

— HOW TO — **MONETIZE** **YOUR CYBERSECURITY** **KNOWLEDGE**

Learn how to make some \$\$\$ from your cybersecurity knowledge



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Introduction

Money! Everyone wants more of it due to the happiness and stability it brings to your life (plus all the cool stuff you can buy on Amazon 😊)

Cybersecurity is one of the most in-demand professionals today but like anyone else; cyber-security pros can do with some more money in the bank.

I have worked in various leadership positions in cybersecurity throughout my 21+ year career, and I can firmly tell you that depending just on your 9 - 5 job is a terrible idea for many reasons:

- You can be let go from your job anytime. Just ask the thousands of employees in big tech who found out this fact in the past few years. Your company is not your family and never will be. ***Companies exist to make a profit and make themselves (not you!) rich.***
- Inflation is increasing everywhere. Anyone reading the news nowadays will realize that these are financially trying times for everyone. Due to several global crises, everyone is feeling the pinch on their wallets no matter where they live in the world, and having a side hustle or a passive income stream is quickly becoming a necessity for most people.
- It is fun! Having something to do on the side which makes you money and you enjoy is fantastic. It can go from side hustle to your full-time job if you take it seriously.

I was always amazed by how many cybersecurity professionals there are out there who are not happy in their jobs, and yet their main strategy is as follows:

- Do a new cybersecurity certification every year
- Wait for the annual appraisal in the hope that something good might happen

Spoiler alert: It might not, and you would have wasted 12 months of your life. Now you are going to start looking for another job which will take even more time.

The good news is that there are other ways in which cyber-security knowledge can be monetized, and additional income created.

You do not have to wait 12 months so that your manager can approve a 1% increase in your salary.

Read on!

Why I wrote this book

Every year there are thousands of books and articles written on how to make more income given the popularity of this topic. BUT .. none of them are from the perspective of a cybersecurity professional. So, I thought it would be useful to write something more focused on the cybersecurity industry and how to monetize this knowledge.

Despite the glitz and glamor of cybersecurity, a lot of people much more qualified than me make peanuts and work 60 to 80 hours a week. They are entirely dependent on their monthly salary for any type of income.

The purpose of this book is simple .. to help Cybersecurity pros make more money outside of their 9 to 5 jobs by starting simple side hustles that can grow over time.

Nearly every recommendation I am giving you in this book, I have tried myself, and believe me when I say it can be life-changing if you put in the work.

You will see money coming in that you never expected to see.

Having additional income streams enables you to escape the paycheck-to-paycheck lifestyle, achieve financial independence and diversify your sources of income which can be a massive relief if you find yourself out of a job for any reason.

If I can help even one cybersecurity pro out with this knowledge then all the hard work, I put in is justified.

About me

My name is Taimur Ijlal, and my profile on [LinkedIn](#) says something like:

A multi-award-winning, information security leader with over 21+ years of international experience in cyber-security and IT risk management in the fin-tech industry. Strong knowledge of ISO 27001, PCI DSS, GDPR, Cloud Security, DevSecOps, etc. Also a published writer, speaker, and course creator on Cloud Security and Artificial Intelligence ..”

The truth is that I lucked out a lot in my career due to many people guiding and helping me. I have worked in cybersecurity for a few decades but these last couple of years I have focused more on giving back to the cybersecurity community.

To do that, I have written books, created courses, started a YouTube channel, blogs, etc. If you want to get in touch with me, then you can connect with me below:

[LinkedIn](#)

[My Free Newsletter](#)

[YouTube Channel](#)

[Udemy](#)

[1-1 Consultations \(not free !\)](#)

If you want to drop me a message then LinkedIn is usually the best way to do it.

How to use this eBook

This is not a book on financial advice as I am not qualified to give that.

Instead, this book is full of simple straightforward advice on how you can monetize your cybersecurity knowledge via simple side hustles that ANYONE can start.

All of the tips I have recommended are ideas that I have experimented with myself to varying degrees of success.

I will share with you the results I made, and you could easily make more (or less) than me depending on how much effort you put in

If you feel like you cannot do these things then remember that all of the things I am mentioning in this book, I did without:

- Doing any paid advertising
- Having a million followers on TikTok or Instagram
- Doing any webinars
- Having an email list of thousands of subscribers.

These are not “get rich quick” ideas as most of those on the internet are fake / scams. You can get rich if you put in the hard work over a period of time and let these income streams gather momentum.

Put in the hard work now and this effort will compound over time. You definitely will see the benefits after a while and feel grateful that you started

The amount of money you can earn via these methods differs from person to person and depends on the amount of effort you are willing to put in. There is honestly no ballpark figure I can give for each stream as it directly depends on your unique skills and your circumstances.

If you want my advice, go through these methods one by one and do not jump ahead to whatever income stream looks interesting to you. I have made these from easy to hard and each stream builds on the previous one.

Remember the ice cube analogy



It is a sad but true fact that most people give up on their side hustles after trying them for a few months and not seeing any result

I understand as It can get very frustrating not seeing any engagement after you put hours into making a YouTube video or a book or a digital course

When I started, I often found myself questioning if I had not wasted all those hours and effort when I did not see any results coming in.

This is why the **ice cube analogy** in the book “Atomic Habits” really resonated with me

The book simply states that if you are in a cold room with an ice cube and the room slowly starts getting warmer, then you will not see any change from 25 degrees to 31 degrees, but suddenly, at 32 degrees, the ice cube will start to melt

“Complaining about not achieving success despite working hard is a bit like complaining about an ice cube not melting when you heated it from 25 to 31 degrees. Your work was not wasted; it is just being stored .. All the action happens at 32 degrees” — James Clear

This simple analogy gave me a huge boost when I realized that all my previous efforts had not been wasted.

They were compounding over time, and even the worst side hustle had helped me improve over time

Now I approach every new side hustle with enthusiasm, knowing that even if not a single person buys or watches it; the effort of creating it has not been wasted and will pay off over time

Keep this in mind and you will not get demotivated.

LET'S START!

Writing on Medium



DIFFICULTY - LOW

The first way to monetize your Cybersecurity knowledge is to start writing on Medium

Follow these steps

1. Go to www.medium.com
2. Create an account
3. Write an article about a subject in tech or cybersecurity that you are good
at

Stay curious.

Discover stories, thinking, and expertise from writers on any topic.

Start reading

Medium, if you are not aware, is a blogging website and one of the best ways for cybersecurity professionals to a) create a personal brand and b) make some money.

Provided you write consistently good articles which add value; Medium can be an awesome place to build and earn some of that sweet, sweet money AND send traffic to your other side hustles (more on that later)

Writing on Medium is also the most accessible side hustle to start.

Unlike YouTube or Udemy, which require speaking, video creation, editing, etc., all writing requires you to do is sit in front of a computer and start writing!

NOTE: An added benefit is that It opens you up to job opportunities in a way your standard profile will never do. Instead of waiting for someone to contact you on LinkedIn, your writing on a platform like Medium goes all over the Internet, and one of them could be your future manager.

How to earn money on Medium?

There are two ways to earn money on Medium:

1. Directly via the Medium Partnership Program (MPP).
2. Indirectly via using Medium as a traffic course for your other side-hustles

Let's see each of them

1. Medium Partnership Program (MPP)

Once you start writing on Medium, you can join the Medium Partnership program after you meet the below criteria which are basically to be a paying member (around USD 5 a month although this used to be free), write often AND be in an eligible country. <https://medium.com/membership>

You're a member.

The best way to succeed as a Partner Program author is to also participate as a reader of stories on Medium.

You've published a story in the last 6 months.

Staying active, publishing regularly, and being engaged with the community are important ways to help our platform flourish.

You're located in an eligible country.

We recently expanded the number of supported countries, so now more people than ever are able to join the Partner Program.

Once you have joined the program, you can put your articles behind a paywall and earn money. You are paid based on how much your articles are read so the more people read and engage with your articles, the more money you can earn.

People have earnt thousands of dollars from just one article (although that is quite rare !)

What if the MPP is not available in your country?

Unfortunately, a lot of people ping me and mention this program is not available in their country which means they cannot join the Medium Partnership Program.

Do not fret as we can still use Medium for the next point which is as a traffic source.

2. Using Medium as a Traffic course for your other side hustles

Medium is one of the most visited websites in the world, especially by tech and cybersecurity professionals. You can use Medium as a traffic source and point readers to your other side hustle like your courses and eBooks which we will create in later chapters.

So even if you do not get enrolled in the partnership program, Medium can still help you make some serious money!

Common excuses people make

Despite all these advantages, I have seen many people make excuses for not starting on Medium. Some of the common ones are below

Excuse 1: "I am not a writer!"

Yes, and neither was I. The only thing that makes you a writer is writing so start!

Excuse 2: “It’s hard” (Spoiler alert: yes, it is)

Yes, technical writing is hard . in fact, any writing is hard at the beginning.

The more you work your writing muscle, the stronger it will get and the easier it will become.

Excuse 3: “My English is not good enough.”

I could have bought this excuse a few years back, but nowadays, with tools like Grammarly present, there really is no excuse. No one is expecting you to be the William Shakespeare of technical writing, but as long as you can put together a few sentences properly .. tools like ChatGPT and Grammarly can carry you the rest of the way.

Excuse 4: “People will make fun of me!”

Yes, there will always be people who are insecure about anyone else trying new things and will try to drag you down .. so do not let them.

In my experience, people will continue making fun of you .. until the point they see you making money, and then they will be falling over themselves asking you for advice.

My earnings from Medium as of December 2023

For full transparency, these are my Medium earnings as of December 2023. The numbers have fluctuated quite a bit due to Medium making changes to their algorithm which have impacted tech articles. BUT this is still a nice amount of money to get every month.

Completed periods	
Nov 1 – Nov 30	\$221.60
Oct 1 – Oct 31	\$362.16
Sep 1 – Sep 30	\$269.14
Aug 1 – Aug 31	\$256.55

A gift for you

If you still are not familiar with Medium and not sure how to start, then I have a gift for you. Here is a free [link](#) to my course “Medium for beginners - How to succeed on Medium Platform.”

Medium for beginners - How to succeed on Medium platform

\$9.99 \$0+ Taimur Ijjal 0 ratings

ChatGPT?

A lot of people are going crazy about ChatGPT and I recommend using it for getting article ideas and outlines. DO NOT copy paste complete articles from ChatGPT into Medium as they usually get detected and downgraded. Plus, your own brand and reputation will suffer in the long run.

Action items

These are the action items I need you to take:

- Create a Medium account and set up your profile
- Decide on at least 5 to 7 topics to write about
- Take my free course if you are not sure how to use Medium

- Start posting at least once a week (or more if you can)

Start a YouTube Channel



DIFFICULTY - HIGH + LOW (explained below)

The next step is to start a YouTube channel around Cybersecurity which is another excellent way to monetize your knowledge.

YouTube is the second biggest search engine in the world, and billions of people visit it every day to find answers.

You **NEED** a presence on this platform if you are serious about making money down the road

How to earn money on YouTube?

There are two ways to earn money on Medium:

1. Direct via YouTube AdSense (HARD)
2. Indirect via using YouTube as a traffic source (EASY)

Let's look at each of them

1 - Direct way via YouTube AdSense - THE HARD WAY

Starting a YouTube channel is pretty straightforward and free however getting it monetized requires a lot of effort and patience. A YouTube channel needs over 1000 subscribers and 4000 hours of watch time before it can be monetized, so consistency and patience is the key.

You need to regularly put out engaging content that people will want to watch over a period of time before you will start to see the benefits.

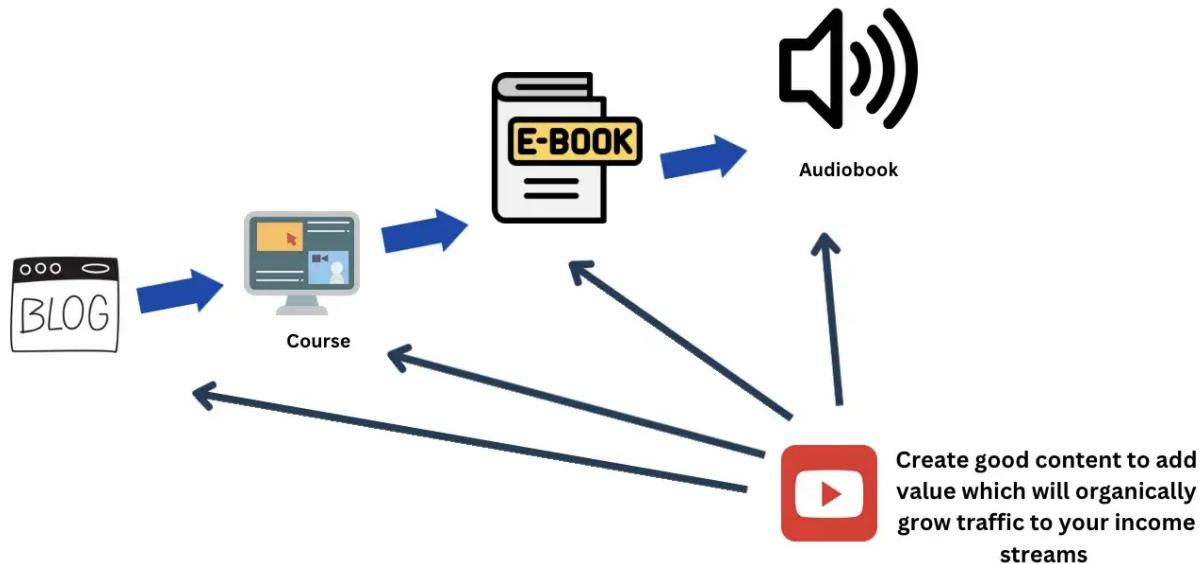
YouTube is an EXTREMELY competitive space and in order to stand out amongst the billions and billions of videos already present you need to have good presentation and editing skills, good audio and video setup, and an ability to speak on a variety of topics.

It can take months or even years before you see money from YouTube however do not let that discourage you.

2 - Indirect way via using YouTube as a traffic source - THE EASY WAY

Even a non-monetized YouTube Channel can become an amazing source of income for you.

Just like Medium, YouTube is **absolutely amazing** in sending traffic to your other income sources like your blog and online courses. We will discuss this in later sections.



What type of content to make?

Choose whatever cybersecurity or tech topic you are comfortable with and start making videos.

You do not need any hi-tech equipment, and just your phone will suffice for recording audio and video.

You can also use free software like Canva for creating slides or Zoom for recording.

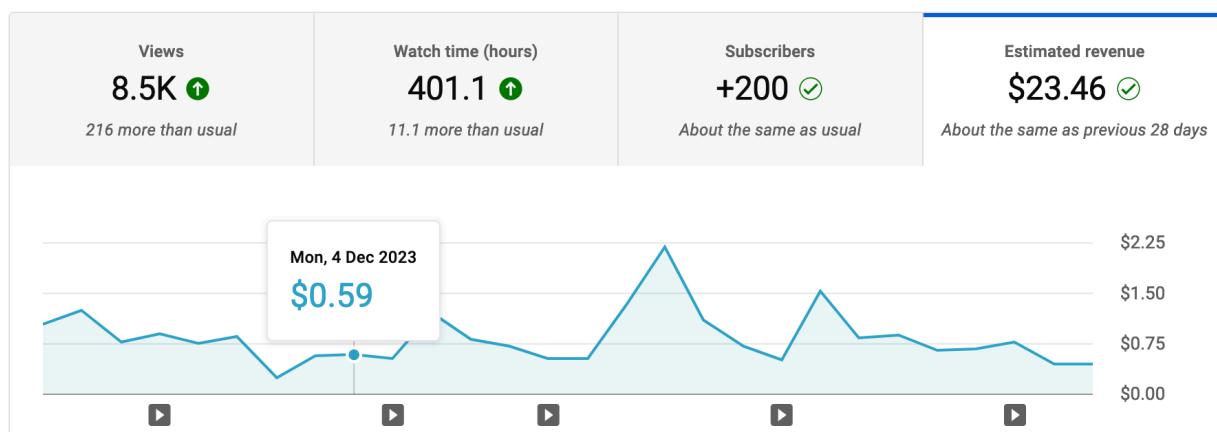
One easy tip for creating content is to convert the articles you write on Medium into videos. The content and script are already there, and you just have to change the format.

My earnings from YouTube as of December 2023

From YouTube AdSense I have earned around (🥁 drum roll 🥁 ...)

20 USD per month

Yes sorry to disappoint but as of Dec 2023 my tiny channel just has around 4K subscribers and generates around 20 USD per month. I guess I am not going to be retiring to the Bahamas just yet!



Yet despite this, YouTube has been an amazing way of sending traffic to my other products and increasing my earnings. You will not believe the number of people who have purchased my courses or set up paid 1-1 calls with me because of my videos.

ChatGPT ?

ChatGPT is great for:

- Getting video ideas. Prompt it for good ideas about videos that people might watch regarding cybersecurity and refine them further

- Generating YouTube Scripts based on the idea you choose
- Writing video descriptions
- Giving you ideas for YouTube thumbnails

Action items

These are the action items I need you to take:

- Create a YouTube account
- Create 2 to 3 videos on YouTube. You can see the same topic from your Medium article
- Start posting at least once a week (or more if you can). Try to reach 35 videos as soon as you can so the Youtube algorithm notices you.

Create a Udemy course



DIFFICULTY - EASY

Online courses are all the rage nowadays and Udemy is one of the most popular platforms for cybersecurity professionals to upskill themselves. Millions of learners are present and you can tap into this user base by creating and selling a course.

The screenshot shows the Udemy homepage with a search bar and navigation links. Below, a section titled "A broad selection of courses" is displayed, with a sub-section "Expand your career opportunities with Python". Five course cards are shown:

- Learn Python: The Complete Python Programming Course** by Avinash Jain, The Codex. Price: £59.99. Rating: 4.2 stars (4,223 reviews). Status: Bestseller.
- Learning Python for Data Analysis and Visualization Ver 1** by Jose Portilla. Price: £59.99. Rating: 4.3 stars (18,579 reviews).
- Python for Beginners - Learn Programming from scratch** by Edwin Diaz, Coding Faculty Solutions. Price: £59.99. Rating: 4.3 stars (2,345 reviews).
- Learn Python: Python for Beginners** by Abrar Hussain. Price: £29.99. Rating: 4.5 stars (2,821 reviews).
- Python From Scratch & Selenium WebDriver QA...** by Admas Kinfu. Price: £59.99. Rating: 4.5 stars (2,317 reviews). Status: Bestseller.

The best thing is that Udemy does all the promotional work for you, so you just need to create a good course and let the website handle all the rest.

UDEMY = AMAZON for online courses

Very little effort is required for your first course as you don't need to create a four-hour long course on your first try.

The minimum length of a Udemy course is around **30 minutes** ! That's around the length of a few TikTok videos honestly

All you need is PowerPoint and a free Zoom account to start

How to create a Udemy course ?

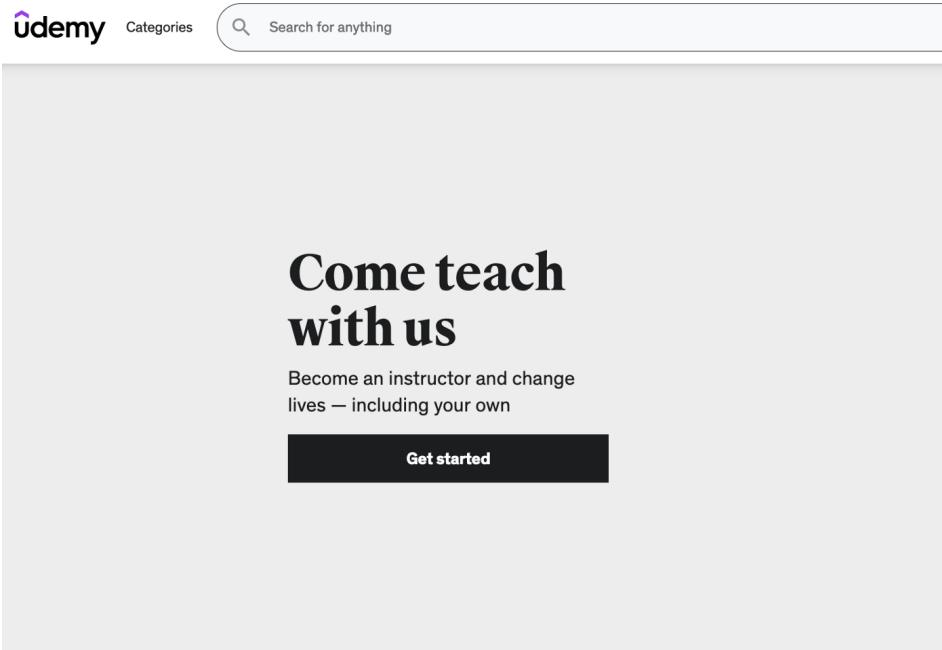
You need to find a cybersecurity topic that has high demand and low competition i.e. something which people are looking for, but there are not enough courses present.

Follow these steps:

1 — Create an instructor account

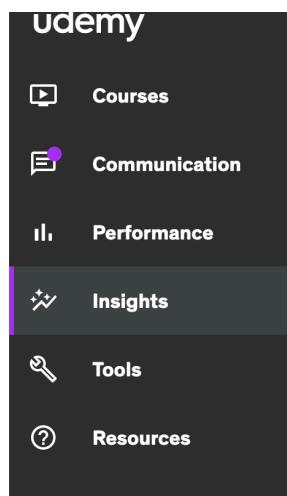
Go to <https://www.udemy.com/teaching/> and create your instructor account.

It is completely free . Just answer a few basic questions and have your account ready



2 — Know the tools Udemy gives you

Udemy gives you some great tools to get started. Go to the insights section



We are interested in the Marketplace insights that will let us know which cybersecurity topics are in demand right now

Insights



Udemy Business content opportunities

View content opportunities based on demand from professional learners and their employers.



Marketplace Insights

Get Udemy-wide market data to create successful courses.

3 — Find an awesome cybersecurity topic

This is the most important step to focus on and where most people make mistakes.

You have to choose a topic that is **HIGH** in demand but **LOW** in competition

(this will be familiar to anyone that knows SEO)

Let's take a look at a few topics

If you choose a generic topic like **Cybersecurity** then there is not much chance for us to get our course to succeed

Opportunity overview for English courses on **Cyber Security**

⭐️ Aim for high ratings to succeed in this topic

[Create Your Course](#)

Student demand	Number of courses	Median monthly revenue	Top monthly revenue
high	high	\$26 per month	— no data available

Ok .. how about “Cloud Security” .. same result

Opportunity overview for English courses on **Cloud Security**

💯 Bring your "A" game to succeed in this topic

[Create Your Course](#)

Student demand	Number of courses	Median monthly revenue	Top monthly revenue
high	high	\$48 per month	\$443 per month

Same with a security certification topic .. CISSP gives me the below

Opportunity overview for English courses on **CISSP - Certified Information Systems Security Professional**

💯 Bring your "A" game to succeed in this topic

Create Your Course

Student demand	Number of courses	Median monthly revenue	Top monthly revenue
high	high	\$13 per month	— no data available

Read to give up ??

Let's narrow it down and choose a more specialized topic

Instead of Cloud security .. Let me pick "**AWS security**"

Opportunity overview for English courses on **AWS Security Services**

🔥 This topic is a great opportunity!

Create Your Course

Student demand	Number of courses	Median monthly revenue	Top monthly revenue
high	low	\$32 per month	\$239 per month

BOOM! we have our first topic. Students want this course and the number of courses is low also makes it a great topic to teach on

lets's look at a bit more .. I love the topic of **DevSecOps** and the topic is quite hot right now also

Opportunity overview for English courses on **DevSecOps**

🔥 This topic is a great opportunity!

[Create Your Course](#)

Student demand	Number of courses	Median monthly revenue	Top monthly revenue
high	low	\$368 per month	\$835 per month
			

YES! one more topic we can target

What about NIST cybersecurity which is something a lot of companies are interested in??

Opportunity overview for English courses on **NIST Cybersecurity Framework (CSF)**

🔥 This topic is a great opportunity!

[Create Your Course](#)

Student demand	Number of courses	Median monthly revenue	Top monthly revenue
high	low	\$86 per month	\$1,047 per month
			

So just from this, you have found three cybersecurity topics that you can start teaching **TODAY** and get success

Try to find more topics that might interest you, and let me know in the comments section what you find !

if they are good I might steal them :)

4 — Mindmap your course

Another important step that sometimes gets skipped out.

Before you start creating content.. mindmap your course with regards to the topics and sections

How much depth are you going to go? How many lessons?

Without a structure in place, you will find it difficult to focus and either create too much or too little content

Remember that as per [Udemy](#)

“To be approved for the Udemy marketplace, courses must have a minimum of five lectures and at least thirty minutes of video content”

That means you just need to create 5 lessons each of 6 minutes which is quite easy!

If I was teaching AWS security services I could just create a simple mindmap like the one below to focus my efforts



5 — Start creating your content

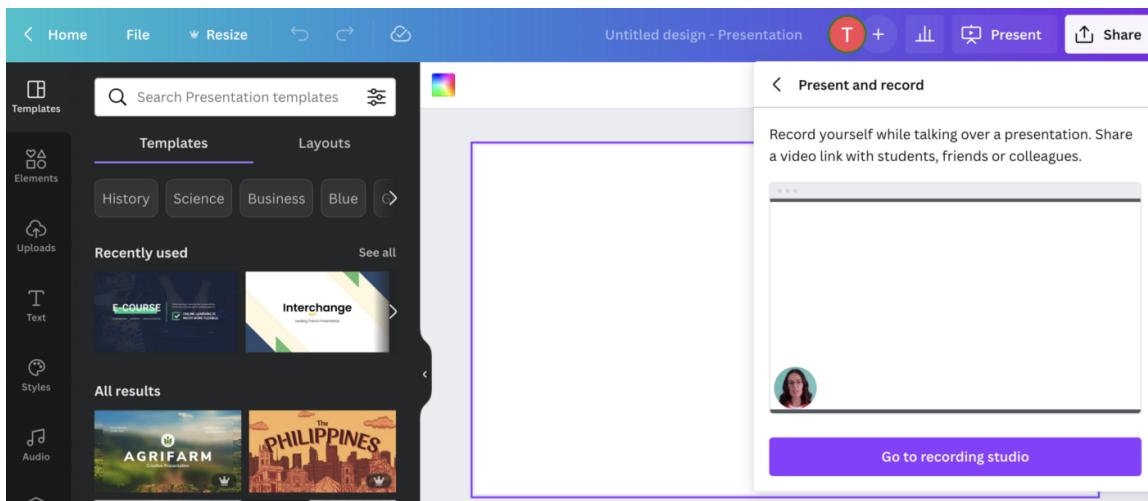
This is the easiest part, honestly as you just have to start creating your content based on the mindmap you did earlier

No fancy stuff needed .. PowerPoint or Canva will be good enough for the content and your laptop for audio recording

In Canva you can create a presentation and use the “Present and Record” feature which will allow you to show your face as you teach.

Students to prefer to see the face of their teacher when presenting so I would recommend that if you are comfortable

You can record and then download the recording from Canva



Once you have recorded your first lesson; be sure to see one of the other tools which Udemy gives you which is the “Test Video”

You can upload your first lesson and the Udemy team will give you free feedback on how good the audio and video quality is which is pretty awesome !

Tools



7 — Edit

Make sure to edit your raw videos as you download them. There will be lots of space and gaps and “ums” and “ahs” in your videos which you do not want in the final course

There are free video editors available for both Windows and Macbook, which you use.

Basic video editing barely requires any skill .. if you can edit a TikTok video .. you can edit a 6-minute lesson !

8 — Upload and Launch

Time to upload your lessons onto Udemy

Once you click on Create a Course .. you can start translating your mind map into lessons and sections and upload your videos

Udemy makes it incredibly intuitive and easy to do

Plan your course

- Intended learners
- Course structure
- Setup & test video

Create your content

- Film & edit
- Curriculum
- Captions (optional)

Publish your course

- Course landing page
- Pricing
- Promotions
- Course messages

Curriculum

Bulk Uploader

Start putting together your course by creating sections, lectures and practice (quizzes, coding exercises and assignments). If you're intending to offer your course for free, the total length of video content must be less than 2 hours.

Section 1: Introduction

Lecture 1: Introduction

+ Content

▼

Unpublished Section: AWS security

Submit for Review

One important thing to remember is to create a good thumbnail which immediately grabs the attention of a potential customer.

Course image



Course image

Upload your course image here. It must meet our [course image quality standards](#) to be accepted. Important guidelines: 750x422 pixels; .jpg, .jpeg., gif, or .png. no text on the image.

No file selected

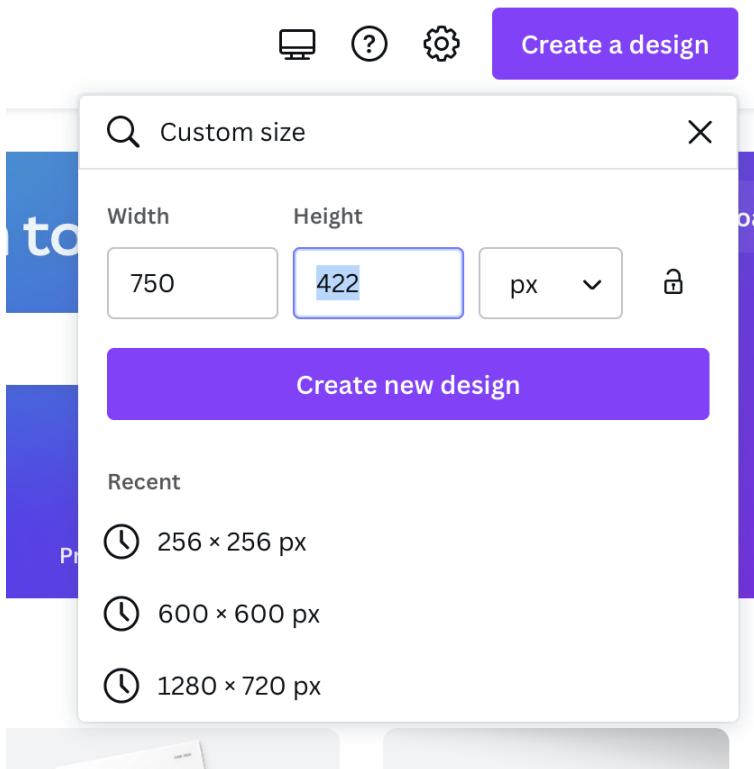
Upload File

Promotional video

Udemy needs to be 750x422 pixels with no text on the image. You can put your face or a compelling image with icons.

This is easily done via Canva, along with the dimensions.

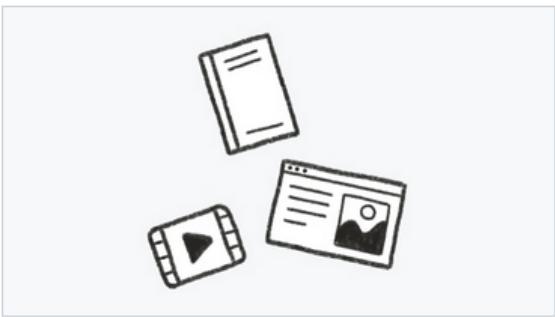
Choose “Create a design” in Canva along with Custom Size and you can create a nice thumbnail for your course



If you are feeling very ambitious you can create a promotional video of around a minute or two telling customers how awesome your course is.

It is not mandatory but increases enrollments by over 5 times as per Udemy.

Promotional video



Students who watch a well-made promo video are **5X more likely to enroll** in your course. We've seen that statistic go up to 10X for exceptionally awesome videos. [Learn how to make yours awesome!](#)

No file selected Upload File

Instructor profile(s)

Once it is done, you can submit your course to Udemy for review

They usually approve within a day for two, and congrats as you have your first digital course live on Udemy !

9 — Time to get those reviews

Your work is not done yet ..

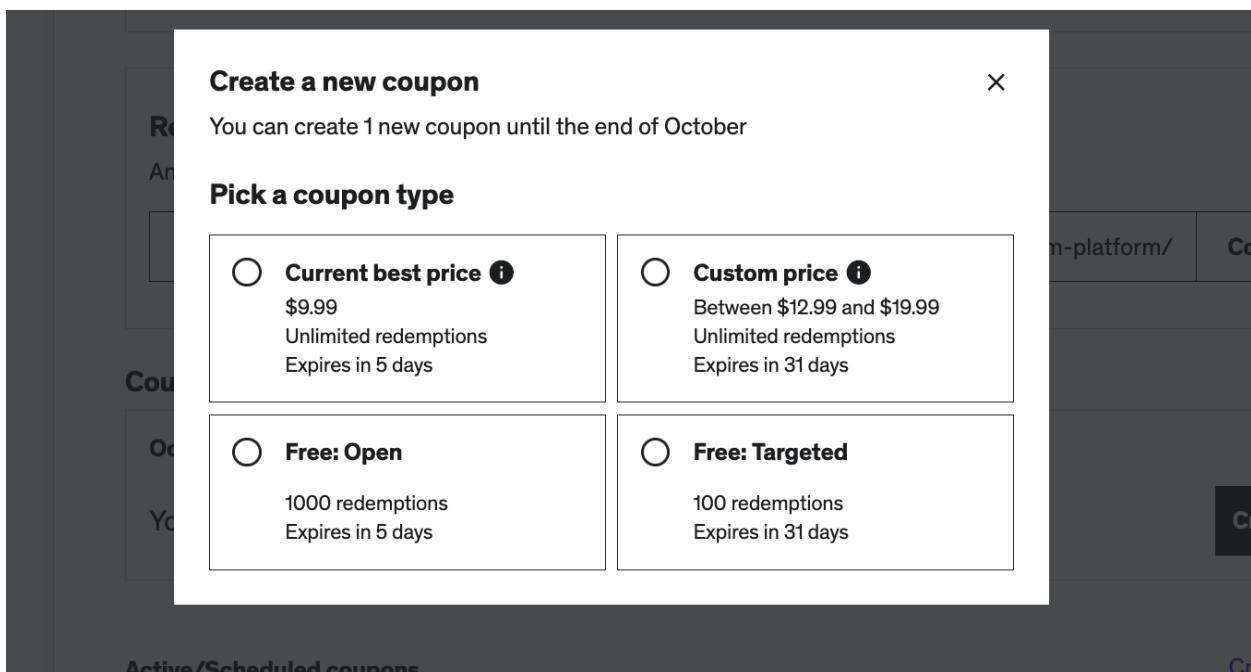
In order for your course to stand out you need to get those reviews and ratings on your course

This is quite important as the more reviews you get the higher you will rank in Udemy search and the algorithm will start noticing you

Get in those initial reviews and the Udemy algorithm will do the rest

There are easy ways to do this even if you do not have a email list or a large social media following

First step is to generate some free coupons on Udemy for your course .. You can access this from the Promotions section on your Course page



Spread this to your colleagues and network and ask them for ratings and reviews.

There are Facebook pages also dedicated to free Udemy courses but I usually have seen that people snatch up those coupons and never bother to take the course OR give a review

Reaching out directly to your contacts is much better and gives you more organic reviews and ratings

Common excuses people make

Similar to Medium, a lot of times people make excuses for not starting on Udemy. These are the common ones.

Excuse 1 — “I am not an instructor/teacher”

Yeah, and the only thing that will make you an instructor or teacher is to **start teaching**.

There is absolutely no reason you cannot take some of your cybersecurity knowledge and start spreading it, so do not let the negativity bring you down

Excuse 2 — “There is too much competition”

I have been hearing this for the past 3 years or so that Udemy is saturated and yet still people are making thousands of dollars every month. It is true that there are literally millions of courses on cybersecurity, and your course might get lost in the sea but you can avoid that by being smart on what topic you choose.

Myth 3 — “I don’t have equipment”

I have launched over 5 courses using nothing but my laptop and the free version of Canva, and I have reached over 20K students on Udemy. I have one of the highest rate courses, so... no excuses!

Do not get me wrong as I am not saying making money via Udemy is EASY but it is very much POSSIBLE provided you put in the hard work.

So let us start step by step from the beginning and get you on the path to earning !

My earnings from Udemy

Lets see my Udemy earnings for the past few months:

Mar 2023	\$374.66
Feb 2023	\$325.22
Jan 2023	\$299.81
Dec 2022	\$208.91
Nov 2022	\$141.59
Oct 2022	\$100.64

As you can see, Udemy has consistently sent me over revenue which has slowly been increasing every month on a consistent basis. This is pretty awesome considering I have put in the effort once and the money has been coming in on auto-pilot since then.

ChatGPT ?

ChatGPT is great for:

- Getting more ideas for Udemy courses
- Generating outlines for Udemy courses which you can use to mind map further
- Writing your course descriptions. Mention that this is a Udemy course so it will refine it further

Udemy Business

One added bonus that can happen if you consistently make courses is that they may get selected for Udemy Business. This is a list of curated courses that Udemy handpicks for businesses across the world. Your course may end up being shown to thousands of employees!

NOTE: The payment structure for Udemy Business is a bit different. As they state "*On Udemy Business, instructors are compensated based on learner engagement. This differs from the Udemy marketplace model, where instructors are compensated based on course purchases*". Simply put the more minutes Udemy Business users watch your course .. the more you earn!

Getting into Udemy Business is not a secret. Your course needs to be of a high quality following the tips I mentioned PLUS also be a topic that is in demand in Udemy Business.

You do not have to guess this as Udemy provides a separate tool for searching Udemy Business topics in demand which you can access from the [insights](#) section:

Insights



Udemy Business content opportunities

View content opportunities based on demand from professional learners and their employers.

Once inside, you can also filter based on “Cybersecurity” to find out which topics are trending. This can increase your chances of making a course that eventually gets selected by Udemy Business!

Hide filters
 Start typing to search...

Course language

- Arabic
- Chinese
- English
- French

[Show more ▾](#)

Domain

- Business Operations
- Cloud Computing
- Continuing Education Units
- Cybersecurity
- Data Science
- Design
-

ChatGPT for Ethical Hackers and Penetration Testers

Specialized ⓘ

Course language:English **Course Level:**Intermediate **Don**

[Show details ▾](#)

ChatGPT for SOC Analysts

Specialized ⓘ

Course language:English **Course Level:**Intermediate **Don**

[Show details ▾](#)

Cloud Security

Specialized ⓘ

Course language:English **Course Level:**Intermediate **Don**

Action items

These are the action items I need you to take:

- Create a Udemy instructor account
- Research cybersecurity course topics and find one with high demand and low competition
- Create a course outline of at least 5 lessons of 6 minutes each
- Record your course and upload to Udemy
- Get reviews from your contacts
- Put the course announcement on your Medium and YouTube channels
- Ping me also and I will be happy to take your course and leave some honest feedback

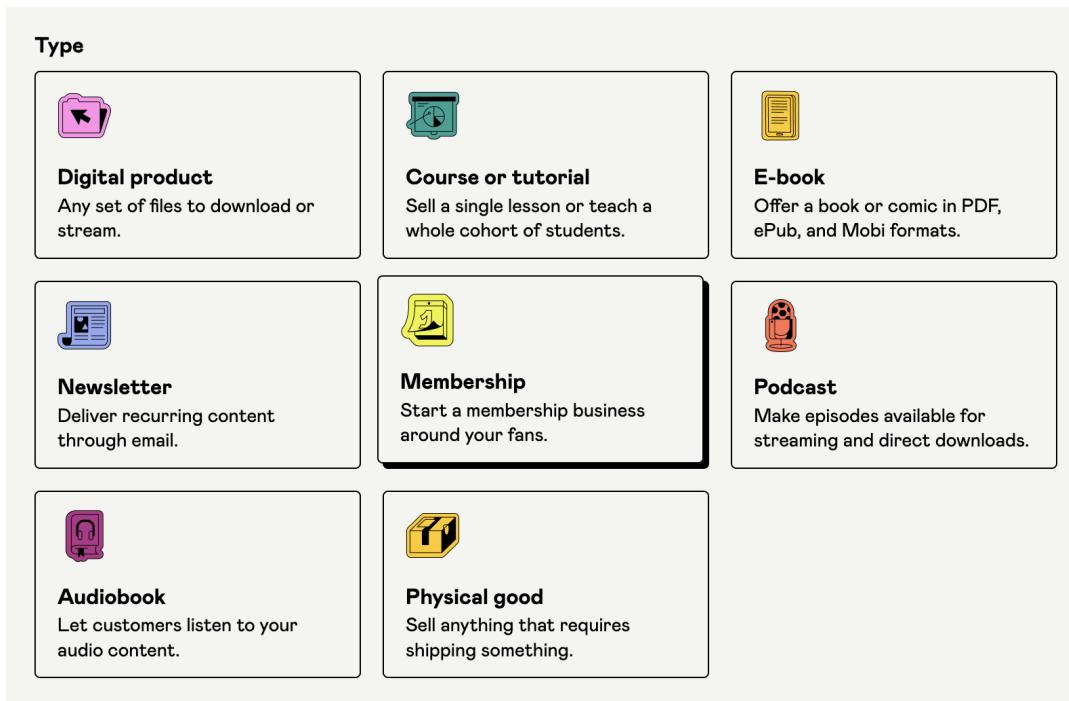
Publish an eBook on Gumroad



If you have been following my advice, you should have created a Udemy course, written a few articles on Medium and made a few YouTube videos. If those were around a common cybersecurity topic, then why not add one more income stream and create an eBook you can sell on Gumroad?

What is Gumroad?

[**Gumroad**](#) is a “*self-publishing digital marketplace platform to sell digital services such as books, memberships, courses, and other digital services*”. It is pretty easy to use and you can create Ebooks, Digital Courses, Membership programs, etc. Below are the types of things you can sell



It is extremely easy to create an account and put your content up for sale here.

What to write about?

Your Ebook does not have to be a 100-page book. I have seen people making consistent sales with their books of just around 40 pages, but the topic has to be something they are interested in.

These are the steps I would recommend:

1 - Validate your idea for an Ebook

Ask yourself this:

- *Which cybersecurity articles on Medium got the most interest and feedback?*
- *Which of my YouTube videos got the most likes and comments?*

Medium and YouTube are a great way to find out which topics are hot and will potentially get you a sale.

You can even run a small poll on LinkedIn or YouTube and ask your network. All of this will help you find that topic before you start writing.

2 — Write your eBook

Writing an eBook is quite easy to do nowadays. These are the most basic tools you need:

- Microsoft Word or Google docs
- Grammarly (even the free version will do)

3 — How to make your eBook look professionally made

The best and free way to make your eBook look professionally made is to use Canva which is an awesome graphic design website. It has built in templates that you can use to format your eBooks and make them look extremely professionally made. Most of us are not professional designs (nor we can afford them !) so Canva is great at doing the heavy lifting for you.

Below is a ready-made template from Canva where you can just copy your eBook into

1

2

3

4

INTRODUCTION

A news article discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites). A news article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc.

Headlines can be used to focus the reader's attention on a particular (or main) part of the article. The writer can also give facts and detailed information following answers to general questions like who, what, when, where, why and how.

The writer can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles. For example, phrases like "Continued on page 3" redirect the reader to a page where the article is continued. A news article can include accounts of eyewitnesses to the happening event.

www.reallygreatsite.com

CHAPTER 1

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www.reallygreatsite.com

4 — How to sell your eBook

Once you have written and formatted it. You can start hosting it on Gumroad.

Gumroad provides you with a nice hosting page for your eBook but how do you get traffic to it? Gumroad is not like Udemy and will not sell your course or market it for you.

Getting people to your eBook page

Your eBook is not going to sell by itself, and you will need to market it and make people come to it. This is where our previous efforts in Medium and YouTube pay off.

Ask yourself? How did you find this Ebook of mine?? Did you find it via Medium, YouTube, or LinkedIn??

Either way one of my channels guides you to this book and here we are.

Below are some of the easiest ways to make people come to your Ebook:

- Make a post about it on LinkedIn. Most of the people there are professionals who will be interested to check out your book
- Write a short article about it on Medium and add the link in it
- Create a small video about it on YouTube and add the link in the description and a pinned comment

My earnings from Gumroad

Just to show you how Gumroad can earn you money .. This book is completely free but I have given an option for people to pay me a small amount if they want. Even a free eBooks has earned me more than USD 100 to date.

Best selling				
Products		Sales	Revenue	Visits
	(Free Ebook) How to monetize your Cybersecurity Knowledge	585	\$206.96	3,190

ChatGPT?

ChatGPT is great for:

- Creating a eBook outline and ideas for topics
- Again, do not use ChatGPT as a copy paste mechanism as it will hurt your brand in the long run.
- Use it to help you and not replace you

Action items:

These are the action items I need you to take:

- Choose a eBook topic you want to write on
- Draft your book
- Make an awesome eBook cover on Canva
- Start hosting it on Gumroad
- Create a Medium article about it and link to your Ebook
- Create a YouTube video about it and link to your Ebook
- Contact me and send me the link. I would love to check it out also!

Self-publish a book on KDP



DIFFICULTY - HARD

By now if you have been following the steps in the sequence you should have practiced in writing articles and eBooks. If you are comfortable with the process now then a great way to earn more income is to self-publish a book.

Book reading remains as popular a hobby as always and books are one of the best ways to establish yourself as an authority in the industry.

Publishing a Cybersecurity book was a huge hassle a few years back as you were dependent on publishers for your book to be put on the market. However, with the rise of Amazon's [Kindle Direct Publishing](#) or KDP, the market is now open for cyber-security professionals to self-publish their own books and make some serious passive income on the side.

What is KDP ?

KDP defines itself as

"KDP allows you to self-publish eBooks, paperbacks, and hardcover books for free. We give you direct access to your book on Amazon, and allow you to create a product detail page for your book. It also gives you the option to expand your book's availability on a global scale, making it more accessible for readers around the world. Publishing with KDP gives you full rights to your book, which is not something a traditional publishing house typically allows"

In simple terms, if you have a book ready then all you have to do is upload it onto KDP along with the cover and description, set a price and you are good to go !

What would you like to create?

Pick an option and we'll get you started. You can save your progress as you go.

[Learn about the publishing process](#)

Kindle eBook

Publish digitally to Kindle and other handheld devices. Includes comics and manga.

[Create eBook](#)

Paperback

Make your title available in print and ship around the world.

[Create paperback](#)

**BETA
Hardcover**

Bind your book in hardcover and ship around the world.

[Create hardcover](#)

Coming soon

Process of writing a book

Writing a cyber-security book is no easy task and involves at a minimum the below :

1. Choosing a cyber-security topic to write about
2. Writing the book (obviously !). Aim for at least 90 to 100 pages. You can just use Google Docs or Microsoft Word for the same. Download pre-built templates for KDP [here](#)
3. Proofreading and editing. Tools like Grammarly can do a lot of the work for you.
4. Creating the cover (you can use Canva which has free templates for Book covers)
5. Formatting the book into a format that KDP requires
6. Publishing the final book on KDP

7. Marketing the book

How to make it easy

You need to have a passion for writing if you want to take this particular side hustle forward. Writing a book requires time and discipline with a significant time investment on your side. Do not try this stream if you have no real interest in writing and cannot commit to putting aside time every day for writing some pages.

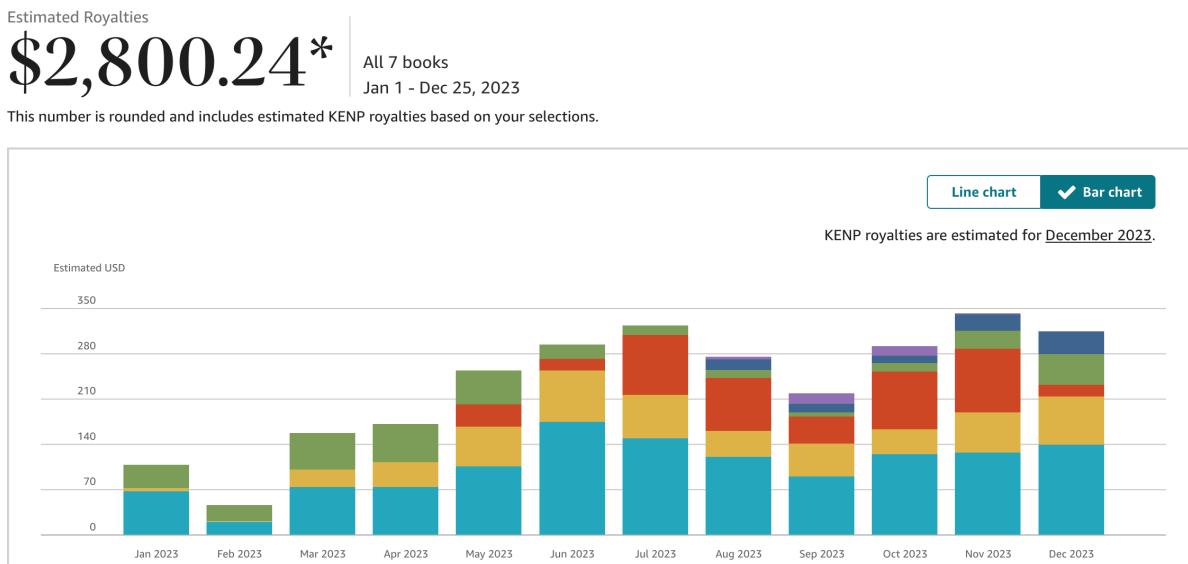
If you are interested and think you can take this forward then writing a book can be one of the most impressive things to put on your profile.

NOTE: While writing the book requires effort, other tasks like editing, proofreading, cover creation, book formatting for KDP, etc. can be outsourced to a freelancer on sites like Fiverr or Upwork. You can easily find a freelancer willing to do the boring work for you

I did the same and got my book on [Artificial Intelligence security](#) published within a month!

My earnings from KDP

To date I have launched around 4 books on KDP and they make me around 200+ GBP a month which is a nice little income stream that can compound over time.



Take into account I did not do any Amazon advertising for it and yet still made some sales. I would suggest reading this article of mine for a proper launch strategy.

[Launch strategy for my Cybersecurity book](#)

ChatGPT?

Just like the eBook, ChatGPT is great for:

- Creating a book outline and ideas for topics
- Giving you more details on what you should write
- Again, do not copy paste as Amazon will detect you in the long run and your account might get flagged

Action items

These are the action items I need you to take:

- Create an account on KDP
- Choose a cybersecurity topic and start writing (set aside 15 minutes every day and it becomes easy)
- Create a book cover on Canva
- Proof read the book (can be outsourced on Fiverr)
- Edit and format the book for KDP (can be outsourced on Fiverr)
- Launch the book
- Write an article on Medium talking about your book
- Create a YouTube video talking about your book
- Get some initial reviews from your contacts

Freelancing on Fiverr



DIFFICULTY - MEDIUM TO HARD

Fiverr is the world's largest freelancing platform with millions of people visiting it every day looking for professionals who make their life easier. As a Cybersecurity professional, you can create "gigs" highlighting what you can do and people will reach out to you if they feel your gig looks like something they might need

It is a great way to make side income but a very competitive marketplace. You need to put in the hard work to make yourself stand out.

The screenshot shows the Fiverr search interface with the query "cybersecurity" entered. The top navigation bar includes links for Fiverr Business, Explore, English, £ GBP, Become a Seller, Sign in, and Join. Below the search bar, a row of categories is displayed: Graphics & Design, Digital Marketing, Writing & Translation, Video & Animation, Music & Audio, Programming & Tech, Business, Lifestyle, and Trending. A "Suggested" section lists various gig categories like website development, penetration testing, hackers, etc. The main search results are titled "Results for 'cybersecurity'" and show six service cards. The first card, by seller "darkfighter007", offers "I will do cyber security information technology computer science tasks" starting at \$4.8 (31 reviews). The second card, by seller "ask_me_security", offers "I will provide cyber security consulting" starting at \$5.0 (13 reviews). The third card, by seller "shanukaashen", offers "I will do cyber security tasks" starting at \$4.7 (24 reviews). The fourth card, by seller "uri_iotthreat", offers "I will provide expert advice on cybersecurity and data protection" starting at \$4.9 (15 reviews) and is marked as "FIVERR'S CHOICE". All cards include a thumbnail image of the seller, their name, their rating, and the starting price.

A lot of people do slam Fiverr nowadays with the below complaints:

“The market is completely saturated !”

“Fiverr is a race to the bottom !”

“Whatever you offer .. there will be someone else offering the same gig at just 5 dollars”

“Customers are horrible and will try to strong-arm you at every turn”

Ignore these complaints and go ahead and try your first Fiverr gig and see how it does.

You can create a gig on any service you want to offer but I would suggest with something simple like writing blog posts or articles to become comfortable with the interface and how Fiverr works.

Gig title

As your Gig storefront, your **title is the most important place** to include keywords that buyers would likely use to search for a service like yours.

I will do something I'm really good at

0 / 80 max

Category

Choose the category and sub-category most suitable for your Gig.

SELECT A CATEGORY ▾
SELECT A SUBCATEGORY ▾

Search tags

Tag your Gig with buzz words that are relevant to the services you offer. Use all 5 tags to get found.

Positive keywords

Enter search terms you feel your buyers will use when looking for your service.

5 tags maximum. Use letters and numbers only.

Negative keywords PLUS

Negative keywords enable you to prevent your Gigs from matching to irrelevant search results.

The Fiverr interface is very intuitive and makes it very easy to create gigs but keep these things in mind. There are a million videos on Youtube on how to create Fiverr gigs so I am not going to bore you with the details here.

However keep these things in mind:

- Do not undervalue your gigs by giving absolute rock bottom prices. This is a common mistake most people make If you are going to undervalue yourself then do not expect others to pay you good money for the services you are offering
- Reach out in your network of friends to get some reviews so that the Fiverr algorithm notices you
- **SEO is king in Fiverr** and you really need to work to make your gigs rank. I learnt this quite early and got my gigs ranking on the front page for my search terms

- Edit your gigs often if they are not working and getting any impressions. Track what changes have the most effect please do not steal gig details from other freelancers on Fiverr!
- Once you get an order ..try to over deliver so you can get customers to give you those much needed reviews and ratings
- On the bad side; you are at the customer's mercy for reviews and malicious customers can tank your rating quite badly. A lot of customers look at your reviews before approaching you and bad reviews can sink you
- Try to mention in your gigs that your customers should contact you first before placing any order. This will open up a line of communication and clear up a lot of misconceptions before any order is placed
- Make yourself stand out. You can put videos in your gig and create Loom videos showing your portfolio. This will really help to add that extra punch to your gig
- Download the app and make sure you respond to your customers promptly as Fiverr measures your response time

After following these simple steps, you should see your gigs increase in rankings and customers placing regular orders. Just remember FIVERR is not passive income and requires you to actively work and maintain your profile. If you get 10 orders then that is 10 times the work you have to do.

My earnings from Fiverr

I have managed to earn a few hundred USD every month of Fiverr which is quite nice. Fiverr is a great way to create income and can become a serious side income if you put the hard work in and are patient.

Action items:

These are the action items I need you to take:

- Create a Fiverr account
- Create your first gig
- Reach out to your contacts and try to land your first order
- Advertise your gig on Fiverr
- Advertise your gig on Youtube
- Reach out to me and I would be happy to take a look at your gig and give you some feedback

1-1 Bookings

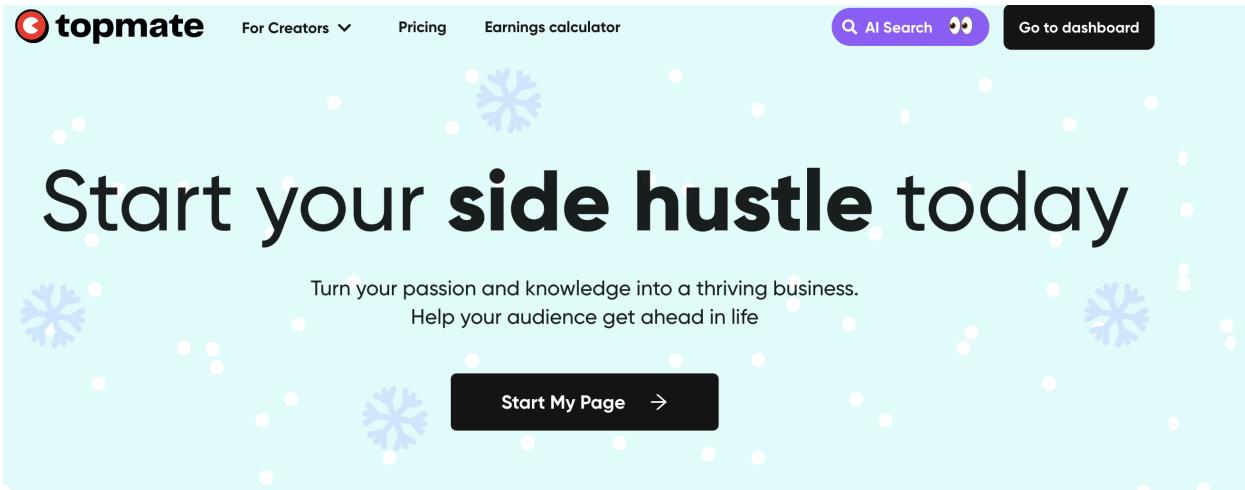
 DIFFICULTY - MEDIUM

As Cybersecurity professionals, we have skills that are in demand and people are willing to pay to gain access to that knowledge. A great way to make money is to charge for your time and monetize it. If you have been following the steps and slowly building a following on Medium, Udemy, YouTube etc. then you will be surprised at how many people are willing to pay to talk to you!

How To Do This?

You need to find a platform which you can provide to people that allows them to book a time on your calendar. One of the best platforms is Tompate which I have been using for several months getting to one of the top 1% on it!

You can join Tompate using my invite [link](#) if you want as, it is 100% free.



How to get people to visit my page

Similar to how we talked about getting traffic to your eBook page . Leverage the platforms you have:

- Put it on your LinkedIn profile, Twitter etc.
- Write a short article about what skills you are talking about on Topmate and add the link in it
- Create a small video about it on YouTube and add the link in the description and a pinned comment

I have displayed my Topmate page on the featured section of my LinkedIn Profile. This is a great way to get in front of your professional network and land some bookings.



A screenshot of a profile card from Topmate. At the top left is a large gold medal with five stars. To its right is a circular profile picture of a man with dark hair and a beard, wearing a light blue shirt. To the right of the profile picture is the name "Taimur ijjal" and a short bio: "Interested in Cybersecurity coaching. Talk to me 1-1 with this link". Below the bio is a "View" button. The main title "Top rated" is in large bold letters, followed by "Cybersecurity" in a smaller font. At the bottom is a red circular icon with a white letter 'C' and the URL "topmate.io/taimur_ijjal".

My earnings from Topmate

To date I have made around 900 USD on Topmate which is pretty nice. You can make considerably more than that if you are have a good and loyal following who are willing to pay to pick your brain!



Action items

These are the action items I need you to take:

- Create an account with Topmate using this [link](#)
- Create a few services based around your Cybersecurity knowledge
- Feature it on your LinkedIn Profile in the featured section. (Talk to your employee also to make sure they are ok with it)
- Write an article on Medium talking about your Topmate services
- Create a YouTube video talking about your Topmate services
- Get some initial testimonials from your contacts

Self-Hosted Courses



DIFFICULTY – MEDIUM TO HARD

We talked about courses but one more side-hustle you can add once you have a sizeable following is to self-host your own courses instead of putting them on a marketplace like Udemy.

Why? Simply put you can earn a lot more money as you won't have Udemy taking a cut of your sales

The bad news? You have to put in a lot more work to send traffic to your courses as you cannot rely on an existing marketplace

Self-Hosting vs Udemy

To make it easier, I have summarized the pros / cons of Udemy vs self-hosting your own course.

	Self-Hosting	Publishing on Udemy
Level of Control	Complete control over course content and structure.	Content and structure may need to adhere to platform guidelines.
Pricing	Full autonomy in setting prices.	Pricing may be influenced or controlled by the platform.

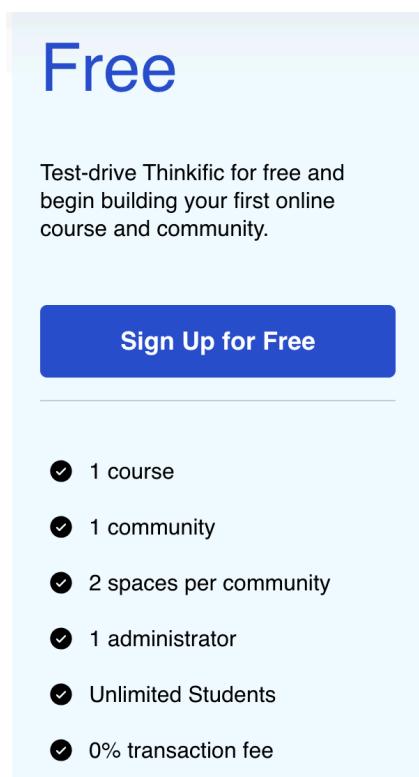
Revenue Share	Higher revenue potential as you keep most of the income.	Lower revenue shares due to platform fees and revenue sharing models.
Marketing	Full responsibility for marketing and promotion.	Benefit from the platform's existing user base and marketing efforts.
Audience Building	Requires effort to build and maintain an audience.	Access to a large, pre-existing audience.

Where to Self-Host?

There are lots of platforms available for self-hosting your course. You can use WordPress, Kajabi, Teachable etc. but the one I recommend using is [Thinkific](#).

Why? They are not paying me to say this or anything but for the following reasons:

Reason 1 – They have a FREE Plan which means you can put your first course on this platform without spending any money.



Reason 2 - They have a great website builder that allows you to create a professional looking page for your course.

How to Send Traffic to the Course

Same drill as before. Put in on your Medium articles, YouTube videos, LinkedIn profile to send traffic to your course page and get a few sales.

My Earnings

I have launched my own course called the [Cybersecurity Career Accelerator](#) on Thinkific and to date have made a few sales (nothing special!).

Date ↓	Order	Amount	Provider	Status	Type	Product
5 Dec 2023	1073	\$19.99	Thinkific Payments	Complete	One time	 CyberSecurity Career Accelerator
26 Nov 2023	1072	\$19.99	Thinkific Payments	Complete	One time	 CyberSecurity Career Accelerator
25 Nov 2023	1071	\$19.99	Thinkific Payments	Complete	One time	 CyberSecurity Career Accelerator

But honestly, I am still learning the dos and don'ts of how to send traffic and I expect this to grow over time.

Action items

These are the action items I need you to take:

- Register on a self-hosting platform like Thinkific.
- Choose a topic in your expertise and start developing content (dedicate a regular time slot for content creation).
- Design course materials and resources.

- Launch your course.
- Write a blog post on platforms like Medium to talk about your course.
- Create a promotional video for YouTube.
- Gather initial reviews from your network.

Time to Earn

So, we have finally reached the end. I hope you got some good actionable advice for helping you make more income in cybersecurity. The key factors for success are to be patient and consistent. Fix a small time a day to work on these side hustles and I guarantee you will see success coming your way in the long term.

Let's Talk

If you still need some help, then you can just book some time with me via the below link

https://topmate.io/taimur_ijlal

NOTE: Unlike this eBook, this service is not free as I have limited slots every week, but I can help you with some good advice on what might work for you!

Let's Stay Connected

Remember that you can always stay in touch me with via the following:

[LinkedIn](#)

[My Free Newsletter](#)

[YouTube Channel](#)

[Udemy Courses](#)

One last request

If you found this eBook useful then can I trouble you to leave me a rating [here](#).

That always helps other people on whether they should read it also.

Good Luck on your upcoming success !