

**WELCOME TO THE  
'SCREW WORK' ACADEMY**

**MOMENTUM MONTH 2**

# Tonight

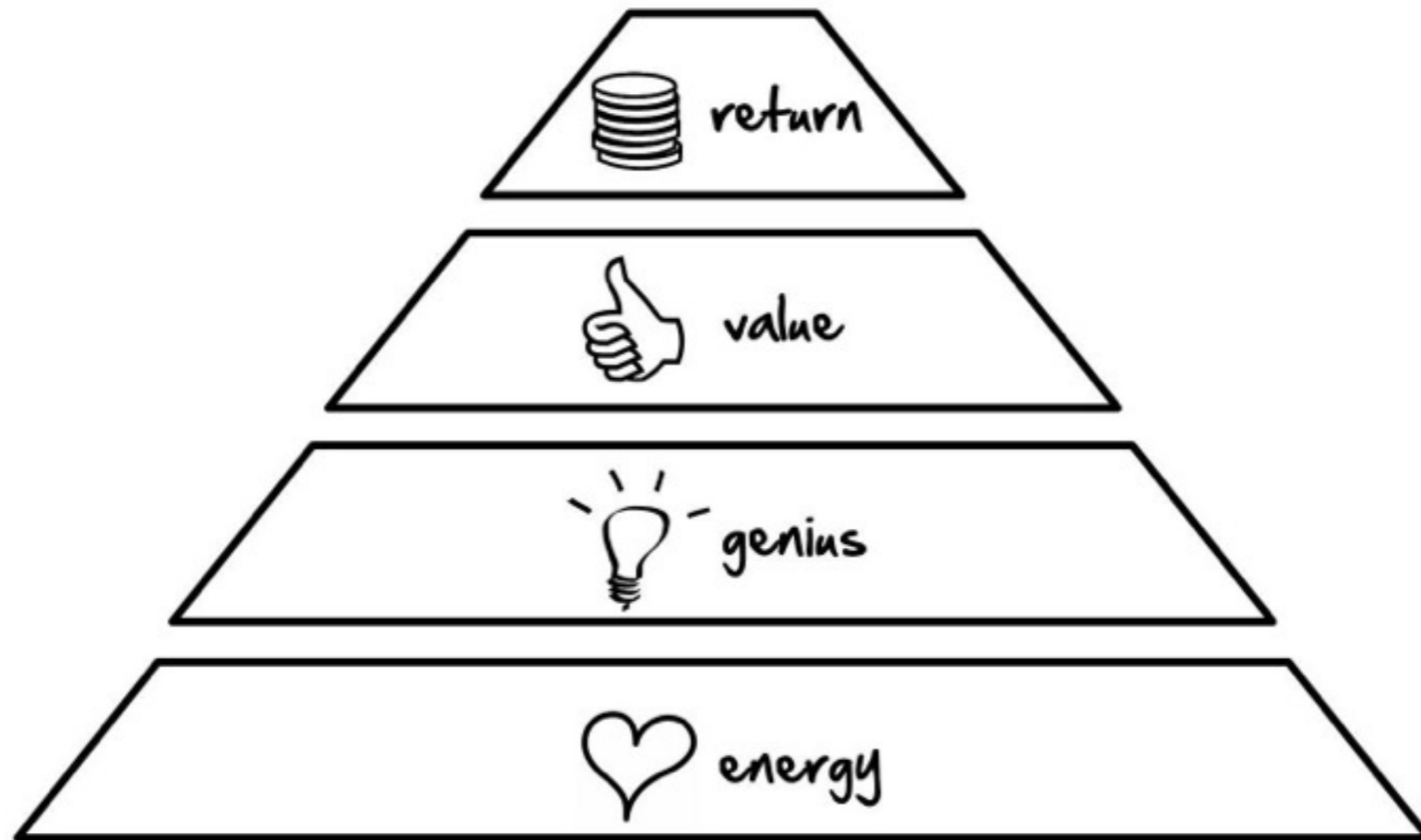
- Making something to sell
  - Creating an offer
  - Evaluating your idea
- Getting traction
  - Using social media
  - How long to persist at blogging
  - How to reach your market
- Generating income

**Making something  
to sell**

# Making something to sell

- Create an offer: ONE thing you can sell
  - Info product / service / whatever
  - Name it, price, state how it's delivered
- MVP = minimum version that tests the value to your target market
  - This might be free

# Evaluating your idea



# Real-world validation

- **ENERGY:** Do it! And ask “How much am I enjoying this? How much would I be keen to pursue this idea if I didn’t need the money?”
- **GENIUS:** “How in flow does this feel for me? Does it suit my personality?”
- **VALUE:** “Do people want this? Am I generating interest and engagement? Do people want more of what I’m doing?”
- **MONEY:** Sell it!

**Getting traction**

# Getting traction

- It takes time for people to notice you
- Keep delivering value - for free if necessary
- How long should you persist at blogging?
  - Blog with your offer in mind so it has some purpose & direction to it beyond exploring & developing your skills / interests



# Using social media

- Twitter is about relationships, not selling.

It's not a magic cure for anything.

- Good for approaching journalists & other key contacts

- Create a 'stalk' list on twitter or [tweetdeck.twitter.com](http://tweetdeck.twitter.com)

# Using social media

- A Facebook page can be great alternative (or addition) to a website.
- Eg [www.facebook.com/FeltBuddies](http://www.facebook.com/FeltBuddies)

# How to reach your market

- Take your free thing / one paid thing & push it
- Go find 10 blogs/newsletters you could write something for
- Find 5 events you could speak at
- Find 5 shops that could stock your product
- Find 5 people who could promote you to their clients

# Generating Income

# Generating Income

- If you're doing something new that you don't have a track record in it takes a lot of time and energy
- But you can do it - it is available to all

# Two track model

- If you're going to develop something new, accept it will take time
- You'll need income from elsewhere - choose something you DO have track record in



# Getting the money

[paypal.com](https://www.paypal.com) for button or link



# Making Real Income

Making money requires focussed energy.

**DABBLERS DON'T GET RICH**



**Q&A**

# This month

- Create an offer - one thing you can sell (or at least something valuable to give to people)
- Reach out to others to share your offer
- Keep us updated in the Facebook community

# Next webinar...

- Mon 10 February 2014 7pm GMT
- London meetup: Thurs 27 February