



how to...

Make Money From Social Media

...the right way!

Your step-by-step guide to passive,
uncapped income as a creator.

**The
Social
Cloud**

Can you really make money online?

Whether you like it or not, we live in a world that is becoming increasingly digital. But with that, there is now an endless amount of ways that you can make money online seamlessly.

In this mini crash course, you'll learn the ins and outs of creating active AND passive income streams through your social media that'll take your income to the next level!

About follower count...



It's a common myth that you need millions of followers in order to make money from social media. In fact, many brands prefer working with "micro-influencers" - a term for a user with a small amount of highly engaged followers! As a micro-influencer, you likely have a strong connection with your audience.

You're active on social media, create a sense of belonging, and build a strong connection with your audience.

How much money do creators make?



I get it - there's lots of ambiguity when it comes to influencers making money online. It's hard to find transparency when it comes to numbers.

But the truth is, it is what you make of it.

Unlike in a standard job where you're getting a set paycheck every week, your income will fluctuate when you start making money online.

But with that fluctuation comes uncapped income - a freedom many people desire but don't feel like they can achieve.

I'm here to be transparent with you. Social media can be a full-time job if you put enough of the right attention into it. You've heard the saying "work smarter, not harder," right? This is how you do it.

Here's what a creator's income might look like...

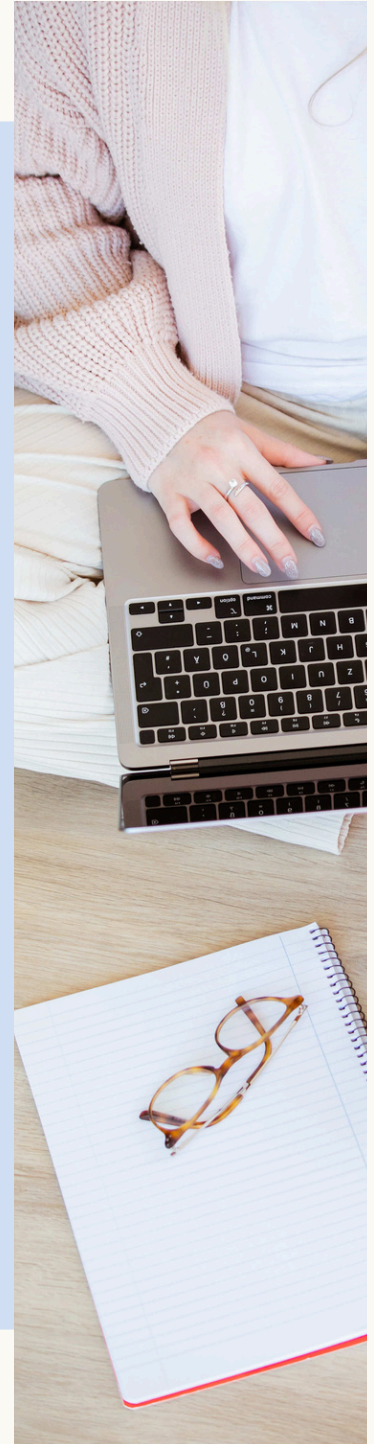
5x - \$800 brand deals

3x - \$500 brand deals

\$300 in affiliate marketing

50x - \$30 digital downloads (like this crash course!)

Yep, that alone makes you \$7,300 each month. And guess what? The more your audience grows and the more experience you get, the more that number rises!



Now let's break that down & make it a reality...



BRAND DEALS

Brand deals are a partnership between creators and brands where a brand will sponsor & pay you to post content featuring their product/service to your own account.

An important note...

I cannot emphasize this enough: make sure you are GETTING PAID for brand deals.

You deserve to be paid for your work, bare minimum. If you aren't getting paid, you are providing them with free time, free expertise, and most of all, free marketing.

Pricing yourself

Here's the breakdown of what creators typically charge:

<i>Follower count:</i>	<i>\$\$\$:</i>
<1k.....	\$150
1k-10k.....	\$300
10k-50k.....	\$500
50k-100k.....	\$1,000
100k-500k.....	\$1,200
500k-1m.....	\$1,500+



Approaching brands...

When approaching brands for a partnership, it's important to have the right material ready.

Here are some steps to follow and resources to help you along the way!

Crafting the perfect pitch...

- 1.* Prepare a media kit. You can grab my very own media kit template [HERE](#), that I use religiously, and edit with your prices, services, and unique flair!
- 2.* Select your method of communication. For the most part, the expected and most common method is by sending an email to the brand, but it never hurts to try a direct message either!
- 3.* Draft your pitch. You can find my very own personal template that I use in the next slide!

Brand deal pitch template:

Hi there,



My name is [name], I am currently a [location]-based, [niche] content creator with [follower count] followers on [platform]. You can find my page here: [@username].

I wanted to connect with you to see if you would be interested in joining forces with me in a paid partnership. I know my audience would highly benefit from your [service/product], and I would love to share more information with them.

I have attached my media kit to this email for you to take a look at - please let me know if this is something you'd be interested in discussing further!

[signature]

Psst,, be sure to include your media kit in your email!

AFFILIATE MARKETING

Similar to brand deals, affiliate marketing is a collaboration with a brand where you promote their product/service on your own channel, but instead of payment per video, you get a referral link and are paid commission every time someone makes a purchase from the brand.



Important note

With affiliate marketing, promoting often is key to your success. Since you only make a profit off of commission, consistently marketing your link or code to your audience will be your best friend.

Affiliate pricing

As an affiliate partner, you will likely be making 15%-20% of a sale. Depending on how big the sale is, you might make anywhere upwards of \$5 per commission.

This seems small at first, but if you get 60 people using one of your links, the bare minimum of a \$5 commission could add up to \$300 in no time!



Pro tip...

Be sure to find reputable affiliate partners. You can easily join affiliate networks such as [ShareASale](#), [ClickBank](#), or [AWIN](#) to be connected to hundreds of affiliate partners/brands!

How to succeed with affiliate marketing...

- Find products and/or services that align with your audience.
- Post often, but don't be overbearing when presenting affiliate links to your audience.
- Try to include your links and affiliate connections in videos where the focus isn't on the brand itself, but on the solution they offer.

Sometimes, brands will offer you compensation per post in addition to commission from a sale. Most of these will be under \$100 per post, but because there is always a chance, it's good to have an Affiliate Media Kit (similar to your brand deal media kit) where your prices per post are under the \$100 range.



DIGITAL PRODUCTS

Talk about a money maker with longevity! The key is to think about your audience's needs and desires. If you can think of a need that isn't being met anywhere else, you're in the perfect position to create a product that will solve their issue.

Creating a small or large ticket digital product that you can sell at the link in your bio is your key to passive income!

The benefits...

- Low overhead costs. You don't have to hold inventory or incur any shipping charges.
- High profit margins. Since you don't have to pay for goods, you retain the majority of your sales in profits!
- Potential to automate. Orders can be delivered instantly, letting you be pretty hands-off with fulfillment!
- Flexible products. You can offer free products to build your email list, monthly paid subscriptions for access to exclusive digital content, or licenses to use your digital products.

- E-learning is the future of education. You have a massive opportunity to expand your business and impact with e-learning, an industry expected to be worth \$374 billion by 2026, according to [Shopify](#).



Knowing your worth

When selling a digital product, it can be easy to sell yourself short.

Because we only share a finished product, we often take it at face value without recognizing the hard work that got put into it.

Knowing your worth and charging accordingly is not only deserved, but it's necessary.

Pricing your product

Now comes the fun part! In pricing your product, think about a few things:

- The value that the product is giving,
- The time it took you to create it, and
- Your audience & their budget



Some ideas to get you started...

1. Instagram presets.....\$4.99
2. Digital calendar template.....\$9.99
3. Fashion crash course.....\$29.99
4. Nutritional diet workshop.....\$59.99
5. Pre-recorded masterclass.....\$99.99

Build the hype!

Build hype around your product! Before you release it, create a build up of promotion to get people excited on your channel.

Use countdowns on Instagram stories, announce it in a post, and tell your audience why they would benefit from your product and what it entails!

And, of course... STAN!

Stan is an all-in-one link in bio site that you can use to funnel all of your online income. It's how you purchased this Monetization Crash Course!

With Stan, you can sell digital products, e-courses, memberships, book in 1:1 calls, capture client leads, and customize your site with your own pictures and brand colors!

Plus, the Stan community is an incredible hub for learning and resources to monetize online.

Join the Stan Fam



Have any questions, or ready to learn how else you can make money online? Book a 1:1 strategy call with me



here!



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*Thank
you!*