

10 PROMPTS TO TURN \$ KNOWLEDGE INTO INCOME



Strengthen Your Mind Build Your Future

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10 Prompts to Turn Knowledge Into Income



“What do I know that people would actually pay for?”

That’s the #1 question people ask when starting a digital product side hustle. The truth? You probably have more value to offer than you realize, you just need the right prompts to uncover it.

This guide gives you 10 clarity-building questions to help you identify the skills, experiences and insights you can turn into a digital product and start building scalable income on your own terms.

Prompt 1: What do people always ask me for help with?

Think about friends, coworkers or family members. What do they come to you for?

Example: “Can you look over my resume?” → Career toolkit or resume checklist

Prompt 2: What have I taught myself that I’m proud of?

Self-taught skills are often in high demand because they prove you understand the learning curve.

Example: “I taught myself video editing” → Beginner video course

Prompt 3: What problem have I solved that used to frustrate me?

Your pain becomes your product. Turn your hard-earned solution into a shortcut for others.

Example: “I figured out how to budget on a tight income” → Budgeting worksheet

Prompt 4: What systems or routines do I use that make life easier?

People love plug-and-play tools. If your workflow works, others will want it too.

Example: “My Sunday meal prep system” → Meal planner template or guide

Prompt 5: What have I learned through experience, not just education?

Lived experience is powerful. You’ve walked the walk and that gives you credibility.

Example: “I managed a team with no formal leadership training” → Management crash course for first-time supervisors

Prompt 6: What hacks or shortcuts do I use that save me time or money?

Efficiency is valuable. Your shortcut can be someone else’s breakthrough.

Example: “How I travel for half the price” → Travel hacks PDF or video series

Prompt 7: What’s something I’ve built, fixed or created that others admire?

Skills in your hands (or your head) can be taught step by step.

Example: “I reupholster furniture as a hobby” → Beginner’s furniture flipping guide

Prompt 8: What life lessons do I share that others say helped them?

If people are quoting you or thanking you for advice, you’ve got wisdom to offer.

Example: “People say my mindset advice helped them through tough times” → Private podcast series or reflection journal

Prompt 9: What have I done that others want to do but don't know how?

You're one step ahead of someone and that's enough.

Example: "I grew my Instagram to 10k followers" → Mini-guide or content calendar template

Prompt 10: What do I wish I had when I started learning a skill or process?

Think back to when you were new. What resource would've saved you time, money or stress? Now go create that.

Example: "I wish someone had shown me how to freelance without getting scammed" → Freelance starter kit or safety checklist

Now Choose 1 Prompt and Take Action

Circle or highlight the one that gave you that aha moment.

Then answer:

- What's the transformation I can help someone achieve?
- What's the simplest way to deliver it? (PDF, checklist, video, email series, etc.)
- Who needs this the most?

This is the seed of your first digital product and your first step toward scalable income.

Remember Sylvester Stallone's start? Instead of waiting for someone to give YOU a role, write your own.

