

# Leveraging Your Knowledge

By Glenn Gordon

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You're In Business <http://www.ur-in-business.com>

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So you have been working at your online business for nine months, a year, or maybe two. You have learned a lot but sometimes feel the most important thing you've learned is how much you don't know. You are seeing some return on your efforts, but not nearly what you expected. At times you consider leaving it all for a "normal job," but you hang on because you value your independence so highly.

A twist in perspective

If this describes you, perhaps you are a candidate for a twist in perspective. Why not consider leveraging the knowledge you have gained in your business development efforts to supplement your business income? What exactly am I talking about? I am suggesting you look for niches where the skills you have already learned could be marketed effectively while you continue to grow both your knowledge and your business.

Not for everyone

What I am describing here isn't for everyone, certainly. The transition from marketing a product to marketing yourself can be difficult or impossible for some. But if that isn't an insurmountable hurdle to you, consider what you know now that you didn't when you started your business. Taking the "do it all yourself" case, you probably have skills in website development, website maintenance, web content writing, sales page copy writing, classified ad copy writing, autoresponder use, general e-mail marketing techniques, search engine optimization, and more. Of course, you shouldn't tackle website development for someone else unless you have a really good handle on a program like FrontPage or Dreamweaver, plus some skill in other areas

like Flash.

Leave it to the experts?

But I'm not an expert in any of those areas, I can hear you saying. I'm not suggesting you try to pass yourself off as someone you are not. The point is, you have achieved a level of skill in certain areas that others may be willing to pay for. Yes, there are experts in each of the areas noted above and they offer their services, generally at very high prices. You, on the other hand, may be in a position to offer less-than-expert services for less-than-expert prices, but still provide good value to your customers. There are always others aspiring to start or expand their business, but realize they need knowledge in some areas they haven't yet learned. If you seek out these individuals and honestly but effectively present your capabilities, you may find a profitable niche business that you never considered possible.

Who would want my services?

I would suggest you look in two general areas. One is purely online business owners that are just getting started and feel overwhelmed at all the different areas of knowledge they need to master. The other is small businesses (home-operated or brick and mortar) that need a website to make that business grow.

How do I find them?

You may be surprised how many opportunities you may encounter during your normal daily routine, once you start looking for them. To actively search for them, here are some suggestions:

- Advertise on your own website
- Advertise in ezines or other normal advertising venues
- Search for regional websites and businesses. Start by going to Google.com and entering the name of your city.
- Look for individuals and businesses needing help on sites such as Sologig.com and CreativeMoonlighter.com.
- Simply talk to everyone you know!

Why compromise my independence?

The biggest hurdle to pursuing these kinds of projects may be your fierce independence, which drove you to start your own business in the first place. But consider this, you can still work from home and generally have some flexibility in the schedule of work you do. And one thing more, you may find some added discipline in delving into some areas that you wouldn't have on your own. Here's where the leveraging comes in - in completing these projects you will be getting paid not only for what you know, but for what you are learning in the process!

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Building Success Online at

<http://www.ur-in-business.com>

The Ultimate Autoresponder Guide at

<http://www.allaboutautoresponders.info>

BusinessBuilder Newsletter at

<http://www.businessbuildernewsletter.com>

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