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/

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
Five Marys Farms on Instagram - @fivemarysfarms
HoneyTree Farm - @honeytreefarmnc
Primal Pastures on Instagram - @primalpastures