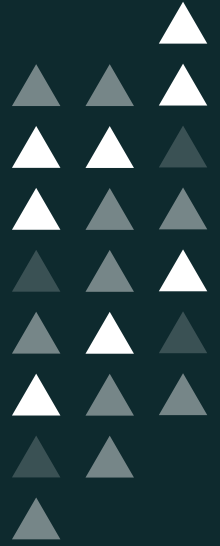


# 12 Ways to Increase Your Revenue



## Using Affiliate Links to Boost Revenue

- Pretty Links plug-in to quickly switch links
- No bit.ly
- Refersion
- Program for your own products

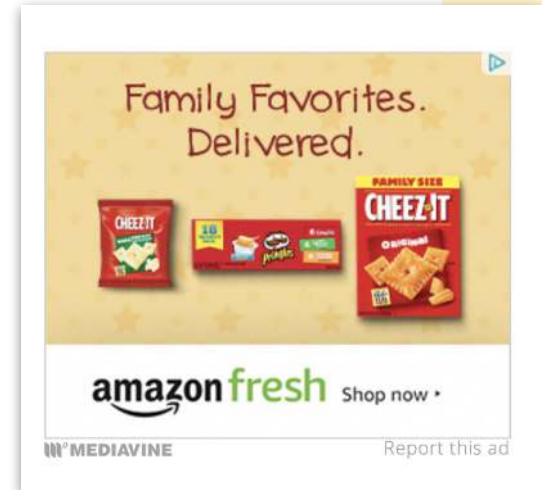


**Affiliate**

# Ads

## Ad networks provide passive income for websites

- Google AdSense, Mediavine, AdThrive, Monumetric, Sovrn, Gourmet Ads, etc.
- Ad networks manage the placement for you
- Direct buy placements onsite, in newsletters, and sponsored posts & social



# Services

## Selling custom content and design services

- Graphic design services such as media kits, eBooks, printables, etc.

## Consulting with Brands/Ambassadorships

- Paid campaigns

## Client work

- Selling photo and video creation

## Licensing fees

## Newsletters/self-syndication content

- Create printables as lead magnets

## Paid mastermind groups/courses/subscription content

## Events

# Products

## Kits/Subscription Boxes

- Cratejoy: Craftsy, Bawdy Bookworms, Unicorn Fun Box, etc.

## Clothing/Crafts

- Handmade vs. instruction/patterns
- Print on demand
- Shopify, Amazon merch, Amazon handmade, Cafepress, Spoonflower, Revelry, Teachers pay teachers, Etsy
- Consignment, Shows/fairs

## Books/eBooks

## Downloads

## Stickers



## Tailwind to optimize Pinterest boards

- Drives traffic to website

## Increase IG exposure via hashtags

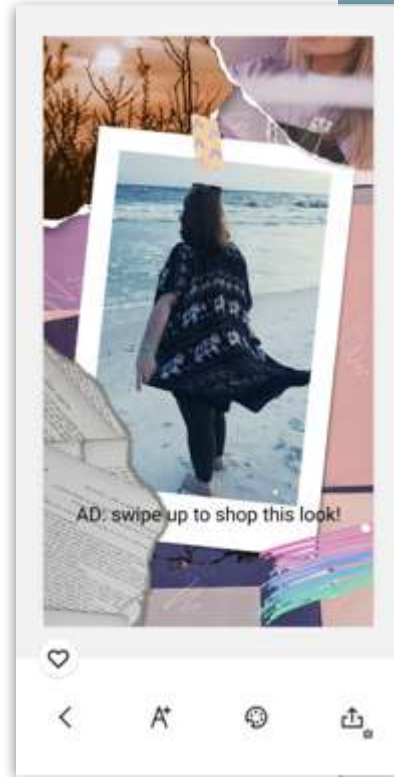
## Effective outsourcing with VAs

- Including tools to manage them

## Creating custom content to use on social

- Quotes, memes, etc.

## Creating graphics on your phone



**Social**

# Teach

## Monetize your expertise by:

- Creating courses
- Running paid mastermind groups
- Hosting retreats
- eBooks/books
- Videos/lives
- Adjunct
- Speaking
- Consulting



# Multi-Use Content

## Create long video for YouTube and blog

- Cut to short video for short-form social and teasers
- Compile multiple short-form videos for new video compilation
- Offer as a service to others

## Photography

- Create for own use
- Compile for collage videos
- Use for promotion/marketing
- Sell to others





# Create and Repeat

Analyze current offerings, find what is working, repeat for increased success

- If one project/craft type works well for holidays, duplicate the project type for other themes
- If a content format is working well (ex., a fast-form video on Facebook) create more of this video style for other topics as well as other platforms



# Outsource

Hire out tasks that take time away from core talents;  
Look for tasks that you don't have to create and hire someone else to do them

- Artists: don't need to schedule social about drawings, but should interact as self for engagement
- Applies to purchasing services and tools: if they save time, they could help increase profits
- NOTE: all tools and services "need to pay their own rent"



## **Debbie Bookstaber**

deb@elementassociates.com

ElementAssociates.com

## **Jana Seitzer**

jana@whiskynsunshine.com

whiskynsunshine.com

## **Ciaran Blumenfeld**

ciaranblumenfeld@gmail.com

Hashtracking.com



# Contact