



PEACOR BUSINESS CONSULTANCY

THE COMPLETE LEVEGARGE YOUR KNOWLEDGE METHOD™ — TOOLKIT —



Gain access to the method, strategies, tools and resources that you can use to leverage your skills, expertise and experience to build or scale your products and services to serve others within minimal time, risk and cost.

The Leverage Your Knowledge Method™

Turn What You Know Into What You Build

A Practical 7-Step Roadmap for
Transforming Your Knowledge, Skills &
Experience into a Viable Business
Opportunity

Peacor Business Consultancy
www.peacorbusinessconsultancy.co.uk



PAGE 2 — YOUR KNOWLEDGE HAS VALUE

Your Next Business Opportunity May Be Closer Than You Think.

Throughout your career and life:

- You've accumulated knowledge.
- You've developed skills.
- Solved problems.
- Built experience.
- Learned how things work.
- Developed specialist insights.
- Perhaps other people already come to you for advice.

But knowing that you have valuable experience and knowing how to **turn it into a commercial opportunity** are very different things.

You may be asking:

- What could I build from what I know?
- Which of my skills or experiences have commercial value?
- Who would actually pay for my expertise?
- What product or service could I create?
- How do I know whether my idea will work?
- How could I monetise it?

The Leverage Your Knowledge Method™ gives you a structured roadmap for working through those questions.



PAGE 3 — INTRODUCING THE LYKM METHOD

From Expertise to Enterprise.

The Leverage Your Knowledge Method™ is a 7-step business-building roadmap for helping professionals, experts and entrepreneurs identify the commercial potential within their knowledge, skills and experience.

Instead of beginning with:

“What business should I start?”

The Method encourages you to begin with a different question:

“What do I already know that could create value for someone else?”

From there, you'll systematically evaluate the opportunity, identify your niche, develop an offering, validate demand, explore monetisation, package what you've created and consider how it could eventually scale.

Knowledge → Opportunity → Offering → Business → Scale



PAGE 4 — THE 7-STEP ROADMAP



STEP 1: EVALUATE

Where does your expertise intersect with genuine market opportunities?

Explore the commercial potential within your existing knowledge, skills and experience.



STEP 2: IDENTIFY

Which specific niche could benefit most from what you know?

Identify where your expertise could create the greatest value and who could benefit from it.



STEP 3: OFFERING

Create a unique product or service that stands out in the marketplace.

Transform your expertise into something tangible that addresses a meaningful market need.



STEP 4: VALIDATE

Does the market genuinely want your solution?

Test your assumptions, gather feedback and establish whether there is genuine demand before investing unnecessary time and resources.



PAGE 5 — THE 7-STEP ROADMAP (cont...)



STEP 5: MONETISE

How will you take your offer to market and generate revenue?

Explore how your expertise and offering could become commercially viable.



STEP 6: PACKAGE

Package your offering into a compelling and coherent set of services.

Structure and present your offering so potential customers or clients can clearly understand what they're getting and why it matters.



STEP 7: SCALE

How can you build systems and assets that support future growth?

Explore how your knowledge could evolve into systems, processes, intellectual property and other assets that support sustainable growth.



PAGE 6 — WHAT COULD YOU BUILD?

One Method. Multiple Business Possibilities.

There isn't one predetermined outcome. Depending on your expertise, market and objectives, what you know could potentially become:

- A Consultancy
- A Professional Service
- A Productised Service
- A Training Programme
- A Workshop
- A Toolkit
- A Digital Product
- A Membership
- A Framework or Methodology
- Intellectual Property
- A Licensing Opportunity

The purpose of the Method isn't to force you into a particular business model.

It's to help you identify what makes sense for your expertise, your market and what you're trying to achieve.



PAGE 7 — IS THE LYKM FOR YOU?

The Leverage Your Knowledge Method™ Could Be Right for You If...

- You know you have valuable expertise but aren't sure how to monetise it.
- You're considering entrepreneurship but don't know what business to start.
- You have several ideas and need help identifying which opportunity to pursue.
- You want to create a product or service around your professional expertise.
- You're employed and exploring ways of creating an additional income stream.
- You're considering a career transition and want to explore entrepreneurship.
- You're already self-employed and want to identify new opportunities within what you know.
- You already run a business and want to create additional products, services or revenue streams from your expertise.

You Don't Need a Fully Formed Business Idea

That's part of the point.

The Method helps you move from:

“I know I have valuable expertise...”

to:

“I can see where the opportunity is and what I could be building around it.”



PAGE 8 — PRACTICAL IMPLEMENTATION

Don't Just Learn About Your Expertise. Do Something With It.

The Leverage Your Knowledge Method™ isn't designed simply to give you more business information.

You'll be encouraged to apply the seven steps to your own knowledge, market and opportunity.

That could involve:

- ✓ Evaluating your knowledge and experience
- ✓ Researching potential markets
- ✓ Identifying your niche
- ✓ Developing an offering
- ✓ Speaking with potential customers or clients
- ✓ Testing assumptions
- ✓ Gathering feedback
- ✓ Exploring monetisation opportunities
- ✓ Packaging your offer
- ✓ Identifying future systems and scalable assets

The objective is progress through implementation, not simply completing programme materials.



PAGE 9 — INVESTMENT & SUPPORT

Your Investment

PAY IN FULL

£495 - (One upfront payment).

OR

3-PAYMENT PLAN (3 × £175)

Total: £525

£175 when you enrol

£175 approximately 30 days later

£175 approximately 60 days after enrolment

The payment plan allows you to spread the cost of the programme and is a commitment to the full programme fee rather than a monthly subscription.

Optional Implementation Support — £350

Would you benefit from additional feedback as you work through the Method?

The Implementation Support Package includes:

- ✓ Email implementation support
- ✓ Guidance as you work through the 7-step roadmap
- ✓ Feedback on your ideas, niche, offering and key decisions
- ✓ Two 60-minute 1:1 Implementation Review Sessions

The core programme can be completed independently, so Implementation Support is entirely optional.



PAGE 10 — YOUR NEXT STEP

Ready to Discover What You Could Build From What You Know?

Start with a short **Pre-Assessment Questionnaire**.

1 — Explore the Programme

Understand what **The Leverage Your Knowledge Method™** is designed to help you achieve.

2 — Complete Your Pre-Assessment

Tell me a little about your expertise, goals, challenges and readiness. (*Takes approximately 5 minutes*).

3 — Receive My Recommendation

I'll review your responses and aim to respond within 48 hours.

4 — Choose Your Payment Option

If the programme appears to be the right fit, your recommendation email will include your payment options and secure payment links.

5 — Receive Programme Access

Once your payment has been successfully completed, your enrolment will be confirmed and you'll receive your programme access information.

If you've selected **Implementation Support**, you'll also receive details of your additional support.



PAGE 11: WHAT COULD YOU BUILD FROM WHAT YOU ALREADY KNOW?

- Your career has given you knowledge.
- Your experience has given you perspective.
- The problems you've solved have given you expertise.

The next question is: **What could you build with it?**



***Complete the 5-Minute
Pre-Assessment Questionnaire***

**About You → Your Expertise → Your Goals
& Challenges → Your Readiness**

www.peacorbusinessconsultancy.co.uk/lykmpre-assessment/

Peacor Business Consultancy

Transforming Your Expertise into a Successful Business

**www.peacorbusinessconsultancy.co.uk
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PAGE 12 — WHICH PROGRAMME IS RIGHT FOR YOU?

Two Signature Programmes. Two Different Starting Points.

“I have valuable expertise, but I'm not sure what business I could build from it.”

Start with: **The Leverage Your Knowledge Method™**

Evaluate the commercial potential within what you know and identify what you could build.

“I already know that I want to build a consultancy.”

Consider: **ConsultLaunch™** - Build, Launch & Scale Your Consultancy in 12 Weeks.

ConsultLaunch™ is a 12-module, three-phase programme structure specifically designed around building a consultancy.

You don't need to complete **The Leverage Your Knowledge Method™** before joining **ConsultLaunch™** if you already know that consultancy is the route you want to pursue.

