



How To Make Money as a Streamer

Want to build connections with awesome people from all over the world over things you're passionate about, all while making money at the same time? Well, you're in luck! There are plenty of ways to monetize your hobby (if that's something you're interested in doing, of course). Not every streamer is in it for the money, but the money never hurts! There are a lot of people interested in making it as a streamer in hopes of building a career out of it. Although consistent profit from your stream isn't going to happen overnight, if you know what opportunities you have, along with some tips to get you started, you can start to see some results almost immediately.

1. Subscriptions/Memberships

A sure way to make money from your stream is from viewer subscriptions. Not only are you getting paid, but you're also building a community and gaining followers while you're at it. Twitch, Youtube, and Facebook all have monthly subscriptions/memberships for your viewers and gives them the option to choose how many months they want to buy in advance and it will also give them access to special features on your channel.

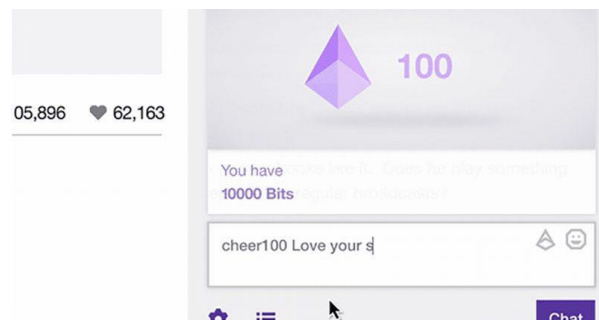


*A good way to gain subscribers is to offer an incentive like giving subscribers the chance to play with you on a certain day of the week. They'll be more inclined to subscribe with some type of reward for doing it, even if it's something small.

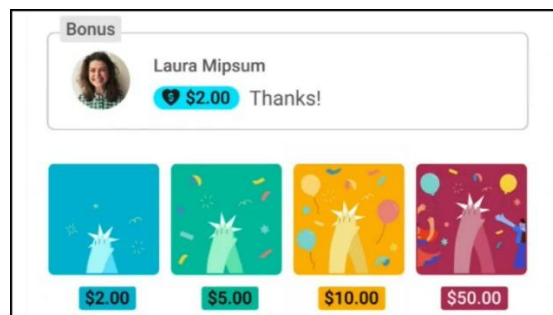
2. Donations

Most streaming platforms have some kind of donation feature where your viewers are able to basically “tip” you instantly. As soon as they do it, the amount immediately shows up in your account.

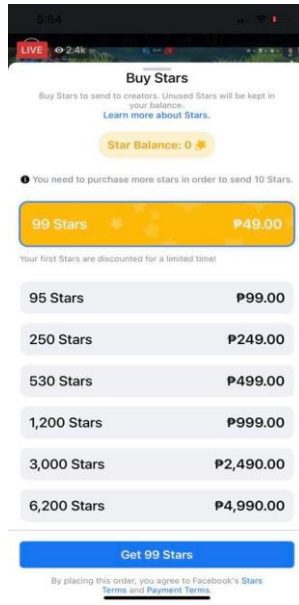
Twitch offers “cheer” bits that viewers can access in chat with 5 different amounts to purchase. Your viewers buy however many Bits they want and they can type any message with it. Their cheer will show up with an icon so the entire chat can see.



Youtube has a few features like Super Stickers and Super Chat available during a live stream that, once purchased, will show up in the chat to show the rest of the community. They also just launched a new feature called Super Thanks, which works just like the “cheer” bits on Twitch.



Facebook’s Stars feature is their way of letting viewers tip the streamer. They’re able to buy a certain number of Stars and donate them to you while you’re live. This one also acts like the “cheer” Bits on Twitch.



3. Brand Deals/Sponsors/Ads

Partnerships are another thing you can look into; brand deals, sponsorships, and paid ads can bring in some money. If you decide to work with a brand, you'll be responsible for sharing links, using their products for giveaways, name-dropping them during stream, and things like that. If you're just starting out, brands more than likely won't reach out to you, but you should make the effort to reach out to them for deals. Something to note: you can go the paid ad route, but viewers are able to turn off ads during stream so you should pair this with another strategy and not use this as your only means of payment.



4. Merch

Selling your own merch can be a way to make a little extra on top of already doing everything else. Keep in mind, though, this isn't something you should start out doing first; it's more for streamers that have put some time in and have somewhat of a consistent following. Selling merch is more successful when you have a bigger, loyal audience; that's just the cold hard reality of it. So, selling merch with your logo on it is going to be more difficult if you're new. The cost of producing your items will be more than your revenue, so focus on this strategy after you've got a good thing going with subscribers and once you've built a pretty solid community or it might end up being a money pit.



BONUS: Play the long game!

While all of these tips can help you make money from your online stream, it's critical for your long-term success to not come off as a pushy salesman begging for money- especially if you're a new streamer. Viewers are coming to your stream to enjoy your hobby with you because it's something that you both love; if they start to feel like your paycheck, they won't come back. First impressions are everything and you don't want to tarnish your brand for a quick cash grab.