The
BABY
BOOMER'S
Guide To
INTERNET MARKETING

**10 Online Moneymaking Opportunities
That Can Make You Rich
Even After Retirement**

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Preface

Just because you're retired doesn't mean you have to stop earning income.

Being a baby boomer may be an attractive stage for many people, considering the wide set of liberties it entails: the freedom to travel, the freedom to pursue favored crafts, the freedom to enjoy life casually in the loving company of one's grandkids.

But come on…

You and I know that, after some time, those liberties can become, dare I say, boring.

There will come a point when you will crave once more for the thrill of competing, for the excitement of excelling, and for the satisfaction of earning tons and tons of moolah!

What should you do when such a time comes?

Well, you've heard many stories about people striking it rich online. These are people who claim to have earned millions while being free from the rigors of 9-to-5 jobs. They are their own bosses. They are their own employers. They are their own masters.

Many of these people claim that they can even earn their profit while they sleep.

And the most probable question in your mind is…

Are these claims true?

I'm here to tell you that they are!

Furthermore, I'm here to show you how to be just like them.

Now, in the pages to come, I'm not going to show you one or two or three ways toward gaining online wealth. No. There are so many moneymaking online business models out there, and each one can bring you the fulfillment you desire.

I'm going to show you TEN such online business models.

But that's not all.

I'm also going to show you how to properly set up each and every business model we will be discussing, as well as give some tips and

share some techniques on how to ensure the success of each particular venture.

For society in general, the ripe age of 60 represents a period of relaxation, of travel, of a laid-back lifestyle…

But such a period should not be limited to that!

Baby boomer, I challenge you to take heed…

I challenge you to enter a world that is more profitable, more rewarding, more captivating than the previous decades of your life.

I challenge you to enter a world that will stimulate your every sense in the spirit of competition and of fulfillment, all the while making you smile with the realization of what you are truly capable of.

I challenge you to enter a world unlike no other… a virtual world where billions of dollars change hands everyday… a cyber world that awaits you to take a share of the pie.

Take my hand and we're off to a grand adventure…

Nay!

We'll be off to ten grand adventures, each of which will be utterly rewarding.

Online Business Model No. 1
Selling Your Own Product

A recent survey in a well-known forum for online marketers reveals that 23% of the respondents find the selling of one's own product as the most profitable venture on the World Wide Web.

By "product," they mean digital products. These are goods which are capable of being delivered digitally, such as information products like

eBooks and special reports, software programs, video files, audio files, and the like.

Of course, one can sell physical products, but such is not really desirable when it comes to the business model we will be tackling in this section. The central concept of this business model is automation, and the selling of physical products will make automation virtually impossible.

Digital goods are perfect for automation. They just have to be uploaded onto a secure web page and linked to once people purchase them.

The process can be summarized as follows:

1. Create Your Own Product

Ask yourself what you have and what you can do.

Do you have specialized information you can share? Information which people will find very useful? Can you write? Can you share the said information clearly, in writing?

If yes, then creating your very own information product won't be a problem. Just write! Share to the world the information you possess and tell them how such will make their lives better. Thereafter, do some clever packaging, market your product, and watch the system in motion!

Do you possess sufficient knowledge about a variety of programming language? Can you devise a solution for a digital need? Perhaps, coming up with a software program will be a better option.

Or maybe, you have some experience with production for the mass media. Can you come up with a video show in digital format, which will deliver the information you want to share? Can you create an audio program instead, in digital format as well, which will attempt to accomplish the same goal? If so, then your product can take either form!

If you don't feel comfortable about your skills under any of the above categories, you can opt to hire someone to do the work for you. Just make sure the freelancer you employ will understand that ALL the rights to the product he will create will accrue to you once the deal is consummated. The last thing we want is a blockbuster product being claimed by the creator you hired.

Great places to find affordable freelancers are www.rentacoder.com , www.elance.com , www.scriptlance.com and www.getafreelancer.com .

Bottom line is… yes, you can create your own product! There is no excuse why you couldn't, and there is no excuse why you shouldn't!

2. Publish A Sales Page

There's one thing you should know about product selling on the Internet… it's a sales page-driven industry.

In a virtual world where merchants only have their words to sell their products, the sellers who display the most magical array of words – capable of swaying the confidence of the buyers to their favor – usually win the most purchases.

The selection of words and the formation of paragraphs that will move people into buying is what we call copywriting. Copywriting, many internet marketing veterans say, is both an art and a science… a craft which takes many years of study and practice to master.

But copywriting remains the most important skill in the world of online business.

Great copywriting can sell thousands of copies of a mediocre product.

Bad copywriting won't sell a single copy of an excellent product.

This is the sad truth, but the truth nonetheless. This is the nature of the playing field in Internet marketing, and we should learn how to use such to our advantage.

3. Get a payment processor.

A payment processor, like www.PayPal.com , www.2checkout.com , and the like will allow you to accept payments digitally. The customers will be able to use either their credit cards or other payment alternatives. Furthermore, a payment processor will allow you to accept payment and then redirect your customers to a download page after they have paid. This is perfect for the automation you should be aiming for. To give your customers more liberty in choosing how to pay for your goods, get the JVManager and make it your centralized hub for everything pertaining to your online business, payment processors (yes, plural) included!

4. Systematize the process.

Your sales page should be the landing page – that is, it should be the first page that your visitors see once they go to your URL.

At the bottom of the sales page should be an order button that will link prospective buyers to your chosen payment processor's processing page.

Once your customers have paid through the payment processor's processing page, the payment processor should link them back to your site, to a page called a Thank You page.

This Thank You page should, well, thank your customers for their purchases, and should include a download link for the product(s) they have ordered.

A system such as this will greatly automate your online moneymaking venture.

5. Drive Traffic To Your Website

Let's review what you should have accomplished by this point:

A. A product you can sell;
B. A website where you can sell that product;
C. A payment processor that will accept payments and redirect customers to…
D. A Thank You page where they can download the products they have purchased

The system sounds easy because it is.

Here's the not-so-easy part, but it's not-so-hard either…

Driving traffic to your website.

There are many ways by which you can drive visitors to your website. This is, in essence, the "marketing" part of Internet marketing. You can use any or all of the methods below:

- Search Engine Optimization on the face of your web pages, or On-Page SEO
- Search Engine Optimization after your website has been published, also called Off-Page SEO and link building
- Article Marketing
- Forum Marketing
- Free Classifieds
- PPC Advertising
- Joint Ventures
- Traffic Exchange networks
- Web 2.0 Advertising

There are many marketing strategies you can pursue. Sadly, this eBook isn't about that. There are many resources on the matter, however. Excellent supplementary materials for this guide are

[Search Engines Revealed](#), [Tools Of The Web Trade](#), and the
[Internet Marketer's Guide To Free Traffic.](#)

Selling your own product is a completely profitable venture.

The risks are quite low as well. Even if your product doesn't become a blockbuster, the financial investment you'd be asked to make won't be that big anyway.

But the best part of this earning opportunity is the fact that your product can continue to earn you money for as long as the system outlined above is in existence. Five years, ten years, even fifteen years down the line, you'll be surprised that your product will still be driving money to your bank account.

Online Business Model No. 2

Selling Resale Rights
To Your Product

Previously, we have discussed how to set up a system that will help you sell your own product.

This is under the assumption that you will sell only the "personal rights" to your product – meaning, the right to use your product will belong only to the people who buy it.

So, you have a product to sell for, say, $50.

Sell 10 copies and you'd have $500. Sell a hundred copies and you'd have $5,000.

Impressive, isn't it?

But here's the deal: your market is finite. There will come a point when sales will slow down. There will come a point when sales will even stop for a few days, a few weeks, and even a couple of months. Your product isn't for everybody, and once it sells to the majority of your market, your profit rate will slow down.

So what should a savvy Internet marketer do?

When a slowdown in sales transpires, he strongly considers selling the resale rights to his product.

There are 4 kinds of rights:

A. **Personal rights**;
B. **Resale rights** – the right to sell the product for profit.
C. **Master resale rights** – the right to sell the product as well as the right to sell the resale rights or even the master resale rights to it.
D. **Private label rights** – the same right as that provided by master resale rights, only, private label rights also come with the right to alter, change, and modify the product in any manner that the holder of the right desires.

All of these rights are comprehensively discussed in All Rights Explained. For our purposes, it is sufficient to know these facts:

- A product that is sold with resale, master resale, or private label rights can be sold at a higher price. This is because, aside from the product, you will also be selling a moneymaking

opportunity that will allow the buyers to earn from the item they purchase.

- A product that is sold with resale, master resale, or private label rights will target an entirely different market. Not only will you be able to cater to the original market that the product was made for, you will also be able to cater to the Internet marketing community that is always on the lookout for earning opportunities to pursue.

Some caveats, however, when it comes to resale rights marketing:

- Offering resale, master resale, or private label rights to your product will ultimately produce more competitors for you.

- Offering resale, master resale, or private label rights to your product will not entitle you to any royalties for every subsequent sale that is made.

- Offering resale, master resale, or private label rights to your product can potentially devalue it because, with the number of merchants who will be able to sell it, it can easily saturate the market.

Resale rights marketing can make your venture even more profitable. There is a big, big market for resale rights products out there.

However, resale rights marketing venture must be pursued with utmost caution. Every step should be threaded with care, every decision should be analyzed well, and every facet of the product's market value should be studied thoroughly.

Resale rights marketing is all about timing.

Online Business Model No. 3

Buying And Selling Products With Resale Rights

On the other end of the spectrum are the buyers of products with resale rights.

Do they make money?

Let's put it this way…

A product creator who makes his own e-book decides to market it himself. He'd sell his e-book for $50. This would take a lot of his time, and there's only so much he can do by himself.

But what if he decides to sell the master resale rights for his e-book instead for $30 to a limited number of people, say, 100? He'd earn $3000 and he doesn't have to worry about marketing and sales conversion.

This is why finding products whose resale rights are being sold will not be a problem. There are a lot of people who create products just to sell their resale rights.

But here's a secret that every veteran Internet Marketer knows: resellers can earn more than the person who created the product they're about to sell.

Consider the possibilities of being a reseller:

- You can repackage the products into a more attractive bundle, i.e. e-books + articles + web templates.

- You can give them away as freebies to entice people to buy your main offerings.

- You can combine different products to form a super product that customers won't be able to resist, or you could divide the product into separate ones that could rake in more profit.

- You can try the simplest trick in the book and still earn: buy low and sell high.

When buying the resale rights to a product, there are some things you must make sure of. These are usually included in the resale license included in the product. Here's a quick checklist:

- ✓ Can the product be resold? (most basic)

- ✓ Can the product be given away for free?

- ✓ Can the product be packaged with others?

- ✓ Can the product be offered as a bonus?

- ✓ Can the product be offered on an auction site?

- ✓ Can the product be re-branded, i.e. contents changed, author's name changed, etc.?

You should make sure to have this license reduced in writing to avoid possible complications later on.

Online Business Model No. 4

Establishing An Affiliate System

There is one thing certain about ANY online business…

> *You need to generate TRAFFIC to be able to generate SALES.*

It is a pretty simple formula:

more traffic = more sales

There's no need to complicate things, dear friends. You simply cannot generate sales without traffic.

As with our illustration at the beginning of this eBook, your website will serve as your online store. Your website will be used as a place where you can display your products, where you can persuade people to buy them, where you can take in orders, and where you can process payments.

How will you be able to do all of these if no one visits your website?

You need traffic. It is essential for your business' success… and its survival. There are no ifs and buts about it, my online friend. Without traffic, your business is as good as dead.

This isn't meant to scare you. Rather, it's meant to inspire you. If you manage to generate a substantial volume of traffic for your website, you'll have a business that will be booming with sales left and right. And the buzzword that you will be able to stir up will benefit your online enterprise for a long, long time.

Traffic is the lifeblood of your online business.

How then will you be able to pump a lot of life into your venture?

One of the best ways to generate tons and tons of traffic for your website is by creating an affiliate program to help promote your products.

Imagine employing a battalion of sales people to help you market your goods. Imagine employing 10,000 of them.

Surely, you'd be able to cover more ground. Surely, you'd be able to reach more people. And surely, you'd be able to generate more sales.

As John Reese, creator of the highly popular Traffic Secrets, once said: "if you're selling a product on the Internet and you don't have an affiliate system, there's something wrong with you."

Indeed, if you're in the business of selling products over the Internet and you don't have an affiliate marketing system backing you up, then something's seriously wrong with you. By employing affiliates, you can increase your market presence tremendously. You will be able to generate direct traffic to your website, and you will likewise be able to build an amazing amount of back links as well.

You can build an army of online salespeople without having to guarantee fixed wages for them. All you have to do is establish your own affiliate system. This affiliate system will recruit affiliates.

Affiliates will be tasked to lead people to your product's sales page.

If a person an affiliate leads ends up buying the product, such an affiliate will receive a commission. You, the affiliate merchant, will only have to pay the affiliate every time he is able to refer a successful sale.

The best way to start your own affiliate system is by "renting" an existing one. Websites like www.clickbank.com, www.cj.com and www.turboaffiliates.com allow people to sell their products, and their services will take care of the rest – from advertising to thousands of affiliates, to processing sales, to distributing commissions, to distributing the amount that is due for your online business.

But with such a setup, you don't have full control of your destiny.

I always suggest that online businessmen should have their very own affiliate system. It's not that difficult. Powerful, yet easy to use programs like [JVManager Fantasos](#) gives anyone – ANYONE – the ability to create an affiliate system. My niece, who is 11 years old, was even able to create a pseudo-affiliate system for her class' bake sale using the features of the JVManager Fantasos.

Online Business Model No. 5

Being An Affiliate

The easiest and the fastest way to earn money online is, without a doubt, through affiliate marketing.

How does affiliate marketing work, in a nutshell?

An affiliate is basically a middleman for a merchant and the customer. The merchant, of course, is the one who distributes the product. The affiliate's job is to help look for buyers.

It's so easy to compare an affiliate with a salesman.

But the seeming similarities are more often than not misguided.

Let's study this further. A salesman often travels far and wide to look for customers. He also has a monthly quota to maintain, and if he fails to do so, it might result in his termination. A salesman has also been negatively received because people perceive him to be too persistent in selling a product. But can we blame the salesman? His job is at stake with every sale. And for how much? 5% per successful purchase? 15% if he's lucky?

It's quite difficult to be a salesman, don't you think?

An affiliate has it easy. All he has to do is find an affiliate program worthy of his time. He doesn't have to leave his house. He doesn't have a quota to fulfill. He doesn't have to desperately make frantic calls nor knock on strangers' doors just to facilitate a sale. He doesn't have to beg for the customer to buy the products he's peddling.

An affiliate stands to gain 20-70% for each successful purchase. And all he has to do to market the product through tried and tested methods. These strategies don't include bugging customers. More often than not, they're the ones who come running to you… in droves even!

Do you see the potential now? Do you realize why a lot of Internet marketers swear to the power of affiliate marketing?

Suppose the product is sold for $100. Through some clever marketing, you manage to make a sale. Suppose further that the commission is pegged at 50%. That's an easy $50! But what if you manage to sell 10 of those in one day? And what if you're enrolled in 10 other affiliate programs that are capable of producing the same results?

This is not an exaggeration, dear friend. Trust me when I say that this is a common story in affiliate marketing.

Let's see why many Internet marketers have decided to take the affiliate marketing route:

- Enrolling in an affiliate program is free!

- Affiliate programs do not demand anything from you. How much you earn is all up to you.

- Affiliate programs offer very generous commissions.

- Affiliate programs allow you to earn passive income. You can profit even while you're sleeping!

- Affiliate marketing is very easy, once you know the basic strategies involved, which will be tackled in succeeding chapters.

- Affiliate programs don't have a non-compete or exclusivity clause. You can enroll in as many programs as you want to increase potential sales.

Now how does affiliate marketing work?

Well, you just have to look for the right affiliate program. Consider the salability of the products involved as well as the commission rates that are offered.

Once you've found a beneficial one, it's time to enroll in that program!

Upon enrollment, you'll be given an affiliate link. Do not lose this link because it tells the affiliate program's system that you're the one who initiated the sale.

Once you have the link, all you have to do is post it on your website. It would really help if a lot of people are visiting your site, the volume of which is called traffic in Internet parlance.

You can either join an affiliate program, such as www.turboaffiliates.com , or an affiliate network, such as www.clickbank.com , www.cj.com or www.linkshare.com .

Online Business Model No. 6
Pay Per Click (PPC) Programs

Another easy way to earn money online is by creating websites and enrolling in any of the established Pay Per Click (PPC) programs on the web today.

There was a time when webmasters had to scamper for an advertiser or two. Leasing out prime spots on their web pages was one of the

few ways by which they could earn from their endeavor back then. Hence, they tried their best to get as much traffic as they could. Their daily number of visitors, after all, was what the prospective advertisers were looking at, and what could justify the going rate of their advertising cost.

Times have indeed changed.

Nowadays, there is no longer a need to find interested advertisers. Prospective advertisers are now grouped into a pool, and once a webmaster joins the program, he can have a share of the pie. The program we are talking about is called Pay Per Click, or PPC.

PPC programs, basically, will make you display contextually relevant ads on your web pages. Every time a visitor of yours clicks on an ad, you will earn a stated payment.

Sounds marvelous, doesn't it?

Indeed, starting with PPC programs is as easy as:

    A. Creating web pages; and
    B. Enrolling in a PPC program

It's as easy as that. You don't have to worry about how to display the ads, the PPC program will take care of that.

Furthermore, PPC programs will send out ads that are relevant to the content of your web pages, vastly improving the chances of your visitors clicking on the said ads. If you have a web page that discusses wakeboarding for example, the PPC program will send ads that try to sell wakeboarding gears, vacation houses for wakeboarders, and the like.

The ads will seem like organic parts of your page!

PPC refers to an earning opportunity where, after you have included a code in your web pages, advertisements will appear therein. Every time a visitor of yours clicks on the ad, you will earn.

The biggest PPC program on the World Wide Web today is [Google AdSense](). Backed by internet's most successful search engine company, Google AdSense is responsible for the PPC boom that many have believed to be the biggest online event since the height of the dotcom era.

There are keys that you should always remember in order to succeed with PPC programs:

- It's all about contextual content. PPC programs will send contextually relevant ads. However, to do this, these PPC programs will have to "read" your web page. Your web page should include certain terms and phrases that will lead the PPC program to know that such a page is about a certain topic. Then and only then will it send ads that are related to the said subject.

- It's all about choosing the right keywords. PPC advertisers bid on keywords. Their ads will appear whenever those keywords appear.

- It's all about improving your click through rate (CTR.) CTR refers to the number of people who click on the ads displayed on your pages divided by the number of people who visit your web pages. The higher your CTR, the higher your profit. How do you improve your CTR? It depends on selecting the right ad blocks and placing them on the correct portions of each web page. The [AdSense Almanac]() discusses the many techniques that will guarantee a fantastic CTR.

If one website of yours can earn $10 per day – which is a small amount in this day and age of effective PPC campaigns – you'd be able to earn $300 a month.

But what if you have 10 websites earning such an amount, which, again, is a small income based on today's standards?

You'd earn $3,000 a month!

Not bad for an online business model that is very, very easy to pursue.

Online Business Model No. 7

An Online Retail Shop
That Will Sell Physical Goods

Believe it or not, a lot of people are still skeptical about the idea of earning some profit from the Internet. For them, there is only one world: the real world, and this is where people should be earning a

living. Such line of reasoning, however, is severely restrictive. These people are depriving themselves of some wondrous possibilities that can earn for them untold wealth.

One such opportunity is concerned with operating a digital retail shop.

A digital retail shop is very much like a brick and mortar store. You have commodities to offer which you will try to sell for a sum of money. But instead of people actually visiting your physical store, they will visit your website which is selling your products on the World Wide Web.

This is the most basic online business model you can copy. And anyone can do it, what with the sheer ease by which it can be implemented.

The most common manifestation of this online business model is the direct selling website. This refers to an online business that directly sells products for some profit. The business sells its goods through a website. Goods may either be physical or digital (as we have discussed in the very first online business model presented by this eBook.)

This business model will require some necessary investments:

- a domain name that is easy to remember, which will also add a professional touch to the enterprise;

- subscription to a web hosting service that will serve as the address for the commercial website;

- a merchant account that will process payments, either credit cards or other alternative payment methods like PayPal;

- subscription to an autoresponder service to make use of email marketing to better the results of the online business; and

- (optional but recommended) an affiliate system that will allow people to become your affiliates, who can help promote your products.

These are the ingredients you will need for a direct selling website. With this setup, you can become the master of your own destiny. You will chart the direction of your online business, as you are beholden to no one when it comes to the matter of running your enterprise.

Some people don't have the technical know-how, or perhaps the funds to invest, to make a direct selling website a reality. This doesn't mean, however, that they can no longer sell online.

Armed with text for a sales page, they can always try the various auction websites on the World Wide Web. The biggest among them, of course, is www.eBay.com , which is visited by an average of 500,000 Internet users per day.

Becoming a member of an auction website is quite easy. Putting up an auction is even simpler.

The challenge lies in building and maintaining a solid reputation for your online business. When it comes to digital ventures, reputation is everything. One bad word about your venture can mean your downfall. Hence, it is IMPERATIVE that you treat everyone right so that they'll only have favorable words for your enterprise.

Online Business Model No. 8
AdWords Arbitrage

Now, we will be discussing something a lil' risky. It actually involves a gamble on your part.

This online business model isn't for everyone.

But if you're after quick profit without putting up much work, and if you have some initial capital to spare, then this might be for you.

I'm talking about AdWords Arbitrage.

Previously, we talked about the biggest PPC program there is, namely Google AdSense, and how you can earn from it.

AdSense is for web publishers.

AdSense wouldn't be what it is without advertisers whose ads appear on the web pages of those who are enrolled in the AdSense program.

Such a program for advertisers is named Google AdWords.

Basically, AdWords will ask you to bid on certain keywords. For example, you want to bid $0.10 for the keyword "wakeboarding."

This means that every time a related website displays your ad, and every time a visitor clicks on it, that visitor will be directed to your website and you will be charged $0.10.

This is per click.

If you set a budget of $50.00 per week, for example, your ad will be displayed until 500 people have clicked on it and have been led to your website.

Now, here's the profit-making part, step-by-step…

1. Go to www.clickbank.com . Sign up as an affiliate.

2. Choose a good product with a great sales page. My qualification for a great sales page is simple. I just ask myself this question: "did the sales page make me want to buy the product?" The product should also be offering a good

commission rate. At least 50% will be excellent for our purposes.

3. Get your affiliate link.

4. Go to www.google.com/adwords . Create an account.

5. Bid how much you can afford to bid (preferably not less than $25) on keywords related to the subject of the product you are promoting. Now, here's the clincher: don't settle for just any keywords. Choose long key phrases (at least 3 words in length,) because the people who are willing to spend on something often search for sites using long search phrases. For example, "wakeboarding gears for sale" would be an excellent long-tailed key phrase.

6. Write an excellent ad on the matter, one which the online users will find irresistible.

7. Have the AdWords program direct clickers to your affiliate link.

8. Wait and see.

The philosophy behind this method is to earn more than what you'll spend.

If your AdWords budget is $25 at $0.10 per click, but the commission you tend to generate per sales is $50, just one sale out of 250 possible clicks will net for you a $25 profit.

Fantastic, isn't it?

Again, this online business model is a gamble.

Play it if you have some cash you can afford to lose.

If you don't, you're better off with the other online business models.

Online Business Model No. 9

Website Flipping

An old online business model that has just become very popular recently is website flipping.

What is website flipping?

Basically, website flipping can be summarized into 3 words.

Create. Sell. Profit.

It entails creating a website and selling it for profit.

It may sound simple, but it's not.

You see, if you sell a website right off the bat once you create it, it can only go for a small amount. Just like real estate, there are certain factors that will increase its value:

- How attractive is the domain name? Is it short? Can people easily remember it?

- How long has the website been in existence? How much traffic is it generating? How many back links does it have on the World Wide Web?

- What is the Page Rank of the website? The higher the PR, the better.

- Is the website monetized? How much money has it raked?

- Is the subject matter of the website a profitable one?

- Does the website have longetivity? Is it something that will last a long, long time without losing its luster?

- Is the website targeting a big market?

- How much competition does the website have? The fewer similar websites there are, the more valuable that particular website becomes.

More or less, these are the determinants of the value of a website being flipped.

If you are able to create a website that will satisfy most, if not all, of the qualities above, then you can potentially sell it for thousands of dollars.

Where can you sell your created websites?

The online community at www.forums.digitalpoint.com has become a marketplace for webmasters who are looking to buy ready-made, profitable websites.

Also, similar forums like www.dnsforum.com and www.namepros.com can supply the buyers that such an online business model needs.

Online Business Model No. 10

Freelancing

Now, digital goods, physical goods, information and websites aren't the only things you can sell on the World Wide Web.

You can also sell your services and expertise.

You have some skills.

Whether you're proficient with writing, with the arts, with programming or with some other aptitudes, you definitely have skills. Among your current skill set, you have abilities that are more refined than the rest.

Did you know that you can earn from these skills without ever leaving your home?

There are many, many, many opportunities on the World Wide Web that will allow you to render your services for a fee. Whatever it is you're good at, there are always people who need what you can provide.

These opportunities are collectively known as freelancing.

It is very easy to do some freelancing work on the Internet. The entire world is your market. The needs for your services are great and constant. And even if millions of people (a number which have not yet been seen among online freelancers) are competing for the same projects, you will always have a lot of assignments to choose from.

Here are the popular types of services being outsourced on the Internet:

- Content writing
- Ghostwriting for information products
- Copywriting
- Graphic design
- Web design
- Programming
- Help desk support

- Consultancy
- SEO
- Online Marketing

I'd strongly advise marketing your services by yourself. There are websites which you can join, like the aforementioned www.rentacoder.com , www.elance.com and www.getafreelancer.com , where online businessmen are always on the lookout for services that you can offer.

However, online businessmen create projects on these websites where freelancers can bid. The lowest bid, more often than not, wins. This will compel you to lower your prices. You have little leeway to negotiate for a higher fee, because your competitors are also there, knocking at the prospective client's door.

There will always be a market for your services.

Take content writing, for example…

There are close to 8 billion websites on the World Wide Web. Each website competes for search engine prominence. To do this, each website should have a regular supply of fresh content.

Each webmaster owns an average of 4 websites. Each website has an average of 27 content pages.

The question: where will they be able to get the content they need?

There are less than 20,000 content writers today, but the demand is too great. 20,000 content writers try to write 2.7 million new pages of information each and every month. The shortage is very apparent.

Content writing is a freelancing opportunity that is very accessible. And with the high demand for fresh content coupled with the low number of writers supplying them, it is easy to conclude that there will always be orders waiting for you.

Ideally, you'd want to find a client that you can establish a long-term relationship with. Expect to get orders of up to 200 to 500 articles per month, depending on the needs of such a client.

But you must first establish your reputation as an excellent content writer. To do this, you must build up your portfolio with works that are of excellent quality. Everyone has to start somewhere after all.

A lot of writers ruin their name because of the following acts:

- Selling a work that they have already transmitted to a client.

- Plagiarizing an existing work.

- Purchasing PLR products and making them appear original.

Try to avoid committing any of these mistakes. In this field, your name is your business.

When it comes to programming, well, there are an infinite number of day-to-day operational problems that require an expedient and a convenient solution.

Every year, close to 50,000 new scripts and programs are introduced on the market to offer solutions to some of these problems.

But given the fact that problems continuously arise and become more complex with the demands of modern technology, the call for solutions will always be an ever present need.

Hence, programmers can rest assured that there will always be a job waiting for them on the World Wide Web.

You can even use this opportunity to build your resume, which can become your springboard for more fame and fortune. A lot of programmers on the Internet have been hired by companies like Microsoft and Google because of the work quality they provide.

Implicit in the programming business are certain acts that are considered taboo. Try to avoid committing any of them, as in this business, your name is your reputation and your reputation is your enterprise.

- Do not submit a defective program. Test every usage of the solution you will be providing before delivering it to your client.

- Do not steer away from the specifications provided by your client, lest you risk delivering an entirely new product altogether. If necessary deviations are to be made, consult with your client first.

- Do not resell source codes which you have already delivered to a paying client. Remember, your client will own exclusive rights to the deliverables upon the completion of the transaction.

- Do not sacrifice aesthetics for functionality.

- Do not assume that the users will know how to operate the program. Make it easy – VERY EASY – for them. The rule of thumb when it comes to menu design is: do not make them think.

There will always be a need for any skill you have, on the Internet.

It's just a matter of marketing these skills and striking gold with clients who will trust your services.

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