

## The Power of One Content Repurposing Side Hustle Blueprint



### Create Multiple Passive Income Streams Side Hustle

Shane Lifeman

[www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

It's not what you make that matters. It's what you do with what  
you make, and also get to keep

#### *Full Disclosure 1.0*

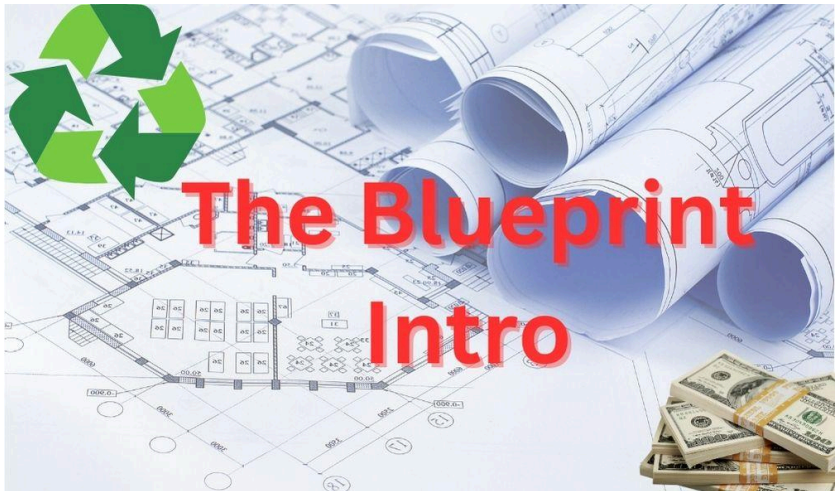
No links in this article are affiliate links, at least not yet.  
Illustrations, cover and content by Shane Lifeman, 1st edition 2023

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

## **The Blueprint Intro**

### **ALL Fluff - No Info**



Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

When it comes to making money, the options are endless, both online and offline. In today's world, people work a regular job that trades their time for an income. The income they earn doing this is not enough to meet their daily needs. The reason for this varies. So, they search for additional ways to improve their situation, typically opting to trade more of their precious and limited time for money. If something happens and you are unable to put in the time, you will lose your income streams. I have experienced this several times in my life. The I swore to myself, I will never let this happen to me again, and it didn't

I have been doing side hustles since back in the early 90s. It had a different name back then and was called moonlighting.

When it comes to side hustles. If someone says they have tried them all, they are lying, as there are thousands of options. But people only associate a side hustle with the most popular ones that everyone talks about. I have tried most of the popular hustles, with a little bit of success. Where I found the most success was when I started combining multiple side hustles into one venture. The secret to succeeding with any business idea is not to restrict the business to one form of income stream; also,

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

find a problem, provide the solution, be original, and don't jump on the bandwagon. If you jump on the bandwagon, it's already too late in most cases

When it comes to making money and providing a roof over your head, and food on the table for yourself and your loved ones. I learned a valuable lesson. Don't rely on just one income stream, but establish multiple streams. I only knew about trading time for money back then. Over the years, I discovered this thing called passive income. I took the limited time I had available and started working on creating a passive income stream that, over time, turned into multiple streams, and then these income streams grew.

When it comes to a passive income stream. Most people will associate passive income with investments that take money to make money, or real estate, where you receive the rental income. Having done real estate in the past, I will tell you real estate is not passive. Real estate involves a lot of work, from finding good tenants, performing background checks, chasing late rent payments, and then the damage to the unit. You could hire a property management company that will charge an average of 20-30% of the income generated, and then, yes, it would be a passive source of income. But the management

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

company's fees will be money out of your pocket, reducing your profit margins substantially. The only time you really make any money with rentals is when you sell, but then there is the tax man, and everybody pays the tax man

Instead, I took my limited available time and started building up my first passive income stream, then it turned into multiple streams, and then I got smart and stopped working harder, and started working smarter

The process that I will be talking about in this book. I started doing it nine years ago, thinking I was the OG. Then I realized there was already a name for it. It is known by several names, such as content repurposing as well as content recycling

My version of this concept was developed when I thought it would be a great idea to take the content I had already created, which was articles, combine several other side hustle concepts, and use the content I had already created for other avenues to generate even more money. I discovered I was doing Content Repurposing, AKA Content Recycling. In addition, I also realized I was doing something called Cross-Channel Marketing, all combined into one, and then I expanded on the concept. Turns out I

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

was not the OG on this concept, and someone else claimed the OG title.

The goal of this hustle is to create multiple streams of passive income while using the motto work smarter, not harder, by doing something once and then maximizing its income potential. I wanted it all to be 100% passive, and once I figured out a working system for myself and implemented it, at most, I now work ten or fewer hours a week. I wanted my freedom in life, and this gave me that. After all, I'm lazy is what my former boss used to tell me until I fired the company I was working for, yes, you read that correctly, I didn't resign from the company, I fired them as my employer, it felt great. I finally had freedom

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

# What Is Content Repurposing?

Content Repurposing could be as simple as taking a graphic design, phrase, or image and then placing it on items such as a t-shirt and having that t-shirt sold on sites like Amazon, Etsy, and even your website. Due to the tremendous amount of competition, I hate competition. I came up with another method, and did it ever work for me? The best part about this method. The total cost to run my business is about \$150/year, USD. My initial startup costs were also zero, and I will provide you with the tools so you can also have a zero-dollar startup. This is how I do this with no more fluff other than this intro.

## ***Full Disclosure 2.0***

With this blueprint, I will be honest. It will take time and is not a get-rich concept, but it could happen under certain conditions. This blueprint has also given me freedom in life and freedom of waking up in the morning and thinking about the things I want to do, instead of the things I have to do

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)



Results will vary depending on the choice of niche and sub-niches, the effort you put into it, and the revenue streams you select. I also believe in full disclosure. The first 12 months of doing this. I made less than \$1000 USD and put in a ton of hours learning, creating content, and learning some more. With that income, though it's not impressive, it's the truth. Friends and some family members laughed at me when I told them all this. They even recommended I give up, but I didn't; I now had proof of concept. In my second year, I was able to add two more zeros to my previous year's income total. But once again, it took a lot of work

What kept me motivated? This was a hobby starting out. I enjoyed it, and I love being creative. It made money with extremely low start-up costs and was cash flow positive at a very early stage ( it took several months), and this gave me proof of concept. I was consistent and kept learning and creating, and then things took off.

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

# Content Repurposing Steps - No More Fluff - I Promise

*You can also use the old-fashioned way - brainstorming*



## ***Step 1 - Content Repurposing - The Niche***

The idea of this concept is based on content creation. Choose a specific niche through research or something you are interested in. You don't have to have prior knowledge of the topic, as you will learn as you create. To

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

get some niche suggestions, you can use ChatGPT or even Google. In Chat GPT, I will use the prompt:

Can you give me 50 suggestions for a niche for a blog-based website with little competition and a high search volume based on a given interest or topic?

If you are not familiar with Chat GPT. Here is a Chat GPT training course **FREE** [HERE](#)

Once the results are displayed. I will then start selecting the niches that appeal to me and start the keyword research on each niche to figure out which is the best. FYI - you will be spending a lot of time on this niche, so select something you know or have an interest in learning about. You don't have to be an expert, as you can also learn as you progress. Also, stay away from the more popular niches as they will be flooded with content and competition

## **How Do You Do Keyword Research**

There are tons of keyword research tools out there. All can be located by searching Google. I prefer the free ones, but here are some suggestions:

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

- [Keyword Generator](#) - for finding popular keyword ideas
- [Answer The Public](#) - keywords phrased as questions
- [Ahrefs](#) - for finding low-hanging keyword opportunities
- [Google Keyword Planner](#) for finding related keywords
- [Google Trends](#) - for finding breakout keywords
- [SERP Checker](#) - analyzing a keyword's traffic potential.
- [Keyword Difficulty Checker](#) - checking a keyword's ranking difficulty

Keyword Research Training Course - **FREE** - [HERE](#)

When it comes to deciding which tools are best for your business. Do not post on Facebook asking for opinions. Just type into Google the tool name you want to research and add the word review. This method is the fastest and also the most accurate method of research because only you know exactly how you will be using the specific tool, and why take the advice from a Plumber if you have health issues, as that is what you will be doing if you post this

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

type of question on a social media platform. You are the expert on your business needs.

If you want to spend money on your business. This is the philosophy that I use: Let the business dictate your spending. Don't spend more than you are profiting. If you have a start-up budget, stick to it. I started this business concept for \$0 by posting articles on several pay-per-read websites, and you can start this was also

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

## Let's Get Creating - Or Almost



Again, I will use ChatGPT. FYI - There are other AI tools that are similar to ChatGPT. It's just that I am familiar with ChatGPT, and it does the job that I want it to do. I also don't pay for the premium version. I will take one of the selected niches from the results of the previous prompt and will then type in the following prompt:

Give me 50 suggestions for blog posts related to your niche with good traffic volume and low competition.

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

The term low competition is referred to as low-hanging fruit. Next, take each result and perform the keyword research using your preferred keyword research method that works for you.

### ***Creating The Articles - Finally !!!***

I will use the following free tools:

- [Google Docs](#) - Google Docs training free - [HERE](#)
- [Grammarly](#) - Grammarly tutorial free - [HERE](#)
- [Google](#)
- [YouTube](#)
- [ChatGPT](#)

If I am unfamiliar with the topic. I will use Google and YouTube for the research. But why do that when there is ChatGPT

Warning - Don't use AI to create your content exclusively. At the time of this publication's creation. There is a debate concerning how Google sees AI-generated content.

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

AI-generated content can be detected very easily with tools similar to these:

- [Scribbr](#)
- [Writer](#)

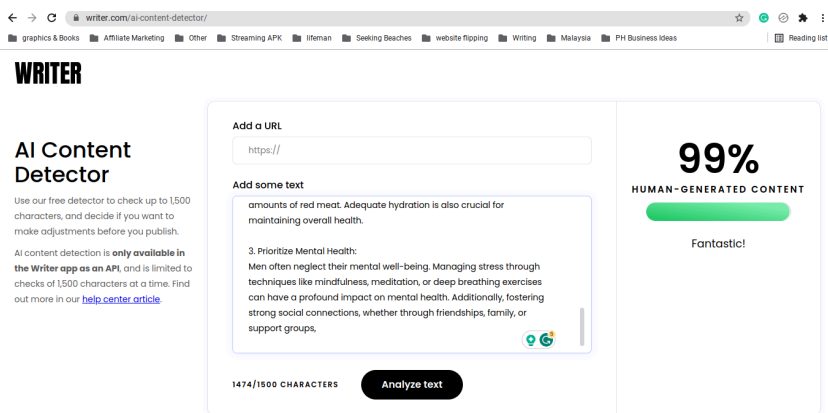
These are just two of the tools that are out there. Why risk your business being flagged by search engines and losing money, or worse yet, being shut down? But if you insist on using AI content, this is the only method you should use.

- Generate your desired content
- Highlight and copy your content
- Go to an AI Content detector site and paste your generated content
- Start rewriting the content in your voice and writing style. When you see something similar to this:

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)





You are now good to publish. After this, I will then copy and paste the rewritten content into a plagiarism tool. But remember. Content is all about bringing quality and value to the reader, and then slowly over time, you will build quantity

I create articles by taking a specific topic and performing keyword research on that topic, then using what I feel are the best keywords. Then, I will create an article around that specific keyword.

Article creation is an entire topic in itself. I learned everything on YouTube for free. The channels I like might not be for you, as I am a technical and detailed person. In the search box on YouTube, type in how to write a blog in 2025. You can even add the phrase for beginners.

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

# Where to Post Your Blogs - Show Me The Money



Once you have created your article. It's time to start earning you some money. I will post the same blog on two pay-per-read websites. Both of these sites are free to join

- [www.medium.com](https://www.medium.com) - Medium Tutorial Free - [HERE](#)
- [Newsbreak.com](https://newsbreak.com) - Newsbreak Tutorial - [HERE](#)

There could be others out there. To find others, just perform a search inquiry.

Visit me online at - [www.sidehustleanalysis.com](https://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](https://lifeman.gumroad.com)

With these websites, you will have to qualify by meeting a performance-based criteria before you start making money, which is not hard to achieve. The earnings from these sites typically are not a lot of money. But, they are part of the big picture of your income. These sites can be used to figure out your article's performance and what is working or not working. I will explain this further in this ebook.

## ***Blog Website***

With the articles that you have created. It's now time to repurpose them by changing them slightly so as not to get flagged by Google for plagiarism.

Plagiarism is not an issue on pay-per-read websites, as you get paid for every read. However, on your website, once blogs are published, they may not be flagged for plagiarism instantly, as the search engine crawlers take time to index your content. Over time, if your blog content is similar to other content on the web, it may be considered plagiarism. Google crawlers compare content and identify plagiarism. The pay-per-view website has more authority, and if your blog content is flagged as plagiarism too many times, Google crawlers may stop

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

visiting your site, and it may disappear from the search results, leaving you with very few, or if any, visitors to your site other than the traffic you can generate yourself.

On your blog website. Consider placing affiliate links associated with the article content from the start. Here are some suggestions on where to look for affiliate products and services to promote:

- [Amazon Associates](#)
- [Click Bank](#)
- [CJ](#)
- [Flex Offers](#)

These are just a few of the many sites that are out there. If you are looking for a specific product or brand. To find out if they have an affiliate program, Google the brand name and include affiliate program, in the search term.

Affiliate Marketing tutorial **free** - [HERE](#)

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

You can also generate revenue from your blog website by displaying Ads throughout your site and in the blog posts. Some options could be:

- [Google AdSense](#)
- [Ezoic](#)
- [Propeller Ads](#)

Once again, there are many more to choose from, and all will come up in a Google search with the search term best ad revenue options for a website in 2024.

Some other revenue streams for your website could be white-label products. This is more like dropshipping, and I don't consider this to be passive, in my opinion.

A white-label product company is a company that makes a product and places the label that you designed on the product, making it your own. This is a fantastic way if you want to establish your brand and stand out, and also build niche authority. Some examples could be:

- Vitamin supplements

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

- Skincare
- Clothing
- Coffee
- Pet line
- Home Decor
- Yoga Accessories
- Fitness line

White label product tutorial **free** - [HERE](#)

To find more options, use my favorite tool, Google, and type in the term white label product suppliers and include what you are searching for.

## ***Newsletter***

With every website, you must incorporate a newsletter. A good newsletter can promote everything you do, earn a revenue stream by including affiliate links, and or niche-related paid sponsors. A newsletter is a great way to drive traffic and keep people coming back. Some examples of email marketing tools are:

How to create a Newsletter tutorial **free** - [HERE](#)

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

- [Mail Chimp](#) - **Free** tutorial [HERE](#)
- [Convert Kit](#) - **Free** tutorial [HERE](#)
- [Omnisend](#) - **Free** tutorial [HERE](#)

Research which one is best for what you are doing, most will have a free option for up to a given number of subscribers.

Another option that you might want to consider is an apparel line. But not the traditional way of print-on-demand. After all, I'm into passive income streams. An option that nobody talks about is royalty-based.

Numerous sites out there will provide you with a website for free. You design your apparel line and embed this site into your webpage. NOTE - not all hosting platforms will offer this feature, so if you are going this route, verify that your chosen hosting platform can embed another website into your site. Some of the sites that offer a free apparel website are:

- [Teespring](#) - Free tutorial [HERE](#)
- [Redbubble](#) - Free tutorial [HERE](#)
- [Printify](#)

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)



## Books - But I'm No Book Nerd



The next step is to take multiple blogs or articles that share a related topic, expand on the content and the word count, and create a book where each blog is now a chapter in this book. To create, edit, and design the cover. The tools I prefer to use are free.

- [Google Docs](#)
- [Grammarly](#)
- [Canva.com](#) - Free Canva tutorial [HERE](#)

Amazon KDP free tutorial [HERE](#)

I also publish on Draft2Digital.com

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

Book creation, like everything else, is an art form itself. The hardest one is always the very first one. After that, the process becomes quicker. It's just a question of figuring out a system that works for you.

Once I have my book put together. I will post the files of this book to multiple self-publishing websites. There are two types of self-publishing websites. An aggregator that will publish to multiple outlets for you and a retailer, which is just one specific outlet. I prefer to publish with an Aggregator for a wider distribution reach, and I like that I can monitor all sales on just one dashboard. Some examples are:

I apologize, but I was unable to include the links, so you can find them with Google

- Amazon Kindle Direct Publishing (Retailer)
- Apple Books (Retailer)
- KOBO (Retailer)
- Barnes and Noble Press (Retailer)
- Draft2Digital (Aggregator)
- BookBaby (Aggregator)
- PublishDrive (Aggregator)
- IngramSpark (Aggregator)

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

With book publishing, I sell all my books in 2 main formats, paperback and eBook. The ebooks, I will also include affiliate links in the content of the ebook, as well as links to my other books with related content. You can then turn your publication into an audiobook through the website site [ACX.com](https://www.acx.com) if you don't have the equipment and the skills to do this. ACX offers a royalty share option where you will split the royalty with a narrator.

Full disclosure, I have just started doing this using the royalty share program, and I like it. With ACX, your publication does have to be published to Amazon KDP or it will not be available to be narrated on ACX

Visit me online at - [www.sidehustleanalysis.com](https://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](https://lifeman.gumroad.com)

# Video Creation - But My Face Was Made For Radio



The second last step to all this takes the longest for me to create is videos.

Script creation for videos can be a challenge. But here is a cheat. Your created content is also a script and is ready to go. Another option to consider is to take your script and build a course if your script is about something people are interested in learning.

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

Creating a video, I would do a faceless channel and add a voice-over using text-to-speech software or one of the many websites out there. Most will charge a small fee per month. Some options are:

- [Invideo](#) - Free tutorial [HERE](#)
- [Fliki](#) - Free tutorial [HERE](#)
- [Speechify](#) - Free tutorial [HERE](#)

To help you grow your channel quickly, you can use tools like

- [TubeBuddy](#) - Free tutorial [HERE](#)
- [VidIQ](#) - Free tutorial [HERE](#)

With the YouTube channel, you can generate income from AdSense, affiliate links in the description, and sponsorship deals, and you can also promote your product line if you have one.

With everything you do, cross-promote. For all the articles I post on the pay-per-read sites, I list my website. On my website, I list my social media accounts, YouTube, books,

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

and newsletter sign-ups. In my books, I will include my website and social media platforms as well as other related publications. My ebooks will have direct links to other products associated with the book. Everything drives traffic to your other income sources. My goal here is to create a circle of content platforms, earning an income, all while driving traffic to each other.

Once the video is created with the voice-over, there is another way of earning passive income. You can separate the voice-over from the video using your video editing software. This will give you an audio file. With just the audio file by itself, you now have the audio for a podcast.

**FREE** podcast training course - [HERE](#)

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

## \$ The Final Step - Cha Ching \$



In my mind, this is the best step out of everything. When you are generating a consistent income. Bundle everything together and sell it. Then repeat the process over again. A business like this that has multiple passive income streams sells for a lot of money. On average, it will sell for a 20 to 50x multiple of its monthly income. To date, I have flipped 3 businesses using this model

So how do you sell your online passive income business? Here are some options:

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)

- [Empire Flippers](#)
- [Flippa](#)
- [Biz Buy Sell](#)
- [Business For Sale](#)

There are many more out there by googling “best website to sell an online business in 2025. Do your research, check out the reviews, and pick the one you are most comfortable with. I won’t recommend one, as what is best for me might not be the best option for you.

How to sell your online business free tutorial [HERE](#)

## **Income Streams In Review**

- Pay Per Read Websites x 2
- Blog Website - AdSense, Affiliate, Book sales, newsletter, POD line, white label products
- Books - Affiliate links - Hard copy, eBook, and Audiobook sales
- Videos - Ad revenue, sponsorship deals, affiliate
- Podcast - Ad revenue, sponsorship deals, affiliate
- Sell everything

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)



With 1 article or blog, I've listed 18 passive revenue streams. That is what you call working smarter and not harder. It will be a lot of work to do them all, or you can pick and choose what is the best fit for what you are doing, it's up to

I have started a fourth project that I had set aside due to life situations, which I call Side Hustle Analysis. I am starting the process again for the fourth venture, utilizing everything I have written about in this article. You can view my website and watch my progress:

[www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

This is a work in progress as I have just returned to this project this week, after a hiatus of 10 months. What was I doing during this hiatus? I was living life, living free.

Always remember it's not what you make that matters, it's what you do with what you make and also get to keep. Why have a flashy lifestyle on payments when you can live simple and always remember, live life, live free

Shane Lifeman

[www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Visit me online at - [www.sidehustleanalysis.com](http://www.sidehustleanalysis.com)

Some of My Other Publications: [lifeman.gumroad.com](http://lifeman.gumroad.com)