



SIDE HUSTLE

STARTER KIT

How to Build Multiple Streams of Income
Using Only Free Apps

A Complete Beginner's Guide

100% FREE

THE LIFE MULTIPLIER

WELCOME

This kit gives you the exact free apps and step-by-step system to build your first online income stream from scratch. No experience needed. No money required. Just action.



WHAT'S INSIDE

- Your Digital Hub — Free platforms to capture leads & sell products
- AI Content Creation — Tools that create content for you automatically
- Social Distribution — 7 platforms to post on for maximum reach
- Monetization — Affiliate programs that pay you commissions
- Community Building — Messaging apps to nurture your audience

THE SYSTEM

Create Content → Distribute Everywhere → Capture Leads → Monetize → Repeat

PRO TIP: Every app in this kit is 100% free. Your only investment is time and action.

YOUR DIGITAL HUB

Your digital hub is where you capture leads, sell products, and connect all your links. These three free platforms work together as your online home base.

SYSTEME.IO

All-in-One Marketing Platform

Build sales funnels, landing pages, and email lists completely free. Systeme.io replaces expensive tools like ClickFunnels and Mailchimp. Create automated email sequences, host online courses, and manage your entire business from one dashboard.

STANSTORE

Digital Product Storefront

Sell digital products, courses, and services with zero upfront cost. StanStore gives you a beautiful storefront that handles payments, delivery, and customer management. Perfect for selling eBooks, templates, and guides.

LINKTREE

Universal Link Hub

Connect all your platforms under one link. Share your LinkTree in every bio and direct followers to your store, funnels, social profiles, and community. It's the bridge between your content and your income.

HOW THEY CONNECT

LinkTree → sends traffic to → StanStore (products) + Systeme.io (funnels & email list)

PRO TIP: Set up all three platforms today — it takes less than 30 minutes total.



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CONTENT CREATION

These free tools let you create professional content without showing your face, editing skills, or design experience. Just plug in your ideas and publish.

FACELESSREELS

AI Video Creator

Create viral short-form videos without showing your face. FacelessReels uses AI to generate scroll-stopping reels and TikToks from simple text prompts. Choose from templates, add voiceovers, and publish directly to your platforms.

MAGICLIGHT.AI

AI Image Generator

Generate stunning visuals for your content, products, and social posts. Create eye-catching thumbnails, product mockups, and branded graphics in seconds. No design skills needed — just describe what you want.

CANVA

Design & Graphics Platform

Create professional designs for everything — social posts, eBooks, presentations, lead magnets, and more. Thousands of free templates, drag-and-drop editing, and AI-powered tools make design effortless for beginners.

HOW THEY CONNECT

FacelessReels + Magiclight.ai create the content → Canva designs the packaging → Post everywhere

PRO TIP: Batch-create a week of content in one sitting using all three tools together.

AI ASSISTANTS



These AI tools help you write copy, brainstorm ideas, research topics, and automate tasks — all for free. Use them together for the best results.

CHATGPT

Your All-Purpose AI Writer

Generate social media captions, email sequences, product descriptions, blog posts, and scripts. ChatGPT handles any writing task and helps you brainstorm content ideas on demand.

DEEPSEEK

Advanced Reasoning AI

Tackle complex tasks like market research, strategy planning, and detailed content outlines. DeepSeek excels at breaking down complicated topics into simple, actionable steps.

PERPLEXITY

AI-Powered Research Engine

Research any topic with real-time, cited sources. Perplexity finds trending niches, competitor strategies, and content ideas backed by actual data — no more guessing.

CLAUDE

Long-Form Content Specialist

Write detailed guides, eBooks, course content, and in-depth articles. Claude handles large projects and maintains quality across thousands of words without losing context.

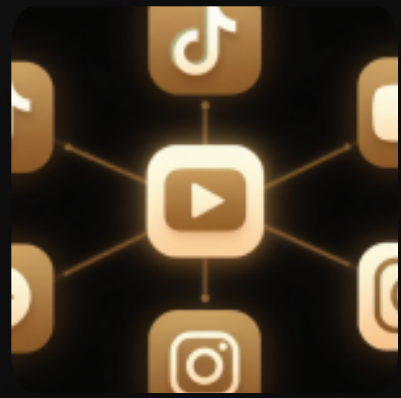
HOW THEY CONNECT

Use all four together: Perplexity researches → ChatGPT drafts → Claude refines → DeepSeek strategizes

PRO TIP: Save your best prompts in a swipe file — reuse them to create content 10x faster.

SOCIAL DISTRIBUTION

Post your content across all 7 platforms to maximize reach. Each platform has a different audience — the more places you show up, the more people find you.



TIKTOK

Short-form video powerhouse with massive organic reach for new creators.

YOUTUBE

Long-form and Shorts. Evergreen content that earns views for years.

INSTAGRAM

Reels, Stories, and carousels. Visual-first brand building.

LEMON8

Emerging platform with huge organic reach and less competition.

THREADS

Text-based platform great for tips, insights, and thought leadership.

LINKEDIN

Professional audience with high purchasing power. B2B goldmine.

FACEBOOK

Groups and Reels still drive massive traffic with older demographics.

THE STRATEGY

Create once → Repurpose everywhere. One video becomes a Reel, a TikTok, a YouTube Short, a Lemon8 post, a Thread, and a LinkedIn post.

PRO TIP: Start with 2-3 platforms and expand as you build momentum. You don't need all 7 from day one.

MONETIZATION & AFFILIATES



Turn your content into income with affiliate marketing. Promote products you believe in and earn commissions on every sale — no inventory, no shipping, no risk.

AMAZON ASSOCIATES

The World's Largest Affiliate Program

Earn commissions promoting millions of products on Amazon. Share links to books, tools, gadgets — anything your audience needs. Trusted brand means higher conversions.

WARRIORPLUS

Digital Product Marketplace

Promote digital courses, software, and tools in the make-money-online niche. High commissions (50-100%) and instant payouts make this ideal for beginners.

JVZOO

Software & Course Affiliates

Find high-converting digital products to promote with generous commission structures. JVZoo handles payments and delivery so you just focus on driving traffic.

CJ AFFILIATE

Premium Brand Partnerships

Partner with major brands like GoDaddy, Grammarly, and more. Higher barrier to entry but excellent long-term earning potential with recurring commissions.

HOW THEY CONNECT

Your content drives traffic → Affiliate links convert visitors into buyers → You earn commissions on autopilot

PRO TIP: Start with Amazon Associates — it's the easiest to get approved and has millions of products to promote.

COMMUNITY & MESSAGING

Build direct relationships with your audience using free messaging apps. No algorithms, no gatekeepers — just you and your community.



TELEGRAM

Group & Channel Messaging

Create groups and channels for your community. Deliver lead magnets automatically with bots, share exclusive content, and broadcast updates to unlimited subscribers — all completely free.



LINE

Asian Market Powerhouse

Dominate messaging in Japan, Thailand, and Taiwan. LINE's official accounts let you broadcast to followers, share rich content, and build loyal communities in Asia's biggest markets.



WHATSAPP

Direct 1-on-1 Connection

The world's most-used messaging app. Create broadcast lists, community groups, and WhatsApp Channels to nurture leads with personal, high-trust conversations that convert.

HOW THEY CONNECT

Social media attracts followers → Messaging apps build trust → Trust converts to sales

PRO TIP: Offer a free lead magnet (PDF, checklist, or guide) to get people into your messaging community.

PUTTING IT ALL TOGETHER

Here's how all the free tools work together as one system to build your side hustle from scratch.

1. BUILD YOUR HUB

Set up Systeme.io, StanStore & LinkTree as your online home base.

2. CREATE CONTENT

Use FacelessReels, Magiclight.ai & Canva to produce scroll-stopping content.

3. USE AI TO SCALE

Let ChatGPT, DeepSeek, Perplexity & Claude write and research for you.

4. DISTRIBUTE EVERYWHERE

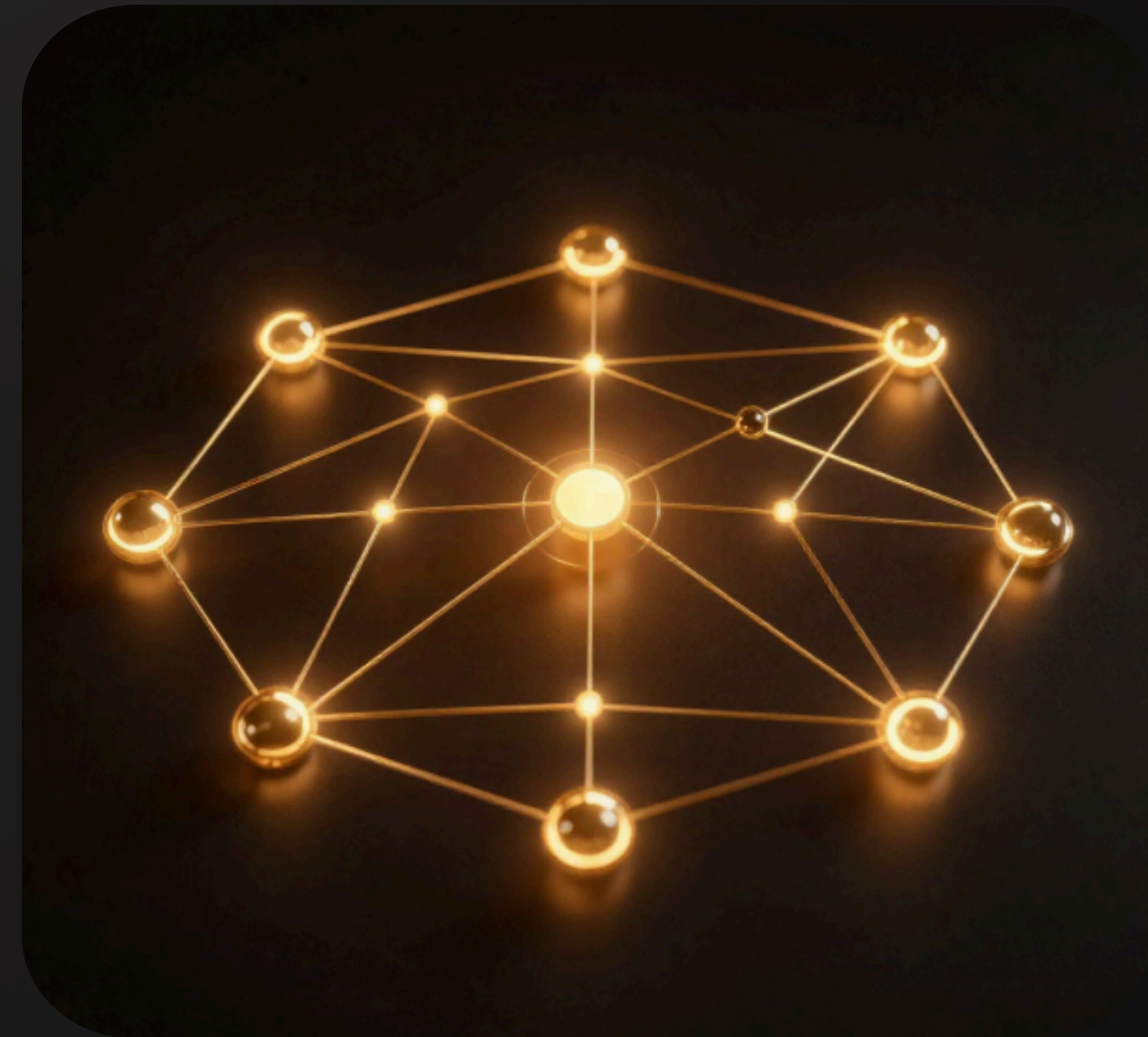
Post across TikTok, YouTube, Instagram, Lemon8, Threads, LinkedIn & Facebook.

5. MONETIZE

Earn commissions through Amazon Associates, WarriorPlus, JVZoo & CJ Affiliate.

6. BUILD COMMUNITY

Nurture your audience on Telegram, LINE & WhatsApp for repeat sales.



THE SYSTEM: Attract → Capture → Nurture → Monetize → Repeat

20+ free apps. One simple system. Unlimited income potential.

YOUR NEXT STEP



You now have the complete system.

20+ free apps organized into a step-by-step playbook that takes you from zero to your first income stream.

HERE'S WHAT TO DO RIGHT NOW:

1. Set up your Digital Hub (Systeme.io + StanStore + LinkTree)
2. Create your first piece of content using AI tools
3. Post it across 2-3 social platforms today
4. Join a messaging community to stay accountable
5. Pick one affiliate program and get approved

Stop planning. Start doing. Your first dollar online is closer than you think.

[GET ALL THE FREE APPS → STAN.STORE/THE LIFE MULTIPLIER](https://stan.store/the-life-multiplier)

Built by George Edward Howard | No gatekeeping, just action.