

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.

**Sell**  
WHAT YOU  
**Know**

# WHAT YOU Sell Know

VOL 1

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

INCLUDES 17+  
TEMPLATES +  
LAUNCH VAULT  
SYSTEM

LELA DIJA NOOR

Digital Launch Strategist + Educator