

Drone Footage / Stock Video



I am not a very great expert in this, so this will be a short module – but this is an interesting hustle that I first came across via a “van life couple”.

They travel around doing drone photography / video for clients – and it fits in with the nomadic lifestyle pretty well, because not only are they fully equipped to do “location shoots”, but they can also collect their own footage from the interesting and beautiful places they travel to. This footage can generate further income in addition to the client work.

So if you are of the type that likes exploring different places in nature, especially unusual locations where there might not be much footage already available,

this could be an exciting venture. There are also more urban-style opportunities, for example in real estate.

Requirements

The ‘bar of entry’ here does include some financial outlay and some paperwork: Fundamental requirements are your own drone, skills to operate and maintain it, videography skills and the correct **drone registration, flying certification and other regulatory compliance** required in your location.

On that topic, here are links to some info on drone laws for USA and UK:

<https://dronesgator.com/us-drone-laws/>

<https://www.gov.uk/government/news/drones-are-you-flying-yours-safely-and-legally>

Revenue Streams

Real Estate: There is an ongoing demand for drone footage – for example by realtors / estate agents selling luxury property. There are always properties new to the market and drone footage / aerial photography is desirable. Network with realtors, create a portfolio and show off your skills via Youtube (which could also bring in additional income).

Video Makers: Further clients could include other videographers. There are often scenarios where someone else is making a video and needs an aerial shot but don't have their own equipment and the skills or certification to use it.

Youtube: If you have interesting / appealing footage it could potentially get a lot of views on Youtube as people love the feeling of exploring unusual places. If you have your own Youtube channel can bring in ad revenue plus also provide promotional opportunities: The Youtube channel can act as a “show reel” that

sells the services to clients, and additional footage that is not directly purchased by a client can be promoted too. You could show footage, perhaps with music or voice-over, document your adventures or create tutorials. Pro tip: Explore drone video on Youtube and look at the data to see what is in demand. More tips: <https://wealthpowerboost.com/18-awesome-ways-to-make-money-with-youtube-with-or-without-making-videos/>

Vimeo: Another popular video platform and it is more geared toward short film and cinematic arts than Youtube. Here's some info on making money on Vimeo: <https://vimeo.com/blog/post/make-more-money-with-vimeo-on-demand-the-proof-is/>

Stock Video: There's also a potentially valuable income stream by uploading footage to content library websites, where it can be licensed by users, creating ongoing **passive revenue!**

Where To Sell Stock Video:

[Pond5](#) is one of the leading platforms for this. They allow you to set your own prices and take a percentage that varies depending on whether you assign exclusive or non-exclusive rights.

[Wirestock](#) is an “aggregator” platform that allows you to sell on multiple marketplaces simultaneously, without the hassle of separate signups etc. Nice.

Further examples of major stock video platforms include [iStockPhoto](#), [Adobe Stock](#), [Dreamstime](#), [Bigstock](#) and [Shutterstock](#).

See my [Auto Pilot Ca\\$h](#) course (module #9) for a full tutorial on content libraries.