

Make Money Online

Making money online is a worthwhile and sometimes necessary investment. It allows you to expand your market and make a deeper connection with fans.

We've gathered some information for you and will keep it updated as we find new information.

Misc Income Streams

Some forms of generating income are going to be specific to the number of followers/subscribers you have, so for now, let's look at what other musicians are doing as well as what has worked in the past.

1. **Signed Merchandise-** The personalized experience will definitely create an easier sell and allow you to charge a little more for what you offer. The name of the game right now is consistency with your social media. Let people know your situation, but don't seem desperate. The more you offer engagement, the more you will feel like part of someone's family, the easier it will be for them to take out their wallet. There will be a lot of competition right now, but you are used to that.
2. **Skype Lessons-** A lot of people will take Skype lessons just out of being starstruck. You can charge \$80 an hour and some people won't flinch. That is pretty close to the professional rate anyway.
3. In addition to lessons, just **celebrity hang time or a workshop** will go over well right now. The price is essentially the same, and you can choose to focus the offer: help with songwriting, inside music industry information, or just talk to someone.
4. **Livestream Performances-** Throw a Live Event via Facebook, Tik Tok, or Youtube. Auction Merchandise, find a sponsor, or even sell tickets. A weekly show may prove to be a boon. You can generate money by asking for donations, taking requests in exchange for tips, auction merchandise, or find a sponsor. Be sure to engage your audience and mention them and respond to questions by name.

The best way to collect money during this is going to be Paypal. It may be best to have a Paypal tied to a nonessential email just to keep from receiving spam/fan mail to a degree that it upsets your regular account. Remember that we are here to support you and offer you guidance as well during this trying time. For those of you who meet the following qualifications, read the next bit.

FACEBOOK ADS (50k Followers)

Whether you're getting paychecks from Facebook or from other parties, the bottom line is you need followers. There are several services online which allow you to actually buy followers, but the most valuable audience is an organic one. If your organic reach is large, you basically have it made.

A few tips on how to attract as large an audience as possible are listed below:

- *Announce your video before going live: If you're worried that no one would tune into your live stream, announce the time and date on your page well in advance. Keep reminding your followers about the upcoming video, and encourage them to share and like your reminders. Give another special reminder an hour before you go live and another about five minutes before starting.*
- *Don't go overboard: There's a chance of turning off your viewers if you sound a bit too eager. Flooding people's newsfeeds with the same reminder would make them irritated. Additionally, don't make promises you can't keep. If you promise a whole hour of excitement, that's a really tall order. It's better to keep things simple, interesting, and relatable.*