Income Stream Planner

Value first, income second. Start one stream, set it up properly, and check back in three months.

1. CHOOSE MY FIRST ADDITIONAL STREAM

- ☐ Affiliate links — *Now · start anytime*
- ☐ My books — *Now · start anytime*
- ☐ Email list — *Soon · grows in value*
- ☐ Digital product — *Later · once I know needs*
- ☐ Sponsorships — *When brands notice*

My choice: _____ Start date: _____

Why it fits my channel: _____

2. AFFILIATE LINKS

- ☐ Joined a program for a tool or product I actually use
- ☐ Links in descriptions, pinned comments, website posts
- ☐ Mentioned naturally in the video
- ☐ Disclosure in the video AND above the links
- ☐ Branded content setting checked when paid or gifted
- ☐ Amazon: joined only once views are steady
- ☐ Amazon: 3 qualifying sales within 180 days
- ☐ Amazon: required sentence used word for word
- ☐ Amazon: no links in ebooks or printed material
- ☐ Amazon: checked email rules before using links

Description disclosure example: "Some links below are affiliate links. If you buy through them, I may earn a small commission at no extra cost to you."

3. EMAIL LIST

- ☐ Chose a service (WordPress.com newsletter or other)
- ☐ Free resource to offer: _____
- ☐ Signup form on my website
- ☐ Mentioned in videos and descriptions
- ☐ Sending schedule: _____

4. DIGITAL PRODUCT IDEA

Problem viewers keep raising in comments:

_____

Format: guide / template / printable / course

Where I'll sell it: _____

Built from these videos: _____

5. BOOKS & SPONSORSHIP READINESS

- ☐ Single page linking all my books (author page or Books page)
- ☐ Book mentioned in related videos and descriptions
- ☐ Invitation page with channel address or QR code in the book
- ☐ Affiliate links to my books only online, never inside the book
- ☐ Business email in my channel's About section
- ☐ One-page media kit drafted (channel, audience, views)
- ☐ Checked Earn → Creator Partnerships in YouTube Studio
- ☐ Rules: brands I'd recommend anyway, written agreements

6. THREE-MONTH CHECK-IN

Check-in date: _____ Earned from this stream: _____ Ad revenue progress: _____

Keep, change, or add the next stream? _____

Watch out for fake "sponsorship" offers that ask you to download files or sign in to unfamiliar sites.

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