

# So you want to make money online?



## Three Easy Ways

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# Introduction

It really is mind boggling when you think about it. Imagine having a store that is always open and can reach billions of people around the world instantly. Even when you are fast asleep, you could be making money on the other side of the world.

The internet makes that a reality. And not just for big companies.

Hundreds of thousands of people have woken up to the potential of making money over the internet. The so-called "laptop lifestyle" is an alluring goal. Imagine being able to work from absolutely anywhere so long as you have a laptop or a tablet and can get online.

You could be sat in a beach bar and make more money than folks sat in offices.

But it's not just for people who want to be squillionaires. There are many people for whom a second part-time income would really make a big difference to their lives. Maybe you are one such person. Maybe that is why you downloaded this guide.

But that is completely possible. Stick the laptop on the kitchen table and you can develop an income...

Now that is powerful!

So, apart from selling all of your worldly goods on Ebay, how can the average person get started making an income online?

In this short guide I will detail three methods that really work. They are not "dubious" or illegal. They do not require you to be a techie geek and, most importantly, they do not require any large investments.

**So, let's get started...**

# **The first way...**

The first way you can make money online is by trading your time and expertise for money.

This is kind of like what most people do in their lives anyway. If you work a job, then you are rewarded for the hours that you spend doing it. Sometimes by the month, sometimes by the week and sometimes by the hour.

Self-employed people mostly rely on this too. If you are a plumber, you are only earning money when you are actually plumbing.

So, what could you possibly do and where could you make people aware of it?

## **What can you get for a fiver these days?**

Well, in the supermarket, not a lot but there is a site where people can get exactly what they are after – for \$5. And this presents a big opportunity for people who want to make some money.

The site is called [fiverr.com](https://www.fiverr.com). It is a place where people can do “microjobs” for \$5. Well, you actually get \$4 after Fiverr take their cut.

Hmmm...\$4 doesn't seem very exciting, does it, but you will see why it is in a minute...

First, though, what could you offer for \$5?

Well, just browsing through the site you will see all manner of people offering all kinds of things. Mostly they are offering services.

What you need to do is to have a think about what you are good at. For example, if you can write short articles quickly that service is always in demand. Can you sing? Really, I am serious. There are people doing songs on there. There was even one guy who sings happy birthday in a thong.

Now I am not suggesting you do that but I want to make it clear that you are only limited by your imagination.

So how does it work?

Once you have a free account, you can put up a "gig". That is something that you will do for a fiver. When that goes live, you should then start seeing some orders coming in. Do a good job & there will be more customers coming your way.

There are many more things you can do to make your gig more visible and attractive to potential buyers. Adding a video and some photos. Writing a really good description and making sure you file it in the most appropriate categories so people can find it. But let's go back to the money for a minute..

As I mentioned before, it is difficult to make any meaningful money at \$4 a pop. But the great thing is Fiver lets you add some "upsells" or extras to your gigs...

Actually, it's worth looking at the guy in the thong... I want to show you something..

**I will sing happy birthday as Tin foil man in just a thong for \$5**

in Extremely Bizarre 1 Days On Average

**Order Now (\$5)**

Basic Gig Quantity 1 (\$5)

- ☐ **STOCK** Premium quality image 1 (\$10)
- ☐ Add balloons in the background 1 (\$20)
- ☐ Add personal picture in background you send me 1 (\$20)
- ☐ Do it in HD video link only 1 (\$20)
- ☐ Add more words to the video up to 10 words 1 (\$20)
- ☐ Rush deliver your video within 12 hours of submitting the info 1 (\$40)
- ☐ Sing happy Mothers day or fathers day or other day thing. 1 (\$5)

So as you can see, the basic order is \$5 but many people will add in some extras. When you look at what he has to do for the extras it is probably 2 or 3 minutes work extra for him.

But he could be making up to \$115 per gig. In fact Fiverr tell us that his most popular package costs \$25. He has 300+ reviews of this gig and over 1700 reviews overall from his account.

Now, not every buyer will leave a review so he has most likely sold many more than that

Do the maths. Could easily be \$42,500 in the last 3 years. That is a nice additional income!

Now all he needed to do this was a camera (or a smartphone) a thong and, probably, a shot of liquor for Dutch courage ☺

**So what could YOU do?**

Could you show someone a recipe to make a delicious food? Can you translate into different languages? Can you make videos? Can you draw or paint?

The best thing to do is to browse around Fiverr.com and look at what people are successfully selling. Look at the kinds of extras they are adding to their gigs, look at how many they have sold.

Then decide and plan out some gigs of your own. It is very easy to get them set up.

The great thing about starting out on Fiverr is that you don't need any web hosting or a domain name - Fiverr do that for you. You don't have to find web traffic - Fiverr do that as well.

So there is little to no investment at all to get started

## **The downsides**

The main downside of this business model is what I started off by saying...

You are still trading time for money.

Stop doing what you are doing and the money stops coming in.

This is a great way to build up a bit of cash to finance other things or as a wonderful little side-hustle but, ideally, you want to have something that will continue to pay you even when you are asleep, or on the beach or whatever.

A bit like a successful musician will get paid when their songs are played on the radio without them having to do anything or when an author's book is sold somewhere in the world.

This is automated income..

And the internet gives us some great ways to do that

# The second way...

Let's take a step forward from the first way and look at how you can turn whatever you know about into an automatic income stream.

Everybody has something that they are passionate about and can do reasonably well.

Let's say that you have always looked after and bred guinea pigs, for example.

I'll bet you would know shedloads about them. What they like to eat, how often to feed them, the best type of hutch, how to make a secure run, the best way to cook one (joking!)... You get the idea.

This is all stuff - real experience - that is valuable for anyone thinking of getting a guinea pig for the first time.

Sure, they could spend days Googling and sifting through information (often conflicting) or go to the local library and get a book out (if there still is a local library and if they have a Guinea Pig Owners Handbook.

Imagine if they looked for information and discovered that someone who is passionate about guinea pigs and had kept them for ages has made a digital Guinea Pig Owners Handbook that they could get for a few dollars and either watch the videos and/or download the ebook immediately.

Without having to fart around on Google or find where the library is!

So, the second way is to think about what you can do that most people can't and create a "beginners guide".

So how would you do that?

The easiest way is to think about a list.

Using the previous example, start with "choosing your guinea pig" and then list all of the things you think people would need to know - including some amazing tips from your experience - in order.

When you have the list (which will be like a list of chapters), you just need to write the bits inbetween - everything that people should know for each point.

Boom - you have your beginners guide!

You could then get the guide made into a series of videos (find someone to do that on Fiverr if you can't do it yourself) and you have something of real value to sell.

To get people interested and aware of you, you could then take a bit of that content and turn it into a valuable free giveaway short report - something like "5 Things You MUST Know When Choosing Your First Guinea Pig".

You give this away when people subscribe to your "Free Guinea Pig Tips and Hints Email Newsletter"

This newsletter - a sequence of emails that you have already written and are sent out automatically over the following days and weeks give some valuable tips but are also designed to sell your full Handbook and video course that every guinea pig owner should have!

With this method, as long as people are finding your free gift, you will be getting exposure for your product. You are building your authority on the subject and people will trust your knowledge and integrity.

The best thing about this method is you are setting up an "automatic selling machine". As people find your free content and join your newsletter, everything

happens automatically. They will get your follow up email series - which could run for months spaced out sending a value filled email every few days.

From here you could be getting sales of your guides even when you are not "at work".

## **The downsides**

The obvious downside is that there is quite a bit of a learning curve.

Writing the content (and even getting it made into videos) is not the part where people get bogged down.

It is the marketing, selling and automatic delivery of the product that are the biggest roadblocks here.

You will also need to invest a small amount of money to make it all work.

We are not talking thousands like starting a traditional business but you will need web hosting, an email autoresponder service, a way to securely deliver your products and a few other small incidental expenses.

You may find people (again on Fiverr) that can do a lot of the setting up for you but, if you want to save money you will have to learn how to do these things yourself.

Which leads me on to the third (and best) way to get started...

# The third way...

In my opinion, this is the easiest way to get started making money online.

It has the benefits of being an "automatic" system but without the learning curve of having to create and deliver a digital product.

This is a "middle man" system.

You see, people who have their own digital products want to attract new buyers all the time. One way they do this is by encouraging people to recommend their product for a percentage of the retail price.

They offer affiliates a generous commission for any sales they refer. Depending on the product and the niche, this can be as high as 50% or even more in some cases.

Think about it.

You have not had to make, sell or deliver anything. You will not have to deal with support requests, refunds, delivery glitches or any product support whatsoever...

... but you could still be walking away with half the money the customer spent, just for your referral.

Is this legitimate?

Sure it is... You can even be an affiliate for Amazon and make a (tiny) percentage on products that you get sales for.

So how do you take advantage of this?

There is still a bit you need to learn but, as we are only looking to accomplish a couple of things, it is relatively easy.

We still want people to subscribe to our newsletter so we can tell them about a product. In fact, you can tell them about all sorts of products in your follow up sequence - so long as they are highly relevant and will provide real value.

What your first goal will be is to build up an "audience" of people who are all highly interested in your niche. Then, you will send them to products using your special "affiliate link" that will record and reward you for any sales that happen.

So, from the previous example, loads of people who are new or prospective guinea pig owners.

You would then send those people to places where they could learn how to choose and look after guinea pigs (digital courses, ebooks etc) and also recommend physical goods on Amazon that you could write a short review about.

The costs of getting started are very low.

You will need a domain name, a web hosting account and a subscription to an autoresponder service (some have a free or low priced level for people just getting started) in order to do it properly.

You will need a freebie to encourage people to subscribe to your free newsletter (but there are ways to do this that requires little or no work).

You will need to create a few web pages - one where you tell people about your free gift and newsletter (with a form for them to sign up) and one to deliver your free gift.

These are easy to make and you can do it for free once you have your domain name and web hosting accounts set up.

## The downsides

Well, there aren't many. You need to keep an eye on whatever products you are promoting in your sequence. Sometimes things change and you don't want people clicking a link that goes to a blank page or something.

You need to make sure you keep a steady flow of visitors to your "squeeze page" - the page where they sign up.

But, essentially, if you do the work once and get everything set up - including a good sequence of emails - it is pretty much a hands free operation.

## Conclusion:

By far the easiest of these three proven methods to get started with is the third one - Affiliate Marketing.

While the other methods work, affiliate marketing is the fastest model to get off the ground.

The skills you will learn with this method will help you if you decide to do either of the other two methods as well.

If you are short on seed money to buy web hosting, a domain name and an autoresponder account, then you can use the first way to finance them.

As I mentioned before, getting started in the correct way is essential. Before you dash headlong into this you need to know how to do the basic setting up. And

that is why I recommend investing a few dollars in a proper course that will walk you through getting started as a first step.

The course I suggest doesn't cost hundreds of dollars like other ones do and it has been put together by a successful online marketer.

**Here are the details...**

## Introducing **FASTSTART 9**



In Faststart 9 you are walked through 9 easy to follow modules that clearly explain and show you how to take each step (and the “why” behind them as well).

This is a course designed to make it easy for you to put it all into action – to be in a position to make your first dollars in 9 hours or less...

No “overwhelm”, nothing complicated. Just simple bite-sized steps that anyone can follow along with...

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