

# *How to Make Money with Unique UTBs and a \$5 App*



*Making money with A unique, unexpected, interactive and entertaining product*

**By Joe E Clayton & Luis Hernández**



**Dead Easy**  
**SOFTWARE**  
**.COM**

**2nd  
Edition**

# How to Make Money with Unique YouTube UTBs and a \$5 App!

*- Create Unique Products of Your Own Without the Work*

*By Joe E Clayton & Luis Hernández*

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*There are **NO Affiliate links** in this eBook and All Resource Links are curated to be Truly Free resources.*

## The Creators

These are the creators of this book of fun & fact and the app site [DeadEasySoftware.com](https://DeadEasySoftware.com). One (Joe) is based outside of Orlando, home of Kennedy Space Center NASA, high-tech and theme parks. The other (Luis) is based outside of the lovely capital of Spain, Madrid, known for the Golden Triangle of Art, Tapas Culture, and the El Rastro Flea market.



### Joe E. Clayton

Joe E. Clayton is a CTO, consulting engineer, entrepreneur, author and devoted father of seven. He is also a Haiku poet, cyclist and martial artist.

With a Masters in both Software Engineering and Mechanical Engineering, Joe's career has focused on a pioneering approach to software and digital technology, particularly in simplifying software & AI to enable both non-programmers (everyday people) and programmers to create their own apps and digital products without coding using AI and a variety of platforms - with a particular focus on keeping the tech *affordable to all*.

In his career, Joe has written over 3 million lines of code in 13 different computer languages on 11 different operating systems and created over 370 applications, systems and products for both the military, NASA and for commercial markets. Joe is a fierce advocate of [VisualNeo Web](https://VisualNeoWeb.com) and of the simplification of AI tools.

Joe's latest project is, in partnership with Luis Hernández, of [DeadEasySoftware.com](https://DeadEasySoftware.com) - a very inexpensive membership site offering Apps, tools, products, software, and information that democratize and *simplify* AI use and app creation through no-code software and tech tools such as [VisualNeo Web](https://VisualNeoWeb.com).



### Luis Hernández

Luis Hernández is an author and technology leader with a background in biological sciences from the Universidad Autónoma de Madrid. Luis's professional journey has always been intertwined with the world of technology, its teaching, and software development. He is a co-founder of [SinLíos Soluciones Digitales](https://SinLiosSolucionesDigitales.com) and a developer for [VisualNEO](https://VisualNEO.com), crafting web apps for diverse sectors including AI, pharmaceuticals, residential security, and education.

Luis has focused on the application of AI in web apps and developed hundreds of web apps & platforms, including the [DeadEasySoftware.com](https://DeadEasySoftware.com) AI & Apps platform he developed with his Partner Joe Clayton. His experience in technology education has equipped Luis with exceptional communication and pedagogical skills, and his scientific background has provided him with a solid foundation in scientific methods and an analytical mindset, invaluable in software development and AI implementation.

At SinLíos Soluciones Digitales, Luis has played a significant role in the development of [VisualNEO](https://VisualNEO.com), a low-code tool for creating web and desktop applications.

## Before You Begin (You Don't Need AI)

This ebook is one of a series dedicated to showing people how to use our apps at [DeadEasySoftware.com](https://deadeasysoftware.com) to make money. We call it the [AppsBooks](#) series, part of our **RALL** (*Resources And Learning Library*).

This eBook shows you how to use one of *our* Apps. It is *Not an AI App*. In fact, *AI can not do what this App does!* (More on that in the eBook).

Our goal is to publish an ebook for each *Make Money App* in our extensive arsenal of Software apps and AI apps. This eBook is Not a user manual but *more* - an eBook that shows you how to use the app to make money.

Our goal includes creating eBooks for our *totally free* apps that don't require an opt-in, or an email address, or an API key, or any "catch" to use, *as well as* those apps that you have to be a **\$5** member to use (Yes, it is *just* \$5/mo including the unlimited AI usage & 147+ AI Models)

*FunFact: Even our membership apps are almost free, because if you use them to create a product and then cancel your subscription, **the product you created is still yours.** (of course since we offer many money making apps and continue to add more, we hope you'll stay a member. 😊)*

You will find links to resources and other sources of information in our ebooks. We curate ALL our links and only recommend resources that are *truly free* - no costs to you, no "free trials." There are never any affiliate links. BUT **eBooks Must be READ to be effective!**

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Enjoy!

*"The secret of getting ahead is getting started"*  
- Mark Twain

## Introduction

In today's economy, many people are looking for a side hustle, **a simple and affordable way to generate extra income** – something flexible, fast to launch, and ideally, unique. A unique, unexpected, interactive and entertaining product that YOU own is far easier to sell and more lucrative.

There *is* a way you can create your own totally unique product, *in minutes*, without needing to record videos, design anything, or spend weeks developing it. Something that actually can make money - a lot more than \$5 app costs.

That's exactly what this article is about. This is NOT an overview, but a detailed coverage of how to make money using a \$5 App tool.

We'll show you how to build an **interactive, visual product** you can sell, give away, or even turn into the foundation of a digital business – using nothing more than a \$5 web app and the power of YouTube or Vimeo.

We call these products **UTBs** – short for **UTubeBooks** – and they're far more than just ebooks or video collections. They are lightweight, interactive web apps that feel like a mix between a course, a video guide, and a multimedia book – but much easier to make.

Whether you're a **creator**, an **educator**, or just someone looking for a smart side hustle, UTBs offer you something rare:

- ✓ **A product that is unique to you (and you own!)**
- ✓ **That runs on any device**
- ✓ **That you can create, customize, and publish in minutes**
- ✓ **With no tech skills required**

The best part is you don't need to make videos. You can just embed any video (from YouTube, Vimeo, etc.) and enrich it with your own content – using the PopBox or adding your own pages.

## A UTB Is Different

UTB stands for **U**Tube**B**ook – a *new* kind of *interactive web app* that combines the best of videos, visual storytelling, and structured content in one clean, engaging format.

Think of it as a **multimedia “book”**, where each “page” features:

- An embedded **video or image** (from YouTube, Vimeo, or your own content, even animated GIFs)
- An optional **text box** that pops up with HTML-formatted content – perfect for notes, links, images, buttons, calls to action(CTA)s, summaries, or even entire complete articles, blogs and other content (in full color if you like!)

All of it runs inside a lightweight, distraction-free interface that works beautifully on all devices - **phones, tablets, or desktops** – no installation, no ads, no platform noise.

### **Why is a UTB different from just linking to a YouTube playlist?**

Because **you’re not just linking videos** – you’re building a structured, guided experience that:

- It’s Not viewed ON the YouTube (or Vimeo) site
- Lets viewers **jump between chapters/pages** via a sidebar index
- Offers **rich, contextual text** alongside each video (*formatted with images, links, styles...*)
- Gives you **full control** over the presentation and flow
- Keeps users focused on *your* content – not YouTube’s ads & distractions

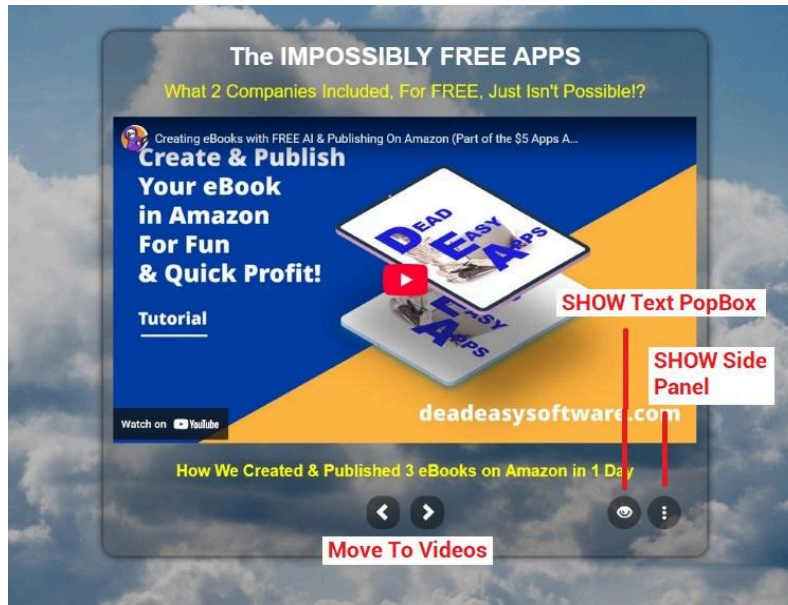
This transforms a simple video collection into a **unique, curated, interactive product**. It feels more professional, more educational, more valuable. And frankly, more *fun*.

And yes – every UTB content you create is **100% yours**. You can personalize it fully, and even copyright it (the content you created, *not* our App code :-)

Obviously you can NOT copyright someone else’s video you may have embedded. But content you added such as in the PopBox is yours.

## Quick Overview of a UTB Page:

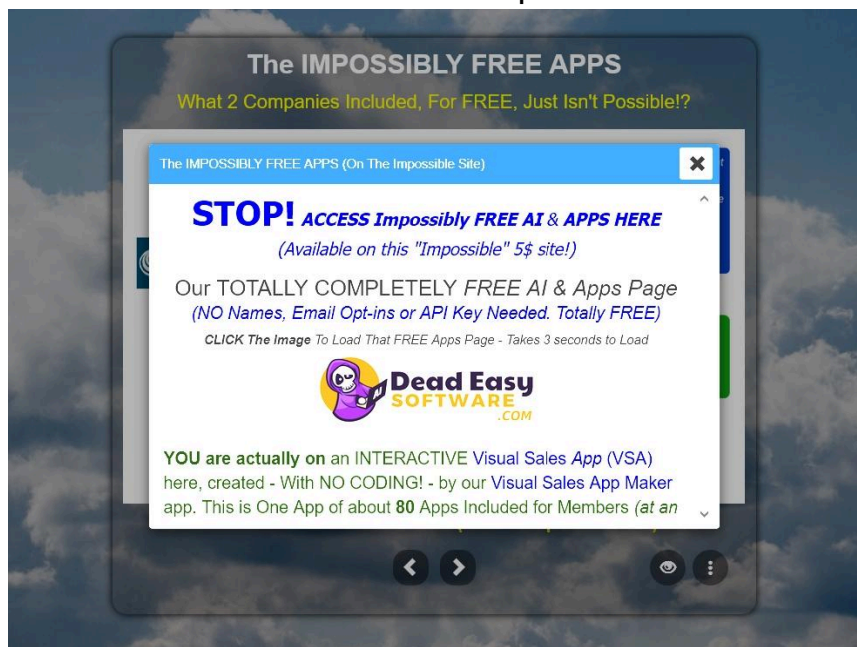
A UTB "Page" is a *visual* presentation combining a couple of interactive parts.



Each page can contain:

- A **video or image** (embedded via URL, never uploaded. Even animated GIFs)
- A scrollable **PopBox** – a sliding text panel with anything you want: instructions, summaries, resources, dialogue, quiz answers...
- Navigation buttons [**<** **>**] to move between pages
- A **side Slide Panel** index [**...**] to jump to any section instantly

## A Scrollable PopBox



## A Side Slide Panel



You can create as many “pages” as you want.

And it all works seamlessly — **loading almost instantly** — even with hundreds of videos and text blocks.

That’s what makes UTBs such a powerful format:

**Fast** and easy to create. **Universal** in use (ANY device). **Creative** in format. And **valuable** as a unique product

## What Can You Create With a UTB?

The real power of UTBs is in **what you can build with them**. Since each page can combine a video or image with structured, formatted content, (like an HTML page) the possibilities are nearly endless – especially for creators, educators, and digital entrepreneurs.

Here are some high-impact examples of how UTBs can be used to **create unique, valuable products**:

### For Educators & Course Creators

- **Interactive Video Lessons** – add summaries, quizzes, or exercises in the PopBox
- **Language Learning Capsules** – videos with vocab explanations and grammar tips
- **Employee Onboarding Guides** – intro videos + company policies, links, etc.
- **Children’s Interactive Books** – short animations + character dialogues or fun facts
- **DIY & How-To Books** – each step in video, with extra instructions or tips in text

### For Creators, Freelancers & Coaches

- **Visual eBooks** – each “chapter” is a video with your insights in the PopBox
- **Video Portfolio** – showcase your work with project descriptions, testimonials, or links
- **Director’s Cut** – your film, short, or vlog + behind-the-scenes stories or trivia
- **Annotated Music or Poetry Books** – performance video + lyrics, context, or inspiration

### For Small Businesses & Marketers

- **Interactive Product Catalogs** – videos/images of products with specs, pricing, CTAs
- **Real Estate Listings** – property walkthrough videos + maps, details, and contact buttons
- **Product Demos** – explain key features with enhanced text and embedded links
- **Pitch Decks** – startup presentations with investor info, financials, team bios, etc.

## For Institutions, NGOs & Tourism

- **Virtual Museum or Gallery Tours** – artwork videos + bios, context, era
- **City or Site Tours** – explore with visuals, facts, local recommendations
- **Program Presentations** – for universities, NGOs, cultural centers
- **Campaign Books** – awareness videos + links to donate, join, or learn more

## And even more...

- **Lead Magnets** – free, high-value UTBs to grow your mailing list
- **PLR Transformations** – turn generic PLR content into something unique and sellable
- **Member-only Content** – build a gated library of UTBs for paid subscribers
- **Transform PowerPoint presentations** into a more interactive product that runs on any device without extra software.

Every UTB app is a blank canvas. You can build a digital business with them.  
Or just enhance your own content with an elegant, interactive layer.

## How to Make Money with UTBs

A UTB isn't just a cool format – it's a **sellable product**. And depending on what you build, there are several ways to turn your UTBs into a source of income.

Here are some effective monetization models/ideas:

### 1. Sell Access to Your UTB

You can **sell access to a UTB** as a standalone product through platforms like:

- Gumroad
- Payhip
- Podia
- And about *61 other marketplaces* - we have a list!
- Your own website

The UTB can be password protected, and you simply give buyers a private link and their access password after purchase. It feels like (and is!) an app – but requires *no* installation.

This works best when:

- You use your own original videos or public domain or PLR content
- You're repackaging knowledge (courses, guides, tutorials, etc.)

### 2. Use UTBs as Free Lead Magnets

If you're using **videos from other creators** (like on YouTube), their licensing typically requires that content remain freely accessible – which means you **can't sell it directly**. But you *can* use it in a UTB that is:

- **Free to access**, and
- Used to promote something else (your products, services, mailing list, etc.) - any PopBox can contain images, CTAs, buttons, Links, etc.

This is perfect for *Growing* your audience, *Building* trust and *Driving* conversions to other paid offerings

### 3. Use UTBs as Interactive Catalogs

For businesses, UTBs can work as:

- Video-based **product showcases**
- **Service walkthroughs**
- **Real estate listings** with embedded maps and contact forms

Instead of a flat PDF catalog, you offer a guided, multimedia experience – and that increases engagement and conversion. Again, any PopBox can contain images, CTAs, buttons, Links, etc.

#### 4. Create a Membership Site

This is one of the most powerful models. It brings in *monthly* money - even if you don't charge much (people appreciate the low cost of our \$5 site). You can build a **private portal** where:

- Subscribers pay monthly access
- Each UTB is a new piece of content (course, episode, toolkit...)
- You add fresh UTBs regularly to keep your audience engaged

Since every UTB is very lightweight and online, the tech behind is simple – no plugins, no learning curve, No bandwidth load.

#### **Legal Note: on Embedded Videos**

If you're embedding third-party videos (e.g., from YouTube or Vimeo), make sure they allow embedding. You're not copying or downloading them – you're simply displaying them, like any blog or article would.

Still, to stay compliant, if the videos aren't yours, **don't sell direct access**. Instead, use your UTB as a free content piece to **drive value elsewhere**

UTBs are versatile: You can **sell** them, **Give them** away strategically - like for traffic - Use them to **enhance** your existing business.

All starting from a \$5 App tool and a few good ideas!

## How to Create a UTB (Step-by-Step)

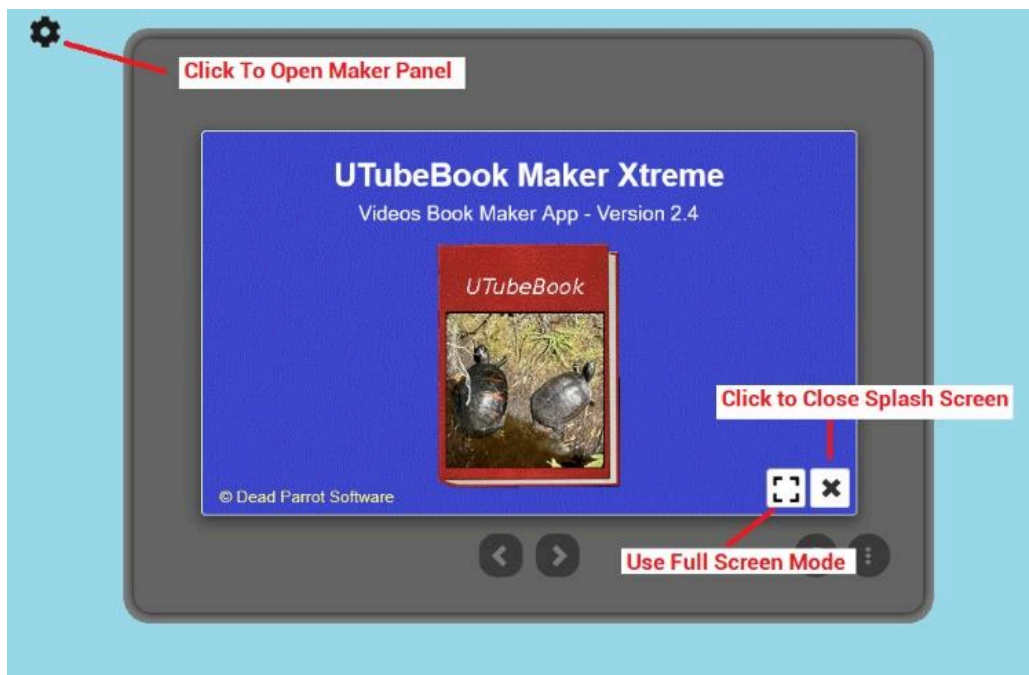
Creating a UTB is fast, fun, and doesn't require any technical skills. If you know how to copy and paste a link – you already know how to use the *UTB Maker*.

The UTB Maker is all a "fill in the blank" maker app.

Here's how it works:

### ✔ Step 1: Open the UTB Maker App

The app runs entirely online – no installation needed. It works on *any device* with a modern browser, desktop or mobile. It's a Web App. Just close the splash screen and then click on the "Gear" icon in the upper left corner.



When you open the UTB, you'll see a control panel on the left and a live preview on the right.

Everything you do updates in real time. You SEE the changes and additions as they will appear.

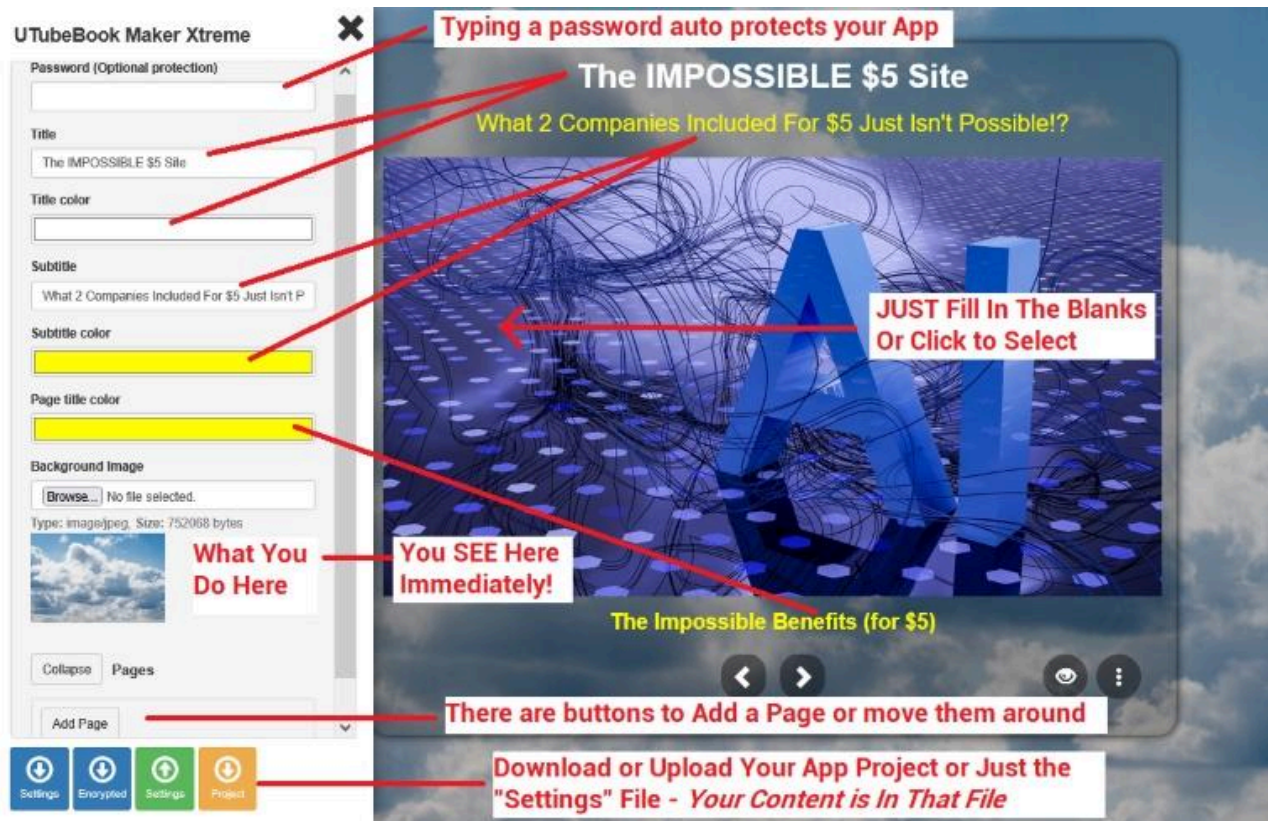
### ✔ Step 2: Customize Your UTB's "Look"

You make a UTB by filling in the blanks to "customize" the look. You can:

- Choose a **color theme** and general layout
- Add a **title** for your UTB
- Decide if you want to enable the right **side menu** (interactive table of contents)
- Set a **password** if you want to restrict/sell access

You're in full control – and the maker has a reality display: you will **see the results** (what it will look like) **instantly** IN the Maker App *as you edit/create*.

ALL of the customizing is done on the left hand slide out panel.



### ✓ Step 3: Add “Pages” (Videos + Text)

Each UTB is made of pages, and each page can include:

- A **video or image** (just paste the URL)
- An optional **PopBox** – a popup panel with formatted text (HTML), including images, links, etc. you create or edit with a full size built-in editor.

You can have as many “Pages” as you like. There is an “AddPage” button to add a new page, and buttons to move/rearrange the buttons as you like or delete a “page.”

There is a text editor for formatting your text in the PopBox - click an icon to use the **full page editor**.



To add a new page, simply click “Add Page” button and fill in:

- The video/image link
- The page title
- The content for the PopBox (if any) - create or edit with the **full size editor**

You can create as many pages as you want, and reorder or delete them freely.

#### ✔ Step 4: Export and Publish

Once your UTB is ready:

- Click the orange **Project** (down arrow) button
- The Maker app generates a **.zip file** containing your entire UTB app – ready to upload to *any web site or server you own*. Or we will also host the UTB for you, no charge.

That’s right: **you host it** wherever you want – this is not a cloud service and we don’t lock you into only using our site.

Just unzip it into a folder on your site, and your UTB is live.

If you enable password protection, a password will be required when users open the app.

## Deployment

UTB is a WEB APP. It runs on any device but is *loaded* from a web site. You can NOT download the App onto a device and run locally. It has to be hosted on a web site.

[DeadEasySoftware.com](http://DeadEasySoftware.com) provides a site - for free - for hosting your UTB or you can use your own site. So you never actually "sell" a UTB - you sell access to using it. It's a great way to build a membership site full of UTB products.

## Future UTB Enhancements

We are constantly adding and improving our Apps. We have enhancements for the UTB's and the UTB Maker, such as:

- background audio for each page
- dancing animations for loading the text boxes - slide in, spin in, etc.
- time-delay for text box display (on page load)
- borderless text box
- other video platform sources
- integrated AI & AI Models
- UTB templates to save creation time
- Alternative UTB designs

## **More Money Method: Enhance Your UTBs with AI and PLR Content**

Creating a UTB is easy and it's an attractive product – but **filling it with great content** is where the money is made. Fortunately, you don't need to write everything yourself or shoot your own videos to build a valuable UTB.

Here's how to take your UTBs to the next level:

### **1: Use AI to Generate Content for Your UTB PopBoxes**

Included in our \$5 site - besides this [UTB Maker](#) - are **dozens of content-focused AI apps**, many of them powered by AI. These tools can help you:

- Write summaries, tips, or explanations for each video
- Generate FAQs, bullet points, lesson highlights, or quotes
- Create engaging introductions, CTAs, or full-length articles
- Translate or adapt content for different audiences

All of our AI apps include **hundreds of models** to choose from, and output is unlimited – so you can fill dozens or even hundreds of UTB pages with high-quality, customized content in minutes.

Each PopBox becomes an opportunity to **add value and personality** to your UTB.

### **2: Turn PLR into New Unique, Sellable Products**

PLR is a great way to acquire products to sell without having to do the product creation yourself.

However, One of the difficulties of making money with PLR videos or ebooks, is if you want to really make any money from them, you need to rebrand them or at least change them so that your version stands out - Because there are probably a lot of others out there with the same PLR.

Everyone who buys the same PLR ebook or video course ends up with identical material. That's unwanted competition. You do Not want to be selling the same thing, unchanged, that hundreds of other people are selling.

UTB's are a simple, fast fix to that problem.

UTBs let you instantly **transform any PLR** into something original/unique and interactive with virtually no effort.:

- Take a PLR **video series** → Add text: AI content your own commentary into UTB's PopBox for each video or image "page".
- Take a PLR **ebook** → Break it into chapters, pair each chapter - in a PopBox - with a video or image. (You just paste the content into PopBoxes)

Just like that, you've created something: Visually engaging, Customizable, far more interesting (and with more options) than a PDF And yes – **uniquely yours.**

### **A Bonus: No AI Detector Can "Read" Your UTB**

Because UTBs are technically **mini web apps**, many AI-detection tools don't recognize or scan them properly. This gives you more freedom to experiment creatively with AI-generated content – while still delivering value.

In short: with the right combination of **AI + PLR + UTB**, you can build an entire line of content products in a fraction of the time. Build an *entire digital business* in record time.

## So, Create and Launch Your First UTB!

In a market - any market - where everyone is fighting for attention – UTBs offer something truly different:

- A **unique format** that is, and feels like, an app
- A **creative process** that's fun and simple
- A **sellable product** that you can make in minutes

Whether you're building a side hustle, launching a membership site, or just sharing knowledge in a more engaging way – **UTBs give you the platform to do it.**

You don't need to record videos.

You don't need design or coding skills.

You just need an idea, a few links, and the will to try something new.

We built the UTB Maker so that **anyone** – educator, entrepreneur, creator, or curious beginner – can build their own interactive product **today**, not someday.

**Get the UTB Maker (+ 27 More Money Making Tools - all included for the same \$5)**

→ Available now at [DeadEasySoftware.com](https://DeadEasySoftware.com)

It's fast. It's powerful. And it's yours.

**Joe Clayton & Luis Hernández Peña**



Co-Creators of the *UTB Maker*  
& DeadEasySoftware.com