

Presented by Leigh-Ann Lemire

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Multiple Income Streams: avoiding Starving Artist Syndrome By Angela Booth

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Summary: The key to success as a creative or for anyone, is multiple income streams.

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Multiple Income Streams: avoiding Starving Artist Syndrome

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If you're a creative, the chances are high that if someone is making a buck from your talents, it's not you. We writers, artists and designers aren't good negotiators. We love our work, and we're happy that someone wants to pay us for it. It takes us a while to realize that while everyone else is doing nicely from our work, we're not.

The answer to Starving Artist Syndrome is: Multiple Income Streams.

How would that work? Some ideas ----

If you're a writer, you could:

* work on a novel (your primary work and source of income) as well as

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- * write articles for magazines and newsletters, and
- * write a children's book, and
- * write greeting card material.

If you're a Web designer, you could:

- * develop Web sites (your primary source of income), and
- * create logos and stationery for businesses, and
- * create images for greeting cards, and
- * host client Web sites.

If you're a photographer, you could:

- * do advertising photography (primary income source), and
- * take stock photos for image libraries, and
- * take glamour shots at beauty salons, and
- * take photos of homes for up-market realtors.

If you're thinking: "Yes, that's great, but won't I be spreading myself too thin?" the answer is yes, if you try to do all of this at once. You develop your Multiple Income Streams over time. Estimate that it will take a year to get them all happening. What these Multiple Income Streams will do for you, when you get them moving, is smooth out your work and cash flow.

When work is slow on your primary income stream, you work to market that one, but also develop another. Your goal is to have at least FOUR income streams. With four sources of cash, all four won't be going through a slump at the same time. Nor will they all be equally busy at the same time. You'll have enough work to keep yourself busy, and cash coming in regularly.

=>The goal of Multiple Income Streams: passive income

The goal of all this busy-beavering is passive income. That is, work that brings you in cash long after you've completed it. If you're a writer or artist, this is books that you've written that are bringing in royalties, or that you're selling on your own Web site. If you're a photographer, it's stock photos you've licensed that bring you in fees whenever anyone uses them. If you're a Web designer, it's hosting clients' Web sites.

The big benefit of the creative life is being able to license your products. If you're just selling your time, your income is limited by the time you have to sell, and you'll always be pushing for the next project, hoping that it's a long one at a good hourly rate.

Think "intellectual property" and "products" and the picture changes. Imagine if you create one product every few months, and sell one copy of that product each week. The more products you create, the more you'd be selling, and the more \$\$\$ you'd have coming in.

=>Actively look for Multiple Income Streams

The world is changing fast. Most of the jobs around today weren't in existence a decade ago. Actively looking for your own Multiple Income Streams means that you won't be blindsided if your current work dries up for whatever reason.

Here's how to recognize a new Income Stream that's right for you:

- * it gets you enthusiastic;
- * you feel you can do it right now, or with some practise or training;
- * it has a market.

Developing Multiple Income Streams takes time, energy and talent, and you've got that. Get started today.

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Author and copywriter Angela Booth writes for businesses.

5 Easy Steps For Making Money Online
By Rachel Phillips- Stay at home mom

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It seems everyone is trying to make a living working from home on the internet now a days. It's kind of like the starving artist syndrome. I am one of those people.

I have been dabbling in different ventures on an off for about 3 years now and I figured I would share with the world what I found works and doesn't work. I'm no expert, just a regular girl from the South trying to be a stay at home mom.

I will tell you that I do make enough, FINALLY, every month to compensate for what I would make at a regular 40 hour a week job. This pleases me and my family because it is also eliminates a \$1000 a month daycare bill. (Sound familiar)

In the beginning, which is probably where you are now, I worked my regular job and then came home and did more work for another 4 or 5 hours every night trying different things.

That is how I started and it was grueling. There is no magic wand and work is work, regardless of where and how it is done. Working from home is no different.

There are several main goals to achieve to make a decent living from home.

1. Find your niche. What are you going to sell? If you don't have a product, sell a service. If you don't have a service, sell somebody else's service. Affiliate marketing might be a way for you to go if you don't have your own product or service to sell. This is the way I went.
2. Own your own website. If you know nothing about building a website, which I didn't visit, my home page for help on building a FREE website.
3. Market that website. (This is part of the "real work") If you built a Wal-Mart the middle of the West Texas desert, which is hundreds of miles of nothing, how many customers would you get. Not many, because nobody would know the store was there. I equalize a website to the same thing. If you build it, they will NOT come, unless they can find you. You must be willing to learn marketing skills if you are going to survive on the internet, plain and simple. I learned from the best.
4. This is the most important. Multiple streams of income! In other words, don't put all your eggs in one basket. I get checks every month from 10-15 sources on the web. 2 or 3 hundred dollars a month from 10-15 different sources adds up and that is the key. Sell a product or service, feature Google ads on your website for a small string of income, build a mailing list, and offer Amazon books on your site relating to your product and/or service. These are just a few examples of multiple streams of income.

5. Read everything you can get your hands on, (free articles and e-books)

Good Luck!

Presented by Leigh-Ann Lemire

Rachel Phillips is an internet marketing professional and stay at home mom. You can sign up for her newsletter which is dedicated to supporting everyday people just like YOU! She offers top rated home business opportunities, the latest time saving tools and helpful support from a friend in the business. Rachel is offering a Free Business Start-Up Kit and Free Website for her next 1000 visitors. Visit <http://www.real-work-at-home.com>

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