

# TEACH AND GROW RICH (THE AUDIENCE REVOLUTION) (VOLUME 2) BY DANNY INY

## TEACH AND GROW RICH

The Emerging Opportunity  
for Global Impact,  
Freedom, and Wealth



DANNY INY

Best-Selling Author of *Engagement from Scratch!*  
and *The Audience Revolution*

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## **About the Author**

Danny Iny (@DannyIny) is the founder of Firepole Marketing and Productive Inbox, host of the Business Reimagined podcast, best-selling author of multiple books including Engagement from Scratch! and The Audience Revolution, and creator of the acclaimed Audience Business Masterclass and Course Builder's Laboratory training programs, which have together graduated over 3,000 value-driven online entrepreneurs. He lives in Montreal, Canada with his wonderful wife (and business partner) Bhoomi, and their beautiful baby daughter.

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# **TEACH AND GROW RICH (THE AUDIENCE REVOLUTION) (VOLUME 2) BY DANNY INY PDF**

Educate your way to personal success and freedom.

The online content industry is undergoing a quiet revolution. Selling information is getting harder every day, refund rates are shooting through the roof, and some of the smartest online entrepreneurs are already changing their business models, or quietly exiting the market.

But as scary as this is for some people, there are many entrepreneurs who are very excited about it – because when things change, they bring big opportunities for the people who are paying attention.

The big emerging opportunity is the Teach and Grow Rich opportunity, allowing anyone to tap into the multi-billion dollar industry of online education, to create impact, freedom, and wealth.

In this short and easy read, you'll learn how this opportunity is reshaping the online business landscape, which is currently straddling two contradictory business models: a paradigm of information, and a paradigm of education. This is unsustainable, and the emerging schism will drive many businesses into the ground, and create great opportunity for those who are ready to embrace the better way of doing business, and serving their customers.

Get started on your personal road to success through education—buy your copy now.

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## Most helpful customer reviews

48 of 52 people found the following review helpful.

Important and Inspiring Ideas, Simply Presented

By Michael Belfiore

This was a powerful little book for me, with big ideas that, now that I've heard them, seem blindingly obvious. But sometimes the obvious needs to be pointed out. Like that fact that many so-called online courses are really just info products in fancy wrappers with inflated price tags and little-to-no teacher engagement.

Iny makes this point, and presents the exciting idea that solopreneurs with niche expertise now have the opportunity to make good livelihoods sharing that expertise through \*personal engagement\* with small numbers of students—who can provide the feedback needed to engage larger numbers of students.

Even though the book is mostly about ideas, there is some practical advice here: namely that it's best to test these waters in a low-risk, rapid-prototype kind of way that builds momentum. Iny suggests following a simple roadmap that involves quickly sketching out a pilot course and offering it for sale at a discount in order to get feedback and course correct along the way toward a more detailed course and larger business.

These are ideas that need to be heard, both by entrepreneurs, and potential students of online courses.

41 of 44 people found the following review helpful.

Creating Effective Online Educational Content

By Gilberto Barria-Vallarino

This short and to the point book provides a powerful concept for the creation of online educational programs. As a consumer of online education, I have to agree with many of Mr. Iny's observations on the effectiveness of current online educational programs. His observations have made me realize that much of what I've bought is still sitting on a server somewhere. I am even forgetting what is it that I bought and where it is. How come that has come to happen?

if you are planning to create educational content, Mr. Iny's ideas on how to go about creating a pilot program are interesting and worthwhile considering. I am looking forward to applying his ideas to my next project.

42 of 46 people found the following review helpful.

Yes, this book is part of a marketing campaign -- but if the book is GOOD, then who cares?

By Chris

Are you now presently or interested in becoming someone who sells courses, information, or education products online?

If so, then Danny Iny is someone you need to be following:

(DISCLAIMER: I am in no way affiliated with Danny Iny, I've never met him, and I've never bought one of his products. I've simply been reading his material for the last year).

Look, there are lots of people who want to sell you products about how to make online courses. That's what Danny does, but what makes him stand out is the absolutely PHENOMENAL amount and quality of information he gives away for free (like this book in the first 3 days of its launch).

I address that commentary specifically to the people who have given 1 star reviews to this book merely because it's a buildup to his Course Builder's Laboratory info-product (or as Danny says in the book, EDUCATION product) he's getting ready to re-launch.

Yes, this book is an "open loop." Danny clearly defined open loops in an email recently. In his own words: "Reveal the results \*and\* the methodology behind them, but leave out some key details (e.g. 'I completely

cured my back pain by doing X, Y, and Z. But I could have sped up my recovery even more by following this ONE simple tip...')"

Danny does a fantastic job framing the current situation, describing the future market trend, and what we can do to stay ahead of the curve.

What the book is missing is EXACTLY HOW to do that, and for that, he's got a course to sell you, and this book is just the start of building anticipation for it.

But does that mean the book is "bad," or deserves a 1 star review? Of course not! The book should be judged on its merits, and it has plenty. Frankly, Danny is wicked smart and I feel sorry for the people who are too cynical to use the information in a good book just because it happens to be part of a larger marketing strategy.

This book is a must-read for every current or wannabe internet entrepreneur, period. If you don't want to buy his course later, then don't. But don't let that stop you from using good information and your own brain to apply it.

See all 233 customer reviews...

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