

# The Secrets to Monetizing Your Intellectual Property (IP)

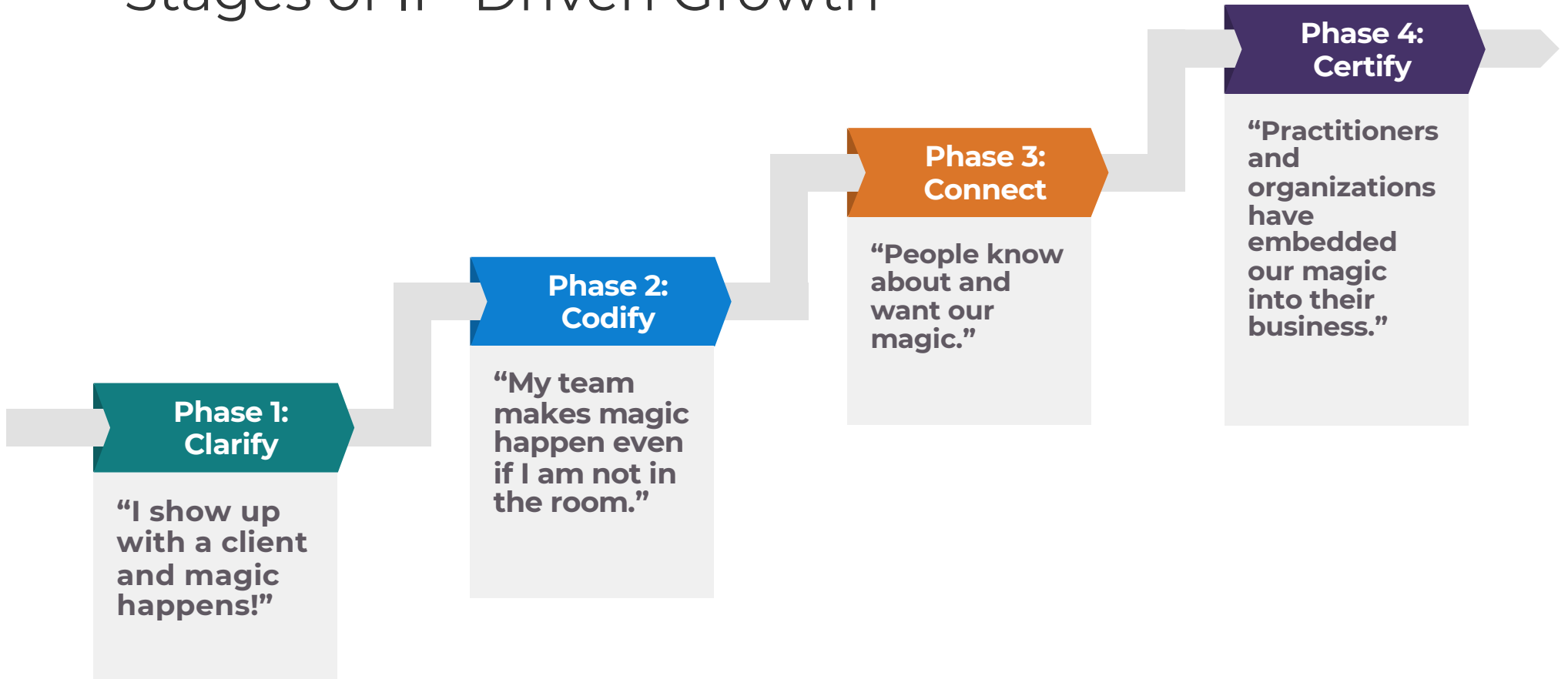
Pamela Slim of Pamela Slim Agency  
Sharon Toerek of Legal + Creative

legal+creative

PSA

PAMELA SLIM AGENCY

# Stages of IP-Driven Growth



Selling IP

Mind Flip:

From:

*My monetization*

To:

*Their capabilities*



# Monetizing Your IP: The Thumbprint Model

## Market fit:

Will it sell?



## Model:

Will it stick?

## Method:

Will it work?



Listening for Market Fit

# Will it Sell?

“You know what would be amazing?”

“I just want ...”

“If this happened, everything would accelerate...”

“If I could just solve this problem, I know my business would work...”

## Getting IP Out of Your Head

# Codify

Challenge	Remedy
No one can do it like we do	Have others observe, transcribe and pull out your method
I have too much stuff	Prioritize one program at a time
I don't think in a structured way (Curse of Creative Founder)	Leverage your operational staff

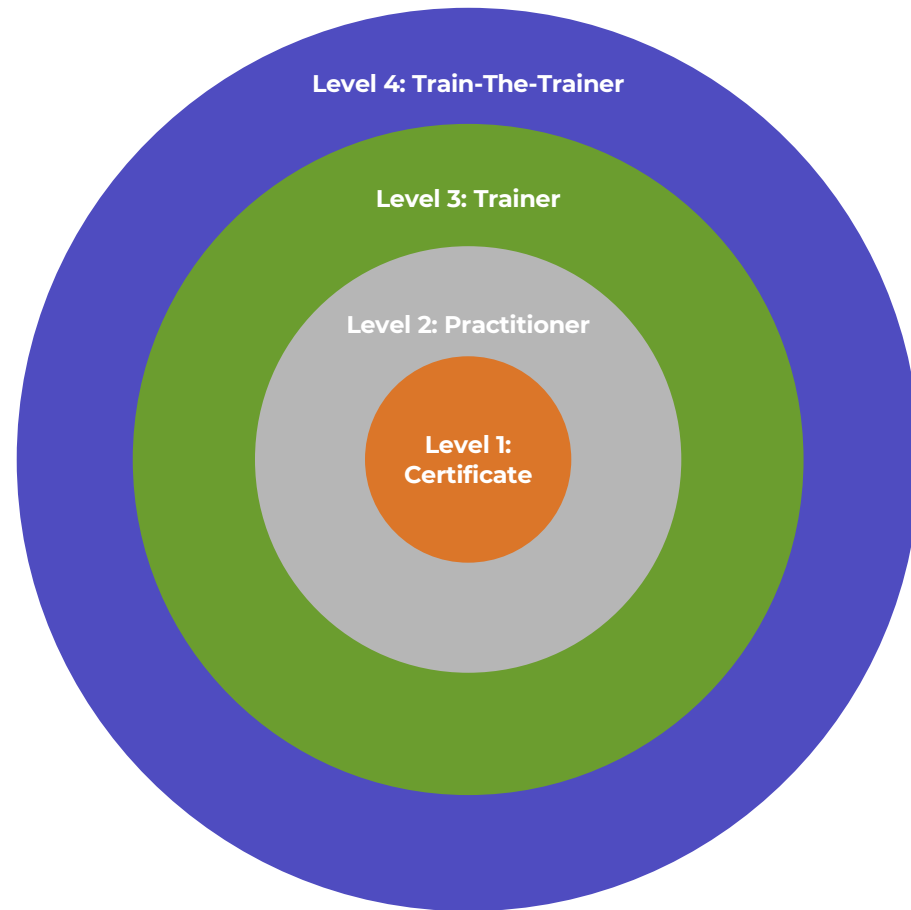
## Monetizing IP

# Packaging and Presenting

<b>Audiences</b>	<b>IP Ideas</b>
Other Marketing Agencies	Complementary + Non-Competitive Tools and Methods
Corporate Clients	Marketing tools, methods and training for staff
Non-Profits	Donor management systems or approaches, marketing systems
International Markets	Licensing tools or offering certifications in emerging markets
Service Professionals	Certification in methods
Verticals	Licensed research or webinars

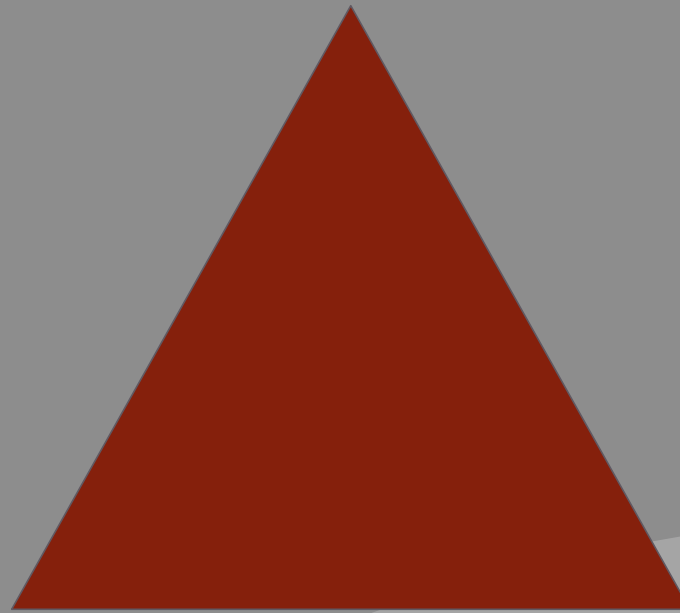
# Types of Certification Programs

Each level of certification program requires a different level of instruction, practice, program administration, tools and support.





# Your Agency's IP Triangle



## **Content**

Digital Course

Workbooks

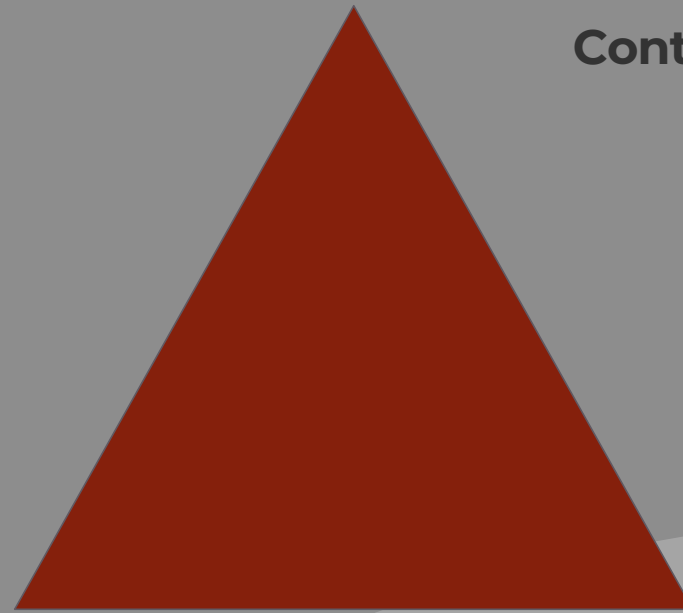
Podcasts

Photography

Software and Apps

Instructional Videos

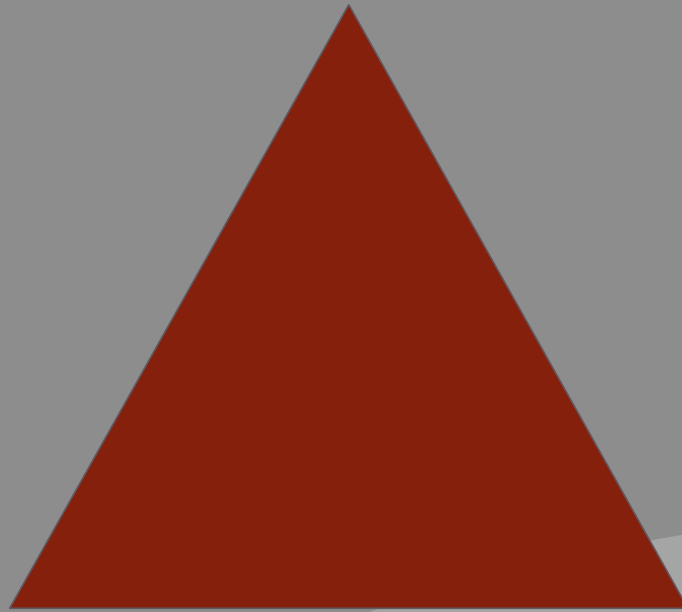
# Your Agency's IP Triangle



**Content**

**Brand**

# Your Agency's IP Triangle



## **Brand**

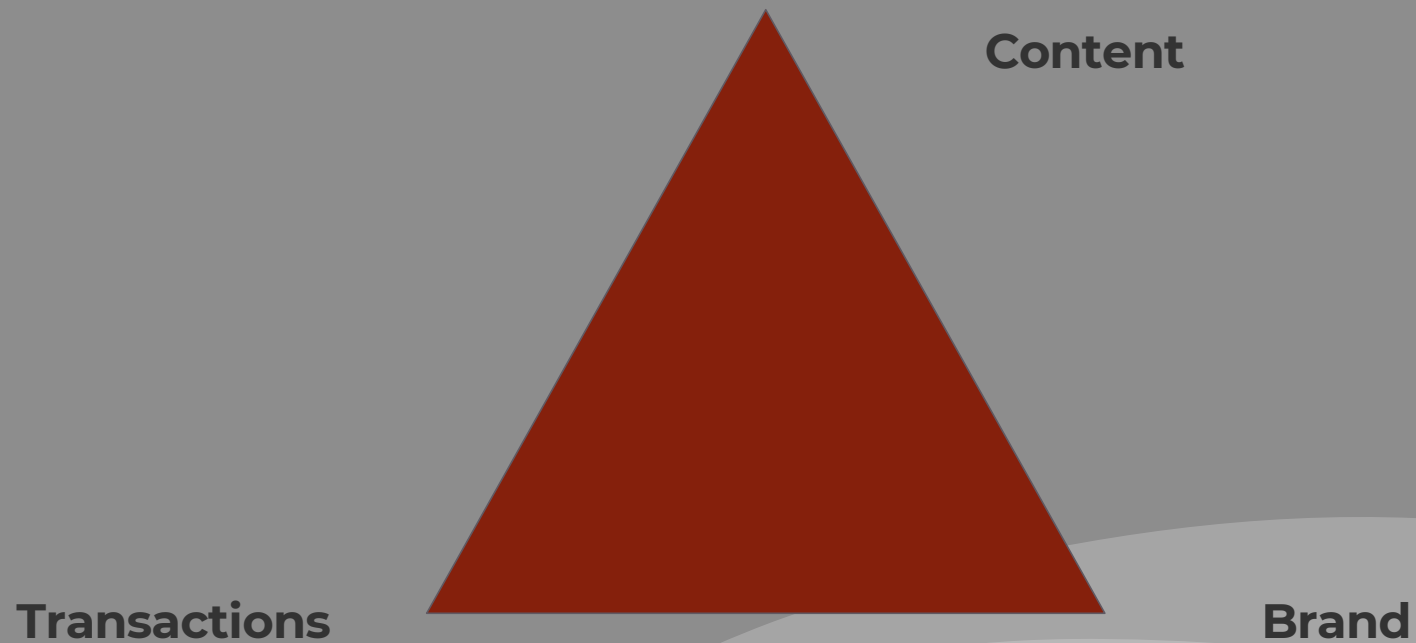
Word Trademarks

Logos

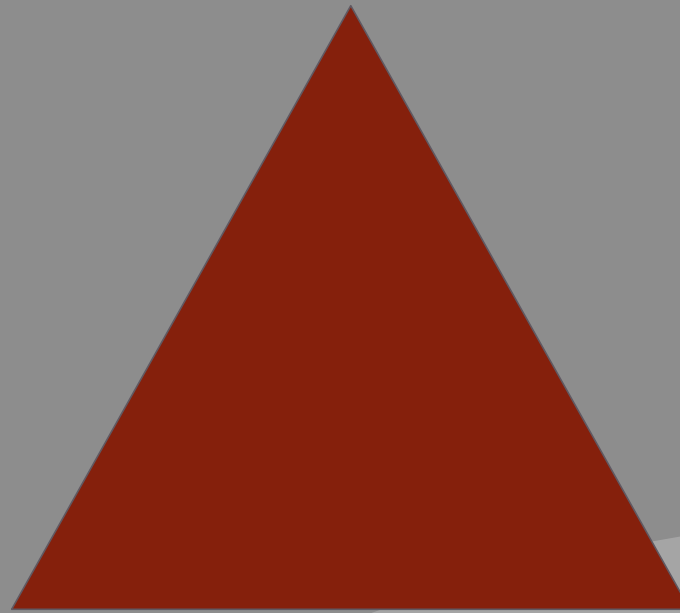
Product Names

Taglines

# Your Agency's IP Triangle



# Your Agency's IP Triangle



## **Transactions**

Independent Contractor  
AGR

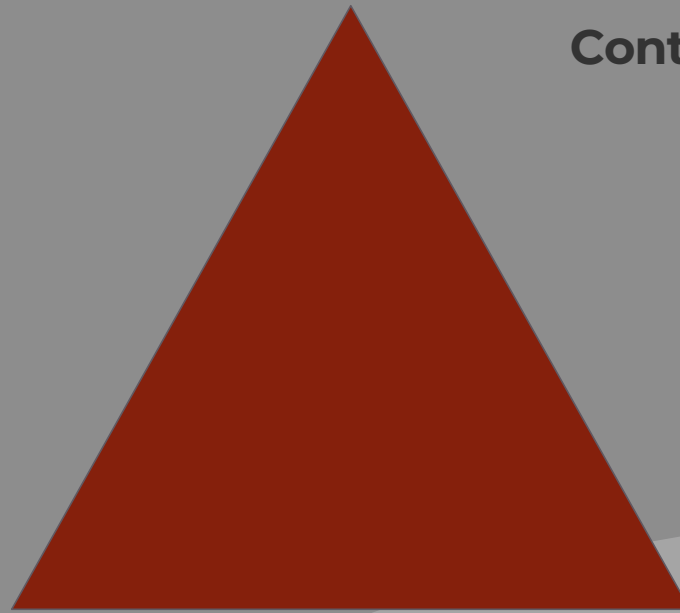
Content Licence AGR

End User  
Terms/Conditions

Distribution AGR

# Your Agency's IP Triangle

**Transactions +  
Agreements**



**Content + Copyright**

**Brand +  
Trademark**



# Where the \$\$\$ Is...

- ★ Training
- ★ DIY Courses
- ★ Virtual Events
- ★ Podcasts
- ★ SaaS/Apps
- ★ Content Libraries



## Where to Start?

- Inventory your client work and look for patterns
- Assess the solutions you've created
- Sort your assets into categories - think "triangle"
- Decide where investments in legal IP protections makes sense





## Don't Forget Agency Contracts

- Make sure IP addressed in Nondisclosure and MSA's
- If IP is a work for hire, don't transfer it until you're paid
- You may have hybrid relationships - some IP work is for hire, some is retained



## Monetize IP

# Codification Example



**Karley Cunningham**  
**Big Bold Brand**

Acrobat Pro File Edit View E-Sign Window Help

2022-Surefire-Audit+Guide\_with-BBB-Intro-&-CTA\_02-26\_2022\_proofed.pdf

Home Tools 2022-Surefire-Au... x

9 / 21

2022-Surefire-Audit+Guide\_with-BBB-Intro-&-CTA\_06-29\_2022\_2022.pdf

Home Tools 2022-Surefire-Au... x

1 / 21

### 1.0 SUREFIRE TOOLS™ EVAL

**YOUR SUREFIRE TOOLS™**

- Elevator Pitch & Brief Intro
- Brand Story
- Brand Promise
- Unique Value Proposition(s)
- Company Benefits & Differentiators
- What We Do Statement
- Ideal Target Audience Profiles

**YOUR FUNDAMENTAL BELIEFS & TRUTHS**

- Character
- Three to Five-Year Vision
- Guiding Principles
- Purpose Statement
- An Effective Business Model & Long Term Vi

STEP 2: Complete the Surefire Tools™ Status Table to determine eleven tools.

Transcribe the above results into the columns of the Surefire Tools™.

Here's how:

- For each of the Surefire Tools™ assigned a 1, write the names of (the green column on page ten).
- For each of the Surefire Tools™ assigned a 2, write the names of (the pink column on page ten).
- For each of the Surefire Tools™ assigned a 3, write the names of (the blue column on page ten).
- For each of the Surefire Tools™ assigned a 4, write the names of (the orange column on page ten).

Surefire Audit™ & Guide™  
© 2022 - 2023 Big Bold Brand Inc. - 9 -

**BIG BOLD BRAND'S**  
**SUREFIRE**  
**AUDIT & GUIDE™**

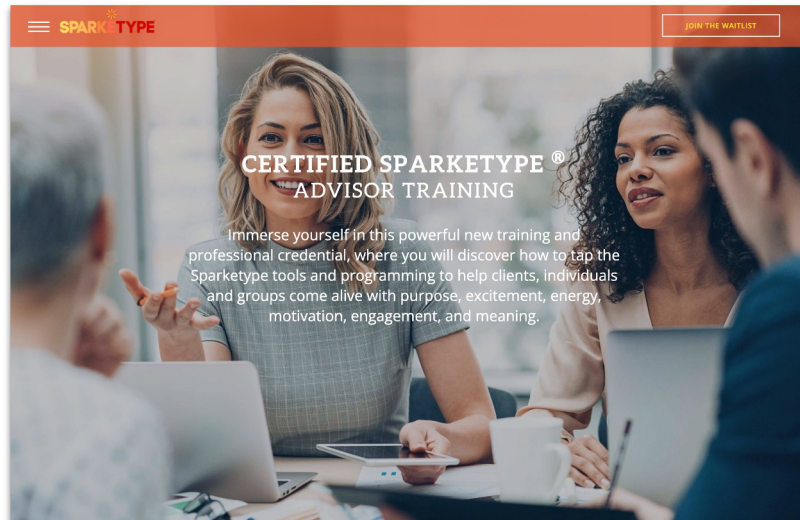
**Big Bold BRAND™**

A surefire guide for developing the tools your company needs to **build a BIG BOLD BRAND™ for your business.**  
(Moreover, for the truly motivated, the critical tools for becoming a brand leader in your industry, sector or niche.)



## Monetizing IP

# B2C Example: Tools



Jonathan Fields

## Let's Connect!



**Pamela Slim**



**Sharon Toerek**