

# BELIEF CHECK — The Marketplace Trap

Companion to: *I Found a Teacher Making \$10K But She's Doing It Wrong*

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## 1 THE MAINSTREAM BELIEF

*"Sell on the biggest marketplace because that's where the buyers are."*

## 2 THE CONTRARIAN REFRAME

The marketplace was the test. The owned site is the asset. TPT takes 15–45%. The math compounds when you own the customer list.

## 3 THREE PROMPTS — WHERE THIS SHOWS UP IN YOUR WORK

- Which platform have I been telling myself I need to validate on first?  
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- If I capture even 20% of marketplace buyers onto my own email list, what does year-3 revenue look like?  
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- What's the one document on my work laptop that's been sitting unsold while everyone uses it for free?  
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## 4 WHAT I'LL CHANGE THIS WEEK

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