

8 WAYS TO EARN A PASSIVE INCOME

WITH NO EXPERIENCE, NO BIG INVESTMENTS & NO INVENTORY

by Digital Road To Freedom

WELCOME!

Hey! I am Heleen!

I'm so happy that you are here and **I can't wait to help you on your journey to change your life** and earn a consistent passive income!

But before we start, allow me to introduce myself. I'm a mom of two beautiful daughters and married to a fantastic husband. Together we travel the world full-time (follow our journey @the_global_wizards).

Freedom is the thing that I value most in life. I don't want to be stuck in a 9-5 job, only having 20 days of time off. Although that might work for some people, it doesn't for me.

To obtain that (financial) freedom, I have educated myself for years on **how to earn a consistent passive income**.

In this e-book, **I'll give you the best ways to generate online passive income** and **my favorite courses** to get you started!

If you are ready to embark on your own journey, read on and let me know if you have any questions!





MY PROMISE TO YOU

The passive income streams I talk about in this e-book are **no get-rich-quick schemes**.

They are **real methods** that need work, dedication, persistence, and perseverance.

- But if you're willing to take the leap, do the work, educate yourself through videos, courses, or e-books, and stay consistent, you WILL change your life. GO FOR IT -

In this e-book, **I mention several courses and tools** to get you started. I want you to know I use all of those courses and tools myself and genuinely believe in them.

Earning a passive income is the best feeling in the world! **Ready for your financial freedom? Let's get started!**

DISCLAIMER: in this e-book, I use affiliate links. That means, when you buy something through that link, I get a commission without extra cost to you.

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DIGITAL MARKETING

Digital marketing means that you promote and advertise (digital or physical) products through online channels such as social media, blogs, Pinterest, e-mails, ...



WHY DIGITAL MARKETING?

You've probably downloaded this guide because **you want to earn a passive online income**. Whichever passive income stream you choose, in order **to start your online business, you need to master the skills of digital marketing.**



Digital marketing teaches you how to promote or advertise products through online channels (e-mails, social media, blogs, SEO, Pinterest, ...) to reach your ideal audiences and how to AUTOMATE your business so it becomes really passive.

There are many ways to earn a passive online income and in this e-book, I've listed my favourite 8 ways. For all of these, **you need to understand digital marketing if you want to make a decent, consistent income**.

For example, if you have *products of your own*, you'll have to promote them on social media, through e-mail marketing, or on your website and create salesfunnels. If you want to *sell printables on Etsy, books on Amazon KDP, or your pictures,* you need to understand SEO (Search Engine Optimization). And even if you want to *promote the products of someone else (affiliate marketing)* through Pinterest, your social media, or your blog, you'll have to master these skills.

You even don't have to show your face on social media if you don't want to. But then you must understand SEO, e-mail marketing, online advertising, sales funnels, ...

That is why I start this e-book with this chapter and I highly advise you to **dive into the skills of digital marketing if you're taking your online business seriously and want to grow**.

STEPS TO START YOUR ONLINE BUSINESS

1

CHOOSE YOUR NICHE & TARGET AUDIENCE

When choosing a niche, it's important to consider your strengths and interests, as well as the needs of your target market.

2

FIND A PROBLEM YOU CAN SOLVE

To succeed, you want to focus on the problems your target audience has. If you solve those, they'll become followers/customers.

3

NAME & BRAND YOUR BUSINESS

Choose a name that is easy to remember and that reflects your brand. Define your brand identity and develop a brand strategy.

4

POSSIBLE DIGITAL PRODUCTS TO SELL

There are many digital products to create for your audience: ebooks, courses, printables, books, pictures, music, graphics, art, ... Or you can also promote other products (affiliate marketing).

5

CREATE & PRICE YOUR PRODUCT

My favorite tool to create digital products such as ebooks, courses, or printables is Canva. Do market research to price your product.

6

MARKET & AUTOMATE YOUR BUSINESS

Start marketing your product and brand. Get the word out there! Use social media (Instagram, TikTok, Facebook, Pinterest, X, ...), your own website or blog, learn SEO, ... MAke it more passive by automating your business. Create a sales funnel and collect emails for free with Systeme.io. Also, check Stan Store to promote your products and affiliate links.

MASTER RESELL RIGHTS

If this all sounds overwhelming to you, that's completely normal! It was to me too when I first started out!

But what if I told you there is a DIGITAL MARKETING COURSE WITH MASTER RESELL RIGHTS?

→ It **teaches you how digital marketing works** AND you **can sell the course itself to your audience with a 100% profit**! You can start earning, even if you don't have a product yet!

I took this course myself and it's **unbelievable how much value it has**! There are over 10 modules (210 videos) that cover EVERYTHING to start your own successful digital marketing business WITH NO EXPERIENCE. Here's what this game-changing digital product includes:

- ✓ **A complete digital marketing course** (teaching you how to set up sales funnels, use e-mail marketing, ChatGPT, social media, SEO, blogging, ...) with **easy-to-follow modules for COMPLETE BEGINNERS**.
- ✓ **Lifetime access** to course updates and the supportive community (where you can ask questions, attend Q&A and interesting webinars, ... **NO MONTHLY FEES and NO UPSELLS.**
- ✓ An in-demand **DONE-FOR-YOU digital product:** THE COURSE ITSELF, **ready for you to sell as your own for 100% profit** that goes directly to you.

NO UPSELLS EVER! One price and the product is yours forever!

GET MORE INFO HERE
Start learning & earning!

SELLING YOUR OWN DIGITAL PRODUCTS

Creating and selling your own online courses, e-books or other digital products is a great way to earn a passive income. Identify your expertise and provide value to your audience.



WHY SELLING YOUR OWN DIGITAL PRODUCTS?

One of the best ways to **earn a consistent passive income.** is by **creating your own digital products and selling them to your own audience.** There's no inventory, no big investments, no return policy, ...

Later on, we'll talk about Etsy and Amazon KDP, platforms to sell digital products. Although these are fantastic and easier for beginners, you have to pay fees and have to follow their rules and algorithm.

Here, we are talking about **digital products you sell through your own channels**, such as your blog, social media, Pinterest, YouTube...

> **"CONTENT BUILDS RELATIONSHIPS. RELATIONSHIPS ARE BUILT ON TRUST. TRUST DRIVES REVENUE."**
> **(ANDREW DAVIS)**

If you want to start a successful online business, it's better if you build a **relationship with your audience** and have **complete control** over your products and the sales process.

Trust me, digital products can completely change your life. **You create the product once and then you can sell it again and again and again.** No more trading time for money. With digital products, you can literally earn money in your sleep once you've automated your business. Check this course to learn how to do that.

WHAT ABOUT MY NICHE?

Selling digital products is possible for every niche. You'd be surprised how much knowledge you have that can easily be transferred into digital products you can sell. You even don't need a big audience to get started. It's the perfect online side hustle for beginners.

Popular niches are travel, food, health, personal finance, pets, education and e-learning, moms and parenting, fashion, sports, home and DIY, graphic design, ... But honestly, it can be anything!



DIGITAL PRODUCT EXAMPLES

If you are wondering what kind of digital products you could create, here's a list of some popular examples.

- E-books or PDF guides
- Online courses
- Templates
- Presets
- Stock photography
- Masterclass (pre-recorded)
- Tutorials and how-to guides
- Printables
- ...

HOW TO GET STARTED?

1

STEP 1: CHOOSE YOUR NICHE, AUDIENCE & PROBLEM YOU WANT TO SOLVE

As mentioned before, as long as you solve a problem for your target audience, you will create a valuable digital product.

2

STEP 2: CREATE YOUR DIGITAL PRODUCT

You don't need to be an expert or graphic designer these days to create digital products. My favorite tools are Canva (for e-books, printables, ...), Thrivecart (for courses), Lightroom (for presets and photography), ...

3

STEP 3: MARKET YOUR DIGITAL PRODUCT

One of the main reasons digital products fail is not because they aren't good. It's because you don't reach your audience. So get the word out there and market your product and brand!

→ NOT SURE WHERE TO START?

I can **highly recommend** **this DIGITAL MARKETING COURSE + MASTER RESELL RIGHTS** that teaches you how to promote and advertise your digital products and also offers you your first digital product to sell, the course itself!

AFFILIATE MARKETING

Affiliate marketing means promoting other people's or companies' products or services and earning a commission for every sale, click, or lead generated through your personal link.



2

WHY AFFILIATE MARKETING?

Affiliate marketing is part of digital marketing. **Instead of promoting your own products or services, you promote them for other brands in return for a commission.**

On social media, you see a lot of sketchy videos on how to earn money with affiliate marketing. Although some of them aren't completely honest and make it look easier than it is, **affiliate marketing is one of my favorite methods to earn a passive income,** and (in my opinion) **it can be used in every online business**, one way or another!

Why? It's **one of the easiest ways to make money**.

- No experience is needed. Just WiFi and a laptop or phone.
- You don't have to create, produce, stock, or ship a product so no inventory, employees, returns, or customer service.
- There's no need to have a big following.
- No big investments are necessary.

> FORBES ANNOUNCED DIGITAL OR AFFILIATE MARKETING AS ONE OF THE HIGHEST PAYING ONLINE FREELANCE JOBS THIS YEAR

Some people make affiliate marketing the core of their business. I prefer to use affiliate marketing alongside my other projects.

If possible, focus on **high-ticket affiliate marketing**. This means promoting products that have a higher price tag, such as luxury items, high-end electronics, courses, software, or exclusive services.

HOW TO GET STARTED?

1

STEP 1: CHOOSE YOUR NICHE

This is probably the **most important step** you will take. Try to **choose a niche you're passionate about**. It's much easier to promote products or services if you really love them. Examples are travel, fashion, fitness & health, building wealth, parenting, ...

2

STEP 2: FIND AFFILIATE PARTNERS

Within your niche look for companies that offer affiliate programs. There are the **big ones**, such as Amazon. But don't forget to **check out the smaller ones as well**. They often have better conditions (such as commissions and cookie duration). **Make sure they also have high-ticket items**.

3

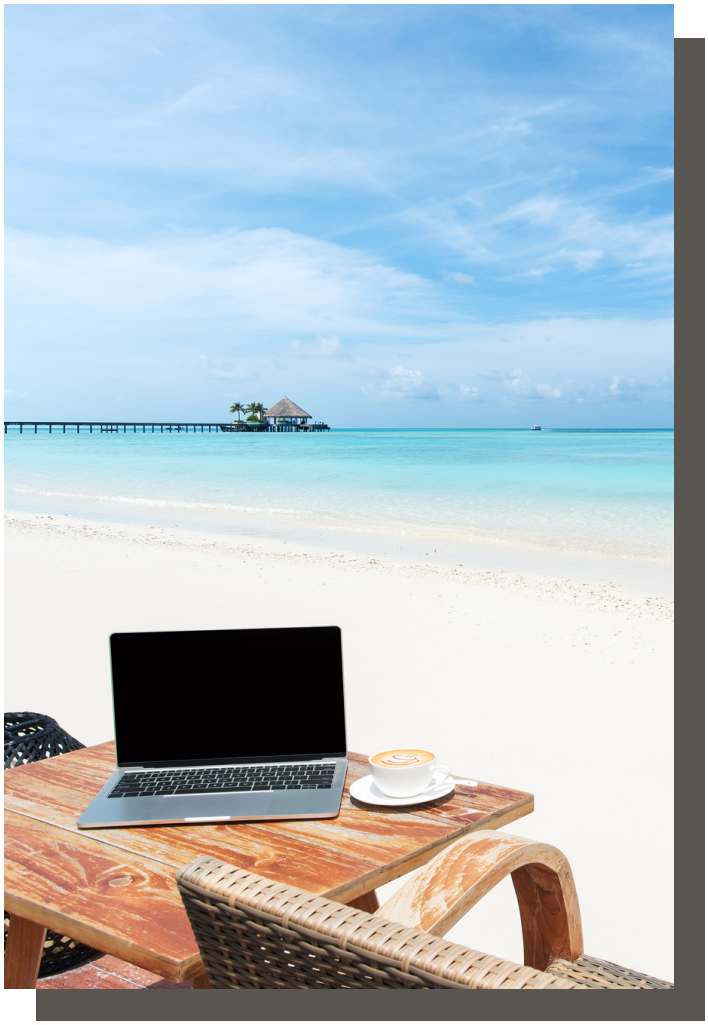
STEP 3: DRIVE TRAFFIC TO YOUR LINKS

Apply for the affiliate partner (usually that's an easy process, they want you to promote their products). Then it's time for the **fun part**! **Driving traffic to your links** by **posting content (or ads)** on your blog, Instagram, TikTok, YouTube, Pinterest, Facebook, ... **IMPORTANT:** you don't need to show your face if you don't want to and traffic is not the same as followers!

EXAMPLES

As a beginner, it's hard to get started. So here are **some practical examples**:

- You can use affiliate links on a **blog**. On our travel blog, we are an affiliate for Amazon, Booking.com, GetYourGuide, ... For Digital Road to Freedom we promote other software platforms, courses, ...
- Promote these links on your **social media** as well. They are a great way to reach your target audience.
- Through **email marketing**, you can also promote certain products with affiliate links.



NEXT STEPS

Although optional, if you start with affiliate marketing as your core business, you also want to **build an email list**. That way you can stay in touch with your audience and promote other affiliates or, later on, your own products.

How to do this?

- Get a domain name
- Create a sales funnel (free with Systeme.io or get your 14-day free trial with Stan Store) and automate your business (taught in this course)

SELLING PRINTABLES

If you love to create, selling printables can be a profitable passive income stream. Printables (trackers, planners, ...) are digital files that customers can download and print themselves.

3



WHY SELLING PRINTABLES?

FIRST OF ALL, WHAT ARE PRINTABLES?

Printables are **some of the most popular digital products to sell online and are the easiest to create (**which is why I mention them separately).

When customers buy a printable, they can download it and **immediately print it out**. Examples are journals, planners, trackers, coloring and activity pages, art prints, diaries, stickers, ...

WHY ARE PRINTABLES SO POPULAR?

People love the option to **instantly have what they need**. Whether it's an activity bundle for your kids or some artwork to brighten up the room, you buy, download and print it and done! Also, printables are **often customizable**. And last but not least, printables are very **affordable** compared to buying books.

WHY SHOULD YOU START CREATING AND SELLING PRINTABLES?

Selling printables (on platforms like Etsy or through your own shop) offers a great opportunity for creative entrepreneurs. With **no inventory or big investments,** you can earn a passive income. And, it's applicable to almost any niche. You even **don't need design experience** with the help of the current software programs, they are **very easy to create**. It's a **low-risk side hustle perfect for beginners**.

> SUCCESS ISN'T ALWAYS ABOUT GREATNESS. IT'S ABOUT CONSISTENCY.

HOW TO GET STARTED?

STEP 1: CHOOSE A NICHE AND DO YOUR RESEARCH

Determine a target audience for your printables. **Specify their preferences, needs, and pain points**. This will help you create products that resonate with them and solve their problems.

Also **do keyword research** to identify low-competition and high-demand products. Great tools to use for this are Sale Samurai, Everbee, or E-rank.



STEP 2: LEARN HOW TO DESIGN PRINTABLES

One of the **best software to create printables is Canva**. Another option is Powerpoint, but I prefer Canva. There is a free version to start.

You can also choose to **buy PLR templates**: printables that come with PLR (private label rights). This means you can brand them as your own, adjust them where you want, sell them, and keep all the profits

HOW TO GET STARTED?

STEP 3: CHOOSE WHERE YOU WANT TO SELL THEM

Once you have created your printables, there are different platforms where you can sell them:

- **ETSY:** the easiest platform for a beginner with NO EXPERIENCE and NO AUDIENCE. Through Etsy, you reach thousands of customers and earn a consistent passive income.

- **OWN BLOG OR WEBSITE:** if you are blogging about the problems your target audience has, you can also sell your printables on your blog through platforms like Shopify, SendOwl, ...

- **SOCIAL MEDIA:** promote your printables on Instagram, TikTok, Pinterest, Facebook, ... to reach your audience. A tool like Stan Store helps you to convert followers to customers (try it 14-days for free).

HOW I STARTED MY JOURNEY WITH PRINTABLES

At first, the whole printables concept was a bit overwhelming to me. How to decide which printables to create, how to create them, and how to market them?

I took the **PRINTABLES BY NUMBER course by Suzi & John Whitford** and I couldn't recommend it enough. It teaches you everything you need to know to get started with printables and earn a passive income. First on Etsy, but they also show you how to upscale your business and turn it into a 5- to 6-figure business.

GET MORE INFO HERE

SELLING ON AMAZON KDP

Amazon KDP (Kindle Direct Publishing) allows you to self-publish journals, coloring books, notebooks, e-books, ... and sell them on Amazon. They produce and send the book when sold.

4



WHY AMAZON KDP?

Amazon KDP (Kindle Direct Publishing) is a very **easy way to make money online**, without any risk or investment.

The concept is **you create digital books and upload them to Amazon KDP**. When a customer buys one of your paperback books on Amazon, **Amazon prints it out and ships it for you**.

WHY WOULD YOU TRY THIS?

Once you publish a book on Amazon KDP, **you can sell it forever**, as long and as many times as you want, **24 hours a day from anywhere in the world**. Amazon has about 300 million active customers, which means your **reach is enormous**.

Also, there are no fees for having an account or publishing books. Every time a sale happens for your KDP books, you get a royalty.

WHAT ARE THE DOWNSIDES?

First of all, there is **a lot of competition**. That means you need to **do your keyword research** to be able to rank. Secondly, unlike when you sell your own digital products, **you don't get 100% of the revenue**. Amazon takes a part to cover the printing and shipping.

The key here is to continuously publish new books on Amazon KDP. You only need a few that start ranking and selling to make a consistent passive income.

WHAT KIND OF BOOKS TO CREATE?

You can start with **low-content** books such as notebooks, journals, diaries, planners, ...

But you can also create **mid-content** books such as calendars, comic books, puzzles, coloring books, ... or even **high-content** such as your own real book that you wrote.

HOW TO GET STARTED?

1

STEP 1: DO YOUR KEYWORD RESEARCH

Keyword research is always important, but especially for Amazon KDP with such a high competition.

2

STEP 2: CREATE YOUR BOOK

A low-content book (such as a journal) is very easy to do create with Canva. You don't need to have designer skills at all.

3

STEP 3: UPLOAD TO AMAZON KDP

Once you have designed your book, you can upload and publish it on Amazon KDP. Don't forget to add your keywords. And then, let the magic happen!

PRINT-ON-DEMAND

Print-on-demand services enable you to create and sell custom-designed products such as t-shirts, mugs, phone cases, and more, without inventory. They produce and ship the product.

5



WHY PRINT-ON-DEMAND?

WHAT IS PRINT-ON-DEMAND (POD)?

Print-on-demand is an e-commerce business model that allows you to **design and sell custom products,** such as clothing, accessories, home decor, and more, **without inventory, shipping, returns, big investments, or risks.** When a customer buys one of the products, the print provider (Printify, Printful, Amazon Merch, ...) prints your design and sends it to the buyer.

WHY IS POD A GOOD WAY TO EARN A PASSIVE INCOME?

If you love to design, print-on-demand is a fantastic way to earn a passive income. **Do your keyword research, create the products once**, and upload them to your chosen platforms. After that, **sell them over and over again** and make money in your sleep, when you're traveling, ... However, to obtain this, you'll have to upload new products on a regular basis.

WHERE TO SELL YOUR PRINT-ON-DEMAND PRODUCTS?

There are many platforms where you can sell your POD products.

- **ETSY**: this online marketplace is a great way to start your Print-on-Demand business as a beginner since they have a big audience. You can easily integrate Printful or Printify into the shop.
- **OWN SHOP - SHOPIFY**: the big advantage of selling the products in your own shop, is you get to control everything. Shopify is a great platform and easily integrates with the POD suppliers as well.
- **AMAZON MERCH**: you can also sell your products on Amazon through Amazon Merch. They have their own printing supplier.

HOW TO GET STARTED?

- **DO KEYWORD RESEARCH:** as always, it is important to do keyword research, especially if you're planning to sell on marketplaces such as Etsy. Everbee, E-rank, or Sale Samurai or great tools for Etsy. For your own shop you can also use these or Google Search.

- **CHOOSE YOUR POD SUPPLIER**: Printify and Printful are the most known ones, but there are many more suppliers out there. You can also focus on sustainable products.



- **DECIDE ON YOUR PLATFORM TO SELL ON:** as mentioned earlier, there are many platforms to sell on. The main difference is whether you use your own shop (which means more marketing but more control and less competition) or a marketplace.

- **START CREATING AND PUBLISHING YOUR PRODUCTS:** this is the fun part. Let your imagination run wild! Since it doesn't cost you anything, there's no harm in just trying something out. Canva is again a great tool to make your designs, although there also are a lot of other design tools out there.

START BLOGGING

With the right strategies and monetization methods, bloggers can generate a passive income stream while sharing their expertise and connecting with a global audience.

6



WHY START BLOGGING?

Over the years, blogging has evolved from a hobby into a profitable business opportunity for many. **With the right monetization strategies, people earn 5 to 6 figures a month with their blogs,** even without creating new content all the time.

The biggest part of it is all passive income! So why doesn't everyone start to blog? Because it takes a while to understand how blogging works (ranking, monetizing, ...) and to actually write all the content, of course. Which means you won't be earning money from the very beginning.

That being said, it is still **one of my favorite ways to earn a passive income**. We have a successful travel blog and besides adding content, we have so many more options to monetize in the future and earn a passive income.

HOW TO MONETIZE A BLOG?

- **Affiliate marketing:** when you write about certain products, tours, accommodations, software, courses, ... you can use an affiliate link. When readers click on the link and order, they get a commission.
- **Advertising:** once you start to have enough sessions on your blog, you can apply for advertising platforms, such as Mediavine. The more viewers you have, the more you earn.
- **Own products:** on your blog, you can promote your own (digital) products, either in your blog articles or in a separate shop.
- **Sponsored content and collaborations:** Work with brands for product reviews, sponsored posts, or collaborations. Ensure transparency with your audience about the nature of the collaboration.

HOW TO GET STARTED?

STEP 1: CHOOSE A NICHE, PICK A NAME AND YOUR PLATFORM

WordPress is the best platform to start your blog. Determining what your niche is, however, can be harder. There's so much you want to write about! However, **the broader your niche, the harder it is to start ranking in the beginning**. Start small to get started.



STEP 2: EDUCATE YOURSELF

I can't stress this enough! In the beginning, I tried to figure it out myself through other blog posts, Facebook groups, and YouTube videos. I lost so much time doing that. **Don't be afraid to invest a little in your education, because that will make the difference.**

You need to understand how SEO and keyword research work, how to read Google Analytics, how you can use Pinterest to drive traffic to your blog, how to optimize your affiliate marketing, ...

I took all of the courses above and they helped me so much. In general, I can highly recommend any course by Debbie Gartner (check her free SEO-course), Carly Campbell, and Suzi Whitford (also Blogging by Number course is fantastic). They are my mentors when it comes to blogging.

HOW TO GET STARTED?

STEP 3: DO KEYWORD RESEARCH & START WRITING

Don't just start writing! **Do your keyword research first or you won't rank high!** My favorite tool is KeySearch, which I have been using for my blog.

After that comes the fun part, writing your blog articles! **Don't forget you are not writing articles for yourself! You are writing them for your audience.** Solve a problem they have, and they will continue to read!

> DON'T FOCUS ON HAVING A GREAT BLOG. FOCUS ON PRODUCING A BLOG THAT'S GREAT FOR YOUR READERS. – BRIAN CLARK

STEP 4: START MONETIZING YOUR TRAFFIC

Once you start generating views, you can monetize your blog. **Don't think you need a lot of traffic in order to make a passive income!** With affiliate marketing and especially with your own (digital) products, you can generate money from the beginning.

Use your blog to promote everything you are working on. If you have an Etsy shop, mention it. If you have digital products, create a shop and mention them in the relevant articles. If you're selling your pictures, link to the site where people can buy them. And don't forget your affiliate links either!

SELLING YOUR OWN PICTURES

If you love photography, then selling your travel, lifestyle, or flat-lay pictures is a great way to create a passive income stream for years and years.

7



WHY SELL YOUR OWN PICTURES ONLINE?

If you love photography just like I do, a great way to earn a passive income is by selling your pictures online. **This could be prints of your pictures (through a print-on-demand service if you want to make it passive) or digital files.**

Why would you consider this? First of all, you **don't have to invest extra money to sell your pictures**, besides the (travel) photography gear you need anyway. But even with a good smartphone, you can get started.

Once you have uploaded your pictures, **they can be purchased by multiple buyers, providing a consistent passive revenue stream over time.** As your portfolio grows, your earnings potential increases.

WHERE TO SELL YOUR PICTURES

As mentioned before, there are two ways to sell your pictures:

- **You can offer them as prints or posters.** If you don't want the customer service, shipping, ... you'll have to work with **a print-on-demand supplier** such as Printful or Printify.

- You can also **sell your digital pictures** so people can use them.
  - One option is to **offer them on your own site.** You can ask for a higher price for them if you do so, but it is harder to reach a lot of potential buyers.
  - The **most common way is to offer them on stock sites**, such as Shutterstock, Adobe Stock, Getty Images, iStock, Alamy, Depositphotos, ...

HOW TO GET STARTED?

You might already have a lot of pictures you could use, or maybe you actively want to start creating pictures especially to sell them. Here are some steps to take to get started (especially for stock photos):

1. **Research and planning:** understand the types of images that are in demand. Look at popular categories like business, lifestyle, nature, and technology. Research the guidelines and requirements of the stock sites you plan to join.

2. **Quality matters:** ensure your images are of high quality. Use proper lighting, composition, and resolution. Images with noise or blurriness might be rejected. Light editing and enhancement can also make your images more appealing. However, avoid over-processing, as buyers often prefer images they can adapt to their own needs.

3. **Legal considerations:** obtain necessary model and property releases for recognizable people and private properties featured in your images. This ensures you have the right to sell them commercially.

4. **Keywording and descriptions:** accurate keywording and detailed descriptions improve the discoverability of your images. Use relevant keywords that describe the image's content, concept, and emotions.

5. **Create an account:** sign up for accounts on the stock platforms you've chosen. Follow their guidelines for submitting images and ensure your profile is complete. Or add your pictures to your blog or own shop.

6. **Submit a portfolio and be consistent:** begin uploading your images. Many platforms have a review process before images are accepted. Be patient and learn from any rejections. Regularly upload new images to build a substantial portfolio and maintain engagement with potential buyers.

START VLOGGING

Vlogging (through YouTube) is a very consistent and passive way to earn an online income. Once you start ranking, your videos can bring in money for years.

8



WHY START VLOGGING

You've probably watched many vlogs before. Whenever you search for something in Google, there usually pop up a lot of videos that give you a solution to your problem.

Vlogging through YouTube offers a great way to earn money online. The **global reach** of the platform is huge and **once you uploaded a video it can generate viewers from all over the world for years to come**.

HOW TO MAKE MONEY?

There are **various monetization strategies on Youtube**. Here is a list of ways to make money through your YouTube channel:

- **Ad revenue:** your channel needs at least 1,000 subscribers and 4,000 watch hours in the past 12 months to enable ads on your videos.
- **Channel memberships:** offer channel memberships to your subscribers for exclusive perks in exchange for a monthly fee.
- **Affiliate marketing:** promote products or services in your videos and use affiliate links in your video descriptions.
- **Sponsored content:** collaborate with brands for sponsored videos where you promote their products or services. Be transparent with your audience about sponsorships.
- **Your own products:** promote your own (digital) products in your videos and through links in the description.

HOW TO START VLOGGING?

1

CHOOSE YOUR NICHE & TARGET AUDIENCE

Select a niche that you are passionate about and that has an audience. It could be anything from travel and lifestyle to tech reviews or cooking.

2

MARKET RESEARCH

Analyze successful vloggers in your chosen niche. Understand the type of content they create, the audience they target, and the strategies they employ to engage viewers.

3

CONTENT PLANNING

Plan your content ahead of time. Create a content calendar outlining video ideas, filming dates, and upload schedules. Consistency is key to building an audience.

4

BUILD YOUR AUDIENCE

Consistently upload quality videos consistently to establish a regular posting schedule en engage with your audience. Design eye-catching thumbnails that encourage clicks.

5

SEO

Optimize your video titles, descriptions, and tags to improve the discoverability of your content. Research relevant keywords to help your videos rank higher in search results.

6

MONETIZE

Once your channel meets YouTube's eligibility criteria (such as 1,000 subscribers and 4,000 watch hours in the last 12 months), you can apply for ad income. The other strategies can be implemented from the beginning.

THAT'S ALL FOR NOW

I hope you enjoyed this e-book and are motivated to begin your own online business!

Let's start to earn a passive income! It will give you a life where you are free to do what you want when you want it!

And remember, it won't happen if you don't take the leap and **GO FOR IT!** So what's holding you back?

As always, if you have any questions or are not sure where to start, let me know! And follow along for more information.

You can reach out to me on Instagram, Tiktok, or through heleen@digitalroadtofreedom.com.

With love, Heleen

