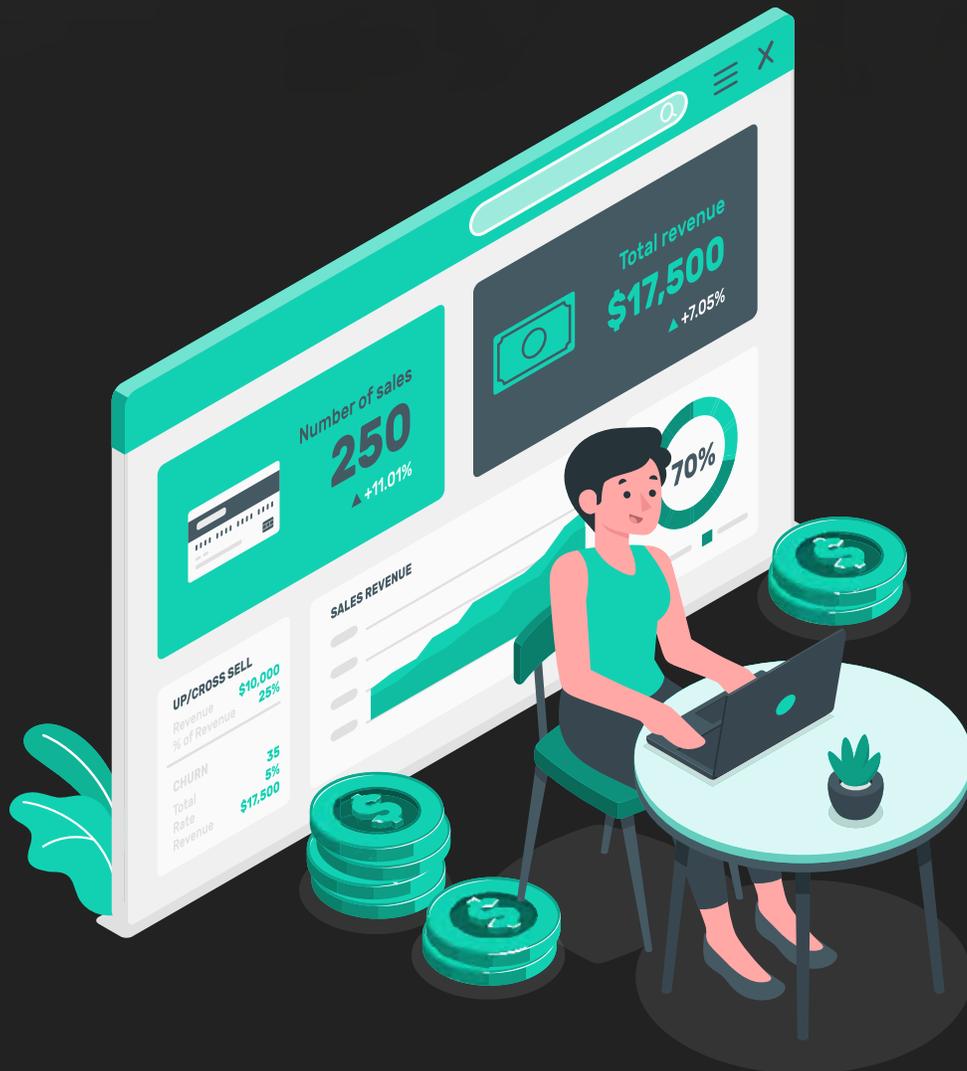


# Ultimate Guide To DIVERSIFYING YOUR INCOME USING MULTIPLE REVENUE STREAMS

21 EXAMPLES



hyax

[www.hyax.com](http://www.hyax.com)



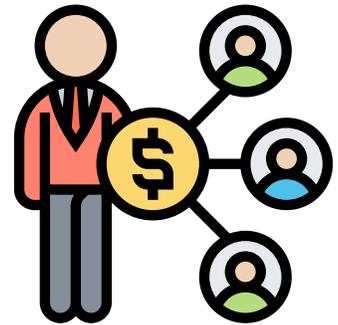
- Putting all your eggs in one basket is a big no-no in the entrepreneurial world.
- As a creator and business owner, you can find ways to earn additional income through multiple online channels.
- These are some ideas to help you diversify your revenue streams and income.

# 01 AFFILIATE MARKETING

Affiliate marketing is a commission-based marketing strategy where you earn money by generating traffic and leads to other businesses. It's one of the top ways to generating passive income and multiple revenue streams.

We will cover this strategy first as it is the easiest to execute then dive into the others. If you have an established online presence, affiliate marketing can be a stable source of passive income.

There are different ways to leverage affiliate marketing that we will include as well:



## 02 AFFILIATE: PRODUCT/SERVICE REVIEWS

Find brands relevant to your target audience and publish a piece of content that puts them in the spotlight. Leave affiliate links and watch the traffic earning you some nice money on the side.

### How to do it:

- Analyze your website/channel to make sure you have a decent amount of traffic.
- Research the market to find brands relevant to your target audience.
- Outreach via email or social platforms asking for affiliate/partnership links.
- Include links in your content (video description, podcast description, blog post, etc).
- Earn commission per click or conversion.

## Examples:



Theragun Pro vs Theragun Elite - Which Theragun is right for you?

35,170 views · Oct 6, 2020

264 likes · 7 comments · SHARE · SAVE · ...

**TheWODLife**  
19.1K subscribers

We take a closer look at the two most popular Theragun Gen 4 models.

Purchase here:  
Theragun Pro: <https://bit.ly/TheragunPro>  
Theragun Elite: <http://bit.ly/TGElite8ik>

**SUBSCRIBE**

*Fitness channel reviewing workout products*

Below, you'll find our recommendations for the best shaker bottles of 2020:



**1**

↓  
**BEST GLASS SHAKER**

**Splendid Glass Shaker Bottle with Leak-Proof Lid**

ELLO  
amazon.com  
\$14.99

**SHOP NOW** *AFFILIATE LINK*

This cute shaker bottle is not only aesthetically pleasing, but also is well

*Housekeeping blog reviewing shaker bottles and placing affiliate links.*

# 03

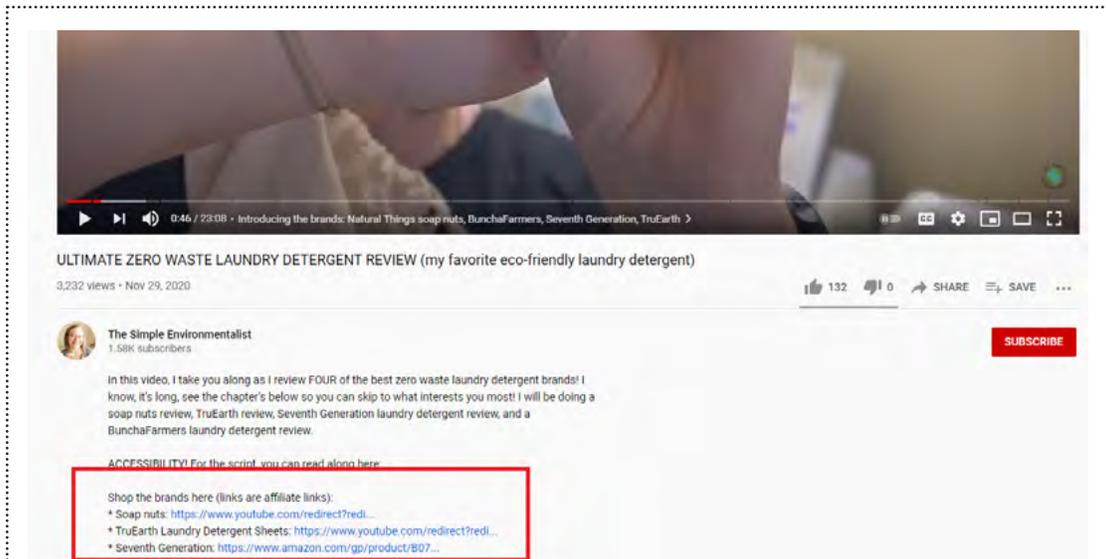
## AFFILIATE: PRODUCT/SERVICE COMPARISONS

Comparisons mean more affiliate links and more potential revenue, but at the same time, you'll have to pick one that stands out. Businesses don't like to seem inferior to their competitors, so it may be a bit difficult to get links.

### How to do it:

Similar to the above but would require a better pitch.

### Examples:



*Environmentalist YouTube channel reviewing zero-waste laundry detergent products*



Best Charcoal Grills in 2020 [Top 5 Picks]

82,711 views · Dec 24, 2019

515 88 SHARE SAVE ...

10BestOnes  
218K subscribers

SUBSCRIBE

▶ Links to the charcoal grills we listed in this video:

- ▶ 5. Lodge Cast Iron Sportsman's Grill - <https://amzn.to/2PTEEpm>
- ▶ 4. Weber Original Kettle Premium - <https://amzn.to/2PUKYN2>
- ▶ 3. Char-Broil American Gourmet - <https://amzn.to/2ELB03U>
- ▶ 2. Char-Griller E16620 - <https://amzn.to/35VIVPD>
- ▶ 1. Broil King Keg 5000 - <https://amzn.to/3SRQlge>

*A review channel comparing different charcoal grills.*



# 04 AFFILIATE: PRODUCT PLACEMENT

Affiliate partners don't always have to be "in your face." You can subtly include the affiliate partner while covering a related topic and interested parties will go to the website.

## How to do it:

- Outreach brands for affiliate links.
- Add links to existing, evergreen, or new content.
- Profit.

## Examples:

The inspiration for it all began on [our trip to the Amalfi Coast](#) this spring, where Barclay and I became wholeheartedly convinced that we needed more 100%-from-scratch Italian food happening here at home in our little kitchen. Stat. So Barclay set his sights on perfecting homemade mozzarella this spring (more on that to come) and I came home ready to dive into the world of homemade pastas, gnocchis, and breads of all kinds. I even broke my minimalist no-new-kitchen-appliances-while-we're-in-Europe rule and brought home an adorable little traditional [pasta maker](#) and [wooden drying rack](#) to make our pasta dreams come true.

*Amazon affiliate links placed in a regular pasta recipe on a cooking blog.*

# 05

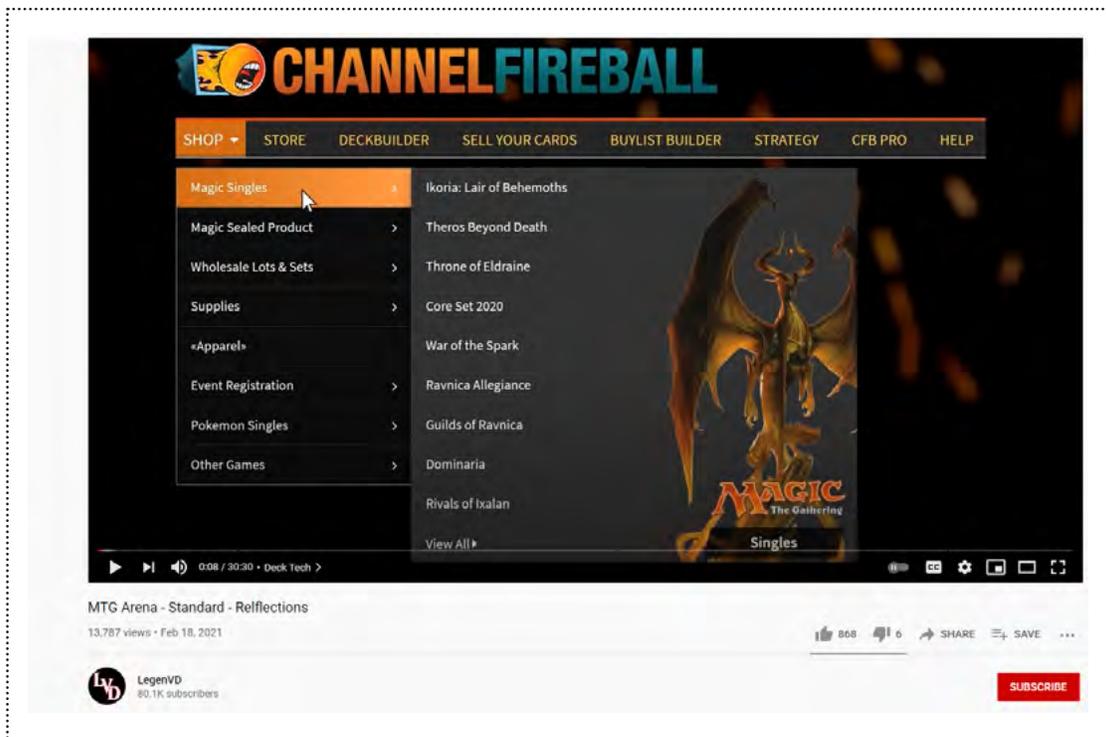
## SPONSORED CONTENT

Sponsored content means that brands will pay a lump sum in advance for you to mention them and link to their website. Unlike affiliate marketing that makes smaller but constant revenue, this will usually get you a heftier lump sum upfront.

### How to do it:

- Outreach brands with proof of traffic and your audience insight.
- Research the market value of your content and strike a deal.
- Create sponsored content.

### Examples:



*Online card game video creator sponsored by a renowned website dedicated to the same game*

# the **HUSTLE**

TOGETHER WITH



*Daily newsletter with their sponsor below the heading*

# 06

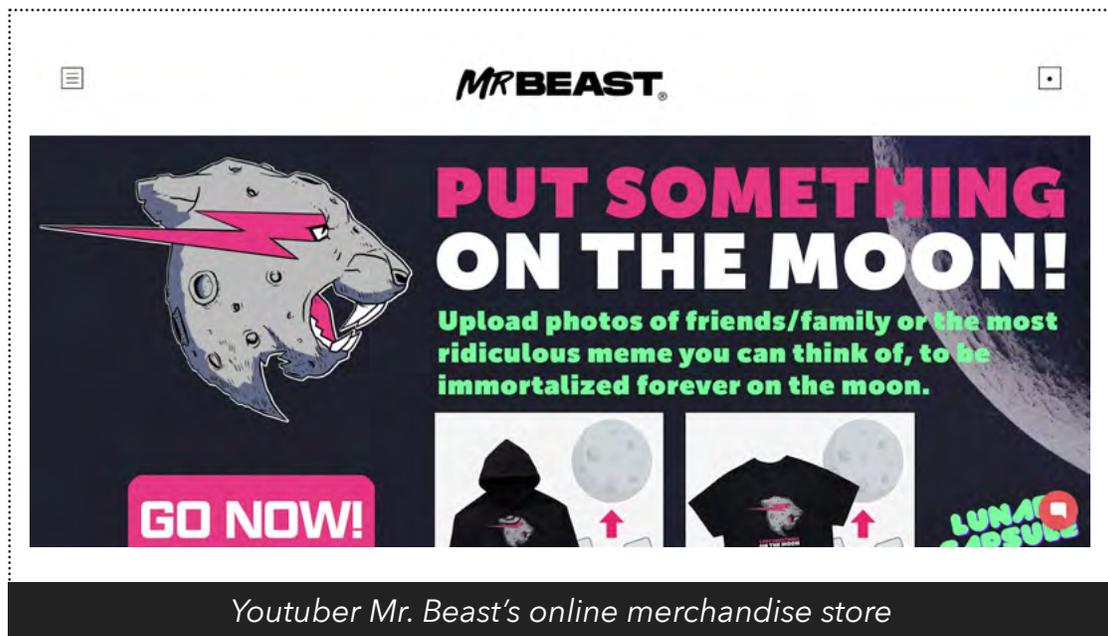
## SELLING YOUR MERCHANDISE

If you managed to build a reputation and brand voice you shouldn't have trouble selling merchandise to your loyal audience. Shirts, mugs, hats, and other miscellaneous with your puns, inside jokes, and distinguishable properties are a great way to connect to your community and profit.

### How to do it:

- Think of the type of merch your audience would like (t-shirts, mugs, hats, etc)
- Create a storefront on your website (use Hyax to simplify)
- Find the most profitable way to produce your merch (print on demand?)
- Market your merch in your content

### Examples:





The place for all your Brew gear.



Fresh Off The Coffee Maker



The Classic  
\$25.00



The Brewneck  
\$35.00



Brew Socks  
\$15.00



Morning Brew's (newsletter) online store

# 07

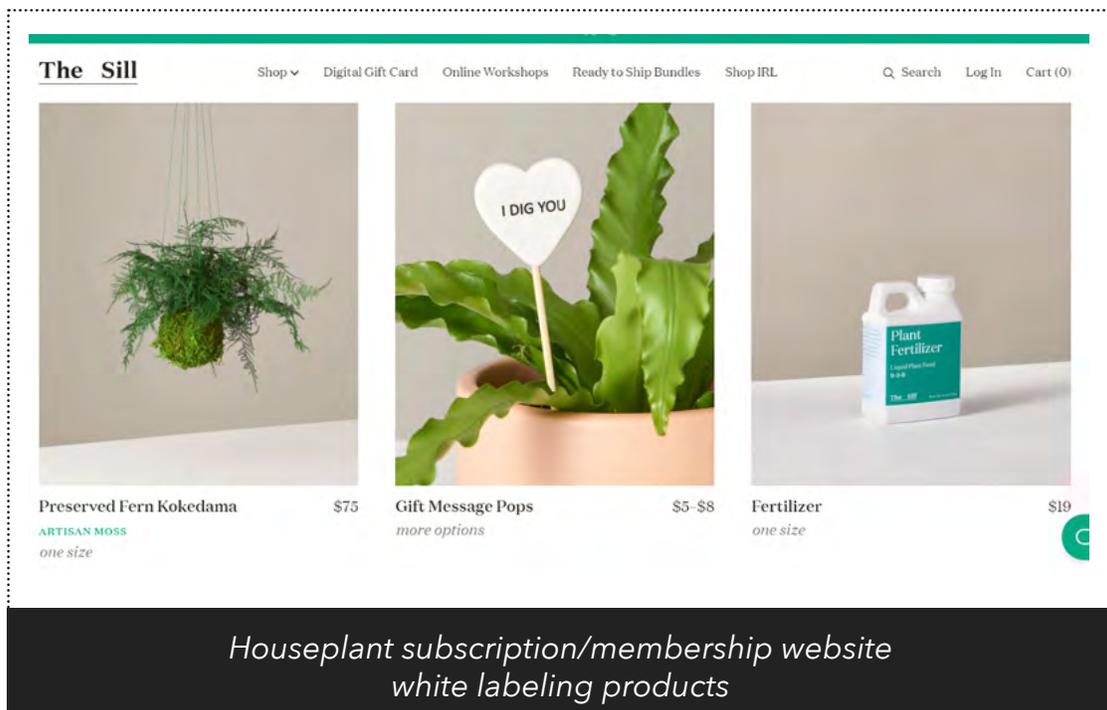
## WHITE LABELING PRODUCTS

You don't have to make your own products to go along with your content. Instead, you can find white label companies that produce high-quality products for low prices, brand them, and sell them as your own. For example, if you have a fitness course, you can brand and sell white-labeled fitness apparel or training gear.

### How to do it:

- Research your niche to find products your audience would need
- Find a reliable white label manufacturer
- Calculate manufacturing, branding, and distribution costs (is it worth it?)
- Launch a store (Hyax, or sell on Amazon, eBay...)
- Market your products and look for ways to improve the next batch.

### Examples:



# FTF GEAR

*[Parker Walbeck's](#) Fulltime Filmmaker Gear is Whitelabeled*

# 08 YOUTUBE ADS

If you're creating YouTube videos the first thing you should do is join their partnership program. Among other benefits, it helps you place ads in your content and earn a chunk of the ad revenue. But before you start, make sure you're living in a country where this feature is available and have at least more than 4k subscribers (if you're not - what are you doing?!)

### How to do it:

- Make sure you're a member of the YouTube partnership program ([find out more](#)).
- Link your [AdSense](#) account.
- Choose which video to monetize by following [these steps](#).

### Examples:



Yeah, we've all been interrupted in the middle of watching a video with these types of ads... But hey, it pays!

# 09

## ADSENSE ON YOUR WEBSITE (PPC)

If you have a blog or a website that drives a lot of traffic, PPC (pay-per-click) advertising is a good way to earn some money on the side. Google will then use its smart marketing parameters to always display ads relevant to your audience and you'll get a commission whenever someone clicks on it!

### How to do it:

- Sign up for [AdSense](#).
- Place the AdSense code on your website.
- Track clicks to see if you're getting passive income.

### Examples:



### The Complete Guide to Royal Pleco Care

January 26, 2021 Robert 0

If you have the space for a larger aquarium, you might consider adding some pomp and circumstance with Royal Plecos. With their light and dark grey stripes, these large freshwater fish stand out in any aquarium. When you peer into a 120-gallon tank and see a Royal Pleco staring back [Continue reading ...]

1 2 ... 60 »

A Google AdSense ad on a fishkeeping blog.

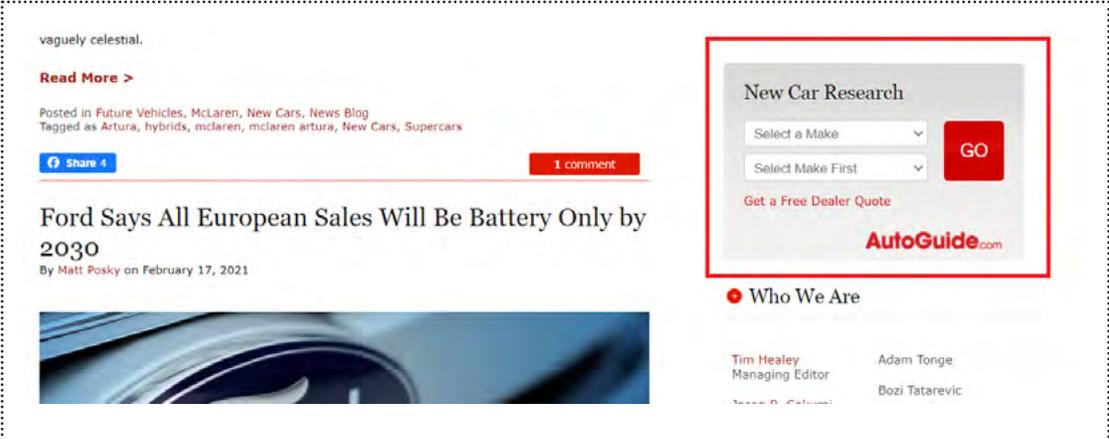
# 10 SELLING AD SPACE

While AdSense will cherry-pick the ads for you, you can maintain autonomy by selling your ad space to those you deem worthy. Of course, it will take more work to sell your ad space and then insert the banner ad into your website. However, it's guaranteed revenue which can work wonders for your cash flow.

## How to do it:

- Analyze the number of quality visitors to your website to determine the pricing.
- Research your target audience to see what to advertise.
- Track your website heat map to see the best places to set up ads.
- Compile a list of potential products/services and reach out.
- Close the deal and earn a fixed price every month.

## Examples:



The screenshot shows a blog post from 'vaguely celestial' titled 'Ford Says All European Sales Will Be Battery Only by 2030' by Matt Posky, dated February 17, 2021. The article includes a 'Read More >' link, social sharing options (4 shares), and a '1 comment' button. A custom advertisement for 'New Car Research' is placed on the right side of the page, featuring a search form with 'Select a Make' and 'Select Make First' dropdowns, a 'GO' button, and a 'Get a Free Dealer Quote' link. The ad is branded with 'AutoGuide.com'. Below the ad is a 'Who We Are' section listing staff members like Tim Healey, Adam Tonge, and Bozi Tatarevic. A caption at the bottom of the screenshot reads: 'A unique ad placed on a car blog (no native ads or AdSense)'.

# 11

## PAID APPEARANCES

If you have a vast or extremely niche audience, chances are others will pay to feature in your content. Creators will pay a hefty amount to promote their content on popular sites, vlogs, and podcasts. This works similar to sponsorships, but this time you're actually renting out an entire content piece to another brand instead of just mentioning it.

### How to do it:

- Think of types of content someone would pay to publish on your website.
- Compile a list of suitable candidates and reach out offering them an appearance.
- Don't go overboard with guest posts/videos/etc. Your community comes back because of you.

### Examples:

## 7 Digital Marketing Tools That Drive Results In 2017



Daniel Knowlton

Last Updated: January 29, 2021

🕒 4 Min Read

*This is a guest post by Daniel Knowlton, Co-founder of KPS Digital Marketing.*

*Guest blog post example*

The image shows an Instagram post for a Goyard handbag. The main visual is a photograph of two mannequins wearing white coats, each carrying a blue Goyard handbag with the brand's signature crocodile pattern. Two black text boxes are overlaid on the image: 'thefrankieshop' on the left and 'goyardofficial' on the right. To the right of the image is the Instagram post interface, which includes the user profile 'scoutthecity' (Brooklyn, New York), the caption 'Feeling blue @goyard', and three comments from users 'tcbandages', 'curlssandfashion', and 'styledtherapy'. The post has 1,450 likes and was posted 1 day ago. At the bottom of the post is a comment input field and a 'Post' button.

*A Google AdSense ad on a fishkeeping blog.*

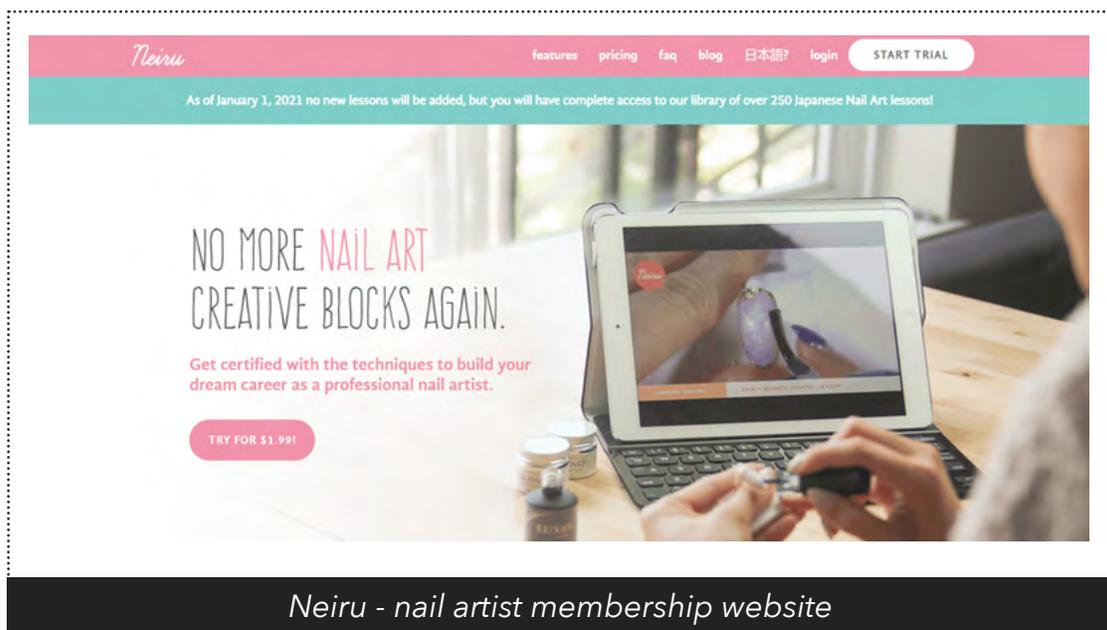
# 12 MEMBERSHIP WEBSITES

Membership websites provide a platform where content creators can turn their passion into a lucrative business. If you've amassed a decent following there's a chance that some of them would gladly pay to gain access to exclusive content, membership groups, special offers, or to ask you questions directly. Nowadays, membership websites are becoming more popular and relatively easy to build with proper tools.

## How to do it:

- Think of the best type of membership for your community (length, type, price, what content will remain free, etc).
- Create a membership website easily using Hyax.
- Create a board where your members can easily interact (social media group, slack group, forum, etc).
- Market your membership website to your community.
- Keep cultivating your members with consistent, quality content.

## Examples:



Customer Service | About Members Area

**The SAVVY RETIREE** HOME > SAVE MONEY > MAKE MONEY > LIVE BETTER > Q



### Tesla, BMW, and a Historic Week for Crypto

I have a story today about BMW trying to save consumers more than \$7 billion a year. It's also a story about Tesla and a \$1.5 billion investment. And it's a story about me spending \$893 at a Czech computer store. Ultimately, this is a story about cryptocurrency. But stick with me for a moment [...]

[Find Out More](#)



### The Epic Wall Street Crash Just Around the Corner

I sat down to write this, trying to think of a way into this letter. And the first thing that popped into my head was, "This is the kind of stuff that keeps me up at night." But I quickly realized that's exactly what one would expect to read atop a story about the crazy [...]

[Find Out More](#)

## Fund A New, Better Life With These 6 Portable Careers

Join our *Savvy Retiree Daily* e-letter today, and you'll hear about ways you can turn skills you already have into portable income, and gain the freedom to live where you want, travel when you like, and create a life you love.



We'll also send you a FREE Report *Fund A New, Better Life With These 6 Portable Careers*.

*Savvy Retiree - Wealth Management Membership Website*

## Agenda

Below are events, fairs and competitions every architect or architecture student should have on their agenda.

### Upcoming Events



### Upcoming Fairs



### Upcoming Competitions



### VIDEO INTERVIEWS LIVE

#### Patrik Schumacher Will Talk About Remote-Controlled Architectural Profession In WAC's Live Talk

at 15:00pm (CET) / 14:00pm (GMT)  
Thursday February 25th - Instagram LIVE

### Submit your interior design projects to



### WANTED

COUNTRY EDITORS  
COUNTRY REPORTERS



*World Architecture - Membership Website for architects around the globe*

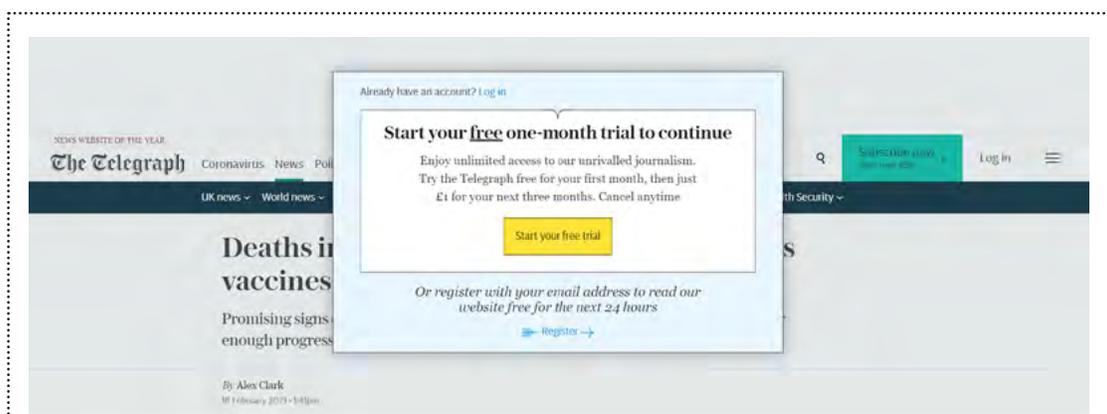
# 13 GATED CONTENT

You can pick and choose which content you want to “gate” or put behind a paywall. Unlike membership websites where most of the content is “locked,” gated content allows you to cherry-pick the best of the bunch. You can then make that premium content available for a certain amount.

## How to do it:

- Create free content to build authority in your niche.
- Brainstorm and research the demands of your niche.
- Think of content that would monetize.
- Take time and effort to make genuinely interesting and quality content.
- Use tools like Hyax to gate premium content.

## Examples:



*Daily Telegraph is just one of the online news outlets that gate the content for non-subscribers*

Get the 4th Edition Small & Medium Business Trends Report.

Fill out this form to download the full report.

Small and medium business (SMB) leaders have shifted their operations over time. Learn about:

- ✓ What's top of mind for SMBs
- ✓ How SMBs are focusing on customers
- ✓ Where owners are making investments
- ✓ What's driving SMB resiliency

... and more. Download the report to get the latest business research.

**55%** OF GROWING SMBs SAY TECH DRIVES THEIR CUSTOMER INTERACTIONS.

FOURTH EDITION  
**SMALL & MEDIUM BUSINESS TRENDS REPORT**  
Insights from 2,500+ successful business owners and leaders navigating a pandemic.

Sign up once and unlock all our resources.

First name  Last name

Job title

Email

Phone

Company

Employees

Country

By registering, you agree to the processing of your personal data by Salesforce as described in the Privacy Statement.

**DOWNLOAD THE REPORT**

*Salesforce.com gates their content to collect leads*

Where should I email this interview?

Your first name here

Your email here

**Continue »**

I hate SPAM and promise to keep your email address safe --Andrew Warner

How does a side project become a profitable full-time company?

Joel Gascoigne is the founder of Buffer, which lets you add articles, pictures, and videos to it. And then it shares them for you throughout the day on services like Twitter and Facebook.

I want to find out how he got his profitable idea. Why this company reached about a million in

*Mixergy allows you to browse all their interviews, but you need to sign up to listen*

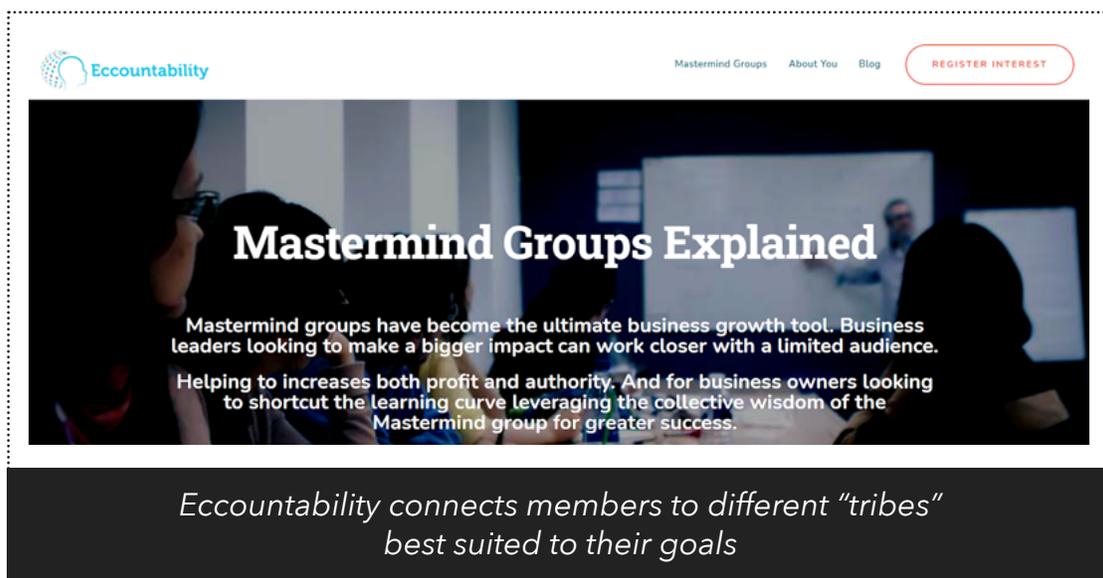
# 14 MASTERMIND GROUPS

Mastermind groups are places where like-minded people gather to discuss ideas, resolve questions, and network for potential business opportunities. It's a step behind a full-fledged membership, but it's a pretty good way to add an extra benefit to your audience and monetize your influence.

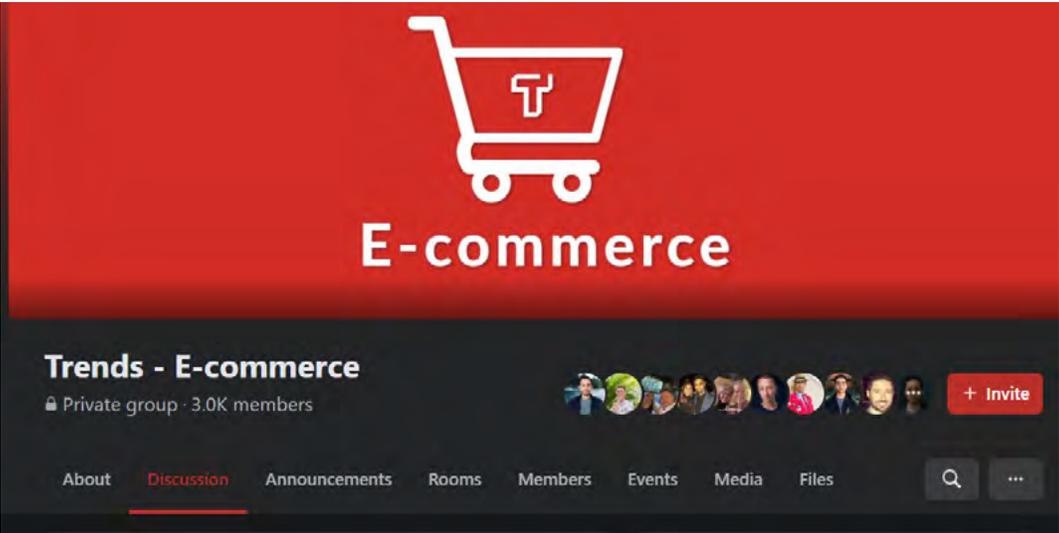
## How to do it:

- Choose the best platform to create your mastermind group (social media group, message board, forum, etc).
- Make the group private/locked unless you're personally invited or have an account.
- Think about the best monthly fee for being a group member.
- Make a good marketing strategy to promote the group (benefits of becoming a member)
- Reward early adopters with discounts and special offers.
- Stay active in the community.

## Examples:



The screenshot shows the Eccountability website. At the top left is the Eccountability logo. To the right are links for "Mastermind Groups", "About You", and "Blog", followed by a red "REGISTER INTEREST" button. The main content area features a dark background with a photo of people in a meeting. The text reads: "Mastermind Groups Explained". Below this, it says: "Mastermind groups have become the ultimate business growth tool. Business leaders looking to make a bigger impact can work closer with a limited audience. Helping to increase both profit and authority. And for business owners looking to shortcut the learning curve leveraging the collective wisdom of the Mastermind group for greater success." At the bottom of the screenshot, a dark banner contains the text: "Eccountability connects members to different 'tribes' best suited to their goals".



The screenshot shows a group page on Trends.co. At the top, there is a red banner with a white shopping cart icon containing a 'T' and the text 'E-commerce'. Below the banner, the group name 'Trends - E-commerce' is displayed, along with a lock icon and the text 'Private group · 3.0K members'. A row of member profile pictures is shown, followed by a red '+ Invite' button. A navigation menu includes 'About', 'Discussion' (which is underlined), 'Announcements', 'Rooms', 'Members', 'Events', 'Media', and 'Files'. There are also search and menu icons on the right.

*Trends.co has multiple mastermind groups where members can discuss ideas*

# 15

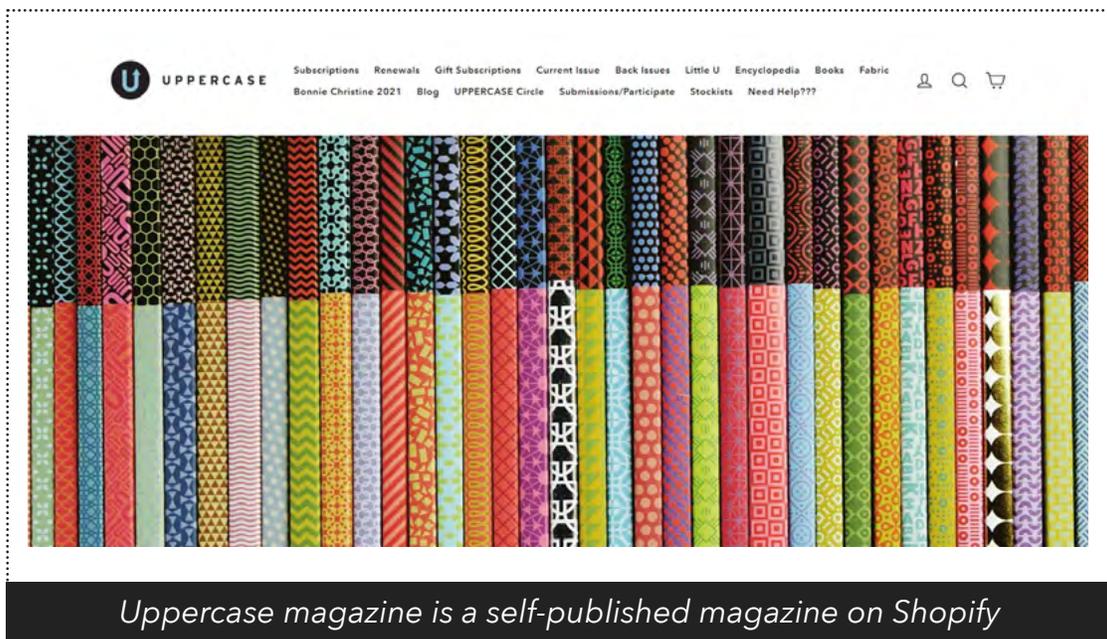
## SELF-PUBLISHED BOOKS OR MAGAZINES

If people in your niche are looking up to you and your content, there's a big chance they'd pay for premium insight. Nowadays, you have all tools necessary to write, publish, promote, and sell your book or magazine online.

### How to do it:

- Research ideas that you'd like to publish.
- Outline and write a book/magazine using a simple tool like Google Docs.
- Design (or pay someone else) to design a cover page, back page, etc.
- Turn your book or magazine into a .pdf.
- "Gate" the file so only those who pay/subscribe can get access.
- Publish your book/magazine and promote it through all channels.

### Examples:



## Books by Tim Ferriss

- [Tribe of Mentors](#) — Short Life Advice from the Best in the World
- [Tools of Titans](#) — The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers
- [The 4-Hour Chef](#) — The Simple Path to Cooking Like a Pro, Learning Anything, and Living the Good Life
- [The 4-Hour Body](#) — An Uncommon Guide to Rapid Fat Loss, Incredible Sex, and Becoming Superhuman
- [The 4-Hour Workweek](#) — Escape 9–5, Live Anywhere, and Join the New Rich

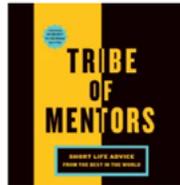
Join 1.5M+ subscribers and receive exclusive tools, tips, and resources directly from Tim:

Type your email address

Yes, sign me up for Tim's free email newsletter. I agree to the [privacy policy](#).

Get Access

### Tribe of Mentors



THE TIM FERRISS SHOW [CLICK TO SUBSCRIBE](#)

 Apple Podcasts

 Spotify

We use cookies and similar technologies to run this website and help us understand how you use it. [See our cookie policy](#)

I accept

*Tim Ferris self-publishes and promotes his book through sales funnels on his website*

foundr

[Magazine](#) [Podcast](#) [Articles](#) [About](#) [Free Training](#)

[Courses](#)

LEARN FROM SOME OF THE GREATEST ENTREPRENEURS OF OUR GENERATION



*Foundr.co self-published magazine is becoming one of the most popular business magazines online*

# 16 NEWSLETTERS

Nothing better than getting your daily/weekly/monthly digest from your favorite sources of information. You can use a newsletter to promote all your work, add sponsored content, or, and drive traffic to your other revenue sources.

## How to do it:

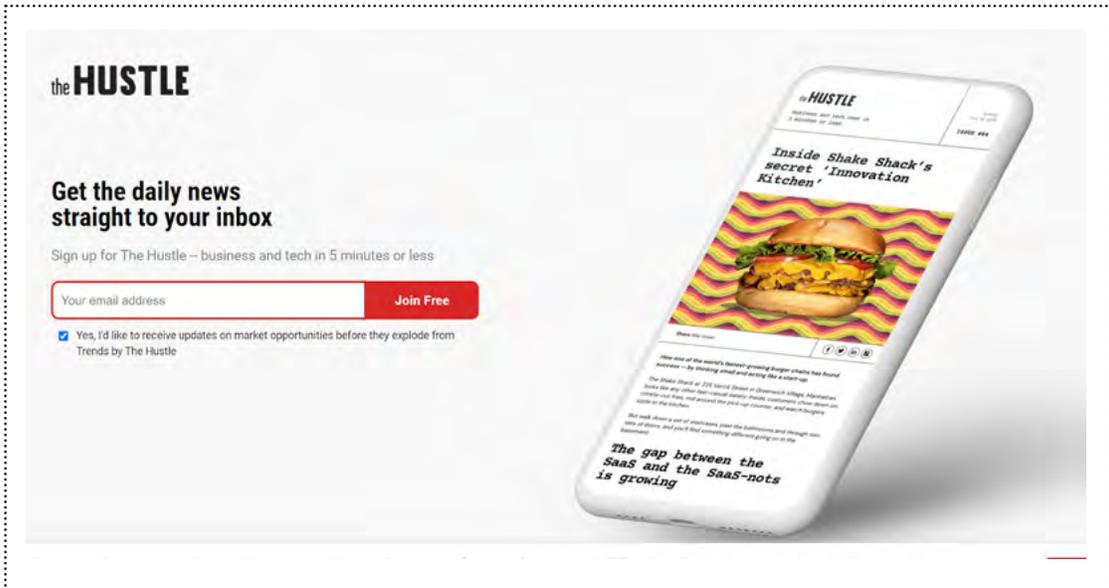
- Create an opt-in form on your website for others to leave their email address.
- Use lead magnets to make others sign up for your newsletter.
- Find the email marketing client that suits your needs (MailChimp, ActiveCampaign, etc)
- Design your email and start sending the first newsletter to your contacts.
- Ask for feedback and improve content constantly.

## Examples:

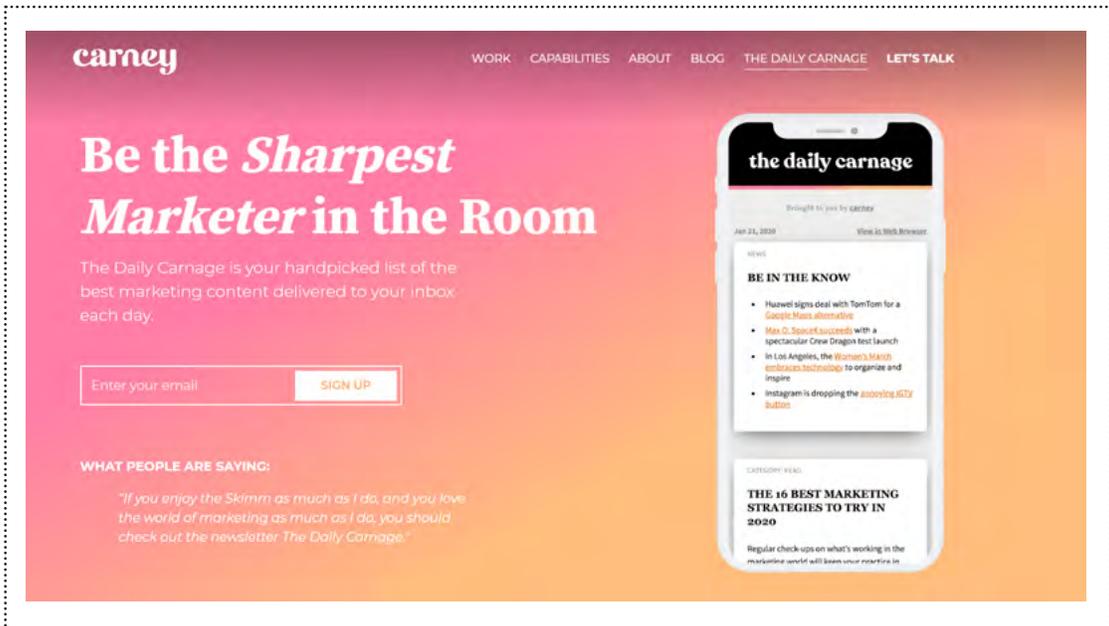


The image shows a screenshot of a newsletter sign-up form. The form has a light blue background and a white border. At the top, it says "Latka SaaS Newsletter" in large white text. Below that, it says "Latest News, Interviews & SaaS Data." in smaller white text. There are two input fields: one for "Name" and one for "Email". Below the input fields is a black button with white text that says "Subscribe to receive exclusive SaaS content".

*Nathan Latka built authority in SaaS niche and utilizes a newsletter to promote his brand and keep his audience engaged*



Sam Parr's the Hustle summarises daily business news in an engaging newsletter



Sam Parr's the Hustle summarises daily business news in an engaging newsletter

# 17 COURSES

If you're good at something, other people will gladly pay to reach the same level. Therefore, creating and selling courses is a two-way satisfaction: you monetize your passion while teaching someone else to become good at the same thing.

## How to do it:

- Think of your course structure (one big course or multiple that cover different areas etc).
- Get all necessary equipment and tools to create a course (screen recording and video editing software, good camera and microphone, etc).
- Upload your course to the course creator (you can use Hyax).
- Think of pricing.
- Promote your course to your audience.
- Add new courses over time with new information.

## Examples:



**FULLTIME FILMMAKER**  
**THE ULTIMATE ONLINE FILM COURSE**

**FULLTIME FILMMAKER**

*Influential Youtuber Parker Walbeck earn 7-figures from his filmmaker course*

Learn how businesses are turning their crappy situations into gold.

### POOP TO GOLD

WITH HARMON BROTHERS

Learn creative storytelling and marketing lessons from expert guests and apply them to your business, today.



*Harmon Brothers have one of the most famous marketing courses online*

A screenshot of the Chamonix Experience website. The header includes the 'CHAMONIX EXPERIENCE' logo and 'ARCTERYX' logo. A navigation menu has links for 'SKI', 'CLIMB', 'TREKKING', 'ACTIVITIES', 'ABOUT US', and 'CONTACT'. The main image shows a climber in a yellow jacket on a rocky mountain peak. Below the image, the text reads 'MOUNTAINEERING COURSES' and 'Chamex offers a variety of mountaineering courses for those looking to experience the high mountains for the first time as well as expert climbers wishing to improve their skills or striving towards a particular summit.'

*Adrenaline junkie? You can make mountaineering courses like the ones at Chamonix.*

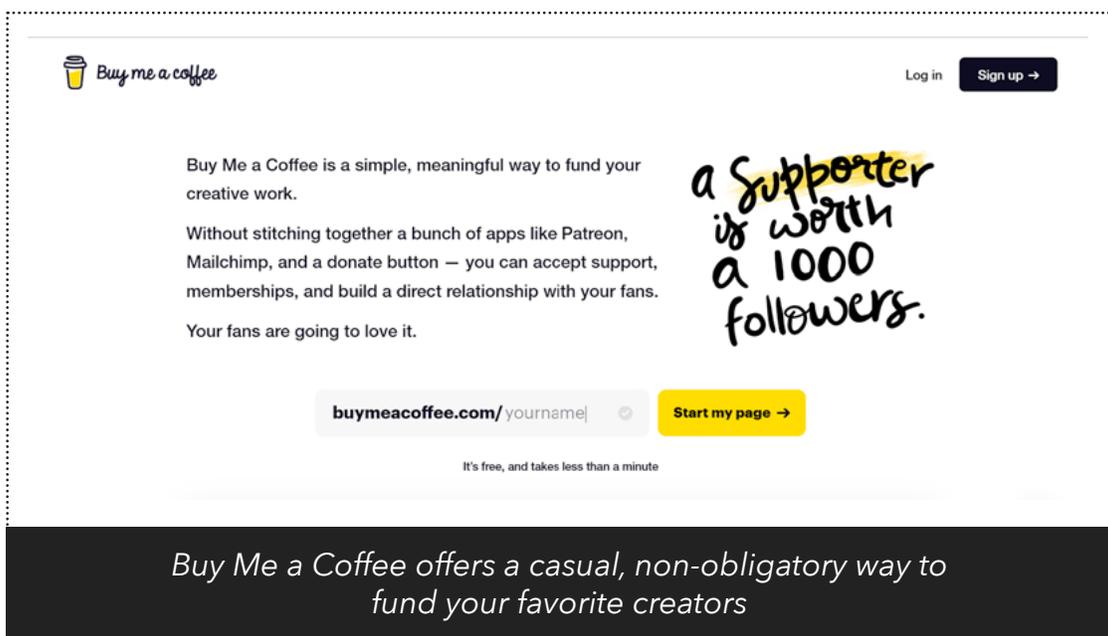
# 18 DONATIONS

Membership websites aren't the only way you can monetize your content. If your audience is still small or you don't want to oblige them to a membership, you can use donation websites instead. That way your audience can support you whenever they can and with the amount they deem appropriate.

## How to do it:

- Make an account on one of the donations websites such as Patreon, BuyMeACoffee, etc.
- Set up a donate button on your website (e.g. PayPal has this option)
- Let your audience know about the opportunity to donate - mention frequently in your content.
- Be sure to thank your audience (special mentions etc).
- Keep posting quality content so you'll always have supporters.

## Examples:



The screenshot shows the Buy Me a Coffee website interface. At the top left is the logo with a coffee cup icon and the text "Buy me a coffee". At the top right are "Log in" and "Sign up →" buttons. The main content area features the text: "Buy Me a Coffee is a simple, meaningful way to fund your creative work. Without stitching together a bunch of apps like Patreon, Mailchimp, and a donate button — you can accept support, memberships, and build a direct relationship with your fans. Your fans are going to love it." To the right of this text is a handwritten-style quote: "a supporter is worth a 1000 followers." Below the text is a form with the placeholder "buymeacoffee.com/yourname|" and a "Start my page →" button. Underneath the form, it says "It's free, and takes less than a minute". At the bottom of the screenshot, a dark banner contains the text: "Buy Me a Coffee offers a casual, non-obligatory way to fund your favorite creators".



Chapo Trap House  
is creating Chapo Trap House Podcast

*Patreon allows the audience to choose the monthly amount that they'd donate to their favorite creators, in return for exclusive content (similar to memberships)*

# 19

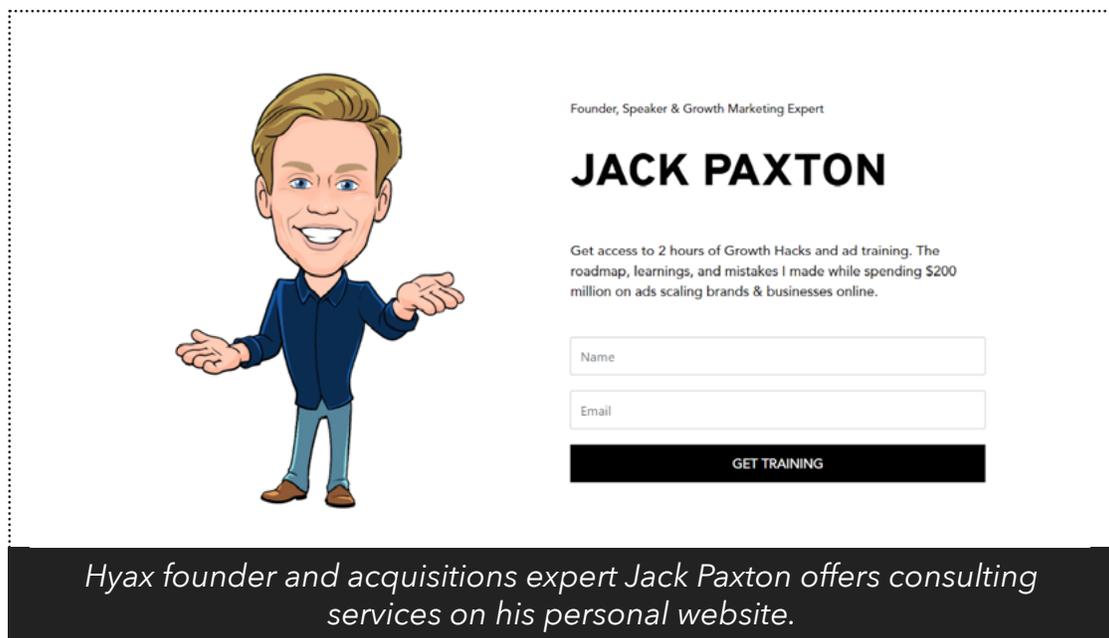
## SERVICES

Influencers and content creators frequently offer services in their niche. After all, that's what you're good at. So, if you have a business blog, you can offer financial consultation service for example. On the other hand, if you have a marketing blog, offer clients to market their product or service. Even gardening blogs can help their readers decorate their outdoors!

### How to do it:

- Build authority in your niche by promoting expertise through content.
- Establish yourself as a go-to person to solve the problems of your target audience.
- Use Hyax to make a funnel on your website/email drip to promote your service.
- Market your service with testimonials, paid ads, email etc.

### Examples:



Founder, Speaker & Growth Marketing Expert

## JACK PAXTON

Get access to 2 hours of Growth Hacks and ad training. The roadmap, learnings, and mistakes I made while spending \$200 million on ads scaling brands & businesses online.

*Hyax founder and acquisitions expert Jack Paxton offers consulting services on his personal website.*

Consultation

**Consultation**

30 minutes @ €25.00

(ONLY for potential clients interested in One on One training)

During your consultation with your Gracefully Fit Trainer we will go over medical paperwork, exercise history, nutrition and more. To better get to know you and your goals.

Consultation fee is NON REFUNDABLE



*Be Gracefully Fit is a fitness membership website that offers consultation services to potential members.*

# 21

## EVENTS

Events (live and virtual) can be pretty appealing to both your peers and your audience. It allows you to promote your brand while also providing tons of value to the people attending. Events need to have relevant speakers as well as behind the scenes where others can meet-up, network, and have exchange ideas. Thus, events need a lot of planning in advance before execution.

### How to do it:

- Plan the big picture (key goals, concept, entrance fee, partnerships)
- Choose the time & date (does it overlap with other similar events, time zones of your most relevant audience, etc).
- Prepare to limit potential damage (think of 'what if' scenarios, test multiple times, appoint someone to take care of the tech and logistics)
- Promote the event with heavy marketing.
- Make sure your participants can engage with speakers and amongst themselves.
- Plan for post-event period (report articles, pieces of content for social media, distribute videos and other media to participants, etc).





*Sean Ellis of GrowthHackers created the GrowthHackers conference*



*Rand Fishkin founded SEO tool Moz and organizes a conference every year*

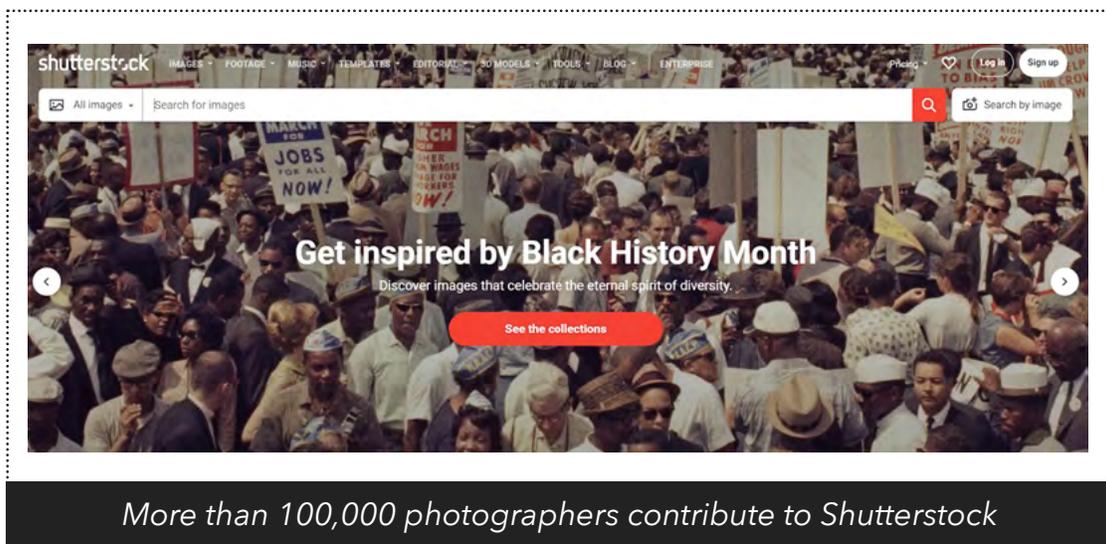
# 21 STOCK PHOTOS, VIDEOS, ETC.

Photographers, video creators, and digital artists can earn passive income by posting their work to stock websites. These websites will sell your work to interested parties and you'll earn a commission for every sale. You can sell much more than stock photos – videos, digital art, clip art, and even audio samples.

## How to do it:

- Find a marketplace relevant to your content (Shutterstock for photos, PremiumBeats for audio, etc).
- Create an account and fill out the required registration form.
- Create quality in-demand stock content.
- Upload on websites and receive commission per purchase.

## Examples:



The image shows a screenshot of the Pond5 website homepage. The background is a lush field of green grass with scattered red and purple flowers. At the top, the Pond5 logo is on the left, and navigation links for FOOTAGE, MUSIC, AFTER EFFECTS, and MORE are in the center. On the right, there are links for ENGLISH, LOG IN, and a JOIN NOW button. Below the navigation, there are links for REVIEW OUR PLANS, PURCHASE CREDITS, a toll-free number (1-800-164-5558), FREE TOOLS, and SELL YOUR MEDIA. The main headline reads "Exclusive & Inspiring Videos. Endless Creativity." followed by a sub-headline: "Search over 25 million royalty-free stock videos, plus music, photos, and sound effects. Purchase with the confidence of worldwide distribution and simple licenses." A search bar with the placeholder text "Search Pond5..." is centered below the headline. To the right of the search bar are icons for video, audio, and a magnifying glass, along with a dropdown menu for FOOTAGE. In the bottom left corner, there is a link for VIEW ALL COLLECTIONS. In the bottom right corner, there is a "NOW PLAYING" section with the text "CASCADECREATIVES, STEUERMAN, CLEVERARTS, BALLASTOCK".

*Pond5 allows you to sell stock videos and audio samples*

hyax

[www.hyax.com](http://www.hyax.com)

*Connect With Us*

