



Training Guide

Discover proven ways to kickstart your **online income** streams.

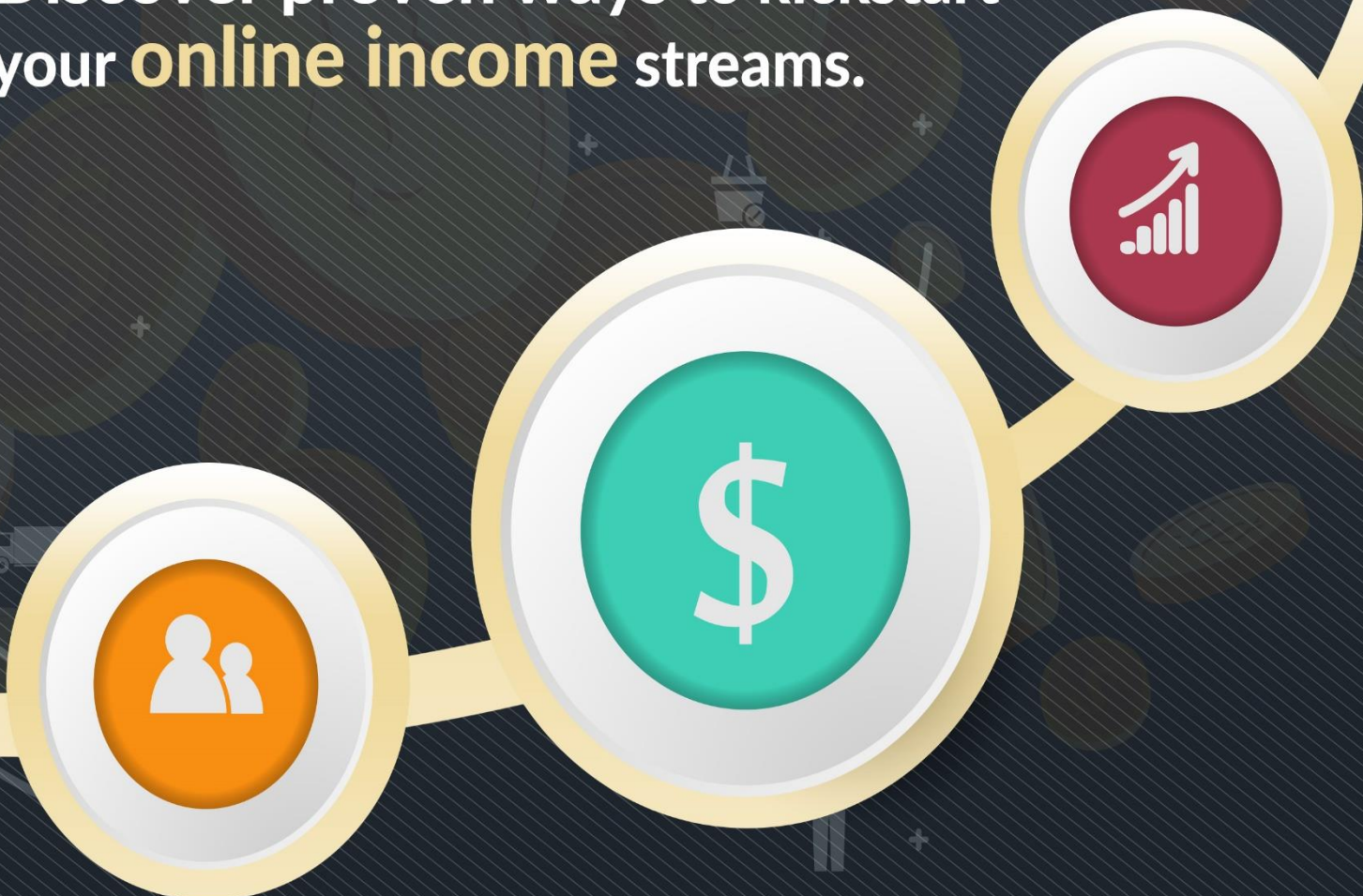




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Introduction

If you're like most people your new year's goals are either to get healthy or make more money. If you said make more money online, then you've come to the right place. If you can run a business from your couch, what's the excuse, right?

We live in a more global economy now more than ever before. The decentralized, distributed workforce is in full force. People continue to work from home on the road or flat out in different countries than where they are domiciled. There are no limits to making more money (even if you have a full-time job or not).

There is some initial setup time, but if you have a skill it takes \$0 to get started. If you are focused on your craft, there are opportunities to earn significant money online.

People underestimate the power of the web nowadays. In a global society, you can earn passive income without investment in a matter of hours.

Therefore, to guide you through this tricky journey, we have created a complete guide with the latest tips and information based on extensive research from the global digital industry. It will take you through all the important ways of making significant amount of passive income this year.

SO make the best of it!



Chapter #1

Things you should know about making money online

Whether you're looking to make some fast cash, or you're after long-term, more sustainable income-producing results, there are certainly ways you can make money online today. The truth is that making money online isn't as difficult as most make it out to seem. It does require some discipline. Sure. Without discipline, you'll find it tough to make a buck both online or offline.

However, if you're looking for realistic ways you can start earning money online now, then it really truly does boil down to seven paths you can take towards profit. Some will provide you with immediate results, helping you to address your basic monthly necessities such as rent, utilities and groceries, while others have the potential to transform your life by revolutionizing your finances in the long term.

How to Make Money Online

No matter what method you end up using to generate an income on the web, you need to adjust your mindset to help empower you rather than discourage you. The truth? Making money online can be fraught with avoidable pitfalls. There's no shortage to the rah-rah cheers of internet marketers looking to find ways to ensure they part you from your hard-earned cash. The trick? Cancel the noise and get to the real meat and potatoes, so to speak.

To do that, you have to harbor a few fundamental guiding principles in your mind. Today, if you're at all serious about generating a full-time income (and more) from your online activities, then you need to focus on passive income as opposed to active income. Sure, the active income will help you survive. That's the scarcity mentality at play. But it's the passive income ideas that will help you thrive.

Anyone interested in making money online should be pursuing passive income, while also working on active income. There are loads of ways to generate an income passively on the

internet, many of which start at the foundation of having a blog, generating substantial traffic and building an audience and a list. Is it easy? Nope. Is it worth it? It sure is. But that doesn't mean you need to start a blog to make money online today.

You could opt for a non-blog-starting route. Sure. But if you're looking for longevity in your income-producing abilities on the internet, then a blog should be your primary aim.

What Is Passive Income?

Before we go any further, let's talk about the difference between active income and passive income. This distinction will be paramount to your ability to produce serious capital on the web. So what is passive income? [Passive income](#), if you don't already know, is income that's earned automatically. It doesn't require much maintenance once that income stream has been created. However, it does require an enormous amount of effort at the outset to establish that stream of income.

Active income requires your time and you can only produce as much money as your time allows. For example, a doctor or a lawyer who charge high per-hour or per-consultation fees and make exorbitant amounts of cash are stifled by the amount of time they have in a day. We all have the same 24 hours. Not one person on this earth gets more time than the next. It's the greatest equalizer in life. When the time you work directly correlates to your income, it's called active income.

Still, much of the world is engaged in active-income work. They work so that they can earn. When they don't work, they don't earn. Yet, there's almost zero chance that you'll get rich or make any significant amount of money when you're solely reliant on active income. Now, don't get me wrong. It's possible. People do it by slowly saving and investing over the course of 30 or 40 years, but we're not talking about that here.

If you seriously want to make money online, you need passive income. You need your income to come automatically so that you can use the precious little time you have to produce more streams of income that will pay you on autopilot. That's the holy grail of income-producing activities.



Over time, however, nothing beats passive income. No matter what sacrifices you have to make, if you focus on passive income, your future money-making self will thank you for it. So, what are some examples of passive income?

1. **Real estate rentals** – Clearly this takes some capital to setup. It's not easy by any means. But it is passive income. Real estate rental brings you automatic income on a monthly basis. It does require some maintenance, for example if a problem arises and repairs are required. But it's still considered passive income.
2. **Dividends from stocks** – Dividends are a great source of passive income revenues because they pay you on a periodic basis. While you do need to own a substantial amount of shares for there to be a noticeable income, if you have money laying around, this is a great way to invest it.
3. **Blog, YouTube or website ads (i.e. Google AdSense)** – Clearly, this requires much less of an investment of capital upfront, but it does require a significant amount of skill and time to build both age and authority. However, this will only really provide substantial income when you've reached tens of thousands of visitors or views per day.
4. **Book and audiobook sales (i.e. Kindle and ACX)** – This source of passive income offers you the opportunity to make money online far quicker than launching a blog and earning money off of advertisements or affiliate sales. However, it does require skill and knowledge or a tremendous acclivity of research and effort.
5. **And so many more**

Conclusion:

However, no matter what method you choose to make money online, understand that you might be able to make some money fast, but for the sizable returns, you'll need significant sweat equity. However, a year from now, you'll be happy you started today. Remember, time is far more valuable than money. Focus on creating passive income streams that will free up your time so that you can quit the rat race and focus on the things that matter. That's the important thing here.



Chapter #2

Make money as a seller on Amazon

Why is Amazon the best money-making opportunity?

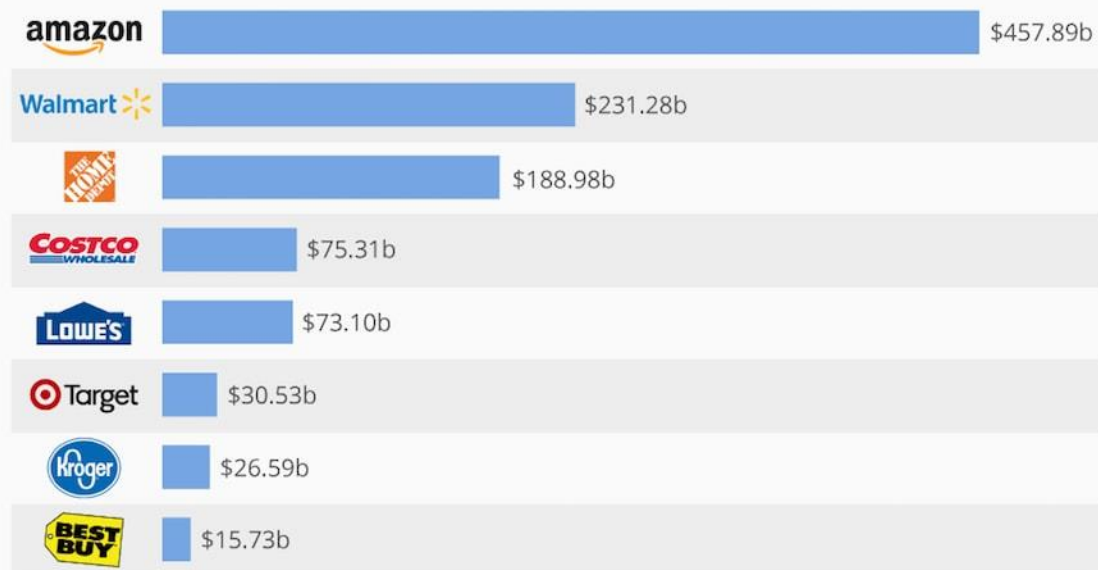
Selling solely through a website is getting tougher for retailers as the competition to rank high on search engines for vital keywords is becoming wilder as days go by.

Amazon gives sellers the opportunity to expose their merchandise in front of a **more extended audience** than a search engine can provide. Not to mention, this audience is wandering through the platform with the intent to buy.

How big is the audience, you may ask? Well, in previous years Amazon achieved a significant growth in sales, becoming the number one e-commerce U.S retailer, followed by Apple Inc and Wal-Mart Stores Inc. “Amazon took the number-one spot with \$94.7 billion in online sales. The company experienced online sales growth of 19.4 percent compared to the prior year’s period.”

Amazon Dwarfs U.S. Retailers in Terms of Market Cap

Market capitalization of selected U.S. retail companies (as of May 15, 2017)



@StatistaCharts Source: Yahoo! Finance

statista

Based on statistics from last few years, there were 310 million customer accounts with 44% of them starting product searches on Amazon. This customers' behavior presents retailers with a great opportunity as most customers don't even get to search for products on search engines.

To become a third-party seller on Amazon is not free of charge. Amazon takes a commission from every sale made through the platform, but it's a small price to pay for an Amazon money-making opportunity.

There are more ways to making money on Amazon. It can be either by selling stuff online or by leveraging their affiliate program or merch by Amazon. Which of them could turn out to be more profitable depends on your goals, situation, and how much effort you're willing to put into it.

Check these 8 Ways To Make Money With Amazon

1. Amazon Flex



Have a vehicle that can carry 20-50 small to medium-sized packages at one time? You can sign up to become a delivery person for Amazon Flex.

People who have signed up for Amazon's Prime service can have their packages delivered to them within just one day of ordering.

One of the ways Amazon is able to accomplish this is by having independent contractors use their personal vehicles as delivery trucks to deliver ordered goods to people who have ordered within a particular city. On Amazon Flex, you can expect to earn between \$18-\$25 an hour.

How it works :

Once you sign up, you will download the Amazon Flex app and will get notifications when there are available "blocks". Based on a personal acquaintance's experience, these blocks are typically between 3 and 6 hours. And you can pick up as many blocks as you want within a day. Payouts are currently twice a week on Tuesdays and Fridays.

2. Amazon Home Services

In any case, if you have your own cleaning business, you can apparently now sign up to be one of the many independent cleaning services contracted by Amazon in your city to provide cleaning services to homes and places of business.

In order to be approved as a cleaning service provider through Amazon you will need to be :

- Licensed (where applicable)
- Be background-checked
- Insured
- Have a proven track record

3. Become a self-published author through Amazon

Self-publishing is still a very new model of publishing books and yes there is still room for you to win in that world if you want to. Interestingly, it is not incredibly hard to start your self-publishing business although like anything in this life, winning massively will require you to



be patient and to build an audience that will rush for your books every time a new one is released. You are also not limited to publishing your book as an e-book.

You can use Amazon's [CreateSpace](#) to create physical copies of your books that will be printed and shipped on demand by Amazon. Additionally, you can turn your book into an audio book and sell it through Amazon's ACX platform.

4. **Amazon FBA**

Fulfillment by Amazon (or Amazon FBA) is a way to go if you would like to earn an income selling physical items.

Pros : You send the physical items you want to sell to the nearest Amazon FBA facility to you and they handle all the inventory and shipping of your product. Yes, you will have to put up some work upfront but then Amazon takes care of the rest for you.

The downside to Amazon FBA is the fact that it usually involves a substantial upfront cost of you buying the items you want to sell.

If you don't have the capital, it is going to be a challenge to start and sustain your business.

5. **Amazon Merch**

Basically, you upload designs that can go on T-shirts and upload them to the Amazon Merch platform. If someone buys a T-shirt with your design in the Merch store, you get a cut of the sale. No upfront costs.

Just upload your designs!

The only drawback (but maybe it is their way of weeding out people who are not serious with the platform) is that you have to apply to get approved to upload your designs. Nevertheless, Amazon Merch is promising once your request to join is approved.

6. **Amazon Associates**



Amazon Associates is Amazon's affiliate program. Just like any affiliate program, you can recommend just about anything in this world to people on your website and if people click through and buy within 24 hours, you will be earning a commission.

Further, the best part of Amazon's affiliate program is that if the person who clicked through your original affiliate link buys anything on Amazon within that 24 hour period – ANYTHING – you will get a cut too. So if you recommended a \$2.99 book and they went ahead and bought a \$2000 camera, you can get a cut there too!

A lot of other affiliate programs give you 30 days, 60 days, 90 days and even a few give you a year from the time the person clicked your affiliate link to when they purchased in order for you to get that affiliate cut – if the person does not clear their cookie cache.

7. Sell your apps

If you have an Amazon Fire device, you know that Amazon has its' own app store where you can purchase apps onto your device. If you are an app maker who is already on Android and Apple, this is another market worth delving into.

8. Sell your services

Handyman services, window cleaning services, furniture assembly, automobile services and even home theater installation and set up can now all be requested through Amazon's Home Services.

As mentioned earlier, you would have to be licensed where necessary, a background check would need to be completed and your business would need to be insured to become an approved service through Amazon. The biggest advantage of selling your services through them would be Amazon's advanced reach. Plus they are constantly marketing their new ventures on the main sales pages.

The year is still young !

If it was your goal to improve your financial situation this year, Amazon is calling your name with one of these 10 opportunities to earn extra cash or even turn the whole venture into your main gig.

Tips for Successful Selling on Amazon

When you sell on Amazon, you do have to maintain some best practices to follow. You can't just haphazardly put up product listings. You actually do have to make an active effort to pull in sales. A few things to keep in mind with your listings:

- **Make Sure Your Listing Title and Full Product Description Is Accurate**

You must ensure that it's totally clear what you are selling. So things like model number, quantity, and year if applicable. For example, if you were selling an iPhone case. You can't just list: "iPhone case." You have to say: "Protective iPhone case. Fits iPhone 5. Colors: Black, purple, white, or blue. Rated for falls above three feet. Made of shock resistant aluminum." Just an example. But you should understand what I mean about being detailed.

- **Sell Your Product in the Listing**

Just because this is a product listing page doesn't mean you can't use your knowledge of marketing, consumer psychology, and copywriting. Show the benefits of the product and tell the prospect how it will improve their life. You could also include an FAQ about your product so all the features and benefits are clear.

- **Include Multiple Large and Clear Photos of the Actual Product**

You want the visitor to be able to see exactly what you are selling so they prospect knows what they're getting. Don't settle for pulling photos of similar products from Google Image Search and then plopping them in there — it looks shady when people see the same exact photo pop up for different listings.

- **Make Sure to Solicit Reviews**

Encourage your customer to rate your products and write a review. You can do this in a variety of ways. When a product is shipped to a customer, include a note in the package asking them to write a review. Or you could send your email marketing list a note asking buyers to write reviews. Never, ever make up reviews or pay somebody to write a fake review. Savvy Amazon buyers will notice and maybe even tell the world — which will lose you the trust of customers.

- **Make Sure You Choose the Right Category and Sub-Categories**

Getting found is a big factor in your success on Amazon.com and having your products listed in the right categories is critical when people are searching or browsing for related products. If you're selling organic soap, you don't want to be with industrial cleaning supplies, for example.

It's About Being Where the Buyers Are!

The number one rule of marketing and advertising is to be where your market is, and if you're looking for buyers then Amazon.com is a huge opportunity for you to get in front of buyers.

There are more than two million third-party sellers (that would be you) on Amazon. And combined they sell more than 40% of the more than 2 billion items sold through the site. Amazing, huh? With merchants like you being such a big part of their bottom line (remember that Amazon does collect a fee), you can be sure they'll take care of you.

Of the many sellers, about 0.6% are able to sell more than \$50 million of product on Amazon. Sure, that seems out of reach. But it gives you an idea of what you can do when you leverage the power of this e-commerce giant. Probably a more realistic goal is cracking the \$100K mark, and about 36% of Amazon sellers do this every year.

This is possible because of the sheer numbers of Amazon customers. There are close to 300 million active users. Of those, 54 million are Amazon Prime customers. Thirty million use the Amazon mobile app to shop on the go — a huge trend these days. Finally, and this is a big one, 44% of online shoppers go directly to Amazon first when looking for a product they want to buy.

While there are many ways to start an online business and make money online, you can see why selling through Amazon is so appealing. The stage is set for your online selling success when you leverage this site. Using the vast reach and influence of Amazon to help power your own business is a great way to kick things off selling online, especially if you've never had any sort of online business before.

Chapter #3

Make Money with an Online Drop Shipping Business



Find out how to secure jaw-dropping drop shipping profit this year and further, and learn how you can make the most out of this industry growth!

“Can I make any money from drop shipping?”

“This business model exists for almost a decade, is there any potential for growth left?”

“Everybody has already started a store, can I find a niche to benefit from?”

Do you have the same worries about the future of drop shipping business and your potential profits from it?

Fear not.

In this section, we will discuss about the directions you can go to secure yourself incredible drop shipping profit this year. Read it carefully to learn how exactly you can use the growth of this industry to make money with ease!



Let's take a look at how to start a dropship business, how the drop shipping business model works, and the key things you should know before going into it.

What is Dropshipping?

Dropshipping is a marvelous way to kick start your very own eCommerce business. It does not requires any physical inventories. Neither do you need to stock products in a physical location.

Dropshipping does not demands warehouses that is you can run your dropshipping business from any corner of the world. Neither does dropshipping asks you to quit your 9-5 job.

Whenever a purchase is made, you place an order with a third party who manages it all- from shipping the order to get it delivered at the right place.

Starting a Drop Shipping Business

Estimates vary. But industry watchers have found that between 20 percent to 30 percent of online retailers use drop shipping. So it's a proven business model, and you'll be in good company if you go this route. Even big retailers like Amazon use drop shipping.

With drop shipping, you can sell just about any product in any niche. And the best part is you don't have to deal with the hassles of traditional businesses, such as:

- Storing your products (it can be very expensive to buy massive amounts of inventory, rent warehouse space... and who wants to fill a spare bedroom or garage with boxes)
- Packaging or shipping any products (can you imagine the hassle of taking orders and boxing them up multiple times a day... and heading to the post office?) This is definitely not a scalable way to do business.
- Most importantly... you don't have to put down your money upfront to buy products wholesale to resell... that you aren't sure will sell.

You see, when you run a business through drop shipping, you avoid all of those risks and potential loss of capital investment.

Now that we've taken a look at the benefits of a dropshipping business let's take a look at how the business model of dropshipping actually works.



How Drop Shipping Works:

With drop shipping, you work with a wholesaler or distributor that offers this service. Not all manufacturers and wholesalers offer drop shipping, but many do.

You handle all the marketing for your business... you set up your website with a shopping cart (or set up a virtual storefront on Amazon)... write your blog... do social media and email marketing... you contact the prospects and customers. You tell them all about the products and how it will make their lives better.

Basically, you do all of the marketing, advertising, and promotion to get the customers and make the sale.

But when it comes time to actually send out the product and fulfill it... the drop shipper takes over. They have the inventory in their warehouse. You send them the orders that come in, paying the wholesale price for each order. This can be done by email, submitted online, or through a spreadsheet file — it depends on the drop shipper. They put the order together and ship it to your customer. Done.

Of course, they do charge a fee for this service. Just how much depends on the product. But usually, it's about \$2 to \$5 — a handling fee. That's on top of the wholesale price for the product itself and the cost of shipping. That can seem like a lot.

But you can still stay profitable as a drop shipping business, despite the thinner margins.

What Products Can Be Drop Shipped

As with any online business, you want to be in a market that is “hot” and where there is a large number of people ready to buy the products you sell. In the best-case scenario, the niche you specialize in should also match one of your personal interests.

If you have a passion for a certain market or type of product, that enthusiasm will make your marketing efforts... and by extension your business... will be stronger. Not only that, but you'll actually enjoy what you're doing - making your work seem more like play. What's better than getting paid to do what you love?



Fortunately, there are drop shipping companies that work with just about every market, niche, and type of product. Baby items, yoga clothes, electronics, clothing, art, books, beauty supplies, supplements, home and garden items... it's wide open.

A great place to check for hot niches is big online e-commerce platforms like Amazon. Whatever items are on the bestseller lists there could be a great fit for a drop shipping business. But also keep an eye on trends you see on Facebook and other social networks. Also, what's in the news... what your friends and family are talking about.

Here's a pro tip: during the holiday season, football season, and other special times of the year, related products can do really well.

A big mistake a lot of people make when starting any type of business, dropshipping included, is that if they see other people doing it they think it's too competitive and they can't make any money in it. Nothing could be further from the truth... if you see a lot of competition that's the sure sign of a big, healthy, profitable market.

Picking a Drop Shipper

Before you ever start working with a drop shipper, you should go through the order process yourself from a customer's point of view. You want to see how easy it is to order the product, how long it takes to ship, how the drop shipper deals with any problems.

Of course, this will also give you the chance to also see the quality of the product. You want to make sure this is something you'll be proud to offer your customers. In some cases, dropshippers will be willing to send you a complimentary product for evaluation or at least sell it to you at their cost.

If you are into a niche and have used other products that are similar, you can test the product yourself. Use it. Study it. Does it do what is promised? Is it made of quality material or ingredients? Check the reviews of others online to see if your experience matches up.

If you're not into the niche, have a friend or family member try the product. And also be sure to thoroughly check online reviews, forums in that niche to see any comments from users,



Facebook too. Do your research, in other words. Knowing the product will also help you sell it. Your marketing will be that much more authentic and effective.

Here are some of the top drop shippers and drop shipper directories operational today:

- Sunshine Wholesale
- Drop ship Direct
- Worldwide Brands
- Oberlo

Of course, you can always do a Google search for "drop shipper" or "niche + drop shipper" to find other drop shipping companies.

Key Questions You Should Ask a Potential Drop Shipping Partner

Yes, partnering with a drop shipper is a great way to start an online venture without investing much of your own money. But working with a bad drop shipper — and they are out there — could sink your business before it ever gets off the ground.

You don't have to go into the process of finding and negotiating with a potential drop shipping partner blind. Here are some key questions to ask to help you determine if they are the right fit for your business.

1. Once a customer has placed an order, how long will it take to be processed and shipped out of their facility? (Remember you can also "secret shop" them to verify this as well)
2. What methods of shipping the products are available? This is especially important if they are located overseas and are shipping internationally. Do they use services like UPS and FedEx? Can a customer overnight an order? Do they rely on the U.S. Postal Service only?
3. This is a big one: do they have a tracking system so that you and/or your customers can see the status of each order easily? This is one the biggest things customers want to be able to do.
4. How do they deal with issues like lost shipments? You don't want customers to get frustrated with issues you can't control. And keep in mind that as the seller you are ultimately responsible for customer service. Will lost shipments cost you money?



5. Do the products they offer have warranties/guarantees? What happens if the customer isn't satisfied with the product — what's the return policy? And does the drop shipper guarantee the product... what happens if the product fails in some way? You want to make sure this matches up to your philosophy. If a customer feels that they've been taken advantage of... you can't point to the drop shipper and blame them. After all, you are the one that sold the customer the product.

It's also a good idea to check forums, blogs, and social media for comments about the drop shipping company from other online entrepreneurs. Drop shippers who have a bad reputation or have bad business practices will quickly be exposed, often in detail, so you can avoid them.

Some tips to make excellent dropshipping profits this year.

Tip 1: Enter developing markets:

There are dozens of countries on the globe that gradually learn about e-commerce and adopt newer technologies. If you do a little research and target these specific regions, you are highly likely to see a huge success of your drop shipping venture. This is because:

1. Internet penetration in developing countries is growing steadily: The percentage of emerging and developing countries' population with Internet access was 34% in last few years, it's going to reach the level of 45% in next few years and hit the mark of 50% in another 5 years.
2. Purchasing power across developing regions is rising: As a drop shipping store owner, you need to be sure that you're targeting people who are both willing and able to pay for their purchases. Actually, an estimate from Credit Suisse Research Institute shows that the compound online retail sales across the emerging markets (India, Mexico, South Africa, Turkey, Russia, etc.) could amount to \$3.5 trillion annually.
3. It's easy to meet the demand coming from the emerging countries : Due to underdeveloped transport infrastructure, limited stocks, or overly high price for some items, it is not possible to meet demand of population of emerging countries. Hence,



Such online stores provide the opportunity to source the items that can't be found elsewhere in the country.

Tip 2: Explore drop shipping in B2B segment:

It is estimated that the global value of B2B e-commerce sales will hit \$12 trillion by the end of next 2 years, while the revenue will amount to \$6.7 trillion. Analysts expect that B2B e-commerce constitute 12.1% of all the B2B sales in the USA. It's also believed that this market will outperform traditional B2C e-commerce market: according to Forrester, the B2B e-commerce market will be worth \$1.1 trillion by next year, while the number for the B2C market will be \$480 billion.

Isn't it a valid reason to consider making your way to the world of B2B drop shipping?

For the ones who have gained enough experience or just decided to try some alternatives, it might be an appealing idea to start working with B2B segment, which means offering your products to businesses.

Tip 3: Change your approach to the B2C segment:

Generic and easy-to-source items might be a good solution if you are targeting the emerging markets we have discussed above, but what about other types of customer segments? Are you sure you're offering them what they actually want?

Take some time to research your target audience and look carefully at your product offer once again. Also Dedicate a couple of days to creating clear and informative product pages, and enjoy the growth of your conversion rate – as well as the boost of your drop shipping profit!

Tip 4: Go mobile-first:

Whatever type of customer segment you're targeting, building a mobile-first webstore with the use of a responsive theme template is a must. This is the way you provide your customers with a comfortable shopping experience encouraging them to come back



later for more, and this is how you generate impulse purchases that contribute a lot to your overall drop shipping profits.

Tip 5: Automate everything:

If you take a look at a typical range of day-to-day operations for drop shipping store owners, you'll quickly notice that the majority of these tasks can be automated. A wide range of issues that can be managed automatically includes:

- Items search and import
- Prices setting
- Orders processing
- Orders tracking
- Store promotion
- Store performance tracking
- And more

In other words, with the use of the right pieces of technology, you can reduce the amount of time you're spending on routine repetitive tasks, and dedicate more of your attention to things that really matter.

Conclusion:

Drop Shipping Really Is One of the Easiest Ways to Do Business Online

A drop shipping online business is a quick, easy, and low-risk way to start selling online. You won't have to put up a bunch of money upfront on inventory that might not sell. And your drop shipping partner will handle delivery. Pick the right niche market and product, and you could have a profitable venture on your hands. You could even expand into other niches and sell other products, too.

There are many people making healthy six and seven-figures strictly from a dropshipping business... the possibilities really are endless with a drop shipping business.

Isn't a healthy drop shipping profit the exact thing you've always wanted from your own business? It's time to take the action now!



Chapter #4

Make Money Selling Information Products Online



Did you know that selling information products digitally is one of the most profitable ways to make money online? Many freelancers, bloggers and home business owners make a full-time living by selling digital products on their websites, blogs, apps and other digital retailer platforms. It's a billion dollar industry.

Before you dive in, let's understand the fundamental in creating information products and how it actually works.

What Are Digital Information Products?

An information product can come in all sorts of formats, but at its heart a product like this must pass on useful advice to the consumer.

Despite the name, people don't want simply information. They crave tips and strategies for making their life better. They want guidance. And that's what the best information products provide, whether it's a video, an ebook, an audio, a webinar, a membership website...



Keep in mind that in this case, although a CD or DVD or a printed book is technically an information product, we want to focus solely on those products that are delivered electronically, usually via download or some secure membership website.

For example, an ebook in PDF format, a video on a password-protected site, or an audio recording downloaded from your website.

The reason for this is because this way your customers can order products anytime day or night, from anywhere in the world, and get their product instantly, without you being involved in the transaction. It's money while you sleep. Sure, you will have to handle customer service and keep an eye on sales. But it's much less hassle than having to keep track and send out orders.

Why You Should Sell Digital Information Products Online

If you're just started out, creating information products is one of the easiest ways to make money online. Here are the top 5 advantages of having an information business:

- **Easy to get started:** Compared to a traditional business model of selling physical products, you don't have to manage inventory and store any physical products. No need to hire any staffs or dealing with manufacturers, suppliers, distributors, shippers, and salesmen. With just a laptop, you can start working on your expertise and choose a digital product type to work on.
- **Easy to create:** You can save your word document as PDF and start selling it as an ebook on your [website](#), [Amazon](#), Apple iBook and other ebook retailers. There are many platforms online that offer "print on demand" service for book, CD, and DVD such as Createspace. Have something to teach? Head to [Udemy](#) and start creating your teaching eCourses.
- **Little (or zero) cost:** It's a very low-risk business model. It costs little to nothing to create an information product. What if no one buys your product? The worst could happen – you lose your time but not necessarily much money.
- **Sell internationally:** You're no longer limited to just selling in your local market. You can reach your targeted audience worldwide. Start selling your products to the entire world!

- **Great passive income sources:** Once you've created a product, you can earn passive income by selling it over and over again. You can choose to market it and keep the content up to date but you don't have to work in the selling process.

Like other business models, selling information products does have some drawbacks:

- **It requires a huge amount of upfront active work:** It takes time to create good quality information products.
- **Low selling price-** It's especially for the case of ebooks. The good old days are gone where you can sell your eBooks at \$39, \$79 and even \$199! Now readers can get the same quality information from \$2.99 to \$9.99. If you decided to join the Amazon Kindle Unlimited program, you'll get paid for every page read and it's less than \$0.005 per page. You'll have to do the math.

What Kinds of Information Products Can I Create?

There are a wide variety of products that you can sell online. Let's get started.

1. eBooks

eBook is the best digital product to sell online. Start with your passion, an idea, specific expertise or daily observation. You can sell your ebooks on Amazon and other ebook retailers like Barnes and Nobles, Apple Ibooks, Google Play and Kobo.

If you already have a website or blog with loyal followers, you can save your doc as PDF file and sell it on your site. Even though the selling price for eBook is low, it's a great entry-level product in your sale funnel. Don't underestimate the power of compound interest.

2. Books

Since you've already put so much effort and time in writing an ebook, why not sell it as a physical book? You can publish your book using print-on-demand **services such as [Amazon](#) and [Createspace](#)**. What you have to do is upload your book file and a book cover. They will do all the printing and shipping works. It's very simple.

3. Magazines

You can do a lot more with digital magazines. Before you get started, you've to decide to launch the magazines on website browser or mobile apps. It will definitely take more time to create a digital magazine. You have to plan ahead and come out with unique content every month for your magazine subscribers.

With digital magazines, you can share your favorite articles to create discussions and get more attention on social media. Indirectly, it will increase the reader engagement, building a mass of loyal followers and generate some recurring income. It's a great way to position yourself or business as an authority in your niche too.

Other Digital Products to Consider

- Reports
- Magazines
- Stock photos
- Audio recordings
- Video tutorials
- eCourses
- Webinars
- Seminars
- Membership sites

How to Find a Profitable Market for Information Products

So how do create your own information products... and make sure they'll be bestsellers?

The first step is research. You need to follow the trends and figure out what the most profitable niche markets online are right now and what format would work best to meet that need. A great place to start is with your own interests. If you can match a profitable business with a passion, you're all set.



So start with an interest you have. Then start checking around online to see whether you are the only one who loves... online poker, for example. Look for blogs, Facebook groups, and online forums for discussions about this niche. Look at the mainstream news — is it mentioned? Look at retailers like Amazon or eBay to see what products they have for sale in this niche.

For information products in particular, you should check out the site Clickbank.com, which used to specialize in information products although it has branched out into other areas.

You'll find many categories in all of these places, from yoga to dog training to travel planning to weight loss and fitness... there's sure to be something that you're interested in.

From all these sources you'll get a good sense of whether or not this a viable trend with sales potential. You should also research what sorts of products are offered, the topics they cover, the prices... this is also vital market data you can use to guide as you create and sell your own similar information products. You're not plagiarizing or ripping off — you're getting inspiration.

It may seem counterintuitive to seek out thriving markets and then try to join in. But that simply means that there is a ready market for your products. It's not good to be a pioneer and try to create a market from scratch — that's often a recipe for failure. Your prospect's follow trends and latch on to fads... you should too. At least until the next trend comes along.

How to Create Digital Information Products

As far as creating your information products, that's easy too. Remember that the content, whatever the format, should be useful advice. You could create how-to guides, strategies, tips, and tricks... provide something the prospect can't get on their own.

For ebooks, magazines, and similar products, you can create them in Microsoft Word and then save them as a PDF. For the cover, find a freelancer on a site like Fiverr.com to create a professional looking cover for you for very little money — as little as \$5.

To film videos you can use your smartphone or a simple point-and-click camera. Once you have the "raw" movie file, you can use an intuitive video editing software like iMovie (if you have a Mac) or Windows Movie Maker to create your own cleanly edited video.

Audios are simple too. Just use GarageBand (if you have a Mac) or the Sound Recorder app on Windows Media Player to record your voice. You will need a microphone.

If you want to interview others, you could use something like Skype or GoToWebinar.

Another option, if you're showing people something your computer screen, like explaining the features of a piece of software, you can use the screen capture program like Camtasia to film every second of what you do to playback later.

Some tips to sell information products and make money this year:

1. Get into the zone.

It's never easy to come up with a product idea for your new information business. Keep searching and looking for new ideas. The next step will get more difficult when you have to build the confidence and jump in the production process. You might wonder would anyone even care to buy it.

The truth is, you'll never know –with 100% certainty- how will the market react until you launch your product officially. Slowly but surely you'll improve and get better by each product launch. Start somewhere and improve along the way.

2. Stop appealing to the masses

There's a misconception that if you want to be successful in information business, you've to create a product that caters to the masses. Truth be told, the big money is in the small niche markets. Instead of trying to sell to the masses, grab the attention of customers on a small profitable niche.

3. Focus long term

Don't just stop once you have a small success with your product. You're in for long-term business, you've to continue to create and replicate the success model. Seriously, it's more of a number game. Every product has its own life cycle. Don't get obsessed with your product.

Checklist for selling information products

1. Research market and validate your product idea
2. Decide what type of information you're going to create

3. Make an outline of your product
4. Start creating your product
5. Revise, Edit and Proof the content
6. Create a website
7. Add an email list
8. Submit your product to your distribution platforms (third-party websites)
9. Promote and market your product
10. Ask for feedback
11. Analyze and improve conversion rate
12. Analyze most successful and least successful marketing channels
13. Plan your next product

How to Market Your Information Products

In many ways, no matter how far we've come when it comes to technology and online selling... the same principles of marketing and consumer psychology hold true. And that's definitely the case with your online venture.

The name of the game here is direct-response marketing. Back in the day, this was done with snail mail flyers, letters, magalogs, catalogs, and other printed material. Yes, so-called "junk mail." But they wouldn't send it out by the millions if it didn't work. These days this sort of content is sent out electronically. And it still works like a charm to get customers to open their wallets.

The good news is that you don't have to spend a ton of money when you engage in direct-response marketing online. Email marketing is a virtually free method to reach sell your products. And that will be the basis of your marketing efforts.

The basic idea is create a list of email subscribers. You send them both useful content — free valuable information related to your product/niche, as well as offers to buy products. Sending them the free content will speed up the process of them knowing, liking, and trusting you enough to buy your paid products. The novelty of buying stuff online wore off years ago and



now people have a lot to choose from — you must give them a warm fuzzy feeling to be the one they buy from.

Yes, only a small percentage of people will actually respond. But that's how direct response works. You should have enough prospects coming in that even a small percentage of conversions will result in a profit.

Putting It All Together

There are many different ways that you can start making a living online from the comfort of your home. Of all the options available, creating and selling information products is the easiest to start, offers huge flexibility and a great passive income source.

They make for the perfect online business. They're digital, easy to create and deliver. And the profit margins are huge.

So next steps...

- **Find your niche** – make sure it has bestselling potential.
- Figure out which format works best for your niche: audio, video, eBook, etc.
- Create your information product(s).
- Create an email list and then market to that list.
- Profit!

Chapter #5

Make money with Bitcoins and Crypto currency

Cryptocurrency is evolving, as one CEO in the field put it, "at a faster pace than the dotcom boom two decades ago."

While not everyone is up to date on the latest cryptocurrencies, everyone's heard of Bitcoin. It's the most popular form of cryptocurrency, defined as "a type of digital currency in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank."

There's no doubt that you have heard of Bitcoin (BTC) at some point recently. Everything these days seems to be — bitcoin this, blockchain that, ICO launches galore, digital currencies, cryptocurrency — and so on. It's mind-boggling and nearly impossible to follow for the average person who doesn't have hours per day to keep up with it all.

However, you don't want to get left behind, so you are wondering...

So, How to Make Money with Bitcoin

There are a number of ways that individuals can earn Bitcoin online. Any way of earning Bitcoin online will require something in exchange, whether it's your time or your knowledge or your computer's processing power.

Some of the methods outlined below will involve minimal effort but will also result in minimal returns. Other means of earning Bitcoin online may be more lucrative but they will require you to have a certain level of knowledge and expertise about the industry and the market. Therefore, although it may appear to some that Bitcoin, and cryptocurrency





in general, is an easy way to make money, it is not as easy as some might expect without the requisite knowledge (a principle that can unsurprisingly be applied to any industry).

1. Micro Earnings

Although micro-earnings is the easiest method in which to earn Bitcoin, it is also probably the most time consuming of all the methods discussed, especially when taking into consideration the amount of money to be made. Micro earning websites pay you in Bitcoin for completing small tasks. In return you can get a (very) small amount of Bitcoin. The most popular forms of micro earnings are as follows:

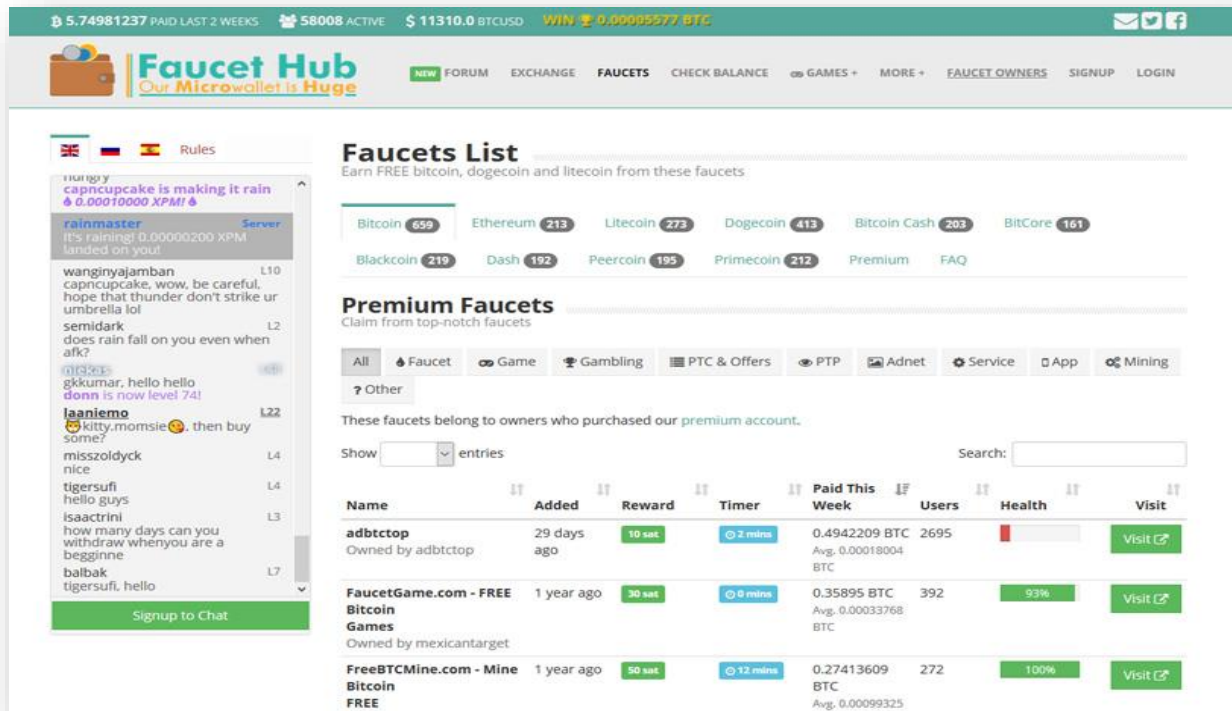
a. Paid-to-Click Websites

As suggested by the name, these websites pay users in Bitcoin for visiting certain websites or viewing certain advertisements. There are many PTC websites that will pay negligible amounts in Bitcoin for clicks and views, with Ads4BTC probably being the most famous and the most popular. This website allows users to choose between viewing ads that are 5 seconds, 10 seconds or 20 seconds, with different fees being awarded for each. Based on the prices offered by Ads4BTC, if you had 20 second ads running for an entire day, you would make less than \$10 per day, so this may not be a viable option for most.

b. Bitcoin Faucets

A Bitcoin faucet is a type of website that gives away small amounts of Bitcoin to its users, with owners making money by placing ads on their website and pay individuals who visit the ads or complete surveys. This industry amounts of over 50% of the traffic on leading Bitcoin websites today. Faucets let visitors earn a percentage of the Bitcoin that they give away to any visitors that you brought in.

This has resulted in users using a Bitcoin faucet rotator that allows users to quickly surf different faucets and earn a commission through rotation links for each faucet visited by you. However, similar to PTC websites, Bitcoin faucets are not a realistic way to earn good money, with even the best faucet rotators being applied still only enabling users to make no more than \$1-2 per day.



Faucet Hub Our Microwallet is Huge

5.74981237 PAID LAST 2 WEEKS 58008 ACTIVE \$ 11310.0 BTCUSD WIN 0.00005577 BTC

NEW FORUM EXCHANGE FAUCETS CHECK BALANCE GAMES + MORE + FAUCET OWNERS SIGNUP LOGIN

Faucets List
Earn FREE bitcoin, dogecoin and litecoin from these faucets:

Bitcoin 659 Ethereum 213 Litecoin 273 Dogecoin 413 Bitcoin Cash 203 BitCore 161
Blackcoin 219 Dash 192 Peercoin 195 Primecoin 212 Premium FAQ

Premium Faucets
Claim from top-notch faucets

All Faucet Game Gambling PTC & Offers PTP Adnet Service App Mining

Other

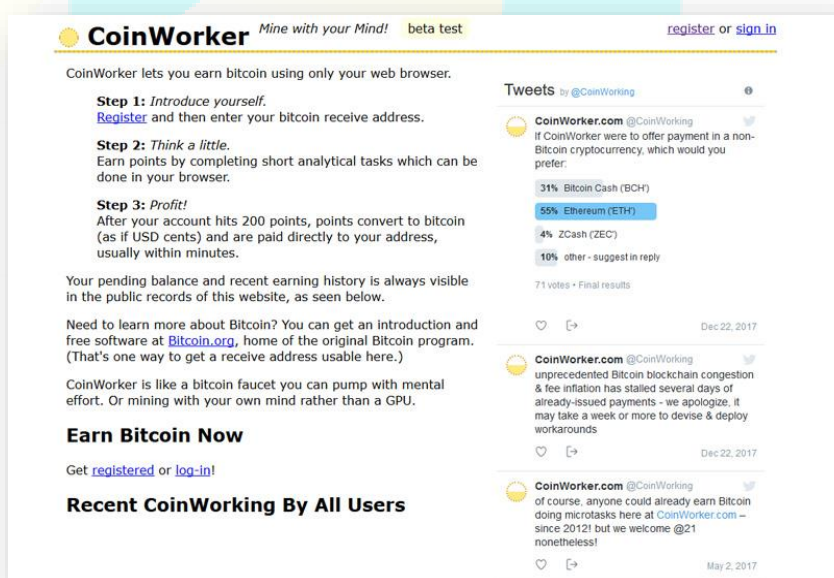
These faucets belong to owners who purchased our premium account.

Show entries Search:

Name	Added	Reward	Timer	Paid This Week	Users	Health	Visit
adbtctop Owned by adbtctop	29 days ago	10 sat	2 mins	0.4942209 BTC Avg. 0.00018004 BTC	2695		Visit
FaucetGame.com - FREE Bitcoin Games Owned by mexicantarget	1 year ago	30 sat	0 mins	0.35895 BTC Avg. 0.00033768 BTC	392	93%	Visit
FreeBTCMine.com - Mine Bitcoin FREE	1 year ago	50 sat	12 mins	0.27413609 BTC Avg. 0.00099325 BTC	272	100%	Visit

c. Micro Jobs

Micro jobs are small tasks that can be completed for small amounts of Bitcoin. Websites such as Coinworker offer such tasks, which may involve simply testing a plugin to see if it is successfully compatible with a browser, or just retweeting a post. Again, the money is small but there is potential to earn a little bit more than the faucets of PTC websites.



CoinWorker Mine with your Mind! beta test register or sign in

CoinWorker lets you earn bitcoin using only your web browser.

Step 1: Introduce yourself.
[Register](#) and then enter your bitcoin receive address.

Step 2: Think a little.
Earn points by completing short analytical tasks which can be done in your browser.

Step 3: Profit!
After your account hits 200 points, points convert to bitcoin (as if USD cents) and are paid directly to your address, usually within minutes.

Your pending balance and recent earning history is always visible in the public records of this website, as seen below.

Need to learn more about Bitcoin? You can get an introduction and free software at [Bitcoin.org](#), home of the original Bitcoin program. (That's one way to get a receive address usable here.)

CoinWorker is like a bitcoin faucet you can pump with mental effort. Or mining with your own mind rather than a GPU.

Earn Bitcoin Now
Get [registered](#) or [log-in!](#)

Recent CoinWorking By All Users

Tweets by @CoinWorking

CoinWorker.com @CoinWorking
If CoinWorker were to offer payment in a non-Bitcoin cryptocurrency, which would you prefer?

31% Bitcoin Cash (BCH)
55% Ethereum (ETH)
4% ZCash (ZEC)
10% other - suggest in reply

71 votes • Final results

Dec 22, 2017

CoinWorker.com @CoinWorking
unprecedented Bitcoin blockchain congestion & fee inflation has stalled several days of already-issued payments - we apologize, it may take a week or more to devise & deploy workarounds

Dec 22, 2017

CoinWorker.com @CoinWorking
of course, anyone could already earn Bitcoin doing microtasks here at [CoinWorker.com](#) - since 2012! but we welcome @21 nonetheless!

May 2, 2017

2. Writing about Bitcoin

If you're knowledgeable about Bitcoin, enthusiastic about the cryptocurrency industry in general and willing and able to share your knowledge, then you can also earn Bitcoin by doing so. The amount that can be earned by writing about Bitcoin varies, but can be quite lucrative depending on the level of expertise that you have on the subject.

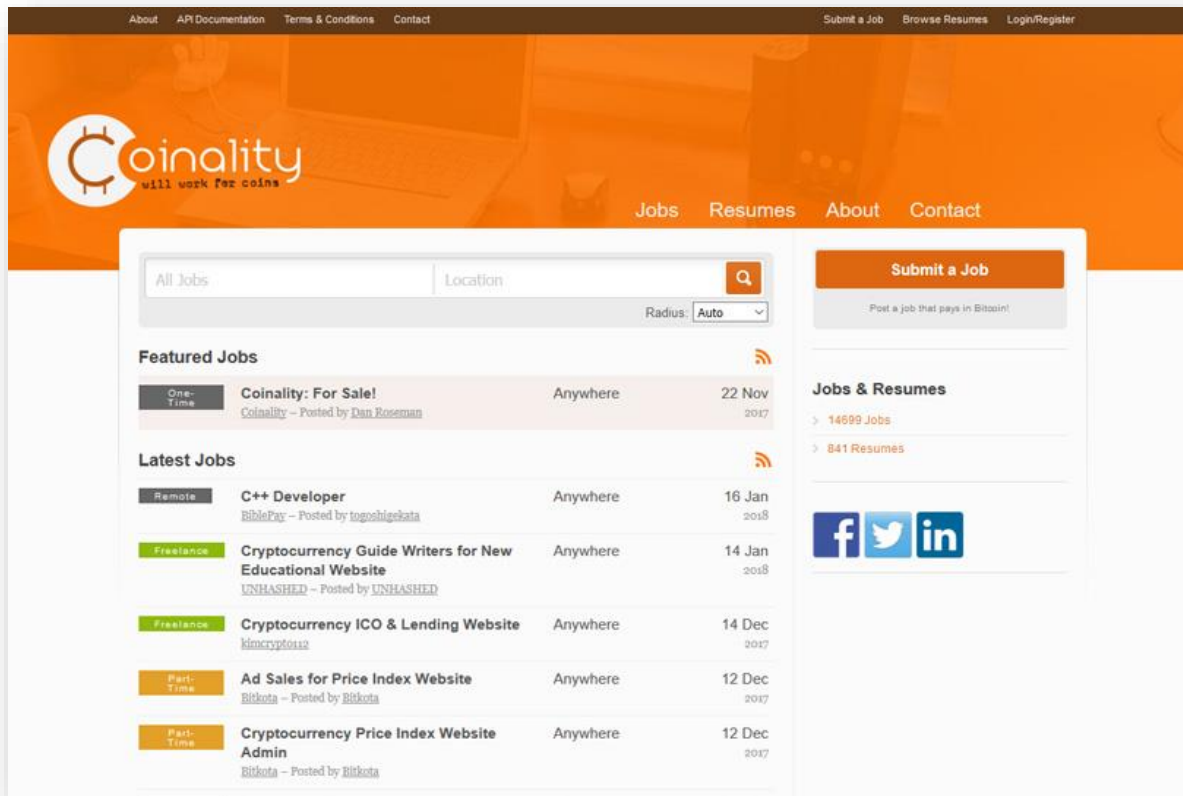
3. BitcoinTalk Signature Campaigns

The BitcoinTalk Forum Signature campaign pays for users to write posts on the BitcoinTalk forum which includes a product campaign in the signature. Payment levels depend on your membership level on the BitcoinTalk forum, with very little Bitcoin being available for users that aren't a full member of the forum (to obtain full membership, you need at least 120 posts).

Most campaigns also have certain requirements for posters, such as a minimum word limit or a requirement that no advertisements are directly included in posts. In addition, some campaigns may include a minimum and/or a maximum weekly post count. The amount of money that can be made from these campaigns varies depending on the number of quality posts that you could make as a user that achieve the word count minimums. Depending on the campaign you may be able to make \$50-100 for 24 hours of work, exclusive of the posts needed to obtain full membership to the forum.

4. Writing for blog and news sites

It is at this point that the potential for making good money begins to rise, although the corresponding requirements for knowledge about Bitcoin also increase at the same time. There are an ever-increasing number of blogs and news sites that require dedicated writers to discuss Bitcoin and other cryptocurrencies and, depending on your level of understanding about your subject, there are a virtual limitless number of options available to writers, with good quality writers being paid between \$30-100 per 1,000 words. At this level writers can also choose their payment methods, whether it be in Bitcoin or in fiat currency. Websites such as Coinality is a good place to start if you are looking to find jobs writing about Bitcoin online.



5. Affiliate Marketing

If you take the writing route for Bitcoin and your blog or website is a success, there is potential to make money through Bitcoin affiliate marketing. This is a form of marketing where you can get paid a certain percentage of commission for every referral that you bring to an existing Bitcoin business. If the business operates an affiliate programme, and your blog is read by enough people who link to the business and purchase the product offered, then the commissions can potentially be unlimited, for minimal outlay other than the drafting of the original blog post.

6. Provide Bitcoin-related services

When it comes to cryptocurrency, if your level of expertise is more on the technical side rather than the writing side, there are plenty of opportunities to get involved in cryptocurrency development projects. Most of the companies currently operating in the cryptocurrency industry are start-ups with limited infrastructure in place.



Therefore, they often need everything from software developers to web developers to mining experts to online marketers. Depending on the size of the startup a role such as this can vary from being a contracting job that can be completed remotely, or alternatively could be a full-time job. The amount that can be earned from a role such as this is obviously dependent on the type of role, the level of expertise that you bring to the role and the number of hours that you will be dedicating to the role.

7. Build a Bitcoin Website

This is absolutely one of the most underrated opportunities for making money with Bitcoin. You could start a Bitcoin blog or crypto information site that will explain the basics of Bitcoin (or other cryptocurrencies) to newbies and/or keep the general public up-to-date with all the important things going on with the cryptocurrency at any given time. Give tips, advice, resources, news and other types of info that is useful to people. Basically, you become a go to resource for bitcoin and other digital currencies.

Your website can earn money in a number of ways, which includes:

- Promoting bitcoin affiliate programs
- Sponsored posts
- Offering advertising spots for sale
- Adsense
- Selling your own info product (see #9 below)
- Building an email list
- And other monetization methods (there's plenty of them)

All you really need to get started is a domain name and web hosting. After that it's just a matter of content creation and marketing. You can even take this further and start doing videos and/or podcasts, build a Facebook group, etc... There's a ton of ways to build up a community/following, get your content out to the world, and use that to help you gain even more cryptocurrency and ultimately money!

Yes, it definitely takes a decent amount of time, hard work, and probably even some money to build up a successful business/website of this kind, but it can yield an incredible ROI in the long run, and continue to earn money for years to come. You could even sell it later for a huge profit.

Conclusion

Although not exhaustive, these are some of the most popular ways in which you can earn income online. As noted at the outset, there is no such thing as free Bitcoin and something will have to be given in return, whether it's time or expertise or both. However, with an ever-expanding market the demand for Bitcoin expertise and Bitcoin related products means that there has never been a better time to get involved in Bitcoin.

Notice: Investing/trading/lending/gambling/etc in digital assets, such as bitcoin and other cryptocurrencies or tokens, is highly speculative and comes with many risks. The market is largely unregulated. Always use caution and do your due diligence before getting involved in anything. We do not guarantee or imply that you will earn any bitcoin or make any money by using the information above. You use the information herein at your own risk and you accept full responsibility for your own actions!

Chapter #6

Make money with Affiliate Marketing

Affiliate Marketing Business is the one of the finest online business where most people are starting every day to make some extra income. In future, more and more people will start this business because almost every merchant from the world has entered into Affiliate Marketing Program to sell their products and services.

It is the easiest business model where every new person who starts can make money without fail. But first things first, if you don't know much about affiliate marketing, then check out the following sections first.

What is affiliate marketing?

Affiliate marketing is a monetization method in which you promote a product and get a commission when a buyer purchases the product through your referral link. There is a lot of hype around affiliate marketing – different marketers and bloggers use different strategies to get more sales and eventually make more money.

We will discuss some of the important factors of affiliate marketing, which will help you understand and implement your blog monetization strategy.

Affiliate Marketing Methods with Examples

Now that you know the important affiliate marketing terms, it's time to get started.

But here comes a problem: How do I get started?

There are so many different affiliate marketing methods that many people get overwhelmed and they end up doing nothing. That's why here are the best affiliate marketing methods out there.



1. Content-Driven Affiliate Marketing

Content-driven affiliate marketing refers to using content as the backbone of your affiliate marketing success. This can be done by writing content about the product you're promoting. Blogging is the best way to get started with content-driven affiliate marketing.

All you need to do is to find a product you want to promote, start a blog about it and use it to generate affiliate sales. Many affiliate marketers are making money solely from blogs.

2. PPC

To make money from PPC, you basically display ads on search engines for the desired keywords. Finding keywords and products is not easy. But don't worry about it because I've mentioned the best affiliate networks later in the article. Another problem is that many affiliate programs don't allow using PPC to promote their products because then you are competing against them which is against their policies.

But some of these programs allow you to do PPC on Bing which can help you make a lot of money.

3. SEO

There are affiliate sites ranking for certain products just with the help of SEO. These are SEO affiliate sites that require a single landing page. SEO-driven affiliate marketing is similar to content-driven affiliate marketing. The only difference here is that in SEO-driven sites, the main focus of getting traffic is from search engines. So how do you get started with SEO-driven affiliate marketing?

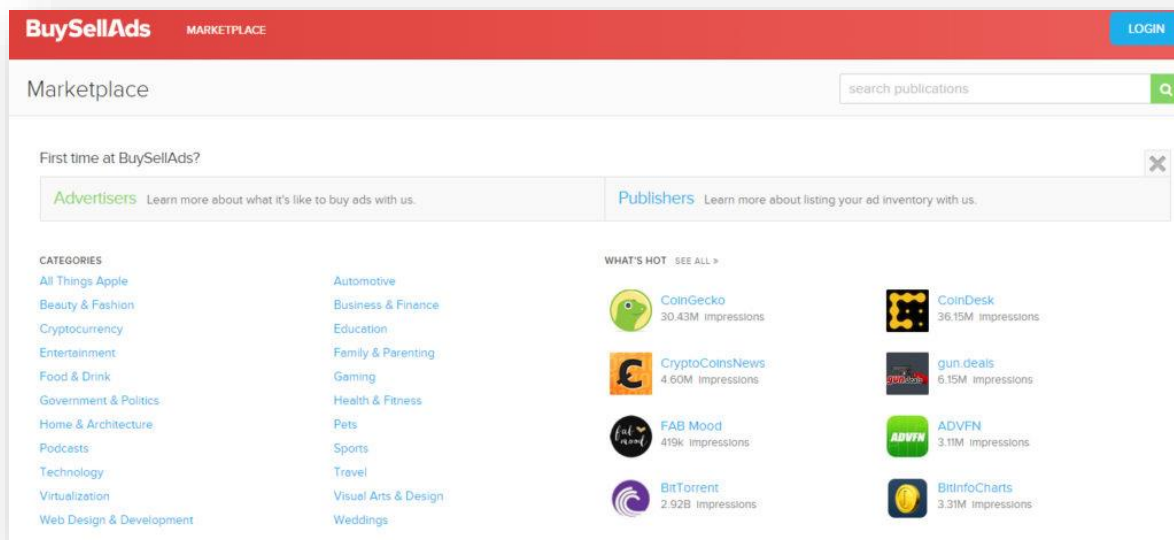
Here are some tips that will help you.

- Find keywords with high traffic volume and low competition
- Create a landing page
- Rank it on Google

4. Banner Ads

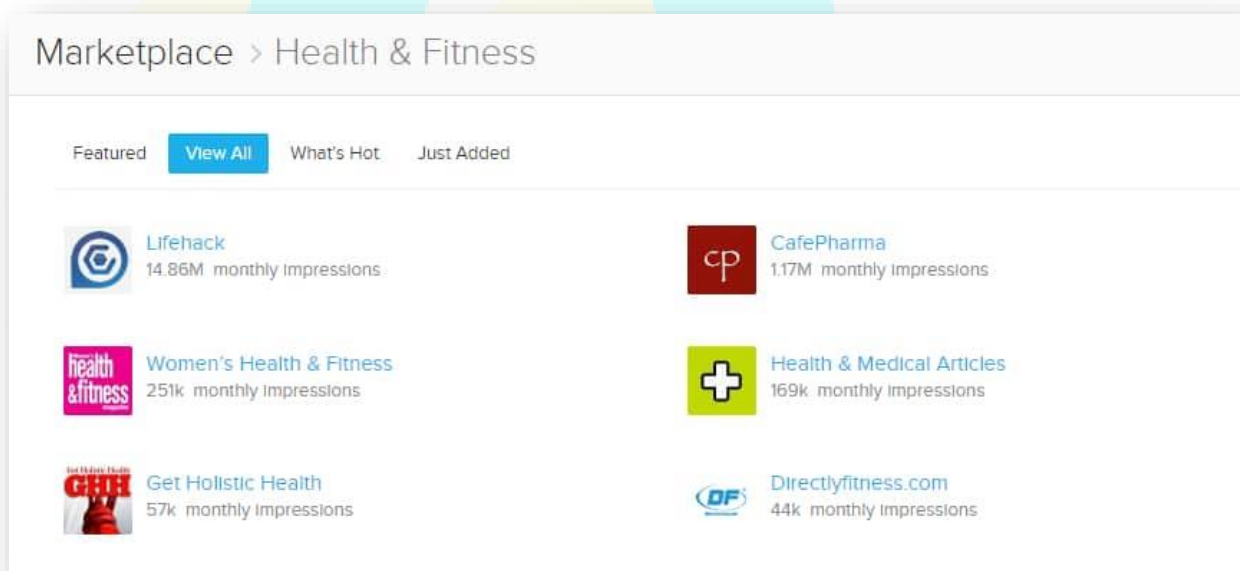
A very underrated affiliate marketing method is using banner ads. You can display ads on high traffic website and generate sales to the product you're promoting. The best part is that you don't even have to create a website, write content or do SEO. To get started with banner ads

affiliate marketing, all you have to do is to find the product you want to promote and the website where you want to display the ad. You can find websites to display ads on from [BuySellAds](#). Head over to BuySellAds and go to the marketplace.

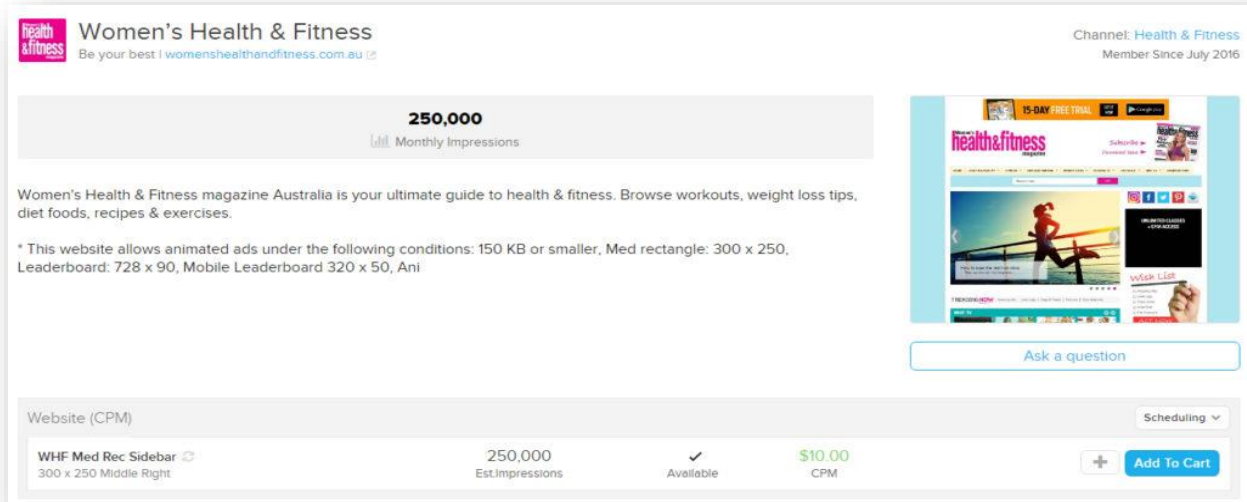


You can select the category to find websites related to the product you're promoting.

Let's go to the health & fitness category to find websites with high traffic.



Let's check Women's Health & Fitness to see the ad spots available and the rates.



Women's Health & Fitness
Be your best | womenshealthandfitness.com.au

Channel: Health & Fitness
Member Since July 2016

250,000
Monthly Impressions

Women's Health & Fitness magazine Australia is your ultimate guide to health & fitness. Browse workouts, weight loss tips, diet foods, recipes & exercises.

* This website allows animated ads under the following conditions: 150 KB or smaller, Med rectangle: 300 x 250, Leaderboard: 728 x 90, Mobile Leaderboard 320 x 50, Ani

Website (CPM)

Website (CPM)	Est Impressions	Available	CPM	Action
WHF Med Rec Sidebar 300 x 250 Middle Right	250,000	✓ Available	\$10.00	+ Add To Cart

As you can see, this website gets over 250,000 monthly impressions and there is one ad spot available on the right sidebar. The rate for this ad spot is \$10 per thousand impressions which is not bad. Now, all you have to do is to find a product such that your ROI is positive. You can find other publishers on BuySellAds who charge less for ad placements.

This is how banner ads affiliate marketing works.

List Of Affiliate Networks

1. [Amazon Affiliate Program](#)
2. [ClickBank](#)
3. [CJ Affiliate](#) by Conversant (Formerly Known As Commission Junction)
4. [Shareasale](#)

Now that you know about affiliate marketing, different affiliate marketing methods and affiliate networks, it's time to share some tools and resources that will help you in your affiliate marketing journey.

Affiliate Marketing Forums :

Here are the best affiliate marketing forums:

1. [Warrior Forum](#)

2. [Affiliate Fix](#)

3. [STM Forum](#)

4. AffplayBook

Here are five important tips of affiliate marketing that can help you monetize your blog and make good money this year:

1. Use Before Promote

If you show up to promote a product to your blog readers that you haven't used so far, then it's not going to work out. People would think how you know this product is worth buying if you haven't bought it yourself.

So one of the tip for blogging is using the product before promoting it. You don't just have to use it to promote it; if the product doesn't seem good, you don't have to promote it. The idea of promoting a product to the readers revolves around recommending them something useful and worth trying. When you use the product before promoting it, it gives you a first-hand experience, which you can leverage in **affiliate marketing**.

Some essentials of choosing a product are:

- Always try to use the relevant products
- Keep discovering the new products
- Opt the product that solves a problem
- Test out inside out before recommending

If you try to trick the readers, it will backfire at some point. Maybe, 3 out of 300 readers would click on the affiliate product and buy it – think about the rest of the readers instead. You might not want to lose the trust of your loyal readers.

2. Promote Less Products

You'll come across blogs that are promoting a dozen of affiliates at the same time, which isn't an ideal strategy to adopt in affiliate marketing. The concept behind this point is that if you want to succeed in affiliate marketing, you have to promote relevant and helpful products to



the readers. What some bloggers do is that they keep adding affiliate products to their blogs to make more money, and the blog starts to look hideous at some point.

When bloggers start promoting every product they come across, even without trying it out, it leads to failure. If you're promoting a product for the sake of blog monetization, you'll lose the trust of the readers over the course of time.

3. Add Personal Experience

Affiliate marketing success lies in the right product, your experience, and the trust of the readers. If something lacks in the process, you won't get affiliate sales. Therefore, don't ignore the importance of personal experience.

Adding the personal experience means that infuse your product experience into the content to let everybody know how the product works. A lot of bloggers make demo videos of the products they buy for the audience to understand the process or product. [Pat Flynn](#), for example, made a [video](#) on the whole process of buying the web hosting account and starting a WordPress blog and it worked so well for him on YouTube.

4. Keep Testing the New Products

You shouldn't promote a dozen products at the same time. The point is that if you choose more products to promote on your blog, not only will you confuse your readership, but you will also have to manage various affiliate programs. But it shouldn't stop you from testing out the good products that you come across. Following credentials would make a product suitable for you:

- **Relevancy:** If the product is relevant to your blog niche and does help you along the way, then it's definitely a relevant product to try out, use, and promote.
- **Competitive edge:** The product must be better than the similar products that you have used before. It must give a reason to adopt it.
- **Price:** Affiliate marketing success isn't possible without the price of the product that you're promoting. Make sure that the price of the product that you're promoting isn't high enough that it becomes unaffordable for the audience.
- **Affiliate Program:** One of the essential elements of testing a new product is to make sure the company offers an affiliate program. If they don't offer it, then it might not be



possible for you to promote the product – no matter how good or how affordable the product is.

So keep an eye on the new products even when everything looks perfect with your **money making with affiliate marketing**.

5. Track the Conversion

Don't get caught up in trying new products and promoting them along the way – make sure that you keep an eye on the performance of your affiliate products as well. It's true that you might not see much traction in the beginning, especially if your blog is new, but once a few months in, you'll be ready to look up the statistics.

It's imperative to track the conversion of the affiliate products because it helps you understand that what's going on with your blog's income stream. This performance analysis helps you analyze not just the financial side but also guides you that how much your content is aligned with your affiliate programs.

If people aren't clicking on your affiliate links or banners, it means you're not getting the relevant traffic – it signals that you need to jot down an effective content strategy. In case, people are clicking on the links but not essentially buying stuff that you're referring; then it shows that the intent of your audience is different. You need to understand the psychology of the audience through your content and affiliates conversion. Most of the affiliate programs that you join have the reporting system to analyze the page or links that the visitors are clicking-through to land on the product pages. So spend some time digging into those statistics.

Blog promotion is the best way for affiliate marketing and everyone can choose this as a beginning in their affiliate marketing. If you already have a blog, then choose the product related to the keywords of your blog. Or else choose the product especially services then start blogging on the same. Writing reviews and posting as posts on your blog will engage more visitors and will give you a chance to convert them into buyers.

Conclusion:

Affiliate marketing is a process; you won't be getting affiliate sales right off the bat. Once your blog starts to build authority and you manage to develop a loyal readers' base, it becomes



easier to get more affiliate sales, because people start trusting your recommendations, which is a huge key in affiliate marketing.

Affiliate marketing business consumes much time and effort. You need to put dedicated work and streamline your plan to get results or otherwise you will end up with nothing. Learn from your mistakes, working to rectify your mistakes will bring success.





Chapter #7

Make money Flipping Websites

To **make money by flipping websites** have numerous potential for online entrepreneurs who know exactly what they are doing. However, if you get it wrong, you will not only waste your time but money also.

So How to Make Money Flipping Websites

With the below-given checklist, you will successfully be able to flipping websites for money without any risk of wasting either time or money.

1- Find the Picture-Perfect Niche

A niche can be defined as “any topic that people are searching for information about.” For instance, DIY home repair is a niche that people are always finding ways to fix or improve things around their home on their own.

When it comes to **making money by flipping websites**, you need to be extra careful with your choice. For example, you love knitting; however, if most of the knitters are old ladies with blue-haired those are not online and also unable to pay for information on knitting, you are starting up in the wrong industry. So, look for a niche where the target audience is ready to pay for what you have to offer.

2- Choose Keywords Carefully

While choosing keywords in your niche, always use the “Google Adwords Planner.” Preferably, your main keyword phrase must have less than 100,000 competing websites. If the number of your competing sites is greater, your new website will get lost in the noise.

3- Add supporting keywords to Your Niche

Once your website considered, it needs to be inhabited with substantial content based on the supporting keywords. In a perfect world, you need to have 50 to 70 articles on the website to



magnet the highest dollar value. So, try to choose a minimum of 15 keywords which are related to your main keyword. If you find even more than that, it will be much better.

4- Prefer to Buy a Keyword-Rich Domain Name

If you buy a domain name that is an exact match to your niche keywords, you will get a higher rank and much fast with Google. Do your due diligence and make sure you have found a good to go niche and keywords. Be sure you check all the extensions: .com should always be your 1st choice; .net is a good second choice and the .org if the website is not that much commercialized.

In case you don't have any option, you can use .info. Register your domain name with NameCheap.com as the name infers, they're inexpensive. Moreover, they will also let you transfer sites to other NameCheap.com registrants for absolutely free. Snag it, once you find what's available. In case, if there is nothing available with any of the extensions and also with your keyword rich domain name, go back to the drawing board.

5- Develop the Content for your Website

There is no need to put up a WordPress blog or to use complicated JavaScript graphics, etc. You can simply use a free template from OSWD.org. There are more than 2,000 free templates. The best thing about OSWD.org is that in many cases, you don't need to credit the creator. Choose something simple and clean that you can nip fairly easily and quickly. You just have to make sure your template has places for AdSense ads.

Now, it's time to create the content. Update articles based on the supporting keywords that you chose in step 3. You need to post at least 50 to 70 articles of at least 500 words. The articles must list your keyword three times or more preferably, once in the title, in the first and last paragraph. Always stick to one keyword each article and there should be no keyword mixing. Before publishing an article, make sure your articles have the keyword listed in the title when you name the files, then upload them from your computer to your HTML template.

6- Submit your Website to all the Search Engines

Submit your website to the Google of course. Other search engines are Bing, MSN, and Yahoo. Make sure, you submit your site to their submission site. Never wait only for Google Crawlers to locate you as it may take a lot of time.



7- Promote your Website

You also need to promote your website. Visit websites like Big-Boards.com to find out people that are interested in your website's topic. Without wasting time anymore, start answering questions and helping people to solve their problems. By this way, you get backlinks to your website that helps to improve your ranking. You can also submit few guest posts to some worthy sites in your niche. Keep in mind to link back to your website in the author's biography or in the article.

8- Generate Steady Revenue

This is the most crucial step to make money by flipping websites. Use Google AdSense to get your website to the point where it is generating \$15 to \$ 30 revenue per month. If you successfully do this, you can bring in upwards of \$800. Make sure you are in the top ten for your keywords on Google and MSN.

9- Sell Your Website

Once you have fulfilled all the above-mentioned requirements, you can sell your site. Rich high-quality content, high Google ranking plus automated income can yield huge revenue.

Flipping website is all about revamping a website and selling it online, or you can even create a new website, make it popular and sell it off. Thus you need to be updated and work with proper planning.

Here are few tips which will help you to get success in Flipping websites:

1. Selecting niche:

Before selecting niche analyze the market that what is the growth of the niche, break-even point of the website and its approximate value for future clients.

2. Traffic generation:

The main aim of all such websites is to generate targeted traffic. Thus before purchasing any website make sure that the website is generating either organic traffic or through referrals.

3. Facts and Figures:

Once you are done with makeover, it is important that you have all the facts and figures about the website like how much income website is getting or how much traffic is generated etc.

While selling the websites it's important that you give the proof to the client showing the income cheque or blog stats then only the client will get convinced to buy the website.

4. Be transparent:

If you want to gain profit from flipping websites then it is important that you work ethically. Always try to convince the client not fool him/her. Provide the right information about the websites like if websites don't have advertisers or [AdSense](#) the do let the client know about it in advance. The main way to attract clients is with mouth publicity thus make sure you keep the deal transparent with the client and provide time to time service to your clients.

5. Get active on social networks:

Any online business needs to be promoted, and we are blessed with lots of social networking websites like Twitter, Facebook, etc.

Thus make use of such websites effectively, create an attractive and professional profile and avoid spamming. Social networking websites and mouth publicity are two best ways to promote your services.

Conclusion:

To make money by flipping websites, all you need to do is to choose a niche, create quality content and promotion of your domain. Only then, you will be on your way to a high revenue generating website. Flipping websites require smartness and consistency to generate income. Thus, start with proper planning and make sure that you get profit out of it. All the best!



Chapter #8

Making money creating and selling online courses

If you're skilled at teaching English grammar, arts and crafts or even proficient at creating and providing content for a blog, chances are you have the tools and even material to create an online course, and sell it to make extra money.

The potential to earn extra cash is huge because the e-learning market is growing all the time. This is because people want to learn but find it difficult in between work, play and raising a family to find the time to dedicate themselves to a course or degree offered via traditional teaching methods. This is why e-learning has become so popular – at the push of a button you can learn anything at any time.

While some people have done this by creating a blog or writing books, an online course is another method of selling what you know. In fact, online learning is expected to reach more than \$240 billion by next years, according to Global Industry Analysts, Inc.

Many people don't think they know enough of a topic to teach it, but the truth is, you don't have to be an expert to create and sell an online course. You simply need to know more than most. Plus, the topics you can cover are vast including art or photography, personal development, music, gardening, cooking, marketing, technology, language, and more. Many people have made thousands of dollars a month with online courses teaching things like guitar, how to use specific software, or how to bake bread.

The Pros of Creating an Online Course

- New online course platforms make setting up and selling your course easier than ever.
- Tools and equipment needed to create a course are easier than ever to use.
- Course sales can be added to an existing business. For example, if you're a blogger, you can offer a course that delves deeper into your topic. If you offer a service, you can provide a course for DIYers that don't hire you.

- Offers a passive income stream. Once you create your course, you can sell it over and over.
- It can be part of a funnel system to lead students to your coaching program or other services.
- Because your course is online, you can have students from all over the world, in any time zone.

The Cons of Creating an Online Course

- Quality online courses offer a variety of content delivery methods such as text and video, which can take time to create.
- If you use a hosted service such as Udemy, you don't "own" the market or the platform.
- Like all other money-making ventures, your success depends on the need or desire for your course, and your ability to attract your target market.
- It can be a challenge to price your course right to maximize your income, while still making it affordable for students.

How to Create an Online Course

If you're ready to delve into the world of online teaching, here are the steps to take.

1. Choose a course topic. Make a list of things you know about. Perhaps it's something your friends and family ask you for help on. Maybe it's a skill related to your job (i.e. how to use Evernote or how to be productive working at home). Do you have a hobby you can teach others about, such as watercolor painting for beginners or how to lower your score in golf?

2. Do market research. You don't want to spend a lot of time creating a course that no one will buy.

Many people might want to know about your topic, but the question is; are they willing to pay to learn it? Before you invest time in your course, research who the best buyer for it would be, and whether or not they're ready, willing and able to buy it.

3. Outline your course. If you've determined there is a market willing to buy your course, the next step is in determining what you'll put in the course. By the nature of a course, the content you provide should go deep into the topic and cover all important aspects. A course isn't like a blog post, which often just skims the surface.

To help organize your course, think in terms of modules and lessons. A module would be the overall sub-topic, with the lessons providing the details of that subject. For example, if you have a course on starting a home business, you might have a module on business plans.

Your lessons in that module would include “How to determine your USP” and “How to identify your target market.”

4. Decide the best methods to deliver your lessons. There is an expectation that online courses will offer a variety of teaching methods, such as text, video, worksheets, checklists, infographics, audio, and anything else that delivers information. The trick is in determining what format is best for what you’re trying to teach. In some cases, you might offer two methods for one lesson. For example, if you were teaching a course on how to use Quickbooks, you might have both a step-by-step text instruction and a video tutorial on how to install and set up the software.

5. Create your lessons. This is the most time consuming aspect of creating an online course. Consider creating a logo or a color theme that appears in all lesson content. Proofread your text lessons and watch your videos to make sure there are no errors or glitches.

6. Determine how you’ll sell your lesson. For the most control, create a website to host and deliver your lesson. There are membership site scripts and WordPress plugins that can help you set up a system for selling and delivering your course.

Here are five platforms to consider:

1. [Teachable](#) enables you to create and then sell beautiful online courses. You can start with your own free domain (yourschool.teachable.com) or link to a subdomain (school.yoursite.com). A Basic subscription costs \$39 (approx R464) per month, the Professional plan is \$99 (approx R1 180) a month, while the High Volume option will set you back \$299 (approx R3 564) a month.
2. [Udemy](#) boasts 65 000 courses in 50+ languages so there’s a lot of variety. It offers an instructor support team 24/7 to help you with your course creation needs, and a resource centre called the Teach Hub. It’s free to use, but you have to give 50% to Udemy for each student it brings you.



3. [Skillshare](#) offers unlimited access to over 18 000 classes so it's not as big as Udemy. Teachers earn money through royalty payments and premium referrals. Payments are made on the 16th of every month through PayPal. If you don't have a PayPal account, you can't earn revenue via Skillshare.
4. [Thinkific](#) offers its core features for free, then as your training business grows, you can pay to unlock better tools for marketing and selling your courses: choose between Essentials at \$49 (approx R584), Business at \$99 (approx R1 180) and Advanced for \$279 (approx R3 326) per month.
5. [Amigoya](#) is the new kid on the block, offering cheaper packages than some of its rivals. It enables you to either look for lessons or list your own skills to teach. Lessons can be scheduled via phone or messaging apps or any other platform that the teacher and student prefer. It offers free listings and allows tutors to keep what they earn. They make their money through selling what they call 'exclusive advantages'. With the free plan your profile will only be listed for seven days. The \$7 (approx R83) Basic plan gives you up to 10 listings over 30 days, while the Professional plan for \$12 (approx R143) allows 30 listings over 60 days.

7. Load your course online. Once you've picked your platform, upload your course. If the platform allows you to customize your course, such as adding a logo or color scheme, add them. This will help you create your unique brand.

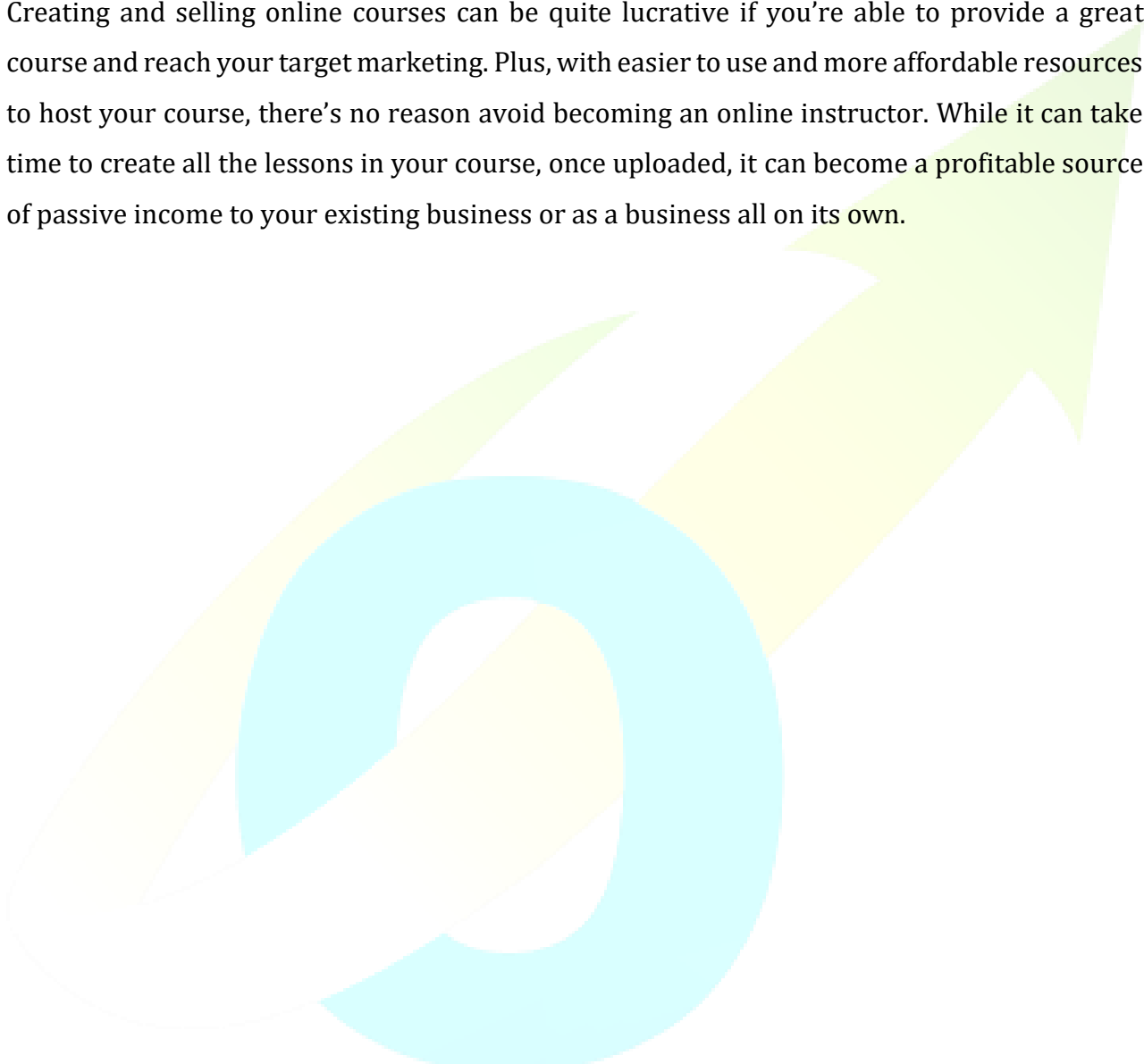
8. Market your course. Regardless of your platform, you need to promote your course. Even using a service like Udemy, in which students can find you by perusing the Udemy marketplace, you want to do your own marketing.

Start by creating a marketing plan that includes who your market is, where you can find them, and how you can entice them to check out your course. Great course marketing options include social media, PPC advertising, such as Facebook ads, and article marketing. There are many other free and low cost marketing options as well.

9. Keep your course information up-to-date. Every few months or so, check that your course information is current and relevant. Outdated information doesn't help your students, and can lead to bad reviews. Don't forget to check and fix any broken links to resources.

10. Rinse and repeat. There's no rule that you have to stick with one course. If there are other courses you can teach related to your initial course, create those. You can then refer your students to these other courses. For example, if you offer a course on how to write a mystery, you can add an additional course on how to publish a book and/or how to market a book. You can also create new courses in completely different areas.

Creating and selling online courses can be quite lucrative if you're able to provide a great course and reach your target marketing. Plus, with easier to use and more affordable resources to host your course, there's no reason avoid becoming an online instructor. While it can take time to create all the lessons in your course, once uploaded, it can become a profitable source of passive income to your existing business or as a business all on its own.





Chapter #9

Make Money with Shopify

Do you want to know how to make money with Shopify?

This section will discuss tips and strategies on how to make money with Shopify & how to boost your sales.

What Is Shopify?

Shopify is an online site and ecommerce platform through which you can set up your own online shop and begin selling products. It is perhaps the most reputable and credible of its kind and has been used by many to make thousands, millions even, of pounds almost completely passively.

Why Use Shopify?

Shopify gives you everything you need to set up your online store—a web domain, hosting, payment gateways and just about all of the things you'll require.

It isn't a profit-generating spam system that takes your money, promises the world and delivers nothing. Shopify is a huge system used by many to succeed in the online business world and is your best bet in succeeding in the field.

Still not convinced?

Massive companies such as Pixar, Evernote and Wikipedia all use Shopify to run their online store systems. It is trusted, reliable and an invaluable tool to boost your success with ecommerce whilst still giving you full control over the design & layout of the site.

The Disadvantages Of Shopify:

There is a catch, however, and you can probably guess what it is. Shopify isn't free!

The system costs \$29 per month and Shopify also take 1.5% worth of fees from every sale. However, Shopify also offers a 14-day free trial to new users so if you find that you don't like the site you can simply stop using it and not lose out any cash.

Dropshipping

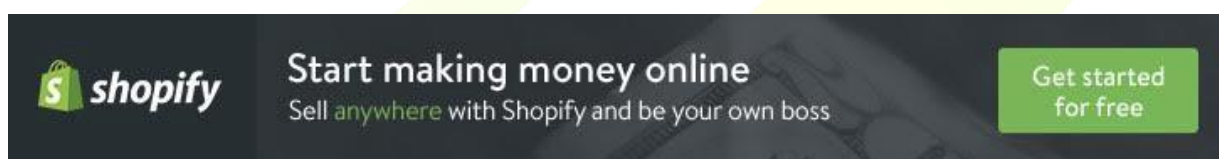
The main principle behind Shopify is dropshipping. Dropshipping is the term given to a form of ecommerce that doesn't actually involve an inventory—you never need to handle the products you're selling. Instead, when a customer purchases a product, you simply have it delivered straight to them.

How to Sell With Shopify

First and foremost, head on over to Shopify and **choose to sign up for an account**. Then, input your personal information and confirm your email address. Next, all you need to do is log in to Shopify through the home page, and then click on the 'create an online store' button.

Then, choose one of hundreds of themes for your site and an appropriate domain name for the store's niche. Finally, choose a category for your site.

And that's it—your site is up and running. Now for the actual moneymaking.



How to Make Money on Shopify

Now that you've got your site set up and running, it's time to start actually making some money from it.

The underlying principle behind the Shopify world of dropshipping is buying products for cheaper than you sell them for. This is often done by purchasing from countries that sell for low amounts, such as China.

When deciding on products to dropship, heading over to a site such as Aliexpress or Everbuying is the best place to start.

Here, you can view lists of all of the products available for you to resell. When you've decided on the types of products you'd like to start selling, try to find several products within that area and begin listing them on your site.

Below is a list of useful pointers to boost your Shopify sales and multiply your profits:

1. Boosting Your Profit Margins

Try to choose products that will provide a decent profit margin for you to earn from.

In all likelihood, you won't be selling a tonne of products within your first few months of Shopify and so it's no good selling products that only give you a few pounds of profit per sale because you won't be earning enough to support yourself.

Be sure to choose products that sell for much more than you're buying them for in order to maximise your success.

2. How To Make Money With Shopify From SEO

Search engine optimisation is the absolute key to the success of any website. SEO is a huge industry that generated millions of pounds per year, and, sadly, many site-owners fork out tonnes of money to SEO companies to see little benefit.

Keyword Research

It's crucial to put the time and effort into choosing the appropriate keywords to get your site ranking in search engines and earn a decent income from Shopify.

If people aren't able to find your site, they simply won't be able to buy your products and thus you won't make money from it. The key to ranking in search engines is to conduct decent keyword research using keyword planning tools such as Google's Keyword Planner in their AdWords campaign and Bing Ads's similar tool.

Punch in different keywords that relate to your site. Be sure that the results show that these words not only have a high monthly search volume but that they also relate to a niche that involves transactions.

These transactional keywords are words that people search with when they're hoping to buy something, whereas informational words are those that people type in if they want to find out information.

Scattering transactional keywords across your website is the most effective way to boost your sales, as people that are looking to make a purchase will use these. Users of informational keywords won't be willing to make purchases and therefore will use the information on your site without actually buying anything.

3. Improve Your Offer

Another super easy way to send your Shopify profits skyrocketing is to offer something better than all of the other sellers out there.

This could be your product pricing, incentives visitors will get for signing up to newsletters or simply offering information of a higher quality than everybody else.

If your offers are better, people will favour your store and purchase from you instead of from other sellers. It may be time consuming and cost some extra cash to improve your offers but this will certainly be worth the effort when you're making more sales.

Details about the offer should be included in both your title and in meta-tags which will be seen in your Google rankings as well as on the site itself.

4. How To Make Money With Shopify By Capturing Emails:

It's all well and good having people view your site in the first place, however people won't necessarily make a purchase during their first visit. Thus it is important that people are encouraged to revisit the site to maximise the chances that they'll buy from you.

Email capturing does exactly this...

...By implementing systems that capture visitors' email addresses you are able to gradually feed content into the inboxes of those that sign up to your newsletter so that they're continually reminded of your site and are more likely to return to it in future.

These emails don't necessarily need to be direct advertisements—they can simply be friendly reminders that your site exists and subliminal encouragements for receivers to check it out (and perhaps go ahead & buy your products).

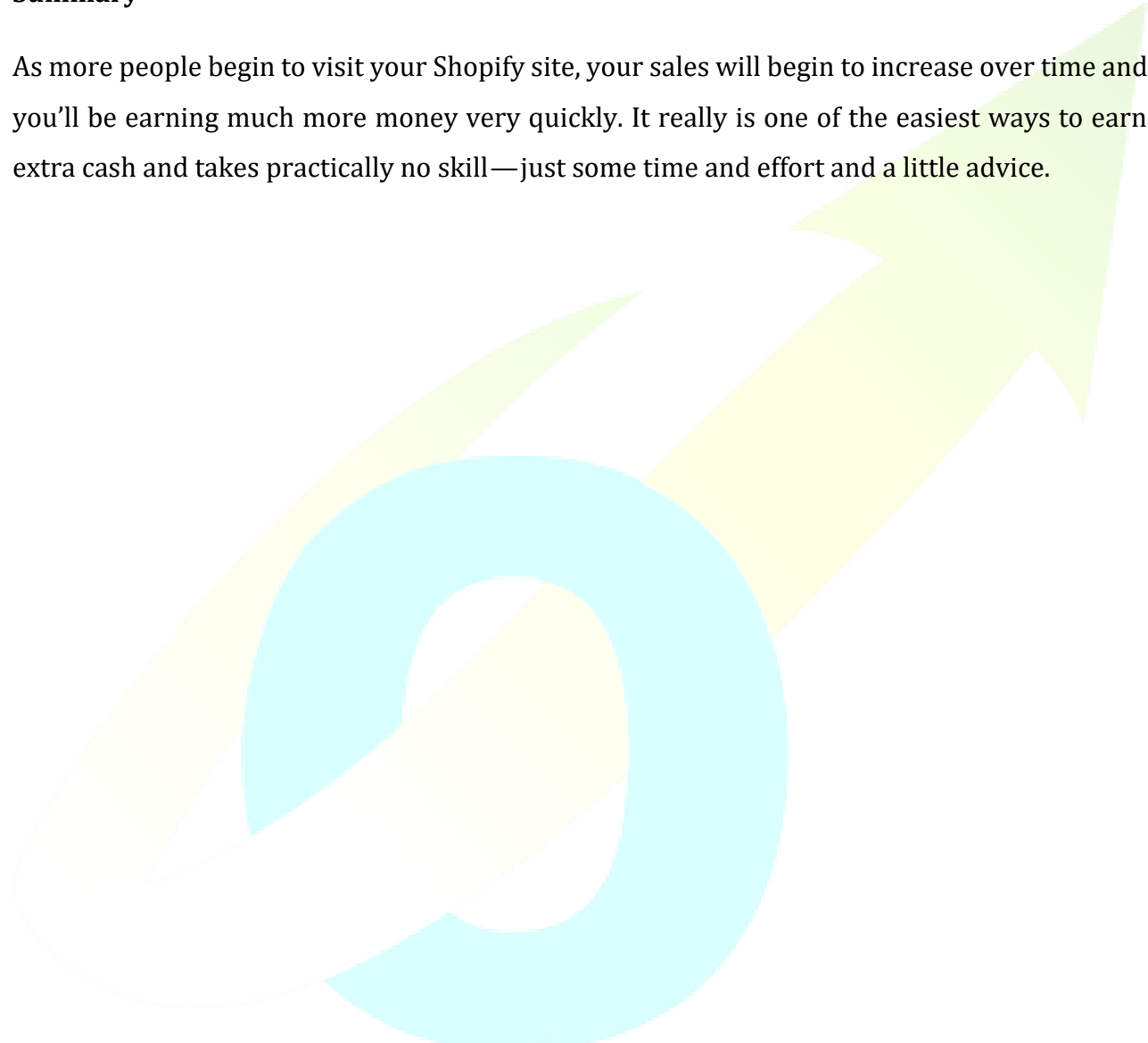
Marketing using email capturing is a great method for maximising your SEO profits as it can be used as many times as you wish and only needs to be created once—it also costs absolutely nothing to utilise!

The best way to capture the highest amount of emails you can is to offer something that appears to be of great value but is actually fairly low-cost.

An easy way to do this is by writing a report that's completely free to make and will answer any questions your visitors may have. By doing this, visitors will become hooked by your offers and will be left with no questions left to ask, thus being ready to go ahead and buy your product. It's vital to make sure that this content is of a high-standard as, if it isn't, visitors will simply unsubscribe or leave your site.

Summary

As more people begin to visit your Shopify site, your sales will begin to increase over time and you'll be earning much more money very quickly. It really is one of the easiest ways to earn extra cash and takes practically no skill—just some time and effort and a little advice.





Chapter #10

Making money Podcasting

It seems like everyone is making money with a podcast these days.

Some people say that traditional podcasting (i.e. audio-only podcasting) is going the way of the dodo bird, soon to be supplanted by the likes of YouTube, Netflix, and other specialty video channels. At best, podcasting is a good way to express your passion about a hobby and share some information with friends, right?

Though podcasting has been around for quite a long time now it just seems to be hitting the mainstream which means now more than ever is a great opportunity to start your own podcast, build an audience, and make money doing it.

That being said, are there still realistic means for people to make money from the booming podcast industry. Below, we'll go through some options that beginning podcaster's may consider when starting their own money making podcast.

1. Select a Specific Topic for Your Podcast

When selecting the topic of your podcast there are two directions you can go; you can go with a very big mass market audience or you can go with a narrow niche audience.

Why are profitable niche markets like dog training and fly fishing tailor-made for podcasting? Simple, because they work! A solid niche makes it easier for you to define your ideal audience as well as the types of sponsors and advertisers to target. There's also less competition making it easier for you to claim your stake in the market.

With a mass market podcast (such as politics) there's a lot more competition but the market is so big you should be able to capture a segment of the market as long as you are interesting and have a unique point of view.

2. Devote Yourself to Making the Best Podcast Possible

This one should go without saying -- the better your podcast, the more listeners and followers you'll get.

Even if you start out with a minimal audience, as most podcasters do, take advantage of this time to produce quality content, relevant context, a consistent delivery and superior production. Advertisers and sponsors essentially demand two things: an attractive product and a large, dedicated audience. As you work on building your audience, hone your hosting, interviewing and presentation skills.

Here are some of the important skills you'll want to develop when mastering podcasting for yourself, or possibly as podcasting consultant (see below):

- Audio clean-up and production
- Building and engaging a community
- Creating a marketing buzz on social media
- Creating apps alongside your podcasts
- Converting calls to action
- Editing
- Field recording
- Voice talent

3. Develop a Unique Selling Proposition (USP) for Potential Advertisers

Podcasts, unlike high-end events like the Super Bowl and the World Cup are not strictly about the numbers. Quite frankly, if you can show advertisers that you have 250 dedicated weekly listeners (i.e. community members) who spend X dollars monthly on dog food, that's a better proposition than some blog drawing fifteen thousand anonymous and unengaged readers with no specific targeted interests.

In the online world, advertisers and sponsors care more about being able to reach a very specific, targeted demographic and interest group rather than just large numbers of people.

4. Make Money Helping Others with Podcasting

You'd be amazed at all the talented people who try commercial podcasting for just a few episodes or just a couple of months and give up completely, determining that podcasting doesn't work for their business. Little do they realize that along the way, they have developed skills that are in high demand.



Your advantage is having devoted the time and energy to becoming a podcasting expert. 99% of people are not as skilled as you but need your expertise – provided you can prove it to them. Sell your services as a consultant or podcast producer if your own podcasts are not immediate money makers.

Podcasting is usually lumped along with other online activities like social media marketing, getting website traffic, and search engine optimization as if it predominantly about the technology. In reality, it is still one of the most relationship-based media in existence, and any success a podcaster enjoys is mostly based on the hosts/experts' personalities and host-audience interaction.

You can make money by helping others set up their podcasts, produce and edit shows, and effectively market their podcast online.

So here is, a list of the ways people make money from podcasting and doing it well:

1.) Sponsorship – Our top recommendation for getting sponsors is to build an additional web page for your site. Have clips, numbers, stats and testimonials that show why sponsoring your podcast is awesome. Then make a list of 10 businesses that would fit your show that would see real value in reaching your audience. Contact them, going down the list, sending them to the site with all the stats.

2.) Affiliates – An affiliate is where you sell someone else's products with a link that gives you a cut of the sale. These can be a nice source of income for products relevant to your brand. But we cannot advise this strongly enough: Make sure the product is awesome, and you actually recommend it!

3.) Donations – We all make our podcasts for free, we put our blood sweat and tears into them and people get to listen for free! Doesn't seem fair when you put it that way does it? Donations through a system like Patreon is often described as a "non-yukky way" to ask for something back. There are actually nice people in the world, and they will send you a little donation now and then because they enjoy your podcast.

4.) Sell something – Here is where podcasts really convert. You may have a writing service, a coaching class, a piece of software, a membership site. Whatever it is, the podcast builds trust with a listener base and is the perfect way to naturally offer that product.

Again, make sure it is relevant to your show's topic but selling your book, your web design plugin, your one-to-one coaching etc is the number one way to make money from your podcast.

5.) Premium Content – This can be set up as donations or as a membership site. However selling additional content to your podcast can be a great way to make money.

Maybe though you offer an amazing free podcast with great interviews, but then there is a premium podcast feed that has all the “rituals and routines” of your guests. Or they get video content sent to them with a certain level of Patreon donations... All good ways of generating extra revenue.

6.) Merchandise – If you have a loyal fan base that love your show, Merchandise is a great way to go! AND it is a double win! You sell a product generating some income, and they walk around as an advert for your show in a branded t-shirt or with a logo'd baseball cap. Win win!

Please don't get bogged down with the total number of listeners on your show and think that because you don't have 10,000+ you can't get some of that well earned money back from your podcast. You can!

Final Thoughts on Making Money with Podcasting

Making money from podcasting is not automatic, and even experienced, talented marketers need at least a year to really get things to click. That being said, starting and building a podcast is a great for you to reach your target audience, provide valuable content, and make money in the process - whether you do it for your own business or help other businesses along the way.



Chapter #11

Make Money at Home With a Membership Site

For many entrepreneurs, passive income options are the top choice because while they take time to set up, once they're running, the amount of effort involved drops off. Even so, for many passive income streams, such as information products, you have start at \$0 each month and hope you sell enough to meet your goals.

The ideal online business involves both passive and recurring (continues regularly) income, and one of the best ways to have that is through a membership site.

What Is a Membership Site?

Like a gym membership, in which you pay a monthly fee to use the gym's resources, a membership site is a place where people can join to get whatever it is you offer. Many membership sites offer articles or reports, video tutorials, webinars, checklists, templates, apps or software, and more.

Generally, people join a membership site because it will simplify their life, speed up the learning curve, and/or give them greater detail on how to do something than general content offered online. For example, there are many online marketing membership sites that delve down into specific topics, such as how to write a successful Facebook ad, maximize Instagram and/or repurpose content across marketing platforms.

Pros of Building a Membership Site

Many companies, including Microsoft and Adobe have begun to use the membership or subscription model in their businesses because there are many benefits to it including:

Generate steady income. If you have a monthly membership site and you're able to retain a good percentage of your members, you can count on regular (recurring) income, as opposed to starting from \$0 every month. For example, if you have 100 members paying \$30 a month,

you can, for the most part, count on \$3,000 per month income, as long as you retain your membership numbers.

Builds your credibility as an expert. Being seen as the go-to authority in your niche not only increases your membership site income, but can create other income opportunities such in coaching or consulting, or speaking.

Build a loyal community. If you provide quality content, many of your loyal members will refer new members (you can even offer an affiliate program), and they'll buy new products or services you offer.

Can be automated. Depending on what you choose to do, you can turn your membership site into a passive income stream that delivers your content automatically.

Offers great flexibility. You can run a membership site anytime and anywhere, as long as you have Internet access.

Cons to Running a Membership Site

There are a few downsides to building a membership website you'll want to consider before getting started.

Need to stay current on news and trends in your niche to insure your members are getting top of the line content.

You need to provide quality information that retains membership, and work to replace any members who quit.

While some memberships can be run through email, most top quality memberships are run online, which requires some tech know-how or money for tools and services to run it.

Depending on what you offer, you may need to continue to offer new content regularly. For example, if a monthly webinar is part of the membership deal, you need to plan and do a monthly webinar.

Types of Membership Sites

One great thing about membership's sites is that there are a variety of ways you can offer one. The basic types of membership sites include:

- **Courses:** Teach members what you know
- **Premium Content:** Articles and reports
- **Industry Insights:** When staying on top of trends is important to your market (i.e. financial reports)
- **Curated Content or Information:** Research and gather information so your members don't have to such as daily discounts or coupons
- **Digital products** such as private label right (PLR) content, website themes, apps, or tools
- **Community/Mastermind Group**

Content in membership sites can be offered in a variety of ways.

One is through email. For example, a course can deliver each lesson by email once a week. A daily deal or industry insight might deliver content daily.

Many membership sites have an online members area, where they can access the information. In this case, you can have all your content posted so the member can peruse and use at their convenience. Or you can provide the content on a schedule, such as a new PLR package, training or webinar once a month.

Ideas for Membership Sites

The ideas for membership sites are endless. The key to success is to find an idea that involves lots of content and that others would pay to access. For example, if you can teach guitar or cake decorating, can you set up enough lessons to make a full course and are there people who'll buy it? It's always best to consider ideas that benefit others such as saving them time and money or helping them lose weight or get healthy.

Business-to-Business (B2B) membership sites are ideal because even in tough times, many businesses will join and/or maintain their memberships if they believe it will help their business.

How to Start a Membership Website

Membership (or subscription)-based businesses have many moving parts during the setup, but essentially, here's what you need to do:

1. **Brainstorm membership business ideas.** Make a list of your talents, skills, interests, and experiences. Review the type of membership sites above for help in determining how what you know, love or do can fit into a membership model. For example, what can you teach? Have you created a great online tool you can sell as a subscription?
2. **Research your favorite idea** to determine if there is a demand, as well as if the market is willing and able to pay for it. There are many ideas that the market will say they love, but they might not like it enough to pay for it, or what they're willing to pay might not be profitable for you.
3. **Plan your membership program.** Decide what you're going to offer, how and when you'll offer it, and membership term length. For example, what content will you offer and will it be delivered in PDF, video, or some other method? Many membership sites offer a variety of content delivery methods to make sure they hit all learning styles. Further, will you deliver your content weekly through email or will you have an online membership? If it's online, will new content be added monthly or will all the content be available at the time of joining? Finally, how long will memberships last? Depending on the content you offer, an end-date might be evident, such as a course. Other membership sites may go on indefinitely until your member decides to leave. Just remember, that indefinite month-to-month memberships will require you to offer new content on a regular basis to retain existing members. That means you'll need to have a topic that you can add content indefinitely, and be willing to commit to long term content creation.
4. **Research your tools.** If you're going to run your membership through email, you'll need a website through which members can join, and an email service that can deliver the content. If you want to run an online course, there are several services, such as Udemy and Teachable that offer platforms. If you'd like complete control, you can build a membership site. There are several scripts (i.e. aMember) and WordPress plugins that will run the membership aspect of your site. Other tools you may need include audio or video creation and hosting, and webinar services.



5. **Price your membership program.** When you have your tools, you'll know how much you'll be spending one-time and ongoing to run your membership (i.e. email, web hosting, domain, platforms, etc). You'll also want to consider the cost of your time and other expenses (i.e. hiring writers, editors, video editors etc). Finally, what is your content worth?


Part of the worth comes in the quality of the information, and part from the quality of the delivery of the information. The final step is deciding if you'll run your membership month-to-month, for longer term (i.e. a 6 or 12-month option), or indefinitely. You can offer a variety of both. For example, the month-to-month price can be \$49, but a 6 months subscription is \$235, which is 20 percent less than paying \$49 for six months. This gives you more money upfront, and a longer time to build trust and loyalty from the member.

6. **Create your content.** Once you have your membership site outlined, it's time to create the content and tools you'll be delivering. This will probably be the most time consuming part of your start up. However, if you plan to deliver your content over time (i.e. email a weekly), you can create your content as you go. Just remember, that people will be paying for this content, so there is an expectation that not only will the content be more in-depth than they'll find for free online, but that the appearance of the content will be good quality as well.
7. **Build your membership site.** If you haven't already, you'll need to set up the tools you chose in number 4, and begin loading your content.
8. **Market your membership site.** This is where you'll now spend the majority of your time and money (unless you're still creating content). A membership site can be extremely profitable, but only if people join. There are a variety of ways to market a membership site. First you need to know your ideal customer (who is interested, willing, and able to buy?), and where you can find him. Next you need to find ways to entice him to your membership site. That can be through articles related to your topic, Facebook ads or other ads, social media, and more. Consider using a lead magnet and funnel system to capture potential members' emails since most people

don't join on their first visit. Your lead magnet could be something that's already inside your membership site. Or you can offer a free 7-day trial or \$1 first month trial.

Conclusion:

Keep your membership site active. Make sure your content is up-to-date and providing value to your members. Always be working to increase membership and replace members who drop out. Consider having a community aspect to your membership, to keep members engaged with you and others in the community.





Chapter #12

Make money Selling Ebooks online

Everyone has passions and areas of expertise. Whether it's business coaching, music, nutrition, fitness, digital art, or writing, there are people out there who value your knowledge and want to learn more.

One of the simplest and most effective ways to turn your passions into a business and monetize your skills is by selling eBooks. Creating your own eBook is surprisingly simple, and this article will walk you through the essential steps.

From humble beginnings, ebooks now sell in the millions each year, representing about 20 percent of the publishing market in the United States. Industry watchers say that by next few years, ebook revenues will reach over \$8 billion per year. And there is plenty of room for a one-person ebook entrepreneur to get a piece of that market.

What Are Ebooks?

Ebooks are, well, books. But in a format where they can be delivered or downloaded online. You can write them yourself, employ writers, use public domain content, and create your ebooks from many sources. And just about any subject can be covered — just as many, if not more, than what a traditional publisher might release because you can tailor your tomes to niche markets. Travel guides, how-to manuals, mystery, romance, science fiction, self-help, technology, religions... just about any subject is fair game as long as there is a market of ready buyers. (One of the best ways to check for is to scan the bestseller lists on Amazon. And not just the overall list but also the ones for categories and subcategories.)

Also, you won't have to rely on an editor or publisher telling you whether a book will be published. And you won't have to rely on a bookstore to put your book on its shelves.

You're in complete control of the entire process. In fact, you're going to handle everything yourself, including marketing and selling. And that means you get to keep all the profits. They're nothing to sneeze at.

Self-published authors have had big success in recent years. Take Hugh Howey, who sold a series of science fiction books through Amazon's Kindle Direct Publishing. At one point, he was selling 20,000 — 30,000 copies a month, which generated \$150,000 in income monthly. Amanda Hocking, who writes “paranormal romance” and fantasy novels, has sold well more than a million books on Amazon, generating over \$2 million in sales. That's proof that you can make money self-publishing on Amazon.

Starting an Ebook Business — Where You Sell

As an ebook publisher you have a few options available for selling your works.

You can set up your own website and sell your ebook directly online. You might make a PDF available to your readers for example. A simple shopping cart or PayPal link and you're all set. A reader visits your site, they order, and they get a download link and get your book. It's pretty much all automated, and you simply keep an eye on things to make sure the site is running smoothly.

The benefit of this is you control the entire process, get all of the customer information (so you can promote additional products, services, or books), and you can charge higher prices.

One of the easiest ways to sell ebooks is to work through a third-party site like Amazon. You may have ordered products, even books, from Amazon in the past. But this is a whole different side to this massive ecommerce site.

The big benefit to working through Amazon Kindle Direct Publishing, even though they charge you a commission on your sales, is their reach. Around 89 million Americans are said to be active ebook readers. That's your potential audience, all those people visiting this site and browsing for a new book. It could be your book they find when doing a search on a related keyword. In fact, 38 percent of daily sales of ebooks on Amazon go to self-published titles.

While you may not make as much money as you would selling direct on your own site, you'll have the opportunity to reach an audience who you wouldn't otherwise have access to. The process to selling your ebook on Kindle is straightforward. You sign up, then upload your ebook. They take care of converting it to their proprietary format. Then you're ready to sell and grow your business through Amazon.com.

Where to Get Your Content – The First Step to Creating Your Bestseller



Believe it or not, you might already have most of an ebook written already. If you are already making money with a blog, those blog posts could be turned into an ebook with some editing. Simply collect relevant blog posts into an order that makes sense, make any needed edits so that references that aren't relevant are taken out, and add an introduction and conclusion, and you're done. Any blog posts you use should cover the same or related topics and work well together.

Of course, that's only one way to put together the content for your ebook. If you want to publish an original work of fiction or nonfiction — something you write yourself fresh — that is also a good option.

The key part, if you're starting from scratch, is to work steadily towards your goals of finishing that book. Write something every day! Start with an outline and then fill it in.

You can also repurpose a book that is in the public domain. This means the copyright has expired and anybody can take the content of those books, and publish them, either updated or reworked in some way or as is. Did you see that book, *Pride and Prejudice and Zombies* that came out a few years ago? That's a great example of reworking a public domain book.

You can find public domain works, which include classics like *Call of the Wild* by Jack London and Shakespeare and books on just about every subject you can think of (a quick search yielded dog training guides, a how-to guide for amateur singers, and much more), in places like Project Gutenberg.

Another option is you can hire someone else to write your book for you. This is actually a very common practice in the book publishing industry; these writers are referred to as "ghost writers".

Marketing Your Ebook

There's a dirty little secret in the traditional publishing world. Publishers usually don't actively market or promote the vast majority of the books they release. Only those from established best-selling authors get this attention.

But, as an ebook publisher, you're going to relish having this same control over your marketing and sales strategy. With all the options available, you should have no problem finding a way to get your book title(s) out into the world and grab the attention of potential readers.

Follow a multichannel approach — approach the marketing from several different angles. One definite channel is social media. Leverage your Facebook page, Twitter, LinkedIn contacts, and more to get the word out. When the book is published, post it on Facebook with a link back to your website with more information and a way to order, for example.

But it's not enough to send out one announcement. You have to build buzz around your ebook. Encourage people to tell friends about your ebook and spread the word. Post content related to your book. Create contests. Do giveaways. Get creative with your marketing.

You should also promote your book on your blog, get active in forums related to the topic your book is about and tell people about it, and if you have an email list, be sure to promote it there too.

You might also offer a free chapter of your ebook. That will get readers hooked so that they want more and will buy the rest of the ebook. The key is to be proactive with your marketing efforts to continually generate buzz and interest for your book.

Some Dos and Don'ts for a Successful Ebook

Making money from ebooks isn't automatic. You can't just put anything in it and hope to profit. It's not a difficult task, but you should follow some best practices to make sure your ebook draws attention from readers and generates sales.

Don't Get Overwhelmed

Just because you're writing a book doesn't mean you have to stress out. With a plan in place, you can finish your work and put it on sale.

You just need to create an outline for the book to follow, set a schedule for when you're going to write (if it's original work) or when you're going to work on it, how you will market the book and when each task needs to be done, and set a goal publication date when it will be offered on sale. It's a matter of setting aside time each day. You can't just work on this when you "feel" like it... otherwise, it'll never get done.

Do Choose a Topic You Know About

You want to write with authority and confidence... and passion. It's not a good idea to pick a topic just because you think it might be a best-seller. Remember, you can always outsource the writing to an expert as well.

Don't Make Your Writing Flowery and Complicated

Make sure all your text is easy to read and understand. It's better to write in a conversational manner and not in an academic manner. Many experts suggest that you should write at an eight-grade writing level.

Don't Forget About Proofreading

Double check for grammatical errors, misspellings, etc. Make sure you have a trusted friend or even professional proofreader go over your ebook before publication. There's nothing worse than releasing a book full of errors — it doesn't inspire confidence in your readers, can lead to refunds, and bad reviews.

Do Create a Professional Layout and Cover

Just because you are self-publishing doesn't mean you want it to look like an amateur did it. Hire a graphic designer on a site like Fiverr.com to create a good-looking cover based on your direction and input for not much money. They can also lay out the interior pages too. Just because your book is self-published doesn't mean it has to look and feel that way.

Taking the Next Step to Selling Ebooks Online

So now you understand why selling ebooks can be such a money-maker, it's time to get started. Figure out what type of ebook you want to sell, where you'll get the content, and then where you're going to sell it — and how you'll market it online.

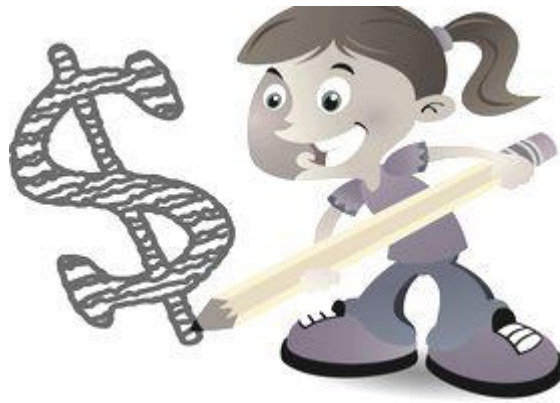
It's a low-cost, low-risk business opportunity that has a huge upside!

Creating your own eBook absolutely takes work, but it's also a really rewarding way to explore your passions and share your expertise, not to mention increase your passive income. Ready to get started?



Chapter #13

Make money as a Freelance writer



The best freelance writing jobs are not-so-hard to define. They are projects that pay well, but are also fulfilling, within our favorite niche or genre. But whatever they are, we know that "the best" assignments are a very personal choice, and may vary a lot by writer.

So, let's take a look at some of the "best" freelance writing assignments out there, with personal preference in mind.

1. In Your Niche!

Sometimes the best freelance writing job is the one that is in the writing niche that you are passionate about, or that you know a lot about. This might be your "perfect" assignment even if the hourly pay falls below your minimum, because you know you can rock out this project with fire and speed! This can also be the best freelance writing assignment when you are burned out on other assignments, such as (for me) keyword/SEO copy.

2. Re-purposed Work!

Re-purposed work is work that you've already done, but that can be changed to fit some other (new) assignment. This is perfect work because it's already done (to a point), so it's likely to be easier and within a topic with which you are already familiar.



When repurposing freelance writing work, always be very careful about copyright and meeting your new client's needs, but if you do this correctly, you save yourself so much time and effort.

An example of a re-purposed work would be a magazine article that you wrote about advertising. In it, you interviewed the CEO of an agency. Then, another, new magazine accepts a pitch from you on a profile of that same CEO. You already have some copy and some idea of her beliefs and career trajectory, and you already have the interview. You therefore save yourself significant time with this kind of freelance writing assignment.

3. The Price is Right

Sometimes the price is just right, and when the bills come due, you're ready to put pen to paper in any kind of writing assignment! That's understandable, but there are a few caveats when it comes to accepting freelance writing jobs based solely on cash. First, more cash often means more time and expertise in the outlay. Be careful of your schedule and available writing time. All deadlines are of the utmost importance!

Another issue about writing solely for money is to be aware of burnout. Mixing in some writing that speaks to your soul or some creative writing will help to avoid burnout.

4. Getting a Regular Retainer Client

As a freelance writer, you'll come across clients who want to put you on retainer for creating content. This is perhaps one of the best ways to make money, at least for me. This means you are paid regardless of how much content you create. It usually also means you're paid more than a lot of other systems. Try getting retainers because it's a way to "*guarantee*" a paycheck every month.

5. Offering Services Privately:

Private services are excellent methods for making money as a freelance writer. It gives you more control over pay, and gives you a bit more flexibility in scheduling and content. However, it also comes with its own issues, such as clients who try to scam you out of money by not paying.

Even if you set up a contact form on your blog to get clients, always make sure your backing everything up with a contract. It'll protect you in the event of going to small claims court and gives the client a sense you're professional.

6. Blogging:

It's possible to make a decent living while blogging. Just don't expect to replace a full-time income overnight. Too many variables come into play for blogging to be a complete success.

On the upside, blogging gives you absolute control of the content you create. If you can find good ways to monetize your site and are able to draw an audience, you essentially begin writing for yourself...without trying to satisfy clients. However, you do need to satisfy readers if you want them to keep coming back to read your stuff.

7. Self-Publishing:

Self-publishing can be among the best ways to make money as a writer, but it takes a hell of a commitment. The most important aspect is perhaps marketing. Sure, Create Space will help you get listed in Amazon. However, you'll need to go beyond search criteria if you really want to make an impact.

You don't make as much when you use self-publishing systems, either. Most of them are centered around "book-to-order," which means they only print when someone makes a purchase. This means your cut of each sale is lower because you have to pay for printing expenses on the spot.

How to Start a Freelance Writing Career

According to the Freelancers Union, 55 million Americans work as freelancers. That's 35 percent of the U.S. workforce. And, with the continual growth of technology and the ability to work from home (or Starbucks), the trend will only increase. While independent numbers don't exist for how many freelancers work are writers, the profession has always lent itself to working off-site

If you're a writer who wants to segue from contract writing to freelance writing, or, if you're just starting out as a writer, you're probably asking, "how do I get started as a freelance writer?" Luckily, there are many avenues open to you.

1. Hone in on Your Expertise

The first thing to do is hone in on your expertise. If for instance, you have experience as a technical writer and previously worked in-house for an IT company (or were a staff writer for an IT publication) you would explore your options by joining an industry association such as the Society for Technical Communication. Writers should also stay apprised of the industry by reading the publication *Writer's Market* cover-to-cover.

2. Hone in on Your Background and Personal Life

You might excel at business writing and should try for a gig writing brochures, newsletters, and emails. People are also hiring freelance writers well-versed in social media platforms. If you tweet, instagram, or snapchat a lot (even for fun) you likely have a skill set you weren't even aware of. Employers looking to hire freelance social media writers will post their openings online on sites like indeed.com.

3. Get a Good Clip to Show Employers

Even if you have to do an internship, work for peanuts, or do volunteer work, the first step to getting hired is having an example (or clip) to show employers. And, the more clips the better. It doesn't matter how recent they are. What matters is how well-written they are and that they show your writing style and diversity. No matter how stellar sounding your resume, or what kind of freelance writing you want, your number one step is having a good clip (or two).

Steps for Acquiring a Clip

- Volunteer for a writing project with a local non-profit.
- Take the time to write (and perfect) a flawless op-ed style article on a subject that interests you and convert it into an attractive PDF.
- Go through all your files until you find a well-written paper from college.
- Use a piece that you've written for a previous employer, even if it was a one-time gig.
- Start a blog.

Conclusion:



Every writer has a penchant for specific ways to earn a paycheck. Unfortunately, none of them can guarantee you'll have the same success. It's all about finding the best ways for you and what you're leaning towards. Then, make sure you put in 100% to maximize the possibility of making money. Don't expect success to just drop in your lap.



Chapter #14

Make money as a virtual assistant

A virtual assistant is a freelancer who provides online support by working remotely. He/She provides services to individuals or organizations, but they do not go physically into their client's offices. A virtual assistant's job is to work from home.

If you want to become a virtual assistant who earns money from home, you need to know the basics about how to become a virtual assistant and what skills you need.

Becoming a virtual assistant is an attractive option for those who wish to work from home or abroad. While friends and family may balk at your decision to become a full-time virtual assistant, they may be unaware of the lucrative opportunities that are arising from the rapid adoption of remote computing technology.

How Much Money Can You Make as a Virtual Assistant?

The potential for earning revenues as a virtual assistant is unlimited. At first glance, you may think that you can only work a certain amount of hours for a specific agreed upon rate with your client. The fact is, the best virtual assistants have more employment offers than they can handle.

When you are first starting out, you may need to build up your portfolio with positive reviews to drum up business from clients willing to spend significant amounts of money per hour on your services. Once you begin landing those clients, some U.S. based VAs charge upwards of \$50 to \$100 per hour. Realistically, you could command \$20-\$40 an hour if you are an established virtual assistant within a particular niche.

In other parts of the world, the hourly rates are in-line with local rates.

Finding Your First Gig as VA

For most aspiring virtual assistants, Upwork, Freelancer and TaskRabbit would be the first places to start looking for new customers.

These platforms can take 10% or more of your initial profits, so be prepared to pay these fees.

When you are first starting out on these freelancing platforms, your primary goal should be to earn as many positive reviews as possible. Don't worry about commanding a high hourly rate at the beginning of your career or you may be setting yourself up for failure. The best way to land those high paying virtual assistant jobs is to build up a portfolio of positive reviews on the top freelancing platforms.

Establishing Yourself as a Trusted Virtual Assistant

Think about the things that separate you from other virtual assistants. Certain intangible factors could help catapult your virtual assistance business past other freelancers in the market. For example, if you currently possess any of the following intangibles, you could create a niche for yourself within the virtual assistant industry:

- Multilingual – English, Spanish, German or Mandarin Chinese
- Availability for phone conferences during office hours
- Written and spoken fluency in English
- Instant availability on platforms such as skype
- The ability to perform tasks in person
- A positive, helpful attitude
- The ability to research and compile executive reports
- Proficiency with cloud based platforms such as Salesforce

Types of Virtual Assistants:

There is a variety of work for a virtual assistant to do and there is no limit to this variety.

1. General/Administrative Virtual Assistants
2. Digital Marketing Virtual Assistants
3. Programming Virtual Assistants
4. Design Virtual Assistants
5. Writing Virtual Assistants
6. Audio/Video Editing Virtual Assistants
7. Financial Virtual Assistants

Where to find a VA job?

A job portal works best to find a virtual assistant job. You can always look for a virtual assistant job on:

- eaHELP



- Virtual Staff Finder
- Fancy Hands
- Upwork
- PeoplePerHour
- Freelancer
- FlexJobs
- VirtualAssistantJobs.com

You can also find a VA job on LinkedIn by searching in the jobs section.

But for grabbing a job opportunity on LinkedIn, your profile should clearly represent the qualifications required to be hired as a virtual assistant.

Conclusion:

Even when you start your career as a virtual assistant, your focus should be on gaining knowledge, expertise, and feedback to help you grow. Money comes with expertise.

When you discover an organization's motivation for seeking a virtual assistant, you could potentially create your own niche within the virtual assistant industry. If you are fortunate enough to carve out a niche within the virtual assistant industry, it's possible that you can safely ramp down your marketing efforts as your service could be known as the #1 player within this specific niche.

Chapter #15

Case Studies

1. SMARTPASSIVEINCOME.COM

Almost everybody here knows about Pat Flynn and The Smart Passive Income blog.

Pat became one of the first major bloggers on passive income business models and niche sites by being completely transparent with his tactics, URLs, and the income he earned from each project.

Although Pat now has multiple income streams from advertising, sponsorship and his own products, a large percentage of his income in the beginning and over the years is through promoting other people's products.

Last year, Pat made \$258,737.45 with a profit of \$212,117.09. In specific, Pat makes most of his money as an affiliate recommending marketing products with Bluehost being the most lucrative. He also launched 2 new courses in March which contributed more than \$150,000 to his total revenue.

Here are some monetization tactics they use:

- He publishes product reviews and do affiliate promotions to his email list.
- He also create in-depth video tutorials teaching specific online marketing tactics while demonstrating the tools that he uses on-screen.
- Pat has a dedicated resource page in the main navigation for his top affiliate products
- The income reports, which are some of his most popular posts, contain affiliate links
- Pat is now focusing more on making new software products for his audience as an additional income stream

KEY TAKEAWAYS:

- Being the #1 expert in a niche can be extremely lucrative when you earn your audience's trust.
- Putting out content in multiple channels increases your chance of success
- Leverage relationships with other bloggers and authority sites to build your audience
- Diversify your monetization strategy for consistent income and growth
- Don't be afraid to put yourself front and center, be relatable, and give a good reason why your audience should follow you



2. THESWEETSETUP.COM

The Sweet Setup is most likely the biggest and best iOS app review site with publishing several articles per week.

Similar to The Wirecutter, The Sweet Setup focuses on carefully targeting keywords like “best [product],” but for the app industry.

The Sweet Setup uses affiliate links for the iTunes store to generate revenue and they also offer site sponsorships.

Their [Advertise](#) page reveals that they make \$500 a week on sponsorships, which include a sponsored blog post, Twitter promotions, inclusion in their weekly newsletter, and a few other perks.

Here are some monetization tactics they use:

- Every paid app they review, by its nature, is on the iTunes store and most paid apps are eligible for affiliate commissions.
- Sponsorships are a way to have consistent income every month They serve their own ads, which also bring income consistency and quality

KEY TAKEAWAYS:

- The Sweet Setup is a very simple site using a nice, custom design that succeeds with publishing detailed content often
- Sponsorships vs. ads might have better returns, help create relationships, and provide income consistency
- Having a passion for your topic will help you naturally produce better content
- It's a mistake they don't have a Facebook account, because most of their social shares come from Facebook.
- The insight here is to be on your audience's favorite social channels - not just yours They also might be missing out on having a “Must Have” page in the header

3. NOOTRIMENT.COM

Supplements have a large profit margin and working with manufacturers directly could yield a higher commission rate than what Amazon can. You'll find Nootriment using affiliate links in every article (and his full screen takeover) from both the manufacturer and Amazon.

Here are some monetization tactics they use:

- Full screen takeover with affiliate link is a risky move that might harm credibility, but also probably earns more income than without it
- Uses affiliate program directly with manufacturer for higher commission rates



- Will sometimes use affiliate links in the main navigation

KEY TAKEAWAYS:

- Publishing an overwhelming amount of content around product keywords provides more traffic and opportunities to rank
- Full screen takeovers could earn extra income, at a cost of losing credibility with some users

4. THISISWHYIMBROKE.COM

Born on Reddit, This is Why I'm Broke is the epitome of what good branding and marketing can do for a niche site. This is Why I'm Broke came from the Fry from Futurama meme, "Shut up and take my money" and it's subreddit.

This is Why I'm Broke pretty much curated the products posted there into a separate site and then started finding their own products to add.

On the homepage, there is a large banner with "deals of the day" that takes you straight to Amazon's deals of the day page.

Here are some monetization tactics they use:

- Affiliate links with Amazon and other retailers, but not all products use affiliate links
- Big banner on homepage that is an affiliate link to Amazon's deals of the day page
- Some product names go straight to Amazon or the retailer is they don't have a review yet

KEY TAKEAWAYS:

- Good branding can turn a niche site into an internet phenomenon
- Finding a way to get a lot of press can result in a lot of powerful backlinks
- Using other methods of promotion and traffic generation than SEO could end up helping rankings in the long run

5. WEBSITEBUILDEREXPERT.COM:

Website Builder Experts don't use banner ads, but they do make their own sidebar ads that are affiliate links to their most popular website builders. All their revenue seems to be made through affiliate links.

Here are some monetization tactics they use:

- They use an exit-intent popup to promote their two most popular website builders
- They make their own sidebar ads with affiliate links



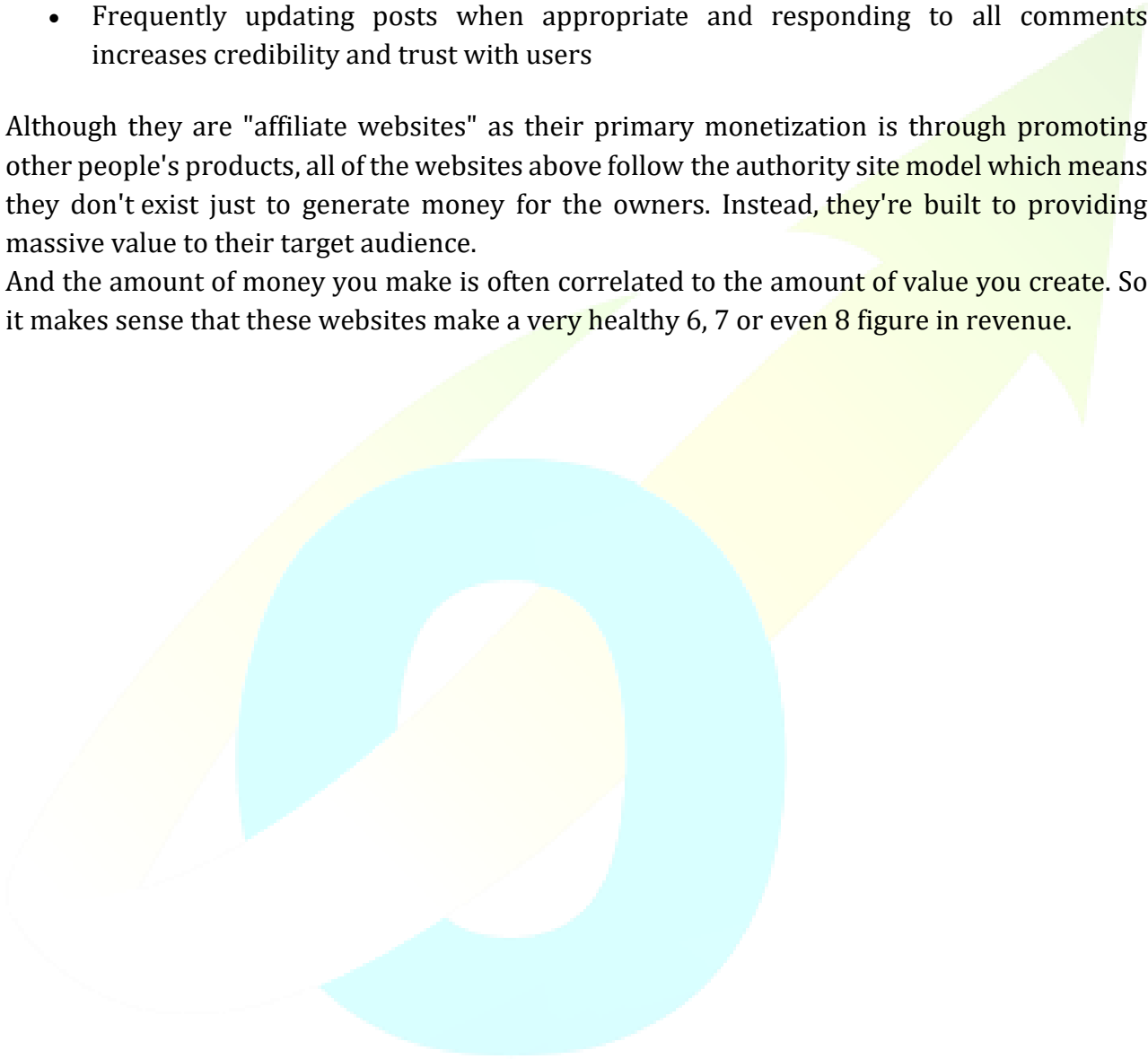
- They write a lot of comparison reviews - comparing two website builders to one another

KEY TAKEAWAYS:

- Using more than one popup strategically can yield more affiliate link clicks
- Having interactive content like a quiz can increase engagement and leave users feeling like they're getting personalized recommendations from a friend
- Frequently updating posts when appropriate and responding to all comments increases credibility and trust with users

Although they are "affiliate websites" as their primary monetization is through promoting other people's products, all of the websites above follow the authority site model which means they don't exist just to generate money for the owners. Instead, they're built to providing massive value to their target audience.

And the amount of money you make is often correlated to the amount of value you create. So it makes sense that these websites make a very healthy 6, 7 or even 8 figure in revenue.



Conclusion

Passive income. We all want it. We all crave it. We all want to make money without work. But how can you actually make passive income this year?

If you're looking to build passive income streams for yourself, consider this info-packed guide with valuable tips and pointers to make profits never thought before.

The journey to a life of freedom and flexibility starts with financial independence.

And passive income is a HUGE part of that.

Life is infinitely sweeter on the passive income side and this post will equip you with the passive income ideas that you can use to create reliable, long-term streams of income.

There are only so many hours in a day – so many days in a year – and so many years in a lifetime. So why not make the MOST of it by actually providing yourself with the opportunity to choose what to do with your time?

The internet offers many opportunities to generate passive income sufficient for you to quit the rat race. Use this guide and make the best of it this year.