



THE NEW GOLD RUSH

THE FIRST STEP TO TURNING
YOUR KNOWLEDGE, SKILL OR
EXPERTISE INTO WEALTH
AND THRIVING IN A
TURBULENT ECONOMY

KNOWLEDGE MILLIONAIRE NETWORK

The New Gold Rush

Welcome to ***THE NEW GOLD RUSH guide***—your first step towards turning what you already know into a thriving, income-generating online business.

The insights shared within these pages have the potential to change your life, but only if you dive in and read to the very end.

Each chapter builds on the next, leading to a final, actionable strategy that will give you the exact roadmap you need to start making real money from your knowledge.

IF YOU STOP HALFWAY, YOU'LL MISS OUT ON THE CRITICAL PIECE THAT BRINGS EVERYTHING TOGETHER—WHERE THE REAL GOLD LIES.

So, here's my challenge to you: make a commitment right now to finish this ebook—about less than an hour read, because by the time you reach the last chapter, you'll be ready to take the leap toward achieving your financial goal to help you leave that lifestyle you have always dreamed of.

Stay with me till the end—you won't regret it.

Simon P.F.

HELPFUL STATISTICS YOU MIGHT WANT TO KNOW

Knowledge Product Market Growth:

The global e-learning market is projected to reach \$374.3 billion by 2026, highlighting the immense potential for knowledge products.

Income Potential For Beginners:

Knowledge business owners earn an average of \$5,000 (equivalent to ₦7,000,000) per month, according to a study by Teachable.

Customer Demand of Knowledge Products:

70% of individuals prefer learning new skills through online channels rather than traditional methods.

Look at what Forbes Magazine Has To Say about the e-Learning / Knowledge Product Business

www.forbes.com/sites/ilkerkoksal/2020/05/02/the-rise-of-online-learning/

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The Rise Of Online Learning

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Online learning has shown significant growth over the last decade, as the internet and education combine to provide people with the opportunity to gain new skills. Since the COVID-19 outbreak, online learning has become more central to people's lives. The pandemic has forced schools, universities, and companies to remote working and this booms the usage of online learning. Even before the pandemic, Research and Markets forecasts the online education market as \$350 Billion by 2025, so the numbers might be updated after analyzing the growth impacts of COVID-19 on the online learning market.

CHAPTER ONE

The Sad Realization

A Heartfelt Story of Rising Costs and a Husband's Realization

John has always prided himself on being a good provider for his family. Every month, he carefully budgeted his ₦438,000 salary to cover their needs. But recently, he noticed their money wasn't stretching as far as it used to. The high cost of living was hitting them hard, and it seemed like prices were increasing daily.

One Saturday morning, John handed his wife, Amanda, ₦250,000 for the month's foodstuffs. He watched her leave for the market, confident that she would return with enough food to fill their kitchen store as usual. But when Amanda walked back in the door a few hours later, she carried only a few bags.

When she walked in with a few bags, John presumed there was more in the car. So, he was about to go outside to help her out when she mentioned there wasn't more left in the car.

John's frustration boiled over. "Are you kidding me? What happened to all the money I gave you?"

Amanda explained how prices of everything had gone up. John's mind raced with suspicion and disbelief. How could ₦250,000 result in just a few bags of groceries? And it wasn't up to two months they moved their monthly foodstuff expenses from ₦150,000 to ₦250,000.

Determined to get to the bottom of it, John decided to join Amanda on her next shopping trip. He wanted to see for himself where the money was going.

The following month, they headed to the market together. As they walked through shops and asked for the prices of different products, John was shocked at what he was hearing.

Everything was more expensive than he remembered. He watched as Amanda carefully selected the essentials: rice, beans, garri, yam, a few vegetables, some meat, oil, toiletries and so on.

Driving home, John was silent, grappling with the reality. The rising cost of living was draining his income, and his ₦438,000 monthly salary seemed insufficient for their basic needs – foodstuffs, house rent, children’s school fees and maintenance of their car.

His mind flashed back to the life they once dreamed of – vacations in fancy destinations around the world, a nice home of their own, nice cars and quality education for their children. He wasn’t asking for too much. But now, even simple foodstuffs were a struggle.

That night, as they sat in their living room, John took Amanda's hand. "I'm sorry. I didn't understand how bad things had gotten. We're barely scraping by."

Amanda nodded, her eyes filled with understanding and relief that John finally saw the truth. Then she replied, "We need to find a way out of this, John. We can't keep up like this in the long run. I don't see thing getting better anytime soon."

John knew she was right. The fear of an uncertain future loomed over them like a dark cloud. But in that moment of despair, he realized that they needed to find an alternative source of income, something that could provide stability and security in these turbulent economic times.

CHAPTER TWO

The New Reality

The Reality of Rising Costs

John's story is the reality for a lot of people at the moment. In the midst of an unpredictable and turbulent economy, many people find themselves grappling with financial uncertainty.

Even a monthly salary of ₦438,000 these days doesn't make a difference, because you keep struggling to keep up with the ever-increasing prices of everyday commodities and expenses, and worried about your financial future.

Your dream of a better life—going on vacations, owning a beautiful home, driving exotic cars, sending your kids to the best schools, helping your family members and living the life, now seem out of reach.

Nigeria, like many other countries, is experiencing significant economic challenges. Inflation rates are soaring, the value of the national currency is declining, and job opportunities are scarce. These factors contribute to financial stress for many people who are trying to make ends meet on a limited income.

The same amount of money that once filled your shopping bag now barely covers the basics. This inflationary trend isn't just a temporary glitch; it's a sign of deeper economic issues that aren't likely to be resolved in the near future.

While it's natural to look for cheaper alternatives and cut corners, this approach only offers temporary relief and often compromises your quality of life.

As such, it is crucial to shift your mindset from simply trying to spend less and hoping things will get better to start finding ways to increase your current income significantly.

When you try to cut cost too much, this is what is likely to happen:

1. **Diminishing Returns:** There's only so much you can save by cutting costs. After a certain point, further cost-cutting can lead to a significant decrease in your quality of life.

2. **Limited Purchasing Power:** Even with the best budgeting and saving strategies, the impact of inflation will eventually limit your purchasing power. You might find yourself constantly playing catch-up, trying to stretch your budget thinner and thinner.
3. **Increased Stress:** Constantly worrying about money and trying to make ends meet can lead to significant stress and anxiety. This can affect your health, status, confidence, ego, relationships, and overall well-being.

So, instead of focusing on cost-cutting, imagine a scenario where you have ample financial resources and you could afford anything you want.

Here are a few reasons why increasing your income should be your primary goal:

1. **Freedom of Choice:** With a higher income, you can afford to buy whatever you need, whenever you want, without worrying about the cost, even as prices rise. You can afford the best things of life – choice cars, fancy vacations around the world, a lovely home and numerous properties, increased social status, best medical care, a great life and so on. This freedom allows you to maintain a high quality of life.
2. **Peace of Mind:** Financial stability reduces stress and anxiety. Knowing that you can comfortably afford your lifestyle and save for the future provides peace of mind and a sense of security.
3. **Opportunities for Growth:** With a higher income opens up opportunities for growth. You can invest in further education, invest in different businesses, or explore new ventures that can further increase your earning potential.
4. **Preservation of Self-Respect:** When you don't have enough money and always call people for help, it diminishes your self-worth and self-respect.
5. **Ability to Help Others:** With more financial resources, you can support your family, friends, and community. This not only improves their quality of life but also strengthens your support network.

CHAPTER THREE

The Secret behind This Financial Freedom

As John and Mary's story illustrates, relying solely on a fixed salary in an inflationary economy is a recipe for financial disaster. To move from survival mode to one of abundance, you have to take advantage of what you already have - **Your Current Knowledge, Skills or Expertise**

Each of us have some skills, expertise or knowledge that can be transformed into a million dollar business and 99% of people don't even know this. It's like being broke and holding a gold bar worth \$250,000 in your hands and thinking the gold bar is just a piece of yellow metal.

Unknown to many, we are now living in a knowledge economy—an era defined by Information Technology, Artificial Intelligence, and the digital age—where knowledge has become the primary economic driver. Knowledge is the new gold. It's the gold rush of this era.

Those who fail to recognize this shift will be left behind, watching from the sidelines as others capitalize on opportunities that could have been theirs.

While the informed are busy turning their knowledge into substantial wealth, those who remain unaware or indifferent will struggle to keep up, missing out on the incredible financial rewards that this knowledge-driven era offers.

Imagine standing still as the world around you races ahead, where others are securing their futures while you risk being left in the dust, simply because you didn't act in time.

The consequences of ignoring this reality are not just about missed opportunities—they could mean the difference between thriving in the new economy and being left to wonder what might have been.

The aim of this eBook is to show you that it is possible to turn your knowledge, skills, and expertise into a thriving business capable of providing you with the financial freedom and security you need.

This guide will do more than just point out that the knowledge you possess is a goldmine waiting to be tapped—it will show you the first step to transforming that knowledge into a thriving, million-dollar business.

Imagine turning the expertise, insights, and skills you've accumulated over the years into a product that people can't wait to get their hands on.

Whether you're a doctor with a wealth of medical insights, an engineer who solves complex problems, an architect who shapes the future, a teacher who inspires minds, a tailor that sews from home, or someone that just successfully stopped an addiction, this guide will show you exactly how to package what you know into a product that has immense value.

It doesn't matter if you're a nurse who's seen it all, a mechanic with hands-on expertise, a gym instructor who knows how to transform bodies, a real estate agent who understands the market inside out, someone that just knows how to cook good meals—there's a piece of knowledge you possess that others are hungry for.

Picture your audience as eager buyers, circling like sharks who've caught the scent of something irresistible.

The world is full of people searching for the expertise you take for granted, and with the right approach, you can create knowledge product so compelling that it practically sells itself.

Whether you're a tailor crafting the perfect fit, a soap maker with a secret formula, or a salesperson with unmatched techniques, this guide will reveal how to turn your unique know-how into a product that not only sells but becomes a cornerstone of your success.

So, no matter what field you're in, get ready to uncover the untapped potential of your knowledge, and learn how to turn it into a business that can generate incredible wealth.

CHAPTER FOUR

Understanding the Knowledge Economy

The Shift to Knowledge-Based Wealth

Most people underestimate the power of the knowledge economy and online businesses because knowledge products are not something they can physically hold in their hands. They mistakenly believe that if you can't hold it, then it isn't a serious business.

Many people perceive knowledge products as trivial or not serious business endeavors. They see social platforms, digital businesses, online courses, eBooks, or digital art as hobbies rather than legitimate business opportunities. This perception is often rooted in a traditional mindset that equates business success with physical products or brick-and-mortar establishments.

This misconception is costing them opportunities to tap into the rapidly growing knowledge economy, where individuals are making millions of dollars constantly.

Think about this for a minute. Which of these businesses can you hold in your hands?

Netflix, Bet Naija, Naira Bet, Facebook, Google, Twitter (now X), YouTube, WhatsApp, Instagram, LinkedIn, Yahoo, Jiji, email, Blog...

Now, look at what each of this business made in 2023.

Company	Revenue for 2023 in Dollars
Netflix,	\$34.93 Billion
Bet9ja,	More \$120 Million (More than ₦2 billion is spent on betting in Nigeria daily according to TechCabal.com)
Facebook,	\$134.9 Billion

Google,	\$305.63 Billion
Twitter (now X)	\$3.4 Billion
YouTube,	\$31.5 Billion
WhatsApp	\$1.279 Billion (WhatsApp for Business app)
Instagram,	\$48.8 Billion
LinkedIn,	\$15.7 Billion

According to Forbes Magazine, online learning is on the rise, and the global e-learning market is projected to grow at a Compound Annual Growth Rate (CAGR) of 9.1% from 2021 to 2027.

What does this tell you? We are already in the digital economy era where knowledge is the new gold, and knowledge products are generating serious revenue.

So, if you still think knowledge products are not a serious business, think again. You have to realize that what you know, what you are passionate about, and what you have experienced in the past is valuable and can be monetized.

Pat Flynn's Success Story

Pat Flynn was laid off from his job as an architect during the 2008 financial crisis. Faced with the challenge of providing for his family, he decided to leverage his knowledge and skills. Pat started a blog and an online course, teaching others how to pass the LEED exam (a certification for architects). In his first year, he made over \$100,000 from his knowledge products. Today, Pat Flynn is a well-known name in the online business world, earning millions of dollars annually through his various digital products and platforms.

This isn't an isolated success. Every day, countless individuals in America, Europe, Africa, Nigeria and around the world are transforming their expertise into substantial online income streams, proving that, the

knowledge economy is a goldmine waiting to be tapped...and it's not that difficult

Why Knowledge Products Are Booming

Knowledge products—such as online courses, eBooks, webinars, and online coaching programs—are in high demand. People are constantly seeking new skills and information to improve their health, relationship, finances, and careers. In fact, the global e-learning market is projected to reach a whopping \$374.3 billion by 2026, growing at a rate of 14.6% from 2021. This growth is driven by the increasing need for accessible learning solutions in a rapidly changing world and you can have a piece of this pie.

The Unparalleled Value of Knowledge

In today's world, the value of knowledge has surpassed that of traditional resources. Unlike physical goods, knowledge is infinitely reproducible and scalable. A single idea or piece of information can be shared with millions of people without losing its value. This makes the knowledge economy incredibly powerful and lucrative.

Why You Should Embrace the Knowledge Economy

1. **Unlimited Potential for Growth:** Physical products have limitations. They require materials, production, and distribution. Knowledge, on the other hand, can be packaged and sold repeatedly without inventory costs.
2. **Scalability:** Once you create a knowledge/digital product, it can reach a global audience—You can start from \$0 today and earn your first \$100,000 within a year.
3. **Low Overhead Costs:** Starting a knowledge-based business requires little or no startup investment compared to traditional businesses. You don't need a physical store, inventory, or employees.
4. **Financial Freedom:** By leveraging your expertise, you can create multiple streams of income. This diversifies your earnings and provides financial security.

How Knowledge Products Turned John Dumas into a Success Story

John Lee Dumas is the founder of the Entrepreneurs on Fire podcast. John transformed his knowledge and passion for entrepreneurship into a multi-million-dollar business by creating online courses and his podcast. His journey illustrates the immense potential of the knowledge economy.

As a practice, he publishes his monthly income on his website on a monthly basis. Here is his monthly income reports screenshot for January – May 2024

Monthly Breakdown	
MAY 2024 View Full Report	\$194,452
APRIL 2024 View Full Report	\$132,488
MARCH 2024 View Full Report	\$162,345
FEBRUARY 2024 View Full Report	\$138,464
JANUARY 2024 View Full Report	\$146,283

In the month of May 2024 alone, he made \$194,452. That's an equivalent of Two Hundred and Seventy-Two Million, Two Hundred and Thirty-Two Thousand, Eight Hundred Naira (₦272,232,800) in one month.

CHAPTER FIVE

How to Identify and Monetized Your Knowledge

Bryan Harris and "List Academy"

Bryan Harris, the founder of VideoFruit, created an online course called "List Academy" that teaches entrepreneurs how to build and monetize email lists.

Outcome:

On the day he launched his knowledge product "List Academy", Bryan generated \$220,750 in revenue from the launch, validating the demand for his course and providing the funds needed to create high-quality content.

Financial Impact:

Course Launch: Upon launch, "List Academy" generated \$220,750 and continued to generate substantial revenue within the first year.

How to Identify and Monetize Your Knowledge:

Now that you're aware of the incredible potential in the knowledge economy, it's time to explore how you can tap into this goldmine. The steps below will guide you in identifying your unique expertise and transforming it into a profitable venture. Think of this as a roadmap that will lead you to uncover the treasure trove of opportunities within your own experiences and skills.

Identify Your Expertise:

Start by digging deep into what makes you unique:

- **Passions:** What topics or activities excite you—sports, travel, your current job...etc.? Your passion is a great starting point for identifying valuable knowledge.
- **Skills and Knowledge:** What do you know or do well that others struggle with? This could be anything from professional skills to hobbies.

- **Problem-Solving:** What challenges do people often come to you for help with? Your ability to solve these problems could be highly valuable.
- **Unique Experiences:** Have you lived through something that gave you a unique perspective or insight? Have you being able to quit an addiction? This could be your secret sauce that others would pay to learn about.

Validate Your Idea:

Before you dive in, make sure there's a market for your knowledge:

- **Research Your Audience:** Look into who would benefit most from your expertise. What are their struggles and needs?
- **Gather Feedback:** Conduct surveys or interviews to get direct insights from your potential audience. What do they want to learn? What problems do they need solving?

Build Your Brand:

Your brand is how people perceive you, so make it strong:

- **Online Presence:** Set up a professional website and social media profiles. This is your digital storefront.
- **Network:** Connect with other experts and influencers in your niche. Collaboration can boost your credibility and reach.
- **Showcase Success:** Use testimonials, case studies, or success stories to demonstrate the impact of your expertise.

Monetize Your Knowledge:

Once you've built a solid foundation, it's time to start making money:

- **Premium Content:** Offer advanced or in-depth knowledge through paid courses, workshops, or ebooks.
- **Memberships:** Create a community where members pay for exclusive content, advice, or interaction with you.

Continuously Improve:

To stay ahead in the game, never stop learning and evolving:

- **Stay Informed:** Keep up with the latest trends, tools, and techniques in your industry.
- **Seek Feedback:** Regularly ask your audience what they want more of, and what could be improved.
- **Invest in Yourself:** Attend workshops, read books, or take courses to enhance your own skills and knowledge.

By following these steps, you'll be well on your way to not just participating in the knowledge economy but thriving in it. Remember, the most successful people aren't just consumers of knowledge—they're creators and sharers of it. The time to start is now!

CHAPTER SIX

Real-Life Success Stories in the Knowledge Product Business

Hundreds of thousands of individuals have successfully monetized their expertise by creating knowledge product businesses and generating significant income. These stories highlight the diverse opportunities available and provide inspiration for your journey.

Jamie Oliver

Background: Chef and restaurateur.

Success Story: Jamie Oliver launched "The Jamie Oliver Cookery School," featuring cooking tutorials.

Revenue: His net worth is estimated at around \$300 million, with substantial contributions from his knowledge product ventures.

ChrisFix

Background: Car mechanic and enthusiast.

Success Story: ChrisFix provides car repair and maintenance videos, attracting a large following and partnering with automotive brands for sponsorship deals.

Revenue: Estimated annual earnings from YouTube ad revenue alone range from \$300,000 to \$1 million.

Mimi G

Background: Fashion and sewing expert.

Success Story: Mimi G's "Sew It Academy" offers comprehensive online courses in garment construction, pattern making, and sewing techniques.

Revenue: Sew It Academy could potentially generate over \$1 million annually just from membership subscriptions alone. Additional income come from one-time course sales, upsells, and other revenue streams.

Kayla Itsines

Background: Fitness trainer.

Success Story: Kayla Itsines is renowned for her Bikini Body Guides (BBG), initially sold as a downloadable eBook.

Revenue: She has made over \$63 million from her fitness empire, with the Sweat app generating millions in revenue annually.

CHAPTER EIGHT

Taking the Next Step

Why You Need the Knowledge Millionaire Blueprint Bundle

Entering the world of knowledge products for the first time can be daunting, much like starting any real, viable business. That's why we created the "Knowledge Millionaire Blueprint Bundle"—to ensure your journey to becoming a knowledge millionaire is seamless, straightforward, and fast. Every meaningful journey has its challenges, but with the right vehicle, the path becomes much easier.

Imagine this: A journey from Lagos to Abuja by foot could take up to a month or more, but with a car, you'd get there in a day, and a plane could do it in an hour. Your typical business or job is like travelling by foot and The "Knowledge Millionaire Blueprint Bundle" is that plane—a vehicle designed to make your journey to becoming a millionaire ten times faster.

This bundle is not just a guide; it's a complete toolkit. Inside, you'll find a step-by-step approach filled with in-depth strategies, real-life case studies, and practical steps that will help you turn your knowledge into a thriving business within months—or even weeks, depending on how quickly you move.

With the Knowledge Millionaire Blueprint Bundle, you'll gain access to valuable insights and tools that will accelerate your journey to financial freedom. The knowledge economy is here, and those who adapt will be the ones to reap the rewards.

Why this is Your Moment:

Imagine being able to transform your skills, passion, and expertise into a profitable business that thrives even in the worst economy. Whether you're new to this or have already dipped your toes into the knowledge economy, our options are tailored to make sure that your path to success is swift and assured.

Here's why you need to act now:

Your knowledge is power and it can make you a lot of money, impact and the life style you truly desire—but only if you know how to package it and deliver it to those who need it most.

The time to start is today, while the knowledge economy is booming and early movers are locking in their market share. Remember, nothing lasts forever. So, to get in the game, you need the right strategy, and more importantly, **the right tools**.

Here Is The Special Offer You Don't Miss Out On!

If you act now, you can gain access to the **Knowledge Millionaire Blueprint Book**: A step-by-step guide on how to transform your knowledge, expertise or skill into a thriving business

Don't miss your chance—this is your moment to secure the tools you need to create a thriving business in the knowledge economy. Time is ticking, and the knowledge revolution waits for no one.

Click the link below to get access now

www.knowledgemillionairenetwork.com/tkmbsp_001b.

Why You Should Act Fast

- The Knowledge Millionaire Blueprint is available for a limited time only. To ensure early participants gain the maximum advantage, we're offering exclusive bonuses and benefits that won't last forever. Don't miss out—grab your copy before this special opportunity ends.
- You can spend years trying to figure this out on your own, or you can fast-track your success with the proven Knowledge Millionaire Blueprint system.

- Imagine the freedom of turning your knowledge into a thriving business—financial independence, personal fulfillment, and the impact you'll make on others.

Stop thinking like you're still stuck in the Industrial Age—when you needed millions to build factories, invest in heavy machinery, and rely on massive physical labor to churn out products. Today, we're living in the Knowledge Economy. This is an era defined by computers, the internet, mobile devices, artificial intelligence, and digital communications that empower the creation of digital content, innovative services, and groundbreaking problem-solving.

This modern landscape is booming, and those who seize the opportunity now will be the ones to reap extraordinary rewards.

Click the link below to get your package now.

https://www.knowledgemillionairenetwork.com/tkmbp_001b

You can also copy the website address and paste it on your web browser

See you on the other side