Worksheet 1:
YOUR INVISIBLE KNOWLEDGE GOLDMINES

Congratulations on finishing Video Training #1!

Now that you’ve finished Training Video #1, you know exactly how to find that big “million-dollar idea” for your business. You also have the knowledge it takes to follow through on that idea, and start your own Automated Income business.

Let’s recap what you’ve learned so far:

- We’re in the middle of a Digital Revolution, where millions of jobs are being destroyed or replaced by automation, robots, and software. Worst of all, our education system continues to teach knowledge and skills that will soon be replaced by these technologies.

- That said, the Digital Revolution has created a huge opportunity for what we call “Automated Income” businesses - or, businesses that leverage selling information products digitally. Best of all: they can’t be replaced by machines.

- Automated Income businesses have little risk, zero inventory, and require no technical skills to start up and run. They allow you to make money passively. All you need is some kind of information (i.e. knowledge) that other people will pay to access.

- People who take advantage of this trend early on will be able to profit massively. Our automated income business, for example, has generated over $10 million in revenue from selling just a handful of information products. And we’ve been able to continue making hundreds of thousands of dollars every year from those very same products - all while traveling the world and rarely stepping foot inside an office.

- Literally everyone in the world has some sort of innate knowledge they can teach others in the form of an information product. They just don’t realize it because they’re approaching the subject entirely wrong. But you won’t because you’re watching this special training series.

- Uncovering your hidden knowledge goldmine is as simple as identifying a specific group of people who are the most desperate for the information you can teach. All you need to ask yourself is this: What am I better at than a specific group of people?

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[ EXERCISES ] PART ONE

Let’s get started on the path to finding your hidden knowledge goldmine:

Think about the main question: **What am I better at than a specific group of people?** Brainstorm out as many topics you could teach in the spaces provided below.

If you’re having trouble coming up with ideas, here’s some additional questions to help get you started:

➔ If you were a billionaire and never had to work, what would you do in your spare time?
➔ What could you do for 3 years straight, without getting paid?
➔ What do you enjoy doing for fun on the weekends?
➔ What kind of subjects, topics, or areas are you interested in, or feel naturally drawn to?
➔ What are you excited about?
➔ What do you frequently read about?
➔ What kind of TV shows do you watch?
➔ What do you talk about with your friends?
➔ What kind of accounts do you follow on social media?
➔ What were some of the things you loved doing when you were a kid?
➔ Think about the people you most aspire to be. What do they do for a living?
➔ Look at your book or Kindle collection, credit card statements, website history, or subscriptions...do you notice any common themes in the type of purchases you make, or content you consume?

Some examples of interests turned into information products:

<table>
<thead>
<tr>
<th>How to cook great meals</th>
<th>How to take professional photos</th>
<th>How to sleep better</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to speak mandarin</td>
<td>How to get more Instagram followers</td>
<td>How to plan a wedding</td>
</tr>
<tr>
<td>How to do well on the SATs</td>
<td>How to travel on a budget</td>
<td>How to train your lizard</td>
</tr>
<tr>
<td>How to get over social anxiety</td>
<td>How to write a novel</td>
<td>How to homebrew beer</td>
</tr>
<tr>
<td>How to be a great public speaker</td>
<td>How to decorate your apartment</td>
<td>How to run a marathon</td>
</tr>
<tr>
<td>How to be confident</td>
<td>How to find cheap airline tickets</td>
<td>How to create your own typeface</td>
</tr>
<tr>
<td>How to dress well</td>
<td>How to get more dates</td>
<td>How to boost your metabolism</td>
</tr>
<tr>
<td>How to reach 1800 elo in League of Legends</td>
<td>How to</td>
<td>How to dunk as a short person</td>
</tr>
</tbody>
</table>

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LIST OUT YOUR 5 TOPICS HERE:

1.
2.
3.
4.
5.

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[ EXERCISES ] PART TWO

Next, fill in the “amount of people” and “skill level” relative to each topic in the Skill Level Index graph. Remember, don’t overthink this! It should be really easy to do. Once you’ve filled in those values, mark and label where your skill level is at on the graph for each topic.

EXAMPLE: If you remember from the video, Jesse used teaching math as an example, where “kindergarten math” was the lowest skill level, and “genius level” was the highest. Jesse marked himself at a fourth grade level. Here’s what that would look like in this exercise:

**TOPIC: TEACHING MATH**

<table>
<thead>
<tr>
<th>PEOPLE</th>
<th>+</th>
<th>SKILL LEVEL</th>
<th>-</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Kindergarten math</td>
<td>Genius level</td>
</tr>
</tbody>
</table>

My skill level: 4th grade level

Now, it’s your turn. Fill out the Skill Level Index graphs below for each of your five topics.

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TOPIC #1:

My skill level:

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TOPIC #2:

My skill level:
TOPIC #3:

My skill level:

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TOPIC #4:

My skill level:

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TOPIC #5:

You're almost done! Now, it's time to narrow it down to just one idea to move forward with. Go with your gut here, and pick the idea you care about the most or feel is your favorite. Be sure to write it down in the space below, as you'll be using it throughout the rest of the training series.

MY FINAL TOPIC IDEA:
You’re Done!

You’ve just identified a really strong “knowledge goldmine” you can leverage to create your own digital information product business. This is the first, biggest step to carving out a path for your Automated Income business - and one of the biggest blockers most people get stuck on. Congratulations!

Stay tuned for Training Video #2, where you’ll be learning the “Profitable Product Framework” - a simple process you can follow to convert the information in your head into profitable online courses that are irresistible to potential customers. Heads up: You’ll be using the topic you just selected here in the next set of exercises. Can’t wait to see you there!