

WHAT REALLY MAKES MONEY

An Independent Review of Business Opportunities & Money-Making Enterprises

How to Make a Great Side Income From Anti-Anxiety, Virtual Assisting, Etsy... and Dirty Laundry!

Dear Friend,

The International Monetary Fund (IMF) has issued a stark warning: the UK economy is predicted to contract this year, and the cost of living crisis shows no signs of immediate relief.

If you have worries and concerns about your financial future, I completely understand. It’s a challenging time, to say the least, but now more than ever, we must embrace the opportunities that lie before us.

In this issue of *What Really Makes Money*, I’m going to reveal how an epidemic of anxiety in the UK, caused by economic stress, has created a powerful trend. As you’ll see, this is something you could tap into, developing products and services that help people feel better during this crisis – and earn yourself some much-needed income at the same time.

It includes three side income plans that you could set up in the next month to start generating an income over the summer. One is a part-time freelance gig assisting online businesses stay organised that you can adapt to your existing skills, experience and level of free time.

The second idea harnesses the power of AI to create an unlimited range of passive income digital products, without needing to come up with ideas, plan, write or design them yourself. These products tap into the

anxiety trend because they help people manage their time, money and health.

The third idea is a very quick cash opp for whenever you need a little extra money to take off the pressure – and it helps other people get rid of a nagging daily chore.

You could pick one of these ideas, or combine all of them. By setting them up now, you could eradicate some of your own financial stress and be perfectly positioned for next year’s predicted economic upturn.

Last month, the IMF’s economic counsellor, Pierre-Olivier Gourinchas, said *“Our overall assessment is that this is going to be a challenging year for the UK but growth is going to increase in 2024.”*

But if you want to catch that wave, you should get yourself prepared now.

Trend Analysis

The Anti-Anxiety Boom



Four Proven Ways to Help Others and Earn a Great Extra Income - Ethically!

This week, I was in my local supermarket, walking past the magazine rack, when I saw a title dedicated entirely to ‘anti-anxiety’.

For this to be on the shelf of a supermarket is very

please turn over...

The Anxiety Boom

Four proven ways to help others and earn a great extra income-ethically1

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revealing about the current state of the nation's mental health.

And it highlights a powerful trend right now that could be profitable for you.

Why the UK is Becoming More Stressed

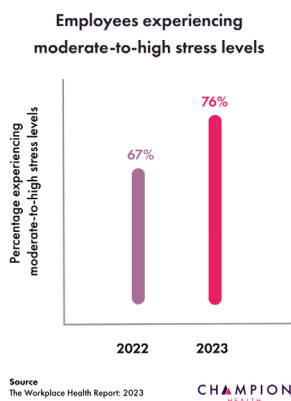
The past decade has seen an unprecedented blend of crises, from climate change and the COVID-19 pandemic to international instability and the soaring cost of living. Social media and a constant news cycle bombards us with worrying information, adding fuel to the fire.

Research by the British Journal of Psychiatry has shown that stress and anxiety have 'exploded' over the last 10 years, and trebled among young people over the past 20 years.

This month marked the UK's Mental Health Awareness Week (15th to 21st May) which was on the theme of 'anxiety'. The organisers, the Mental Health Foundation, decided upon this theme because a recent poll found that:

- » One in 10 (10%) of UK adults felt hopeless about their financial circumstances.
- » More than one-third (34%) felt anxious.
- » Almost three in 10 (29%) felt stressed in the last month.

In a separate 2023 survey the most commonly-cited cause of stress was work, with 76% of responders saying that they frequently feel it (Champion Health). Just look at how much that has jumped in one year:



(from <https://championhealth.co.uk/insights/stress-statistics>)

However, despite this troubling state of affairs, there is an opportunity for you to create a home enterprise

that helps people find solace in self-soothing, escapism, self-expression, and better connection with others.

Finding Your Anxiety Niche

Anxiety is a very broad category, so it can feel overwhelming to decide where to focus your attention. The key is to think about a niche, like one of the following:

1. Mindfulness and Meditation
2. Nutrition and Diet
3. Sleep and Insomnia
4. Yoga
5. Art / Music Therapy
6. Aromatherapy
7. Herbal and Natural Remedies
8. Stress Relief (through Physical Exercise / Gardening /Relaxation Strategies)
9. Technology and Apps
10. Improving and organising personal finances
11. Time Management (at work, or home, or balancing both)
12. Anxiety Support for Specific Disorders (e.g., Generalized Anxiety Disorder, Panic Disorder, Social Anxiety, etc.)
13. Specific therapeutic approaches, including Cognitive Behavioural Therapy (CBT), Acceptance and Commitment Therapy (ACT), Dialectical Behaviour Therapy (DBT), Emotional Freedom Technique (EFT)

You could also think about specific groups:

1. **Students:** High school and university students facing academic stress and performance anxiety. You could also target their parents as they are more likely to be seeking solutions on their behalf.
2. **Professionals:** Corporate employees dealing with work-related stress, burnout, and performance anxiety.
3. **Freelancers and Entrepreneurs:** Facing the uncertainties and pressures of running their own businesses.
4. **New Parents:** Those adjusting to the pressures and uncertainties of parenthood.
5. **Pregnant Women:** Those experiencing prenatal or postpartum anxiety.
6. **Elderly Individuals:** Seniors coping with anxiety related to ageing, health, or isolation.
7. **Individuals with Chronic Illnesses:** People

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dealing with anxiety related to their health conditions or treatments.

8. **People in High-stress Jobs:** E.g., firefighters, emergency responders, doctors, nurses, and other healthcare workers.
9. **Caregivers:** Those who care for the sick or elderly, often facing high levels of stress and anxiety.
10. **People with Social Anxiety:** Individuals who find social interactions to be anxiety-provoking.
11. **People Undergoing Major Life Changes:** Such as divorce, moving, job change, etc.
12. **Individuals with Generalized Anxiety Disorder (GAD):** People diagnosed with GAD experiencing excessive, long-lasting anxiety and worry about non-specific life events, situations, and objects.
13. **People with Panic Disorder:** Individuals who experience recurring unexpected panic attacks.
14. **People with Specific Phobias:** Individuals who have an excessive or unreasonable fear of specific objects, circumstances, or situations.
15. **People with Obsessive-Compulsive Disorder (OCD):** Individuals who suffer from persistent, unwanted thoughts (obsessions) or repetitive behaviours (compulsions) that they cannot control.

Remember, each of these groups has unique needs and will respond to different types of products and marketing messages. It's essential to deeply understand the specific challenges and desires of the niche you choose to target.

Products and Services That Tap Into the Anxiety Boom

1. Information products:

You could create an information product or service that targets one of the anxiety niches, aimed at a specific target customer group, giving them tips, advice, resources and community support.

Create an Online Course

Put together a digital course that teaches mindfulness, meditation, stress management, time-management or other coping techniques.

It could focus on one narrow aspect or strategy (a 'spotlight course'), give an overview of the essentials ('quick start') or if you have enough life experience in this area you could create a multi-faceted modular course ('signature course').

TIP: You can get the Chat GPT AI tool to help you plan out the modules, write the content and research the information for you.

Ideas include:

- **Mindfulness for Parents:** A course that teaches parents how to incorporate mindfulness practices into their daily lives and model these techniques for their children to create a more peaceful and stress-free home environment.
- **Stress Management for Remote Workers:** A course designed specifically for remote workers, covering stress-reduction techniques and work-life balance strategies tailored to the unique challenges of working from home.
- **Time Management for Creative Professionals:** A course that offers time-management tips and strategies tailored to the needs of creative professionals, such as artists, writers, or designers, to help reduce stress and boost productivity.
- **Journaling for Anxiety Relief:** A focused course that explores journaling techniques specifically designed to help individuals manage anxiety, with prompts and exercises to support personal exploration and self-discovery.
- **Desk Yoga for Office Workers:** A course that teaches simple yoga stretches and poses that can be done at a desk or in an office setting to help alleviate stress and tension throughout the workday.
- **The Science of Sleep:** A course that explores the importance of sleep for mental well-being and teaches practical strategies for improving sleep quality, such as establishing a bedtime routine and optimising the sleep environment, to help reduce stress and anxiety.
- **Building Emotional Resilience:** A course that teaches participants how to develop emotional resilience, including recognising and managing stress triggers, cultivating positive thinking, and building a support network, to better cope with life's challenges.
- **30 Days to Better Time Management:** A step-by-step course that offers daily time management tips and exercises to help participants develop more efficient routines, overcome procrastination, and reduce stress.
- **Overcoming Perfectionism:** A course designed to help participants identify perfectionist tendencies, understand their impact on stress and anxiety, and learn strategies for adopting a more balanced and realistic approach to life.
- **Mindful Cooking for Stress Reduction:** A course that combines mindful eating principles with cooking techniques, teaching participants how to create nourishing meals and savour the experience of cooking and eating as a form of stress relief.

Use AI to Create an eBook

In a recent *WRMM* I showed you how to create your own ‘how to’ eBook, using AI to help you write it. You could create one (or more) based around anxiety.

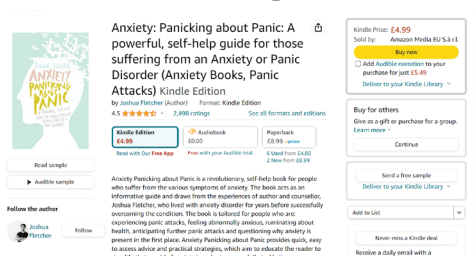
According to a survey by data company ZonGuru, on average, self-published writers on Kindle make around £120 per month ‘on the lower end’ to more than £16,000 per month on the higher end.

Let’s take the lower figure and say you make an average of just £120 per eBook per month...

After commissions, that would typically mean selling around 60 eBooks per month or around 15 per week. And let’s say that you price each eBook at £2.99 – after Amazon’s fees you’d make around £2.00 per sale.

Over a year that one eBook could provide you with a potential £1,440 in passive income. You could easily identify multiple different angles and audiences and produce multiple eBooks to add to your earnings.

Examples of popular titles include *The Stress-Proof Brain* by Melanie Greenberg, *The Anxiety and Phobia Workbook* by Edmund J. Bourne, *Feeling Good: The New Mood Therapy* by David D. Burns. *The Power of Now* by Eckhart Tolle. A current hot seller on Amazon right now is this one, all about panic attacks.



For information on creating an eBooks and other info products, please look at *WRMM* Feb 2023.

Or for a full, start-to-finish course on creating eBooks with AI, including my own prompts, templates and marketing strategy please go to prompt2profit.com/ recommended

Start Your Own ‘Info Hub’

You could create a blog, email newsletter and online community using Facebook to gather people with anxiety and stress, then offer them tips, ideas, resources and advice.

You can monetise your content through advertising, affiliate marketing and sponsored posts, or by selling digital products such as eBooks and online courses (your own, or those by other people.).

For information on how to do this, please refer to the following issues of *WRMM*: Octobe2 2020 and look for the bonus ‘Info Hub’ download.

2. Stress Relief and Self-Care Products on Amazon

You could import products related to anxiety and stress

from overseas wholesalers, and then sell them on Amazon.

- » **Weighted blankets** – Blankets with evenly distributed weight that help improve relaxation and sleep quality.
- » **Aromatherapy diffusers** – Devices that disperse essential oils into the air for stress relief and relaxation.
- » **Essential oils** – Pure oils such as lavender, chamomile, and peppermint used for relaxation and stress relief.
- » **Massage tools** – Like foam rollers, massage balls, and handheld massagers to help release muscle tension and promote relaxation.
- » **Stress balls** – Small, squeezable items that can help relieve tension and stress through tactile stimulation.
- » **Acupressure mats** – Mats with raised points that stimulate pressure points on the body, promoting relaxation and stress relief.
- » **Sleep masks** – Eye masks designed to block out light and improve sleep quality.
- » **White noise machines** – Devices that produce soothing background sounds to help promote relaxation and improve sleep quality.
- » **Relaxation teas** – Herbal tea blends containing ingredients like chamomile, valerian root, and passionflower, known for their calming effects.
- » **Anti-anxiety supplements** – Natural supplements containing ingredients such as ashwagandha, L-theanine, and magnesium, which may help reduce anxiety and stress.
- » **Fidget toys** – Small, handheld gadgets like fidget spinners or fidget cubes that can help alleviate stress and anxiety through tactile stimulation.
- » **Yoga accessories** – Products like yoga mats, bolsters, and straps that can be used for practising yoga.
- » **Journaling and gratitude notebooks** – Notebooks designed for writing thoughts, feelings, and daily ‘gratitudes’, which can help process emotions and reduce stress.
- » **Incense and incense burners** – Aromatic sticks or cones used to create a calming atmosphere and promote relaxation.
- » **Himalayan salt lamps** – Decorative lamps made from pink salt crystals that emit a soft, warm glow, believed to help promote relaxation and reduce stress.

To find these products, search the following overseas wholesalers.

- Alibaba.com
- AliExpress.com

- DHgate.com
- IndiaMART.com
- TradeKey.com

Make sure you check the price of similar products on Amazon so that you have a guaranteed profit margin, and include any costs and commissions in your calculations before you place an order.

3. Anxiety and Stress Subscription Box Service

You could bundle your products into a subscription box. For more information see *WRMM* March 2017: 'How to Set Up Your Own Thriving Subscription Business in 6 Steps' and also *WRMM* April 2021: 'Box Businesses are Booming! How to Profit from Subscription Bundles'.

Here are some ideas:

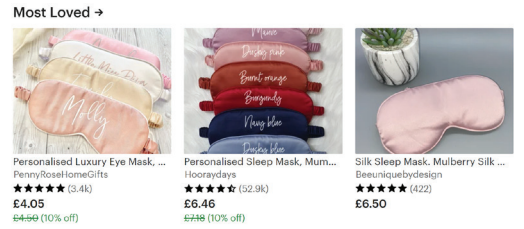
- **Mindfulness and Wellness Box:** Include guided meditation CDs or audio downloads, aromatherapy products, mindfulness books or journals, and relaxation teas.
- **Art Therapy Box:** Curate a selection of colouring books, sketchbooks, art supplies, and instructional guides to help customers explore their creativity as a means of stress relief.
- **Self-Care Box:** A mix of bath and body products, skincare items, candles, and other self-care essentials to encourage relaxation.
- **Stress Relief Gadgets Box:** A selection of stress-relief toys and gadgets, such as fidget spinners, stress balls, and sensory items.
- **Personal Development Box:** Self-help books, motivational quotes, goal-setting tools, and productivity accessories.
- **Home Spa Box:** Luxurious bath products, scented candles, bathrobes or towels, and facial masks to help customers create a spa-like experience in their own homes.
- **Gardening Box:** A selection of seeds, gardening tools, gloves, and instructional materials to encourage customers to relax through gardening and a better connection with nature.

4. Create Your Own Etsy/Amazon product

If you have some creative skills then you could consider making your own physical product to sell on Etsy and Amazon.

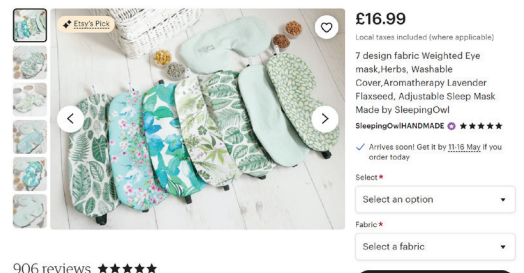
Here are some of the current hot sellers:

1. Sleep masks – These help people block out light and get better sleep during anxious times. They are hugely popular as you can see by these examples below:

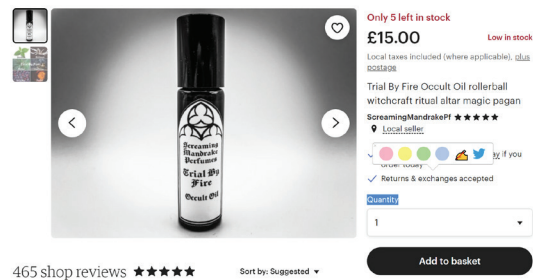


You can make these masks using three layers of materials: soft fabric, such as satin, silk, or cotton for the outer layer. Light-blocking fabric (blackout lining or thicker cotton) for the inner layer. Then another soft fabric like cotton flannel for the layer that touches the skin.

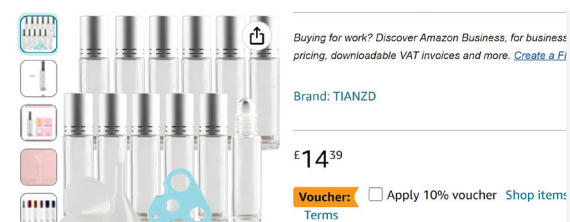
2. Weighted eye masks – These can be the same sleep masks, but with a filling, such as rice, millet, flax seeds, beads, or small plastic pellets. They provide soothing deep pressure stimulation to help reduce anxiety. Here's an example:



3. Essential oil rollerballs – A small glass container with a rolling ball applicator, used for applying essential oils to the skin. Making your own is simple and requires just a few materials: empty rollerball bottles, carrier oil (coconut oil, sweet almond oil, or jojoba oil) and essential oils of your choice. I would focus on oils that promote serenity, calm and peace. Typically, a 10ml rollerball bottle requires around 5-15 drops of essential oil for a 1-3% dilution.



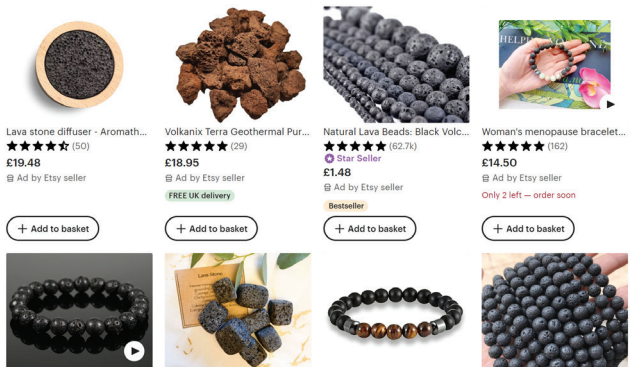
You can get the bottles for your rollerballs cheaply on Amazon – these ones are 12 for £14.39.



4. Wax melts – These remain popular, and you can

find more about how to create your own in For more information see *WRMM* August 2021: ‘How to Make £2 Million using a Phone App & Some Smelly Wax.’

5. Lava stones – These are also known as lava beads or volcanic rock beads. These porous stones are formed from cooled molten lava. They are lightweight with a textured surface filled with tiny holes and crevices. They’re popular in jewellery-making and for essential oil diffusers, as their porousness allows them to absorb and hold essential oils, slowly releasing the scent throughout the day.



Etsy Digital Products

If you aren't a crafter, then you can still create your own products if you go the digital route. These take the form of files that people can download and print out at home. For more information see *WRMM* October 2022: ‘INCOME STACKING: How to Earn Multiple Income Streams from Digital ‘Micro Products.’

You could create:

- » **Affirmation cards** with positive and encouraging messages that users can display or carry with them for stress relief and motivation. Or you could give them cards with tips and advice like this:



- » **Inspirational quote art:** Create wall art, posters, or prints featuring uplifting and motivational quotes.
- » **Mindfulness journals:** Create journals with prompts for daily gratitude, reflection, or goal-setting to help users manage stress and cultivate mindfulness.
- » **Time management tools:** Design and create

printable or physical planners, calendars, or to-do lists that help users better organise their time and tasks, reducing stress and improving productivity. (For details on how to do this, please see the article later in this issue).

Summary

By leveraging the prevailing anxiety trend, you can help others cope better in these difficult times, while also generating extra income to ease your own financial worries.

Side Gig Blueprint

The Virtual Assistant Income Plan

How to Make £1,200-£2,400 per Month, Part Time, Helping Online Businesses Get Organised



Here's a great part-time freelance gig that you can run from your home computer for very little upfront investment.

A Virtual Assistant (VA) provides administrative, technical, or creative assistance to clients remotely. To become one, all you need is some basic communication, organisation and time skills.

Here are some examples of the kind of work you could offer:

1. **Assisting clients with personal tasks**, such as making reservations, online shopping, or sending gifts.
2. **Entering, updating, and organising data** in spreadsheets, databases, or other software.
3. **Sorting, organizing, and responding to emails.**
4. **Scheduling appointments, meetings, and events**, as well as managing and updating your client's calendar.
5. **Researching and booking travel accommodations**, such as flights, hotels, and transportation, for your clients.
6. **Conducting research on various topics**, finding relevant articles, industry news, or competitor information.
7. **Formatting and proofreading documents**, such as reports, presentations, or proposals.
8. **Keeping track of your client's social media accounts**, responding to comments or messages.
9. **Drafting simple social media posts, blog articles, or newsletter content** based on your client's requirements.

10. **Responding to customer inquiries via email or chat**, managing support tickets, and providing basic assistance to customers.

However, if you have experience or skills in things like social media management, content creation, or basic graphic design, you could offer more specialised and advanced services like these:

1. **Managing social media accounts**, including scheduling posts, monitoring engagement, and developing social media strategies.
2. **Managing email campaigns**, including newsletter broadcast, segmentation, and performance tracking.
3. **Writing blog posts, articles, website content, product descriptions, or ad copy** that engages readers and drives conversions.
4. **Conducting keyword research, optimising website content, and developing backlink strategies** to improve search engine rankings.
5. **Setting up advertising campaigns** on platforms like Google Ads, Facebook Ads, or Instagram Ads.
6. **Making graphics for websites, social media and marketing materials.**
7. **Overseeing projects**, coordinating with team members, and ensuring projects are completed on time and within budget.
8. **Managing clients' bookkeeping, invoicing, and expense tracking**, or assisting with budget planning.

By offering these higher-demand services as a VA, you can potentially build a very lucrative side-business.

If you lack these skills, you could opt for an affordable course on Udemy to gain knowledge about things like data entry, customer service, project management, and email marketing. You can quickly learn about Microsoft Office, Google Workspace, and project management software like Trello or Asana.

You could also recruit your OWN virtual assistant to help you for free.

Getting AI to Help You Run Your VA Side Gig

You can use ChatGPT to support your work, saving you time and helping you carry out tasks you are not particularly skilled in. ChatGPT can help you:

- » **Optimise your schedule**, prioritise tasks, and set reminders to ensure you stay on top of your workload.
- » **Create invoice templates, draft payment reminders**, or provide suggestions for expense tracking methods.

- » **Draft responses to customer inquiries, create follow-up emails**, or generate ideas for improving customer satisfaction.
- » **Draft project updates, reminders, or create to-do lists** to help you stay organised and on top of your tasks.
- » **Brainstorm, plan and then draft social media posts, blog articles, and email content.**
- » **Provide grammar and spell-checking**, ensuring your documents are polished and professional.
- » **Create compelling email subject lines, draft newsletter content**, or provide ideas for email campaigns.
- » **Generate design concepts**, colour scheme ideas, or suggestions for visual elements.

So don't be put off by a lack of experience, time and skill. Thanks to AI it's easier to become a VA than ever before.

Finding Your VA niche

I recommend you begin by focusing on a specific niche to stand out from the competition and target clients more effectively. Here are five profitable angles to explore:

- » **E-commerce Assistant:** Offer services tailored to online retailers and e-commerce businesses, such as product listing, inventory management, order processing, customer service, and social media management.
- » **Property Assistant:** Help estate agents and property management companies with tasks like managing listings, scheduling appointments, handling email inquiries, coordinating property viewings, and managing social media accounts.
- » **Social Media Assistant:** Specialise in managing clients' social media accounts, including content creation, scheduling posts, monitoring engagement, responding to comments, and developing social media strategies to grow their online presence.
- » **Content Creator Assistant:** Focus on assisting bloggers, digital marketers, and businesses with content-related tasks, including writing blog posts, creating newsletters, proofreading and editing, managing content calendars, and conducting keyword research for SEO optimisation.
- » **Online Course Creation Assistant:** Help online course creators and instructors by managing their course platforms, handling administrative tasks, creating marketing materials, managing social media promotion, and providing customer support for students.

Examples

To give you an idea, these highly successful VAs

provide a variety of services to their clients:

1. **Joe Dale** – DaleOffice.co.uk – a company offering Virtual Assistant services, along with office furniture and office design services. Joe’s company provides a wide range of support services, such as administration, customer service, and project management.
2. **Lee Cullen** – uk.linkedin.com/in/lee-cullen-nobrainier – a Virtual Assistant who specializes in providing support services to small businesses and entrepreneurs. His services include project management, social media management and event planning.
3. **Michelle Dowsett** – VirtualHand.co.uk – a company that provides a wide range of services, including administration, project management, and events.
4. **Catherine Gladwyn** – Delegateva.co.uk – a Virtual Assistant service that specialises in helping clients with administration tasks, social media management, and other support services.

Advertising Your Services

To find VA work, you can use these platforms:

- » Upwork: Upwork.com
- » PeoplePerHour: Peopleperhour.com
- » Freelancer: Freelancer.co.uk

Make sure your profile is fully filled out. Highlight your skills, experience, and what sets you apart from others. Use a high-quality, professional profile picture.

Clearly outline what services you will provide in your gig. Be specific about the tasks you can handle as a VA such as data entry, email management, scheduling, customer service, etc.

Research what other successful VA freelancers are charging and competitively price your services. You might need to start with lower rates to get initial reviews and ratings, then gradually increase your price as you build a reputation.

Offer different packages for different levels of service. For example, basic, standard, and premium packages with varying services and prices can attract a wider range of clients.

Don’t just wait for clients to come to you. Apply for jobs that match your skills on the platform’s job board. Respond quickly to any inquiries or messages you receive. This shows that you are reliable and easy to communicate with.

After completing a job, kindly ask your client to leave a review. Positive reviews can boost your visibility on the platform and attract more clients.

To find more clients I also recommend creating a

LinkedIn profile to show off your previous jobs and successes. Optionally, you could join social media groups, forums, and online communities related to virtual assistance to network, learn from experienced VAs, and find potential clients.

Advantages

- » **Flexible schedule:** Work on your own terms, setting your hours and choosing projects that suit your preferences.
- » **Remote work:** Operate from the comfort of your home or any location with a stable internet connection.
- » **Diverse opportunities:** Explore various industries and tasks, enabling you to learn new skills and avoid monotony.
- » **Scalability:** As you gain experience, you can increase your rates, expand your services, and potentially grow your VA business.

Disadvantages

As a freelancer, your income may fluctuate based on the number and type of projects you secure. The virtual assistant market can be competitive, making it essential to differentiate yourself. Balancing multiple clients and projects can be tricky.

Upfront investment

You might need to invest in a bit of training to fill in any missing skills. The majority of Udemy courses typically fall between £10 and £200 (\$13 and \$260). They often offer discounts and promotions, which can reduce the cost significantly, sometimes by as much as 80-90%.

Earning Potential

VAs typically charge between £15 and £30 per hour, but rates can vary depending on your skills, experience, and the complexity of the tasks. Research the market to determine competitive pricing for your services. As a beginner, you may need to charge lower rates to attract clients and build your reputation. Over time, as you gain experience and improve your skills, you can increase your rates accordingly.

Assuming a 20-hour work week, you could earn £300 to £600 per week, or £1,200 to £2,400 per month.

Ideal For:

Anyone who is organised, happy to get on with digital tasks and get to grips with some basic tools and platforms.

Contacts/Resources/Training

SocietyofVirtualAssistants.co.uk (SVA) – UK’s largest organization for VAs, offering resources, advice,

and networking opportunities.

TheVAHandbook.com – A comprehensive resource for aspiring VAs, with guides, tips, and templates.

How to be a Virtual Assistant by Catherine Gladwyn provides practical guidance for aspiring VAs.

Vact.co.uk – Virtual Assistant Coaching and Training Company, offering courses, coaching, and resources to help you build a successful VA business.

Google Workspace (workspace.google.com) – A suite of productivity tools, including Gmail, Google Calendar, and Google Drive, which are commonly used by VAs.

LinkedIn.com/Learning – Access a wide range of courses to improve your skills and increase your employability as a VA.

Udemy.com – Online platform with numerous courses to help develop your skills in various areas related to virtual assistance.

Coursera.org – Another online learning platform offering courses and certifications in various fields relevant to virtual assistance.

Trello.com – Project management tool to help you organise your tasks and communicate with clients effectively.

Asana.com – Another project management tool to streamline your workflow and improve client collaboration.

These resources can help you learn more about the VA industry, develop your skills, connect with other professionals, and find job opportunities as a UK-based online Virtual Assistant.

Earn a Passive Income From Etsy Printable Planners



Use A.I to Make £6K-£30K a Year Helping People Manage their Time & Money

In the October 2022 issue, I introduced the idea of selling digital products on Etsy. I revealed how people are making £6,000, £25,000 and even £30,000 per year from downloadable products they create just once, and which generate a passive income, month after month. For example...

- » One Etsy seller uploaded their first product in August 2022. By April 2023, they'd made 5,615

sales – roughly between £21,617 turnover and £30,826 turnover in just eight months.

- » Another seller has generated between £6,000 and £10,000+ in passive income from 3,455 sales.
- » While another has made 29,000 sales in 13 months making \$30,562 (around £24,568).

This month, I am going to show you a way to make this process easier, and much, much faster, using artificial intelligence. And to make this even simpler again, I'm going to show you ONE kind of product that's popular right now because it taps into the anxiety trend by helping people organise their time, money and health. What's more, it's perfectly suited to AI.

First, I recommend you take a look at *WRMM* October 2022: **INCOME STACKING THE LAZY WAY: Earn Multiple Income Streams From Digital 'Micro Products' Without Your Own Website, Customer List or Marketing.** This will give you the essential background and product ideas.

However, I recommend the following as your first digital download product,

AI Product Recommendation: Digital Planner

For this quick cash idea, I recommend you focus on digital planners. These are electronic versions of a paper planner or personal organiser, designed to help people manage their time, tasks and goals. They include features like calendars, to-do lists, habit trackers, goal-setting worksheets and other useful tools.

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



Here's another one for decluttering and home organisation:



Planners have become one of the best digital products to sell on Etsy for several reasons:

- » **Growing demand for digital planning tools:** With the increasing use of smartphones, tablets and

digital note-taking apps, more people are turning to digital planners that they can use on their devices.

- » **Customisation:** Digital planners allow sellers to create unique designs and layouts that cater to specific niches, interests and planning styles.
- » **Eco-friendly and cost-effective:** Digital planners are environmentally friendly, as they reduce paper waste and don't require physical shipping. This aspect appeals to environmentally conscious consumers.
- » **Low cost:** Once a digital planner template is created, it can be sold multiple times without any ongoing production costs.
- » **Low barriers to entry:** Creating digital planners doesn't require a large upfront investment or specialised equipment. All you need is Canva for the templates and that's all the costs involved. You can create and market these products on Etsy without needing your own website or customer base.
- » **Passive income potential:** Once a planner is listed on Etsy, it can generate passive income for you, as the same digital file can be sold repeatedly without additional effort.

Thanks to AI, the process is now quick and easy, even for someone with no experience or skills in design and writing.

To access AI, Google 'ChatGPT' or go to Chat. OpenAI.com

Step One – Pick Your Niche

There are three categories of planner I recommend you look at:

- » **Self Improvement** – Customers could be anything from busy working parents, to students, to hobbyists, to ordinary people struggling with issues like debt, adult ADHD, or relationship problems.
- » **Health and Fitness** – For people who want to achieve big healthy goals, like losing weight, getting fit, eating a more nutritious diet, tackling chronic pain or giving up alcohol, sugar, carbs and fat.
- » **Entrepreneurship** – Aimed at anyone trying to set up or run an enterprise, full-time or part-time. It could be a home business, side gig, small business, a department in a company, a freelance job or sole trading.

Within those three categories, you need to find a niche. You can get ChatGPT to help you by using this prompt: 'Act as my Etsy researcher. I need you to give me as many niches as possible for digital planners in the area of [category], aimed at [target audience].'

Step Two – Target a Customer

Ask ChatGPT to create a marketing profile of your

target customer. For example:

'Act as my marketing researcher. I want to create an Etsy digital planner in the niche of stress and anxiety management aimed at busy home entrepreneurs. Give me an emotional profile of the target customer and list their specific goals, needs, problems, fears and desires.'

It will then provide a full analysis of your customer's needs.

Step Three – Create the Content

Now ask it: 'Outline for me in detail a digital planner I can create for this customer.'

You'll see something like this appear: *Title: Serenity Planner: Stress and Anxiety Management for Busy Home Entrepreneurs*

It will include a description like this: *The Serenity Planner is designed to help busy home entrepreneurs effectively manage stress and anxiety while juggling their business and personal lives. With a focus on organisation, time management, mindfulness, and self-care, this planner empowers users to achieve a balanced and fulfilling life.*

And it will also give you a full list of the features of your planner, with details of what goes in each, including monthly, weekly, and daily planning pages, a journal, trackers, time management and productivity tools, resources and tips.

Step Four – Create the Content

Now ask ChatGPT to create for you each element of the planner, in turn. Eg:

'Act as my writer and create the following feature: Monthly, Weekly, and Daily Goal Setting: Space for setting monthly, weekly, and daily goals related to assertiveness, decision-making, and personal growth / reflection. Include guided prompts to review progress and identify areas for improvement / encouragement to celebrate small victories and achievements.'

The AI will now produce the copy for that first element for you.

You also need it to come up with relevant charts and tables that you can add in the (later) design stage. If possible use Chat GPT-4 for this, as it can produce actual tables for you – but don't worry if you're using the basic version, as you can always create one in Canva (more on that in the next step.)

Once you have created a section, move onto the next one!

Step Five – Layout and Production

To design your digital planner, I recommend Canva [Canva.com/en_gb](https://www.canva.com/en_gb). It offers a range of pre-designed templates, including:

- Planners
- Workbooks
- To-Do Lists
- Calendars
- Budget Worksheets
- Chore Charts
- Cards
- Data Sheets

Once you select a template, you can customise it by changing the colours, fonts, and images.

Step Six – Create a Listing

When your product is ready, get AI to create a listing for you by providing it with the title and description for your digital planner. Then give it this prompt: **PROMPT:** Create for me an Etsy listing for my digital planner: [title + description]

Summary

Thanks to AI, you can create unlimited numbers of planners without any knowledge, experience or writing skills – with the potential to create dozens of potentially profitable digital assets within weeks!

If you would like to know more about using ChatGPT to create these planners, I have created a new product that shows you everything you need to know, including a marketing plan, strategies for advertising using AI, and my own Canva templates for the essential elements. Not only that, but it will show you how to create a whole range of products to sell on Esty, Amazon and other online platforms.

To take up risk-free trial of Prompt 2 Profit, please go this webpage: prompt2profit.com/recommended.

Quick Cash Ap

Can You Really Earn Up to £1,997 Per Month Doing Other People's Laundry?



In the USA, there's a mobile app called Sudshare, in which people can get their laundry done cheaply, by a local person.

Those who sign up as 'Suders' (clothes washers) can earn money from this as a side gig. An example is Laurie Fulford, a stay-at-home mother of two who earns \$30,000 a year (around £24,000), working 15 to 20 hours a week, doing other people's laundry.

Sounds good right?

Well, unfortunately it's not available in the UK. But you might have come across Washare, a mobile app that claims to provide a cheaper laundry service than

traditional launderettes (as much as half the price).

They say that as long as you have a washing machine and some spare time, you could earn money from home from this.

I was initially excited by this idea as a nice way that anyone could generate a bit of income doing an everyday task in their spare time. However, I scoured review sites and forums to find more information and it doesn't look good.

On Trustpilot many people hate it and give it one star, while all the positive reviews appear to have been written by bots or paid reviewers, as the phrasing in some of them is, frankly, bizarre. Their Facebook Page has been inactive for a few years and it doesn't seem like this has taken off properly at all.

There aren't enough downloads on the app site to make this a viable nationwide service that enough people have heard of. Certainly, if you don't live in a major city, you're unlikely to get enough work.

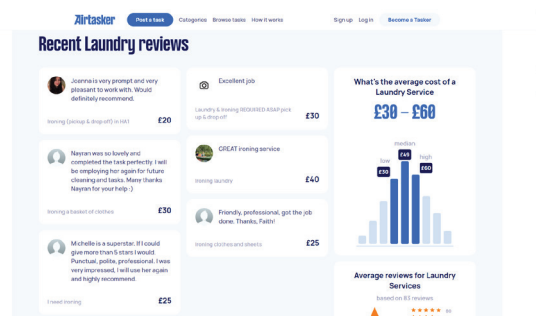
But if you're someone who likes washing and ironing (or at least doesn't mind it) this is still a great idea.

So I want to share some alternatives.

First, if you live in a city, then you could sign up to one of the two main 'task' platforms, AirTasker and TaskRabbit.

AirTasker

This freelance gig platform is a good place to find laundry jobs in major cities. If you go to the following page AirTasker.com/uk/services/laundry-services you will see the average prices and some of the various taskers who are doing these jobs:



You can charge £30-£60 just for ironing.

TaskRabbit

In general, laundry tasks on TaskRabbit UK can pay anywhere from £10 to £30 per hour, although the rates can vary depending on the specifics of the task. You can find the locations where TaskRabbit's operates here: TaskRabbit.co.uk/locations/ Click on each one to find out if they operate laundry services.

Note that both these platforms take commission, which will eat into your earnings.

Also bear in mind that these platforms (at the moment anyway) largely benefit gig workers who live in cities, where there is plenty of demand.

If you live in a small town or out in the countryside, I don't recommend you use either.

Instead, there may be an opportunity for you to set up your own hyper-local laundry business, offering a collect and deliver service.

How to Check if There is Local Demand

The key is to find out if there is a service operating currently in your locale.

Go onto Google and see if you can search 'service wash', 'laundry services'. 'Wash and fold' and 'Laundry pickup and delivery', followed by your town or village.

Next, ask friends and neighbours in your local community, if they know of any laundry services in the area.

You could also check social media platforms like Facebook, Instagram, or Twitter for local laundry services. You can also join local community groups on Facebook and ask for recommendations.

Finally, take a look at local business directories, such as the Yellow Pages or local newspapers.

If there is nothing available, or if what is available looks poor and has bad reviews, then there could be a fantastic opportunity for you here.

How to Set Up Your Hyper-local Laundry

First, set up a Facebook page for your 'pick up and drop off' business. Get on any local community boards to promote it.

Make sure you are clear about:

- » What you offer (specifically which services).
- » Your prices and why they're cheaper than laundrettes.
- » The benefits for the buyer (saves them time, money, stress and hassle).
- » The eco-credentials of a local laundry business.

Use this info to set up a Facebook ad like this:

- » Fed up with the hassles of laundry? We've got you covered!
- » Say hello to [Your Business Name], the leading hyper-local laundry service in [Your Village/Town Name]! We're here to take the load off and give you back your precious time.
- » Why choose us? Here's why!

We're not just your average laundry service – we're your pocket-friendly companion! Our services are 50% cheaper than your local laundrettes, so you can enjoy

clean and fresh clothes without breaking the bank.

- » Don't have the time to drop off your laundry? No worries! We offer free pickup and delivery right at your doorstep. Your convenience is our priority.
- » Love your village and want to keep it green? Our eco-friendly processes ensure that we keep our services as clean as the clothes we return to you!
- » We believe in quality, which is why we guarantee a professional touch for all your garments, ensuring they look as good as new!
- » Join our growing family and transform your laundry day from a chore to a breeze.
- » Click the 'Learn More' button to find out how we can make your life easier or call us now to schedule your first pickup. Let us take care of your dirty laundry so you can take care of what really matters.
- » [Your Business Name] – Making laundry less of a chore and more of a choice.
- » #YourVillageLaundry #SustainableClean #LaundryMadeEasy #DoorstepService

You should also use this same copy to create a flyer that you can print and put through doors, and in the window of any local shops (with permission, of course).

If you want to make sure your advertising reads well, use Chat GPT as your writing and editing tool.

If you start to generate an income from this, it could be worth creating a basic website to give yourself extra findability on Google.

Should there be more demand than you can cope with, you could also recruit other local washers to help you carry out the work, taking a small cut of the profits, which will allow you to expand your operation without doing all that extra labour yourself.

Pros and Cons

This is a great way to earn an income without needing special skills or having to do a lot of technical work. You can do it in the hours that suit you, deciding how much you take on each week.

The downside is that it does take time and effort.

Beware that this is NOT a no start-up cost, no overhead business. Running your washing machine on a daily basis will add to your utility bills – and bear in mind the price of energy at the time of reading this. If you have a smart meter you can work out how much energy a wash uses. But according to 2023 stats from Love2Laundry.com, a typical D-rated machine costs 26p per wash cycle while an A-rated machine costs 16p per cycle.

You will also need to invest in detergent/fabric conditioner, as well as bearing in mind the cost of water. Save some of your profits for equipment maintenance and replacement.