



The Top 3 Ways Dancers Can Make Money Online

By Ashani Mfuko | "The Money-Making Business Strategist for the Dance Industry"

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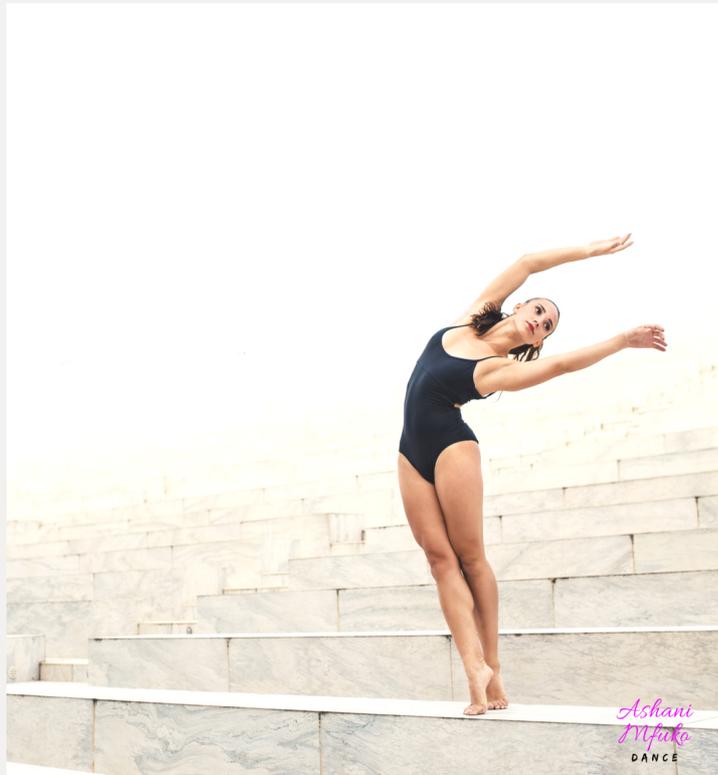
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INTRODUCTION



Dance friend, it's time you recognized that your body is NOT your most valuable asset. Your mind is! Learn how to start monetizing your knowledge as a dancer today!

When it comes to being a dancer, money can be considered a "dirty word". See, many times, as dancers we're taught that we shouldn't do this for the money. We should just be happy to get paid to do what we love, and would do for free (which we actually do, more often than not). But this is simply not true!

When you've invested thousands of dollars into your training and education as a dancer, it makes no sense for you to then go out and work for free, or for pennies. That is not a sustainable lifestyle, and it will leave you broke, struggling, and frustrated. There's no way that you can perform at your best, as a professional dancer, dance teacher, choreographer, or dance business owner, when you're constantly stressing about money.

So what I'm going to teach you in this e-book, is what you need to do, to start making more money online, through your website, social media presence, and various online resources that allow you to monetize your knowledge.

INTRODUCTION



The Top 3 Ways Dancers Can Make Money Online

Chapter One

CREATE DIGITAL INFORMATION PRODUCTS

But first, allow me to reintroduce myself...

My name is Ashani Mfuko, and I'm known as "The Money-Making Business Strategist for the Dance Industry". Dance artists and dance business owners come to me when they are stressed out, and tired of trying to build their own, profitable online brands, and getting disappointing results.

I help dance artists and dance business owners exchange their stress for strategy, and their pain for prosperity. I teach professional dance artists how to stop strictly trading dollars for hours, and start creating multiple streams of passive income online. I help dance business owners build online brands that are powerful and profitable, and position them as the go-to expert, and the obvious choice among their competitors.

As an owner of 2 successful online dance businesses, and a highly sought-after Business Consultant for the dance industry, I've helped thousands of dancers, and dance teachers, choreographers, and dance business owners, transform their online brands, businesses, and financial lives.

I've consulted with some of the top brands in the dance industry, including: Capezio, The Joffrey Ballet School, Tony Award Nominee, Camille A. Brown & Dancers, Bloch Dancewear, and So Danca, to name a few. I am the CEO of Ashani Mfuko Consulting Worldwide LLC, a global dance consulting firm, and the creator of Finance Your Dance Academy, The Dance Income Accelerator, Virtual Dance Teacher Training Academy, and Video Mastery Academy.

Through my coaching, consulting, and signature online programs, I've helped professional dancers, dance teachers, choreographers, and dance business owners, worldwide, build online brands that are powerful and profitable, and shift their mindsets (and quality of life), from one of lack, to one of financial abundance.

Book a Discovery Call with me today, right here, <http://bit.ly/WorkWithAshaniMfuko>.

Chapter One

CREATE DIGITAL INFORMATION PRODUCTS

So that's just a little bit about me.

Now back to you!

You may be thinking, "How can I make more money online? What does that entail? What would I even sell?"

Well, let's break that down right now.

In this e-book, I am not going to tell you how to get another dance job, or dance gig. I am going to be focusing primarily on teaching you methods and options that will allow you to make multiple streams of passive income online.

What is "passive income" you ask?

"Passive income is earnings derived from a rental property, limited partnership, or other enterprise in which a person is not actively involved."

Definition via Investopedia.

A more casual definition is, it's money that you earn 24/7, without having to physically show up anywhere to work. You can earn passive income by creating something once, and then getting paid for it over and over again. I'm going to break down three different ways you can start earning passive income, in this e-book. So let's dig in!

What is a digital product?

A digital product is something that you can sell online (digitally), that only exists on a computer (or mobile device, or tablet). Examples of a digital product are: an ebook, an online course, an app, an audio file, a webinar, or a video master class.

Why are digital products important for dancers worldwide?

Chapter One

CREATE DIGITAL INFORMATION PRODUCTS

Digital products can take away the sting of uncertainty and financial instability out of the typical dance career, and breathe into it a world of opportunity.

The key here is to find a way to monetize the knowledge that you currently have, and use it to teach people something, or solve a problem, through your digital product.

Once you've identified your key skill set and knowledge base that you can build something from, you must determine who will benefit the most from learning what you have to teach, or by using your digital product. This is when your social media marketing strategy comes into place, as your way of reaching those people online.

For example, I teach dancers and dance business owners how to make money online, and stop trading dollars for hours. I empower you with the knowledge and strategies you need to use social media, and online videos, to create multiple streams of passive income.

I do this primarily through digital products, i.e. e-books, online courses, my monthly membership program, and webinars.

So ask yourself, "What is an easy digital product that I can create this weekend? What's something that I can create for free, or for less than \$50?" Start there.

One of the best (and fastest) ways for you to make more online is to monetize your knowledge. We all have knowledge that people are willing to pay us for, based on our level of expertise. The key is to package this knowledge so that the people who want access to it, can easily go to your website, and purchase a digital product, to get the information they need from you.

- You can easily come up with topics and ideas for your digital products, based on:
 - The questions/advice that people are constantly asking you for help with.
 - The things that people around you always say you're really good at.
 - The valuable things that you currently do for free, to help out your friends, peers, and colleagues.
 - The things that people are always asking you to teach them how to do.

Chapter One

CREATE DIGITAL INFORMATION PRODUCTS

- Questions you're constantly being asked on social media.
- An existing problem that you have a solution for.

Why should dancers create passive income?

Well, there are a few scenarios that are very likely to happen in the life span of a dancer, and passive income can really help to get you through these times, with less stress.

Think about these questions:

What happens when (not if) you get sick or injured?

What happens when you have a baby, and need to take maternity (or paternity) leave?

What happens when there's extreme weather conditions, or a natural disaster, and your dance studio has to shut down temporarily?

What happens when you need to take time off from work for personal reasons?

What happens when you get older, and you don't feel like hustlin' to work several teaching jobs, or various choreography jobs, or whatever other kind of job you're working now?

What happens then?

Social Security only pays but so much, and only once-a-month.

My point is, it's 2018, and you are not restricted to only working a "job" (just over broke), where you exchange dollars for hours worked. You don't have to only be paid per/hr, or per/gig, or per/project.

If you own a dance studio, this can also provide you with more freedom of your time, and money, in a way that your dance studio never will.

Chapter Two

CREATE AND SELL YOUR OWN E-BOOKS

When you create and sell your own digital products, you're able to bring in passive income. That means, you create something once, and get paid for it over and over again. So you are able to bring in money, while you're asleep, while you're out to lunch, while you're sick or injured, while you're spending time with your loved ones, while you're on vacation, etc., you're still making money.

Here are a few examples of things you may consider to be common knowledge, and not a big deal, but they're actually great digital product ideas and opportunities.

Example 1: You've traveled with multiple dance companies internationally, and people always ask you; "How did you get those gigs? How do you manage life on the road? How do you manage your self-care, mental health, and healthy eating while on tour?"

This is a digital product! You have something that people want: Valuable Information, Knowledge, and Experience. Write an e-book, or host a webinar, or video master class answering these questions, sharing your experiences, and offering some advice to your fellow dancers. Then sell it on your website.

Example 2: You have an ailment of some sort (arthritis, Crohn's disease, depression, an eating disorder, etc.) but you've learned how to manage it as a professional dancer. There are millions of other dancers who are dealing with the same issue, who would love some help and guidance, from someone who's living with it, on how to deal with it, how to thrive in spite of it, and gain some valuable tips and support that might help them.

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Example 3: You have successfully navigated your way through college dance audition season, and you have been accepted to several different college dance programs. Now you're choosing which school you would like to attend. You're looking at the pros and cons of each school, the amenities, the financial aspects, etc. You've finally decided on what school to attend. Several of your dance peers, who are a year or two behind you, have a million and one questions for you about the college dance program audition process, and choosing the right school to attend.

Chapter Two

CREATE AND SELL YOUR OWN E-BOOKS

This is a digital product! You have something that people want: Valuable Information, Knowledge, and Experience. Write an e-book, or host a webinar, or video master class answering these questions, sharing your experiences, and offering some advice to your fellow dancers. Then sell it on your website.

The list goes on and on!

So let's dive into the second way you can make more money online, which I touched on in this chapter; create and sell your own e-books.

E-books are about the easiest and fastest digital product that you can create, right from your computer, to start bringing in extra cash.

If you know how to type, and use Microsoft Word, or Apple Pages, you can create an e-book. An e-book is simply a pdf that you create on your computer, and sell as a digital download.

So let's break down how this whole e-book creation process goes, so that you can get started creating your own e-books today.

Step 1: Research

Before I create an e-book (or any digital product for that matter), I do my research. There are a few different ways you can research the best topic for your e-book.

I personally like to ask my followers on social media, what they need help with, and then document their answers separately, so that I can see consistent themes or issues. I also poll the members of my group on Facebook for ideas/suggestions.

Other dance industry groups on Facebook or LinkedIn, are also a great source for ideas for your e-book.

Another thing that I do is look at my DMs on Instagram, comments on my social media posts, and any e-mails that I've received with questions, and requests for help with certain issues.

Lastly, you can always search through YouTube, Google, Twitter, or Pinterest, and see what hot topics people in our industry are talking about and struggling with, and build from there.

Step 2: Start Writing

Chapter Three

TEACH ONLINE VIDEO MASTER CLASSES AND WEBINARS

I forgot to mention this, but it's very important so I'll say it now. If you are a Blogger, you already have a tremendous amount of content for your e-books.

My first e-book was a compilation of a large number of my blog posts, over a couple of years, with some minor edits and additions made, and it sold very well. See, I had been blogging about how dancers, dance teachers, choreographers, and dance business owners could use social media to grow and monetize their brands and businesses for years. I built a large audience of readers through my blog (and also my radio show and tv show), so I already knew what their pain points were, and how to solve them.

Based on that information, I created my first e-book, back in 2012, and the rest is history!

If you're not a Blogger, that's okay too. Just start writing now! You can start with just bullet points, and then go back and elaborate on those points. Or, you can start by writing out a list of questions for you to answer, then answering each question in detail, and take it from there.

If you're someone who likes to create videos where you offer tips and advice, go back to your videos, and have them transcribed, to create the content for your e-book.

I use Evernote to write my e-books, because it is a program that automatically saves my content, and it is available on my computer, my iPhone, and iPad. So I can literally start writing from anywhere, switch back and forth from different devices, and my content will always be current, and automatically saved (in the cloud). So even if my computer were to crash, all I would have to do is log in to my Evernote account, from another computer or device, and BAM, my content is there.

Once I'm done writing the e-book in Evernote, I then transfer it over to the Pages app, on my Macbook Pro (you can also use Microsoft Word), to make more edits, and organize my content.

From there, I might finish the design in Apple Pages, transfer my content to Canva (<http://canva.com>), or use another program called Designrr (which I used for this e-book), to complete the design of my e-book, so it's ready to be published. But you don't have to do all that. You can just do it all in Microsoft Word if you like (that's what I did with my very first e-book). The goal is to keep it simple, and do what is easiest for you, so that you can get it done, as quickly as possible. No excuses necessary. No need to complicate things. Take the fastest path to making money from your e-book.

Chapter Three

TEACH ONLINE VIDEO MASTER CLASSES AND WEBINARS

Step 3: Upload Your E-book to A Digital Delivery Processor

There are many different websites and platforms that you can use to sell your e-books online. Do your research, and choose the option that you think is best for you. You will also need a PayPal (or Stripe) account in place, to process your payments (and get your money from your e-books sold).

The reason why you need a digital delivery processor for your e-book is that you need a system in place to process payments, and automatically deliver your e-book download to your customers, without your participation. Your digital delivery system of choice, will do just that, and you will get to simply enjoy the feeling of getting payment notifications in your e-mail account.

If that sounds awesome to you, it's because it is!

Step 4: SELL YOUR E-book

Let your followers and subscribers know that your e-book is now available for purchase, and share that link on your social profiles, and promote it everywhere you go!

Before I break down the power of webinars and online video master classes, there's one more thing you should know. In order to successfully sell any digital product online, you need to have a social media marketing strategy. I will not be teaching you how to do that in this e-book.

However, I do teach this in my elite membership program for dancers called, **"Finance Your Dance Academy"**.

There are numerous social media training videos, webinars, and an entire e-book (with more to come!), in our online training portal, that teach you how to create your own social media strategy, how to grow a targeted audience online, how to build trust with your audience (so that they will want to buy from you), and so much more! So make sure you join a community of other talented dancers, dance teachers, and dance business owners, in **[Finance Your Dance Academy here](#)**.

Chapter Three

TEACH ONLINE VIDEO MASTER CLASSES AND WEBINARS

Now back to the subject at hand. Webinars and video master classes are one of my favorite types of digital products to sell!! That's probably because I love making videos and doing live broadcasts! I also know the power of videos, and the amazing and personal connection it creates with you and your viewers.

Next to meeting with someone in real life, videos are the best way to build the know, like, and trust factor with your followers, subscribers, customers, and clients. Videos are being consumed at record rates online, and outperforming every other type of content on social media, when it comes to engagement. So video master classes and webinars are two great options for you!

Before I started hosting live webinars, I taught video master classes online, in my private Facebook group, for free, since it was an easy and free way to teach these live classes, without having to sign up for another platform. Also because my target audience is already active on Facebook, so it was easy to invite them to join my private Facebook group, in order to attend the video master class.

This might be a good way for you to get started as well. If you choose this option, I would just recommend that you have mandatory questions that people have to answer, in order to join your Facebook group, so that you can capture people's e-mail addresses, when they join.

That way, you can stay in touch with them, outside of Facebook, and continue to cultivate that relationship.

LET'S WORK TOGETHER!

Choosing what to teach in your video master class or webinar is the same process as deciding on what type of e-book to write, or what type of digital product to create. Take the time to make sure your topic is a viable topic, and one that people will be genuinely interested in, (and even willing to pay for).

You might be wondering, "What's the difference between a video master class, and a webinar?"

I'm so glad you asked!

A webinar is an online seminar or presentation. Participants typically register using their email address and join in via a personalized link sent by the host. Inside the webinar, participants can see and hear the presenter, view slides and other media, ask questions, and sometimes answer polls. Webinars can be live or pre-recorded.

People will often host a free webinar as a way to build their e-mail list (you must submit your name and e-mail address to sign up to join the webinar). In addition to being a great way to build your e-mail list, it is also customary to make a paid offer at the end of your webinar. This allows you to use this opportunity to turn your free content into cash.

You can also host the live webinar for a (low-cost) fee. This is what I normally do. I normally charge \$27 for my live webinars, and in some cases sell the replay of that same webinar for \$47. In other cases, the replays of my live webinars go into the online training vault for my [Finance Your Dance Academy](#) members, 48 hours after the live webinar, and that's the only way to gain access to the webinar replay. I always make a paid offer at the end of my webinars, and I have a very high conversion rate (meaning, most of the people on my live webinars end up purchasing my paid offer at the end).

I have two webinar replay bundles, that are currently available for purchase right now, for only \$19:

[The Money-Making Business Bundle for Dancers](#)

[The Dance Branding & Marketing Bundle for Dancers](#)

LET'S WORK TOGETHER!

There are lots of options for you to host your live (or pre-recorded) webinars, like Zoom, and WebinarJam. I personally use WebinarJam, and I absolutely love it! They have a 60-day free trial, in case you want to try it out.

Master classes are classes taught by someone who has an expert level of knowledge or skill in a particular area. If you're an experienced dance teacher, or professional dancer, you definitely fit into this category.

In an online video master class, you can delve even deeper into a particular subject matter, and teach the class for 2-3 hours, or even create a series of classes for people to take with you. Again, it's important for you to remember that the knowledge you have in your brain, is even more valuable than what you are able to do with your body. The great thing about that is, it's a lot easier to package and sell your knowledge than it is to have to physically show up somewhere every day, to teach more dance classes, or do more choreography/dance performances.

This is the epitome of working smarter, not harder, as a dance artist!

So this was just a brief introduction into some exciting options you have to create passive income streams for yourself as a professional dancer, or dance teacher. I hope that you will seriously consider putting at least one of these ideas into action, so that you can stop trading dollars for hours, and start making money online. Trust me, waking up to multiple PayPal notifications on your phone gives you the same type of rush you feel when you perform on stage, or see one of your dance students get that "A-Ha moment"!

So what's the next step for you? How do you go about setting all of this up? I'm here to help you get this going, every step of the way!

I am helping 100 professional dance artists, and dance teachers create their first, passive income stream, this month!

I would like to invite you to join us in *'The Dance Income Accelerator'* where you will set up your first, passive income stream, in 6 weeks or less!

LET'S WORK TOGETHER!

THE DANCE INCOME ACCELERATOR

IS YOUR FASTEST PATH
TO PROFITABILITY AS
A DANCER!

SIGN UP TODAY TO INCREASE YOUR INCOME
AS A DANCER OR DANCE BIZ OWNER!!



LET'S WORK TOGETHER!

[CLICK HERE to join "The Dance Income Accelerator"!](#)

Here's the breakdown of the program:

Week 1: Choose Your One, Income-Generating Idea

Week 2: Test/Research Your One, Income Generating Idea

Week 3: Create Your Marketing Strategy For Your One, Income-Generating Idea

Week 4: Create Your Content To Launch Your One, Income-Generating Idea

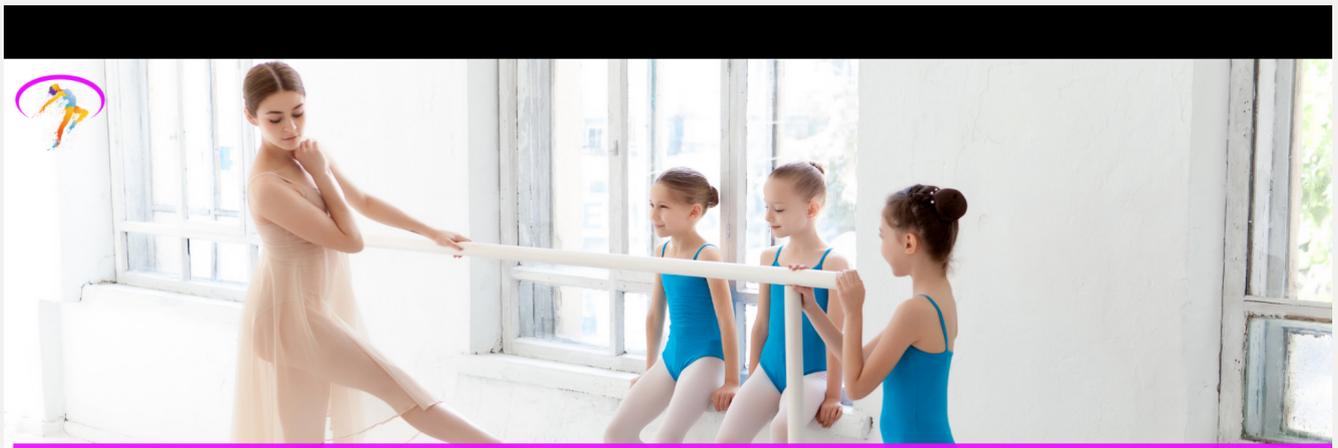
Week 5: Pre-Launch Your One, Income-Generating Idea

Week 6: Receive Personalized Feedback (from me) and Officially Launch Your One, Income Generating Idea
Week 7: MAKE MONEY!

You will get access to 5, 1-HR long, virtual, Small Group Coaching Sessions with me, after you sign up, and join our private Facebook group (where you can also post your questions for me, and connect with other dance artists, and dance biz owners in the program).

[CLICK HERE to join "The Dance Income Accelerator"!](#)

LET'S WORK TOGETHER!



VIRTUAL DANCE TEACHER
TRAINING ACADEMY

The easy way for Overworked and Financially-Stressed Dance Teachers to finally have a way to make money without teaching more classes, or working more hours.

LET'S WORK TOGETHER!

LIMITED TIME OFFER!

When you sign up for **"The Dance Income Accelerator"** today, you will also receive access to, **"Virtual Dance Teacher Training Academy"** (Valued at \$497), for FREE!

The easy way for Overworked and Financially-Stressed Dance Teachers to finally have a way to make money without teaching more classes, or working more hours!

THE CURRICULUM:

Module 1: How To Set Your Pricing, Shift Your Mindset, and Do Market Research

Module 2: How To Process Your Research, Craft Your Offer, and 14 Ways To Learn What Your Target Audience Wants To Learn From You

Module 3: How To Plan Your Launch and Create Your Marketing Strategy

Module 4: How To Create Deeper Connections With Your Target Audience, and Build Your Know, Like, & Trust Factor

Module 5: How To Package Your Offer For Maximum Sales and Profits Module 6: How To Create An Effective Sales Page For Your Online Dance Classes/Dance Course

VIRTUAL DANCE TEACHER TRAINING ACADEMY WILL UNLOCK ACCESS TO:

* 6, 1-Hour on-demand video trainings, that break down everything you need to know to successfully launch your online dance classes, or online dance course.

* A private Facebook community where you can ask questions, interact with other dance teachers, and get feedback on your specific questions and challenges, in a safe, and secure space.

LET'S WORK TOGETHER!

* Unlimited, 24-hour, lifetime access to all of the video trainings in the program, so you can go through the trainings, again and again, whenever you want.

* Proven online branding, and social media marketing strategies to help you attract your ideal clients, and convert your followers into paying customers.

CLICK HERE to sign up for The Dance Income Accelerator, and get access to "Virtual Dance Teacher Training Academy" as a special, limited time BONUS!

Thanks so much for reading my e-book! Feel free to share your #1 takeaway from this e-book with me on Instagram or Facebook and tag me, @ashanimfukodance.

Learn more at <http://ashanimfuko.com>.