

# Your First Second Income:

A Simple System to Choose a Path, Take Action,  
and Start Building Your Second Income



**Learn how to choose one path and stay consistent**

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# Content

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## **Why Most People Never Build a Second Income (Even When They Start)**

You do not need more ideas, another method or to wait until you feel ready. What you need is a way to stop starting over.

This guide is not another list of ways to make money online. There are plenty of those already. This guide has one purpose: **To help you get your first result by choosing one direction and staying with it.**

You will learn:

- the core paths people are using right now
- how to choose the one that fits you
- how to stay consistent without overthinking
- how to move from “starting” to “progressing”

Everything in this guide is built around one principle:

**You do not need to do more. You need to stay with one thing long enough to see results.**

### **The Shift You Are About To Make**

Right now, you may be thinking: *“I just need to find the right thing.”*

After this guide, the shift becomes: *“I need to choose one thing and follow it through.”*

That is the difference between searching and building. You are not here to explore endlessly. You are here to create a second income and that only happens when:

- action repeats
- learning compounds
- results build over time

## **What Happens Next**

In the next section, you will see the main paths people are using to build a second income right now. The aim here is not to study all of them in depth or try all of them. Your only goal is to use them to make a decision.

Because everything that follows depends on one thing:

### **You choosing a path and staying with it.**

And if you decide none of them are for you that's ok too. Find what you want to work on and stay with it. This information still works.

### **Before You Continue**

Pause for a moment.

Ask yourself: Have I been starting, delaying, re-starting or have I been staying?

Build awareness of what you are currently doing . That's just where you are now. It will not be where you are three months from now if you follow this system.

This guide will only work if you are ready to do something different.

You don't need to do more or work harder. You just need to pick one thing and work on it consistently.

When you are ready, move to the next chapter. You will choose your path and that is where everything begins.

# Choosing Your First Path: UGC, AI Content, Digital Products, or Affiliate Marketing

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My aim here is to remove hesitation and get you into a place of clarity without overwhelm. That way your decision will not only happen but it will be one you are ready to stick with.

## CLARITY

### Why Choosing Feels So Difficult

If you are reading this, you have already taken a step. Maybe you have looked into:

- making money online
- building a second income
- creating something of your own

You may have:

- watched videos
- joined groups
- saved posts
- started something small

And yet, you are still at the beginning. The reason for that is not because you cannot do this, it is because nothing has connected long enough to produce a result.

### The Real Pattern Most People Are Stuck In

It usually looks like this:

You find something that looks promising. You feel motivated. You start.

Then very quickly, something happens:

- you see another method
- you feel unsure if you chose the right thing
- you realize there is more to learn
- you hesitate

So you shift and you try something else. You start all over again.

When you do this it creates a loop: *Start* → *Doubt* → *Switch* → *Restart*

And each time you restart, you lose momentum, confidence and clarity.

The clear thing to understand here is that you have not failed. That doesn't happen until you give up. As you are reading this I am assuming you aren't ready to do that!

You have just stopped to reset and I want to help you get going again. Hopefully, for the last time.

### **Why This Keeps Happening**

If you search for "make money online" you will see that there are more opportunities than ever before.

This may sound like a good thing but it actually creates a problem because too much choice can lead to overwhelm, which leads to procrastination.

You are exposed to things like:

- affiliate marketing - selling a product that belongs to someone else for money
- selling digital products like journals and planners or PDFs like this one
- dropshipping that lets your customers order and the supplier ships it to them
- Influencer marketing where you sell products to your audience
- faceless brands where you don't even use your own name or face

Each one of these ideas is presented as:

- simple
- effective
- proven

And each one can work. That is the problem.

When everything works, nothing feels like the right choice. So instead of committing, you keep evaluating. Instead of progressing, you keep comparing.

Also if everything works you start something and when it doesn't work you blame the training or the niche and you move on to the next new thing. They all work, you believe you just need that one idea that will work for you.

### **The Hidden Cost of "Trying Everything"**

Trying everything feels productive because it feels like you are learning and making progress. It is exciting because it is new and your motivation is high.

But it creates a specific type of delay. You never stay in one place long enough to:

- understand it properly
- improve your approach
- see results

You collect information but you do not build momentum. You spend so much time learning you never move into earning.

When your motivation drops (and it always does) instead of locking into patience and consistency you bail. You let the next new thing interrupt what little progress you have made and you start again. It is a cycle I was stuck in for years.

This is why most people never reach their first result. Not because they chose the wrong method but because they never stayed with one long enough.

So the goal of this chapter is not to help you pick the best method.

It is to help you pick **one method you will actually follow through on.**

# DECISION

## The 4 Paths Explained Simply

You are going to choose from four core paths to help you build a second income. Each one has a different focus. You are not choosing based on potential. You are choosing based on **ease of starting and consistency**.

Before you choose, you need to understand what each path actually looks like in real life. Not the highlight version. The day-to-day version.

## 1. UGC (User Generated Content)

UGC is one of the fastest ways to start because you are not building a business from scratch.

You are creating content that helps sell something that already exists.

That might be:

- a physical product
- a digital product
- a service

Your role is simple: You create content that shows, explains, or demonstrates the product.

## What it actually looks like day-to-day

This is not polished influencer content.

Most of the time, it looks like:

- recording short videos on your phone
- showing how something works
- talking through your experience
- repeating simple formats

You are not trying to go viral. You are trying to become consistent.

## **The potential**

UGC works because businesses constantly need content.

They do not have time to create everything themselves.

So they pay people to:

- create videos
- produce simple ads
- generate content they can reuse

You can earn from:

- creating content for brands
- promoting products through content
- combining it with affiliate links

It can become:

- a steady income
- a skill you improve quickly
- a bridge into other models

## **The pros**

- Fast to start
- No product required
- No audience required
- You improve quickly through repetition
- Clear feedback (you see what works and what does not)

## **The cons**

- You need to create content consistently
- You may need to be visible (even partially)

- Income can depend on output (you stop, it slows)
- It can feel repetitive

### **When this is the right choice**

Choose UGC if:

- you are willing to create content daily
- you prefer doing rather than building systems
- you want the fastest way to start

### **When this is not the right choice**

Avoid this if:

- you do not want to create content regularly
- you struggle with showing or explaining things
- you want something more passive from the start

## **2. AI Content (Faceless / ASMR / Avatar-Based)**

This path removes you from the content. You are building content systems rather than personal content. Instead of showing yourself, you use:

- AI avatars
- voiceover
- text-based visuals
- repetitive formats (like ASMR-style content)

### **What it actually looks like day-to-day**

This is not “set it and forget it.”

You will be:

- creating content using tools
- testing formats

- repeating what works
- posting consistently

The focus is not creativity. It is structure and repetition.

## **The potential**

This works because platforms reward:

- consistency
- volume
- repeatable formats

If something works, you can scale it. You are not limited by:

- your time on camera
- your energy
- your identity

This can grow into:

- multiple accounts
- automated-style systems
- traffic that feeds into offers

## **The pros**

- No need to show your face
- Scalable (you can produce more content faster)
- Can run multiple ideas at once (later, not at the start)
- Structured and repeatable

## **The cons**

- Requires learning tools at the start
- Can feel technical or unfamiliar
- Takes time to understand what works
- Easy to overcomplicate

## **When this is the right choice**

Choose this if:

- you want to stay faceless
- you like systems and tools
- you are comfortable repeating the same format

## **When this is not the right choice**

Avoid this if:

- you get overwhelmed by tools
- you prefer simple, direct action
- you tend to overthink setups

## **3. Digital Products**

With digital products you create something once and sell it. That “something” should be simple:

- a guide
- a checklist
- a short workbook
- a focused solution

## **What it actually looks like day-to-day**

This is not about creating a perfect product. It is about:

- identifying one problem
- writing a clear solution
- packaging it simply
- improving it over time

After creation, your focus shifts to:

- getting people to see it
- helping them understand it
- guiding them to buy

## **The potential**

This is one of the strongest long-term models.

Because:

- you own the product
- you control pricing
- you build assets

You can:

- sell repeatedly
- bundle products
- build a full system

## **The pros**

- You own what you create
- Can become passive over time
- Builds long-term income
- Can be combined with other paths later

## **The cons**

- Slower to get first result
- Requires clarity in writing and structure
- You still need traffic
- Easy to overthink and overbuild

## **When this is the right choice**

Choose this if:

- you like writing or explaining
- you want ownership
- you are willing to build something properly

### **When this is not the right choice**

Avoid this if:

- you want fast results immediately
- you struggle to finish things
- you keep adding instead of completing

## **4. Affiliate Marketing**

This is the simplest path to start earning. You do not create the product.

You promote something that already exists.

### **What it actually looks like day-to-day**

You are:

- sharing a link
- creating simple content around it
- explaining what it is
- directing people to it

You are not building from scratch. You are working within a system.

### **The potential**

This works because:

- the product is already built
- the system is already working
- you focus only on traffic and conversion

You can earn:

- commissions per sale
- recurring income (depending on the offer)

## **The pros**

- Fastest way to start
- No product creation
- Clear structure to follow
- Lower mental load

## **The cons**

- You do not control the product
- You depend on someone else's system
- Requires trust (you are recommending something)
- Companies and products disappear. If that happens your affiliate links are worthless

## **When this is the right choice**

Choose this if:

- you want to start quickly
- you prefer following a system
- you are comfortable recommending something you believe in

## **When this is not the right choice**

Avoid this if:

- you want full control from the start
- you prefer building your own products
- you struggle to promote something consistently

## The Mistake Most People Make Here

At this point, most people think they are making a smart decision. They tell themselves: "I will do a bit of everything and see what works."

So they:

- create some content
- start building a product
- share an affiliate link
- test a few ideas

It feels productive and like progress. They think they are covering all bases, but what they are actually doing is dividing their attention. And when your attention is divided, your progress slows.

## What This Looks Like in Real Life

You might recognise this pattern:

You post a few videos using one method. Then you think: "Maybe I should also create a product."

So you start writing something. Then you think: "I should probably promote something while I do this."

So you add an affiliate link. Then you see another idea and think: "I could try that as well."

Now you are doing four things at once and none of them are moving forward properly.

You are not consistent with anything and most importantly you are not giving anything enough time to produce a result.

From the outside, it looks like effort. From the inside, it feels like confusion.

## Why This Happens

This is not a lack of discipline. It is a reaction to uncertainty. You do not know which path will work for you. So you try to reduce risk by doing all of them.

It feels safer. If one does not work, you have others and if something fails, you can switch. But this creates a hidden problem. You never stay in one place long enough to:

- understand the method
- improve your approach
- get meaningful feedback

You are constantly resetting the process and every reset takes you back to the beginning.

## The Cost of Splitting Your Focus

When you split your focus:

You reduce repetition.

When repetition drops, improvement slows.

When improvement slows, results delay and it becomes harder to tell:

- what is working
- what is not
- what needs to change

So instead of adjusting, you switch and when you switch, you lose whatever progress you had started to build.

This is why people stay stuck for months or even years. Not because they chose the wrong method. Because they never stayed with one long enough.

## What You Need to Understand Clearly

In the beginning, combining paths is not a strategy. It is a way of avoiding commitment. There is nothing wrong with any of the paths you have just read.

They all work. But they only work when they are given:

- time
- attention
- repetition

You cannot give those to four things at once.

## The Rule You Are Now Following

From this point forward, the rule is simple:

You choose one path and you stay with it.

Not because it is the best, but because it is the one you are willing to follow through on. You are not building four income streams. You are building your first one.

## What This Changes

When you commit to one path:

- You remove daily decision-making.
- You stop second-guessing.
- You stop comparing.

Your focus becomes clear:

- one method
- one direction
- one daily action

This is what provides you with the evidence you need to show progress is being made, because you stayed long enough to make it work.

## **ACTION**

### **How to Choose Your Path (Without Overthinking It)**

#### **Step 1: Choose Based on Simplicity**

Ask yourself two questions:

“Which of the above methods feels easiest to start today?”

“Which one can I start without resistance?”

You don't have to ask which one will help you build a second income because the answer to that is ALL of them do. The focus here is on which one YOU want to choose.

#### **Step 2: Remove Three Options**

Here's something important you need to tell yourself often. You are not deciding between four. You are eliminating three.

Look at the list again. You are not choosing one so you can go back to the other three if it doesn't work out. You are CHOSING ONE. Period.

Once you are clear on that cross out the ones that feel:

- complicated
- unclear
- uncomfortable

What remains is your starting point.

Do your own due diligence on your choice. Check out how it works and make sure it is right for you.

### **Step 3: Accept That This Is Temporary**

This is not a permanent identity. This is a starting decision.

You are choosing where to begin, not where to stay forever.

You may start working on your choice only to decide this is not for you. That's fine. As long as it is coming from a place of certainty. If you are saying to yourself

"Its been months this isn't working"

That is a clue to stick with it. If you are making progress and maybe even made a sale or two but you are not enjoying it. Then consider a move.

### **Step 4: Commit to One Path for 90 Days (minimum)**

Once you choose, the rule is simple: No switching.

For 90 days or more:

- same method
- same direction
- same type of output

This creates:

- familiarity
- speed
- confidence

### **Step 5: Define Your Daily Action**

Before you move on, decide: "What one action will I do every day?"

No matter how small. What ONE thing can you do to work towards building your second income. We will cover this in more detail in the next chapter.

Make it small and make it repeatable.

## WHY THIS WORKS

Clarity removes friction. When you stop deciding every day, you act faster, think less and produce more.

Repetition builds skill. When you repeat the same action:

- you improve naturally
- you see patterns
- you adjust without confusion

Commitment creates momentum.

When you stay with one path:

- results become possible
- feedback becomes visible
- progress becomes measurable

## FINAL CHECK

Before moving to the next chapter, you should be able to answer:

- What path have I chosen?
- What will I do daily?
- Am I committed for 90 days?

If you cannot answer clearly, go back and decide.

In the next chapter, you will learn: **how to take your chosen path and turn it into consistent action that leads to your first result.**

Because choosing the path is the start. Consistency is what makes it work.

# Turning Your Choice Into Consistent Action (So You Actually Get a Result)

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## CLARITY

### Why Most People Still Do Not Get Results (Even After Choosing a Path)

Choosing your path is important. But it is not enough. Most people get this far.

They:

- choose a direction
- feel clear for a moment
- feel motivated again

And then something familiar happens. They slow down. Not all at once but gradually.

They start questioning what they are doing and start looking at other people again.

Then:

- they adjust what they are doing
- they change their approach
- they hesitate before taking action

And just like before, progress stalls.

## What Is Actually Going Wrong

At this stage, the problem is no longer about choice. The problem is inconsistency.

You are not struggling because you do not know what to do.

You are struggling because you are not doing it often enough.

There are three common patterns here:

## **1. You Wait Until You Feel Ready**

You think:

“I will do it properly tomorrow.”

“I need to understand this a bit more first.”

“I want to get this right.”

So you delay because you want to do it well. But waiting creates gaps and gaps break momentum. Because life hates us to live in a void it then fills those gaps with other things like watching TV or scrolling on social media.

## **2. You Overthink the Action**

You sit down to do the work and instead of doing it, you start thinking:

- Is this the right approach?
- Should I change this?
- Would something else work better?

So the action slows down. Or stops completely. You let your own self-talk control your mood and actions. It talks you out of doing what you say you want to do.

## **3. You Make the Task Too Big**

You tell yourself: “I need to do this properly.”

So instead of creating one video or writing one post you try to create multiple pieces or perfect your content.

That creates resistance and overwhelm. When resistance or overwhelm increases, action decreases.

## The Result

You are doing the right thing. Just not often enough and without repetition, nothing builds.

No skill, confidence or results.

## DECISION

### The Shift You Need to Make

You are no longer focusing on doing things well. You are focusing on doing things consistently. This is the shift:

From: "What should I do today?"

To: "What is my one action today?"

You are not building a business today. You are completing one action.

## The Rule That Changes Everything

You will now follow one rule:

**One action. Every day. No variation.**

That action must be:

- small
- clear
- repeatable

Not impressive or complex. Simply repeatable.

# **ACTION**

## **How to Build Consistency (Without Overthinking It)**

### **Step 1: Define Your One Daily Action**

Based on your chosen path, decide: "What is the one thing I will do every day?"

Examples:

UGC → record and post one video

AI content → create and post one piece

Digital product → write one section

Affiliate → post and direct to link

This one action must be simple to complete, achievable in the time you have and 100% non-negotiable. You need to be willing to set aside the time to make it happen.

If it feels too big, reduce it.

### **Step 2: Remove Decision-Making**

Once you define your action, stop deciding. You are not asking each day:

"What should I do?"

You already know.

Decision-making creates delay. Clarity removes it.

### **Step 3: Lower the Standard (At the Start)**

This is where most people get stuck. You try to make everything good.

Instead, focus on done not perfect. Your first actions will not be strong. That is expected. Strength comes from repetition. Not from thinking.

## **Step 4: Expect Resistance**

At some point, you will not feel like doing it. That is normal.

This is where most people stop. Not because they cannot continue but because they believe the feeling means something. It doesn't. It is just resistance.

The rule still applies: One action. Every day.

Learning how to not talk yourself out of getting things done is an important skill to develop. If you understand that your self-talk fuels your mood and your mood decides your actions it will help you make better choices.

You can learn more about self-talk at <https://www.selftalkeffect.com>

## **Step 5: Track Completion, Not Results**

When you first start out, avoid measuring things like views, clicks and sales.

Keep measuring as simple as

- Did I complete my action today?

That is your only metric. Your results will come later but you must build consistency first.

## **WHY THIS WORKS**

Repetition builds familiarity. Familiarity reduces resistance. When something feels familiar:

- you do it faster
- you think less
- you hesitate less

Consistency builds skill. When you repeat the same action:

- you naturally improve

- you notice what works
- you adjust without confusion

Action creates evidence of progress. Without action, there is nothing to improve. Without evidence of progress you talk yourself into believing this is just not working.

## WHAT TO EXPECT

At first, this will feel simple. Then it will feel repetitive. Then it will feel slightly boring. This is where most people stop but this is also where progress starts. In this moment boring is good because once something becomes routine:

- it requires less effort
- it becomes automatic
- it compounds

## FINAL CHECK

Before moving forward, you should be clear on:

- What is my one daily action?
- Am I committed to doing it every day?
- Am I focused on completion, not perfection?

If not, go back and simplify.

Next I want to go through the thread that holds this all together and makes the difference between you continuing or stopping. [Your environment.](#)

# Support, Guidance and Why Doing This Alone Slows You Down

By this point, you have done something most people never do.

You have made a decision.

You have committed to one path.

You have defined what you are going to do every day.

And you understand how to take action in a way that actually leads somewhere.

On paper, that is enough but in reality, this is where things can start to feel harder. Not because the process changes, but because you are now the one responsible for continuing it.

## Why This Is the Point Most People Slow Down

At the beginning, everything feels clear.

You have direction. You have motivation. You are taking action.

Then after a few days or a couple of weeks, something shifts. You start to question what you are doing. You wonder if you are doing it right. You notice that results have not come through yet. And without realizing it, you begin to hesitate.

You might still be doing the work, but there is a difference.

The action is no longer clean and direct. It becomes mixed with doubt. You start adjusting things before you have given them enough time to work. You look at what others are doing and begin comparing. You think about switching, even if you do not act on it.

This is the point where consistency breaks down because you are trying to figure everything out on your own.

## The Problem With Doing This Alone

There is an idea that you should be able to work everything out yourself. That if you just keep going, you will eventually figure it out. And while that sounds good in theory, it creates two problems.

First, it slows you down. You repeat mistakes that could have been avoided. You spend time on things that do not matter. You miss small adjustments that would have made a difference.

What could take a few weeks ends up taking months.

Second, it affects your consistency. When you are unsure, your action changes.

You hesitate and delay more. You start to question decisions you already made.

That is how people end up back at the beginning. Not because the method failed, but because they lost clarity along the way.

## What Changes When You Have Structure and Support

When you follow a structured system, you remove a large part of that uncertainty.

You are no longer guessing what to do next. You are following something that has already been laid out. That alone makes a difference.

When you are around other people doing the same thing, something else happens.

You see what is working and what people are struggling with, which helps you recognize patterns.

This gives you something you cannot get on your own. **Perspective.**

Instead of reacting to every doubt or idea, you have something to measure it against. You are not constantly resetting and you find yourself moving forward.

And that is what most people are missing. Not effort or ability but continuation.

## Why This Matters More Than You Think

At this stage, you do not need more ideas or another method, and you definitely don't need to rebuild what you have already started.

You need to stay with what you have chosen long enough to get a result and that becomes much easier when you are not doing it in isolation.

The difference is usually not knowledge. **It is the environment.**

## What to Do Next

You already have:

- a path
- a daily action
- a way to move forward

The next step is to place that inside a structure that supports it.

That means:

- following a system instead of guessing
- having somewhere to go when you get stuck
- seeing how others are applying the same approach

Because the truth is, getting your first result, then learning how to repeat it and build on it, is not something that comes from reading one guide.

It comes from doing, adjusting and continuing.

## Where I Went Next

At this point, I made a decision.

Instead of trying to figure everything out myself, I followed a system that showed me what to focus on and how to stay consistent.

It gave me:

- a clear structure
- direction on what to do daily
- examples I could follow
- a way to keep moving when I would normally have stopped

If you want to follow the same approach I am using, you can start here: [Become a RR Rebel](#)

If you join through my link, DM me once you are inside. I will find you in the group, engage with your posts, and be someone you can ask questions as you get started.

Of course there is no pressure to join the group that I joined. Go ahead and find your own group based on what you are focused on.

If you made the decision to focus on ASMR, UGC or anything I mentioned above, this group is a great resource. It provides training that moves you forward and helps you get results.

Whatever you choose to do, just remember your environment is everything. Finding one that supports you can become the difference between staying focused and losing it.

## **Final Thought**

Just remember to succeed you need to stay with what you have already chosen and give it the support it needs to work.

That is how you move from:

starting  
to continuing  
to actually getting results

Good luck.

Eva Reed

[Second Income](#)