

# Make money over

*Between baking treats, selling ornament patterns and walking dogs, these savvy women have found creative ways to rake in extra cash just in time for Christmas. Learn their secrets so you can start earning today!*

**"I turned my love of baking scones into a full-time job!"**

"I had been making scones for my husband, and although he loved my go-to cranberry-orange flavor, I was getting bored with it. My six sisters loved my scones too, and asked if I could try making other flavors, so I started to experiment with new varieties.

"Then one day I was visiting one of my sisters, and she suggested I try selling my scones. I never attended culinary school, so I thought she was crazy, but I decided to give it a try. I started by selling them at my local farmers market, and around the holiday season, I would include festive gift bags and boxes filled with scones. To my surprise, they were a hit! So I decided to start my business, Seven Sisters Scones (SevenSistersScones.com).

"At first, I had a cottage license, which allowed me to sell what I baked from home, but as my business grew, I moved into a bigger, shared kitchen which made it possible for me to expand to more farmers markets and start selling my scones online. They were even featured on QVC!

"We were so successful that in 2015, I opened Seven Sisters Kitchen café in Johns Creek, Georgia. Only one of my sisters runs the business with me, but they all have an opinion! The scones now come in 15 flavors, and they change seasonally. During the Thanksgiving season, we host an in-store tasting event and promote our Christmas gift items, which in addition to the scones, includes shortbread, brownies, bars and cookies, and sampler boxes and gift bags of biscotti. I also use social media, including Facebook, Instagram and Twitter, and I do some paid ads and local advertising.

"Around the holidays, our sales are between \$175,000 and \$225,000—money that goes back into the business. It's such a creative outlet, and I love that our customers feel like our family!"

Hala Yassine, 54,  
Johns Creek, GA



# the holidays!



**"I make a 6-figure salary selling Christmas ornaments & patterns!"**



Staci Ann Lowry,  
41, Eustis, FL

**"When I was teenager, my mom taught me how to make quilted Christmas ornaments.** I continued to make them as a hobby, and years later, when I became a stay-at-home mom, I started selling my no-sew creations on Ebay to make a little extra money around the holidays.

"When my husband passed away suddenly, I wanted to find a way to make money without having to put my kids in daycare. So I started selling the ornaments on my blog (TheOrnamentGirl.com). As my blog got more popular, I began selling digital files of my patterns as well as ornament kits, which include all of the supplies needed to make your own.

"Then, four years ago, I launched Ornament Girls Club (OrnamentGirls.club), a membership website for people who want to create new ornaments every month. For \$29 a month, we offer a complete

kit with supplies, as well as a video and e-book tutorial. But since many crafters have their own materials, there's also a \$13 a month plan that offers tutorials without the supplies. All members get access to a private Facebook community with videos, tips and tricks. Today, we have 3,000 members!

"To market my business, I use social media, Pinterest, my blog and an email list. We're also launching a YouTube channel. The business runs year-round, and I spend around 40 hours a week on it, but it does pick up in the fall when people start preparing for the holidays.

"Having the flexibility to work from home and take my kids to school and activities is a dream. Last year, we hit the million dollar mark. I take a 6-figure salary, which pays the bills, and for extras like home renovations and trips with my family."

**"I earn \$1,000 a month walking dogs during holiday season!"**

**"For 12 years I worked as a zookeeper, but when I had my son and decided to stay home with him, I needed to make up \$500 in our monthly budget.** Since I'd often help out family and friends by walking their dogs while they were out of town for the holidays, I realized offering my services professionally would be a no-brainer and the perfect way to make money.

"I signed up for Rover.com, a network that connects pet sitters and dog walkers with pet parents, because they make it so easy to find clients. I created a profile and added photos of myself, set the radius in which I was willing to travel and set my preference to care for small and medium-sized dogs. I also added my services, which

include dog walking and drop-in visits to feed the pets and administer any medications they may need. I also set my own prices. I charge \$15 for a standard 30-minute visit and Rover takes 20% of the profits.

"Around Thanksgiving, I open up my profile with more availability for people who are traveling. The first time I did this, I thought I'd get maybe two extra clients but I ended up getting 10 requests within a week! Now I ask my current clients if they need help around the holidays before opening up my profile and taking on more.

"I make \$1,000 a month during the holiday season—money that helps pay for extra holiday expenses like travel and pet sitting for my own pets!"



Steffa Mantilla,  
35, Houston