

Video School Online Income Report

February 2016

\$21,990

Why I Publish An Income Report

Each month, I break down my monthly income report as a way to track different online teaching methods and promotion strategies. This will help me continue to build my own passive income business, and also help you do the same. There is a lot that goes into building a successful online business. When I started (and still to this day), I loved seeing other people's income reports. They inspired me, and gave me ideas. That's what I want to do for you.

February Happenings & Photos of the Month

I often fall into freelance traps where I take on too many projects at once, and that is what happened in February. I've mentioned it before in many places that while I love online teaching, and it's my main source of income now, I like to do **freelance video work** for 2 reasons: 1) because it's also what I'm passionate about and it's a joy to do. 2) to maintain my skills that I teach. *I always hated when my university professors hadn't made a film since the 1980's!*

Most of my work comes through my two friends' company **Will Call Cinematic** based in Los Angeles, CA. One of their biggest clients is Ghirardelli Chocolate. The photo on the right shows one of our setups for a new Ghirardelli Fudge commercial.

I edited and did graphics on 4 projects for Ghirardelli in February and another Will Call project for an app called HomeMe.

I NEED TO SAY NO TO MORE PROJECTS.

The power of NO is so strong and necessary if you want to control your own life. Unfortunately, I fall into the trap of saying YES to most things.

At the time of writing this report (in March 2016), I'm working on saying no to a couple projects. For one reason, I just can't take on as many film projects and stay sane. For another reason, I need time to work on Video School Online projects!



February flew by with crazy low gas prices (under \$2 in So-Cal for the first time since I was a teen!). My wife and I hunkered down and saved up for our upcoming anniversary weekend in Temecula.

How was Business in February?

I knew that February was going to be a dip from January because January was just absolutely *ridiculous (over \$44,000)*! On Udemy, things went back to 'normal' surpassing \$10,000 for a 7th month in a row. Strong [Photography Masterclass](#) sales boosted this month up.

My buddy Christian and I created and launched a new course called [Camera Confidence: Be Better On Camera. Take the FREE Mini Course here](#). I followed my [Udemy course launch blueprint](#) and we each made \$1,000 during the one-week launch. Not bad for a course that took us less than 3 days to create. It is also a more 'niche' topic than the [YouTube Masterclass](#) that I launched month with a \$7,000+ launch.



One thing that I decided to do in February with earnings from crazy January was invest in more equipment (and better equipment) that would help me to make more videos faster.

Equipment I Invested in:

- [Canon 70D DSLR Camera](#)
- [Rode VideoMic Pro](#)
- [Manfrotto Fluid Head Monopod](#)
- [Joby Gorillapod](#)

I hadn't bought a new camera since 2010, when I purchased a Canon 70D to help me make my senior thesis film, [Asha](#), on a volunteer trip to India. And after getting addicted to [Casey Neistat's Vlog](#), I really wanted to get back into creative video-making (and just making videos more often).



[The Life of a Video Editor](#)
100 views • 2 hours ago



[Video School Online YouTube Channel 2016](#)
188 views • 2 days ago



[Anthony Carbajal Documentary: Behind the Scenes 1](#)
418 views • 2 days ago



[Cat on a Leash for First Time](#)
229 views • 2 days ago

Since I got the equipment, you can see me playing with it more often on my [YouTube channel](#). I'm creating more vlog-style videos that just share snippets of my personal and work life. I'm also working on a new documentary about my friend Anthony who was recently diagnosed with ALS. I haven't made a personal documentary in a while, and so I'm **super excited about it**, and I'm sure I'll be sharing more about it and the process over the next few months.

Keys to Success:

1. While I'm a huge believer of equipment ***not really mattering***, investing earnings into your business to upgrade your equipment can re-inspire you to make more better content.
2. After spending a month (January) focusing on promotions and marketing, I got back into course-creation mode. It's what's working right now. *Why fix what ain't broke!*
3. It's important to be able to **SAY NO** to projects so that you can focus on what really matters to you.

Income Report:

Online Courses:

- **Udemy.com** \$14,405
- **Skillshare.com:** \$3,647
- **Courses.VideoSchoolOnline.com:** \$612
- **AdobeKnowHow:** \$103
- **PhotoWhoa:** \$88
- **SkillBus:** \$333
- **OfCourse:** \$277
- **StackSocial:** \$1,912

Other:

- **Bluehost:** \$300
- **VSO YouTube Channel:** \$313

TOTAL: \$21,990

Previous Month: \$44,399