

# IDEAS TO INCREASE YOUR INCOME



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An eBook with ideas and  
thoughts which will help  
you increase your income

# Chapter 1

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## 8 Reasons, why your income level remains STAGNANT

At jagoinvestor we have always been trying new stuff and this time we are coming up with 5 article series on the topic of INCOME every *Thursday*. These articles will be inter connected and they will help you to work on any one specific area related to money, this time we are going to focus on increasing your income (I know that you are interested in this topic). Now, there is no formula available in the world or with us by which you can magically increase your income. But we strongly feel that by engaging with certain set of conversations you CAN increase your income.

This is the 1st article of the series where we are first going to look at why a lot of people struggle to increase their income. What is it that stops people to increase their income ? And then over the next few weeks, we will go deeper in this area and touch other points around increasing income. You may be into job or business the series will be helpful to you.

Let's examine some of the key reasons or pointers which can help you to introspect in the area of income generation.

### **Reason #1 – Over focus on Controlling Expenses and not ON increasing Income**

You will always meet two kinds of people. There are people who focus on increasing their income and you will find people who are always busy controlling their expenses. Now, we want you to focus on increasing your income because increasing income is ALWAYS in your hands; whereas controlling expenses is not in your hands. For e.g. if tomorrow petrol or diesel prices touches Rs.100 per liter you can't do anything about it. When we work with our clients one on one we always encourage them to work on increasing their income. We ask them to figure out ways by which they can work on increasing their income. Along with making investments it is extremely important to work on increasing your income.

Now, let's assume that right now you are not exploring your full income potential and we invite you to inquire how you can explore your full [income potential](#).

## Reason #2 – They are HIT by “BUT” syndrome

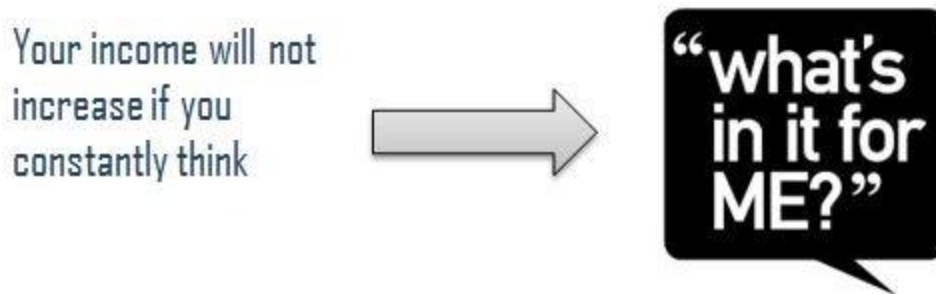
I find a lot of people saying, “This year I was all set to get promotion BUT office politics got in my way” or “This time I was all set to get big business order BUT my competitor stole my order”. The three letter word “BUT” is a bit nasty by nature. The word BUT is a beholder, it beholds some kind of underlying truth in it.

The truth is, I am not promoted and the truth is, I did not get the business order I wanted. You may be in business or job, if your income is not increasing check whether you are hit by “BUT” syndrome or not? – Tell the truth and [start taking required actions](#) instead of swimming into the pool of reasons and thinking why you could not produce desired result. Every time when things don’t turn out the way you want, instead of finding reasons go deep inside your own self and get honest with yourself. People who struggle to increase their income are more in love with reasons than results and actions.

## Reason #3 – Virus called “What’s in it for me?”

This virus simply corrupts you as a professional. The virus gets in your mind and it keeps you away from identifying opportunities where you can make a difference. If possible for 10 minutes every day keep the thought “what’s in it for me” aside and bring a lot of passion and love into any work that touches your hands.

I was once in a restaurant with Manish and he said something very interesting. He said, “Some waiters expect and work for getting tip (and they don’t get) whereas some really serve well and people appreciate their effort by offering tip to them”. Can you see the difference how your approach impacts your income?



Increasing income is not a function of greed or expectation. People who fail to increase their income are insanely affected by the virus “What’s in it for me”. You may say, but that’s the way the world works or it is practical to think about your personal interest. This attitude is

the root cause of your entire struggle. May be a lot of people are searching wealth on the wrong side of the river and so they struggle to increase their income all their life. Empty your mind for 10 minutes and focus and you will start to see many opportunities right in front of you.

#### **Reason #4 – They don't understand the word "Service"**

The word literally trains you to become a go-getter. As a go-getter you get up every day with a thought, Today how can I get more money and from whom? In my view people who struggle to increase their income have yet not experienced the power of word "Service". If you start operating from service you start to grow inside your profession or work. Every day look at how best you can be of service to your organization or to your team members or to your clients. If your relationship with word "service" is weak it fills your life with struggle and resignation.

*Always remember – "When service is rendered, payment gets due"*

#### **Reason #5 – They don't invest in their training and development**

If you are useful, people will get ready to pay you for your services or offerings. To be more useful you have to constantly work on enhancing your skill set. There are [very few people who invest in themselves](#). A lot of people wait for their company to sponsor for their training and development program. This is a wrong attitude and it won't help you to grow your income.

Do you keep some percentage of your income aside every year to invest in some skill development programs or not? You have to be really good at your craft for people to invest in you. Increasing income is all about asking and inviting people to invest in YOU for producing measurable results. When people or organizations stop investing in YOU, your income gets stagnant.

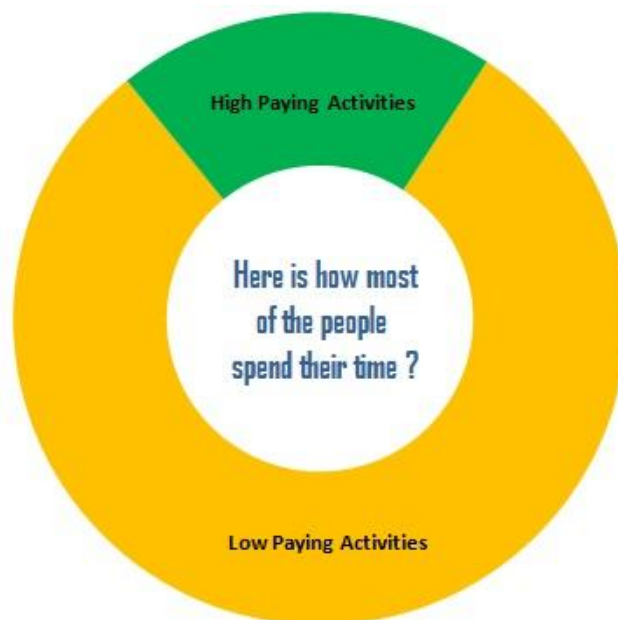
#### **Reason #6 – They don't have a mentor in life**

In your professional life you need to find and make someone your hero. It has to be someone who is living your dream; he or she is right now in a position where you desire to be in near future. Majority of people try to do everything on their own, they don't have a mentor in life. Now, there is no harm in doing things on your own but having a mentor helps.

You have to find someone who dreams big like you. If you are a writer your mentor will constantly help you to get better at writing. My fitness coach once told me that “Exercise without having a fitness coach is all warm up”. If your income is stagnant having a mentor in life will help you a lot. In this week spend some time and energy, schedule a conversation with someone and invite someone to be your mentor. (If they charge be ready to pay them) . If you need a coach in your financial life, you can [set up a call with us](#)

### **Reason #7 – They Focus on ‘low paying’ activities**

There are three kinds of activities you will engage with; high paying, low paying and no paying activities. Take out your calendar and make a note of what kind of activities you spend maximum time with. People who fail at increasing their income are not wise with their time.



I once gave an interesting assignment to one business person, I asked him to track his weekly time engagements, after a week he told me he was focusing more on no-paying and low paying activities. He made a commitment to focus his time only on high paying activities and his business income started to shift. You may be in job or business look at what kind of activities consumes your time. Be honest with yourself because where you invest your time matters when it comes to income generation.

## **Reason #8 – They fail at creating wow experience**

I was once invited as a speaker by one Asset management company. I had to deliver a 25 minute talk to a group of financial advisors and planners. I asked the group “Where does wealth reside?”- I got variety of answers from the group which very interesting to hear. I finally told them that wealth resides in the very next conversation that they were going to having after they leave the room. You may be into job or business we are all into conversation business and your only job is to leave people with wow experience. You may be in job or business makes a commitment to create wow experience for people who come in touch with you.

People, who fail at increasing their income, fail to CREATE wow experience for others/people they work or collaborate with. Your conversation has to fill the other person’s mind and heart with fresh and new energy. Not just with your boss or important clients but every person you meet from morning till night your only job is to create wow experience. For next few days examine what kind of experience you are leaving people with? Be Honest with yourself and see if you can bring some improvement in this area.

## **Work on what best you can do to increase your income**

This week take out some time and work on what best you can do to increase your income. This week do a lot of introspection and figure out actions that can help you to increase your income. As I said in the start there is no formula to instantly increase your income

## Chapter 2

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# 6 Empowering Dimensions that can help you to grow your income

A lot of people are serious about increasing their income and we are happy our article series is helping them in moving forward.

**You are 100% responsible for the income you generate.**

In today's article we will change gears; we say that "You are 100% responsible for the income you generate – totally. The only question is – *Will you acknowledge that or not?*". We will explore some very important dimensions which are important to understand for you to increase your income. Your monthly bank balance or income is a reflection of how you express yourself or in other words how you show-up in the world.

Here is an inspiring video , which I must have seen for over 60 times, it taught me several things and this write up comes straight from the notes I took while I repeatedly watched this man speaking and expressing himself. You may have already seen the video, this time I invite you to see this video with fresh pair of eyes and from the context of how you can change your conversation around increasing your income.



## 6 extremely powerful dimensions that can help you to grow your income

### **Reflection #1: Your bank balance is a mere reflection of your thought balance**

If you want to increase your yearly income or your bank balance you will have to first expand your thought balance. Make a conscious effort each day to fill you with richer thoughts. Human being is a thought making machine and you always have a choice to be responsible for your thoughts that you give shape to. Good and bad thoughts will always strike you, but which thoughts you choose to give life to is always in your hands. Because it all starts at the thought level and then it (the thought) slowly starts to shape your reality.

What are our articles on jagoinvestor all about? They are simply our (i.e. mine and Manish's) thoughts, that we give language to. Your thought around money and income generation has to be empowering and inspiring. And so give life and energy to only those thoughts, which helps you to grow your thought balance, and this will eventually reflect in your bank balance. Check your thoughts around your boss (majority of people hate their boss or has some or other complaints with their management). Go have a conversation but do not let your thoughts get corrupted. Your organization is the source of your income and you can't afford to nurture dis-empowering thoughts.

### **Reflection #2: Income is reflection of your personal creativity**

If you want to increase your income, then bring the ingredient of creativity to the dish called "your work". Your work is the ultimate source of your income and your work assignment always gives you an opportunity to express the magic that you hold in you.

Income is a reflection of how much value you create for people/clients and for the organization you work for. You are never paid for spending a few hours in your cabin or company or to warm your chair or to check articles on different blogs or to find the best online deals.

Every day invest some time to figure out ways by which you can bring the creative force inside your work. The way there are more than 10 ways to draw a cat, there are many creative ways by which you can get the same job done. I personally feel that income generation is not a formula, but it is your personal creative process which you discover for yourself.



### **Reflection #3: Income is reflection of how innovative you get**

I love reading books and biographies that are written on the [life journey of Steve jobs](#). His overall body of work and innovative designs will continue to inspire people for years to come. A lot of times I address Manish as “Steve jobs of personal finance” not to flatter him but because he brings element of innovation inside our organization and in his articles and [books](#). Out of working with him I have learnt that income is a function of how innovative you are as a professional?

Inside your current work or job profile check ways to innovate. There are always some or the other hidden ways by which you can enhance your performance or effectiveness. Innovation is an important dimension to ponder, if you are really serious about increasing your income. Innovative people always experience and see income as a byproduct. Their work speaks for itself and money/income simply flows into their life.

### **Reflection #4: Income is a reflection of how big difference maker you are**

Finally, Let me teach you how you can actually increase your income. Let's say, [your current pay package](#) is 10 lakh and you want your annual income to become 1 crore. The solution is simple but may not be easy for you. If you want your pay package to become 1 Crore all you have to do is first contribute inside your field worth 1 Crore. I and Manish care very little about our income or annual business turnover, our focus is always on how much contribution we can make in peoples' financial world.

We take on new writing projects and constantly [design our services](#) by which we can make more and more difference. If you want to increase your income simply create or design your contribution plan for next 5 years inside your respective field. The more you will contribute the more your income will grow and expand.

### **Reflection #5: Income is reflection of outrageously sharing your GIFTS**

There is always one thing in YOU which only you can share with the world. If you are good at singing, give more of that to the world. If you are good at writing, give more of that to the world and if you are good at painting – then share that GIFT with the world.

Whatever you are good at in life, they are your gifts and you have to share your gifts with more and more people. The more you share them, the more it will reflect in your bank

balance. Don't be stingy in sharing your gifts, outrageously share your gifts. Income is a reflection of how big heartedly you are willing to share your gifts. A lot of advisors come-up to us or mail us saying, "If you will teach everything to investors who will become your client". Well, in fact it increases flow of inquiries and we have seen our client list expanding year on year. We want to share our gifts and we ask our colleagues to do the same. In your field just continue to share your gifts, just STOP stopping.

### **Reflection #6: Income is a token of appreciation**

Your Income is not a symbol of security, power or just a commercial transaction; it is also not a measure of how successful or unsuccessful you are in this world. Your income is a reflection, it is a mirror that shows you how you show-up in the world, and it is a reflection of how much value you are adding into people's life and how much contribution you make in your respective field.

[Salary or fee](#) is ONLY a token of appreciation that you receive when you share your magic and gifts with the world. When you start to see your work as a medium to express your love AND in return people or organizations express their love by writing a cheque in your favor.

### **Work on increasing your income this week**

In this week we want you to add new and empowering dimensions, which will help you to [increase your income](#) and of other people who surround you. We would love to have more and more sharing in the comments section. Lastly, we wish each one of you a very happy and exciting new year. We will continue to share our gifts with you for years to come. Stay tuned for remaining parts of increasing income series.

Let us know which new dimensions you think can help you best to increase your income !

## Chapter 3

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# **Interview with Anupam on creating 2nd income source along with his regular job**

Do you want to know how someone created his 2nd income other than the regular 9-5 job ? We present an interview with Anupam Mehra from Bangalore, who is one of our blog readers and has agreed to share his story of creating second income in his life. I was very impressed with him because he has done something which most of the people only imagine and never make it a reality by taking extra efforts for whatever reason.



So I mailed Anupam 7-8 questions to answer, so that it can be shared with you all. I am sure you will get some great ideas from him, a lot of motivation to something similar in your own life and at the end, let's start a new kind of culture on this blog where we share our knowledge with others so that it can enrich others life in some way.

Here is the interview ..

### Can you share very quickly about yourself and what you do right now in job ?

I have post-graduate degree and have about 8 years of experience. My education and profession are in the same field, Electronics. I have broad range of experience in all aspects of product design. I was lucky in a way that in both the two companies that I worked for, there were no set job definitions. For example, some companies have set roles like development, testing, documentation, verification etc. But, for me I had to do all of this at some point of time. This helped me gain good experience overall. I think for all new graduates, embrace this sort of opportunities since it will give you a good idea on what interests you. You can choose to specialize in something that really interests you as you gain more experience.

For me alternate source of income did not mean alternate field of profession. I am really passionate about my area of work. Initially for earning 2nd income, I completed a few projects on freelancer websites like Elance and others. Some of the projects were not related to Electronics, for Ex: Visual Basic Automation, but for most part I did projects in my field of interest only. Some of the projects I quoted a very low price to ensure I got the project. For the past one year, I have been consulting with a US-based company. I am guiding a group of engineers in verifying a very complex design. I have provided a lot of automation tools that I developed, which is helping the engineers improve their productivity.

### How does it feel to have another source of Income apart from your professional active job income?

To begin with, I wanted more control in my career. I did not want to worry about layoffs, appraisals, not getting onsite etc. I also wanted to see if I can get better at what I do. Of course making more money feels really great. I feel content professionally which makes me feel relaxed at home and I spend more "quality" time with my family. It just means I can save more (and of course my wife thinks she can spend more...9).

## Was it tough to start earning alternate income ? Because most of the time everyone has this complain of “not having enough time” ?

Not having enough time is the first thought that will come to our mind. To being with, I evaluated how much time that I spend on unnecessary activity. One of the first things that I did when I started freelancing was make a commitment not login to facebook, gmail, whatsapp etc while at my work. I am required to spend X amount of hours at work. I was determined to use all this time efficiently such that I would not have to spend extra time in the office. Of course, sometimes I would have to work 14-16 hours a day to meet some deadlines. But mostly I wanted to be disciplined and not spend extra time in the office unnecessarily.

And the good thing about freelancing is you can do it in your own time. After I come home “early” from work, I would spend time with my family, do all the regular stuff, put my 2yr old son to bed and login to work. This sometimes would work well, since my clients would be in the US or UK and the time works out perfectly. I would also wake up at 5.30 a.m. instead of the usual 7.00 a.m. on weekends just to get some work done before my family wakes up. At any point I have not worked for more than 15 billable hours a week. I had made this clear to all my clients as well.

## How did you identify that you can earn alternate income – Because most of the people complain – “I have no idea what can I do other than my job ?”

The starting point for me was, identifying my strengths. What it is that I can offer better than most? How much time can I spare comfortably on a weekly basis? I explored teaching options that are available, both offline and online. I started off with this initially. As I mentioned before, Visual Basic programming was a hobby for some time which I used to [generate some income](#). Basically once I had an open mind, I was not hung up with the type of work. I was more interested on the service that I can provide and its quality. I offered real value for money initially as I built my reputation on the freelancing websites and then slowly picked and chose which projects to bid/work on. So the question is “what skills do you possess that you can leverage to generate an income?”

***Below is a small para which I wanted to highlight ..***

### How can I earn secondary source of Income apart from my Job?



**Anjan Santra**

3 votes by Hari Kumar, Sundeep Gupta, and Anonymous

The possibilities are limitless or rather limited only by your own thought process. Many people in the world don't really like what they are doing to earn their daily bread. Deep inside their hearts they want to quit it and start with something they love or always dreamed of. What stops them is the financial security aspect.

So, if there is some such hidden wish inside you then secondary source of income can be conceived from that wish of yours. You can get into share market and start investing. Markets are not your cup of tea, then how about pursuing the artistic side. If you love photography, try getting some proficiency in it and start a side biz covering your friend's wedding or selling your snaps. Painting, writing, reviewing for restaurants or movies are also viable options. How about home schooling service to children or even tuition on weekends? You can even start catering services. Learn yoga or aerobics and start your own morning classes. That way you stay fit and earn money too.

Answer to How can I earn secondary source of Income apart from my Job? • 16 Nov, 2013



**What is one single thing you consider as most important thing one should have in them if they want to create second income source of income ?**

**Attitude – “Go-Do”**

What I mean is I lot of people including me used to have these great ideas when having lunch/tea with colleagues and friends. Some of us have this frustration that “I am wasting my time”, “I should be doing a lot more”, “common guys, let’s start a company on our own”.

But somewhere in the daily grind, we remain in inertia... mostly because we want that comfort zone. You are the CEO, CFO and CTO of your one-person enterprise, be it being employed in a company or working for an alternate source of income. Having the great attitude of believing that you can do it and offer outstanding service to your clients will surely help you succeed.

Do you think now when you have a 2nd income source, you have higher confidence to start a 3rd alternate income source too ?

Absolutely! The possibilities and opportunities are limitless. I have just started. I intend to continue this. Some of my ideas require me to invest some capital. I have earmarked a percentage of my Additional Income to fund these. Multiple sources of income -> that's the long term goal.

How has your financial life changed after you have started getting an alternate source of income? Have your savings gone up? Has your quality of life improved?

I have to mention this here. My following of Jago Investor started when trying to correct my [mistake of investing in endowment plans](#). So in the past two years I have corrected my initial mistakes as well as started generating my additional income. So, both of these two factors have definitely improved my financial life. My wife and I made a combined decision on what percentage of regular income and additional income we will save. Rest is for spending. By doing this, we are living and saving comfortably.

We save most of our additional income by the way. We do not want to get used spending away this income as it might cause lifestyle inflation which might be difficult to recover from.

Since I am spending my personal time with generating additional income, I am more conscious on spending time with my family. I try to make it "quality" time. I regularly take casual days off where I am completely cutoff from both regular and additional work. I must say I have a supportive wife as well.

This additional income helps me in not worrying about the small stuff. Instead of worrying about the expense most of which is not in my control, I "worry" about increasing my income. This has led to a smoother family life.

Do you think having an alternate source of income is some kind of luxury or something which everyone should mandatorily have ?

Different folks, different strokes Manish!

It would be nice to have. I also recognize that some people will not be able to do it. Some folks might genuinely not have the time or would love to spend every free minute with their

family or would be really happy with what they earn. My suggestion is people should evaluate if they really want to and can work additionally to generate an income.

Second source of income builds in some security in case of loss of regular job for whatever reason. It could also be a way for a person to [transition from a regular job to full-time entrepreneurship](#).

Sometimes I also wonder if hours of research while choosing a mutual fund which can generate additional 0.5%-1% returns is worthwhile. Can this time be better utilized in updating skills and working for additional source of income?

### **Thanks**

I would like to thank Anupam to accept my invitation to share his answers for my questions and share it with everyone else. I am sure you must have learned few things from this interview. You might have also got some validation from this interview about your own imagination and thinking. You can also see that someone has really done it and it works and now you will do it in your own financial life

Now the question for you is – Are you working on creating alternative income source somehow? Have you tried it ever? And failed? Or succeeded?



## Chapter 4

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# 10 ideas to create Passive Income or alternative Source of Income

Today let's go a little deeper and learn ways by which YOU can also create passive income stream, which means ways of income where you do not work actively and still the income is generated.



We can see that a lot of you are interested in creating passive income but you don't know from where to start, so after reading today's article take at least one committed step to create second source of income in your life. After you complete reading today's article, in comments section share at least one new idea for creating passive income.

We are a community of 50k+ people at jagoinvestor, if we all share one good idea for creating passive income, imagine what kind of passive income idea bank we will be able to create.

The rich get richer. Not only because they have surpluses with which to invest, but because of the overriding emotional release they experience from having wealth  
- Stuart Wilde

I really want you to take a day off from your routine life and name the day as “PI day” of your life. On this day, you won’t touch upon any other area of your life, you will only think about creating passive income and nothing else. As next step create a special kind of account in your life called “P I income account”, in this account you will accumulate passive income, it should not come from real work or from active job. Passive income is the kind of income where either your money works for you or your people work for you.

## 10 ways to create passive income

### 1. Rental Income from Real Estate

You can create rental income with the help of real estate. If you have more than two properties, the rent you get from one can help you to pay the EMI of other property you own. You can give your office space on rent or your second house on rent. You can also create either boys or girls hostel, if you have more than 1 flat on the same floor. Some even create small office units in one big commercial space and they give it on rent to people who do not have frequent visitors.

Make sure that you are selecting right people and legal aspect is taken care of.

### 2. Buying Space for ATM Centre

This is one of the best ways to create passive income. Generally in a building, the space which is below the stairs gets sold at lower rate as compared to other offices and it is ideal place for ATM Centre. Banks can even pay upto 25k-50k per month to ATM centre owners in big cities, but again it depends on the location and the area where you own your space. There is a [detailed discussion on this topic here](#)

### **3. Buy extra Parking lots and renting it later**

Parking is one of the biggest problems that everyone is facing today. [One of our clients](#) created passive income from the parking space that he owns in his building. Also I know someone who owns open plot next to a multiplex; he gave his space on rent to multiplex for parking purpose. This may not be possible for all but as I said do not discard ideas from your life.

### **4. Create Websites & Blogs**

The machine age is over and we now leave and breathe inside information age, where no one cares where your office is or how many people staff you have, with the help of internet from a remote place you can create a lot of money. Creating a blog or a website is almost free (or I can say it is not very expensive) and is one of the best ways to create passive income.

You can do this as a part time activity and start creating second income in your life. This may be a slow process and it calls for good content for you to attract people to your blog or website. Jagoinvestor as a blog started very small and with the love and trust of our readers it has now created a special space in investor's community.

### **5. Advertisement hoarding on your building and terrace**

If your building is on main road with proper visibility you can put some banners or hoarding on the terrace of your building or even in garden or open space of your building. If you own terrace rights the money will come to you otherwise, it goes to society kitty as passive income. Some permission & authorization is required to take this step.

### **6. Interest income from your investments**

This is one of the simplest ways to create passive income, which is in everyone's reach. You can either create interest income through [Bank Deposit products](#) or by offering loans to people at attractive interest rate. For this you need cash on hand or pool of money from which you intend to create interest income.

## 7. Dividends from Stocks and Mutual Funds

You can either [receive dividends through Stocks](#) or from different mutual fund schemes. This income depends on the performance of stock and mutual fund which is linked with market conditions. There are many people, I know who create good dividend income from stocks and mutual funds.

## 8. Royalty Income

Your talent can help you to create passive. You can put something in a book on [Amazon Kindle](#) and it can be shared with the world, your book can help you get royalty income. Most people are disconnected with their true talent which is not good for creating second income. You really do not need a publisher you can either self-publish it or get in touch with websites who promote new writers.

We started with one book and now [we have four books](#) which are written for investors and advisors, our publisher has already assigned us two more writing assignments.



## 9. Referral business model

If you are into business you can create a strong referral business model by which your overall business strength increases. Here with the help of referral model not only does your business expands but you also get an opportunity to create passive income as an entrepreneur.

## 10. Buy cars and give on rent to companies

Many BPO's and companies hire vehicles on contract. Some people buy vehicles and they offer their vehicles to the company they work with. This helps them to create passive income out of it. Here you need to be careful about the terms and conditions and choosing right driver who will be handling your vehicle on daily basis.

### Project called “Passive Income”

If you do not have passive income it means you have yet **not created “passive income” as a project**. In our book “11 principles to achieve financial freedom” you can learn more about creating passive income and how you can convert your dream of creating passive income into a project.

Just place your hand on your heart and ask yourself, “How many attempts in the past I made and I failed at creating passive income? (may be zero attempts). You are unable to create passive income because you are glued to the idea of only creating active income in your life. You haven't failed much because you haven't yet started fully playing for creating passive income.

Come on, make list of possibilities, make list of people who can help you, see what leverage you can get in creating passive income, see what best you can do with the resources you already have, what talents you have in you that can help you create passive income or take professional help, if required.

### This week action

Take a day off from your routine and name it as “PI day” (Passive income day). Do some brainstorming and come up with ideas for creating passive or residual income. Do share one idea in comments section for creating passive income

## Chapter 5

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# 13 awesome ideas to make extra income other than your job

Do you want to make extra income on a consistent basis apart from your regular job ? I will be discussing 13 ideas, out which most of the things can be instantly tried out by most of you. Note that, here we are not talking about [creating passive income](#) which requires huge investment. We are mostly going to talk about ideas which can be implemented without requirement of huge capital, but only some time and dedication.

Let's look at these ideas one by one..

### 1. Consulting in your domain

If you are expert in some area, you can always give your consultancy service to smaller businesses who can't hire big companies. When we were brainstorming with a [client of ours](#) to generate second line of income, he identified that he has some great knowledge in the area of terrace gardening. He could see that he can help families with large enough terrace to setup their own balcony garden and earn some fees over weekends or extra time.



Look back at what all you know and have learned over these years, and you will realize that you have some really deep knowledge in some field, and surely there are many who are looking for someone like you, who will guide them well for a lesser fees (compared to professional fulltime companies

## 2. Create products and sell on Ebay

With websites like EBay and OLX, you can now sell virtually anything on internet to those who are looking for products. So you can do some handicraft or anything else, which can be created at home in extra time and then it can be [sold on ebay](#).

Or you can find some local product which others would find awesome, but it's not available in other parts of country and then start selling it online for a profit. Even you can look at some products which are selling at huge discount at stores (wholesale market or under clearance sale) and then sell it on Amazon at regular price.

**12,793 Indians Use eBay as Their Primary or Secondary Source of Income**

New research released by eBay India (<http://www.ebay.in>), India's leading online marketplace, shows that nearly 31% of eBay sellers or 12,800 Indian entrepreneurs including many businesses, make a primary or secondary source of income selling on eBay India. An independent survey was conducted in June 2006 by AC Nielsen with eBay sellers across USA, Canada & Asia-Pacific.

Mumbai (PRWEB) October 7, 2006

New research released by eBay India, India's leading online marketplace, shows that nearly 31% of eBay sellers or 12,800 Indian entrepreneurs including many businesses, make a primary or secondary source of income selling on eBay India. An independent survey was conducted in June 2006 by AC Nielsen with eBay sellers across USA, Canada & Asia-Pacific.

Indian entrepreneurs are rapidly embracing the internet in search of successful online business opportunities with around 38% of the current eBay India sellers quitting their jobs to sell on eBay! As many as 9% of eBay sellers see eBay as their primary source of income.

Highlights of the survey include:

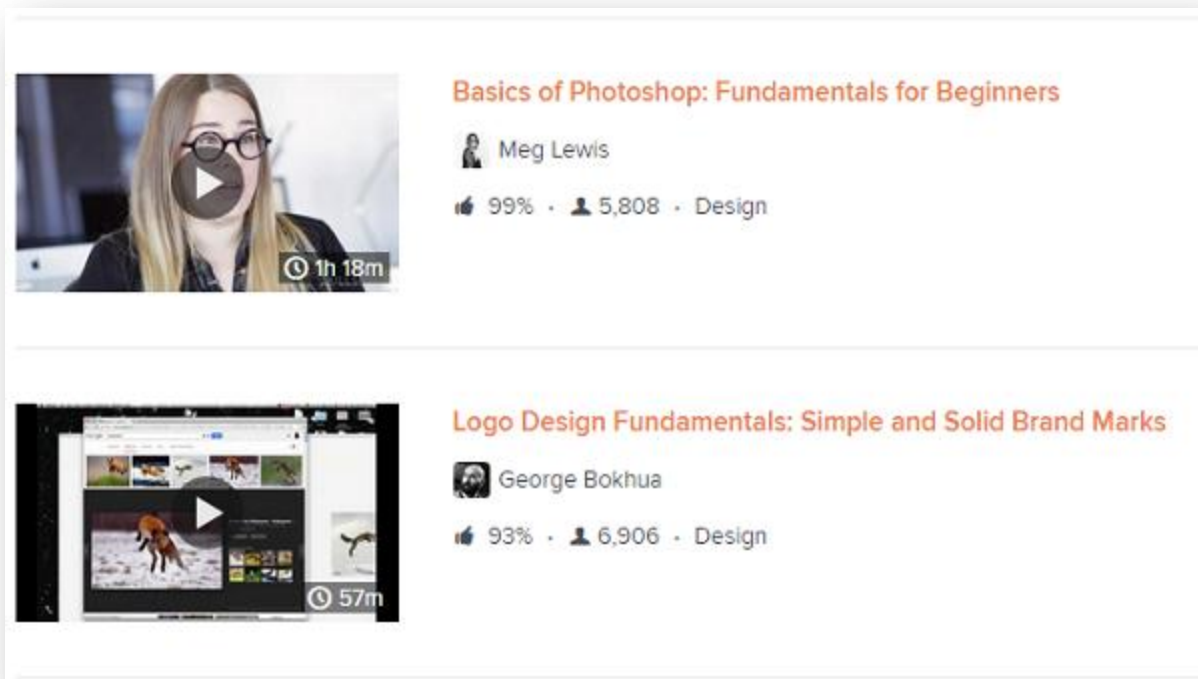
- 75% of eBay India sellers sell as individuals, out of which 65% use eBay as their only online sales channel.
- Some key reasons eBay India sellers choose to sell online are:
- 54% believe eBay helps to reach more potential customers
- 40% find that eBay is easy to use
- 39% felt the flexibility to work according to their free time is a key reason to sell online
- 37% felt that the possibility to run businesses from home
- 72% eBay India business sellers however, choose to sell on eBay to increase their personal income, 55% to do something they are passionate about and 51% to be independent

Earlier, when you wanted to sell something along side your job, you needed to have a shop and someone was required to be at shop all the day, not anymore !.

[Ramit has a great article](#) dedicated on this topic.

### 3. Create a Course and Sell on Udemy.com or Skillshare.com

If you are an expert in some area, which you think can be taught to others by creating a course out of it, you can always sell it on [udemy.com](https://www.udemy.com) or [skillshare](https://www.skillshare.com) and make money on the fees received by the students. So if you are an expert on cooking, Yoga, SEO , Designing, MS Excel, Java, Python ... whatever.. Create a nice rich course , record your videos and done ! .. You can tie up with these websites and then earn lot money. Just understand those models and work on it.



### 4. Referral Business

Connecting two entities is another great way to make extra money by spending less energy. So can always have an agreement with some business entity to give clients on referral basis and earn a commission. I recently hired a designer for some work and I asked him if he knows someone who can PRINT the designs for me. He referred me to his friend who done the printing work. I am sure he must have got some cut for the referral and there is nothing wrong in it. It's a smart way of earning money.



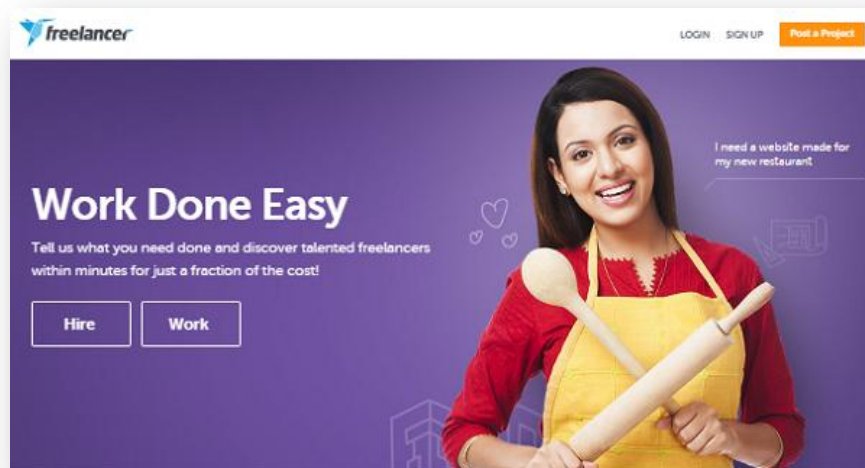
Here is what [Ajay shares in our last article](#).

I used to refer students to a local computer institute where I myself learnt ms office. they used to pay me 10% of the course fees paid by the student. I used to earn average between 1000 to 3000 monthly those days.

You might not know that even builders pay you 20-30k for each client referred (who bought the house). So now, have you got a friend who is into business or some kind of service ? Just talk to him if you can pass on clients to him and earn some money on it.

## 5. Freelancing online

If you have extra time with you over weekends or after your job, you can freelance and take small projects. There are many websites like [elance.com](#) , [odesk.com](#) or [freelancer.com](#) where you can earn money by working on projects. There are thousands of people in India who are working full time on these kind of freelancing websites and believe me, they are earning in lakhs. Look at it as a serious way of making money and not just a time pass activity.



## 6. Become a Tutor online if you love teaching

If you have a knack for teaching and if you are an expert in some subject, you can become a tutor online for students. There are tons of websites like [TutorVista](#) or [Tutor.com](#) where you can try out this. You would need great internet connectivity for this. It can work best for someone who is ready to work late in nights as many students from US and Canada would be right fit for you then.

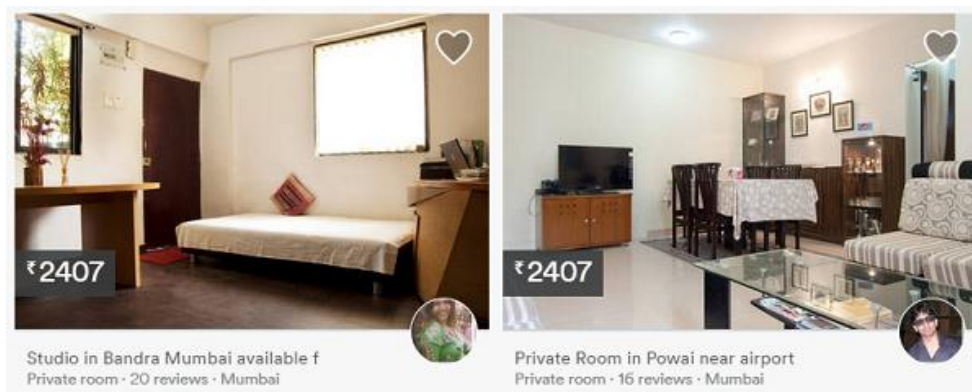
## 7. Tuitions at Home

This is the old favorite way of earning some side income. You must have listened to great stories of how many people have supported their families and their own studies just by taking tuitions. Then why not to extend your income even if you have a job ?

Do you know Music ? Are you an expert in Maths ? Vedic Maths ? Yoga or may be cooking ? Do you live in a residential society which has 100's of other families? Then tuitions is a perfect thing you can start give you are good at what you claim to. You can always dedicate 2 hours (if you really have them) and do some basic advertising in your apartment or nearby places and take students to teach them at home. The best part of this kind of tutors is that you refresh your dying knowledge, earn some money at the comfort of your home and you kill time which goes into unproductive things most of the times. [myprivatetutor.com](http://myprivatetutor.com) is a good place to register and start with.

## 8. Rent your empty house/room on Airbnb.co.in

Do you know that next time you head over to Goa for a family holiday, you can just rent out the whole house for 6-8 people at just Rs 5,000 a day . That's correct!

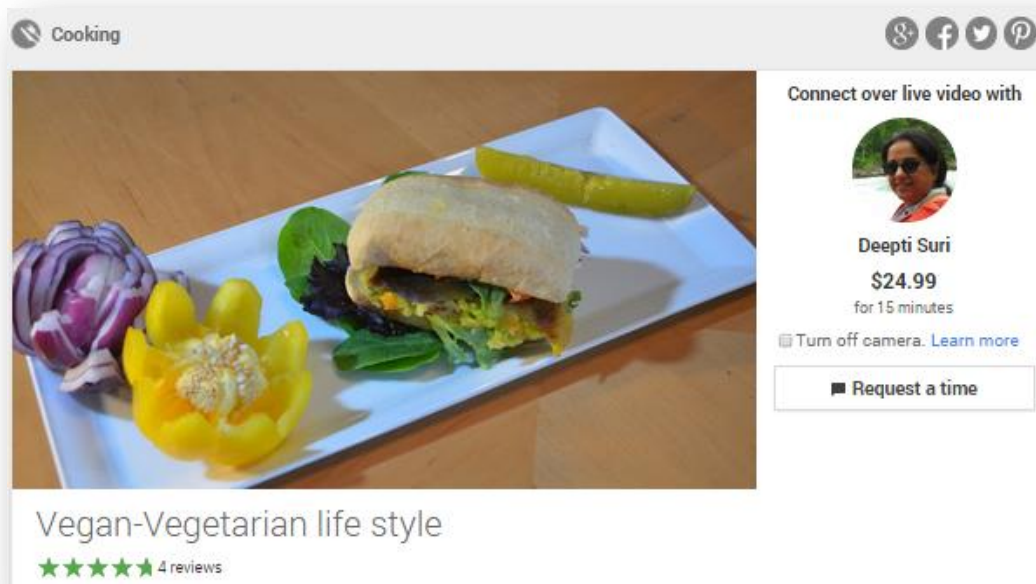


Airbnb gives you great way to rent your house or even an empty room, if you want to earn some extra money out of it. You can always give your extra room to travelers and people who are looking for 1 day-week stay on [Airbnb.co.in](http://Airbnb.co.in). Just put pictures of your house/room, explain your conditions and rules, put the facilities and that's all. Clients will find your listing, make the payment online, and if you accept, you host them!.

The best part is that you keep 97% of the fees paid and you don't have to search for clients yourself . Serve them as they come. If you have a full house at some great tourist place like Goa/Shimla/Manali or those kinds of places, you can put your whole house on rental basis. Many people who have a second home or extra room, hire a maid and offer the full range of services of a regular basis. Imagine if your extra room is rented even 5 times a month and you earn Rs 1,000 from it? Its Rs 5,000 extra income!

## 9. Teach someone live on Google Helpouts

If you have a skill, you can teach someone live on [google helpouts](https://www.google.com/helpouts/). There are tons of categories like Arts and Music, Cooking, Home and Garden, Fitness and Nutrition and many more .. Which you can choose from.

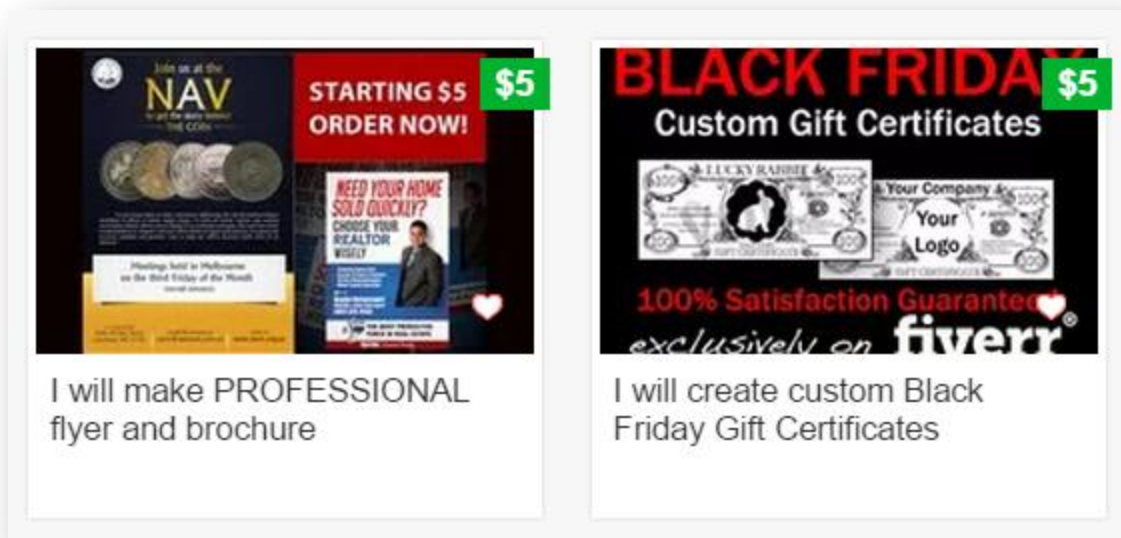


In this era of globalization, I am sure there are enough number of people in the world who would like to pay to someone to learn something unique.

## 10. Do Odd jobs at Fiverr.com

Imagine you want your logo/brochure to be designed or want your website android app to be created? It can be done at only \$5 (Rs 300). There are tons of odds things you can do at [fiverr.com](https://www.fiverr.com/). Most of the times its a small manual task, which is super easy for you, but tough for others.

A small assignment can be done at [fiverr.com](https://www.fiverr.com) for \$5 and you can raise the fees depending on the complexity involved. There are tons of people in world who are looking at delegating some task at a small fee.



I have used it 2 times myself to get some work done and paid \$5 two times.

## 11. Cooked meals Pickup

I recently ordered some amazing Egg Biryani in Pane (the most delicious) I had till date and the lady sold it from her home through registering at [tastykhana.in](https://tastykhana.in). I had to go to the place to pick up the biryani.

That got me thinking how many people in our country cook some amazing things, but never capitalize on it. So if you have people at home who cook some specialty and you feel that it will be loved by people in your city, you can start pickup service at home. Get the order, prepare the food, opt to deliver at home (at extra cost) or ask them to pick up from your place.

## 12. Starting a Crèche at Home

I am not talking about professional/big size crèche here. If your home is big enough and there is a scope of it, a simple crèche can be started. There will surely be some market for it. If most of the couples living around you are into full day jobs, you can surely cash on this opportunity and think about it.

Even if it means renting another 1 BHK flat and starting your crèche there, it's worthwhile. See how you can actually implement this – I just gave a direction

## 13. Freelance writing for someone websites/newspapers

If you are strong in writing and can put your ideas on paper in creative manner, then you can write for newspapers and magazines. I get tons of emails myself for freelance writing (I don't do it but). Here is what Abhijit kulkarni has done..

**abhijit kulkarni**

November 13, 2014 at 9:07 pm

I had written one article in the marathi news paper. It was written just in time by me, but the response I got was tremendous. And also I got Rs. 750 for that article, I haven't gone to their office. They themselves sned it to me directly. Article was a relality based, not much of writting grammer, but I found my way for PI. I can continue writing and sending them to news papers, it will definatly generate some income. (Already working on it).

Checkout how you can put your writing skill to earn more..

## 13. Sell nutritious health drinks around the Park nearby

One of our readers shared this idea with us. If there is nearby park or place, where people come for walk, jogging early morning, then you can always sell health/vegetable drinks and various healthy breakfasts too. I am sure it will help you also personally to take care of your health and earn some extra income.

If you don't have someone at home to do it or you lack time, you can employ a part time person to do this for 2-3 hours and pay them salary or a profit cut.

## **BONUS IDEA – Be a passive partner in someone else business**

I know most of the people [can't do fulltime business](#), because they are into a regular job. But you can always invest your money, your ideas and some basic level of administration to run a side business along with a 3rd party whom your trust.

There are many awesome people, who have the ability and passion to do some business, but they don't have money or experience or some ideas to implement. You can partner with them and offer to invest money in the business and also contribute your time over weekends or after work if it's possible for you.

**Example 1** – Imagine a person who has a shop, you can help him/her start an internet cafe – because you are an expert in computers, networking and know the technical side of how to do it. You can build the systems and overall business. You do the backside work and the other person does the front office job. Divide the profits!

**Example 2** – Do you know someone who is looking for a job and can drive well, but has limited time? How about you buy a Maruti Van and ask him to use it to start a pick and drop business for children in school. Divide the profits! ..

Some months back, I heard the founder of Tastykhana.in in a TIE talk, where he shared that when they desperately needed some money in the starting years of their business, that time – one of the employee of an IT company put in Rs 1 lac in their business and within a year or two, he got back 20 lacs return through an exit option when they got funding later (it was something like this, if not exact)

Can you see a point I am making? I know it's not as easy as it sounds, but at the same time, it's not as tough as you imagine. You need to take some level of risk and try out these things if you want to earn extra income.

### **How to handle.. “But ... “**

I know these ideas must have pumped a lot of excitement in you and a lot of you might have a feeling of “But ... and followed by some reason”.

Note that earning an extra income apart from your regular job, takes huge commitment. It's simple, but not an easy task. It's not for weak hearted. You will have to keep aside some of your reasons, come out of your comfort zone and take some pain in order to implement it.

It might mean waking up early, it might mean sacrificing something in life (Read the [story of Anupam](#) on creating second income) , you might have to redesign your schedule, ask for support from others and taking some tough decisions. There is no shortcut when you want to make money in life.

This is exactly why most of the people never create any additional income, because they never take efforts for it. They are just focus on reducing their expenses, where the possibility is limited. Today I invite you to look at the other side, that's INCREASING YOUR INCOME, which has unlimited potential.

Also do not focus on the quantum of money you earn in the starting. What about Rs 1,000 extra in the first month? It pays your PHONE BILL ! . That's big thing .. Its EXTRA money after all. I hope you loved these ideas and you would surely try out at least one of these over the next 1 month. Plan for it and take action.

## Chapter 6

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# 5 Inspiring Real Life stories of people who actually increased their Income?

Below, We have shared 5 real life success stories (name changed at some places as per request). Few of these success stories are sharing from our readers who attempted and succeeded in creating an alternate income. They took right amount of risk, they figured out a unique way by which they can share their talent with more and more people, they converted “increasing their income” into a project and the results have been amazing. Here they are !

### **Success Story #1 – How a Dentist worked on increasing his income**

One of our readers who is a dentist by profession runs his clinic in Mumbai. He has been practicing from last 4 years now and has good number of patients who visit his clinic on regular basis.



He took some professional help and designed a good dental kit, which can be of help to his patients and their family members. The dental kit includes some books, video CD, some



products and some other educational material in it. He priced the kit for Rs. 1999/- and showcased the kit in his clinic's reception area. In the last 15 days, they have sold close to 10-12 dental kits and he is happy to see how some extra money is coming in with his creative effort. If you look at the yearly numbers, you can see that a [good alternate income](#) would be generated.

With this new offering he is able to serve his patients better and he could also increase his daily and monthly income. Some of his patients have also started sharing the kit content and material with other family members and friends. We congratulate Dr. Ajay (Name changed) and also thank him for sharing his success story with us.

### **Success Story #2 – Come back of Yoga Teacher**

This story is of a marketing professional who turned into yoga teacher. He is in the field of marketing and works as medical representative for a well known pharmaceutical company.

His expenses are higher than his income and so every month he finds it difficult to manage his payments. He wanted to increase his income from a long time so that he can start his investments. It has been 9 years in job but because of EMI and other compulsory expenses he could never invested on monthly basis.



He decided to increase his income by 50%. He is a certified yoga teacher and after a gap of 5 years he decided to once again teach yoga to people. He decided to take some private yoga sessions in morning hours. He started sharing this idea with people and he got 3

students/clients in Nov first week. Though he has not yet exceeded 50% of his income as per plan, but he is now very close it. With this action he will be able to serve others and at the same time he will also be able to earn additional income from his students.

We congratulate this yoga teacher for his come back and for the success. We are going to assist him in starting his monthly investments from Jan 2015

### **Success Story #3 – Real estate agent who started leading real estate workshop**

Real estate is an area where very few quality programs are conducted for investors. For those who want to invest in real estate it is important to understand the [dynamics of real estate world](#). There are some very simple and effective strategies which you can learn to make money in real estate world.



This guy from Bangalore took on a project to increase his income and out of his commitment he announced his first workshop for his close friends circle and clients. He got 12-15 participants for his pilot workshop and the feedback has been very encouraging. This workshop is not sales driven or just to showcase new properties, it actually educates investors on the legal front and other aspects of real estate buying. He has priced the tickets

at Rs. 5,000/- for a one day session, which would bring in a good amount of secondary income. He is even planning to conduct it in various cities if it works out well in future.

We congratulate this real estate agent for starting such wonderful and informative program for real estate investors. As and when we receive full details about this program we will share the details with our readers.

#### **Success Story #4 – Lady who started preparing dog food**

This lady's story is truly inspiring and so we thought of sharing the same with all of you. She is considered to be an expert when it comes to dog food preparation. She has been in this business from last 3 years now.

She is fond of dogs and on one fine day she found that her dog was not happy with the dog food products which were available in market. She tested some recipes on her own and prepared some dog food packets which she also shared with other dog owners in her city. This is where others could see her talent and her first order came in, slowly she started becoming more and more popular amongst other dog owners in her vicinity.



Today she supplies dog food to almost 50 plus Dog owners and she also owns and runs hostel for pets. We congratulate Latha for sharing her talent with more and more people. We also take this opportunity to thank her for being our reader and for sharing her story with us.

### Success Story #5 – From housewife to cooking expert to bestselling author

This story is of lady called Jenish Parmar (Real Name). She happens to be good friend of my wife. I recently attended an event where she launched her book called “Heaven on Tongue”. My wife insisted on sharing her story with jagoinvestor community.



I (Nandish) and my wife (Himali) have witnessed her professional journey and success so far. She loves cooking and has always been passionate about cooking. She started her journey by participated in one national level cooking competition, she won the competition and a big turning point came in her life. She continued to teach and share her passion with more and more people and slowly she started her catering business.

She recently authored her first book called "[Heaven on tongue](#)" and right now she designs menu for some of the most popular restaurants across India. Her story is real, inspiring and easy to relate with. She is not a reader of jagoinvestor but still we have included her story in this article (we called her and took her permission)

We hope these 5 stories will inspire you and help you take actions in your own financial life.

# WE HOPE, THAT YOU LOVED THIS EBOOK!

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