

**TURN YOUR EXPERTISE INTO A  
SALEABLE PRODUCT ONLINE**



# HOUSE KEEPING & MINDSET



# TODAY'S THEMES

- **THEME 1:** CREATING AN ONLINE BUSINESS MODEL SELLING EXPERTISE OR KNOWLEDGE – WHAT DOES THAT MEAN AND WHO CAN DO IT?
- **THEME 2:** HOW TO BUILD AN INFORMATION PRODUCT THAT IS GOING TO WORK
- **THEME 3:** ONCE YOU'VE GOT A NEW PRODUCT, HOW TO SELL AND PROMOTE IT

# TODAY'S EXPERTS & GUESTS



# **MIKE WOOTTON** – HOST, MW AGENCY & BUSINESS IN BOARDIES FOUNDER

- DIGITAL MARKETING, ONLINE BUSINESS SPECIALIST
- GUEST LECTURER AT MASSEY UNIVERSITY
- LINKEDIN - [HTTPS://WWW.LINKEDIN.COM/IN/MIKE-WOOTTON/](https://www.linkedin.com/in/mike-wootton/)



# AMANDA & LUKE SNEDDEN – LITTLE ONES

- EX OPTOMETRIST AND FINANCIAL ADVISOR
- CURRENTLY SERVE OVER 170,000 CUSTOMERS IN 90 COUNTRIES
- EXPLORING NEW ONLINE OPPORTUNITIES WITH SIMILAR BUSINESS MODELS
- LINKEDIN - [HTTPS://WWW.LINKEDIN.COM/IN/LUKESNEDDEN/](https://www.linkedin.com/in/lukesnedden/)
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