

Multiple Streams of Income for Preachers

PRACTICAL IDEAS
FOR EVER
INCREASING
PROSPERITY

CHINEDUM AZUH

Multiple Streams of Income for Preachers

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All scripture quotations are from the New King James Version of the Bible, except otherwise stated.

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Acknowledgements

I want to appreciate the churches and ministries across Africa, where I have been privileged to share the principles contained in this book.

About The Author

Chinedum Azuh is called with the special mandate of raising men from rags to riches and from obscurity to significance. He is achieving this mandate through hundreds of published articles, life transforming books, seminars and empowerment crusades.

He is the CEO of Learning Lab Nigeria, a Training, Publishing and Consulting Company. He is a Resource Person with Learning Annex U.S.A and several other organizations. Chinedum is the founder of Nigeria's premier World Leaders Cyber Church,

With his dynamic technique and masterful authority of his work, time and again he receives high accolades from his audiences as one of the most dynamic and inspiring speakers of our time. He has traveled to several countries with his empowerment crusade. For over a decade, he has taught thousands of people the principles of success and wealth creation.

Chinedum Azuh is the bestselling author of several books. Through his library of audio, videos, and articles in the areas of success, and wealth creation, he continues to create a profound influence.

His endearing and charismatic style captures audiences' hearts as well as their attention in person, on television or radio and in print. He is a radio and television personality. In 2011, he was invited by Kenya Broadcasting Corporation for their Motivational Program entitled "STEPPING OUT" with a live audience of over 8 million people. He is a syndicated columnist with over 500 published articles.



CLASSIC TOPICS

1. Designed for Impact
2. No Excuse for Failure
3. Doing Business on Great Waters
4. Reaching the World for Christ
5. Multiple Streams of Income for Preachers
6. Success is in the Heart
7. Commanding Success
8. There is Money in Your House
9. Building Resilience
10. That Curse is not Mine and lots more!

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International Gospel Preacher,
 CEO The Learning Lab, Radio/TV
 Personality,
 Publisher of Hundreds of Works
 on Multiple Media Channels and
 Pastor World Leaders Cyber
 Church



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Introduction

Making Money in Ministry

Money is very crucial in the advancement of God's Kingdom and accomplishing your divine assignment. It is an integral part of life. Money puts you in charge of the affairs of life.

Ecclesiastes 10:19

[New American Standard Bible](#)

Men prepare a meal for enjoyment, and wine makes life merry, and money is the answer to everything.



[GOD'S WORD® Translation](#)

A meal is made for laughter, and wine makes life pleasant, but money is the answer for everything.

[King James Bible](#)

A feast is made for laughter, and wine maketh merry: but money answereth all things.

Do you feel like you are in a race going around and around trying to figure out a way to simply pay your bills and get your head above the debt waters? You have failed in the pursuit of making money for ministry and wonder if it's really possible.

I have found several viable ideas that truly can help you in your pursuit of provision for your vision. Now is the time to start generating cash for your family and for your ministry.

Join me as I hand over to you “Multiple Streams of Income”. You will prosper!!

Chapter 2

Multiple Streams of Income in the Scriptures

Multiple Streams of Income doesn't mean getting another part-time "job," but creating wealth and residual income through multiple sources of businesses, investments, and real estate.

Most preachers depend on a salary or offerings – an extremely risky model considering that you are completely dependent on one channel for your livelihood.

The advantage of multiple streams is that if slows down or your needs grow beyond your ministry's income, you have others flowing in to pick up the slack. With the recent trends of corporate downsizing and the loyalty of employers being a way of the past, multiple streams of income from different sources are more important than ever, and will be perhaps essential in the future. Not only is this a good idea for you, your family's security and wealth-building strategies, but it can help fulfill your vision of giving to expand the Kingdom.

Can the Concept of Multiple Streams of Income be Found in the Bible?

The answer is yes!

"Cast your bread upon the waters, for after many days you will find it again." ~ Ecclesiastes 11:1

What do you think are examples of the "evil" it's speaking of here? It could be economic changes or market trends, to being a victim of fraud, lawsuits, and so on. The "evils" may change for different times in history or even certain seasons in our lives. The "evil" isn't necessarily from the devil. It's not always a spiritual attack.

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It could just be trends and changes in the system, but for whatever it may be, we need the multiple income streams to diversify and spread the risks. We like to believe as Christians that we are immune to such things, and I certainly am not speaking that over you, but the Lord does give us wisdom to be prepared for the potential rain that falls on the “just and the unjust” as it says in Matthew 5:45. Multiple income streams is one way to diminish or even eliminate the “evil,” because if you have enough streams, one can completely disappear and you won’t even notice it too much.

This passage in Ecclesiastes goes on to say in verse 6, “In the morning, sow your seed, and in the evening, do not withhold your hand; for you do not know which will prosper, either this or that, or whether both alike will be good.”

Another Scriptural Example

The Lord God planted a garden eastward in Eden, and there He put the man whom He had formed.

And out of the ground the Lord God made every tree grow that is pleasant to the sight and good for food. The tree of life was also in the midst of the garden, and the tree of the knowledge of good and evil.

Now a river went out of Eden to water the garden, and from there it parted and became four riverheads.

The name of the first is Pishon; it is the one which skirts the whole land of Havilah, where there is gold.

And the gold of that land is good. Bdellium and the onyx stone are there.

The name of the second river is Gihon; it is the one which goes around the whole land of Cush.

The name of the third river is Hiddekel; it is the one which goes toward the east of Assyria. The fourth river is the Euphrates. Then the Lord God took the man and put him in the garden of Eden to tend and keep it. Genesis 2:8-15

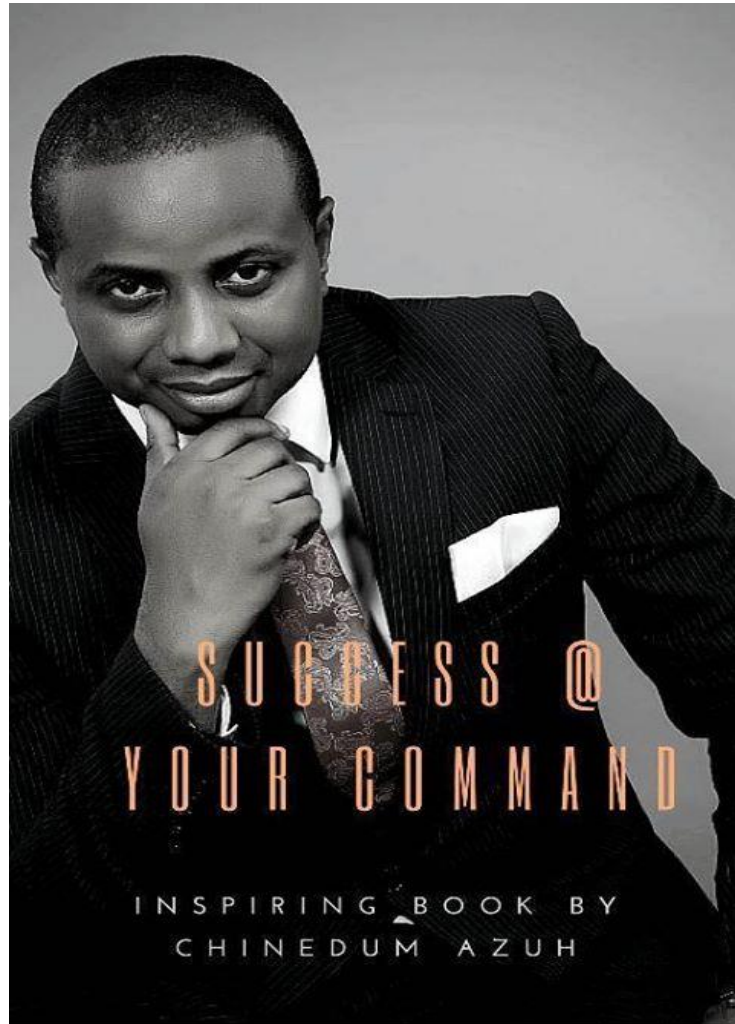
The river in the Garden of Eden that became four rivers is a picture of God's design for our prosperity on earth. God wants you to have several streams or sources of wealth flowing into your life.

This manual is designed to show you practical steps to generate income from different sources.

Your life and ministry is about to change your life forever.

Chapter 3

Become a Published Author



Imagine ... seeing a **book** you've written on display at a local bookstore ... flipping through the pages of your favorite **magazine** to find a review of your book...

Turning Your Sermon Notes into Books

If you are a pastor, Christian speaker, Sunday school teacher, or small group leader, you could easily become a published Christian author. This is because you are in the habit of regularly preparing material in a convincing and compelling fashion.

Anyone who creates material for purposes of teaching, counseling or ministering can publish it in book form. You can also contact an expert to assist you. Here's why: First, you've already done the research and put it into outline form, sermon or seminar. Second, your material is well organized, which is a key part of putting together a book. Third, the chances are good that you won't have to add material in order to create a book-length product. (For example, many 8-week lesson series already equals a good book page count!)

Proven System of Sermons/Seminars-to-Book That Works!

1. Give it to someone to help you transcribe them!
2. You review the transcription.
3. Give it to an editor or someone with knowledge to turn your manuscript into an amazing book!
4. You proof and approve everything.
5. It is time to design, publish, print and market to thousands!

(You Can Consult Me for Help)

Simple Ways to Write a Book

- You can compile quotes of Christian leaders. Go to the nearest bookshop and you will see several samples.
- Transcribe your recorded messages. An expert can also assist you.
- Compile a notable preacher's sermon or a notable person's speeches and you have a book. You can title it "In The Words of Uma Ukpai".
- You can tell the story of your success or victory.

12 Creative Ways to Sell More Books

"If you print it, they will come." Sorry it does not work.

Pick a few ideas that appeal to you and put them to work right away. Time to see results will vary. Choose a good mix of ideas to start generating book sales and to keep selling for a long time to come!

Throw a party

Hold a book signing party. It may be at a bookstore, but why not try someplace different? If your book is about animals, hold it at a pet store or the gift shop at the zoo. For a beauty book, why not try a salon? Invite everyone you know, get the shop owner to help promote it, send press releases, etc., to get lots of people there.

Give free speech

And give free speeches all over. Lots of organizations are meeting in your town every day, and most of them need speakers. Check the newspaper for meeting notices, and ask your friends about their groups. Then call and offer your services. You won't get paid, but they usually feed you and you'll get to sell books after your talk.

Write articles about your topic

Offer the articles to newspapers, magazines and newsletters read by the people who would be interested in your book. You may get paid for the articles, but even if you don't, make sure information about your book (and how readers can get their own copies) is included. Even easier, excerpt portions of your book and offer them as articles.

Put your book in unusual outlets

Don't just think bookstores. Where will you find the people who should read your book? Don't overlook doctors' or veterinarians' offices, truck stops, souvenir stands, restaurants and coffee shops, etc.

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Offer your book as a premium

Does your book have a natural relationship to a product? The manufacturer of that product may buy thousands of your books to give away or sell to their customers. Contact the brand manager to see if they are interested (and be prepared for any decision to take a while). Would the local car dealer give everyone who buys a car a copy of your book on car care? Come up with a good connection, then sell some books!

Centers of influence

Are there people who could influence others to buy your book? Might doctors recommend your book on stress relief? Would teachers suggest parents read your book on helping children excel at school? Get copies into the hands of those who can reach your audience.

Radio Interviews

Do radio interviews, locally and across the country. By sending out short press releases, I've gotten interviews for my clients and myself on stations all over. A radio show may need three or more guests per day, five days a week, 52 weeks a year. They want to hear from you. News/talk stations run lots of interviews, but don't overlook the drive time and public affairs shows on music stations. And the best thing about radio is that you can do many of your interviews over the phone from the comfort of your own home.

Make a value-added package

Package your book with other items to make it more attractive as a gift or easier to use. If your book is about a craft, could you package it with craft materials? Bundle a cookbook with utensils, spices, etc.

Get others to sell books for you

Many speakers make money selling books in the "back of the room" (BOR). Speakers who don't have books of their own, or who wish to expand their product lines, may be interested in selling your books. Structure a discount schedule which allows both of you to make money.

Get a business card for your book

Business cards are cheap. Get one made up especially for your book, then put it around wherever you can leave business cards. I had some made up for *The Mystery Shopper's Manual*. When I return a library book, I stick one in the book as a bookmark. Know what? I've gotten calls as a result!

Take a flyer

Make up a simple flyer about your book, and get it copied onto colored paper. The flyer may be one side of one page, or just a portion of a page. Put it out when you speak, leave it on literature tables at meetings and conferences, etc.

Alert the media

Whatever you do, send press releases to make television, radio, newspapers, magazines, etc. aware of you. Make it newsworthy. They don't care that you wrote a book, but they will care that you can give their audiences information they want or need.

My Road to Fame & Fortune

When I published my first book entitled “How to Become a Lifetime Billionaire,” my son in the ministry, Emmanuel Onokuah, introduced to Patricia who was an editor with Daily Sun to have the book reviewed. Few weeks after, the book got me an invitation to speak to hundreds of military men at the military headquarters, Lagos.

It was this same book that got me a column on daily Independent Newspaper. This platform gave me uncommon breakthroughs and unusual promotion to my services. It was this same book that gave me the opportunity minister in some of the leading churches in Nigeria

When it comes to investing, diversifying your portfolio is a sound investment strategy because it spreads the risk that comes with it. If one option crashes then you have other options that can make up for any shortfall.

The best investment you can make is in the Lord’s kingdom and the same diversification principle applies to your giving. If your church or ministry has various partnership arms, spread your seed across as many as you can. When you apply this principle, money will begin to work for you and multiple streams of income will be opened up to you.

Making Money Online In Kindle Direct Publishing

1. What is Amazon Kindle Direct Publishing?

It is amazon's platform that allows you to self-publish your books and make them available on Kindle, iPad, iPhone, Android, Blackberry, Mac, and PC.

2. Are there Pagination Limitations?

I've been looking in more detail about how the pagination matches up on Kindle ebooks across three different devices, a PC, an ipad and an android phone. Both the PC and ipad versions show both pages and locations, the android app just shows the locations.

When it comes to pages the PC and ipad versions have the same numbers of pages but the content on each page isn't exactly identical. In the samples I tried it varied from a few lines difference, to several paragraphs or more. Given the variations in screen size then it probably isn't surprising (and I'll check it against the Kindle itself to see if there is more variation). But the variation means that to give an accurate reference you are not only going to have to specify that it is the Kindle version of the ebook, but also the device you are using to access it.

3. Where can I Publish my Kindle?

Anyone can publish a book through the Kindle Direct Publishing (KDP) system, (<https://kdp.amazon.com/self-publishing/signin>) which then distributes the e-book via Amazon.com's online network.

4. The benefits of kindle Publishing?

Here are a few of the top benefits you need to consider.

Prove Your Authority Online

You probably already know that proving your authority online is important if you want to achieve any kind of online success. What you may not know is that publishing Kindle eBooks offers you the ability to prove your authority online in an incredible way. If you create a quality book that fits your target audience, you can start spreading your ideas and your name across the web.

Take Advantage of Amazon's Power

Amazon.com has millions of visitors and buyers. The site is powerful and their Kindle system is well known and often used. Publishing your own Kindle eBooks allows you to take advantage of the power Amazon has on the web. You'll also be able to benefit from the fact that millions of people already have the Kindle device, so writing eBooks for Kindle will allow you to put your book right at their fingertips.

Many phones have Kindle Apps on them and Amazon even has a free reader that can be downloaded to computers to make it easy for PC users to access and read their eBooks as well.

5. Are there limitations of books an author can write?

Your books and other content (such as book titles, cover art and product descriptions) must adhere to these content guidelines. Amazon reserves the right to make judgments about whether content is appropriate and to choose not to offer it. We may also terminate your participation in the KDP program if you don't adhere to these content guidelines.

Kindle will not accept pornography or offensive depictions of graphic sexual acts.

Offensive Content

What we deem offensive is probably about what you would expect.

Illegal and Infringing Content

We take violations of laws and proprietary rights very seriously. It is your responsibility to ensure that your content doesn't violate laws or copyright, trademark, privacy, publicity, or other rights. Just because content is freely available does not mean you are free to copy and sell it.

6. What are the precautions to take as a publisher to save guard my books? To protect your book, use Check the DRM (Digital Rights Management) box on your Kindle Direct Publishing Platform.

7. How much do I expect to make per book?

The financial potentials are limitless. J.A. Konrath as of early 2012 Konrath was making \$150,000 every six weeks. John Locke was one of the first mega sellers on the Kindle platform. He Sold 1 Million Books in 5 Months. Amanda Hocking within six months on kindle platform she had sold 150,000 copies and by this point the number is in the millions. So you can make as much money as possible.

8. How do I write a bestselling book?

Find out what people want to know and give that information to them. You can create an entire dynasty of books if you write for the purpose of providing information. The Internet is the quickest way to find out what people want to know.

9. How do I get paid?

Your KDP account preferences can be set to receive royalty payments electronically across all marketplaces in US dollars, British pounds or Euros.

In order to be paid by Direct Deposit, your bank account will, however, need to be located in the US, United Kingdom or in Europe. Otherwise, you will receive a check from amazon direct to the address you want. Visit your KDP Account Page to set Direct Deposit as your payment preference if you meet these requirements.

10. What kinds of books will be sold high?

Typically, romance and young adult novels sell the most books. Money making books are also on high demand. Here is my guiding rule for aspiring kindle publishers: Write books that will entertain a large audience or a book that will solve problem for so many people.

11. How do I know when my books are sold?

There are three types of reports available through your KDP account.

Month-to-Date Unit Sales

Use this report to get a quick snapshot of your unit sales and transactions for the current month's sales.

Prior Six Weeks' Royalties

This report shows transactions and royalties you've earned over the six weeks prior to the current week.

Prior Months' Royalties

These reports show summaries of previous months' sales transactions, for the last 12 months. Reports are generated near the 15th day of each month and include sales that occurred within the prior month.

12. Can one make kindle a full time income source/venture?

You make Kindle Publishing a full time business. Here are some streams of income from this venture: 1. Make money selling your own books. 2. Charge a one-time fee and publish for others. Between February 10th and December 22nd of 2012, I made over N800, 000 publishing for others on the premise of one-time payment.

3. Publish for others and share the proceeds. 4. You can run one-on-one training for aspiring kindle publishers. Last alone, I trained about 25 people using this format.

13. What level of internet knowledge do I need?

You need basic knowledge of the internet. If you can browse the internet, check your email, chat on Facebook etc. Then you have all it takes to start this business. You don't need to be an internet guru to start. Seek expert's help where necessary.

14. Advise to someone who wants to succeed in kindle publishing

Get trained by an Expert

This will eliminate trial and error and shorten your learning curve. Focus on what you can do and get others to do the rest for you. For instance, if you are not an expert in cover design, do not stress yourself to do it. The money is in the number; write as many books as possible.

Define your target audience

Without a target audience, an eBook is useless.

Without a target audience, you will not see an increase in subscribers, traffic, or any building of trust whatsoever.

Ask yourself:

- Who is my target audience?
- What do they like? Feel?
- What will they learn?
- What am I offering them for their time?
- How can I make this eBook build a relationship with my readers? Is it a character they fall in love with? A story? Are you motivating or inspiring them with ideas and examples? What is the main purpose?

15. What are the major challenges?

Territorial Pricing

At the moment we can set different prices in each country, but only within certain restrictions. If I opt for the 70% royalty rate in the US, which requires me to price between \$2.99 and \$9.99, I can't price below the equivalent of \$2.99 in any territory.

Payment

KDP has expanded electronic payments to lots more countries, which is a welcome development, but there are still many authors in places like Nigeria, Australia etc. who can only be paid by check.

Customer Service

There are many things I love about KDP, but the customer service isn't one of them. Reps often seem to scan the email until they get to the first issue, enter a canned response, and ignore the rest of the email. Subsequent reps don't seem to review the previous messages on the thread, and repeat the same unhelpful response. By contrast, the Author Central customer service team is superb. The KDP guys could learn a lot from them.

Chapter 4

Create Audio and Video Products



“If You Build It, They Will Hear ...”

Ten Reasons to Build a Tape Ministry

Your message is important. God's Word is as relevant today as it will be tomorrow. You work hard to create a message that will impact the individual and confer a lasting impression. Why not save the message for posterity?

Consider these ten reasons to create a Tape __ministry. The Tape Ministry today represents VCD, MP3, and DVD.

1. For the Physically Incapacitated (Shut-Ins). Many people who are elderly, sick, or hurt would love to take part in your services — and would be greatly inspired if they could. Send them a tape so they can be renewed and keep up on the latest news from your church.

2. For Visitors. You'll make a lasting impression on visitors if they can take part of you with them. Hearing your message multiple times will make them more likely to return.

3. For the Regulars on Leave. Many of your regulars can't always make it to every service. If they are devoted regulars, it's unlikely they want to miss anything you share.

4. For Church Members in Service. Nursery workers, ushers and others in service need the sustaining power of your message. That's what directed them to be servants in the first place. These people should be handed a free tape at the end of every service.

5. For Those at a Point of Crisis or Particular Need. God's Word resounds. It is sustaining for those experiencing difficult times. If you have a previously prepared and saved message relating to a pertinent topic for individuals, you'll save both of you time and give them immediate relief when they need it.

6. For the Mobile. Many busy people would love to sit down and read more often. They may not be able to stop and read, but they can listen while they're on the move. Audio cassettes are still the most common format for disseminating words and music at home or on the road.

7. For Evangelism. Your church members will want to share God's good news with friends and relatives or even as an outreach to new acquaintances. They may not be able to put into words what you can. Enable them to share the good news from a prepared and cohesive message designed to bring about rebirth or renewal for the unbelievers.

8. For you. You've prepared these messages and you remember the subject matter, but you may not remember all of the topics relating to it. You may be at a point where the same message or one similar should be shared again. Save yourself some time and revisit your previously prepared and saved message.

9. Create a Legacy. You will create a lasting impact in your generation and generations to come. You will be able to preserve the grace wisdom and the anointing of God.

10. Generate Money. You will generate funds for your Ministry and for other needs.

The Path to Fame and Fortune

Reverend Chidi Okorafor, is a typical example of how the production of Tapes can turn your Ministry around. He was announced to his generation through his Tapes. So without his Tapes he would have still being languishing in obscurity. It was one of his Tapes that a Brother took to United States of America that introduced his Ministry to that part of the world. Today he holds several Camp Meetings in U.S.A.

Today, he is the General Superintendent, Nigeria.

The Ministry of the highly celebrated Preacher, Bishop David Oyedepo became a huge success through the tool of Tapes.

Golden Connection with Ease and Speed

During my tour to four cities of Kenya, I was privileged to connect with the most influential Preacher in East Africa by name, Bishop Arthur Kitonga. The man has over 2500 branches of his Church in 10 Countries of the world.

How did it happen? I went to his office and gave his personal assistance my VCD and MP3 with a letter and few days after, I had launch with him in Nairobi's riches hotel.

Amazing Prosperity in Less Than 15 Months

In 2008 I advised my friend Prophet Reginald to produce a VCD that contains his testimonies and a short sermon. He bought the idea instantly and swung into action. We sat together and came up with the game plan for the production. Few weeks after, the VCD was out. He did a launch for the VCD and started marketing it to people within his circle of influence and also used it as a publicity tool for his Ministry. He got mega preaching engagements and several doors of financial fortune opened for him.

In less than a year and six months, he was able to complete his Church building and his house in the Village. Ever since, he has been grateful. You will be the next to share your testimony.

Fabulous Financial Breakthrough in London

During my 3 week Mission work in Bishop Emma Isong's Church, he shared an amazing story that should inspire you to take this subject very serious.

When he went to London some years back for a Preaching Program, a Company in the business of producing and marketing Audio Christian Messages across the globe approached him to market all his Tapes. Guess what? The royalties was in millions of Naira.

Now the question is this; what if he had no Tape? He would have missed millions of Naira. What if Rev Chidi Okoroafor had no Tape? His Ministry wouldn't have been in USA. What if I have no VCD? Bishop Arthur Kitonga wouldn't have seen God's grace upon my life

Inexpensive Ways to Produce Your CD

If don't have a laptop and you know someone who can lend you his laptop for just few hours, your own dream of having your own CD will be already an fulfilled. If you are a pastor, you do the recording the day you will preach your best message and if you are an evangelist, you can achieve this in your next preaching invitation.

All you need to do is to make the arrangement with the host pastor and his sound people before the day of ministration.

You can buy a recorder to record your message as a Pastor or an Evangelist. You can also arrange for a camera man to cover your ministration. You can do it whether you are a Pastor or an Evangelist. if you are an Evangelist. You don't need to wait for the host pastor.

In 2010 I was invited for a program in a church of about a thousand members but to my surprise, they don't have a Tape Recorder not to talk of Video Camera.

I want to conclude this chapter by asking you a question that will provoke you into action.

What if all the messages you have ever preached are recorded in a CD or DVD?

Chapter 5

Become a Motivational Speaker



Imagine having an **exciting**, high-paying job that lets you express yourself and make a difference in people's lives. Welcome to motivational speaking!

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Throughout history, great speakers have touched the lives of **millions** of people. Today, in **schools** throughout Africa, motivational speakers inspire students to stay in school, say no to drugs, become leaders, and prepare for life after graduation. They also inspire teachers for peak performance.

Adults are inspired by motivational speakers to follow their **dreams** and achieve their **goals**. Among other things, motivational speakers help people to succeed in business, improve their relationships, develop a positive attitude, become healthy, achieve financial prosperity, and have more fun in life.

As a motivational speaker you too can enjoy **fun, freedom, and financial prosperity** while helping others. There are few jobs that offer so many **benefits**.

As a motivational speaker you will earn applause and admiration, plus up to **thousands of Naira** every time you speak. If you start your own speaking business you can enjoy the **freedom** of being your own boss. This is what I have done and you too can do it.

Here are just a few of the opportunities for motivational speakers. Which ones can you imagine **yourself** speaking for?

- Conferences and conventions
- College events
- Corporate training programs
- Government agencies
- Non-profit organizations
- Schools
- Seminar companies
- Trade shows
- Association

As long as you have the desire, **you** can become a motivational speaker. No special education or experience is necessary to break into this career and succeed.

How to Get Started As a Motivational Speaker

If you are thinking of becoming a motivational speaker and you want to know where to start, then I offer you the same advice that helped me launch my speaking business many years ago.

Here are the three nuggets of advice that I was told and followed to get started into the professional speaking business.

Get Good at the Craft of Speaking

If you want to be a speaker you must learn how to present well. It might be a great insight, story or experience that gets you started. But if you want it to last at some point your paying audiences will expect you to get better.

Public speaking is a skill - not a talent. Don't rely on talent. Don't wing it. Learn the principles of presenting and practice your presentations and get coaching.

At some point you will need to work directly with one or more presentation coaches.

Read everything you can find on presentation skills. Watch TV, movies and theatre from the perspective of observing the presentation skills of the actors. Study them from the point of what works and why.

Speak as Often as You Can

Speak - speak - speak. If you want to be a paid professional speaker you will need to speak a lot - even if it is for free. Why? Two reasons why you need to speak as often as possible. One, you need the experience and two people need to see you to appreciate you.

While speaking you might discover that material you thought was wonderful didn't go over so well with that audience. Don't throw it out. Instead ask why that didn't work so well. What might you do to adapt it?

In the beginning you might need to beg for opportunities to speak. Start with the groups that you know or who know you. Volunteer to speak for the associations that you are or have been a member of. It might be the monthly chapter meetings or the annual conference. Accept anything in the beginning. And always deliver your best presentation.

Offer to speak more at your job and in your volunteer work. Get known as "the speaker". Offer to introduce other speakers, chair a meeting or MC a panel discussion.

There are thousands of associations that meet every month that need a guest speaker. That could be you. For example, Rotary groups meet every week and need a speaker every time. They often invite guest speakers. I spoke to many Rotary groups while developing my speaking business.

Ask for referrals and testimonials from every presentation you deliver.

Become Known as an Expert

Speakers are a dime a dozen. Lots of people are willing to speak for no money. Some of them are even fairly good at speaking. If you want to make real money as a speaker you must be known as an expert.

Perhaps you already know what that expertise is. Perhaps you need to do some research. If you want to be a professional paid speaker then your expertise must be something that the market is willing to pay for.

And it's not enough to be an expert. You must be known and valued as an expert by your target market.

There are three strategies to boost your reputation as an expert:

- Speak on the topic of your expertise
- Write and publish
- Appear in the media

You can make these strategies work if you follow a focused system for each. Do all three. Each is important.

That's the advice I received when I started in the speaking business and I offer it to you here freely.

Good luck in your speaking business.

Chapter 7

Other Multiple Streams of Income

-Ideas

When it comes to developing multiple streams of income, most folks tend to think it means taking another job, working overtime or starting another business by the side. Developing multiple streams of income is not taking another job. It could be a business you do during your free time, but that is not the starting point.

The starting point is to change your mindset from depending on only one source of income, to expecting multiple streams of income. When you start to open your mind to that possibility, then ideas will start to flow.

Make Your Money Work for You

The easiest way to develop an additional stream of income is to have your money work for you. You can start by investing your savings in the money market at zero risk to earn interest income. Most people overlook this because of low interest rates and seemingly inconsequential amounts earned as interest when starting out. When you save consistently, you grow your principal sum rapidly and the interest earned begins to add up to something reasonable.

Other Ideas on Creating More Streams of Income

Apart from putting your savings to work, there are unlimited ways of generating multiple streams of income. You are only limited by your imagination. While brainstorming ideas for multiple streams of income, you need to focus on passive income – income that comes to you perpetually for work you did in the past.

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You do not have to work at it full time. After it has been set up, you need minimum amount to time to keep an eye on it.

- Real Estate Agent
- Fish Farming
- Poultry Farming
- Proofreading
- Ghostwriting
- Produce an Album
- Movie Script Writer
- Commercial Blog
- Online Store
- Graphic Designs
- Real Estate Investment
- Start a Fitness Club

- Rentals Services
- Event Management
- Organize Workshops and Seminars

Chapter 7

Final Thoughts

We are all creative. All we need to do is to start to believe in our God given abilities and put our minds to work.

Since you have a full-time job, you don't want to take another job. You want something that does not take too much of your time. There is no limit to the number of income streams you can develop. One of your goals should be how many income streams you want to bring on board within the year.

Have The Right Focus

You need to remain focussed on one income stream and see it through it is fully established before you start on another. Avoid the temptation of going after several opportunities and doing a poor job of it. If you spread yourself too thin, you may not get any meaningful result. There is a proverb that says "if you chase two rabbits, both will escape".

The most important decision you need to make is the decision to develop multiple streams of income. Do not bother about how. As you start moving, you will find a way to make it happen. There are resources and people out there that are willing to help. Whatever challenge you may face along the way, someone has faced same, overcome it and told the story somewhere on the internet. All you need to do is seek, and you will find.

Don't Focus on Money Only

While considering a stream of income, avoid the temptation to focus on money only but on the service you want to render. If you do a good job serving others, they will be very willing to part with their hard earned money. When you focus on money, service will suffer and your income will drop.

Focus on Your Areas of Expertise and Passion

Focus on areas you are passionate about, areas you have skills and enjoy doing. That will give you the energy to keep going even when the going gets tough. Excitement gives you energy and brings out the best in you. Taking your hobby to the next level is a good place to start. You can turn your hobby into a business. Making money while having fun gives a very good feeling.

Most of the ideas do not need money to start, if you already have a computer at home. There is hardly any business you cannot start small and grow by reinvesting your profits. Take your eyes off the obstacles and focus on what you can do with what you have. Where there is a will, there is a way.

The LORD give you Understanding!



CLASSIC TOPICS

1. Designed for Impact
2. No Excuse for Failure
3. Doing Business on Great Waters
4. Reaching the World for Christ
5. Multiple Streams of Income for Preachers
6. Success is in the Heart
7. Commanding Success
8. There is Money in Your House
9. Building Resilience
10. That Curse is not Mine and lots more!

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