

# Cha-ching! How a Vendasta affiliate is **making 6-figures in passive income** (and counting)

📍 Self-employed marketing consultant based in Toronto, Canada

📅 Former Vendasta employee

📅 Joined the Vendasta Affiliate Program in September 2021

## Business and personal goals

- ✓ Secure steady income, reducing reliance on project-based revenue
- ✓ Elevate quality of life, prioritizing family time and project selectivity
- ✓ Assist agencies by introducing a scalable platform for collective success



Devon Hennig,  
Self-Employed Marketer &  
Vendasta Affiliate

# A snapshot of Hennig's financial success with the Vendasta Affiliate Program



**\$150-300k**

Cumulative  
revenue

Expected revenue since joining the Affiliate Program, factoring in close rates and pipeline value.



**10%**

Affiliate income  
growth from 2022

Expects a minimum 10% increase in Affiliate Program income from 2022, highlighting growth potential in a challenging year.



**46**

Leads closed since  
joining

A blend of strategies including blog content, video, and paid advertising were effective in generating and closing leads.

## Pro tip



*Lean into your superpower. Are you good at social media? Email? Billboards? Every marketing tactic can work—just don't try to do it all. Establish predictable revenue with what you know best, then experiment and expand.*

# A life-changing side hustle that outshines other affiliate programs



*Being a Vendasta affiliate has changed my life. It's got the best terms of any affiliate program out there, and I've been able to build up enough recurring revenue to quit my full-time job and pursue my delusions of grandeur—aka writing books, starting businesses, and spending more time with my family. Who wouldn't want their own version of that?"*



## **Devon Hennig**

Self-employed marketing consultant &  
Vendasta Affiliate

*Click below to learn more about and join the Vendasta Affiliate Program*

