

Finance

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U.S. markets open in 6 hours 36 minutes

S&P Futures
4,239.00
+11.00 (+0.26%)

Dow Futures
33,194.00
+91.00 (+0.27%)

Nasdaq Futures
14,515.50
+43.25 (+0.30%)

Russell 2000 Futures
1,777.80
+6.80 (+0.38%)

Crude O
70.88
+0.78 (+1.1%)

Screeners

BUSINESS INSIDER

Personal Finance

I made \$239,000 this year selling budgeting and productivity templates online. It's the perfect business to start as a one-person team.



Emily Courter

December 20, 2022 at 5:36 PM · 4 min read



Jason Ruiyi Chin, known online as Easlo, found six-figure success as a student selling Notion templates.Emily Courter

- Jason Ruiyi Chin used Notion for taking lecture notes at school and then began toying with the app.
- He tweeted free Notion-template downloads and grew a big following before he paywalled new content.
- Chin has made \$239,000 this year selling templates for budget tracking and organization.

*This as-told-to essay is based on a conversation with Jason Ruiyi Chin, a 20-year-old from Singapore who sells Notion templates and goes by Easlo online. Insider verified his revenue with documentation. The following has been edited for length and clarity.*

I graduated from high school in 2021. While in school, I often used Notion — a note-taking software platform — to organize my lecture notes.

I realized after graduating that people could customize Notion for different uses and decided to fiddle around with the program's functionality.

I started producing basic templates, like a budget tracker and a habit tracker, under my internet persona, Easlo.

## **I studied YouTube videos and other Twitter users to create my brand**

I learned how to set up various functions in Notion by watching YouTube videos. I released these first templates for free, advertising them to my growing Twitter followers and posting on Product Hunt to get the word out.

While developing my templates, I was growing my Twitter audience. I followed popular productivity Twitter accounts and studied what formats and content they used. I modeled my Twitter behavior after

theirs. This research has paid off because I now get significant support on Twitter for my products.

For about two months in summer 2021, I regularly released new, free Notion templates and made them available to anyone who wanted them. They could be downloaded from Gumroad for free, with the option of leaving a tip.

## The audience for my free templates was happy to start paying for my new product

I realized that being Easlo might be a lucrative endeavor in fall 2021 when I began receiving tips of up to \$100 on Gumroad. In November 2021, I decided to start charging for my new templates and turn "Easlo" into a business. I stumbled into this entrepreneurship opportunity; it was my first job ever.

Story continues

Quote Lookup



## TRENDING

1.

**Clashes in Senegal leave at least 9 dead; government bans use of social media platforms**

2.

**US reopens embassy in Seychelles after 27-year absence**

3.

**PRESS DIGEST- New York Times  
business news - June 2**

4.

**EQT Nears Deal for Vet Drugmaker  
Dechra Pharmaceuticals**

5.

**Equities Led Higher by China Tech, Fed  
Pause Hopes: Markets Wrap**

