



IP Licensing Retirement Annuity – Workbook Edition

A guided workbook to help you turn your professional expertise into a licensing-based retirement annuity.

Welcome

This workbook is your step-by-step guide to capturing, packaging, and monetizing your professional know-how through licensing. Complete the exercises, fill in the prompts, and use the tables to build your Licensing Retirement Annuity.

1. Identify Your Professional IP

Start by capturing the systems, methods, and frameworks you've developed over years or decades. These form the foundation of your licensing asset.

What processes or methods do you ALWAYS use with clients?

What problems do you solve faster than most people?

What tools, templates, or checklists have you created?

What steps do clients consistently find most valuable?

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Table: Value Indicators of Licensable Know-How

Value Indicator	Description
Repeatability	Your system produces consistent outcomes.
Proven Results	Your method has trackable success.
Difficulty to Copy	Your insight is uniquely yours.
Teachable	Others can learn and apply your method.
Market Demand	Solves a problem with financial value.

2. Define Your System or Framework

Your system must be clear, teachable, and structured. Use this section to outline your core IP.

Name your system, framework, or method:

List the key stages or steps in your method:

What transformation do clients experience?

What tools or templates support each stage?

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3. Package Your Know-How

Turn your system into a teachable, repeatable program using this outline.

What materials do you already have? (Slides, worksheets, SOPs, templates)

What materials do you still need to create?

Describe how you would deliver your system to a licensee.

4. Choose Your Licensing Model

Select one or more models that best fit your IP.

- Annual Licensing Fee
- Per-User Licensing (like DISC, PI)
- Royalties (3–15%)
- Certification / Train-the-Trainer
- Corporate Licensing

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Which model best fits your IP and why?

What would be your ideal pricing strategy?

6. The 8-Week Licensing Launchpad Accelerator Framework

The Accelerator helps you build your licensing annuity step-by-step.

Week	Focus	Outcome
1-2	Extract IP	Identify frameworks, tools, steps
3-4	Package IP	Build training, tools, templates
5-6	Build model	Choose pricing and license structure
7	Outreach	Create messaging & prospect list
8	Launch	Begin onboarding licensees

What parts of your system are ready NOW for Weeks 1-2?

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What support do you need for packaging in Weeks 3–4?

Who might be a first licensee candidate?

7. Potential Licensing ROI

These examples demonstrate the income potential of professional know-how licensing.

Professional	Licensed System	Annual / Exit Earnings
CPA	Tax optimization method	\$77K/yr + \$325K exit
HR Consultant	Employee onboarding system	\$105K/yr + \$240K sale
Leadership Trainer	Leadership development system	\$200K+/yr
Fractional COO	Operations playbooks	\$70K/yr
Business Coach	5-step growth framework	\$72K/yr

What income level would YOU like your licensing asset to reach?

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Join the IP Licensing Coach Academy

You don't have to figure out licensing alone. The Academy gives you tools, templates, coaching, and the full 8-Week Licensing Launchpad Accelerator to help you build your licensing annuity fast and correctly.

👉 Join Today: <https://iplicensingcoachacademy.com>

👉 Book a 15-Minute Call: <https://calendly.com/licensingcg/15-minute-call>