

1K1DAY

How Amy Porto Monetized Her Expertise and Earned \$1K in Less Than 12 Hours with \$1K1Day

CASE STUDY



\$1K1Day allows you to learn how to become profitable at being you and use your knowledge, skills, and expertise to create a profitable product or service.



Amy Porto,
CEO, Professor Eatbetter LLC

The Client

Amy Porto

Challenges

- Giving away her expertise for free
- Lack of knowledge on how to set up a consulting business
- Limited knowledge on how to set rates

Solution

\$1K1Day provided Amy Porto with:

- Pre-Work module to give her clarity
- Creating Your Natural Business module to help her monetize her expertise
- Making A Profit From Your Business module to help her create and sell a tangible product
- Adding Revenue From Referrals module to create extra streams of income
- Logical and easy-to-understand lessons
- Richfriends Facebook community
- Personalized support



INDUSTRY
Nutritionist
& Dietitian



LOCATION
USA

Amy Porto is a university nutrition professor, an Anti-Diet Registered Dietitian, and a Certified Intuitive Eating Counselor. Amy is the CEO of Professor Eatbetter LLC whose main focus is to disrupt the mainstream diet, health, and fitness market with real science, a dash of humor, and a little bit of common sense.

The Challenge

Transforming expertise into a successful business

Amy Porto is not your average dietitian. Yes, she's a full-time nutrition professor and a registered dietitian but she's also a disruptor. She's disrupting the \$72 billion a year weight loss industry by giving her clients sustainable solutions that help them have healthy relationships with food and their bodies.

But it wasn't always this way.

As a university professor, Amy was always interested in why her students wanted to become registered dietitians. *"The stories that they would write were kind of jarring. Much of what they wrote was really about disordered eating habits, maybe not diagnosable eating disorders, but there was some disorder to it,"* she recalls.

Amy wanted to change this. However, she noted that her students often learned these disordered habits from their families. She realized that if she wanted to have an impact, she would have to educate the people who were passing along disordered eating habits to the next generation.

At first, Amy started talking about her revolutionary ideas on live video for free. She enjoyed the teaching process but it took a lot of time to prepare for the free presentations. On top of the free videos, Amy was also answering questions via text and Messenger, and letting people ‘pick her brain’ for free.

That’s when she started asking herself the hard questions. *“Why are you doing live video and not earning any money? Why are you answering questions on text and Messenger from folks that take an enormous amount of time and not monetizing on those conversations?”*

However, Amy didn’t know how to monetize her knowledge and how to set her rates. Amy didn’t want an expensive and time-consuming hobby; she wanted a successful business.

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“I knew that I was an expert in my own field, but I definitely wasn’t an expert in business. Even though I knew I was providing something for free and that I should be paid for it, I didn’t have the knowledge on how to set up a consulting business.”

The Solution

\$1K1Day provides business strategies and community support

Luckily for Amy, she heard Nicole Walters speak about her \$1K1Day Academy at an event and she had the proverbial ‘light-bulb’ moment. She figured that this program would help her package her expertise in a way that her target market would want to buy.

As soon as Amy joined \$1K1Day a new world of opportunities opened up for her. As an educator, Amy was impressed with **Nicole’s teaching prowess and corporate expertise.** *“Nicole is very gifted in breaking down business concepts and strategies for someone like me who came in not knowing them,”* she says enthusiastically.

A crucial ingredient to Amy’s success was the **Richfriends Facebook group and community.** She’s had the good fortune of meeting other people who are also on the journey of building

their businesses and who can support her. She's even hired a branding expert, a copywriter, and a web designer from the Richfriend network!

Today, Amy no longer feels like a business newbie, she has learned so much that she's able to support newer members. *"One of the beautiful things about the Richfriends community is even when people are really established and comfortable in their business, they're still serving and coming back to help those who are newer to business, which speaks a lot to how the community has been fostered over time,"* she says.

Amy is awed by the **support that Nicole and the Inherit Learning team give to their students**. They are concerned about their students' businesses and their personal lives. She's been in other courses where the relationships felt transactional. With \$1K1Day, she always feels seen, heard, and supported especially in the weekly live sessions.

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“Having a framework in place that really broke down how I could set a fee that lined up with my expertise and the services that I provided gave me the confidence to know that I should be getting paid for the knowledge that I had been giving away for free.”

The Result

\$1K1Day in less than 12 hours and multiple streams of income

Thanks to \$1K1Day, Amy no longer gives away her expertise for free. *"Now, if you want to pick my brain, there will be an invoice attached to that,"* she says.

Her initial online course, Your Nutrition Framework, was launched as she was working on the \$1K1Day Academy modules. She's since expanded her offerings to include her upcoming Reframe and Empower courses, as well as her waiting-list-only VIP Intuitive Eating Sessions.

Amy used Nicole's turbo opt-in method to publicize Your Nutrition Framework and earned \$1K in 1 day. *"I earned my \$1K1Day in less than 12 hours with my first product as part of module*

two,” she recalls.

The \$1K1Day program has given Amy more than just financial success, it has given her confidence and success habits that will keep propelling her forward. She also has access to a wonderful business model that her business can emulate.

What’s in store for Amy in the future? She looks forward to replacing her full-time salary with her business income and challenging how people view food and nutrition.

For entrepreneurs who have a passion or expertise that they would like to monetize but they lack business skills, Amy recommends \$1K1Day. “*\$1K1Day allows you to learn how to become profitable at being you and use your knowledge, skills, and expertise to create a profitable product or service,*” she concludes.

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Stop chasing customers. Build multiple income streams that keep the revenue flowing.

Learn how to build your business from the ground up with the support of \$1K1Day.

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