

CONTENT 2 PROFITS

Cheat Sheet

A simple outline to generate
multiple streams of income

A black laptop is open, and a stack of US dollar bills is fanned out in front of it. The bills are mostly one-dollar bills, with some two-dollar bills visible. The laptop screen is dark, and the keyboard is visible.

Rae Vonshae

Raevonshae.com

CONTENT 2 PROFITS

CHEAT SHEET *For Beginners*

Would you like to get paid for posting content on social media?
Follow this simple cheat sheet if you want to win.

STEP 1 CHANGE

Start thinking of YOURSELF as a **CONTENT CREATOR** and your business as a **MARKETING AGENCY**.

In other words, YOUR CONTENT should be intentional and purposeful

STEP 2 FOCUS

Decide WHAT type of content you are going to place on social media. Will it be content about health, wealth, relationships, fashion, financial, entrepreneurship, weight loss tips... WHAT?

STEP 3 CLARITY

Get clear on WHO your target audience is. Is it women over 30 who likes fashion tips... is it stay at home moms who want to exercise from home? Is it men over 50 who want to start a business? You must figure out WHO you are talking to.

STEP 4 CREATE

Create CONTENT around those topics with your audience in mind and then you can connect with companies that will pay you to advertise within your specific content.

DOES THIS MAKE SENSE?

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Continue Reading Below

21 Ways To Make Money Online

Here are 21 Money Making Ideas For You To Choose From

1. Start a [Shopify Store](#)

Breakdown: Sell physical or digital products through your own branded website. [You can start a Shopify store for \\$1.00 here!](#)

Strategy: Use TikTok, Instagram Reels, and influencers for organic traffic. Niche down for better conversions.

2. Dropshipping via TikTok Shop

Breakdown: Sell trending products without inventory using TikTok Shop's creator-friendly platform.

Strategy: Partner with content creators for UGC and viral video marketing.

3. Etsy for Handmade or Digital Goods

Breakdown: Sell crafts, art, printables, or digital downloads.

Strategy: Focus on keywords, Pinterest marketing, and offering customized options.

4. Facebook Marketplace Flipping

Breakdown: Buy undervalued items locally and resell online.

Strategy: Use negotiation tactics and keywords to find deals. List with great photos and copy.

5. Sell Print-on-Demand Products

Breakdown: Use platforms like Printful or Printify to design shirts, mugs, etc.

Strategy: Use Canva and Midjourney for designs. Sell through Etsy or Shopify.

6. Create a Private Label Product

Breakdown: Brand and sell your own version of a popular product.

Strategy: Use Alibaba to source, work with a designer, and launch on Amazon or Tik Tok.

7. Start a YouTube Channel

Breakdown: Make money via ad revenue, sponsorships, and digital products.

Strategy: Choose a niche (finance, beauty, etc...), post 2x/week, optimize thumbnails and titles.

8. Create a TikTok Channel

Breakdown: Monetize via TikTok Shop, Creator Fund, and brand deals.

Strategy: Post 3x/day, stitch and duet trends, drive followers to email list or store.

9. Start a Podcast

Breakdown: Monetize through sponsorships, memberships, or affiliate products.

Strategy: Use Podbean or Spotify for hosting, focus on a problem-solving niche.

10. Live Stream with Monetization (Twitch, TikTok Live)

Breakdown: Earn from donations, gifts, or product sales.

Strategy: Stream 3x/week, engage viewers with giveaways or exclusive offers.

11. Create a Newsletter

Breakdown: Monetize via sponsorships and affiliate links.

Strategy: Use Beehiiv or Substack, grow your email list with lead magnets and social promotion.

12. Sell Video Courses on YouTube or Teachable

Breakdown: Teach a skill and charge per course or via subscription.

Strategy: Outline high-demand topics (credit, business, hair), create value-packed videos.

13. Short-Form Content Editing for Creators

Breakdown: Edit TikToks and Reels for influencers.

Strategy: Offer editing bundles, build portfolio via Fiverr or Upwork.

14. Create a Viral Meme Page

Breakdown: Grow a theme page on Instagram or TikTok and monetize via ads or affiliate links.

Strategy: Post 3–5x/day, partner with influencers or promote niche products.

15. Sell Digital Planners & Journals

- Breakdown: Design planners for GoodNotes or PDF.
- Strategy: Use Canva and list on Etsy or Gumroad.

16. Create an Online Course

- Breakdown: Teach your skill or framework.
- Strategy: Use Thinkific or Systeme.io. Start by hosting a free webinar to sell.

17. Write and Sell Ebooks

- Breakdown: Publish on Amazon KDP or sell directly.
- Strategy: Focus on solutions (e.g. "How to Fix Your Credit in 90 Days"), use AI to outline.

18. Sell Canva Templates

- Breakdown: Create social media templates, resumes, etc.
- Strategy: Sell via Etsy or your website. Promote with tutorial videos.

19. Create a Paid Email Challenge

- Breakdown: Offer a 5–7 day value challenge with upsells.
- Strategy: Use ConvertKit or MailerLite. Add bonus checklists or workbooks.

20. Run Paid Webinars or Workshops

- Breakdown: Host Zoom trainings with a price or upsell at the end.
- Strategy: Use Eventbrite or your landing page. Record for replay sales.

21. Create an AI Prompt Library

- Breakdown: Sell curated ChatGPT, Midjourney, or marketing prompts.
- Strategy: Sell through Gumroad or via bundled digital offers.

RAE'S Tips

Tip 1... CHANGE YOUR THINKING

The first thing you must do is change the way you THINK. Start THINKING of yourself as a legitimate content creator that owns a MARKETING AGENCY. This will AUTOMATICALLY set you apart from 75% of people because most people are just posting a bunch of random content in hopes to go viral, even if that means losing their integrity. If you think of yourself as a professional, you will act and post accordingly and you will attract the right connections, brand deals, and sponsorships.

Tip 2... FOCUS ON ONE THING

Decide on what type of content you want to place online. Find or create an offer that aligns with the content you are going to post.

For instance, if your content is going to be about health, then you should find a health product that you can sell on the backend.

Tip 3... CLARIFY YOUR AUDIENCE

Get clear on WHO you will be targeting with the content. This way when you create your content, the person on the other side of the computer is like “oooh this person is talking directly to me”. The clearer you are, the easier it gets.

Tip 4... CREATE CONTENT CONSISTENTLY

Consistency is key! Create content around the main topics with your EXACT audience in mind so you will have a huge PORTFOLIO of content that showcases that you are an EXPERT on this particular topic. This makes it EASIER for brands to find you because they KNOW where they fit in.

Tip 5... REMAIN DEDICATED TO THE PROCESS

Motivation gets you started... Dedication keeps you going. You MUST remain dedicated to the process until you see your results. If you haven't seen your desired results, you can't quit! PERIOD!

IF YOU ARE A BEGINNER

This is what you must understand. The first 90 days of your Content Creator journey should NOT be centered around making money, it should be centered around CREATING CONTENT.

The CONTENT is what will bring you the MONEY but you must be willing to put in the work to build a portfolio so brands can actually SEE your work.

If you are NOT a beginner, but you still aren't making money.

1. Your content may be all over the place. Dial it in. **FOCUS**
2. You may not have the right offers.
3. You may not be connected to the right platforms
4. You may not be consistent.

Think about this... "In order to grow, some things must get cut".

Example: In order for your hair to grow, you must cut your split ends. Sometimes it's best to scale back with your content. Don't try to do EVERYTHING at once, try to get laser focused and get ONE thing to working first and then you can branch out and add extra types of content to your portfolio. It's okay to revamp and regroup in order to get your content to grow.

A Challenge For YOU!

Step 1: Sign up to Become an Amazon Associate. www.amazon.com

Step 2: Find 3 products on Amazon to create content about. You can find products that you **already have in your home** that are being sold on Amazon, or you can purchase 3 hot selling items to create content for.

([CLICK HERE](#)) for Rae's Recommendations of items. Items updated monthly.

As long as the items are sold on Amazon, you can create content for it.

Step 3: Think about WHO is the best fit for each product.

Step 4: Create content consistently about the products. Post the content on Social Media Platforms. (YouTube). Put links to the product in the description.

Step 5: Purchase the [Elevation Success Planner](#) to plan your success and/or the [Elevation Gratitude Journal](#) to write everything down, even if it's just writing your thoughts.

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Remember, if it's not WRITTEN it's not REAL! We must write the vision and make it plain.

This is enough to get your started on your journey. Take these steps and record your daily activities along the way. This will play an important role in your future as a creator.

Remember...

EVERYONE STARTS AT 0... EVERYONE STARTS AT GROUND LEVEL...
EVERYONE STARTS AT THE BOTTOM.

If you can make \$1.00 then you can make \$100.00 and if you can make \$100.00 then you can make \$1,000. If you can make \$1,000.00 then you can make multiple thousands.

The goal is to keep posting, keep being creative, keep adjusting, and keep growing. NEVER steal any one else's content and never lose your integrity to make a quick buck. Build a legitimate business online and your business will pay you accordingly. If willing to put in 6 months to 1 year....



Grab the Content 2 Profits Starter Kit

[CLICK HERE
TO PURCHASE](#)

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An Invitation For you

You are cordially invited to apply to join

RAE NATION

An Accountability club for creators who want to eliminate procrastination and become PRODUCTIVE with a community of other creators.

***This is NOT a course - this is an ELITE MEMBERSHIP CLUB for people who want to be CHALLENGED to TAKE MORE CONSISTENT ACTION!

What you'll get

Unlimited Access to Rae Vonshae in the community

Ability to share your wins with others and encourage other's along the way to success.

Weekly Live Accountability calls

Monthly Challenges

You don't need another course, you need ACTION and ACCOUNTABILITY!

Rae Vonshae

www.raenation.com



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