

Nick Laight's

WHAT REALLY MAKES MONEY

**The Ultimate Guide to
The Best Part-Time Side
Income Projects You
Can Start Today**

The Ultimate Guide to The Best Home-Based Side Income Projects You Can Start Earning From in 2026

All rights reserved. No part of this publication may be reproduced in any form or by any means without the prior permission in writing of Canonbury Publishing Ltd.

Please note it is our intention to be as accurate in fact, detail and comment as possible. However, the publishers and their representatives cannot be held responsible for any error in detail, accuracy or judgement whatsoever. This publication is distributed on this understanding.

This guide is published by Canonbury Publishing Ltd.

Registered office: The Tanner, Kirkstall Road, Leeds LS3 1HS
Registered in England No. 4765425 VAT Reg. Number 811 5700 64

© Canonbury Publishing Ltd

CONTENTS

eCommerce...

1. **Online Flipping**
2. **Consignment Selling**
3. **Amazon FBA**
4. **Digital Planners**
5. **B2B Printables on Etsy**
6. **Print-On-Demand**
7. **Public Domain Art**

Services...

1. **Peer-to-Peer Renting**
2. **AirBnB co-host**
3. **Local Freelance Jobs**
4. **Senior Tech Support**
5. **Drop Servicing**
6. **Photo Colourisation/Improvement**
7. **Smartphone Microtasks**

Content Creation...

1. **PDF Farming – Micro manuals**
 2. **Ebook Creation**
 3. **Faceless Videos**
 4. **Email publishing**
 5. **Digital Course**
 6. **No-Code AI Smartphone App**
 7. **Stock Images using AI**
-

Finally, Start Earning an Income From Home In your Spare Time, Without Any Skills or Experience

If you've taken the effort to download this book, then I know one thing for sure.

You're serious about finding a genuine way to make money from home.

But I also know that you've not found something that works for you yet.

Perhaps you've had your fingers burned...

Perhaps nothing really appealed...

Or maybe you tried a few things you didn't enjoy enough to stick at.

It could even be that you're just too overwhelmed by the sheer amount of choice out there, and don't know where to begin.

If so, this book could change everything. Because within these pages could be the ideal home income method for you, with everything you need to get started on it.

First, though, a quick introduction.

My name is Nick Laight. I've spent more than two decades researching, analysing and teaching home-based income methods.

In 2002, my wife Heloise and I started Canonbury Publishing from the kitchen table of our small Islington flat. It was a side project at first - I was still working full-time, and Heloise was heavily pregnant - but it taught me what it takes to start something from scratch with limited spare time.

Since 2003, I've run *What Really Makes Money*, an independent advisory service that tracks and reviews enterprise ideas and income opportunities.

When I started out, the phrase “business opportunity” made people suspicious. Many assumed it meant “get rich quick”, or that it was somehow unrealistic for ordinary people.

The world has changed. Side businesses are now mainstream.

Newspapers like *The Times*, *Evening Standard*, and even broadcast outlets like CBS and BBC News regularly run features on side hustles. What once felt unusual has become a normal part of working life.

In the UK, around 30% of workers, roughly one in three, now run some kind of side hustle alongside their main job. Most earn between £350 and £800 per month.

But a significant minority earn much more... around 7% make over £50,000 a year, and the top 5% exceed £100,000.

As you can see, many thousands of ordinary people are making their own independent income, from home, in their own time.

Over the past twenty-one years, I've helped people get into all sorts of profitable projects: eBay and Amazon businesses, blogging, home trading, eBook publishing, membership sites, flipping collectibles, printing T-shirts and mugs, and a lot more.

I've seen what works, what doesn't, and what is worth your time.

Because if you are serious about making money, there is now more choice than ever before, with tools that make it possible to access business ideas that were difficult or expensive to start in the past.

You can trade and sell... you can create profitable content... you can rent out assets and offer services... all with nothing more than a laptop and an internet connection.

Whether you want to supplement your wages, replace a lost job, or build towards financial independence, this book will give you 21 proven methods that people are using right now to generate income from their homes.

It's a practical guide to legitimate home-income ideas based on what actually works. I've collected genuine success stories, looked at current

market conditions, and made honest assessments of what each method requires and what you can expect to earn.

Each entry in this book will show you:

- what the opportunity involves
- who it suits
- the tools you need
- the typical earning potential
- and the exact steps to start

The key is not to try everything. It's to choose the idea that fits your personality, your lifestyle, and your goals then go from there.

Most of these home business plans can be run in 30 minutes to two hours a day, depending on what you choose. The commitment is entirely up to you.

What's more, you no longer need a lot of skill or experience.

AI Has Changed the Game

For the first time in history, the skills that used to slow people down - like copywriting, design, research, planning, and tech - can now be handled by AI tools like ChatGPT, Claude and Gemini.

AI makes these tasks faster, easier, and far less intimidating.

You can get text, images and even apps made for you...

You can get projects researched, planned and scheduled for you...

And you can get help with writing, marketing and design whenever you need it, 24 hours a day.

So you don't need to be a tech expert. You don't need to be a creative genius. And you don't need to have run a business before.

You just need a starting point - and that's what this book is designed to give you.

How to Use this Report

There is a lot of information in this report - with 21 potential home income ideas to choose from, and multiple ways to approach each one so that it suits you.

But please don't feel overwhelmed.

You don't need to read this like a traditional book, and you don't need to read every section in strict order.

The whole point is to cut through the noise to help you find the one opportunity that fits your personality, strengths and financial goals.

So I recommend you start by skimming through the content page just to get a sense of what's available. If any of them catch your eye and spark a bit of interest, then dive into those first.

At the end of this report, I'll also show you an AI tool that will match you to those opportunities that best suit your levels of free time, experience, personality and financial goals.

I've inputted ALL the information about each opportunity, and used my 23 years of experience to evaluate what each one requires. Then I've trained it to deliver precise, accurate reports, tailor-made to the user.

This will help you narrow down your options and help you make the right decision.

When you've selected an idea that you like, I recommend you try the first steps as recommended in each entry - and then have a go at the 'quick win' suggestion at the end.

It's only when you take a small action towards your goal that you fire up your motivation. And you'll learn far more about business by doing something practical, than by endlessly comparing options, hopping between ideas and procrastinating.

In my experience, the people who succeed are rarely the ones with the most skills or confidence at the beginning. They're the ones who choose a path and then take action to follow it.

And don't worry, you won't be committing yourself to anything.

All these recommended income plans are quick to try out, without needing large upfront costs or investments in stock and premises.

You're simply taking that crucial first step towards an independent income that could radically improve your life.

This report could be the point where it all changes for you!

Best wishes

A handwritten signature in blue ink that reads "Nick Laight". The signature is written in a cursive style with a long horizontal stroke extending from the end of the word "Laight".

Nick Laight

eCOMMERCE

Selling products is one of the oldest businesses in the world. In Ancient Greece, merchants known as the *kápêloi* set up stalls at the edges of temples and along busy roads, trading grain, olives, wine, pottery, and cloth.

This was when the first coins were made and money became a tool for buying and selling. They used symbols painted on walls and images etched into vases to advertise their wares.

The principle has always been the same. You can either create something of value that people want to pay for, or you can source existing products at a low cost and resell them for a higher price.

Thousands of years later, it's possible to do this from your sofa with nothing more than a smartphone or a laptop.

The big online marketplaces like eBay, Amazon, Etsy and Vinted now attract millions of buyers every single day, creating a huge market of customers actively seeking out products, from all over the world, twenty-four hours a day.

Thanks to these 'eCommerce' sites, you don't need your own website or a social media following to get products in front of hungry buyers. And you don't even need to make any products yourself. In fact, you don't need to handle any physical products at all if you don't wish to.

I'm going to show you a range of different ways to capitalise on the latest eCommerce trends, tools and strategies, including:

- How to sell what you already own – or find for free locally
 - How to flip everyday items you find in shops, auctions and clearance sales for a quick, easy profit
 - How to sell other people's bestselling products on Amazon without fulfilling any of the orders yourself
 - How to sell physical items with your own unique designs that get made for you... and then shipped to customers for you, too
 - How to sell AI-generated digital products on Etsy for a passive income
-

- How to sell printable files to small businesses that AI designs for you
- How to profit from copyright-free artworks that you can source online for zero cost.

In each case, you can use existing eCommerce platforms to connect to a constant stream of customers and AI tools to cover anything you find daunting, like creative work or product listings.

Best of all, this can all be done online, in your own time, without any staff or business premises.

Let's take a look...

1. Online Flipping

How to Find Low Cost and Free Products that You Can Resell Quickly Online for a Guaranteed Profit

Difficulty Level: Medium

Skill Level: Low

Income Potential: £50–£1000 per month

Introduction

Flipping is one of the simplest, least risky ways to make money from home. You find items at low prices or for free, then resell them online for a profit.

It's the classic 'buy low, sell high' principle in action.

These items could be:

- Things you already own
- Bargains from charity shops
- Finds from car boot sales and jumble sales
- Clearance items from high-street shops
- Job lots from auctions
- Free items being given away by members of your community
- Returned stock from retail warehouses
- Vintage, quirky or rare pieces that others overlook

It's also possible to find products online that are selling at a lower price on one website than they are on another website. When you do this, you can buy it cheap and then resell it to make a small profit from the price difference - a technique known as 'arbitrage'.

For example, you might see a tablet computer for sale with one online retailer at £229 which is on sale for £199 with another...

Or you might spot a brand new copy of a hardback book in a clearance sale that usually costs £25 but is available at a bargain £9.99...

Or you might see a Lego set in a charity shop for £29 that can fetch anything up to £200 on eBay.

The beauty of flipping is that it doesn't require any skill.
You don't need to become an expert.
You don't need equipment.

And if you start by selling a few things you already own to create a small starter fund, you get going without a large upfront investment.

Here's how...

The Easiest Way to Get Started

You can begin in your own home. Go through every wardrobe, cupboard and drawer in every room and pick out any items that might have potential value.

Popular categories for flipping include:

- Clothing
- Furniture and homewares
- Tools
- Vintage video games and consoles
- Records, tapes and audio gear
- Toys (e.g., Lego, board games, action figures)
- Books
- Antiques and collectibles
- Technology (iPhones, tablets, headphones, laptops)

For instance, you might have an attic, basement, garage or shed full of treasures - anything from baby buggies, vintage cardigans and power tools to books, vinyl albums and board games.

When you find something you think is worth money, go and seek out the item on [eBay](#)...

But don't look at the current listings. Instead, click on 'Advanced' and then 'Sold Listings'. This shows what people have actually paid for, not what sellers are hoping to get.

If your item has a scratch, missing part or worn corner, scroll through the listings until you find a similar one in a similar state.

You can categorise your item under tags like "used – acceptable", "used – good", "used – very good" or "used – like new", then price it accordingly.

Note that some items might sell poorly on eBay but work better on Vinted, Etsy or Facebook Marketplace. So make sure you check those out too.

To sell your items, try:

[eBay](#) for pretty much anything.

[Vinted](#) for clothes, shoes and accessories

[Facebook Marketplace](#) for bulkier items that can be picked up by buyers

[Etsy](#) for vintage or unusual items

[Discogs](#) for vinyl

[Ziffit](#) for books, CDs and DVDs (they give an instant price).

[Shpock](#) - for awkward to post items like Furniture, Home décor, Garden tools, Bikes & scooters

[Preloved](#) - another good one for second-hand, vintage and niche items

Once you've exhausted the possibilities in your own home, you can start to search offline or online for more resale opportunities.

Where to Find Stock

Most beginners start with charity shops and car boot sales. If you enjoy browsing in those places, they're a great way to find bargains, particularly collectibles and antiques that can sometimes sell for pennies and go for much higher prices online.

However, they're only the tip of the iceberg. Below is a list of sourcing hotspots that could be a rich source of profitable items.

- **House Clearance Sales**

People clear out their homes after a bereavement or when downsizing. In many cases, they often want things gone quickly and will sell cheaply to move things along. Sometimes you can also get free items in return for taking them away.

Search for:

- "House clearance + [your town]"
- "Estate sale + [your town]"

You can also look here:

- [Gumtree](#) a website for selling items locally.
- Search: "house clearance" + your location
- [Facebook Marketplace](#)

- **Council Reuse Shops & Recycling Centre Shops**

These are absolute treasure troves where you can find things like lamps, tools, electricals, vintage furniture, cookware, often for £1–£5 per item.

Search "reuse shop + [your council]".

- **Library Clear-Outs**

Libraries regularly sell books for 20p–£1, including niche non-fiction that can sell for £10–£40. Check your local council website for library events or Google 'Library sale' or 'library sale + [your local area]'

- **School Fairs, Church Fêtes, Charity Fundraisers**

If you ever see a poster for one of these, then make sure you pop in!

- **Auction Houses**

These are great for job lots, furniture, tools, tech, instruments, collectibles. Search: "auction house in [your town]".

You can also access actions online. Here are two major UK platforms:

- [The Saleroom](#) - this can connect you with over 700 auction houses from around the world
-

- [Easy Live Auction](#) - this gives you a list of all the actions happening today.

- **Police & Government Auctions**

The police and the government sell off stolen goods (unclaimed), lost property, tech, tools, bikes, jewellery, and power tools. All at huge discounts.

Go to [Police Auctions](#). Also notes that some regions sell via eBay, like [Sussex Police](#), for example.

Other auction houses with government/police stock include:

[John Pye Auctions](#)

[Wilson's Auctions](#)

- **Return Pallets & Liquidation Stock**

'Return pallets' is a term for pallets of goods which have been returned to various high street and online stores. Sometimes they include surplus items that are out of catalogue, products that have gone missing in transit, or stock taken from bankrupt businesses.

They are auctioned off at bargain prices where you could get a serious steal... or sold directly at a fixed price that is way below the estimated retail value.

This is where you can find crazy deals on things like vacuum cleaners, garden tools, office chairs, toys, and kitchen appliances.

You can find them here...

- [i-bidder](#) is one of the biggest, with thousands of daily lots from liquidations, retail returns, house clearances and general sales. It's messy, busy and full of mixed-box treasure if you don't mind sifting.
 - [William George](#) - specialise in retail returns, often with no-reserve auctions, and stock everything from homeware and electronics to furniture and toys.
 - [Supreme Auctions](#) offers pallet loads, home goods, DIY, garden equipment, toys and clothing – ideal if you want to buy in bulk and flip items individually on Facebook Marketplace or eBay. They also
-

offer nationwide delivery, which saves a lot of hassle if you're not local.

You can register for Amazon liquidation stock [here](#). Or look via these wholesalers:

- [Wholesale Clearance](#)
- [BritDeals](#)
- [Discount House](#)
- [Gem Wholesale](#)
- [Marthill International](#)
- [TopDown Trading](#)

- **Free Stock!**

People often give away furniture, tools, electronics, baby gear, DIY supplies and décor simply because they want space. You can find these free items on the following websites:

- [Freecycle](#)
- [Freegle](#)
- [Olio](#)

- **Online Marketplaces**

The following sites are good for finding local items that people will give you at a low cost if you're willing to pick them up.

- [Gumtree](#)
- [Facebook Marketplace](#)

And you can look for bargains on:-

- [eBay](#)
- [Vinted](#)
- [Shpock](#)
- [Preloved](#)

Online Arbitrage

Online arbitrage (OA) is where you buy something cheaply on one website and resell it for more on another.

Here are some good places to look...

- **Amazon** regularly lowers the prices of some products to entice sales. Look for daily special deals [here](#). Also, Google ‘amazon resale’ to see their latest used and open-box products.
- **eBay**. You can buy cheaply on eBay and resell at full market price. Look for auctions ending at odd hours, ‘local pickup only’ listings and job lots.
- For clothes it’s also worth checking out [TK Maxx](#).
- **Online Retail Clearance Sections** - Many big retailers have clearance pages on their websites.
 - [Argos Clearance](#)
 - John Lewis Clearance (Google “John Lewis Clearance)
 - [Currys Clearance](#)
 - [Boots Clearance](#)
- [Google Shopping Price Comparison](#) - Search for any item on Google Shopping and you’ll see instantly who sells it cheapest and who sells it most expensively.
- [HotUKDeals](#) – here, people post massive price reductions in real time.

How to Decide if an Item Will Make a Profit

This is the biggest fear beginners have: “How do I know what something is worth, and how will I know it will make a profit?”

But you don’t have to guess, because the answers can be found online.

Here is where to look.

- **Ebay Research**

On eBay, search for an item and click on ‘Sold Items’. Now you’ll see the last 30–90 days of real sales.

For example, you might find a Nintendo GameCube controller for £3.59. On eBay you will see recently sold prices of £18–£24. So you can see a potential margin of roughly £14–£20.

To check demand, look at how many have sold recently and then compare this to how many are currently listed.

For example, if 50 have sold in the last month and only 20 are listed, that's a sign of high demand. But if 5 have sold and 100 are listed, then walk away.

- **Completed listings on specialist sites**

Some platforms show final selling prices or market averages. For example, the second-hand record and CD marketplace [Discogs](#) will show you historical sales and average price guides.

Or you can ask for a quick free evaluation on bookselling sites like [Ziffit](#) or [Webuybooks](#).

Note that you don't need to sell your items to them. You're just getting an idea of the lowest price you're probably going to get offered.

- **Vinted trends**

On **Vinted**, search the brand/style and filter by "sold" to see what's trending. If an item is selling quickly (lots of recent timestamps), you've probably got a winner.

- **Facebook Marketplace**

Search for your item, then watch how quickly listings disappear. If things are "sold pending collection" within hours, you know demand is high.

- **Google Lens to identify items instantly**

Open [Google Lens](#) on your phone, snap a picture, and it will tell you:

- What it is
- Brand and model
- Typical selling price
- Where it appears online

This is great for charity shop finds, collectibles and items on pallets.

When you are working out profit margins, make sure you factor in fees (they're easy to estimate)

- eBay fees are usually around 10–15%
 - Vinted, the buyer pays the fee
-

- Facebook Marketplace has *zero* fees for local collection

Where to Sell

Different platforms work better for different items.

- [eBay](#) – best for vintage, tech, tools, collectibles, gaming, branded items, homeware, small appliances, job lots, parts.
- [Facebook Marketplace](#) – perfect for bulky items (no postage!), fast local sales, furniture, garden kit, exercise equipment.
- [Amazon](#) – ideal for books (new & used), DVDs, boxed household goods, new products, and branded retail arbitrage finds.

Clothing & Fashion

- [Vinted](#) – brilliant for clothes, shoes, accessories, high-street brands, kids' clothes. The buyer pays the fees.
- [Depop](#) – best for Y2K, retro, punk, streetwear, vintage, cool and trend-led fashion.
- [By Rotation](#) – renting or selling designer fashion.

Books, Media & Vinyl

- [Ziffit](#) – instant valuations for books, CDs, DVDs.
- [MusicMagpie](#) – buyback for books, DVDs, games, tech.
- [WeBuyBooks](#) – sells books directly to the company for quick money.
- [Discogs](#) – the best marketplace for vinyl, rare CDs and music collectibles.

Vintage, Handmade & Artsy Items

- [Etsy](#) – handmade goods, craft supplies, digital products, and true vintage (20+ years old).
 - [Preloved](#) – great for quirky vintage, antiques, curiosities, furniture, pets, and local sales.
-

- [Shpock](#) – good for second-hand bargains, tech, fashion, kids' items, and local collection.

Tech, Phones & Gadgets

- [CEX](#) – instant valuation for phones, laptops, consoles, gadgets and accessories.
- [MusicMagpie](#) – also excellent for tech trade-ins.

Furniture, DIY & Home Items

- [Gumtree](#) – ideal for furniture, white goods, tools, car parts, and local bargain hunters.
- [Facebook Marketplace](#) – again, unbeatable for bulky items and fast turnaround.

>>>> Case Study 1

James Beal discovered flipping almost by accident. At 21, unhappy in his £7–£8-an-hour bench-joinery job, he Googled “how to make money online” and ended up at his first car boot sale.

His early flips were small. For example, a £3 Swiss watch sold for £50. But as he got more experienced, the profits rose. For example, he picked up an empty Sega Mega CD box for £2 and resold it for £170, and a £35 Wilson Tennis Ball Launcher for more than £600 on eBay. One of his trademark finds (a £6 vintage record) later sold for £155, captured on his YouTube channel, Jammy Dodger Flips.

By 2023, the income from reselling and content creation had overtaken his day job, allowing him to go full-time. Today, Beal, now 29, earns a full-time living combining eBay sales with YouTube revenue, regularly generating four-figure weeks from sourcing second-hand shoes, tools, and vintage items that often sell for many times their purchase price.

>>>> Case Study 2

Jamie (32) and Sarah McCauley (33), a couple from West Michigan, built a highly profitable side hustle by buying and reselling return pallets from large retailers — including Amazon, Walmart, and Target. What started as an experiment has now earned them the equivalent of £15,600.

Since starting, the couple has spent around \$7,150 (£5,700) on pallets. Their total profit so far: \$19,500 (£15,600)

They resell items primarily on eBay and Facebook Marketplace. One example shows how profitable a single pallet can be:

They paid \$525 (£420) for a pallet from Amazon. They refurbished 25 items. They resold the lot for \$1,880 (£1,500).

Jamie and Sarah estimate that they usually recover their investment within two weeks, and sell 90% of the items from any pallet within four to eight weeks.

>>>> Case Study 3

Like many people, Nina Crighton had clothes stashed everywhere. Many items still had tags on. Others were impulse purchases never returned in time. And she's not unusual in this. Many households have £300–£1,000+ worth of unused clothing sitting around.

So she began selling them on Vinted.

Within just three weeks, she hit "Gold Seller" status and went on to make nearly £1,000 selling pre-owned clothing.

Could YOU Make Money From This?

This method works best if you:

- Like hunting for bargains
- Have a natural eye for a deal
- Love collecting (or you're a bit of a hoarder!)
- Enjoy simple, repeatable tasks that don't take time
- Want to earn without tech skills
- Don't mind a bit of buying, messaging and posting
- Want to start with almost zero risk

Income Potential

- £50–£500 per month for casual flippers
 - £1,000+ per month for people who treat it seriously
-

This income depends on:

- how much time you spend sourcing
- what niches you choose (tech, toys, vintage, furniture, clothes)
- your buying instincts
- how quickly things sell in your area
- which platforms you use

Time to First Income

24–72 hours, depending on:

- how quickly you list your first items
- whether you start with things you already own
- which platform you choose (Facebook Marketplace and Vinted are the fastest)

What You Need to Get Started

- A smartphone (photos + messaging)
- Accounts on: eBay, Facebook Marketplace, Vinted, Gumtree, Depop
- Optional £20–£50 float for initial stock
- A few envelopes or boxes for posting small items

How to Get Started

1. Begin With Your Own House

Walk room to room with a box and pick 5–10 items you no longer use, such as:

- Small gadgets or electronics
 - Books you've already read
 - Clothes you no longer wear
 - Kitchen tools that live at the back of a cupboard
 - Old board games, toys, or unused fitness equipment
-

These items are 100% profit because you already own them.

2. Research Selling Prices

Now use eBay to:

- Search up the item
- Filter by “Sold” listings
- Note the average selling price
- Assess the demand

3. Create Simple Listings

Your listings do not need professional copywriting skills. You just need to be clear on the details.

- Be honest about the condition
- Mention any flaws so you don't risk returns
- Keep it plain and readable

If you struggle with writing or feel uncertain, use an AI tool like ChatGPT.

“Please use the following product information to write a [CHOSEN PLATFORM] listing for me: [INSERT DETAILS]”

When you take a photo, use natural light near a window and take 5–8 photos from different angles. Include close-ups of brand labels, serial numbers and condition.

One ‘Quick Win’ You Can Do Today

Walk around your home with a notepad and pick out **three** items worth £5–£20.

List them on eBay, Facebook Marketplace or Vinted.

That's your flipping business officially launched!

2. Consignment Selling

How to Profit By Selling Other People's Unwanted Items On Their Behalf Without Needing Any Upfront Investment

Difficulty Level: Easy-Moderate

Skill Level: Low

Income Potential: £150–£1000 per month

Introduction

If you want a low-risk way to make money online, consignment selling is hard to beat. It might sound complicated, but all it really means is that you sell other people's products for a cut of the profits.

The big benefit of this method is that you never have to buy stock, store stock, or risk losing money on things that don't sell. Instead, you offer a service for people who want to get rid of those items gathering dust in their loft, clogging their spare room, or sitting unused in their garage.

It's really simple. You list the item, handle the sale, and keep a percentage for doing the work.

Many years ago, in the early days of eCommerce, this model was hugely popular on eBay. People made serious money running "eBay trading assistant" services from their kitchen tables.

But these days, you are no longer limited to eBay.

You've got:

Facebook to find clients in your local area. Local marketplace apps where people get rid of furniture and bulky items. Vinted and Depop apps which make it easy to buy and sell clothes.

Not only that, but there are now AI tools that can write listings, research prices and optimise keywords in seconds - without needing any skills or experience in selling online.

And the demand is endless.

Every neighbourhood has people desperate to clear space... overwhelmed by decades of belongings... or simply too busy to photograph and list their items. They'd love someone to deal with the problem for them, and they're more than happy to give you 30–50% of the sale price to do so.

So this is the closest thing to getting free stock that you will ever find in an online business.

Done right, this can give you a steady monthly income, repeat customers, and easy word-of-mouth referrals, all without any financial risk.

Let's break it down...

Why People Will Pay for You To Sell for Them

Lots of people around the country will have valuable possessions strewn around the house...

Tools, electronics and vintage furniture stored in the garage or cellar...

Jewellery and old watches stuffed in drawers...

Wardrobes full of clothes that either don't fit or don't suit them anymore.

Shelves of LPs, CDs and cassettes that they no longer listen to.

Lofts packed with old games, toys and musical instruments.

Some might have inherited heirlooms from deceased relatives... others might need to downsize their home and need to pare back their possessions.

Many people are too lazy, disorganised or overwhelmed to sell these things themselves. They're put off by all the sorting, packaging, photographing and listing that needs to be done. Or they're unaware of how to use online platforms to list these items and find the whole notion intimidating.

Which is where a consignment seller comes in.

You can offer to convert their belongings into quick cash without any hassles. This makes it an easy way to profit from a business in second-hand goods.

- No need to own inventory (your customer supplies it).
-

- No financial risk (you don't stump up any money up front and you only take a commission on what you sell).

The Standard Split is 50/50. This is the most common arrangement for general household items under £100 in resale value. Most clients happily accept 50/50 because the alternative is the item sitting in a cupboard doing nothing.

But when items require more effort, expertise or time (e.g., cameras, collectibles, branded fashion, instruments), consignment sellers typically take a bigger percentage.

For example:

- Designer handbag: **60% to you / 40% to them**
- High-end camera: **70% to you / 30% to them**
- Rare collectibles: **60–70% to you**

However, if something will only sell for £5–£20, a percentage split doesn't make sense. So in this case, you might charge a flat fee.

There is potential to make more than 50% of the price if you do a lot of the work, for instance, you pick the items up and manage the whole process.

20 Consignment Categories to Consider

If you want to make proper money from this, the best approach is to specialise in a category.

Here are 20 ideas for specialisms, grouped by theme.

Fashion & Apparel...

1. **Wardrobe De-clutterer** - You clear out wardrobes, photograph and list quality clothes on Vinted or eBay.
 2. **Vintage Curator** - Specialise in vintage items like designer handbags, 90s Levi's or retro sportswear.
 3. **Plus-Size & Petite Consignment Specialist** - Focus on underserved clothing sizes for an audience that struggles to find stylish fits.
-

4. **Event outfits** - Sell barely-worn event outfits for families, including wedding dresses, dinner suits, and old military ceremonial gear.
5. **Workwear Reclaimer** - you could focus on nurses' uniforms, chef whites, or trade workwear that's in good condition.

Collectibles & Nostalgia..

6. **Retro Toys & Board Games Broker** – these could include 80s–90s toys, Star Wars, Lego, or board games.
7. **Vinyl & CD Reseller for Retirees**. Older collectors often want help downsizing.
8. **Antiques & Curios** - Focus on high-margin portable items like clocks or figurines.
9. **Book & Magazine Reseller** - for example, vintage car mags, photography journals, cookbooks
10. **Trading Cards** – for example, Pokémon, Magic: The Gathering, Warhammer, etc.

Home, Decor & Lifestyle...

11. **Retro Homeware & Small Furniture Flipper** - Mid-century lamps, kitchenware, or 60s ceramics.
12. **Local Art & Print Seller** - Sell other people's art prints or framed pieces.
13. **Clearance Service for Families** – offer to clear a loft, garage or cellar.
14. **Wedding / Event Reseller** - Couples often buy decorations they'll never use again, like wedding arches, table runners, and signage. This also applies to businesses and local organisations that host big events, award ceremonies and parties.
15. **Pet Products** – for example, dog coats, cages, leads and beds

Tech, Tools & Specialist Equipment

16. **Gadget & Tech Consignment** - Phones, cameras, audio gear and games consoles.
-

17. **Musical Instruments** - Guitars, keyboards, and amps
18. **Hobby Gear Liquidator** - Drones, camping gear, fishing rods, or gym equipment.
19. **Power Tools & DIY Equipment Reseller** - Builders retiring or moving often have tools they no longer need.
20. **Photography Equipment Consignment** – for example, tripods, lenses, lights and drones.

So there are plenty of options here.

Selling Platforms to Consider

There are also plenty of places now to sell your items, including:

- [Vinted](#) A popular app for selling clothes, shoes, and accessories. It's peer-to-peer, meaning you deal directly with buyers. You keep 100% of the sale (the buyer pays Vinted's fee).
 - [eBay UK](#) The classic online marketplace for anything from collectibles and electronics to clothes and furniture. It has a massive reach, flexible listings (auction or fixed price), and up to 300 free listings per month for private sellers.
 - [Etsy](#) Known for handmade goods, Etsy also allows vintage and upcycled items... anything over 20 years old counts as "vintage" under their rules. Perfect if you specialise in retro clothing, collectibles, or refurbished home items.
 - [Depop](#) Popular with younger buyers who love vintage and streetwear.
 - [Gumtree](#) The original local marketplace for selling anything from sofas to bikes. It offers free or low-cost listings, ideal for bulky items you can't ship.
 - [Shpock](#) A mobile app for local deals, popular for clothes, electronics, and small furniture. Quick and easy to list, no major fees, and good for local pickups.
 - [Preloved](#) A UK site for classified listings. It's free to list with a friendly community, good for clothes, furniture, and collectibles.
-

- [Discogs](#) The go-to marketplace for vinyl, CDs and tapes. It serves a global community of collectors who know what they want and will pay for it. Excellent for niche genres and rare finds.

Thanks to social media, finding clients is also a lot easier these days.

An Easy Way to Find Local Clients

It's quick, free and easy to create a Facebook Page for your business, with a logo (created by AI) and a strapline that explains what you do.

You can also add WhatsApp contact and Messenger links. This makes it easy for people to reach you directly.

Next, join some local Facebook Groups that are, ideally, within a 10–15 mile radius. When you post in these groups, don't spam them with ads or listings. Instead, post a photo of something you've sold and a short caption like:

“Cleared another wardrobe for a local customer today - sold £312 worth of items in under a week. If you've got clothes, furniture, or collectibles you'd like me to resell for you, drop me a message.”

[Facebook Marketplace](#) is another great option, both for selling stock and finding potential clients.

Once you're up and running you could also spend a budget of £5 per day on Local Facebook ads. Pick a target, for example, “age 40–70”, along with a catchment zone (eg, within 15 miles) and focus on interests like “Decluttering,” “Downsizing,” “Moving house,” and “Vintage.”

Outside Facebook, you could also hunt for clients on local 'what's on' websites and community forums. You can also try physical noticeboards in local shops, supermarkets, post offices, libraries, gyms and cafes.

There's also [Nextdoor](#), a hyperlocal app where neighbours chat, ask for help, and share information.

AI Makes Research and Listing Easy

Before you make a listing, you need to find out what similar items have actually sold for.

The old manual way was to go to eBay and search for your item, then filter by: *Show only > Sold listings*. This shows the prices of completed sales.

Now you can get help from ChatGPT and Perplexity by asking them to run pricing research reports.

You could use a prompt like this: **“Find typical UK eBay sold prices for a used Nikon D5600 camera with one lens and charger in very good condition.”**

And you don't need any copywriting skills now to create compelling listings.

Instead, feed ChatGPT your info and let it generate polished, keyword-optimised text for you.

Example Prompt: **“Write a compelling eBay description for a used Nikon D5600 camera in very good condition. Includes one 18–55mm lens, battery charger, and strap. No scratches or faults. UK shipping only.”**

ChatGPT will return something like:

“Capture stunning photos with this Nikon D5600 DSLR camera - a lightweight, reliable model perfect for photography enthusiasts. This camera is in very good condition and comes with an 18–55mm lens, charger, and strap. Fully tested and ready to use. Fast dispatch from the UK.”

You can use similar prompts for titles too, eg. **“Create 5 keyword-rich eBay titles for this listing.”** Then copy and paste the best one.

You can even use AI-enhanced tools for running this business,

For example, [Notion](#) is a digital workspace that can handle everything from stock tracking to client communication logs. It has an in-built AI that can summarise item details, auto-generate task lists, and create dashboards.

You can also build a ‘Consignment Tracker’ with columns for item, client, platform, sale price, payout, and status.

On top of that, there are new cross-listing tools like [Zipsale](#) that link up different platforms like eBay, Vinted, Etsy, and Depop.

Their smart listing tool analyses your products and suggests optimised keywords, ideal prices, and platforms for each one.

>>>> Case Study

Recently, I was contacted by Andy – a *What Really Makes Money* reader – who shared their incredible personal story with me.

Andy first logged onto eBay in 1999 simply to clear out old videotapes. To his surprise, they sold instantly — and he was hooked. What started as decluttering turned into a small but steady income stream, and before long, he was sourcing items from charity shops and retail stores, unknowingly practising retail and wholesale arbitrage long before the terms became fashionable.

Then everything changed. In 2016, Andy suffered a spinal cord injury that left him paraplegic. Everyday tasks became exhausting. Trips to his storage unit — previously several times a week — dropped to twice a month. So he switched almost entirely to online sourcing and adapted his shipping routine so he could transport smaller items on the back of his powerchair.

A major breakthrough came when he expanded into consignment selling — selling items for others on commission. It allowed him to grow his inventory without upfront costs. He advertised through Facebook groups, flyers and word of mouth. Parcels now arrive via UPS or Evri, and Andy tracks every client's items using colour-coded crates and Google Sheets.

Andy continues to source smart uses Google Lens and the eBay app to check prices before buying and focuses on small, high-profit items.

Among his best flips: a £5 diving helmet that sold instantly for several hundred pounds, and a box of enamel pin badges bought for £15 that continues to drip-feed profit years later. He also handles high-end consignment items like vintage Louis Vuitton luggage.

Andy's consignment service has become a cornerstone of his business model. He promotes it through Facebook groups, flyers, and word of mouth. Flyers go out with every parcel, and he speaks openly about his service online.

"I just talk about my business 24/7," he says. "People either send me boxes via UPS or Evri, or I collect them when possible."

Could YOU Make Money From Consignment Selling?

This could be the business for you if...

- You enjoy simple, practical tasks
- You want to sell online but you don't have spare money for stock
- You are okay with messaging people and communicating with them online
- You have an eye for a bargain
- You're good at making deals
- You like business ideas that offer a fast turnaround
- You've used an app or website like eBay, Vinted and Etsy in the past

Income Potential

Anywhere from **£150–£500 per month** for small, casual consignments...
Up to **£1,000–£2,500+ per month** for people who take on regular clients.

Income depends on:

- the quality of items sourced
- your agreed commission
- how many items you're listing each week
- how quickly you respond to buyers
- your ability to price items accurately

Time to First Income

48–72 hours, depending on:

- how fast you collect items
 - how quickly you list them
 - your chosen platform (FB Marketplace is fastest)
-

What You Need to Get Started

- smartphone (photos + messages)
- internet connection
- a selling platform account (Facebook Marketplace, Vinted, eBay)
- agreement with owners (informal at first, written later if needed)
- optional: a simple spreadsheet to track items and payouts

How to Get Started

1. Pick two people you know who have 'stuff' to declutter.

Keep the request simple. For example, "Got anything you'd like to turn into extra cash? I can list and sell it for you." You'll be surprised how quickly people hand things over once they realise they don't have to do the work.

And because they know you, there's already trust - no contracts, no awkwardness, no selling yourself.

2. Offer to sell items for a 50% commission.

When you approach someone about selling their unwanted items, the last thing you want is a complicated negotiation. Keep it simple, and make it feel like a no-risk win for them.

For example: **"I handle everything - the photos, listings, pricing research, packaging, shipping, customer service... all of it. There's no upfront cost. When something sells, we split the money 50/50."**

Most people are delighted with a 50/50 split because they were going to throw the item away, donate it, or couldn't be bothered dealing with listing platforms themselves. To them, 50% of something feels far better than 100% of nothing.

Here's an agreement template you can use:

Consignment Agreement

This simple agreement sets out how we will work together when I sell your items online.

1. What I Do

I will photograph your items, research pricing, write the online listings, handle customer messages, package and post sold items, and manage any returns or queries. You don't need to do anything once you've handed me the items.

2. What You Do

You provide items you own, confirm they are yours to sell, and agree that I can list them on platforms such as eBay, Facebook Marketplace, Vinted, Depop, Etsy or others as appropriate.

3. Commission Split

Unless we agree otherwise in writing:

- We split the selling price **50/50** once the item has sold.
- My commission is taken from the final selling price *after* platform fees and postage have been deducted (if postage is not paid by the buyer).
- For unusually low-value or specialist items, we may agree on a slightly different percentage before listing.

4. Pricing

I will research the typical selling price and list items at a fair and realistic market value. Prices may be adjusted over time if something isn't selling.

5. Payment

Once an item has sold and the buyer's payment has cleared, I will send your portion of the earnings within **7 days**, using bank transfer, PayPal or another agreed method.

6. Unsold Items

If an item hasn't sold within **60 days**, we can:

- reduce the price
- try a different platform, or
- you may take the item back.

If I do not hear from you after 30 days of asking for a decision, I may donate the item to charity.

7. Condition & Accuracy

You confirm that the items are in the condition you describe, and that they are safe and legal to sell. I will describe them accurately in listings.

8. Liability

I am not responsible for damage caused by courier services, postal delays, or buyer disputes beyond my control. I will handle any platform claims or messages on your behalf.

9. Ending the Agreement

You can end this agreement at any time. Simply give notice and collect any unsold items. Any sales already in progress will still be split according to the agreed percentage.

10. Agreement

By handing over your items for sale, you agree to the terms above. This is a simple working arrangement to keep everything clear and transparent.

Signed: _____ (Consignor)

Date: _____

Signed: _____ (Seller)

Date: _____

3. Collect items and take clear photos.

Once someone says 'yes', you should arrange collection as soon as possible.

Ask them to put everything into a single bag or box. Tell them not to sort it (you'll do that). Then pick up the same day or next day if possible.

4. List items on the best platform for that product.

Use the platform that's already proven to move that category quickly:

- [Vinted](#)
- [eBay UK](#)
- [Etsy](#)
- [Depop](#)
- [Gumtree](#)
- [Shpock](#)
- [Preloved](#)
- [Discogs](#)

One 'Quick Win' You Can Do Today

Open ChatGPT and ask:

“Write me a friendly message offering a consignment selling service for friends or neighbours - where I list their unwanted items and take up to 50% of the sale price.”

Send that message to **one friend** or post it in a local Facebook group - you'll usually get interest within the hour.

3. Amazon FBA (Fulfilled By Amazon)

How to Make Money from the World's Largest eCommerce Platform Without Needing to Touch or Deliver a Single Product Yourself

Difficulty Level: Medium

Skill Level: Low

Income Potential: £800–£3,000+ per month

Introduction

I've absolutely no doubt that you've heard of Amazon. After all, it's the world's biggest eCommerce site. Over 90% of British UK online shoppers have bought something on it at least once.

But what you might not realise is that selling on Amazon is one of the best methods of making money, part-time, from home.

Last year, Jungle Scout, an Amazon marketing tool, surveyed thousands of sellers and discovered that most make at least £800 per month in sales.

They also reported that 40% of sellers earn between £800 and £20,000 per month (which amounts to £9,600-£240,000 in annual sales).

Even at the lower end of the scale, that kind of extra income is not to be sniffed at. Just think what you could do with a £10K bonus every year, from something that might only take a few hours out of your week.

Then imagine what £100,000+ each year might do for your quality of life!

Now, you might assume that being an Amazon seller is difficult...

Investing in products... storing them somewhere... shipping them out... dealing with returns and delivery issues.

But none of these are any longer an obstacle.

Amazon now offers a service called Fulfilment by Amazon (FBA) where you can get Amazon to stock, pack, and ship your products to customers, handling customer service and returns.

Which means that no matter what your experience, you can open an online store almost immediately, and start selling without big risks or huge outlay.

Amazon gives preference to sellers who are using FBA, including their products in their 'Prime' service, which many shoppers actively filter for because they trust Amazon's speedy delivery and refund policy.

You don't need to work hard to find customers because they're already browsing, and Amazon's algorithm will make you more visible than non-FBA sellers.

Yes, Amazon takes a cut (typically around 15% plus FBA storage/fulfilment fees), but in return they do all the hard work for you.

Because you don't need to handle any stock, you're freed up to work from wherever you like, as long as you have an internet connection.

You can also operate on any global Amazon platform, including Amazon.co.uk, Amazon.de, Amazon.fr and Amazon.es, all from a single account, giving you a much wider scope for sales.

In simple terms, Amazon FBA works like this...

You choose a product you want to sell from a wholesaler like [Alibaba](#). Then you add your own brand name and packaging (known as "private labelling"). The wholesaler then delivers your products to Amazon to store.

Finally you create an appealing product page on Amazon (using AI tools to help you craft it so that it gets plenty of views).

When a customer buys from your listing, Amazon takes over almost everything. They pack and ship each order, deal with customer queries, and process any returns.

So you don't need to store boxes in the garage or spare room. You don't need to queue at the post office every time someone buys something. And you don't need to build a website, shopping cart or payment system.

This is why FBA is often called a “no-touch” business model. Once everything is set up and running, it can operate largely in the background, generating sales while you get on with your day.

What Makes a Good FBA Product?

Examples of good starter categories include:

- Kitchen gadgets, utensils and cooking accessories
- Home and garden accessories
- Simple sports or outdoor accessories
- Storage and organisation products
- Pet accessories (leads, bowls, poo bag holders, etc.)

However, I recommend you find a niche to specialise in.

How to Find a Profitable Niche

A niche is a smaller segment of a larger market, where you can offer a product or service tailored to a specific group of people. While it needs to be focused on a narrower field, it shouldn't be so tiny that only three people are interested.

For example, "sports" is a massive, saturated market, but "fitness wear for women over 40" is a niche. It allows you to aim your listings, marketing campaigns and free content on the desires, fears and goals of that specific audience.

Let's imagine you want to focus on gardening products. You need to break down that large category into smaller subcategories. This could include garden tools, plant care, garden decorations or specific types of plants like succulents.

You can do this by looking at the gardening category on Amazon, then looking at the subcategories it suggests. Here's an example below:

Home & Garden Store

< Garden

Gardening

Aquaponics

Garden Drainage

Garden Fertilisers

Garden Transportation

Gardening Accessories

Plant Germination Equipment

Hydroponics

Outdoor Plants

Plant & Soil Monitoring

Pest Control Products

Garden Raised Beds & Support

Structures

Soils, Mulches & Planting Media

Lawn & Garden Watering

Equipment



Results

Price and other details may vary based on product size and c



If you click on one of these subcategories, eg, 'gardening accessories' you'll see further subcategories like this:

Department

< Any Department

Home & Garden

Home & Garden Store

< Garden

< Gardening

Gardening Accessories

Gardening Aprons

Gloves

Gardening Kneelers

Seed Boxes & Organisers

Gardening Stools



Results

Price and other details may vary based on product size and c



Customer Reviews

★★★★★ & Up

★★★★☆ & Up

★★★☆☆ & Up

★★☆☆☆ & Up

Or perhaps you've spotted an upcoming trend for growing vegetables. Again, look for niches like urban gardening, herbs, vertical gardening, etc.

When you have a list of niches – or perhaps one or two very strong niches you want to consider, you need to carry out this next step.

Finding a Hot Product Idea

Once you have a few ideas for a niche, look at Amazon [Movers and Shakers](#). These are its biggest gainers in sales rank over the past 24 hours.

Click on the category that most relates to your category or niche. For instance, ‘gardening’, it would look like this:

The screenshot displays a grid of six products under the heading 'Movers and Shakers in Garden'. Each product card includes a rank, a sales rank change indicator, a product image, a title, a star rating, and a price range.

Rank	Sales Rank Change	Product Name	Rating	Price Range
#1	Sales rank: 169 (previously unranked)	Sanspest Pest Control Pouches, Mouse Repellent, Spider Repellent, Mosquito Repellent, Fly Repellent, Mice Repellent, Insect...	4.5 (155)	£13.99 - £28.99
#2	Sales rank: 292 (previously unranked)	tenn well 3Ply Jute Garden Twine, 500 Feet Natural Brown Twine String for DIY Crafts, Gift Wrapping, Floristry and Gardening Decoration	4.5 (8,904)	£6.49 - £8.99
#3	371% Sales rank: 383 (was 1,807)	Ultrasonic Pest Repeller 4pack, Electronic Mouse Repellent Plug in Pest Control - Ideal for Mouse, Rat, Spider, Rodent, Fly, Mosquito...	4.5 (7,291)	£32.99
#4	305% Sales rank: 332 (was 1,347)	Boston Fern Plant in a 9cm Pot - Perfect Indoor Plant for Beginners - Nephrolepis exaltata (1 Plant)	4.5 (49)	£9.99 - £19.99
#5	200% Sales rank: 113 (was 346)	Ultrasonic Pest Repeller, Electronic Mouse Repellent plug in Pest Control for Mouse, Anti, Rat, Spider, Rodent, Fly, Mosquitoes, Harmies...	4.5 (3,722)	£18.99
#6	173% Sales rank: 19 (was 52)	SNMIX Natural Firelighters - 50 Pack Eco Wood Wool Fire Lighters for Wood & Log Burners, Stoves, BBQ, Pizza Ovens, Charcoal Fire...	4.5 (45)	£7.99 - £12.74

If products in your niche frequently appear here, it suggests a growing or recently spiked interest.

There are also other types of lists...

‘Hot New Releases’ give you the latest arrivals, while ‘Most Wished for’ gives you a different list, often of higher-priced products that people can’t immediately afford.

You can also use Amazon Best Sellers Rank (BSR) to assess products in your chosen niche. This is listed in the product information section of each listing.

A lower BSR number (closer to 1) indicates higher sales. However, a good rank in a sub-category can be more beneficial than a mediocre rank in a main category.

In more specific niches, even lower rankings can be promising due to the targeted nature of the products.

You should also look at the Customer Reviews and Ratings. These are available on each product's page on Amazon. Look for:

- **High Ratings:** Generally, a 4-star rating or higher is considered good.
- **Volume of Reviews:** A large number of reviews can indicate both popularity and reliability. Products with very few reviews may not have been tested by a wide audience.
- **Content of Reviews:** Read through the reviews to understand common praises or complaints.
- **Recent Reviews:** Pay attention to the dates of reviews. Recent reviews can give you an idea of the current quality and relevance of the product.

Also be aware that...

- A product with a lower rank but high ratings and positive reviews might indicate a loyal and satisfied customer base, which is beneficial for niche markets.
- In very broad categories, a higher rank is more indicative of popularity due to larger competition. In more specific niches, even lower rankings can be promising due to the targeted nature of the products.

When you click on a product on Amazon, look at similar listings. Identify products that are similar to the one you are considering. Note whether they use FBA (Fulfillment by Amazon). A large number of similar listings indicates high competition. Fewer listings can mean a less crowded space.

Here are two tools to help you assess demand and popularity:

Jungle Scout

This research tool for Amazon sellers offers a variety of features, including:

- Product research: it helps you find products that are in demand and have low competition.
- Keyword research: it helps you find keywords that potential customers are using to search for products on Amazon.
- Listing optimisation: it helps optimise your product listings to improve their chances of ranking high in Amazon search results.

There's a risk-free trial that allows you to access all its features for 7 days.

Helium 10

This is a suite of tools including product research, keyword research and market analysis. You can filter products based on criteria like category, price, sales volume, and review ratings. It's great for uncovering niche products with high demand and low competition.

Product Ideas to Get You Started

Here are some categories and niches to consider.

Eco-Friendly and Sustainable Goods: Products that appeal to environmentally conscious consumers, such as biodegradable items, reusable alternatives to single-use plastics, or sustainable fashion accessories.

- Reusable coffee cups made from biodegradable materials like bamboo.
 - Zero-waste deodorant sets that are aluminum-free and biodegradable.
 - Reusable makeup remover pads made from bamboo organic cotton.
-

- Eco-friendly bamboo bandages.
- Biodegradable dental floss made from bamboo charcoal fiber.
- Silicone baking mat sets as a zero-waste alternative for baking.
- Organic cotton tote bags.
- Solar-powered garden lights.
- Compostable dishware and cutlery sets.

Kitchen Gadgets: Unique kitchen tools or gadgets that solve a specific problem or cater to a niche culinary hobby, which are not widely available in big retail stores.

- Unique kitchen tools like avocado slicers or herb strippers.
- Speciality gadgets for baking, like intricate cookie cutters or decorating tools.
- Niche culinary tools for specific cuisines, like sushi-making kits.
- Digital food thermometers.
- Herb-infusing kitchen tools.
- Precision pouring coffee makers.

Pet Products. Specialised pet products that cater to the needs of specific breeds or pets with special conditions can be in high demand but face less competition due to their niche nature.

- Specialised grooming tools for specific pet breeds.
 - Customised pet beds or feeding bowls.
 - Health and wellness products tailored for pets with specific conditions.
 - Collars for specific dog breeds.
 - Orthopaedic beds for older pets.
 - Cat trees.
 - Grooming tools for long-haired pets.
-

Hobby and Craft Supplies. Supplies for specific hobbies or crafts that are growing in popularity but not yet widely catered for in larger retail outlets.

- Supplies for unique hobbies like candle making or calligraphy.
- Specialised tools and materials for crafting, like high-quality yarns or specialised paints.
- Specialised knitting needles.
- Model building kits.
- High-quality art brushes.
- Leather crafting tools.
- Scrapbooking kits

Unique Baby and Childcare Products: Innovative or niche products that cater to parents looking for unique or problem-solving items for their children.

- Innovative baby carriers or strollers with unique features.
- Problem-solving child care items like advanced baby monitors or educational toys.
- Eco-friendly baby bottles.
- Portable baby food processors.
- Washable cloth diapers with unique designs.
- Multi-functional baby carriers.
- Advanced baby bathtubs.

Fitness and Sports Equipment: Equipment or accessories for emerging or niche sports and fitness activities that haven't yet reached mainstream awareness.

- Equipment for emerging sports like paddleboarding or slacklining.
 - Fitness accessories for niche activities like aerial yoga or obstacle course training.
 - Smart yoga mats.
-

- High-altitude training masks.
- Underwater fitness gear.
- Climbing training boards.
- Precision golf training aids.

Travel Accessories: With the rebound of the travel industry, products like luggage, packing cubes, and travel-sized toiletries are in demand.

- Compact and innovative travel luggage.
- Travel-sized toiletries and convenient packing solutions like compression bags.
- Unique travel gadgets like portable language translators or travel routers.
- Compact travel steam irons.
- Universal travel adapters.
- Collapsible travel kettles.
- Lightweight travel blankets.
- Waterproof travel document organizers.

Home Decor: The home decor market, including furniture, wall art, and textiles, is growing, with a focus on DIY and customisation.

- Sustainable furniture pieces.
- Unique wall art and decor items.
- DIY home decor kits for personalised creations.
- Smart LED light panels.
- Customisable modular shelving.
- Handcrafted ceramic vases.

How to Make Your Product Unique

You need to avoid overcrowded, hyper-competitive markets where big brands and seasoned sellers dominate the search results.

This is where the idea of private labelling enters the picture.

Private labelling is sometimes known as white labelling. It allows you to take a product from a wholesaler, then add your brand to it, so you can sell it as your own unique product. For example, a generic “BBQ grill set” could be re-branded as “Lea Valley BBQ Tools”.

With this technique, there’s no need to compete with other sellers fighting for the same customers with the same products.

The benefit is that you:

- Get full control of the product, including trademarks, branding and packaging
- Avoid competitors coming up with an exact version of the same product
- Gain control over pricing, meaning higher profit margins
- Become the ONLY seller of that product - you effectively ‘own’ it.

Not only that, but you’ll be on Amazon Prime, getting all the advantages of that service with its fast delivery, zero postage and favouritism by Amazon itself.

The only thing you really need to do is create a brand.

This is one of those areas that many beginners find intimidating, but it really doesn’t need to be. You’re not launching the next Apple or Nike. You’re simply creating a memorable label to put on your products. And thanks to AI, you can create names, logos, taglines, colours and even packaging ideas in minutes, without needing any skills or paying for branding services.

Here’s how to keep the process simple.

- **Choose a generic brand name.**

Go for something broad and flexible that lets you expand into other niches later. For example, “Peak District Home Products” could easily cover anything from kitchenware and garden tools to home accessories and storage solutions. You don’t want a name that traps you in one category.

- **Check domain availability.**

Once you have a shortlist, go to [GoDaddy](#) and search for the matching domain. Ideally, get the .com or .co.uk. You *can* use hyphens (e.g., london-home-products.com), but a clean, direct match is always best if you can get it.

- **Make sure you're not infringing on anyone else's brand.**

Run a quick search on the [government trademark database](#) to ensure your name isn't already registered. It only takes a minute, and it's well worth the peace of mind.

How to Use AI for Branding

An AI tool like ChatGPT or Claude can generate ideas for you. Try prompts like:

- **“Give me 20 brand-name ideas for a home and lifestyle products business on Amazon. The target audience is [DETAIL OF IDEAL BUYER]. I want to get across a sense of [INSERT HOW YOU WANT THE BUYER TO PERCEIVE YOU].”**
- **“Check whether these brand names sound too similar to any major UK brands.”**
- **“Create a brand personality for a friendly, trustworthy home products brand.”**
- **“Give me 5 packaging concepts (layout + colour ideas) suitable for a small Amazon FBA brand specialising in [NICHE].”**

AI can even generate logo concepts and visual mock-ups. To make absolutely sure they're 100% original, you can take these to a designer on the freelance websites [Fiverr](#) or <https://www.upwork.com/> and have them professionally recreated for £5–£20.

Where to Find Products

There are now online wholesale platforms that connect you to thousands of manufacturers worldwide.

Here are the main places to look:

[Alibaba](#) This is the world's biggest marketplace for manufacturers. You'll find everything from kitchenware to electronics, fitness gear to home décor. Most sellers offer **custom branding, logo printing, and packaging design**.

[AliExpress](#) Similar to Alibaba but with smaller order quantities. Great for testing products without committing to large batches. Not all sellers offer branding, but many do if you message them directly.

[SaleHoo](#) A curated directory of vetted suppliers. Useful if you're nervous about scams or unreliable manufacturers - SaleHoo screens suppliers before adding them.

[Worldwide Brands](#) A long-established directory of certified wholesalers and drop shippers. Particularly good for categories like home goods, garden products, beauty accessories and crafts.

[Wholesale Central](#) Another large directory of wholesalers and manufacturers offering white-label products in nearly every category.

You can also find specific suppliers in your category by googling "wholesalers for [type] products". Or you can go onto ChatGPT and use this prompt: **"I need specialist wholesalers for [type] products that I can access from the UK"**.

To get started, search by broad category first. For example: "kitchen accessories", "home organisation", "pet supplies", "fitness gear", "garden tools".

Then look for suppliers offering "OEM" or "private label". On Alibaba, these terms mean they can:

- add your logo
 - customise packaging
 - supply branded manuals or inserts
 - make small tweaks (e.g., colour, size, finish)
-

Also, check the Minimum Order Quantity (MOQ). Many suppliers offer MOQs as low as 50–200 units. If you're just testing a product, pick suppliers with lower MOQs to reduce your risk.

Ask for samples to check quality, packaging, durability and any branding options. Most samples cost £10–£40 and arrive within 1–2 weeks.

How to Know if Your Product Will Sell

You're looking for products that already sell well (so there's real demand) but which still have space for another brand.

Go to www.amazon.co.uk and type a simple product phrase, e.g. "stainless steel lunch box".

Look at the first page of results:

- Are there a few "generic" brands, or all big recognisable names?
- Are some listings clearly low-effort (bad photos, clumsy titles, poor English)?

Click a promising listing and scroll to "**Sold by**". Is it a random brand, not a huge chain? If so, that's good.

Now check the reviews. If the top few all have 3,000+ reviews, that's tough for a beginner. If you see some sellers making sales with 50–300 reviews, that's more realistic.

You can also use AI tools like Claude, Perplexity and ChatGPT to analyse trends and tell you whether a product is worth pursuing. Try prompts like: *"Analyse Amazon UK and suggest 10 product types under £100 with high demand and low competition."*

How You Make Money

Roughly, the maths goes like this:

- Customer pays Amazon **£25** for your product.
 - Amazon keeps around **£7–£9** in fees (referral + FBA fees).
 - You paid your supplier, say, **£4.50** per unit, including shipping to Amazon.
 - That leaves around **£11–£13.50** profit per sale *before* advertising.
-

If you sell:

- 5 units a day → around £1,650–£2,025 profit per month
- 10 units a day → around £3,300–£4,050 profit per month

Those are *illustrations*, not guarantees. But it shows why people get excited about FBA – you can see how it scales if you add more products.

>>>> Case study 1 - £80K a Month from a Kitchen Gadget

Ben Lee started selling on Amazon back in 2011 while working in a busy restaurant. His big turning point came in 2014 when he spotted that vegetable spiralisers (gadgets that turn veg into “noodles”) were suddenly everywhere.

Instead of competing with everyone on exactly the same product, he found a factory in China making a good spiraliser and put his own brand on it.

He never touched the stock. The factory sent everything straight to Amazon’s warehouses.

Amazon stored it, picked, packed and delivered it.

He put £200 of his savings on his first batch and spent around 30 minutes a day checking sales and adjusting the listing.

By November, that single product was doing around £80,000 a month in sales. That breakthrough allowed him to leave his job and focus full-time on building a range of similar products using the same system.

>>>> Case Study 2 - £1 Million a Year in Sales

In 2018, a Londoner named Ben Alistor was looking for a way to make money on top of his 9-5 job.

He tried cryptocurrency trading, drop-shipping and forex...

But nothing quite generated the kind of income he needed.

Then he came across an advert for Amazon FBA (Fulfilment By Amazon).

“I wanted to start my own business,” he said, “but with Amazon, I didn't have to take out a loan to pay for things such as leases for an office or a restaurant.”

He got in touch with a supplier on the wholesaler website Alibaba, then ordered a batch of tanning mittens.

Using Amazon to hold his inventory meant he didn't have to stock or post the item himself. Which meant he could sell large volumes and reinvest his profits into more stock.

By 2023, he was making £1 million a year in sales, working for 10 hours a week.

“Our profit margin is between about 20% and 25%” he told the online magazine, Business Insider.

Is Selling On Amazon for You?

This method might be for you if...

- You like the idea of selling on Amazon and lack room at home for storing products
- You're looking for a hands-free business that generates an automated income
- You're comfortable with a bit of research and planning
- You don't want to deal with customers directly

Income Potential

Realistically, for a beginner with 1–3 products:

- **£300–£1,000 per month** after a few months is achievable if you choose decent products and keep going.
- **£1,000–£3,000+ per month** is possible once you have several products up and running.
- Higher incomes are possible if you keep adding products and treat it like a serious business.

Income depends on:

- your chosen niche and competition
 - your product's price and profit margin
 - how well your listing converts (page views → sales)
-

- whether you run paid ads and how carefully you manage them
- how quickly you reinvest profits into new stock

Time to First Income

Realistically: 6–12 weeks, depending on:

- how quickly you choose a product
- how long does manufacturing and shipping take
- how fast Amazon checks in and activates your stock

What You Need to Get Started

- A laptop or desktop computer (you can do some bits on a phone, but it's easier on a bigger screen)
- A reliable internet connection
- An Amazon Seller account (Individual or Professional – you can start small and upgrade later). Visit [Amazon FBA](#).
- 5–10 hours for initial research and learning
- A basic start-up budget:
 - **£300–£1,000** is typical to test your first product (stock + shipping + simple branding)
- A simple spreadsheet or notebook to track costs and numbers

How to Get Started

1. Learn the basics.

Read through Amazon's own [FBA page](#) to familiarise yourself.

2. Use AI to brainstorm product ideas

Open ChatGPT and give it a prompt like:

“I live in the UK and want to start a small Amazon FBA business. Suggest 20 simple, non-electrical products I could private label”

From that list, pick **3–5 ideas** that appeal.

3. Check demand and competition on Amazon

For each of your 3–5 ideas, go to www.amazon.co.uk and search for the product, e.g. “collapsible lunch box”.

Look at the first page of results:

1. Are there only 1–2 sellers? Too risky – maybe there’s no demand.
2. Are there 50+ nearly identical listings with huge review numbers? Probably too crowded.

Click 3–5 of the more “ordinary” listings, not the big brands, and look for:

1. **“Best Seller Rank” (BSR)** – a rank in a category (e.g. #2,134 in “Kitchen & Home”). Lower numbers = more sales. You don’t need to understand it fully; you just want to see that the product is selling regularly.
2. **Review count** – ideally you’ll see some sellers with **under 500 reviews** still doing well.
3. **Pricing** – are most of them in that £12–£60 sweet spot?

After this, you should have **1–3 products** that look promising: demand exists, but it’s not a war zone.

4. Use AI to help you talk to suppliers

Most people stall here because they feel nervous about contacting factories. AI can smooth this. First, go to a supplier directory such as www.alibaba.com and search for your product idea, e.g. “stainless steel lunch box”.

Then open ChatGPT and say:

“Write a polite message I can send to a factory on Alibaba asking for prices for xxx units of a stainless steel lunch box. I want to know:

- price per unit (minimum order)
- shipping cost to an Amazon UK warehouse
- what options do they offer for putting my logo on the product and box
- what their minimum order quantity is.”

Copy, paste and send that message to 3–5 suppliers. From this, you’ll get a sense of whether your numbers stack up.

Simple rule of thumb: If your total cost per unit (product + logo + shipping to Amazon) is roughly a third or less of your planned Amazon selling price, you're in the right ballpark.

So, for a product selling at £27, you ideally want the total cost per unit to be around £9 or less.

One 'Quick Win' You Can Do Today

Open ChatGPT and ask:

“Act as my research assistant. I want to start a small Amazon FBA business in the UK. Suggest 15 simple, non-electrical, everyday products that are suitable for private labelling. For each product, explain briefly why it might be a good choice.”

Take 10 minutes to read the ideas and circle 3 that appeal to you.

4. Digital Planners

How to Use AI to Quickly Generate a Range of Digital Self-Help Products that Sell Like Hotcakes on Etsy for An Automated Income

Difficulty Level: Medium

Skill Level: Low

Income Potential: £1,000–£3,000+ per month

Introduction

For most people, 'Etsy' brings to mind images of products like candles, cushions, jewellery and vintage accessories. That's because this bustling eCommerce marketplace is famed for selling bespoke, handmade and rare products, and is much beloved by crafters.

But something else has happened on Etsy over the past few years. There has been a sharp rise in the popularity of digital products.

These products take the form of downloadable files and can include anything from lists, planners and templates to CVs, invitations, inspirational posters and customised scripts. Customers like them because they are:

- Low-priced and low risk
- Quick to buy and download
- Available instantly
- Reusable and reprintable
- Customisable to their purposes

Most importantly, these products save them time and money in both their life and work. Effectively, digital products offer Etsy customers ready-made solutions to small, everyday problems at a low price.

And one of the easiest for you to create and sell is digital planners.

These are downloadable, fillable templates that people use to organise their life - things like habit trackers, meal planners, fitness logs, budgeting sheets, goal planners, daily/weekly organisers, mood trackers, symptom trackers, project planners, and more.

On Etsy, these planners are sold as digital files that a customer can download and use on their computer or print out. They can sell for anything between £3 and £25 each.

Their aim is to help a person achieve a specific goal in their everyday life, from health and fitness to parenting and education, to debt clearance and wealth.

For example, here's one that helps people plan their finances:

29 PAGES!

FINANCIAL PLANNER

LETTER SIZE | PDF | PRINTABLE | INSTANT DOWNLOAD

Retirement Planner, Annual Planner, Monthly Budget Plan, Debt Free, Savings goal, Finance, Expenses, Investment

WWW.ETSY.COM/SHOP/JAYALTINCREATES

JayAltinCreates Follow

769 sales ★★★★★

Financial Planner, Budget Planner, Printable, Monthly Budget PDF, Debt Free, Bill Money Tracker, Savings goal, Finance, Expenses, Investment

£5.68
VAT Included

Buy it now

Add to basket

51 reviews ★★★★★

And here's an example of a planner for people with adult ADHD:



You can create different types of planners for different target audiences, giving you plenty of scope to create something that's your own.

Here are some examples...

- ADHD-friendly daily planners
- menopause symptom trackers
- weight-loss progress trackers
- finance/budget planners
- small business planners
- meal planners and recipe trackers
- student revision planners
- 30-day or 90-day challenge planners
- anxiety/mood journals
- fitness and step-count trackers
- sleep trackers
- social media planners
- cleaning/decluttering checklists

What you choose to put inside it will depend on your niche and the needs and preferences of your target customer.

However, options include:

- **Cover page** - An attractive, customisable cover design that reflects the theme or purpose of the planner.
 - **Yearly, monthly, weekly and daily layouts** - Organised planning pages with designated spaces for goal-setting, appointments, tasks and notes.
 - **Goal-setting pages.** Dedicated sections for setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals, tracking progress and reflecting on achievements.
 - **Habit tracker.** A customisable page for monitoring daily habits, such as exercise, sleep, hydration and more.
 - **Budget and expense tracker.** A financial management section for tracking income, expenses, savings and debt repayment.
 - **Meal planning and grocery list.** A space for meal planning, grocery lists and recipe organisation.
 - **Health and fitness tracker.** A section for tracking workouts, nutrition, weight loss and other health-related goals.
 - **Gratitude journal.** Guided prompts or space for daily gratitude journaling to cultivate positivity.
 - **Reflection and journaling pages.** Pages with prompts for self-reflection, personal growth and emotional well-being.
 - **Project planner.** A section for planning, organising and tracking progress on personal or professional projects.
 - **Reading and media log.** A space for tracking books, movies, podcasts and other media consumed, along with ratings and reviews.
 - **Travel planner.** Pages for planning and organising trips, including packing lists, itineraries and budgeting.
-

- **Event and party planner.** A section for organising events, including guest lists, schedules and budget tracking.
- **Gift list and tracker.** A space for tracking gift ideas, purchases and special occasions.
- **Family and household management.** Pages for tracking chores, schedules and important family information.
- **Contacts and important information.** A space for organising personal and professional contacts, as well as important emergency information.
- **Birthdays and anniversaries.** A dedicated calendar or list for remembering important dates and occasions.
- **Inspirational quotes and affirmations.** A collection of motivational quotes, affirmations, or mantras related to the planner's theme or purpose.
- **Customisable templates.** Various templates that users can customise to suit their unique needs and preferences.

If this all sounds intimidating or tricky, don't worry.

The beauty of this method is that you can get AI to do everything for you. So you don't need design skills. You don't need to be creative. And you don't need to know fancy software. AI tools like ChatGPT and Canva can help you plan, write and design them.

The trick is to find a product idea that will sell.

How to Find A Profitable Planner Idea

Start With Etsy's Search Bar. Type broad phrases like:

- "digital planner"
 - "GoodNotes planner"
 - "printable planner"
 - "wellness planner"
 - "budget planner"
 - "meal planner"
-

- “business planner”
- “teacher planner”
- “student planner”

As you type, Etsy auto-fills with real customer searches. These show you what shoppers are looking for right now. For example, if you type “budget pla-”, you might see: “budget planner digital”, “budget planner GoodNotes”, “budget planner undated”.

Each of these is a potentially profitable niche.

Click through to any promising search results and look for:

- The Bestseller badge
- Listings with 1,000+ reviews
- Shops selling 10,000+ items (a good sign the niche is healthy)
- Recent reviews - proof planners are still selling regularly
- Strong customer reactions (“This is exactly what I needed to manage my ADHD...”)

Now look at their content and design.

- Do successful planners use bright colours or calm neutrals?
- Are they dated or undated (undated sells better long-term)?
- Are they hyper-niched (e.g., “small business social media planner for candle shops”)?
- How many pages do the top sellers include - 20? 100? 300?
- Do they sell single planners or bundles?

You can also use the Etsy marketing tool [eRank](#), which is brilliant for planner research. Even with the free version, you can check:

- Monthly search volume for keywords
 - Competition levels (low/medium/high)
 - Trending planner terms
-

- Which planner niches are rising
- Top-performing listings (you can view their titles, tags, pricing and photos)

You can also use AI to help you decide. Try prompts like:

“Give me 25 digital planner niches with steady buyer demand but low competition on Etsy.”

“Suggest digital planners for overlooked audiences - carers, students with ADHD, dog walkers, gardeners, side-hustlers, freelancers, teachers, retirees.”

“Give me 10 hyper-specific planner ideas for people managing busy modern lifestyles.”

Each planner suggested can be validated through Etsy and eRank.

How to Make A Planner Using AI

Now that you've done your research and identified a promising niche, the next step is actually creating your digital planner.

STEP 1: Ask AI to Outline the Entire Planner For You

Before you open Canva or think about page layouts, get AI to create a structured plan. Use a prompt like:

“Create a full outline for a 40-page digital planner for women with ADHD. Include daily pages, weekly layouts, habit tracking, goal planning, prompts, and self-care sections.”

Or: **“Give me every page I should include in a 20-page minimalist budget planner for beginners. Include tables, trackers, checklists, and suggested headings.”**

Within seconds, ChatGPT will give you:

- page titles
 - layouts
 - section descriptions
-

- labels for trackers
- ideas for colour schemes

STEP 2: Generate the Written Content With AI

Every text element inside your planner can be produced by AI. Try prompts like these:

“Write 30 journal prompts for a self-care planner.”

“Create 15 budget-tracking questions suitable for beginners.”

“Write motivational affirmations for people doing a 30-day fitness challenge.”

“Write a daily planning checklist in a friendly tone.”

STEP 3: Create the Planner Visually Using Canva

[Canva](#) is where most Etsy planner creators design their products because it's free, beginner-friendly and uses drag-and-drop tools. It's also packed with planner templates.

Choose one that roughly matches your niche. Next, paste in the content AI generated for you. Then you can customise colours, fonts, layouts and shapes.

Once you've created your product, you upload the file to Etsy to create a product listing. There is a 20mb file size limit for each file. The best file types to sell are JPG, PNG and PDF.

Once your product is uploaded, customers can download the product immediately, with payments processed on your behalf, so that all you need to do is sit back and watch the income roll in.

No printing, shipping, customer service, or physical inventory.

Each product can keep generating money, day after day, night after night. literally while you sleep. Every week, you can add one or two more products – even more if you like, it's up to you.

It only takes a few hours to create a new product, but once they're up and running online, the individual passive income streams can combine into a larger river of income.

Keep adding different versions of the product, over and over, and you'll build your income streams into something potentially very lucrative indeed.

>>>> Case Study

In 2024, *The Sun* ran a report about a former bar worker, Mak, who discovered the potential of selling digital products on Etsy.

She used [eRank](#) to identify which digital products and keywords were trending well on Etsy, then created a free Canva account to design her own versions.

Her flagship product was a digital budgeting planner, designed to help customers set and track savings goals in a visually simple way. She positioned it as a low-cost, instant-download tool that could be reused indefinitely, giving buyers strong perceived value.

Over time, she added more digital templates, which helped her reach an average daily income of £700 and an annual total of £52,000.

Is A Digital Etsy Business For You?

This could be an ideal business for you if...

- You like organising, planning or helping others stay on track
 - You want a digital product you can sell repeatedly without putting any more work in
 - You're looking for a passive income where payments come automatically
 - You're happy to let AI tools do all the work
 - You enjoy Etsy and know your way around the website
-

Income Potential

You can earn £500+ per month with a small shop...

And £1,000–£3,000+ per month with multiple niche planners and seasonal bundles.

Income depends on:

- the niches you choose
- how visually appealing your planners are
- how many listings you upload
- whether you bundle planners together
- your pricing (typical: £5–£25 per planner)
- demand for your niche (budgeting, fitness, and ADHD are hot markets)

For example, this seller started from scratch as an online side hustle, with no previous experience. They produce digital templates, planners, checklists, social media captions and other digital materials like these:



Branding planner | 32-page workb...
£2.37 ~~£5.89~~ (70% off)



245+ pre-written email, Sales lette...
£16.40 ~~£49.71~~ (70% off)



100 Social Media Captions for Mas...
£1.64 ~~£4.97~~ (70% off)



100 Social Media Captions for Nut...
£1.64 ~~£4.97~~ (70% off)



100 Social Media Captions for Rea...
£1.64 ~~£4.97~~ (70% off)



100 Social Media Captions for Acc...
£1.64 ~~£4.97~~ (70% off)

These sell for anything from £1.64 for the simplest, single products to £20+ for bundles.

With 3,455 sales, it means they've generated at least £6,000, at the most conservative estimate based on their very cheapest product, but more likely £10,000+ in passive income.

Time to First Income

3–14 days, depending on:

- how quickly you create your first planner
- using good keywords
- creating multiple variants (e.g., daily/weekly/monthly)

What You Need to Get Started

- laptop or tablet (phone also works)
- free Canva account (ideal for layout/design)
- ChatGPT or another AI assistant for ideas + text
- optional: Etsy shop (20p listing fee)

There is no stock, no shipping, and no physical product cost.

How to Get Started

1. Pick a niche that solves a real problem

The strongest sellers are planners that fix a specific, everyday frustration - budgeting, ADHD, housework, fitness, weight loss, uni organisation, menopause, anxiety, or even something ultra-specific like “90-day side hustle tracker”.

2. Ask AI to build your entire planner outline

You can open ChatGPT and type: **“Create a detailed page-by-page outline for a 30-day weight-loss tracker, including prompts, charts, habit sections and checklists.”**

Seconds later, you'll have a full planner layout ready to build - something that used to take professional designers hours.

3. Turn the outline into a real planner in Canva

Canva is perfect for beginners. Search “digital planner” or “tracker” templates, then:

- insert the text generated by AI
-

- change colours and fonts
- add simple icons
- duplicate pages
- adjust spacing
- add a front cover

Keep the design clean, spacious and easy to use.

4. Export and test it

Download the planner as a high-resolution PDF.

Open it in GoodNotes or a PDF reader to make sure:

- text boxes line up
- nothing overlaps
- pages scroll smoothly
- the layout feels intuitive

Fix anything that looks cramped or messy.

One 'Quick Win' You Can Do Today

Open ChatGPT and type:

“Give me 50 niche ideas for digital planners and trackers that I could create and sell — focusing on specific audiences, problems, or life goals.”

In under a minute, you'll have enough ideas to create your first planner (*and* probably your next ten!)

5. B2B Printables on Etsy

How to Earn a Passive Income By Selling AI-Generated Printable Templates and Tools to Small Businesses

Difficulty Level: Easy-Medium

Skill Level: Low

Income Potential: £1,000–£3,000+ per month

Introduction

There are more than 5 million small businesses in the UK. And there's a very simple, easy way you can make money from this huge market.

It's all thanks to a specific kind of B2B (business-to-business) digital product that you don't need to see, touch, stock or post – even the payments are processed automatically.

And you can do it all on Etsy, which means you don't need your own website, social media following, or traffic-generation methods.

Plus, with the help of AI, you don't need any knowledge about running a small business to do this.

Why Businesses Want Digital Products

Whether you're a local clothes shop, a restaurant, a handmade product maker or an online webshop, you need images for all kinds of printed materials...

Packaging, signage, menus, t-shirts and other merchandise, logos, business cards, website banners, email headers, social media pages, advertising.

In the old days, a small business owner or entrepreneur would have to pay a freelance designer (or an agency) to design these. This was an expensive option that was inaccessible to many people.

The truth is, most people don't have the time, experience or skill to get involved with creating designs for their business, which is why there is a booming trade in 'off-the-peg' materials that companies can buy, download and use for their own purposes.

Digital products offer an instant, convenient and hassle-free way to get images, text and logos. They can shop around, choose one that's right for them, pay and get the product immediately.

One of the main places they go to is Etsy, where one of the biggest growing areas is digital products in the form of downloadable files.

A company can download templates and designs, then print them onto a range of physical materials – clothing, packaging, signage, labels and advertising.

Here are three examples....

- Handmade Product Labels - People selling handmade products need labels for packaging, for instance, jar labels, perfume bottle labels, and labels for boxes. Here is an example of one specifically for candle makers, priced at £6.



- Cafe/Restaurant Printables – Cafes, pubs and restaurants need good-looking printed materials that help them create an identity for their business, like branded menus, cafe art, loyalty cards and signs. Here's an example menu template for a small restaurant, priced at £6.80.
-

← Back to search results



PhotoDigiStudio Follow

Star Seller

1,299 sales | ★★★★★

Food Truck Menu Template, Small Restaurant Menu Template, Fast Food Menu Template, Bistro Bar Menu Template Card Printable Editable in Canva

£6.80 ~~£12.74~~ (50% Off)

Sale ends in 5 hours

VAT Included

Add your personalisation*

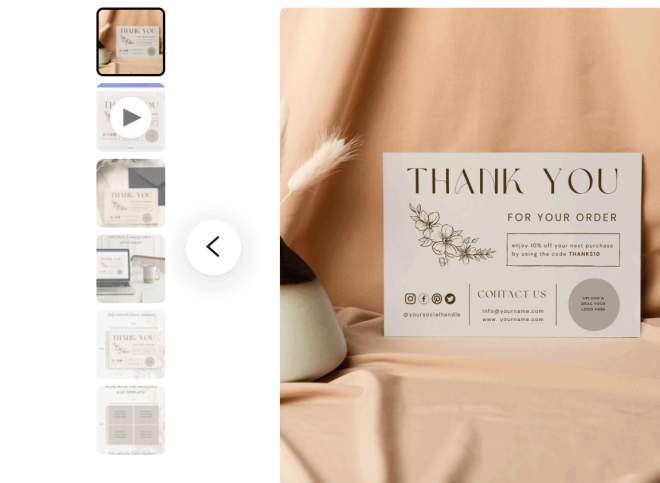
Please read the full description of the listing

Open the "Try before you buy" link in the

148 shop reviews ★★★★★

- Thank You cards – Many businesses use thank you cards which they put into packaging when they send a product to customers. They can also be used to thank attendees to conferences, workshops, and other events. Here is an example of downloadable card templates priced at £9.08.

← Back to search results



MelodyFuloneDesign Follow

101 sales | ★★★★★

PRINTABLE Thank You Cards Business Template, Etsy Small Business Thank You Card, Editable Customer Packaging Insert Note

£9.07

VAT Included

Buy it now

Add to basket

Add to collection

28 shop reviews ★★★★★

There's also a market for downloadable images that the business can sell online. For example, most businesses have social media accounts like Instagram and Facebook, and could benefit from readymade banners and post templates.

The same goes for logos, sales pages, webinar invitations, newsletters and other forms of digital content.

And it's not only about the materials that B2B customers need in shops and on websites.

Small businesses also look for templates for materials that help them run their business – everything from invoices and contracts to bookkeeping and event planning.

For instance...

- **Social media management** – templates can help people plan, organise and run social media campaigns.
- **Employee management**... Running a business with staff, freelancers and suppliers can be really complicated, which is why there's a market for printable project planners for small business teams.
- **Bookkeeping** - Just about everyone uses spreadsheets. Microsoft Excel, a paid app, is one of the most popular software applications. Then there are free spreadsheet apps like Google Sheets and Apple Numbers. A lot of people find them difficult and time-consuming to set up, which is why they will often pay for pre-set **accounting** spreadsheets and profit calculators.
- Invoicing – When people first start in business, they will often have no idea of how to lay out invoices. Having a template makes them look instantly credible and prevents any costly small print errors.
- **Marketing and copywriting** – if you've ever done any marketing and copywriting, you could take the work you've done and turn it into templates that others can use for business.
- **Worksheets for courses and coaching** - You could provide worksheets and other kinds of content for people who need to teach or train others.
- **PowerPoint Presentations** – The rise of webinars, online workshops and video marketing means that even home entrepreneurs and small outfits need to create presentations to sell, deliver content and promote themselves. If you've used PowerPoint before, then this could be a profitable printable for you.

You could also consider:

- Content marketing strategy guides
-

- Customisable press release templates
- Contract templates for services, freelancers, and partnerships
- Daily, weekly, and monthly planner templates
- Mind mapping and brainstorming templates
- Decision-making frameworks and tools

These might seem complicated to make, but AI can do everything for you, from planning and structuring to design and images.

I'll explain how in a moment. First, you need to find a product idea.

How to Find a Profitable Printable

Think of Etsy's search bar as a window into what the market wants. Begin typing broad terms like:

- "business template"
- "menu template"
- "invoice template"
- "thank you card printable"
- "candle label"
- "restaurant signage"
- "editable logo"
- "social media bundle"

As you type, Etsy will auto-complete with suggestions. For example, type "candle..." and you may see: "candle label template", "candle care card" or "candle warning label".

Now click on any search result and look for listings with:

- A high number of reviews
 - A "Bestseller" badge
 - High sales (shown in many Etsy shop profiles)
-

- Strong customer comments (“Exactly what I needed for my business...”)

These will show you what’s working right now.

Also, try [eRank](#), which is one of the most widely used Etsy keyword and competitor tools. There’s a free version you can try to get started.

With eRank you can:

- See how many people search for a specific term each month
- Spot rising trends before the market floods
- See top-selling listings for any keyword
- Check competition levels (low, medium, high)
- Track other sellers’ sales volume
- Discover related keywords you may not have thought of

If you’re unsure where to start - or want unusual ideas - AI can help.

Use ChatGPT with prompts like:

“Give me 20 Etsy digital product ideas that small businesses need but which have low competition and steady demand.”

“List 20 printable templates that cafés, restaurants or food trucks would be willing to buy.”

“Suggest untapped niches for B2B templates on Etsy based on trending industries, hobbies or marketing needs.”

AI can produce idea lists across dozens of industries: salons, personal trainers, childcare providers, candle makers, coaches, hairdressers, beauty therapists, e-commerce sellers, fitness instructors, dog groomers, craft sellers, wedding suppliers... all potential buyers of templates and digital tools.

You can then validate each idea using the Etsy research steps above.

Small businesses buy digital templates for two primary reasons:

1. They want to look professional
2. They want to save time

If your product does both, you're in a profitable niche. So, as a rule of thumb, ask yourself, "Would a small business owner buy this because it saves time or money?"

If the answer is yes, the product has potential.

How to Make them Printable

Once you know the type of printable you want to create... whether it's a product label, a menu template, a business card, a social media bundle, or a bookkeeping spreadsheet... you can get it made for you by AI.

First, get an AI tool like ChatGPT to produce the wording, layout ideas, and structure. For example:

"Create the full text and layout structure for a printable café menu template. Include headings, item descriptions, sections, and suggested fonts."

"Write the copy for a small business 'Thank You for Your Order' card. Make it friendly and professional."

To design the product, you can use [Canva](#), a free-to-use online graphic design tool. It has a variety of features and templates, with an easy-to-use drag-and-drop interface to make it user-friendly.

Search for templates related to your printable:

- "menu template"
 - "restaurant menu"
 - "product label"
 - "thank you card"
 - "business card"
 - "invoice template"
 - "social media template"
-

- “price list”
- “flyer”
- “logo template”

Pick one that fits the style of your printable. Then copy and paste the AI text straight into the Canva template.

To give your product its own identity (and avoid it looking like a free template), you can adjust the colours and fonts. If you’re unsure how to do that, then go back to ChatGPT and ask for recommendations.

Eg, **“Give me a colour palette suitable for a high-end restaurant menu template.”** Or **“Suggest a modern minimalist font combination for B2B printables.”**

You can then apply those suggestions inside Canva.

How To Sell Your Digital Products

Once you’ve created your product, you upload the file to Etsy to create a product listing. There is a 20mb file size limit for each file. The best file types to sell are JPG, PNG and PDF.

Etsy also supports these file types: .bmp / .doc / .gif / .jpeg / .mobi / .mov / .mp3 / .mpeg / .psp / .rtf / .stl / .txt / .zip / .ePUB / .iBook

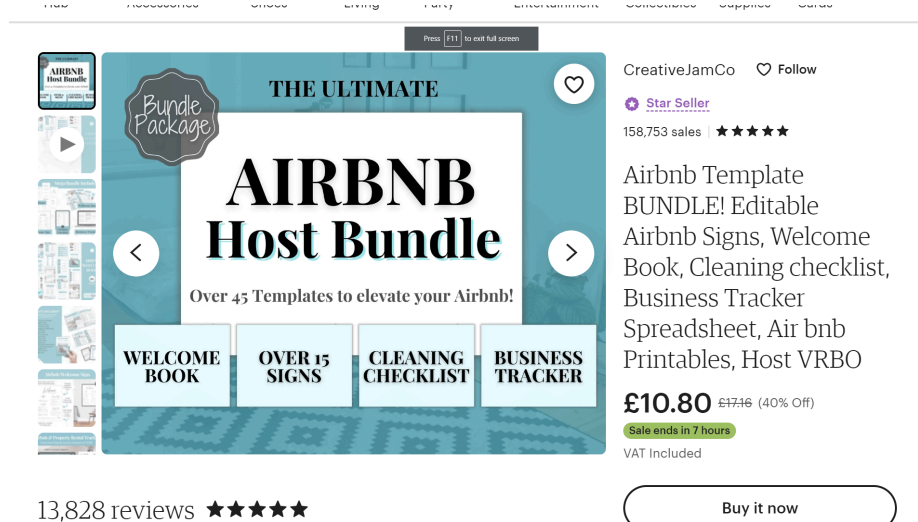
When you make a sale through Etsy.com, you will be charged a transaction fee of 6.5% of the price you display for each listing. Of course, as you are selling digital products, there’s no delivery charge.

Digital downloads usually sell for around £2-£5 for a single-purpose item. That may seem very low, but remember that once you put these online, they generate a passive income without you doing anything else.

So there is no limit to how many you can add. What starts as a trickle can become a significant income when you add more and more products.

However, to boost your profits, I recommend that you consider targeting a specific business and providing everything they need in one bundle, from their public-facing signage to accounting, marketing, planning and legal forms.

For example, here's a highly successful digital Etsy seller who has tailored their designs for the Airbnb owners market:



As you can see, this includes materials for them to print and use in their properties and marketing – but also includes materials to help them run their business.

>>>> Case Study

In 2024, The Sun profiled mum-of-two Rachel Jimenez, who turned Etsy printables into a £61,000-a-year digital-product business.

Her first sale brought in only a few pounds, and the first month's takings were under £40, so initially it felt more like a hobby than a business.

However, when she focused on her listings, her sales began to grow steadily, eventually reaching about £3,568 per month, or roughly £61,000 per year.

Is an Etsy Printables Business For You?

This could work well for you if you:

- Have shopped on Etsy or used a digital product in the past
 - Have worked in business, or for a small business
 - Enjoy fun, easy, creative work
 - Enjoy using AI and simple design tools
 - Would like a passive recurring income
-

Income Potential

You can earn **£200–£1,000 per month** with a small digital shop...
And **£1,500–£5,000+ per month** with multiple template bundles and niche stores.

Income depends on:

- the niche you target
- quality and clarity of the templates
- how many listings you upload
- whether you create bundles (higher price, higher value)
- your keyword strategy on Etsy
- demand for your chosen business audience

Time to First Income

3–10 days, depending on:

- how quickly you create your first templates
- whether you choose a niche with active demand
- use of Etsy keyword optimisation
- adding multiple products quickly

What You Need to Get Started

- laptop or tablet
- free Canva account (perfect for template creation)
- ChatGPT or another AI tool for structure, text and prompts

How to Get Started

1. Pick a digital product idea

Go to an AI tool like Chat GPT and ask: **“I want to create a series of digital products for small businesses and entrepreneurs to download via Etsy, including ready-made templates they can use for design, social media, organisation, planning, marketing and**

running the business. Give me your suggestions for niche audiences.”

2. Target a specific business

Now use AI to target specific businesses; **“I want to target [NICHE] - give me suggestions for specific digital downloads they will need.”**

Eg, “I want to target pub landlords / I want to target independent high street hairdressers”.

Take each one of the list of ideas that you get from ChatGPT and ask it to go into detail.

3. Ask AI to plan out one of the options:

“Give me a full, detailed plan of everything I can include in this B2B digital template set to sell on Etsy.”

One ‘Quick Win’ You Can Do Today

Go to [Etsy.co.uk](https://etsy.co.uk). Check out what’s available for sale and save the ones that impress you the most. Use this as the basis for some niche ideas you can take to an AI tool like ChatGPT,

“I am going to tell you about a popular B2B template set I have found on Etsy. Give me [X] unique spins and angles I can use to make my own version. This could mean additional templates or a different niche audience.”

6. Print On Demand

Profit from Your Own Line of Unique, Popular Physical Products that Are Made For You and Delivered for You

Difficulty Level: Medium

Skill Level: Medium (Easy With AI)

Income Potential: £500 to £2,000+ per month

Introduction

Imagine you had a range of products on the busiest online marketplace in the world...

I'm talking about real, physical objects like T-shirts, hoodies, coasters, tea towels, cushions, posters, calendars, tote bags, phone cases, mouse pads and pet bandanas. All uniquely yours to sell and profit from.

Yet you didn't create or design them yourself. The research, marketing, ideas, branding, design, logos and text were all **DONE FOR YOU**. And you don't need to see, stock or deliver the actual item yourself!

No processing orders...

No packaging or posting...

No dealing with returns...

You just check your smartphone now and then to keep track of how much you're making...

You might have multiple dozens of these listed online, making sales every day... every week... every month. And whenever you want a **NEW** income stream added, you can upload another product in less than 60 minutes....

This is what is possible with print on demand (POD).

How it Works

Print on Demand (POD) is an e-commerce model where products are made only after a customer places an order.

You partner with a fulfilment service to put designs on physical items like t-shirts and mugs, but nothing is made in advance, and you don't handle inventory, manufacturing or shipping.

Platforms like *Etsy*, *Redbubble* and *Shopify* have made it easy for anyone to set up an online store and connect it to POD fulfilment services. Not only that but they give you instant access to their large customer bases.

Which means you don't need your own website, and you don't need to do a lot of online marketing to find and attract customers.

There's no need to invest in stock upfront either. You simply list your product design in an online marketplace like Etsy. When someone buys a product, the order is sent to a third-party POD company, which prints the design, packs it, and ships it to the customer.

You pay the production and shipping cost, then keep the difference between that and the price you charged. If nobody orders a design, you lose nothing, and there's no leftover stock to worry about.

In the past, this was a home business purely for designers.

But now AI has torn down the barriers.

You no longer need any writing skills, creative flair or design abilities because everything can be done for you automatically by AI tools...

ChatGPT can help you come up with ideas, write slogans and text.

While image-creators like Midjourney can create visual designs.

And there are editing tools like Canva, which are user-friendly, come with ready-made templates, and allow you to put together a product effortlessly without skills or experience.

All the steps can be carried out on your smartphone (or laptop, tablet or desktop if you prefer). And all the products can be MADE FOR YOU by other people, then sent to customers for you.

So you could easily have a busy job or hectic family life, and yet still spare an hour or two a week to keep adding new products.

The income just keeps rolling in automatically, day and night... and your portfolio of products can just keep generating sales for years.

There are so many advantages to the POD model:

- 1. Low Startup Costs.** You don't need to purchase any inventory upfront, which means the cost of starting a POD business is relatively low.
- 2. No Inventory Stress.** Your POD service provider deals with all of this. They handle and store all the inventory, so you don't have to worry about renting space or managing stock levels.
- 3. Easy to Set Up.** With POD, once you have a design (using AI), you can start selling products online with just a few clicks.
- 4. Almost Unlimited Scalability.** Since each product is printed on demand, you can offer a wide range of designs and products in your store. And it doesn't have to stop at t-shirts! Other items (such as mugs or artwork) mean you can offer an ever-expanding product line.
- 5. Virtually Risk-Free.** You only pay for the product after a customer has placed an order; that means there's very little financial risk involved as long as you ensure you have your pricing set up correctly – this is something we'll cover in more detail later.

Let's take a closer look at the kinds of items you could sell as POD products.

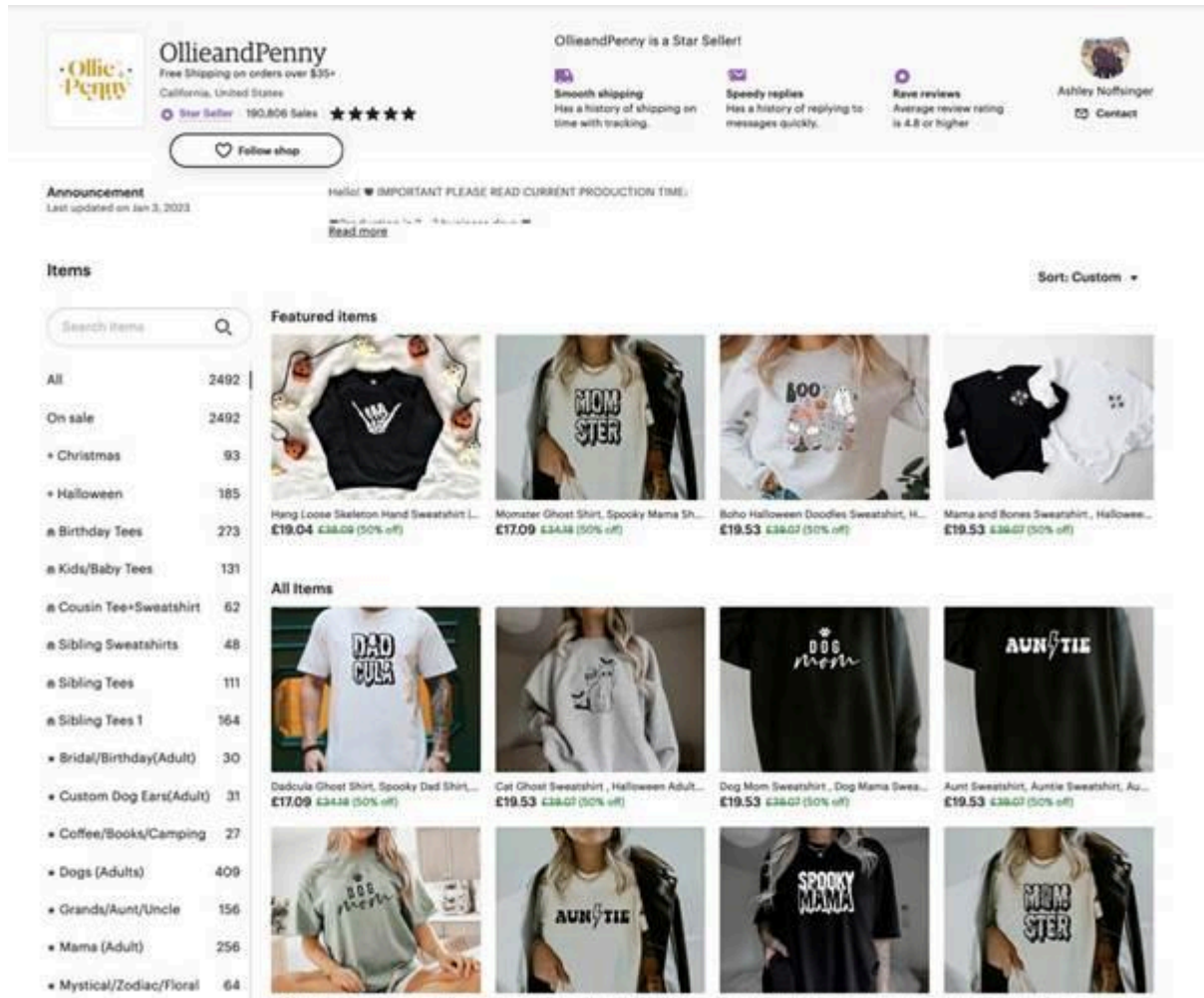
Hot-Selling POD Products

You can get images and text printed on a whole range of items like these...

- **Wall Art** - including posters, canvas prints, box prints and metal prints
 - **Apparel** – top items include T-shirts, Sweatshirts, Vests, Hats, Hoodies, Socks, Scarves
 - **Phone Cases** - for popular iPhone and Samsung models. Tough cases for extra protection are really popular
-

- **Drinkware** – including mugs, stainless steel water bottles and wine tumblers
- **Blankets** – Sherpa blankets or waterproof blankets

One of the easiest items to get started with is t-shirts. As an example, look at this store created by Ollie and Penny on Etsy:



They have made over 190 THOUSAND sales.

And almost all of those are t-shirts.

Some of their designs are text-based, some have images.

All have one thing in common. They're not overly complicated. Just take a look at some of their graphic designs...



Ghost Cat Shirt, Spooky Mama Shirt, H...
£17.09 ~~£34.18~~ (50% off)



Daisy Ghost Shirt, Spooky Mama Shirt, ...
£17.09 ~~£34.18~~ (50% off)



Skull Sweatshirt , Halloween Sweatshirt...
£19.53 ~~£39.07~~ (50% off)



Heart Bat Sweatshirt , Halloween Sweat...
£19.53 ~~£39.07~~ (50% off)

Based on sales and review volume, their store is making somewhere in the region \$10k a week!

Of course, the key to a successful Print On Demand business is not necessarily the item you select for printing... but what you put on it!

Here are some guideline ideas to get you thinking – and please don't take these quotes directly, they're only for illustration. Just use them as inspiration for your own creations, so that they're unique.

Cultural

- Retro 80s and 90s British pop culture
 - Classic British TV show catchphrases
-

- Vintage-style travel posters of UK landmarks
- Football club-inspired phrases or in-jokes
- Eco-friendly slogans (e.g., "There Is No Planet B")
- Gaming references and pixel art designs

Humorous

- Witty puns and wordplay (e.g., "Tea-riffic", "Keep Calm and Put the Kettle On")
- References to British quirks (e.g., queuing, weather complaints)
- Internet slang and phrases (e.g., "It's Giving...", "No Thoughts, Just Vibes")
- Motivational quotes with a humorous spin (e.g., "Namaste in Bed")
- Cost of Living Crisis Jokes: Phrases like "Too broke for avocado toast"

Wellness

- Thoughtful and humorous designs related to self-care, mental well-being, or introversion ("Anxiety Society", "It's okay not to be okay")
- Phrases like "Deadlifts and Chill" or "Yoga, Wine, Repeat"
- Zodiac signs, moon phases, or affirmations about self-love

Special Interests

- Science and tech-related puns
 - Pet Lovers, animal illustrations with British humor
 - British cuisine puns (e.g., "You're the Apple of My Pie")
 - Coffee and tea-related designs
-

The secret is to find a niche - a smaller segment of a larger market, where you can offer a product or service tailored to a specific group of people.

Using AI to Find a Niche

Here are some ChatGPT prompts you could use to brainstorm niche ideas

“What are the most successful niches to target on Etsy for selling [POD ITEM]? I want niches where, as a new seller, I don’t get drowned out by other buyers, but can still get plenty of sales. Please be really specific”

Now go through the list and see what appeals. You want:

- a) Something that interests you
- b) Could be depicted on a t-shirt as a graphic (don’t worry, we can get some help on this from ChatGPT in just a moment)
- c) Will have a decent market

Now use this prompt:

“Here are the 3 niches I want to target on Etsy for selling [CHOSEN POD ITEM + NICHES]. Please give me the pros and cons for each and also indicate which you think could have the best scope for my business”

Now type your niche into the search bar along with the type of garment or accessory you plan to print on, e.g., “t-shirts”

You’ll be able to see how popular these items are in this niche, and if there’s room for new angles and ideas from you.

In practical terms, here’s how to make your design...

How to Use AI to Create a Design

If you want to focus on text-based POD items, you can use ChatGPT.

To add images, you can use the AI tool, MidJourney, which generates artworks from text prompts. All you need is to describe your idea in words, and it will create a diverse set of visual interpretations in seconds.

For example, you could ask it to create a futuristic robot, a mystical unicorn, or a one-of-a-kind abstract pattern.

One drawback of AI is that every time you ask for changes, it tends to remake the whole image, slightly differently.

So I also recommend [Nano Banana](#), Google's Gemini 2.5 image editor. It's very fast and it gives you the sort of control over the edits that you'd get with Photoshop.

Just upload a picture and then type what you want changed.

When it makes the changes, it will keep the rest of the design as it is, rather than reinventing the whole image (which is what happens with most AI image creators).

Once you've got something you like, you can use free mockup generators like Placeit to drop your design onto real models wearing your t-shirt.

How to Get Your Product Made and Shipped For You

There are two recommended services - [Printful](#) and [Printify](#) - which will manufacturer and ship your product,

Printful gives you custom branding options to a degree that almost no other provider can. You can choose to have your own custom label inside your t-shirt as well as custom packaging and inserts as well.

It has production hubs in the US, UK, Canada, Mexico and Latvia, which means you can often cover a great deal of the globe with the same listing.

However, if you are just targeting ONE country (e.g. the USA) or you are happy to set up different product lines for different global audiences Printify wins on profit margins and shipping speeds. If something goes wrong, which is rare but can happen, they also do tend to have better (faster) customer service.

Both companies have a super easy (almost one click) integration with Etsy. Both companies offer excellent quality products (in Printify you just have to make sure you choose a good supplier).

There are no upfront costs or monthly fees with either. You only pay for a product when a customer places an order.

Where to Sell Your POD Product

Etsy is a global online marketplace that focuses on unique and creative goods. It's home to a universe of special, extraordinary items, from unique handcrafted pieces to vintage treasures. Buyers come to Etsy because they're looking for something unique, something they can't find in a shop or on eBay or Amazon.

This makes Etsy the perfect platform for selling your unique Print on Demand items.

Setting up a shop on Etsy is easy and straightforward. You can create your shop, list your products, and start selling in just a few steps. They also give a range of tools to manage your shop and track your sales.

Once you've set up your Printful/Printify and Etsy accounts, you can easily connect them so that the entire order fulfilment process is automated from start to finish.

When a customer places an order on your Etsy shop, Printful automatically receives the order, prints the product, packages it, and ships it directly to the customer.

Setting Up On Etsy

You will need to sign up for an Etsy account.

Create your shop by clicking 'Create your shop'. Choose 'Get Started' or 'Open Your Etsy Shop'.

Read through the info and click 'Let's Do This'

Confirm 'What brings you to Etsy?'

Choose the relevant answer to you. For example, if you've never sold on or offline before choose: "I'm just starting to sell for the first time ever". If you've sold but you are new to selling on Etsy choose the second or third option.

Now choose your shop preferences. i.e. If you want to sell to the US market (by far the largest market) choose your shop country as the United States and shop currency as \$. If selling to a UK market you would choose, English, United Kingdom and £.

Remember, people in other countries will still be able to buy your products.

Keep in mind that your shop name should be unique on Etsy and should reflect your brand. You can use ChatGPT to help you,

“Please help me come up with some name ideas for my Etsy shop. I will be selling unique items, including [POD product type]. I want a name which is snappy and engaging. Please come up with 25 different options”

You will also need to sign up with a print on demand company who will connect your account to Etsy (who will take sales and payment).

How to Sell

Simply upload your design files to the POD platform and select the product type, colour options, etc. For each, you'll need to write a title and description, and add relevant tags and keywords.

To get customers you can start by sharing your new product link on Facebook, Instagram, or Whatsapp with friends and family.

You can also create a dedicated social media page for your brand (Instagram, TikTok, Pinterest, Facebook, etc). Post your designs and use relevant hashtags. You might also consider a small paid ad campaign.

Each time a customer buys an item, you earn the retail price *minus* the cost to produce it and ship it (as well as the platform fees).

On Etsy or Amazon, the platform deposits your portion (after fees) into your account. At the same time, your POD provider charges you for fulfilling the order.

For example, on Etsy a customer pays £20 on Etsy... Etsy takes maybe 10% (£2) in fees, and you're left with £18... meanwhile, your Printful account gets charged £12 to make & ship the item. So you net £6 in profit.

On your own Shopify store, the customer pays you at checkout – that payment includes the retail price plus any shipping cost. Then your POD app charges your credit card the product cost and shipping.

Recurring Revenue Potential

After creating a design and listing a product, it can continue to sell without extra effort. For example, if you upload a slogan t-shirt today, that design might still be selling five years from now.

To maximize recurring income, focus on evergreen niches and designs that are not time-sensitive. Another angle is to set up on multiple sites to create recurring streams. If you collect customer emails or social media followers, you can market new designs to an existing base who may purchase again.

POD is easily scalable, You can go from 10 designs to 100 with relatively no increase in fixed costs. If each design nets say £5 a month, 1000 designs would net £5000 a month.

Some POD sellers create recurring revenue via subscriptions. For example, a t-shirt of the month club where subscribers get a new shirt each month.

Legal Issues to Know

In general, the more original your work, the less risk there is of copyright infringement. It's okay to be inspired by existing works, or to have similar AI creations out there, but direct copying or slightly altering someone else's work can lead to infringement.

- Be cautious with logos, slogans, and distinctive product designs of brands. Using these without permission could infringe on trademark rights.
- Avoid using images or likenesses of celebrities or public figures without consent. This could infringe on their 'right of publicity', which controls the commercial use of one's identity.
- Parody and satire can sometimes fall under fair use, but this is not always straightforward and often depends on legal interpretation.

Copyright in the UK lasts for 70 years after the death of the creator for most types of works. If the creator is unknown, copyright lasts for 70

years from creation or 70 years from first publication, whichever is shorter.

>>>> Case Studies

A UK designer named Zahra started her own UK print-on-demand fashion brand. She launched an Etsy shop in late 2023 and promoted her designs on TikTok.

Michael Essek began selling POD t-shirts online in 2013. In his first month, he made only £40, but he kept at it and after a few years he was averaging £7,000–£12,000 in profit per month from print-on-demand sales

Megan Heckman, a nurse, built a POD business in her spare time. She started it as a side project between hospital shifts and eventually grew it into a substantial source of income.

Ed Snelson worked a 9-5 job at Airbus when he started printing personalised tote bags, cosmetic bags and T-shirts from his bedroom. He worked on his side hustle in the evening, selling his products on eBay and other eCommerce platforms. According to the BBC, he made £1 million from this.

Angie Chappell turned her passion for illustration into a side hustle while remaining in her job. She takes images from popular culture and prints them on cards, bags and wrapping paper, then sells them online and through shop outlets. “I make about £10,000 a year.” She told The Telegraph. “It’s a hobby that’s also earning me money.”

Could You Make Money from POD?

This could suit you if you are:

- A stay-at-home parent or retiree looking for a side income
- Want to do something fun and creative
- Enjoy shopping for clothes online
- Have an eye for design or illustration

If you already run a blog, YouTube, or Instagram in a certain niche, POD is a great way to monetise your audience by selling niche merchandise.

What You Need to Get Started

You can use one of these AI tools....

- [Canva](#) – user-friendly for creating designs using templates, especially text-based or simple graphic designs. The free version has plenty of features.
- [Midjourney](#) can generate unique artwork from text prompts
- [Nano Banana](#) can help you edit with AI.
- **(optional) Mockup Tools:** [Placeit](#) offers thousands of realistic mockup scenes (e.g., a model in a cafe wearing your t-shirt, or your mug design in a kitchen setting).

You will need to set up on **Etsy**. And you'll need to link it to a POD company:

- [Printful](#)
- [Printify](#)

Income Potential

Many newbies report £100–£200 in a month once a few designs start selling. About 6–12 months in, with dozens of designs uploaded you could be making £500 to £2,000+ per month in profit.

For instance, maybe you have 100 products listed and each on average sells 5 units a month = 500 sales. If average profit per sale is £4, that's £2,000 profit.

When you've been at it for a couple of years or more, the income potential can rise to £5,000, £10,000, £20,000+ per month.

How to Get Started

Step 1: Niche and Market Research

Brainstorm your niche. Start with your own interests. Use Etsy or Amazon search to see what kind of products exist in those niches and which seem to be selling. Also identify 2-3 competitors. Now pick your niche.

Step 2: Create Initial Designs

Use AI to come up with 3-5 rough design concepts. They don't have to be perfect yet.

Step 3: Set Up Your Seller Account

Get your selling platform set up. If you chose Etsy, register an account, name your shop and fill out the profile basics.

One 'Quick Win' You Can Do Today

Open ChatGPT and type:

“Give me 20 simple, text-only T-shirt ideas for [insert niche], suitable for Print on Demand. Make them funny, short, and high-selling.”

Pick ONE slogan you like.

Then Open Canva (free version is fine). Choose a blank T-shirt design canvas. And create a simple design using only text. No artwork needed!

You can immediately see the potential of your first Print on Demand product — in a matter of minutes.

7. Resell Public Domain Art

How to Turn Professional Copyright-Free Illustrations, Art and Design Into High Value Products Without Making Anything Yourself

Difficulty Level: Medium

Skill Level: Medium

Income Potential: £500 to £2,000+ per month

Introduction

If you ever go to a flea market or car boot sale, you'll find vintage magazines and books going cheap.

In the past I've shown people that there's money to be made in tearing images, illustrations, photos and maps out of these books, and selling them, framed, on eCommerce platforms like Etsy.

But to make it work you need to get out and about, hunting in charity shops and markets. Then it requires some cutting and pasting craftwork. So admittedly, it isn't for everyone.

However, there is another, newer way to profit from wonderful old artworks and illustrations... but taken from the digital realm. It allows you to take stunning artistic images for FREE online, then repackage them to sell as digital files that people can pay to download...

Or as high wall art prints that could be worth £38, £77, £112 or more each.

And you can do it all from home, using a computer or phone, without touching a single product.

This is a great way to start a fun, rewarding and creative business that brings lost and forgotten artworks back to life - and get paid for it.

Rest assured, you do not need to be an artist. You do not need design skills. And you do not need to take your own photos. What you're really

doing is discovering, enhancing and repurposing art for an online audience of hungry buyers.

- the art already exists
- there's no stock to buy
- Print-On-Demand services can handle all printing and shipping
- Etsy, Amazon and other eCommerce Platforms can deliver you the customers

Here's how it's done...

The Treasures In the Public Domain

'Public domain' works describe books, magazines and artworks whose copyrights have expired (or which have never been copyright protected.) They have no owner and are available free of charge for anyone to reproduce, sell and distribute in a legal and ethical manner.

You can freely take these from online sources and use them to create your own products including: Printed mugs, t-shirts, posters, jigsaw puzzles and art works.

Simply take images wholesale or cut them up, rework them, overlay them or turn them into collages. (In a moment I'll show you some tools that can do this for you without needing any skills.

Once completed, these can sell amazingly well on Etsy, Ebay and Amazon. – either as basic prints OR as framed works and box-prints.

Where to Find Images Online

There are numerous online sources of public domain images, including:

1. FLICKR

- [Flickr](#) is one of the largest photographic image sites on the Internet. Established as a site for online photo management, it's now evolved into one of the biggest sharing applications in the world.
 - [The UK National Archives](#) has an account on Flickr, with over 20,000 photos from the history of the UK and Commonwealth countries. Go to
-

- [The National Library of Ireland](#) also has a fantastic Flickr page with around 1,300 photos of Ireland's history, many of which are in the public domain and can be found here:
- [The British Library](#) uses Flickr with 1,000,000 images taken mostly from illustrations in 17th, 18th and 19th Century books. They encompass a vast array of subjects, from maps and etchings to calligraphy and decorative motifs. The Smithsonian has 2.8 million high-resolution images from across its collections [here](#).

2. RAWPIXEL

- [Rawpixel](#) is one of the largest contributors of free photographs and images, including a Public Domain section where they have sourced and digitally enhanced thousands of antique books and chromolithographic plates.

3. VINTAGE ILLUSTRATIONS

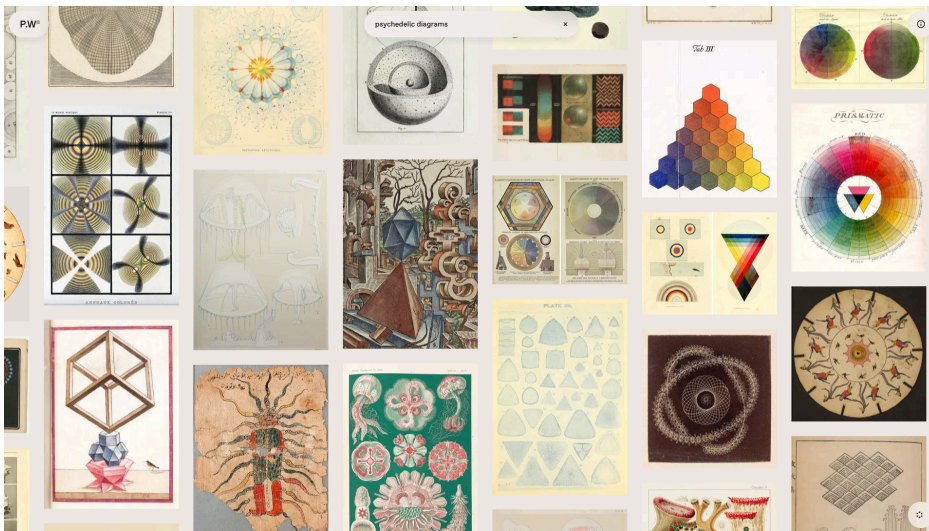
- [Old Book Illustrations](#) has illustrations from a large collection of books.
- [From Old Books](#) is a database of pictures, engravings, illustrations and extracts from old, rare and antique books.
- [Free Vintage Illustrations](#) this focuses on vintage illustrations, mainly whimsical and sentimental watercolour illustrations of the 1930s to 50s, from antique books, postcards, and advertising ephemera.
- [Reusable Art](#) is a collection of vintage drawings, illustrations and photographs from books, magazines and other printed materials, all copyright-free.
- [Karen's Whimsy](#) offers scans of engravings and other artwork from a personal collection of old books, magazines, and post cards. They are all from material printed prior to 1923 and are in the public domain.
- [The Graphics Fairy](#) is a curated collection of over 6,000 vintage images, many scanned from the blog owner's own collection of antique books, prints, postcards and trade cards.
- [The Old Design Shop](#) is also curated by a collector of vintage books and ephemera: a Photoshop enthusiast who loves to work with scans of vintage illustrations, and who's happy to share them in the public domain.

4. COMICS and CARTOONS

- [The John Leech Archive](#) draws on illustrations and cartoons from the first Punch magazine in 1841 until Leech’s death in 1864.
- [The Pulp Magazines Project](#) is an open-access archive and digital research of the pulpwood magazine from 1896–1946.
- [Comic Book Plus](#) is an exhaustive list of ‘golden- and silver-age’ comic books, comic strips and pulp fiction.

5. PUBLIC WORK

- [Public Work](#) is packed with 100,000 ‘copyright-free’ images like these:



There’s everything here from vintage magazine covers and international children’s book covers to world maps, cosmic diagrams and Japanese woodblock prints.

It’s really easy to browse, with a simple interface. Even better, it uses AI to auto-categorise them and suggest related images.

As you’ll see, Public Work isn’t a search engine, but an interface for a website called [Cosmos](#), which is “a Pinterest alternative for creatives”.

However, I’d stick to what’s on Public Work, as Cosmos (while excellent) includes artworks by other internet users. So for instance, you might come across these images and pick the one in the middle. There’s a little “i” for “information” which you can click to see the source.



There's also a download button, so you'd end up with your own copy of the original that you can use to create an art print.

It's important that you are excited by a piece of art – but always think next about whether there's a profitable niche for it.

How to Check for a Niche

Begin with a broad category that already has proven appeal on Etsy:

- Pets (cats, dogs, horses, birds)
- Nature (mushrooms, flowers, trees, landscapes)
- Travel & places (cities, countries, regions)
- Vintage advertising & typography
- Maps & astronomy
- Fashion & costume
- Children's illustrations
- Comic art & cartoons

Then narrow it down to a niche. For example:

- "Victorian mushroom illustrations"
-

- “Edwardian cat portraits”
- “Antique celestial star maps”

To do this, go to Etsy.com and type your niche idea slowly into the search bar.

For example, type:

“vintage mushroom...”

“Victorian cat...”

“art nouveau poster...”

Pay attention to the autocomplete suggestions (these are real searches people are making.)

If Etsy doesn’t suggest anything related, demand may be weak.

If you see multiple suggestions, that’s a strong signal.

Example:

Typing “vintage mushroom” might show:

- vintage mushroom wall art
- vintage mushroom print
- mushroom botanical illustration

Click the top 6–10 listings that appear and check that people are actually buying. Look for listings with “Bestseller” badges, 100+ reviews, or recent reviews.

Bear in mind that competition is not a bad thing. It proves demand.

So look for a niche where some sellers are doing very well, but where the designs are repetitive or generic.

Ask yourself: Could I create a variation of this? Could I narrow it further? Could I change the tone or style?

For example, instead of “Vintage botanical prints” try “Victorian medicinal plant illustrations”.

Once you’ve shortlisted 2–3 niches, run them through ChatGPT.

Use prompts like: **“Analyse demand and competition for the Etsy art print niche [INSERT NICHE]. Suggest sub-niches, buyer intent, and ways to stand out.”**

Or: **“Give me 10 specific Etsy art print product ideas using public domain art in the niche of [INSERT NICHE].”**

Once you’ve found an illustration or artwork you love - and you’ve checked there’s a real niche and demand for it - the next step is turning that image into something you can actually sell.

How to Turn Public Domain Art Into a Sellable Product

There are two main routes:

- Digital downloads (customers buy the digital file and print themselves)
- Physical prints (printed and shipped via a Print-On-Demand company)

The good news is that the preparation process is almost identical for both.

First, download the largest file size available with the highest resolution version (labelled as high-resolution, print-ready, or 300 DPI). Most public domain archives clearly state whether an image is suitable for print.

Now open the image in a simple editing tool. You do not need Photoshop. For beginners, the two easiest tools are Canva and Nano Banana:

- [Canva](#) - for resizing images, cleaning them up, placing them on a clean background, and creating print-ready files. You can use the free version to get started.
- [Nano Banana](#) The AI tool nano Banana is like Photoshop, except you just ask the AI to carry out the tasks in everyday language. It’s ideal to use if the image is faded, colours are dull, you want to subtly enhance detail, remove elements of the image, or merge multiple images.

Inside Canva or Nano Banana you can:

- Crop awkward edges
 - Remove heavy borders
-

- Straighten images
- Improve contrast and clarity
- Adjust brightness and warmth
- Remove yellowing from old paper
- Place artwork on a neutral background (cream, white, soft grey)

Consider adding your own elements, such as typography or borders, to make your prints unique. You can also combine multiple images or turn them into a collage.

For print files, common sizes include:

- A4 (2480 × 3508 px)
- A3 (3508 × 4961 px)
- 8×10 inches (2400 × 3000 px)
- 11×14 inches (3300 × 4200 px)

You can also create multiple sizes from the same image and sell them as a bundle.

How to Get Physical Products Made

You can either sell the prints as they are, for people to get framed themselves, OR you get them made for you as framed posters or stretched canvas prints.

If you want more control over the print quality and framing... or prefer to handle shipping yourself... you can always find a local printing service.

But the easiest way to get your products made is use Print on Demand (POD) Services like Printful and Printify. This is the easiest way to start because you don't need to hold inventory, and the POD service will handle printing, packaging, and shipping.

They also integrate with Etsy so that the order goes directly to the print-on-demand company, allowing you to make a passive income where you don't get involved in the order and fulfilment process at all.

All you really have to do is upload and let other people do the rest!

To find out how it's done, please look at the previous entry in this book:
PRINT ON DEMAND.

Uploading and Pricing

Once you've created your artwork or digital file, getting it in front of buyers is straightforward if you upload to Etsy.

When you click "Add a Listing" in Etsy, you'll be guided through a simple, step-by-step form. There are only a few areas that really matter:

- Photos / mockups
- Title
- Description
- Tags & categories
- Price

You don't need to get this perfect on day one. Etsy listings can be edited and improved over time. But I recommend you use AI to help you craft something in good, persuasive english.

Your title is one of the most important parts of your listing. It helps Etsy understand what your product is and helps buyers recognise it instantly.

A good Etsy title:

- clearly describes what the product is
- includes what someone might search for
- avoids clever or vague wording

Ask ChatGPT: **"Write 5 Etsy-optimised titles for a public domain art print featuring [describe the image]. Include strong buyer search terms and keep it natural, not spammy."**

Then ask AI: **"Write an Etsy product description for a [digital download / wall art print] aimed at home decor buyers. Keep it clear, friendly and reassuring. Include what the product is, who it's for, sizes included, and how it's delivered."**

A good description usually includes:

- a short opening paragraph describing the artwork
-

- bullet points listing what's included
- sizing information
- printing or usage notes
- a calm reminder that frames are not included (if digital)

You can paste the AI version straight in, then edit if you wish.

Also remember to make mockup images. You don't need photography skills for this. In Canva, search for "wall art mockup" then choose a clean interior scene and drop your artwork into the frame.

Create:

- 1 main lifestyle mockup
- 1 close-up of the artwork
- 1 image showing size options
- 1 image explaining "Digital Download / Instant Access"

Now add some tags by asking ChatGPT: "**Generate 13 Etsy tags for a [describe artwork], aimed at buyers searching for home decor and vintage art. Use real buyer language.**"

You'll get a ready-made list you can paste straight in.

Pricing Your Product

Typical ranges:

- Digital art downloads: £4–£12
- Bundles or sets: £10–£25
- Framed / canvas POD prints: £25–£120+

If unsure, ask AI: "**Based on similar Etsy listings, suggest a fair starter price for this product.**"

You can always raise prices once you start getting sales and reviews.

Could You Make Money From Public Domain Art?

You'll love this side business if...

- You enjoy being creative but don't have lots of artistic skills
- You enjoy looking at old images, illustrations and forgotten archives
- you prefer quiet, solo work rather than dealing with customers directly
- You like the idea of bringing lost artworks back to life
- You have an eye for style, aesthetics, or unusual niches

Income Potential

Your income depends heavily on your niche, your design taste, and how many listings you upload.

Typical earnings:

- **£100–£300 per month** for a small shop with 10–20 prints
- **£500–£1,500 per month** with a strong niche and 40–100 listings
- **£2,000–£5,000+ per month** with multiple collections, seasonal releases, and higher-priced framed/canvas versions

Well-performing Etsy art shops often scale to thousands of sales once a few designs gain traction. The beauty of public domain art is that your costs are tiny, your margins are high, and your work compounds.

Income depends on:

- how appealing your artwork selection is
- how distinctive your edits or themes are
- print quality
- whether you offer premium options (framed, canvas, oversized prints)
- listing SEO (keywords, titles, tags)
- the level of competition in your niche
- how actively you upload new designs

Time to First Income

Realistically: **3–14 days**, depending on:

- how quickly you find a niche
- whether you use POD fulfilment
- how fast Etsy indexes new listings
- the demand in your category

This is a model where you can genuinely make your first sale within a week.

What You Need to Get Started

You only need:

- a laptop, desktop or tablet
- access to public domain image sources
- free Canva or Nanobanana tool
- Etsy account

How to Get Started

1. Explore public domain archives and pick a theme

Spend 20–30 minutes browsing the list of public domain sources I've given you. Start with [Public Work](#) then move onto the rest.

Look for images that:

- grab you immediately
- would look good on a wall
- have an obvious audience (pet lovers, history buffs, art nouveau fans, botanists, space nerds, etc.)

If you're unsure, ask ChatGPT: **“What niches within vintage illustration have strong demand on Etsy right now?”**

It will generate angles you may not have considered.

2. Test the niche on Etsy

Go to www.etsy.com.

Type your niche slowly into the search bar. See what Etsy autocompletes and work out the demand.

3. Download and edit 3–5 high-quality images

Pick your favourites and download the highest resolution version available.

Upload them to Canva or Nanobana.

Edit lightly or heavily depending on your style:

- brighten colours
- remove stains or scratches
- adjust contrast
- crop to standard print sizes
- add simple borders
- pair multiple images as sets
- overlay text (optional)

One 'Quick Win' You Can Do Today

Open ChatGPT and type:

“Give me 50 profitable, low-competition niches for selling public domain artwork on Etsy — organised by theme.”

Within seconds you’ll have a full roadmap of niches to explore.

Then pick ONE niche and download 3 images you like.

Just doing that gets you 80% of the way to launching your first listing.

eCommerce Further Reading List

Smart Retail: Winning Ideas and Strategies from the Most Successful Retailers in the World – Richard Hammond

Advanced Digital Marketing Strategies for Ecommerce – Michael Wu

How To Get To The Top of Google: The Plain English Guide to SEO – Tim Cameron-Kitchen, Dale Davies, Jess Percival

The Ultimate Guide to E-Commerce Growth – Ian Hammersley, Mark Hammersley

Mastering Amazon Marketplace Management – Giovanni Papini

Sell Your Crafts Online – James Dillehay

Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business Paperback – by Tanner Larsson

Dropshipping: Your Step-By-Step Guide To Make Money Online And Build A Passive Income Stream Using The Dropshipping Business Model - by Michael Ezeanaka

SERVICES

There has always been a steady demand for people who can help others get things done. There has always been a busy freelance marketplace for cleaners, gardeners, bookkeepers, babysitters, handymen, dog walkers and personal assistants.

Not always because these people had rare qualifications, but because they helped the client save time, reduce hassle and get things done sooner rather than later.

That offline place is still thriving. But in the era of the internet and smartphone, the freelance and gig market has expanded massively.

Online platforms have taken services that were once strictly local and made them accessible online through freelance platforms like [fiverr.com](https://www.fiverr.com) and [upwork.com](https://www.upwork.com). These make it possible for people to hire freelancers online - and, likewise, much easier for people to get gig work.

They've removed awkward conversations about money and handling payments. And they allow you to build up trust (and find more work()) through reviews.

Not only that, but the web has created a whole new marketplace of gig work that can be carried out online, from tech support and virtual assisting to tutoring and educational courses.

As a result, freelance and service work has expanded in two directions at once:

- locally (in your own town or city)
- digitally (where your services can be sold, managed and actioned online).

So in this section, I'm going to show you the best ways to make money by providing services to others.

You don't need any special skills. In most cases, you're simply getting paid for being organised, reliable and a little bit more savvy or practical than the person hiring you.

Some of these are things you can do offline in your local area. Others can be done almost entirely from your phone or laptop. And all of them

can be started part-time, fitted around a job or family life, and tested on a small scale before you decide whether to commit.

You'll discover how to...

- Turn your own belongings into steady cashflow – using online platforms that handle the payments, vetting and insurance for you.
- Earn a percentage of other people's Airbnb income without owning a single property yourself.
- Get paid for everyday tasks by using simple task apps.
- Turn your most basic digital know-how into an income.
- Profit from in-demand digital freelance services where other people do all the work.
- Use beginner-friendly AI tools to restore and colourise old photos for people who want to protect cherished memories.
- Carry out easy 10-minute tasks on your smartphone whenever you have a spare moment to generate multiple trickle incomes of cash.

If you like the idea of getting paid for being practical and helpful, then let's dive in!

1. Peer to Peer Renting (P2P)

How to Make a Second Income from Renting Things You Already Own Via Secure Online Platforms that Handle All the Payments

Difficulty Level: Easy

Skill Level: Low

Income Potential: £300–£2,000+ per month

Introduction

Right now, you probably have all kinds of stuff lying around the house. Things that were expensive to buy new but which you rarely – or maybe NEVER use. Perhaps a barbecue, mountain bike, kids' buggy or chainsaw that you thought would come in handy but is now doing nothing in the garage.

In the past, these items would have been left gathering dust or consigned to the charity shop. But they could make you a healthy side income if you list them on a peer-to-peer rental (or P2P) website.

Peer-to-peer (P2P) renting lets you earn money by renting out things you already own - anything from tools to vehicles, fashion to camping gear, baby items to camera equipment.

People search these sites for items they need and pay to rent them from you. The platform handles payments, deposits, identity checks, and insurance, so you don't deal with awkward conversations or risky handovers.

However, it's not just your possessions which could make you money. It could be a loft space, garage, garden or outbuilding.

Here are some of the things you could lend...

- **Vehicles** – Cars, Bikes, Boats. RVs and campervans, Motorcycles
 - **Accommodation** - Spare rooms, Apartments & houses, Treehouses, teepees or yurts, Outhouses, sheds, external offices
-

- **Fashion Items** - Dresses and suits, Costumes, Designer accessories like handbags and jewellery
- **Sports and Outdoor Equipment** - Camping gear, Skis, snowboards, surfboards. Tents and hiking equipment
- **Tools and Home Improvement Equipment** - Power tools, Gardening tools, Construction equipment
- **Electronics**- Cameras and photography equipment, Drones, Audio-visual equipment like projectors and speakers, Games Consoles
- **Party and Event Supplies** - Tables and chairs, Event tents, Decorations
- **Specialty Items** - Musical instruments, Art and décor, Collectibles
- **Children's Gear** - Buggies, cots and prams, car seats. toys and books
- **Office Equipment** – Furniture, Printers and copiers
- **Parking Spaces and Storage** - Garage spaces, Parking spots. Storage units

The more of these you have, the more the potential you have for multiple income streams. For instance, if you rented out a parking space for £1,000 a year, a camera for £2,000 a year, a carpet cleaner for £4,000 a year, a car for £1,000 a year... suddenly you're on £8,000 as a second income for doing nothing.

Then imagine that you reinvest some profits into more cameras, more carpet cleaners, another car...

In which case you could potentially double that income – all without giving up the day job.

Now let's look at where you can lend these out online.

P2P Apps and Websites

Here are some options...

- [Fat Llama](#) For anything from cameras to drones, instruments to outdoor gear.
-

- [RentMy](#) They promise to help people “Rent anything, from anyone, anywhere!”
- [By Rotation](#) Focuses on clothes and fashion rentals.
- [Wedio](#) For camera and film equipment.
- [Campspace](#) and [Hipcamp](#) These platforms are for renting out camping spaces or unique accommodation like treehouses or yurts.

For parking space and storage space Rentals:

- [YourParkingSpace](#)
- [ParkLet](#)
- [JustPark](#)
- [ParkingPedia](#)

For Accommodations/Spare Space Rentals:

- [Airbnb](#) Popular for renting out spare rooms, apartments, homes, glamping sites.
- [Vrbo](#) Offers stand-alone holiday homes only. It doesn't offer spaces like private rooms or unusual options like campsites.
- [Stashbee](#) Rents out garages, attics and basements for storage space.
- [SpareRoom](#) Primarily for renting out spare rooms and flat-shares.

For Vehicle Rentals:

- [Turo](#)
- [Hiyacar](#)
- [Indie Campers](#) (for motorhomes).

Click on the ones that most apply to you, then check out their terms and conditions.

Whether you're renting out your cars, space, electrical items or equipment, you need to get a business head on if you want to make consistent money from P2P.

There are some basic principles to follow.

- Find out what sort of demand there is likely to be for the items you want to rent on the respective sites. Some of the sites have feedback and ratings, so you can see which items are most/least popular. Use this as market research.
- Your listing should usually include at least one good photo. Photos of the actual item are likely to be more effective than library pics.
- Set a reasonable rental charge. Some of the sites will give you a guide price for your rental based on experience, but with most, you have to set it yourself. Check other listings to see what other successful listings charge, and also check with commercial hire firms.
- Remember to allow for running costs and wear and tear in your rental charges.
- When an item - or type of item - is working well for you, consider adding to your range so that you can increase your income.

The downside to P2P is that it's not all carried out online. You'll need to hand over the items and take them back at the end of the hire.

That might cause you worries in case of safety issues, but that's what's good about the new P2P platforms – they vet customers and also cover insurance.

>>>> Case Studies

Last year the media covered the story of Lana Nalepa who uses the platform ByRotation to rent out clothes to make £300 a month.

Tim Kay started renting out his car in 2020 as a way to help pay his bills using the Karshare app and has generated £1,600.

Andy Fuller from Bath made money from renting out his garage for storage, earning him £100 a month.

46-year-old Emma Townsend from Bristol rents a space in front of her home, listed on the YourParkingSpace app to earn a side income (amassing £69,000 in profit since 2016).

Wedding photographer Antonio Salvani made £4,000 in a year from renting out his camera.

Mother of two Jenny Reynolds, Mum-of-two Jenny rents out her carpet cleaner, charging £10 for every 24-hours, making over £250 a year from just ONE basic item.

Sana Shaikh from London started sharing her car on getaround.com to generate a small income – she then invested it in more cars to rent, pushing her income up to £1,500 a month.

These might seem like low amounts of income...

But bear in mind that you are effectively generating cash from things that are lying around – without you doing anything,

Does Renting Suit You?

This could be a good way to make some extra income if you

- Have plenty of items you rarely use
- Prefer a real-world business rather than a digital one
- Want to earn without learning new skills
- Enjoy simple, practical systems
- Want a low-effort, low-risk income stream

Income potential

Beginners typically earn **£50–£300 per month** with one or two items...

But people who build multiple rental streams can earn **£300–£2,000+ per month**, with extreme cases (parking spaces, vehicles, camera gear) reaching **£5,000–£10,000+ per year**.

Income depends on:

- what you choose to rent
 - how often it's needed in your area
 - rental price (set by demand + condition of item)
platform used
 - how many items you eventually rent out
-

Time to First Income

24–72 hours, depending on:

- how quickly you upload your first listing
- demand in your area
- the type of item (parking spaces and tools rent quickly)

What You Need to Get Started

- a smartphone (photos + messaging) internet connection
- a P2P rental account on the right platform
- basic insurance (platforms usually include coverage)
- clear photos of your item/space
- simple pricing based on similar listings

How to Get Started

1. Walk around your home and list 5 unused items.

Bikes, tools, garden kit, carpet cleaners, suitcases, camera gear — easy wins.

2. Check demand on a platform like Fat Llama or ByRotation.

Look at: rental price, reviews, frequency of bookings.

3. Create a clear listing with honest photos.

Show condition, size, what's included, and any deposit required.

4. Set a fair rental fee based on similar listings.

Most platforms give recommended pricing.

5. Start with one item and reinvest profits.

When you find a high-performing item (e.g., pressure washer, camera, carpet cleaner), buy a second one using earnings.

This is how the pros scale.

One 'Quick Win' You Can Do Today

Grab a pen and walk around your house, garage, loft, garden, shed or car boot. Write down every item you own worth £20 or more that you haven't used in the last month.

Most people end up with a list of 10-30 items - bikes, tools, suitcases, baby gear, camping equipment, spare furniture, cameras, musical instruments, garden kit, sports gear.

Pick one item from that list and check what similar items rent for on Fat Llama and other platforms.



2. Airbnb Co-Host

How to Earn An Income from Other People's Properties On the World's Most Popular Holiday Rental Platform

Difficulty Level: High

Skill Level: Low

Income Potential: £300–£2,000+ per month

Introduction

Here's a new way to earn a steady income from other people's properties, with no upfront costs. All you need is a smartphone, a bit of common sense, and a knack for staying organised.

[Airbnb.com](https://www.airbnb.com) is an online platform that lets people (known as 'hosts') rent out their home on a short-term basis. It launched in 2008 in San Francisco but now operates globally, including across the UK.

Through the Airbnb website (or phone app) hosts can list their properties... anything from a spare room or an entire flat to a shepherd's hut or remote cottage... and set a rental price, depending on the time of year.

Airbnb users can browse the site to find something that suits them in the location they want to visit. They can read all the info, look at photos and reviews, then book their dates and pay!

So this makes it very easy for property owners to generate a regular income without needing to do their own online marketing or deal with tech stuff like booking systems and payment processing.

But there's a downside.

You still have to manage your property so that everything is clean, properly furnished and functioning properly.

Not everyone wants to be glued to their phone answering messages from guests, arranging cleaners, or troubleshooting why the Wi-Fi won't work.

So, increasingly, Airbnb owners are using 'co-hosts'.

A co-host is someone who helps an Airbnb owner manage their listing. This could involve anything from messaging guests to handling tasks like cleaning, check-ins, or maintenance.

In 2024, Airbnb made this role an official part of the business by launching the [Co-Host Network](#). It connects owners who need help with people willing to provide it. (more about this below)

Airbnb lets the host give you specific permissions and even direct payouts through its platform, so it's all trackable and transparent.

This has created an exciting new side-income opportunity to become a freelance property manager... but without the red tape or the expense of starting your own company.

And no need for a website or to do any online marketing to find clients

Here are the main tasks that you might need to do:

- Manage the listing - Update property descriptions, photos, pricing, and availability.
 - Handle guest communications - Respond to queries, message guests during their stay, answer questions, and deal with any issues that pop up.
 - Coordinate check-ins and check-outs - This might mean handling keys, arranging self-check-in systems, welcome gifts or greeting guests in person.
 - Cleaning and maintenance - You might organise cleaners, check the property between stays, restock essentials, and arrange small repairs.
 - Pricing and occupancy management – You might adjust nightly rates, manage discounts, and track occupancy to keep the listing performing well.
-

As you can see, there's nothing creative involved here, so you don't need any skills in writing, design or tech. The Airbnb dashboard is really user-friendly and intuitive, so you shouldn't have any problems there.

Plus you can also use AI tools like ChatGPT to cover some of the basic tasks like:

- Writing messages, emails and replies in good English.
- Writing great listings that fit the format and style.
- Planning tasks and scheduling your time.
- Pricing and management strategies.

Choose Your Own Commitment Level

How much time you spend on this, and when you do the work, depends on the level of service you offer and how many properties you manage.

For example, if you are co-host for a single listing... and you're only handling guest communication and check-ins... you might expect to spend around one hour in a day on average.

However, if you take on a bigger management role - handling everything from pricing to maintenance - you could be working for a lot longer.

Here are some options...

- **Minimal involvement**

You could handle guest messages and update the listings, while the owner manages cleaning, maintenance, and pricing. For this you could earn around 10% of booking revenue, maybe £150–£300 a month for a busy property. You can do it in the evenings or weekends if you're fitting it around another job as most communication is online anyway.

- **Medium involvement**

You manage communication and check-ins, coordinate cleaning, and also restock supplies while the owner handles pricing, listings, and major repairs.

For this you might earn 15–20% of booking revenue, which could mean £300–£600 per month per property.

Again, you could do a lot of this in hours you choose, unless the property requires you to be there when a guest arrives.

- **Full-service management**

You do it all, including listing optimisation, pricing, guest communication, cleaning, maintenance and check-ins. The owner is effectively absent. For this you could earn 20–25% (or even more) of the booking revenue. A single busy property could earn you £700–£1,200 a month.

Of course, you can start small with minimal involvement, and build up at your own pace.

Some co-hosts manage multiple listings (five to ten or more), which means a lot more income – £3,500–£4,800 a month - but at this point it becomes more like a full time job.

That is, unless you delegate by hiring cleaners and maintenance pros, using automated AI tools and schedulers to run parts of it.

You could also partner up with a family member or friend to split the workload.

How to Get Started

The obvious method is to join [Airbnb's Co-Host Network](#).

This is where hosts actively search for local co-hosts, meaning you don't need to do any self-marketing. You can set up a professional profile, list your experience (even if it's just being organised and friendly) and set your rates.

However, there is one big obstacle... you need an airbnb account with an average co-host rating of 4.8 or above. Which means you need to show some experience.

It's a bit of a catch-22. After all, how do you get experience and ratings if you need them to start in the first place?

Well, despite Airbnb's official network, many people still find co-hosts the old-fashioned way, through word-of-mouth, either online or offline.

So I recommend using Facebook community groups or local property forums (or asking around your neighbourhood or workplace) to find a

local airbnb owner. You can then manage your first property under a simple written agreement with the owner.

They can add you as a co-host to their listing. Once that listing runs through Airbnb under their account, you'll start building a track record you can later use to join the network.

There's another potential way in, too... if you happen to have a spare room or annexe you could consider joining Airbnb as a host for a short while to get a few reviews in.

How You Get Paid

If you are not yet on the co-hosting network, I recommend using ChatGPT to help you craft a written agreement between you and the owner.

If you become an official co-host on Airbnb's network, you can get paid directly through their system.

The property owner adds you as a co-host and allocates you a percentage or flat fee. Once the booking is completed and the guest checks in, your share is automatically sent to you.

>>>> Case Study

A report in Business Insider revealed how Seth Sutherland saw a post in a Facebook group from an investor looking for an Airbnb co-host.

Seth started co-hosting three properties, then added another 3 over the following 6 months. He and his wife now earn 20% of the owner's gross revenue for fully managing the guest experience. They also offer alternative packages:

- 15% for guest communication, cleaner coordination, pricing strategy and listing updates
- 7.5% for basic guest + cleaner messaging

The investor handles anything physical on-site. If he isn't nearby, he sends a local contact. Seth and Agnes handle everything else.

- guest communication
 - pricing and occupancy strategy
-

- updating listings
- adjusting copy and photos
- monitoring competition
- keeping the listing algorithm-friendly

Despite co-hosting five properties, Seth spends around three hours per week on the entire business. Most days, it's simply a case of responding to messages as they come in. As Seth puts it: "It's like waiting for a text."

They make \$1,000 per month during quieter months and up to to \$1,500 per month in summer.

Could You Make Money from Airbnb Co-Hosting?

This work very well for you indeed if you're:

- **Communicative** - You reply quickly and politely, whether it's a late-night message from a nervous guest or a scheduling query from the owner.
- **Organised** - You can use a calendar and be on time for appointments.
- **Practical** - You're good at sorting out problems - whether that's a broken kettle or a missing key (or you are happy to find reliable cleaners, handymen, and taxi firms, etc).
- **If that sounds like you...** or close enough that you could fake it for a while until you gain confidence... then you're qualified!

Income Potential

Income varies depending on your level of involvement:

Minimal involvement (guest messages + basic updates)

- Earn 10% of booking revenue
- Typically £150–£300 per busy property per month

Medium involvement (messages + check-ins + cleaner coordination)

- Earn 15–20%
- Typically £300–£600 per property per month

Full-service co-hosting (pricing, cleaning, maintenance, everything)

- Earn 20–25%+
- Typically £700–£1,200 per property per month

Serious co-hosts with 5–10 properties can reach **£3,500–£4,800+ per month**.

- Income depends on:
 - how many tasks you take on
 - number of properties
 - property location (cities + holiday towns pay best)
occupancy rates
- seasonality

Time to First Income

1–4 weeks, depending on:

- finding your first host
- getting added as a co-host
- gaining a few initial reviews
- whether you start with minimal or full-service tasks

What You Need to Get Started

- Smartphone
 - internet access
 - Airbnb account
 - friendly communication style
 - ability to coordinate cleaners/maintenance
 - simple written agreement with the owner (ChatGPT can draft one)
-

How to Get Started

1. Check the Airbnb Co-Host Network.

This is the official route - but note you'll need a 4.8+ co-host rating to join.

2. Find your first host manually.

Use Facebook groups, local community groups, property forums or even neighbours with spare rooms.

Offer to help with guest communication, check-ins or cleaning coordination.

3. Agree your tasks and fee.

Keep it simple: 10–25% depending on involvement.

Use ChatGPT to create a clear written agreement covering: tasks, fees, payment schedule, and responsibility for repairs/supplies.

Open Facebook and join **three local groups** (e.g., community groups, local landlords' groups, local property chat groups).

Post a simple message: "Hi everyone - do any local Airbnb hosts need help with guest messages, check-ins or cleaner coordination? I'm reliable, organised and local."

3. Local Freelance Jobs

New Digital Platforms Now Help You Earn An Income from Simple Offline and Online Tasks that you Already Know How to Do

Difficulty Level: Medium

Skill Level: Moderate

Income Potential: £300–£2,000+ per month

Introduction

There are ways to earn money from simple tasks that you ALREADY know how to do – and which you might do regularly anyway.

For instance:

- Chores around the house... like cleaning, decluttering, gardening and decorating.
- Favours you do for friends, neighbours and family... like furniture assembly, removals, fixing computers or wrapping presents.
- Skills you've been trained to do at work... like spreadsheets, coaching or admin.
- Or hobbies that you enjoy like crafting, DIY or dog walking

These could be small gigs you do in your own time, when it suits you, picking only what you enjoy and without having to commit to anything long term.

They could earn you quick cash when you urgently need it – or become a regular second income stream that takes some of the financial pressure off.

The beauty is, you can find the work (and even carry out some of the work) online using simple, free task platforms.

Online Task Platforms Where Clients Come and Find You

The big two are as follows...

- [Airtasker](#)

A broad tasking platform where you can find a wide range of tasks. You can bid on jobs and set your own rates. It works a bit like Uber, but for household chores like assembling flat-pack Ikea furniture, decluttering, and tech problems. The most common tasks involve cleaning, removal, or handyman jobs.

A client using the website will tell them about a task, including when and where it is done, as well as a fair price. The website will match them to a load of profiles of 'airtaskers' who will fit the job, and they will then pick the one that suits them the best and whose reviews look the best.

The top earners in busy cities can earn as much as £2,900 a month, although that will, of course, depend on where you live, your available free time, and the type of work you do.

- [Taskrabbit](#)

A rival that works in a similar way. You're matched to people in your area and you can set your availability and pricing. Clients choose a Tasker from the reviews, skills, and price they bid for a job. They then schedule the job (it can be as soon as that day). They can pay, tip, and review your work on the platform. One of the most popular tasks asked for is the assembly of IKEA furniture, general flat pack assembly and kitchen installation.

With both of these options:-

- you can choose the tasks that you would like to complete for the people that you're happy to work with.
 - you're in control of your own schedule.
 - you get access to their database of customers.
 - the payments are all processed for you, so you don't have to worry about building your website and seeking out customers.
-

You don't need experience and some tasks don't require specific skills but if you DO have some credible skills people will pay higher.

Bear in mind that you will get reviewed and rated per task. As with other gig economy jobs, the fees you get will be lower than going it alone, or with a company – but you will get access to a huge database of potential clients.

The top jobs you can pitch for on these two platforms include...

- **Furniture Assembly** - Putting together flat-pack or IKEA furniture – one of the most requested jobs on both platforms.
 - **Handyman Tasks** - Fixing leaky taps, wall repairs, hanging shelves, or mounting TVs.
 - **Painting & Decorating** - Indoor painting, wall prep, or basic decorating work.
 - **Repairs & Home Maintenance** - tasks like fitting blinds, curtain rails, or resealing bathrooms.
 - **Cleaning** - Regular or one-off home cleaning, including kitchens, bathrooms, and floors.
 - **Washing & Ironing** - Laundry folding, ironing services, or helping busy families stay on top of chores.
 - **Decluttering & Organisation** - Helping people sort wardrobes, attics, and garages.
 - **Gardening & Landscaping** - Lawn mowing, hedge trimming, planting, or full garden tidies.
 - **Gutter Cleaning & Window Washing**
 - **Moving, Delivery & Transport**
 - **Removals** - Helping carry boxes, load/unload vans, or relocate small households.
 - **Pick-Up Jobs** - Collecting items from shops, delivering parcels, or helping transport items locally.
 - **Dog Walking and Pet Sitting**
 - **Admin, Errands & Personal Help** - Organising paperwork, reminders, data entry, or home office setup.
-

- **Shopping & Errand Running** - Grocery shopping, collecting prescriptions, buying gifts, etc.
- **Tech Help** - Setting up Wi-Fi, installing printers, basic computer training.
- **Sewing & Clothing Repair** - Fixing hems, buttons, or basic tailoring.
- **Crafting / Gift Wrapping** - Helping people with craft-based tasks or Christmas wrapping.

Alternatively, if dog walking is your thing you could also try [Rover](#) or [Tailster](#).

There's also money to be made in babysitting (although note that you'll need to apply and get DBS checked.)

- [Babysits](#) - global babysitting app connecting sitters, nannies, and childminders with families across major cities like London, Manchester, and Bristol.
- [Bubble](#) - babysitting and nanny app
- [Childcare](#) - listings site for nannies, babysitters, childminders and tutors.
- [Sitters](#) – a UK platform where you need at least two years' experience.

Of course, you don't have to stick to the task platforms.

Other Ways to Find Local Clients

Not everyone lives in London, Manchester or Bristol, where TaskRabbit and Airtasker have a constant flow of jobs. And not everyone likes the idea of relying on a platform where you pay fees, compete with dozens of other taskers, or wait for the algorithm to favour you.

So here are practical ways to find clients directly:

1. Local Facebook Groups

Every town has at least one active Facebook community group. Many have five or six. Search for:

- “[Your town] community group”
-

- “[Your village] residents”
- “[Your area] buy/sell/swap”
- “Parents in [your town]”
- “[Your county] dog owners”
- “Local recommendations – [your area]”

These groups are full of people posting things like:

“Can anyone recommend a gardener?”

“Need help assembling a wardrobe.”

“Looking for someone to clean once a fortnight.”

“Does anyone do ironing locally?”

You can reply directly, or post a short introduction:

“Hi everyone — I’m offering reliable local help with gardening, flat-pack assembly, cleaning, decluttering and odd jobs. Flexible hours, fair prices. Happy to pop round for a chat. [your name].”

AI can help you write your introduction. Ask ChatGPT:

“Write me a friendly, simple Facebook post offering local help with [your services], aimed at residents in [your town], in a warm, down-to-earth tone.”

[2. Nextdoor](#)

This is an online networking service for hyper local areas. You might be able to pick up one-off jobs there. Post a short message and browse “Recommendations” where locals often ask for:

- gardeners
 - pet sitters
 - cleaners
 - someone to help move things
 - DIY/handyman help
 - tech setup help
-

3. Flyers

This might sound old-fashioned but it remains one of the most effective ways to get local clients, especially older residents who don't use apps.

Print twenty or thirty flyers with:

- your name
- the tasks you offer
- your phone number
- a warm, reassuring tone (“Friendly, reliable local help”)

Then post them through letterboxes on your street and the next few roads.

If you want AI to design something professional, ask:

“Design me the wording for a simple A5 flyer offering [your services] in a friendly, trustworthy tone.”

4. Ask Friends, Family and Neighbours

Word-of-mouth is still the fastest way to build a local reputation. Ask around if anyone needs help with gardening, cleaning, or odd jobs. You could offer a really low priced deal just to get some interest.

Once people see you show up on time, do a good job and are pleasant to deal with, they will happily book you again at your normal rate.

Once you have found some customers, you can start to develop word of mouth strategies for becoming better known in your local area.

Leave business cards with clients so that they're more likely to remember you and recommend you to others. Also ask people who have enjoyed your products or service to leave reviews on Google, Facebook and social media.

>>>> Case Study

Alison Goldsmith is a 58-year-old woman who left her job to look after her 94-year-old father. Her new caring responsibilities meant she had little time for regular work, and the debts began to build up. Then in 2024, she discovered Airtasker. "I was surprised to see how active it was and the variety of tasks that I could do," she told *The Mirror*.

Alison took on a mix of gardening, crafting, organising and other jobs in her area – anything that she enjoyed doing. Within just a few months she had earned £6,000.

She says: "I'm able to fit my work around my life and whatever else I have going on," she says, "I love the fact that even on the day, I can find a task if I want."

Would Offline Tasking Work for You?

This would suit you if you...

- Prefer real-life work to digital work
- Have skills and experience that might help others
- Enjoy DIY, cleaning, organising or gardening
- Do some of these tasks anyway
- Have spare time to carry out the work during the week

Income Potential

Beginners typically earn **£10–£20 per hour** with basic jobs...

Experienced local helpers with good reviews can earn **£20–£35 per hour**, especially for:

- handyman tasks
- garden work
- Assembly
- moving help
- pet sitting
- organising/decluttering

Monthly income can be:

- **£100–£300** part-time
- **£500–£1,500** steady side income
- **£2,000–£3,500+** for those treating it as a full business

Income depends on:

- task type
- availability
- location (cities = higher rates)
- reviews and reliability
- repeat clients

Time to First Income

24–48 hours, depending on:

- signing up to a platform
- availability of local jobs
- how fast you respond to postings

Local offline jobs can be even faster - sometimes same-day.

What You Need to Get Started

- smartphone
- TaskRabbit or Airtasker account

How to Get Started

1. Rank Your Skills and Interests.

Think about which tasks you could walk into tomorrow without stress or learning curves. Rank those highest. Then look at the jobs that require more effort, confidence or equipment, and rank those lower.

You are not trying to choose a “forever niche” here - just something realistic to earn with *now*.

2. Be brutally practical about your available time.

Most people say they want extra income, but forget to account for when they can *actually* work. Look at your weekly schedule and mark out:

- which days you’re genuinely free
-

- whether you prefer mornings, afternoons or evenings
- whether you can travel locally
- whether you need childcare cover

Sites like TaskRabbit and Airtasker allow you to set your availability, so it helps to be realistic from the start. A person who is completely free on Thursdays, for example, can pick up a lot of mid-week jobs in gardening, cleaning, errands or assembly. Someone who is only free at weekends may find pet sitting, IKEA assembly and moving jobs are more common.

3. Cross-check your best skills against demand.

Open TaskRabbit or Airtasker, type in your postcode, and look through the live tasks in your area. You'll quickly see patterns: some areas are heavy on assembly or gardening; others on cleaning; some on errands and deliveries.

Now compare these with your ranked skill list. If you see a strong match - for example, lots of gardening jobs and you actually enjoy gardening - that's a green light. If certain tasks rarely appear, you'll know not to rely on those as income sources.

You can also check typical earnings by browsing the profiles of other Taskers in your city. Note the hourly rates and the number of completed jobs. This gives you a realistic expectation of what your chosen tasks can earn per month.

4. Choose one service, set up your profile, and start small.

Don't try to offer twenty different things at once. Pick *one* or *two* tasks from the top of your confidence list - ideally the ones that match clear demand in your area - and build your profile around those. Use a friendly, clear profile photo and write a short, warm description explaining:

- what you can do
 - when you're available
 - the tools you provide
 - what you enjoy about the work
-

Then wait for your first small job. Once you get a review or two, everything becomes easier. The platforms will promote you more, clients will trust you more, and your schedule will fill naturally.

One ‘Quick Win’ You Can Do Today

Sit down with a notebook and list every practical skill, hobby and everyday task you’re comfortable doing.

Don’t filter or judge anything at this stage. Include things you might consider “too ordinary” - ironing, organising paperwork, mowing lawns, assembling flat-pack furniture, helping people use their phone or laptop. These ordinary tasks are precisely the ones people pay for.

Put a star next to the tasks you enjoy. Most people skip this step and end up taking work they resent. You’ll earn more (and stick with it longer).

Now go onto a tasking platform to see what kind of demand there is in your area. If you live outside a city, then go onto local forums and social media.

4. Senior Tech Support

How to Make Money from Sharing What You Already Know About Computers, Social Media and Internet Shopping

Difficulty Level: High

Skill Level: High

Income Potential: £1000–£3,000+ per month

Introduction

You might not think of yourself as tech savvy. But it's likely that you can use a computer and know your way around the internet a little bit.

You've probably downloaded reports, signed up for subscriptions, shopped on ecommerce sites, or shared your thoughts, photos and links on social media. And I'm sure you've used word processing tools, checked out an AI tool and used an app from time to time.

So it's easy to forget that there are many people out there struggling with technology.

- They didn't grow up with smartphones, computers and the internet...
- They haven't ever worked in jobs that involve word processing or email communication.
- They haven't become familiar with apps, online shopping, social media or cloud computing.

And whenever they do try these things, it causes them stress.

They worry about being scammed (or they HAVE already been scammed)...

They don't understand how to add security to their devices...

And they panic that they'll lose everything they have on their computers because of a mistake.

In particular this applies to a portion of the 65+ age group who lack computer skills and internet confidence. In the UK, the over 65s make up 14.9% of all internet users (10.1 million out of 67.8 million). And they have a massive digital skills gap...

- 46% of over-65s can't complete fundamental internet tasks safely.
- 4.7 million seniors lack the skills to navigate the internet properly.
- 2.3 million people (1 in 6 aged 65+) don't use the internet at all - and half of those are 75+.
- 69% of over-65s don't have strong enough IT skills to stay safe online.

This group needs digital skills more than ever – and for a wide variety of reasons...

They want to stay in touch with family and friends.

They want to safely bank, shop, and manage bills online.

They want to store and organise their photos, videos and other media.

They want to make new friends, join groups and communities that will stimulate their minds and social lives.

They want to pursue interests and hobbies.

They want to start small home businesses and side hustles to boost their income.

However, when it comes to apps, social media and tech platforms, many of them struggle, get frustrated, and give up.

They don't want to spend hours trying to figure out why their Wi-Fi isn't working, panicking over phishing scams or trying to transfer their photos onto 'the cloud'. So they're willing to pay for help.

So you could set up a part-time 'Tech Support for Seniors' online Business that helps older people with their computer and internet use.

The aim is to help your customers:

- Use the internet confidently without fear of scams.
-

- Use email, social media, and video calls.
- Set up online shopping, banking, calendars and appointments.
- Get simple, user friendly tech support when they need it.

Here are some of the services you could offer...

Computer Setup & Maintenance

- Help seniors set up their computers, tablets, and smartphones.
- Fix common Wi-Fi and internet problems.
- Install software and perform basic updates.
- Set up firewalls, virus protection, and security settings.

Social Media & Online Communication

- Teach them how to use Facebook, WhatsApp, Zoom, Instagram etc.
- Help them connect with family & friends online.
- Show them how to start hobby groups or online communities.
- Guide them through creating simple content (blogs, vlogs, online journaling, etc).

Tools and platforms

- Cloud computing for safe and secure storage of files.
- Organisational and planning tools.
- Using ecommerce sites.
- Setting up RSS and other newsfeeds.
- Platforms and apps for tax, pensions, savings, banking etc.

Online Safety & Digital Security

- Educate them about phishing scams and online fraud.
 - Help set up secure passwords and two-factor authentication.
-

- Ensure their banking and digital payments are secure.

Home Business & Digital Productivity

- Assist with setting up online businesses (Etsy, eBay, Shopify).
- Train them on email marketing, scheduling tools, and payment systems.
- Help them monetise hobbies like photography, crafting, or writing.

You can deliver this help remotely over a video app like Whatsapp, Skype or Zoom or the phone.

You could also set up digital downloads that cover specific common goals and problems, which people can download and follow, bringing you an extra passive income. These could include downloadable steps and video demos, using screenshots to guide customers.

How to Decide What Services to Offer

To figure out what you can offer, it helps to go through a simple “Digital Self-Inventory”.

Sit down with a notepad or open a blank document. Then write down every digital task you can do without thinking.

It doesn't matter how small or obvious it feels. In fact, the more “basic” it seems to you, the more valuable it probably is to someone who finds tech intimidating.

Ask yourself:

- Can I send and receive emails?
 - Can I download files and save them somewhere sensible?
 - Can I use WhatsApp, Facebook, Instagram, Zoom or FaceTime?
 - Can I shop on Amazon or eBay?
 - Can I pay a bill online?
 - Can I install an app on my phone?
 - Can I take photos, make folders, and back things up?
 - Can I recognise an obvious scam email?
-

- Can I run an anti-virus scan?
- Can I reset a forgotten password?
- Can I navigate a settings menu?
- Can I fill out online forms?
- Can I use Google or YouTube to find answers?

Each 'yes' is potentially a service you can offer. Because what feels routine to you can feel intimidating to someone who hasn't grown up with this technology.

Now take your list and mark each item:

- A – "I can do this easily, without thinking."
- B – "I can do it, but sometimes I need to Google a reminder."
- C – "I'm not sure, but I'd like to learn."

Your A-list becomes your first set of services.

Your B-list becomes your next wave of offerings once you've practised them a few times with friends or family.

Your C-list becomes optional skills to build later.

This stops overwhelm and lets you start with the simplest, lowest-stress work.

If you're unsure how to package your skills, ask ChatGPT:

"Here are the digital tasks I can do: [paste list]. Please turn this into a list of simple, clear services I could offer to seniors who struggle with technology."

Or:

"Create 5 service packages based on the following strengths: [paste A-list]. Include service names, descriptions and what's included."

You also need to make sure you have the time to help people. For example, you may have 30 minutes a day, two evenings a week, or a full weekend to work on this business. This will dictate what you can offer.

So make sure you are clear with yourself about when you can work on this, and what you can tell clients. For example:

“I offer 45-minute remote support sessions between 10am and 3pm, Monday to Thursday.”

Again, you can use ChatGPT for this by asking: **“Based on my available hours (e.g. 10am–3pm, Mon–Thu), suggest a simple weekly schedule for offering tech support to seniors.”**

How to Find Customers

First, go where seniors already spend their time and position yourself as the go-to expert.

Drop flyers and business cards in libraries, coffee shops, community centres, post offices, and PC stores. Or do a neighbourhood leaflet drop.

Also ask local PC retailers if they’ll refer customers to you for setup services (offer them a cut of the fee).

You can also use some online methods...

- **Facebook Targeting** – Many older adults are on Facebook, even if they struggle with it. Run targeted ads or join local Facebook groups to offer free tech tips.
- **Free Mini-Sessions** – Host a free “Intro to Facebook” or “Online Safety 101” Zoom session to build trust.
- **Online Communities & Forums** – Engage in places where people ask tech-related questions - forums, local discussion groups and senior Facebook groups.

One of the best ways to find potential customers is by offering a free report known as a lead magnet.

This should be simple, practical, and useful, helping to solve a common problem or achieve a specific goal, eg:

- "The Essential Guide to Staying Safe Online: 5 Quick Fixes to Protect Yourself from Scammers"
 - "The Beginner’s Guide to Facebook: How to Connect with Friends and Family Without the Confusion"
-

- "The 3 Most Common Online Banking Mistakes (And How to Fix Them in 5 Minutes)"

Even if you don't know his information, AI tools like Gemini, Claude and ChatGPT can create the content and clearly explain most tech problems.

There are few ways you can make this available online...

Option 1: Google Docs. Write the guide in [Google Docs](#) (or paste it in from Word). Click to share "Anyone with the link" then copy the link and add it to Facebook posts, Facebook groups, printed flyers (paste the written link or use a QR code generator like [this](#).) When the customer sees the link, they can click through and read the document.

Option 2: Canva If you want it to look a bit more slick, create a simple 1–5 page PDF in [Canva](#) (Canva templates will do 90% of the work). You can also click to share it with anyone who has the link.

Option 3: Substack [Substack](#) is one of the least scary platforms for non-tech people to publish content online without a website. You can also use it as an ongoing newsletter and update service for your clients. Create a free Substack account, then paste the guide in as a free post. Set it so people can read it free.

Running the Business

You can use AI to generate clear instructions, troubleshoot problems, write email templates, organise your workflow, and draft simple contracts or support plans.

You could also hire tech-savvy students to handle the hands-on support if you'd rather not do it yourself (or if you want to offer more skilled services).

Many colleges and Universities have IT, Computer Science, or Digital Media courses. The students will be keen for any paying part-time gigs.

To find them, try...

- **University Job Boards** – Many universities have internal job boards where local businesses can post ads for student jobs.
 - **Student Unions** – Contact the student union and ask if they can share your job ad with IT students.
-

- **Reddit & Online Student Communities** – The r/UniUK subreddit or university-specific Reddit pages are great places to post job opportunities.
- Post your job ad on [StudentJob.co.uk](https://www.studentjob.co.uk)

If you know anyone with kids or grandkids at university or who are tech savvy (let's face it most people under 30 seem to be these days), it's worth asking them too!

You could pay them around £12-£15 per hour (if you charge the client £40 per hour, you'd make £25 per hour in profit).

Could You Become a Senior PC Advisor?

You might love this side-business if...

- You use computers a lot for pleasure or business
- You often use the internet to shop, socialise or consume media
- You're a social media user
- You like helping others
- You are friendly and patient with other people
- You are good at communicating clearly
- You prefer offline/local work

Income Potential

There are multiple ways to price your services...

Pay-As-You-Go...

- One-off troubleshooting sessions: £30-£50 per hour.
- Full setup package (Wi-Fi, social media, security): £60-£100.

Subscription Plans

- Silver Plan (£50/year) – Up to 10 calls.
 - Gold Plan (£100/year) – Up to 20 calls.
-

- Platinum Plan (£200/year) – Unlimited calls (however, implement a fair usage policy so you don't get overloaded by one client).

Workshops

- “Intro to [Facebook, WhatsApp, Online Banking ect]” – £25 per session.
- “Online Safety for Seniors” – £35 per session.

Even with a small client base, the numbers stack up fast:

Let's say you sign up 100 customers to a £100 annual support plan. That alone brings in £10,000 per year - and these are recurring payments, meaning you don't have to constantly chase new clients.

Or if you handle just three individual support sessions per week, charging £50 each, that adds an extra £7,800 per year.

Running just two small workshops per month with 10 attendees paying £35 each would give you an additional £8,400 each year.

And If just 50 customers per year pay for premium services like device setup, security upgrades, or social media training at £75 per session, that adds another £3,750.

So your sales could total nearly £30,000 per year. Bear in mind your profit depends on your pricing model and whether you hire assistants, plus any marketing costs.

Time to First Income

2–7 days, depending on:

- how quickly you speak to local groups
- whether you start with pay-as-you-go sessions
- how fast you can schedule home visits or online calls

What You Need to Get Started

- smartphone or laptop
 - patience and a friendly manner
-

- access to WhatsApp/Skype/Zoom

How to Get Started

1. Identify your first clients.

Start with neighbours, local community groups, church groups, or friends of family. Older adults are everywhere - and most are quietly struggling.

2. Offer a simple set of services.

For example:

- “New device setup”
- “Online safety session”
- “Fix your Wi-Fi”
- “Learn WhatsApp + Facebook”
- “Organise your photos and files”

3. Decide on your pricing model.

Start with pay-as-you-go (£30–£50/hour) and introduce subscriptions later.

4. Create Your Lead Magnet

This doesn't need to be complicated or too polished. Your lead magnet can be a short, practical guide that solves one common problem your audience struggles with. One to five pages is plenty. You can use ChatGPT to help you write it and then save it in Google Docs or Canva, then share it using a simple link.

One 'Quick Win' You Can Do Today

Take five minutes and make a simple list titled: “Things I Already Know How to Do on a Computer or Phone.”

Write down basics such as:

- sending emails
 - attaching a photo
-

- using WhatsApp or Facebook
- making a Zoom call
- resetting a password
- organising files
- searching Google
- updating apps
- taking and sharing photos
- connecting to Wi-Fi
- using online banking
- shopping online

You'll quickly realise that these everyday skills - which you take for granted - are exactly what many older adults struggle with.

5. Drop Servicing

How to Take a Cut Of the Booming Online Freelance Market Without Doing Any of the Skilled Work Yourself

Difficulty Level: High

Skill Level: Low

Income Potential: £1000–£3,000+ per month

Introduction

Since the pandemic there has been an explosion in freelancing, remote work and hybrid working.

The 'gig economy' is now a huge global force. In the UK alone, more than 4.38 million people earn some or all of their income from freelance or contract work. While millions of solo entrepreneurs now run small operations from laptops and home offices.

Not only that but 'micro-businesses' (typically defined as having 0–9 employees, including sole traders) now dominate the landscape, accounting for over 94% of all private-sector businesses.

These small businesses are under pressure to stay lean and profitable in a time of rising costs. They don't want full-time staff for every role, and many can't afford them.

So here's the problem they all face...

If they want a website built, a sales promotion written or an advertising logo designed, they either need to learn how to do it themselves (which takes time and skill), or pay someone else to do it.

Which is why they increasingly bring in specialist help from skilled people like designers, copywriters, marketers, web developers, video editors and bookkeepers.

After all, when you work in a big company, you can call IT, marketing, creative or finance whenever you need them. But if you're a one-person enterprise, a micro business, or freelancer, you're often on your own.

This is why outsourcing has skyrocketed. For instance, this year an estimated 54% of small businesses are expected to outsource at least one core task, such as accounting or marketing.

The most searched-for freelance services now include:

- Graphic Design
- Content Writing
- Project Management
- Accounting
- IT
- Marketing

These are important tasks, but most business owners don't want to learn these skills themselves.

And that's where drop-servicing comes in.

Drop-servicing is a way that you can set up a simple brokering service that connects people who need specialist help with the experts who provide it. You then take a cut of the fee.

This business operates very much like drop-shipping, where you sell physical products that are manufactured and fulfilled by other people. But with this business, you're dealing with digital services that are highly in-demand right now.

Let's take website-building for example...

Most people don't want to bother grappling with Wordpress, or have zero skills in design, so they'll happily pay someone to do it for them.

So now imagine that you offer to build them a website.

The customer might tell you everything they want on the site, from the content and features to the design and functionality. You'd then offer them a price, eg £400. But instead of doing the work yourself, you'd

send the customer brief to a freelancer on a platform like Fiverr or Upwork who will get it done for £250.

Once they finish the job to the standard you ask for, you then present it to the client.

For that simple brokering job, you'd make £150.

Do that once every day, and you could make £1,050 a week, or £4,200 a month.

Even if you handled only 2–3 medium-sized projects a month, you could earn £1,000–£3,000 per month.

There are huge benefits to this business model.

- **High Profit Margins:** No physical products or high overheads mean most of your revenue is profit.
- **Low Skill Requirements:** Freelancers handle the skilled work. You don't need to be a coder, writer, or designer.
- **Flexibility:** You can work from anywhere, choose your hours, and scale at your pace.
- **Low Risk:** You know the freelancer's cost in advance, so you can price your services to guarantee a return.
- **Scalable:** You can start with one service, then expand to multiple niches.

Let's take a look at how it works...

The Business In a Nutshell

In simple terms:

- You sell a digital service at a marked-up price.
- You outsource the actual work to freelancers (on Fiverr, Upwork, etc.) at a lower cost.
- You deliver the completed service to your client.

To give you an example:

- You might decide to start a website-building drop service.
-

- You look on fiverr and upwork for freelancers who provide this service, noting their prices, reviews and feedback.
- You run simple Facebook or Google Ads with a controlled budget using Artificial Intelligence to help you with the copy.
- A customer purchases the service.
- You hire a website developer from Upwork or Fiverr.
- Once the project is complete, you review the work and hand it over to the customer.

Note that you don't need to know a single thing about building websites - you're just the intermediary.

At the end of the process, you pocket the difference between the cost of the service and the price you set. Simply rinse and repeat as often as you like.

The list of potential drop-servicing niches is enormous. Some profitable ideas include:

- Search Engine Optimization (SEO)
 - Website Design
 - Copywriting
 - Content creation
 - Social Media Management
 - Graphic Design
 - Video Editing and Creation
 - Lead Generation
 - Virtual Assistant Services
 - Project Management
 - Digital marketing
 - Web development
 - SEO (search engine optimisation)
-

- Social media management
- Data Analysis
- Software creation and apps

Platforms like Fiverr and Upwork make it easy to find freelancers without you needing to have any contacts or industry experience.

Here's how...

Finding Good Freelancers

[Fiverr](#) is perfect for beginners because it works like online shopping.

You browse services (“gigs”), compare prices, check reviews, and order with a single click.

To start, search for the service you want to offer. Type something like:

- “WordPress website design”
- “Logo design”
- “SEO keyword research”
- “Social media posts”
- “Sales copywriting”
- “Video editing”
- “Lead generation”

You'll immediately see hundreds of freelancers offering that exact service.

Now use these filters in the sidebar:

- Seller Level - Choose Level Two or Top-Rated Seller. These freelancers have completed dozens (or hundreds) of projects with consistently high ratings.
- Budget - Set the price range you're looking to pay.
- Delivery Time - Choose “3 days” or “7 days” depending on your client needs.

A reliable freelancer's profile will tick most of these boxes:

- 4.9–5.0 star rating. This shows consistent work quality.
- 50+ completed orders. This means they have a track record.
- Recent reviews (within the last 30 days). This proves they are active.
- Clear portfolio examples. Look for work that matches what your potential clients will want.
- Professional communication. Send them a short message. If they reply quickly and clearly, that's a good sign.

Be wary of freelancers who:

- Have no reviews
- Have vague or unclear gig descriptions
- Use stock images instead of real portfolio work
- Take more than 24–48 hours to reply

To make sure, you can do a small test job. Offer to pay £10–£25 for a sample of their work.

Once you find a reliable freelancer, they will become a golden asset for you.

Alternatively, you can try [Upwork](#), which is better for larger or more complex projects like website building, long-term content creation and regular social media management.

You post a job, freelancers apply, and you choose the best one.

Your post should include:

- what you need
- examples of the style you want
- your budget
- your timeline

Also include a short instruction to see if they read the brief (e.g., “Please start your bid with the word ORANGE.”) This filters out all the lazy copy-and-paste bidders.

Look for...

- Job Success Score above 90%
- £10k+ earned on the platform
- People who specialise in exactly what you need
- Quick response time.

You can carry out a basic interview with one question: “If this were your project, what would you need from me to deliver your best work?”

Good freelancers will ask questions but poor freelancers will say: “I can do it, no problem” without asking anything.

As with Fiverr, always begin with a small paid task. For example, a logo or video reel.

Finding Clients

For most beginners, this is the part that feels the most intimidating...

“Where do I actually find clients?”

But in reality, finding clients for digital services is far easier than people imagine, especially today, with so many small businesses actively looking for help and so many online tools that bring clients to you.

The key is to start simple and use proven methods that don't require you to be a marketing expert.

1. Local Businesses

Your first 1–3 clients could come from local connections, where trust is higher and competition is lower. You could approach:

- Independent restaurants, cafés, takeaways
 - Therapists, beauticians, nail techs
 - Plumbers, electricians, builders
 - Gyms, PTs, yoga instructors
 - Car valeters and detailers
 - Estate agents
-

- Local shops and boutiques

Many of these businesses will want help with websites, writing content, social media or design, and they're exactly the type of client who will pay you £150–£600 to handle it.

Give them a call and say: "Hi! I live locally and I run a small service helping businesses with things like websites, design, content and social media. If you ever need something done quickly and affordably, I'd be happy to help."

You can always follow up with an email.

2. Facebook Groups

Facebook is one of the biggest goldmines for drop-servicers because it's full of business owners, start-up founders, coaches, creators, freelancers and local tradespeople. Many of these will want help with digital tasks.

Where to post:

- Local community groups
- Business networking groups
- Freelancer/entrepreneur groups
- Start-up advice groups

Ask ChatGPT to craft you some bespoke copy for the post, or try this:

"Hi everyone! I'm looking for 1–2 small businesses who'd like help with [website updates / logo design / social media content / sales copy, etc.].

I work with skilled freelancers worldwide, so I can offer high-quality results at affordable prices.

If you'd like help with anything digital, feel free to message me. Happy to chat or show examples!"

3. Freelance Marketplaces

Fiverr and Upwork are not only places to hire freelancers online. They are also a great way to find drop-servicing clients across the UK.

Create a simple seller profile offering one clear service:

- “I will build a modern 5-page website for your business”
- “I will design your social media content for the month”
- “I will write your About page and homepage copy”
- “I will edit your promo video”

Potential clients browse these platforms constantly. Even if you only get 1–2 enquiries a week at first, that’s 1–2 chances to turn a job into £150–£1,500 profit.

4. Facebook Ads

Ads are not required to start. But when you’re making some income, then £10–£20 a day is enough to generate new leads.

Choose interests like “small business,” “entrepreneurship,” “self-employed,” “local businesses,” “restaurant owners,” “beauticians”

Example ad text:

“Local Business Owner? Need help with your website, design, content or social media?”

Affordable digital support from a friendly UK freelancer.

Message me for a free quote.”

5. Google Ads

Google Ads are a good way to get clients because you show up only when someone is actively searching for the exact service you offer.

For instance, if someone types “help building a website UK” your advert might appear.

Go to www.ads.google.com, click “Start Now” and follow the steps.

You can use your existing Gmail account (or set up a free one).

When Google asks what kind of campaign you want to run, choose “Create a Smart Campaign”. This is beginner-friendly and Google handles most of it for you.

You’ll be asked to write:

- A headline (or 3–5 headlines)
-

- A short description
- Your website link (or Facebook page if you don't have one. You can even send people to an Upwork profile)

To create the text, go to an AI tool like Claude or ChatGPT,

How to Calculate Your Margin

When you look on freelance platforms you can see what skilled experts are charging. For instance:

- Illustrators: £12 to £25 per hour
- App Designers: £16 to £33 per hour
- Game Developers: £12 to £29 per hour
- Blog Writers: £12 to £29 per hour
- Transcriptionists: £10 to £18 per hour
- Data Entry Specialists: £8 to £16 per hour

Your role is to mark up these services in order to ensure you secure a decent profit. For instance, if you hire a freelancer for £20 an hour, you might charge the client £50 per hour - pocketing the £30 difference.

TIP: Many successful drop servicers aim for at least a 50% margin on smaller services and 100%+ margin on larger projects.

For example:

- You hire a freelancer for £150 to build a website.
- You charge your client £400.
- Profit = £400 - £150 = £250
- Margin = $(£250 \div £400) \times 100 = 62.5\%$

This is a healthy margin and gives you room for advertising costs.

TIP: When starting, aim for a 60%-80% profit margin to cover unexpected expenses.

Will Drop Servicing Work For You?

This method will work best if you -

- Want an online income without learning complicated skills
- Are organised and methodical
- Enjoy communicating
- Like the idea of running a “mini agency” part time
- Are comfortable dealing with clients and also the people you outsource the work to

Income Potential

The earnings will depend upon what specialist niches you choose to focus on, but to give you an idea...

- Small projects (e.g., logos, blog posts): £100–£300 profit per project.
- Medium projects (e.g., website builds, branding packages): £500–£1,500 profit per project.
- Large projects (e.g., app development, full marketing campaigns): £2,000+ profit per project.

If you handle 2–3 medium-sized projects a month, you could realistically earn £1,000–£3,000 per month part-time.

And because everything is digital, there are no overheads, no stock costs and almost no risk.

Time to First Income

1–4 weeks, depending on:

- how quickly you choose a service to offer
- whether you set up a simple landing page or just message locally
- how fast you can secure your first client

What You Need to Get Started

- a laptop or smartphone
 - internet connection
-

- a simple list of services you'd like to offer
- access to freelance platforms (Fiverr, Upwork)

How to Get Started

1. Pick one simple service to offer.

Choose something easy to understand - logo design, social posts, a simple website, blog writing, video editing, or basic admin tasks.

2. Find 2–3 reliable freelancers.

Look on Fiverr or Upwork for people with good reviews and clear pricing. Save them as your “team”.

3. Create a simple offer.

For example: “I’ll build you a clean, modern 5-page website within 7 days.” Remember, you don’t have to build it yourself. Your freelancer will do the skilled stuff for you.

4. Get your first client.

This can be through a local business, a friend, a community group, or someone who needs help with their social media or website.

One ‘Quick Win’ You Can Do Today

Go to **Fiverr** or **Upwork** and search for a service you *might* want to offer - such as “logo design”, “website building”, “blog writing”, or “video editing”.

Look at:

- How much freelancers charge
- How many reviews they have
- What the finished work looks like

Within five minutes, you’ll see exactly how you could offer that same service at a slightly higher price - and start earning without needing to do the specialist work yourself.

6. Photo Colourisation & Improvement

How to Profit from New AI Tools That Bring Cherished Memories Back to Life for Eager, Paying Customers

Difficulty Level: Medium

Skill Level: Medium

Income Potential: £1000–£3,000+ per month

Introduction

Many years ago, I became interested in making art from manipulated photos of London that I took while walking to my old office in central London.

At the time I followed quite a lot of social accounts relating to photography. One of them was a guy who specialised in colourisation. He would take old photos from the 1800s and early 1900s and then painstakingly add colour to them.

The result was uncanny because suddenly you'd be staring at a photo of a person from, say, 1899, looking like they could be your aunt or uncle today.

It felt like a form of magic... bringing dead and forgotten people to life... making us see them as real, breathing characters who were just like us, and not relics of a lost past.

Ten years ago, those colourised photos would get a lot of shares and attention on social media. The artists who made these images had skills, knowledge and tools that ordinary people simply could not access.

But over a decade on, things have changed dramatically.

There are now AI-powered apps that can breathe new life into decayed and crumpled old photographs.

It could be a grainy, blurry black-and-white shot taken in the 1800s, 1920s or 1950S... or a faded sepia polaroid from the '60s or 70s.

AI apps allow anyone to improve the clarity and vibrancy of these images – but also to add COLOUR. You can choose the colourisation settings yourself, tweaking the hues and deciding what the mood of the images will be.

This gives you an amazing opportunity to make money.

You see, there are lots of people out there who would love to get their old photos enhanced...

- Loved ones, long-passed away, brought back to life...
- Images of parents, grandparents and great-grandparents brought up-to-date, so that younger relatives can feel closer to them...
- Old photo albums of treasured experiences like family weddings, sporting triumphs, jubilees and street parties.
- Images of previous homes, old workplaces, beloved pets, departed friends...
- Old images of towns, villages, buildings and communities that could be brought to life for social media pages.

Yet most people are not aware that AI colourisation is possible – or they don't want to bother with the apps or spend time on it themselves.

Which means that you could turn AI Colourisation into a nice little side income where you bring old photos back to life, turning faded, blurry, black-and-white family pictures into crisp, vibrant colour images.

How to Colourise Photos With AI

There are several AI-powered tools available for colourising black-and-white or sepia-toned images. Just upload your photo, the app's cutting-edge technology will transform faded or black-and-white images into colourised photos with just a few taps.

- [YouCam](#) - it's under \$7 per month (discounted) right now for 200 credits each month (which allows you 100 photo colourisations per month).
 - [HitPaw](#) - you can download this for a free try, then it's around \$19.95 per month.
-

- [MyHeritage InColor](#) - you can upload a limited number of photos for free before you have to pay a subscription (under \$8 per month).
- [Vivid-Pix](#) - this is software which you download and use on your computer for \$49.99.
- [PicsArt](#) - you can get a suite of photo editing tools for free, including colourisation, or pay **£5.83** per month for more whistles and bells, including templates and colourisation presets.
- [PicWish](#) - you can do free colourisations on the web, or pay a subscription for doing them on your computer, starting from \$5.99 (using a similar credit system to YouCam).
- [Fotor](#) - it costs £2.41 per month for the use of their colourisation tools.

All the above tools are designed for everyday users who don't have tech skills, so they should be easy enough to use – simply follow the instructions for the specific tool you're using to upload or import the black-and-white or sepia-toned images you want to colourise.

You may need to adjust settings or provide guidance to the AI algorithm, such as specifying the dominant colours or providing reference images.

Here is some technical advice to bear in mind...

- **Scanning Old Photos:** If you're working with physical prints, you'll need to scan them at a high resolution (at least 300 dpi) to ensure good image quality. If you already have digital copies of the old photos, that's even better.
 - **Getting the size right:** Some AI colourisation tools may require specific image formats or sizes. Check the tool's requirements and convert or resize your images accordingly.
 - **Exporting:** Once you're satisfied with the results, export the colourised images in the desired format (e.g., JPEG, PNG) and deliver them to your clients or friends. You can share them digitally or offer printed copies.
-

How to Find Clients

On the most basic level, you could offer to colourise and enhance old photos for friends, family and colleagues. You could do that by reaching out to them on Facebook and on whatever networks you are currently on.

Use a few free trial colourisations on some old black and white photos (ask a family member to borrow some if you don't have any).

Create a sample portfolio of images to showcase what you can do.

Now set up a Facebook Page for your service. Select "Business or Brand" and click "Get Started".

Enter the name of your business, e.g., "[Your NAME] Colourisation Services".

Type a word that describes your business (e.g., "Photography/Videography") and choose the most appropriate option suggested by Facebook.

Next, fill in your business details. You can choose to hide your address but still set the location to appear to local clients.

Use some of your sample photos to showcase your work in your first post.

If possible, do some free colourisations for a few friends, colleagues of family members – then post the results AND get them to say nice things about the service.

Invite everyone you know on Facebook to 'like the page'.

You can post something like: "Trying out a new photo restoration/colourisation service. If you've got any old black-and-white or damaged photos, I'm happy to restore the first one free in exchange for feedback."

Also post this on any other social media channels that you are active on:

- Facebook (main feed)
 - Instagram or X
 - Family WhatsApp groups
-

- Local community groups
- Hobby or special-interest groups you're already part of

A photo restoration business spreads naturally by word-of-mouth because people love showing the results to others.

You can also find clients on Facebook Groups, where there are groups dedicated to topics like genealogy, family history, military history and local heritage. These audiences love old photos and actively share them.

To approach them, join the group. Like a few photos and comment on some posts. Then after a week or two, post a before/after example with a caption like: "I've been practising restoring old family photos - this is one I recently did for a friend. If anyone has an old picture they'd love to see revived, I'm happy to take a look."

Important: Always check group rules. Some allow services, some don't. When in doubt, offer the first image free and let people ask you in private messages.

Once you have tried these first few free options you can...

- **Run a Small, Controlled Facebook Ad (£10–£20 Budget)**

Target: 40+ adults with interests like genealogy, family tree research, nostalgia, 1940s/1950s Britain. Use a simple image with "Before / After" plus: "Restore your treasured family photos. From £X per image. Message me to get started."

Use ChatGPT to help you write the ad.

- **Offer the Service on [Fiverr](#)**

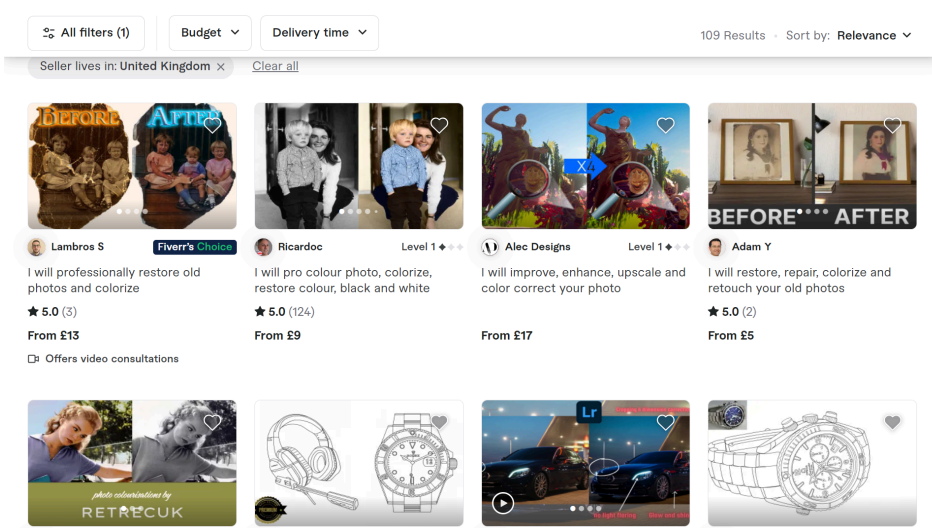
Once you set up on Fiverr, people can find you without any promotion at all. Some UK sellers already do this at:

- £5–£10 for simple restorations
- £10–£20 for colourisation
- £15–£30 for repair + colour + enhancement

If possible, find clients with BIG jobs, like whole photo albums, boxed family archives and entire wedding collections. These customers could

potentially spend £50–£200+. Bulk orders are also far more profitable and far easier to process than one-off images.

Here are some examples of UK sellers on Fiverr.



As you can see, the price is between £5 and £17 per photo.

You could also share your colourisations on networks like Instagram and Tiktok.

Just sign up and begin sharing before-and-after shots as often as possible.

If you want to go 'old school' then distribute flyers and business cards to your local area.

You could offer your services to local historical societies, libraries, or family history groups for free - this can be a compelling way to build up your credibility very quickly.

Pricing

If you plan to offer this as a service, your pricing structure should be based on factors like the number of images, turnaround time, and any additional services you might offer (e.g., retouching, framing).

I recommend you look on Fiverr to see what others are charging, and for what levels of input, and then decide based on that.

But based on the average of £10 per photo, with just 10 colourisations per week you'd make £100 a week.

With 30 colourisations at £12, that's £360 a week.

It only takes seconds to get the photo colourised by AI – and even factoring in the resizing, uploading and exporting, you're looking at only a couple of hours a week to earn that money.

And the only cost at your end would be a £2.41 - £15 per month subscription for your AI tool, depending on which one you choose.

You could potentially add value by offering to get photos printed and framed – something for which you could charge a premium.

Will a Photo Improvement Service Work for You?

This could be a great side business if you:

- like creative-but-simple tasks
- enjoy sentimental or meaningful work
- want a gentle, low-stress online income
- don't have technical skills
- prefer project-based work
- Are comfortable using apps and following simple instructions

Income Potential

Typical prices on Fiverr range from **£5 to £17 per photo**.
But the best money is in albums and bundles.

Examples:

- 10 photos @ £10 each = £100
- 20 photos @ £12 each = £240
- Wedding album restoration = £100–£300
- Family archives = £200–£500

Overall your Income depends on:

- number of photos per client
-

- complexity (damaged photos can be priced higher)
- whether you offer bundles
- local vs online advertising

whether you upsell printing/framing

But earning £360 a week is realistic when you colourise 30 photos at £12 each.

Time to First Income

3–7 days, depending on:

- how quickly you build a small sample portfolio
- posting in local Facebook groups
- reaching out to family/friends
- joining Fiverr or similar freelance sites

What You Need to Get Started

- a laptop or smartphone
- one AI colourisation tool (most offer free trials)

How to Get Started

1. Try out one of my recommended colourisation tools.

Upload an old family photo and see how the AI transforms it.

2. Create a small portfolio.

Colourise a few photos belonging to friends or relatives. Use these before-and-after images for your marketing, website or Fiverr profile.

3. Share with your own community.

A few before-and-after images in neighbourhood Facebook groups with a friendly message. Many people will have boxes of old photos they'd love restored.

One 'Quick Win' You Can Do Today

Ask a friend or family member for one old black-and-white photo. Something faded or sentimental. Upload it to a free AI colourisation tool and generate a restored version. That single transformation gives you your first portfolio sample and shows you just how easy (and impressive) this side income can be.

7. Smartphone Microtasks

Easy, Quick Ways to Stack Up Small Trickles of Cash From 10 Minutes of Messing Around On Your Phone In Your Spare Time

Difficulty Level: Low

Skill Level: Easy

Income Potential: £200–£400 per month

Introduction

We're living in a world where almost everything can be done from a phone including banking, shopping, betting, booking travel and running a business.

Over the past decade, smartphones have created a new kind of 'micro-economy' where companies pay ordinary people to complete tasks that help them monitor and improve their digital services.

Market research firms want insights. Retailers want photos of shop displays. Brands want feedback on their adverts. And companies of all kinds are desperate for real-world insights from real-world consumers on how they interact with their products and services.

Now the global microtask and crowdsourcing market is worth billions.

- Research agencies like Ipsos, YouGov and Kantar all run dedicated mobile consumer feedback panels.
 - Mystery shopping has moved almost entirely into apps.
-

- Cashback platforms now have millions of UK users.
- And AI companies are paying everyday people to help “humanise” their datasets.

You could become one of the people who use a smartphone or tablet to carry out the simple tasks they ask for every day – surveys, market research, mystery shopping and product tests.

Most require no skills whatsoever, beyond holding a phone and tapping the screen. You don’t need to be clever, experienced, or tech-savvy. You certainly don’t need to commit to any schedule.

So you can earn money while sitting on the sofa watching TV... while waiting to pick up the kids... while commuting... or in the ten minutes between making a cup of tea and the kettle boiling.

None of these apps will make you rich on their own. But the magic happens when you stack them up.

One app might pay £12 a week.

Another might pay £8.

Another could pay £15.

Suddenly you’re on £35 from just 3 tiny tasks that took less than 30 minutes.

This is why people who do this seriously treat it like a portfolio, getting involved in 10, 15, sometimes 20 apps.

Each one creates a tiny income stream. But with enough of those trickles you could create a flow of £100–£400 a month.

Some require you to apply to use them, with your likelihood of acceptance based on factors like your age, where you live, or what your lifestyle is.

So the more you register for, the better!

Let’s take a look at some of your options...

Paid Surveys

Survey apps and websites let you share your opinions on products, services, and topics in exchange for small payouts.

Admittedly, they're a much-derided form of earning money, thanks to numerous scams or shoddy operators who don't pay on time, or at all.

But there are legitimate platforms out there too, so here are some to try out...

- [Qmee](#)

Here you can earn cash for short surveys and search tasks. There's no minimum payout and you can cash out instantly via a PayPal account.

Casual users earn £10–£20 per month. Regular users can earn more. For example, The Sun ran a story about Lisa Newbold, a mum-of-three who made £400 in a year from this app alone.

- [Ipsos iSay](#)

On this app you can take regular opinion surveys and earn points that can be exchanged for vouchers (Amazon, M&S etc.). Typically you can earn £5–£15/month in vouchers.

- [Prolific](#)

Known for its academic studies. Some pay £6–£10 for less than an hour's input. You could earn £20–£100 per month depending on availability and profile match.

- [Swagbucks](#)

On this website you can complete surveys, watch videos, even earn from online shopping. Points can be converted into PayPal cash or gift cards. You can expect to make around £10–£40 per month as a casual user.

- [AttaPoll](#)

A mobile-only app with fast, short surveys on the go. Some users report £50 per month with regular activity.

- [Opinion Outpost](#)

Here you can earn points for 10–20 min surveys then redeem them for Amazon vouchers or request direct PayPal transfers. You could make \$5–£15 per month with moderate use.

- [Pinecone Research](#)

This one is invitation-only. It pays flat fees for product surveys and feedback – often £3 each. Potentially you could make £10–£30 per month if accepted.

- [Toluna](#)

Here you can take part in big brand surveys and the occasional product test. You earn points that convert into cash or gift cards. You could make £10–£20 per month with consistent use.

- [PaidViewpoint](#)

For quick surveys that could potentially earn you £5–£15 per month

- [Google Opinion Rewards](#)

Answer quick surveys (30 seconds to 1 min) for small amounts that are paid into your Google or PayPal account. You could make around £5+ per month with frequent responses.

Market Research & Focus Groups

These kinds of apps and websites pay better than surveys, but usually you must qualify for them, based on your specific demographics or lifestyle.

- [Saros Research](#)

Get invited to in-person or online discussions about products or trends to earn £40–£100 per session.

- [People for Research](#)

Offers everything from 1-to-1 interviews to usability testing and product feedback. Usually people make £50–£100 per session.

- [Take Part in Research](#)

Matches you with market studies based on lifestyle and consumer habits. You can make £30–£150 per session.

- [Angelfish Opinions](#)

Friendly discussion groups that could earn you £50–£100+.

- [FieldworkHub](#)

Frequent research projects from tech, retail and healthcare clients. You could make £30–£150 depending on the complexity of the project.

- [Give Opinions](#)

Tech-focused studies that can include product tests, usability trials and interviews. These could make you £20–£200 depending on the depth of the project.

Mystery Shopping & Task Apps

You could make a little money by visiting shops, reporting on displays, or checking out in-store services using your smartphone.

- [Market Force](#)

Get paid to shop and evaluate service and standards you could make £5–£25 per job.

- [ESA Retail](#)

Offers retail and supermarket assignments, usually involving photos and feedback. You could earn £10–£20 per visit.

- [Retail Maxim](#)

You could audit stores and check customer service while getting reimbursed for your purchases. All for around £5–£30 per time.

- [Tern](#)

Get paid £10–£25 per job for evaluating lifestyle and fashion brands.

- [Ipsos Mystery Shopping](#)

A division of the global Ipsos research group, often focused on banking, retail and healthcare. You can make £10–£50 per assignment.

- [Mystery Shoppers Ltd](#)

Offers a wide range of customer experience jobs for £5–£20+ a time.

- [QRS Research](#)

Another service that offers regular gigs across sectors.

Gig & Task Apps

There are apps and websites that offer you the chance to carry out short tasks, audits and photo jobs on your smartphone. For example...

- [Roamler](#)
-

Earn : £5–£10 per task for checking shelf placements, photographing products, or mystery shopping.

- [Field Agent](#)

Tasks include pricing checks, in-store photos, and product feedback. You can make £3–£10 per job.

- Shepper

With this app you verify properties, inspect events, or report retail displays via your mobile for £5–£20 per task.

Product Testing

You could earn money by testing websites, apps and software and then giving your real-time feedback.

Go to [UserTesting](#) and speak your thoughts while browsing a site or app – tests are recorded and sent to the client.

You can sign up as a contributor from the UK. British users are often sought for feedback on international and UK-specific platforms. You can make \$10 per 20-minute test (payment will be in dollars).

Cashback & Reward Apps

Rather than just earning an extra trickle of cash there are also apps that help you save money on your everyday shopping.

- [TopCashback](#)

Earn back a percentage of your spend at thousands of retailers. This could amount to £50–£300 per year depending on your level of usage.

- [Quidco](#)

Similar to TopCashback with a strong UK retail network.

- [Shopmium](#)

Get cashback on grocery items after uploading your receipts. Some items are 100% refunded.

- [Rakuten](#)

Get cashback from global retailers in travel, tech and fashion.

Photo Apps

You could earn small amounts of cash for your smartphone photos through these apps....

- [ClickASnap](#)

Upload photos and earn money every time someone views one. You can make roughly 0.3p per view. Not a lot but it could add up over time if you upload a lot of snaps!

- [Foap](#)

On this app you can upload photos and sell them via the Foap marketplace to make \$5 per photo.

How to Stack Small Earnings Into an Income

These are very small earners. But think of this like an investment portfolio. Start with a bunch of them, spending a fixed amount of time per day, or week, on completing tasks, surveys and tests... and see how it goes.

You can then drop the ones that don't work so well, or which you don't like... and spend more time on the ones that are generating money.

Then watch as the tiny trickles grow into a stream of £100+ or more per week!

It's not a lot... but imagine getting handed up to £400 each month extra for doing not very much – and without any of the hassles of setting up, or running, a business.

Is This Smartphone Cash Method | Right For You?

This method will work for you if...

- You get plenty of little breaks throughout the day or you spend time waiting for a bus or train.
 - you already spend time on your phone
 - you like low-pressure, zero-effort tasks
-

- you want a bit of extra money without the hassle or commitment of starting a business

Income Potential

Individually, most apps are small earners:

- Surveys: maybe **£5–£40 per month** per app
- Focus groups / market research: **£30–£150 per session** if you qualify
- Mystery shopping / tasks: **£3–£25 per job**
- Cashback: **£50–£300 per year** depending on how much you spend
- Photo apps: pennies per view or a few pounds per sale

On their own, nothing life-changing.

But if you treat this as a bundle of small earners – signing up to 10–20 apps and doing a bit on each – you can realistically aim for something like:

- **£25–£50 per week** as a casual user
- **£75–£150+ per week** if you're consistent and selective

That's £300–£500 per month extra for doing things on your phone in your spare time.

The key is mindset: this is lots of small trickles that add up, not one big “payday” system.

Time to First Income

1–7 days, depending on:

- how quickly you sign up and fill in profiles
- which apps you choose
- how often you check for tasks or surveys
- whether you qualify for focus groups / higher-paying studies

Many survey apps pay out your first few pounds within the first week.

What You Need to Get Started

- smartphone or tablet
- internet connection
- email address and PayPal/bank account for payouts

How to Get Started

1. Decide your “trickle target”.

For example: “I want an extra £100 a week without starting a full business.”

This stops you expecting miracles from one app and reminds you this is about *many* small streams.

2. Sign up to 5–10 survey / task apps.

For example: Qmee, Prolific, Swagbucks, AttaPoll, Google Opinion Rewards, plus one or two task/mystery shopping apps like Roamler or Field Agent.

3. Fill in your profiles properly.

The more accurate your demographic info, the more (and better) surveys and tasks you’ll be offered.

4. Set a simple routine.

For example:

- check your survey apps once in the morning and once in the evening
- do one or two short tasks while watching TV
- accept any well-paid focus group invites you receive

5. After 2–4 weeks, prune and focus.

Keep the apps that are actually paying you. Drop any that are slow, annoying, or poorly paid. Then consider adding a few more to replace them.

One 'Quick Win' You Can Do Today

Choose three survey/task apps and install them on your phone.

Spend 20 minutes:

- creating your profiles
- completing the first few introductory surveys
- checking how payouts work

By the end of those 20 minutes, you'll have your first micro-income "machine" up and running - and you'll understand exactly how this kind of trickle income works in practice.

Services Further Reading List

The Freelance Consultant – Richard Newton

The Freelance Startup Guide: A Practical Approach to Success – C. C. Sandberg

Survival Skills for Freelancers: Tried and Tested Tips to Help You Ace Self-Employment Without Burnout – Sarah Townsend, Simon Blake

The Big Leap: A Guide to Freelancing for Creatives – Martina Flor

How to Thrive on Fiverr: 70+ Actionable Tips to Earn More, Attract Clients and Love What You Do – Michael Neidert

Mastering Upwork: The Ultimate Guide to Attracting, Converting, and Keeping Excellent Clients on Upwork – Mike Volkin

Upwork Saved My Life: How to Create a Profitable Career on Upwork by Freelancing - Adam Palmer

100+ REAL Work from Home Jobs, Gigs, Careers, and Side Hustles You Can Do Right Now – Rebecca Hurst

35 BEST Work from Home Jobs – Bharline Binny

Rework - by Jason Fried and David Heinemeier Hansson

The Lean Startup - by Eric Ries

Contagious: How to Build Word of Mouth in the Digital Age - by Jonah Berger

The 4-Hour Workweek - by Timothy Ferriss

CONTENT CREATION

Most of us now live half our lives online. If we want to lose weight, learn Photoshop, train a puppy, improve our sleep, or make a bit of extra cash, we don't ring an expert any more.

We open a browser. Watch a video. Download a free guide. Sign up for a newsletter. Buy an eBook. Or join a course.

This is why the internet has become the world's biggest self-help library, training school and support group.

Every time someone wants to...

- reskill for a new career
- turn a hobby into a side hustle
- get healthier or fitter
- find community around a niche interest

...they go looking for content that might explain things clearly to them, make the process easier, or give them support and companionship.

And this is why 'digital content creation' is such a great business opportunity.

Demand for information, advice and support is always high. And there are so many different topics, niches and target audiences to target - and in so many different ways you can do it.

You don't need to become a social media influencer or rack up millions of followers either. You simply need to create useful, focused digital assets that solve specific problems for people with specific needs.

In this section, I'll show you a range of ways to do exactly that, including:

- How to profit from simple digital 'pieces of paper' that solve problems for eager audiences.
 - How to create profitable eBooks that sell on Amazon without writing them yourself.
 - How to use AI to create 'faceless' video channels with ongoing content that draws in clicks and sales
-

- How to profit from sending a weekly email with links to other people's products.
- How to package what you already know into step-by-step lessons people can access digitally without you doing any fulfillment
- How to get AI to create you popular smartphone apps in minutes

Thanks to AI tools, you don't need to be a writer, designer, teacher or techie to make money from content. You just need a good idea and a marketing plan. Which is what I'm going to give you now...



1. PDF Farming

How to Turn Simple Problem-Solving Digital 'Pieces of Paper' Into A Passive Income Stream that Grows and Grows

Difficulty Level: Medium

Skill Level: Medium

Income Potential: £300-£1000 per month

Introduction

Imagine picking up your phone one morning to see that you've made £20.

Then at lunchtime another £40...

And then £30 while you're eating dinner...

All thanks to the digital equivalent of a page of paper... which took you less than an hour to create using AI tools.

This is now possible thanks to the exciting business trend I want to show you. It's a brilliantly easy way you can make short documents that people are actively looking for online... without researching, planning, writing or designing them yourself.

Each one sells for £10, £20, or even £50. But you don't need your own website or any sales pages. Instead, these digital assets sit on a popular website where they quietly generate you a steadily growing income all by themselves.

Now, thanks to the latest AI tools you can generate unlimited numbers of these products effortlessly – without any special knowledge or writing skills.

Introducing The Micro Manual

You might not have heard of 'Micro-manuals' but they are a form of PDF (short for Portable Document File). They have been around for years

and are one of the most basic types of digital file. You've almost certainly used them dozens of times without thinking twice.

For instance, if you've ever downloaded a ticket, opened a guide, filled out a form, or read an online report, chances are that it was a PDF.

Think of them as digital pieces of paper. You can open a PDF with one click on a phone, tablet, or laptop and start reading or using it right away.

That's why the PDF format is often used for guides, worksheets, checklists, and mini-books.

These are hugely popular right now. Because let's face it, the web is now vast, and with so much information out there, it's hard for an individual to sift and sort through what's most relevant and important.

Yet we still go online looking for clear, simple answers to problems. For instance... how to trade the stock market, how to start a side hustle, how to drop a dress size, how to reduce back pain...

A lot of people with these goals don't want to watch a 30 minute video, follow a two week course, or buy a 200-page book. Instead they want a quick, useful, easy-to-digest solution.

For example:

- A checklist for jobseekers over 50
- A 7-day meal plan for people with joint pain
- A mini guide to side hustles for stay-at-home mums
- A cheat sheet for getting started with forex, fitness, or fasting

And you can give this to them in a simple digital download, using free AI tools to handle all the hard parts - generating the idea, planning the structure, writing the content AND designing the PDF.

Demand for these quick, short downloadable PDFs is growing fast and people are eagerly snapping these things up online right now for £10-£50 each.

While the earnings are low at first, the idea is that you keep adding more and more micro-manuals. Essentially, it's like having a farm... but with digital 'pieces of paper' rather than crops.

In the first weeks you might make only £200 a month from a trickle of sales from a few micro-manuals. But as you add more, this could quickly grow into... £500 a month... £1,500 a month... even £2,000+ a month.

There are huge benefits to this model..

- Low Entry Barrier - No need for upfront investment, fancy software or learning a new skill. Using AI you could get a PDF written and designed in less than an hour.
- No inventory or fulfilment – Files are delivered automatically online.
- Almost 100% profit margins – Apart from small platforms and payment fees (taken only after the sale is made).
- Scalable – Once one product is created and selling, it's easy to add more or build bundles of multiple PDFs.

How it Works...

A good starting point is to think about what you have personally searched for online (for instance on Google or social media). It could have been...

- Overcoming an illness or injury
- Finding an income opportunity
- Getting tips on a successful interview or writing a CV
- Improving a skill at work or home
- Building or making something
- Saving money
- Choosing a holiday

You can use an AI tool like Claude, Gemini or ChatGPT, giving it these prompts:

- **“I’m starting a PDF publishing business where I will be creating and selling niche solutions in the form of PDFs. Please give me the top 10 most profitable niches right now.”**
-

- **“Please list 5 – 10 problems most people have when it comes to [INSERT NICHE, eg ‘Productivity and Time Management’]. Go deep and specific with this.”**
- **“I’m thinking of creating a short paid PDF to help people with [specific problem]. Can you tell me who would buy this, why, and what would make it valuable?”**

Examples in the niche of ‘productivity and time management’ might include:

- Chronic Overwhelm from Task Overload
- Inability to Stick to Routines
- Poor Estimation of Time
- Getting Distracted too Easily
- Difficulty Saying No and Overcommitting
- Struggling with Transitions Between Tasks

You can also verify that there’s demand by using a few simple processes...

- **Google**

Open Google and start typing your idea as if you needed help with it.

For example:

- “checklist for...”
- “how to...”
- “simple guide to...”
- “step by step...”
- “beginner guide...”

As you type, Google auto-suggests phrases. Those suggestions will show you what people are searching for.

For example:

- “checklist for job interview over 50”
 - “how to reduce cholesterol naturally”
-

- “simple budget planner UK”
- “how to start a side hustle with no experience”

Now look at the top of the Google results page.

If you see: ads, promoted downloads, paid newsletters or guides, that’s a good sign of demand. People don’t pay for ads unless something is already making money.

- **Forums, Reddit & Facebook Groups**

These are places where people ask and answer a lot of questions. Search your topic or subject niche plus words like:

- “help”
- “advice”
- “confused”
- “overwhelmed”
- “where do I start”

You’re looking for topics where there are repeated questions, clear frustration and people needing explanations”

A PDF idea is usually worth pursuing if

- people are already searching for it
- others are already selling something similar
- the problem causes frustration, confusion or overwhelm
- the solution can be explained in 5–15 pages

If all five boxes are ticked, then it’s time to make it.

How to Use AI to Make a PDF

The basic structure of a problem-solving PDF is as follows:

1. Title page
 2. Short introduction (what this is, what they’ll get)
 3. Main content (steps, tips, checklist, worksheet, plan, chart)
-

4. Summary / next steps

5. Call to action (if linking to more resources or products)

Again, a tool like ChatGPT can help you create an outline in seconds if you use a prompt like this:

“Please outline for me a PDF for the above pain points and come up with 10 engaging titles for the PDF that are solution focused. The PDF should be actionable and easy to digest. Starts with the basics of what someone completely new to this topic would need to learn about, walking through various stages and sections before concluding with deeper in depth knowledge on this niche.”

What you’ll usually get back is a framework. From there, you can get AI to build each section in turn.

The introduction should be short. It should make the reader feel understood and confirm that they’re in the right place.

The main body might take the form of:

- a step-by-step process
- a checklist
- a worksheet
- an action plan
- simple explanations

Direct AI as to what you want and use prompts like this: **“Please write the first section explaining [concept], using plain English, short paragraphs and practical examples. Assume the reader has no prior knowledge.”**

If you want to put it into a different format, use a prompt like this: **“Now turn this into a simple checklist someone could follow.”**

If your PDF links to other resources, include a call to action at the end. For example, “If you’d like to know more, here’s where to start.”

The aim is to create something clear, concise and confidence-building using short paragraphs, plain language and practical steps.

Now it’s time to design it...

The Gamma Shortcut

As a shortcut you can use [Gamma](#), an AI design tool that will turn your document into a stunning PDF based on a simple prompt (below). It's free to use and brilliant for making a high value, slick-looking PDF, including infographics, charts, illustrations and other types of content.

When you open Gamma, you can start by choosing to create a document from text. You then paste in your outline or full draft and give Gamma a simple instruction such as:

“Create a clean, professional PDF designed for beginners. Use clear headings, readable fonts, simple diagrams where helpful, and a calm, modern visual style.”

Within seconds, Gamma will:

- break your text into logical sections
- format headings and subheadings consistently
- choose fonts that are easy to read on phones and tablets
- add spacing so the document doesn't feel cramped
- automatically suggest visuals such as icons, charts or illustrations where they make sense

You can then click through each page and make light edits if you want. For example, change a heading, swap a visual or shorten a paragraph.

Once you're happy, Gamma allows you to export the finished document as a ready-to-sell PDF.

You can then export this as a ready-to-sell document.

Where To Upload Your PDF

[Gumroad](#) is a simple online shop for digital products. You upload your PDF, set a price, and Gumroad handles:

- Payments
 - File delivery
 - VAT/sales tax
 - Download access
-

This means that you don't need a website, shopping cart software or email systems.

You can set a price (e.g. £7, £15, £29) and Gumroad gives you a product link.

Whenever someone clicks on that link and pays, they can download it automatically without you doing anything.

Gumroad also handles VAT on digital sales, so you don't need to register for VAT unless you have other businesses pushing you over the £90k threshold.

In return, Gumroad takes: 10% + 40p per sale. And for payment processing: 3% + 25p.

Important point: Gumroad does not find customers for you. So you will need to direct people to it using links on social media (I'll show you this in a moment).

An alternative is [Beacon.ai](#). This is a tool for creating free PDFs that you use to collect email addresses. You will be given a simple opt-in page where people enter their email to get the guide. This gives you permission to contact them again.

Using this method, you give away your PDF for nothing, but you can monetise it after by offering your new customer a relevant and timely product like a digital course (either one you make yourself, or that you sell on an affiliate basis).

When you list your PDF, make sure to include:

- **A clear title** – Describe the outcome or benefit, e.g. “CV Checklist for Over-50 Jobseekers”
 - **Brief description** – Explain what it helps with and who it's for, e.g., “A 5-step printable checklist for over-50s returning to work, covering key updates for modern CVs.”
 - **Key benefits in bullet points** – e.g., “Helps you avoid common CV mistakes”. “Designed specifically for jobseekers aged 50+”, “No jargon or fluff – just what you need”.
 - **Sample page images** – Create 2–3 preview screenshots to showcase the content
-

- **Relevant tags and keywords** – These help people find your product via search, e.g. “job search, CV help, career change, over 50, printables, checklists”

If you are selling the PDF, start with a price range of £5–£30 depending on length, depth, and usefulness. For ultra-short documents you might charge £5-£10+. Or for more detailed guides, £25+ is common.

How to Find Your First Customers

You don't need an existing customer base, a website, or a social media following to get started (although if you do, then definitely begin there!)

Instead, try one of these methods...

- **Social Media Questions**

Go to a platform where there's a conversation about topics related to your PDF. Particularly anywhere that people ask questions, including Reddit, Quora, Facebook Groups and X (Twitter).

Use the search tool in each of these to target specific keywords that someone might use to seek out info about your topic. Then look through posts to find conversations and questions.

You can type phrases like:

- “any advice on [topic]...”
- “how do I [achieve goal or solve problem]...”
- “struggling with [problem]”
- “beginner help with [common goal]”
- “where do I start with [topic]?”

When you find a question, do not answer with a sales pitch. Instead, answer the question properly and be genuinely helpful. You can then mention the PDF casually at the end.

Example: *“I struggled with this myself, and the thing that helped most was breaking it into a simple checklist. I ended up turning it into a short PDF because people kept asking me the same questions. If it helps, it's here.”* Then paste your Gumroad link.

- **Facebook**

Facebook is one of the simplest places to find buyers for micro-manuals because people are already there talking about real, everyday problems.

First, create a basic Facebook Page, not a personal profile. This gives you two advantages: you can run sponsored posts (boosted posts) easily and your page looks more trustworthy than a personal account.

When Facebook asks what kind of page it is, choose something simple like 'Education', 'Digital Creator' or 'Product/Service'.

Name it around the broad problem, not the product, eg:

- Simple Job Search Over 50
- Everyday Cholesterol Help
- Side Hustles Without Overwhelm
- Beginner Trading Explained

Once the page is created, add a clean text image with the page name as the profile photo (you don't need to appear in it).

In the 'About' section, write an explanatory sentence like "Simple, practical guides and checklists to help [specific group] with [specific problem]."

Before running any sponsored posts, add 2 - 4 helpful posts so the page doesn't look empty (use the same AI process to write these posts as you did with the PDF).

Now it's time to create a sponsored post you'll actually promote by 'boosting' it. This should be written as if you're simply explaining why the PDF exists.

Use this structure:

1. Call out the problem
 2. Acknowledge the frustration
 3. Introduce the simple solution
 4. Link to the PDF
-

Example:

“A lot of people over 50 feel overwhelmed before job interviews — especially when most advice online is aimed at 20-somethings or assumes you’re already confident with tech.

I kept seeing the same questions come up again and again, so I turned my notes into a short, practical checklist you can use the night before an interview.

If that would help, you can find it here.”

Now place your Gumroad link directly under the text.

Next, you can boost the post so that people on Facebook see it.

Start with £3–£5 per day. Run it for 3–5 days and see whether people are interested.

You can also use Facebook’s targeting to find people who have expressed an interest in the subject matter around your PDF, or who are in your ideal age group.

Would PDF Farming Suit You?

This method is perfect if you:

- like the idea of selling digital products
- want something low-pressure and quick to set up
- don’t want to show your face or build a social brand
- want to make a passive income where you don’t do the order processing or fulfilment
- enjoy problem-solving or helping others

It’s also great for readers who feel overwhelmed by “proper courses” or big projects - this is smaller, modular, and doable.

Income Potential

Individually:

- Short PDFs: £5–£15
 - Mid-length guides: £15–£30
-

- Premium niche packs: £30–£50

Most beginners start with tiny trickles... £20 here, £50 there... but once you've got 10–20 PDFs uploaded, the sales can stack up:

- £100–£300/month (realistic beginner range with a handful of PDFs)
- £300–£1,000/month (with 20+ PDFs or a few winning niches)
- £1,000+ (when you layer bundles, upsells, and more niche products)

Your margins are almost **100%** because delivery is automatic.

Time to First Income

1–2 weeks, depending on how quickly you:

- pick a niche
- create your first PDF
- upload it to Gumroad
- write a basic product description

Some people make their first sale within days; for others, it takes a little longer - but it's common to see that first £5–£20 sale fairly quickly once the listings are live.

What You Need to Get Started

- ChatGPT (for ideas, content, structure)
- Gamma (for creating the finished PDF)
- A selling platform like Gumroad or Beacons (free to start)

How to Get Started

1. Pick a niche based on what you've personally searched for.

PDFs solve *specific* problems. Think about things you've Googled recently. Meal plans? CV tips? Motivation? Tech? Weight loss? Travel planning?

If you draw a blank, ask ChatGPT:

"Give me 10 profitable niches for simple digital PDFs."

2. Drill down to one clear problem.

For example:

- o “I can’t stick to a meal plan.”
- o “I need a one-page CV checklist for over-50s.”
- o “I want to reduce my cholesterol in 6 months.”
- o “I need a simple morning routine to boost productivity.”

Ask ChatGPT:

“List 10 specific problems people have in the niche of [INSERT].”

3. Get ChatGPT to help outline it.

Tell AI exactly what you want:

“Create a 5-page outline for a PDF that helps [audience] solve [problem]. Keep it simple, actionable, and beginner-friendly.”

One ‘Quick Win’ You Can Do Today

Open ChatGPT and ask this:

“Suggest 20 PDF ideas I could create and sell online for £5–£30 each. They must solve a very specific problem and be aimed at niche audiences.”

Pick your favourite from the list, ask for a 5-page outline, and copy it straight into Gamma. Within an hour, you could have your first finished PDF ready to upload.

2. AI eBook Publishing

How to Use AI to Create 'How to' Guides that Sell On Amazon Kindle Without Needing Any Writing Skills

Difficulty Level: Medium

Skill Level: Medium

Income Potential: £500-£2000 per month

Introduction

Back in the late 2000s and early 2010s, eBooks exploded in popularity.

The launch of Amazon's Kindle in 2007, followed by smartphones, tablets and cheap mobile data, fundamentally changed how people consumed books.

For several years, eBook sales surged at extraordinary rates as readers embraced this new way of buying and reading content.

This explosive growth has flattened out, not because eBooks failed, but because they won. Today, they are an accepted and permanent part of publishing. An eBook is simply a book that is delivered instantly and can be read on electronic devices.

Using Kindle Direct Publishing (KDP), anyone can upload a book, set a price, and sell directly to Amazon's global audience, with Amazon handling payments, delivery, storage and customer access.

- You don't need a publisher.
- You don't need stock or printing.
- You don't need an existing audience.

This makes eBooks a great way to earn passive income. Once you've uploaded one, it can continue to sell and bring in income for you even while you're off doing other things.

In fact, according to a recent survey, the average self-published author earns about \$10,000 per year from their eBooks. And with the right marketing strategies, there's no reason you can't earn even more!

Of course, I realise writing an eBook may seem intimidating, especially if you don't have skills and experience in writing,

But this is no longer a barrier.

An AI tool like Claude, ChatGPT or Gemini can help you:

- research, find and compile all the information you need
- generate ideas by suggesting topics based on your interests and the needs of your audience.
- come up with a title, chapters and a content outline
- write each chapter based on a few simple prompts
- Find more facts and research to improve the content
- make suggestions for improving the clarity and flow.

All you need is an idea for something people want to read. That could be:

- genre fiction (crime, romance, sci-fi, horror)
- short story collections or anthologies
- non-fiction such as memoir, local history or opinion
- practical "how-to" guides on health, money, mindset or hobbies

Many kinds of eBooks sell on Amazon, but if you want to make money as a non-writer, I recommend short, helpful non-fiction eBooks.

They are typically 30–80 pages and are designed to help someone achieve a specific goal or understand a topic quickly.

Examples include:

- *How to Lower Your Cholesterol in 30 Days*
 - *A Beginner's Guide to Starting a Home Yoga Routine*
 - *How to Start a Side Hustle After 50*
 - *The Essential Guide to Intermittent Fasting for Women Over 40*
 - *The Simple Guide to Decluttering for Busy People*
 - *How to Use ChatGPT for Your Small Business*
-

And with AI tools like ChatGPT, you don't need to shell out for researchers, editors or designers. So you can create an unlimited range of books, without any experience, in your spare time from any place with an internet connection

You can publish your products as:

- **PDF eBooks** (that you sell yourself on a website or via social media)
- **Kindle eBooks** (you can sell these via Amazon KDP)

Here's a simple process...

How It Works

- Get AI to Find You a Topic: **“Can you give me 20 ideas for profitable non-fiction ebook ideas?”**
- Get AI to suggest titles: **“Can you give me some suggested titles for those? Make them benefit-driven.”**
- Get AI to target a niche: refine or narrow your eBook idea: **“I am interested in writing an eBook about [SUBJECT] but I would like to narrow it down to a more specific niche - can you come up with 5 ideas?”**
- Give AI some keywords that help it focus on specific keywords (popular phrases and terms) that people are using to search for information online: **“I am interested in writing an eBook about [SUBJECT] but I would like to narrow it down to a more specific niche - can you come up with 5 ideas based on these keywords: [5 keywords]”**

Before you pick an idea, get the AI to help you find the most popular and potentially profitable options. **“Give me the 10 most popular niches in the self-help and personal development categories of non-fiction ebooks”**

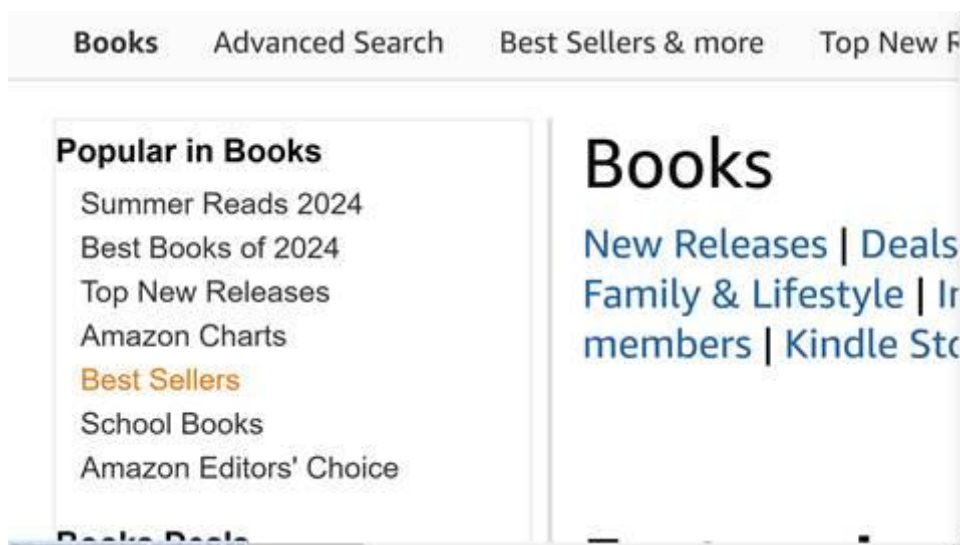
Outside of AI, you can also:

Research Using Amazon

Go to Amazon.co.uk, then choose 'Books' and 'Best Sellers' and explore categories related to your topic – or if you haven't got a topic yet, begin with a high-demand category from this list.

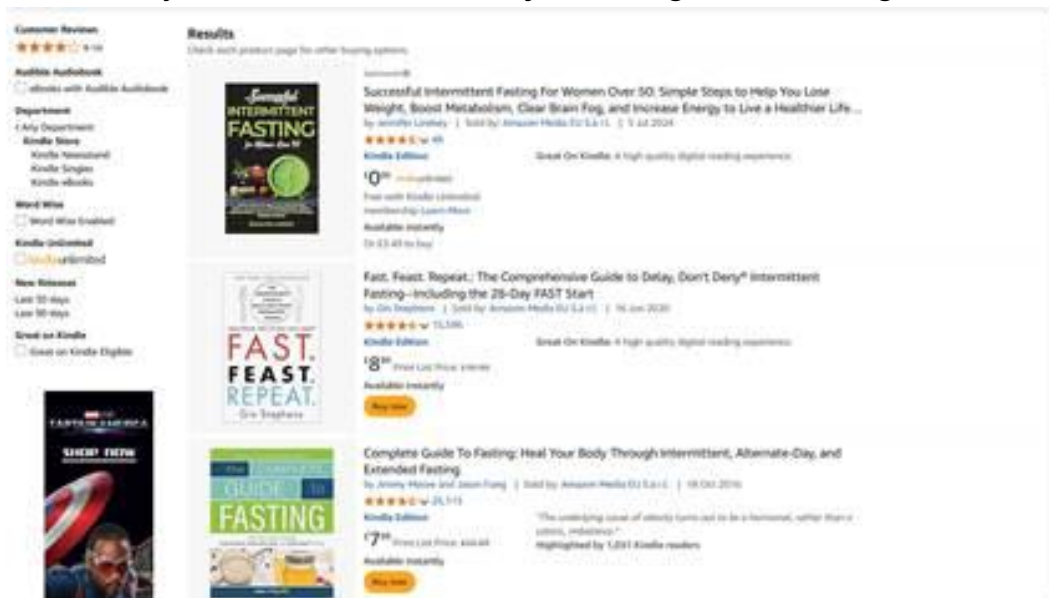
- **Self-Help & Personal Development** (e.g., mindset, habits, confidence)
- **Health & Wellness** (e.g., gut health, fasting, menopause, mental health)
- **Money & Business** (e.g., investing, online business, financial independence)
- **Career & Skills** (e.g., side hustles, productivity, freelancing, AI skills)
- **Relationships & Dating** (e.g., marriage, parenting, communication skills)
- **Memoirs & Biographies** (especially unique stories with a life lesson)
- **Hobbies & DIY Guides** (e.g., gardening, woodworking, crafts)
- **Travel** (places, countries and journeys)

You can also look at lists like the ones below, giving you best-sellers and Amazon charts.



Look through to see the topics that are doing well. You can also use the search box in the Kindle store to search for a specific topic.

For instance, if you want to write about “Intermittent Fasting,” Amazon will show you books on that subject along with rankings and reviews.



Books ranked under 100,000 in the Kindle Store are making decent sales, while if they’re in the top 10,000, they’re selling very well.

If NO books exist on your topic, that might mean there’s not enough demand.

But if multiple books in your niche are ranking in the top 5,000-50,000, it means there’s a consistent stream of buyers.

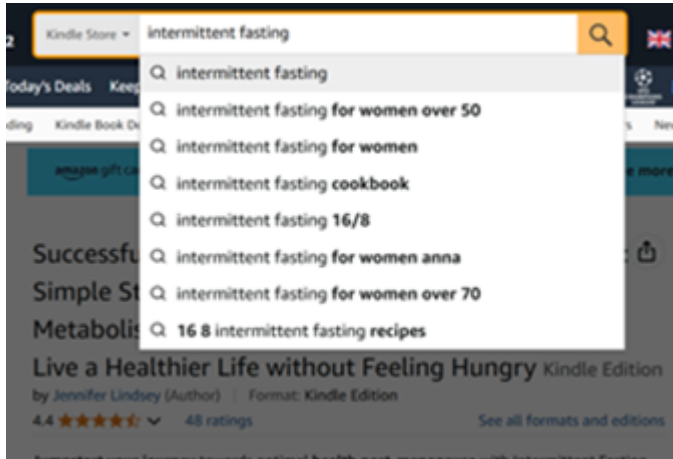
The issue then is competition...

You don’t want to get into a saturated market, but instead to focus on a narrower niche.

One cool trick is to use Amazon’s Autocomplete function.

This is where you start typing a book idea in the search bar, and see what auto-suggested searches appear.

For example, intermittent fasting will bring up sub-niche ideas, like “intermittent fasting for women over 50” or “16 8 Intermittent Fasting recipes”.



You might find that ‘Intermittent Fasting for Beginners’ has over 2,000 results, indicating that it’s too broad a subject. However, “Intermittent Fasting for Women Over 50” might get fewer than 1,000 results, which makes it a potentially better niche.

When you find a niche, check out some of the books.

You can get an idea of a book's sales performance by looking at its ranking on the Best Sellers list and the number of customer reviews it has received. Books with high rankings and a large number of reviews are likely to perform well in terms of sales.

Also, take note of the reviews. Books with hundreds or thousands of reviews are probably dominating the market, and a bigger publisher is swallowing up the sales.

However, if books in your niche tend to have under 100 reviews, there’s probably still room.

I recommend you look at any negative and mixed reviews on competing books to find weaknesses that you can improve upon.

For example, are readers complaining about a lack of depth, poor formatting or outdated content?

In which case, you could step in with a better version that’s going to tick more of the boxes.

Also, keep an eye on the ‘customers also bought’ recommendations that appear beneath a book listing.

If you notice a pattern of related books, that indicates a strong niche.

Ultimately, you're looking for the sweet spot: a niche with high demand that isn't oversaturated.

Begin with a broad subject then narrow it down to more specific niches and check out what's available in that niche until it becomes too narrow for any meaningful results.

An example might be 'productivity techniques', which is way too broad. So you might narrow that down to 'Time Management for Freelancers' or 'Focus Strategies for People With ADHD'.

How to Get AI to Write Your eBook

When you've decided on a popular topic, you can use AI to book the book together.

Start with **"Can you suggest 10 different chapter ideas for this eBook?"**

Then ask it to write each chapter in turn. Keep in mind that creating an ebook with AI will likely require some trial and error. You may need to experiment with different prompts and approaches to get the results you want.

The AI does not always find 100% correct details, so you'll need to check any facts – for instance, names, places, book titles, dates. To double-check for yourself, simply type the details into Google to verify it. If it's incorrect, amend it.

Once you have a draft of your ebook, you'll need to edit and revise the text to ensure that it's well-written, accurate, and coherent.

It is important to use your own judgment and expertise in the process, so I recommend going through the book yourself, reading it aloud, and making any tweaks and changes to bits that sound repetitive or unnatural.

Where to Sell Your Books

You can sell eBooks from your own website, or add them to any existing business.

But if you would like to use an eCommerce platform, there are two good choices.

- [Amazon Kindle \(KDP\)](#)

Amazon Kindle is the world's largest eBook marketplace. When you publish through Kindle Direct Publishing (KDP), your book is listed in Amazon's Kindle Store and instantly made available to millions of readers worldwide. These readers are actively searching for solutions, entertainment and guidance.

Amazon handles downloads, file hosting, device compatibility and customer access. Publishing is free, and Amazon only takes a cut when you make a sale.

Most Kindle eBooks sell in the £2.99–£4.99 range. However, well-keyworded books can sell for months or years without promotion, delivering you an automated passive income.

One thing to bear in mind...

Amazon now requires you to disclose if AI tools were used in the creation of your book. This applies even if you edited that content afterwards.

However, don't worry. This is purely for Amazon's internal records only. It won't publicly label your book as AI-generated, so your potential customers won't see this information, and it won't harm your chances of being published.

Also, if you use AI purely to brainstorm, edit, improve, or organise your writing, you do NOT need to disclose this to Amazon. And remember that a reader of non-fiction 'how to' books is only interested in getting clear, helpful information, so AI assistance will be of no matter to them.

Whether your content is AI-assisted or fully written by you, readers care most about value and clarity. Millions of readers are searching Amazon every day for helpful guides and solutions to their problems – so your eBook could be just what they are looking for.

- [Gumroad](#)

Gumroad is a checkout and delivery system for digital products. You upload an eBook and Gumroad gives you a product page with a "Buy" button. You just share the link online.

A customer pays, then Gumroad delivers the file automatically.

Gumroad also handles VAT on digital sales, so you don't need to register for VAT unless you have other businesses pushing you over the £90k threshold.

Gumroad is good for practical eBooks, aimed at a specific audience. It allows you to sell without relying on Amazon's rules or algorithms.

Gumroad takes: 10% + 40p per sale. And for payment processing: 3% + 25p.

This makes Gumroad far better suited to mid-priced and premium digital products than ultra-cheap ones. Very low-priced items work best on Gumroad when bundled up with others to make a higher-value product.

Gumroad also has a discovery marketplace. If a customer finds you there, the fee jumps to 30%, but that includes processing and gives you exposure without doing any of your own advertising.

To set a competitive price for your ebook, you can:

- Research the prices of similar ebooks in your genre or niche. Determine how much your target market is willing to pay for a book like yours by looking at the prices of those books.
- Consider the value your ebook is offering to readers and how it compares to other books in the market.
- Set a price that is competitive within your market, but also reflects the value of your book.
- Keep in mind that pricing your ebook too low can devalue it in the eyes of readers, while pricing it too high can make it less appealing to potential buyers.

Will eBook Creation Suit You?

This is ideal if you:

- like the idea of educating people
 - have a hobby, skill or interest you'd like to share
 - enjoy books and reading
 - enjoy writing *a bit*, but don't want to do it all yourself, or lack confidence
-

- want an evergreen product that can earn a passive income for years

Income Potential

Typical prices:

- **£2.99–£4.99** (Kindle)
- **£5–£15** (Gumroad)
- **£15–£47** (premium niche guides and bundles)

Realistic monthly ranges:

- One eBook: **£20–£100/month**
- Three to five eBooks: **£100–£500/month**
- Ten or more books (a small “catalogue”): **£500–£2,000+/month**

Time to First Income

4+ weeks, depending on:

- how quickly you pick your topic
- how polished you want it to be
- whether you publish on Amazon or sell direct

What You Need to Get Started

- ChatGPT or Claude (for research, planning and writing)
- A Word/Google Doc
- A selling platform (Amazon KDP)

How to Get Started

1. Pick a problem you can help someone solve.

Think: “What did I have to learn the hard way?”

Health issues, fitness wins, money lessons, home organisation, productivity tricks — whatever you’ve lived through, someone else needs it.

Or ask ChatGPT:

“Give me 20 short how-to eBook ideas for beginners in the niche of [topic].”

2. Create a simple structure.

Ask AI:

“Outline a 25-page beginner-friendly eBook that helps [audience] achieve [goal]. Make it simple, practical, and step-by-step.”

Then adjust the outline to suit your style and personality.

3. Draft the content in chunks using AI.

Work chapter by chapter.

Feed ChatGPT rough notes or bullet points and tell it:

“Rewrite this in a warm, clear, encouraging style for beginners.”

Add small stories or examples from your life to keep it human.

4. Design a simple cover.

Use a Canva Kindle/eBook template.

5. Publish it.

- o On **Amazon KDP** if you want traffic
- o On **Gumroad/Beacons** if you want simplicity and higher margins

Set a fair price, upload, and you're in business.

One ‘Quick Win’ You Can Do Today

Open ChatGPT and ask:

“Suggest 20 short non-fiction eBooks (15–40 pages) I could publish. They must each solve a specific problem for a clearly defined niche audience.”

Pick the most interesting idea. Then ask: **“Create a 10-chapter outline for this eBook.”**

You'll instantly see that your first eBook is already taking shape.

3. Faceless Video Channel

How to Make An Automated Recurring Profit From Your Own Stream of AI-Generated Videos - Without Ever Appearing in Them!

Difficulty Level: Medium-high

Skill Level: Medium

Income Potential: £300-£1000 per month

Introduction

Until recently, if you wanted to run any kind of digital business, you needed to make the content yourself. For example, blog posts, videos, social media posts, product descriptions and emails.

That usually meant sharing your backstory, opinions and personal recommendations...

Learning skills like writing, editing and design...

Appearing in videos, hustling on social media and writing emails.

For most people, that's too much.

Not only does 'content marketing' swallow up hours of time every day... coming up with ideas, creating videos, posting text and writing replies...

Most people are too shy to put themselves out there in public.

For instance, you might worry about compromising the privacy of yourself and your loved ones.

Or you might have fears like, "I'm too old", "I'm too young", "I've got the wrong accent" or "people will laugh at me".

This puts a lot of people off running a content-based home business.

But that's all changed.

Thanks to a powerful new marketing trend, combined with the latest AI tools, there's another way to run an online business.

One where you stay completely anonymous and INVISIBLE!

Your name, face and identity remain hidden...

And you don't need to personally engage with strangers.

In fact, you don't need to create ANY content yourself!

Introducing the 'Faceless Business'

There has been a strong trend in the past few years for 'faceless creators'.

That is, a person who makes online content without showing their face. In fact, they stay entirely anonymous, signing off under a pseudonym or a business name.

One of the most popular ways to do this is through videos that you post on either YouTube or TikTok.

By growing a niche following through informative 'how to' videos you can grow a following that you can monetise.

Even better, you can get AI to create everything in the video, from the script to the visuals to the voiceover... so you don't need any skills or much spare time.

And you'll never have to share your private life, or even your real name.

The good news is, you don't need to do ANYTHING that you'd normally expect from a social media business.

- You don't need any existing followers...
- You don't need to become an influencer...
- You don't need to show your face or use your voice...
- ...And you don't even need your own product!

You see, everyone thinks of social media as being personal, where you must plaster your face everywhere, talk about your life and constantly shout about how great you are.

But there is another way, where you use AI to generate daily videos that are unique to you... which nobody else is sharing anywhere else.

You don't have to come up with any ideas, write any text, present any videos or do any talking. Because AI will do everything for you.

AI Videos Made for You

As you know, artificial intelligence tools like ChatGPT can create written content based on simple commands.

But now there are tools that can make images, logos and designs.

They can create and edit videos... and make amazingly lifelike voiceovers.

Which means it is now possible to use AI to create a TikTok feed or YouTube Channel of catchy videos, targeted precisely at a niche audience... all tailormade to tap into the network's algorithm.

You don't need writing skills, research skills, video editing skills or a good voice to come up with them.

And you never appear on screen.

No photos of your face, or your cat, or what you had for breakfast.

- The social media feed is created for you by AI, from the ideas, to the text, to the video creation, to the voiceover.
- Posts can be scheduled in advance so that you can go to your day job or get on with other things!
- The product fulfilment is all done for you – with the product created and delivered to the customer automatically.

So really, all you need to get started is a smartphone and an internet connection.

Let's take a look.

Video Channels for Faceless Videos

I recommend one of two options for videos:

- [YouTube](#)

This is the second-largest search engine in the world, beaten only by Google itself. Every single day, millions of people go there to learn, solve problems and be entertained.

That's what makes YouTube so powerful for a faceless business.

Unlike social media platforms where posts vanish within hours, YouTube videos have a long shelf life. A helpful video you upload today can still be getting views, subscribers and clicks months or even years from now. In effect, each video becomes a small digital asset that keeps working for you.

YouTube is especially well-suited to:

- explanations
- tutorials
- storytelling
- educational content
- calm, slower-paced videos

Many of the biggest channels in the world never show a face, never reveal a real name, and never interact personally with viewers.

Here are some of the most popular types of 'faceless' YouTube channels.

- Educational explainers
 - Relaxation and ASMR
 - Reviews
 - Gameplay walkthroughs and commentary
 - Documentaries and storytelling
 - DIY and design
 - Productivity hacks & life skills
 - Data visualization and news explainers
 - Meditation and sleep guides
 - Unboxing videos
 - Travel, culture, and virtual tours
 - Cooking demonstrations & recipes
 - Financial literacy & investing tutorials
-

- Silent lifestyle vlogs
- Philosophy & critical thinking
- Psychology and mental health
- Coding challenges & problem-solving
- Sports analysis and culture
- Audiobook and podcast-style content
- Motivational and inspirational content
- Games and quizzes
- True crime/horror stories
- Time-lapse videos
- Comedy
- Gardening and plant care
- Health and fitness
- Scientific experiments and activities
- Music covers
- Language learning
- Pet vlogs and animal video compilations

YouTube rewards consistency and usefulness rather than charisma. That makes it ideal for people who want to build something quietly and anonymously, even if they only upload one or two videos a week.

- [TikTok](#)

Most people assume TikTok is just for young people, and that it's nothing more than a series of mindless clips of idiots ranting, lip-syncing, dancing, goofing around and falling over.

But there's a lot more to it...

TikTok is a big deal, with over 2 billion monthly active users... and 23 million in the UK alone. Those aren't just the expected 18 to 24-year-olds either...

Between 2021 and 2023 there was a 10% drop in the number of users in that age group but a 61.7% increase in the number of users aged 55+.

And the content is far from just dancing and silliness - it covers fitness, DIY, cooking, life hacks, pets, parenting, health, art... you name it, you'll find content creators on there.

Small businesses LOVE it as a means of finding customers and making sales, too. TikTok has revealed that 1.5 million UK firms, including family ventures, side-hustles, and startups, use the platform to boost their business...

But whereas YouTube is about depth and longevity, TikTok is about speed, volume and momentum.

It's one of the few platforms where a brand-new account with zero followers can get thousands of views on its very first video.

That's because TikTok's algorithm prioritises content, not creators.

If a video is engaging, interesting or useful, TikTok will test it in front of new viewers, regardless of who posted it. This makes TikTok one of the easiest platforms in the world to break into anonymously.

Faceless TikTok channels thrive on:

- short explainers
- facts and "did you know?" content
- quotes and motivational snippets
- quick tips and hacks
- visual loops and text overlays
- niche trivia
- calming or hypnotic visuals
- countdowns, lists and mini-stories

Because videos are short (often 15–60 seconds), you can post daily or multiple times per day without much effort. This high volume feeds the algorithm and accelerates growth.

How This Business Works

Start simple by creating short, helpful videos (3–5 minutes) around your niche. For example:

- Tutorials
- product reviews
- How-to guides
- Graphics or animations explaining simple topics

You can create your script using tools like ChatGPT. Once your script is ready, convert it into a voiceover.

AI text-to-speech (TTS) tools let you create clear, professional-sounding voiceovers by simply pasting in your script. You type (or paste) your text, choose a voice, adjust the speed or tone if you wish, then download the audio file. That voiceover can then be used directly inside most AI video tools, or uploaded separately if needed.

Popular beginner-friendly options include:

- [Artist](#) Best known for music and video assets, but also offers high-quality AI voices that sound natural and polished.
- [Murf.ai](#) Very easy to use. Good range of voices, accents and tones, with simple controls for pacing and emphasis.
- [Revoicer](#) Designed specifically for marketing and explainer-style voiceovers. Useful if you want slightly more expressive delivery.
- [ElevenLabs](#) One of the most natural-sounding options available. Excellent for longer scripts or storytelling-style videos.

Most platforms offer a range of voice styles, accents, and pacing. Experiment to find a tone that matches your niche subject and target viewer.

Finally, you can export it as an audio file (usually in MP3 or WAV format).

To create the visual element, use AI video generation tools:

- [Pictory.ai](#) - Copy-paste your script or import your voiceover. It will automatically pair your words with relevant stock footage, images, or animations. You can adjust the visuals or let the AI pick for you.
-

- [Lumen5.com](https://lumen5.com) - Similar to Pictory, this allows you to create visuals from text input.
- [Doodly.com](https://doodly.com) - For a whiteboard style, you can import your voiceover, then create simple doodles or visual sketches to match the content.

I recommend that you start with pre-built templates and basic visuals.

And don't worry about making everything perfect or trying to be too clever with it! Remember, it's all about passing on info that helps someone, not showing off production skills.

Strategies for Success

Removing your personal details from your online content and marketing does not mean it's bland or boring.

Instead, you can use AI to generate USEFUL, ENTERTAINING content that speaks to your reader's hopes, fears, passions and interests.

First, you need to create a proper, well-rounded customer avatar – that is, a clearly defined character description of the person you are talking to and selling to.

This applies to EVERY business, but it's even more crucial here, because everything is focused on the customer, and not you.

That means giving them highly relevant content that they genuinely can't (or don't want to) do without.

Secondly, you need to do some work on the 'voice' of the content – if anything, voice becomes MORE important in a faceless business because it imbues it with a personality.

Basically, your content must be recognisable and distinctive, otherwise you will fade into the crowd.

And your content must be consistent in subject matter, style and outlook, too.

Focus on ONE task, goal, problem or idea in each video. Ensure that the content is informative, entertaining and valuable to your target audience.

Make sure you encourage the viewer to like your video and subscribe to your channel – and always interact with the comments to keep up the engagement.

- Upload regularly (weekly or bi-weekly).
- Use attention-grabbing titles and design thumbnails with tools like Canva.
- Add relevant keywords to your video titles and descriptions to help YouTube’s algorithm find your content.

If you are struggling for title ideas, use ChatGPT. Simply enter a description of your video and a profile of the target viewer, and follow with this prompt:

“Please come up with X suggestions for an attention-grabbing title and keywords that will attract viewers on [PLATFORM].”

Monetisation on YouTube

You can start promoting affiliate products or services right from the beginning to create additional income streams.

And once you’ve gained enough subscribers and watch hours, you can start monetising your channel via YouTube ads.

To earn from YouTube ads, you need 1,000 subscribers PLUS viewers need to have watched 4,000 hours of your content in the last 12 months.

Once that threshold has been passed, UK YouTubers generally earn between £0.25 and £4 per 1,000 views. So a channel with 100,000 views per month could potentially earn between £25 and £400 from ad revenue alone.

However, these earnings DON’T include what you can make from marketing products to your audience. Because no matter how many viewers you have, you can also make money from:

- Sponsorships - Companies related to your niche could pay £10 to £50 per 1,000 views for sponsored content.
 - Affiliate marketing – promoting other people’s products.
 - Your own merchandise - for instance, eBooks, digital courses, web shops.
-

- Higher-level content like webinars and online workshops.

This is why the average UK salary for a YouTuber in the United Kingdom is an estimated £33,873. Not bad for a part-time job.

Here are some examples of successful accounts...

- **How to Basic** (7.6 million subscribers)

One of the reasons people go on YouTube is to learn how to carry out a specific task. That's the premise of HowToBasic, a faceless YouTube channel which shows viewers how to do everyday things like making egg-fried rice or fixing a broken zipper.

<https://www.youtube.com/@HowToBasic>

- **Chris Invests** (147,000 subscribers)

He uses simple whiteboard animations to show people how to manage debt, make more income, invest and save:

<https://www.youtube.com/@ChrisInvests>

- **Garden Tips** (1.2 million subscribers)

This guy uses video with voiceover to share simple tips for gardening

<https://www.youtube.com/@gardentips>

- **Mr Test** (610,000 subscribers)

This anonymous channel is all about personality tests, love tests, IQ tests, quizzes and trivia, using simple graphics

<https://www.youtube.com/@MisterTest>

- **'Kurzgesagt – In a Nutshell'**

An educational YouTube channel with over 23 million subscribers that uses animations to explain scientific topics

<https://www.youtube.com/channel/UCsXVv37bltHxD1rDPwtNM8Q>

Monetisation On TikTok

According to the marketing software company Social Book, people with just 1,000 to 10,000 followers can make around £20 to £100 per sponsored post on TikTok.

So even someone with just a thousand followers could earn £140 a week from a sponsored post each day.

However, you should not think of TikTok primarily as an “ad revenue” platform. While TikTok does offer creator payouts, the real money for most faceless creators comes from using TikTok as a traffic engine, rather than relying on the platform to pay you directly.

Because TikTok videos are short, fast, and easy to consume, people are far more likely to click links, follow recommendations, and take action quickly.

So the best way to monetise your videos is through affiliate marketing.

You create short videos then link to a relevant product or service in your bio link or a pinned comment

For example:

- a finance facts channel links to a budgeting PDF or trading platform
- a health video links to supplements, courses or guides
- a productivity channel links to planners, apps or ebooks

So you do not need millions of views. Many TikTok creators earn consistently with 5,000–50,000 views per video.

Will Faceless Videos Make Money For You?

This is perfect if you:

- do **not** want to show your face
- feel uncomfortable being recorded
- dislike writing or speaking
- want something creative but low-pressure
- enjoy online videos on either YouTube or TikTok

Income Potential

This varies wildly depending on:

- niche
 - how often you post
 - how engaging your content is
-

- whether you combine it with affiliate products
- whether you sell your own PDFs/eBooks

Typical beginner-friendly earnings:

- **£50–£150 per week** once the feed is established
- **£300–£1,000+ per month** with a good run of videos
- **£2,000+ per month** if your channel takes off or you upload consistently

Some niche creators hit extraordinary numbers (tens or hundreds of thousands), but you do NOT need viral success to make a respectable, steady income.

Time to First Income

2–6 weeks, depending on:

- posting frequency
- whether you link to a product early
- how quickly your channel gains traction

The first few weeks are about building the feed - then monetisation snowballs.

What You Need to Get Started

Here is a bare-minimum set-up that you can use to get yourself going.

- **A laptop or desktop** with internet connection
 - **A YouTube Account** or TikTok Account to create and manage your channel.
 - **AI Voiceover Tools** - AI text-to-speech (TTS) tools can create professional-sounding voiceovers without recording anything yourself.
 - Google Text-to-Speech
 - Artist.io <https://artist.io/>
 - Murf.ai <https://murf.ai/>
 - Revoicer <https://revoicer.com/>
-

- Eleven labs <https://elevenlabs.io/>
- **AI Video Creation Tools** - For video creation, you can use AI-powered video generators. These tools let you input scripts and turn them into animations or scenes.
- Pictory <https://pictory.ai/> Takes your script and turns it into short video clips
- Lumen5 <https://lumen5.com/> Converts text into videos using stock footage and music.
- Doodly <https://www.doodly.com/> Great for whiteboard animations; it's low-cost and easy to use for simple explainer videos.
- OBS Studio <https://obsproject.com/> (free) for capturing on-screen content if needed.
- **Editing Software** - Once you generate your video and voiceovers, you'll need basic editing software.
- Canva https://www.canva.com/en_gb/ For basic video editing and text overlays, their Pro version offers templates and animations.

How to Get Started

1. Choose a faceless niche you can stick with.

Think “theme,” not personality.

Examples your readers love:

- o quick recipes
 - o nostalgic memories (70s/80s clips)
 - o gaming facts
 - o trivia / “Did You Know?”
 - o health tips
 - o money-saving tips
 - o simple home hacks
 - o book summaries
 - o productivity quotes
-

- o calming nature clips

Ask ChatGPT:

“Give me 20 faceless TikTok/YouTube content ideas that a total beginner can run anonymously.”

2. Ask AI to create a batch of scripts.

You can get 10–20 scripts generated in a single session.

3. Turn the scripts into videos using AI.

Tools like Pika, Runway, or CapCut will create animations or edit stock clips automatically.

4. Add an AI voiceover.

Choose male/female, British/American - whatever fits your niche.

5. Upload daily or 3–5 times a week.

Consistency is the magic ingredient.

The more videos you feed the algorithm, the more traction you gain.

Then you add your monetisation:

- a link to a PDF you’ve made
- a link to a Gumroad product
- a link to an affiliate offer
- a link to Amazon products
- a link to your newsletter

All done anonymously.

One ‘Quick Win’ You Can Do Today

Open ChatGPT and type: **“Give me 10 faceless TikTok channel ideas I can run anonymously, plus a script for the first 3 videos for each idea.”**

In five minutes you’ll have **30 ready-to-use videos** you could upload tomorrow — without ever appearing on camera.

4. Email Newsletter

How to Make Money from Simple Weekly Informative Emails that AI Writes for You

Difficulty Level: Medium-high

Skill Level: Medium-High

Income Potential: £300-£1000 per month

Introduction

We live in an era of information overload, where it's harder than ever to wade through the mass of mainstream media, social media, advertising and online chatter to find precisely what you want... and then even harder to trust that information.

This is why we've seen a rise in something known as 'curation', in which a business makes its money by cutting through the noise and selecting the best information for its subscribers and customers.

An email newsletter is one of the best ways to curate information with a private readership.

In an email newsletter publishing business, you send valuable FREE content at least twice each week to a niche audience of enthusiastic readers who are interested in a specific subject, goal or problem.

It could be making money, easing pain, losing weight, gaining confidence, learning a skill, improving their diet, getting a promotion, saving money...

Your emails give them news, recommendations, tips, opinions and links to resources that will help them, enlighten them or enrich their lives.

By offering something genuinely useful every week, you build a reciprocal relationship in which they get information in return for their attention – which means high open rates and engagement.

After you have more than 100-500 subscribers, you can monetise that readership by promoting products directly to them. These could be:

- **Digital Products** – eBooks, digital planners, how to guides, step-by-step manuals, online courses, membership sites, subscription services and software tools.
- **Physical Products** – books, zines, clothes, gift items, food and drink, supplements, gadgets.
- **Services** – consultancy, tuition, mentorship.

These products and services could be your own creations, or other people's products which you sell on commission through affiliate links or JV partnerships.

Although this requires you to produce written content, you don't need to be a copywriter, editor or someone with creative flair. Email marketing is about information and personality, not writing style.

What's more, you have AI tools at your disposal to help you generate ideas and content, as well as assistance with research, structure, planning and editing.

The benefits of this home business are:

- It's super-low risk – you can get started on a shoestring with almost zero investment.
 - It's low tech – you can use freely available tools and platforms with ready-made systems and templates that don't require tech skills or specialist knowledge.
 - It has a low skill and experience requirement - you can set up and become successful simply by being an enthusiast – you don't have to be an 'expert' or qualified.
 - It's flexible – you can work whenever you choose, day or night, from anywhere with a laptop connection.
 - It's scalable – this can start small and grow into a limitless number of income streams from multiple products, with ever-increasing returns from a growing number of subscribers (without you doing any additional work)
 - It's a fun and fulfilling way to spend your time, absorbed in something that interests you.
-

I've been sending email newsletters for over 20 years. In that time, I've generated over £50 million in sales from email newsletters, products and services.

Niche subjects have included: making money from home, Amazon bookselling, Forex trading, digital course creation, and sports betting strategies.

It remains the most powerful direct marketing tool I have ever tried, and the business model is more popular now than when it began in the late 1990s. In fact, with an average return on investment of £30 for every 80p spent, email outperforms every other digital marketing channel for me.

Why this Business Is Booming

Emails are considered more personal and private in the age of social media, and instead of dying out, their performance as a marketing tool is getting stronger, not weaker.

More than four billion people use email worldwide, and four in five consumers prefer email over any form of communication. Plus, 95 per cent of marketers believe email marketing has an excellent ROI, according to Wired.com. This means that there is always scope for more email newsletters.

And while there may be competition, the beauty of email publishing is that you create a unique service entirely based around your personality, experiences and world outlook, so there can never be direct competition.

If you're a qualified expert – for example, a CEO, a professional trader or certified health practitioner - then you can write as an authority figure.

But you don't have to be an expert. You might be a 'seeker' at a similar level to the reader, embarking on a journey of discovery, learning new things and sharing your ups and downs.

Or you could be a 'prosumer', knowledgeable about your subject and eager to share what you've bought, read, tested and learned (and continue to learn).

You might be an 'evangelist' or 'champion' – an ordinary person who's found a method of achieving a goal that they're so passionate about, they want to shout about it.

To make things easy, there are now platforms like Mailchimp, Substack and Systeme.io for publishing email newsletters which come with templates built in, so that you don't need any design or tech skills. Some are integrated platforms where you can do everything, from list-building pages to email publishing to promotional sales pages, in one place effortlessly.

How It Works

The system works like this.

- You identify a niche audience who are hungry for information on a specific subject.
- You establish that there's a range of potential products that you can promote to them, either your own or affiliate products.
- You set up on an email publishing platform that allows you to send mass emails, as well as set up marketing pages to attract and convert customers.
- You create a short free report (known as a lead magnet) that helps your target reader solve a problem or achieve a goal. This is offered for free on a 'squeeze page' (a very short single sales page) in return for email addresses.
- You advertise your squeeze page using a controlled-budget campaign on social media (Facebook, Instagram).
- You set up an information-gathering process to find the content you need to share.
- You use this information to create a 300-1,000 word email that you send out twice (or more) per week.
- You send regular sales emails promoting products to your readers.

The secret is to balance sales messages with useful free email content.

So send at least one free content email every week. Make sure this email is useful, personal and interesting so that the reader finds it of genuine value.

Deliver this free content on a ratio of 2:1 against sales emails. In other words, send two free content emails to every one promotional email.

This is a part-time business that can fit around a day job or another business, where the hours are flexible. You can do the work each week in one batch or in 30-60 minutes per day or night. It requires weekly email broadcasting, but it is possible to set up and schedule in advance.

The quickest method is to use AI...

How to Use AI to Create Email Content

Step One: Schedule Your Content

Before you write an email, decide what topics you'll cover and map out a simple schedule. The easiest way is to use AI as your planning assistant.

Use a prompt like this:

“Act as my email marketing adviser. I run a [BUSINESS TYPE] selling [PRODUCT] to [CUSTOMER TYPE]. My customer is [DESCRIPTION]. They want to [GOAL] and avoid [PROBLEM]. Suggest content themes for a free twice-weekly email newsletter.”

Once you have a list of themes, ask for more ideas, then narrow them down:

“Give me 10 more ideas.”

“Now turn each idea into specific newsletter topics.”

Finally, get the AI to produce a two-month plan:

“Create a twice-weekly newsletter schedule for the next 8 weeks with topics and subject lines.”

Treat the result as a first draft and swap items around as needed.

Step Two: Gather the Facts

Now you've got a rough schedule, pick the next topic and decide what you're actually going to *deliver* in that email. Think in terms of one useful outcome for the reader, supported by a couple of solid points.

Your content can come from anywhere:

- A quick tip or shortcut
- A simple method or strategy
- A step-by-step “how to”
- A personal story or lesson learned
- A case study (yours or someone else’s)
- A research finding, statistic, or trend
- A news item or development in your niche
- A useful tool, resource, or link
- A quote or insight from an expert

If you already know your subject well, you can do this step yourself: jot down the key points you want to share, then move on.

If you *don’t* have enough material (or you want extra proof, examples, or angles), use AI as a research assistant: **“You are my research assistant. Give me key points, practical tips, examples, and a few useful stats on [TOPIC], aimed at [AUDIENCE].”**

Don’t cram everything into one email. If you uncover too much good material, save some for future issues.

Step Three: Get the AI to Outline the Email

Before you ask for a full draft, get a simple structure first. This stops the AI from producing a bland “Dear Sir/Madam” essay.

Use a prompt like: **“You are my editorial adviser. Create an outline for an email newsletter on [TOPIC] for [AUDIENCE]. It should include a strong opening, the key points, and a clear ending.”**

If you already know how you want to open it (story, news, confession, quick teaser), tell the AI upfront: **“Open with a short story about**

[YOUR LEAD]. Then include: [POINT 1], [POINT 2], and [PROOF/EXAMPLE]. End with a simple call-to-action.”

Once you like the outline, edit it quickly in your own words, then...

Step Four: Get the AI to Write the First Draft

Now paste the outline back in and say: **“Write the email based on this outline.”**

Step Five: Choose a Strong Lead

Most AI drafts start with a lifeless greeting and a topic announcement. Your lead needs to earn attention fast. Common lead options:

- **Teaser:** hint at a payoff (“Today I’ll show you how to...”)
- **Story:** a quick moment that pulls the reader in
- **Paint a picture:** describe a familiar struggle
- **Personal detail:** a confession or lesson learned
- **News hook:** a timely event or trend

If the AI’s opening is weak, tell it exactly what to do:

- “Rewrite the opening using a short story.”
- “Paint a picture of what it feels like for the reader when...”

Step Six: Add Voice

Tell the AI who is speaking and how you sound: **“Rewrite this in a voice that is friendly, experienced, slightly self-mocking, and practical. Keep it conversational and direct.”**

You can also specify the authority level:

- fellow learner (“I’m figuring this out too”)
 - helpful guide (“Here’s what works”)
 - expert (“Here’s the proven method”)
-

Step Seven: Add Practical Detail

AI often stays vague unless you demand specifics. Go through the draft and flag any “fluffy” lines, then ask:

- “Add step-by-step instructions here.”
- “Give 5 practical examples.”
- “Add tools, links, or resources.”
- “Make this more specific for a beginner.”

If the email gets too long, cut it down to one main idea and save the rest for the next issue.

Step Eight: Add Headline and Subheadings

Your final email should be easy to skim. A simple structure:

- Subject line
- Headline (optional but powerful)
- Greeting
- Lead
- Main content (broken into sections)
- Wrap-up
- Call-to-action
- Sign-off

If needed, ask:

- “Give me 10 subject lines.”
 - “Add subheadings to break this into 3–5 sections.”
-

Making Money

There are a few variations on how you monetise your email business...

- You promote affiliate links to products and pocket the commission. This usually happens online without any interaction or need to make deals.
- You arrange joint ventures with other businesses and promote their products through your newsletter based on a profit split deal that you agree in advance.
- You put your most valuable and useful content behind a paywall, which readers pay for through a membership fee.
- You develop your own information products based on the content you send and sell those direct to your customers.
- You use your email list to promote your existing products and services (eg, physical products, online shops, coaching services).

You can, of course, do a combination of any (or all) of the above.

In almost all cases, the income arrives in our bank account automatically via online payments, so there is no need to process each one or deal directly with customers.

Startup Costs

You can start for free using Mailchimp, Mailerlite or EmailOctopus to broadcast your emails. You can also use an integrated platform like System.io for sales pages and broadcasting, which are free for beginners in the early stages.

When you start building a larger list of over 500, you will need to invest a small amount of £7-11 for platforms like Mailchimp and Mailerlite. You may also need to upgrade your publishing platforms to access the higher-level tools and features.

To advertise, you can start with a low-budget Facebook campaign to promote a lead magnet with a daily budget of £5-£10, running for 7 days with a total cost of £35-£70.

As your readership grows, you will start earning sales commissions, which you can reinvest into social media ad campaigns to find more

readers. For example, you can step up the Facebook campaign to find customers by running it weekly at an ongoing £35 per week.

>>>> Case Study

In 2020, a guy named Ryan Sneddon started a tiny email newsletter called the Naptown Scoop. It looked at local goings-on in his hometown of Annapolis, Maryland (also known as 'Naptown').

When he launched this email newsletter, he had just 70 subscribers... made up of friends, family and colleagues who lived in, or near, Annapolis. Through word-of-mouth buzz, more interested people from the Annapolis area joined his list and shared his newsletter with their own contacts.

By the end of 2023 – just 3 years later – Sneddon had 17,000 subscribers on his email list. As a result, he was making over \$200,000 per year (roughly £154,000) in revenue from adverts placed in his newsletter.

Will Email Marketing Suit You?

This is ideal for passionate, curious people who love to get stuck into ideas and topics that interest them, and who like to share their opinions.

You'll love this if you are:

- A writer or creative person
- Subscribe to email newsletters that you enjoy and read regularly
- A hobbyist with special interests
- An expert or professional in a field of business
- A campaigner or politically minded
- Someone with a product to sell

Potential Earnings

For a newsletter in its first few years, earnings can vary widely depending on the niche, your monetisation strategy, and the kinds of products you can sell. However, a realistic estimate range is £160 - £1,600 per month (£1,920 - £19,200 per year).

After 2-5 years, you could easily jump to £4,000 - £8,000 per month (£48,000 - £96,000 per year).

If you are selling your own digital information, you can make as much as 90% profit depending on what tools/suppliers you use to create a course or ebook. The only real cost is your time.

Time to First Income

You could start making sales in 3-6 months. It does take time to build and could be a year before the newsletter is fully established.

What You Need to Get Started

You need an email broadcaster like Mailchimp or you can use an integrated system like one of these options:

- [Systeme.io](#) An all-in-one platform designed to help you launch, grow, and scale an online business. It offers a comprehensive suite of tools and features, including sales pages, online content and quizzes.
 - [Substack](#) Lets you write and send email newsletters very easily, all from one place. You don't need to mess around with hosting or design. Just sign up, pick a name for your newsletter, and start creating. You can make your newsletter public, private, or paid – or a combination.
 - [Ghost](#) A platform for publishing blogs, newsletters, and even websites. You can host your site on Ghost's managed service (the easy option) or get it done yourself (the hard, techy option!) Ghost makes it easy to set up paid memberships or subscriptions. Plus, it's ad-free.
 - [Kit](#) Offers tools for email marketing and selling digital products directly without needing a third party to host them. You get customisable landing pages and sign-up forms to grow your audience, with personalised email sequences based on subscriber behaviour.
 - [Brevo](#) An email marketing platform that also supports blogs, newsletters, and courses. You can create email campaigns with a drag-and-drop editor, use pre-made templates, and segment your
-

audience to target specific niche groups. They've also got a free plan that lets you send up to 300 emails a day.

You might also need an AI tool like ChatGPT, Claude or Gemini to help with research, planning and writing.

How to Get Started

1. Do some Market Research.

You need to see if there's an audience and demand for your shortlisted topics. Visit forums, social media feeds, and platforms like Reddit to gauge interest levels. Also, search Amazon to see what books exist in this area, and also check the reviews and comments.

2. Competitor Analysis.

Find out if there are websites and newsletters covering your topics. Sign up to as many as you can, and assess their content quality, frequency, personality, monetisation methods, and unique selling points.

3. Find a niche.

Don't pick a broad subject category – spend time drilling down into sub-niches where you can be more focused and selective, which will help you stand out from the crowd and find a more dedicated audience with specific needs and desires.

4. Define your USP.

Determine what existing newsletters, mainstream publications, and websites lack and how you can provide additional value. Craft a clear value proposition that outlines how your newsletter will stand out.

5. Define the Customer.

Now think about the ideal target customer in the niche you've chosen. What is it that they want out of life? What are their desires, goals and ambitions? What are their fears? What problems and obstacles do they experience?

One 'Quick Win' You Can Do Today

Think about your life experiences, hobbies and interests.

- What topics do you know well or love talking about?
- What problems have you solved for yourself or others?
- What hobbies, career experiences, or personal challenges could be turned into valuable content?

Make a shortlist of subjects that might be turned into an email newsletter.

Go to an AI tool like ChatGPT and ask: **“Give me X ideas for a niche newsletter with plenty of affiliate information product sales potential. Please base it around one or more of the following experiences, skills and interests. [enter your answers for the above.]**

1. Digital Course Creation

How to Turn What You Already Know Into a Passive Digital Income

Difficulty Level: Medium-High

Skill Level: Medium-High

Income Potential: £500-£3000 per month

Introduction

The internet is full of people seeking information, recommendations, advice, shortcuts and tools that help them overcome problems or achieve goals.

Initially, this might mean Googling, searching for YouTube videos, scouring Instagram and TikTok or joining Facebook Groups and forums.

But they will usually come across a number of problems. It can take a lot of time and effort to collate, sift and organise the information they find into something they can use to reach their goal. Secondly, a lot of the information online is of poor quality and unreliable.

This is why people seek trustworthy sources of advice where the information comes in a single step-by-step system they can follow.

Digital courses offer precisely this!

And this is just one reason why business is booming.

The eLearning market has grown by 900% since 2000 and is projected to continue at a compound annual growth rate of 14% each year.

Estimates are that it will reach a mind-boggling \$1 TRILLION by 2032.

When it comes to digital courses – a subsection of the eLearning market – the spike is even sharper. The MOOC market (Massive Open Online Courses) has a projected annual growth rate of 32% for the next two years.

There are other powerful driving forces behind this trend including:

- Rise of the Gig Economy - increased demand for skill development among freelancers and gig workers.
- Remote Work - the shift to remote work and hybrid work means people need to adapt to new work environments and technologies.
- Economic Uncertainty - job market instability encourages people to upskill and reskill to enhance their employability.
- Technology - high-speed internet, smartphones, and educational software have made online learning accessible and effective.
- New Learning Platforms - the emergence of numerous eLearning platforms like Coursera, Udemy, edX, and Skillshare.
- Personal Development – there’s a rising demand for self-improvement advice and help with hobbies like cooking, photography, and creative writing.

While it might seem to you that creating a course is a bit above your skill level or experience, this is absolutely not the case at all.

Yes, there are plenty of courses that ARE by experts. But just as many, if not more, by people who simply have an experience, skill or piece of knowledge to share.

- You might have renovated your garage, built your own shelving unit on a shoestring, upholstered your own sofa, or run a profitable Airbnb.
- You might have counselled someone through grief, learned to cook delicious plant-based cakes, or brought up an autistic child.
- You might have been trained by your company to do spreadsheets, write recruitment ads or teach health and safety.
- You might have recovered from a spinal injury, given up smoking, or developed a morning workout routine that doesn’t cause you hip pain.

If there is something you know how to do – and which someone ELSE would like to do – then you could create a course in it.

The big benefit of a digital course is that it is something you can do just ONCE, in as little as a month (in whatever time you can spare).

After that, you can earn a rolling passive income from a single product without doing any more work.

No printing, no packaging, no order processing.

And once you know how it works, you can create and upload more to create multiple income streams.

How to Find A Course Topic

I think you'd be surprised at how much you know compared to most other people. You will have your own 'expert factor' – that is, a specific thing that you can do, which other people might not be able to do.

But to help you, here are FOUR quick questions that could help you hit upon a course idea.

Even if you are uncertain about one of two, remember that you could fix that gap in your knowledge or skill set by using AI or doing some research.

- **Have you had specific results from what you know?** This could mean that you've used a technique, method or insight with success... or, if you're a coach or consultant, you've passed information onto someone else who has then achieved results. If you are employed it could be something you do every day, like managing a hectic timetable, running interviews or preparing accounts.
 - **Does your expertise, knowledge or skill solve a problem?** This could mean it helps somebody overcome an obstacle, save time, save money, reduce their risk or lower their levels of stress, sadness, fear and pain. These are the subjects where people are most eager to get help and most likely to pay for what you know.
 - **Could you talk for an hour on the subject?** By this, I don't mean making a perfect speech with all the facts and figures nailed down. Let's remove the factor of an audience staring at you and think of you on your own, or talking to a loved one you trust. Could you talk about your subject for that long?
 - **Could someone interview you for an hour on the subject?** If you'd be comfortable talking with someone asking you random
-

questions, then creating the course is going to be no problem for you.

Now match your experience to some of these proven course categories:

- Health & Wellbeing
 - pain reduction and mobility
 - weight loss and fitness (especially age-specific)
 - menopause, stress, sleep, energy
 - recovery from injury or illness

- Money & Work
 - starting a side hustle
 - budgeting and debt reduction
 - career change or return to work
 - freelancing or self-employment skills

- Practical Life Skills
 - DIY, home improvement, repairs
 - organisation, decluttering, routines
 - cooking, baking, food prep
 - gardening and growing food

- Digital & Tech Skills
 - using apps and software confidently
 - spreadsheets, admin systems, AI tools
 - social media for small businesses
 - online selling and digital products

- Personal Development & Hobbies
 - confidence building
 - productivity and focus
 - creative skills (writing, photography, art)
 - learning instruments or crafts

If your experience fits into any of these areas, you're already in a proven market.

But you need to focus on a niche within that category. This means focusing on a subcategory that:

- speaks to a specific person
- solves a specific problem
- feels timely and relevant

So ask:

Who is this for? (age, situation, experience level)

What problem are they stuck with right now?

What result do they actually want?

A strong course promise always looks like this:

“I help [specific person] achieve [specific result] without [common frustration or fear].”

The Easy Way to Make a Course

There are now platforms specifically designed for ordinary people with no tech or design skills to create, deliver and market a course.

- [Kajabi](#) is an ‘all-in-one’ solution that allows you to incorporate both your course AND your email marketing on one platform.
- [Podia](#) is similar, with a user-friendly interface and low entry-level pricing option.
- [Teachable](#) is designed purely to help you create and sell courses. It concentrates on providing the tools you need to create, deliver and sell your online course. It is the more budget-friendly option.

These platforms cover the technical basics and allow you to add audio, video, PDFs, and quizzes. They’re intuitive and user-friendly which makes course creation simple.

You can teach using ‘face-to-camera’ presentations just by using a smartphone in a well-lit room. Or you can also choose other ways of sharing your knowledge:

- **Slide deck presentation-style screenshare** – all you need is access to PowerPoint or Keynote. You then talk over a series of slides that have photos of various steps in the process, and record your voice over the screen.
-

- **Traditional screen share** - This is where you share what's happening on your screen. For instance, if you're teaching someone how to design a box shelf using a computer design programme, you might show them how you do it.
- **The screenshare with face-to-camera option** - Screen share recorders often come with a face-to-camera tab, allowing your talking head to appear in the corner when you're sharing your screen. It works if you're carrying out a demo or presenting a slide deck.
- **IPAD share** - You could share what you're doing on your iPad, which gives you the freedom to do drawings and how-to presentations. It's good for explaining things like design and art process.

You can use all these tools to share the processes you've used in your work, hobbies or family life. These could include:

- Video demonstrations
- Step-by-step action plans
- Recommendations for tools, apps and platforms
- Planners and checklists
- Templates and swipe files

There are three kinds of courses you can consider...

- **The Quick Start Course.** Instead of covering a lot of ground, you focus on key essentials. A Quick Start course is priced anywhere from £7.99-£99
 - **The Spotlight Course.** In a spotlight course, you hone in on one key area, or one step in the process, in great detail. It can cost from £99 to £449.
 - **The Signature Course.** The signature course covers a whole subject, with multiple topics, from start to finish. Naturally, this takes the most work, as you're covering more ground, in more depth. However, this type of course is the most profitable, as you can charge anything from £449 to £4999.
-

To help you create the content quickly and in good, clear English, you can use AI.

Step 1: Work Out the Angle

Ask ChatGPT: **“Please help me come up with ideas for a digital course based around my knowledge of [subject]. Give me some angles and some niches to consider.”**

You’ll get some viable course concept suggestions, potential audiences, and even title ideas.

Step 2: Ask for an Outline

“Please outline a digital course for me which combines video with step-by-step instruction modules, along with checklists and ‘to-do’ exercises.”

Or **“I would like to create a [COURSE TYPE] aimed at beginners who want to [ACHIEVE GOAL]. I want to show them [WHAT YOU WILL BE TEACHING] through [YOUR PREFERRED FORMATS]. Please plan out the course for me.”**

You will get a whole course planned out for you. Then you can ask ChatGPT to delete modules that don’t fit with your knowledge, or add more modules. You can also feed it with specific tasks, techniques and tips that you have learned.

For example: **“In module [number] I would like to include the following technique I use for [result], which is as follows: [technique].”**

Or **“Give me a breakdown of what will go in module 4 so that I can edit it to tailor it to my particular strategy and experience.”**

Step 3: Create Your First Module

Before you get ChatGPT to write anything you need to give it details of who you are and why you are creating the course. You should also give it direction on your personality and voice (or the version of you that will come across in the course).

Now ask the AI to write or script the elements in that module. So if you want a video script, simply ask for one, along with the proposed length.

Or for a written module: “**Now write the step-by-step written instructions**”.

You can also ask it to create practical elements like checklists, to-do lists and exercises.

Step 4: Repeat the Process

Now you can move on to the second module, asking it to script the video, write the instructions, and add the practical tasks.

Naturally, you'll want to add more detail, make changes and additions. And you'll need to film the videos, either to camera or using slides and screenshots with a voiceover (you can use AI for that if you like). So this isn't the finished item, by a long shot. But having that first draft on your computer screen is an amazing feeling.

Launching Your Course

No matter how good your course content is, you do need to seek out your customers.

But there are many different ways to reach people eager to buy your course, both free and paid.

Paid will get you there faster, and of course, you can scale your spend (so you don't have to have a huge budget), but if you simply don't have any budget, you can always use the free traffic options:

- **Facebook** - an amazing way to reach your potential customers. There are lots of different ways, both for free and using advertising. When you're just starting out you might not have a budget to spend on advertising so you can start by working to get some free traffic to confirm your idea.

You can form Facebook groups, hold Facebook Live sessions (not as scary as you might think and a fantastic way of reaching people) and even your own profile page (those seem to work better than Facebook business pages these days).

And if you can set aside a small budget to test a little bit of advertising, that's great...

- **Instagram** - This is now owned by Facebook, and it can do a lot of the same things. Many people prefer it, particularly if you are in
-

a niche which is quite visual. You can not only use photos and text, but live recordings and reels, which are short videos, a bit like those on TikTok.

- **Blogging** - This is like having your very own magazine (with no print costs ;-). Just post regular photos, recommendations, insights and tips, week after week, and you'll begin to attract views.
- **Email** - If you've got an email list, then, of course, you can use that, but if you haven't, don't worry. You can use your blog or social media to push followers towards email, or put something called a 'lead magnet' online – like a free report – which people exchange their email address to access.
- **Sales funnels** - These are a sequence that takes someone on the journey from being interested in you to becoming a fully fledged buyer on your list. It can include online pages and emails, as well as webinars. You can set it up once, and it's done... no need to take constant sales calls or run live webinars every day.

>>> **Case Study “I sold 51 courses in one week priced at £79.99”**

The Lancashire Times shared an article about Rizwana Matadar, who created an online course called 'Because I Said Sew'. She launched her very first course in November with no skills or experience and sold 51 courses in one week, priced at £79.99.

A total of 51 courses priced at £79.99 comes out at £4,079.49 in turnover. That's in just one week from a debut course made by a total beginner with no publishing or writing experience!

Is Course Creation Right For You?

This method works if you:

- enjoy teaching, explaining, or breaking things down into steps
 - have *any* skill, experience, transformation, or story that others would pay to learn
 - prefer to create something once and earn from it in recurring, automated income
-

- don't want to rely on clients, coaching calls, meetings or time-for-money services
- want a flexible, low-stress home business they can fit around work, caring or health needs
- like the idea of building a long-term digital asset that you can expand whenever they choose

Income Potential

Quick Start Course (£7.99–£99) £100–£1,000/month with a handful of focused modules.

Spotlight Course (£99–£449) £500–£3,000/month with a small audience.

Signature Course (£449–£4,999) £1,000–£10,000+ per launch or per month

If you create and release multiple courses over time, these income streams compound. Many creators eventually have more than 3 courses, with upsells and subscription options to increase their income.

Time to First Income

2–8 weeks. Many course creators make their first sale the day they launch.

What You Need to Get Started

A course platform account - for example:

– Kajabi: www.kajabi.com

– Podia: www.podia.com

– Teachable: www.teachable.com

- A microphone (your phone's built-in mic is usually fine)
 - AI tools such as ChatGPT for scripting, outlining and editing:
-

How to Get Started

1. Pick a Problem You Can Help Someone Solve

Examples:

- “How to declutter your wardrobe in one weekend”
- “How to set up a small Etsy shop from scratch”
- “How to manage perimenopause symptoms naturally”
- “How to build a raised garden bed for under £40”
- “How to create a budgeting system that actually works”

2. Ask AI to Build Your Course Outline

PROMPT: **“Create a 6-module digital course outline teaching beginners how to [your topic]. Include lesson titles, learning outcomes, and suggested worksheets.”**

3. Script Module One Using AI

Tell ChatGPT: **“Write Module 1 for my digital course. It should be warm, clear, simple, and written for beginners. Create a script for a 5–7 minute video, plus a checklist and a practical exercise.”**

One 'Quick Win' You Can Do Today

Open ChatGPT and type:

“Give me 20 digital course ideas based on my lived experiences, skills, hobbies, past jobs, mistakes I’ve overcome, or personal transformations. Focus on topics that can be turned into simple beginner-friendly courses.”

Within 60 seconds you’ll see:

- topics you never realised were valuable
 - problems people want solved
 - angles you can teach
 - potential course titles
-

Pick one idea that sparks some interest, then go through the process of using AI to plan and develop it into a potential course outline.



5. Make A Smartphone App

How to Use AI to Generate Brilliant Interactive Smartphone Apps In MINUTES Without Any Knowledge of Tech or Computer Coding

Difficulty Level: Medium

Skill Level: Low

Income Potential: £50-£500 per month

Introduction

Do you have a smartphone? Then I'm almost 100% sure that you've used an app before.

We use them to bank, shop, exercise, learn, date, track our health, book holidays, manage our finances, organise our families, run businesses and entertain ourselves.

The average adult now uses their phone for well over 4 hours a day, and most of that time is spent inside apps rather than on websites.

Globally, people download hundreds of billions of apps every year, and the app economy is worth hundreds of billions of pounds annually.

Crucially, this isn't dominated only by giant tech companies. A huge proportion of apps are simple, focused tools built for very specific needs, including planners, trackers, reminders, directories and guides.

But until recently, this just wasn't possible for most people to create themselves. Making a smartphone app required coding skills and technical knowledge. Or you needed to hire expensive developers.

But thanks to the latest AI technology, you can now do it very easily.

Imagine sitting down with a laptop and creating your own smartphone app... all without writing a single line of code!

This is now possible thanks to 'No-code' AI tools. They allow you to build apps and websites even if you don't have a technical background. Just

chat with the AI like it's a real person and it will do the technical work for you.

For instance, you can type a description into a prompt box like: ***“Build me a mobile app that helps parents find free local events for kids under 5, with filters by date, distance and type of activity.”***

Immediately, AI gets to work generating your app structure, screens, buttons and login features. You can then use drag-and-drop tools to move things around. If you want bits changed, added or deleted, you can use more prompts like “Add a search bar” or “Make the buttons bigger” or “Make the main colour green”.

Then when you're happy with it, you can publish it directly to the Apple or Android app store - and the whole process could take you less than an hour.

Examples of apps you could create include...

- A fitness habit tracker for busy people over 50.
 - A meal planner and calorie counter for Paleo-dieters.
 - A pet care scheduler with reminders for worming, walking, and vet appointments.
 - A directory of tradespeople vetted by local homeowners.
 - A what's-on guide for your town - markets, gigs, fairs, walks.
 - A school holiday planner with family-friendly activities by region.
 - A subscriber-only wellness group, complete with guided audio, chat, and tracking.
 - Flashcard apps for niche topics like British birds or Roman history.
 - A swap app for local parents to exchange baby gear.
 - A micro-Etsy focused on one craft niche (like handmade soap or painted rocks).
 - A gift suggestion app that links to Amazon affiliate products.
 - A book tracker app that links to online bookstores.
 - A daily affirmation app for entrepreneurs or creatives.
-

These can be stand-alone digital products that people pay to download... generating a small but consistent income stream.

Or they could be free apps that make you an income from advertising and affiliate links. You can use these free versions to find customers and leads to grow an audience for other products and services that you have made.

How to Come up With An App Idea

Let's imagine you want to build an app called: "Kaizen Winner: A Micro-Habit Tracker for Long-Distance Running".

This could help amateur runners train safely for longer distances gradually by logging small daily goals, for example, "Run for 5 more minutes than yesterday." "Add one extra hill." "Stretch for 3 minutes."

First, you'd work out who the app is aimed at (eg, adults aged 30+, possibly returning to fitness or training for their first long-distance race – half or full marathon).

Then you'd decide on what core problem your app is designed to overcome (eg, people becoming overwhelmed by the goal of running a big race, with dips in motivation, inconsistent training and the risk of giving up or becoming injured by doing too much too soon).

Finally, you'd think about the solution your app offers (eg, a supportive tool that encourages gradual progress with habit tracking and running logs to build fitness and stamina, while maintaining motivation).

The clearer your concept, the better your AI will understand what you are aiming for – meaning faster results from fewer prompts.

How to Get AI to Build You The App

Next, use one of the 'No Code' tools. Options include:

- [Lovable](#) – If you want a beautifully designed, motivating interface.
 - [Glide](#) – Ideal if you want a data-heavy tracker (e.g., dates, run times, distances).
 - [Adalo](#) – Great for a more app-like feel and user login features.
 - [Bolt](#) - Perfect if you want the AI to build your structure quickly.
-

They all have basic free levels for you to check how they work. Of course, these entry-level versions have limitations and restrictions, so you'll need to eventually pay around £16-£36 per month if you want to do this properly, long-term.

Let's imagine you choose Bolt. When you log into the tool, you'll see a prompt box. Just type your instruction into it like you would with any regular chat box.

For example: **“Build a mobile app called Kaizen Runner. It lets users log their daily runs, track time and distance, and receive small, motivational challenges each day. The interface should include a home screen, a tracker log, a motivational message, and a progress chart. Use a clean, modern design with bold fonts and calming colours.”**

Bolt will then start generating code before your eyes, constructing the app in less than a minute.

Then you can instruct **it** to make changes – for example...

- **“Add a daily motivational quote below the tracker.”**
- **“Move the progress chart to the top.”**
- **“Use blue and grey colours.”**

If you want help to create the little bits of copy, you can open an AI platform like ChatGPT and get it to do that for you.

For example, ChatGPT could script some daily motivational messages like, “You ran 3% further than yesterday – Kaizen in action!” Or it could suggest some written copy for the different buttons in the app, like “Log Today's Run,” “See Progress,” and “Set Mini Goal”.

Keep adding stuff in until the app is exactly how you want it!

Testing the App

Bolt provides a QR code which is linked to Expo Go, a free app that lets you test your new creation instantly on your phone. This means you can do a walk-through of your app and see if it works in the real world! Even better, give it to a friend who fits the profile of a target customer for your app.

For example, with your Kaizen running app, you might:

- Set a goal
- Log your first run
- Add a note like “Felt strong uphill”
- Get a motivational prompt like “Nice! You stuck to your plan. Keep building.”
- See your streak extend to 4 days

Once your app works the way you want, you can share it with early users via a public URL that people can click on (friends, colleagues, subscribers).

You can also export it and publish it on Android and iOS.

How to Make Money

Your app could make you money in the following ways:

- **Freemium model** – Offer basic tracking for free. Then £4.99/month for advanced stats and expert tips.
- **Affiliate revenue** – you could recommend products that help the target audience (for example, gym memberships, nutritional supplements, ‘how to’ courses).
- **In-app purchases** - Offer printable habit trackers, motivational wallpapers, or audio guides.
- **Ad support** - Add a banner ad for an external product.
- **Membership** – A paid tier unlocks expert group coaching or a private forum.

>>>> Case Study

David Brunsser built a seven-figure AI app without any coding experience while holding down a full-time job and raising a young family.

In 2022, David noticed a familiar problem... colleagues constantly asking for help with Excel formulas. Instead of building yet another generic AI tool, he focused on helping people work faster with spreadsheets.

Using a no-code platform, he built the first version of his app in just a couple of weeks. At launch, the product was 100% no-code.

To find users, he posted a simple message in an Excel subreddit offering a free AI Excel Formula Generator. The post went viral. Within days, thousands of people were using the tool.

He then added a simple Stripe payment link and later introduced subscriptions. That's when the business took off.

Today, the app has attracted hundreds of thousands of users, with thousands paying monthly. The business generates well into six figures in recurring revenue.

Does App-Creation Suit You?

This could be a great little side-income earner for you if...

- You enjoy using apps already
- You have experience using a smartphone
- You have a hobby, skill, local knowledge or life experience that could be turned into a simple digital tool
- You've had an idea for an app but were put off by the complexity or cost of hiring developers

Income Potential

If your free app offers a paid upgrade to £4.99 per month and 5–10% of users take this up, then from 100 subscribers, you'll have 5-10 paying customers that earn you £25–£50 per month.

With 500 users you might have 25–50 paying customers earning you £125–£250 per month.

And with 1,000 users (50–100 paying customers), you're looking at £250–£500 per month.

The same goes for the affiliate model...

If your app includes affiliate links and just 2–5% of users click and buy, then 100 users could earn you £20–£100 per month depending on the products and commissions.

And with 100 engaged users, you could also sell 10–15 in-app downloads at £3–£10 each, making you another £30–£150.

Once you get to 500+ users you are looking at potentially £500 a month in affiliate revenue, plus £450 in sales.

Time to First Income

Because an app can be built and shared within a day, you can earn surprisingly quickly - especially if you start with a simple *freemium* model or affiliate links.

Most beginners can see:

- **First downloads in 24–72 hours** (after sharing with friends, groups or social media).
- **First affiliate clicks or ad impressions within a week.**
- **First paid upgrades within 1–4 weeks**, depending on whether your niche is in demand and you promote the app to the right audience.

What You Need to Get Started

- A smartphone or laptop
- One no-code app builder such as:
 - Lovable: www.lovable.dev
 - Glide: www.glideapps.com
 - Adalo: www.adalo.com
 - Bolt: www.bolt.new
- **Optional:** ChatGPT (www.chat.openai.com) for writing button labels, welcome screens, onboarding scripts, motivational messages, copy, etc.
- **Optional:** Canva (www.canva.com) if you want to make nicer icons or visuals.

How to Get Started

1. Pick a tiny, specific problem your app will solve.

For example:

- “A menopause symptom log for women over 45.”
- “A quick HIIT timer for busy dads.”
- “A local events finder for people in Glossop.”
- “A pet-medicine reminder app for new dog owners.”

The smaller and clearer the problem, the easier it is to build - and the more people will use it.

2. Ask AI to structure your app.

Open your chosen platform (e.g., Bolt) and type:

“Build a simple app that helps [audience] do [goal]. Include: [feature list]. Keep the design clean and beginner-friendly.”

AI will instantly create screens, buttons and layout ideas.

3. Refine the app using natural-language prompts.

If something doesn't look right, just type:

- “Move this section higher.”
- “Add a notes box.”
- “Change the colours to blue and white.”
- “Add a welcome message.”
- “Make the buttons bigger for older users.”

One ‘Quick Win’ You Can Do Today

Open your chosen AI app-creation tool and type this prompt:

“Create a simple habit-tracking app called ‘Daily Momentum’ with three screens — Home, Add Habit, and Progress. Users should be able to tick off habits each day, see their streak, and get a motivational message. Make it clean, bold and easy for beginners.”

Within minutes, you'll see how easy this is!

2. Create Stock Photography

How to Generate Multiple Income Streams from AI-Images Using Online Digital Libraries

Difficulty Level: Easy

Skill Level: Low

Income Potential: £150-£500 per month

Introduction

Every day, millions of blog posts, websites, email newsletters, adverts, landing pages, social media posts, presentations and online courses are published.

Almost all of them need images. And not just any images, but specific visuals that quickly communicate a mood, an idea or a message in a fraction of a second.

That's why stock photography has become such a critical part of the online economy.

Whether it's:

- a sole trader building a basic website
- a small business posting on Instagram
- a newsletter writer illustrating an article, or
- a marketing team producing ads and sales pages

They all need a steady supply of high-quality images without the cost, time or legal risk of hiring photographers or arranging shoots.

And crucially, this demand never slows down.

Because content marketing doesn't stop. Social media doesn't stop. Email campaigns, blog posts, product launches and promotions are published every single day.

Which means there is a constant, ongoing need for fresh, usable, license-safe images that fit specific themes, niches and emotions.

That's where stock photography comes in.

Traditionally, these images were created by professional photographers with expensive equipment, studios, models and locations. But in recent years, something fundamental has changed.

AI text-to-image tools now allow anyone to create original, high-quality, commercial-ready images simply by describing what they want. You don't need a camera. You don't need models. You don't need lighting, props or editing skills.

You can now generate clean, modern, highly specific stock images that businesses actively search for. Then upload them to stock libraries where they can be licensed again and again.

In other words, you can turn AI-generated images into digital assets that sell repeatedly, without you ever dealing with clients, shipping products or chasing invoices.

And this is so easy too.

If you can type a sentence into an AI prompt box, you can do this.

What Sells In the Stock Photo Business

Here are some popular subjects for stock images:

- **Ageing:** Images showing the older generation. This includes active seniors in workplaces, playing sports, and using digital devices.
 - **DIY images** showcasing home improvement are in demand.
 - **Cooking and kitchen** – images of people in kitchens, families or a mum or dad cooking, as well as close-ups of different kinds of food.
 - **Mental Health** images that reflect mental stability, peace of mind, and stress management.
 - **Nature:** Photos capturing the beauty and tranquillity of natural settings.
 - **Travel:** images that evoke a sense of adventure and exploration, or images depicting popular locations and scenes.
-

- **Environment:** images depicting environmental themes, climate change, weather events and pollution.
- **Seasonal:** food, costumes, customs, and nature from the different seasons of the year.
- **Retro:** Vintage aesthetics, including retro fashion, gadgets, and pop culture elements. Images inspired by the 60s, 70s, 80s, and 90s.
- **Technology:** people using computers, smartphones, VR sets, and wearable tech.
- **Science:** Photos with a scientific aesthetic, including lab settings, space themes, or people in sterile environments.
- **Symbolism:** Photographs with deeper meanings, often incorporating creative collages and eclectic elements.

These topics have high demand in the stock photography market but also offer a broad canvas for creativity, allowing you to leverage AI tools like Dall-E and Midjourney to generate unique and captivating images.

Content marketing is also tied to the news cycle – blog posts, social media posts and newsletters will often link into big stories and events. For instance, an election, a breaking health story, a big movie release, Black Friday sales, or the onset of autumn.

Where You Can Sell Stock Images

[Wirestock](#) is a one-stop marketplace where you can upload AI images to use in content, for instance, websites, promotions, adverts, news media and brochures. You can sell your images directly from your portfolio, including photos, prints, and digital licences. The platform also operates an AI Art marketplace, where you can sell AI-generated images and earn from various marketplaces like Adobe Stock, Freepik, and Imago through a single account.

Scroll through the top-rated images to get a feel for what's popular. Pay attention to the artworks that are featured on the main page. Look for recurring subjects or themes within a category. Are there certain elements or motifs that appear frequently?

- Pay attention to the popular colour palettes. Are they vibrant, muted, or monochromatic?
-

- Identify whether the most popular images lean towards realism, abstract, minimalism, or other artistic styles.
- Observe how the elements in the images are composed. Is there a preference for close-up shots, wide landscapes, or a particular angle?
- Try to discern the mood or emotional tone conveyed by the artworks. Are they joyful, serene, dramatic?

Now use the search and filter functions to explore different categories – start broad with search terms like these:

- Nature
- Landscapes
- Cityscapes
- People
- Lifestyles
- Technology and Innovation
- Food
- Travel
- Adventure
- Animals
- Holidays
- Fantasy
- horror

Then start drilling down into narrower categories like these:

- Mountains and Valleys
 - Skyscrapers and Modern Buildings
 - Historic Towns and Streets
 - Night City Views
 - Street Art and Graffiti
 - Urban Street Fashion
-

- Workplace and Business
- Cultural Traditions
- AI and Robotics
- Renewable Energy
- Virtual Reality
- Futuristic Cities
- Vegan and Vegetarian Dishes
- Street Food
- Exotic Cuisine
- Fitness Training

Consider niche subjects that might not be extensively covered. For instance, the World Cup football doesn't bring up anything soccer-related, and only ONE American football image.

Creating and selling AI-generated images on platforms like Wirestock can be competitive, but with the right strategy, you can identify areas that have high demand and less competition.

For example, rather than competing in oversaturated categories like natural landscapes or animal portraits, you should focus on a niche.

Got to ChatGPT: **“I want to sell images on [insert platform] that will be of interest to [target market]. My chosen category is [category]. But this is too broad. Could you suggest some potentially profitable niches within this field where there is demand, but not as much competition?”**

Now pick one and ask ChatGPT to suggest some image prompts you can use for an AI image creation tool like Midjourney: **“Give me 5 prompts that I can give Midjourney to create unique images based around subniche”**

You could also refer to your research notes and suggest a specific style that you have identified to give it a twist. Eg

- “A comic conceptual image of a scientist working on a quantum computer, with holographic displays of complex algorithms and data streams.”
-

- “A dystopian conceptual image of a scientist working on a quantum computer, with holographic displays of complex algorithms and data streams.”

You can also find news stories and then use AI to recreate them. For example, **“Realistic image of snow bomb heading for New York, catching a screaming crowd unawares who are all wearing summer holiday clothes”**

Here are the kinds of items that you could capitalise on:

Quirky and Humorous:

- Unusual holidays or observances (e.g., National Doughnut Day, International Talk Like a Pirate Day).
- Funny animal stories or cute animal trends.
- Whimsical interpretations of everyday life or unexpected combinations (e.g., animals doing human jobs).
- Satirical takes on current technology or social media trends.

Topical and Newsworthy:

- Major global or national events (e.g., elections, sporting events like the Olympics).
- Significant technological breakthroughs or product launches.
- Environmental issues and climate change events (e.g., Earth Day, climate summits).
- Economic trends, like shifts in the stock market or new business models emerging post-pandemic.

Cultural and Social:

- Popular culture phenomena (e.g., viral memes, trending TV shows or movies).
 - Social movements and awareness campaigns (e.g., Pride Month, Black History Month).
 - Cultural festivals, traditions, or significant religious observances worldwide.
-

Seasonal and Holiday:

- Traditional holidays (e.g., Christmas, Halloween) with unique or unconventional twists.
- Seasonal changes and activities associated with them (e.g., summer beach scenes, winter sports).

Local and Regional Interest:

- Local festivals or events unique to specific regions or communities.
- Stories highlighting local customs, traditions, or landmarks.

Health and Wellness:

- Wellness trends (e.g., mindfulness, digital detox).
- Public health stories, such as awareness campaigns or updates on health initiatives.

Education and Science:

- Developments in science and education, such as new discoveries or educational trends.

Copyright Law

Copyright in the UK is a legal right that grants the creator of original work exclusive rights for its use and distribution. Copyright lasts for 70 years after the death of the creator for most types of works. If the creator is unknown, copyright lasts for 70 years from creation or 70 years from first publication, whichever is shorter.

The more original your work, the less risk there is of copyright infringement. It's okay to be inspired by existing works or to have similar AI creations out there, but direct copying or slightly altering someone else's work can lead to infringement.

Avoid Using Protected Material Without Permission

- **Brands:** Be cautious with logos, slogans, and distinctive product designs of brands. Using these without permission could infringe on trademark rights.
-

- **Personalities:** Avoid using images or likenesses of celebrities or public figures without consent. This could infringe their 'right of publicity', which controls the commercial use of one's identity.
- Parody and satire can sometimes fall under fair use, but this is not always straightforward and often depends on legal interpretation.

You can check just HOW original your image is by using Google. Its 'Google Lens' function allows you to carry out a 'reverse image search' where you input an image, and then it will tell you where it comes from, or what images are like it.

This tool will also help you make sure the AI has taken enough elements from different places to make your image unique enough.

Will a Stock Photo Business Work For You?

This income stream could be a good choice if you:

- enjoy playing with creative tools like Canva, Midjourney, and DALL.E
- want a digital side hustle with no physical stock, no packaging, no delivery, and almost no customer service.
- already follows news trends, social media stories, or seasonal events and can spot what might be "image-worthy".
- want a portfolio-style business where dozens of small earners combine over time into a reliable monthly income.
- are a writer, blogger, course creator, or marketer who already understands what types of images get used online and wouldn't mind getting paid every time someone downloads theirs.

Income Potential

Stock photography is a volume game - but once your images are live, they can generate money for *years*.

A realistic range:

- **£25–£100 per month** after uploading 50–100 images.
 - **£150–£500 per month** after 300+ well-targeted images.
-

- **£1,000+ per month** possible for large catalogues (1,000–3,000+ images) targeting news cycles, high-demand niches, and corporate topics like tech, healthcare and finance.

The magic is that a single image can sell hundreds or even thousands of times - without you ever touching it again.

Time to First Income

- If you upload 10–20 strong images today, you may see your first download **within 7–14 days**.
- Payments usually start coming through **once your portfolio builds** and the algorithms start pushing your work.
- Trend-driven images (news events, seasonal moments) can sell **within hours** if you get the timing right.

What You Need to Get Started

You don't need a camera or photography skills.

You need:

- A laptop or smartphone
- An AI image generator;
 - Midjourney - www.midjourney.com
 - DALL E - www.openai.com/dall-e
 - Stable Diffusion - www.stability.ai
- A marketplace account such as:
 - Wirestock - www.wirestock.io
 - Adobe Stock - stock.adobe.com

How to Get Started

1. Pick a niche and angle using your research.

Avoid broad categories like “landscapes” or “dogs”.

Instead, choose a specific angle, such as:

- “Mental health concept art for corporate wellbeing articles.”
 - “Retro 1980s tech: neon grids, cassette players, arcade machines.”
-

- “Environmental disasters for breaking-news articles.”
- “Over-50s using technology — laptops, fitness apps, VR headsets.”

2. Ask ChatGPT to refine your niche and give prompt ideas.

Example prompt: “Give me 20 AI image ideas in the niche of ‘mental health awareness’, including emotional tone, lighting style and composition.”

Choose the ones that feel strong and commercially relevant.

3. Create your images using Midjourney.

Experiment with:

- close-ups vs wide shots
- bright colours vs muted tones
- minimalism vs busy conceptual layouts
- realistic photographic style vs illustrated style

Pick the 3–5 best from each batch.

4. Run reverse image search checks (Google Lens).

This ensures your image isn’t too similar to anything already online. If it is, tweak:

- Angles
- Lighting
- colour schemes
- concept
- background elements

One ‘Quick Win’ You Can Do Today

Open ChatGPT and type:

“Give me 15 trending stock-image ideas based on *today’s* news cycle that I can generate using Midjourney. Include suggested styling, mood, colours and composition.”

In under 2 minutes, you’ll have a list of commercially relevant image ideas that reflect what businesses, bloggers and journalists will be searching for right now.

Content Creation Further Reading List

The Content Creator Handbook: The Ultimate Guide to Creating Content
– Varun Mayya, Achina Sirohi Mayya

Content Creation & Marketing Essentials: 4 in 1 – Blake Preston, Brian Scott Fitzgerald

ChatGPT and AI Tools for Real-World Results: Turn Prompts into Profits with ChatGPT, Midjourney, and No-Code AI Apps – Gillian Cole

Self-Publishing and Email Marketing: How to Create and Optimize a Reader Newsletter to Find New Fans, Gather More Reviews, and Sell More Books – Bryan Cohen

The Faceless YouTube Blueprint: How to Plan, Script & Scale Anonymous Channels with AI – Ralph A. Pill

Build Passive Income with AI – No Code? No Budget? No Problem! – Chuck Little

Evergreen Assets: The "Do The Work Once, Reap the Rewards Again and Again (and Again!)" - by John Lamerton (Author)

The Online Business Blueprint: A 7-Day Action Plan to Implement Proven E-Commerce and Digital Marketing Strategies – Delia Austin

TikTok Book of Secrets Hacks and AI Algorithms: How TikTokers Make Money and Influence Trends - by Elon Zakari

Social Media Marketing Decoded: Step-by-Step Strategies to Boost Your Online Presence, Increase Brand Awareness, and Drive Engagement – by Morgan Hayes

Building a StoryBrand – Donald Miller

Contagious: Why Things Catch On – Jonah Berger

The New Rules of Marketing and PR – David Meerman Scott

On Writing Well – William Zinsser

The Copywriter's Handbook – Robert Bly
