

ERIKA UNLOCKED

UNLOCK MORE. EARN MORE. LIVE MORE.

THE INCOME STARTER KIT

7 Beginner-Friendly Ways to Start Building Income Online

A practical starting point for beginners exploring affiliate marketing, UGC, digital products, AI-assisted services, freelancing, content monetization, and online business tools.

Created by Erika Unlocked

ErikaUnlocked@gmail.com

Start Here

There are many ways to build income online, but trying to do everything at once usually creates confusion. This guide is designed to help you understand seven common online-income models and choose one clear place to begin.

The goal: pick one model, learn the basics, take a small action, and build from there.

1. Affiliate Marketing

You recommend a product or service using a tracked referral link. If an eligible purchase or signup happens through your link, the company may pay you a commission.

First moves:

- Choose a specific audience problem you want to help solve.
- Recommend products you genuinely understand and that fit that problem.
- Create useful content before asking people to click or buy.
- Build an email list so your entire business does not depend on a social platform.

2. UGC (User-Generated Content)

Brands can hire creators to make photos or short-form videos that the brand uses in its own marketing. You do not necessarily need a large following because the deliverable itself can be the product.

First moves:

- Practice 3-5 sample product videos using items you already own.
- Build a simple portfolio.
- Pitch brands or use legitimate creator marketplaces.
- Price based on deliverables, usage rights, revisions, and scope.

3. Digital Products

Create something once - such as a guide, template, checklist, planner, or mini-course - and sell access to it digitally.

First moves:

- Solve one narrow problem rather than creating a huge product.
- Validate interest with content before spending weeks building.
- Make the first version simple and improve it from customer feedback.

4. AI-Assisted Services

AI tools can help you work faster on legitimate services such as content ideation, research organization, drafts, administrative workflows, and business systems. The value comes from the service and your judgment - not from claiming AI produces effortless money.

First moves:

- Pick a service customers already pay for.
- Use AI to assist rather than replace quality control.
- Review and fact-check anything delivered to a client.

5. Freelancing

Package an existing skill into a service: writing, design, virtual assistance, bookkeeping support, video editing, social media support, research, or another marketable skill.

First moves:

- Define one clear deliverable.
- Create a sample.
- Find a specific type of customer.
- Make a direct, easy-to-understand offer.

6. Content Monetization

Useful content can create multiple revenue paths over time: affiliate commissions, brand partnerships, digital products, services, platform monetization, and email marketing.

First moves:

- Choose 2-3 repeatable content themes.
- Teach, demonstrate, document, or compare.
- Use a consistent call to action.
- Track clicks, email signups, and conversions - not just views.

7. Online Business Tools

Landing pages, email marketing, automation, analytics, and customer-management tools can help turn content into a repeatable business system.

First moves:

- Start with the simplest tools that meet your needs.
- Avoid paying for advanced software before you need it.
- Learn one funnel from beginning to end before adding more technology.

Your Beginner Action Plan

Step 1: Choose one income model for the next 30 days.

Step 2: Choose one audience and one problem you can help with.

Step 3: Create one useful free resource that solves a small part of that problem.

Step 4: Create a simple landing page that collects email addresses in exchange for the resource.

Step 5: Publish useful short-form content consistently and direct interested viewers to your free resource.

Step 6: Recommend relevant products or services only when they naturally help the audience take the next step.

STARTING WITH AFFILIATE MARKETING?

Build a simple system: useful content -> free resource -> email list -> relevant recommendation.

Your next move: Visit the Erika Unlocked Start Here page from the link in my social bio.

Important: This guide is educational and does not guarantee income or financial results. Results vary based on the offer, audience, effort, skills, market conditions, and many other factors.

Affiliate disclosure: Erika Unlocked may receive compensation when you purchase or sign up through certain recommended links, at no additional cost to you. Recommendations should be evaluated based on whether they fit your needs.

© 2026 Erika Unlocked. For personal use only.