

FROM **INCOME HOME** SECRETS

TRAINING GUIDE



Discover the **secrets** to **tremendous wealth** with legitimate online income options from home.



Table of Content

[Introduction](#)

[Chapter-1. How to start making money online: An overview](#)

- a. What are the benefits of making money online?
- b. What do you need to make money on the internet?
- c. Companies that Hire for Work from Home
- d. How to Make Money Online with a Home Business

[Chapter-2. Modern Ways to earn money online](#)

- a. Become a High-Paid Remote Freelancer.
- b. Start a Successful Podcast
- c. Start a Blog the Right Way
- d. Joining a Social Investment Network
- e. Sell online across all major platforms

[Chapter-3. How to select the right niche for online work](#)

- a. Know What Do You Like
- b. Understand What is Right for You
- c. Go with Google Keyword Planner
- d. Research Google Trends
- e. Find Your Niche from ClickBank

[Chapter-4. Bestselling Niches to make money online](#)

- a. Fitness and Weight Loss
- b. Health
- c. Dating and Relationships
- d. Pets
- e. Self-Improvement

[Chapter-5. How to Make Money with an awesome Blog](#)

- a. Make Money With Affiliate Marketing



- b. Display Google AdSense on WordPress
- c. Use a WordPress Advertising Plugin to Sell Ads Directly
- d. Sell Sponsored Blog Posts
- e. Get Paid to Write Reviews

 [Chapter-6. How to make Money selling online courses](#)

- a. How Much Revenue to Expect from an Online Course?
- b. Increasing the Value of an Online Course
- c. Are Online Courses Profitable?

 [Chapter-7. How to Make Money with an ecommerce website](#)

- a. Understanding How Much Traffic You Need
- b. Affiliate Marketing
- c. Cost per Mille Advertising
- d. PPC Advertising
- e. Email Marketing

 [Chapter-8. How to Make Money as a Freelancer](#)

- a. Skills Required for Freelance Writing
- b. What Types of Writing Jobs are Available?
- c. How to Find Freelance Writing Jobs
- d. The Best Job Boards for Freelance Writing Jobs

 [Chapter-9. How to Make Money with an Affiliate Website](#)

- a. How Does Affiliate Marketing Work?
- b. How to Start Affiliate Marketing in 4 Steps
- c. 4 Types of Affiliate Products to Promote


 [Chapter-10. How to be a Virtual Assistant and start making income](#)

- a. What Do Virtual Assistants Do?
- b. How Much do Virtual Assistants Make?
- c. How to Become a Virtual Assistant
- d. Where Can I Find Virtual Assistant Jobs?

 [Chapter-11. How to Make Money with a Podcast](#)



- a. Affiliate Marketing
- b. Sponsors & Advertising
- c. Courses
- d. Coaching & Consulting

 [Chapter-12. Case Studies](#)

 [Conclusion](#)





Introduction

There is no better time than now to build a business and make money online.

With over 3.2 billion people now actively using the internet, we are well into a massive transformation in how the world does business. We are living in an age where there's no longer limitations on what you can achieve based on geographic location or lack of financial resources.

If you have an internet connection and a few dollars in your bank account, there is little that can get in the way of you making some extra money online.

This guide will educate you on how to start generating real income streams from various online methods like freelancing writers, becoming a virtual assistant, podcasting, ecommerce website, starting a money making blog to affiliate marketing and so many other new methods that have emerged recently.

All in all, it is jam loaded with future ways to make money online not the traditional outdated tactics of making money online.

Happy Learning!

INCOME FROM
HOME
SECRETS

INCOME FROM HOME SECRETS

CHAPTER 1

- How to start making money online: An overview





The concept to make money online has become a way for many people to make ends meet and earn extra money, extra fast. Consequently, more and more are becoming self-employed and spending all their time browsing through the Internet in the search of the next money-making gig.

What are the benefits of making money online?

There are so many reasons people choose to work from home:

- A more flexible schedule to allow for taking care of children or aging parents
- Being able to travel
- The opportunity to create an income you desire regardless of your experience or education
- More independence to work on projects that are important to you
- A more flexible schedule that allows for volunteer work
- No more office politics
- The ability to work with your creativity
- No more commute time

What do you need to make money on the internet?

When it comes to landing – and keeping – a work-at-home job, there are a few basic tools you should have in your bag. Here are few of them:

1. A quality computer and other hardware.

If you want to work from home, you need to have a computer – and a few other things too. When you first start out as a remote worker, you may not have a lot of capital to pour into buying the latest hardware. That is okay; just make sure that you buy smart.

Purchase a new or refurbished computer that will last you for some years and has sufficient specs to keep up with changes in office suite software and Internet-based apps.



Some work-at-home jobs, like customer service, will have a list of equipment requirements that need to be met. This is to ensure you have a stable and secure connection when processing customer requests. Other jobs, like freelance writing, may have no equipment or internet speed requirements at all. You can literally do your job anywhere anytime.

2. A functional self-management system.

Working from home takes a lot of self-discipline. Before you become a remote worker, make sure you have a good system for keeping yourself organized and on task. Use whatever works for you – make a bullet journal, organize your duties on Trello, keep a detailed Google Calendar with Calendly for setting meetings. Just make sure you have a self-management scheme that keeps you going.

3. A comfortable workspace.

Many work-from-home jobs that you find will require you to sit at your computer for long periods each day. So, it is super important that you have a comfortable space to work! Even if it is just a comfortable chair pulled up to an old table that is the right height, or a spot on your couch, put some thoughtfulness for your future self into your home office. Your body will thank you.

Companies that Hire for Work from Home

There are so many large companies that hire remote workers to work online. The larger the company, the more requirements, and prerequisites they likely have in place. That is not necessarily a bad thing. Even though you may need a newer computer, they may be offering health insurance and a full-time schedule. There is always a trade-off. Know that more scheduling freedom and flexibility and less management oversight may mean lesser pay or no benefits.

How to Make Money Online with a Home Business

Maybe you do not want to work for someone else. Maybe you want total control over your schedule and your future. That is cool too. Home business opportunities are plentiful like:

- Selling on Amazon



- Pinterest Assistant
- Selling Used Books
- How to Make Money on eBay
- Direct Sales Companies
- Make Money with Retail Arbitrage
- Become a Virtual Assistant
- Become a Social Media Manager
- Bookkeeping Jobs

Ways to Earn Extra Money

This applies to almost everyone looking for a good side hustle. Why? Because it is something everyone should be doing regardless of whether they are looking for a little something to earn a few pennies during commercial breaks that requires minimal effort, or they are looking to create a full-time income from home.

- Ebates
- Find some Passive Income Ideas
- Sell Photos Online
- Ibotta
- Swagbucks Review
- Jump on Apps that Pay You Money
- Get Paid to Watch Videos
- Make Money with mTurk
- Make Money as a DoorDash Delivery Driver
- Become a Professional Grocery Shopper
- Get Paid to Drive
- Money-Making Apps



- Transcription for Beginners
- Make Money on YouTube
- Micro Job Sites

Ways of Making Money Online that You May be Overlooking

When it comes to ways of making money online, our minds usually head straight to things like customer service for a company such as Amazon or blogging – because that’s what everybody is doing. Right? Well, there are so many options in between that you may be overlooking.

Some of the ideas we are talking about today will allow you to use your knowledge, interests, and experience to make money. Because these are areas you know, it may not take much to get yourself set up for success.

- **Sell Your Knowledge**

Our first overlooked opportunity is selling your knowledge. In this instance, we are talking about creating a course or eBook that you can make available for purchasing online. Because of the automation available today, you may be able to put in the work once when creating your packaged information and then enjoy those checks coming in for months or years to come.

- **Help Others Do What You Do (coaching & consulting)**

There are so many ways you can make money helping other people succeed and reach their goals. Depending on your background and education, you may be able to offer services as a business consultant, wellness coach and more.

- **Sell Your Knowledge II (writing)**

Maybe you do not want all the maintenance that comes with creating and upkeeping courses and eBooks. Maybe you do not mind writing about your interests, but you just want to be done with it once it is completed. Do not worry. You have got so many options when it comes to freelance writing, and many pay well.

Work at Home Job Search Tips



Now that you know where you want to work, you need to apply. Be aware that the competition for remote positions is high. For every single job opening, there may be hundreds or thousands of applicants. But, do not let that deter you! You cannot get a job if you do not apply. No one is going to magically show up on your doorstep offering you a great gig. You must go get it.

When it comes to looking for jobs, we recommend the following job boards:

- **FlexJobs** – researching all leads to ensure no scams, no business opportunities, nothing that does not have flex potential.
- **Indeed** – huge job board, you will need to perform due diligence to ensure listings are legitimate
- **Freelance Writer's Den** – this site offers online training and a job board for freelance writers

Conclusion:

Most of the ways to make money online require you to spend a lot of time to start earning money. Even if you start out with a little, have the patience of being persistent and build up to a larger sum. After all, earning online is like every other job- you start out at the bottom and make your way up.

INCOME FROM HOME SECRETS

CHAPTER 2

Modern Ways to earn money online





This article provides some future ways to make money online with things like social investment networks, omnichannel ecommerce, robo-advisors, VR, drones, Amazon Alexa, Airbnb, Turo, chatbots, and more.

Let us get started.

1. Become a High-Paid Remote Freelancer.

Remote jobs are in high demand these days. If you have digital skills, you can get started with a high paying freelance career online. Step one is to sign up for Flexjobs to instantly find remote jobs that you can perform.

Once you sign up, you can view their remote job boards across all kinds of industries:



No matter your experience level or industry background, there are plenty of remote freelancing jobs on Flexjobs. And you do not need to stop there. Why not leverage your



remote freelance work to start your own remote business? For instance, you can build a company of virtual assistants and use job boards to recruit clients.

Freelance sites like Upwork and Flexjobs enable people to make a full-time income online without having to search for clients. And the jobs available cover a broad range, including graphic design, logo design, web design, infographics, voiceovers, and more. Another option is Amazon Mechanical Turk (MTurk), which allows you to complete manual microtasks for business owners all over the world.

2. Start a Successful Podcast.

The rise of audio content as a viable content marketing avenue is stronger than ever. 32% of Americans listen to podcasts monthly – that’s the same amount of people that go to church regularly.

By launching your own podcast, you get to create your own show, discuss topics that are interesting to you, build an audience, and monetize your podcast with ads and sponsorships.

3. Start a Blog The Right Way.

It’s simple – when you first start your side income journey, you don’t have much traffic or visibility. So you need to increase the price of your offering early on in your blogging journey. One tactic is to start with a B2B consulting funnel and sell to businesses, not people. Businesses have more money than individuals – so instead of focusing on ads and affiliate programs at the beginning, focus on high-end consulting.

There are three primary success pillars of this new blogging formula to make money:

1. Choose your blog’s niche based on *audience budget potential, professional leverage, and market demand*.
2. By not writing so much and outsourcing certain aspects of your content and SEO efforts, you scale your backlink acquisition and Domain Authority (DA) faster.
3. Finally, by using the right high-end blog monetization strategies *at the right point in your blog’s lifecycle*, you 200x your revenue – and only need to close 3-4 high-end clients, not hundreds of affiliate sales.



These tactics speed up your road to income and allow you to make thousands of dollars with less traffic.

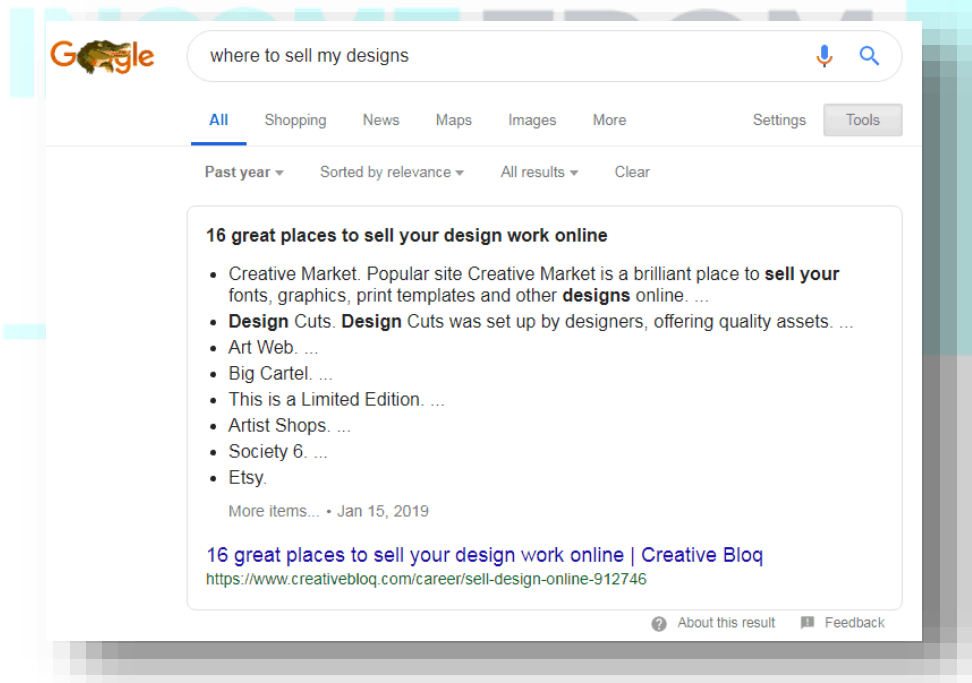
4. Start Making Money Online By Joining a Social Investment Network.

Social investment networks allow you to collaborate with other traders, make informed trades, and use online tools to track all your stocks, index funds, and cryptocurrency. Some of the best social investment networks are Personal Capital and Credible.

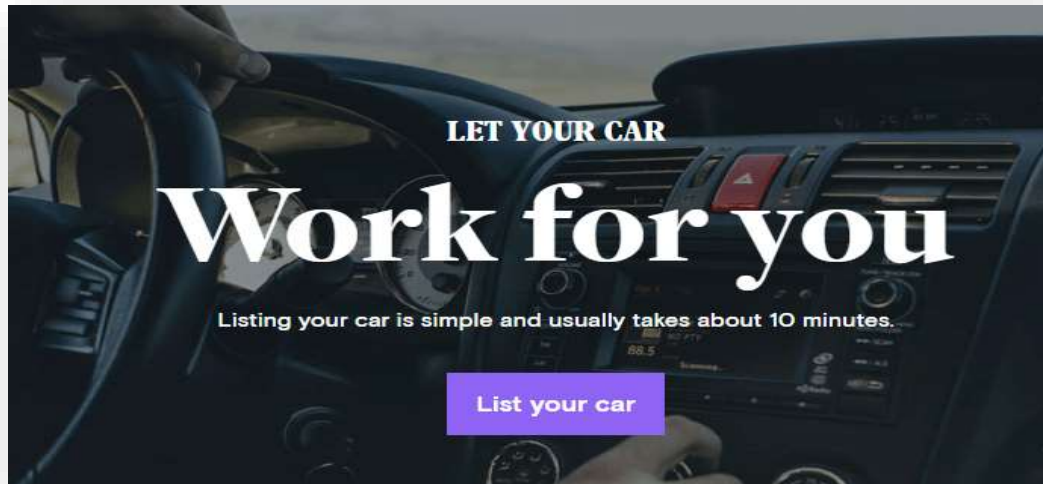
5. You need to sell online across all major platforms where your customers are.

Do not just become an eBay seller and leave it at that. Launch your e-commerce store. Start using Amazon FBA. Sell directly through social media platforms, including Facebook, Instagram, and Pinterest. Market your product or service on Craigslist. If you are selling something crafty, sell it on Etsy.

Do not overlook niche platforms relevant to your industry either. For example, if you are a designer, then you should include 99Designs, Dribbble, and Society6 as sites to join. To find sites relevant to you, do a quick Google search like this one:



6. Earn Money Online By Renting Out Your Stuff.



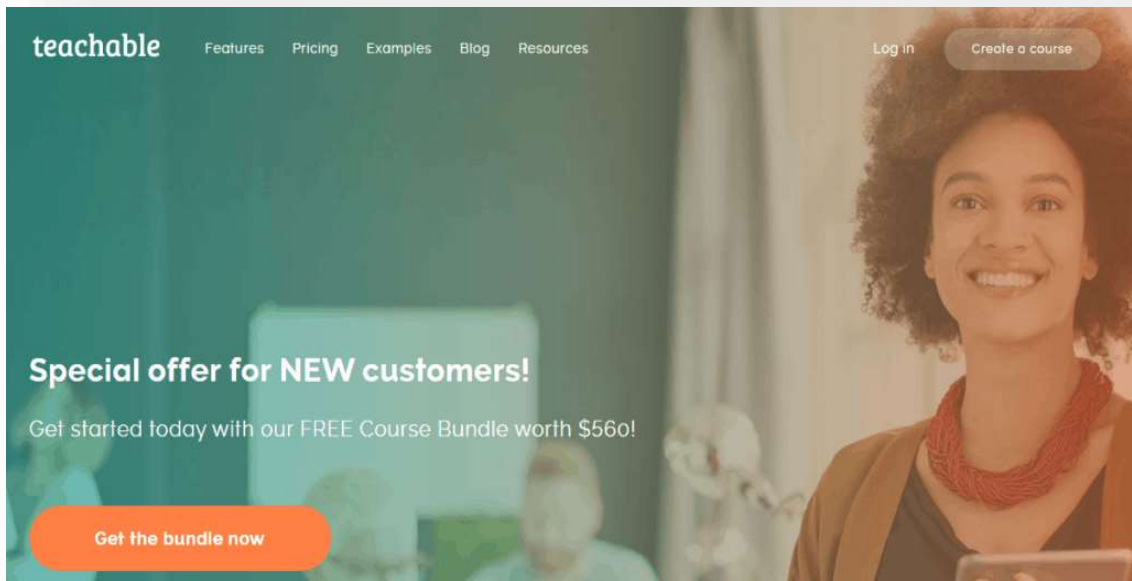
Source: [Turo.com](https://www.turo.com)

Why not make extra income by renting out your car on Turo for some extra cash? And while you're at it, you can also rent out the now vacant parking space using JustPark. Do you have a spare bike or one you rarely use? Rent it out as well, with Spinlister. These days you can rent out practically everything you own, including the shirt off your back.

Don't stop at the shirt. You can rent out your entire wardrobe, including shoes, handbags, and accessories, using Style Lend. Once your home is clutter-free, you may even realize you have an entire room that could be rented out. Airbnb allows you to easily rent out a room, or your whole place to short term guests.

To earn extra cash renting out your goods, make sure you take lots of high-quality pictures. These can lead to faster rentals and higher rates. You'll also need to create detailed and engaging product descriptions. The more info people have, the more likely they are to be interested.

7. Share Your Knowledge to an Online Course Audience.



Source: [Teachable.com](https://www.teachable.com)

If you have gained valuable knowledge that can help others, you can now use it to earn income. No matter what your area of expertise is, online courses are growing in demand for professionals and businesses alike. Teachable alone has over 7 million registered students. Online course platforms like [Thinkific](https://www.thinkific.com) allow you to publish an online course about anything you want.

You can teach people how to write, do their taxes, complete necessary car repairs, or even learn emerging markets like piloting drones. And once the course launches, your student will pay you and you've built yourself a stream of income.

You can also provide online coaching and consulting services to make money online. With a conferencing platform like Zoom, or even just a private Facebook group and Facebook Live, you can share your knowledge and expertise one-on-one or with a large group.

People are looking for coaches in all kinds of subjects, from motivation to digital marketing. Plus, you can be a consultant to individuals or even businesses, in any field of expertise. The possibilities are endless.

8. Host Webinars.



Hosting webinars is terrific for a variety of reasons. They help you drive traction to your website and hence help you increase your sales. And not just sales, you can even make money using webinars without any product.

You can simply host webinars and earn money via affiliate links. This way you can make money, refer useful products to your audience that will be genuinely helpful for them...without selling your own product. It's like promoting affiliate links on your blog post. You need to identify the product(s) you'd like to recommend to your audience and create an impressive and persuading presentation to deliver to your potential viewers.

9. Make Extra Money Online by Investing Across All Markets.

A powerful way to make extra money online is to put your money to work for you. A lot of people still think of investing as something complicated and risky. But, thanks to advancements in technology, it is simpler and more accessible than ever.

You can invest in stocks, EFTs, options, and Cryptocurrency. For stocks, look for index funds as they provide the broadest and most diverse range across a market. For example, the S&P 500 will give you shares of the 500 largest companies in the US.

To diversify further, you can buy slices of international companies as well. Or if you want to get involved in more active trading, you can use a tool like FOREX for global trading opportunities.

Trade with a Global Market Leader in Forex Trading

- Over 300 markets including FX, shares, indices, commodities and more
- Access 220+ companies like Amazon with spreads from 1pt on UK shares
- Earn rebates on monthly trade volume when you qualify for Active Trader

Experience the FOREX.com advantage.

[OPEN AN ACCOUNT](#) [TEST DRIVE WITH A DEMO](#)

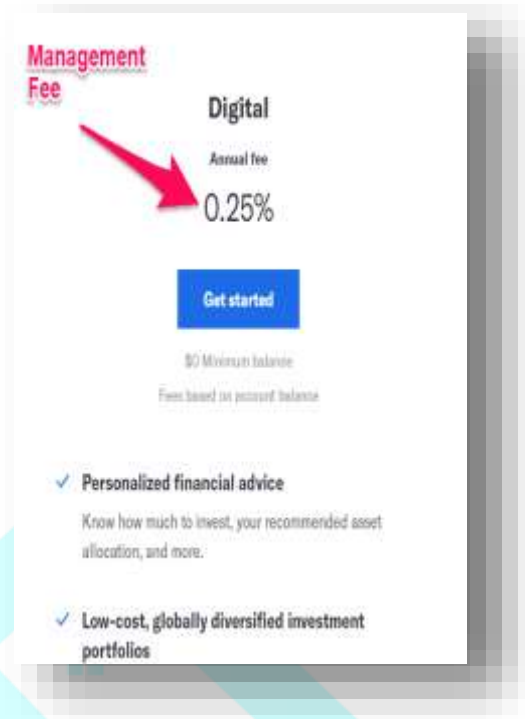
Market	Bid (Sell)	Ask (Buy)	Spread	% Change
EUR/USD	1.23277	1.23288	1.1pt	0.19%
GBP/USD	1.26111	1.26122	1.1pt	0.06%
USD/JPY	150.200	150.210	1.0pt	-0.14%
AUD/USD	0.75000	0.75010	1.0pt	-0.51%
USD/CHF	0.89000	0.89010	1.0pt	-0.09%
EUR/GBP	0.97000	0.97010	1.0pt	-0.51%
EUR/JPY	150.200	150.210	1.0pt	0.18%
GBP/JPY	150.200	150.210	1.0pt	0.63%
EUR/CHF	0.89000	0.89010	1.0pt	0.35%
GBP/CHF	0.89000	0.89010	1.0pt	0.11%
EUR/CHF	0.89000	0.89010	1.0pt	-0.25%
GBP/CHF	0.89000	0.89010	1.0pt	0.89%
EUR/CHF	0.89000	0.89010	1.0pt	0.24%



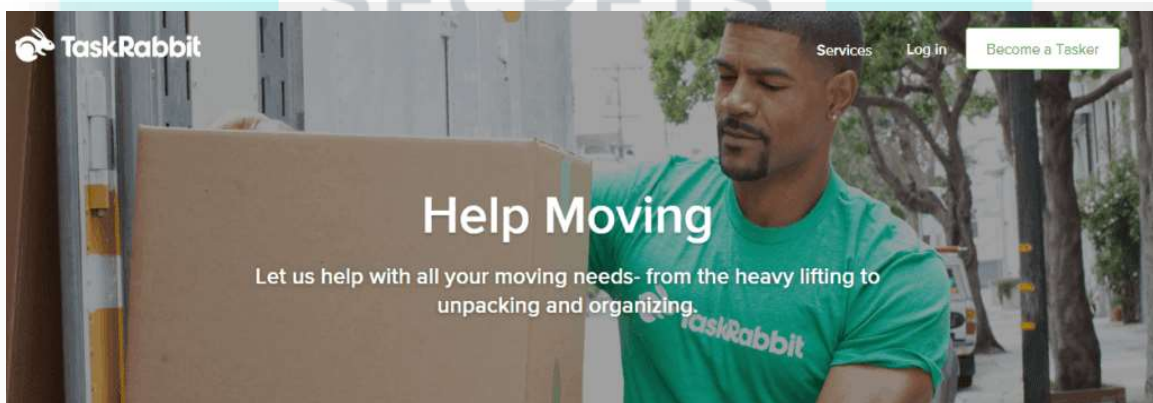
If you want to make a lot of money investing, look it as a long-term strategy and do not freak out over short-term market fluctuations. Just use dollar-cost averaging and buy a broad range of stocks that will help shelter you from any downturns (such as the index funds we discussed.) Then you will not need to waste your own precious time, money, and energy trying to outsmart the market.

To be even more successful, opt for a service that lets you manage your investments instead of paying someone else a management fee.

You can take some time learning the tricks of the trade such as portfolio rebalancing and tax loss harvesting. These tactics help you make just as much money without having to hand someone else a chunk of it.



10. Make Money Delivering Everything, Everywhere, to Everyone.



Source: [TaskRabbit.com](https://www.taskrabbit.com)



You can make money by delivering just about anything these days: products, food, and yes, even people. In the US, car ownership seems to be declining, especially for the younger generation.

With a simple app, you can become an Uber or Lyft driver for taxiing people around your neighborhood Or you can help move entire families with TaskRabbit Moving Services.

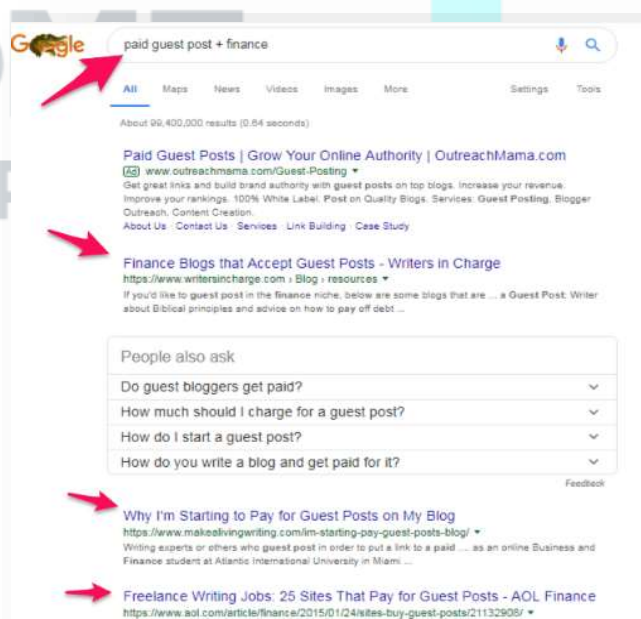
Maybe you do not want to shuttle people. You can choose to deliver food or pizza instead of joining other app services such as DoorDash, UberEats, or GrubHub Or you can even sign up as a package delivery driver for Amazon Flex.

Additionally, a lot of service-based freelancers are also able to leverage the power of launching mobile apps. Most of these services offer fixed rates, and there's no need to compete for jobs or sales. All you need to do is pick the service that appeals to you, register, and get to work raking in the dough.

11. Earn Money Writing, Self-Publishing, and Transcribing

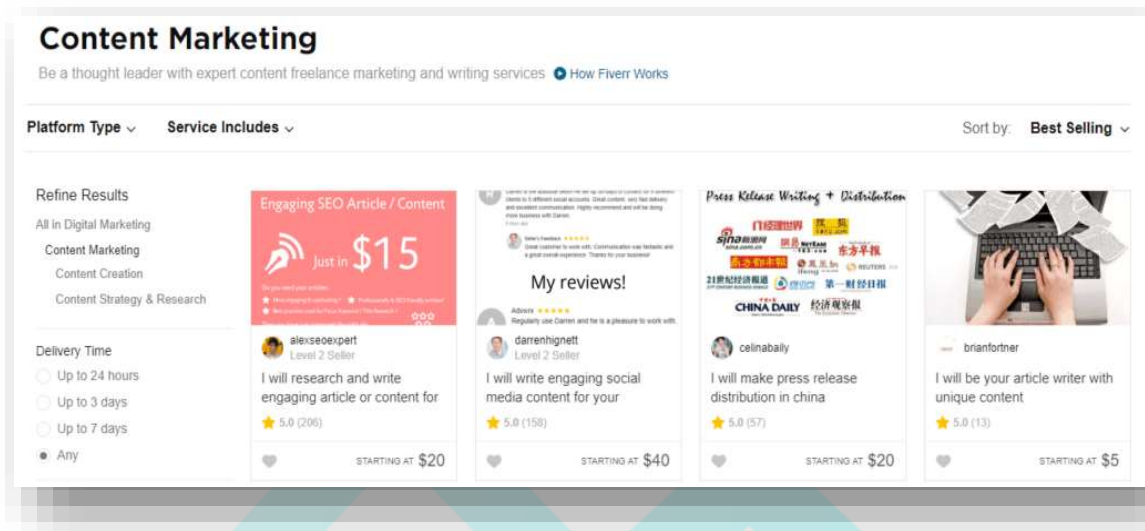
There are endless opportunities for making money online if you happen to enjoy writing. Have you always wanted to write a book or short story? Now, with Amazon KDP (Kindle Direct Publishing), you can easily publish your work and start selling it on Amazon. You can also make extra cash by transcribing video and audio files for people.

Are you more interested in writing articles? You can make a lot of money as a freelance writer for companies. There are tons of blogging job boards, including ProBlogger. Or you can write guest posts on other people's blogs. Just do a Google search for "paid guest post" and your industry:





With services like Fiverr and UpWork, listing yourself as a freelance writer for hire is easier than ever before:



12. Make Money with Your Coding Skills.

Coding skills are incredibly valuable in today's digital world, thanks to how rapidly technology continues to change. Coding jobs are growing 50% faster than the market overall. Whether you went to school for it, or are self-taught, you can start coding apps, chatbots, or even Alexa skills.

Conversational marketing is going to be the next big thing in the marketing industry. But artificial intelligence, machine learning and natural language processing (NLP) are still maturing. With these changes comes a huge demand for people that can build, upgrade, maintain, and sell chatbots. If you have skills in this area or are willing to learn, you can make a lot of money for yourself.

13. Ways to Earn Money Online with Video, VR, and Drones.

People love video. From Twitter and Instagram stories to making money on YouTube, video is insanely popular. Brands have produced millions of dollars in revenue by implementing video strategies. And advancements in video technology and video editing software are leading to even more exciting opportunities for making money online.

One of the more traditional, yet still profitable methods is selling stock photos and stock video content online on a site like Shutterstock. Use your iPhone to capture high-quality visuals and upload them for purchase.



If you love video games, you can also make money streaming them, providing game reviews, and more on Twitch, which is now owned by Amazon.

To make money with video, you will need to invest in quality hardware, whether it is a 360-degree camera, VR technology, or a drone. Thankfully, the costs are going down rapidly, and you get a high-quality drone on Amazon for less than \$1500. You will also need to purchase video and photo editing software and learn how to use it like a pro.

14. Become an App Developer.

You do not need to know how lucrative app development can be. Because it is not a hidden fact that there is a lot of money to be made in app development. But where do you start? It's a no-brainer that you have to learn to code to build apps. Free Apps also make a lot of money.

Here're some of the ways that will allow you to monetize your free app:

- Use advertising as your revenue model.
- Offer subscriptions within the app.
- You can use your app to sell merchandise
- Introduce in-app purchases and microtransactions

These are only a few ways that you can use to monetize your app. Skim down the webpages and research some more. You will surely find even more options to make money using your app.

You can also work as a freelance mobile app developer. Small and medium-sized businesses and startups are increasingly turning to outsource their app development needs today — which is an excellent thing for you.

15. Real Estate Crowdfunding.

Real Estate Crowdfunding is a new and exciting investment model. If you have a considerable amount of savings and want to raise the stakes, then real estate crowdfunding might be the type of investment that you need to make. With real estate crowdfunding, you can invest in two different types of projects:

- Equity crowdfunding



- Debt crowdfunding

To break it down in simple terms, in equity crowdfunding, investors invest in a company trying to raise money. These investors then receive shares in the company in exchange. With equity crowdfunding, you are not loaning your money to the company. Instead, you receive shares with the hope to get a dividend out of future profits. Or you are waiting for the company to reach greater heights so that you can then sell off your shares at a higher price.

With Debt Crowdfunding, you invest in the company trying to raise funds, but your goal is to receive a specified interest rate on the money that you loaned within a fixed timeline.

16. Invest with a Robo-Advisor.

Robo advisors are software products that can help you manage your finances and investments. They are automated, financial advisors.

Well, Robo advisors are most popular among the folks who can't shell out a budget to hire a financial advisor or don't want to either way. These automated robotic advisors, with their smart technology, select investments for you and then build a diversified portfolio. If you don't like to go through the hassle of hiring a financial advisor or lack funds to do so, then investing with Robo advisors is the right option for you.

Here are the other reasons why you should invest in Robo advisors:

- One of the most significant reasons to invest with a robo-advisor is to avoid mistakes. It is as simple as that: humans often tend to make decisions based on emotions, gut feelings, or in the heat of the moment. On the other hand, Robo advisors work pragmatically, and that is the reason why you can avoid drastic mistakes while investing with them.

- Another reason is the hassle-free investment. You must open your account, and then the Robo advisor will take care of everything for you. From making changes to your portfolio to placing trades, you don't have to worry about these things anymore.

Some of the best robo advisors on the internet are Betterment, Acorns, Wealthfront and others.

17. Peer-to-Peer Lending.



As the name suggests, peer-to-peer lending is the financial system that allows you to lend money directly to the borrowers. There is no intermediary Peer-to-peer lending effectively cuts out stuffy banks and lending institutions. Individual investors like yourself and borrowers meet online through a specific platform or a peer-to-peer company.

Although it is somewhat a new market, and people have just recently started to invest using this medium, it is growing at a rapid speed. It shows no signs of slowing down, either. If statistics are anything to go by, the peer-to-peer lending industry could reach over \$1000 Billion by 2025.

How do you get started with Peer-to-Peer Lending?

Getting started investing with peer-to-peer lending is quite simple.

Just follow through with these quick steps:

- Choose an appropriate peer-to-peer lending platform.
- Open an account
- Deposit your funds
- Begin to peruse through the list of borrowers.

You don't have to invest millions — not even thousands. In fact, with some websites, you can spend as little as \$25, which completely varies by the peer-to-peer lending website.

Now the next step is to review the profiles of potential borrowers.

Each borrower profile includes:

- Interest rate
- Reason for the loan
- Term of the loan
- The risk assessment of the loan

You have to be careful while selecting the potential borrower to lend your money so that your expectations can align with the borrower's profile. Also, depending on the type of investment you make, you can make as high as 12% per year or more. That said, these are riskier loans, and if you want to play it safe, you can still make up to 2-5% per year.

18. Sell Ad Space and Sponsored Content.



It seems that everyone on the internet is lurking around in the quest of finding their target audience and bombard them with ads. We don't mind ads so much when we are the ones benefiting from them, do we?

And advertising does not always have to be annoying if done correctly. If you have a blog of your own, have put in the hard work, and want to make a little extra (or a lot extra), you should place ads on your site.

For starters, you have to overcome these few things:

1. You have to be a well-known figure in your industry.
2. Your site is seeing a decent amount of traffic.
3. You should have a niche audience base that is loyal to your blog or brand.

Suppose you qualify all the constraints above.

How to sell ad space on your blog?

Well, there are two ways to go about selling ads on your blog.

You can either do it on your own or use third-party services to do the hard part for you. Go for the latter option, especially if you are new to this idea. Make it easier on yourself and let these third parties manage the ads on your blog.

Conclusion:

Now you know over 16 future ways to make money online this year and beyond. You can start earning money with affiliate marketing, selling physical or digital products, or renting out your belongings. Sharing knowledge, making videos, writing, and coding an app are more great options for raking in the dough and generating sales.

Of course, for the greatest success, you need to provide value and stay on the cutting edge in this on-demand economy. Figuring out your unique selling point and learning how to market the value of your skills makes all the difference between part-time income and millions of dollars.



\$

INCOME FROM HOME SECRETS

CHAPTER 3

HOW TO SELECT THE **RIGHT NICHE**
FOR ONLINE WORK



Importance of Choosing Affiliate Niche

Choosing a niche for your **affiliate marketing business** can help you plan your whole campaign and the journey as an affiliate marketer. A niche can decide what kind of products are you going to sell, and to sell that product, how are you going to plan and manage a website through which users get to know about the products and buy them.

How to Select the Best Niche to Make Money Online Fast

- **Know What Do You Like**

To find out what do you like, ask yourself, what are your skills, and what interests you the most. It could be one of your favourite hobbies, like clicking pictures, baking cookies, or even helping others in their business. Your passion and affection towards activity are going to decide your niche for your affiliate marketing business.

- **Understand What is Right for You**

You could like several things. Yes, we all do. We all are interested and passionate about several things in life, and in that case, choosing a niche becomes a tough choice as you would be confused in several options.

Among several options, you can research about every niche to know about the demand, competition, and returns. Here, the focus is to **get results as soon as possible**, and the niche with maximum affiliate commission and less competition must be your ideal choice.

- **Go with Google Keyword Planner**

So, to begin your research, you can rely on the Google Keyword Planner because it will give you the idea of monthly search volume related to keywords. It also states the existing advertising competition related to keywords.

You can skip those keywords which have high competition because if the competition is high, that means more advertisers are competing and offering high cost-per-click for those keywords.



So, there are strong chances that more websites are already trying hard to get the top position for that keyword. To make money online fast, avoid going for a long-term hustle and make smart keyword research and choose a profitable niche.

You can always search for the keywords and go through the results to find out if you can produce higher quality content.

- **Research Google Trends**

Google Trends is a platform where you can find out the topics which are currently trending on the web.

Google Trends will show a graph to denote the popularity of the topic over the years. Based on the graph, you would know the interest of the people for that topic and finalise your affiliate marketing niche.

Google Trends also shows trending videos on YouTube. Although videos cannot provide you with the details of the niche, you could know that what people are viewing the most and what kind of video content is trending at the given time.

Eventually, you will learn a lot about the users' expectations and their interests. So, when you start advertising your affiliate products, you can plan your marketing activities from these observations and can create awareness, bring traffic and acquire customers.

- **Find Your Niche from ClickBank**

ClickBank is an affiliate marketing program, and the company was founded in 1998. You can search its marketplace on the website to find out about the affiliate products and their popularity.

To begin your research, go to **clickbank.com** and then click on the ***Affiliate Marketplace*** option on the top-right corner of the website.





Then, you will see a new window where you will get popular categories on the left side of the screen.

CLICKBANK

MARKETPLACE
Choose from thousands of great products to promote

Find Products:

WANT TO LEARN HOW TO RUN FACEBOOK ADS?
Click Here

How to Find Products to Promote

1. Browse Categories on the left.
2. Use the Find Products box above to search by keyword.

To view the vendor's Pitch Page, click the listing title. Stats show you how much you can earn for referred sales. Click Promote to create a HopLink and start referring sales!

To learn more about how the Marketplace works click here.

Resources

Categories

- ARTS & ENTERTAINMENT
- AS SEEN ON TV
- BETTING SYSTEMS
- BUSINESS / INVESTING
- COMPUTERS / INTERNET
- COOKING, FOOD & WINE
- E-BUSINESS & E-MARKETING
- EDUCATION
- EMPLOYMENT & JOBS
- FICTION
- GAMES
- GREEN PRODUCTS
- HEALTH & FITNESS
- HOME & GARDEN
- LANGUAGES
- MOBILE
- PARENTING & FAMILIES
- POLITICS / CURRENT EVENTS
- REFERENCE
- SELF-HELP
- SOFTWARE & SERVICES
- SPIRITUALITY, NEW AGE & ALTERNATIVE BELIEFS
- SPORTS
- TRAVEL

New to Affiliate Marketing?

The ClickBank Knowledge Base will help you to get started.

- Not sure what an affiliate is or does? Learn the basics of being a ClickBank affiliate.
- Follow the easy steps in this guide to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? This article will show you how your earnings are calculated.

START TODAY. LIVE your DREAM tomorrow.
Start ClickBank University

←



Each category has respective products that you can sell and earn the affiliate commission. Although these categories are broad, you must go more in-depth into sub-categories and research more about products to get lucrative options.

When you click on a category, you will get a screen (as shown below). In the left side, you've got parameters to filter the product list.

The key here is to understand that not all products can give you great returns. There could be thousands of products in a given niche; not every product is successful.

You need to get rid of extra products so you can focus only on those products which have high demand and good commission per sell. To effectively get rid of least performing keywords and get the list of lucrative options, you need to apply a filter on ClickBank.

You can bifurcate by providing filters from the left side of the window. Here, there is a metric called **Gravity** that gives you the product that sells the most for a given niche.

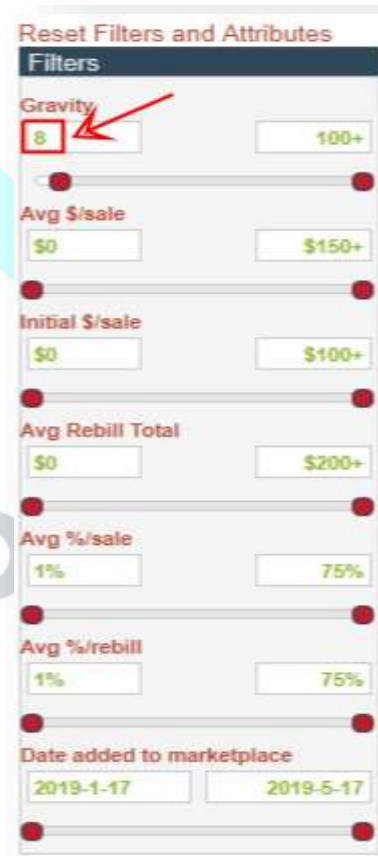
We have set the lower limit of the **Gravity** to 8 and then hit enter.

From 162 products to only four products, we were able to get the most lucrative products in seconds through this platform.

If you observe the list, you will see **Gravity** and other parameters there. The higher the number of Gravity, the better. This is how ClickBank not only helps you decide which niche to choose but also gives you the best performing products of a given niche.

- **Start Executing**

Affiliate marketing is a journey, and you will get to learn a lot of things, get invaluable insights, and know the buyer personas once you start selling.





Although you need to do the as enhanced research as you can before beginning, once the research is done, you must start applying your learnings to see how things flow.

Once you start running a website and monetise your platform through affiliate marketing, you would come across different opportunities, other similar or various websites, affiliate networks, and so on.

- **Check Out Different Affiliate Networks**

You will have to register for respective affiliate programs to be able to sell the products on your website. Programs may require you to submit a few details like your Website name, traffic, and so on.

Nevertheless, the Affiliate marketing landscape as a whole is made of three major areas. There is a publisher who owns the website and a manufacturer who rolls out the affiliate program. Another entity is known as **affiliate networks**. These networks work as a bridge between the publishers and manufacturers.

The networks provide you with the opportunity to register for popular and lucrative affiliate programs of various niches.

Your registration for affiliate programs will be smoother if you go through the affiliate networks. [ShareASale](#), [ClickBank](#), [Amazon Affiliate Program](#) are leading networks that you can check.

Affiliate networks may charge a commission from you, but these affiliate networks will give you the idea about the different brands, their products, new opportunities, and every necessary detail that you would need. Moreover, these affiliate networks are a goldmine to find a profitable niche and find the relevant affiliate programs to sell products.

Conclusion

Just like all thriving businesses, Affiliate Marketing also requires patience and efforts from your end to get success and excellent returns.

Income from Home Secrets

Chapter 4

*Bestselling niches to
make money online*





If you want to start a profitable online business with the best chances of succeeding out the gate; you cannot go wrong entering a market that is already proven to be profitable.

These are the 10 most profitable niches on the Internet:

1. Fitness and Weight Loss

P90X, Weight Watchers, the Atkins Diet, the South Beach Diet, the Keto Diet... the list goes on. For centuries, people have been obsessed with losing weight and getting in shape. And they are always looking for the next fad diet, exercise program, or magic pill to help them do it.

Companies have been right there with them with products helping them do just that: supplements, diets, weight loss programs, exercise programs, and more. As a marketer, you cannot ever go wrong on this niche. Just about every demographic in every country in the world is into this.

Fitness and weight loss will always be a proven niche market that sells, and anybody can grab their piece of the pie.

2. Health

Health is closely related to the fitness and weight loss market and there is some overlap, but it's different enough to merit its own entry onto the top 10 list.

People these days more than ever are taking their health into their own hands. They don't automatically trust what the government or their doctor tells them about their health or what they should do to be healthy. You've seen products in this niche everywhere: gluten-free, herbal remedies, supplements, detoxing... healing arts and products of all types. Anything that will promote a healthy lifestyle that helps avoid disease and makes you live longer.

Alternative health is extremely popular here. We're not talking about mainstream medicine. These are cures and alternative treatments that the pharmaceutical companies don't want you to know about after all.

The opportunities to profit here are endless: books, supplements, information products, physical products, coaching, etc.



3. Dating and Relationships

Whether someone is looking for love... is into online dating... or is in a relationship but struggling and looking for a way to rekindle the passion, a whole range of products in the dating and relationships niche are there to help. People always need advice when it comes to this area — one of the essential elements in life but so difficult to navigate.

Possible businesses here include promoting dating websites, many of which offer commissions to marketers who send them new sign-ups. You could also promote “pick up” guides, books on building stronger relationships and communication, and more.

Dating and relationships, whether for single people, couples, divorced people, etc. will always be a huge niche market that sells and is full of profit potential.

4. Pets

People love their pets. There are estimated 180 million dogs and cats in the U.S. alone. That’s not even mentioning all the snakes, guinea pigs, parrots, and other more exotic creatures people keep as companions. And if you’ve been to a pet store lately, you know that pet owners will spare no expense and will buy just about anything pet-related. Gourmet dog food, pet toys, healthy treats.

Dog training is also a huge market. When people get a puppy, they want to potty train the dog. For older dogs, people also want to train them for obedience, security, even to do tricks. If you have a passion for pet training you could create your own information products—like ebooks. Or you could simply sell books and courses of others as an affiliate.

5. Self-Improvement

Also known as self-help, this is a huge niche online. There are courses and programs, books, videos, online training, coaching. Whether someone wants to build self-esteem, experience career success, increase their confidence, set, and achieve goals, overcome adversity or obstacles... there is a self-improvement product out there.

You’ve heard of Tony Robbins. Same sort of deal. It’s a massive industry that's always growing. People want to feel happy, satisfied with life, and stress-free. And they almost



never buy just one book or program, which lends this market well to repeat purchases and higher-ticket programs.

6. Wealth Building Through Investing

Whether the market is going up, down, or sideways... whether it's a recession, depression, or boom time... bull or bear market... investment products do well. Because people always want to make money in the markets and you do so no matter how the economy is doing.

Even this field is constantly seeing new opportunities; right now Bitcoin and cryptocurrency are hot topics people want to learn more about.

7. Make Money on the Internet

This is a way you can share your expertise in making money on the internet. You could create your own information products, courses, ebooks, or coaching programs. And if there are any programs or courses from other big-time marketers that have been extra helpful... you can promote those too as an affiliate. You could be part of the next big launch campaign.

You could also get into network marketing (no, not all these "multilevel" marketing companies are scams). Some are valid ways to make money if you do it right.

8. Beauty Treatments

Having smoother tighter skin, being more radiant, erasing wrinkles. Looking younger and more attractive is a goal of many people. So any sort of creams, formulas, or similar products that promise to eliminate or reduce the signs of aging are very popular.

Anti-aging cosmetic treatments, skin care products, and more are a huge business. With more and more baby boomers aging and looking to reverse the signs of aging this is potentially one of the largest markets on our top 10 list of profitable niches.

Another opportunity ripe for this market is to start a YouTube video demonstrating health, beauty, and haircare type products. Just simply being an influencer in this market can be very lucrative.

9. Gadgets and Technology



Whether it's a tablet or smartphone, computer speakers, mp3 players, smart devices for the home, thumb drives, cell phone cases, earphones... people are in love with gadgets and accessories. Everybody wants the latest technology (can anyone say new iPhone). And you can capitalize on that in a few ways.

The easiest would be to sell the products as an affiliate through an e-tailer like Amazon. Or you could import products through a site like Alibaba.com or Aliexpress.com, which link you to manufacturers and wholesalers abroad.

Once you have the products sorted out, you have to focus on marketing. One approach is to make money blogging where you highlight all the latest tech and products coming on the market. You could also have a review site in which you offer reviews on several different products in a category. Every product has a link to buy (with your affiliate link), of course.

You could also create your own tutorials, information products, and such as well.

Though not required, this is another market that would lend itself very well to videos and video tutorial type content.

10. Personal Finance

Credit scores, mortgage refinancing, debt relief, personal loans... there is a shortage of needs when it comes to the personal finance niche. People need help managing their money or securing money they need for important expenses.

Maybe they're in debt and need help paying it down or getting a lower interest rate. Perhaps they're facing bankruptcy and need help navigating that process. In severe cases maybe they've gotten that dreaded letter from the IRS saying they owe back taxes.

In any case, you won't be offering legal help. But you can connect your prospects with expert providers, promote information products as an affiliate, or offer products like credit monitoring as an affiliate. This is a huge niche with a lot of opportunities.

You can also create e-learning and education products to help people navigate these issues and improve their financial situation.

How to Get Started Making Money Online With Niche Marketing



1. Go through the list of top 10 best-selling niches. Figure out what piques your interest the most or what meshes with your product idea.
2. Explore affiliate networks like Clickbank.com, CJ Affiliate, or Amazon for products in those niches. Note the best-selling products in the best-selling niches.
3. Check out other online businesses in that niche to see what they're doing to promote their products, like email marketing, marketing funnels, social media, etc.
4. Model your new business on the "winners" you spot out there. Remember that affiliate marketing is a great way to get started with low risk. You could also develop your own products as you grow your business online.

As mentioned above there are several ways you can make money in these niches. Promoting other products as an affiliate, partnering with other experts to create information products, promoting physical and digital products, and more. Another option in these very large markets is running advertisements on your site.

The great thing about these niches is that because they are so big there's massive amounts of demand and traffic you can attract to your website and there are also many products, services, and other ways you can monetize with the traffic you get.



INCOME FROM HOME SECRETS

CHAPTER 5

HOW TO **MAKE MONEY** WITH
AN AWESOME **BLOG**



You can use WordPress and blogging to earn money online by doing what you love. You can work from home, at your own time, and there is no limit on how much money you can make.

In this chapter, find top “proven” ways to make money online blogging with WordPress.

Monetize Your Blog Content

When you think of how to make money blogging, advertising is often the first thing that comes to mind.

Yes, it is possible to make money with ads on WordPress, but there are also other ways you can monetize your blog content. Here are a few methods that work:

1. Make Money With Affiliate Marketing

Affiliate marketing is when you recommend a product or service to your audience using special tracking links, and then get a referral commission for every time someone buys after clicking your link.

Affiliate marketing is the easiest way to make money because you can promote a wide-variety of products. Just about every popular store like Walmart, BestBuy, Amazon, and others have an affiliate program.

2. Display Google AdSense on WordPress

Google AdSense is an easy way to make money from your blog. All you need to do is add a script from Google to your website and start displaying ads. You will get paid for every time a user clicks on the ad. These are called CPC ads.

Google AdSense is a good way to start earning money online when you are first starting out.

3. Use a WordPress Advertising Plugin to Sell Ads Directly

Google AdSense is easy to set up, but the amount of money you can earn is limited. Each ad click earning will vary.



Directly selling banner ad space on your website can be more lucrative. Instead of having to rely on an intermediary who takes a cut of the money, you negotiate the price and terms on your own.

While you could use CPC or CPM method for selling banner ads, most bloggers charge a flat rate instead. Charging a flat rate is easier than keeping track of views or clicks.

Still, directly selling ads takes more work to manage than using Google AdSense. Instead of just adding a bit of code to your website, you'll have to negotiate the pricing, come up with an agreement and terms, and take care of administrative work like invoicing.

4. Sell Sponsored Blog Posts

Some bloggers aren't interested in displaying ads to their audience and wonder how to monetize a blog without ads. An alternative way to monetize a blog is through sponsorships.

A sponsorship works just like it does in sports, TV shows, or other industries. Basically, a company pays you to represent their product, talk about it, and promote it to your readers.

5. Get Paid to Write Reviews

Similar to sponsored posts, you can also make money by writing paid reviews on your site. This is a slightly different monetization method than a review site with affiliate links, as mentioned above.

Instead, you get to try out products related to your niche for free, and even get paid for writing a review. You'll want to review products that are relevant to your niche, that your audience would be interested in. You can approach companies on your own to ask about doing paid reviews.

6. Earn Money Online by Flipping Websites

If you know how to build a WordPress website, then you're way ahead of most people. Sometimes entrepreneurs like to buy already established websites that they can use for their own businesses. This requires knowing the type of websites in demand, and how to



price and sell them. There are websites like Flippa that serve as auction sites and brokers for selling websites.

7. Get Public Speaking Gigs as an Influencer

Many bloggers make a lot of money by speaking at conferences. Speaking at events whether you are paid or not helps you promote your blog and your personal brand. If you are good at networking and public speaking, then you would be able to find lots of new opportunities on the way.

Here are some general tips you need to keep in mind if you want to make money as a paid public speaker.

- Be an expert in your field. If you don't have enough knowledge/skills at the moment, then start learning right away.
- Be consistent – You need to continuously promote your expertise on the topic through your blogging and social media activities.
- Let people know that you are available. You can announce on social media or privately reach out to event organizers.
- You may not find paid public speaking gigs right away. Many successful speakers start their public speaking career from smaller, more casual, and free community events and meetups.

8. Create a Paid Membership Website



If you're not interested in selling ads or sponsored posts, there are plenty of other ways you can earn money online from your blog. A popular method is by having your audience pay to access certain content or areas of your site. Here are a couple of ways to do that.

- **Create Restricted Members Only Content**

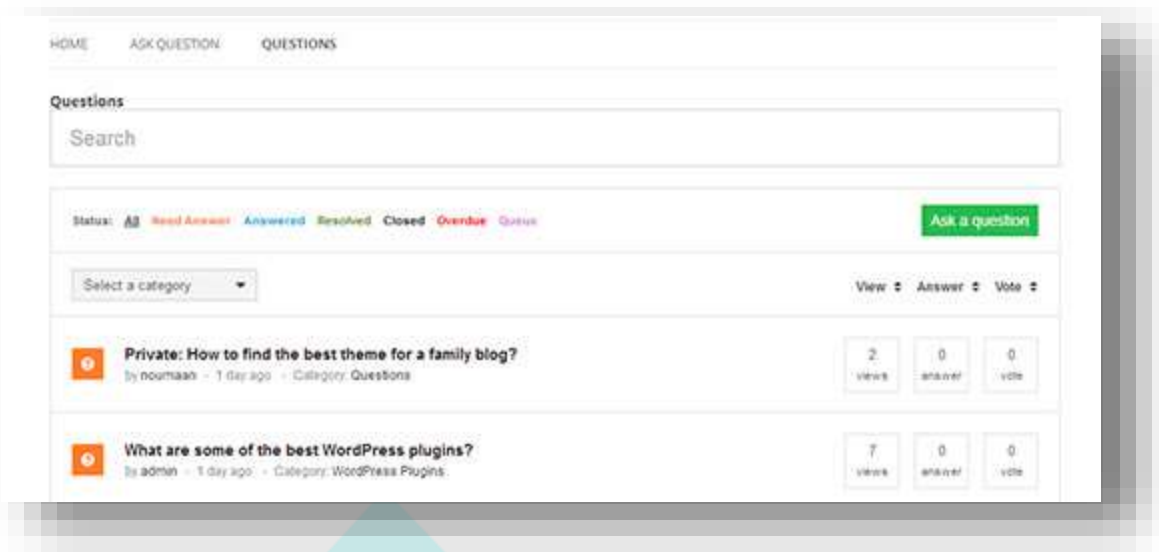
You can create a members-only area for them to share more in-depth blog posts, downloads, videos, audio content, and more.

- **Create a Private Forum**

Another option for creating a paid membership site is to create private forums that users must pay to get access to. Forums are a great way for your audience to get one-on-one advice from you. Other members of the community can also interact and help each other out.

While moderating a forum can be a lot of work, a paid forum is a great way to earn recurring revenue from your WordPress site.

- **Create a questions and answers community**



Just like forums, you will have to spend some time building a sizable community. After that, you will be able to monetize [user-generated content](#) on your website using advertisements, affiliate ads, and other methods.

Popular question and answer websites are able to get direct advertisement and sponsorship deals from advertisers in their industry. This helps them negotiate a much higher rate and extra perks.

- **Create a Directory Website With WordPress**

Another option for making money online with WordPress is to create a directory or listing website. You can then charge visitors to advertise their listings on your site.

Here are a few different directory ideas to get you started.

- **Create a Paid Business Directory**

Directories might gather reviews of local businesses, share the best podcasts on a given topic, or list the best products in a certain niche.

- **Create a WordPress Job Board With Paid Submissions**

Another option is to create a paid job board. Companies who want to advertise an open position to your audience can pay you to submit a listing.



It's easier to create a successful job board if you narrow down to a specific niche. That way you can become the go-to site for anyone looking for a job in that industry, with minimal competition.

This works great for established blogs in a narrow niche. For example, ProBlogger is now famous for their job board for professional bloggers.

- **Create a WordPress Event Calendar With Paid Submissions**

A paid event calendar is a good monetization method for local or industry-specific websites. You might choose to advertise events in your local city, conferences in a certain industry, or even webinars or live streaming events.

9. Sell Digital Products With WordPress

If you're looking for a more low-maintenance way to make money online blogging with WordPress, then selling your own digital products may be a good choice. While you do have to invest the time to create the product up front, after it's created your work is very minimal.

Here are a few digital products you can create and sell on your website.

- **Sell Ebooks on WordPress**

Ebooks are an obvious choice for creating digital products. They are relatively simple to write and produce. If you've been blogging for a while, then you can collect some of your old blog posts and turn them into chapters of a book.

- **Sell Online Courses**

Selling an online course is another great way to make money online. Courses usually sell for a much higher price point than ebooks. You can charge a premium for your expertise.

You'll need to create the lessons for your course, plus any supporting materials that you want to include such as downloads, slides, checklists, templates, etc.

- **Host a Paid Webinar**

Webinars are a great way to build your audience, share your experience, and grow your business. But did you know they're also a smart way to make money online? WordPress



makes it easy to host a paid webinar. Whether you're using your site to actually host the webinar, or just to advertise your webinar and register participants, it's crucial for your webinar success.

11. Sell Services Online Using WordPress

If you're looking for easy ways to make money online, selling services is the fastest way to get started. There's no up front investment of creating a product or investing in inventory. Instead, you can just create a "hire me" page on your website and start looking for your first client.

Here are a few ideas to get you started.

- **Offer Freelance Services**

As a blogger, you're already an expert on your niche. You can start earning an income by offering your skills and expertise as a freelancer.

- **Start Your Own Consulting Business**

Consulting is another way to make money online from your blog and share your expertise. As with freelancing, there is no startup investment. You can start offering consulting services on your existing blog. All you need is to create a page with a form so users can request more information.

12. Sell Physical Products Online Using WordPress

While selling digital products or services can be an easy way to start making money online, there's nothing quite like selling real, physical products. Here are a few ways you can get started selling products with WordPress.

- **Start an Ecommerce Business With WooCommerce**

Have an idea for your own product? Why not start your own online store? WordPress makes it easy to create a shop or even add a shop to your existing blog using the free WooCommerce plugin. You can also use Shopify or BigCommerce as WooCommerce alternative.

- **Create an Online T-shirt Store With WordPress**



Creating your own t-shirt shop is easy with WordPress. Almost everyone wears t-shirts, so opening up a t-shirt shop is a great way to monetize any kind of blog. Designing t-shirts allows you to be creative and offer something unique to your audience.

- **Create a WooCommerce Dropshipping Store**

Dropshipping is another way you can create an ecommerce store on your WordPress website without having to handle inventory or ship items yourself.

With dropshipping, you create the store, manage the website, and customer service. But a dropshipping service will take your orders and ship them out to your customers. They're an invisible third party that your customers don't even know about.

- **Create an Amazon Affiliate WordPress Shop**

If you want an easier way to set up an ecommerce site without having to ship products yourself, then you may want to try an Amazon Affiliate shop.

As with many of the items on this list, this works best if you specialize in a niche. If you offer everything, it's impossible to compete with a big shop like Amazon. But in a small niche, you can differentiate yourself and really stand out.

- **Create an Online Marketplace Website**

An online marketplace is like an eCommerce store where users cannot just buy but also sell their own products. Normally, WooCommerce assumes that you run a single vendor website. You can make money by charging commission on each sell, or you can allow vendors to buy membership packages for their listings.

- **Make an Auctions Website**

Ebay is probably the best example of an online auctions marketplace.

You can run auctions on your WordPress website and even allow third-party vendors to list their products as well. You can make money by charging for the listing or by getting a cut on each sell.

- **Create a Job Marketplace website**



Unlike a regular job listings website, a job marketplace allows you to make money on each job listing. Fiverr and UpWork are probably the best examples of online job marketplace websites.

You can promote your job marketplace as a micro-job platform for people working in the same niche as your blog. To make your platform more competitive you can select a very specific niche.

You can charge a small fee for job listings or when a job is completed. More successful completion of jobs will bring you more customers and freelancers in the future.

13. Develop WordPress Plugins

If you have a basic grasp of how WordPress works and some simple PHP knowledge, you can create your own WordPress plugin.

As a plugin developer, there are many ways you can distribute your plugins. Anyone can submit a free plugin to the WordPress.org plugin directory, as long as they follow the WordPress plugin guidelines. This is a great way to gain experience and build a reputation for yourself as a WordPress plugin developer.

Once you're ready to start selling premium plugins, you could choose to sell them on a site like MOJO Marketplace, or on your own WordPress site.

1. Which one of these proven ways is right for me?

Depends on what you are passionate about and which method would work best with your blog's topics. For example, if you run a blog about photography, then affiliate marketing, advertisements, and paid memberships may all work well for your blog.

Focus on offering useful, quality content, that users will find helpful and money will follow. Or as the saying goes, do what you love and the money will follow.

2. How much money can I make from blogging?

It really depends on how much effort you put in and the time you are willing to invest. To be honest, many beginner bloggers lose interest and give up quickly.



You will be making money based on how much traffic you get, the monetization methods you use, and the work you put in. Many successful bloggers make six and even seven figure incomes.

3. How long would it take before I start making some serious money from blogging?

Making money online is not a 'get-rich-quick' scam. Anyone telling you otherwise is probably trying to scam you. If you want to make money by starting a blog, then you will have to work hard and invest a lot of your time into it.

There is no easy way to tell you how soon you would start making money. Some bloggers start making small amounts soon after starting their blogs. Others struggle to get their blogs to take off.

4. How do I get started?

Getting started with your own WordPress blog is easy. However, make sure that you are using the right platform.

INCOME FROM HOME SECRETS

INCOME FROM HOME SECRETS

Chapter 6

How to make money selling online courses





Creating and selling online courses is a booming market internationally. The eLearning market was worth \$107 billion in 2015, \$190 billion in 2018 and is expected to exceed \$300 Billion by 2025 (E-Learning Market Size By Technology)!

Make Money with Online Courses

There are a lot of factors at work when creating your own online course and the profits you get from the course sales can vary wildly.

For example, as an online instructor you could be earning from a few hundred dollars per year to a six- or seven-figure income. In fact, you could reach up to a six-figure number while treating your course business as a part-time project.

Course creation is only part of the process. The work on marketing and sales, including your personal brand can give you an edge.

How Much Revenue to Expect from an Online Course?

This varies a lot from instructor to instructor. You will have to consider a lot of factors that affect your potential revenue.

- **The price of the course:** Are you selling a 5\$ or a \$500 course? This makes a huge difference on how many people you need to sell your course to make your revenue goals.
- **Your audience:** Do you have an email list? Any social media followers? Do you have a YouTube channel with subscribers? Do you have access to partners and their network? The bigger, more engaged network, the more customers you can expect to get.
- **Marketing and sales experience:** Have you done this before? If you already have an online business and have sold products before you are at an advantage and should expect a higher conversion rate from your audience.
- **Current customer loyalty:** How loyal are your customers? Are they coming back for your new products or disappear? Do you have an engaged customer base?

If you are just starting out, all of the above can be learned, but you should expect a slower start than a seasoned entrepreneur.

Now, how can you calculate your potential revenue? You will need to calculate the:



Revenue = Number of your Audience x Conversion Rate x Price of the Course

$$\text{Revenue} = \text{Audience} \times \text{Conversion Rate} \times \text{Price}$$

If you don't have an audience yet, you can make some hypothesis based on how many people you expect to reach out. Will it be 100 or 200 or 1000 email subscribers?

Conversion rates for online courses depends on the subject, the price and your capability to attract and sell to the right people. You can think of conversions as:

Low conversions: 0.1% to 1%

Medium conversions: 2-5%

High conversions: 6-10%

You can run the calculation on all three conversion rates 1%, 5% and 10% to see different scenarios and set your goals based on them.

Then, if you want to see if you are making a profit, you will need to subtract the expenses. This is how to think about it:

Profit = Revenue – Production costs (fixed) – Marketing expenses – Other related costs

$$\text{Profit} = \text{Revenue} - \text{Costs (Production + Marketing + Other)}$$



Now, you can really calculate if your course can be profitable, how much work you need to do and how much money can you make selling online courses!

Increasing the Value of an Online Course

Of course, there are ways to improve the value of your course. Some factors that affect the value and you can think before pricing are:

- **Your personal brand recognition:** how approachable, memorable, and visible you are as a person on social media and the web. We suggest that you google your name to find out where you are at and what the internet says about you.
- **Your level of expertise:** the more knowledgeable you are in your subject, the more high-quality and unique content you are producing. Also, the easier it is for you to become known as an expert in your field.
- **The training content at hand** depends on the amount and variety of course content you have created and whether it is ready to be shared with your students (e.g. blog posts, books, videos/vlogs, audio/podcasts).
- **The course topic:** a successful online course starts with a profitable topic. Your course idea determines whether people will love your course or not and if it is going to sell.
- **The size of your audience:** Having big followership on social media, an email list or several business contacts interested in your expertise is important. Their brand recognition helps to boost sales.
- **Your audience's income:** consider how much your target audience earns and whether they are willing to spend on digital products, such as online courses.
- **Think about this:** would someone pay to learn more about you teach? If so, how much would that person be willing to do so? This will also affect your course pricing – when determining the best price point and should also affect the quality of the course on offer.
- **The market size & competition:** think about how many people need your courses (a solution to a common problem) in your niche, and how your competitors are using this information. Carrying out market research helps to determine if there is an actual market for it.



- **The effectiveness of your site:** search how people arrive at your business website and how they interact with your pages (landing page, sales page, etc).

Working to improve these factors can help to promote your business and gain greater exposure to online communities to sell your courses. If you need help with marketing your school, check how to increase your course sales.

Are Online Courses Profitable?

Yes, they are. Online courses offer one of the best business models to digital entrepreneurs. The demand is rising, and people are more than willing to pay for them.

This is a great piece of information to start with. However, you will need to research more into your chosen subject to make a new course launch. Launching your first course might seem like a lot of work. On top of that, when it comes to creating content for your course, you have many options to choose from.

One of them is to reuse your old material, including your:

- Old blog posts (if blogging is part of your business activities)
- Video/Audio recordings (webinars, speeches, interviews, etc.)
- Books/eBooks or other company-related information material

Lowering spending on new content and reusing your old material, can increase your online course's ROI – return on investment and your own income. Then, you only must think about your minimum expenses and it's a simple equation of $(\text{Income} - \text{Expenses}) / \text{Expenses}$.

Conclusion:

Online courses can also be a great way to start building your membership site. Membership sites have the advantage of selling subscriptions for a learning community and get recurring income for it.

Undoubtedly, online learning is the way forward. Course creators have the chance to make money selling courses to create additional sources of passive income or even make a living teaching online from your own website.



INCOME FROM HOME SECRETS

CHAPTER 7

How to Make Money with an e-commerce website



Start your eCommerce business or website from scratch to earn money and make a living. You just need to start with having an online store or website and an understanding of few online marketing tactics whilst utilizing your resources properly. Once you can do it, you will bag great benefits.

Understanding How Much Traffic You Need

The amount of traffic which you'll need to generate for your ecommerce store will differ depending on the amount of money that you want to earn. Once you understand the amount of traffic which you're going to need to reach your financial goals you'll need to think about how you'll generate traffic to your online store.

Different strategies that help you make money from eCommerce websites:

There are various marketing methods that you can utilize to make money with your eCommerce website. You just need to decide on the most suitable method for you to reap the benefits.

1. **Affiliate Marketing:** This is one of the most common and lucrative methods to make money from eCommerce websites. It is a type of agreement between one or more affiliates and the merchant or the advertiser. You, as an affiliate can use your website to put up the ads for the products and services of the merchant.
2. **Cost per Mille Advertising:** This method mostly deals with blogging. In this process, you get paid as per the number of page views that are generated by the ads displayed on your site. For instance, blogs which generate 100,000 pages can help you earn around \$100 monthly.
3. **PPC Advertising:** PPC marketing, or pay-per-click marketing, involves businesses paying for a better chance to generate traffic for their online stores. If you have ever noticed that a Google search result had a green 'Ad' logo next to it or a Facebook post with 'Sponsored' at the top, then you've already seen PPC marketing in action. Successful ecommerce stores typically have some PPC marketing campaigns running, as it is a great way to make sales.



There are three main platforms which you can use for PPC marketing which are Google, Bing, and Facebook. If you choose Google or Bing for your PPC marketing you'll be able to research the number of people who are searching for what you are posting. If you're using Facebook for your PPC marketing then you will be able to obtain information about your audience's age, gender, and interests, but you don't know how popular your advertisements will be.

4. **Email Marketing:** Email can often be overlooked as an important marketing channel, but it is a platform that people are always logged into and checking. Furthermore, email marketing can drive a return on investment of up to \$32 to every \$1 spent, which is way higher than PPC.

Nurturing your subscribers is important to rely on your audience to increase traffic over time. This could mean sending out a bi-weekly email blast, so your audience knows when to expect your email. Or you could segment your audience by demographics, psychographics, etc, and provide actionable information relating to people's interests, beliefs, wants, or needs. Why will this prompt more traffic to your website?

5. **Direct Banner Advertising:** You can sell the space of your website to some advertiser in the return of money. In most cases, the popular banner formats of ads that are put on the web are the 728×90 leaderboard ads, the 300×250 rectangle ads and the 125×125 button ads.

6. **Social Media Marketing:** Social media can be a great marketing channel to promote your business and generate traffic for your website without needing to spend money or create new content. Sharing blog articles, product and services, positive reviews, company news, and videos over social media in a non-sale way can help grow a community of avid followers who will share your content with others to help you grow your business.

But social media can be a great customer service tool also by allowing messenger communication and marketing. Companies like Chatchamp provide services where you can automate sales qualification, forward new products to followers,



and remind customers of abandoned carts all through Facebook Messenger or WhatsApp.

7. **Sell Your Own Products:** You can also sell your own items on your web store to your target audience. You need to make a product catalogue on your eStore which people can browse and select the product of their choice for purchase.

In addition to these, you can also implement some other strategies publishing paid surveys and polls, joining online marketplaces' affiliation programs, pop-up and pop-under ads, audio ads, monetization widgets, etc.

Conclusion:

Make sure that you test your marketing campaigns and your product prices, it'll really help you to grow your ecommerce store. You may find that your Adwords campaigns aren't successful, so you can then try out Facebook campaigns. You can also try adjusting the pricing of your products — if you find that your customers are willing to pay more then you'll be able to spend more money on your marketing efforts.



INCOME FROM HOME SECRETS

INCOME FROM HOME SECRETS



CHAPTER 8

How to Make Money as a *Freelancer*



In today's Internet Age, there are plenty of freelance writing jobs for beginners to choose from. Good grammar and research skills are all that is needed. From product descriptions to blog posts to expert articles and eBooks, there is a little something for everyone looking to get paid to write.

Skills Required for Freelance Writing

You must have above par English and grammar skills. In addition to being able to write well, you also need to be organized and self-motivated to work at home.

What Types of Writing Jobs are Available?

There is such variety in today's freelance writing gigs. There is truly something for everyone. A few examples of positions you may come across:

- eCommerce Descriptions – Writers are often hired to create and optimize product listings for Amazon, Etsy, eBay and beyond.
- Blog Posts
- Email Newsletters
- News Site Articles
- eBooks, Reports, Case Studies
- Tutorials & Teaching Materials
- Creative Writing Jobs
- And more

How to Find Freelance Writing Jobs

With a good freelance writing business set up, you can easily make a great income working part-time hours. It is one of my favourite ways to earn from home! Finding work is one of the biggest challenges of freelance writing. Over time you might be able to depend on getting gigs from referrals and recurring work, but every freelance writer must start somewhere.

Most often, that “somewhere” is job boards!

There are all kinds of job boards — some are free, and some are paid. Some vet every potential opportunity before posting it to make sure the jobs are high-quality ones; others present every single job offer available. Some job boards are only for writers, while others have broader



offerings with a writing section. If you are willing to dig, you can find real gems on every board, no matter how crowded it is.

Writing Job Boards

There are two types of job boards when finding writing jobs from home — the ones that are free to access, and the ones you must pay to access. There are far more free ones, and (no surprise) there is a lot of competition for those. That said, many successful freelance writers got their start on free job boards. Try your luck at these and see what you can find!

The Best Job Boards for Freelance Writing Jobs

Some of the top freelancing writing job boards out there today – ProBlogger Jobs, BloggingPro, Freelance Writer’s Den, FreelanceWriting.Com Morning Coffee, Journalism Jobs, Mediabistro, All Freelance Writing. Add one or some of these to your daily routine and watch your freelance career take off. Find more quality jobs, better-paying gigs, and spend more time doing exactly what you want.

My Best Tip for Navigating Writing Job Boards

No matter what board you’re visiting, there will be some jobs that are right for you and lots of jobs that aren’t right at all. When you enter the sea of job postings, it’s important to keep in mind one thing:

You should not apply for everything. Setting these kinds of parameters for yourself — topic and payment — will help you focus when there are so many options.

Profile Sites:

Freelance broker sites like Upwork are an option, but many beginner writers feel they cannot compete with the cutthroat rates starting out. The upside with sticking it out is that many clients here are loyal. They want to work exclusively with one person they just like the security that comes with these platforms. You must pay the bills first and foremost, however. If you cannot find anything worth your time, move along.

Content Mills

These sites typically hire many writers to pump out an endless supply of blog posts and articles for their clients. While these sites are often open to freelance writing beginners, the pay reflects that. They are not worth the time in the long run.



Here are a few sites to check out if this is an avenue of interest to you as a beginner: Textbroker, Writer Access, Scripted, The Content Authority, Skyword, Article Document, and Verblilio.

What to Avoid When Looking for Writing Jobs from Home

A freelance writing job board is a world of opportunity. The possibilities are awesome! That said, there are a few things you should avoid when you are looking for writing work:

- **Paying for the ability to work with someone.** This is super scammy (in the freelance world, that is) and it never ends well. You are better off doing some digging for legitimate opportunities. Do your research to see if those are right for you — but paid job boards generally are not scamming.
- **Writing for free.** There is an exception for the times when you are trying to get some visibility in your target market. High-profile guest posts can be helpful for building your business but be very selective about what you'll write for free. "Exposure" will not pay the bills after all!

Even when you have plenty of clients, continue marketing and creating a prospect list for future reference. And always ask happy clients for referrals and testimonials to place in your portfolio.

How Do I Get Writing Samples as a Beginner?

The first and easiest workaround is to begin a blog of your own and publish your own content. On the plus side, it gives you something to produce content for right away, a solo way to showcase that content, and can help establish you as an authority on whatever subject you want to write about. On the negative side, it is free labor upfront with no guarantee of returns – and making a blog actually work for you is an entire career in itself! You have got bills to pay now! You cannot afford to waste any time.

This brings to the second and better strategy for kick-starting your freelance writing career:

Have you considered guest posting for other websites or bloggers?

These are just a few of the benefits you can reap by guest posting for other websites:

- You will become familiar with the pitching process.
- You will become familiar with the editing process.
- You will be able to include your author by-line at the end of each guest post.
- You will get those writing samples for your pitches and applications going forward.



Guest posting can be a great way to go.

Best tips to get started writing online:

1. Decide on a Niche (or Two)

Brainstorm a list of up to five niches that you have some experience or interest in. Then rank your list in order of what you'd like to pursue first.

2. Gather Samples

You can write samples on your own blog, by guest posting on someone else's or even in a Word or Google doc if you have to. The point is, that you need to have samples to verify you can write and display your unique voice and style.

Have 3-5 pieces ready in the niches that you want to write in to be prepared for pitching jobs.

3. Figure out Where You'll Display Your Work

You don't have to have your own website to start freelance writing. Would most people (including myself) recommend it? Yes! But it's not absolutely necessary. There are other ways to display your portfolio instead like Pinterest.

4) Source Job Leads

Where do you find jobs to pitch? My favourites are ProBlogger, JournalismJobs and various Craigslist cities (San Francisco and NYC are good ones to start). Start looking for jobs to pitch. Reach out to companies and websites individually or network with friends and family to see who might need a writer.

5) Start Pitching

Pitch for anything remotely interesting or that you are only a little bit qualified for (you're a fast learner, right?). Women tend to *only* apply for jobs they are 90%+ qualified for, whereas with men it's closer to ~60%. You need to start thinking and pitching like a man!

Set a goal for how many pitches you plan to send per week and then go after it with gusto. Chalk up each rejection (or non-reply) as a win. Each No is getting you closer to a Yes!



INCOME FROM **HOME SECRETS**

CHAPTER 9

How to earn money with
an affiliate Website





If you would like to make passive income with affiliate marketing, this chapter outlines everything for you.

How Does Affiliate Marketing Work?

Affiliate marketing can get technical, even for those well-versed in digital marketing. Fortunately, you do not need to know all the details to get started.

The actual mechanics run in the background, thanks to the merchant's affiliate program software.

But here is a quick look behind the scenes:

1. When an affiliate joins the merchant's program, he or she is given a unique ID and a specific URL to use when promoting the company's product.
2. The affiliate includes the link in their blog content and/or via their email marketing efforts and invites readers to click it to find out more.
3. When a potential buyer clicks on the link to visit the affiliate partners' site, a cookie identifying the affiliate is placed on their computer. The cookie ensures that the publisher is credited with the referral sale even if it occurs days or even weeks later.
4. Whenever a buyer completes the sale process, the merchant checks the sales record for a cookie identifying the source of the referral.
5. If the merchant finds a cookie with an affiliate ID, the affiliate is credited with the sale.
6. The merchant makes reports available so that the affiliate can see their referrals (clicks) and sales.
7. The merchant pays the affiliate commission at the end of each payment period (i.e. revenue sharing).

How to Start Affiliate Marketing in 4 Steps

Here is the key point you need to understand if you want to become an affiliate marketer:



You are earning a commission in exchange for giving readers valuable insights on products or services they were already thinking about purchasing.

Here is a step-by-step process for doing exactly that:

Step 1: Choose a Product to Promote as an Affiliate

Here are your two main options (with your best option listed first).

OPTION #1: PROMOTE PRODUCTS YOU ALREADY KNOW AND LOVE

This is the most common way to get started with affiliate offers.

You become an affiliate for something that you have used yourself, had a good experience with, thoroughly tested and feel good recommending. Do an inventory of the products, services, and courses you already have experience with? You might have a list of a dozen or more.

Which of these would you be thrilled to promote? Cross out any that do not fit the bill.

Now simply check to see if the merchant has an affiliate program. Using a search engine like Google, search for “affiliate program” + [product name], or simply email the merchant and ask.



Then run your remaining options through this Good Affiliate Product checklist:

- You have previewed the product, so you know its quality (given, in this case).
- They have a solid refund policy that you trust they will honour.



- They provide good customer support (and you have tested it).
- You have a good story to share about your experience with the product.
- The offer fits your audience's needs and will not abuse the trust you have built with them.

The products that tick all the checkboxes are your best opportunities for affiliate income. As time goes on, add as many of these products to your mix as you like.

You have found your first product! Apply using the merchant's process and start promoting.

Option #2: Find Products Via an Affiliate Network

If you do not have any direct experience with or knowledge of products in your niche that could help your readers, you can often find good affiliate products on affiliate networks.

The list of popular and reliable affiliate networks include [ClickBank](#), [CJ Affiliate](#), the [eBay Partner Network](#), ShareaSale, and the [Amazon Associates program](#). Some networks will even assign you an affiliate manager to lend a hand and show you the ropes.

Amazon products, in particular, are an easy way to get started. Many newbies begin by becoming an Amazon affiliate and then scaling to other types of more profitable affiliate offers.

Step 2: Get Yourself Set Up as an Affiliate

Whether you work directly with a merchant or through a network, you'll have to apply, be approved and provide certain information so that you can be paid.

At a minimum you'll need to provide:

- Your personal/business contact information for tax and reporting purposes.
- Your bank account where commissions will be sent.

In turn, the merchant must provide you with:

- An affiliate link. Whenever you post about the product, you'll use this trackable link. It will have a long tag at the end of each link that includes your affiliate ID.



Here's what some typical affiliate text links look like:

EXAMPLE LINK THAT DIRECTS TO THE MERCHANT'S HOME PAGE

<https://merchantsite.com/dap/a/?a=1199>

EXAMPLE LINK TO ANOTHER PAGE ON THE MERCHANT'S SITE

<https://merchantsite.com/dap/a/?a=1199&p=merchantsite.com/page.html>

You'll also usually get some tips and useful assets for marketing the product (often found in a welcome guide or on the affiliate website).

These could include:

- An affiliate guide as well as instructions on how to use the platform and summary of policies such as payouts.
- Online marketing tools like banners and sidebar graphics.
- Sample email/webpage swipe copy.
- Ongoing communications from the merchant about promotions, new products, etc.

If you use a network like Amazon, you'll get your own link for each of the specific products you promote.

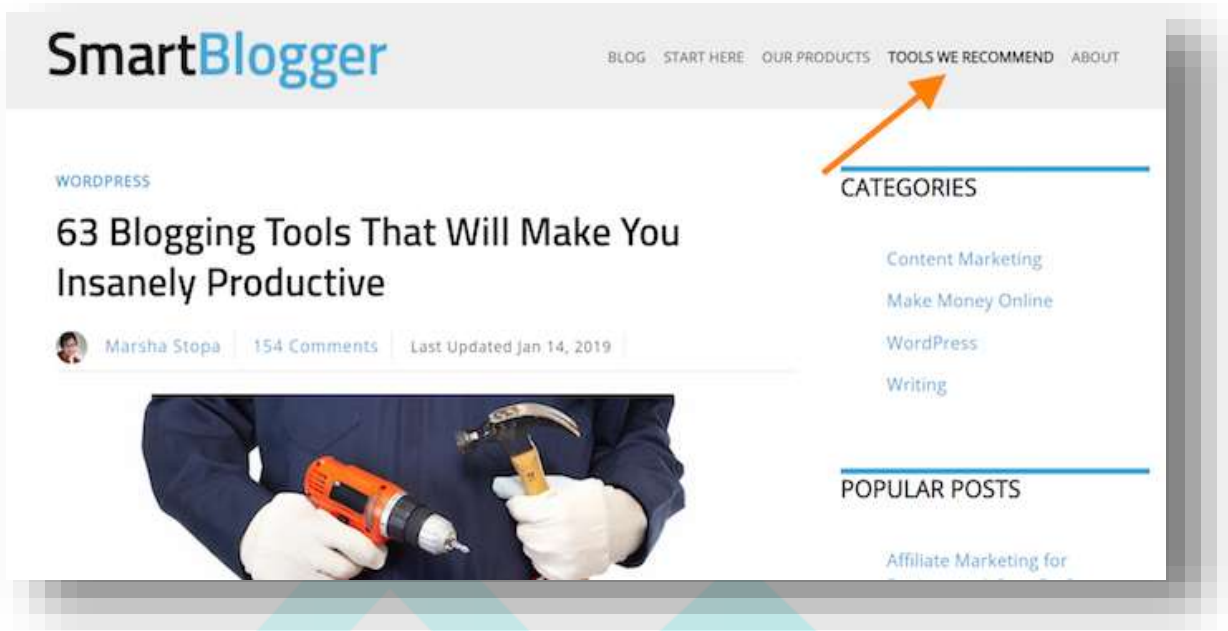
Step 3: Start Promoting Your Chosen Affiliate Offers

Ultimately, all your hard work finding and evaluating products only pays off if somebody takes your advice and make the purchase, right? For that to happen, you need to put your recommendation in front of your audience. Even more importantly, you need to make your recommendation *trustworthy*.

So what to do (and what marketing channels to use):

Option #1: Create a Resource Page on Your Blog

Smart Blogger's resource page is a good example:



Chances are, you can put together a landing page like this within a few hours. Your readers will also appreciate you putting all of your recommendations in one place for easy reference.

Option #2: Create and Promote Custom Content

This content marketing strategy will be the backbone of your affiliate promotional efforts.

Use as many of the following different techniques as make sense for your blog and audience.

Note: All of these strategies assume that you are already sending traffic to the latest content you're creating by emailing your list on a regular basis (at least two to four times per month) to let them know what's new.

A) Write Reviews

You can write detailed reviews of products, courses, books or software products you promote as an affiliate. Your reviews can focus on a single product or compare competing products side-by-side.

B) Write Definitive Content on a Related Topic



You can write a definitive, comprehensive post on your site to educate your readers and “soft sell” your products and then work to get it ranking in the search engines.

Whatever the topic, make sure that it’s evergreen content — information that’s likely to be useful and valuable for years to come.

C) Create Valuable Bonus Content

People love bonuses! You can create many types of bonuses quickly and easily while still giving your readers excellent value. By the way, this is a fantastic way to differentiate yourself from other bloggers representing the same products.

Here are some example bonuses you could offer:

- Step-by-step checklists
- Quick-start guides
- Video overviews or demos
- Complementary or discounted services (e.g., coaching calls)

Step 4: Comply with Legal Requirements (and Best Practices)

In the U.S., the Federal Trade Commission (FTC) requires that you let people know you’ll earn a commission. But even if it isn’t required by law where you’re located, we recommend it. It’s just good business.

So wherever you share an affiliate link, whether it’s in blog posts, web pages, or emails, let your readers know that you stand to earn a small commission if they buy through you — and if they choose not to use your link, no worries.

Affiliate Marketing Examples: 4 Types of Affiliate Products to Promote

So, we have walked through the process of becoming a successful affiliate marketer. Now let us step through some real-world affiliate marketing program examples, walking through four different types of products you can promote and make a tidy profit.

Option #1: Digital Downloads



Digital downloads are online resources that your readers can access instantly, without having to wait for a package to come in the mail (as is true for physical products). They could be audio or video files, PDFs, ebooks or even links to webpages where the content lives online.

Option #2: Online, Hosted, and Professional Services

Your best bet is to represent online, hosted, or professional service providers/influencers you have worked with in the past and have full confidence in.

Examples of professional services:

- Designers ([99 Designs](#), [Zazzle](#), [Designmodo](#))
- Media or creative businesses ([Media Content Advantage](#), [John Melley Voice Overs & Production](#), [Music Radio Creative](#))
- Content marketing services ([Sprout Social](#), [Hootsuite](#))
- Masterminds and membership sites ([Serious Bloggers Only](#), [Freelance Writer's Den](#), [Digital Marketer](#))
- Research or consulting services ([Questia](#), [Touchstone Research Store](#), [Snow Consulting](#))

Examples of online/hosted services:

- Website platforms ([Wix](#), [Squarespace](#))
- Lead generation services ([Thrive](#), [Elementor](#) [affiliate link])
- Email service providers ([AWeber](#), [Constant Contact](#))
- Website services (e.g., hosting, anti-spam, security, etc.)
- Media ([Wistia](#), [Vimeo](#), [Telestream](#), various WordPress plugins)

Option #3: Online Courses

Online courses are an important subset of digital products, especially for bloggers, and the market is huge. They're so popular that they deserve their own category on this list.



Examples:

- [My Garden School](#)
- [Peaceful Parent, Happy Kids – How to Stop Yelling and Start Connecting](#)
- [Suze Orman’s Personal Finance Online Course](#)

Option #4: Ecommerce Stores

If you decide to promote physical products on your blog, your best bet is to choose high-quality, distinctive products that that will appeal strongly to your specific audience.

Commissions on ecommerce products are usually fairly low because of the overhead of production costs, storage costs, shipping, etc. So unless you are planning to build a large review or shopping site, physical products will probably be a very small portion of your blogging affiliate income.

Examples:

- Niche shopping — [Product Review Mom](#) (parenting), [Compost Mania](#) (gardening), [Roemer’s Workshop](#) (hobbies), [Pinch of Yum](#) (food)
- Tech or gadgets — [Engadget](#), [Gizmodo](#), [Craziest Gadgets](#)
- Cool stuff — [This Is Why I’m Broke](#)

The Bottom Line on Affiliate Marketing

That dream you’ve had of making passive income isn’t just a silly fantasy.

It’s a completely achievable reality.

Sure, it’s not as easy as pushing a magic button or throwing Google AdSense all over your site, but with a little knowledge and persistence you can definitely do it and even turn it into an online business.

Once you’ve gained a respectable following, affiliate marketing is one of the best business models for making money (and from the comfort of your own home too).



And the best news is that it's so easy to get started. All the steps for starting an affiliate marketing business are spelled out in this chapter.





INCOME FROM HOME SECRETS



HOW TO BE A
virtual assistant
AND START
MAKING INCOME



We have a lot of people stop by each year looking specifically for information on how to become a virtual assistant. This term has come to encompass so many things over the years and is no longer just secretarial work.

What Do Virtual Assistants Do?

Both online entrepreneurs and small local businesses may have the need for remote help. The assistance needed runs the gamut and can be entry-level or require someone with special training. One business may simply need someone to answer their office phones a few hours each week while another may need someone to perform blogger outreach for their upcoming product launch.

If you are a beginner, here are a few in-demand services you can offer when you're an entry-level virtual assistant:

1. Email Management

Email management, sometimes called inbox management, involves you accessing your client's email inbox (or inboxes) and getting things sorted and organized for the client. You may end up setting up folders for the client to use. If something comes through that you can process, you go ahead and process it — like renewing a subscription, approving a comment, or confirming an appointment.

You may even pick up some customer service responsibilities by replying to common inquiries, processing refunds, and doing that sort of thing.

2. Blog Management

A lot of entrepreneurs and small businesses that hire virtual assistants run blogs on their websites, and there's a lot of every-day administrative tasks that come along with managing the blog. Much of it is time-consuming but not very high-level stuff, making it perfect for outsourcing to an entry-level VA.

These tasks could include of the following:

- Proofreading the drafts
- Approving and replying to comments



- Formatting posts (adding headings, etc.)
- Adding links to posts
- Setting up the pins and images within the post
- Drafting new posts
- Adding information to any extra plugins (like putting the keywords into an SEO plugin)
- Scheduling posts to go live when they're ready
- Updating plugins
- Organizing and updating past posts (adding categories and tags, etc.)

There's really no limit to the work that could be done on a blog, but these are some of the tasks that are well suited for a beginner VA.

3. Graphic Design

Many people who are in business online understand the importance of good graphics, but they have no idea how to go about creating them. If you're visually oriented and you know your way around free graphic design services like Canva (or you can figure it out pretty fast — it's fairly intuitive!), you can make a real difference by offering graphic design for your VA clients.

The key to getting work doing graphic design as a new VA is to have a portfolio ready to go. Once you understand the kinds of graphics your ideal clients will need, you can do 2 or 3 samples for each of them to build yourself a solid portfolio, relatively quickly.

So what are these in-demand graphics? Here are just a few things to get you started:

- Blog post featured images (with the post title included)
- Pins to circulate on Pinterest
- In-post "ads" that entice the reader to click
- Facebook and Twitter covers



- Instagram posts (this is HUGE in some markets) and other social media posts
- Facebook ad designs

4. Transcription

As more and more entrepreneurs are doing things like live videos, podcasts, webinars, and courses, the need for transcription services is growing. Transcription is something that many people can do — it doesn't take any specialized skills, though you'll do better if you can type quickly and pick up some helpful transcription software like oTranscribe (free) or Transcribe (\$20/year).

5. Customer Service

Customer service is a HUGE area for working at home, whether you want to work for a company or start your own. Customer service skills are ones that many people possess naturally, and there are tons of sales-based online businesses that need customer service reps. This is a great role to outsource to a VA, and it's a great role for an entry-level VA to pick up.

6. Social Media

If you enjoy social media platforms like Twitter, Facebook, and Instagram, and you feel you have a knack for producing posts that are interesting, you might be interested in adding social media to your initial virtual assistant service offerings.

There's a strategy to using social media effectively, and social media marketing is a solid niche you can choose if you decide you really like it and want to focus on it as a VA. But many times there are clients who just need you to post on a platform regularly, and they'll provide the content or give you guidelines for what you should share. One of the most in-demand platforms at this time is Pinterest.

How Much do Virtual Assistants Make?

According to ZipRecruiter, the average annual income for Virtual Assistants in the US is around \$60,000 as of June 2019. Your income potential will be greatly determined by your skill set and whether you choose to work for a multi-VA firm or go into business for yourself.



Working an entry-level position for a multi-VA firm like Time Etc., for example, may only pay \$12 to \$15 per hour. If you have an in-demand, specialized service you are offering to direct clients, on the other hand, you may be able to charge \$25/hr, \$40/hr or even \$60/hr depending on the market.

How to Become a Virtual Assistant

1. Determine your skills and service packages
2. Create a website or landing page describing your service packages and experience
3. Establish your target market – who is your ideal client? What industry are they in? What's their budget?
4. Find your market – Where are they hanging out?
5. Establish yourself as an expert
6. Apply for virtual assistant jobs and send pitches to your target market.
7. Conduct an online interview to determine if you are a good fit professionally.
8. Sign a contract outlining the job description and payment terms.
9. Get to work! Provide results and meet deadlines.

Where Can I Find Virtual Assistant Jobs?

Many new virtual assistants opt to work for someone else before going out on their own and getting their own clients. Companies that hire subcontractors are often called multi-VA firms. These companies are usually started by a virtual assistant that has amassed enough clients that they can no longer handle the work on their own. They then hire virtual assistants of their own to outsource that work.

Working for someone else usually comes with a lower wage. Eventually, you are probably going to want to break out on your own. When you are ready to start building your own business and getting your own clients, here are some great tips to get you started:

- Know the services you want to offer and have a few packages to choose from



- Know who your ideal client is – what's their industry? what type of services do they need? where do they hang out online?
- What's their budget? Can they afford to hire help?

Luckily, there are so many places to find clients – both online and off. Once you know who your ideal client is you will have a much better indication as to where to start looking.

- FlexJobs
- HireMyMom.com

Try Virtual Assistant Courses

What if you're just getting starting and don't yet have a booming business of your own? Simple. You learn the skills you want to offer. There are all kinds of courses, ebooks, and other resources you can use to strengthen your skills and start finding better clients (with bigger budgets).

Don't Stay Entry-Level

At the entry level, you get lower rates, steep learning curves, and sometimes doing work you don't necessarily enjoy simply so you can get the experience. There's no limit to the services a VA can offer, so it's a matter of finding someone who needs the type of help you can provide.

There's nothing wrong with entry-level work, but you should "level up" as quickly as you can. Pick a new skill to add to your offerings and take a course on Udemy or FreeU so you can master it quickly. Dive into a specific service that you really enjoy and develop an expertise in it so that you can command higher rates for that service.



INCOME FROM HOME SECRETS

CHAPTER 11

How to make money
with a podcast



Thinking of starting a podcast and want to know how podcasters make money?

Or do you already have a podcast and are looking for ways to increase your earnings?

Good news, there are many different ways to monetize a podcast...

Some work well when you are just getting started, and others work best once you're more established and have a larger audience.

Either way, you'll find at *least* one way to make money podcasting no matter what stage you're at.

1. Affiliate Marketing

Affiliate marketing works best when you promote products or services that you use or are familiar with, so you can authentically promote them.

You could create your own "ad" spot to promote an affiliate offer if you don't have the audience size for traditional sponsorships. Or you can naturally include a mention of a product or service as you deliver your regular content.

Using a plugin like Lasso is highly recommended. This allows you to create short links that redirect to your special tracking link (among a bunch of other useful features). This makes it easy to say a short, memorable URL on your podcast.

2. Sponsors & Advertising

Advertising and sponsorships are probably the first things you think of when looking for ways to make money from podcasting. There are several different podcast ad networks that can connect you with advertisers. They do all the work of finding advertisers, negotiating rates, getting the script, and more. You usually need a larger audience of at least 5K or 10K listeners per month to work with them. One of the largest ad networks is Midroll, another popular network is Authentic, and many of the podcast hosting companies have their own networks as well.

Another option that can work well if you have a smaller or more niche audience is to reach out directly to companies that would be a great fit for your audience.

3. Courses

Many popular podcasters create their own online courses to teach similar content to what they talk about on their podcast. Online courses are a great way to teach something in an easy-to-follow way where someone can get a specific result once they've completed it. It helps to have an



email list so you can let your audience know about your course both on your podcast and through email.

Another option to promote courses is to use a webinar platform to help show the value of what you offer for about 45 minutes and offer a course you have at the end.

4. Coaching & Consulting

Coaching & Consulting is somewhat similar to offering a service, but you usually don't do the work for them. Instead, you help or guide them on how to improve. Common industries that have a lot of consultants and coaches are fitness, diet, business, and teaching, but there are consultants in every industry.

5. Crowdfunding & Donations

You can ask for donations to help support you and your podcast. More entertainment-focused podcasts would be a good fit to monetize in this way. A common platform for accepting donations is [Patreon](#). They make it really easy to offer additional content or bonuses depending on the amount of money people support you with.

They even give you the ability to have a separate paid-only RSS feed, which ties in nicely with the next method to make money podcasting...

6. Premium Content

Premium content can really be anything you want, but some of the common ways podcasters offer premium content are with:

- Additional interviews
- Behind-the-scenes content
- Ad-free RSS feed
- Early-access RSS feed
- Q&A with the hosts

Have fun coming up unique ways to deliver additional value to your community for a few dollars per month.

7. Events



Hosting events is not only a great way to make money, but bring together your best fans and bring them even more value.

8. Physical Products

Physical products are things like t-shirts, mugs, and other swag. You can use a site like Teespring to make sure you get enough sales before they get printed – that way you don’t get stuck with a bunch of products.

9. Books

Leveraging a popular podcast into book sales is another excellent way to make money and increase your authority. You can use your podcast audience to get those initial sales and reviews that will help your book stand out too. You can also be a guest on other podcasts to help promote your book when it launches.

10. Public Speaking

Many podcasters get approached for speaking gigs in their industry. It makes sense that if someone likes the what they hear on your podcast, you would most likely be a good fit to speak at conferences and live events (and get paid to do it). Speaking fees can range from a few hundred dollars (or just free hotel & attendance) to 6 figures or more.

Speaking is another great way to increase your authority as well as getting exposed to a new audience that will hopefully become future podcast listeners.

Combine Methods

As you can see, there are many ways to make money from podcasting. Combining a few different ways is a popular approach and you can always change and adjust your monetization methods over time.

There is no “right” way to turn your podcast into a business, just the right way *for you*.



INCOME FROM HOME SECRETS

CHAPTER 12

case studies





The Best examples

We are here to explore the best examples of make money online models and what you can learn from them.

1. Renting out with AirBnb

[Zeona McIntyre](#) first got involved with Airbnb hosting when she was 26. Just three years later, at the age of 29, she was already financially independent and capable of early retirement.

Not only did McIntyre rent out the spare room in her apartment, but she also rented out her room as well, and couch-surfed with friends. Then she acquired more properties and rented those out through Airbnb too. Today, she owns five properties and helps manage 15 more.

2. Selling Coaching and Consulting Services:

Anne Marie spent years researching nutrition and created her program based on her experience and knowledge. With a simple landing page, she now successfully sells her knowledge online.

Invest today and leave the nutrition blogs and diet books behind. Guaranteed.

Join the movement now to grab:

- ✓ 140+ page nutrition and health secrets that your doctor isn't telling you (for people who want to deep dive!)
- ✓ a video library full of lessons and mastermind sessions to take your healing to the next level.
- ✓ free admission to the exclusive membership website where you'll get all the answers you need.
- ✓ unlimited access to the private online community where you'll find support and motivation to finally reach your goals.

PLUS:

- ✓ a private & one-one-one accountability partner to keep you from diving into a box of Oreos on Saturday night.
- ✓ access to my highly anticipated Whole Life Detox program where you'll detox your home, body, and diet.

A total value of over \$297 for as low as \$1!
Act now - the price increases slightly with each person who joins!

Have a question?

You can quickly build your landing page with a tool like Wishpond or Unbounce and start selling your coaching or consulting services today.

3. Dropshipping Success

Let's take an example of [Wayfair](#).



Wayfair grew at a rate of 25% to 35% year-over-year. In fact, they once racked up revenue of \$4 million in a single day.

Without any doubt, suppliers are one of the essential parts of your dropshipping business.

4. Michelle Schroeder-Gardner



Site: [Making Sense of Cents](http://MakingSenseofCents.com)

Niche: Personal Finance

Income: \$1,536,732 in 2017



Michelle Schroeder-Gardner didn't intend for her blog to become the income machine it is today. She started it more as a hobby, not even thinking she would ever make money from it.

Once she made her first \$100 from her blog, though, that changed. She saw the potential and got more interested in turning her hobby into a business.

How she makes money from her blog:

Her blogging income picked up some serious steam in 2016, when she further diversified her income.

Her main source of income up to that point was affiliate marketing, with some money coming in through sponsorships and advertisements. In 2016, though, she created her course *Making Sense of Affiliate Marketing*.

Her income doubled the month she launched her course, and in 2017 she had her first million-dollar year.

5. Pat Flynn

Site: Smart Passive Income

Niche: Business & Marketing

Income: \$2,171,652 in 2017 (source)

Pat Flynn was thriving in his career as an architect and had no plans to leave — until an economic downturn hit his industry hard and he was laid off from his job.

After studying up on doing business online, he created an ebook which he sold for \$19.99 and made over \$7,000 in his first month.

This got him so excited that he started Smart Passive Income, a blog on which he would share his strategies that helped him grow his online business. Today, this blog generates over \$100K each month, with some months doubling or even tripling that figure.

How he makes money from his blog:

Pat has done a great job of diversifying his income over the years.

The bulk of his income comes from affiliate marketing and course sales, but he also sells books, software, and apps, and he makes money from podcast sponsorships.

6. Chiara Ferragni



- Site: The Blonde Salad
- Niche: Fashion & Lifestyle
- Income: \$2.5 million from her blog in 2015 (source); \$20 million from her shoe line in 2016 (source)

Chiara Ferragni’s track record is impressive, to say the least.

She got her feet off the ground posting her daily outfits to Flickr, an image-sharing website, where she amassed a significant following. She then started her personal style blog in 2009 — when personal style blogs weren’t really a thing yet — and within two months she got tens of thousands of visitors per day.

She quickly began receiving sponsorship offers from fashion brands such as Dior and Louis Vuitton.

And three exams away from finishing her law degree, she decided to make The Blonde Salad her main focus.

Since then, Chiara has amassed over ten million followers on Instagram, Forbes named her one of the most influential people under 30, and she was the first fashion blogger to score a cover on Vogue.

How she makes money from her blog:

The Blonde Salad transitioned from an outfit-of-the-day blog to a full-on lifestyle platform with its own e-commerce clothing store.

And Chiara Ferragni has become a brand in her own right and makes thousands of dollars through sponsorships, modeling, and appearance fees. On top of that, Chiara leveraged her platform to launch her own shoe line, the Chiara Ferragni Collection, aside from her blog. This line has reportedly made eight figures in 2016.

We hope you enjoyed our list of excellent make money online businesses examples. Hopefully, you can pick up some useful tips and tricks to add to your current online income goals.



Conclusion

There are quite literally hundreds of clever ways to make money online. From taking online surveys, to renting or selling your old clothes, flipping your iPhone to someone in a different country, and even buying low-cost products locally, just to resell them for a higher price on Amazon. There's truly no shortage of unique ways to make money online.

Hence, simply follow the easy, detailed steps, tips and tricks for marketers in this guide and select the best niche to suit your desired online business goals.





[Click Here To Grab Income From Home Secrets HD Training Video](#)