difficult or easy is it to succeed?
- What will you need to invest in order to succeed (time, learning, activity, change in behavior, follow-through, enlisting help and support...etc.)

List and describe the steps the participant will need to progress through to achieve the value and benefits. This is your course preview.

Example:

- Understand the basic principles of wellness and prevention.
- Master the art of listening to your body.
- Preview of the steps to wellness and prevention.

Example of Steps:

1. Master the Art of Breathing
2. Optimize Your Blood Pressure
3. Optimize Your Major Organs
4. Prevent Common Health Issues
5. Optimize Your Diet
6. Utilize the Health Value of Herbs & Teas
7. Put it All Together into Your New *Prevention* Lifestyle

Action Item:

List the steps of your "Step by Step Process"

Step 3: Add Lesson Content to Your Outline (Information, Stories, Images)

Action Item:

Begin gathering content in files for each of your steps.

Step 4: Add Tools to Each Lesson Area (Progress Diagrams, Progress Tracking Charts, References, Software, Apps...etc.)

Action Item:

Decide what tools might help your audience integrate your process into their lives.

Step 5: Create a Quiz for Each Lesson Area

Create questions that will gauge the participant's assimilation of the content and serve as a learning retention tool. We suggest multiple choice questions. About 5-10 questions for each lesson. You don't need to exhaustively include everything. A few key sample questions will determine whether your audience captured and understood the content.

Action Item:

Begin creating quizzes for each lesson area.

Step 6: Create an Assignment for Each Lesson Area

Your assignments will guide the participant to activate the learning in their own life, modifying their behavior to put into regular practice the new activity that will help them achieve the benefits you promised in the beginning.

Action Item:

Create an assignment for each learning area.

Step 7: Set Your Learning System Up on the Internet

We recommend a learning system that perform as a WordPress plugin on your website: LearnDash. The system itself is about \$180/year.

Action Item:

Preview LearnDash as an online learning system tool: <https://www.learndash.com/>

Step 8: Ask for Help

David Smith and Jonathan Marx of Las Vegas Health & Fitness Chamber of Commerce are skilled with creating online learning systems and helping you in the following ways:

1. **Determining the focus** of your online learning system.
2. **Creating content** for your online learning system (If you already have a book, we can convert your book into an online learning system)
3. **Setting your online learning system up** on the internet (configuring LearnDash)
4. **Connecting merchant services** so you can accept payments.
5. **Marketing** your online learning system.

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Portfolio Examples:

David Smith:

<https://creathealthnevada.com/body makeover>

Jonathan Marx:

See the ***Influencer Toolkit*** in the Members Area of <https://vegashealthfitnesschamber.com>

Action Item:

Contact David and Jonathan for a consultation.

Tutorial:

See the lesson segment: "How to Turn Your Knowledge Into Information Product" in the ***Influencer Toolkit*** in the members area of <https://vegashealthfitnesschamber.com>

Example – Reorganizing a Book as an Online Learning System:

Original as a Book

Book by Sheila Sterling

Title: An Ounce of Prevention

Theme: *How to Help Everyday Ailments Naturally*

Original Table of Contents

- Introduction
- The Healer Within
- About Prevention
- 4 Pillars of Health & Wellness
- Physical Form of Wellness
- 3 Stages of Breath & How to Practice Breathing
- Blood Pressure Stats & How to Bring BP to a Normal Range
- Tips on Your Organs-Focusing on Your Liver, Heart, Kidneys, Colon, & IBS
- How to Prevent a Cold & Viruses
- How to Prevent or Care for a Headache
- How to Prevent Diabetes
- How to Prevent Overheating & Heat Stroke
- How to Deal with or Prevent a Yeast Infection
- Sheila Z. Stirling PhD
- How to Regain Youthful Skin
- Using Food as Medicine
- Heart Healthy Foods
- Foods Good for the Brain
- Foods to Help Avoid Heart Disease, Stroke & Improving Brain Function
- Foods that Lower Cholesterol
- What Lowers Blood Pressure–Ginger
- Foods that Lower Blood Sugar
- Foods that Help Balance Hormones
- Foods Good for the Liver
- Foods Good for the Pancreas
- Let's Talk Herbs
- Which Tea is Great for You?
- Medicinal Teas to Keep on Hand
- In Closing
- About the Author
- Resources / Sister Sites

Book Reorganized as an Online Learning System

Title: An Ounce of Prevention

Theme: *How to Help Everyday Ailments Naturally*

Original Table of Contents

- **Lesson 1 – Understand the Basic Principles of Wellness and Prevention**
 - Introduction (Describe the 7 Lessons as “Steps to Prevention”)
 - The Healer Within
 - About Prevention
 - 4 Pillars of Health & Wellness

- Physical Form of Wellness
- Lesson 1 Quiz
- Lesson 1 Assignment
- **Lesson 2 – Master the Art of Breathing**
 - 3 Stages of Breath & How to Practice Breathing
 - Lesson 2 Quiz
 - Lesson 2 Assignment
- **Lesson 3 – Optimize Your Blood Pressure**
 - Blood Pressure Stats & How to Bring BP to a Normal Range
 - Lesson 3 Quiz
 - Lesson 3 Assignment
- **Lesson 4 – Optimize Your Major Organs**
 - Tips on Your Organs-Focusing on Your Liver, Heart, Kidneys, Colon, & IBS
 - Lesson 4 Quiz
 - Lesson 4 Assignment
- **Lesson 5 – Prevent Common Health Issues**
 - How to Prevent a Cold & Viruses
 - How to Prevent or Care for a Headache
 - How to Prevent Diabetes
 - How to Prevent Overheating & Heat Stroke
 - How to Deal with or Prevent a Yeast Infection
 - How to Regain Youthful Skin
 - Lesson 5 Quiz
 - Lesson 5 Assignment
- **Lesson 6 - Optimize Your Diet**
 - Using Food as Medicine
 - Heart Healthy Foods
 - Foods Good for the Brain
 - Foods to Help Avoid Heart Disease, Stroke & Improving Brain Function
 - Foods that Lower Cholesterol
 - What Lowers Blood Pressure–Ginger
 - Foods that Lower Blood Sugar
 - Foods that Help Balance Hormones
 - Foods Good for the Liver
 - Foods Good for the Pancreas
 - Lesson 6 Quiz
 - Lesson 6 Assignment
- **Lesson 7 – Utilize the Health Value of Herbs & Teas**
 - Let’s Talk Herbs
 - Which Tea is Great for You?
 - Medicinal Teas to Keep on Hand
 - Lesson 7 Quiz
 - Lesson 7 Assignment
- **Lesson 8 – Put it All Together into Your New *Prevention* Lifestyle**
 - In Closing
 - About the Author
 - Resources / Sister Sites
 - Lesson 8 Quiz
 - Lesson 8 Assignment

