

29 Ways to Make Money Online for Free

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Preface

29 Ways to Make Money Online for Free

Although there are about as many ways to make money online as there are people, I honestly believe that there are really only four: your own products, someone else's, MLM, and services. You combine these products with various marketing techniques, and you have a business. Below are some of the most effective ways to make money:

1. Affiliate Marketing

Affiliate marketing allows you to sell someone else's products. These may be digital or physical, and you can use a wide variety of techniques to promote.

2. Free Reports

Free reports offers several ways to market. You may give them away to build a list, as well as selling various programs, yours or someone else's from inside the report.

3. Services

If you have some type of service you offer, you can expand your market by selling online. This includes writing, virtual assistants, and website design.

4. Email Marketing

Email marketing is one of the most automated ways to make money online. Build an effective list of loyal followers and then send out an email whenever you have a great offer. It's almost instant money.

5. Classifieds

You can use this technique to sell your products or someone else's. You don't need a list or website, and you can often do it for free.

6. Digital Products

Digital products are the most popular products online to sell, especially if you sell your own, because there's very little overhead involved other than a website and domain name. You can also offer a high markup.

7. Physical Products

The markup on physical products is usually less. With the right product though, you can make a lot of money.

8. Blogging

This is not only an easy way to build sites, it allows you to make a lot of money. You can sell your products or someone else's.

9. Resale Rights

Resale rights are where you purchase a product from someone else, and you have the right to sell the product and keep 100 percent of the profits. The drawback is that you can't make any changes to the product.

10. PLR

PLR, or private label rights, is where you purchase digital products that you are allowed to change and make your own. They're more effective than resale rights because you can use them to create higher priced products.

11. Public Domain

This technique is similar to PLR. Instead of taking generic products and changing them to create your own, you're changing a previously created product into one you own.

12. Bum Marketing

This is a relatively simple technique to use for those new to the internet. It involves affiliate marketing, writing articles, and using free classifieds.

13. Memberships

This is by far the best way to create a passive residual income. Memberships allow you to work once and get paid over and over.

14. Auctions

Sites like Ebay can make you a lot of money. You can use these sites to build lists or sell your products, and the best part is that they're paying customers.

15. PPC

Pay per click allows you to sell your products or someone else's. Another technique that doesn't require a website or list and is the fastest business to start. It can also be one of the most expensive.

16. Forum Marketing

This technique works with both your own products or someone else's. You can use it to build lists, which is the most effective, or sell low cost products from your resource box.

17. Giveaways

Giveaways allow you to not only build lists, but you also earn money from those who sign up through your link and buy a product. Since you're building a list, you make more money because you can market more products to those on your list.

18. Surveys

This technique probably won't allow you to quit your job. However, if you're simply looking to make a little bill money, it can be effective.

19. Completing Offers

According to Project Payday, this technique can actually be used to make at least a couple of thousand dollars per month. Great technique for mom and those looking for extra income.

20. Brokering JVs

When you broker a joint venture, you are bringing together the product owner with your own list of joint venture partners. You make a percentage of the sales or a flat fee.

21. Offline Businesses

Most businesses are still in the "real world." Many of these businesses can still use the internet to expand their customer base.

22. CPA

Cost per action is where you get paid every time your visitor takes action. This technique is very lucrative and requires a website.

23. J.O.B.

Many marketers, myself included, laughingly call this "Just Over Broke." You can, however, find employment online and work from home.

24. Teaching

Plenty of teaching opportunities abound. You can teach for universities or sites that allow you to offer classes.

25. Content Marketing

Content marketing is about building large websites. You offer your visitors plenty of content, as well as plenty of offers woven into your sites.

26. Selling From Non Auction Sites

There are a wide variety of sites online that allow you to sell your products. These include catalog sites, as well as other marketing sites. Many allow you to submit an RSS feed of your product line for quick inclusion.

27. Speed Sales (Fire Sales)

Firesales allow you to make a lot of money quickly by offering your products at a discount. With a time limit, it pressures your potential customers into buying now.

28. Upsells/Cross Sells

These two techniques are a more passive way of making money from your website. They allow you to integrate additional offerings into your mix. Set it up once and continue to make money.

29. Licensing

Licensing is where you pay to use someone's image or even his/her product. Then you are allowed to create products from that license or market that product under your own name.

Affiliate Marketing

Although affiliate marketing really isn't the easiest way to make money online, it is one of the simplest and fastest ways to get started. The reason is that you don't need your own products, and you don't have to provide your own customer service.

What you do need is a product you can promote. If you really want to make even more money, you'll build a simple lead capture page to help you build a list so you can market to your subscribers over and over. This creates repeat business. (When "gurus" talk about making money at the push of a button, this is what they're talking about.)

As I mentioned before, affiliate marketing is where you are selling someone else's products or services. Depending on the type of offer, you will receive a commission when someone clicks, completes an offer, or buys from you.

To get started in affiliate marketing, here are the steps you need to take:

1. Find a product to promote.

In fact, you really need to find three to five products to promote as you will write promotional materials as well as autoresponder messages. You want to offer different solutions to the same problem as each person will be looking for a different solution.

Keyword research is crucial here as it allows you to find the right products. Do your keyword research first, and either choose a topic you are interested in or are passionate about.

2. Create a simple lead capture page.

A lead capture page is simply a page that allows your visitors to subscribe to your list. Usually, the list owner (that would be you), will offer a premium for subscribing.

There is tons of free software available on the internet to help you do this. Just do a search in the search engines. (The only other things you will need to complete this step are a domain, web hosting, and an autoresponder.)

3. Create marketing materials.

This means writing autoresponder messages for your autoresponder as well as writing ads, articles, press releases, etc. to promote your new site. Then, load your messages into the autoresponder.

4. Drive traffic to your website.

Traffic techniques include free and paid classifieds, pay per click, article marketing, press releases, joint ventures, ad swaps, solo ads, and others. Choose one internet marketing technique and try it out first. Test and track until you find what works best for you. The key here is to try different techniques to help you find the combination of marketing techniques that work best for you.

Free Reports

Whether you are selling your own products or someone else's, you really can't go wrong with free reports. The reason is that most people jump on the internet looking for information. This is a way to provide them with that information. (It's also a good way to make money online for free because, if you do it right, it won't cost you anything, and your ebook could go viral.)

Free reports also allow you to deliver your content in PDF (portable document format), which is a universal format that can be read on any computer. PDFs are considered to be far more valuable than say an article or blog post.

You have lots of choices when creating your free reports. Personally, I like to write mine, but then I'm a writer. (This is my favorite part of the job! LOL).

If you're not a writer though, you may wonder how you can get your report written without breaking the bank. There are several ways to do this.

First, you may want to consider finding someone to write the content for you. Although this is the most expensive solution, it does guarantee that the content will be original. With the right freelancer, you can get your content quickly.

The easiest way to find a good freelancer to ask around. Check with your business friends. Consider forums on your topic as these are a good place to get advice.

Another way to get this type of content is to buy it. There are sites that are available where you may buy content. Some require memberships. If

Free Reports

you're not interested in a membership though, consider looking for freelancers who offer this in addition to their services.

Although this is a less expensive option, it will require some of your time. The reason is that you'll need to rewrite the content to make it unique.

If you have friends who offer complimentary products, consider having them write articles for your report. Then you can compile the articles into an ebook. Leverage the ebook by making it brandable and sharing it with your friends. They can then pass it along to your readers.

Consider borrowing articles from others who have written on the topic. Although this is the least desirable option, you may also apply the same leverage techniques by making it brandable.

Whether you are promoting your own products or someone else's, make sure you include links throughout the report. Make these clickable (they open a browser window). Just don't go crazy and include too many.

I love free reports. It's allowed me to make a lot of money online for free. All it requires is a little effort on your part to put together a report that people want to read. Follow these tips for creating reports that go viral.

Services

Services are a great way to make money online for free because there are so many "jobs" out there that can be converted to service businesses. It also allows you to choose something you love doing to make money from.

In fact, you can make a lot more money from selling your services as a freelancer than you can working it as a job. The only disadvantage is that the pay might not be as steady. The way around this is to save your money for the lean times and make sure you have a surplus for when you're not performing your services.

Since services include a wide variety of both online and offline work, the first thing you need to do is to take an assessment of your skills. What can you do?

Write these things down because you want to know what things you love doing that you can make money from. (I love to read, but I haven't found a way to make money from that one. I also love to write, so that one's a little easier.)

Now, there are a few ways you can do research to find out if any of these things you listed are bankable moneymaking skills. Here's how to get started:

1. Do a search in the search engines. (You may want to consider finding out which keywords your postential customers are looking for.) See what the competition is. Search with your keyword phrase in quotes, as well as without quotes. Searches done in quotes will give you the most optimized results.

2. Search the library or Amazon. This will tell you how popular the topic is, as well as help you find information on how to get started. This is crucial to your success. Do your homework. The ones who are the most successful online do their homework and then take action.

3. Read the classifieds. Classified sites, both online and offline, will tell you what others are selling. One great place to look for this type of information, and it's free, is craigslist. craigslist is the most popular classified site online, both free and paid, and they have a services category.

Maybe you don't have the skills for any type of freelance work. That's OK too because you can always learn a new trade. The same rules apply: do your homework.

You can search the search engines, as well as libraries, to learn the skills you need. Although there are a few professions where a college degree is a must, it's not that hard to change professions nowadays, and you don't have to have a degree to do it.

Learn as much as you can about your new services business, and then get started. You can make money online for free with services. Just find something you love to do that you can make money from.

Email Marketing

Email marketing isn't an internet marketing technique per se. The reason is that you will have to use other internet marketing techniques to build your list. However, once you have started building your list, and you have subscribers to market to, you can use this to help you increase your income. You'll be able to write an email, send it out, and then get a pay check. This is how many big name internet marketing gurus increase their income.

Before you start building your list, the first thing you need to do is to determine what the topic of your list will be. This will determine the subject matter of your emails. Although this may seem obvious, if you don't pay attention to your list, you can end up sending them emails that aren't related to your list topic.

When you do this, you can alienate your readers and cause them to unsubscribe. Be clear about your topic and only send emails that are related.

Next, get an autoresponder. Write a few messages to add to your autoresponder. Try to contact your list at least once a week. I don't contact my lists more than twice a week, including my prewritten emails. Remember that your subscribers are busy. They don't have a lot of time to read your emails, so don't bombard them.

Mix up your emails. You don't want to send your readers all sales messages. You're building a relationship here so tell others about yourself. Allow them to get to know you. Share stories from your life. Write articles to share with your readers. Give them information, don't just send them sales messages.

Now, you're probably wondering, what your emails should say. First, start with a clear headline. You want to write a headline that gets your readers' attention. Make them want to open your email. The easiest way to do this is to keep a swipe file of emails you've received that you either purchased the product or found compelling. Use these headlines as a template for creating your own.

Introduce your readers' problem. Then explain how the product will solve the problem. Include a call to action with the link. Keep your email short and sweet. Otherwise, you'll have trouble getting it through the spam filters, and your reader may not see it.

Your call to action doesn't have to be anything complicated. Use something simple like "click here" or "visit this site" or "go here for more information." Just make sure you tell your reader what to do. It will get you more clicks.

Now, get busy and start building your list. Build a relationship with your readers and "talk" to them regularly. You'll build credibility, and if you solve their problem, and they'll buy from you.

Classified Ads

Classified ads have been around for about as long as there have been newspapers. They are one of the oldest forms of advertising available. Although they're not as effective as they once were, if you use them properly you will be able to effectively market using this technique.

Your first step is to start with a product and offer. It's beyond the scope of this article to show you how to select a product, but I'll show you how to structure your offer.

First of all, don't send visitors directly to a product sales offer. (If you're just trying to sell off a few things to make a little money, then this doesn't apply, but for those of you who are doing this for business, you want to offer your visitors something that's free to lead them into what you offer.) Send your visitors to a free offer. In other words, offer them something for giving you their names and email addresses.

This means you need to build a lead capture page. A lead capture page is simply a page where visitors go to subscribe to your list. You add your subscription box code. Visitors enter their email addresses and names to subscribe. There are no other offers on this page.

Your free offer can be an ebook, audio you've created, software, newsletter, or something you have created. What's important is to create something visitors can't get elsewhere.

Next, write your ads. You'll want to follow the AIDA formula: A - Attention, I - Interest, D - Desire, A - Action.

You get your readers' attention in the headline. Make it compelling. If readers don't act on your headline, they won't act.

Classified Ads

Interest occurs in the ad. You give readers a further reason to read your ad. Desire is where you make your readers want what you have to offer. The most important step, action, is where you tell readers what to do next. Many people will leave this step out. Don't make the same mistake because it will increase your clicks when you tell readers what to do.

The next step is to create a list of classified ad sites where you can market. There are a lot of free classified ad sites that are highly effective, so you want to find as many highly ranked classified sites as you can. The top site is craigslist, so you want to start there.

Make sure you read the guidelines for each site, and write your ads accordingly. Include your link in your ad.

Create a regular posting schedule. Get a monthly calendar and write down when your ads will expire. Follow your schedule and keep reposting your ads. Test various elements of your ads like headlines to see what works best. Write more classified ads. The more ads you write and post, the more chances you have of getting readers to join your list.

Digital Products

One of the most lucrative ways to make money online is selling digital products. Digital products include ebooks, audio, video, and software. If you want to make money online for free, this is simply one of the best ways to do it because there are no start up costs, and very few costs related to selling these products.

You may consider selling either your own products or someone else's. If you sell someone else's, you won't have to perform customer service or create your own products, but you also won't make as much money from the sale of a particular product either. There's still an advantage in selling digital products though because commissions on these products can run anywhere from 50 percent to 100 percent.

To get started, you need to ask yourself several questions:

1. Will you sell products you created, or will you sell affiliate products? you've already explained one of the advantages of these two choices already. However, the disadvantage of selling your own products is that you have to create them first.

2. What will be the topic of the products you sell? You want to find two to three topics to write about. More than that, and you'll stretch your expertise pretty thin, especially if your areas of expertise are topics like internet marketing, making money, investing, finance, etc.

3. Once you've chosen your topic, then what types of products will you create? I mentioned the types of digital formats that are available to you. If you want to create video or audio products, there's plenty of free software available to help you do exactly that. If you don't have Microsoft Word, Open Office is an excellent choice for creating ebooks,

and you can find ebook and book templates for both programs on sites like Lulu.

4. If you are selling your own products where will you sell them?

There are lots of choices available: Clickbank, PayDotCom, Tradebit, and others. You may consider selling your products on one or all of these sites. If you are looking for products to sell, all of these are great sites to choose from?

One final tip: whether you choose to offer your own products or sell someone else's, mix it up: sell memberships (these will give you a stable income), sell both low cost and high cost offers. Low cost offers work well for helping you build your customer list. High cost offers work well on the backend.

If you're just getting started online, selling digital products is an easy way to make money online for free, and it's very easy to get started. Have a topic in mind, choose a product, create some basic marketing materials and start marketing. Before you know it, you're making money.

Physical Products

Although selling physical products online is not as easy as selling digital products, it's still a viable option for making money online. You still have the same options as you have with digital products: you may sell your own products or someone else's.

Now, there are three things that you need to know here:

1. Find a product to sell or create one.

One of the easiest ways to make money is with physical products like books and CDs. You can even automate the process of creating and selling the actual physical product with on demand services like Create Space, Lulu, and Kunaki.

If you prefer to sell the products of others, you'll find millions of products available. Sites like Commission Junction, Linkshare, and Amazon offer products for just about any topic you can imagine. Two ways you may promote these products is to write product reviews or integrate data feeds or RSS feeds into your website.

2. Price your product correctly.

If you are selling your own products, you will want to create different offers, just as you would with digital products. This will allow you to meet different customer needs and bring your customers in at different price points. You may even consider raising the price of your products as this will not only bring you more revenue, but some customers actually won't buy your products if they're priced too low.

3. Build a website and then drive traffic to that website.

About half of the businesses within the United States don't have a presence online. Some of these companies simply won't translate that well to the internet, and they won't benefit from internet marketing. However, for a lot of businesses, they're leaving money on the table by not building an online presence.

Creating a presence online is not that hard. You can either build your own website or get someone else to do it for you for a very low cost. You can add your site to Google Business Places for free and generate local physical traffic to your business.

Internet marketing techniques like article writing, search engine optimization, social marketing, and forum marketing will also help you to connect with your customers. Forum and social marketing will give you a chance to find out what products potential customers are looking for.

Offering a free newsletter to keep potential customers informed of new products and resources you offer. This will allow you to build a relationship with them. You'll increase your credibility and increase your chances of making the sale.

To make money online for free with physical products is a little more difficult because it's harder to find products with the level of profits you may earn from products like digital products. Don't rule out physical products though. If you choose the right topic, you'll make a lot of money.

Blogging

Of all the websites I've ever built for my business, I've found blogs to be the most effective way to build a website. It's not just an effective way to build a website, but it's also a way to make money and distribute your content.

Blogs work not just for product owners but affiliates too. If you want to use a blog to make money online, there are several things you can do.

First, a blog is a way for you to create a content rich website for your business. Once you set everything up, you don't have to deal with the website building aspect at all. All you have to do is write and add content to your site. This allows you to focus on what's most important: creating quality content to attract visitors to your website.

A blog will also allow you to build a relationship with your readers by creating a simple way for them to communicate with you. You can write blog posts and allow your readers to voice their opinions. This will help you determine what content you need to write, as well as find out what your readers' concerns and issues are.

You may also want to consider writing about your products or services. This allows you to offer your readers additional value by sharing more information with your readers than they would normally get from just reading your sales letter.

Other content options you have are: articles, product reviews (others' products), news from your industry, free reports and software, and any other tools you may find to give your readers. These content types are also a great way for an affiliate to build a blog, especially if you are writing product reviews for others' products.

Blogging

Readers love reviews because reviews tell them more about a product than what's included in the sales letter. It's like having insider information, and by offering honest reviews of products you will make your readers more loyal by sharing this information with them.

As well as being a great way to distribute content, blogs are also a great public relations tool. Your blog allows you to build your brand, as well as build your reputation online. Even as an affiliate marketer you can build your brand and reputation. Just write quality content. Provide top notch reviews and demonstrate your expertise. Eventually you can expand on this content and create your own products too.

Blogging is a great way to make money by writing content that presells. It's also a great way to communicate with your readers.

Resale Rights

Resale rights are digital products that have already been created that you may buy the license to and then sell. These packages will generally include all of the product and sales letter graphics, as well as a sales letter. To get started, all you have to do is edit the sales letter, upload all of the files to your site and then start selling.

It's easier said than done. Depending on the package you have purchased, you may have a lot of competition. The more competition you have, the harder it will be to sell the package, but there are certain things you may do to get an edge on your competition and make more money.

First, charging a lower price isn't really the solution. This only makes the package look cheaper. There will be those who shop based on price, and so you'll be able to make sales that way. However, if those who are looking for the best price can't find you, then you've lost out on the sale.

Second, the way to really make yourself stand out is to create your own bonuses for the product. This isn't as difficult as it sounds. Here's what you have to do.

Begin by taking a look at the product. Is there anything missing from the product that would make it better? Are there any tools that you may create or purchase to add to the package to make it better, or more complete? What can you do overall to improve the package?

Remember, with resale rights you don't own the copyright to the package, so there will be some limitations to what you can do to make money from the package. Make sure you read these instructions to see what you can actually do to change or offer the product.

Resale Rights

You may not be able to change the price. Even if you can, you may not want to if you offer the right type of bonuses. The point of offering bonuses is to improve on what's already in the current package.

Another issue when offering bonuses is to make sure that you offer bonuses that are exclusive to the product. Buyers don't want bonuses that they can get elsewhere. Make your bonuses exclusive, and make them different.

The reasons that resale rights are a great way to make money in your business are many. You don't have to create your own products, and you can get started in just hours and be making money online. You can also earn one hundred percent of the profits from your sales. What could be better than that?

Private Label Rights

Please Note: I do not, and have never condoned the use of PLR articles because so many people use them incorrectly, which means they don't rewrite them. Don't use them. This article deals with using PLR ebook packages to create ebooks and other products, but you WILL NOT use articles.

PLR, or private label rights, is a type of content that someone else has written and is selling so that you may create a new product. Although the original owner holds the copyright, you may take this material and rewrite it for your own personal use so that you create your own product to sell.

There are actually three ways for you to make money with private label rights. First, you may take these materials and turn them into free ebooks to give away to get others to join your list. Once they join your list, then you market other products to them.

The second way is to offer a membership site where you sell these types of materials. This is a lucrative way to make money online because it allows you to create a steady income that you have coming in every month. The biggest disadvantage is that you will have a lot of competition, so determine how you will make yourself different so that others will buy from you.

The third way is to actually take these ebook packages and turn them into products. Now, in order to get the most from these packages, here is what you will need to do:

1. Rewrite the content of the package. If you don't want to rewrite the package, then take the contents and turn it into another format, like audio or video. In other words, turn it into a different form. You will also

want to give your product a new title. Do a search in the search engines to see if you can come up with something unique.

2. Create new graphics for your covers and graphics for your sales letters. Although you may consider doing this yourself if you have knowledge of graphics, you really should consider hiring a graphic designer to do it. If all you can afford is the cover, then do that. (Sales letters actually perform better without all of the graphics to distract people.)

3. Add bonuses like tools, other ebooks, software etc. to help you not only make your package different but offer real value to it.

The point is this: make your work unique. Create a product that is better than the original PLR ebook, and overdeliver to your customers.

Public Domain

Public domain is a type of intellectual property where the copyright has expired. Some material, like that created by the government, is never copyrighted, and can be used outright. (This is called public domain.) There are different forms of these materials, including photos, films, and books.

You may use these materials "as is" to create your products, or you may create what is called a "derivative" work. A derivative work is where you create a new work out of the old work by adding to it, putting it in a new form, like audio, or just completely rewriting the work to become your own.

The advantage of using this type of material is really obvious: you are using material that has already been proven. You don't have to come up with something new. All you have to do is take it and turn whatever it is into a product.

The disadvantage is that many works, especially books, have been republished, exactly as is, so there may be a glut in the market for the work you want to publish. Don't worry about it though. There's so much of this material available that there's plenty to go around that can be used.

Now, before you grab the first thing available, you want to do a few things first. You'll want to start by doing a search in the search engines. There are a lot of really good sites out there on the topic of public domain that you can use to help you find what you need. These sites will explain in more depth than this article exactly what materials qualify as public domain, so make sure you consult one or two of these sites before using anything. You don't want to run afoul of copyright law by using work that's still under copyright.

Public Domain

Also, as you search, you will find sites that actually offer public domain materials, like the Gutenberg project. Make sure you bookmark these sites so that you can go back later and search for materials related to your project.

Understand the rules of expired copyright first because this is crucial. Any works published before 1927 are generally expired, so it's usually OK to use them. Anything published after that and you'll want to check the source to see if it's copyrighted. In the case of government documents and resources, these will usually be in the public domains, which means they're available for your use.

I can't stress enough that the most important thing you can do here is to make sure the work you want to use is in the public domain. You can determine this by doing your research.

Bum Marketing

Bum marketing is a phrase coined by internet marketing expert Travis Sago. According to Sago it means is that this particular money making technique is so easy a "bum" could do it.

At the core of this money making strategy though, it is nothing more than simply combining article marketing with affiliate marketing. If you use a systematic approach to this strategy, you will begin making money more quickly and easily than you could have imagined.

Now, I've put my own special twist on this technique. There are certain things you can do that weren't included in the original strategy. Below are the steps you need to take to make this an effective marketing strategy.

1. Start by choosing a topic that you think you would like to write about. An easy way to do this is to visit sites like Amazon or Clickbank and find out what products are selling really well. Choose a topic that you are interested in and would like writing about.

2. Next, you want to buy a generic domain, autoresponders and web hosting. You don't have to spend a lot of money here. However, if you want to build your business correctly, then creating your own websites is the best way to do it.

If you can't afford these tools right now, then start off by using a site like Blogger or Squidoo. Just remember that since you don't own the properties you create on these sites, you could end up losing your business if your blog or lenses get deleted.

3. Build simple lead capture pages to start. If you want to make more money from your business, building a list is the way to do it. This

allows you to build a relationship with your readers and market to them multiple times. Most people won't buy from you the first time. They also won't come back to your website unless you have a way to remind them. Build credibility and build a relationship to make the sale.

There's plenty of free software on the market to help you build your web pages. You don't have to build these from scratch. Just do a search for lead capture page software or list building software. You'll find plenty of free options to help you.

4. Get your system set up and running. This means creating your pages, writing your autoresponder messages, and loading all of these materials. Once this is ready, then your next step is to start writing articles.

5. Write your articles. To get started, do a keyword search on your topic to find keywords. Find out which keywords are getting lots of traffic. Search in the search engines for these keywords until you find keywords that are low competition but are highly searched for.

6. Submit your articles. You want to write 20 - 30 articles for each product you have chosen. Once you've written your articles for a product, move onto the next product. Choose two to three niches and write articles for three to five products in those niches.

Test and track to see which articles are getting the clicks, as well as getting the sales. Keep writing. Your articles will take off, and you will make money (You may also consider doing videos, writing classifieds, etc. instead of articles. Find a marketing technique that allows you to do the work one time and get paid over and over again.)

Memberships

Memberships are one of the best ways to make money online. Once you set up your membership, then most of the rest of your time will be spent marketing.

However, if you've never created a membership before, it can be quite daunting. After all, you have to create all of that content. This article will outline the best strategies for helping you create a membership fast, create your content as you go, and make money working just a few hours per week.

The first step you need to take with this business, as with any business you may decide to start, is to find a topic that will sell. You may consider searching Google Trends, Amazon, Clickbank, or any other search engine or affiliate directory.

What are you interested in? What would you enjoy writing about? What's popular? Now choose your topic. The most important thing to do here, and I can't stress this enough, is to choose something that you could be passionate enough to write about. Short of outsourcing, you will need to write the content yourself, so choose something you want to write about.

Once you've chosen your topic, then you'll need to begin to set up your foundation. This includes buying a domain name, autoresponder, and web hosting. You don't need to spend a lot of money to get these tools. If you can't afford the basics, which will cost you around \$20 - \$25 a month, then consider a different business model until you have the money to start this type of business.

You will need a sales page and a download page. You will put the autoresponder code on your download page, along with any bonuses that you include in the your package.

Memberships

Next, you'll want to write your sales letter. Don't let this scare you. It's really not as hard to do as you think. There's plenty of software available these days that will help you create your it. It doesn't have to be perfect. Just get it done. You can always rewrite later. If you have the money, then outsource.

Start off by writing two to three autoresponder messages related to your topic. Add these to your autoresponder. Make sure you include other resources like ebooks, audio, and video. Make your membership as valuable as possible to your members.

When you load your autoresponder, space out your messages about a week apart. Keep your information as evergreen as possible and make sure you update it periodically.

Start marketing and keep marketing. Go where your market is, whether it's specific forums, article directories, and anywhere else your market may be. It's not the best marketing that makes the most money; it's consistent marketing. Test and track. Find what works for you and then do more of what works. This is the true secret to making money.

Auctions

Auctions are a great way to help you make money online for your business. The reason is that it's a way to market your business to those who want to buy what you have to sell. You may also use it to build leads to your business. Regardless of whether you choose to use this technique to build your list or sell your products, you will be able to build the most valuable list of all: a customer list.

The first step that you will need to take is to create an offer. There are two types of offers you want to consider making as both of these will help you build a customer list.

The first offer is a list building offer. This is where you offer something to your potential customer at a low price, usually something that cost 99 cents to a few dollars. This is an offer to get you a paid lead. It is not an offer to help you make money. You will make your money on the backend.

This offer may also be digital or physical, but if you decide to sell specifically on Ebay, you'll need to send your buyer a physical product. You can do this by creating a low cost disk or some other offer. Since this is a low cost offer, you'll want to keep your costs low. Charge just enough to cover your costs. Remember, you're building a list. This offer isn't to make money; it's to build a list.

Should you plan to sell your products instead of just building a list, then you'll also need to create an offer, but your offer will be slightly different. If you normally sell digital products, then the way to do this is to create a CD. Sites like Kunaki will allow you to create these CDs on demand and then sell them on auction sites. (There are scripts available that will allow you to automate the process of processing your orders.

Auctions

These scripts will send your orders directly to sites Kunaki where your disks will be created and then sent directly to the customer.)

By automating as much of the sales process as possible, you'll be able to spend your time creating more offers. Although you may be marketing the same offer in each of your listings, you still want to create multiple offers. This will allow you to test and track your offers to see which ones work best.

Pay Per Click

When most people think of pay per click search engines, they think about Google and Google AdWords. However, there are a lot more search engines that offer this service than just Google. In fact, many sites like Amazon also offer these types of ads. The problem is that usually you have to pay to use the service. So, you're probably wondering, how can you make money on these sites and still market on them for free?

Simple. If you want to market your business and make money online using paid ads, you have to use the sites that offer you free traffic. Finding sites that offer this type of traffic is really not hard to do.

Here's how to get started: First, you want to do a search for "free traffic pay per click search engines". You will also find plenty of sites that are dedicated to this topic. Don't discount these. (If this doesn't yield the results you are looking for, use the Google AdWords Keyword Tool to help you find something else, or use the suggestions tool.)

It's a good idea to read over the guidelines on these sites and learn as much as you can about how to use them. Eventually, if you find ones that are driving a lot of traffic to your business, you'll want to continue posting your ads there. You'll have to pay for these ads. That's why testing and tracking is so important: you want to find those sites where you get the best conversion for your money.

Now, once you have found places where you want to post your ads, your next step is to prepare your campaign. (Read through each of the sites you plan to use for tips on getting the most from these sites. They want you to make money because they will make money.) It's a good idea to create a landing page for this. You may even want to create several landing pages and test to see which one is the most effective.

Pay Per Click

A landing page is basically a page with just one offer. This may be for something free, like an eBook or other giveaway. You may require your visitors to subscribe, or in the case of some other CPA offer, you may have visitors take some other action. (CPA stands for cost per action.)

Regardless of what you choose, you only want give your visitors two choices: take action on the offer or click away. Don't include any other offers. This way you will have an overall higher conversion provided you have a good offer.

Again, what's most important is that you test and track each campaign. Make your visitors an offer they can't refuse.

Forum Marketing

Forums are an effective way to make money and market your business online for several reasons. Unlike some other techniques, which revolve primarily around internet marketing, forums are available on just about any topic you can imagine.

The first reason you may want to consider using forums is what I just mentioned. You can find them on just about any topic. If there's not a forum for what you want to sell, then there's probably not a demand.

Next, you don't necessarily have to own your own website in order to market using forums. You can simply add your affiliate link to your signature file, if the forum allows it, and send traffic directly to it. The advantage of having a website though is that you can create a lead capture page on your website and then send traffic to it.

My recommendation is that you use a lead capture page. Building a list allows you to build a relationship with your visitors, recycle your traffic, and offer your visitors more than one product.

Now, if you want to market effectively on the forums, here's what you need to do:

1. Do a search in your favorite search engine for forums on your topic. The way to do this is to do a search for your search term and then the word forums. For example: gardening forums, internet marketing forums, potato gun forums.

2. Once you have found several forums on your topic, then check for certain criteria. These criteria include how many members are on the forum and how active the forum is. You may also want to consider

searching for the forum on Alexa to see how well it does in the search rankings.

3. After you have done your research, select three to five of these sites to market on. Sign up for an account, create a profile, and read the forum rules. You don't want to get banned. Also, you want to create a forum signature. This will show up at the end of each post. If the site doesn't allow affiliate links, create a Hub Page, Squidoo lens, Blogger blog, or buy a domain and web hosting.

When creating your signature file, don't forget to find out what you are allowed to do. How long can your signature file be? How many links may you include? For an effective signature file that makes you money, you want to make sure that give away something for free to get visitors to join your list. This is for the reasons I listed above. Forums do come and go, so you'll always want to make sure that you market on more than your initial forums. Keep looking for places to go.

Although forums are somewhat "old school" when it comes to making money online, they still work, and they're very effective. Well worth your marketing time.

Giveaways

Although free giveaways are somewhat limited because they work best in internet marketing, they are still a viable way to make money online. The reason is that not only can you build a list and market to your visitors over and over, but you can earn commissions by referring visitors to these sites. If they buy anything, or join as a contributor and upgrade, then you earn a commission.

Now before you can use free giveaways to build your lists and make money, there are two things you need to do: first, you want to find giveaways you can sign up for. Do a search in the search engines or ask another marketer where to go. You'll find lots of these events online, and you'll want to sign up for as many of them as possible.

One consideration you want to make is to decide whether or not you want to upgrade. Upgrading will allow you to promote more offers, as well as offer something for sale. Which ones you choose to upgrade for will be determined by your marketing budget. It's a good idea to upgrade in one or two and then see how well your offer does.

Next, you want to create an offer. This has to be a free offer. It will include a lead capture page, a download page, and your giveaway, whether it's a free ebook, software, or whatever you want to create. Whatever you give away, it must be relevant to the giveaway.

Although most giveaways are within the internet marketing niche, you will also find them within the health and fitness industry, and also personal development and self help.

There are also giveaways for different types of content. These include audio and video, private label rights, and software.

Giveaways

After you sign up for your giveaways, and you've created an offer, then your next step is to add your offers and get them approved. To do this as quickly as possible, create a text file with all of your information in it so you can copy and paste this information into the forms. Don't forget to create a graphic as this will improve your conversions on your offer.

When you have finished adding your offer to all of the giveaways you have signed up for, then you promote the giveaways. There are lots of ways to do this, including writing articles, creating a blog, and sending a mailing to your list. If you want to build a bigger list and get more traffic and sales, giveaways are a great way to do it.

Surveys

There are certain ways to make money online that can earn you a six or seven figure income. These include MLM, affiliate programs, and your own products. However, some people just want to earn a little extra each month, maybe just enough to buy the groceries or pay a utility bill. Although there are many ways to do this, including the six figure techniques I already mentioned, some ways are much more simple than others. Surveys are the perfect example.

With surveys, all you have to do is sign up with the companies that offer them. You don't need a website, a list, or anything like that. Just create your accounts at the right sites, and then log in on a regular basis to see what's available.

Now, there are two different ways that I recommend you use to find surveys. They're simple, and they'll help you locate what you need as quickly as possible.

First, and the easiest, is to go to Craigslist. Craigslist is a free classified ad site that offers listings by category and geographic location. What you need to do is find your city or country and then do a search for surveys. You may consider searching in adjacent areas, but with most of these companies, they will require that you live in a certain geographical area. Living in a large city is definitely an advantage as you can get paid for completing these. In fact, just one could land you \$125 to \$175 a month, so it's definitely worth looking.

Also consider browsing the site. Unfortunately, sometimes those who post the surveys don't post in a way that it's easy for you to find what you're looking for. You may also find these posts in the wrong category. What you're looking for may not show up in the search, so it does pay to browse.

Surveys

Once you've visited Craigslist and exhausted what's there, your next step is to do a search in the search engines. You may want to consider using the Google Adwords Keyword tool as this will help you generate ideas. Although this tool is normally used by those who want to know what others are searching for, this will help you actually find companies that offer a chance to complete a survey, as well as finding guides you may purchase or actually find the sites that offer them.

One final tip: consider visiting some of the free sites too. These sites are excellent for helping you, and you may even find some quality freebies to enjoy while you're searching for that extra paycheck.

Completing Offers

According to Project Payday, a top site for learning about completing offers, you can actually earn anywhere from \$300 to \$2000 a month doing this money making technique. If you are looking for a way to earn an extra income, second income, or just pay a few bills, then this is definitely a great way to get started.

The reason is that you don't need a website, and you don't have to build any type of presence on the internet. All you have to do is find the offers.

Unlike surveys, completing offers allows you to do a wide variety of tasks to make money. These include paid to click, surveys, as well as the offers. What's important to remember here is that you need to make sure you find reputable companies to do this.

Using this technique to help you make money online definitely won't make you rich. If you want to earn a six or seven figure income then consider affiliate programs, your own products, or MLM instead.

Before getting started, the first thing you will want to do is sign up for a Pay Pal account. This will allow you to get paid. Later on, you may find you need something else, like AlertPay, or some other service. Having a Pay Pal account ahead of time will help you though and save you some time down the road.

Although there are reputable companies that offer this, these companies do change, so you'll want to do regular searches in the search engines to locate new companies and offers. (Consider also visiting Project Payday so that you understand how all of this works, as well as looking at their offer. Since they are a legitimate company, you can use them as a resource to lead you to other companies.)

Completing Offers

Read through each site that you find for more information on their offers. Ask: Are the offers paid, or do you earn some type of rewards points? You want to find out first. Don't waste your time signing up for sites that don't offer you cash since you're trying to earn an extra income.

One consideration here is that you want to consider how much money you want to make each month, or what you need this money for. The reason is that, the more money you want to make, the more offers or better offers you will have to complete in order to meet your income goals.

Completing offers is an excellent way to make a second income. It can help you pay your bills, or provide the extras in life you are looking for.

Brokering JVs

A JV or joint venture is where several marketers or business owners get together to sell one of the site owner's products. This is usually a promotion where there is a coordinated launch. The site owner has the potential to make a lot of money quickly.

The advantage of this type of promotion is obvious: it allows a business to quickly obtain some fast cash flow and build a customer list. The disadvantage is that the business may pay out a lot of money, as well as a large portion of the commissions on the promotion.

However, creating these types of promotions is one way to get the most out of joint ventures. Although this works in internet marketing, it will also work in just about any type of business.

So, if you're looking for a way to add an additional stream of income to your business, then this is definitely the way to do it. (You may have to start off doing this for nothing in the beginning, but after you've done several promotions, you'll have a track record you can use to demonstrate you can create successful joint venture deals.

Like I said, this type of promotion works for any business, so even if you're not an internet marketer, you can put one of these promotions together. Here's how you do it.

First, you need to find a product to promote. If you've been around for a while, this may not be that hard. Focus on products that have a high dollar value as well as a high percentage of commissions as you will need this to attract other JV partners. Memberships work well here, as well as high ticket items.

Next, after you've found a product, then you'll want to find joint venture partners. Depending on your topic, you may already have other site owners you know that you can contact to create these types of promotions. If you don't know anyone, then you'll need to do some research.

The way to do this is simple. Go to your favorite search engine and do a search for your topic. Avoid using one to two word keyword phrases. You want to drill down as deeply as possible. Start with the first five to 10 sites and check for the following: traffic to the site (use Alexa), a list (this means the site owner has an audience), and content that is relevant to your offer.

Contact the site owner. You'll need to create an offer that shows him/her how the offer will benefit his/her business. Continue until you have enough partners to create a successful campaign. After you have done this for awhile, and you have several campaigns under your belt, then offer this as a service. You will not only earn lucrative commissions, but a hefty fee for coordinating this type of event.

Offline Businesses

It is estimated that about 50 percent of the businesses in the United States don't have a presence on the internet. Who knows how many businesses outside of the United States also have no presence online?

Because so many businesses don't have an online presence, and we're talking a very large market of millions of companies, you have an opportunity to capitalize on this market in a huge way. These companies need your help to get their businesses online. There are many ways you can get started with this type of business, but here are some tips:

1. Identify the market you want to market to. I once asked a friend of mine who he was marketing to in his business, and he said everybody. There's only one problem with that: You can't be all things to all people. What I mean is this: choose a specific market. Know who you are marketing to.

For example, you could choose one specific industry, like dry cleaners, or daycare centers. What's important is that you do your homework. Before approaching any companies, you want to make sure that there is a market. Otherwise you could end up wasting your time on people who aren't interested in your offer.

2. Create your offer. You want to know ahead of time what you are selling. Ask around or do a search online. There is a lot of information available on the internet. You don't have to reinvent the wheel here. Make sure you formulate your price here too. You can test and tweak this part and see which price point works best for your area.

3. Once you've done your homework, it's time to find companies to approach. You can use the phone book or free newspapers to help you find what you're looking for. You may also consider glancing through

those coupon packs you get in your mail. These businesses would translate well to a service like Groupon, so you can bring them a lot of business for just a little money.

4. Consider offering monthly package deals, as well as one time deals. Monthly packages will allow you to generate a reliable income. One time packages will allow you to demonstrate to others what you can do without obligating them on a monthly basis.

What's important to remember here is that you want to address your customers' needs. It's not about you. Adapt to the market and offer your customers what they want, not what you think they should have. You'll make a lot more money, and your customers will be happier.

Cost Per Action (CPA)

CPA, or cost per action, is an offer where you get paid a certain amount every time a visitor to your site takes action on what you are offering. The amount of money you make per action depends on what visitors have to do and the industry (i.e. insurance quotes, credit cards, etc). Basically what you are doing is referring leads to other businesses, and in return, you're compensated.

Some of these sites can compensate you very well depending on what you are referring for and how complicated the offer completion is. If the lead only has to give his/her email, then you may only receive a few cents to a few dollars. On the other hand, with quotes, you could receive upwards of \$20 to \$60 or more.

Cost per action is easy to set up. Although there are many ways you can promote these offers, like reviews, blog posts, articles, etc., you really want to create the most effective promotion possible. The best way to do this is to create a landing page. A landing page is an offer page that only has one offer on it. Your visitors may either take action on your offer or click away, similar to a lead capture page.

Now the easiest way to create your first landing page is to do a search in the search engines for landing page templates. It's easier to customize a basic layout with your information than it is to start from scratch. All you need to know is a little basic HTML.

If you are somewhat familiar with Wordpress, you can also use it to help you. There are plenty of free templates, as well as resources to help you build these pages, so you if you like using Wordpress, you may want to consider using Wordpress as a way to make your pages.

Cost Per Action (CPA)

One important point I want to make here is that there are a few basic things you can do to make your offer stand out and get results. One is a good headline. You want to capture the attention of your visitor. Keep your text short and clear. Tell your visitors what to do. If you want them to sign up for something, or click something, etc., then tell them. You will actually raise the conversion rates with this one simple tip. You are making it easier on your visitors.

If you are looking for a way to make money without selling anything, you can't go wrong with cost per action offers. Learn how to set up one properly, and you'll make money off of it long after you've created it.

J.O.B.

Although J.O.B. stands for a job, it also stands for Just Over Broke. For those of us committed to self employment, that's exactly how it feels. However, if you insist that you have to have the "security" of a job, then you can find some great opportunities online.

Now, there are sites like Monster or Yahoo Jobs where you can go to find legitimate employment. Even though the economy isn't that great right now, there are plenty of opportunities available. You just have to get out there and look.

So, if you want to find a better job, or you want to find a job where you are working from home, then here's what you need to do:

1. Start by doing a search on sites like Snag a Job, Yahoo Jobs, or Monster. These are good places to start because these sites will allow you to see what employers are looking for. You may need to go back to school in order to find a better job. This is also a great time to reassess your skills. You may have skills you didn't realize would translate to a new job, so you may actually be in better shape job wise than you thought.

One consideration you want want to make is that sometimes the way to find extra work is to look offline. Most people don't nowadays, and so they miss opportunities that might otherwise be available.

2. Search Craigslist. Craigslist is actually the number one job site on the internet these days because it's so cheap to post a job listing. In fact, depending on the city, you may even be able to post a listing for free. There are millions of listings available on this site, and quite a few of these are work from home positions. Some examples are: posting classifieds, writing blog posts, or cleaning homes. There are

plenty of others, but if working from home in a "job" is your dream, this really is the best place to start.

3. Look for legitimate databases that offer work from home employment. You don't just want information that tells you how to get these types of jobs. You actually want databases that offer real jobs. They are available. Search for sites that offer "work from home job listings" or some other similar term.

There are tons of work from home jobs, as well as other jobs, that are available these days. If you are willing to take the time to search and then read the listings, you'll find opportunities you never even dreamed were available.

Teaching

Because of the internet, so many opportunities to teach have been created. No longer limited to physical university classes, students now have more opportunities than ever to learn. If you are interested in teaching, then you can look for these types of opportunities.

If you don't have a degree, your opportunities will be a little limited, but that doesn't mean you won't be able to teach. It really depends on your topic.

Your first step will be to do a search in the search engines, especially Google so that you find lots of results. A good term to use is "teach classes online."

You will find different teaching opportunities this way. If you are interested in teaching more non traditional learning, then this will lead you to sites like Universal Class. With this site, you don't need a degree or anything like that to teach, just the knowledge and background in your topic. So, for example, if you're a novelist, and you have a track record in publishing, this is a great way for you to teach. It's also a great way to teach anything that's not too hands on or doesn't require a university class.

Now, if you do have a degree, then the choices you have available to you are much greater. With the plethora of online universities these days, there's a ton of schools out there who need professors. The positions that you have available to you will depend on different things.

First, the amount of education you have will open more doors for you. So, if you have a doctoral degree, you are more likely to be able to find a position than if you only have a bachelor's degree. That's not the only factor though.

Teaching

The other consideration here is your area of expertise. For example, say you are a retired police officer. You would have a wide level of expertise in many areas within the criminal justice field. Because personal experience is as important if not more important in this field of study, what you know will do more to help you get one of these positions than if you simply had a criminal justice degree.

The real secret here is to learn as much as you possibly can about the field of online teaching as it is constantly changing. Assess your skills. Do your homework. See what types of courses are available. Consider how much money you want to make. You may decide that teaching isn't for you because the money isn't right. Whatever you decide, this is a great way to make money working from home, especially if you love helping other people learn.

Content Marketing

If you like to write, or you at least like building websites, then this is definitely the opportunity for you. Content marketing is where you build content rich websites and then monetize them with advertising, affiliate product reviews, and other methods. Although you can build all types of websites here, including HTML sites built with software like Dreamweaver, the best way to build this type of site is by building blogs with Wordpress or communities with scripts like Joomla or Drupal.

(Wordpress is the most popular blogging platform in the world. It has thousands of plugins available, and it's a search engine friendly script you may use. There are other scripts available, like Joomla. Choose the script based on what type of site you want to build.)

To get started, you will need a domain name and web hosting. Before you purchase these, your first step is to decide what topic you will be writing about (later I'll explain how to get some good content). I would definitely advise that you choose a topic that you are interested in and passionate about. If you don't, you could quickly become bored writing about it.

You may have several topics you want to build sites about, but start with just one. You can always go back to the others later. The goal here is to build a successful content site, monetize it, and then continue to build these sites. Use a keyword tool like Google Adwords Keyword Tool to help you find keywords you can optimize for your website.

Next you want to buy a domain name and web hosting. If you choose to use Wordpress, then you'll want to choose web hosting that works best for Wordpress. Add your domain to your web hosting.

Install your script, whatever it is. The easiest way to do this is Fantastico, which is available through most web hosting services.

Choose a theme and add your plugins. The easiest way to get a great theme is to search the search engines for one on your topic. There are plenty available. You'll also want to add search engine optimization and content sharing plugins.

Monetize your site. To begin with, you'll want to add your advertising. This can include sites like Google AdSense, AdBrite, or other types of advertising. It pays to check around for the best advertising.

Another way to monetize your blog is to write reviews of various affiliate programs. You'll want to choose products that are related to the content of your website. Write a unique review and post this to your site.

If you can't write all of the content you need, then I would recommend that you use a guest blog site. You will need to do a lot of marketing to make sure your site gets enough traffic to make it worthwhile for guest bloggers. You can automate the posting frequency though, and once you set everything up, you can get your site to run practically on autopilot.

Selling from Non Auction Sites

There are many sites available where you can market your products and/or services. Using these sites can help you put your products in front of millions of potential customers who want to buy what you have to sell. These sites include catalog sites, business directories, as well as affiliate program directories, and other sites that allow you to create a presence. Some examples would include Merchant Circle, Payment, and Manta.

The beauty of building your business this way is that it allows you to set up a presence on a site and then you only have to maintain it. It's basically a set and forget system that will continue to drive traffic to your business over and over.

You will need to have your own products for this system to work. The reason is that some of these sites will require you to add your products to the catalog.

To get started, you'll need to do some preparation. I would highly advise that you create a text file with all of your information in it. Here's what you will need to include:

Business name

Address, phone number, email (Contact information)

Link to your website

Business description

Operating Hours

Product List

Now, a little explanation is in order. When you create your product list, you'll need more than just a list of your products. You want to write out a title, description, and tags for each product. Write both long and short descriptions, as well as having several tags. Focus on keywords that are related to your products or services as these will be used in site search to help users find what they're looking for. Make sure your tags are relevant.

Keep the search engines in mind, as well as the search functions on these websites. You want your potential customers to be able to find your products so if you use the wrong keywords, you won't be found. Don't stuff your keywords. This is where you want to pay attention to the rules of the site and follow them closely. This also includes the way you format your keywords or tags.

One way to find these types of sites is to use a site like Alexa and check the related sites. You may also want to consider doing a search in the search engines. Look for sites that allow you to submit your site (directories), or submit a catalog of your products. The more places you post your products, the greater the chance of making the sale because you are taking your products to where you potential customers go to shop.

Speed Sales (Fire Sales)

A firesale, or a speed sale, depending on what you want to call it, is a sale where you offer a limited quantity, reduced price, a dimesale, or a combination of these types of sales for a limited time. The advantage of this type of sale is that it offers you an opportunity to make some quick cash for your business and increase your cash flow.

Although this is an effective way to make a lot of money quickly, it is not an easy way to make money if you are new to internet marketing. The reason is that you will need a list or joint venture partners. If you want to earn the maximum amount of cash, both.

For those of you who need quick cash now, then this is definitely a solution you want to consider. Even if you don't have any joint venture partners, you can find some.

Your first step is to create your offer. Your offer includes two parts: what you will offer your joint venture partners, and the offer you will make to your potential customers.

Start with the offer you will create for potential customers. This also includes any upsells or downsells you want to offer. Including upsells and downsells can help you increase the amount of sales and the amount of money you make.

Next, create the offer for your partners. Write an email you will send to them. Although you can create a generic offer, it's a good idea to personalize the offer when you send it to your potential partners.

Some things to include: How do you plan to pay your partners? How much of a percentage will you offer them? The larger the percentage of commission you offer, the better.

Speed Sales (Fire Sales)

Also, what other benefits will you offer? Do you have some type of premiums available like cash prizes? Remember, in order to make this work you need to make it as profitable for your joint venture partners as possible. Having a prior relationship with your partners will also help you set this up much faster as they're more likely to say yes to your offer.

I would advise that you choose five to 10 partners. Get the promotional materials to them as quickly as possible and handle any problems that need to be taken care of because you don't want to have problems on launch day.

Test your sales funnel to make sure everything is working. You don't want to get to launch day and have a problem. This can lead to loss of sales or refunds. Make it as easy as possible for customers to get their products.

Firesales aren't the only way to make a lot of money for free, but they are one of the fastest ways. Consider it if you need immediate cash flow for your business.

Upsells/Cross Sells

Upsells and cross sells are simple and passive ways to make money online. They are also a long term strategy for earning extra cash, so if you are new to online business, you may not want to implement these strategies unless you understand how to do it.

An upsell is where you are offering an additional offer. For example, if you are selling an ebook on writing articles, then you may want to consider offering article templates, or some type of submission software as your additional offer. Basically what this offer does is it allows you to make it easier, or faster, to do whatever you are offering in the original product.

Cross sells generally go on your download page or receipt page. These offers allow you to offer additional products, and this is a great way to integrate joint venture offers with your offers. The key here is that the offer should be complimentary. In this it's very simple to do. As in the other example, if you are offering an ebook about article writing, then offer some type of submission software or maybe article writing software.

Now these strategies will work with both your own products, or you may want to consider using affiliate products as your upsell and cross sell offers. Whichever you choose to use, you will want to make sure that your product choices are a natural extension of what you are already selling.

An upsell is integrated between the sales page and the download page. This is often a one time offer. The offer itself should cost less than it

would if it were the original offer, and this should be the one chance the buyer has to purchase this offer.

You can buy simple one time offer (OTO) scripts to create these types of offers. When buyers click on your buy button, instead of going to checkout, they should be taken to the offer page and then to the checkout page. Using a shopping cart can make the process a lot easier than if you simply created two separate transactions. The goal here is to integrate the offer into your sales process. In other words, this is part of the flow of the sales process.

With your cross sell, which is easier to use with affiliate programs, you offer an additional product on your download page. Again, this offer should complement what you are already offering, but it can also be a more expensive product or something that will enhance the product. Amazon is an excellent example of a site that uses cross sells to excellent effect because they show you recommended products to go with whatever you are buying, and they're not waiting until you're ready to check out to do it.

Once you integrate these offers into your business, you're all set. Do the work once, and get paid over and over.

Licensing

Licensing is a very lucrative opportunity that is similar to resale rights. What makes this opportunity more lucrative and also more valuable is what you will be selling. Also, unlike resale rights the number of licenses that are available are limited, the products are more exclusive, and usually, it's a lot more expensive to get involved in this type of opportunity.

This is also a long term strategy for profit, and it's not something for someone who is new to online business. The reason is that you will need a certain amount of salesmanship, as well as a little skill, in order to make this happen.

Another difference is that resale rights licenses are generally readily available, so it's much easier for new business owners to get into. If you have basic business building knowledge, you can use this to make money. Licensing is also more expensive to get into, and it requires a little time to make successful, but once you do it, you can make a lot of money, and it will be passive income too.

Now, licensing generally deals with using images or something that has been created by someone else. A good example of this would be using the images of a celebrity or sports star. Although it's acceptable to use the image of a politician, it's not acceptable to use celebrities, sports stars, or others like this unless you plan to do a parody. Regardless, you want to make sure you can create the type of offers you want to create without violating copyright.

Now, the first thing you want to do is to look for licensing opportunities. There are plenty of opportunities available. The first place you may want to consider is taking a look at industry magazines. Magazines like Global Licensing will help you find what opportunities are available.

Next, consider professional organizations, as well as expos. Professional organizations will allow you to connect with people throughout the industry, as well as help you get your questions answered before you choose an opportunity.

Expos will allow you to meet with companies first hand and find out what you need to know first. Remember, this is probably one of the most expensive ways to start a business, but it's also one of the most lucrative.

Because it is so expensive to start a business this way, you want to make sure you do your due diligence. Make sure you have plenty of capital to help you build your business. You don't want to run out of money just as you are about to become successful.

Resources

Below are my best resources for helping you make money online and market your business for free. They free too.

Internet Marketing Membership - I'll teach you how to make money online and market your business for free.

Internet Marketing Webinar - Watch my free webinar and discover 10 different ways to market your business for free. You'll also discover 12 of the best top sites to market your business for free.