



HOW TO MAKE MONEY ONLINE EASILY

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This e-book is intended to provide information to *help anyone make money online more easily*, even if you're new to the internet. Think of it like a map to help you navigate the maze of information that's out there about making money online.

If you're in a hurry here's a site with a great selection of different online businesses and also free articles and ebooks about making money online: <http://www.easymakemoneysite.com> but come back later as there's lots of useful information here.

DIFFERENT WAYS TO MAKE MONEY ONLINE

It can be very confusing when you first start out trying to make money online. There are so many choices, so much information and if you're not careful you can end up spending more than you earn. This e-book is intended to shorten and simplify the learning curve and hopefully save you making too many mistakes. Obviously you want to get on with earning without wasting your time and money. The information is intended as a guide only, and must be used based on your own due diligence. You must make up your own mind about what's right for you.

Top Tip: Some people seem to make money very quickly on the internet but it doesn't always happen overnight. Take the long-term view and give it 6-12 months before you decide if this has worked for you. (Let's face it, many people stick to the 'job' option for 40 years even though it will probably never give them what they want, yet they won't stick at their own business 5 minutes!) People who try something and then move on after just a few days or weeks are not likely to get the success they are looking for.

Making money online is a business and needs to be treated as such. You need to make goals of what you want to be earning in 3 months, 6 months, 12 months and beyond, then draw up a plan of the steps you are going to take to achieve this. How much time will you devote to your new business each day? Are you prepared to study this massive subject so that you understand the best ways to be successful? Are you open-minded or do you think everyone's out to scam you? Are you prepared to follow the successful people who are already making money online? This last point is, I believe the key to making money *easily* online. Why spend time and money making mistakes when you can learn from those who know the best way to be successful? With that in mind, let's move on.

So, first of all here are some of the most popular ways to make money online:

- 1. Make money on eBay**
- 2. Make money with blogs**
- 3. Online Surveys**
- 4. Affiliate Marketing**
- 5. Google Adwords**
- 6. Google Adsense**
- 7. Your own website**

Let's look at each in more detail and bear in mind that making money online successfully is a BUSINESS, so you need to treat it that way – it's not always a get rich quick scheme.

1. EBay.

Ebay is a good place to try and make money online even if you don't know much about using the internet – you don't need a website and listing items to sell is pretty straightforward.

You could theoretically focus on ebay alone and make all the money you want, many people do, but bear in mind that unless you are selling online information on ebay (ie e-books) then you are going to be spending a lot of time packing items you have sold and making trips to the post office armed with loads of parcels. Some people love that, but it's not for everyone, so think about that first. If this is for you, do your homework first as with any new business, or you will waste time and money. You need to find what to sell, make sure you will feel inspired selling it (else you'll end up as bored as you probably already are with your day job!) and then learn how to sell successfully.

The most successful ebayers seem to specialise in a 'niche' area. In other words they won't just sell jewellery, but a *specific type* of jewellery such as charms or body jewellery or costume jewellery. They won't just sell sports goods but will focus on, say, fishing – and within that category they will probably focus even tighter and specialise in fly fishing or sea fishing or fishing clothing. If the area you choose to sell in is too broad it won't work as well for you. Go on to ebay and study the 'Powersellers'. These are the people who are earning a good income on ebay. Study what they sell, their prices, how many items they sell in auctions, how many at fixed price and look at the number that appears after their ebay id.

This will reflect how successful they are (the higher the number, the more they have sold.)

There's a lot to learn, more than you might think. It's essential to do your homework before you go buying stock and listing items for sale, else you risk wasting time and money. For instance, there are ways to make money on ebay without ever having to buy stock yourself. You can use Dropshippers for instance. These are companies who will supply you with pictures of their stock for your listings, they send items you sell to your customer, and you make your profit. However, not all dropshipping companies are equal and there are unreliable ones out there, so again, look into this option carefully. For information books by successful ebayers, product directories where you can buy items to sell on ebay and articles giving you lots more information about selling on ebay go to: <http://www.ebayselling-success.com>

2. Blogs

FOR LOTS MORE INFORMATION ABOUT ALL THE FOLLOWING SECTIONS
GO TO <http://www.easymakemoneysite.com>
and follow the links on the right hand-side of the front page.

As with ebay, you don't need to be adept at using the internet to make money with blogs. (For newbies a blog is like an online journal). You can make money several ways with blogs. The first is to have **google adsense adverts** on your blogs. Whenever someone clicks on an ad, you get paid a small commission. (Don't ever click on your own ads, you will immediately get banned). The next way is to have relevant links on your blog to other people's items (called affiliate marketing). More about this in section 4.

Your blog itself needs to be interesting else people won't come back. So pick areas that inspire you and that you know something about ideally, or research a subject that would be popular so that you sound as though you know what you are talking about. Once you have thought of a subject eg dogs or cars or cricket or whatever, do a search on google or msn or yahoo for, say, 'cricket blogs' and see what other people are saying on their blogs. The most successful blogs will usually be on the first few pages of results.

You can add to your blog daily just a paragraph at a time (best not to blog more often than this according to some). You can have any number of blogs on different subjects, thereby spreading your income potential wider. It takes a while for your blogs to get ranked by the search engines, but once they are, it can be a fun and effective way to make money.

As with ebay, there are a few essential tricks of the trade that will make the difference between making a lot of money with your blogs, and making a pittance! Such as what settings to use for your blog, which blog directories to tell about your blog and which blog company to use.

I read an information book that was really useful before I started blogging and it's written by someone who makes upwards of \$500 a day from his blogs. Read his sales page at <http://www.easymakemoneysite.com>. (Go to the 'Links to more ways to make money'.)

Make up your own mind about it and bear in mind that as with most internet businesses, you don't always get results as fast as the experts make out. I tend to ignore the timescale and put the good information into practice, knowing that the results will come sooner or later.

3. Online Surveys.

This can be a very useful extra income, and you need very few internet skills at all for this. Doing online surveys can fit easily around the day job or other online businesses.

You may just make an extra ten to twenty dollars or pounds a day, but over the months that can add up and make the difference between having a holiday, or not: meeting the mortgage, or not and so on.

Some people make a fantastic monthly income from doing surveys, but you may prefer to just do it very part-time. The choice is yours. Basically, you just fill out online questionnaires giving your opinion on a whole variety of topics. Initially you need to fill out forms online registering your details with various survey companies, they then send you surveys when they have ones that are a match for you.

You can also get paid for trying new products, watching new movie trailers and taking telephone surveys and shopping!

<http://www.easymakemoneysite.com>

4. Affiliate Marketing.

This is where you get paid for helping sell other people's products from their website!

Your role is purely to send people to the site, and if they buy, you get paid. The company knows where the sale came from by way of coded links that they track. Basically, companies like commission junction and Clickbank among others, list page after page of other people's products (actual physical products or information products) that you can 'sell' by driving traffic (customers) to the relevant website.

The great thing about it is, you don't have to buy products, send products, keep inventory or deal with any kind of customer support! There are some great information packages available about affiliate marketing and the best I have found are on the website mentioned throughout this ebook.

What I like about this is, most of the work is done for you. They have a proven success strategy in place, you just follow it.

This is a really lazy way to make money online!

So, how do you **drive traffic to a website**, whether it's your own or someone else's? This is a key part of making money online easily.

Well, you can use **Google's Adwords** programme, and other pay-per-click programmes (more on that in next section) or you can use these free methods: (Ideally use them all for best results, paid traffic and free - the free methods take longer usually).

Write articles

(or pay someone to write them if you have no writing skills). There are lots of article sites on the web (just do a search), such as ezine articles at <http://www.ezinearticles.com> (a favourite of mine) who will publish your articles on their site.

Online publishers and website owners who need content will then browse these article sites and some/lots may choose *your* articles. Your articles will all have a link to the website you want to drive traffic to (You are given the space to do this as part of your 'author biography').

So, if the site you want to send traffic to is about working from home, your article obviously needs to be about some aspect of working from home. Make it as interesting and useful as possible, but leave them wanting more, so that they will click on the link you give to find out more.

The potential with articles is huge, because someone could add your article to a popular website where masses of people will read your article and click on your link. Or an ezine publisher with a readership base of 1000's may publish your article. And if you write the article yourself, this is a 100% free way to get that all-important traffic! Obviously the more articles you write and the more directories you submit to, the better. You can create an avalanche of traffic over time this way.

Forums.

If you are good at networking online on sites like My Space then this could be an excellent way to get traffic. Basically any forum that deals with a relevant subject is fine. So if you are promoting CD's or kid's clothes or whatever, join a relevant forum, make friends and share helpful information, ask questions, get involved and everyone can benefit. Most forums have a place for you to write about yourself (your profile) so make sure you put the relevant link there to your website, or the website you are promoting, and include it in your 'signature' if this is allowed on the forum you join. Don't just use the forum to promote your sales - they will suss you out and you'll end up with a bad name. Do a search to find lots of relevant forums.

Traffic Sites

There are sites specifically set up to help you generate traffic. You register free usually with these kind of sites and build up traffic in various ways, often by surfing the ads on the site. So, it just involves your time, and a few hours a day, or less, could really make a huge difference to your sales. You can also try banner sites. This is where you put a banner on your website and in return your banner advertising your business features will be shown on other people's sites. Banners tend not to do so well I have found. There is a long list of traffic sites at <http://www.easymakemoneysite.com> PLUS an amazing software package I have just started using which takes all the time and effort out of generating traffic – you just set it up and it does everything for you! There is also an information package written by a young guy who has had over a **BILLION visitors to his sites!!**

5. Google Adwords

This is a highly targeted way to send traffic to your site/affiliate site, but it's paid traffic. You risk wasting a lot of money if you don't know what you are doing with adwords. For newbies, google adwords are the ads that appear down the right hand side of the page when you do a search on google. So, key in 'hotels New York' to a google search box and a whole page of results comes up (followed by many more pages) which will include websites, articles and so on.

Down the right hand side are ads, paid for by people who make money from New York hotel bookings etc. When someone clicks on the ads, the person who placed the ad gets charged for the click. A percentage of the clicks will lead to sales.

The key is, to get as high a percentage of people as possible buying your product in relation to the number of people who click on the ads. AND to get as many clicks as possible for the number of times your ad is displayed. That way, your cost per click comes down, which increases your profits.

So, if your ad shows 300 times and 100 people click on your ad, and out of them a high percentage buy, you're laughing. However the opposite can also happen. You can end up spending more than you make back in sales.

There is an **excellent adwords book** which I bought about how to get it right with this system, I highly recommend it, but again, make your own mind up, but I would suggest that you tread carefully if you just go into this without the proper research. To find out more go to the website mentioned throughout this ebook and go to the 'More ways to make money'.

What the book does, among many other things, is shows you the exact way to word your ads, together with the right keywords, so that you pay as little as possible for each click. This is crucial information, because without it you could spend months or years writing ads that just don't work, and forking out a truckload of money on high price clicks. Simply writing catchy headlines is not the key to success with adwords, as you will see if you get this book. He also shows you how to find the best products to advertise which again is crucial to your success.

You can run adwords campaigns with other search engines too, like **yahoo** and **msn** and the same principles apply.

6. Google AdSense.

This is the reverse of google adwords really. With **google adsense**, you have **other people's google ads on your website**. Whenever someone visits your site, if they click any of the ads, you get paid regardless of whether they actually buy anything! (Don't click on your own adsense ads, you'll get banned). You need good content on your site to draw people in to your site, (you can use articles written by you, ideally, or someone else if you aren't good at writing, search article companies for relevant ones) and the free ebook in the next section will help you too if you are creating your own site. Google like original

content and your site will rank best if the content is unique to your site. They also like sites that are at least 15 pages long.

If you are not experienced enough to make your own site, or want a quicker way, there are ready made sites available. Many of these sites combine adsense ads with other links that you can also make money from. Some of the businesses at <http://www.easymakemoneysite.com> offer ready-made sites that do just that. Not only do you get a site, but valuable information too.

Here's an interesting story to inspire you about the income possibilities with google adsense: One guy set up a free online dating site and put adsense ads on it. Because the site was free, truckloads of people came to it, and he made a million dollars in 2 months just from people clicking on the adsense ads! So, give people great value on your site and you will reap big rewards!

7. Your Own Website

If you are new, or fairly new, to the internet, you probably won't have the skills to create your own website and it can be expensive to get someone else to set it up for you. Plus, how do you know what to put on the site? If that's the case for you, don't worry – lots of internet gurus give you a ready made website when you invest in their information as you will see from the businesses on the website below.

If you are experienced and can create your own, there is a **free ebook** that will enable you to get lots of traffic to your site, in time, by using the very best Search Engine Optimisation techniques (see website).

This book is excellent for giving you the on-page techniques you need to use to enable your site to get top search engine rankings.

The other vital thing you need to do to get your site ranking high is off-page optimisation ie. you need lots of other sites linking to yours.

The simplest, quickest and cheapest way I have found to achieve this (it just takes minutes to create 1000's of backlinks) is here and, having checked out many others, I highly recommend it. (Go to resources section of website).

<http://www.easymakemoneysite.com>

I really wish I had known about this several years sooner. Other methods I have tried that are fairly similar to this took masses of time to put in place. This system does it all for you, leaving you free to make more money.

Domain Names & Hosting.

If you set up your own website you need a *domain name and webhosting*. Regarding domain names, here's a top tip – try and get a domain name with your **key words** in it. It will really help with your rankings in the search engines, it will help people find your site when they do a search, and can help with google adwords campaigns too – the keywords in your domain get searched out and with adwords will get highlighted.

So if, for instance, your site is about fishing equipment, and you get the word 'fishing' or fishing equipment' in the domain, fantastic! Some people think their domain should just be a 'company name' like www.jdktrading.com (made up name). That won't help you at all. The company I use for nearly all my domains, hosting and more is [1&1](#) I use others too, but am most impressed with 1&1. Domains start at £1.99 (about \$3.9) but they also give masses of other support for online businesses plus a helpline!

Finally, The main thing to bear in mind with the internet is that for many online businesses, much depends on where your website ranks in the search engines, and it can easily take up to 6 months or more to achieve high rankings – however, once you are there, it's like a money machine and well worth the wait. Meanwhile you can be making great money with **adwords, ebay, surveys** and so on, and these are obviously much quicker.

I have bought lots of information over the last 18 months, all of it taught me something, some of it taught me a lot. Many people are looking for a totally free lunch, and although some free information may be very useful, you usually have to buy the 'insider tips' that will make your path to success much quicker and easier. I believe in following people who are already successful rather than taking the long, slow route. Why? Because I tried the long, slow route and I don't rate it!

The information and links in this book enables you to create either one source of income from the internet or many. You can build up over time. There's no limit to the number of affiliate products you can promote, no limit to the number of websites you can own and no limit to how much money you can earn. Once your sites rank high in the search engines, the traffic and therefore sales you generate are 100% free – but as I said earlier you need patience along the way.

It certainly beats being tied to a job for 40 years – you can make money online anytime, from any location in the world. The freedom it can give you is incredible. Is it worth investing your time and a small amount of cash in order to achieve that? Good luck with achieving all the success you want.

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