Digital Skills For the Homesteader
Sharing and Monetizing your Land Based Living

Contact Info
• Jason Contreras
• Email: hello.sowtheland@gmail.com
• Website: sowtheland.com
• YouTube: www.youtube.com/sowtheland
• Instagram: @sowtheland
• Facebook: www.facebook.com/sowtheland/
• Twitter: @sowtheland

Why should you share about the things you are doing?
• Brings awareness to who you are and what you are doing. Where to find your business
• Brings income or funding to your project. Another source of income.
• Bring/build community together when you engage
• Teach

Platforms and Digital Skills
• What platforms we use to share Youtube, facebook, instagram, twitter
• Other platforms to use: podcasts, blogging
• Most engaging platform: Youtube - Second largest search engine. Third most visited site after google/facebook - Watch 1 billion hrs. Of youtube. More than Netflix
• Digital skills means using different platforms to share

How
How much time do you spend on sharing?
- Focus on your main platform and all others will trickle down

How to be successful
- Consistency
- Patience

How do you make money?
- Ads
- Patreon
- Amazon
- Your website

How do you come up with content?
- Share your story
- Document vs. create

Examples to follow:
Justin Rhodes on Youtube - @thejustinrhodesshow
Five Marys Farms on Instagram - @fivemarysfarms
Urban Farmer Curtis Stone on Youtube - @greencityacres
Roots and Refuge on Youtube/ Instagram - @roots_and_refuge
Primal Pastures on Instagram - @primalpastures