

**25** WAYS TO MAKE

**MONEY**

**AS A CHRISTIAN COMMUNICATOR**



**KIA STEPHENS**

# INTRODUCTION

LET'S FACE IT, MAKING A LIVING SOLELY AS A WRITER AND A SPEAKER CAN BE DIFFICULT. THE REALITY IS, FOR MANY PEOPLE CREATING A SUSTAINABLE INCOME AS A WRITER AND A SPEAKER REQUIRES DEVELOPING MULTIPLE REVENUE STREAMS. IF YOU ARE LOOKING FOR ADDITIONAL WAYS TO MAKE MONEY AS A COMMUNICATOR THIS RESOURCE WILL HELP YOU IDENTIFY A FEW IDEAS THAT MAY BE A GREAT FIT FOR YOU.



# #1

## FREELANCE WRITING

AS A FREELANCE WRITER, YOU WORK AS AN INDEPENDENT CONTRACTOR. EXAMPLES OF FREELANCE WRITING INCLUDE CREATING CONTENT FOR MAGAZINES, DEVOTIONALS, ARTICLES, AND BLOGS.



# #2

## EDITING

**EDITING INVOLVES REVISING WRITING FOR GRAMMAR, CONTENT, ORGANIZATION, AND PRESENTATIONS. EDITING OPPORTUNITIES MAY COME FROM INDIVIDUALS, BUSINESSES, PUBLISHERS, AND ORGANIZATIONS.**



# #3

## GHOST WRITING

**GHOSTWRITING INVOLVES WRITING A LITERARY WORK THAT IS CREDITED TO ANOTHER PERSON. THIS IS NOT LIMITED TO BOOKS BUT CAN INCLUDE SPEECHES AND OTHER TEXTS.**



# #4

## WRITING EMAIL COPY

SENDING A MONTHLY OR WEEKLY NEWSLETTER IS A DAUNTING TASK FOR MANY. WRITERS OFTEN FIND THEMSELVES WONDERING WHAT THEY SHOULD SAY. IF YOU ARE GREAT WITH SENDING EMAILS TO YOUR AUDIENCE, PROVIDING COLLECTIONS OF EMAILS FOR PURCHASE MAY BE A GREAT REVENUE STREAM FOR YOU.



# #5

## WRITING SOCIAL MEDIA COPY

WRITING SOCIAL MEDIA COPY CAN BE A REAL CHORE. IF YOU HAVE A KNACK FOR WRITING SOCIAL MEDIA COPY YOU CAN SELL IT. THROW IN SOME SOCIAL MEDIA GRAPHIC TEMPLATES AND YOU HAVE A PACKAGE DEAL.



# #6

## CREATE A DIGITAL COURSE

**DON'T UNDERESTIMATE WHAT YOU KNOW! THERE IS ALWAYS SOMEONE THAT KNOWS LESS THAN YOU DO. YOU CAN CREATE A DIGITAL COURSE TEACHING OTHERS THE THINGS THAT YOU DO WELL. JUST PICK YOUR SUBJECT, IDENTIFY THE DIGITAL TOOL THAT WILL HELP YOU CREATE YOUR COURSE, AND START SELLING!**





# #7

## BECOME A WRITING OR SPEAKING COACH

**IF YOU SURVEY YOUR CURRENT AUDIENCE YOU MAY DISCOVER THAT THERE ARE PEOPLE WHO LONG TO DO WHAT YOU DO. TURN THIS INTO A STEP-BY-STEP COACHING PROGRAM AND YOU HAVE A SERVICE THAT WILL GENERATE ADDITIONAL INCOME!**



# #8

## BECOME A BOOK LAUNCH TEAM MANAGER

THE TASK OF MANAGING A BOOK LAUNCH TEAM IS ONE RESPONSIBILITY AUTHORS LIKE TO DELEGATE. IF YOU ARE GREAT WITH CREATING A 4 - 5 MONTH PLAN TO HELP A GROUP OF PEOPLE GENERATE ORGANIC INTEREST IN A BOOK, YOU MIGHT MAKE AN AWESOME BOOK LAUNCH TEAM MANAGER.



# #9

## SOCIAL MEDIA MANAGEMENT

DO YOU LOVE CREATING A CONTENT STRATEGY FOR SOCIAL MEDIA? BECAUSE OF THE SHEER AMOUNT OF TIME IT TAKES TO DO THIS, MANY WRITERS AND SPEAKERS OUTSOURCE THIS TASK. MANAGING SOCIAL MEDIA ACCOUNTS IS A GREAT WAY TO EARN ADDITIONAL INCOME.



# #10

## SELLING BOOKS & EBOOKS

NEVER HAS IT EVER BEEN EASIER TO SELF-PUBLISH A BOOK. IF YOU HAVE THE CONTENT, YOU COULD PUBLISH A BOOK TODAY. YOU CAN PUBLISH BOOKS USING KINDLE DIRECT PUBLISHING AND REACH SEVERAL READERS. MANY AUTHORS SUCCESSFULLY SUPPLEMENT THEIR INCOME BY PRINTING AND CREATING EBOOKS ON AMAZON.



# #11

## BECOME A SOCIAL MEDIA CONTENT CREATOR

DO YOU LOVE TO CREATE GRAPHICS, CAROUSELS, AND REELS THAT COORDINATE WITH A SPECIFIC BRAND IDENTITY? IF SO, YOU WOULD BE A GREAT SOCIAL MEDIA CONTENT CREATOR. IF YOU CAN TAKE CONTENT AND MAKE IT SOCIAL MEDIA READY, THIS IS A GREAT WAY TO EARN SUPPLEMENTAL INCOME.



# #12 **START A YOUTUBE CHANNEL**

**DO YOU HAVE THE GIFT OF GAB? YOU SHOULD CONSIDER CREATING A YOUTUBE CHANNEL.**

**ALTHOUGH MAKING MONEY ON YOUTUBE TAKES TIME, THIS IS ANOTHER WAY TO CREATE A REVENUE STREAM ONCE YOU MEET THE SPECIFIED CRITERIA.**



# #13

## AFFILIATE MARKETING

AFFILIATE MARKETING IS AN ARRANGEMENT WHERE YOU RECEIVE FINANCIAL COMPENSATION FOR MARKETING THE SERVICE OR PRODUCT OF SOMEONE ELSE. WHEN A PERSON FROM YOUR AUDIENCE PURCHASES A PRODUCT OR SERVICE FROM USING A SPECIFIC LINK YOU RECEIVE A PERCENTAGE OF THE PROFIT.



# #14

## DEVELOP A PATREON COMMUNITY

PATREON IS A MEMBERSHIP COMMUNITY THAT ALLOWS CONTENT CREATORS TO BUILD A SUBSCRIPTION-BASED BUSINESS FOR THEIR AUDIENCE. CREATORS EARN SUPPLEMENTAL INCOME BY REWARDING SUBSCRIBERS WITH REWARDS AND PERKS.





# #15

## SELL MERCHANDISE

HAVE YOU CREATED PHRASES AND SAYINGS THAT YOUR AUDIENCE LOVES? YOU CAN PUT THESE PHRASES ON MERCHANDISE AND MARKET THEM TO YOUR AUDIENCE. T-SHIRTS, SWEATSHIRTS, TUMBLERS, AND MUGS ARE JUST A FEW EXAMPLES OF MERCHANDISE YOU CAN SELL.



# #16

## HOST A VIRTUAL EVENT

WOULD YOU LIKE TO HOST AN EVENT WITHOUT PAYING FOR A FACILITY AND FOOD? IMAGINE HOW MUCH MONEY YOU WOULD SAVE. THIS IS THE BENEFIT OF HOSTING AN ONLINE SUMMIT, MASTERCLASS, OR CONFERENCE. VIRTUAL EVENTS ARE A GREAT WAY TO SERVE YOUR AUDIENCE FOR A FRACTION OF THE COST.



# #17

## HOST AN IN-PERSON EVENT

IN-PERSON EVENTS OFFER OPPORTUNITIES FOR CONNECTION THAT VIRTUAL EVENTS LACK. IN-PERSON EVENTS REQUIRE MORE CAPITAL, TIME, AND ENERGY TO PULL OFF BUT THEY CAN BE PROFITABLE REVENUE STREAMS WHEN PRICED APPROPRIATELY.



# #18

## SECURE SPONSORSHIPS

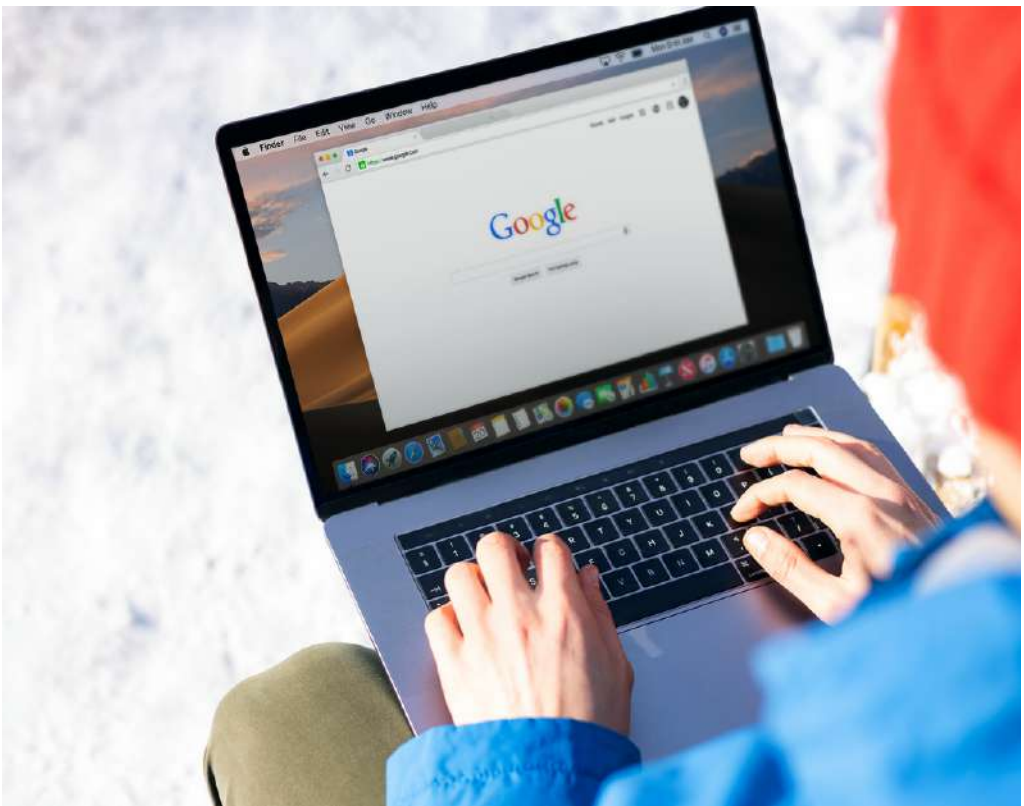
SPONSORSHIPS ARE A GREAT WAY TO PAY FOR PRODUCTS OR SERVICES. SPONSORS CAN SUPPORT EVENTS, ACTIVITIES, INDIVIDUALS, AND ORGANIZATIONS IN EXCHANGE FOR AN OPPORTUNITY TO MARKET THEIR PRODUCTS AND SERVICES TO YOUR AUDIENCE.



# #19

## GOOGLE ADSENSE

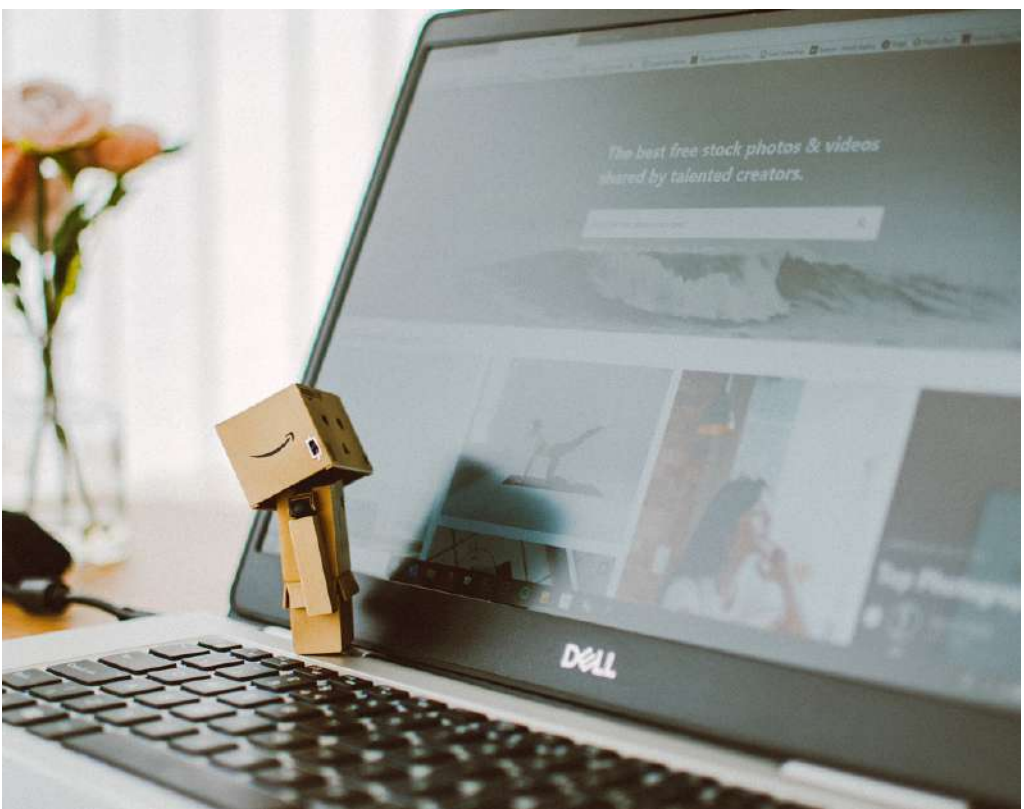
GOOGLE ADSENSE PROVIDES A WAY FOR PUBLISHERS TO EARN MONEY FROM THEIR ONLINE CONTENT. ADSENSE WORKS BY MATCHING ADS TO YOUR SITE BASED ON YOUR CONTENT AND VISITORS. THE ADS ARE CREATED AND PAID FOR BY ADVERTISERS WHO WANT TO PROMOTE THEIR PRODUCTS.



# #20

## AMAZON ASSOCIATES PROGRAM

THE AMAZON ASSOCIATES PROGRAM HELPS CONTENT CREATORS, PUBLISHERS AND BLOGGERS MONETIZE THEIR TRAFFIC. ASSOCIATES USE LINK-BUILDING TOOLS TO DIRECT THEIR AUDIENCE TO PRODUCT RECOMMENDATIONS AND EARN FROM QUALIFYING PURCHASES AND PROGRAMS.



# #21

## CREATE A MEMBERSHIP COMMUNITY

PAID MEMBERSHIPS PROVIDE EXCLUSIVE DIGITAL CONTENT AND COMMUNITY TO MEMBERS FOR A MONTHLY OR ANNUAL FEE.



# #22

## SPEAK FOR PAY

MARKETING YOURSELF AS A SPEAKER AND ESTABLISHING A SPEAKING FEE IS ANOTHER WAY TO BUILD AN ADDITIONAL REVENUE STREAM. AS YOUR EXPERIENCE GROWS YOUR SPEAKING RATES CAN INCREASE.





# #23

## MONETIZE A PODCAST

PODCASTS ARE DIGITAL PROGRAMS THAT ARE MADE AVAILABLE FOR DOWNLOAD ON THE INTERNET. THERE ARE SEVERAL OPPORTUNITIES TO MONETIZE A PODCAST. YOU CAN SECURE SPONSORSHIPS AND ADVERTISING AS WELL AS CREATE SERVICES OR PRODUCTS THAT YOU CAN MARKET TO YOUR TARGET AUDIENCE.



# #24

## PUBLISH YOUR WORK ON SUBSTACK

SUBSTACK IS AN ONLINE PLATFORM THAT ALLOWS CONTENT CREATORS TO MONETIZE THEIR MONTHLY NEWSLETTER. THIS ALL-IN-ONE PLATFORM PROVIDES PUBLISHING, PAYMENTS, ANALYTICS, AND INFRASTRUCTURE TO SUPPORT SUBSCRIPTION NEWS LETTERS.



# #25

## SPEAK FOR CHRISTIAN WRITING CONFERENCES

CHRISTIAN WRITING CONFERENCES OFTEN HAVE OPEN CALLS FOR PRESENTATIONS. ALTHOUGH THE SPEAKING HONORARIUMS ARE SET THERE IS ROOM FOR NEGOTIATIONS AND OPPORTUNITIES TO MAKE ADDITIONAL REVENUE THROUGH COACHING AND CONSULTATIONS.



# CONCLUSION

OUT OF THE 25 WAYS TO MAKE MONEY AS COMMUNICATOR, DID YOU FIND ONE THAT WOULD WORK FOR YOU? DID YOU DISCOVER SKILL SETS AND TALENTS THAT YOU MAY HAVE BEEN OVERLOOKING? THE MAIN THING TO REMEMBER IS THAT MAKING MONEY AS A COMMUNICATOR IS A MARATHON AND NOT A SPRINT. ANYONE OF THE 25 IDEAS WILL TAKE TIME AND EFFORT TO ACCOMPLISH. THIS EBOOK IS JUST THE BEGINNING OF YOUR JOURNEY. IF YOU DON'T WANT TO TACKLE THIS JOURNEY ALONE, CLICK THE LINK BELOW TO LEARN ABOUT ADDITIONAL WAYS YOU CAN WORK WITH ME.



**WORK WITH ME**



**KIA STEPHENS**