



MAKE MONEY TRAVELING IDEAS

There are tons of creative ideas to make money while you are traveling that can help you travel longer and further.

Obviously most of them are internet or at least computer based to make you location independent, but don't fear if this has not been your domain. There are plenty of simple ways to make money online.

Of course there are many different business models that work for different people, and no one is better than the other. But it does help to start by having some idea of what business model is going to suit your needs best, so you can look at options from that angle.

For us, having immediate cash-flow has been important, but we didn't just want to keep trading time for money all our lives, so we decided that part of our time and effort would go towards building a sustainable business that would keep paying us long after it was created.

Below are some of the ideas we have personally used to create income from the road, or have encountered from others along our journey.

Okay, here goes...

Create Animoto Videos for Businesses

Businesses are always looking for ways to promote their services, and one of the best ways is video.

If you have warmed to the **Animoto** platform, a great way to make some extra cash is to approach businesses, either online or in the local area you are house sitting in, and sell them on the idea of creating a short promo video for them.



Go and take some shots and/or shoot some video (or get them to send you some) and then upload them into Animoto. Add in a great suitable theme and some music, and in no time you will have an awesome promo video that you could sell them for a few hundred dollars.

If you are going to do this, we would recommend investing in the Professional Animoto package so you get maximum themes and music clips. The professional package also takes the Animoto branding off the end of the video, which probably looks more professional... and doesn't give away your secret tool! :)

And don't forget to create some example ones first to show them to business owners. They really do speak for themselves.

Create Digital products

While it can take time to create, if you have a niche market or passion that you love to talk or write about, then creating digital products around your topic can prove to be very lucrative, and a great long term business strategy as you 'do the work once and keep getting paid for it'.

Digital products can be written products such as e-books, full books, white papers and guides, but these do take time to write obviously.

The fastest way to create a product is to make a video or audio product. By having a series of videos or audios covering your topic you could get it down in a week or two and have it out there making you money while you sleep.

There are many platforms that can host digital products such as Amazon or Apple, or if you have a video course, Udemy has a powerful marketing strategy to help get your course out there amongst the people.

Write a Book or Book Series

They say we all have a book in us, but it is only in more recent times that people from all walks of life are realising that writing and publishing a book it is not all that difficult.

Self publishing has really come into its own with the dawn of Amazon, and most people now use this distribution avenue, rather than through the big publishing houses that take a fair chunk of your revenue.

One of the fastest ways to write a book is actually to speak it and have it transcribed. Obviously it will then need to be edited, but at least the majority of the content is there.

A great option is to actually write a book series, as it brings your audience back each time to get the latest instalment...which means less marketing for you!

Companies like **Book Baby** have also come onto the scene recently to assist self publishers in all steps of publishing, and they are quite reasonably priced. Definitely worth checking out if you are looking to self publish and feel like you need a hand with a few of the steps.



Blog and Monetise It

We have been around blogging for a long time now, in fact Jodie was teaching it back in 2008.

Personally we are not big fans of blogging as a way to make money, although many still seek this avenue especially when travelling and writing about their adventures.

Over the years it has been a great way for many to become experts in their niche, but these days with so many more blogs on the scene, unless you work very hard and build up a big following it can be very difficult to break into the blogging market, especially the travel blog space.

The big bloggers are definitely doing well, but they have spent years working their blog and their associated readership to get to where they are. Blogging is definitely a lot of work, make no mistakes.

Our feeling is, don't just jump into blogging expecting to make self sustaining money from it... even some of the big bloggers sometimes have to supplement their income from other avenues.

At the end of the day, you still have to monetise your blog no matter how many followers you have, either by advertising, affiliate sales, sponsorship, or creating back end products to sell your audience with a good email series to keep people in touch with you.

We have a blog/website, but to us it is just an account of our own stories and a place to guide people to, to find out more about us.

We do have advertising on our blog, which brings in a small income for us, but we do not focus on it as a business strategy.

If blogging is something you are interested in doing then **WordPress** is by far the easiest platform to set up a website on and start blogging.



Teach Something

This idea is probably one of the most common ones but may still be of interest to you as you travel slowly & spend time in each location through house sitting, especially if you are on a long term sit.

Many locations are screaming for people to teach students and adults English, especially in places like Spain and Asia. There are many companies that can facilitate this, but you will probably need qualifications first to make a start.

Alternatively, if you have some portable skills such as yoga, cooking, raw food eating etc you could always run some classes where ever you are.

Join expat communities on Facebook, a Meetup group or similar before you get there, and announce that you are coming and would love to run some workshops.

But do watch the need for work visas if going down this line!

Create Apps for Yourself or Others

As we all become more mobile, the app space is not going away any time soon.

If you have some great ideas for apps, there are companies out there that can assist in making very simple and quick apps that you can then sell in the Apple and Android app stores.

Create Cool Apps and **Zappable** are two such companies that provides a simple to use platform to create your own apps very quickly and easily at an extremely affordable price.



You can then either charge a small price for them (this is a volume business), or put it out for free (like most apps are) and then get in advertising money after you have a certain number of downloads.

You could also create apps for other people.

Many apps these days are website apps... basically a mobile version of an existing website. It is very easy and quick to make these apps, so going around to restaurants or businesses in the local area where you are house sitting might yield some very nice results as you offer to make their website mobile.

You could even throw in an Animoto promo video for a package deal that might easily make you \$1000+

A few of those will have you traveling for awhile!

Create a Directory App

Other types of apps are directory apps... basically a list of businesses in a niche.

For example, you might want to create one on a particular location and contact all the local businesses in the area and ask if they would like to advertise in it. It would not be unreasonable to ask \$100+ for such a listing, especially as your numbers grow in the directory.

Or you could create a directory app on a particular niche topic, such as wellness for over 60's or pet care for senior dogs. There will be thousands of companies all around the world you could approach to advertise or have a placement in your 'one-stop shop' directory.

Directory apps will take a tech person to build so you would probably want to get a quote on that first, and then sell off advertising space to finance it (sell the concept in other words).

But if it is \$100+ a year or even a month for someone to advertise, and you have a couple of hundred or even thousand listings on there, it does not take long to add up to a very nice ongoing income each year.

Photography

As travellers, we have the opportunity to take some unique and awesome shots on our adventures, from capturing the people, the culture, the landscapes, to architecture and nature.

If this is you, then there are a few options to make money from your photos.

Stock photography companies and photography platforms are always looking for new photo stock, and this may be a great way to earn some extra income, as you take the shot once and keep getting paid every time someone downloads it.

Another way is to sell your images to publications or agents that buy images to be used in various media publications.

Either way, if you love taking photos this might be great option to explore.

If this avenue is of interest to you, we encourage you to watch our interview with International Photographer David Esquire from Esquire Photography that we featured in Module 6 COMMENCE - 'Photo Agreements'. In this interview David talks a lot about various options to monetise your travel shots. Nice!

Be a Travel Writer

Many travellers who love writing have become travel writers. Travel writers make their money by being commissioned to write certain pieces. They may be employed by an actual publication, a country's government, a tourist board, or by the owners of a point of interest, such as a restaurant who wants a review done.

It does mean you have to network to let publications and organisations know you are around in their location, so getting in touch with a local publication's editor or tourism board is a great starting point.

If you are good enough, they may even ask you to write a regular column in their publication and pay you for that each month.

As with most things, it is all about your references and building up a portfolio of work that you can show to editors, highlighting your writing style and what you are capable of.

Paid speaking gigs

If you have an area of expertise, then why not let people and organisations know you are arriving into their city and see what paid speaking gigs you can get.

If you are a full-time traveller or even a regular one, many different conventions, seminars, business networking sessions or breakfasts, and even workshop organisers would jump at the idea of having an inspirational guest speaker come in (that just happens to be in town for only a short while!) and wow their people.

AND OUR PERSONAL FAVOURITES...

We have a few favourite ways we like to earn our income, that facilitates our full time travel.

We have a great love of not following crowds, utilising more cutting edge technologies, and seeing where the masses are moving to.

Thus our chosen money making ventures have followed this formula in recent times.

One of our key business building focusses is definitely on creating a regular month income and one that keeps on paying us, even when we are asleep. Thus it is more a 'do it once and keep getting paid' approach.

While this does take some time to set up and does not produce immediate income often times, it is definitely a great way to set up a sustainable and profitable long term location independent business with a solid foundation underneath it.

Affiliate Marketing

We have already discussed affiliate marketing in the second lesson of the COLLECT Module where we discussed becoming an affiliate for the House Sitting Academy and House Carers.

So we won't go into it anymore here, other than to say it has been a particularly great way to earn an income for us while we set up all our own products and websites.

Affiliate marketing can definitely get you started in earning an online income if you have nothing of your own set up to sell yet, and in essence it 'buys you time' to do this.



Publish a Mobile Magazine

'House Sitting World' was the second mobile magazine title we published, having first published a title called 'Into me I See' all the way back in 2012 when mobile magazines were just a blip on the radar.

Mobile magazines differ from online or digital magazines in that they are designed specifically for mobile devices such as phones and tablets.

We decided on this method of creating a product after seeing the staggering statistics on just how many eyeballs are on mobile devices now... and you only have to look at how many people are on their mobile devices each and every day to see how true this is.

It is estimated that by 2015, over 1 billion tablets will be sold every year.

Of the 1 million+ apps that are currently on the Apple App Store, mobile magazines command over one third of all users time... and there only 9000 magazine apps in existence so far. That adds up to a lot of time being spent reading mobile magazines!

We saw these figures, and the 27 different ways to monetise a magazine, and knew it was for us.

There are now a number of platforms enabling you to upload your magazine content for the various mobile devices. The one we have used and recommend is **Magcast** due to its abilities and cost effectiveness.

If you have a niche your passionate about and seriously want a location independent business that creates monthly income in multiple ways, then mobile magazine publishing is definitely worth looking into.

And it is seriously no harder than writing a blog post... and a lot more rewarding and fun as you produce a beautiful magazine for your efforts!

Podcasting

Podcasting is really coming into it's own right now, spurred on by the mobile and tablet space. As people sit in their cars, on the bus, waiting for a train, walking, exercising etc, they now spend much of their time listening to music, or more recently listening to podcasts, where they can be both informed and entertained at the same time.

If you have a topic you absolutely love to talk about then podcasting might well be for you.

Podcasting itself is actually very simple... grab a good mic, record a short 20 minute show (even do interviews), and then up load it to Apple iTunes, Stitcher Radio and other platforms that host and distribute your podcast.

Listeners are actively scouring such platforms for things to listen to, so the traffic you gain can be very organic.

By doing regular shows, you will build up a great following and can look to get in advertising money for little ad breaks during the show, recommend affiliate products that you earn from, and even get your show sponsored.



Create an Online Course or Membership Site

The House Sitting Academy, is testament to what can be created to help fund your travels.

By spending time creating a solid product, you can get well paid from it for years to come.

Add in an affiliate program like we have done with the Academy, and you also have multiple people selling it for you. It's like having a little sales force out there selling your product 24/7!

Alternatively you could create a membership site where you add in content bit by bit each week. People pay a small monthly fee to gain access to the information and perhaps a members forum where they have the opportunity to ask questions.

A small fee from lots of people adds up quickly into a very nice monthly income!

Consults and Coaching

We don't do a lot of paid consulting these days mainly due to time restrictions, but it is something we have done tons of over the years in various niches from personal development and relationships, to internet marketing and creating an online income.

Most of our consults these days come through our personal network and this can work really well if you have a particular area of expertise.

The great thing about coaching and consulting is that there is nothing to create other than perhaps a website or even a Linked In profile or Facebook page. That is more than enough to get you started in consulting and coaching.

We hope these few suggestions get you started and your mind ticking over with ideas to get you on the road and travelling for years to come, with money in your pocket!

Have fun with it, and make sure whatever you choose do, you do something you love!

That is the biggest key of all!

