

SAVVY MUSICIAN ACADEMY

# QUICK CASH

GENERATION GUIDE



SAVVY  
MUSICIAN  
ACADEMY

# A LITTLE INSPIRATION

Edson Arantes do Nascimento was born in 1940 into complete poverty. His family was so poor that he had to use a grapefruit or a sock stuffed with newspaper as a soccer ball.

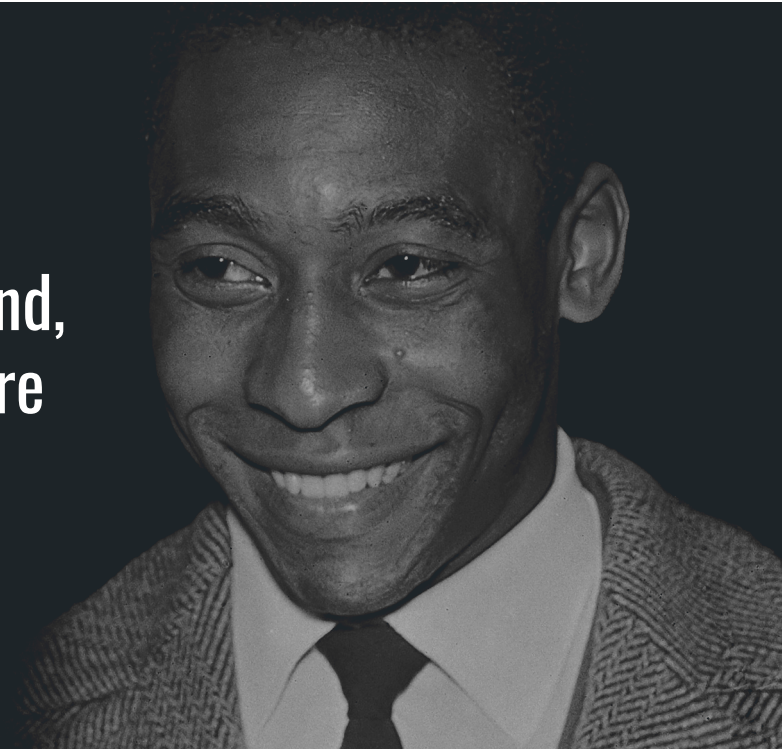
Years later, he became the most successful goal-scorer in the world and was elected Athlete of the Century in 1999. In 2017, at the age of 77, he is the highest paid soccer player in the world.

“Leah, why are you talking about sports? And what the heck does this guy have to do with my music, anyway??”

Well, most people would know Edson Arantes do Nascimento as Pelé, a legend of soccer (or football, if you’re in the UK), and he can teach us a lot about what it looks like to be a professional musician in the New Music Industry.

That’s because he’s not “just” a soccer player; he’s an entrepreneur, still making millions in his seventies with endorsements and restaurants and even colognes. His most popular quote will give you some insight into his success:

**“SUCCESS IS NO ACCIDENT.**  
It is hard work, perseverance,  
learning, studying, sacrifice, and,  
most of all, love of what you are  
doing or learning to do.”



# DID YOU CATCH THAT?

Most people will latch onto the ideas of perseverance and loving what you do, and of course those things are important.

But what stands out to me is “learning, studying, sacrifice . . . learning to do.” He automatically assumes that anybody who wants to be successful is always learning.

I ask myself all the time, “Why are musicians so willing to spend thousands of dollars on expensive instruments and recording gear to improve their sound, but freak out at the idea of spending money to educate themselves on how to get that sound heard?!”

There are so many benefits to mastering and keeping up to date with online marketing techniques that it just has to be a priority in your life if you want to make a living as a musician. You can build a fanbase that will stick with you until you’re 77 . . . or even longer! You can get your music heard by the people who want to hear it. You can make a living doing what you love. You can finance your next project, and the next, and the next . . .

It’s a fact of the world we live in that, most often, you have to spend money to make money.

***You can’t afford not to educate yourself***

Now, I understand that times are tough. Believe me, I’ve been there. Finding that extra cash to invest into your future can be hard, but it’s absolutely necessary, and it absolutely can be done.

***Here are some ideas to help you out.***

# FINDING MONEY WITHING YOUR EXISTING BUDGET

*Do you really need that caffè macchiato?*



It's no secret that we live in a "fast and convenient" kind of world, and that we often throw money at things to make life easier. But it's totally worth a little inconvenience now to make life much more fun (or convenient) in the future.

Switching out your morning Starbucks for a home-made coffee in a to-go mug is a huge sacrifice for a lot of people, but you'd be amazed how quickly the cost of those chai lattes adds up.

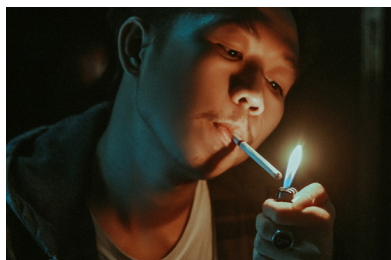
Take a look at what other unnecessary expenses there are in your life: Can you cut out cigarettes or weekend drinks? The cable TV subscription? Takeout or restaurant meals? Can you carpool with someone to save on gas, or get rid of your car altogether? Is there a credit card out there with a better interest rate than the one you currently have?

*Let's do a little quick math...*



1 COFFEE PER DAY FROM  
THE AVERAGE CAFE (5 DAYS)

$\$9.25 \times 4 \text{ weeks} = \$37/\text{month}$



1 PACKAGE OF CIGARETTES  
PER WEEK ON AVERAGE \$12

$\$12 \times 4 \text{ weeks} = \$48/\text{month}$



CABLE TV

$\$103.00/\text{month}^*$



## **CREDIT CARD** MONEY SAVING IDEAS

**1**

**ASK YOUR CREDIT CARD COMPANY TO LOWER YOUR INTEREST RATE, FEES AND LATE PENALTIES**

**THIS COULD SAVE YOU LITERALLY HUNDREDS OF DOLLARS A YEAR**

**2**

**DON'T USE YOUR CREDIT CARD FOR CASH ADVANCES**

# QUICK CASH GENERATION IDEAS

*So you never have a reason to give up on your dreams*

## MY TOP CHOICE FOR QUICK CASH: SELL YOUR USELESS CRAP!

It just takes up space and is NOT helping your music career happen.

Start here: do a junk audit of your closet, your basement, your garage, and your kids' rooms. You can sell almost anything on Facebook or eBay: toys, jewelry, electronics, knick-knacks, old décor, hand-made, goods . . . it's amazing what people will buy!

## TOOLS TO GET YOU STARTED



Find All You Need To  
Sell on eBay and Build a  
Profitable Business From  
Scratch, Step-By-Step  
by Felix Alvaro.

HOW TO SELL ON EBAY



Thredup.com for  
selling your  
clothes.

THREDUP



Bookscouter.com  
to clear out  
your library.

BOOKSCOUTER

## OFFLOAD YOUR ELECTRONICS

If you're like most people and have a small mountain of old phones and other electronics lying around, you can sell those, too. You might be surprised how much they're actually worth.

### TOOLS TO GET YOU STARTED

**SWAPPA** for Apple & Android devices

**GLYDE** for Apple & Android devices plus video games

**GAZELLE** for Apple products, plus Android, BlackBerry and other phones

**GIZMOGUL** to sell old phones for cash and donate to charity at the same time

**BUYBACKWORLD** or BuyMyTronics.com for all electronics

**NEXTWORTH** for phones, cameras, tablets and games

## BECOME AN AMAZON ENTREPRENEUR

Keep an eye out for good bargains at the dollar store, flea market, or during sales at regular stores and then re-sell them on Amazon at a

### TOOLS TO GET YOU STARTED

**A GUIDE TO AMAZON**

The Amazon logo is displayed in a white circle on a dark background. The logo consists of the word "amazon" in a lowercase, sans-serif font, with a yellow curved arrow underneath it that starts under the letter 'a' and ends under the letter 'z', pointing to the right.

amazon

# GET CREATIVE

## SELL YOUR HANDMADE GOODS

Are you a sharpshooter with a glue gun? Most musicians are creative in other ways, too, so why not set up an Etsy store and sell your fabulous creations?



TOOLS TO GET YOU STARTED

STARTING AN ETSY BUSINESS FOR DUMMIES



## FREELANCE WRITING

If you enjoy writing, or you know a lot about a specialist subject, you could consider freelancing. There are plenty of publications, both traditional and online, that are looking for written content.

## SELL YOUR CREATIVE SERVICES

You can offer all sorts of creative services on Fiverr.com: graphic or web design, voiceover work, video or text editing, content creation – if you can do it, chances are somebody wants it done.

FIVERR.COM





# DO ODD JOBS

## MOW THAT GUY'S LAWN

Just like Fiverr, Craigslist is a Mecca for odd-job ideas. Do someone's gardening and get some fresh air and exercise in the process – it's great for the creative brain!

CRAIGSLIST.COM



## HOUSE CLEANING SERVICE



Creative types seem to fall into two camps – super-messy and super-organized. If you're one of those who relaxes by alphabetizing their band t-shirts, you could take on the house of someone whose clothes are usually hung on the floor.

## *Become a* VIRTUAL ASSISTANT

People don't just need help organizing their homes; they also need help with their businesses. You could become a part-time virtual assistant, finding clients who need you to work in the hours that work for you.

FANCYHANDS

## *Help others with* SOCIAL MEDIA MANAGEMENT

If you've done any SMA courses, chances are you now know far more about social media than the average person, and even some professionals!



# SIT FOR IT

## BABYSITTING

Life is busy. People need babysitters. If you babysit at night, you can even double the effectiveness of your time by getting on with your own work or education after the kids are asleep.

## HOUSESITTING

They say a change is as good as a holiday—right? And once people know that you can be trusted to look after their homes, word will get around.

## PET-SITTING

And then there are people's fur babies...

TOOLS TO GET YOU STARTED

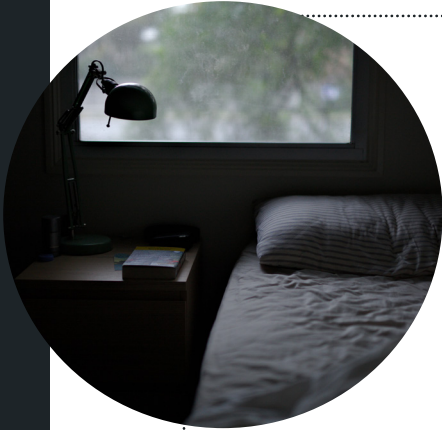
[ROVER](#)

[CARE.COM](#)

# BECOME PART OF THE TOURISM INDUSTRY

## RENT OUT AN EXTRA ROOM

Got an extra room but don't want to deal with a full-time roommate taking up space on the sofa and eating all your Cheese Balls? Airbnb has become hugely popular and gives you a lot of control.



## CREATE PERSONALIZED EXPERIENCES FOR TRAVELERS

Fancy yourself a tour guide? **VAYABLE** is a website that allows you to offer personalized tours to travelers coming to your home town.

VAYABLE



## RIDE-SHARE ON THE WEEKENDS

SideCar, Lyft, Uber – this idea is becoming more and more popular, and you can choose your hours.



# GIVE YOUR OPINION

## BE PART OF A FOCUS GROUP

Researchers are always looking for people to take part in focus groups. It can be really interesting work – and they pay!

[FINDFOCUSGROUPS.COM](http://FINDFOCUSGROUPS.COM)

## TEST WEBSITES

Companies like [USER TESTING](#) offer \$10 a pop to try out new websites and give your opinion on their user-friendliness.

[USER TESTING](#)

## DON'T FORGET THE CLASSICS

### COLLECT BOTTLES

We do this with our kids, and they can make \$30 in one shot!



### CHECK YOUR COUCH CUSHIONS FOR CASH

You just know those pesky house elves have been hiding a pile of coins beneath the cushions! Of course, you can always put your skills as a musician to work for you.



# TEACH

## TEACHING

Teaching is great because you don't necessarily need qualifications and you can arrange your class times to suit you. You can even give lessons over Skype – that's how I take my vocal lessons.

## TAKELESSONS

## TEACHING PROGRAMS

If you have music-related skills other than actually playing your instruments or singing, you can teach those, as well. People don't have much time and are looking to learn things quickly, or just learn the specific thing they want to do. If you know Pro Tools, for example, or another program or app, there is always someone who'll pay for that knowledge.



# MAKE 'EM DANCE FOR IT

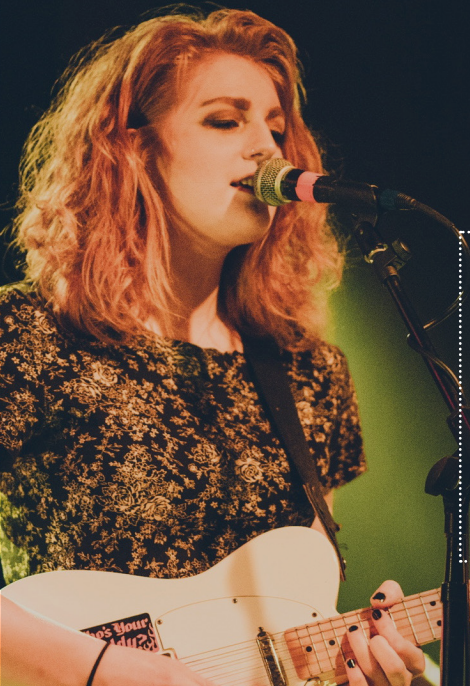
## BUSKING

Busking is a time-honored tradition, but, like everything these days, there's also a newfangled way to do it digitally!

TOOLS TO GET YOU STARTED

[STREETJELLY](#)

[BUSKERONLINE](#)



## HOUSE CONCERTS

Friends having a party? Well, hey, you just happen to know a great band! And with SMA training, you'll know how to promote it!

## WEDDINGS, PARTIES, ANYTHING

Get together a solid repertoire of covers and play at weddings or corporate events. You could even throw in one or two originals and see if anybody notices.



## PERFORMING LIVE ONLINE

Going to gigs is so last century!  
Far better to watch a live show on  
Facebook, Twitter, Instagram or  
YouTube from the comfort of your  
own home. How do you make  
money playing live shows online?  
Use Digital Tip Jar:

DIGITALTIPJAR



When I was starting out, I realized that “where there’s a will, there’s a way,” and I invested heavily into making my music career happen. I invested into my knowledge, my skills and ultimately my future, and I saw the rewards come back to me. You will, too!

**XOX, Leah McHenry**  
Savvy Musician Academy

