



INTRODUCTION TO ONLINeworkingathome.com

DISCLAIMER

Disclaimer, Please Read

Copyright © 2018, Judy Nichols

All rights reserved.

Disclaimer

No part of this publication may be reproduced or transmitted in any form or by any means. This includes, mechanical or electronic, including photocopying or recording, or by any information storage and retrieval system, or transmitted by email without permission in writing from the author.

The people and events described and depicted in this book are for educational purposes only. Although every attempt has been made to verify the information provided in this book, neither the author nor the publisher assumes any responsibility for errors, omissions, or contrary interpretations of the subject matter herein.

This book is not intended for use as a source of legal or financial advice. You should be aware of any laws governing any financial and business transactions or other business practices in your country and state.

The reader is responsible for his or her actions. Adherence to all applicable laws and regulations, including international, federal, state, and local laws governing professional licensing, business practices, advertising, and all other aspects of doing business in the U.S., Canada, or any other jurisdiction is the sole responsibility of the purchaser or reader. Neither the author nor the publisher assumes any responsibility or liability whatsoever on behalf of the buyer or reader of these materials. Any perceived slight of any individual or organization is purely unintentional.

INTRODUCTION TO ONLINEWORKINGATHOME.COM

TABLE OF CONTENTS

What Is Savvy Experts Online?

Is this book for you?

How to Get the Most Out of Savvy Experts Online.

Bonus Workbooks

- [Transferable Skills Checklist](#)
- **Online Business Plan Template**

Introduction

Chapter 1: Making the Most of Your Expertise

- 1.1. Your Transferable Skills
- 1.2. Finding Your Focus
- 1.3. The Savvy Experts Online Business Template
- 1.4. Developing Multiple Products and Services

Chapter 2: Secure Your Place Online and Grow your Revenue

- 2.1. Online Strategies are disrupting how we live and work
- 2.2. Eleven of the Best Online Business Benefits
- 2.3. The Experts Six Steps to Online Income
- 2.4. Have a Go and Live Your Life without Regrets

Chapter 3: Why Experts Achieve Early Online Business Success

- 3.1. Benefits of Life Experience and Expertise
- 3.2. Retirement Reality
- 3.3. Finding Profits in Your Passions

Chapter 4: Finding Your Best Topic and Its Online Audience

- 4.1. Experts –It is Time to Listen and Not Lead
- 4.2. Profitable Expert Topic Ideas
- 4.3. Twelve Market Analysis Strategies to Confirm Your Expert Topic Idea
- 4.4. Your Best Topic Checklist
- 4.5. Six Strategies to Find and Connect with your Online Audience

Chapter 5: Embrace Your Mistakes - It's part of your journey

INTRODUCTION TO ONLINWORKINGATHOME.COM

- 5.1. Believe In You and Your Expertise
- 5.2. Rising to the Top
- 5.3. The Success Factors
- 5.4. Creating Credibility, and Influence

CHAPTER 6: Risk Management – Will Your Idea Sink or Swim?

- 6.1. Risk Management #1 –Validating Your Idea
- 6.2. Risk Management #2 – Testing Your Product and Service Ideas
- 6.3 Risk Management # 3 – Testing for your most profitable strategy

CHAPTER 7: Online Business Strategies for Multiple Income Streams

- 7.1. Freelancing
- 7.2. Self-publishing
- 7.3. Blogging
- 7.4 Webinars
- 7.5. e-teaching
- 7.6. Social Media
- 7.7. Affiliate Marketing
- 7.8. Email Marketing

CHAPTER 8: Exposed! 10 Online Myths

Thank You

Before You Go

References

INTRODUCTION TO ONLINEWORKINGATHOME.COM

What Is Savvy Experts Online?

I help people just starting out online turn their ideas, skills, hobbies and expertise into an online business.

If you are over 50, like me with decades of life and work experience, there is a huge opportunity waiting for you.

You can have the freedom & flexibility to work on your own terms, balance priorities, whilst doing the things you want to do with a business online.

You can use your expertise in many different ways.

Starting online freelancing you'll achieve a global reach. My first step was freelancing and now I make dreams come true by writing successful grants across all sectors. From education innovation, artificial intelligence, tourism, large infrastructure projects revitalizing rural communities, Aboriginal workforce participation, clinical and disability projects. The list goes on and this is only one part of my online business that I love.

You can share your voice and do something adventurous creating new streams of income and attracting thousands of followers.

You can have it all when you transition your expertise online.

It is achievable, even without high level technical skills. If you can search Google, send an email, use a power point. You can learn the eight online strategies described in this book. There's a learning curve, investment in training and at times like me, you may want to give up.

You will be able to confidently apply the eight online strategies described in this book to your skills, knowledge, passions and interests and become a Savvy Expert Online. When I started, I could not build a

INTRODUCTION TO ONLINEWORKINGATHOME.COM

website, now I have built twenty websites, and you can to. You can make a similar transformation from a 9 am - 5 pm expert to an online entrepreneur.

Four years ago, I would have thought this level of online skills and worklife freedom was out of my reach. I was a prisoner in the 9 am -5 am, the long commute, the wasted hours sucking me away from family and leisure time.

I apply eight online strategies to my online business, there are more. These eight are in my opinion are the best for people with expert knowledge and skills who are starting out. I'm learning about additional strategies, but have not implemented them. These are are only briefly detailed and will be covered in my next book.

Transitioning your skills and knoweldge online is more than authority, reach and income. You can add to your life's purpose, give more and do more for others who need you. If you have left the workforce prematurely, online strategies allow you to earn more for you, your loved ones or for a cause you value.

Savvy Experts Online is for you to extend yourself, unshackle yourself from the 9 am – 5 pm routine, do work you care about and make a difference.

Savvy Experts Online is not about selling your products, information or services. Instead, you know the value of your skills and knowledge. People are looking for your information online today. Your job is to build an online presence, know your audience, connect with them and they will find you.

This is not the only book describing online strategies. It is; however, the only book and program focused on experienced workers with professional expertise and decades of life experience.

Experts like you and me with years of “skin in the game” are already ahead in the online business world. You have credibility gained from your work experience, university and college degrees. You have testimonials and recommendations from people you have helped, changed their lives or even saved them. You know their stories, aspirations, priorities, and challenges. You have ideas and solutions, to help others in their business, their careers or with everyday problems.

INTRODUCTION TO ONLINEWORKINGATHOME.COM

With your skills and knowledge, you may feel uncertain where to start, afraid of failing and even what others think. With Savvy Experts Online, you'll identify your best popular and profitable topic, and learn about strategies tailored to you and your worklife goals. You'll join other mature workers to share your journey, learn from theirs including their fears, challenges and solutions. You won't be alone either. [Start-Up Statistics](#) from 2016 in the USA showed 51 percent of owners of small businesses are 50-88 years old

Don't let your fears stop you. Are a teacher, accountant, attorney, small business owner, clinician, musician, counsellor, or artist. You have skills others have questions about. They want to learn just a little of what you know to make their life easier or fulfill their aspirations. You may not recognise your fear or limiting beliefs. These can manifest as excuses or procrastination.

Let's look at fears, further on in chapter 5 we tackle limiting beliefs once you know this journey is for you.

Do I hear you saying, "I don't have the technical skills"? At the moment, you might not be able to build a website, this may be true, but you can learn as I did. Don't let technology scare you off. For those of you, like me who are over 55 years old, do you remember the delicious smell of the xerox machine at school? The first time you sent a fax? I still remember this day in my 30's, sending my first fax from Sydney to London. Where were you, when you sent your first fax? If you were involved in science or psychology at university, we had foot high piles of cards with holes and these would be run through a computer the size of a bathroom and spit out reams of paper with code we'd later use for a door stop.

Now our computers sit on our desk top or in the palm of our hand, even on our wrist. We have all learned how to master the technology. There's more to learn and it's not hard.

Next fear? I'm too old. In fact, people over 50 years are the largest and most successful cohort of online entrepreneurs. Bring it on. Be a part of this amazing journey.

If you are thinking of an idea, perhaps related to your credentials or even another interest linked to being a volunteer, a sport or challenge in life you have overcome. Now you have an idea for your online focus, do I hear you saying, how do I know whether my idea will work? We can help here with the step by step exercises and risk management. An entire chapter is devoted to minimizing risk and understanding how to leverage and partner with your perceived competitors.

INTRODUCTION TO ONLINWORKINGATHOME.COM

Are you were worrying about other people online who also focus on your idea? Coud this be another excuse? In the online world, there is reciprocity like you have not ever experienced. People help each other because there is a global audience and no one expert is the same. If you can show and share your credentials, you are ahead of the game.

Savvy Experts, Online shows you how to:

- Find profitable topics
- Know and analyze your market
- Describe and find your online audience
- Connect and engage with your audience early
- Find your first customers
- Test to work out whether your ideas will work with your audience
- Find the online strategies best suited to what you like to do and how you want to work, i.e., are you a writer, a talker, an introvert or an extrovert
- Monetize your topic and online strategies
- Create income projections
- Manage risk in your assumptions about how to utilize your skills and knowledge

Savvy Experts Online will give to you:

1. The “Transferable Skills Checklist.”

Too often people define themselves only by their profession, occupation or work. [The Transferable Skills Checklist](#) will help you to look deeper and recognize all of your skills and natural talents. These will become the foundation upon which to tailor a sustainable way forward.

Do you love to write, create, speak or teach? Are you an introvert or more of an extrovert? These are all important characteristics to consider when choosing your “best-fit” online strategies.

Knowing your transferable skills will help you to tailor your transition plan. Would you like to Blog, create a video or speak online? Do you develop social connections quickly? Have you already acquired a

INTRODUCTION TO ONLINWORKINGATHOME.COM

professional, client or customer network or following? Do you want to serve other businesses or a specific community? Do you want to create your own information, services, and products you know will be valued by people searching online for answers?

Try not to become a person of success, but rather try to become a person of value.

Albert Einstein

2. The Online Business Template

As you work through this template, provided to you as a bonus you will:

- Find your best topic
- Test your assumptions with those you want to serve
- Discover even more ideas and angles for your successful transition
- Find your best online audience
- Know your strengths and why people will listen to you
- Develop the confidence to manage overwhelming procrastination
- Identify the services and products you could create for your first customers
- Find the best two or three online strategies to suit your skills, expertise, and audience
- Created your income projections

"If you don't know where you are going, any road will get you there."

- Lewis Carroll, Adapted from Alice in Wonderland

3. The Passion Test

This is not about testing the the love of your life or finding one ! Rather an easy to use system used in sixty four countries by one thousand five hundred trained facilitators, including myself. The test which you

INTRODUCTION TO ONLINEWORKINGATHOME.COM

can also do yourself will help you to discover what's most important to you, and what can drive your online transition. The Passion Test is direct and practical roadmap to discover your "Why".

There's a few of you who know exactly what you want to focus on. You can skip this step or use it to confirm your topic is true to the real you. Knowing your "Why", is essential. It will sustain you when you want to give up. What do you want to achieve for yourself or others? Are you seeking to move on from the nine to five for flexibility, necessity or just a change?

Do you want to grow your income to share it or give it away to a cause you value?

Is your "Why" to reach more people with your expertise, to help them with the challenges you know they face. Is your "Why" to support your children's college fees or to become debt free? Perhaps your "Why" is to fund your retirement, retire early, or showcase your skills to the world?

Is this book for you?

Are you contemplating a retirement from the 9-5, you want a change but not quite ready, or you have retired and are thinking, Now What?

This book is for you if you can say yes to any of these career and life's issues.

- ✓ Do you want a better work-life balance?
- ✓ Do you want to change to a career of your choice, not one made for you?
- ✓ Do you want free time to explore your real potential?
- ✓ Do you feel trapped in the 9-5 and want a new way to work?
- ✓ Do you want a side income or several streams of new revenue?
- ✓ Do you feel affected by age discrimination at work and need to secure your future?
- ✓ Is your mental health suffering because of your 9 am – 5 pm routine?

INTRODUCTION TO ONLINEWORKINGATHOME.COM

- ✓ Do you see your retirement nest egg fading before your eyes?
- ✓ Have you reached a career dead end, but have much more to give?
- ✓ Do you seek more profound job satisfaction?
- ✓ Are the physical demands of your job too exhausting?
- ✓ Do you need flexibility to care for an elderly parent, your children or grandchildren? Maybe, you are juggling all three?
- ✓ Want to create multiple income streams providing flexibility to work where, when and with whom you choose
- ✓ Do you want a sea change or relocate and are uncertain whether you'll find a job?
- ✓ Are you tired of satisfying investors and corporate directors and now wish to focus on your needs?
- ✓ Are you over office politics, deadlines, budgets, and clients and need a new place to work?
- ✓ Do you want to make a difference, yet you feel constrained by the nine to five?

This book is for you if you,

- ✓ Want to use your skills, knowledge, and expertise to be more, do more and give more
- ✓ Have a life experience or story to share
- ✓ Want to become a trusted and respected global authority in your area of specialization, life experience or passion
- ✓ Want to engage with people who share your passion
- ✓ Want to learn the online strategies to find and genuinely engage with a global audience

INTRODUCTION TO ONLINeworkingathome.com

- ✓ Can listen genuinely to your audience and want to understand their needs, dreams, and aspirations
- ✓ Can provide solutions to people's frustrations and challenges

Sound familiar?

To create your opportunities, keep reading because, with this book, you'll create a positive change in your work-life much faster than you could ever imagine.

Take Action Now

Even after saying "Yes, Yes, Yes" to one or more issues on the list, the final excuse is "I'm Just Not Ready". You just need to do one more thing before you start. This is also a fear and you'll be in the same place today, in a year or even worse.

In this book there is an emphasis on transition and not, Quit Your Job Today, create the online business and live your life of freedom sipping cocktails on the beach forever. It's about taking small steps. Find your topic, your online audience and decide on the best strategy to suit you.

Happiness is not in the mere possession of money; it lies in the joy of achievement, in the thrill of creative effort."

Franklin D. Roosevelt 32nd President United States of America 1933 - 1945

How to get the most out of Savvy Experts Online

This book can change your life, the lives of your loved ones and causes you care for.

This book provides your best way forward. It is only a start. Throughout, there are links to my two online training sites and in the appendix, my other twenty websites and social media platforms followed by more

INTRODUCTION TO ONLINeworkingathome.com

than 10,000 casual and avid fans. My training site is are [Online Working At Home](#) are where you'll also find additional information and resources for your online transition.

To get the most out of this book, work through each chapter and create a list of actionable and inspirational ideas. Bernard Shaw once remarked: "*If you teach a man anything, he will never learn.*" Shaw was right. To experience online success practice "*learn and do,*" i.e., learn and take action, Step by Step along your tailored plan.

I get you started, and the details and direction provided for the eight strategies we cover are from personal experience. This book is saving you from spending thousands of hours and dollars I have made on training, workshops, and conferences as well as hours of testing and making my own transition over the last four years. I've made mistakes, taken too long to master different tasks, gone around in circles and gotten off track because I didn't understand how online strategies fit and leverage off each other.

There are many ways to gain the benefits of an online presence. I have tested eleven of the twelve main proven strategies in this book, to find the best fit for men and women with expert skills and knowledge. . The only strategy I have not tested is Podcasting which is a radio show you host and invite guests of interest to your audience. I'm just not ready for Podcasting, I'd prefer to write and this is all about tailoring my business to suit me, as you need to do.

You have the benefit of my mistakes and triumphs. I hope to inspire you to do more, be more, give more and to become more. To live and give generously, to earn and spend on a life well lived.

Savvy Experts Online Bonus Work Books

- **The Transferable Skills Checklist**
- **The Savvy Experts Online Business Template**

INTRODUCTION TO ONLINeworkingathome.com

Introduction

What kind of life do you want to live? Is there more you can do with your work and life experience?

Is your life a genuine and authentic expression of who you are and what you want to do?

Are others telling you your career is over, yet you know it's not?

Have you thought of using your expertise to become an online and global authority? Doing more with your skills could be the savviest career and personal development move of your life.

Online strategies are transforming the way we live and work. There are millions searching online for knowledge and answers to solve their problems and frustrations. Your expertise can help others to improve lives maybe save lives.

If you can teach, present, write, design, motivate, inspire, connect, give business or lifestyle tips, shop, or mentor, you have a place in the billion-dollar e-teaching market. In 2015, the global e-teaching market was valued at \$107 billion (1). E-teaching is just one online business strategy to give you the work satisfaction you deserve.

Many people want change, and buy books such as Savvy Experts Online. The title is captivating, it promises to deliver, then, the book sits on a shelf. There is no magical way this book and others will give you skills. You can't hope for change; you must take action and make it happen.

Savvy Experts Online is a toolbox full of strategies, resources, and opportunities. Many are free others paid, I add more every month, and all are accessible. If you want a chat feel free to contact me for a free 30 minute no pressure, no strings attached conversation. I love helping people, so don't be shy because there is no silly questions.

As a sneak peek to what's coming, each chapter covers the steps shown below. You can start today; all you need is access to the Internet.

INTRODUCTION TO ONLINWORKINGATHOME.COM

Here is what you'll cover:

- ✓ Finding your Niche – the topic best suited to your expertise, transferable skills and your work-life goals
- ✓ Finding Your online audience
- ✓ Testing your idea with different approaches to ensure it will be sustainable, attract an audience and be profitable
- ✓ Show you the different types of products, services and information you can create
- ✓ Show you how to monetize and create an income planner to suit your goals
- ✓ Choose the best fit social media platforms
- ✓ Identify audience and joint venture partners
- ✓ Do a deep dive into the eight online strategies most suited to experts
 - Online Freelancing
 - E-teaching
 - Self-publishing
 - Blogging
 - Affiliate Marketing
 - Email Marketing
 - Social Media
 - Webinars
- ✓ Demonstrate how these strategies fit together connecting you with more followers and creating multiple income streams.

INTRODUCTION TO ONLINEWORKINGATHOME.COM



If you want to increase your digital literacy, reach more people, create new income streams, and a new way to work with your expert skills, knowledge, and life experience, so let's begin.

I help men and women to transition their skills, knowledge, interests and hobbies online. Even from scratch without being technical. You are not too old. I'm 60 years old, and transitioned because I experienced age discrimination and redundancy. I'd love to hear from you, and can be contacted by

1. Email judy@savvyexpertsonline.com
2. Schedule a free, no strings attached chat. Just make a time in my calendar [here](#).

Best Wishes

Judy Nichols

INTRODUCTION TO ONLINEWORKINGATHOME.COM

Your notes page when we have a chat.