

Digital Skills For the Homesteader

Sharing and Monetizing your Land Based Living

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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: 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
- Thoughtful Posts

How do you make money?

- Ads
- Patreon
- Amazon Affiliate
- Your website (selling what you make)
- Merchandise (Bonfire, Teespring)

How do you come up with content?

- Share your story
- Document vs. create

Resources:

Hashtag Generator (popular hashtags # to use)

Google Trends (Look up trending words)

Instagram Examples to Follow:

Justin Rhodes on Youtube - [@thejustinrhodesshow](https://www.youtube.com/@thejustinrhodesshow)

Five Marys Farms on Instagram - [@fivemarysfarms](https://www.instagram.com/fivemarysfarms)

HoneyTree Farm - [@honeytreefarmnc](https://www.instagram.com/honeytreefarmnc)

Primal Pastures on Instagram - [@primalpastures](https://www.instagram.com/primalpastures)