

LIZ KELLEY

EASY WAYS
to
EARN
MONEY
from
home

HOW AI IS
CHANGING
THE WAY WE
EARN ONLINE



Easy Ways to Earn Money From Home



Introduction

From Postmaster to Print-on-Demand Pro (and Everything In Between)

Hi, I'm Liz—and I want to welcome you to something that could very well change the way you look at making money from home.

Before I had an online business, I worked as a Postmaster. Yep—mailbags, zip codes, and all that jazz. It was a stable job, but not exactly the freedom-filled life I dreamed of. I spent years clocking in and out, managing paperwork, and making sure the trains (well, trucks) ran on time. It wasn't bad—but it wasn't *meant* to be forever.

After retiring from the postal service, I finally had the time to explore my creative side. I started dabbling in e-commerce, first out of curiosity, then out of pure determination. I wanted a business I could run from anywhere—preferably in my pajama pants with coffee in hand and two dogs at my feet. (Shoutout to Yoda and Jinx—they're my furry coworkers and the real CEOs of the house.)

I launched my first online store, **Living for the Day**, on Etsy, which I later renamed **Prints N Pillows**. Then I expanded into Shopify with **So Many Thingz**, a print-on-demand store offering everything from personalized drinkware to cozy home decor. I fell in love with the idea of creating things people actually wanted to buy—without having to stock my garage with inventory or wait in line at the post office again (been there, done that).

As my business grew, so did my curiosity. I started learning about affiliate marketing, digital products, blogging, and multiple income streams. And here's what I discovered:

👉 You don't need to be tech-savvy, wealthy, or even particularly outgoing to build a real online income.

You just need a good strategy, the right tools, and the willingness to *start*.

What You'll Learn in This eBook

This guide is packed with 10 beginner-friendly, low-risk, and realistic ways to make money from home—even if you're starting from scratch. For each method, I'll break down:



- What it actually is (in plain English)
- How to get started the easy way
- Recommended tools and resources (including some I personally use)
- Pros and cons (because I'm not here to sugarcoat it)
- Why people tend to fail at it—and how *you* can avoid those mistakes

Whether you're looking for side income, a full-time replacement, or just want to fund your next vacation (yes, please!), there's something in here for you.

You'll find ideas that require very little upfront investment, some that are more passive, and others where you can flex your creativity and earn while you sleep. (That's not a myth, by the way—I've woken up to Shopify notifications more than once. Best alarm ever.)

My Recommendations Before You Begin

1. **Start with one thing.** Don't try to master all 10 at once. Pick the method that fits your personality, schedule, and income goals best. Once you get results, you can always expand.
2. **Use the right tools.** Throughout this guide, I'll mention tools that are very useful for running an online business to include those that have helped me—including platforms like [Printify](#), [Canva](#), [Shopify](#), [Creative Fabrica](#) and affiliate programs that help bring in passive income. I'll drop some links throughout (yes, some may be affiliate links, which means I earn a little commission if you decide to use them—at no extra cost to you). Every tool I share is something I trust or have personally tested.

3. **Check out my stores.** If you want to see what a real-life print-on-demand store looks like, (not saying mine are the best, there are plenty out there much better than mine) but, check out:
 -  [PrintsNPillows](#) on **Etsy**
 -  [So Many Thingz](#) on **Shopify**
These shops are built with POD, personalization, and a sprinkle of love.
 4. **Keep learning.** I also promote affiliate programs that help others start digital businesses. The ones that I personally recommend are [Prosperity Highway Global \(PHG\)](#) and the [OLSP Academy](#)—these are great options if you want done-for-you systems with multiple income streams. And if you're ready to build your email list (which I *highly* recommend), I've put together a free resource called **Email List Building Secrets** to get you going.
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Final Thoughts Before We Dive In

This eBook isn't about empty hype or promises of overnight riches. It's about real methods that everyday people (like you and me) can use to start making income from home.

So whether you're a stay-at-home parent, a retiree like me, or just someone who's tired of the 9–5 grind and looking for *more*—you're in the right place.

Let's dive into Chapter 1 and get you one step closer to turning your laptop (or phone!) into a money-making machine.

You've got this.

—Liz 

Chapter 1

Selling Print-on-Demand Products (Even If You're Not a Designer)



When I first started selling print-on-demand (POD) products, I had zero graphic design experience. Seriously—if you’d handed me a blank T-shirt and told me to “make it cute,” I probably would’ve stared at it until it changed colors out of pity. But here’s the wild part: I made it work anyway. And you can too.

Print-on-demand is exactly what it sounds like—products are only printed *after* someone buys them. That means no inventory, no shipping labels, no boxes piling up in your living room. You create a design, upload it to a product like a mug or hoodie, and when someone orders it, a third-party company prints it, ships it, and even handles customer service in most cases. You just sit back and collect the profits. (Okay, okay—maybe you’ll do a happy dance too. I still do.)

How to Get Started

Open a Shopify or Etsy store. The costs associated with these two platforms are relatively inexpensive and can be synced with a POD provider of your choosing. The Etsy platform is perfect if you're looking for built-in traffic and love the handmade or personalized feel. Shopify gives you full control of your site, while Etsy handles some of the marketing for you, but takes higher fees. Either way, your first step is choosing where your store will live.

Next, pick a supplier. There are plenty to choose from, like:

- **Printify** (my personal go-to because of the wide product range and easy integrations),
- **Printful** (a little pricier, but great quality), and
- **Gelato** (which is awesome for international shipping).

Once your backend is set up, go ahead and jump into designing. There are so many platforms to help with this task, but Canva is the beginners best friend, and it's free! There are pre-made templates on which you can add fun sayings, play with fonts, and start creating graphics for mugs, tote bags, and sweatshirts. Picture this for a mug design "Coffee First. Chaos Later." It's simple, relatable—and it could sell.

If design still feels intimidating, you can also hire freelancers from places like Fiverr or use AI tools to brainstorm ideas. Don't overthink it. Some of the best-selling POD designs are basic text with a funny or heartfelt message.

Where the Magic Happens

After designing, get your products uploaded to your store. Here's the trick: mockups matter. Instead of just a flat image on a white background, use tools like **Canva** and **Placeit** to create lifestyle images. Picture a model wearing your hoodie at a fall festival or someone sipping coffee from your mug next to their laptop. These visuals help people imagine the product in their life—and that's what sells.

Add descriptions that speak to your ideal customer and sprinkle in a little personality. Instead of writing "Ceramic mug with 11oz capacity," say something like, "This mug holds just enough caffeine to survive morning chaos—with a dash of sass." See the difference?

Once everything is listed, it's now time to market. And let me be real with you—**this is where most people struggle.**

Marketing Isn't Optional

If you build it, they will *not* come. You've got to tell the world your store exists. Start posting on Instagram and Pinterest, making short videos showing off your products, and sharing behind-the-scenes moments—like packaging orders or getting excited over a sale. TikTok can become one of your favorite platforms because short videos get tons of reach without spending a dime.

Later, you can learn how to run Facebook and Instagram ads to boost traffic. It's not hard once you get the hang of it, and it can help you scale faster. Be sure to develop a process to start collecting emails from your visitors so you can promote new products and run seasonal sales (hello, holiday buyers!).

The Truth About POD (The Good and the Meh)

What I love about POD:

- You don't need to spend money on inventory
- You can start fast—even in a weekend
- You get to be creative and build a real brand
- It's flexible—you can work it around your life (and your dogs)

What's tricky:

- Margins can be slim unless you price smartly or offer bundles
- Quality control is out of your hands (so choose trusted suppliers!)
- If you don't promote your store, it's crickets
- It takes testing—some designs flop, and that's okay

Why Most People Don't Succeed (and How You Can)

The biggest reason people fail in POD is because they expect instant results. They list five T-shirts, wait a week, and give up when no one buys. But here's what I tell anyone getting started: **it's not about launching one product—it's about launching, testing, and adjusting.** Find a niche (and sticking with it), learn what your people love, and keep showing up.

It also helps to create *collections* of products. For example, gain success with personalized items and dog mom gifts because those shoppers are passionate—and they buy with emotion. Find that sweet spot, and you'll stand out from the crowd.

Want to Try It? Here's What You'll Need

- A Shopify or Etsy store
- A POD supplier like Printify, Printful, or Gelato
- Canva or Creative Fabrica for design
- Placeit for mockups
- Social media to promote your brand
- And a mindset that says, "I'm in this to grow, not just to try"

Chapter 2

Blogging & Niche Websites – Earning While Sharing What You Know



Starting a blog might sound a little “early 2000s,” but don’t let the word fool you—blogging and niche websites are still a powerful (and very real) way to make money from home. In fact, it is one of the best long-game strategies in the online income world. It’s low-cost, flexible, and builds an income-generating asset you *own*.

And no, you don’t need to be the next Shakespeare—or even like writing all that much. There are a myriad of tools available to help you get your point across. Have you heard of ChatGPT, Claude, MidJourney and more. You just need to have something to say, and a way to help or entertain the people who land on your site.

This is exactly how I’ve been using AI to build my own blog and review site at <https://reviewsbyliz.com>. And if you’re anything like me and not big on web design,

that's okay—AI can take care of that part. You can have your site up and running faster than you think and be ready to start promoting.

If you'd like a simple step-by-step plan to follow, I put everything I've learned into my [High Value Blog Blueprint](#). It's designed to help you get moving without the confusion.

What Is a Blog or Niche Website?

A **blog** is essentially a website where you publish helpful articles on a topic you enjoy or know a thing or two about. A **niche website** is a blog that focuses on one specific topic or audience. For example:

- A baking blog for busy moms
- A dog training site for small breeds
- A travel blog for RV life or solo female travelers
- A product review blog for gadgets, supplements, or side hustles (this is what I do)

Once a site gets traffic (visitors), it can be monetized in multiple ways:

- **Affiliate links:** Recommend products and earn commissions
- **Ad revenue:** Place display ads through networks like Google AdSense or Ezoic
- **Sponsored posts:** Companies pay to be featured on your site
- **Digital products:** Sell your own ebooks, courses, or printables

Some bloggers make a few hundred a month on the side. Others earn \$5K, \$10K, or even more *per month*—just from sharing what they know.

How to Get Started

Here's the short version: Choose a niche. Set up a site. Publish helpful content. Promote it. Monetize it.

Let's break it down a little more:

Step 1: Pick a Profitable Niche

A good niche is:

- **Specific** (not just “health,” but “gut health for women over 40”)
- **Evergreen** (people will still care in 3–5 years)
- **Monetizable** (these are products or services people buy)

Pick something you can stick with—even if you don't see results right away. Think of it like planting seeds.

Step 2: Set Up Your Blog

You can use:

- **WordPress.org** (best for full control; needs hosting like Bluehost or SiteGround)
- **Wix** or **Squarespace** (drag-and-drop ease, but less flexibility long-term)
- [Beehiiv](#) (best for list building and newsletter marketing)

Need something fast? How about starting with a blog builder inside **Leadsleap** or using a simple WordPress site template.

You'll need:

- A domain name (like “dogmomdaily.com” or “smartmoneygrind.com”)
- A theme or layout
- A few key pages: Home, About, Contact, and your blog

Step 3: Start Creating Content

This is where the magic happens. Focus on:

- “How to” articles
- Product reviews
- Listicles (“7 Easy Ways to...”)
- Tutorials and beginner’s guides

Don’t worry if your writing isn’t perfect. People want answers, not essays.

“Done is better than perfect—and consistency wins, everytime.” Even publishing one article per week can grow into a blog that pays you for years to come.

Recommended Tools

- **Canva** – for making blog graphics
- **Grammarly** – for editing
- **RankIQ** or **Ubersuggest** – for SEO keyword ideas
- [Hostinger](#) or **SiteGround** – to host your WordPress blog (*insert affiliate links*)
- [Leadsleap](#) – includes free hosting, autoresponders, and a blog builder

What If You Don’t Want to Build a Full Website? (Free Options to Start Blogging Fast)

Let’s be honest—not everyone wants to mess with domains, plugins, and tech headaches right away. That’s perfectly okay. There are several free platforms where you can start blogging today, build an audience, and even make money through affiliate links:

Top Free Blogging Platforms:

- **Medium.com** – Great for writers who want built-in readers. Just create an account, start writing, and include affiliate links where appropriate. Medium also has a Partner Program that pays you based on how much time people spend reading your work.
- **LinkedIn Articles** – Ideal if your content is business, career, or money-related. It's also great for networking and establishing authority.
- **Blogger (by Google)** – Old-school but easy to use. Works well with AdSense if you want to monetize with ads.
- **Tumblr** – Still kicking, especially for creative niches or younger audiences. You can blog and share affiliate content here too.
- **Leadsleap Blog Tool** – A free blogging platform included with the Leadsleap system. I personally recommend this one if you're already in affiliate marketing—it includes tracking tools, autoresponders, and even lead capture features all in one place.

These free platforms don't offer as much flexibility or ownership as a self-hosted site, but they're a great way to start practicing, grow a reader base, and learn what content resonates with your audience before investing a dime.

My tip: "Don't wait for perfect—just start where you are, with what you've got."

Top Affiliate Networks for Bloggers (Beginner Friendly!)

Whether you're blogging on your own site or using free platforms like Medium or LinkedIn, affiliate marketing is one of the easiest ways to monetize. Below are the top networks that are free to join and great for beginners:

Affiliate Network	What It Offers	Why It Rocks
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ShareASale	Tons of brands across niches	Easy approval, huge variety
CJ Affiliate	Big companies and name brands	Clean dashboard, great support
ClickBank	Digital products, eBooks, courses	High commissions, fast payouts
WarriorPlus	Marketing tools and MMO offers	Perfect for bloggers in the online biz space
JVZoo	Digital products, PLR	Great for product reviews
Impact	Major brands (like Walmart, Canva)	Great for lifestyle and product review blogs
Amazon Associates	Anything Amazon sells	Easy to start, low commission but high trust
Rakuten	Top-tier retailers	Trusted, great for shopping/review blogs

Pros and Cons of Blogging

Pros

- Low startup cost (less than a fancy dinner out)
- Builds long-term passive income

- Grows into a digital asset you can sell
- You can write once and get paid over and over
- Works great with affiliate marketing

Cons

- Takes time to build traffic and income
 - Results aren't instant (especially at the beginning)
 - Can feel discouraging if you don't have a plan
 - Needs consistency—even when you're not in the mood
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Why People Fail (And How You Won't)

Most people quit blogging within the first 6 months because they don't see results fast enough. It's easy to feel like no one's reading your posts (and sometimes, in the beginning, no one is). But those who stick with it? They usually win.

The secret is treating your blog like a business—not a diary. Research what people are searching for. Solve real problems. Use tools to track your progress. And remember: **Google rewards consistency.**

My recommendation is to combine blogging with affiliate marketing to get faster results. If you're reviewing products you've used (or would genuinely recommend), it's a win-win: your readers get helpful info, and you get commissions.

Real Talk: Is This the Right Path for You?

If you like the idea of creating helpful content, working behind the scenes, and earning from your words... blogging might be perfect for you.

You don't need to be a tech wizard or a grammar perfectionist. You just need to start. And if writing feels intimidating, remember—AI tools like ChatGPT can help you brainstorm ideas, outline posts, and even write first drafts. (That's what Liz used to help write this very eBook!)

Final Thoughts

So, whether you want to build your own site or keep things simple with Medium, blogging can absolutely be your ticket to freedom.

You can go from zero blog experience to writing helpful articles that build trust, generate affiliate commissions, and help people all over the world.

Blogging is slow and steady—but the payoff can be life-changing. It's one of those “lazy but powerful” ways to build income from home without dealing with customers, inventory, or algorithms. Plus, once your site is up and running, it works for you 24/7—even when you're sipping coffee, binge-watching Netflix, or off exploring with your pups.

Ready to blog your way to your next paycheck? Go on and claim your little corner of the internet. Someone out there is Googling exactly what *you* know how to explain.

Chapter 3

Affiliate Marketing – Get Paid to Share What You Love



If there's one method that will start you earning money online with very little upfront cost, it's **affiliate marketing**. It's the business model that allows everyday people to

earn commissions by recommending products and services they believe in. No need to create a product, hold inventory, or worry about shipping. You simply share a link—and when someone clicks and buys? You get paid.

It might sound a little too good to be true, but I will be the first to tell you: *affiliate marketing works... if you treat it like a real business.*

What Is Affiliate Marketing?

Affiliate marketing is a partnership between you (the affiliate) and a company. You promote a product using a special tracking link, and if someone clicks your link and makes a purchase, you earn a commission.

You've probably already seen this in action. If you are a fan of TikTok, how many videos do you see of people talking about a product they use (or are promoting)? Ever clicked a YouTube review with a "link in the description"? Or read a blog post that recommends a product with a hyperlink? That's affiliate marketing in motion. Can you see yourself doing the same?

You can compare this to being a digital matchmaker—you connect people with the things they're already looking for. Whether it's a skincare product, business tool, travel gear, or even a favorite coffee blend, affiliate marketing lets you get rewarded for sharing your honest recommendations.

How to Get Started (Without Getting Overwhelmed)

Starting affiliate marketing doesn't require a fancy website or a huge following. In fact, you can start your journey with just one affiliate link posted in emails and social media posts.

Here's the simplified 5-step process:

- **Pick a niche you care about**
You don't need to be an expert—just have an interest. It could be pets, weight loss, digital tools, travel, budgeting, or side hustles. Top 3 niches that earn money: anything pertaining to health, wealth and relationships
 - **Sign up with affiliate programs**
Many are free to join and easy to apply for (you'll find a full list in the resource section at the end of this book).
 - **Get your unique affiliate link**
This is how the company tracks your referrals. When someone buys through your link, *you* earn the commission.
 - **Create helpful content**
This can be:
 - A blog post
 - A YouTube video
 - A social media story
 - An email newsletter
 - Even a Pinterest pin
 - **Share your link**
Add it to the content, and you're good to go. The more targeted and helpful your content is, the better it converts.
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Free & Easy Platforms to Start Promoting

Don't have a blog or email list yet? No problem. Liz recommends these no-cost places to start promoting affiliate links:

- **Facebook** (posts in groups, stories, or pages)
- **Pinterest** (especially with Canva-created pins)

- **Medium.com** (write articles and include your links)
- **YouTube Shorts or TikTok** (simple, short content with big reach)
- **Email newsletters** using free tools like Leadsleap

“Keep it real. Talk about why you love the product or what it helped you solve. People don’t want to be sold—they want to be helped.”

Pros and Cons of Affiliate Marketing

Pros

- Zero product creation needed
- No customer service responsibilities
- You can promote products you already use
- Flexible—works with any content format
- Passive income potential (earn from content you made months ago)

Cons

- Can take time to build trust and traffic
 - Some programs have payout minimums or delayed payments
 - You must follow FTC guidelines (disclose you earn commissions)
 - Promoting the wrong offers can hurt your credibility
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Why People Struggle (And How You Can Win)

Affiliate marketing is simple, but not easy. Most beginners either:

- Spam their links without offering value,
- Promote random products without a niche,
- Or give up after a few weeks when they don't see results.

One thing is certain when it comes to affiliate marketing; create content that **solves problems** and **builds trust**.

“I don't recommend anything I wouldn't use myself or stand behind.” That's the key to growing long-term income—and repeat buyers.

Also, it's a good idea to focus on products with recurring commissions (like software subscriptions) or high-ticket offers that pay \$200 or more per sale. That way, you need fewer sales to hit your income goals.

A Few of My Favorite Affiliate Programs

- [Super Affiliate Funnel](#) – Done-for-you system with 7 income streams built in. Ideal for beginners and scalable as you grow.
- [Leadsleap](#) – Includes free tools (blog, email autoresponder, rotator) and a built-in affiliate system.
- [Prosperity Highway Global](#) – Great for network marketing team growth, building leads, multiple streams of income and residual payouts.
- **Amazon Associates** – Not high paying, but super easy to get started with and widely trusted.
- [OLSP Academy](#)– This 90% done-for-you platform can get you earning fast for a mere \$7 investment.

Final Thoughts

Affiliate marketing isn't about being pushy or chasing sales—it's about being helpful. When you approach it that way, people begin to see you as a trusted resource... and sales happen naturally.

People often say, *"Affiliate marketing gave me back my time. It let me step away from the day-to-day grind and build something that works in the background—whether I'm creating, traveling, or just hanging out with my dogs."*

Whether you have a blog, YouTube channel, or just a Facebook profile, affiliate marketing is one of the easiest ways to start building income from home—no inventory, no stress, just smart connections.

Chapter 4

Selling Digital Products – Make It Once, Sell It Forever



Selling digital products is honestly one of my favorite ways to make money online. Why? Because it's low-cost, low-maintenance, and can keep earning long after the work is done. There's no inventory, no shipping, and no worrying about stock levels. You create it once, upload it somewhere people can buy it, and let it roll.

Now don't get me wrong—it's not a magical ATM. You still have to market it, and you want to create something people actually want. But once you've got that part down? Digital products can be one of the easiest, most flexible ways to build income from home.

What Counts as a Digital Product?

Digital products are anything someone can buy, download, or access online without anything physically being shipped. That includes:

- eBooks or guides (like the one you're reading now!)

- Printables (planners, journals, budget sheets, kids' activity pages)
- Templates (Canva templates, email templates, resumes)
- Digital art or clipart
- Online courses or trainings
- Audio files (meditations, music, affirmations)
- Stock photos or videos
- Spreadsheets and trackers

If you've ever bought something you could instantly download after checkout... that's a digital product.

How to Get Started

Start with simple printable designs—things like recipe cards and motivational quotes for framing or even coloring pages. List them in your shop and watch the sales flow in. The first time I got a sale while I was out walking my dog? I was hooked. There's something magical about knowing your work is liked or helpful by others, and you didn't have to physically ship a thing.

You can also create guides and training materials, like a short eBook that teaches people how to get started with selling digital products themselves. Bundle it with affiliate links, and boom—double income potential.

Start Designing (Even If You Don't Feel Creative)

You don't have to be a designer or writer to create digital products. You just need an idea, a way to package it, and somewhere to sell it.

Step 1: Pick a Problem You Can Solve

Start with what you know. What do people ask you about? What do you wish you'd had a template or guide for?

Examples:

- A printable planner for new moms
- An eBook on budgeting for beginners
- A dog walking schedule for small breeds
- A Canva template for real estate flyers

Whatever it is—make it useful.

Step 2: Create the Product

You can use tools like:

- **Canva** – for eBooks, printables, social media kits
- **Google Docs or Sheets** – for editable planners or spreadsheets
- **ChatGPT** – to help you outline, write, or brainstorm
- **Audacity** – for audio files or meditations
- **PowerPoint** – for slide decks or training presentations

Keep it clean, useful, and easy to understand.

Step 3: Decide Where to Sell

You've got a few solid options:

- **Etsy** – Great for printables, planners, and templates
- **Gumroad** – Super beginner-friendly, great for eBooks and guides
- **Payhip** – Also good for eBooks and free offers
- **Your own Shopify site** – Full control and great for bundling with physical items
- **SendOwl or ThriveCart** – If you want to sell from a landing page

Don't forget: you can also use **affiliate links inside your digital products**. That's passive income *on top of* the sale itself.

Pros and Cons of Digital Products

Pros

- Passive income once created
- No inventory, shipping, or overhead
- Instant delivery = instant satisfaction
- Easy to scale—just create more products or bundle them
- Great way to build your email list with freebies

Cons

- Still need to market your product (especially if not using Etsy)
- Some niches can get crowded—so you've got to stand out
- Takes time to build trust if you're new to the space
- Tech stuff (like delivery setup) can feel overwhelming at first—but it's manageable, I promise

Why People Fail (And What You Can Do Differently)

The biggest mistake people make is overcomplicating things—or spending *months* perfecting a product that no one's actually asking for. You don't need a 100-page workbook or the fanciest design. You need a useful, *specific* solution.

Here's my suggestion: **create a simple product, list it, and see what happens**. You can always improve it later. Done is better than perfect.

Also, don't forget to **promote it**. Post it on Pinterest. Talk about it on Facebook. Share a behind-the-scenes look on Instagram or TikTok. Your product won't sell if nobody knows it exists!

Pro Tip: Use PLR to Speed Things Up

If writing or designing feels intimidating, try **PLR (Private Label Rights)** products. These are pre-made digital items you can edit, rebrand, and resell as your own.

Some trusted PLR sources:

- **PLR.me** – Health, wellness, personal growth
- **SimpleHappiness.biz** – Printables and planners
- **PLRProducts.com** – General mix of content
- **BuyQualityPLR.com** – eBooks, reports, templates

Just make sure you **edit** and customize PLR—don't just slap your name on it and call it done.

Final Thoughts

Selling digital products is the closest thing to passive income I've ever found—especially when you combine it with other methods like affiliate marketing or blogging. You create something once and let it work for you in the background, day after day.

Even if you only sell five \$7 printables a week, that's \$140 a month. Add a few more products, build an email list, and suddenly you've got something scalable... something real.

If you've got an idea—even a small one—don't wait. Open up Canva, brainstorm five page ideas, and just *start*. You'll be amazed at how far that first product can take you.

Chapter 5

Freelancing & Micro-services – Getting Paid for Skills You Already Have



Freelancing is a way I learned of as a way to make easy money online without needing a huge audience or fancy store. All a person needed to do was offer a skill—something they could do well—and connect with someone who needed it.

You might not think of yourself as a “freelancer,” but trust me, you’ve probably got a few microservices in you already. Whether it’s typing fast, organizing things, editing photos, writing blurbs, or even just being super dependable—there’s a market for it online.

The beauty of freelancing is that you can start right now with just your laptop and a Wi-Fi signal. No products to make. No shipping. No customer support inbox blowing up.

Just offer a service, do the work, get paid. Simple and powerful.

What Is Freelancing or a Microservice?

Freelancing is when you sell your skills to others—usually business owners, marketers, or content creators—on a project or hourly basis. A microservice is just a small, specific task you get paid to complete. It's not a full-time job. It's not long-term commitment. It's a one-off or short-term work that fits around *your* schedule.

Here are just a few freelance gigs that are always in demand:

- Graphic design (social media posts, logos, eBook covers)
- Virtual assistant (data entry, calendar management, inbox sorting)
- Social media management or content creation
- Copywriting or proofreading
- Blog post writing
- Video editing or podcast editing
- Voiceovers
- Website setup or maintenance
- Creating PowerPoint slides or PDFs
- Transcription or captioning

And yes—you can do these even if you don't have a fancy degree. I've seen people offer "remove background from 10 images" as a gig. If you can do it well and deliver it on time, you're already ahead of most.

How to Get Started as a Freelancer (Without a Portfolio)

You don't need a resume full of online experience to get your first freelance gig. Here's how I recommend getting started:

Step 1: Choose a Skill You Can Offer

Start with something you can do confidently. It doesn't have to be flashy—it just has to be helpful. Don't overthink it. If you can type fast, organize files, or schedule Instagram posts, you've already got something to offer.

Step 2: Set Up a Profile

You can use freelance marketplaces like:

- [Fiverr](#) – Create “gigs” (microservices) people can buy
- **Upwork** – Great for longer-term contracts and hourly work
- **Freelancer.com** – Project-based jobs
- **PeoplePerHour** or **Toptal** – More advanced, but worth exploring

- **Facebook groups** – Tons of job leads and collabs happening in niche communities

Your profile should:

- Describe clearly what you do
- Show your personality (not just robotic bullet points)
- Include a few work samples (even if they're mockups you made yourself)

You can also offer your services inside community Facebook pages you're part of. For example, reach out to those in search of simple answers or to help them with simple tasks. This is a great way to starting small, allowing others to see your capable skills, then branch out from there.

Step 3: Do a Few Gigs, Collect Testimonials

You might start small. Maybe your first job only pays \$25. That's okay. Deliver amazing work. Overdeliver if you can. Then ask for a testimonial or review.

Once you have a few reviews under your belt, it becomes easier to charge more, land better clients, and raise your rates.

Tools That Make Freelancing Easier

- **Canva Pro** – For anything design-related
- **Grammarly** – Perfect for writers, editors, and VAs
- **Loom** – Record screen-share videos for tutorials or client feedback
- **Clockify** – Track your work hours (great for Upwork gigs)
- **PayPal / Stripe / Wise** – To get paid reliably

Optional: Build a free site or landing page using [Leadsleap](#) or [Carrd.co](#) to showcase your services if you're ready to go beyond freelance platforms.

Pros and Cons of Freelancing

Pros

- Instant income potential—start getting paid this week
- Low barrier to entry—no product, no inventory
- Flexible—you choose your hours and clients
- Great way to test new niches or build skills
- You learn a *ton* about online business from doing the work

Cons

- You're still trading time for money
- Can burn out if you overbook yourself
- Some clients can be... “difficult”

- You have to keep marketing yourself to stay booked
 - You might undercharge at first while building your reputation
-

Why People Fail at Freelancing

Honestly? Most people don't fail because they're bad at the service. They fail because they give up too soon. Maybe they posted a gig on Fiverr, didn't get orders for a week, and assumed it wasn't for them.

But freelancing rewards consistency and communication. The more you show up, the more people notice. If you're reliable, kind, and deliver on time—you'll be booked solid before you know it.

I always remind people: you don't need 100 clients. You just need a few good ones who love what you do and come back again and again.

Final Thoughts

Freelancing is one of the fastest ways to start making money online, especially if you're not ready to build a store or blog yet. It gives you a chance to sharpen your skills, build a reputation, and make real money from things you already know how to do.

And hey—if you ever decide to scale up, you can turn that freelance service into a digital product, a course, or even an agency. But for now? Just start. Offer a service. Help someone. Collect your wins.

One gig at a time adds up fast when you're consistent.

Chapter 6

YouTube & Faceless Videos – Letting Videos Work While You Sleep



I'll be honest—I used to think YouTube was only for influencers, gamers, and people doing full makeup tutorials before 9 a.m. (Not me. I'm team “bare face and coffee” all day.) But once I discovered the world of **faceless YouTube videos**, my thoughts changed.

You can earn money from YouTube without ever showing your face, using your own voice, or doing anything fancy. It's called *YouTube automation* or *faceless channels*, and it's all about creating helpful or entertaining videos that people love to watch.

And yes—it works. I've seen people grow these channels from zero to monetized in a few months, all while using simple tools, AI voiceovers, and royalty-free content.

What Is a Faceless YouTube Channel?

A faceless channel is exactly what it sounds like: a YouTube channel where the creator never appears on camera. Instead, the videos use:

- Stock videos or images
- AI voiceovers or text on screen
- Slideshows or animations
- Screen recordings or whiteboard-style explainers

These types of videos work really well in niches like:

- Motivational quotes
- Finance tips or side hustle breakdowns
- Tech tutorials
- Travel montages
- Relaxing music or rain sounds
- Top 10 lists
- Fun facts or trivia
- Product reviews or unboxings

People aren't always looking for a personality—they're looking for information, entertainment, or background noise while they fold laundry. And that's where these videos shine.

How to Start a YouTube Channel (The Easy Way)

Starting a channel is free and way less scary than it sounds. Here's how I suggest getting started:

Step 1: Pick a Niche That Gets Views

Stick with topics that people already search for. Use tools like:

- **AnswerThePublic**
- **Google Trends**
- **YouTube's search bar** (just start typing and see what comes up)

Keep it simple. Think: "How to meal prep on a budget" or "Top 5 vacation spots for dog owners."

Step 2: Plan Out Your First 3–5 Video Ideas

You don't need a viral hit. You just need useful or interesting content.

Some easy formats:

- "5 Tips for [problem your audience has]"
- "Top 10 [items/tools/apps in your niche]"
- "Beginner's Guide to [topic]"

Step 3: Make the Videos

Here's the cool part—you don't need to be on camera or even talk.

Tools You Can Use:

- **Pictory** – Turn scripts into AI-generated video slides
- **InVideo** – Drag-and-drop video creation with stock footage

- **Canva Pro** – Great for making animated text or explainer slides
- **TTSMP3** or **Murf.ai** – Realistic AI voiceovers if you don't want to narrate

Try using Pictory to turn blog posts or scripts into short-form videos, add some music, upload to YouTube—and boom. Content without chaos.

Step 4: Upload to YouTube

You'll need:

- A title (make it searchable!)
- A thumbnail (use Canva to make one)
- A description (include keywords and your affiliate link, if applicable)
- Tags (YouTube uses them less now, but throw in a few)

Be consistent. Upload once a week or even once every other week. Over time, your content starts to stack up and work for you—even while you sleep.

How YouTube Pays You (and Other Monetization Options)

YouTube offers several ways to earn money:

1. **AdSense Revenue** – You need 1,000 subscribers + 4,000 watch hours to apply
2. **Affiliate Links** – Add them in your description from day one
3. **Sponsored Videos** – Companies may pay you to feature products (once your audience grows)
4. **Promoting Your Own Products** – eBooks, printables, courses, or services

5. **YouTube Shorts Bonus Fund** – If your short-form videos get attention, you can earn even without being monetized

I personally recommend **starting with affiliate marketing**—it's one of the easiest ways to start earning, even with a small channel.

Pros and Cons of YouTube / Faceless Channels

Pros

- Free to start
- Evergreen content = long-term income
- Huge traffic potential with one good video
- Works even without your face or voice
- Combines well with blogging, digital products, and affiliate marketing

Cons

- Takes time to grow a channel
 - Learning curve for video tools
 - Competing with established creators (but don't let that scare you)
 - AdSense income can be low at first
-

Why Most People Quit (and How You Can Win)

Let's be real—most people quit before they ever upload 10 videos. They get discouraged, feel silly, or think they need to go viral overnight.

But YouTube isn't about going viral. It's about creating value. If you can help someone solve a problem, make them laugh, or teach them something new, your videos will get found.

Even the most casual videos have gotten views months after posting—without any promotion. That's the beauty of YouTube: once your content is out there, it keeps working.

Final Thoughts

If you've ever thought, "I'd love to make passive income but I don't want to show my face," then YouTube might be your lane. Whether it's full videos, YouTube Shorts, or AI-narrated slideshows, there are tons of ways to show up—without *showing up*.

Start simple. Upload something helpful. Add your affiliate link. Then keep going.

You don't need to be famous to make money on YouTube. You just need to be consistent—and a little bit clever.

Chapter 7

Online Courses & Coaching – Get Paid to Teach What You Know



One of the most popular and scalable ways to earn money from home is by teaching others through **online courses or coaching**. It's a method that continues to grow every year—because people are hungry to learn, and more comfortable than ever paying for knowledge and step-by-step guidance online.

Online courses and coaching programs allow anyone—yes, even complete beginners—to turn their experience into digital products or personalized services that help others get results.

While I haven't personally ventured into creating courses or running a coaching program just yet, this chapter breaks down how the model works, why it's so effective, and how readers can confidently start their own teaching journey.

What Are Online Courses and Coaching?

An **online course** is a structured digital learning experience that someone creates and sells. It might be delivered through pre-recorded videos, slide presentations, written lessons, or worksheets.

Coaching is a more personalized service where the teacher (or coach) helps someone reach a goal through one-on-one or group sessions, often over Zoom or phone. Coaching may include check-ins, worksheets, action plans, and accountability tools.

Both models are highly flexible, and both can be offered from home with just a laptop and an internet connection.

Who Can Teach or Coach?

Contrary to what many people believe, you don't need to be a credentialed expert to teach online. You just need to know *more than your student does* about a specific problem they want to solve.

Here are examples of niche course and coaching ideas:

- Teaching parents how to plan meals on a budget
- Coaching beginner Etsy sellers on how to get their first sale
- Creating a course for dog owners on basic obedience training
- Walking freelancers through setting up a Fiverr profile
- Helping overwhelmed moms get organized using printables

Whether it's a skill someone learned from work, a hobby they've mastered, or a life challenge they've overcome, chances are there's someone out there willing to pay to learn it.

How to Get Started

For those ready to explore this route, here's a simplified game plan:

Step 1: Choose a Problem to Solve

Focus on one clear transformation or outcome. Examples:

- “Teach Canva to beginners in 5 days”
- “Help new virtual assistants land their first client”
- “Show introverts how to start a podcast”

Step 2: Choose a Delivery Method

Courses can be:

- Pre-recorded videos (uploaded to a hosting platform)
- PDF-based mini-courses
- A live Zoom workshop that’s later turned into evergreen content

Coaching can be:

- Weekly one-on-one calls
- Group coaching sessions
- Voxer/text access for accountability
- Done-for-you feedback on client work (like reviewing resumes or designs)

Step 3: Pick a Platform to Sell or Host

Some popular tools include:

- **Teachable** – Beginner-friendly, drag-and-drop builder

- **Thinkific** – Good for structured learning
- **Gumroad** or **Payhip** – Easy to sell PDFs or low-cost mini-courses
- **Zoom** – Great for live coaching
- **Calendly + Stripe** – Easy way to book and bill coaching calls

There's no need to go all-out with expensive tools at first. Many course creators launch using free tools or simple platforms and upgrade later.

Step 4: Promote and Launch

Promotion is key. Some low-cost ways to start:

- Sharing your offer in Facebook groups
- Sending emails to a small list
- Creating a freebie (like a worksheet) to grow an audience
- Talking about your topic on Pinterest, TikTok, or Medium

Many successful creators start small—offering a free workshop or beta version of a course to get testimonials and refine their content.

Pros and Cons of Courses & Coaching

Pros

- High-income potential with low overhead
- Can be scaled easily (record once, sell many times)
- Great way to build authority in your niche
- Works well with affiliate marketing or digital products

Cons

- Time-consuming upfront to create course material
 - Coaching requires ongoing time and energy
 - May require video or speaking skills (or at least comfort with being on camera)
 - Need to build an audience or client pipeline for consistent income
-

Why People Struggle (and How to Avoid It)

A common reason people fail to launch a course or coaching offer is overthinking. Many worry about not being “expert enough,” or get stuck trying to make everything perfect before they launch.

The truth is, most people don’t want a perfect teacher—they want someone relatable who’s been in their shoes. The best coaches and course creators focus on *progress*, not perfection.

A smart approach is to create a **mini course or beta program** to test an idea, gather feedback, and improve it later. Many top creators launched their first offers before they felt ready.

Final Thoughts

Even though this isn’t a path I have personally taken (yet!), I’ve seen it work time and time again for friends and fellow online entrepreneurs. For someone who enjoys teaching, guiding, or simply packaging up what they know into a step-by-step system—online courses and coaching can be a rewarding and profitable path.

Whether you want to earn a little extra on the side or build a full-blown education business, there’s no better time to start than now.

Chapter 8

Flipping & Reselling Stuff Online – Turn Clutter Into Cash



Let's be honest... most of us have way more stuff than we need. Closets full of shoes, gadgets in drawers, or that pile of "I'll sell this one day" items in the garage. But what if you could turn that clutter into cash—and then scale it into a real income stream?

That's what flipping and reselling is all about.

It's one of the fastest and most straightforward ways to make money from home. You don't need fancy skills, tech tools, or even a website. All you need is something to sell, a platform to sell it on, and a little hustle.

What Is Flipping or Reselling?

Flipping is the art of buying something low and selling it high. It could be secondhand clothes, old electronics, thrift store finds, or even clearance items from big box retailers.

Reselling often refers to listing your own unwanted items—or buying bulk items to sell individually online.

Some people flip full-time. Others just do it to fund vacations or pay down debt. Either way, it's a powerful way to generate extra income from things that are already sitting around.

Where to Find Items to Flip

- Your own home (start here—it's free!)
- Yard sales and garage sales
- Facebook Marketplace
- Thrift stores like Goodwill or Salvation Army
- Estate sales
- Craigslist free section
- Clearance racks at Walmart, Target, TJ Maxx, etc.
- Local auctions or liquidation sales

It's amazing what people will pay for items that others are giving away or underpricing. All it takes is knowing what to look for and how to describe it well.

Where to Sell

- **Facebook Marketplace** – Great for local sales (no shipping)

- **eBay** – Perfect for collectibles, electronics, brand-name clothes, books, and more
- **Poshmark** – Best for fashion, shoes, and accessories
- **Mercari** – Easy-to-use app for all kinds of items
- **OfferUp** – Local sales with a national shipping option
- **Amazon FBA (Fulfilled by Amazon)** – For those who want to scale up by selling retail arbitrage items

Some people even flip digital items, like domain names or NFTs—but for beginners, physical flipping is a great place to start.

How to Make Your Listings Sell

- Use clear, well-lit photos (natural lighting works best)
- Write detailed but friendly descriptions
- Include measurements and note any flaws honestly
- Price competitively—check what similar items sold for
- Be responsive to messages and polite in your replies

You'd be surprised how often good communication leads to faster sales.

Pros and Cons of Flipping & Reselling

Pros

- Quick way to make cash from stuff you already own
- No upfront tech or marketing needed
- Can be scaled into a side hustle or full-time gig
- Great for people who enjoy thrifting, shopping, or treasure hunting

Cons

- Income can be inconsistent at first
 - Requires time for taking photos, listing, and shipping
 - Some trial-and-error involved in pricing and what sells
 - Can take up space if you don't manage your inventory
-

Why People Struggle

One common mistake is collecting too much inventory and not listing it. You can't sell what isn't online! Another issue is underestimating shipping costs or forgetting to factor in platform fees.

Start slow. Sell what you have. Learn what types of products move fast. Then, if you enjoy it, reinvest your profits into better inventory.

Final Thoughts

Flipping is a reminder that money is already sitting around us—we just have to pick it up, clean it off, and post it online. It's perfect for beginners, quick cash, and even building a sustainable resale business if you enjoy the process.

If you're ever in a pinch or just want a simple way to make money from home, flipping might be the most old-school—but still wildly effective—option out there.

Conclusion

You're Closer Than You Think



If you've made it this far, I hope you see what I see—that *making money from home is more possible now than it has ever been before.*

We've covered a lot:

- Selling print-on-demand products
- Starting a blog or niche website
- Affiliate marketing
- Selling digital products
- Freelancing and offering services
- Creating YouTube or faceless videos

- Launching courses or coaching
- Flipping items for quick cash

Some of these take a little creativity. Some take consistency. But none of them require you to be a genius, an influencer, or a tech wizard.

In fact, thanks to **AI** tools, getting started online is easier, faster, and more accessible than ever.

How AI Changes the Game for Beginners

When I first started, I had to figure out everything on my own. From writing product descriptions to designing graphics, it took hours. But now, AI can help you:

- **Write product listings**
- **Create video scripts or blog posts**
- **Design logos and graphics with tools like Canva AI**
- **Generate voiceovers and slideshows**
- **Brainstorm business ideas, titles, and hooks**
- **Build full marketing emails and content plans in minutes**

AI doesn't replace your creativity—it *amplifies* it. It removes the technical overwhelm and gives you more time to focus on building your brand and connecting with your audience.

Whether you're using tools like **ChatGPT, Pictory, Claude, MidJourney, Canva, or Murf.ai**, you're no longer starting from scratch—you're starting with a superpower.

One Last Thought

You don't have to do all 8 of these methods. Pick one. Test it. Grow it. Then stack another when you're ready.

Start messy. Learn as you go. Celebrate your wins—even *the small ones*. That's what this journey is all about.

Your next chapter might just be the one where you turn your spare time into income, your passion into products, or your knowledge into freedom.

And when it happens... I hope you remember this book helped you get there.

You've got this.

Now go make something happen. 

— Liz

Resource Page

Tools, Platforms & Links to Help You Start Fast

Design & Branding

- **Canva** – For designing everything from product graphics to social media posts (<https://canva.com>)
- **Placeit** – Create professional-looking mockups for POD and digital products (<https://placeit.net>)

Print-on-Demand

- **Printify** – Connects with Shopify, Etsy, and more (<https://printify.com>)
- **Printful** – Known for quality and variety (<https://printful.com>)
- **Gelato** – Great for international shipping (<https://gelato.com>)

E-commerce Platforms

- **Shopify** – Build your own store (<https://shopify.com>)
- **Etsy** – Great for handmade, POD, and digital products (<https://etsy.com>)

Affiliate Marketing

- **Leadsleap** – All-in-one affiliate tools, blog, autoresponder (<https://leadsleap.com>)
- **Super Affiliate Funnel** – Done-for-you system with 7 income streams (superaffiliatefunnel.com/welcome/)
- **ClickBank** – Huge selection of digital products (<https://clickbank.com>)
- **ShareASale** – Reliable and beginner-friendly (<https://shareasale.com>)

- **Warrior+** – Huge selection of lower-cost affiliate programs (<https://warriorplus.com>)
- **JV Zoo** – Large selection of digital programs and affiliate offers (<https://jvzoo.com>)

Blogging & Website Tools

- **Bluehost** – Affordable hosting for beginners (<https://bluehost.com>)
- **SiteGround** – Fast, reliable hosting for blogs and niche sites (<https://siteground.com>)

Freelancing & Microservices

- **Fiverr** – Offer and buy freelance services (<https://fiverr.com>)
- **Upwork** – Find or hire for larger projects (<https://upwork.com>)
- **Grammarly** – Perfect your writing for blogs or client work (<https://grammarly.com>)

Digital Product Hosting

- **Gumroad** – Sell digital files, courses, or subscriptions (<https://gumroad.com>)
- **Payhip** – Another simple option for digital sales (<https://payhip.com>)

YouTube & Video Creation

- **Pictory** – AI video creation from scripts (<https://pictory.ai>)
- **InVideo** – Templates + stock footage for faceless videos (<https://invideo.io>)
- **Murf.ai** – Realistic AI voiceovers (<https://murf.ai>)
- **Loom** – Record screen tutorials and walkthroughs (<https://loom.com>)

AI Tools

- **ChatGPT** – Your idea generator, writer, and brainstorm buddy (<https://openai.com>)
- **Canva AI** – For auto-generating designs and content layouts (<https://canva.com/ai>)
- **TTSMP3.com** – Create free AI voiceovers from text (<https://ttsmp3.com>)

Bonus Checklist

Your Beginner-Friendly Action Plan

Use this checklist to take action on what you've learned and stay focused on your goals!

Choose Your First Income Path:

- ✓ Pick one method to focus on (not trying to do all 8 at once!)
 - ✓ Read the full chapter and understand how it works, do your research
 - ✓ Write down why this method fits my life, skills, or schedule
-

Set Up Your Tools:

- ✓ Sign up for any platforms or tools you will need (start with free)
 - ✓ Create a simple brand name or store name (optional)
 - ✓ Create your first product, blog post, service, or video
-

Start Sharing:

- ✓ Post on at least one platform consistently (Facebook, Pinterest, YouTube, etc.)
 - ✓ Use your affiliate link or store link in your content
 - ✓ Track your efforts using free tools or a notebook
-

Stay Consistent:

- ✓ Stay committed to showing up at least 2–3x per week
 - ✓ Don't wait for perfection—Launch imperfectly and learn
 - ✓ Review what's working and what needs tweaking
-

Grow When Ready:

- ✓ Consider stacking a second income method
- ✓ Explore tools like email marketing or AI for automation
- ✓ Celebrate the small wins and build momentum!