

Earning Income from Home

A special report from Kate Phillips, TotalWealthCoaching.com

Start a new side-hustle, job or career working from home.



It's almost unbelievable—a virus has travelled around the world to cause an epidemic of unemployment in the United States. Many have lost jobs or been furloughed until further notice. Many more self-employed and gig workers—from hairdressers and yoga teachers to Lyft drivers and dog walkers—also have seen their work evaporate.

But it's not all bad news. Times of crisis and challenge can also be times of great opportunity! This may be the *ideal* time to try

something new, upgrade your skills, or begin a side-business or additional stream of income.

Just because certain jobs have vanished does not mean there is a shortage of opportunities. Years from now, you might even look back and see that this time was a turning point that got you out of a rut and started you on a new, profitable path!

Step 1: Start with your mindset.



The situation may look bleak, but commit to rising above fear, worry and scarcity-thinking. A look at history shows that quarantines may have actually spurred accomplishments and breakthroughs!

In the 1600's, the bubonic plague caused the banning of public gatherings and closed London theaters and playhouses. That's when William Shakespeare wrote *King Lear*, *Macbeth*, and *Antony and Cleopatra*—while quarantined.

Years later, Isaac Newton retreated to his family home after classes at Cambridge University were cancelled due to the plague. That's where he developed theories that would become early calculus, optics—even his theory of gravity!

In the last month, I have seen friends start new jobs, begin new business projects and

With life as usual interrupted, now is the perfect time to assess what possibilities exist for you! Ask yourself:

- What skills and passions do you have?
- What did you love doing as a child or teenager?
- What are you passionate about?
- What career or side-gig would allow you to do the sort of activities you love?
- Do you have specialized knowledge that would be valuable to others?
- How can you monetize your unique experience in a new job, business, or freelance side-hustle?

Don't just think about "survival" and "paying the bills." Think about how you can THRIVE! Use this opportunity to make a powerful transition into a life and work you'll love.

Step 2: Assess your resources.



Some people need money next week. Others have emergency funds and savings that can carry them for several months or more. Know what funds you have liquid and what you could access if needed. Most who have lost jobs will receive unemployment benefits which can be helpful to those ready to invest in a transition.

The economic impact of this situation will not resolve quickly, so take a long-term view and prepare accordingly. Do what you can to save

and preserve cash by trimming expenses and protecting your assets. If you have been contributing to a traditional 401(k) or IRA, build up your emergency/opportunity fund instead. And don't even THINK about prepaying your mortgage! Save and invest where you will have *access* to your money until you are firmly secure in a new job or steady freelance work.

Take stock of your non-monetary resources as well.

- What intellectual capital can you leverage and repurpose outside of a typical job environment?
- What relationships and networks support you?
- Where do you have influence and social capital?
- One of the most valuable assets you have is your list of contacts—names and emails and cell numbers of everyone you know, including former colleagues and (if applicable) customers/clients.

While this is a time to conserve your money, it's a time to EXPAND your reach, your sources of income, your skills and your knowledge. Instead of sitting and waiting for things to “return to normal,” how can you invest in yourself—or in an existing business or new potential stream of income—right now?

Step 3: Create an income from home!



No more commuting, no more packing lunch (or going out), no more office politics. What's not to love!?

There are unlimited ways to make money from home, from consumer surveys and other “work at home” projects that might generate grocery money to potentially lucrative projects and jobs that may take a little time to get off the ground.

Here are some possibilities:

Work on a virtual team.

[Crossover.com](#) hires people from around the world to work on remote teams. They have an demanding screening process and hire only full-time, permanent employees. Here is their [welcome page](#) for those laid off due to Covid-19.

[Boldly.com](#) provides companies with part-time and flex-time virtual employees who are:

- executive assistants
- marketing and social media specialists
- project managers
- and paralegals.

Become a virtual assistant or online business manager.

Many people normally work in an office as a personal assistant, performing tasks such as

- data entry
- email marketing
- social media management
- customer service
- updating websites and
- managing calendars and schedules.

A virtual assistant or VA does the same thing—from home! According to PayScale, the average VA earns just over \$20/hour, which varies according to skills and experience. This article explains [how to get started as a VA](#). Companies such as [Zirtual.com](#) and [Time Etc.](#) specialize in matchmaking virtual assistants with companies. [Belay Solutions](#) finds work for virtual assistants and bookkeepers.

An [Online Business Manager](#) or OBM is often a virtual assistant who has “graduated” to a higher level of skill and expertise. They can be proficient in project management, marketing, directing larger teams and documenting processes. Some find their own clients, while some find work through agencies or websites such as those mentioned above or in the following sections.

Some differences between a virtual assistant and online business manager: An OBM takes initiative to manage certain aspects of the business while a VA is more “task oriented.” An OBM earns more than a VA and is typically certified. While VA projects can be short one-time assignments, both VAs and especially OBMs can become valued long-term team members.

Use your skills to freelance from home.

Freelancers create their own jobs by finding clients who are looking for the skills they have. Software developers, graphic artists, video editors, writers, virtual assistants and almost anyone with any expertise can offer services through companies such as:

- [Upwork](#) and [Freelancer](#) are great online marketplaces for selling just about any professional service. You don't need a merchant account, a website of your own or anything else for that matter. You just need to provide a high-quality service at a reasonable price. Be aware—you will need to compete with others and bid on open jobs to make it work.
- [Toptal](#) hires first-class freelance talent in areas such as software development, finance, and product management. They have a highly selective screening process, after which you are available to be hired by companies on a project basis.

- [Flexjobs](#) and [HireMyMom](#) specialize in jobs you can do from home including writing, bookkeeping, social media management, graphic design, legal research, advertising and more. They help match workers with both jobs and freelance opportunities. You'll pay a small fee to be a member which increases the ratio of jobs-to-applicant and helps screen out "tirekickers" that might not be as qualified.
- [Fiverr](#) is a website where people offer to do all sorts of tasks for as little as \$5. This can be anything from proofreading to video editing to recording a personalized Happy Birthday song! The secret is to offer affordable "gigs," as they are called, is to ask much more for attractive upgrades and add-ons.
- [99Designs](#) is where graphic designers can find people who need a new website, book cover or logo design. Bid on the proposals that sound interesting to you.
- [Cafe Press](#) is another good resource for graphic designers. This website allows you to create digital designs that can then be sold on the platform. You earn a commission for everything that sells without dealing with logistics like printing, warehousing and customer service.

Become a freelance writer/copywriter.



Ten years ago in the middle of the Great Recession, a mutual friend introduced me to Kim Butler, who I have been working with as a finance and marketing writer for almost as long.

The key to being a successful writer is to *make it profitable for someone else*. If you can help businesses attract new prospects, stay in touch with existing customers and clients, and sell more products or services, you will always be in demand!

Start a new career in tech.

Are you tech-minded, analytical, or enjoy supporting businesses? [Udacity.com](#) offers "nano-degrees" that allow you to quickly learn business tech skills companies need in fields such as:

- Data Science
- Artificial intelligence
- Programming
- Cloud Computing

- Digital Marketing.

Right now, Udacity is offering [free access for 30 days!](#) Some courses could possibly be completed within that time, depending on your pace. This is a fantastic ready-to-seize opportunity!

Learn to code—or build websites!

[Code Academy](#) offers courses in web development, computer programming and data science. And right now they are also offering scholarships to students affected by the economic shutdown.

Share your skills and knowledge online.

Perhaps you are a yoga teacher or martial arts instructor whose studio has just closed, or a guitar instructor or art teacher at a community center. Maybe you are a master gardener or an Italian chef suddenly without a restaurant. Or even a stay-at-home parent homeschooling children who could teach other parents to do the same! How can you earn money online?

Thanks to modern technology, you can teach and train virtually! Offer private or group lessons utilizing a Facebook group and Facebook Live video, or use the [Zoom conferencing platform](#). (Leif Hanson of Spark Interaction is offering private and group instruction to get you facilitate engaging online events at [ZoomTrainings.com](#))

Create and sell an online course.

Consider filming a video course on [Teachable](#), [Udemy](#) and/or [Thinkific](#). Or become a [Skillshare instructor](#). These are all platforms where you can make money by teaching what you know online. They are wonderful for creating a little income—or a lot! Top instructors are earning six figures. (Hint: it helps a lot if you have an online following or existing database of potential customers, as you'll want to market and sell the course.)

Here is a breakdown to help you understand the differences and [which online teaching platform is best](#) for you. Other great resources include Danny Iny's [Course Builder's Laboratory](#) and Marisa Murgatroyd's [Experience Product Masterclass](#) (an excellent online course currently offered once a year).

Profit through savvy social media strategies.



[Start a YouTube channel and monetize it](#). For instance, you can gain followers and eventually earn ad revenue, affiliate income or Patreon

supporters. YouTube is also an excellent platform for creating a fan base who will enjoy future offers. Watch [Sunny Lenarduzzi's videos](#) for helpful tips for making money on YouTube.

You can also [make money with Instagram](#).

Livestream on Facebook or start a Facebook group to share your expertise, promote what you do and expand your network.

Connect and stay top-of-mind with potential clients, customers or potential employers on Facebook, LinkedIn, or wherever your people hang out.

Start a blog.

If you enjoy writing, a blog is a wonderful platform for creating a following and selling an online course. Pick a topic you won't get tired of writing about. Learn how affiliate marketing might create extra cash for you. Write a book to launch on Amazon Kindle—and your blog! (See [ProBlogger](#) for solid information and training.)

Blogs and social media channels can be quite profitable, but they are not “quick cash” strategies! It usually takes months until you earn your first dollar. These strategies work well when you have a product or service to sell.

Become a voiceover artist.

Do you listen to audiobooks? You might enjoy recording them! Websites such as Amazon's [Acx.com](#) give you ways to create income from fees and/or passive royalties for audiobook narration. This voiceover artist explains [how much she earns](#) and this article tells you where to start and [7 places to find voiceover work](#).

Make and sell products online.

[Etsy](#) is a website where people sell homemade goods—everything from art to jewelry to soap to pottery to vintage treasures! (It's also a lovely place to shop where you can buy unique things while supporting creators/curators.) You can also build your own virtual storefront with [Shopify](#).

Build a drop-ship business.

“Drop-shipping” means that you never have to see or handle the product yourself. (You just have to make the sale!)

Amazon offers one form of drop-shipping, but there are other resources. Providers such as [SaleHoo](#), [Worldwide Brands](#), and other sources offer drop-shipping products.

Set yourself up for future recurring revenue.

If you are a business owner or freelancer or simply want to generate income on the side, this is the perfect time to set yourself up for multiple streams of income. To create (eventual) passive income, you could:

- Write a book.
- License intellectual property.
- Sell photos through stock photo websites.
- Invest in cash flowing real estate or mineral rights.
- Buy—or sell—an income-producing website on [Flippa.com](https://www.flippa.com) or [Deal Flow Brokerage](https://www.dealflow.com). (This can be very profitable but definitely study up and/or get professional advice on this!)

Step 4: Focus on forward progress.



Working from home, self-employment and freelancing are definitely not the same as punching a clock! It requires focus and discipline. It may also require boundaries with other family members—something that may be extra challenging right now if everybody is home.

A few tips: Take action. Get out of bed early. Resist watching endless news media. Do not wait for government bailouts or Universal

Basic Income. Empower yourself by looking for how you can provide VALUE and EARN results!

This is the one commonality in all cash flow strategies: **you must create VALUE for someone else.** No employer, customer or client hires you because of your education, your resume, or your experience. They decide to work with you because *they have a need they believe you can solve.*

So whatever strategy you choose, focus on the VALUE you will provide and how you can help someone else.

Could you use some support?

Three people I can recommend are:

- [Juliet Murphy](#) is a top career coach who helps clients present themselves effectively so they can advance their career and find a job they love. (She is also a friend and a lovely person!)
- Nathan Teegarden at [YourTrueCalling.com](#) is a career coach who helps people make transitions into purposeful work.
- Tammi Brannan of [BlueprintProcess.com](#) helps people discover what they were born to do through an in-depth exploration process. Tammi is a gifted coach, fierce advocate and friend.

Make the most of your opportunities. Right now, you may be eligible for benefits that will help pay the bills while you prepare to transition into working from home. Eventually, work you can do from home will become work you can do from anywhere!

—An earlier version of this article by Kim Butler and Kate Phillips was published on [Partners4Prosperity.com](#)

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