

The Secret Guide to Online Businesses – v2.0

The Secret Guide to Online Businesses

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**Discover the Secrets of How I Made \$12,124 in a Month with One of My Online
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Written by **Scott J. Patterson of Duncemoney.com**, **The Secret Guide to Online Businesses** provides a unique perspective into 10 different Internet businesses that you can start today. Each business is discussed in a detailed manner, which both the pros and cons mentioned. Then it shows how you can get started working on that particular business.

One of the first ways that you can make money with this guide is to check out <http://www.duncemoney.com/rebrand.html>. On this page, you will discover a unique way that you can **make money** simply by giving away this guide.

So if you are serious about making money quickly, go to <http://www.duncemoney.com/rebrand.html> and learn more...

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Introduction

Welcome!

Hello and welcome to the second edition of ***The Secret Guide to Online Businesses***.

Contained in these pages, you will find a thorough discussion of nine online businesses you can start while working from home. Each has its own unique positives and negatives. Some are great for making quick cash, while others provide an excellent solution to earning a long-term income.

But before we begin, let me introduce myself:

My name is Scott Patterson, and at one point I was **just like you**. Allow me to explain...

About 3 years ago, I had a desire to start an online business...(without knowing a thing about computers or the Internet).

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Although I knew I wanted to work from home, I had no idea of where to start. As a result, I tried pretty much every offer and opportunity on the Internet. Some made money, while **others were a complete failure**.

Eventually I settled on a few different businesses where I now earn a full-time income, and best of all, I work from home.

During the months I spent trying to find the ***perfect online income opportunity***, I came to realize there aren't many resources that give honest information about Internet businesses. Instead, most resources only discuss the ***wonderful and amazing*** aspects of their own business.

Usually, they give statements like this:

“Earn \$200,0000 in 1 week with no effort”

Now this is slight exaggeration, but most advertisements promise the moon, while offering little value to the common person. Even if a business is legitimate, how can you distinguish it from bogus opportunities?

This is where the ***Secret Guide to Online Businesses*** (and the corresponding site: <http://www.duncemoney.com>) comes in.

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It is my hope that you use this resource to **explore every business opportunity**. In addition, I hope to give you enough information to help you select the online business that matches your unique background and personality.

So how do you know where to begin?

Well, let us take a look at your situation...

Who are You?

If you are like me, you have a desire to start and run an Internet business from home. For some, it is a great dream to be able to work **when you want**, while **enjoying the benefits of life**.

Nobody wants to be stuck in a **job they hate**, while commuting long hours.

We all have a different reason for wanting to start a home business. **So what is your reason?**

Unfortunately, I cannot answer that question for you. **Only you can!**

We all come from different backgrounds and all have different reasons, but there are a few typical individuals who can benefit from working at home.

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Some of the more common types are:

- Full time parents with small children
- Retirees who want to supplement your income
- People who feel unfilled or unmotivated by their current job
- Students with busy academic schedules who need an income source with flexible hours
- The physically challenged or individuals with disabilities
- People who are unemployed
- Those who live in an area with very little job opportunities

As you read this guide, you will discover that no matter what situation you're in, working at home can be a dream come true.

So how do I know?

Simple...**I am currently doing it.**

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Want proof? Here is a snapshot of a few different checks that I earn from my home businesses:

- A paycheck from my **Google AdSense** websites
- Some earnings from my **Online Store**
- The income from my **Commission Junction** account

Although I don't earn the spectacular income that is often demonstrated on other websites, I feel that I generate enough money to be able to work from home while enjoying life.

Another reason for including my income statements was to help you understand the **potential of Internet businesses**. I wanted to demonstrate my experience and also show you a few things:

1. **I run legitimate home businesses.** Unlike many other **Work at Home** sites, my advice comes from actually **doing it** instead of just talking about it.
2. **The income potential is unlimited.** If you are willing to put in hard work and dedicate yourself to learning, you can make a nice stable income.
3. **There is plenty of online business opportunities.** By showing you a few different checks, I hope to demonstrate that there are tons of different

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ways to make money while working at home. So there is no “perfect” Internet business. The best business is one that fits your situation and personality.

Why this Guide?

When I first formulated the idea of starting home business, I figured that the Internet would be the best place to start.

However as I researched the topic, I found that there was **way too much information.**

Unfortunately it seemed like 90% of the information was useless and/or conflicted with other resources. Most of the websites that I found advertised their product as the **only** home business solution.

As time went on, I discovered that there are **dozens of legitimate businesses.** In fact I tried most of them myself. But most of these quality opportunities were hidden beneath the droves of scams and hyped up sales pitches.

All most people really need is a quick guide that explains the different online business opportunities and how they can get started.

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It is my hope that you will let *The Secret Guide to Online Businesses* help you **find these opportunities**.

So why is this guide free?

There are many factors that went into deciding to give this information away for free...

- 1) Right now this eBook and the corresponding website are **my hobbies**.
Currently, my primary focus is to make money through my other online businesses. I use this guide and my website to pass along information that has helped me succeed.
- 2) There are a number of individuals to whom I owe a lot of gratitude. These people helped me with my business and in some way to I hope to honor them by helping future online business owners.
- 3) Although I detail how to get started in each Internet business, there are people who know more about each individual business. These guides are written by authorities in each specific area. Because of copyright laws, I am unable to include any of their work. So if you are serious about starting a particular business, you will have to go to the recommended resource and see if it is right for you.

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- 4) I am an affiliate for some of these products. That means that if you check out an item that I recommend, I get a portion of the sales price. But it is important to know that I only talk about items that I have personally use and/or know will help you.

What Information is Covered?

Primarily, I will discuss two main types of online businesses:

The first section will cover businesses that you can start from home without needing a website. These businesses are perfect for those who are relatively new to the Internet and home businesses in general. But it is important to remember that since these businesses are easier to start, they have a stiffer level of competition. If you are interested in creating a business without a website, I recommend you start here.

The second section covers businesses where you need a website. Although the prospect of creating a website may seem daunting, it is actually a fairly simple process. In fact, I started my first Internet business without having any HTML or other programming skills.

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Everything that needs to be done can be easy to learn and there are many tools that can be used to create professional looking websites.

No matter what business you might be interested in, I recommend that you read through this entire eBook before checking out the individual online business opportunities.

The two sections cover 4-5 different businesses that can be started from the comfort of your home. For every one, I try give enough information to help you make a decision. They are described according to nine categories:

- **Description-** This briefly gives an overview of the business and how people primarily make money doing it.
- **Pros-** Every business has its own major advantages. In this section, I describe the better aspects of this business.
- **Cons-** In addition to having strengths, most Internet opportunities have a few drawbacks. Before starting any venture, it is important to know the negative aspects.
- **Timeline till making money-** With every online business, there is a standard timeline that it takes for the average person to make any money. Obviously the more effort that is put forth, the quicker money will come in.

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It is important to know when you will see a return on your investment of time and money.

- **Costs**- This section goes over the basic cost that is involved with creating the business. Although some businesses can be started with no capital, most need at least a small amount of cash to get started.
- **Competition**- With every online business, there will be competition from other people trying to do the same thing. This section talks about the level of competition in that business.
- **How to get started**- This part discusses the starting point for your business. Usually this is in the form of a resource that is compiled by a leader in that particular industry. These resources provide excellent information because they give a crash course on the subject, while providing a step-by-step pathway to success.
- **Other Tools**- In addition to the resources that will help you get started, the *Other Tools* section list resources that will help build your business and/or make it easier to generate an income.
- **Advice**- Just like name describes, the *advice section* gives a bit of practical information on how to operate the business. Although I don't

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claim to be an authority on most of these businesses, I have tried each of them and can help you avoid some of the mistakes that I made.

Well, that's about it for the preliminaries!

Let's move on to the **meat** of this book...

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Section 1:

(Businesses You Can Start Without a Website)

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Paid Surveys

Description

“Get paid to complete surveys in your free time”

When surfing through the Internet, you have probably come across an advertisement like this.

The idea of taking online surveys **sounds** great...

...you sit at home and receive money for voicing your opinion.

But can you make any **real money** doing it?

The truth is that many people are earning a sizeable income right now by completing surveys. But you need to treat the surveys like a job. Later on, I will discuss why this important.

So why would I get paid to take surveys?

Although the idea of completing surveys for money sounds suspicious, there is a very legitimate reason why these companies would pay you. Basically, there are millions of businesses that need to discover the best ways to market their products. By utilizing surveys, they can find out the habits, needs and opinions of

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potential customers. In turn, these companies are willing to pay people for the time spent completing surveys.

When selecting possible candidates for their surveys, businesses often target certain demographics. What this means is that often a potential survey taker will be selected based on age, sex, ethnicity, education, or geographical location. The good news is that there is a large pool of available surveys. You will find it relatively easy to qualify for one of them.

Now that you understand the basics of survey taking for money, let's see if this is the right online business for you...

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Pros

Flexibility

A great advantage of completing a survey is that it can fit into any schedule. Your **work** can be done whenever you want- **morning, afternoon or night**. This is the perfect opportunity for working moms, or those who have to stay at home.

In addition, this opportunity is great for someone who wants to generate extra income while continuing to work a full-time job. You can complete surveys before or after work, even during your lunch break.

Finally, taking surveys is a great way to learn how to make money online. While completing them (and making money), you can explore other home business opportunities.

Benefit to Product Research

Another benefit of surveys is that you are improving the products of these companies. By voicing your opinion, you are helping businesses understand the needs of the consumer. Many survey takers feel a certain amount of pride that they are helping future customers.

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Cons

Not Enough Steady Work

Although many surveys occur regularly, I wouldn't consider it to be an incredibly reliable source of income. Sometimes, there are a few days where there is not a wide selection of surveys.

But there are a select few who do make a full-time income through this business opportunity. These are the people who treat it like a job and make themselves available to take numerous surveys.

You can improve your chances of getting surveys by being proactive with the survey companies. In other words, always check your email and respond promptly to any requests for surveys.

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Timeline till making money

Completing surveys is a great way to earn some extra cash pretty quickly. After finishing your work, the company will send you a check within a few weeks.

Usually these survey businesses pay out every two weeks or every month. Most of them are efficient and reliable about sending your check.

In my opinion, taking surveys is one of the quickest ways to obtain money from the Internet.

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Costs

As stated before, completing surveys for money is a great introduction into making money on the Internet. Not only can you do it part time, it also doesn't cost much to start.

Some people have started doing it for free. Usually this involves tracking down the numerous businesses that offer surveys for money.

On other hand, most people prefer join a survey network for a **small fee**, usually under \$50. These portals allow the user to scan through thousands of companies that offer surveys. By joining a network, you can save the time and effort that is required to track down every available opportunity. They have done the work for you.

My personal favorite is **Paid Surveys Online**. This site has a great member's area with tons of available surveys. Later on, I will discuss this resource in more detail...

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Competition

Since completing surveys is an easy way to generate money, there are a lot of people doing it. As a result, there is a stiff amount of competition from other individuals. When a company needs a certain amount of people, they will fill their slots on first come-first served basis. So you have to be quick and responsive on the surveys that you want to take.

Almost all companies send out their survey opportunities through email. If you fit the requested demographic, you should respond back as quick as possible. By being prompt, you can beat out other people and get the best (**ie: the highest paying**) surveys.

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How to get started

The best way to get started is to check out **Paid Surveys Online**. I consider this site to contain the widest selection of surveys.

As mentioned before, Paid Surveys Online has a huge member's area where you can find surveys that fit every type of demographic. In fact, it would be hard for you not to find at least a couple of surveys every day. Since most of the surveys offer \$10-20 compensation, you can earn a nice side income by checking out this company.

Other Tools

When signing for surveys, you will generate a ton of email. Since most people don't want to confuse surveys for junk email, you should consider opening a separate email account just for surveys. I recommend that you check out the standard free email providers:

- **Yahoo**
- **Hotmail**
- **Gmail**

By using these email services, you have a separate account for your business. This will help keep you organized and will lead to more chances at finding the highest paying surveys.

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Advice

As mentioned before, taking surveys will probably not lead to a full-time income. But there are a few people who make a great amount of money through this opportunity.

Their secret is that they treat the surveys like a real job. These people are constantly checking their email and are responsive to the ones that interest them.

You can learn from these **super survey takers**, by paying attention to your email, keeping a database of the companies that you have worked for, and giving good work when you complete the surveys.

In addition to the **Paid Surveys Online**, start doing your own research into companies that are not listed in their database. Basically you want to create a huge database of possible companies that need surveys. That way, you can increase the likelihood of receiving steady work.

If you are interested in completing surveys as a way to generate extra income, I recommend that you get started today and check out **Paid Surveys Online**.

Mystery Shopping

Description

Do you love to shop?

Would like to get paid to do it?

Sounds familiar?

If so, then you have already had an introduction into the world of mystery shopping.

Like completing surveys, being a mystery shopper is a great way to generate extra money while doing something that you love. In fact, many people use mystery shopping to obtain free merchandise while earning a side income.

So what is mystery shopping?

Companies are always concerned with customer service. They can maintain and even increase their revenue by making sure that every visitor is given the best service from their employees. But how do they know if workers are following their procedures when management is not looking?

This is where mystery shopping comes in.

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Basically businesses hire people to pretend to be customers, who are known as mystery shoppers. These “*customers*” then go to the store/restaurant and act like a normal visitor. During their visit, the mystery shopper is required to evaluate the employees on certain criteria.

The best part about being a mystery shopper is that you usually get to keep your purchase. Basically you get paid to shop for items that you need!

If shopping for money sounds like a dream come true, then you should read more about it...

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Pros

Flexibility

Similar to taking surveys for money, mystery shopping allows you to be flexible with your schedule. You can afford to arrange your **work** whenever you have time for it. Even if you already have a full-time job, you can shop during nights and weekends.

In addition, most mystery shopping jobs have a **completion window** of a few days. That means that the job could be completed any time over the course of a few days. Assignments can be worked into your errands or chores. As a result, this is the perfect opportunity if you want to pick up some extra cash.

Large amount of opportunities

When I was a mystery shopper, there was an incredible amount of job opportunities, with a wide range of selections. My options included: eating at restaurants, going to movies, and shopping at local department/grocery stores.

No matter what type of interests you have, you will find assignments that fit your lifestyle. For instance, some of the major industries that need mystery shoppers include the following:

- Retail Stores

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- Casinos
- Movie Theaters
- Fast Foot Establishments
- Restaurants
- Grocery Stores
- Bars
- Online Stores
- Sporting Good Shops
- High-End Clothing Boutiques

Sounds like a wide selection, doesn't it?

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Cons

Not a Huge Income

The biggest drawback to mystery shopping is that you won't become rich doing it.

Although there are numerous people who earn full-time incomes from this profession, there are no mystery shopper millionaires. Like many jobs, there is a limit to the earning potential.

On the other hand, mystery shopping can be an excellent substitute for the standard 9 to 5 job, because you earn a nice amount of money, while still having a flexible schedule.

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Timeline till making money

After completing a mystery shopping assignment, you need to complete an evaluation of the company. Once finished, you need to send it to the business via email, fax or mail. They then put you on their schedule for payment.

Most companies pay out every two weeks or once a month. Depending on when your paperwork arrives, it will take anywhere from one week to one month to receive your payment. The average mystery shopper receives payment within two weeks of completion of their first assignment. After completing several assignments, you will receive payments on a more regular basis.

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Costs

Mystery shopping is similar to taking surveys because there is not a need for a large investment. You can do it for free by spending a few days contacting the thousands of businesses that offer assignments.

Besides spending time tracking down all these companies, you can elect to join a **mystery shopper network**. These are membership sites that have access to the top companies offering shopping assignments. By joining a network, you can save the time and effort that is required to track down every available opportunity. Almost all of these sites cost less than \$50.

One of the better membership sites around is **Shop Till You Drop**. This network has a selection of over a thousand companies that are offering mystery shopping assignments. Later on, I will discuss this resource in more detail...

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Competition

Mystery shopping is a great way to generate extra money. As a result, there are a lot of people competing for the best jobs. So this is another business where you need to pay attention to your email and be responsive to the jobs that you want.

Also you should pay attention to the type of person that the company needs for their assignments. Often, businesses are looking for shoppers that fit a certain demographic. By being a member of a small group of the general population, your chances of receiving work will definitely increase.

How to get started

The best way to get started is to check out **Shop Till You Drop**. This site has one of the largest databases of mystery shopping assignments. With this resource, you can search by city, state or postal code to find available jobs in your location. Some of the available opportunities can pay up to \$125 per job.

In addition, **Shop Till You Drop** provides a lot of extra tools that help you find the best possible mystery shopping jobs. This includes a daily job board, a step-by-step guide, updates from their newsletter, and an assignment organizer log.

If you are interested in the best possible mystery shopping jobs, be sure to **check this resource out...**

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Other Tools

Before, I mentioned that a great way to get the top mystery shopping jobs is to organize your efforts.

To do this, you need to track all the jobs that you have applied for and completed. In addition, create a separate email account that is dedicated to mystery shopper. That way, you can check this one email box a few times a day to look for any new job opportunities. Again, the best free email accounts are:

- **Yahoo**
- **Hotmail**
- **Gmail**

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Advice

Although mystery shopping might not lead to a full-time income, there are some individuals who use it to generate a great amount of extra cash. So how do you become one of these lucky people?

The trick to successful mystery shopping is to treat your efforts like a real job. In other words, be proactive with assignments. This means checking your email constantly and responding quickly to the ones that interest you.

Besides checking out **Shop Till You Drop**, you should research companies that aren't listed in this database. This will help you build a huge collection of businesses that are not available to the general population. If you make it a point to find 3-5 new companies a day, then you will be guaranteed assignments on a regular basis.

If you are interested in mystery shopping as a way to generate extra income, I recommend that you get started today and visit the **Shop Till You Drop** resource.

eBay Business

Description

By now you have probably heard of **eBay**. This service allows **millions of people** to buy and sell products in an online auction setting. But what you might not know is that eBay has become an incredible way to earn extra cash. As a result, there has been a ton of publicity about how people are making a full-time income on eBay.

I have a theory that there are more books on eBay than actual people making a full-time income. Unfortunately most of these guides do not give enough information about how to earn a healthy income with eBay. It is possible, but you have to **know the secret!**

If you think that eBay is right for you, continue reading...

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Pros

Easy to Set Up

The best advantage of eBay is that it is easy to set up. Unlike other online businesses, it does not take days or even weeks to get started. In fact after reading the eBay tutorials, you can post your first auction (**and make money**) within a couple of hours!

In addition, eBay gives you all the tools and tutorials to help you with every aspect of your business. Once you learn to navigate the site, you will find a plethora of useful information.

Good Community

Another great thing about eBay is that they have built a great community of buyers and sellers who are willing to help you. Whenever you encounter a problem that seems impossible to solve, you can ask for advice and somebody will help!

The only thing you need to do is post a message on the user forum and a fellow buyer/seller will assist you. eBay's forum is widely considered to be the best place to get great information for your home business.

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Cons

Competition Drives Down the Selling Price

A big disadvantage of eBay is the low profit margins of items sold on this site.

Mostly this is due to the laws of supply and demand. Allow me to explain...

Since people use eBay to compare prices and save money, many sellers compete based on price. As a result, if there are a large number of sellers, a product will sell for much less than could be sold in other locations.

As a result, sellers in a high supply market experience very low profit. From my experience, the only people that do really well on eBay are people who have a niche product without a lot of competition.

It is possible to make a great income with eBay, but you have to be smart about what you sell.

eBay Fees Reduce Profits

Another drawback about eBay is that they take a sizeable amount of money from your profits. In order to sell your item on their site, you have to pay for listing fees and a small percentage if your item is sold. If you have a low-cost item that sells for under \$20, you end up giving \$2-3 of your profit just for advertising your

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item. If your field is highly competitive, you won't make much money on any sales you make.

Timeline till making money

Unlike many other online businesses, you can start making money almost instantly with eBay. Within a few hours of setup, you can have potential customers browsing your auctions and possibly purchasing your merchandise. With the **Buy It Now** technology, people can now purchase your item immediately without waiting for the end of the auction.

If done properly, you can generate money from eBay within a week or so.

Costs

Another great advantage of eBay is the cost. To get started (and make money) you **don't need an investment of money**. Your eBay business can be started by selling items that are collecting dust in your house. By selling your old items (possibly antiques or collectibles), you can generate cash that can then be reinvested into a product line.

Once you understand how eBay works, you can then move on to selling specific type of products. With eBay it is possible to sell virtually any item.

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Competition

As mentioned in a previous section, the competition with eBay is fierce. Almost every item has a competitor. Before creating an auction, it is important to pay attention to what your competition is doing. You should analyze their price, auction structure, how they photograph the item, and what listing services they use. The more you know about your competitors, the easier it will be to beat them.

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How to get started

With eBay, the trick is to **start right now** and sell your stuff. To do this, look around your house and find stuff that you no longer want – then sell it on eBay. You might not make much money, but you are gaining valuable experience and feedback from customers.

Once you understand the mechanics of eBay, you can check out **Janeice Smith's eBay Guide**. In this manual, she describes how she creates an income of over \$11,000 per month using eBay. Some of the finer points include the following:

- How to make money while never touching a product
- Ways to locate **secret money makers**
- Proven systems to putting your eBay business on autopilot
- Methods of finding a profitable product without spending a dime

If you are interested in starting an eBay business, I highly recommend that you check out **Janeice Smith's eBay Guide**.

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Other Tools

In addition to **Janeice Smith's eBay Guide**, there are a large number of resources that you can use to find great products and increase your sales...

Marsha Colliers Cool eBay Tools

This site supplies a large collection of advice and tools to help you get started with eBay. If you want to liven up your auctions, you should check out this resource.

eBay Discussion Boards

A great way to learn how to run an **eBay** business is to read its discussion boards. The members of this forum help one another with their auctions and will be able to answer questions that you have. Whenever I have an eBay-related problem, the first place I go for help is the discussion board.

WorldWide Brands

In order to have a successful **eBay** business, you have to find a **great product**. The difficulty is that in order to discover a unique item, you have to research hundreds of merchant websites.

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But the authors of **WorldWide Brands** can help you!

They have created a resource where you can find great items that can be resold on **eBay**. With their guide, you can discover (and buy from) distributors, vendors, liquidators, and wholesalers. The best part is that **WorldWide Brands** has the largest of drop shipper sources. So you can build an eBay business **without touching a product**.

Finally **WorldWide Brands** has tons of information on how you can obtain **well-known products** from big-name companies. Since many shoppers use eBay to find name-brand items, you can use this wholesales guide to find items that are very easy to sell.

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Advice

Although many people are not in favor of developing an **eBay** business, I feel that it is still a great way for an online newbie to learn how to make money on the Internet. In fact, this was my first attempt at an online business. I made money with eBay while learning a lot about Internet marketing.

With eBay you don't need to invest any money, and you can generate extra cash while learning the ropes of running an Internet business. My advice is to find as many items as possible and learn how to **effectively sell them**. Once you are comfortable doing this, you can move on to developing (and selling) your own unique product line.

Google Cash Method

Description

In the past few years, the **Google Cash Method** has become a popular method for earning an online income without a website or product. In fact, there are a large number of people who earn **bucket loads of money** without working too hard.

So how does it work?

In truth, the concept is very easy to understand.

Basically this system follows three primary steps.

- 1) Find online businesses that will give you a commission in exchange for referring paying customers to their site. (This is often known as ***Affiliate Marketing*** which will be explained further in a later section)
- 2) Go to the **Google Adwords Pay-Per-Click (PPC)** site and create a small advertisement that is displayed whenever someone uses the Google search engine. This advertisement will briefly discuss a product from one of the online businesses that you found in step 1.

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- 3) Make money off people who purchase the product through your advertisement.

It is really that **simple!**

With the **Google Cash Method**, you could be making money within a few hours of starting.

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Pros

Quick money

A serious advantage of the **Google Cash Method** is how quickly you can make money. When I first discovered this system, I was making an income **within the first day!** Although the amount of money wasn't much, I was able to build on it and develop a long-term stream of profit.

Unlike many other online businesses, you should see an immediate return on your advertising investment.

Easy to Track

Another benefit of the **Google Cash Method** is that you can easily track all of your advertising. But why should you care about this?

Because tracking your advertising can **make you tons of money!** Here's why...

Every time you set up a Google Adwords campaign, there will be advertisements that make you money. Whenever you find one that works, you keep doing it and generate more money.

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For the ads that don't work, you can improve upon it until it makes a profit. By being able to track each advertising campaign, you can build multiple streams of income.

In other words...

...You keep the winners and ditch the losers!

Cons

Stiff Competition

Because **Google Cash** is a popular way to make money on the Internet, there is an incredible amount of competition. In large scale industries (mortgage loans, work at home, real estate, satellite TV, etc.), it is very hard to turn a profit using just the **Google Cash Method**. But there are still plenty of opportunities to make a great income.

In the **Competition Section**, I will discuss a great way to rise above your competitors and find hidden niches...

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Timeline till making money

With the **Google Cash Method** you can generate money almost immediately. For instance when I first started out, I found an incredible product that no one else was marketing. Within minutes, I set up a PPC campaign that was pulling a almost a hundred dollars each day.

Eventually the merchant changed its commission structure, which made it hard to make a large amount of money. But I learned that using Google Adwords is a great way to quickly generate money.

If you follow the steps outlined in the **Google Cash** eBook, you should see a return on investment almost immediately.

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Costs

When you first start out using Google Adwords, your investment will run around \$50. In addition to the **Google Cash** eBook, you will need money to create your first advertising expense.

This amount covers the costs of opening a Google Adwords account and will pay for your initial advertising. It is important to carefully track each campaign that you start. If done wisely, you can run a lot of test campaigns with this investment and find profitable niches.

Competition

As mentioned before, there is a lot of competition for many industries. This makes it pretty difficult to make money with using just Google Adwords as an advertising source.

The good news is that there are still plenty of hidden opportunities with the **Google Cash Method**. To avoid too much competition, you should focus on the small niches that are generally ignored by your competitors.

To do this, you should carefully research your prospective niche. Learn the jargon of the industry and find out the search terms that customers use to find

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the product. Then, go out and find online businesses that pay well for customer referrals.

Don't worry if this seems confusing, the **Google Cash** book tells you how to find and test profitable niches.

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How to get started

The best way to get started is by downloading the **Google Cash** book.

The author, Chris Carpenter, gives a **step-by-step** description on how to effectively start a Google Adwords campaign and make money immediately. His book is filled with practical advice on how to save money and avoid the common mistakes made by many people.

He also provides many resources that help track your campaigns and find out which ones are making you money.

Finally, since this type of online business has become competitive, Chris has added some extra videos and tutorials that will decrease the learning curve. As the competition heats up, he gives more tools that will help you to the top of Google Adwords game!

Be sure to **check out the Google Cash book...**

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Other Tools

Perry Marshall's course

The **Google Cash** system teaches you how to find a profitable product. But it is only an introduction into how you can use Google Adwords to earn an income.

One of the best resources that you can use to maximize your profits and become an authority on Google Adwords is **Perry Marshall's course**. The author, Perry Marshall, describes every trick and secret that he knows to beat out the competition.

In his course he gives advice on how to do the following:

- Write a successful ad
- Create advertisements that will increase response from customers
- How to attract only **paying** customers
- Ways to save money using Google Adwords
- And much, much more...

In my opinion, **Perry Marshall's course** is probably the definitive guide to mastering Google Adwords.

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Affiliate Networks

The trick finding successful online businesses is to know where to look. To that end, there are a number of websites that have been created to help you find the top-rated *affiliate programs* for each industry. Often called **affiliate networks**, these sites list the best products to promote and allow you to join them through their site.

Some of the best affiliate networks are:

- **Clickbank**
- **Commission Junction**
- **Link Share**

All three list excellent products from small (but profitable) niches.

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Advice

The best advice I can give with **Google Adwords** is to track all of your advertising campaigns.

When starting out, it is very easy to spend a lot of money on unsuccessful ad campaigns. Instead of rushing in and trying to make tons of money overnight, try to go slowly and test each advertisement. That way you can learn from your mistakes and also discover the successful niches.

In the **Google Cash** eBook: , Chris gives tons of pointers about how to keep tabs on what you are spending and ways to tweak each campaign for maximum profitability. His advice is indispensable and will help save you money in the long run.

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Section 2:

(Businesses You Can Start With a Website)

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If this is your first journey into an online home business, you might be reading this section with a bit of hesitation. In fact, you might be wondering how you can build a website without a computer background. Furthermore, you could be trying to figure out how you can make money even if you can't build a website.

Like you, I once dreamed about having an online business. The only problem was I didn't know a thing about computers. My point is that if I learned how to run a business online, so can you!

Each of the work at home opportunities in this section have a different **blueprint** on how to build an online business. Since every one has its own unique needs, I won't waste time describing them here.

But there are **three things** that are absolutely necessary to creating and maintaining a website:

A Hosting Package

In order to have a presence in the online world, you need to find a company that will **host** (and present) your web pages to your visitors. Although there are numerous free programs, none of them give the professional appearance that is vital to building trust from your visitors.

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Right now there are virtually thousands of different companies that offer hosting.

The trick is to know what you are looking for.

Primarily I look for the following characteristics when shopping for a hosting package:

- Reliability
- Ease of Use
- Affordability
- Disk Space

Although there are free hosting services, I recommend purchasing a paid hosting company. This is due to the fact that a paid hosting company will not place annoying advertisements or pop-ups on your website. In addition, your URL or web address will not contain the hosting companies name like it does with Angelfire or Geocities.

One of the better hosting packages that I have found is **PowWeb**. This site has all of the above characteristics and provides excellent customer service to help with any problems. Plus it costs less then \$8 a month to host a site. Currently, my site, **Dunce Money**, is hosted with **PowWeb**.

So if you need hosting package, check out **PowWeb**!

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FTP Program

Once you have created your web pages, you need to load them onto the server provided by your hosting company. To do this, you need what is called a **FTP Program**.

Basically this is a piece of software that finds the web page files on your computer and then brings them to the web server.

One of the problems with most FTP programs is that they are difficult to use or understand. So finding a good FTP software package can be difficult. Recently though, I found **WS_FTP**. This program is extremely easy to figure out and even has a great help section in case you get stuck

Web Page Builder

Although this tool is not an absolute necessity, most people find it useful.

Basically a web page builder helps you create a website, even if you do not know any of the HTML coding that is required.

Like most people who are starting out with an Internet business, you probably don't know much about how to design a website. When used in conjunction with a template, a **web page builder** can help you quickly create a professional looking website.

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For the beginning webmaster, I recommend the Microsoft FrontPage program. It has the same interface as a Word document, so the average person finds it easy to understand and utilize. You can find it on the **Amazon** or on eBay.

Now that you know what tools are necessary for building a website, let's talk about home businesses you can start with them...

Version 2 Update

For some, the idea of building a website is really scary. In addition, many folks don't have time or experience to create a website from scratch. That is why **Site Build It!** makes an excellent option for many people.

With **Site Build It!** you get an all-in-one package that helps you create a website, **without** requiring **any** computer skills. SBI guides you and provides **every tool** that you need to design a professional looking website.

[Click here to try out Site Build It risk-free ...](#)

Affiliate Marketing

Description

Imagine that a person comes to your website where you have a description of a product. If that visitor likes your information, he or she clicks on a link that you provide and then purchases the item from another website. The great part is you are then given a **hefty commission** from this sale.

That is the essence of affiliate marketing – getting paid for referring a paying customer to an online business.

By now I am sure that you have heard of **Amazon.com**. This company built itself up almost entirely due to affiliate marketing.

Basically an affiliate marketer recommends a product through a website, mailing list or pay per click ad. If a person purchases the product or item, the affiliate marketer receives a sales commission. The strategy for success with this home business can range anywhere from creating a website to managing a newsletter.

The method for earning money with affiliate marketing is boundless...

...all you need is some imagination and proper guidance.

But is it right for you? Let's find out...

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Pros

Little Competition among Niche Products

The key to successful affiliate marketing is to find a niche industry and become an authority on that topic. You then earn money by recommending products that will help people who have an interest in that industry.

By picking a niche, you can eliminate much of the competition. With affiliate marketing, there are a limitless number of industries. It is very easy to find one that is untapped and then corner the market.

But there are some businesses that offer large amounts of cash in exchange for referring customers. So, should you market these products?

Honestly, the biggest mistake that people make is to go for the top affiliate programs and then expect to compete. For instance, their first attempt at affiliate marketing is to promote programs such as web hosting, real estate or a work at home business. There are so many competitors in this industry that it is almost impossible to make any real money.

Instead you can use a number of tools to track down and **identify hidden niches** that can make a nice steady income. By focusing on them, you can

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become an authority in your small industry and develop an audience of people who all have an interest in your product or service.

Cons

Takes a while to start generating money

A major disadvantage to affiliate marketing is that it takes a while to generate an income. The primary reason is because of the time it takes to build a website and develop an audience.

While the profit potential is amazing, affiliate marketing requires some hard work before a person is willing to purchase a product.

Some of the steps include:

- Researching a niche
- Finding profitable keywords around that niche
- Developing the website
- Writing website and newsletter content
- Building website traffic to come to your site
- Converting these visitors into affiliate sales

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Don't worry if this sounds intimidating. All of these steps can be easily taught.

The only thing you need is the **ability to learn**.

While many online businesses promise instant profits, affiliate marketing is a pathway to developing a source of long-term income.

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Timeline till making money

As mentioned before, it takes a least couple of months to start making money through affiliate marketing. For most people, it takes around 2-3 months to see a steady amount of traffic and profits.

During this time, you will be researching your topic, building a site and mailing list, and then attracting visitors. The good news is that this type of business is easy to grow. Once you start to receive visitors and customers, it gets easier to gain more.

Costs

Another great thing about affiliate marketing is that it can cost very little. Usually all you have to pay for is web hosting and an Internet connection. The rest can be done with good old-fashioned hard work.

In fact when compared to many Internet businesses, affiliate marketing is one of the least expensive. It is one of those opportunities where you can spend little at first and then invest it in useful products as your business grows.

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Competition

Like many online businesses, competition varies according to your niche. For instance, if you decide to be an affiliate marketer for mortgage loans or real estate, the competition will be fierce.

So, take my advice...

...if you want to be an affiliate marketer, focus on an easy topic at first. That way, you can avoid a large number of competitors.

Repeating myself:

To beat your competition – niche, niche, niche!

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How to get started

Since affiliate marketing is a huge home business, there are a ton of ***gurus*** who all have their own share of advice. Some are good, while others are terrible (and will hurt your business). In fact, many of these authors don't even make their income from affiliate marketing.

As a result, when you look for information about affiliate marketing, you should find information that is written by people who make their money from going out and doing what they are talking about. That is why I highly recommend checking out the **Super Affiliate Handbook** written by Rosalind Gardner.

Rosalind is considered to be a pioneer in the affiliate industry. In fact, just last year she earned over **\$500,000** through affiliate marketing. In the **Super Affiliate Handbook**, she gives a great step-by-step tutorial on how to become a successful affiliate marketer.

The best part of her guide is that it provides valuable information on how to find profitable niche products. Even if you know nothing about affiliate marketing, her book will teach you how to find a product, build a site and then promote it.

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Other Tools

Wordtracker

A great way to discover hidden niches is to find out the phrases or words people use to find products on search engines. If you understand what people need, you will be one step closer to discovering an untapped niche. That is why

Wordtracker provides a valuable tool to your Internet business success.

What is **Wordtracker?**

Basically, **Wordtracker** is an analysis tool that allows you to research all the keywords that are used to find information on search engines. They list the phrase with all related keywords, and the demand for each.

Best of all, they have an area that shows the top 1000 search for keywords. This tool can help you explore hot topics that might be the perfect affiliate product.

Affiliate Networks

To make money through affiliate marketing, you need to find a product that is easy to convert, while providing a good commission. To make things easy, there are a number of websites, known as **affiliate networks**, that collect top affiliate programs and make it easy to sign up for various programs.

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Two of the better-known ones are **Clickbank**, which focuses on downloadable information products, and **Commission Junction**, which deals with physical products. You can use both of these websites to explore different industries and discover hidden niches.

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Advice

The best advice that I can give is to do your research.

Again, I repeat myself – **Do your research!**

What I mean is that you should create a plan of action and stick to it. First you should understand the nature of affiliate marketing and how to succeed doing it. Take the time to read and understand **Super Affiliate Handbook**. Take notes and research any topics that seem confusing.

Once you fully understand the principles of the **Super Affiliate Handbook**, you should then explore different products, looking for a great niche. Use the tools that Rosalind lists to find out if a product will be profitable.

After finding that perfect product, you should build a website, and develop an audience that will want to know more about your niche. The more you become an authority in that industry, the more likely they will purchase products that are recommended.

So if affiliate marketing sounds like a great home business idea, then I recommend that you check out the **Super Affiliate Handbook**.

Online Store

Description

Although eBay was my first attempt an Internet business, I really started making money when I opened an online store. Ironically, I started this site without knowing a thing about computers.

So, what is an online store?

Basically an online store is a website where you can shop for a physical product. You can browse through its selection, adding items to your *shopping cart*. When you are ready to make your purchase, you *check out* and pay using your credit card. A great example of an online store would be Amazon.com.

Although the Internet is dominated by tons of mega sites that sell a variety of items, there are plenty of opportunities to make money with an online store. All you have to do is find a niche product and then create a website to resell this item.

You might be worried about creating an online store without computer experience. Later on, I will show how you can do this without knowing a thing about computers.

Just read on...

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Pros

Less Competition

The best advantage of an online store is the competition. Although there are probably hundreds of websites for every niche, most do a lousy job of marketing their business. As a result, there isn't an overabundance of *quality* competition.

An online store that has an excellent marketing plan will be sure to beat out the competition. When I decided to make the switch from eBay to an online store, I created a strategy plan that helped me **beat out 95%** of the competitors in my niche.

Even if you find a niche with hundreds of competitors, take the time to see how many are actually successful.

Low Costs

Unlike eBay, you don't have to worry about large listing fees or seller fees. You can stock a full store without having a *“per unit”* price. In addition, web hosting and shopping cart fees cost next to nothing. Once you have created your online store, there are very little additional costs.

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Great long-term Business

Unlike other *flash in the pan* Internet businesses, ecommerce stores will be around for a long time.

In fact, as people become more accustomed to shopping online, the **growth of online stores will explode**. If you concentrate on a product with a long lasting demand, then you will be able to build a large customer base. Similar to the typical store in your hometown, an online store can grow over time and develop gain customers.

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Cons

Lengthy Development Time

The major disadvantage of an online store is the time that it takes to develop it.

Unlike many other online businesses, an ecommerce site requires a good amount of work. The good news is that since an Internet store requires a lot of time, there is less competition. To help expedite this time, many online store owners use website building software like Frontpage or Dreamweaver. Coupled with a pre-formatted template, you can use this software to build a website within a few days.

Timeline till making money

As mentioned before, it takes at least a couple of weeks to research and build a successful online store. In addition, it also takes a bit of time for your promotional methods to start drawing in web traffic. In my estimation, it takes at least a month or two before you start making any money.

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Costs

There are **two major costs** involved with opening an online store.

First, you should purchase a website builder software package like Frontpage or Dreamweaver. By purchasing a software package, you can build a website, even if you don't have a computer background. (I say this because I did the same thing). Usually a package like this costs around \$100 or more. But, you can usually find a used copy on **eBay** for a lower price.

For your second purchase, you need buy your product line. Unless you have free access to a merchandise line, there will be an upfront investment of at least a few hundred dollars.

If you are in a situation where you do not have any money to spare, you should consider drop shipping. This is an arrangement where you agree to list products from an existing company. If you sell it, they ship directly to your customer. With a drop shipper, you usually don't have to pay for the merchandise upfront. They do all the housing and shipping of the product. For more information on drop shipping, you can check out **WorldWide Brands**.

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Competition

If you develop a business that fulfills a unique niche, you'll find that there is very little competition.

Since there are so many ways to promote your online store, it is very easy to **crush your competition**. Some of the best methods of beating your competition are through search engine optimization, PPC, article writing, and ezine advertisements.

How to get started

To create a successful online store, you need a few things.

After purchasing these items, there are not a lot of extra expenditures. They are as follows:

- 1) First, you need to purchase your products or make an arrangement with a drop shipper. To find more information on how to do this, you can check out **WorldWide Brands**.
- 2) Once you have a product, you need to develop your website.

Fortunately, it is now very easy to build an online store. All you need to

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do is get your hands on a website builder software package. My recommendation is Frontpage, because it is very easy to use. Both **Amazon** and **eBay** have a full spectrum of excellent website building packages including Frontpage.

- 3) Finally, in order for people to be able to purchase items from your online store, you need a software tool that will process payments and accept credit cards. This is commonly known as a “shopping cart”. I recommend that you start with **PayPal’s free shopping cart program**.

There are many other tools that can help you, but can be substituted with hard work. If you want to get started quickly and on the right track, I recommend that you check out the eBook: **Online Store Profits**.

This is an excellent resource that teaches you, in step-by-step detail, how to create an online store through the Yahoo merchant program. They also provide tips on ways to promote your site and beat out the competition.

Check it out now...

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Other Tools

WorldWide Brands

With an online store, your **product choice is the most important decision** you can make. As a result, you need to do careful research into what you are going to sell. (The wrong decision can be costly). A great way to get started is to use a wholesale (and drop shipping) directory. This guide gives a list of over a million different products that you can resell from a website. To get started quickly and on the right foot, I recommend that you check out **WorldWide Brands**.

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Advice

Plan...plan...plan!

Since building a niche online store takes time and money, it is absolutely vital that you know if there is a demand for your product, prior to spending time on it. By understanding the supply and demand of an item, you can make sure it'll be profitable. Careful research beforehand can prevent a tragedy...

Although it takes some time to make any money with an online store, I firmly believe this is one of the best ways to develop a legitimate long-term business. Unlike many other “*instant success*” Internet businesses, an online store provides an opportunity for you to grow a real business that'll yield a profit for years to come.

So, repeat after me: **do your research!**

Google AdSense Site

Description

As a pioneer of search engine technology, Google is always coming up with ways to help the average user.

In addition, Google has helped a lot of businesses by implementing the Google Adwords Pay-Per-Click program. As mentioned before, this is where businesses pay money to place an advertisement in the search results for a specific phrase.

So how does the Google technology help you with starting a home business?

Let me tell you...

In order to maximize their profits and give more advertising avenues for businesses, Google has created the Google AdSense system, which works in conjunction with Google Adwords.

This is where you can take the ads from Google Adwords and publish them on other websites. In return, the owners of these websites receive a percentage of the profit from each click. Therefore, all you have to do is create a website full of useful content around a specific topic, then place AdSense ads on the site.

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Eventually you'll earn money when people come to your site and click on your Google AdSense ads.

To recap, a Google AdSense business works like this:

Advertisers place ad → Google Adwords lists the ads on the website of a Google AdSense partner → The website shows the ads and collects a portion of the profits

With a little work, you can create a website that will generate a steady income from Google AdSense. The great part is this income is all profit! You do not have to deal with the typical customer returns or hassles that are prevalent in other online businesses.

So how does it work?

Basically, the idea is to create a website that targets high paying keywords. To do this, you search for keywords that pay a large amount (usually a dollar or more) per click. Then you collect a list of similar keywords and build content around it.

On these pages, it is useful to list the AdSense blocks on two or more sections with a high visibility rating. In addition, you want to focus on creating content (articles, tutorials and how-to's) that complement both the keyword topic and the overall theme of the website.

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A well-designed (and targeted) AdSense site can easily earn almost a hundred dollars for every thousand website visitors.

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Pros

No Hassles

As mentioned before, a website built for AdSense revenue is a *no-hassle* way to make money. Besides answering a few topical questions from your website visitors, there is very little customer interaction. So if you're one of those people who hates answering hundreds of emails, this is a great way to make money.

Profits Increase with More Visitors

Unlike other businesses, where you have to worry about converting your visitors into customers, your primary focus is getting people to your site. Once you have the perfect AdSense layout, your only worry is increasing your visitors.

Another great advantage to this system is that the more visitors you receive, the greater your profits. Basically, it's a numbers game! Whereas most websites focus on generating a sale, an AdSense site primarily focuses on getting people to click an ad. You don't have to worry about anything else.

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Cons

Having to Create Content

The biggest drawback of creating an AdSense site is you have to create a large amount of content. Most of your website visitors will come to your site to seek out information. It is up to you to supply this information (often known as web content). As a result, the more successful AdSense sites have tons of content.

More content = More visitors = Increased profits

But what if you hate writing or don't know how to create content?

If this is case, there are a number of software tools that allow you to automate the process of building thousands of pages of content for your website. (I will discuss this in more detail later)

Slow Payment

Although Google is great at providing many services, their delivery of paychecks is very slow. Usually it takes about a month to receive a paycheck from your earnings from the end of the previous month. So if you started an AdSense site in February, it will be around April 1st before you see any profit that you generated. For some, this is a long time to wait for income.

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Timeline till making money

Once the search engines have indexed and picked up your site, you can start making money pretty quickly. The downside is that it sometimes takes a few weeks to get noticed by Google, Yahoo, or MSN. So it usually takes at least a month to generate a substantial income.

In addition, like all websites you need a decent amount of traffic to receive a significant profit. Depending on your level of commitment and work, it will take anywhere from a couple of weeks to a couple of months before you generate a sizable income. But once you do, it will be fairly easy to maintain.

Costs

In a previous section, I mentioned that there are very little costs to building an AdSense site. Usually the main cost is the hosting service for the site. Besides that, all you have to do is invest your time and energy. But if you want to build AdSense sites quickly there are a number of software packages that can automate this process.

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Competition

If done right, there is very little competition in this industry. Most of the related sites on your topic will center on selling a specific product. Not many people have thought of creating a website solely for the purpose of generating AdSense income.

As long as you place your AdSense ads in the right spot and focus on giving quality content to your visitors, it is very easy to generate a sizeable income from even a small amount of web traffic. All these sites are built around specific niches. By doing careful research you can create a profitable site that has very little competition.

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How to get started

The major step is to set up a **Google AdSense account**. Once this has been completed, you can focus on building content site around a particular topic. For instance, if you have interest in automobiles, you can add articles about cars, tutorials on how to shop for the best automotive deals, and pricing reviews.

Since you are focusing on attracting website visitors, the more content you create, the more likely you will bring in web traffic.

Once your content has been created, it is a matter of incorporating your ads into you information to ensure maximum click-through rates.

In principle, it is fairly straightforward to create a website and insert the AdSense bars.

But, there is a science to learning how and where to place your AdSense boxes.

The right combination of colors and placement can triple or even quadruple your income.

To that end, I highly recommend that you check out **AdSense Secrets**. The author of this guide gives you **step-by-step tutorial** on how to shoot your AdSense income through the roof.

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Other Tools

Wordtracker

As mentioned before, it is important to know what phrases people are using to find out information about a particular product. To that end, **Wordtracker** lists every possible keyword sequence that people enter into a search engine. In addition, they show how many times a particular phrase was requested. This will tell you if a niche has a high demand.

Best of all, **Wordtracker** has a KEI analysis. This amazing tool lists the supply and demand of each phrase, then it ranks each based on the ones that have high demand compared to low supply. This will help you know which pages will yield the best profit.

Traffic Equalizer

Probably the quickest ways to create content for your site and attract visitors is to use a software program called **Traffic Equalizer**. Basically, this software program takes your existing keyword list, preferably from **Wordtracker** and creates a unique page for each of your keywords. So, if you have 5000 keywords, this software tool will create a unique (and highly optimized) page for each of your words.

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Once loaded up to your website, you can be assured that you will receive a large amount of web traffic.

Before I continue, I should mention that many people think that **Traffic Equalizer** provides poor content for search engines. As a result, search engines are taking steps to **remove sites** that abuse this tool. So if you decide to utilize **Traffic Equalizer**, be sure to fully research this software and the implications of using it.

Article Equalizer

Another great tool to create content for your website, **Article Equalizer** helps create thousands of pages of useful information for your website. Unlike **Traffic Equalizer**, this software tool is perfectly legit and does not break any search engine rules.

Basically, it works like this...

Hundreds of website owners and ezine publishers create informative articles in hopes of attracting website visitors. **Article Equalizer** collects these articles and creates a unique page for each one.

In a couple of hours, you can find thousands of articles dealing with your topic and create tons of content for your website. The best part is that people look for

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this information and you are giving them good content. All you have to do is add your AdSense ads and you have an income stream.

Advice

Before starting your AdSense website, I think that you should take careful note of the competition and niche that you are approaching. By creating a website with high profitability and low competition, you can create a virtual moneymaker that requires little effort to maintain.

Another piece of advice is to add as much content to your site as possible. Look at it this way, the more information you provide that is noticed by search engines, the more likely it is that you will receive website visitors.

Although page generators can provide a shortcut to income, a long-term plan would be to create your own unique content.

By the way, this is one of my major revenue sources which sometimes generates over \$12,000 a month. So, I can assure you that there is **good money** to be made with creating AdSense websites.

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Version 2.0 Update

In my ezine: **Dunce Money Monthly**, I detail the **exact steps** that I took to earn **\$12,124** with Google AdSense in one month. So if you are subscriber to my newsletter, then you will receive access to this special report in about a week.

If you **are not** a subscriber, be sure to sign up now:

<http://www.duncemoney.com/12124.html>

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Create an Information Product

Description

The Internet explosion was mostly due to the need for information. It grew because people found the World Wide Web to be the perfect source for finding information on virtually any topic.

Over the past decade, smart Internet marketers have taken this need and created products that give complete information about a specific topic. They feel that web surfers would want to save time and effort by purchasing information instead of scouring through hundreds of freebie websites.

For instance, if you wanted to train your dog to stop barking or going to the bathroom inside the house, you could look through dog resource sites and forums. Finding a solution could take days or even weeks of searching.

Or you could go directly to **Sit Stay Fetch** and download a complete training guide.

The authors of this (and other information) sites, make money by supplying good content and tips that help their customers. In return, they receive a nice amount of money from the purchase price.

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So why would people pay good money for information that can be collected from free sources?

For the most part, authors of information products are specialists in their chosen topic. As a result, they have a unique perspective on the topic that usually cannot be found in many sources.

In addition, most people do not have the time or the resources to search through websites looking for information. As a result, they pay the author for saving them time to find all the details.

How does this apply to you?

The truth is that we all know something about a topic that people might be willing to pay money for.

For example, I run marathons for fun (Okay, I think it's fun...most people don't). So I could write an entire information product on how to successfully train and complete a marathon without a running background.

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While you might not be a runner, my point is that we all have some knowledge about a topic that would interest most people. If this information is good enough and packaged correctly, people will pay money for this knowledge.

Even if you can't think of a great topic, there are plenty of ways to discover information that people need and then market a product to these same individuals. All you have to do is spend a couple of days of research and then present it in a useful form.

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Pros

Large Amount of Money

The top authors of information products can earn hundreds of thousands of dollars per year. If you find a profitable niche, then you can generate a full time income just from your writing.

Like other online businesses, it is a matter of exploring a niche and then becoming the authority in that industry. When people begin to think of you as an expert in your field, your sales will explode.

Passive Income

At first it will take awhile to start generating a profit from your information product. This is due to the fact that you have to write and then edit your work. After that, it takes some time to promote your product and get the word out.

But once your marketing methods have started to kick in, you will make money with very little effort. Although you should always be working on promotion, there are times when you can sit back and let the money roll in.

Sounds like a great home business, doesn't it?

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Cons

You Have to Create Content

Writing or creating an information product can be a difficult process.

Often it is difficult for the average person to write a lengthy (and readable) eBook. As a result, it will take some time to create an information product that is worth purchasing.

In addition, once you finish writing your product, you have to then shift your focus on writing promotional pieces. This could take just as much effort as the creating the eBook.

If you decide on creating an information product, be prepared to do a lot of writing.

Money making timeline

As mentioned before, it takes some time to create a quality information product that is worth purchasing. The end result is that you have to invest some time into developing your information product and then promote it. Even if you work hard, it will take at least a couple of weeks to complete the project and then make money off of it.

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Some of the steps involved with creating an information product include:

- 1) Researching your topic to see if there is a demand for this information
- 2) Taking notes and collecting all important facts around topic
- 3) Writing the information product
- 4) Editing your work
- 5) Creating the promotional pieces and sales information
- 6) Running the promotional and marketing campaigns

Obviously, I have simplified the steps that are involved with creating an information product. But you get the idea that it is a lengthy process that will take at least a few weeks.

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Timeline till making money

As mentioned before, it takes some time to make any money from an information product. Even if you write quickly, it will still be a few weeks before you see any money.

For the average person, I say that it takes about 2-3 months before you see a significant profit.

Costs

A great side benefit to creating an information product is that you do not necessarily have to invest a lot of money. The major cost of this home business is **your time**. For weeks, you will have to **invest a large stretch of time** doing something that will not have immediate results.

Fortunately time is really the only investment here. Writing a successful information product usually costs less than \$100. The only extra costs will involve various marketing tools that will help make it easier to reach your potential customers.

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Competition

Depending on your topic, your competition can vary. For the most part, a highly targeted niche topic will have almost no competition.

When creating your product or eBook, it is absolutely vital to find out the level of competition **before you write one word**. That way, you know if you are creating something that will ultimately make you money. Nobody wants to market a product that has low sales conversions and is in an oversaturated industry.

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How to get started

If you want to create an information product, then I highly recommend **How to Write and Publish your Own eBook in as Little as 7 Days**. This is the same resource I used to write my first eBook.

The author, Jim Edwards, carefully details every step that is needed to create a professional information product that sells. He breaks down the process of writing an eBook into baby steps that are extremely easy to follow. In fact, he uses this same information to make tons of money each year.

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Other Tools

Clickbank

The best way for your information product to reach the largest amount of people is through a download. To do this, you have to create a website where you can process payments by credit card. Once a customer has paid, he or she is then redirected to a new page to download your product. This automation can save you time and money.

But how do you set it up?

One site, **Clickbank**, offers an easy to use service that will help you in all these tasks. In addition to processing payment, they also track your sales and enable affiliates to recommend your product and earn commissions.

For a low \$49 dollar processing fee, you get your product on their network and they receive a small cut of each sale that you generate.

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Advice

If you decide to build an information product business, it is important to do research prior to starting. Before you write a word, explore your topic thoroughly. In other words, first see if people are willing to pay money for this knowledge and then find out if you have the resources to give them the information that they need. Only by giving useful information, will you actually make money and build a long-term business.

Although it seems like creating an information product is a daunting task, the process isn't as hard as you think. I definitely recommend that you check out **[How to Write and Publish your Own eBook in as Little as 7 Days](#)** and see if this is the right online business for you.

Ezine or Newsletter Marketing

Description

Over the past few years, online newsletters or *ezines* have become one of the most popular online businesses.

What is an ezine?

Basically an ezine is newsletter that targets a specific niche or interest. Like regular magazines, ezines build a loyal group of readers by offering unique content to readers and providing information that will improve their lives.

Most of the time, an ezine comes in a form of a series of emails that are sent to subscribers on a weekly or monthly basis.

There are many ways to make money with an ezine. They can include the following:

- Affiliate marketing and product recommendations
- Sponsor ads from other businesses
- Google AdSense
- Paid subscriptions to the ezine
- Creating a traffic source for your information product

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What I like most about running an ezine is that there are many different ways to earn an online income. So you can keep testing until you find the most profitable way to make money with it.

But is this the online business for you?

Let's find out...

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Pros

Long-Term Income

Like an affiliate marketing site, creating an ezine is an excellent way to develop a long-term income. Even better, as your subscriber list grows, your income will exponentially increase.

Whenever you release a new issue of your newsletter there is an opportunity to earn money. So the income that you earn will be steady.

Also when you come across a product that is helpful to your readers, you can send a special report to them. This is one of the best ways to earn money through affiliate marketing.

Easy to Build Credibility

As you build your online business, credibility becomes extremely important. Eventually you want to be able to make money by recommending other people's product. So it is important for potential customers to trust your recommendations.

By creating an ezine, you can become an instant authority in your niche. Then when you talk about an affiliate product, your readers will be more likely to purchase it based on your recommendation.

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But it is important to make sure that you are giving good information to your readers and ensure that your ezine is a helpful resource.

Cons

You Have to Create Content

Like many other online businesses, creating content for your ezine will be a difficult process.

Since you release every issue on a specific timeline, you might experience a bit of a time-crunch if a deadline is fast approaching. In addition, you might experience “writers block” and find yourself unable to come up with ideas.

To help find and create content for your ezine can be difficult, I will give a few short-cuts that I use:

- Go to related forums and research problems that people are having. Then devote an issue of your newsletter solving that problem
- Sit down and brainstorm topics for each issue. Then structure content around that particular theme
- Use other people’s web articles to add content to your ezine

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- Devote an issue to special seasonal considerations. For instance, you can talk about how your particular niche is affected by Christmas or the impending holidays.

Timeline till making money

Like other long-term business, it takes some time to make any money from an ezine. Although I consider ezines to be a great way to make money, you need to devote a month or two to start making money.

One of the shortcuts that I use is to ensure that you give your subscribers **good content** from the moment they subscribe. Don't immediately blast your readers with tons of product offers. If your ezine is too "salesy", then people will ignore your emails or unsubscribe from your newsletter. By giving them good content, you can ensure that readers will more likely to purchase any products that you recommend.

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Costs

The costs of running an ezine can be very little. Most of the time, the only tool that you would need is an email program that will manage and send out your newsletters.

For instance, to run my ezine: **Dunce Money Monthly**, I use a tool that costs less than \$20 a month. But there are some programs that manage your emails which are completely free.

So if you have little money, you can run an ezine for next to nothing.

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Competition

Running an ezine is another online business where the selection of your niche can have a huge impact on the level of your competition.

For instance, if you create a “make money at home” ezine, you will have a huge level of competition. But if you create a “Tibetan Gardening Tips” ezine, there will be no competition.

Now it is important to note that competition with an ezine is **not a bad thing**. Usually a larger number of ezines shows that there is a high level of demand for that particular type of information. So if you find a way to *brand* your ezine and make it unique, then you will discover that you can successfully compete in any niche.

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How to get started

The best way to get started with an ezine is to check out **Ezine Marketing Magic**. This site gives step-by-step detail to help you build an ezine that is loved by readers and will help you make money.

The information in **Ezine Marketing Magic** includes:

- How to pick the right topic for your ezine
- The secrets for driving tons of traffic to your ezine
- Increasing the number of opt-ins
- Ways to make money with your ezine

In my opinion, **Ezine Marketing Magic** gives the best detail on how to get started with your ezine.

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Other Tools

Send Free

The best way to manage the subscriptions for your ezine is through a tool called an autoresponder. This tool manages all of your email leads, provides the subscription form and sends out your emails in a timed sequence that you control.

I like autoresponders because they make simple to control what messages are being sent to thousands of subscribers. You can easily release your newsletter to one group of people, while sending a special offer to another group of people.

The autoresponder that I use is **Send Free**.

This program can be easily incorporated into your ezine and provides simple subscription forms that enable people to sign up for your newsletter. With **Send Free** you can opt for either a paid or free subscription. The free subscription program places their advertisements on each email.

What I recommend is that you try the free offer as you build your ezine list. Then when you have large subscription base, you can switch over to the paid account.

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Advice

For managing an ezine, I have two pieces of advice...

First make sure you select the right topic. You want to find a theme where you can create a lot of content. In addition, it is important to find a topic that has a large audience of people who have a passion about your information. That way, it will be easy to find and drive targeted traffic to your newsletter.

The second bit of advice is to make sure that you are giving your readers valuable content. If your ezine is filled with only advertisements, then people will tend to ignore your emails and won't buy your recommended products. All you need to do is provide information that people will value and treat them like you would a friend. If you build trust with your audience, then you will find that it is very easy to make money with an ezine.

Classified Ads

Description

Did you know that many people use offline advertising to create an Internet business?

Let me explain...

A sneaky way to make money through the Internet is by placing classified ads in weekly circulars and regular newspapers.

The process is simple:

First you find an affiliate program, then you create a website with your affiliate link that automatically redirects to the product. Finally you place a classified ad in newspapers that sends readers to your affiliate link.

The principle is that you use the power of classified ads to drive prospective customers to your affiliate sites. This method is a great way to make money, because there are so many products to market and not that much competition.

Let's explore this further...

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Pros

Easy to Set Up

Creating a classified ad site is really easy to set up. Although it might seem like a lengthy process, the steps can be easily broken down.

Later on, I will describe this in more detail.

Unlimited Income

Right now, running an affiliate program through a classified ad is a wide-open opportunity.

If done correctly, you can have hundreds of different classified ads that all make money. It is just a matter of keeping track of your money makers and which ones do not perform well

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Cons

Large Investment

In order to run a classified ad, you have to invest at least a couple of hundred dollars.

If you have a limited budget, then this would be a major investment. In addition, this money is a difficult investment if you are not sure if you will make it back.

Since you have to spend large sum of money, it is absolutely vital to research your affiliate program and check out the magazines/newspapers where you will be submitting your ads.

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Timeline till making money

When placing a classified ad, it takes about a week for all corresponding newspapers to run it. After that, it takes a couple of days for the readers come to your website.

As a result, it takes about 1-2 weeks before you generate an income.

Costs

As mentioned before, it takes a couple of hundred dollars to place a classified ad. When starting off with your first ad, you need to ensure that you are investing a small amount.

That way, you don't lose a lot of money if the ad doesn't do well.

With most newspapers, they give the option of running small campaigns prior to starting a big one. Take advantage of this service and then carefully measure the results. Even with a small campaign, you can find out if an ad will not make any money.

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Competition

In many industries, classified ads have very little competition.

If written correctly, you can create a unique classified ad without much competition. In addition, not many people have thought of using classifieds to promote an affiliate program. As a result, you might have an entire market to yourself.

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How to get started

Although placing classified ads makes a great home business, there is not too much information on how to do it. So, I will briefly describe the method that I use to do it:

- 1) Go to **Commission Junction** and look for a good niche product. The best method of doing this is go to the **Get Links** section, search under **Advertiser List**, then sort by **3 Month EPC**. Join the programs that look profitable without being in a competitive field.
- 2) After discovering a good affiliate program, go to **Name.com** and register a domain name. When registering, you want to ensure the name is simple to remember. Once you have registered, put your affiliate link in the **URL Forwarding** section.
- 3) Check out the affiliate product and find out the benefits of using this product. Basically, you want to understand the selling points that would interest potential customers.
- 4) Create a few classified ads that discuss the benefits of using this product. Then show the ads to friends and family. From their advice, tweak the ads till you find one that people like the best.

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- 5) Go to **Nationwide Advertising** and research different advertising options. For your first ad, you should select a smaller circulation package. That way, you won't lose that much money if the ad doesn't do well.
- 6) When you have decided on the advertising, run the classified ad.
- 7) In **Commission Junction**, you will see the profits from the ad. You want to track the campaign by comparing these profits to the amount that you spent. If you made money, then run another ad. If the ad didn't do well, then make a decision if it should be run again. (Many unprofitable ads make money when they are altered)
- 8) The final step is to keep track each of your advertising campaigns. Keep tweaking the ads and trying different circulation options till you find the best money maker. Once that is done, you can continuously purchase classifieds for that particular ad.

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Other Tools

Affiliate Networks

Besides Commission Junction, there are some great sites where you can find unique affiliate programs.

For instance, you can check out:

- **Clickbank**
- **Link Share**
- **Clix Galore**
- **Dark Blue**

These networks have an excellent selection of affiliate programs. They have thousands of programs where you can find potential classifieds in any niche.

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Advice

In other sections, I mentioned that you need to invest a few hundred dollars to start making money from classified ads. Since this is a very large investment, I highly recommend that you **do a lot of research** before investing.

Here are some recommendations:

- 1) Grab a few weekly circulars in your area and study their classified section. Then go to Google and study the Adword listings in their search engine results. Use both these sources to get an idea of how to structure a short and enticing advertisement.
- 2) Your first attempt at a classified ad should use affiliate businesses that cater to a large section of the population. A good system that I use is to select programs that will appeal to at least 10% of the population.
- 3) Review and edit your classified ad. Get as much feedback from everyone you know. Keep playing around with the ad till you find one that would work.

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- 4) Track everything you do with classifieds. Concentrate on the campaigns that are profitable. Don't be afraid to dump the classified ads that are not doing well.

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Conclusion

Throughout this guide, I often discussed the importance of finding niche markets.

The days are gone when you can build a huge site and make money. Instead, successful Internet home businesses concentrate on a unique product or service. By focusing on a small industry, you can become an expert in that niche. When you become an authority, you can create a highly profitable business.

Also in this book, I described 9 different types of home businesses.

Each of them discusses different ways to make money. Some are great for picking up a few extra bucks on the side, while others are great for building long-term income. After reading through each description, you probably wanted to try a few of them.

Don't sit around dreaming of running this business....**go out and do it!**

Every home business resource has an excellent step-by-step plan that will help you make money. They are authored by experts in their corresponding industries. So you can be assured that they are giving you excellent advice.

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Take the chance and check them out.

I wish you the best of luck with your new home business!

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Appendix A

(Businesses You Can Start if you Live Outside the United States)

I have to admit...

...I am a stereotypical American- especially when it comes to online businesses.

For many years, I believed that the majority of Internet business owners were residents of the United States. Boy was I wrong!

A couple of days ago, I received some feedback about my free ebook: **The Secret Guide to Online Businesses**. One reader liked the different business ideas that I discuss, but he felt that some were impossible to do in countries outside of the United States.

Swallowing my pride, I realized that this reader was right!

Although I tried to give a worldwide view of online businesses, I failed to realize that some businesses are more suited to different countries and backgrounds.

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So I decided to sit down and analyze the most common online businesses. They would be separated into three major categories, based on the difficulty of earning money outside the United States.

This way, you start an online business, no matter where you live.

Let's get started...

Online Businesses That Can Earn Money in Any Country

Affiliate Marketing- Running an affiliate marketing site can be done from any location outside of the United States. Since you don't ship an actual product, you can promote any business product and still earn a nice sales commission.

Information Products- An information product business can be managed in any country. All you have to do is find a payment processor that will work in conjunction with your nation.

Google AdSense- Creating a Google AdSense site is easy to do and can be done from virtually any location. Google's program is available to a wide number of countries.

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Online Businesses With Limited Earning Potential Outside the United States

eBay- Although eBay is located in many countries, it might be a difficult business to run. When you have customers outside of your country, it costs more time and money to ship to these locations. For some, shipping issues can present a challenging time for many online entrepreneurs.

Online Store- Like an eBay business, running an online store can be difficult if you have to ship products to other countries. In addition, it is hard to find a payment processor that will accept payment from other countries.

Online Businesses With Extremely Limited Earning Potential Outside the U.S.

Paid Online Surveys- Although online surveys are a great way to earn a side income, this is not an option for most non-US residents. This is due to the fact that most of companies don't offer surveys to members outside of America.

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Mystery Shopping- Like online surveys, mystery shopping cannot be done in many other countries. This is due to the fact that the majority mystery shopping companies only offer jobs that are located within the United States.

Although I listed many businesses that are easy to do in many countries, there might be some special considerations based on your country of origin. So as you start your Internet business, you should find out if they issue checks to citizens of your country.

With any Internet business, it is important to your research. No matter what country you live in, you should find out how you will get paid and if it works with your nation.

A little research will lead to long-term success.

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