

#CEX25

Brian Piper

Stop Leaking Revenue:
Sales Opportunities for Creators
Hiding in Plain Sight

CEX









CHANGE

Brian Piper

AI Integration and
Content Marketing Consultant

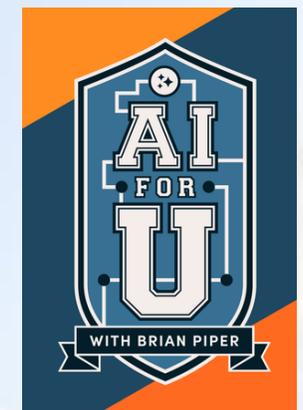
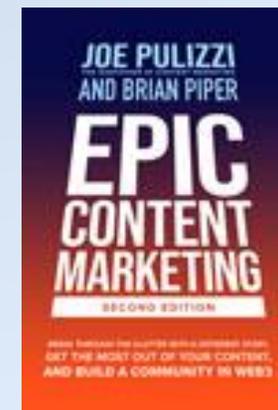
brian@brianwpiper.com

<https://brianwpiper.com/>

<https://www.linkedin.com/in/brianwpiper/>



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\$250B global industry

46% make less than \$1k/yr.



**Start with your
best content**

Direct audience revenue

Subscriptions/memberships (Patreon, Substack)

One-time support/donations (PayPal, Venmo)

Paywalled content (premium blogs, private newsletter)



Advertising/Sponsorships

Platform revenue (YouTube Ad Sense, Twitch ads, etc.)

Direct sponsorships/Brand deals

Affiliate marketing (Amazon associates, ShareASale)

Sponsored newsletters/blog posts (Kit Sponsor Network, Paved, etc.)



Products

Digital products (Ebooks, guides, templates, checklists, scripts, printables)

Courses (online courses, masterclasses, workshops, paid webinars/bootcamps)

Physical products (books, merch, tools, gear)



Content as a service

Freelancing/consulting (writing, editing, SEO, content strategy, etc.)

Speaking/workshops (corporate/conferences, in-person workshops/retreats)

UGC (content for brands)



Community & experiences

Paid communities (Discord, Slack, Circle, FB)

In-person events (summits, retreats, masterminds)



AI enhancement and advising

Repurpose, re-target, re-distribute existing content

Prompt libraries

AI training

AI tool development



Image from Midjourney

Revenue diversification

Successful creators have 3-5 revenue streams

Mindset shift from content creator to asset manager



Typical barriers

Underpricing and undervaluing yourself (consulting, coaching, speaking, etc.)

Not leveraging existing content assets (repurpose – blogs/newsletters to book, YouTube series to course, podcast to workshop, etc.)

Under-developed community (subscription membership, masterclasses, etc.)

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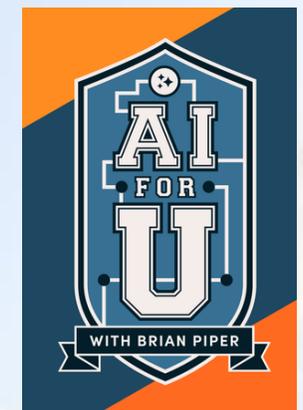
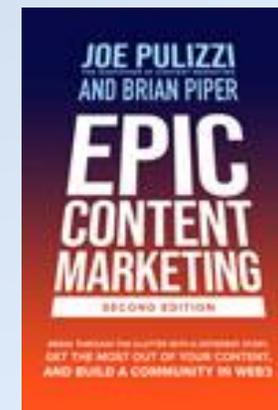
brian@brianwpiper.com

<https://brianwpiper.com/>

<https://www.linkedin.com/in/brianwpiper/>



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For Tax T

Brian Piper

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Content Marketing Consultant

brian@brianwpiper.com

<https://brianwpiper.com/>

<https://www.linkedin.com/in/brianwpiper/>



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