

How to make extra money as an employed professional





Point One

Money always follows value.

People spend their money on the things that are valuable to them.

David Ogunshola

Nobody gives you money because they like you. They pay you because you generate value for them.



Point Two

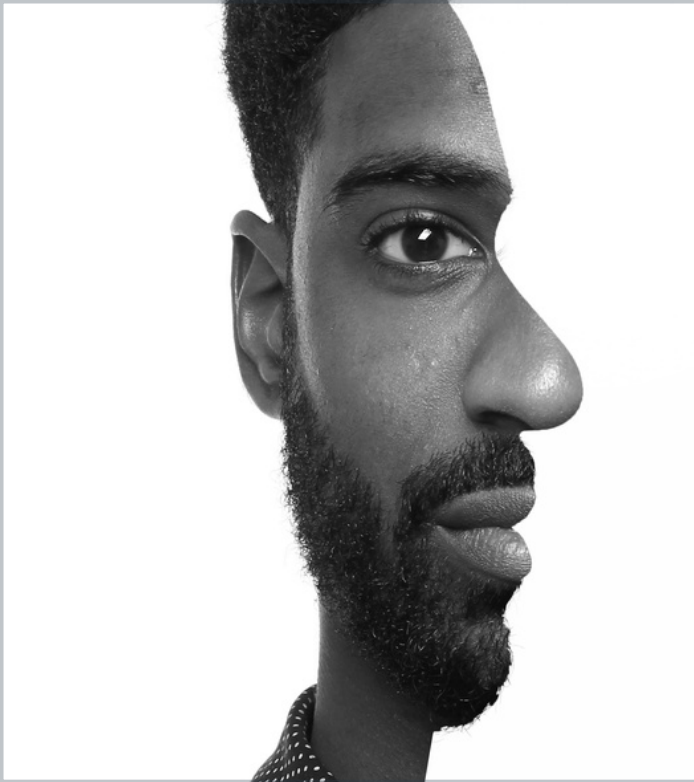
People will only pay for your value when they consider you an expert in the area of their need.

David Ogunshola

Whenever you have a problem there is someone who comes to your mind by default. This is because you consider that person an expert.

If a child is sick, there's a doctor who comes to your mind. If a child is doing badly in mathematics, someone comes to your mind.

What problem do people have that make them think about you?



Point Three

You need to have a range. The era of the one-lane genius is gone.

Professionals who combine expertise in two or more fields are now regarded as the new specialists of today.

Your competitive edge would be the two or more fields you combine which nobody else does or in a way that nobody else does.

David Ogunshola

You need to be able to bring more than one skill to the table. Your competitive edge would be the two fields you combine.

**Your expertise is only as good as
your visibility**

An expert that nobody knows, is that one an expert?

Share Knowledge

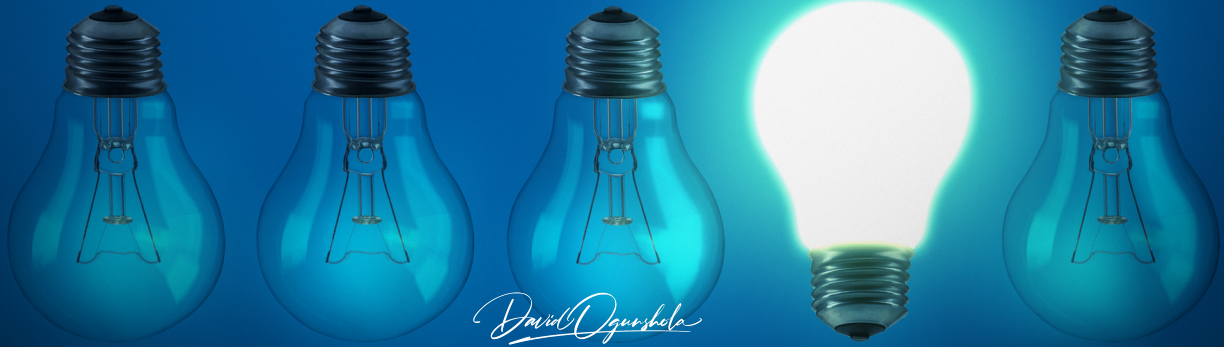
"No one lights a lamp and hides it under the cupboard." - Jesus Christ



How do you establish expertise?

Share Knowledge

"No one lights a lamp and hides it under the cupboard." - Jesus Christ



You don't become an expert by hoarding knowledge. It's nice to take a lot of trainings, but when your training makes you an expert - sharing knowledge makes us know that you are an expert.



That your knowledge, people need it. Show it.

You may think you don't know it all. The little you know is an answer to someone's question.

Share knowledge for free to make yourself established as an expert. You'll be amazed at the kind of things people are ignorant about, for which you are an expert.

David Ogunshola

You'll be amazed at the kind of things people pay for.

Everything you know, there's someone who needs it.

People pay money for color matching. Editing books. Preparing slides. etc.

How do you share knowledge and expertise?

Social Media

If someone goes through your social media handles or walls, can they tell your expertise?

Use technologies like Buffer to your advantage. Schedule your posts so you don't have to go online everyday.

David Ogunshola



If I can't offer you a gig from your social media wall, then you need to change your strategy



Lastly

Create packages, programs, products and offers

If you don't, people will continue to tap into your expertise for free. Packages help people know the different ways to access your expertise.

David Ogunshola

Yet these same people will pay someone else who does the same thing you do, but who has packaged their service into an offer.

Bundle your expertise into a product - ebook, training, coaching or workshop



Your product or package could be an ebook, training, coaching, workshop or service. Something people can pay for.

Don't despise the days of small beginnings. Start little.
Keep growing and keep sharing knowledge.
Consistency will pay. Don't give up.

David Ogunshola

