



# Career Outcomes Matter

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Melissa Llarena



**Career Wellness: Using the Web Like an Entrepreneur**  
**March 6, 2013**

Using the web is the ultimate way to gain a sense of job security and increase your earning potential.



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# I am an entrepreneur



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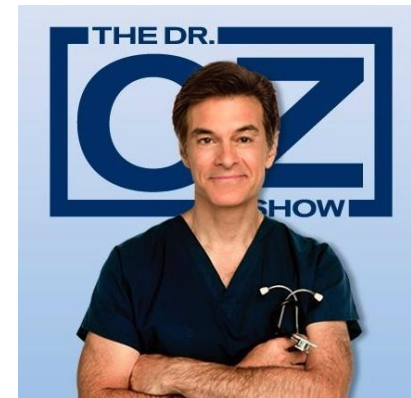
# My business is career coaching



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# My clients have big goals



*Note: These are not my clients.*



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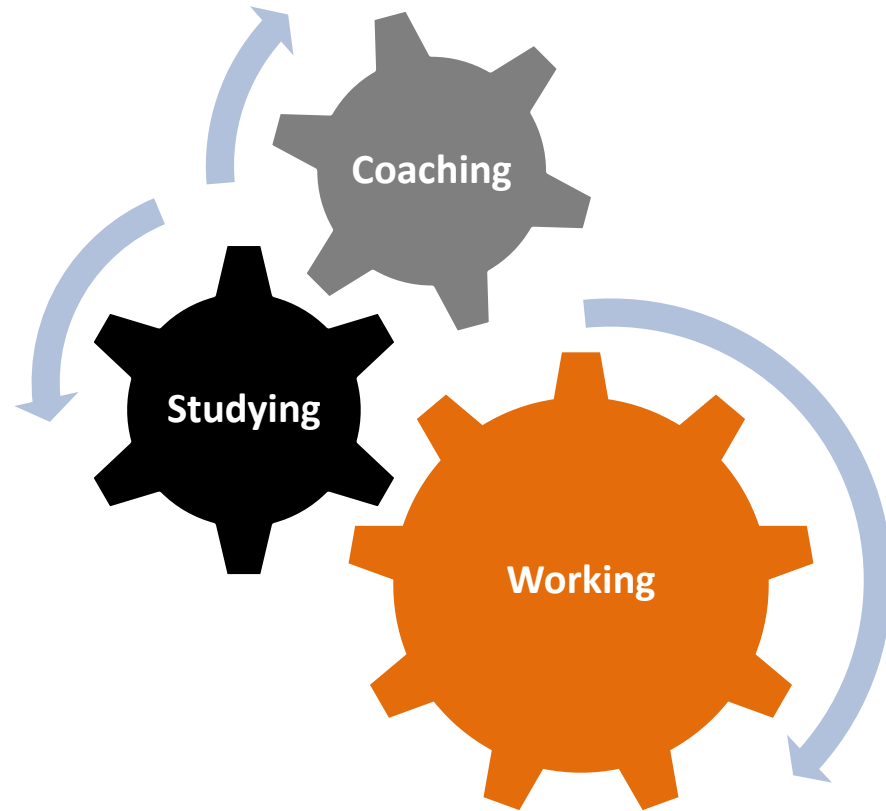
# How I got here



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# Okay, *really* how I got here



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# Salary range

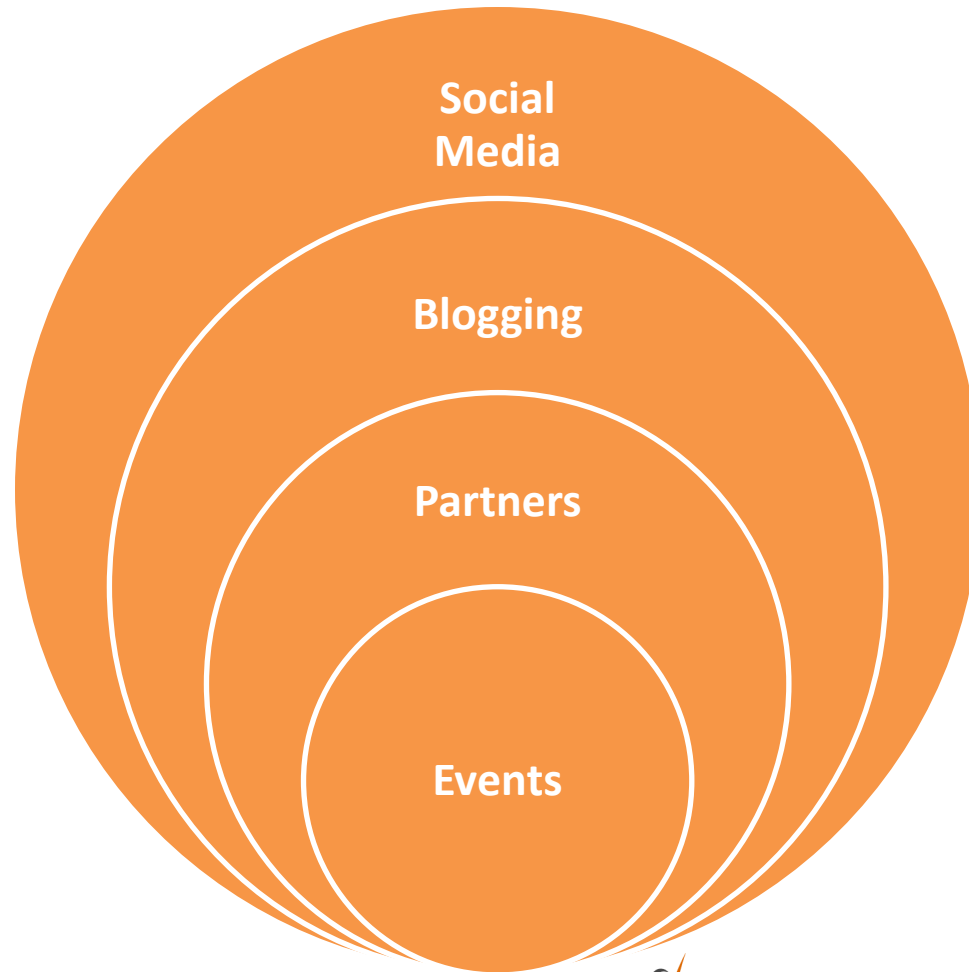
$-\infty$  to  $+\infty$



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# How I generate leads



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# How I make money

**PayPal**<sup>TM</sup>

**amazon**kindle

**amazon**associates

**Google**<sup>TM</sup>  
AdSense



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# The Exercise

# Questions

1. Name one of your top talents.
2. What digital platform (s) would best showcase that talent?
3. What would be the theme of your content?
4. What are 1-2 ways you can make money?



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# Question 1

## 1. Name one of your top talents.

I know a lot about...

I am a great...

I can put together an amazing...

I tutor...

I speak...



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# Question 2

2. What digital platform (s) would best showcase that talent?

I know a lot about...



I am a great...



I can put together an amazing...



I tutor...



I speak...



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# Question 3

## 3. What would be the theme of your content?

My content would be all about...



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# Question 4

## 4. How would you make money?

I'd have advertisers on my blog

I'd charge per video

I'd ask a \_\_\_\_\_ to sponsor me

I'd write eBooks and sell them on Amazon

I'd proofread \_\_\_\_\_ papers



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# Next Steps

Next Steps

# Action items

- 1) Create a professional account using that digital tool
- 2) Keep brainstorming content ideas and revenue streams
- 3) Commit to adding one piece of content a month
- 4) Tell 5 people you want to make money doing this



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# Questions



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