ENTREPRENEURIAL YOU

How to create multiple income streams

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WHAT WERE THEY DOING DIFFERENTLY?

What she found:
There's not "one path"

Consultant
Coach
Teach online courses
Host conferences

Develop a community

Write books

The idea isn't to pursue all of them

Think of it like a smorgasbord

Pick & choose the ones relevant to you

She decided to interview them. More than 50 interviews went into writing this book...
Everyone should strive to have at least 2 income streams.

- Diversification
- Explore more options
- More & bigger opportunities

Each income stream can feed into the other.

Flywheel effect

One revenue stream increases another.

Biggest barrier: People don't feel like they're experts in anything.

You don't have to be the world's expert. Just need strong interest and experience in a field.

Maybe you want to go all in on consumer packaged goods marketing… or photography.

Even niche courses can have hundred-thousand-dollar launches!
IT’S GREAT TO DREAM BIG

BUT HOW CAN YOU BRING YOUR DREAMS TO REALITY?

☑️ TAKE SMALL ACTIONS THAT SEEM VERY ACHIEVABLE

INSTEAD OF:

CONSULTING FRANCHISE WITH 6 FIGURE CONTRACTS

GET JUST

1

CLIENT FOR A $20 COACHING SESSION

IN 30 DAYS

SEEMS DOABLE AND THAT’S THE KEY...

GET STARTED

EASY TO THINK ABOUT STARTING A SIDE VENTURE

CAN READ A MILLION BOOKS AND SPEND MONTHS ANALYZING YOUR IDEAS

BUT WHAT TURNS YOU INTO AN ENTREPRENEUR IS ACTUALLY DOING IT

WHAT’S THE SMALLEST ACTION YOU CAN TAKE RIGHT THIS MOMENT?

WHAT’S THE EASIEST & FASTEST WAY TO GET YOUR FIRST DOLLAR?