

Living on the side of a mountain

JOHNNIE LAWSON



What do you do when your kids are growing up and don't need your full-time care anymore, your spouse's position has been made redundant, you are a little old to be out competing for jobs and you don't want to go on the dole? You have to start thinking outside the box, that's what.

Living on the side of a mountain in the heart of Leitrim had to be taken into account. Not wanting to leave this beautiful place, I had to think of ways to earn an income right from that spot on the side on a hill overlooking the ever-changing drumlins of north Leitrim facing out towards the Atlantic.



Combining my hobbies of loving nature and all it has to offer, my skills as a visual artist and the fact that my internet connection ain't too bad, I thought I would explore ways of earning an income online. Now, let me just explain I am a bit of a technophobe and I don't particularly like spending much time in front of a computer. This meant that it was going to be a long and hard road watching and reading hundreds of 'how to' tutorials if I was going to get anywhere at all. Thankfully a few years have passed and even though I still watch hundreds of tutorials, I have got somewhere with it all.

I am very satisfied that I have proven, not only to myself but also to others that someone with little to no knowledge of computers can carve out a niche for themselves online and earn an income. My desire from the beginning was to use only free stuff online, as an experiment to see if it is possible to earn an income even if you have no money yourself. What I did have was a camera, a computer, and my own artistic skills. I pay no monthly/yearly subs to anyone, I hold and pay for no stock, I pay nothing for advertising.

I earn my income from my YouTube channel, where advertisers pay YouTube to have ads placed beside my work, and YouTube give me a small percentage of that. I sell print on demand mp3 soundscapes of my videos, mostly filmed here in the beautiful northwest. I have expanded my products to include selling print on demand products in an online store, products which have my photographs printed on them, I then pay a commission on sales made. You can check out my progress by looking me up on Google: @johnnielawsonvisualartist

If I can do this, anyone can. I absolutely mean that. Oh, and by the way, I could, and am free to live anywhere on this planet because of this business model, but I choose to live on the side of a hill amongst the good folk of Leitrim.



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