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## Teach others the tricks of your trade

### Make a successful business out of sharing your expertise

By Amy Reinink  
 Entrepreneur.com

updated 12:32 p.m. ET May 28, 2010

For years, copywriter Allison Nazarian watched potential [clients](#) pass her by.

Again and again, she heard from [business](#) owners who needed copywriting services, but who didn't have the money or inclination to hire someone to provide them.

Then, about three years ago, she figured out a way to get their business: She taught them to do her job.

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The "copywriting 101" course Nazarian developed to teach entrepreneurs how to do their own copywriting eventually morphed into a thriving business that has let Nazarian grow her [client](#) list and increase her earning potential.

Nazarian is one of many entrepreneurs to grow her business by teaching others the tricks of her trade. Below, she and other entrepreneurs who have made their knowledge into a product offer tips for making the transition.

#### Serve an unmet need

Delia Passi had had no doubt there was a market for a business that taught others how to sell to women when she founded Medelia, a company that does just that.

At the time, Passi owned a publishing company geared toward women, and was so good at selling to a female audience, other publishing companies were asking her to share her expertise.

"I was asked to speak at a lot of events, consult for a lot of publishers and coach a lot of employees," says Passi, who launched Medelia, which teaches businesses and other clients how to sell to female consumers, in 2002.

"Otherwise, I never would have left the publishing industry to start the company."

Similarly, Starr Hall wasn't looking to get into a new market seven years ago, but feedback from her [customers](#) changed her mind.

Hall owned a public relations and marketing agency at the time, and it had more business than she could handle.

"There are only so many hours in the day, and there was only one of me to go around," Hall says. "I started thinking, 'How can I take my services and knowledge and package and sell it?'"

The answer came in entrepreneurs' responses to Hall's speaking engagements about social media and internet marketing.



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