

 ***The IP Money Advantage™*****How to Turn Your Ideas, Expertise and Know-How into Passive, Predictable and Profitable Income — Without Selling More Courses or Clients**

By Mitch Axelrod
Founder, The IP Money Club
Author of *The New Game of IP*

Featured in Men's Essentials Magazine — “Thriving in the IP Economy!”

The IP Money Revolution Begins

For more than four decades, I've been helping entrepreneurs, business leaders, content creators and experts turn their ideas into income.

Along the way, I discovered something many people never realize:

**You don't have to create more to earn more.
You just have to better leverage what you already own.**

The “what you own” is your **intellectual property** — your frameworks, your experience, your ideas, your stories, your content, your systems, your processes, your training, your wisdom.

When you understand how to **package, position, and profit** from that IP — not just by selling it, but by **renting and licensing it** — you unlock an entirely new income game that can scale far beyond your personal time and effort.

This isn't theory.

It's the foundation of a movement I call the **IP Money Revolution™** — and it's quietly changing how authors, coaches, consultants, trainers and even software founders make their money.

Traditional business models are built on *doing more*:

More courses.
More clients.
More launches.
More hustle.

But that model eventually breaks.

Your time maxes out. Your energy drains. And your message — your *life's work* — gets trapped inside a business that depends on you showing up every day to deliver it.

You work hard trying to sell more courses, content, coaching, consulting or speaking. Too many experts, authors, coaches and consultants are drowning in work they don't enjoy, chasing clients who don't pay enough, and grinding to produce new content just to stay visible.

Meanwhile, the greatest opportunity sits quietly in plain sight:

You're already sitting on a mountain of valuable IP — and most of it is under-leveraged, under-priced and under-used.

You don't need more clients.

You don't need more content.

You don't need more funnels.

You need a better strategy for everything you've already created.

The **IP Money Model** flips this completely.

Instead of just selling your time or your stuff, you **sell, rent or license** your intellectual property to companies and partners who can pay you monthly, quarterly or annually for access, not labor.

You get paid for what you've already created, instead of constantly creating something new to get paid.

Whether you're a coach, consultant, trainer, author, expert or founder, this report will show you exactly how to:

- Find the *hidden assets* already sitting in your content and expertise.
- Turn your ideas into intellectual property that companies will license.
- Create recurring revenue without chasing more sales or clients.
- Build a brand that multiplies your message and your impact.

And most importantly it will show you how to do all of this ethically, elegantly and profitably.

Because I've learned something after 47 years and more than 1 million entrepreneurs trained:

The game isn't just about making more money.

It's enjoying a better lifestyle, having a broader impact and making a bigger difference.

That's the purpose of this Special Report.

So let's begin the journey together.

Welcome to the *IP Money Advantage*[™]

Inside these pages, I'm going to show you how to turn your ideas, your knowledge and your life's work into profitable recurring revenue streams using a simple model:

Sell it first.

Rent it monthly.

License it for leverage.

This is how you multiply your message, your impact and your income — without multiplying your workload.

Here is what a few globally recognized voices and industry defining experts say:

“One of the Foremost Authorities in Sales & Marketing”

“Mitch Axelrod is one of the foremost authorities in sales and marketing. His methods have boosted more people into the top 10% than almost any other trainer alive today.”

— **Brian Tracy**, Speaker & Author

“If You Want to Be a Sales Green Beret, Call Mitch”

“Mitch conducted some of the most heavily attended and highly reviewed sessions we've ever sponsored. If you want to be a sales Green Beret and increase revenue, call Mitch.”

— **Jay Abraham**, President, Abraham Publishing

“Mitch Is the Go-To Guy for Vision and Direction”

“This is a guy I trust second to none. Mitch is a huge canvas thinker who understands where we're going in these fast-moving times. When I want direction, Mitch is my go-to.”

— **Gary Goldstein**, Film Producer (*Pretty Woman*, *Under Siege*)

When some of the best business minds are saying this, it's not to flatter me. It's to affirm the work, edify the results and show you what's possible.

If you're like many experts I've worked with, you're only using a fraction, maybe 20% of your intellectual property's income potential.

I want to help you unlock the other 80%.

Why the Old Game is Broken — and What the *NEW* Game Looks Like

The old expert model keeps us stuck because:

- Time, energy and capacity are limited
- Buyers are unpredictable
- The market is noisy
- Content is commoditized
- Attention is shrinking
- Competition is growing

The old expert model keeps us trapped selling our time, presence, energy and output. We continue to create more content instead of monetizing the content we already have.

There are only so many hours in a day.
No matter how much you sell, you eventually hit a ceiling.

The majority of coaches, consultants, authors, advisors, speakers and trainers generate all their income from selling more of *something*: more sessions, more content, more consulting, more events, more products.

They think in one straight line:

Create → Market → Sell → Deliver → Repeat.

That's how the coaching, consulting and training world has operated for decades.

Every new sale requires new labor. Every new client demands more of your time. You keep creating more and more content, thinking *more stuff = more income*.

This belief traps you in the oldest, most exhausting business model on the planet.

If you stop selling, the income stops.
If you stop delivering, the income stops.

You're always chasing the next project, the next client, the next launch — while your *intellectual property* sits idle on hard drives, websites and in binders, collecting digital dust.

You are on the revenue roller coaster.

You've spent years — maybe decades — developing your expertise.
You've created content, programs, methods, frameworks, systems and solutions that get results.

The problem is not that you don't have enough ideas, IP or solutions.
It's that you're not monetizing your value in the most leveraged, profitable way.

Why Experts Leave Millions on the Table

The *NEW* Game doesn't depend on time or labor.
It's driven by **ideas, IP and solutions**.

Ideas you already have.
IP you've already created.
Solutions you've already proven.

You don't need more ideas.
You need a better way to monetize those you already own.

The *NEW* Game leverages:

- Licensing
- Rentable IP
- Repeatable frameworks
- Multipliers
- Corporate buyers
- Pre-sold offers
- Higher value
- Scalable distribution

Let's put some perspective on this:

If you've written a book, built a course, run a workshop, designed a framework or delivered a keynote... then you already own valuable IP that could be **licensed or rented** to others.

Every tool, framework and formula you've ever created has potential licensing value.

But because no one has opened your eyes to, or has shown you how to think like a "Big Fish" — to *see* your knowledge as an asset, not a product — you probably do what everyone else does:

You sell it retail instead of licensing it wholesale.

But the truth is:
More stuff just means more work.

Meanwhile, the real money, the sustainable, scalable, recurring money comes from something entirely different:

Renting and licensing the intellectual property you already own.

Too many experts don't realize they're sitting on a goldmine of:

- Frameworks
- Systems
- Trainings
- Models
- Formulas
- Courses
- Stories
- Methods
- Processes
- Curriculum
- Tools
- Exercises
- Worksheets
- Presentations
- Expertise formed over decades

Yet much of it isn't leveraged.

Too much of your IP sits idle on a hard drive or in your head, collecting dust instead of collecting checks.

This is why I say:

Stop just selling your stuff. Start renting your smarts.

**You don't need more ideas. You probably don't need to create anything new.
You just need better and different ways that monetize what you already have.**

When I show experts how to identify and extract the value hidden in their knowledge, something remarkable happens, usually within hours — not weeks or months.

They see possibilities that were invisible before.

They see opportunities in past clients, failed launches, half-built courses, unused proposals, old binders, archived files.

They see pathways to recurring revenue that don't depend on selling or delivering more.

And the moment they shift from selling their time to monetizing their IP, everything changes.

Here's an example:

“\$140,000 Contract from One Hour”

“After listening to Mitch's one-hour One Coach Clinic, a woman business owner inked a \$140,000 contract she said was a direct result of what Mitch discussed!”

— **John Assaraf**, Bestselling Author & Founder, Praxis Now and NeuroGym®

When you rent or license your IP, you're not trading time for money anymore.

You're **getting paid for access** to your ideas.

When you understand how to package and present your intellectual property the *NEW* Game way, companies don't just hire you...

They license your solutions.

They rent your ideas.

They pay you for access, not effort.

And here's the best part — companies already *want* this. They're seeking ready-made programs, frameworks and systems to train their teams, engage their customers or solve internal challenges.

They don't want to build it. They want to buy, rent or license it from you.

That's the opportunity we're stepping into right now.

And that's the shift the IP Money Revolution is about.

The truth is too many experts are working too hard for too little, simply because no one ever showed them a more profitable model.

You are already creating incredible value.

You're probably not monetizing it in the most leveraged ways.

You can go beyond selling your stuff.

You can start renting and licensing your smarts.

Here's how this works.

From One-and-Done to Ongoing and Done-for-You

The “course and coaching” model is a hamster wheel. You build, launch, deliver, repeat. Every dollar you earn depends on the next marketing campaign.

But when you **rent or license your IP**, you change the economics completely.

- You create it once.
- You deliver it many times.
- You get paid over and over again.

You move from *one-and-done* to *ongoing and done-for-you*.

The IP Money Advantage

How would it feel to wake up on a Monday morning and see three emails like this:

- “Renewed our license for another year.”
- “Just sent your quarterly payment.”
- “We’d like to expand our license to another department.”

No new selling.

No new client acquisition.

Just money flowing in from the *same* ideas you’ve already created.

That’s the **IP Money Advantage!**

It’s the difference between **earning once and earning over and over** from the same intellectual property.

The *IP Money Advantage* is simple:

Instead of just selling your time, your presence or your deliverables...

You monetize your **intellectual property** — the ideas behind it all.

The Real Definition of Passive Income

People talk about passive income as if it were magic.

It’s not.

Licensing is the ultimate *smart passive income*:

- You invest effort once to create your framework.
- You negotiate licensing deals that pay you monthly, quarterly or annually.
- You get renewals and referrals because your licensees get results.

Instead of trying to sell 100 courses for \$500, you can license a \$10,000 solution to 5 companies and make the same money — with more credibility, less hassle and zero fulfillment work.

License 5 Companies x \$10,000 = \$50,000

Why Companies Love Licensing

You're not just helping yourself — you're solving a corporate problem.

Companies are desperate for content and training they can:

- Implement fast
- Customize easily
- Deliver to teams without hiring new trainers

They want proven solutions that make them look good and get measurable results.

When you license your IP, you're not pitching a course. You're offering them a *solution in a box*.

That's why companies will pay:

- \$2,000 to \$10,000 per month to rent your system
- \$100,000 to \$250,000 for annual licenses
- \$250,000+ for multi-department or enterprise use

They're already spending that money — why not with you?

“\$35,000 in 30 Minutes — The Formula Works”

“In our first session, Mitch showed us the six steps of the Ultimate Licensing Formula™. I took one of my previous negotiation training packages and reached out to a former corporate client. Within 30 minutes landed a \$35,000 contract! It was so simple.”

— **Roar Thun Wægger**, CEO, Wægger Negotiation Institute AS

The Emotional Freedom Side of IP Money

When you move from selling yourself to licensing your smarts, you reclaim your:

- **Time** — not just trading hours for income.
- **Confidence** — you know your ideas are valuable.
- **Freedom** — to choose who you work with, and when.
- **Legacy** — your IP lives on, even when you step back.

You can stop being just a “service provider” and become a **trusted partner and thought leader**.

You’ll Gain Multiple Benefits When You Apply the IP Money Model

Financial Benefits:

- Multiple income streams from one set of assets
- Monthly, quarterly, and annual recurring revenue
- High-value deals with fewer clients
- Long-term renewal income without the extra work

Strategic Benefits:

- Expand your impact without more delivery
- Leverage your IP as currency in joint ventures
- Turn your book, course or program into corporate value
- Command premium positioning and pricing in your market

Personal Benefits:

- Earn more by doing less
- Create freedom and flexibility
- Build legacy equity in your intellectual property
- Work with clients who truly value your expertise

Let's Quantify the IP Money Advantage

When you embrace the IP Money Advantage you can find hidden gold quickly.

Here are examples of what happens when you apply this model:

- A coach restructured her 12-week group program into a *corporate license* for \$18,000.
- A consultant packaged his leadership framework into *modules* and sold a \$50,000 annual license to a national franchise.
- A speaker licensed his keynote *content and workbook* to a Fortune 500 for internal use — \$7,500 per department.
- An author turned his book into a “train-the-trainer” system, earning \$4,000/month from multiple clients.

Each started with the same foundation — their **existing intellectual property**.

“Five-Figure Deal in One Afternoon”

“With Mitch’s input, I landed a five-figure commitment from my client the same afternoon. Working together less than one week, I got many times my investment back.”
— **Robert Ian**, Author, *Mastering Change*

At this point, you might be wondering, “*Mitch, how do I actually do all this?*”

That’s where the **IP Money Club** comes in.

It’s a unique blend of education, mentoring, deal making and real-world application designed to help you **build, package and profit** from your IP in as little as 90 days.

Before we go inside the **IP Money Club**, let’s cover the three primary ways to turn your IP into recurring income.

1. Sell It First (Fast Cash Flow)

The prevailing model is to build something, hope someone wants it, and then try to sell it.

You can do the opposite of “build it and hope they buy.”
You can **pre-sell** your idea, opportunity or solution even before you create it.

Here’s how it works:

You lead the conversation with curiosity and collaboration, not creation.

You ask specific probing questions and listen for what the client and market really want.
You get agreement, commitment and recommend a solution that tailors your IP to their needs.

A company says, “*We need better onboarding.*”

You reply, “*I have a framework for that. Would you like to buy it or license it for 12 months?*”

They say yes. They fund the build.

You deliver only what’s needed—and you’re paid before you ever open PowerPoint.

That’s selling first!

It’s the difference between **speculating** and **getting sponsored**.

This gives you:

- Instant cash flow
- Immediate clarity
- Proof of concept and demand
- Validation before building anything

Ask → Build to Fit → Recommend → Get Paid → Deliver

This is how you eliminate guesswork forever.

2. Rent It Monthly (Predictable Recurring Revenue)

If selling it first finances your creation, **renting it monthly** funds your freedom.

Here you transform your IP into tools, templates, models, frameworks, modules or systems that companies or clients **rent access to** every month.

Like real estate, you lease your IP, framework, system or toolkit to companies or partners for a monthly access fee. They get your content and support; you get predictable recurring revenue.

You can be paid monthly, quarterly and annually for a:

- Company to use your training
- Team to access your coaching tools
- Client to utilize your leadership model
- Group to implement your frameworks
- Business to install your onboarding or sales system

Examples:

- A \$2,500/month license to use your training modules
- A 5,000/month retainer for rights to your leadership curriculum
- A \$10,000/month rent-to-own option that converts to a full license after six months

Multiply just a few of these monthly contracts and your math gets fun fast:

4 companies × \$2,500 = \$10,000 a month = \$120,000 a year.

6 companies × \$5,000 = \$30,000 a month = \$360,000 a year.

10 companies × \$10,000 = \$100,000 a month = \$1,200,000 a year.

This model builds **consistent monthly recurring income** — not tied to your time.

3. License It for Leverage (Big Money, Big Scale)

Licensing is the **holy grail** of IP Money.

Licensing is where the *real* transformation happens.

You grant a company, organization or partner the right to use your intellectual property—your course, curriculum, model or methodology—for a set period and price.

They deliver it. You collect renewals.

Instead of selling your IP one person at a time, a company licenses it for their:

- Employees
- Clients
- Members
- Franchisees
- Users

Each deal adds an asset to your portfolio that can pay you for years.

This is how one piece of IP converts into 10, 50, 100 or 1000 buyers all without more labor.

This is how you scale without stress.

This is how you move from **busy to wealthy**.

This is how you multiply your message, your income and your impact — without multiplying your workload.

Here are a few more examples of what happens when you use the IP money model:

“Awarded a \$260,000 Contract After One Meeting”

“I attended Mitch’s Ultimate Licensing Masterclass™ . Using his unique approach to asking the right questions and recommending solutions, I was awarded a \$260,000 contract with a medical group after one meeting.”

— **Dr. Dung Trinh**, Chief Medical Officer, Irvine Center for Clinical Research

“\$30,000 in the First Month — Life-Changing Mentorship”

“Your mentoring resulted in a \$30,000 assignment in the first month. Without your help I would not have had the courage, confidence, structure or words. You transformed my business and changed my life.”

— **Shirley Dalton**, Founder, Australia’s Systemizer™

“Approved by a 3,000-Member Chamber in Two Weeks”

“I was working a major Chamber of Commerce for a year with little success. After one meeting with Mitch, I wrote a proposal that got approved for a six-week business training series promoted to over 3,000 members. This led to additional training and future licensing opportunities.”

— **Dr. Lawrence J. Clark**

And this is just the beginning.

You are likely sitting on enough IP to create:

- Multiple licensing offers
- Multiple revenue streams
- Multiple recurring income channels

You may not recognize or know how to extract and package the value.

That’s where the IP Money Club comes in.

Inside the IP Money Club... the Fast Path From Idea to Income

When I created the **IP Money Club**, I wanted a single place where entrepreneurs, authors, coaches, consultants, trainers, content creators and founders could **learn, apply and master the art and business of licensing**—and actually **do it**.

After 35 years in the licensing and intellectual-property game, I realized people don’t need more information—they need **guidance, execution and implementation**.

The IP Money Club is not a course, a coaching program or more information.

It's a **collaboration lab** — part classroom, part deal table, part think tank — where you develop, refine and deploy your IP for recurring revenue.

It's a hands-on, cooperative, collective environment where you *turn your ideas into income*. It's where you uncover, integrate and implement the models I've used for decades to create:

- Licensing deals
- Corporate programs
- High value consulting contracts
- Done-for-you IP assets
- Business partnerships
- Scalable offers
- More leveraged active, passive and recurring income

What Makes the IP Money Club Different

This is unlike traditional business programs that teach you to hustle for more sales. Here's what we do instead:

1 We start with your existing assets.

You already own more IP than you may think—courses, programs, frameworks, slides, stories, tools and processes. We inventory and value what you've got.

2 We build your IP Bank.

We identify the *licensable parts and pieces*—the gold inside your content that companies will pay to use.

3 We design your IP Offer Suite.

You'll create *rent, license and partnership* offers that align with your market and revenue goals.

4 We package and price for profit.

You'll learn how to structure deals that protect your IP and pay you monthly or annually.

5 We help you sell it first — then build it to fit the buyer.

You'll stop guessing what the market wants and start **getting paid before you produce**.

A Peek Inside the Club

Inside the IP Money Club, you get:

- **Live Strategy Sessions** – twice a month, we roll up our sleeves and work on your IP deals, pricing and packaging.
- **Personal Attention and Mentoring** – guidance from me and input from the community members on your IP roadmap.
- **Licensing Templates and Agreements** – customizable contracts and frameworks that save you thousands in legal fees.
- **Deal Labs** – collaborative sessions where members workshop real-time deal creation, offer architecture, pricing frameworks and opportunities.
- **IP Showcases** – present your assets to potential partners and licensees.
- **Lifetime Access to the IP Money Vault** – your resource library of models, forms, methodologies, worksheets and training.

This is where ideas turn into income.

Most importantly...

You'll **think like an IP Entrepreneur™**, not just a service provider.

When your mindset shifts, everything changes.

With the IP skillset you open up a lifetime of opportunity.

What You'll Learn and Apply in the IP Money Club

You'll master how to:

- Create your **IP Inventory** – identify the assets you already own.
- Develop your **IP Offer Suite** – productize your expertise into deals.
- Build your **Licensing Blueprint** – structure recurring revenue contracts.
- Master the **Pitch** – position yourself as a trusted partner, not a vendor.
- Design your **Big Fish Strategy** – land companies that multiply your reach and revenue.
- Protect your **IP Rights** – know how to keep what's yours.
- Automate **Renewals and Referrals** – so deals keep paying you long after the first sale.

Inside the IP Money Club, you discover:

- What and how to monetize
- Who will buy it and how much companies will pay
- Where the opportunities hide
- How to find, reach and approach decision-makers and secure meetings
- How to diagnose, uncover needs and recommend solutions that get accepted
- How to structure licensing deals and price for recurring revenue
- How to scale your expertise

Once you learn and integrate this model, you'll never look at your IP the same way again.

You'll realize just how much value is trapped in things you barely think about anymore:

- Old slide decks
- Past workshops
- Training outlines
- Frameworks you invented
- Your step-by-step processes
- Recorded presentations
- Coaching tools
- Assessments
- Templates
- Articles
- Books
- Worksheets
- Your stories

All of these can be turned into recurring revenue.

You're closer than you think.

The IP Money Club Promise

When you join the Club, you'll:

- **Shift** from a service provider to an IP owner.
- **Create** tangible licensing assets you can sell, rent, or partner with.
- **Build** recurring revenue streams that compound over time.
- **Enjoy** freedom, focus, and fulfillment doing what you love most.

No fluff, no filler — just practical frameworks and direct support to monetize your genius.

Real People— Real Wins — Real IP Money!

These are real people with real wins, transformations from experts who stopped just selling their time and started monetizing their IP.

“One Conversation Saved Me Thousands and Opened Licensing Doors”

“One conversation with Mitch more than paid for the fee several times over. Mitch saved me from a bad publishing deal and showed me creative ways to license my IP. One of the best things that happened this year.”

— **Julie Donnelly**, Author, *Stop Back Pain Fast*

“Mitch Axelrod Is My Secret Weapon”

“Mitch completely rerouted my thinking. Ten minutes after coaching with him I nailed my first major media interview and saved \$10,000 on a crucial decision. Mitch’s advice and counsel transformed my life.”

— **Marilyn Horowitz**, Author, Producer, Writing Coach, NYU Professor

“Turned My Book Into a Licensing Machine”

“I licensed another author’s name and brand for my book. He promoted it to his customers and it became a #1 bestseller. His audience got a great book. I retained 80% of the royalties. Mitch opened my eyes to what’s possible.”

— **Brad Costanzo**, Author & Podcaster

These stories aren’t outliers.

They reflect what happens when you think beyond being just a service provider and... start thinking like an IP entrepreneur.

How We Work Together

The IP Money Club isn't a course you watch. It's a community you work in.

Every session is interactive, customized and focused on you taking the next step toward closing real deals. Members discuss their challenges, share their successes and leverage each other's ideas and experience to open doors they couldn't reach alone.

You don't just learn about licensing — you actually license.

Who the IP Money Club Is For...

This is for you if you're ready to:

- Escape the roller coaster of client income.
- Package your content, courses, and frameworks into licenses.
- Multiply your message and impact without burnout.
- Build a business that runs on ideas, not hours.

Your IP Is Worth More Than You Think

You already possess the ideas, frameworks and systems that can generate recurring revenue. Now it's time to package them so the world can benefit—and pay you for it.

You can keep selling hours, hustling for clients and hoping next month looks like this one.

Or you can play the **IP Money Game**—and **own, license and leverage** what's already yours.

Let's turn your ideas into income, and your income into impact.

I'd be honored to be your guide and show you how.

Join me and start your IP Money journey today.

— *Mitch Axelrod*

Founder, **The IP Money Club**

P.S. Now that you understand the IP Money Advantage and see what's possible, here are three pathways to move forward, depending on your goals, timeline and how fast you want results.

👉 [Each of these 3 pathways is explained in detail here](#)

ACKNOWLEDGMENTS

This Special Report reflects four decades of work testing, refining, deal making and teaching. I acknowledge the teachers, mentors and colleagues who shaped my thinking and influenced the ideas that have become the foundation of The *NEW* Game of IP and the IP Money Advantage.

To the one million students, thousands of clients and hundreds of partners who trusted me with their businesses, their dreams, their money and their intellectual property — thank you. Your courage to create, your willingness to innovate and your commitment to growth inspire me.

To the members of the IP Money Club — past, present, and future — you are the heartbeat of this new IP economy. Your breakthroughs and results breathe life into the work. You are proving every day what's possible when experts start licensing their genius.

And to you reading this — thank you for your time, your attention and your desire to elevate the way you love and serve. I honor your expertise, your journey and your contribution to the world.

ABOUT THE AUTHOR

Mitch Axelrod is the founder of The IP Money Club and creator of the IP Money Advantage. He is a five time #1 bestselling author of *The NEW Game of Selling*, *The NEW Game of Business* and *The NEW Game of IP*.

He is one of the most respected voices in the fields of peak performance, licensing, intellectual property monetization, business development and sales innovation.

For 47 years, Mitch has helped millions of people worldwide rethink how they work, sell, earn and live. His strategies have empowered experts, authors, consultants, advisors, entrepreneurs and organizations to transform their ideas into income and their skills into performance through ethical influence, relationship selling and IP-based revenue models.

Mitch has trained more than one million people in business growth, sales, negotiation, licensing and personal performance. His teachings have been featured in major publications, bestselling books, global conferences and corporate trainings.

Today, through The IP Money Club, Mitch continues to guide professionals and organizations in leveraging their intellectual property to create scalable, predictable and profitable income streams — without adding more work, stress or complexity.

If you're ready to discover the value hidden in your ideas — and to create income from the IP you already own — you're in the right place.