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How to build your first 2 online revenue streams:

(without knowing how to code)

A short ■

1/ Eliminate the "fallacy of expertise"

When you get started, you can't worry about "am I an expert?"

If you do, you'll never get started.

Instead, make a list of your accomplishments, big and small, over the last 2-3 years.

What skills did you learn during this period?

2/ Identify your interests

Inside of the list you just created, will be things you loved doing and hated doing.

Sorry, but misery doesn't scale.

Choose something you built skills in, that you also enjoy doing/talking about/writing about.

This will be your focus.

3/ Find the "you" from 2-3 years ago

Your goal is to find people who are just like you, but much earlier in their journey.

Where do they hang out online? Try places like:

- Reddit
- Twitter

- LinkedIn
- FB Groups

If you can't find them, use tools like [@sparktoro](#) to help.

4/ Create content

Next, it's time to establish credibility.

Here are some easy ways:

- Teardowns
- Tweet threads
- Step-by-step guides

Show the people 2-3 years behind you that you understand their challenges & have solved them before.

This will gain you a small following.

5/ Create a service business

A simple coaching business can be your 1st income stream.

Put up an MVP landing page and use [@stripe](#) to collect payments.

The key? Make the pricing a no-brainer.

You're not looking to get rich here, you're looking to learn. (more on this)

6/ Promote it

It's unlikely you'll get clients just because your business exists.

Instead, find easy ways to promote it.

When your new followers ask you questions, tell them about your coaching business.

When you write content, share a link at the end.

Simple stuff.

7/ Listen for commonalities

This is a key step to creating your 2nd income stream.

Your goal when coaching is to listen for the most common problems of your students.

- Write down every problem you hear
- Dive deeper to understand them
- Keep a running list

This is the gold.

8/ Build a digital product

Your 2nd income stream is your first digital product. Focused on the most common problem above.

Take someone from problem to solution in 45 minutes or less.

Keep it focused.

Single problem → single solution

Price it reasonably to build trust.

9/ Raise your rates

With a lower-priced product, you can now increase your coaching rates.

When people want coaching, you can coach.

When they don't, tell them about your digital product.

You now have an offering for different learning styles and price points.

10/ Set up your systems

- Create useful content
- Drive people to the product
- Upsell 1:1 coaching packages

With this simple system it's only a matter of time before you add a 3rd income stream:

- Consulting
- Community
- Physical products
- Cohort-based coaching

Next?

Get started.

■■■That's the key

If this was helpful, feel free to RT or give me a follow.

I'm building 4, one-person businesses to over \$5M in revenue.

Have any questions? Ask away.

Happy to give out as many helpful tips as I can muster today.

Thanks for reading.