

teachable

# ***THE FULL-TIME CREATOR CHECKLIST***



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## How to make full-time income online by monetizing your content

More and more people are making the switch and becoming full-time online business owners, leaving their 9-5 jobs behind. For some, the transition is seamless and they watch their income skyrocket. For others, it doesn't come as easily. Another thing we tend to see new full-time creators struggle with is scaling. They get their online business off the ground, they begin to make a solid income, but their growth plateaus.

The thing that separates those who soar and those who struggle is a knowledge of the basic principles of what it takes to make a comfortable living online.

By understanding and acting on these four golden rules, you'll increase your chance of online success ten-fold.

## Generate a full-time income while creating great content

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These four steps will help you build a solid foundation and create a full-time income from your content

## Explore self-directed revenue sources.

Most creators rely on earning ad revenue and landing sponsorships with brands, but that is a losing battle. In the past, websites with moderate traffic could make thousands a month through running ads on their sidebar and in their posts, but the earning potential from ads is rapidly declining. Sponsorships are fickle and unreliable, and relying on outside sources for your online income is risky.

Instead, exploring self-directed revenue sources is a smart move for anyone who wants to take their online business full-time.

In short, self-directed revenue sources are monetization strategies that you control — things like including affiliate links in your posts and resources, creating and selling online courses, and merchandising your brand. Of these 3, the easiest, most profitable, and most valuable to your audience is online courses. Course are great because you can provide your audience with premium content, and you create the course once and can sell it over and over again.

Never created an online training program or course before? No worries. [This guide](#) will help you get started planning your online course.

Importance level: **Essential**

## Create clear audience persona(s).

It pays to know who your audience is. Don't worry; I'm not talking about getting super granular. Understanding that your audience is separated into certain age groups, areas of interest, and demographics will help you make more relevant, interesting, entertaining, and educational content. My advice is to figure out who your top 3 audience personas are, and then continue to build out new personas as you grow and discover them.

Remember, you can't be everything for everyone. Know who your audience is and *create content for them*.

Importance level: **Intermediate**

## Create a consistent production schedule.

One of the golden rules of building a successful business online is consistently creating high-quality content. With that said, it's something a lot of aspiring entrepreneurs fail to do. If becoming a full-time creator is a priority to you, creating a consistent schedule needs to be on the top of your to-do list.

Consistent content is what brings your current viewers back week after week, and it continues to drive new viewers to your channel, blog, or profile over time. Furthermore, creating consistent content will help your website rank better with search engines and build authority over time.

Don't have time to create brand new content for multiple channels each week? Our [Ultimate Guide to Repurposing Content](#) can help you work smarter, not harder.

Importance level: **Essential**

## Explore user generated content.

The great thing about building a business online is that you've got direct access to your audience and you can get feedback from them in real time. They'll tell you what they want, what they don't want, and what they're watching in addition to your content.

All of this is valuable information to find out what topics to discuss next, what types of products to offer (if any), or any sponsors that might be a good fit for your audience.

Once you have an audience, *listen to them*. What kind of content are they interested in seeing you create? Your audience is one of the most valuable tools you have as an online creator. They can help point you in new profitable directions, and even create content for you if you're open to guest posters.

To get real-time feedback from your audience, use polls, surveys, and quizzes that your audience will interact with as they progress through your content. Tracking your engagement and how people are consuming your content will help you pinpoint where your courses or trainings are most engaging and where could use some work.

Importance level: **Intermediate**

# Take the leap

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For more support, these resources will help you gear up to take your business full-time.

Transitioning to full-time creator puts the freedom into your hands, allowing you to build your business and see massive growth month after month. Using these principles will help you create a solid foundation for your online business, affording you the stability to scale.

For more support on taking your online business full-time, check out these articles:

- [19 Proven Ways to Make Money Online](#)
- [How to Create a Mini Course to Build Your Brand](#)
- [List Building 101: How to Build Your Email List](#)
- [How to Start a Profitable Business for Little Up Front Cost](#)
- [How to Sell Your Online Course Without an Audience](#)

And from all of us at Teachable, good luck!

*Team Teachable*

# **P.S. Join our exclusive FREE masterclass series!**

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**We're hosting a free masterclass series, and you're invited!**

Our series kicks off on Monday January 14, 2019 and we'd love to see you there! Jess Catorc will be walking you through each step listed in this checklist to help you create your plan to generate full-time income while creating great content as a creator online in 2019.

These videos are on-demand, so you can consume them at your own pace and watch them again and again as you formulate your plan. See you there!