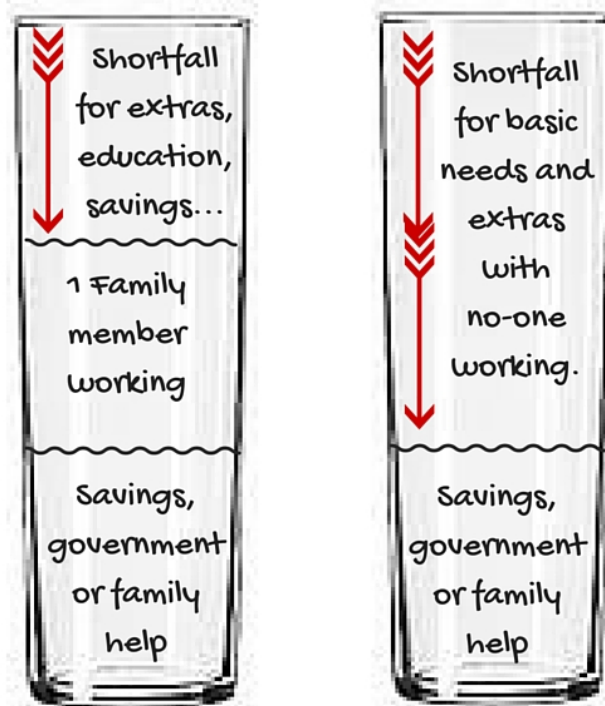


WHAT IS ALTERNATIVE INCOME?

Alternative Income is the name I use to describe any income you can generate without having to commute to a regular job, be stuck in an office all day, or tied to a bricks and mortar business. Alternative Income could be a 100 dollars a month, or it could be 10,000 dollars a month. The most important criteria is that it must offer flexibility - which is so important for mothers.

STANDARD MODEL OF INCOME

In an ideal world, at least one person in each household will be working to pay for bills and extras. When you have children, ideally you want one parent to be able to stay home for at least the first few years. If you have some savings to fall back on, perhaps help from relatives, even though there is a shortfall, you manage to get by as long as you are careful with your money. But as so many people found out recently, if the main breadwinner in the family loses their job, and there is no one working in the household, you quickly get into financial trouble.



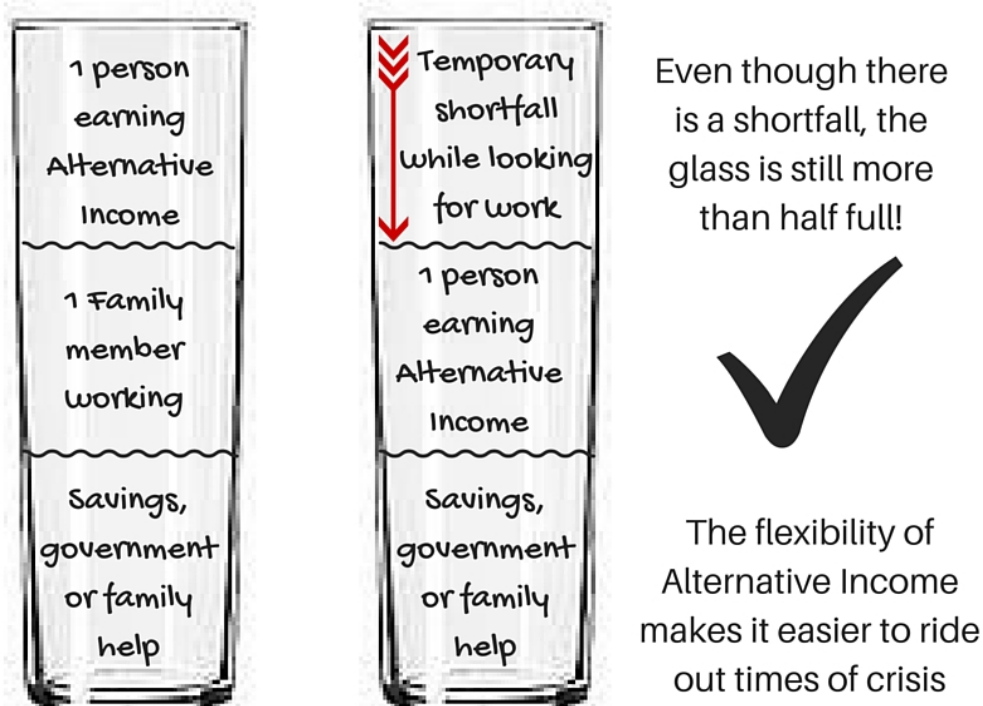
"Some level of self-sufficiency is essential for peace of mind. Whether you grow your own food, live off-grid, or have multiple income sources. It is important to know you have a backup plan in times of crisis."

ALTERNATIVE MODEL OF INCOME

If one person in every household was earning some form of Alternative Income, it could mean the difference between surviving an economic crisis, or losing your house. For example, the shutting down of a major employer like a car manufacturer, can have massive implications for the whole town. Not only do people lose their wages, local businesses lose trade because there is less money to spend, and the knock on effect continues.

In this situation the person earning Alternative Income would not be affected because they are not relying on local employers. They would continue to earn money and be able to find other sources of income online.

We are no longer self-sufficient, and most people rely on shops to provide everything they need to live, which means you need **money**. So we have to become self-sufficient in other ways, particularly in our ability to generate income from multiple sources. Which is where Alternative Income comes in!



The people earning Alternative Income could potentially have a profound effect on their communities:

- Teaching others how to find work or start a business online.
- Spending money in the local economy.
- Helping others who are struggling financially in their family or their community.

Alternative Income is not about making millions of dollars to buy more 'stuff', it is about making millions of people more independent.