You don't need a big audience to sell your digital product. You just need a system. If you've ever sat on a brilliant idea because you didn't know how to launch it - this book is for you.

Sell What You Know is your shortcut from "stuck" to "sold." Whether you're a coach, content creator, educator, or expert with no niche, no audience, and no idea where to begin - this book gives you the full roadmap.

Inside, you'll unlock the Launch Vault - a plug-and-play system built from scratch to help first-time founders go from idea to income.

What's Inside:

- 17 done-for-you templates
- Step-by-step launch timeline
- Sales page + email + content planners
- Offer Psychology Checklist (yours free)
- Proven launch strategy without ads, niche, or burnout

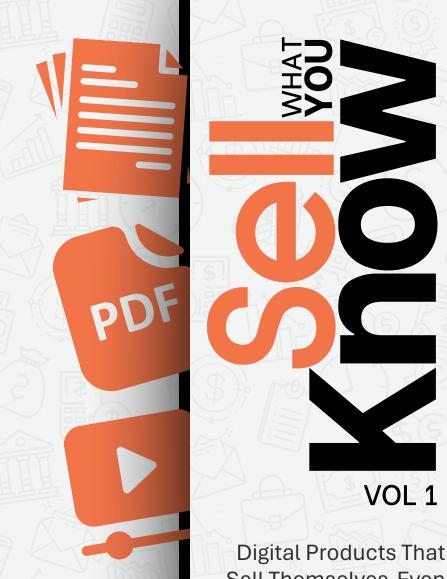
About the Author:

Lela Dija Noor is a researcher - literature reviews, policy development, international paralegal, digital launch strategist, and advocate for creators without platforms.

With a background in law, grassroots activism, and education, she has helped experts across Africa and beyond transform their ideas into income - even with no niche, no following, and no startup capital.

She wrote Sell What You Know for the quiet experts. The ones who don't need hype - just a system. Her mission is simple: turn knowledge into legacy.





Digital Products That Sell Themselves-Even Without a Following, Niche, or Budget

INCLUDES 17+ TEMPLATES + LAUNCH VAULT SYSTEM

LELA DI JA NOOR

Digital Launch Strategist + Educator