



10 WAYS TO MAKE MONEY WITH SOCIAL MEDIA

EXTRA CASH FLOW IS JUST A LIKE, TWEET OR PIN AWAY

Are you a social media maven?

Judging from the fact that you're reading this, I'd bet you are! I've successfully made a profit working with social media for the past 3 years—and have seen my revenue grow yearly.

Best of all?

It's a lot of fun!

Here are my favorite ten ways to make an income using social media. I've personally seen every single method here work with success. Pick one to start out with, then layer in others as you find the time.

Here's to a successful career in social media!

This handout contains affiliate links.

1 Become a Virtual Assistant

Small business owners like local businesses, Etsy shops, photographers and bloggers have their hands full and plates overflowing with day-to-day tasks—this is where a virtual assistant steps in.

A virtual assistant is assigned certain tasks by a business owner—it could be anything from booking hotel rooms to creating Facebook posts or pinning content on Pinterest depending on the need. Someone with strong social media and writing skills can market themselves as a virtual assistant who can run social media campaigns.

*Not sure where to start? **Check out this course** on how to become a Pinterest Virtual Assistant from my friend, Gina.*

2 Work with Sponsors

If you have a large following on social media, consider working with a sponsor. Choose your strongest social media profile whether it's Twitter or Instagram, and reach out with a message to a company you love, asking if they are interested in working together. Be prepared to share some statistics regarding the amount of followers and how involved your audience is.

Make sure you choose a company you already use and love—it helps to show them examples of where you have mentioned them in the past. They may start off by offering you a free product in return for a mention as a trial, then move to compensation once they see how it goes. Don't be afraid to negotiate—most companies have a large marketing budget.

3 Start a Blog

While blogging itself may not require social media savvy, a successful blog will always have to use and negotiate the waters of social media. Find a topic you're passionate about, start writing and promote your blog on your social media outlets. You'll be able to drive traffic to your site, and if you have ads implemented, can begin to make income.

While it can take time and a lot of effort to build a successful blog, it's the most secure long-term plan as social media outlets come and go (MySpace anyone?).

Not sure how to start a blog? Check out [Elite Blog Academy](#)! This class only opens once a year, but you can [join the waiting list right here](#).

4 Create a Microblog

If the idea of creating a full-fledged blog is too daunting, give microblogging a try. If you haven't heard of the

concept, that's because it's relatively new and rapidly gaining popularity. A microblog is a blog that you post short, frequent updates to.

Rather than use a traditional blogging platform, microblogs are popping up on Twitter, Instagram and SnapChat. While a microblog does mean posting more frequently, the content is much shorter which can gain steam (and followers!) quickly.

5 Create a Product

The Internet has offered an opportunity to create a product and sell it to anyone in the world. Whether you choose to create a physical product and list it on Etsy, or a digital product that can be purchased over and over again, social media will be where you get most of your sales.

6 Become a Social Media Manager

If becoming a social media manager is something you are interested in, it's well worth your time to create a portfolio that shows your capabilities with various social outlets.

Once you have your professional portfolio, complete with pricing, look for local businesses that are doing a less than stellar job with their Facebook page or Twitter. Reach out and offer your services—just make sure you do so tactfully!

7 Train Others in Social Media

Teaching requires plenty of patience and preparation, but if you are excelling in a particular social media, chances are people want to learn how you did it.

Whether you hold local meet ups for in-person training, or prefer an online Facebook live training, advertise your new venture on the social media of your choice, pick a day and go for it!

8 Write an E-book

Chances are, you're an expert in something. Even if you aren't exactly an expert—you know more than someone about something. Find a topic you're passionate about and start writing. Whether you decide to write about how to interview for your first job out of college, or how to raise a Maltipoo dog, give yourself several months to create a rough outline and complete your writing.

Along the way, create a Facebook page to promote your book and try doing targeted Facebook ads to attract people who would be interested in your topic. Once your book is complete, use social media to promote and watch the sales come pouring in.

9 Build—then Sell—a Popular Account

Starting and growing a popular social media account takes some time, but the payoff can be well worth it if you have patience. Try starting several very specific accounts—specific like think along the lines of a certain breed of cat rather than just cats, or vintage record players, etc.

Once you have built up a good amount of followers, put feelers out in social media groups that you are looking to sell. You've already done all the work of building and fostering a community, now it's time to cash in.

10 Earn Commission

Regardless of how big of a following you have on any given network, it's possible to earn some extra cash flow by promoting a few products. Amazon has an affiliate program where you can earn a percentage off items sold, or you can sign up to be an affiliate of a particular service or course.

If you promote items you actually love and use, you'll be a lot more successful (and authentic) rather than promoting every single thing. Whatever you do, make sure that you disclose whenever you are using an affiliate link, per Federal Trade Commission regulations.



WITH A LOT OF HEART AND A WHOLE LOT OF HUSTLE, IT'S NEVER BEEN EASIER TO MAKE A THRIVING CAREER IN SOCIAL MEDIA!

YOU GO, GIRL!

QUESTIONS? COMMENTS?
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