



idea to **INCOME**

WORKBOOK

brilliance SELL YOUR
online



I'm Karen

This workbook has been designed to help you achieve success with your online course.

Take some time to follow the steps - by the end you'll have an amazing plan to help you achieve your goals over the next 90 days.

With Love,

Karen



"Creating and launching a digital course is the **single, most powerful and strategic way** to make an impact in the world while growing your income and freedom to life -changing levels."

- Amy Porterfield



PART 1: THE OFFER SWEET SPOT

Finding the balance between what you love, what sells, and what your audience will pay for.

List 3 things you **love** doing:

List 3 things people often **ask you for help** with:

Where do they **overlap**?

→ My **Sweet Spot** Idea: _____

Notes

Use this space to jot down ideas or insights during the masterclass



PART 2: FROM IDEA TO OFFER

Now you've got an idea — here's how to bring it to life.

The Promise (What result will this deliver?)

Format (Course, membership, workshop, template, guide...)

Steps (How will you help them get from problem → result?)

Notes

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PART 3: PACKAGING FOR PROFIT

Positioning, pricing, and making your offer irresistible.

What transformation does my offer deliver?

Why does this matter to my audience?

How could I price this based on value, not hours?



PART 3: PACKAGING FOR PROFIT

Rewrite a “meh” version of your offer



→ Meh: _____

Rewrite a “irresistible ” version of your offer



→ Irresistible: _____

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PART 4: SELL ON REPEAT

Simple systems that keep sales flowing on autopilot.

My Freebie idea:

My Offer:

My System (funnel, automation, platform):

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NEXT STEPS

My biggest **takeaway** from today:

One **action** I'll take in the next 7 days:

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Ready to Move From Ideas to Action?



You now have clarity on the different digital product models you could create. But clarity alone doesn't build income. Taking the first structured step does.

If you're ready to stop circling ideas and start building something scalable, the next step is the **Passive Profit Accelerator**.

Inside, you'll:

- Validate your idea properly
- Choose the right offer for your business
- Map out your first scalable digital product
- Build a simple plan to bring it to life

It's designed to help you move from "I could create this..." to "This is happening"

You don't need a huge audience.
You don't need complicated tech.
You just need a clear roadmap.

And that's exactly what the **Passive Profit Accelerator** provides.

LEARN MORE



About The Author



Karen Davies is an Online Business Strategist & Passive Income Mentor and the founder of Sell Your Brilliance Online.

For over a decade, she has helped service-based entrepreneurs turn their expertise into scalable digital offers that generate income beyond 1:1 delivery.

After experiencing first-hand how easy it is to become fully booked yet financially capped, Karen made the shift from time-for-money work to building digital products that could be created once and sold repeatedly.

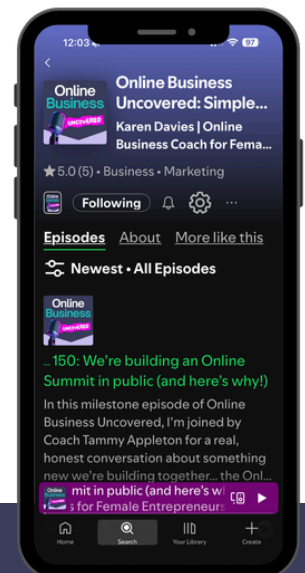
Since then, she has designed, launched and sold a range of digital products from masterclasses and online courses to memberships and now teaches other entrepreneurs how to do the same in a structured, sustainable way.

Karen is also the host of the podcast **Online Business Uncovered**, where she shares honest conversations and practical strategies to help entrepreneurs build digital products, grow their audience and create scalable income streams.

Her approach isn't about quick wins or complicated tech.

It's about clarity, confidence and building your brilliance into something that works for you (not the other way around!).

Listen to the Online Business Uncovered podcast



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