



The 5 Biggest Mistakes Experts Make When Monetizing Their Content

--By Jane Deuber--

Mistake #1: Not having a clearly defined process that delivers on your promise every time.

The Solution:

- Become the “observer of what you do” to identify your unique process
- Find the common thread among all your happy clients’ transformation and then plug it into the anatomy of *any* transformation

Mistake #2: Positioning YOURSELF as the catalyst for transformation rather than your process.

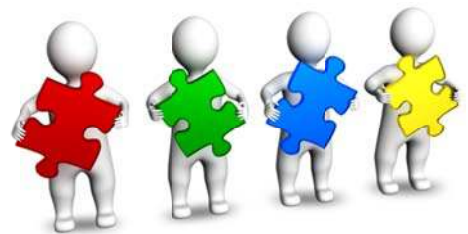
The Solution:

- Create a process that walks your clients through the evolution process whether you are there with them or not
- Enable clients to see themselves as the source of their evolution rather than creating dependency on you

Mistake #3: Not creating a memorable and engaging experience that impresses your clients.

The Solution:

- Provide a “guided learning experience” that build awareness, confidence and capability every step of the way
- Inspire clients to stay in the game with strategies that allow your students to feel seen, heard and valued throughout the learning process



Mistake #4: Not using a proven system that continuously attracts prospects and moves them from curious to YES.

The Solution:

- Design a client courting process that enables you to authentically express who you are and how you serve your clients
- Add a step to your process to help prospects pinpoint where they are strong and where they need to shift in relation to the transformation you are offering

Mistake #5: Missing out on the automated revenues available through white labeling, licensing and more.

The Solution:

- Systematize your process to set yourself up to create ongoing leveraged revenue streams through recurring revenue programs

Let me help you establish a process and a plan to monetize your brilliance and create sustainable Success!

About Jane Deuber



Jane Deuber is a speaker, author, and sought after business strategist to big thinking entrepreneurs around the world. Armed with a Master's in International Business, Jane started her first business in 1987 with just \$5000. Since then she has taken that business and one other to the multi-million dollar mark and helped thousands of entrepreneurs achieve their dream of higher profits and greater personal fulfillment

Today, Jane operates three businesses, all dedicated to empowering business owners to create a business model that brings them greater ease, fulfillment and sustainable profits. Through the **Virtual Training Academy**, Jane supports speakers, authors, trainers, coaches and consultants to monetize their proven process and content into a high margin, automated revenue stream that clients love.

Jane lives and works in Pebble Beach, California with her husband of 27 years and her teenage son Alex.

To discover more about Jane's work, visit www.JaneDeuber.com or www.VirtuaTtrainingAcademy.com or contact her directly at Janed@janedeuber.com.

Want high margin, low maintenance revenue streams that create raving fans for life?

Check out this FREE training by Jane: www.VirtualProfitsSecrets.com