

# Unpack your IP Guide

**How to convert your ‘intellectual capital’ to ‘intellectual property’.**



# Unpack your IP Guide - Bluewire Media v1.0

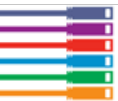
This short guide shows you ways consultants can convert intellectual capital into intellectual property.

<b>Intellectual Capital (IC)</b> <b>Information and expertise that exists ‘in your head’ and that you must <u>deliver in person.</u></b>		<b>Intellectual Property (IP)</b> <b>Information and expertise that exists ‘out of your head’ and that delivers value <u>without you being there.</u></b>
Personal conversations with prospects and clients about frequently asked questions (FAQs)	→	Video or audio file (mp3) explanations of key concepts and FAQs.
Drawings you sketch out for prospects	→	A documented methodology
Questions you ask prospects	→	An online questionnaire via Google Forms
Processes you work through with prospects	→	Planning templates
Emails you manually send to prospects	→	Email autoresponder sequence
Workflows you follow with clients	→	A documented framework
In person consulting or coaching	→	Online training courses
Your career of experience	→	A book
Keynote presentations or seminars	→	Recording or webinar version of your presentation
Conversations with happy clients	→	Podcast or videos showcasing client success stories
Market insights, tips, or wrap ups	→	Articles on a blog or LinkedIn posts
Manual demos	→	Recorded demos
The transformation you deliver for clients	→	‘Client journey’ diagrams

## There you go.

If you can unpack your IP by converting intellectual capital into intellectual property, you’ll be able to have greater impact and create more leverage in your consulting practice.

Unpacking your IP allows you to do the work once, and then people can benefit many times over for months and years to come. Plus when you do spend ‘1-on-1 time’ with clients it can be much more impactful because the groundwork has already been done.



# Unpack your IP Guide - Bluewire Media v1.0

## About Adam Franklin



Adam Franklin is the author of **Web Marketing That Works** -- an **Amazon #1 best seller**. He is a [professional speaker](#), university lecturer and CEO of **Bluewire Media**.

His blog was named **Australia's #1 business blog** and his podcast was named **#9 on Entrepreneur magazine's top marketing podcasts** and he was named **#7 LinkedIn Expert in Asia Pacific** (SMM Institute).

Adam's work has featured in **Forbes, Huffington Post, Entrepreneur, The Australian**, and the **Sydney Morning Herald**. Join **33,000 consultants & professionals** worldwide who get his [weekly Bluewire News Emails](#).

## Feel free to connect

For more tips, templates and videos please connect with me: [www.linkedin.com/in/adamfranklin](http://www.linkedin.com/in/adamfranklin)

You may also like these free templates (email opt-in required)...

## LinkedIn 10 Minute Daily Plan



[bluewiremedia.com.au/linkedin-daily-marketing-plan](http://bluewiremedia.com.au/linkedin-daily-marketing-plan)