SAMPLE

Turn Skills Into Sales

Monetize What You Already Know How to Do

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Free sample: Introduction & Chapter 1

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This free sample contains the Introduction and Chapter 1. The complete book contains the full contents above.

Introduction

You already have everything you need to start earning online. Not a course to buy, not a skill to learn, not a certification to earn. You have skills right now — from your job, your hobbies, your life experience — that people will pay for.

The problem is that you don't see them as valuable. When you do something every day, it feels ordinary. When you've been doing it for years, it feels obvious. But what feels ordinary to you is extraordinary to someone who can't do it.

This book is about identifying the skills you already have, packaging them into offers that people buy, and selling them online — without needing to learn anything new.

Most people who want to earn online think they need to learn a new skill first. They buy courses on copywriting, graphic design, or coding, hoping to become skilled enough to sell their services. Meanwhile, the skills they already have — the ones from their career, their education, their daily life — go unmonetized.

This is backwards. You should monetize what you already know before learning anything new. The fastest path to online income isn't acquiring a new skill — it's selling the one you already have.

The challenges people face:

- They don't know which skills are sellable. They think their skills are too ordinary or too niche.

- They don't know how to package them. A skill isn't a product — it needs to be packaged as an offer.

- They don't know how to price them. They undervalue their expertise and undercharge.

- They don't know where to find buyers. They don't know how to reach people who need their skills.

- They're afraid to charge. Transitioning from "I do this for free/for my employer" to "pay me for this" feels uncomfortable.

This book solves each of these challenges.

- Professionals who want to monetize skills from their career.

- Freelancers who want to add new income streams from skills they're not currently selling.

- Hobbyists who have skills they enjoy but have never monetized.

- Career changers who want to turn their existing expertise into online income.

- Anyone who's been told "you should sell that" but doesn't know how.

- How to audit your skills for market value.

- How to package skills as services or products.

- How to create skill-based offers that sell.

- How to price your expertise confidently.

- How to find the right buyers for your skills.

- How to transition from free to paid work.

- How to build a skill-based income portfolio.

- A practical project: create and sell one skill-based offer.

- Book 5 (The Freelance Launch) covers launching a freelance business — finding clients, setting up systems, delivering work.

- This book (Book 21) comes before freelancing. It's about identifying WHAT to sell in the first place — which skill, packaged how, sold to whom. It's the skill-to-offer conversion that precedes the freelance business.

Here's the principle: what you already know is enough to start.

You don't need to become an expert. You don't need 10,000 hours of practice. You need to be one step ahead of the person who's willing to pay you. If you know how to do something that someone else doesn't — and they want to learn it, have it done for them, or buy a resource that teaches it — you have a sellable skill.

A bookkeeper doesn't need to be the world's best bookkeeper to sell bookkeeping services. They need to be better than the business owner who's struggling to do their own books. That's a much lower bar — and it's a bar most skilled professionals already clear.

This book helps you identify where you clear that bar, package what you know into something sellable, and find the people who need it. Let's start with the skill audit.

The Skill Audit

Chapter 1: The Skill Audit

Your first sellable offer comes from a skill you already have. But most people can't see their own skills clearly — they're too close to them. This chapter gives you a systematic process for identifying, evaluating, and selecting the skill that will become your first sellable offer.

When you do something every day, it becomes invisible. You don't think of it as a skill — it's just what you do. A graphic designer doesn't think of layout principles as a skill; they're obvious. An accountant doesn't think of spreadsheet modeling as a skill; it's routine. A teacher doesn't think of lesson planning as a skill; it's part of the job.

But to someone who can't do these things, they're skills — valuable ones that they'd pay to learn or have done for them.

The skill audit is a process for making the invisible visible. By the end, you'll have a list of your skills, ranked by market value and monetization potential.

Get a piece of paper or open a document. Write down every skill you can think of, across all areas of your life. Don't filter — write everything.

Categories to prompt your thinking:

Professional skills (from your career):

- What software/tools do you use at work?

- What processes do you manage?

- What do colleagues ask you for help with?

- What do you do that others find difficult?

- What training or certifications do you have?

- What industry knowledge do you possess?

Creative skills (from hobbies or side projects):

- What do you create? (Writing, art, music, design, crafts, code)

- What tools do you use? (Photoshop, Canva, Notion, Excel, code editors)

- What have you made that people complimented?

Communication skills:

- Can you write clearly?

- Can you present or speak publicly?

- Can you teach or explain complex topics?

- Can you negotiate, persuade, or sell?

- Are you good at organizing information?

Technical skills:

- Can you build websites, apps, or software?

- Can you set up systems or automations?

- Can you analyze data?

- Can you troubleshoot technical problems?

- Can you work with spreadsheets, databases, or code?

Life skills:

- What have you learned from life experience?

- What challenges have you overcome?

- What do friends and family ask your advice about?

- What do you know more about than most people?

The goal: 30-50 skills on your list. Don't judge them yet. Just list them.

For each skill, rate it on three dimensions (1-5 scale):

Proficiency (how good are you?):

1 = Beginner (I know the basics)

2 = Capable (I can do it but need guidance)

3 = Solid (I do it confidently and independently)

4 = Advanced (I do it better than most people I know)

5 = Expert (I could teach this to others)

Market demand (do people pay for this?):

1 = No demand (nobody buys this)

2 = Low demand (rarely needed)

3 = Moderate demand (some people need it)

4 = High demand (many people need it)

5 = Very high demand (lots of people actively pay for it)

Monetization fit (can you sell it online?):

1 = Can't sell online (requires physical presence)

2 = Hard to sell online (but possible)

3 = Can sell online (with effort)

4 = Easy to sell online (clear online market)

5 = Very easy to sell online (large online market)

For each skill, multiply the three ratings: Proficiency × Market Demand ×

Monetization Fit = Opportunity Score.

Example: You're an advanced Excel user (4), there's high demand for Excel skills (4), and Excel services are easy to sell online (4). Score: 4 × 4 × 4 = 64.

A score of 60+ is a strong opportunity. A score of 30-60 is worth exploring. Below 30, deprioritize.

Sort your skills by opportunity score. Your top 5 are your candidates for monetization.

For each of your top 5, answer:

- Who would pay for this? (Specific type of person or business)

- What problem does it solve? (Specific pain point)

- How would I deliver it? (Service, product, course, template)

- What would I charge? (Initial estimate)

For each of your top 5, verify that people are actually paying for it:

Search for existing services:

- Search Upwork, Fiverr, and freelance platforms for your skill. Are people offering this service? How much do they charge?

- Search for courses on Udemy, Skillshare, or YouTube. Are people teaching this? How many students/viewers?

- Search for products on Gumroad, Etsy, or Amazon. Are people selling resources related to this skill?

Read the demand:

- If services, courses, and products exist for this skill, the market is validated.

People are paying.

- If you find no existing services, either you've found a gap (rare) or there's no demand (more likely).

- Check the pricing. What do others charge? This gives you a benchmark.

Check search volume:

- Use Google Trends, Ubersuggest, or AnswerThePublic to see if people are searching for this skill.

- High search volume = high interest. Low search volume = limited demand.

From your top 5 validated skills, choose ONE to start with. The criteria:

- Highest opportunity score (proficiency × demand × monetization fit).

- Strongest personal interest (you enjoy doing it — you'll be doing it a lot).

- Lowest barrier to entry (you can start selling quickly without major setup).

- Closest to existing demand (clear market with buyers already spending).

This is the skill you'll package into an offer in Chapter 3.

Some of your most valuable skills might not be on your initial list because you don't think of them as skills. Here are commonly overlooked skills:

Organizing and systematizing: If you're the person who creates processes, organizes information, or builds systems at work, this is a sellable skill. Businesses pay for operations management, SOP creation, and workflow optimization.

Research and synthesis: If you're good at finding information, analyzing it, and presenting it clearly, this is sellable. Businesses pay for research reports, competitive analysis, and content research.

Writing and editing: If you write clearly — even if it's just emails and reports — copywriting, content writing, and editing are all sellable skills with high online demand.

Teaching and explaining: If you can break down complex topics into simple steps, course creation, tutoring, and consulting are all options.

Problem-solving: If you're the person people come to when something breaks, consulting and troubleshooting services are sellable.

Aesthetics and taste: If you have good visual taste — even without formal design training — design services, brand consulting, and creative direction are options.

- List 30-50 skills across all categories (Step 1).

- Rate each on proficiency, market demand, and monetization fit (Step 2).

- Calculate opportunity scores (Step 3).

- Identify your top 5 (Step 4).

- Validate the market for each (Step 5).

- Choose your #1 skill to monetize (Step 6).

The skill audit is the foundation of everything in this book. Your first sellable offer comes from this process. Choose wisely — but don't overthink it. You can always add a second skill later. The goal is to start with your strongest opportunity and build from there.

What you already know is enough. Now let's package it into something sellable.

Packaging Skills as Offers

End of free sample. The full book is available at putrabooks.github.io