

# 4 Things About Multiple Streams Of Income You Should Know

By Lisa Cope

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Earning a steady monthly income online is something that eludes many online marketers. One of the main reasons for this is because they have not learned how to maintain multiple streams of income. So many will focus all of their energies and marketing dollars into promoting one single product or program and if they don't generate sales from this each month they will have no income.

So what is the key to earning a steady monthly income online?

1. You must have multiple streams of income.

You've heard that old adage " don't put all your eggs into one basket " The same holds true when you are running an online business. To insure a steady flow of income each month it is extremely important to have multiple streams of income.

2. What are multiple streams of income?

Good question. Basically it is when you have income coming in from more than one source at a time.

Imagine having 3 jobs with 3 paychecks. If this were the case you would have multiple streams of income. Lucky for you this is not the type of income streams I am referring to. I just wanted to give you the basic idea. Now in an online business it is much easier to achieve multiple streams of income and it doesn't require that you hold down more than one job. I bet your relieved to hear that!

3. How do you get multiple streams of income?

I know what you may be thinking "it's hard enough to keep one income coming in how am I going to manage to get multiple streams coming in at the same time?" I'm glad you asked. It's really not as complicated as it may sound.

As a matter of fact if you have your own business website you may already be earning multiple streams of income.

If you sell a product or a specific group of products and you also sell advertising on your site then you are earning an income from two different sources. Are you earning commissions from an affiliate

or partner program? That is another stream of income. If you are generating profits from backend sales add that to your stream.

So as you can see it's really not that difficult to earn multiple streams of income.

4. Why is it so important to have multiple streams of income?

Another good question. Your making me work here!

The main reason it is so important to have multiple streams of income is to insure that you will maintain a consistent monthly income each month. Some months it may be higher than others but it will be a constant flow every month.

Just think if one month your basic product sales are low, you will still have the income from your advertising sales and your affiliate programs. Then maybe the next month you don't sell as much ad space on your website as usual, you will still have money coming in from your product sales and your affiliate programs.

If you didn't have multiple streams of income coming in then you may have no income at all! That's Not Good!!

Now I'm not saying that if you have your own product or program that you should stop putting your heart and soul into promoting it and start adding all kinds of other things to your already busy schedule. I'm just saying it is a good idea to add a few more eggs to your basket to ensure that you will maintain a consistent monthly income.

I truly hope you have found this information helpful and that I have given you the basic information you need to start earning a steady monthly income online.

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Lisa M. Cope of Flipidy.com knows starting and online business can be confusing. Lisa can help you get started on the right path. If you have a question about starting or promoting your online business you can ask it at: <http://www.flipidy.com>  
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