

From Being Bullied to Building an Empire: How Kris Drummond-Hay Applied Dropshipping Success to the Music Industry



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Kris Drummond-Hay knows what it's like to be underestimated. **Badly bullied in school**, she grew up

feeling like an outsider, but she never let it break her. Instead, she became a **firm believer in karma**—and if success is the best revenge, she’s certainly had the last laugh.

During the COVID-19 pandemic, Kris hit rock bottom. **Her work hours were cut, she was renting a small apartment, and she was struggling financially.** Too proud to ask her parents for help, she was determined to make it on her own. Then came the **eviction notice.**

Faced with no other choice, she took a gamble and spent what little she had on **35 ready-made dropshipping websites** she found on eBay. That **one decision changed her life.**

Within only 7 months, Kris had turned her dropshipping business into a **highly profitable machine**, generating over **\$10 million in revenue.** She now **owns the very apartment she was nearly evicted from**, along with **a real estate and business investment portfolio spanning three countries.**

And now? She’s **proven that the same business principles that built her e-commerce success can be applied to the music industry.**

What is Dropshipping? And How Can It Work for Music?

Dropshipping is an e-commerce model where businesses sell products without holding inventory. When a customer places an order, the product is shipped directly from the supplier. The key to success?

****High-volume sales, smart automation, and precise marketing—**the exact same strategies Kris is now using to dominate **music streaming.****

With platforms like Spotify, music is the **product.** Each stream generates income, just like each sale in an online store. **The more songs you release, the more streams you accumulate, and the higher the income.**

So, Kris ****treated her music career like a business—**and it worked.**

Turning Spotify Into a Passive Income Stream

Currently, Kris has **five songs, each around three minutes long.** With an average payout of **\$0.05 per stream**, she’s set to generate approximately **\$97,000 per year from 5.3 million annual streams.** And just like in dropshipping, **the more songs she releases, the more her earnings increase.**

“This was never about being the next Taylor Swift—I’m not trying to be,” Kris says. “This was about proving a point. **If you apply the right business strategies, you can turn anything into a passive income stream. Even music.**”

Success Leaves Clues—Jealousy Leaves You Broke

Kris’s success hasn’t come without backlash. She’s experienced **jealousy, narcissistic abuse, and people trying to tear her down.** But instead of letting it get to her, she used it as fuel.

“I’ve been bullied, I’ve been hated on, I’ve had people try to undermine me,” she says. “But the difference is, I don’t waste time being jealous of successful people—I **learn from them.**”

“There are two kinds of people in life: those who study success and **apply** what they learn, and those

who sit back, hate, and stay broke,” she adds. **“I know which one I choose to be. And I’m more than happy to teach anyone who’s willing to listen.”**

Applying Dropshipping Tactics to Music Streaming

Kris approached Spotify the same way she did e-commerce:

- **Consistent Releases** – Just like dropshippers constantly add new products, Kris releases music regularly to keep engagement high.
- **Targeted Digital Marketing** – She **doesn’t wait** for people to find her music—she **markets it directly** to those most likely to stream it.
- **Automation & Scaling** – Streaming revenue is reinvested into further marketing, creating a cycle of continuous growth—just like reinvesting profits in e-commerce.

Her music, which focuses on **empowerment and healing from narcissistic abuse**, has built a loyal audience who streams her songs consistently.

Karma Always Wins

Looking back, Kris has no doubt that **karma is real**.

“I was bullied so badly in school, but guess what? **No one from back then is living the life I have now.**” she laughs. “Looks like I won in the end.”

Gratitude First—But Health & Happiness Above All

While Kris is grateful for her financial success, she knows **money isn’t everything**. She credits her achievements to **God above** and remains deeply thankful for all she has. But at the end of the day, **health and happiness matter more than wealth**.

“I’ve been at the bottom, and I’ve been at the top,” she says. “The most important thing is your peace, your well-being, and your faith. **Money is just a tool—but happiness is everything.**”

For more information, follow Kris Drummond-Hay on social media at [@m888kdh](https://twitter.com/m888kdh).

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