



Digital Economics is the result of 5+ years of iteration in freelancing, consulting, digital product sales, multiple failed brands, community building, and audience growth condensed into simple systems that have proven to get results time and time again.

I have used these exact systems and strategies to generate 6 figures in *each* of these domains (freelancing, consulting, digital product sales, community memberships, and brand deals).

I also used these systems to pull in my first \$50K month while "working" less than 2 hours a day.

Nothing I have done is special or anywhere near off limits for others to achieve.

However, I have struggled with your same problems.

My mind was filled with questions and lack of clarity during many low moments in business.

I know how it is — and I still struggle to this day — but I have the answers that most people are looking for when it comes to **doing what they love and making more than enough money to live a fulfilling life**.

My goal is to give you all of the resources you need (that you can come back to at any time) when you feel lost, want to make more sales, want to grow faster, or want to harness your creative energy for spreading a good word in this world.

## Who Will Benefit The Most From This Course?

While I believe that everyone should learn how to navigate the digital economy, this course is for a select few people.

I like to call them **value creators**.

In other words, people that are trying to improve the lives of others by consuming, synthesizing, developing, creating, and selling *value*.

**Who is this for *exactly*? People who want to:**

- Develop their personal and professional skill set
- Learn how to ethically persuade, influence, and sell
- Make a positive contribution to someone's life or business
- Raise their level of consciousness and knowledge surrounding topics they are passionate about
- Gain clarity on their purpose and life's work while harnessing the power of the internet to pull in enough money to sustain that work
- Build a public resume through value creation and have modern opportunities find you
- Learn how to create impactful content by understanding human nature and psychology
- Build a one-person business as a freelancer, consultant, online educator, or knowledge worker

**Who is this not for?**

- Those that don't see the value in personal growth and positive impact
- Those that intentionally — or unintentionally — seek to harm others through negative content (certain memes, pornography, etc)
- Those that have a distorted perception of money, sales, and taking the impact of what you put out into the world seriously
- On the business side of things — those that are set on pursuing a hyper-focused niche for freelancing, agency work, and other things

On that last point — this is for those that want to talk about their interests and curiosities *while* selling life-changing products (not those that are focused on *only* talking about the niche topic related to what they are selling — there is nothing wrong with this, just clarifying who will see the best results from this)

## What Will You Learn?

There are a lot of moving parts to the digital economy. This course reflects that and is structured accordingly.

**In Digital Economics 101 you will learn:**

- The foundational information for succeeding as a value creator
- The unconventional mindset that you will need to adopt to succeed in this uncertain and unpredictable line of work
- The relationship between your skills, interests, and expertise (and how they create an irreplaceable brand)
- A breakdown of the skills, terms, and methods for communicating your value and putting a price tag on it
- The true (and only) way to make a sustainable income source with your time and creations
- The key to becoming someone who is taken seriously for their "original" and impactful thoughts, ideas, and work
- Actionable steps that you can take right now to start growing on social media, networking with high-level individuals, and making your first sale
- Digital Economics is a free mini-course that is available to everyone. It acts as a primer for those that plan to take the Bachelors and/or Masters degree curriculum.

**In the Bachelors Curriculum you will learn:**

- How to create an irreplaceable personal brand based on the combination of your interests, skills, and expertise
- How to attract an audience — or community — of like-minded people that have similar goals, interests, and a vision for their future
- How to generate unlimited content ideas, articulate your thoughts, and package them up into digital assets that grow in value over time
- My process for creating a content ecosystem that automates trust building, promotions, and sales without gimmicks, tricks, or hacks
- The best way to create long, medium, and short-form content that can be distributed on all social platforms (without spending all day writing, filming, editing, or designing)
- How to pivot your brand, content, and products as you grow as an individual — your brand will evolve with you (as will your income)

This is all real-world project-based for rapid learning and understanding.

This is fast-paced and carefully crafted to help you see results faster than you would studying by traditional methods — albeit you will go through much uncertainty at times (this is necessary, embrace it).

We will be implementing my time-tested systems into your brand and refining them to your unique needs. This is fleshed out in the Notion Command Center that you will (hopefully) be using and refining for a long time.

By the end of the Bachelors curriculum, you will have clarity on the next 3 years of your brand, a growing (and monetizable) audience, and a content creation system that will separate you from the sea of other creators.

**In the Masters Curriculum you will learn:**

- How to package up your knowledge into a consulting, freelance, or digital product that outperforms other products on the market
- How to build out a sales page, email funnel, and promotion system that fits your content strategy to perfection
- A streamlined way of leveraging ALL of your distribution network for a potential 6 figure launch (and how to extend the "shelf life" of your products and services to keep pulling in revenue)
- How to turn readers into product buyers into high ticket service clients — rounding out your sales system and increasing the lifetime value of each customer
- The best way to promote your products and services without adding more to your daily work (and without sounding salesy, needy, or spammy)

The Masters curriculum is best suited for those that have an offer that they can't charge \$5K+ for, aren't making the sales they want, or are confident in their skill set to the point where they are ready to monetize (and skip the beginner mistakes).