

6 WAYS TO EARN SIDE INCOME

by rebecca healy | kontrary.com

These are six *actual* ways I've generated side income in the past, not a generic list of things that don't work. Plus, I share real income figures for the first month!

1. Marketing Consulting

My first side hustle was doing PR and marketing for a small business that did WordPress themes for photographers. The owner was looking for a full-time employee and I convinced him to let me work part-time on the side instead for about 3/4 of the full-time salary - which was more than I made in my first job! Basically having two salaries let me pay off my student debt very quickly.

\$3300/first month



2. Monthly Events

I run a lean startup meetup that sells out to 100+ entrepreneurs every month. We charge \$20 per person, and have 3-4 speakers share their expertise and lessons learned on topics like how to pivot, customer development, and building sales. By organizing the meetup, I'm able to build my reputation as an expert in lean startup methodology and build a huge network (hint: this is

how I increased my consulting side hustle!). While I'm the sole organizer for the meetup now, I used to co-organize the meetup with a partner and we split the profits.

\$1100/first event

3. Airbnb

A few years ago, Ryan and I wanted to take a two-week European vacation, but didn't want to dip into our savings to do it. Enter: Airbnb! I have nothing but positive things to say about this service. We met many new friends, and when we went to Rome, we even had a very special tour from an Italian couple that stayed with us in the States! We definitely underpriced our extra room, but still made loads of money.

\$1426/first month

4. Craigslist

I am often selling our old stuff on Craigslist. I hate when items don't work in a space and I hate clutter. It doesn't take any time to snap a photo and put up a listing. The key is to understand right away who's a buyer and who's a non-buyer. Buyers will ask when they can come pick something up and non-buyers will ask anything else.

\$200/first sale

5. Blog Programs

I have many iterations of blog money-making. First and foremost, I believe my blog is responsible for every job I've gotten since I started writing it (priceless), but that's a story for another time. Looking at the more direct ways I've been paid from my blog, I've done a pay-for-content model, sold links (back when that was a thing), run programs, offered services, and asked for donations. The very first experiment I did was ask for a monthly reader subscription.

\$140/first month



6. Teaching & Speaking Gigs

When you have proven expertise and results around a topic, folks will often pay for you to share that expertise. I have done speaking gigs and taught several workshops, which are pretty lucrative for the amount of time involved, especially considering you can often reuse the content later. My first paid speaking gig was also my first speaking gig. The conference organizers read my blog and invited me to speak as the keynote on Gen Y and careers. I didn't tell them I had no prior speaking experience. Since then I have spoken countless times on careers, marketing, startups, money, and more - both free and paid.



\$2500/first gig

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MONEY CHALLENGE

Make a list of 30 ways you can generate side income and make money in your career, business, and personal life. Yes, 30!

This list doesn't have to include the next big idea. What you'll find is once you start making money in one area, it's easier to make money in another. Build your confidence selling an old party dress and then ask for a raise. The momentum from one will lead to the next.

BONUS POINTS: When you're done, mark which ideas can be done or tested within the next twenty-four hours, and take action on two of your ideas TODAY.

If you'd like, once you've made your list, feel free to email it to me!
rebecca@kontrary.com

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| 2. _____ | 17. _____ |
| 3. _____ | 18. _____ |
| 4. _____ | 19. _____ |
| 5. _____ | 20. _____ |
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Thanks to Rebecca Tracey for inspiring me with a similar exercise years ago.