

# 21

# WAYS

TO GET PAID  
TO DO WHAT  
YOU LOVE

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A SIMPLE GUIDE TO MAKING  
MONEY WITH YOUR PASSION

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BY  
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21 Ways to Get Paid to Do What You Love  
by Henri Junttila

This is a sample of the real book. Feel free to spread it far and wide, and if you'd like to know where you can buy the book, jump to the end of this PDF.

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# Introduction

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I know you want to dive right into the material, so I'm going to keep this introduction short. I came to write this book after I started getting the same questions over and over from my readers at WakeUpCloud.com.

There are a lot of books that claim to help you to make money online, but most of them are worthless. While this book won't automatically catapult you into riches, it will show you how you can get started, and what it takes to succeed from an honest and practical perspective.

It will also help you tie together a lot of the information you've already come across. You will find yourself understanding how all of this works, and you will feel clearer about what to do.

This book is about 25,000 words, and heavily edited and rewritten for brevity and simplicity. I could've added more words, but it would've diminished the power of the message.

If you don't know me, my name is Henri Junttila. I started as a professional online poker player at the age of 18. I began trying to make money online at 21, and finally transitioned to making money online full-time at 23. I've never worked a real job in my life, although I did suffer through a few summer jobs in my late teens.

I made the transition to earning money online, primarily with websites, because I wanted to do something fulfilling. I wanted to get paid to do what I love.

I ended up spending over \$10,000 on courses, programs, scams and 1-on-1 coaching, but it got me nowhere. I was frustrated and ready to give up, but I kept going, and eventually I did succeed, which is why you are reading these very words.

Getting paid to follow your passion may have seemed like a dream up until now, and many give up their dreams in exchange for security and comfort. While this might feel good in the short-term, in the long-term it leaves your soul and spirit bored and restless.

This is not an easy path to travel. It requires courage, patience, and persistence, all of which I did not have when I started.

I am just a regular guy, and I believe anyone can live a fulfilling and passionate life if they are willing to put in some honest effort.

I have split this book into four parts to make it easy for you to read and skip to what you are interested in:

1. Platforms
2. Products & Courses
3. Services
4. Miscellaneous

Throughout this book you will find stories and tips from my own experience, so I recommend you read the book from beginning to end to get the most out of it.

This book is designed as an overview of what is possible. It will help you get an idea of where the possibilities are, and what you can do. The examples in the following pages are just examples. Let them open up doors in your mind and inspire you to take action.

If there's anything I've learned while making a living in an unconventional way, it is that action is the key to success. Your fears will try to stop you. You will run into challenges. And you will make excuses.

All of those are signs that you are heading in the right direction, because when something has meaning, you will be afraid of failure. But you cannot fail, unless you give up. You can follow your passion, if you are willing to take the first step.

And you've already taken the first step by purchasing this book.

Thank you.

# Part I: Platforms

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The first part will deal with platforms, specifically blogging, websites, podcasting, and videos. I call them platforms because they help you broadcast your message and share your gift with the world.

They aren't necessarily money-makers in and of themselves, but they can be used in conjunction with the others examples in this book. For example, if you have a popular blog, you can sell your own products, services, courses, and even make money through advertising.

With video, you can build an audience, write a book, and tell them about it. You can also have a small website to which you can link from your videos. The possibilities are endless, as you will realize as you keep reading.

# 1. Blogging

Millions of blogs are started each and every day all over the world. Some of them will end up drawing millions of visitors and become full-fledged businesses, while others will be left to gather dust on a digital shelf.

Blogging is a platform that can be used for almost anything. It can be used to share pictures of your cats, or it can be used to make a 6-figure income.

The options are limitless and the only thing that stands in your way is your own limits. Blogging is simply a way to get your message out there. Not *the* way, but *a* way.

## **What is Blogging?**

In simple terms, a blog is simply a website that organizes its content and pages in a certain way.

It is a website that by default arranges the posts (articles) in reverse-chronological format, which means that the newest post comes first.

There are many different ways to blog, and there are a lot of free options available, such as [Blogger](#) or [WordPress](#). And then you have [TypePad](#), which costs a few bucks a month, but is a great alternative for beginners.

However, if you're serious about blogging, I recommend you buy your own domain name, get a hosting account, and use WordPress as your blogging platform. There's one main hosting provider I recommend and that is [HostGator](#). They are low-cost, have great support, and your website stays up.

WordPress is the platform I've been using since I began blogging, and it is my platform of choice. If you're just interested in having fun and not creating a full-time online business through a blog, then it doesn't really matter what platform you choose.

But since you're reading this book, I'm going to assume that you're here to learn how to earn a living with your passion. If all that sounds complicated, don't worry, because it isn't. It's just new.

And remember: you always have the option of hiring someone to do all the technical stuff for you if you're not comfortable or don't have time.

### **Why Start A Blog?**

Why would you ever want to start a blog when you could have a website, or use another platform? A good question and not everyone chooses blogging or WordPress as their platform of choice, but it sure makes life easier.

It also depends on what you enjoy doing. However, blogging fits together with almost anything, which is why it is so popular. If you enjoy podcasting or creating videos (which are covered in the coming chapters), you can still utilize a blog.

Here are a few reasons why I chose to start a WordPress blog:

1. **Flexibility.** Blogging is flexible, especially when you use WordPress. You can easily make changes to how your blog looks, and how it runs. It saves a lot of time.
2. **Ease of Use.** It is point-and-click simple once you've gotten your blog up and running. Add a new post, approve comments, or change the theme of your blog with a few clicks.
3. **Up-to-date.** WordPress constantly stays up-to-date and protects your blog from outside attacks. Updates are easily installed, and can even be made automatically.
4. **Interactive.** A blog allows you to have comments, which encourages discussion around your articles. You get to read what your readers think, and communicate with them.

There are a lot of reasons to blog, and to be honest, I just love blogging. You might as well.

## Who Should Blog?

Who is blogging for then? I mentioned that it's for anyone. Did I really mean that? Well, yes I did, because blogging is, again, simply a platform that when installed on your hosting account, becomes a tool for you to use in any way you wish.

It's a great way to build an online presence, or just stay in touch with friends. You do need to know how to get things up and running, but it's not rocket science. It's something anyone can learn if they want to.

## The Secret to Successful Blogging

You like what you've heard and you want to know how you actually do this. How can you use blogging to earn a living with your passion? First, I want you to consider if you really want to blog because you want to, or if you want to do it because you want to make money.

If you want to make a few extra bucks and think blogging is it, don't do it. There are easier ways to make some extra spending money. Blogging will take some time to get rolling, because it takes time to build momentum, an audience, and to get the hang of things.

For me, it took about 3 months until I had my first 1,000 subscribers (readers) and I knew what I was doing (somewhat). If you want to learn more about how you can get traffic to your blog, I recommend you read my article: [How I Went from 0 to 1,012 Subscribers in 101 Days](#).

Even when you have an audience, it doesn't automatically mean that you will make money. Remember, blogging is a platform through which you can help other people.

I'm not saying this to discourage you. I want to set things straight, because there are so many people out there that promise you the world with push-button solutions.

Here are the basic steps to a successful and profitable blog:

1. **Passion/Profitability.** Find the intersection between something you love and something that people are looking for. There will always be competition, but if you have the fuel to move forward, you will

succeed. And your passion is what will provide the fuel.

2. **Hosting.** Next, you need a good host. And as you may already know, I personally like HostGator. They are inexpensive, have great customer support, and take care of you.
3. **Produce.** Once you've gotten your blog up and running, it's time to create content for people. It doesn't matter if these are articles, videos, or podcasts, as long as you provide value for your readers.
4. **Market.** Before you go out there and spread the word, make sure you have enough content so your blog doesn't look like it's under construction. After that, get in touch with other bloggers and start guest posting: a simple way to get links and traffic to your website by writing content for other people.
5. **Patience.** As you keep creating more content and spreading the word, keep your ears open for what your readers want, and begin creating products and services that fill those gaps. This will take time, so stay patient, because with each day the momentum grows.

The quicker you realize that everything takes work, the quicker you will find what your heart burns for, and the quicker you will succeed. As I mentioned in the introduction, the first four chapters are about platforms, and blogging is just one of them.

The rest of the book will look at concrete examples of how you can make money doing what you love.

## Further Information

Each chapter will contain one of these further information sections. They are there to steer you in the right direction whenever you want to learn more about a certain topic.

1. [WordPress Help](#)

A great place to start if you want to learn the ins and outs of WordPress. This is the official website, and there's plenty of tutorials and how-to's.

2. [ProBlogger](#)

ProBlogger is one of the biggest blogs online about blogging. There's thousands of articles there you can read, but remember to not get stuck in the information. It's more important to start than to aim for perfection.

3. [HostGator](#)

And if you're interested in a good host, HostGator is a great choice for anyone starting out for reasons already explained.

## 2. Websites

Websites may at first seem identical to blogging, but under the hood the engine that runs the whole thing is different. Websites are usually static sites, while blogs are dynamic. They often have a homepage and a navigation bar, while blogs have archives and new posts popping up in a reverse-chronological order.

There are ways to modify both regular websites and blogs, which often makes them hard to tell apart. One of the main reasons you'd want to start a website is because you can handle things in a different way.

It's like riding a mountain bike versus a regular bike. It's about what you prefer. Both will move you forward in slightly different ways. A mountain bike is great if you're going into the mountains, but not really needed in the city, although it can still be nice.

If you don't like blogging on an ongoing basis and just want to create a website with specific information on a topic, then you don't really need to blog if you don't want to.

Or, you can, but it's going to be a lot of manual work, which I think is a big no-no if you want to do this long-term. I prefer WordPress, because it makes things simple.

A great example of what a website looks like, and one that at the same time teaches you how to build a website is [2 Create A Website](#).

### **What Are Websites Anyway?**

A website is a collection of web pages, images, videos, and audio files. It's hosted on one server and is publicly accessible.

The gap between websites and blogs is diminishing all the time. Nowadays, you can pretty much do everything with a blog that you can with a website, which is why so many people choose to blog.

The problem with building a website is that it often requires a certain amount of coding proficiency. Websites are built on languages like HTML, PHP, and ASP.

There is software out there that help you create a website, but it's still more complicated than WordPress. Also, there are services online that will make building websites very easy, which I will mention in a second.

### **Why Build a Website?**

If blogging is so good, why even bother with a website?

That's a good question, and I'd say to only build a website if you know what you're doing (technically) or if you can find a service that takes away most of the technical barriers.

Another factor that makes blogging superior is that you can create a website with a blogging platform like WordPress. The engine under the hood is different, but it looks the same to the visitor, so you get the best of both worlds.

If I wanted to create a resource of information without having to constantly write new articles, I would probably create a website, but I would create it with a blogging platform like WordPress.

By resource, I mean a website that has anywhere from a dozen to a hundred articles, and is then organized logically to allow the visitor to easily navigate through the content. At that point it doesn't really matter if I use a blogging platform, or just a good old website.

### **Who's A Good Fit for Websites?**

If you're technically oriented, and just want to create a resource for people without having to write frequently, then creating a website may just be for you.

Another benefit of having a website is that once it's done and you've gotten off the ground and are making money, you can practically leave it and it will keep working for you with minimal maintenance.

One of the services that I used in the beginning, which removes almost all technical obstacles, is SiteSell.com (also known as SBI). I used SBI in my early days to build websites that to this day bring in a nice amount of income.

If you're completely new, I recommend you go either with SBI or start your own blog. It really doesn't have to be complicated, unless you make it so.

### **How to Create a Successful Website**

Building a successful website is very similar to building a successful blog. It comes down to what you want to do with your website. Do you want to go biking in the mountains, or do you intend to stay in the city?

I've built several websites that are profitable and get hundreds of thousands of visitors each year. And most of them aren't built in the same way. Most of them are different. What I've learned from this is that there's no one right way to do things.

Nonetheless, here are a few basic steps that have worked for me:

1. **Research.** Like with blogging, you need to find the intersection between passion and profitability. Look at other websites out there, visit forums, and think about what services and products you could offer.
2. **Keywords.** With a website, I also recommend you do keyword research, which means looking at what keywords people use in the search engines to find information. Google has a free keyword tool you can use. I will give you a link at the end of this chapter.
3. **Write.** Once you have your keywords, and you know what people want in your topic area, it's time to write articles about those keywords. If someone is searching for 'how to grow tomatoes,' write an article about that and share your story.
4. **Links.** Online, links are like votes. The more of them you have, the more popular you will be. However, not all links are equal. Getting a

link from The New York Times is better than from a newly started blog. When you are reading an article online, and you see blue text, if you click it and it takes you to another website, that's a link.

5. **Monetization.** When you have the basics in place, you can begin to look at monetization options, such as advertising, affiliate marketing, and products. All of those will be covered later in this book, so worry not!

This is a simplified version of what needs to be done, but it will give you an idea of how it all works, which is what this book was designed to do. Both blogs and websites are not money-makers in and of themselves. They are merely vehicles that allow you to make money.

However, you still have to take care as to how you build your website. Like the foundation of a house, you want to do it properly, so the house doesn't cave in on itself.

## Further Information

Below are a few links to more information on how to start your own website.

I've included a link to SiteSell and my own course, Online Income Mastery, just in case you are interested.

1. [SiteSell \(SBI\)](#)

By now, you already know what SBI is all about. They have a lot of great tools, a fantastic community, and an action guide that will guide you step-by-step to a profitable website.

2. [Online Income Mastery](#)

This is my own course on how to create a profitable website by using the best of both worlds from blogging and static websites.

3. [2 Create A Website](#)

A great website that shares tutorials and tips on what to think about when you're starting your first website. Lisa, who runs the site, also highly recommends SBI for newcomers.

4. [Google Keyword Tool](#)

The Google Keyword Tool is a great way to discover what keywords people are using to find information in your topic area.

## 3. Podcasting

Podcasting has become huge in the last few years. If you enjoy talking, then you will definitely enjoy podcasting. There's also video podcasting, but in this chapter we'll focus on audio podcasting. Podcasting is like radio on-demand. Someone creates a show, puts it on the web, and you tune in.

And what makes it all podcasting is something called RSS, which turns your podcast into a feed that people can subscribe to. It sounds complicated, but it'll make more sense as you keep reading.

RSS is the online equivalent of a magazine subscription, but it's completely free. With RSS you get notified of when new shows are released. The most popular way to get notified of new shows is iTunes, which I am sure you are familiar with.

The most popular podcasts have hosts that care about their topic. They are passionate and they love what they do. Would you listen to someone who doesn't sound like they care? I'm going to take a wild guess and say no.

Pick a topic that sets your soul on fire, because it will come through in your voice. And you will have a lot more fun in the long-run if you love what you do.

If you want to get more information on how podcasting works, I recommend you check out [this introductory video](#) by Cliff Ravenscraft.

### **Why Podcasting?**

Some people are naturals in front of a microphone. They enjoy talking to people, interviewing experts, and having discussions. I, for example, love writing, but you may like the piece of the pie that says audio on it.

Podcasting is a bit trickier than writing because you do need some equipment and software to get started.

This is the end of the sample.

Pretty interesting stuff, isn't it?

**When your curiosity has built up to an unbearable intensity, you can [click here](#) to learn how you can grab your full copy of this book.**

Enjoy! :-)

Henri

P.S. If the link doesn't work, just go to the link below:

<http://www.wakeupcloud.com/21-ways/>