BUILD IT WITH ME · FREE GUIDE

5 WAYS TO *Make Money* ON INSTAGRAM

Brand deals, UGC, affiliates, digital products and services: how each one works and where to start.

by Claudia Gonzalez



you don't need a huge following to start earning

There's more than *one way* to earn.

Most people think making money on Instagram means waiting for brand deals. But there are several income streams, and some of them work with a small account.

01 Affiliate marketing

Share tools and products you actually use with your own link. When someone buys through it, you earn a commission.

WHEN TO START

Any time. Great from day one, because you only need people who trust your recommendations.

YOUR FIRST STEP

Make a list of 5 tools you already use and love, and check whether each one has an affiliate program.

02 Brand partnerships

Brands pay you to create content about their product for your audience.

WHEN TO START

Once you have a clear niche and an engaged audience. Small accounts can land partnerships when their audience is a great fit.

YOUR FIRST STEP

Make a simple media kit and a list of 10 brands you'd genuinely recommend.

03 UGC (user-generated content)

Brands pay you to create videos and photos they post on their own channels and ads. You're paid for the content, not your audience.

WHEN TO START

Any time, since your follower count matters less. You need a few sample videos.

YOUR FIRST STEP

Film 2–3 sample videos of products you own to start a portfolio.

04 Digital products

Create something once (a template, guide or planner) and sell it again and again.

WHEN TO START

Once you know what your audience keeps asking about. Listen first, then build.

YOUR FIRST STEP

Write down the 3 questions you get asked most. One of them could become your first product.

05 Services

Offer your skills directly: coaching calls, audits, design, social media help, and more.

WHEN TO START

Often the fastest first income, because you can start with the skills you already have.

YOUR FIRST STEP

Offer one simple service to 3 people this month, then ask for testimonials.

WHICH ONE FITS YOU RIGHT NOW?

Circle the one that feels most doable this month. You don't need all five. Start with one and add more as you grow.

The income stream I'm starting with

My first step this week

BE HONEST

Always disclose affiliate links and paid partnerships (use “#ad”, “paid partnership” or “affiliate link”). Your trust is worth more than a quick sale.