

INCOME GENERATION TECHNIQUES

DURING & AFTER COVID-19 PANDEMIC

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Introduction:

The advent of COVID-19 has upended life as we use to know it. Many have been infected with the virus, many have died, many have lost their job, many have lost their joy, and many have lost hope, many live in fear of what could happen or what will happen and are afraid of tomorrow. Normalcy has taken a new meaning. This pandemic is a storm but like other storms, we did not get advance notice or warning. I have learnt that storms reveal the stuff you are made of. When storms like this happen, it creates winners and losers.

When a tornado or hurricane lands, many homes and properties get destroyed. Sometimes lives get lost. However, has it occurred to you that some people get the contract to rebuild? Building materials stores and merchants records significant increase in sales immediately after the storm? So, as stated earlier, storms create winners and losers.

What side do you want to be? Do you want to continue complain on how unfair life has been or you want to position yourself to benefit from the storms? By default, with or without storm, life is unfair. If you want to be on the winning side, then, you are at the right place. I encourage you to continue listening and take note as we continue in this teaching.

Extra / Side Gig

- Uber
- Lyft
- Amazon
- DoorDash
- GrubHub
- Caviar
- Favor
- Shipt
- Instacart
- OrderUp
- Tagingo
- Postmates

Needs/Opportunities created by the Pandemic

- Face Mask Production
- Cleaning Services
- Furniture Assembly (Remote/Online Schooling induced)
- Technical abilities that could be monetized.
 - Setting Up computers & Networking
(Field Nations, Third parties Apps etc.)

Dormant Passions & Skills that could be monetized

Ask others if they like what you are doing or whether the service you can provide **add value** to them. Get sounding boards and receive constructive criticism (Narrate the story heard on NPR Market Place).

Frustrations that could be turned into inventions or that could be monetized

- If you are frustrated by something, you are not alone. Countless others are feeling your pain and you can become the solution. How? By providing the goods or services that will take care of the pain. But you must act fast. You snoop, you lose.

Subcontracting Opportunities

- Amazon (Logistics)
- FedEx

Coping Strategies During this period

- Recording videos for YouTube (people are looking for ways to reduce stress)
- Giving Tips on working at home with children especially during this period (people want to know your unique experience and they are willing to pay for it)

Business Startup

- It might be time for you to start working on your dream of business ownership and self-employment.
- Research the business idea you have been nursing
- Pray about it
- Consult others if you need guidance or more information (No question is a foolish question)
- Register the business
- Start small. Start somewhere.

Please Note:

- Your employer is not responsible for your joy, happiness, financial independence and wealth. You are responsible.
- Always remember that you are not indispensable

Government Contracting

- Supplies
- RFPs (Request For Proposal)
- eMaryland Marketplace (emma.maryland.gov)

Technology – The Shift

You must now get ready to move away from business as usual because nothing is usual again. Things have shifted and they are highly unlikely to return to the way they used to be.

Everything we spoke about today is riding on the wing of technology. The principle of the multitude must be used to advance our financial well-being. Some of the things you can do are:

- Open Online store and sell. You will be shocked on what people are willing to buy
- Create your own Blogs and share your ideas with the world. More traffic will result in revenue generation.
- Personal websites
- Advertising
- Contactless service
- Zoom meeting we are having right now.