

Position yourself as an expert within your niche

- ✓ Recognize which of 7 paths to becoming a top seller work for you
- ✓ Attract buyers who share your vision & values
- ✓ Uncover and capitalize on your passion & unique expertise

Design your website as an online resume and go-to teacher resource

- ✓ Adapt to teachers' changing habits in blog readership
- ✓ Create evergreen content that drives traffic & sales indefinitely
- ✓ Make blog posts "sticky" so readers check out related products
- ✓ Repurpose existing content to expand your reach with less effort
- ✓ Discover the simple key to always having new blog topics & product ideas

Create sales funnels with social media and email lists

- ✓ Draw followers to the only space you can control: your site + list
- ✓ Use email lists to get your message seen & build loyalty
- ✓ Create targeted email lists to convert random visitors into buyers
- ✓ Send awesome content with minimal effort via auto-responders

Offer unique free resources that increase your authority & TpT sales

- ✓ Create TpT freebies that drive sales for paid products
- ✓ Think beyond printables when designing product previews
- ✓ Connect personally to attract superfans & more revenue streams

Extend your TpT best sellers into additional products & services

- ✓ Turn basic product ideas into high dollar resources
- ✓ Upsell your best selling products by offering unique related items
- ✓ Identify patterns in buyers' feedback/Q&A and create paid services that solve their problems
- ✓ Set up multiple revenue streams by leveraging your expertise into books, speaking events, online courses, and more

Design your website as an online resume and go-to teacher resource

- ✓ Adapt to teachers' changing habits in blog readership
- ✓ Create evergreen content that drives traffic & sales indefinitely
- ✓ Make blog posts "sticky" so readers check out related products
- ✓ Repurpose existing content to expand your reach with less effort
- ✓ Discover the simple key to always having new blog topics & product ideas

Create sales funnels with social media and email lists

- ✓ Draw followers to the only space you can control: your site + list
- ✓ Use email lists to get your message seen & build loyalty
- ✓ Create targeted email lists to convert random visitors into buyers
- ✓ Send awesome content with minimal effort via auto-responders

Offer unique free resources that increase your authority & TpT sales

- ✓ Create TpT freebies that drive sales for paid products
- ✓ Think beyond printables when designing product previews
- ✓ Connect personally to attract superfans & more revenue streams

Extend your TpT best sellers into additional products & services

- ✓ Turn basic product ideas into high dollar resources
- ✓ Upsell your best selling products by offering unique related items
- ✓ Identify patterns in buyers' feedback/Q&A and create paid services that solve their problems
- ✓ Set up multiple revenue streams by leveraging your expertise into books, speaking events, online courses, and more