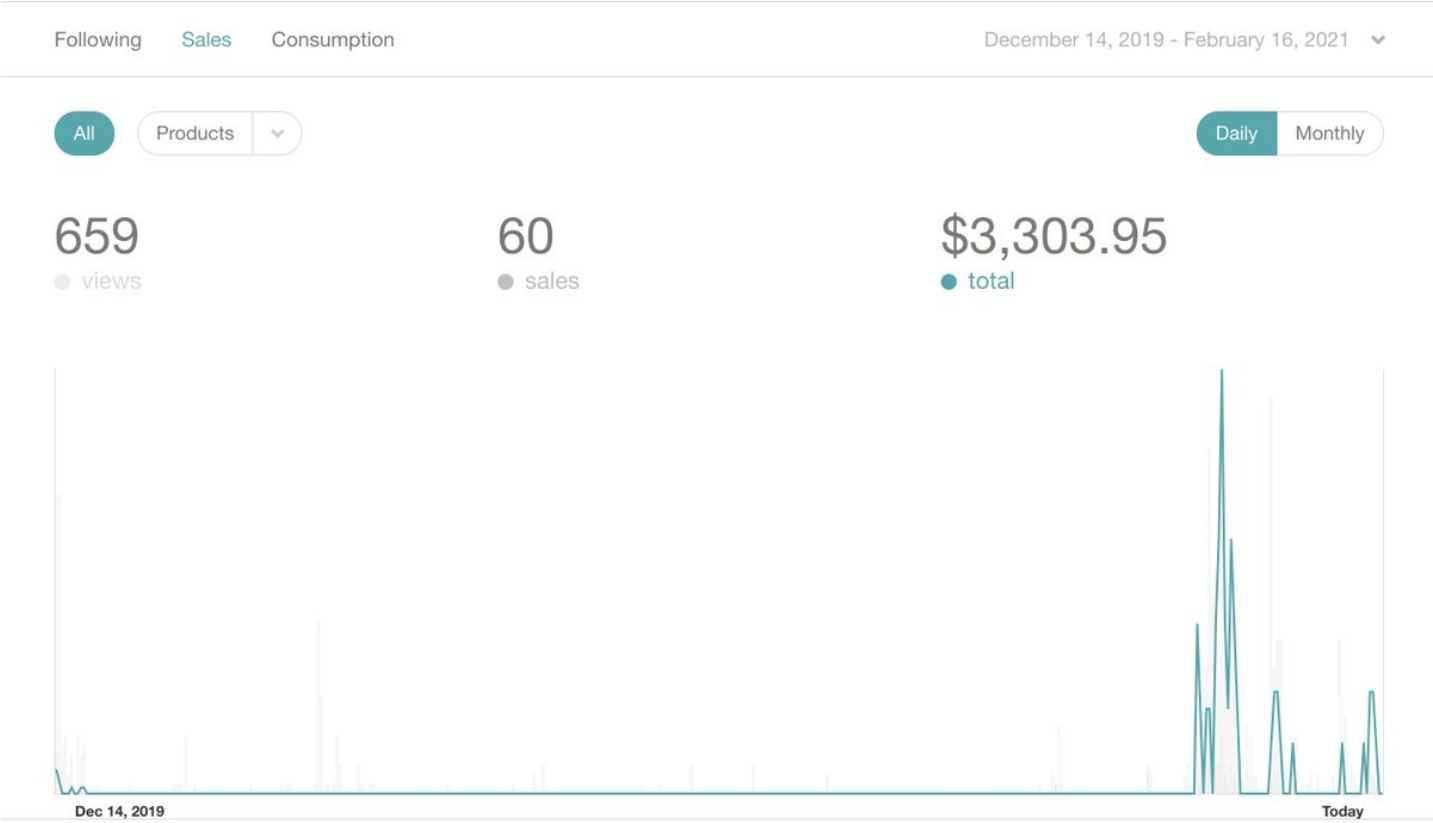
Twitter Thread by Ravi Kumar I Success Coach

Ravi Kumar I Success Coach
@zencompounding

■How I monetized my skill and made over $3300 in 12 months with almost no Twitter following and my plans to make $ 33 K in 2021 (10X) ?

A thread ■



1. ■ Work hard & achieve something substantial in life. Then teach others who want to achieve the same thing.

The more grander your achievement, the grander is the reward to teach.

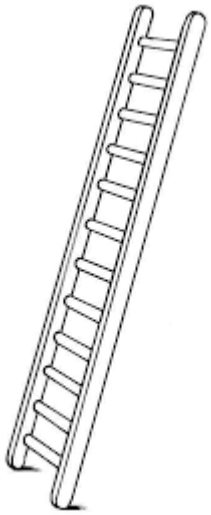
I made the mid-career transition to product management and teach the same to many aspiring PMs

2. It's easy to think that you know less, because your role models are ahead of you.

■But there is always something that you know, which others don't know.

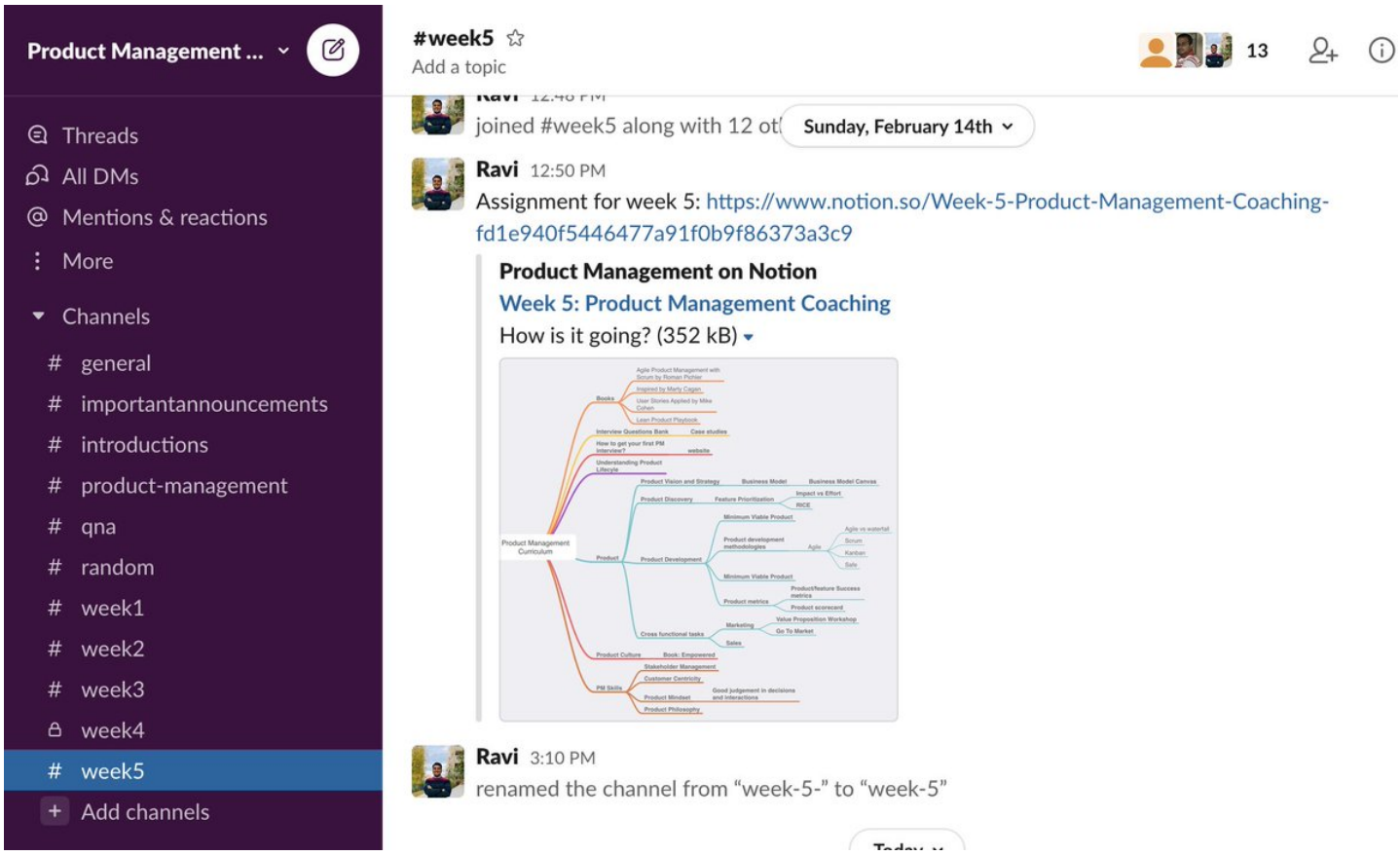
Remind yourself of how far you have climbed in the ladder of knowledge.

Many people minimize their existing knowledge.



3. Cohort based courses (CBC) are magical. Because it enables you to price it reasonably yet scale it to a batch of 15 in a cohort.

I will write a separate thread on the power of running CBCs.



4. Teach with the intent to serve. ■

My participants know that I deeply care to give them massive value. I am always looking to give them 10X value of the price they paid me.

I trust they are going to be spreading the word ■■ about the course to their network.

5. Focus on your niche, and double down on it. Two niches that I worked very hard in last 3 years :

1) Success Coaching

2) Product Management

6. Pick your niche that is in complete alignment to your hierarchy of values.

You can't become great at something that is not in congruent with your hierarchy of values.

■Your niche is something that fires you up & you can work all alone passionately even without being paid.



7. Show evidence to the world of the hard work you are putting in your niche. It takes years to win admiration of the world. With success coaching, I have been interviewing the best in the world for over 3 years. Watch my interview with @RobbieCrab : https://t.co/buVt74XQlR

With product management, I have been interviewing eminent product leaders for over 7 years https://t.co/mKR2TzGksU Hard work wins audience. There's a lot of fluff on Twitter. Don't fall prey to fluff. ■Commit to hard work and flaunt it.

8. ■Begin by experimenting. Offer something small and reasonable to your target audience. This is the stage to test out your ideas. Seek continuous feedback from your early adopters.

9. Once you prove a problem/solution fit, plan to go up the value chain. ■■■ My grand plan is to move from 3.3K to 33K next year by catering to more premium clients - a mastermind for first time millionaires. More on that in a few weeks.

10. My underlying message is to have unbounded hunger■ to grow and have limitless ambition ■. There should not be anyone around you who is more hungry or ambitious than you. That's the fountainhead of all success.

11. ■I spew fire on success principles and summaries on power books in my newsletter. You are missing pure value if you don't subscribe: https://t.co/p9ozbPZuXB

12. Here's a bonus gift for you all. Anyone who retweets this thread, gets my best selling ebook, How to Find Worthy Mentors of $ 13 for free: https://t.co/aJtyXUTjzp