

TheUnordinaryGuy

Finance



Making Money

Doing What
You Love.

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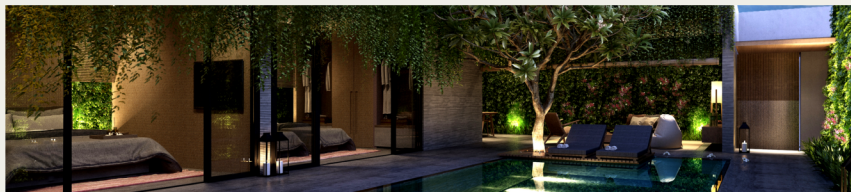
CHAPTER 1: WHY NOW IS THE BEST TIME TO START

YOU CAN TAKE CONTROL OF YOUR LIFE TODAY AND CREATE A LIFE OF ABUNDANCE AND POSSIBILITY. SEE IT. FEEL IT. THEN HAVE IT.

We're living in the golden age of the creator economy. Never before has it been so possible to turn creativity into a career—from your bedroom, coffee shop, or anywhere with WiFi. Platforms like TikTok, Instagram, YouTube, and Substack have levelled the playing field, allowing anyone with a story, skill, or passion to share their voice and find their people. You don't need a production team or a fancy studio—you need a purpose and a phone.

The creator economy is thriving because people are craving realness. Whether you're passionate about beauty, fitness, finance, or storytelling, there's a niche for you—and more importantly, there's an audience eager for your unique perspective. No one can do it like you, and that originality is your edge in a saturated space. What once was considered just a “hobby” is now a legitimate and lucrative career path.

This book is your roadmap. Think of it as the toolkit for modern hobbyists: a blend of branding, content strategy, monetisation methods, and mindset essentials. Whether you're starting from scratch or refining your digital presence, these chapters will help you shape your passion into something powerful—and profitable.



CHAPTER 2: DISCOVER YOUR PASSIONS (AND MAKE IT PAY)



There are no accidents.

Your passion isn't random—it's your calling. Begin by reflecting on what energises you. What topics light you up during conversations? What do people seek your advice on? Passion comes from alignment, not pressure. Often, it's the thing you do effortlessly that others find remarkable. That's your zone of genius—and it's where the magic starts.

Once you've narrowed it down, validate your idea. Research your niche. Are there existing creators in the space? Are audiences engaging with this content? If so, that's a good sign. Passion alone won't pay the bills—but paired with relevance and demand, it becomes powerful. The goal isn't to chase what's trending, but to uncover where your story and audience needs intersect.

Niching down may sound restrictive, but it's actually freeing. It helps you position yourself as the go-to voice in your field. From there, you can branch out intentionally. Think of your niche as a launchpad—not a limitation. Whether it's "budget skincare for sensitive skin" or "confidence coaching for creatives," specificity builds connection.



CHAPTER 3

BUILD YOUR BRAND, BUILD YOUR VALUE

How you are perceived is your reality.

It's more than just a logo or aesthetic — it's your voice, your values, and the way you make people feel. Branding is how you stay memorable in a feed full of noise. In a world where consumers are bombarded with endless options, how do you stand out? The clearer your brand is, the easier it is for people to trust, remember, and buy from you. Your brand tells a story, and that story has the power to create lasting impressions.

Start with your brand voice.

Are you informative, playful, bold, calming, or aspirational? Your brand voice should capture the essence of who you are, and it will serve as the foundation for everything you create. Whether you're crafting captions, stories, or videos, let your voice shine through in a way that feels natural and true to you. Pair it with a cohesive visual identity—colours, fonts, and layouts that feel unmistakably you. Consistency is key here. Using tools like Canva can help you create a mood board or style guide that keeps your brand aligned across all platforms.

Clarity is the secret to building trust.

When your voice and visuals align, your audience knows exactly what to expect from you. They begin to form an emotional connection based on familiarity and trust. Whether they're scrolling through your feed or watching your content, they'll know they're engaging with you. This sense of trust is what encourages people to stick around, engage, and ultimately support you—whether it's through likes, shares, comments, or purchases. In a cluttered digital landscape, being clear and consistent is a powerful tool.



Be authentic to build a deeper connection.

The most successful creators are the most authentic. Your story, your personality, your quirks—they're your greatest assets. People follow creators they relate to, not perfection. While it's tempting to edit your life to look flawless, the truth is, your realness will set you apart. The more you show up as your full self—imperfections, struggles, and all—the more your audience will feel seen and understood. Authenticity allows for vulnerability, and when people connect with your journey, they're more likely to support it.

Embrace imperfection — because perfection is overrated.

When you let go of the pressure to be perfect, you give yourself the freedom to experiment, learn, and grow. Perfection can feel distant, unreachable, and ultimately boring. But when you allow yourself to be imperfect, you show your audience that it's okay to be real, to stumble, and to evolve. This vulnerability humanizes you and creates space for others to do the same. People want to see the journey, not just the end result. Your audience wants to cheer for you, not just admire you from afar.

Emotional connection is priceless.

At the end of the day, branding is about creating a feeling. People buy into brands not just because they love the product, but because they feel emotionally connected to what it stands for. That emotional bond isn't built through perfection or flawless marketing; it's built through authenticity, consistency, and vulnerability. When you show up authentically and allow your audience to connect with you on a deeper level, the loyalty and trust you cultivate will carry your brand further than any polished campaign ever could.

**“YOU ARE
CAPABLE OF
EARNING
MONEY, EVEN
WHILE YOU
ARE SLEEPING”**

CHAPTER 4

CREATING YOUR LIFE WITH INTENT AND PURPOSE

Content is your currency, but purposeful content is what pays. Every post, video, or email should offer something—education, entertainment, or empowerment. The goal isn't to go viral. It's to provide value consistently so that your audience grows to trust and rely on you.

Using the 3 E's Framework

Use the 3 E's framework: Educate, Entertain, Empower. Educational content teaches your audience something new. Entertaining content creates connection through humour, trends, or storytelling. Empowering content inspires action or belief. When you mix these into your weekly content plan, you keep your audience engaged and coming back for more.

Plan smarter, not harder. Use batching to create multiple posts at once. Repurpose content across platforms. Schedule using tools like Later or Buffer. The key is sustainability—your audience will forgive imperfect posts, but they'll forget inconsistent creators.



CHAPTER 5

UNDERSTANDING YOUR MONEY MINDSET AND THE MANY ROADS TO REVENUE- PICK YOUR PATH

Monetising your passion doesn't have to look like becoming an influencer or launching a viral product overnight. The beauty of passion-led income is that it can take many shapes. Whether you're a quiet creative, a tech-savvy thinker, or someone who just loves helping others, there's a path that fits your energy and lifestyle. The first step is recognising that your passion—no matter how niche or personal—has value in someone else's world.

For makers and doers, selling physical or digital products is a strong starting point. You could create:

- Handcrafted items (like ceramics, jewellery, or candles)
- Digital products (e.g. planners, art prints, templates)
- Niche kits or boxes (e.g. self-care boxes, art starter kits)



How to figure out where you start with your passions



Platforms like Etsy, Gumroad, or even local markets can help you test your idea. You don't need a full store—just one item to start. The key is taking action, not chasing perfection.



If you're a natural helper, consider service-based offerings. You could provide:

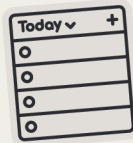
- Coaching or mentoring (life, fitness, career)
- Consulting in a field you have experience in
- Virtual assistance or task support (great for side income)



And yes, content creation is still a viable avenue—especially when paired with other income streams. A small but engaged audience can open the door to partnerships, referrals, and product sales. You don't need to go viral. You just need to be consistent and real.



Examine your education: Evaluate what you learned about money in school, and how this may have impacted your financial beliefs. Did you receive formal education on financial literacy or did you have to learn through experience? Did you have access to financial resources, such as books or seminars?



Identify your current habits:

Take a closer look at your current financial habits and attitudes towards money.

Are there patterns or beliefs that you've carried over from your upbringing? Are there any financial behaviours you'd like to change?



For the storytellers and teachers, sharing knowledge is powerful. You can monetise your voice through:

- Online courses and workshops
- Teaching in local communities
- Creating a podcast, blog, or newsletter that builds trust and leads to paid opportunities

CHAPTER 6

YOUR FIRST OFFER— CREATING SOMETHING OF VALUE

Your first paid offer doesn't need to be complex—it just needs to be clear. Many people delay monetising because they believe they need a polished brand or massive audience. In reality, you only need one good idea that helps someone in a small, specific way. Think of it as your pilot project.

There are three main types of first offers:

1. Product-Based Offers – like a digital download, a sample product, or a limited-edition item.
2. Service-Based Offers – such as a 30-minute coaching session, tutoring, or design support.
3. Experience-Based Offers – like a themed event, pop-up workshop, or online masterclass.

CHOOSE THE FORMAT THAT BEST FITS YOUR SKILL AND COMFORT LEVEL. WHAT MATTERS MOST IS THAT SOMEONE UNDERSTANDS WHAT YOU'RE OFFERING AND HOW IT BENEFITS THEM.

You can launch with minimal tools. A simple description, a few images, and a way to pay (PayPal, bank transfer, Stripe) are enough to begin. Use social media, group chats, or community noticeboards to share your offer. You're not selling to strangers—you're connecting with people who already trust you.

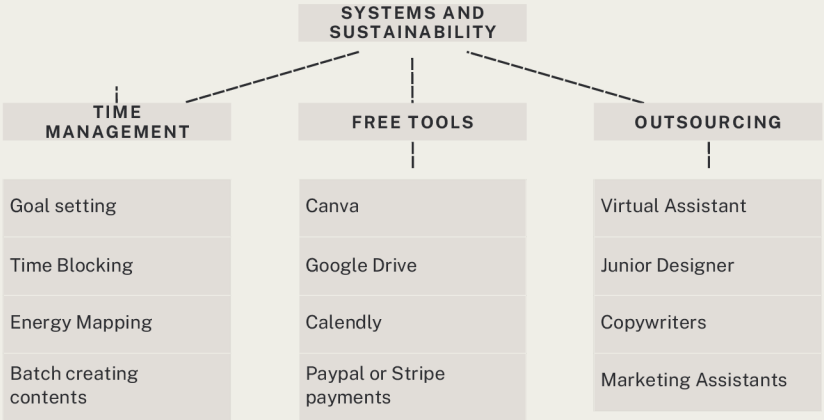
Test ideas with soft launches. Say something like, "I'm trialling a productivity session for creatives—interested in being one of my first three clients?" This creates low-pressure engagement and valuable feedback. Early feedback will help you tweak and build something even better.

Most importantly, your first offer is about movement, not mastery. The goal is to validate your idea, get paid, and build confidence. You'll grow, shift, and refine with time. But first, you've got to launch.

CHAPTER 7: BUILD WHILE YOU GROW- SYSTEMS AND SUSTAINABILITY

Success without systems often leads to stress. To grow your passion sustainably, you need structure that supports you—not overwhelms you. Think of systems as tools that free your time, protect your energy, and keep things flowing.

Start with time management. Allocate set windows to work on your passion. Even 2–4 hours a week can make a big impact. Try:



You don't need to do it all alone—and you shouldn't. The more you stay in your zone of genius, the more joy and income you'll attract.

Check in with yourself regularly. Ask, Is this still fun? Is this working for my lifestyle? If not, pause, simplify, or adjust. Sustainable growth means building something that serves you, not just your audience.

YOU DON'T WANT TO EARN MONEY
YOU WANT THE FREEDOM, TIME AND CHOICES THAT
COME WITH IT.

CHAPTER 8:

DIVERSIFY OR DEEPEN— GROW YOUR PASSION INCOME

Once you've proven your concept and gained momentum, it's time to scale. Growth doesn't always mean working more. Sometimes, the most powerful move is to go deeper into what's working—or slightly expand into new streams.

You can deepen your current offer by:

- Raising your rates
- Creating premium versions (e.g. VIP sessions, extended support)
- Offering retainers or subscriptions for repeat clients

Alternatively, you can diversify your income with related offers. For example:

- Product creators can branch into digital templates or kits
- Service providers might create online courses or digital downloads
- Writers can launch a paid newsletter or micro-membership

Collaboration is another growth lever. Partner with others for bundle deals, joint events, or giveaways. Not only does it expand your audience, it brings fresh energy and cross-promotion.

If passive income appeals to you, start small. An ebook, pre-recorded workshop, or downloadable template is a great low-risk experiment. These can provide evergreen value without constant effort—once you have your core business flowing.

Above all, stay connected to your “why.” Passion-led businesses thrive when you stay close to what lights you up. Grow from a place of alignment, not pressure.

CHAPTER 9:

YOUR FREE 30 DAY ACTION PLAN

It's time to move from planning to doing. The next 90 days are your opportunity to turn insight into income. Whether you're starting from scratch or levelling up an existing offer, structure and momentum will move you forward.

Step 1: Choose one clear goal. Examples include:

- Make your first \$500
- Book three paying clients
- Launch your first digital product
- Build an email list of 100 people

Step 2: Break it down into smaller actions. For example, if your goal is to book three clients, you might:

- Finalise your offer and pricing
- Create a simple booking page
- Share three value-driven posts online
- Reach out to your network and invite referrals

Step 3: Schedule your actions. Use your calendar to assign 1–2 key tasks per week. If you're low on time, stack tasks with habits (e.g. plan your week every Sunday morning with a coffee).

Step 4: Track and reflect. Every week, ask:

- What worked this week?
- What was hard or draining?
- What do I want to try differently next week?

Progress isn't always linear, but it is measurable. Track your wins — no matter how small — and celebrate each one.

Finally, trust yourself. You don't need to have it all figured out to begin. Show up, serve with value, and keep iterating. These next 90 days could change everything.

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Productivity

Making Time



Doing What
You Love.

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