



# Hot New Business:

*How To Plan And Build Your New Business*

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## Introduction:

Your boss and your commute back and forth to work have ceased to be enjoyable for you, and it can get pretty doggoned boring traveling to and from the office Monday through Friday, even with your mp3 player keeping you company.

You know deep inside that it's time for some major changes. That's the time that most of us begin daydreaming about owning our own business, instead of slogging it out day after day for someone else's profit.

The delicious thought of being able to work at your convenience, to earn six figures (or seven) and attain that long-desired financial freedom just keeps coming back. And maybe, the only thing holding you back was the fact that you just never knew quite how to go about it. It's really as much as about the money as it is about being free... the kind of freedom that goes beyond finances.

If owning a small business is your big dream, there are emotions and attitudes that you need to fuel it with: Do you have enough passion? Do you have a burning desire to own your own business? An unstoppable 'make or break' attitude fueled with intense passion for your niche is vital.

Home-based business is on the rise and more people today than ever before are more interested in working for themselves than in working for somebody else. You can do it, too.

You've met me halfway by getting this ebook. Now, it's my turn to guide you through all the details of starting a new business you can work from home. It's my goal to help you discover your hidden abilities and expertise that will provide you with the necessary knowledge to start and successfully run your own Internet business.

So, are you ready for the ride that's sure to transform your lifestyle and take you to the pinnacle of financial freedom?

This book is a complete guide that will give you several different options to help make you into a successful home-based entrepreneur. You'll discover how to create your business plan, the significance of motivation, some of the hottest of home-based opportunities available, and a few of the other basics that will serve to establish and run your own home business.

If you're ready, let's get started with planning your business.

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## Chapter 1: Beginner's Steps To Start-Up And The Tips To Set Up A Business Plan

Everyone wants to start doing the 'cool stuff' first when contemplating a business of their own, but it's really not the smartest approach. If you don't have a plan, you're not going to succeed. Harsh words, maybe – but please, don't just dive in feet first without at least making some sort of blueprint. You need to know precisely what you're going to do before you start doing it.

So, the key factors that you need to keep in mind before you kick-off your new business are planning, research, financing, and the approach you intend to take in order to market and promote your product and/or your services.

It's undoubtedly an exciting adventure that can give you the chance to explore your creative side, but this is what you need to do first:

- ❖ Do some thorough research of your business idea
- ❖ Frame a strategy around developing your chosen niche
- ❖ Establish your marketing approach
- ❖ Consider all potential key operational issues
- ❖ Maximize the use of your time & energy
- ❖ Use proven fundamentals to develop your business idea

**One of the most basic questions for beginners is: "How & where do I start creating my business plan?"**

It can be anything from the list below:

- ❖ Finding a market that has yet to be effectively met
- ❖ Figuring out how to build new & enduring customer relationships
- ❖ Choose a business that is largely based on your experience and knowledge
- ❖ Make smart use of all the new technology that's available
- ❖ Turning a hobby or a part-time business into a full time opportunity

You can get great ideas for starting a business through self-evaluation and examination of your priorities, your passions and your goals. Then you need to take a look at the colder, more logical side of doing business.

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Some of this side will include legal issues, financing, marketing, employee relations, accounting procedures, location (if it's physical products), storage, etc.

The bottom-line of your start-up duties for your business are research, homework, and planning. Handling these basics is one of the most crucial of all issues that ultimately minimize your entrepreneurial risks and boost your chances for success. Getting in contact with any of the local small business assistance providers to help you out at this critical juncture would be a good idea if you don't have a head for business.

Basically, you need to become absolutely clear with yourself about the type of business you want to engage in and also the kind of expectations you have from it. Let a solid plan at the outset help you to bring out the best results from your new venture.

### **Business planning:**

Remember that a good, well-written business plan is perhaps the most positive part of your business that assists you to focus well on your goals, manage the business better and help you attract financiers for your business.

A mistake that tons of online entrepreneurs make is thinking that since it's not a brick and mortar business, I don't need to make a business plan, and they are dead wrong. That's why only about 2-3% succeed wildly, while the other 97% flail.

### **Ideally, your plan should have most of the following features:**

Firstly, your business needs to be differentiated and uniquely distinguishable from that of your competitors. This will give you an edge. Study your competitors and then add some clever ways to be just a little better.

Don't be afraid to use your own ideas and unique style in the plan and get it organized and easy to read. Make sure that it meets your needs as well as those of your customers. Also, plan it in a way that attracts some financiers as well – assuming you plan a business that requires inventory.

In your written business plan, don't forget to include the key parts of a formal business plan, such as a cover page, a table of contents, an executive summary, background information, detailed product/ service descriptions, a marketing plan, management structure and organization (if you plan to have more than one person in your business), detail about your business operations, a financial plan, and lastly, a well-written conclusion.

Even with all that data, try to keep the plan simple, focused and easy to read and understand. The language has to be professional, appealing, fluid and should portray your objectivity.

Here are a few helpful tips for your plan:

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- ❖ Make your layout bright and pleasant. It's good to use charts and graphs to simplify difficult concepts.
- ❖ Make sure your plan is practical as well as workable.
- ❖ Make a critical review of your plan from the standpoint of an outsider who has neither commitment to the business nor any knowledge of it.
- ❖ Be honest and confident about your plan while simultaneously accepting your strengths and weaknesses. Face the fact that you may need some help in certain areas and plan for their inclusion.
- ❖ Update your plan through regular reviewing, revising and rescheduling, you'll be surprised how much they can change over time
- ❖ Include your staff (if applicable) in the development process of your plan. Bounce your ideas off of a trusted friend or family member, too.

This will encourage them to share their own good ideas with you (although you can expect some negative feedback – because of most people's basic insecurities about quitting their day jobs). The positives you get back, however, will result in an atmosphere of hard work and development and camaraderie that makes it all worthwhile.

The basic purpose of a business plan is to bring together all the goals, ideas, strategies and resources of your business. Preparing a business plan long before the actual operations begin can help you minimize the normal risks of doing business. You will also be able to prevent potential losses that could result from choosing an unprofitable or unpopular business.

### **The "Don'ts" In A Business Plan**

It's important for you to make sure that you don't commit some very common mistakes while you draw up your plan, in order to keep it sounding and looking professional throughout.

Here are the most crucial of those mistakes:

- ❖ Never present a rough draft of your plan to potential financiers; you want to maintain an attitude of professionalism and competence. Make sure that your final plan looks, feels and sounds highly professional. First impressions are always lasting impressions.
- ❖ Don't include any irrelevant information in your plan, since that would hint at a deficiency in your research and analysis. Make sure that all your information is updated and authentic.

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- ❖ The business plan should also include a section explaining any potential risks and problems. This is necessary only because its absence may cause the readers of your plan to view it as impractical, unrealistic or non-futuristic.
- ❖ Dealing with all negatives erases potential questions or doubt in the reader's mind. The plan should cover all angles of the business thoroughly, to prevent either the plan or the business from being undermined in the mind of the reader.

Next, you need to thoroughly understand all of the financial information yourself; and then go on to explain it in depth. Even if you appoint an outsider to prepare the financial statements for you, you still need to ensure that you are intimately acquainted with every detail of the financial aspects that you're presenting.

You also need to consider the impact and influence of any potential outside elements on your business. You need to discuss the potential economic and competitive factors even before they are requested, and that will add a positive light to your expertise.

You have to portray your business' viability in a way that practically guarantees getting that desired loan, or else the potential backers might question your potentiality.

The plan should indicate a verification of a minimum of 30% investment on your part as the business owner. Almost all lenders expect to see the owner having a least 30% equity in the potential business because it indicates your sincerity.

Never propose unrealistic loan repayment terms anywhere in the plan. Once the lender evaluates the viable potential of your business, then you will have to deal with the realistic terms of loan payment. Remember never focus too much on the collateral, it is better if you emphasize the potential cash flow.

Hopefully, this chapter didn't pour a bucket of cold water on your dreams, it's better to get the colder parts of doing business out of the way, so you can get down to the nitty gritty of actually doing something you enjoy.

It's definitely not all play like a lot of the big marketers portray, it's a lot of hard work, but in the end, owning your own freedom is worth every drop of sweat equity you invest!

Now we'll talk a bit about motivation...

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## Chapter 2: The Significance Of Motivation To Build Up A Business

*"Shoot for the moon. Even if you miss, you'll land among the stars."  
~Brian Littrell*

Motivation is perhaps one of the topics that is the least understood, yet most studied and talked about of our human traits. Yet there is no action we ever take that is not guided, persuaded and/or altered in some way by motivation.

Whether it's about gaining or losing weight, holding on to or saying goodbye to smoking, attending a business seminar or even buying new clothing... your every decision is influenced by your own internal motivational factors.

You know, even reading this book is being guided by your motivation. If you are really, truly interested in the subject matter and *have a burning desire* to learn how to become a successful entrepreneur, you will likely finish this in one sitting.

Being motivated or not being motivated makes the crucial difference between incredible success and disappointment for entrepreneurs. Basically, your motivation emerges from two sources... external and internal.

External motivation comes from outside sources like data, prices, success stories of similar people, etc. In contrast, internal motivation comes out from your own dreams, thoughts, desires, passions and even personal habits and shared experiences.

All human beings are very unique, as you are aware. And something that deeply inspires someone else may not influence you in the least (and vice versa). Therefore, it's still going to be you and only you who can determine what really works the best where motivating yourself is concerned.

You need to ask yourself what internal and external factors that are motivating you to become a business owner. And of course, only you know the exact steps you needed to boost up your own motivational levels in order to make your business become a reality and get it going a lot faster.

Here are my personal motivational tips that should help to guide you:

**Stimulation** - This plays a critical role to keep you on the track. You need to love every thought of and every idea about your business if you intend to get anything substantial back out of it. A low inspiration level indicates a lag in your motivation, and the result will be that you will fail to hold your interest long enough to see it through to fruition.

On the contrary, if you are really excited about the venture you are about to engage in, you will probably be loaded with tons more energy, passion and even a feeling of

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power. It's that kind of 'fire in your belly' that will ultimately create success! Couple that with a never give up mindset, and you'll be unstoppable.

It's easier to find countless disheartened entrepreneurs around whose ventures still look good on paper, but the truth is, they have lost interest in what they were doing. With time, those folks got burned out, because they lacked the motivation and zeal that would have otherwise helped them to face the inevitable tough times that most all small business owners experience at one time or another.

In case you find yourself in a similar situation, you have two options: One is to re-focus on and find ways to renew your passion about your little enterprise. The second alternative is to change your business model and niche completely. Sound drastic? Well, in order for you to remain inspired and motivated, a drastic action like that may have to be taken so that you can continue to remain financially free.

**Your Goals** - As a business owner, it is absolutely essential that you set your short term as well as long-term goals. Short and long-term goal setting is vital for every business owner. If you don't have defined goals, your business will feel more like a rudderless ship.

And if your business loses its direction, motivation can die and is more difficult to revive again. Writing down your goals is VERY important because it makes them more tangible and real to you.

So, please do take enough time to narrate your business goals in writing. A lot of people make the mistake of thinking they just need to recite their goals and be done with it, but it's not so. Write them down! Remember, your business plan is really just an integration of your goals, your marketing strategies and your budget. You also need to ensure that the plan you write is updated at least once a year.

In your plan, don't forget to mention your "short-term-goals" and "long-term-goals". The former can be achieved within hours, days or weeks, whereas the latter might take months or even years.

Remember that a good business plan with well-defined goals is a crucial tool to motivate you. This helps you in a great way to feel yourself as a hardcore professional and more connected to your ventures. In addition, with well-established goals, you don't need to try and figure out what you need to do each day. You'll know because you wrote it down.

**Networking** - This is yet another crucial factor toward your ultimate success. Build and keep a close-knit network with other small business owners. The sharing of ideas, goals, and dreams will help keep each other motivated, too.

Remember, you alone can't move a mountain... but when many begin to joint venture together, you will see that the mountain has suddenly become a few small, do-able hills. Thusly, the challenges and objectives become more easily surmountable and achievable. You feel less alone and as a result, you become a lot more excited and motivated.

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So, avoid working in isolation whenever possible, as it's not as good for your spirit or your motivation. Look for mutual support. You can look for similar entrepreneurs online or even in your own local community, even when you see that the businesses are not directly related, some good can still come from networking.

And then when it happens that the businesses *are* related, you will discover common aspects and challenges. Studies have revealed that the perfect networking group can very often be a turning point for your business. When you are with the right group, it's quite likely that your sales go up and you can see your problems getting solved much more quickly and efficiently.

Another advantage of networking with others is that you get a platform to share ideas, business know-how and experience within your networking groups. Further, you could even purchase some cooperative marketing projects in bulk, and share the costs, especially if you're all in the same business.

**Acknowledge Your Work By Rewarding Yourself** - Don't be all work and no play. Your level of motivation is sure to get quashed if you don't take yourself off the clock at times, and get completely away from your business and its demands. Mix fun with work... then it all gets done faster and you stay healthy and sane.

So, don't forget to reward yourself regularly. It can be something as major as a getaway trip to the Bahamas or it can be something as simple as going out for a lunch with an old friend of yours or indulging in a relaxing message.

Scheduling a vacation from work is always a great idea. Try hard to avoid checking emails or doing any office job duties while on vacation. By giving yourself rewards, you will become rejuvenated and renewed, and you can return to the job with a fresh outlook and renewed passion.

**Do Some Exercise Every Day** - A sound mind lives in a sound body. Without exercise, you can undermine the healthy connection between your body and your mind. Remember, your motivation is bound to suffer if you don't have a healthy body. So, as a small business owner, it's vital for you to take exercise breaks several times every day.

It doesn't have to be time-consuming or expensive. To start with, a brisk walk for about half an hour before, during or after work can do your body and your mind a world of good. Over time, you can double the time you spend walking or, better still, choose to go for two such walks each day.

Just give this a try and you will soon learn what works best for you. After you get accustomed to the walking part, it won't be a bad idea to add on some light weight lifting sessions. And, regarding the use of weights, you can get the guidelines on the Internet or buy a tape or DVD to help educate and motivate yourself.

Alternatively, place your weights beside your work desk and do some pumping for a few minutes at a time to give yourself a short break. Get a timer and initially set it for three minutes and keep adding a minute or two every few days.

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Continue these increases until it's around 10 to 15 minutes each day. You can even take a TV break along with your weights. This has dual benefits of catching up with what's happening around you while you do your vital exercising.

**Systematize** - It's absolutely essential that you keep your work systematized and organized. This can be another vital key to your motivation. You can understand how important it is for your business to keep important papers in place and answer all of your phone and email messages on time.

Unless you are organized in these areas, your business is bound to suffer and so is your motivational level. If you find you can't (or don't want to) do certain tasks all by yourself, then get help from an outsider... maybe a close friend, neighbor, relative or even hire a part-time professional assistant to help you stay better organized.

This will give you amazing outcome and get you back on track fast. Remember, your operations and marketing must be your main focus so you can ultimately succeed. Once you get your operation streamlined, you will be able to eke out some time to concentrate on other issues.

### Speakers And Authors On The Topics You Need

As a small business owner, you will find a barrage of motivational stuff to assist you in shortening your learning curve. It can be tapes, books, DVDs, videos, seminars and a variety of other resources. These items can be highly effective, and you can utilize them as needed, to advance your knowledge in areas where you may not be as strong as you'd like to be.

Prior to your making any investment, however, I suggest you try using free or low-cost ways to find the information you are looking for. It can be your local library, your PBS station, borrowed materials from your networking friends, used bookstores or free and low-cost digital or video items found online.

Instead of making a huge investment in one author or publisher, try sampling a variety of marketer's ideas... because that lends variety and saves money at the same time.

The materials you obtain will work, but not without expending some effort. You have to make them work... it's as simple as that. If they sit on the shelf and you don't study and apply the techniques, it's all for nothing. So, in order to get your new information actually benefiting your business, test and apply the new things you will have learned, keeping what works, and throw out what doesn't.

**Keep Up The Thrust** - Keep yourself going. Remember, it's your motivation that propels you forward, whether in your business or in your life. Stay focused and do whatever it takes to keep your passion alive. Make sure you stay on track and you will see your efforts carrying you forward to success surprisingly fast.

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## *Chapter 3: Why Should You Work From Home?*

"If you can't be replaced, you can't be promoted. So, never make the mistake of making yourself irreplaceable." You have probably heard this time tested adage from the corporate world at some point in your career.

That statement holds true for an entrepreneur, too. When you are directly involved with a venture that generates a fixed income, you limit your earning power. In addition, savings usually grow slowly, if at all, because most of a steady, fixed income or salary just goes right back out for living expenses.

Passive income, however, is a different story. When you create multiple streams of passive income, you work less and earn more without as much direct involvement and steadily achieve that much-sought-after financial freedom we all crave.

You might be familiar with certain kinds of passive income like royalties on an invention, network marketing or the income you earn from owning a rental property. These are still, the more traditional business models that don't yield as much as being an entrepreneur.

If you intend to earn hugely in a passive way, you have got to think of something else.

Entrepreneur Magazine is packed with good, useable information. According to a study published there, it is estimated that a whopping \$427 billion is generated each year by home-based businesses. That's bigger than General Motors, Ford, and Chrysler all put together.

In other words, there are folks in home businesses raking in more than the CEO's of some Fortune 500 companies. And it just keeps growing. I think we just need to find a way to grab a HUGE slice of that pie! There's plenty to go around...

### **Now, the big question... how do you get started?**

1. Your first step is to make sure that you are spending less than your earnings. It sounds stupid-simple, but it's the truth. This is the main reason why most people keep their 'day job' until they start making enough profit to live on.
2. The next step is to figure out the home business resources that could get you up to a decent earning, so you can eventually quit your regular job for good.
3. The third step is to be able to devote sufficient time to the resources you have figured out will work, and get your new enterprise up and running. Some people start out just a few hours a week, and yes, it takes longer, but they maintain the security of stable income while they grow a dream.
4. The hardest part is being patient... when you want to have it all, and have it all right now. Be gentle and reasonable with yourself, it will all come together in

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due time. We all have to go step by step, then sit back and watch things start happening!

### Here Are 7 Rock-Solid Reasons Why You Should Give Home-Based-Internet-Business Some REALLY Serious Thought:

❖ **Self-determination:** No more rushing out at 7:30AM like crazy and only halfway through your breakfast. No more being forced to make excuses to the boss for being late. You can set your own comfortable work-hours.

If you wish to work for just 3 hours a day from home (assuming you choose to continue your job and work your new business at the same time) no one will force you to work extra time. You can conveniently manipulate your workdays and work-hours to suit yourself.

❖ **No fixed workplace:** You will be free to work from anywhere, with a laptop. Most of the work of internet-marketing business is PC-based and it can be carried on almost anywhere in the world. You will never be tied to one place and be able to freely move anywhere you want to live. You can also take vacations and not hamper your business at all.

❖ **Cheapest way to start a business:** You do not have to invest thousands of dollars like you would in other traditional businesses, in order to start a home-based-internet-business. You do not need to rent a posh office at some exclusive complex or wonder how to budget the decorating either.

To run a website, for about \$8 a year for domain name registration, and around \$3 to \$12 /month (average) for web-hosting charges is all you need to spend getting started. Working as a freelance service provider or using a blog to do affiliate marketing is even cheaper and you can still profit.

Students can work and study at the same time: It is one of the most convenient businesses for students who can conveniently coordinate their study and work time to make things work until they graduate.

❖ **Market is international:** Could you ever imagine getting an international clientele if you opened a 'brick-and-mortar' confectionary store? While most traditional local businesses offer only a small local market clientele, an internet-marketing business offers you a much larger market, which is global in scope. You will gain visitors and buyers from all over the world.

❖ **Suitable for all ages:** While 'regular' jobs have lots of restrictions with age limits and hierarchy, an internet-based business can be successfully carried out by teens and adults of all ages; whether you are a student, or in mid-life, or have retired.

❖ **Six figure earning potential:** Answers.com clears the misconception of some skeptics who believe that it is not possible to earn large figures from home-based-internet-marketing-business. Answers.com says that many people, who

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have the capacity to stick with and grow their businesses, are very likely to achieve 5 figure incomes, and many of these same people will ultimately achieve 6 figure incomes.

Another great advantage of this business is that help and guidelines are always at hand. Anyone who knows how to use the Internet knows how to gather helpful information within minutes when they need answers.

Sites like [Wikipedia.org](http://Wikipedia.org) are great storehouses of almost all types of information while sites like [Yahoo Answers](http://Yahoo Answers) are where you can ask specific questions and get tailor-made answers from real people (often experts) from any industry.

### **8 Tips Toward Thinking Like A Millionaire:**

- ❖ Dare To Think Big
- ❖ Be A Champion, Not A Defender
- ❖ Winners Are Optimists
- ❖ Appreciate a lot & envy not – the key to becoming successful
- ❖ Start Forming More Positive Alliances
- ❖ Winners Are Master Salespersons
- ❖ Face Your Greatest Fears & Problems Boldly
- ❖ Winners Are Good Learners

Next, we'll cover some hot home-based opportunities and ways to get your list built and segmented from the start.

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## Chapter 4: Some Hot Home-Based Opportunities

I'm going to show you several interesting ways to earn income from home – so you can start living the life of your dreams. You can begin to exercise your own talents and passions in the process, depending on which one (or all of them) that you choose to get going with.

None of these are difficult, they just involve a little time learning how, just like any worthwhile endeavor does. The first involves providing services for other people, using your own innate skills and talents.

### **1. Build a business through Elance.com**



Elance.com was established in 1999 to help small businesses hire freelance talent easily and efficiently. Today, it is the leading workplace for hiring and working on demand.

Believed to be the most trusted site for getting outsourced jobs, Elance is a global solution that enables you to launch, build and grow your business from anywhere in the world.

#### **Create a service provider profile**

This is the very first step you need to take to bid on projects that interest you. Your profile will represent all the categories for which you or your firm has paid memberships.

Your profile allows you to promote your marketing message and samples of your work tailored to each category.

To create a service profile:

First, log in to <http://www.elance.com/>.

Click the MyElance > Provider Activity > Edit my Profile.

#### **Enter information about your company**

You must enter your profile type, business name, year founded, the number of employees, tagline, short summary description, your company location and contact information. Enter the keywords so that buyers can find you during provider search.

#### **Upload a thumbnail image (e.g., your photo or company logo)**

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This image will be displayed near your company name in search results listings. (This is different from the image that appears on your profile page, which you can update directly from the profile display page.)

Your thumbnail image must be either .jpg or .gif formats to be compatible with the Elance system. It is limited to a physical size of 40 x 50 pixels and may not contain URLs, email addresses or other contact information.

If you would like to enter professional references, click References and enter your references.

After you have finished, click the "Update Profile".

You may provide additional information such as:

- ❖ Skills
- ❖ Accreditations
- ❖ Licenses
- ❖ Education
- ❖ Employment

You may update or add information to your profile at any time after your initial posting simply by clicking My Elance > Provider Activity > Edit My Profile.

### **Build your portfolio**

Elance recommends that you upload samples of your work to the Portfolio section of your Service Provider Profile.

Creating a portfolio is important for service categories such as Graphic Design & Art, Website Development and Writing & Translation.

How do you create it?

Click My Elance > Provider Activity > Edit My Profile.

Next, click the Portfolio link. Then, click > Edit Current Folder.

To add items to the current folder, click Add Items. Click the Browse button to navigate your computer for the file you want to upload. Double click on the file icon to select it. Enter a title and description. When you are finished uploading files, click the Add Items button. Thumbnails will automatically be created for image files and most popular applications.

### **Get projects**

Now, it's high time that you start bidding so you can make some money!

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To browse projects on the provider home page, type in what you're looking for and click the Search button.

You can browse projects by:

Click the Details+ link to view the project description. For additional information, mouse over the buyer's username or the number of bids received.

Click the Details+ link to view the project description.

### **Placing Bids**

After you have reviewed the project, you are ready to bid on the job.

#### **To place a bid:**

Click on the project name.

Complete the bidding form, including your bid amount. In determining your bid amount remember to include Elance's Project Fee, which ranges from 6.75% to 8.75%.

Bids above US \$2,000 will automatically have Escrow as the Payment Preference. In your bid proposal summary, describe your relevant experience, qualifications, and what value you will bring to the project.

The buyer can choose to have service providers enter in their bids based on a single fixed amount, or enter in an hourly rate and the closest approximation to the number of hours to complete the project. The system will then calculate the total bid amount.

If the buyer has chosen Escrow as their payment preference, this is the only method they will use to pay a service provider. If the buyer has not chosen Escrow as their Payment Preference, but you will only accept Escrow payments, click the checkbox named Use Elance Escrow.

Click Attach Files to upload a more detailed proposal. Be sure to indicate the amount of time you need to deliver the project.

Click Continue. Review your bid, and then click Confirm.

Once you submit your bid, the project will move into the Bidding Open tab in My Elance > Provider Activity. You can view your bid at any time by clicking Provider Activity > Bidding Open, and then click the project name link.

### **Communication with your client**

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After you submit your bid, the buyer may contact you via the Private Message Board (PMB) to discuss the project in more detail. When this happens, you will receive an email notification and a message board icon will appear next to the bid.

### **Deliver your work**

When you have completed the project, you may deliver your files or work product via the Elance Private Message Board.

### **To access the Private Message Board:**

Click My Elance > Provider Activity > Accepted Projects. Click the Private Message Board icon next to the appropriate project. Click the Click to Upload Attachments button. Follow the steps in the dialog box to upload your completed work.

Elance recommends that you request the buyer to state acceptance and satisfactory completion after every milestone on the Private Message Board. This standard business practice ensures that the service is being delivered to both parties' expectations and prevents any miscommunications.

You may also share files (up to 50 MB in size) with your buyer via the Elance Workspace. You may create, copy and download multiple files and folders in the Workspace (one file at a time).

Click My Elance > Provider Activity > Accepted Projects. Click on the Workspace icon. Click on the Shared folder. Click Upload. Click the Browse button to locate the files you want to upload.

Click the Attach button to save your file to the Workspace. Click the Add Comments button to leave a message. Use the Private Message Board to alert your buyer that you have uploaded a file to the Workspace.

### **How To Receive Payments For Your Work:**

#### **Invoicing the Buyer**

At key milestones or when you have completed the project, you will need to invoice the buyer through Elance's Billing and Payment system to receive payment. Once the buyer receives your invoice, they will send payment via Elance's Billing and Payment system.

#### **To invoice the buyer:**

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Click My Elance > Provider Activity > Accepted Projects. Click the Send Invoice icon in the Invoice column.

### Tips for being a successful service provider on Elance

- ❖ Start out with lower rates, keeping almost no profit. After you have received some good feedback, you can raise your rate to a standard in keeping with the other providers in your same category.
- ❖ Prefer Escrow. At least do not agree to do any big projects without an Escrow. Go for stage payments: 30% advance, 35% at midway, & 35% at the end... especially for bigger projects, such as over 200 page book.
- ❖ Have control over your temptation. Bid only on projects that generate your interest; projects that you would love to do; or that fall under your area of specialization. We cannot be the master of everything and should not try being one. Do not bid on dozens of new projects in an effort to use up your quota of 80 bids a month.
- ❖ Always give a longer project projected timeframe than you need, rather than a too short timeframe. Do not agree if the client is pressing to complete too quickly... let the project go, rather than do a too-fast, sloppy job.
- ❖ Prior to accepting a job, be sure to look up the feedback that the buyer has received and has given. If she/he has received bad feedback, or has given negative feedback to other providers, I would probably avoid that buyer even if the project sounds interesting/tempting.

Maintain a standard rate; in other words, do not fluctuate your rate too much, especially when starting out. Buyers do notice your rates, and if you fluctuate often, they may think you are fickle and cannot maintain a stable market rate (or worse, that you don't have a clue about what you're doing).

Before taking on a project, always think ahead about what you have to do in the coming weeks; for example, if you are traveling next week for 7 days, or there is a vacation or some commitment coming up, do not take on that extra project.

It's just not a good idea to take on projects that will probably get delayed due to your vacation or other plans interfering, because they generally call for negative feedback, which you definitely do NOT want.

Unless you have a team working under you, I would advise that you do not take on two large projects at the same time. Even with a team of writers, dealing with several large projects at the same time is very risky. Remember that you are building your reputation, and part of that good reputation is timely delivery of your completed projects.

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### More Helpful Tips:

- ❖ Have fun while working. Do not take on so many projects that you end up staying up working all night. Spend quality time with your family; go out to your favorite hangouts with your friends or family and balance life with work.

This way the quality of your work will remain good and you remain fresh. If you overwork yourself too many days in a row, the quality starts diminish while you become cranky and robotic, with little or no energy left to enjoy life or your loved ones.

- ❖ Let at least **one** very trusted person like your spouse, parents, sibling, child, know your Elance user & password; in order to be able to withdraw money during an emergency. Accidents, mishaps & death come without warning.

Your beneficiaries should be able to withdraw the balance in your Elance account during such events; it is very handy when you are, for example, in a hospital and funds may be needed for special events or for the family waiting at home.

What a fantastic way to put your own brilliance to work for all the profits instead of waiting for a measly weekly paycheck. There's simply nothing quite like being able to name your own hours and work whatever time of day or night you prefer.

## 2. Doing Online Surveys... another great way to make money



Are you aware of the fact that there are many organizations that are ready to pay you top dollars if you participate in a survey on their behalf? Yes, you can tap into the excellent money making potential by doing online surveys – all from the comfort of home.

Online surveys are not only rewarding but are lots of fun as well, and are highly recommended for students, stay-at-home moms, and anyone else who is really looking make extra money.

### How much do you get for participating?

Online surveys can yield you an earning from \$5 to \$75 or even more for each survey taken. Your earning primarily depends on the type of survey you take.

For instance, your participation in focus groups can pay you up to \$150 an hour, whereas if you do a phone survey, your earnings might be \$120 an hour, depending on what you're doing and whom you are working for. And, if you were to do reviews of new movie trailers, you can get around \$4 to \$25 for every hour spent.

### Why do these companies pay you?

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A rigidly accurate survey done with 100% integrity is like a goldmine to any professional organization. To put it in a simple way, it's a survey that provides a company the basic idea about its existing and possible clients.

When I say idea, it includes a lot of factors like age group, gender inclination (if it's there), customer choices and preferences, suggestions from customers, competitor's activities and other key information that are extremely important to consolidate and expand the existing market share of any organization.

Also, many companies take clues from their surveys to chalk out their marketing and promotional strategies. Therefore, these companies are always ready to pay big to get an honest and accurate appraisal of the market. So, if you have the knack to make a truthful assessment for them, you can really earn fast bucks simply by spending a bit of your spare time.

### **Advantages of doing online surveys**

The biggest advantage an online survey provides is in its flexibility. Here, you can choose the survey that suits you the best by taking a look at the type of survey and the amount of money you get from it. For instance, if you are in a cash-strapped situation, you can just go for the one that pays you the highest amount first.

### **How do you get started?**

Taking an online survey can be akin to a get-rich-quick formula, if you are ready to spend just a few minutes of your spare time every day, or several times a week. To begin with, you need to find the companies that are offering paid surveys. Then you need to check their rates to see whether they pay what you want to earn.

Then, do a quick assessment regarding other important factors like the credibility of the organization that is offering the survey job. Your time is valuable.

### **Your step-by-step guide:**

- ❖ Scan the Internet and check out the companies that are ready to pay you for doing surveys on their behalf. Avoid companies that ask for money from you first, in order to find lists for you. Remember, those are usually scams.
- ❖ There are many companies that require you to fill in screener surveys when you register. Normally, they won't pay you anything for this. Do go ahead and take this survey, since that would enable the organization to send you more targeted surveys for pay if they like your work.
- ❖ Check your inbox regularly for queries from the companies where you have registered yourself, since they are likely to send you their offers via email.

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- ❖ Once you have enough offers, it's time you choose and work on the best ones. Remember, the best ones are those that have thought provoking subjects and are real moneymakers. You can go for all of them, if you like. And remember that you are always free to leave out any survey that you don't like the sound or feel of.
- ❖ Now, it's the time to get paid. Remember, you will know what you're earning before you start doing the survey. In other words, your reward will have been mentioned specifically. It may be hard cash, or awards or even products. In some cases, you can even mount up points that you can sell off for either cash or prizes.
- ❖ Use your common sense and be alert of the possible survey traps you might come across in cyberspace. For example, sometimes you will find websites telling you that you have "won" a cellular phone or some other enticing prize.

If you look more carefully, it's very likely that there is an asterisk near the "you won" part. Therein lies the trick, because it means that you need to purchase something to "claim" your award. Make sure that you **avoid** those preposterous types of offers like the plague!

### **The best of tips to ensure a rewarding online survey experience:**

- ❖ Sign up with as many companies as you can. This is because, the more you sign up, the more offers you get back. This improves your chances to make more money. The normal trend is the companies will generally send you two survey offers every month.
- ❖ It's a smart idea if you can create an email account dedicated for your survey offers. This helps in a great way to segregate these junk mails away from your normal inbox. Gmail and HotMail and Yahoo work great for this purpose.
- ❖ Never forget to confirm your privacy statements that indicate whether your information should or will be shared, and if so, with whom.
- ❖ Any standard online survey offer does NOT require you to pay anything. So, avoid sites that ask for any kind of payment, irrespective of the amount.
- ❖ Be cautious while doing the research on any companies that offer you their surveys. You will come across quite a few that only grant points after you complete the survey. There are also some companies that put you in a sweepstakes, as well, on completion of your assignment.
- ❖ Although online surveys are often open to and ok for teenagers, it's always a good idea to double-check whether or not the concerned organization allows teens to join in – many companies insist on their being 18 or over.
- ❖ Beware of the sites containing spyware and viruses. Often, you will find these sites with lucrative offers on online surveys. Have a good firewall in place – you can get an excellent one for free at [Zone Alarm's website](#).

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- ❖ "All that glitters may not be gold", remember this old saying while you do any kind of web research. My mom always said to not believe anything you hear and only half of what you see... she just meant to be cautious and not gullible in dealing with others. I have to agree with her.
- ❖ You can expect to earn *at least* \$1 - \$50 a month from doing online surveys, with the potential for more, depending on the time you have to invest.
- ❖ Again, ALWAYS create a separate email account in GoogleMail, Yahoo or Hotmail before you start signing up with survey companies. This is because there are many sites and their affiliate companies that could flood your mailbox with SPAM that would choke out your regular email. It wouldn't be a bad idea at all if you look for email accounts that have first-rate "spam filters" and the option of "junk mail" – and most of them already do these days.
- ❖ Never give out your telephone number, as it might get shared and then telemarketers will probably bombard you with unwanted calls. Don't do this even though you may be subscribed to the government's 'Do-Not-Call-List'.

Next, I'm going to show you a cool way to earn money from home by using your own personality, talents and expertise.

### 3. Earning as a Virtual Assistant (V.A.)



**Virtual Assistant**

This is another smart option you can explore, if you are willing to earn big working from home. All you need is a computer and a telephone – and to learn what your employer's requirements are... and you have a job you can work in your pajamas if you want to!

There are numerous and surprising options available in this venue and the work is generally pleasant and not difficult at all.

#### **Who or what is a Virtual Assistant?**

A virtual assistant is a person who works over the Internet or by using their telephone for an organization, acting as a temporary employee. As a VA, you have the freedom to carry out all your required tasks from the comfort of your own home.

#### **Advantages of working as a VA:**

- ❖ No need to maintain any office, that saves lots of cost

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- ❖ No hassles of commuting. This again saves cost and energy as well
- ❖ It offers with a series of tax advantages
- ❖ Flexible work

### Some of the services you can offer as a VA:

- Administration
- Research work
- Data processing and management
- Technical and creative writing
- Proofreading and editing
- Planning of events
- Telephone/ fax/ mail/ email services
- Marketing and promotion of products or services
- Payment of bills
- Website designing
- Reminder services
- Accounting and book-keeping, DTP etc.

### How much are you going to charge?

It's not at all difficult to figure out your charges as a VA. First, get in contact with your local support-type businesses and start collecting price lists. Go online and search too, and comparing both should give you a fair idea of the standard charges.

Try to keep it neither too high nor too low. Remember, even when you under-quote yourself, it might send a wrong signal to your possible clients that you either do inferior work or have an inferiority complex. Remember that you can always alter and negotiate your price at a later stage, as the situation demands. Show that you are confident in yourself and charge what you're worth, and then be sure that you do an outstanding job.

### Use business cards

Having business cards will make you look like a professional when you are dealing with brick and mortar businesses locally that may need a VA. This is very important when you meet a potential client to explain the services you are able to provide. You can get them VERY inexpensively online.

### Promoting your business:

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**Design a letter** that describes your services and the various ways it can help your client in their business. It will add extra punch if you include your picture in it. This letter can go out via postal mail, or via the web. Having your own website in your name and even one in your business name if applicable, can serve you well, too.

**Publish press releases** to launch your services and use local keywords so your local businesses find you easily. Get it published online inexpensively or for free. Also, you can send your press releases to local newspapers, business journals, TV stations and radio talk shows.

### A few more useful VA tips:

- ❖ List your strengths... it can be that you can work for long hours; or perhaps you have the most affordable rates or you are well versed in taking on a huge workload. Potential clients will be more inclined to use your services.
- ❖ Make sure you are diligent and thorough when explaining your education and credibility to your potential client/employer. Nobody wants to hire someone they cannot train to retain their unique service info and/or just not bright enough to do the job well and accurately.
- ❖ Help out your employer by completing a backlog or some other task which his/ her employees have failed to do. You'll shine like a star in your new employer's mind.
- ❖ Design your charges in a way that it saves your clients money by the end of the day. Make it a point to explain this to your client with a bit of mathematics for proof.
- ❖ Help your client's business to prosper by sharing some of your best promotional strategies. Talk about earning 'brownie points'!
- ❖ Even other small businesses can be good clients. Remember, you might help them in many ways by offering services in areas like payroll, billing or even telemarketing. You can really be a hit among them by helping, even part-time. You will also help them by saving their money, since they won't need to spend anything for an extra office space or equipment.
- ❖ Be innovative in your ideas and always keep yourself updated about the latest trends, policies and technology (like new software or marketing techniques). This would sharpen your skills and give you a better chance at keeping the job.
- ❖ Learning multiple languages can be a great idea to tap the market worldwide. So, you can explore with this option to land some new bilingual customers when you get proficient enough in their language.

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## 4. Selling Ebooks - opening an ebook store with Lulu.com



Lulu.com is the largest ebook marketplace where you can publish and sell your ebooks. Ebooks are digital books that are downloadable on your computer or blackberry or iPod.

The best part is that opening an ebook store with Lulu.com is absolutely free. The only normal charges are that Lulu takes a fixed percentage commission on every sale, but they definitely earn it. They can print on demand and ship the product directly to your customer, and they handle customer service – you just need to promote your store and get those sales.

**Here are the simple steps to open a profitable ebook store with Lulu.com.**

### **Step 1: Publish**

Go to <http://www.lulu.com/> and click the 'Publish' button. You will fill in all the pertinent information there after you click "e-books/ Documents" under "digital Media" – just follow their clear instructions.

### **Step 2: Upload**

Click "upload your file here" to upload your ebook. You will be given two options. You can sell your book in the Lulu marketplace or keep it private, if you are not yet ready to sell it in public. Upload your PDF file, or manuscript. To set up a profitable ebook store, you have to select the 'marketplace' option.

**Where will you get an ebook to publish?** You can:

- (a) Write one [good option]
  
- (b) Get one written by a ghostwriter [good option]. You can find a ghostwriter from [www.123writer.com](http://www.123writer.com) , [www.pegr.com](http://www.pegr.com) or [www.ghostwriters.tk](http://www.ghostwriters.tk) or do a search for one
  
- © Buy a PLR ebook that comes with resell rights [also a good option, ONLY if you do some significant rewriting and adding more quality information to it – giving it personality, since many others are selling the same ebook without bothering to edit and that's NOT good].

### **Step 3: Set the price for your ebook**

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Keep in mind Lulu will take a commission on every sale. So suppose you keep the price at \$10, Lulu may be deducting \$1.50 (commission) and depositing \$8.50 in your Lulu account. You can withdraw your account balance after it reaches their \$50 minimum payout level.

### Step 4: Upload an ebook cover (cover graphics)

JPG, GIF files are accepted. It is important to display a cover graphic as it boosts sales. Where will you get an ebook cover? Search Google with the keywords 'ebook cover designer' and you will come across many choices, so just browse their galleries and choose the artist whose style and pricing you like best.

If you are artistically inclined, you can try your hand at designing the e-covers yourself – there are some good free software programs for doing that (one I like that also edits PSD files with a simple plug in is [PaintDotNet](#)). A wonderful free graphics resource is at [SXC](#).

### Step 5: Upload more ebooks

If you want to upload more books, repeat the above steps for each one.

Your Lulu ebook store is now ready. They will give you a store URL that looks like <http://www.example.lulu.com/>. This is the URL of your Lulu store, of course you would want a much snappier name than "example" – I just used it to show you how the URL would look.

### Step 6: Get noticed

To get noticed, try buying the marketing packages that Lulu offers, or try Google AdWords to drive instant traffic to your Lulu ebook store. You can also put your URL in your signature file and when you post to a forum or blog, people will click it. Of course, using PPC advertising is lots faster, but does cost money.

### What will be your profits like?

Say that you publish 10 titles and if each title sells 20 units every month, you are selling 200 units each month. If they are priced at \$10 each, even after paying Lulu their commission, you will still be taking home  $\$8.5 \times 200 = \$1,700$  from your ebook store every month. This is a very conservative calculation with practical figures – and you can see how quickly it could add up with the addition of more products and higher pricing levels.

### 5: Try your hand at eBay marketing:

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If you have items around your home collecting dust or maybe you are fond of doing garage sales... eBay is the place for you which will earn you handsome cash and that too, can be easily done while working from home.

Selling through eBay is not only lucrative but a cool forum of earning. But for that you have to learn a few things... it's like knowing the water before you dive.

This chapter is a compact guide that would assist you in opening your eyes about the huge potential of an eBay business and the ways you can start that off:

### **What is selling on eBay these days?**

Over the last few years, the online auction website that has gained huge popularity is eBay.com. This website is like a gigantic forum where people look to buy or sell all kinds of products – digital, physical and even a few unimaginable products.

To sell, you simply need to place your item on the site and your potential buyers will then place their bids. Once this process is complete, you can compare the bids and sell and deliver your item to the highest bidder.

Whether you look to sell an item and make a great deal or buy a used or wholesale product at a price cheaper than you would find in any store, eBay is the best as well as being a huge networking community that gives you an endless number of options. You can even sell anything that you might have sitting around your home through eBay. Once sold, you simply need to promptly ship that to the winning bidder.

In eBay, you have the freedom to sell anything... from cars to collectibles, or even the oddest things like toast that looks like a saint and other weird things. You can even sell your own services on eBay; it has that option, too.

The procedure of selling in eBay is pretty easy. You can either place your item as an auction for a certain amount of time or you can opt for the 'Buy it now' option. The former gives your seller a longer time to wait, and you don't get as much out of it.

On the other hand, if you decide to sell off your stuff immediately, you simply place your price on the item and sell it to the first buyer who meets the terms. Then you just deliver the item and leave some positive feedback for the buyer, and ask that he or she do the same for you, in return.

Remember, eBay is not just for the trading community but it's also for anyone who is willing to make fast cash from home. It's a very smart technique of selling from home... the more items you have to sell, the more money you can make.

Inside eBay.com you will come across with numerous resources that will help you in your online auction experience. From the website you will learn not only the ways and means of promoting your item, but also the methods to keep yourself protected from scammers and con artists.

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EBay.com is perhaps the simplest of sites to sign-up with, and it has a highly efficient search engine to help you in deciding what you need and how to go about it every step of the way. And, it's free to join, with reasonable processing fees for listings.

People all over the world are selling on EBay and many do large volumes of business. Why not you then? What you need is a bit of ambition involved in selling your items, that's all. Mind you, this incredible home-based business can yield you an earning that you cannot even imagine from a typical job.

Are you thinking that you can sell only what you own on eBay? Surprisingly then, you cannot just sell your own stuff, but you can also procure items from other resources as well, like quality wholesalers ([OneSource](#) is an excellent resource you can trust – and they are all registered, real wholesalers, not middlemen).

### Here are some 'hot' tips for eBay selling:

Search for bargain items you can resell from local sources like...

- ❖ Garage Sales
- ❖ Antique Stores
- ❖ Flea Markets
- ❖ Second Hand Stores
- ❖ Family/Friends/Neighbors 'cast-offs'

Get your items from any of the above sources at a throwaway price and sell that item online from the eBay account you have created. Here, your profit margin will be less, but still, not bad at all – especially if you increase the volume.

For instance, you might find a cool 'designer lamp' in a garage sale for say \$10. When you put that on eBay.com, it might catch the eyes of a possible buyer who's ready to pay \$50-\$60 for your bargain 'designer lamp'. Here, you'd make a profit of around \$40-\$50 on just one item.

The old saying: "One man's junk is someone else's treasure" holds absolutely true for eBay. The most unwanted item in your household collecting dust in your loft might be something being ardently sought after by someone else.

Remember, eBay.com is a hot site for the collectors who continue to surf there, looking for new items that are not yet in their collections. Maybe, it will be your item that grabs their attention and you make a great deal by selling it to a fanatic collector at a fabulous price.

Once you start making money through online auctions on eBay, you can explore other ways of earning as well, which are readily available there. For example, now you can use their classified ads area to sell ebooks – since they no longer allow that

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on the regular part of their site. But that can be a good thing, because the prices should get better than before when it was a free-for-all in the open auction areas.

Use the drop shipping option to contact your wholesale company who would then ship the items directly to your buyer. So, this is the way you can sell, make profit and get the item shipped directly to the winning bidders without keeping any inventory at your home.

Just make sure that you carefully provide your wholesaler with the correct shipping address for your customer and then the rest of the things like packaging, etc, will be taken care of by the company itself. Your reputation as a seller depends on your accuracy and your outstanding customer care regardless of the size of the order.

Don't mind if you need to do a bit of shopping for a few of the harder to find items because ultimately, that provides you with a terrific business opportunity. As I mentioned earlier, eBay is the world's most sought-after shopping forum with millions of users surfing it every minute of any given day. Thus, you can well expect some stiff competition and so you need is to exploit every idea that gives you a unique 'edge' in that big marketplace.

Also, on eBay, there are some things you will need to pay a fee for, in order to increase your selling, but there are many free options available, as well.

### Here are some ways to improve your eBay marketing:

Promote Your Listings- This step is important to get noticed more quickly. There are several ways available on eBay to do it. Adding features like a gallery photo to your listing and highlighting can work well to get attention of your possible buyers.

Opt for "Buy It Now" - Offer your listings through "Buy It Now". At times you will find buyers more willing to pay your request price than having to wait for the bidding process. So, safely go for that option if it's an in-demand item. You have two alternatives. Either, offer your listings through "Buy It Now" only, or get it added as an option to a regular auction.

Provide more than one payment option - Remember, the more options you provide, the more willing your buyers will be to buy from you. Checks and money orders are fine but you need to offer other choices, always keeping the buyer's convenience in mind. Paypal is the most widely known and very cost-effective.

Give well-worded descriptions and place high-quality pictures. **Remember**, on an online auction site, **your buyers don't have any chance to examine your product in person.**

It follows, then, that they can only rely on your words and the images that you place on your auction page to decide the bidding price they want to offer. To get the maximum out of your listings, you need to create a catchy description of what you are selling along with its pictures, which should be of extremely good quality.

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Offer incentives for multiple buys. You can do this in many ways... as a discount... as a free gift... or as discounted or free shipping and so on. Offer such incentives to anyone buying your more than one item. It really works well.

Launch an eBay store. Although it does cost money, this is an extremely good idea that gives your customers a place where they can scan through all your offers at once. In addition, you can also direct traffic from your blog or website to your store. More than anything, it lends the popularity of eBay and its own massive traffic.

Make sure that your customers are happy. This is a very important aspect that increases the confidence of your buyers to bid on your listed items again in the future. It enhances your feedback ratings, as well.

Make sure that you answer the queries of your customers honestly, correctly and in a timely manner. Remember, in case any query goes unanswered, that customer won't want to come back to you in the future, which means, you lose business... and they can also leave negative feedback on you, and that you DO NOT want!

Give a convincing guarantee of satisfaction. If you can do this; be sure, your customers will feel more at ease to buy from you. Studies have shown that warranties and encouraging return policies work as excellent confidence-builders.

### **Get your own website involved in the business to further promote your eBay products**

No doubt, eBay is very high-traffic website that brings in millions of viewers every single day. Why not advertise your eBay business on your other websites? Placing a banner of your eBay store on your website, can work really well. This allows your viewers to check out what you are offering elsewhere, and if you already have a rapport with them, it's likely that they will click out of curiosity.

Until you get a larger ad budget, your own website is the most perfect place to advertise your eBay goods. And it's ok, even if you have a site that only sells information. People buy more than just info, so it can't hurt.

### **Here are my tips that give you better chances of exposure for your eBay items:**

❖ **Update your website frequently.** It's very important that your website remains updated, and you need to do that on a regular basis. Content is vital to the freshness of any website. Now it seems that it is required to keep the search engines happy – and they're the ones who continue to index your website so that other people can find it in the search results pages.

❖ **Provide links to products related to your site's subject.** This is a crucial way to promote your product. Place links to your own and to affiliate products that are related to the subject of your website.

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❖ **Use banners that display your items.** You need to prominently place banners that show off images, prices and the expiration date of the auction of your items for the benefit of your visitors, who would then get your product details with a quick look.

Join eBay's affiliate program through [ebaypartnernetwork.com](http://ebaypartnernetwork.com) and then you can promote anything they sell on your own website using a script designed just for that purpose.

You can see what an important role your website can play in regard to promotion of your eBay items and pulling in more and more bidders toward your products. And the math always says: the more bidders there are... the higher the bidding goes... thereby increasing the amount of money you can earn from just one product.

Imagine if you expanded your options by using a wholesaler you can trust... to drop ship everything while you earn a commission on all of it and don't have any inventory to keep track of. That's one of my favorite options. :-)

Next, we'll take a closer look at the world's largest online store: Amazon.com and see what your options there can look like for making money from home.

### 6: Working With Amazon.com



Amazon's product list is quite large & still growing. Amazon.com in combination with a number of sellers provides millions of books, along with household and office-related items.

These main categories cover just about anything you could ever want or use around the home or office.

- ❖ **Books** (including ebooks)
- ❖ **Health & Personal Care**
- ❖ **Watches & Jewelry**
- ❖ **Apparel & Accessories**
- ❖ **Food & Grocery Items**
- ❖ **DVD's, Video Games & Computer Software**
- ❖ **Electronics & Office**

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## ❖ Toys & Baby

## ❖ Home & Garden

You can buy these products online at Amazon.com, and lots more. The prices offered by Amazon are referred as being "the lowest" – and when I've compared to other service providers, very frequently I've discovered that they really *are* lower.

What a great way to purchase essential items and save money at the same time without ever leaving the house. So, if you are tired of searching your favorite gizmo or if you are not finding an epic novel, simply log on to Amazon.com and fulfill the longing.

### **How Do I Make Money with Amazon as a Seller?**

Almost every one of us has purchased at least one book from the Amazon.com. But, were you aware that you could actually make some decent money from becoming an Amazon affiliate?

Numerous people have already discovered how simple it is to earn money by selling stuff on Amazon as such books, movies or music. So, why choose Amazon and not some other site?

The best reason is because it's an already established online store. You can act as a wholesaler of books or music or computers or anything else sold on Amazon.

No need to search for the customers or set an e-commerce site. Amazon is ubiquitous and fulfills all the requirements you could ask for.

**Making money with Amazon is exceptionally simple:** go collect your old books or music or unused knick-knacks and start making money with them.

1. First of all log in to Amazon.com website and click on the marketplace. This link will connect you to the sell your items page.
2. Choose the category that you wish to use to sell with through Amazon, for instance Books, DVDs etc.
3. Hunt for the current items for sale. This can be done by inputting the search term if you know it, or alternatively, if you know the International Standard Book Number (ISBN) or UPC code of the item, enter that in search.
4. Explain the specifications and details of the item to be sold. It helps immensely to search your competitor's items and see how they best describe their products and use that as your guideline, only make yours better.
5. Decide on the price factor – and look at the competitor's pricing strategies, too. Always remember to make the price equal to or less than the Amazon.com

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price tag of the exact same item, and of course, lower is better unless you have some kind of bonus attached to yours.

6. Subsequent to the purchase, Amazon keeps 99 cents plus a percentage of your selling price, and the remaining amount gets secured in your account at Amazon.

Hence, if all you homemakers out there would take a few moments away from your busy schedule and collate all the books and music that are collecting dust, you could make a profit from them. Sell them through Amazon.com.

Amazon.com is the ideal website for all entrepreneurs looking forward to making money. Unlike EBay, Amazon doesn't levy extra charges on multiple items. Amazon is perhaps the best site for trading books as well as inexpensive items such as clothing, DVDs and toys, for examples.

'Amazon Associates' was established in the year 1996 and is an affiliate marketing program of Amazon. Being an Amazon affiliate means that you as a marketer are agreeing to link your website with the Amazon services and products for a percentage of the sale. This way you can insert persuasive content for the benefit of your visitors as well as earn up to a maximum of 10% in referral fees for the sales you make.

### **Do They Have A Good Affiliate Marketing Program?**

Amazon Associates was the first of its kind of affiliate marketing programs introduced online over a decade ago. It has an impressive track record of 10 successful years in emerging opportunities to aid website owners, developers, as well as Amazon sellers for making money.

At present, the Associates program at Amazon includes participants ranging from small mom and pop businesses to huge, famous websites, plus niche content websites as well as large and small blogs, shopping engines and search engine traffickers. Literally anyone can become an associate and make money from it!

### **The Functioning of Amazon Associates**

With the help of specially formatted links, Amazon Associates send their Internet traffic toward Amazon.com. Then, these Associates (also called resellers or affiliates) receive their payments whenever they reach the established minimum payout.

Subsequent to joining this program, the affiliates gain access to the extranet, Associates Central. Here, you can build new links, survey the traffic as well as review earning reports and in addition, read regarding the hottest opportunities and news available through the Amazon Associates Program.

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The participation to this program is simple and free of cost to you as a reseller. All that is required of you is: filling the online form, developing your marketing strategies (like where are you going to post these links, get traffic to them, etc) and then collecting your commissions.

Amazon is the best and the most profitable way to trade a plethora of items on the leading online retail provider in the world. Their advantage program is especially configured to equip the publishers, authors, studios and labels of any size to sell and advertise their objects on the Amazon.com website.

The Advantage program at Amazon is recognized as one of the best ways to facilitate orders and handle distribution. Hence, you as a marketer can work in direct contact with the best of online retailers, in order to sell your services and products to the interested consumers you attract with your savvy marketing tactics.

### **Below mentioned are some benefits of this program:**

- ❖ It opens the door for the marketers to millions of people around the globe.
- ❖ You gain the popularity and extraordinary selling potential of a huge online retailer like Amazon.
- ❖ You can reach the customers 24/7 and it has international reach.
- ❖ You can enjoy passive income from unlimited return customers.
- ❖ You can access to the online account created on Amazon and check the orders and examine the sales reports generated.
- ❖ The Advantage program also provides excellent affiliate support.

In order to really maximize your chances to make some serious cash doing affiliate marketing for Amazon or any large company:

Acquire some basic HTML skills: If you plan to market from your own website, in order to reduce costs, it is almost essential to learn HTML for basic website creating and formatting. Many web hosts are now equipped with easy site builder type software so there's still reason for you to smile if you do not know HTML.

Determine the topic: As you have to indulge in advices and product reviews, take a subject that you are keen on. Be passionate and this can be reviewed quiet clearly. Select a nice topic such as left hand guitar player or perhaps dancing form.

Select a Domain name: Select short & relevant domain names. Do not however use abbreviated domain names if you can avoid them, since they are a bit more difficult for visitors to remember.

Record the domain name: Register your domain names with a low cost registrar such as DomainCondo.com, and then find an inexpensive, yet reliable host for your site.

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Sign up as an Amazon Associate: By signing up as an associate, the affiliate site will have a basic blueprint of the site already prepared minus the content.

Subsequently, make blog posting links, create a blog for your product reviews, assemble your website and lastly advertise and promote it appropriately online to make maximum profits. You can set up a blog for free at [WordPress.com](http://WordPress.com).

To make more profits, it is advised to sell music rather than just books, as well as other tangible products since music can be heard and clippings can be viewed. Remember to incorporate your own unique dimension to the topics you discuss, since visitors can find reviews of products on other sites, too. There needs to be some substantial reason as to why they will choose your site over the myriad of others. One of those things could be a clever, useful newsletter from you.

### **Start Building Your List With A Newsletter**

Starting your own newsletter is wise if you plan to make money over the long haul. Newsletters can be created in any niche, and it's necessary in order to attract repeat visitors. The frequency of your newsletter completely depends on the probability of publishing new content on your site.

Offer new subscribers something unique (a short report you wrote, a piece of useful software, etc) as an incentive to sign up, just be sure it has value and is downloadable. That makes joining your list more enticing for your visitors.

### **Segment Your List From The Start**

Most entrepreneurs do not know that down the road they will definitely want segmented lists. You can get the jump on them by doing it right from the beginning!

When you're selling your products and building your lists, always separate your standard list from your customer lists. The standard list I define as people who haven't bought from you before, or are in the process of receiving follow-up and downloading the freebies. Your customers are people who have at least bought a low priced item from you before.

Next up, you'll want to keep your big buyers separate from the rest. These are the people that purchase high priced products from you - the products that you created with the sole intention of making profit from. The sooner you begin to segment your list the better off your business will be, and it's infinitely easier to do it from the start.

This list is the lifeblood of your business, and if you always take care of your big buyers and treat them like royalty, then they will return the favor by continuing to purchase your products long into the future.

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Finally, you have what I call the 'platinum customers'. These people will be buying your more massive products from you, traveling long distances to hear you speak, or paying large amounts for one to one telephone or direct personal consultations.

So who gets what? Well, your standard list members get the content, all the ads, and all the freebies that you normally send out to entice people to either join up in the first place and hopefully stick around afterward.

Your customers however, will be getting something a little extra, perhaps a little discount or an added bonus when they purchase one of your products. Bear in mind the products these customers are purchasing are not for the purpose of making a wad of money for you – at least not yet.

The products are deliberately low-priced, because they are designed to build trust and confidence, with the end result of being able to 'backend' the customers on to a higher priced product or service you'll offer them later.

It doesn't matter if they get the same ads as your main list gets, because they'll also be seeing something a little bit extra special only for them. They'll be able to tell for sure by what you do for them and how you treat them, that they are highly valued customers, because it gives them unquestionable proof.

Next up, you have your biggest buyers. These people should be treated like kings and queens. They should be given your smaller products at hefty discounts. You might even consider giving them your smaller products for free.

Also, you'll want to give them additional bonuses and discounts, but this time, on your bigger products. Not to such a massive extent, but 25% goes a long way to pushing through many more sales that might not have materialized at full cost.

As you can see this is very similar to how you handle your customers, but they're getting specials on the larger, more expensive products, too. Don't go overboard with this. Remember, this will be the mainstay of your business, and you don't want them to be expecting huge discounts every single time you release a new product – especially when the sole intention of that product is to make some hefty profit.

Again, it doesn't matter if they get the ads your standard list does. Far from being annoyed at receiving two e-mails in close proximity to each other, they'll be infinitely pleased that someone is finally taking them seriously.

And finally, we have the cream of the crop - your 'big spenders'. The majority of your profit is going to come from this level, along with your big buyers at the previous level. It's at this point that you have to remember that this is your business and you can bend and change the rules as you see fit, but do treat them as the special clients they have become.

However, avoid offering massive discounts on major products designed to make you a hefty profit, because otherwise you'll be undermining the whole point of doing this, but do feel free to give away your non-profit products to good customers as bonuses. After all, these non-profit products are the ones you have set up either as an

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introduction to a major backend product, or something that you pay out massive commissions on for lead generation purposes anyway.

So there we have it. Keep your prospects separate and in the correct order to maximize sales and profit. After all, only about 10% of your prospects will ever buy anything from you, and it's that same 10% that will keep your business alive when they buy again and again, which is far more likely to happen when you treat them like royalty.

### **So, now you have 'the lowdown' on your list management, let's conclude the Amazon section.**

All said and done, Amazon.com is an excellent way to earn profit for the avid affiliate who has his/her own website to use to promote from.

Presently, Amazon offers five different variants of links by its web related interface as follows:

- ❖ Product Links linking to specific items on Amazon.com
- ❖ Suggested product links that automatically display pertinent products based on keywords or key phrases you chose.
- ❖ Text links that permit you to link to any Amazon page in real time.
- ❖ An Amazon Search Box that furnishes full searching capability of Amazon.com
- ❖ Banner Links that directly link to any product you choose on Amazon.com.

Plus, they are continually finding new ways to promote products, so stay on the alert for more ways to sell and promote the products more effectively than ever.

It makes sense to try to always select the links that provide the highest potential reward. This means that you need to create links that initially provide you a good shot at a 2.5% or higher direct link bonus. It would mean that you would be provided a compounded referral rate of 7.5 % at the start.

So, what are direct links? Direct links, as the name suggests, are those links that instantly link to a particular Amazon product item.

Beyond just getting a bonus of 2.5 %, you would also have content and context relevant direct links. So, what's in it? This would probably raise the click-through rate to Amazon from your site. This is mainly because relevance holds the key in generating click conversions. It would definitely help for you to learn how to use keywords and key phrases effectively.

There are three main methods by which you can create Amazon direct links. The first method is through the product links option, the second one with the creation of product links through the Amazon web services or with the usage of "Add to Cart

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buttons" and lastly the "Buy Now" button – all are incorporated with HTML you get from Amazon's affiliate area.

They offer extensive tutorials for anyone technically challenged, so it's made to be as easy as possible for anyone to incorporate any of Amazon's huge inventory of products into your own website or blog reviews for promotion.

In the next chapter, we'll cover some legalities and business-related factors you may need to consider regarding your new enterprise.

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## *Chapter 5: How do you form an LLC, get a P.O Box, a FEIN number and a safe business bank account?*

There are always the little 'nitty-gritty' details we all have to take care of when starting a business, although when it's online, it's a little easier than a brick and mortar business, but you still may want or need to consider some of these factors.

There is likely no need to form a corporation at the outset, unless you've bought into a business that requires corporate structure right from the start. Often you can work as an independent contractor (or sole proprietor) without any major legal structuring or the related legal expenses.

### **Choosing to operate as an LLC:**

If you form a LLC or Limited Liability Company, it's a step you can take to make your business look and sound more professional. The structure of your business has a role to play in its ultimate growth and prosperity, whether now or later on.

The LLC provides your business not only the limited liability features with the tax benefits of a corporation but also the business flexibility of a partnership. Forming a LLC is quite affordable, simple and is highly popular among small entrepreneurs. This structure protects your assets and also can help you in securing loans, when you need it. But an LLC can't issue shares of stock like a corporation can.

### **Here is how you can start your own LLC:**

Contact the LLC office in the state where your business is located. You can also get it online for your state (or even for another state) if you prefer.

Decide a business name and make sure that it meets with all LLC rules and regulations of your chosen state. Remember, the name you choose must end with a designator showing that it is an LLC. You cannot select a name that's already in use with the LLC office.

Make sure that the name you choose doesn't infringe upon any other business' trademark. The US Patent and Trademark office can help you to ensure that your name doesn't violate any trademark laws. Do your research because it's certainly not worth a legal hassle with some huge company.

Your next step is to file the articles of organization and pay the required fees to the LLC office. The 'articles of organization' is a form that you will get from the filing office at the LLC. In addition, you are also required to list a registered agent, who'll be responsible to receive all legal papers in case of any lawsuits regarding your LLC.

Now, let's cover the LLC operating agreement. This would indicate the percentage of interest with respect to each member of the LLC, their responsibilities, profit sharing and any other general information that would be contained in your LLC members' agreement.

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### **Federal Employer Identification number (FEIN or EIN)**

If you choose not to do business as yourself (Sole Proprietor using your SSN) then a Federal Employer Identification Number is needed to identify your business entity. This is a permanent number, which you can use for numerous business purposes like opening a bank account, securing business licenses or filing a tax return.

Generally, you need wait for two weeks for your EIN number to become part of the IRS' permanent records. Once this process is finished, you will be able to file an e-return or make an e-payment and transact other business requiring your FEIN.

### **How do you get it?**

#### **Online**

The Internet EIN application is the quickest way of getting an EIN. Here, The EIN is issued as soon as the information is authenticated after completion of the application. This is a free service offered by the IRS and is accessible for all entities having its business in the United States or U.S. Territories.

#### **Toll-free telephone service**

If you are a taxpayer, you can get EIN by calling at (800) 829-4933, which is the Business & Specialty Tax Line. This service is open from Monday to Friday between 7 am and 10 pm.

#### **Fax**

A taxpayer can also fax their completed Form SS-4 application to their state fax number. Here, it normally takes four business days to fax back the EIN number to the taxpayer.

#### **Mail**

In this method, the processing time is a bit too long...4 weeks. Here, you need to make sure that the Form SS-4 contains all the information that is required. Here, the number is informed to the applicant through mail.

### **Setting up a P.O. Box Service**

Use this flexible service to value the privacy and security of your business. This service has great advantages such as the following:

**Easy to find** - You can always find it with the Post Office Locator. Here, you will get boxes of various sizes and fees for a location close to your place of business.

**Quick** - Mail reaches faster to a PO Box compared to a business address.

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**Privacy** - Since it's private, you can use the box for chosen contacts and dealings.

**Low-priced** - You need to pay around \$19 and up for a six-month term.

**Permanent** - Wherever you might go, your PO Box address remains unchanged.

**Good for business** - You can expand your business by expanding it in several other cities.

**Handy** - You can select any location for your PO Box as per your need...whether close to work or home.

If you are a **non-US business owner**, you can use a PO box service like <http://www.usabox.com/> to get a US postal address for your business. They will receive snail mail on your behalf and mail them to your offshore address.

That way you can have a USA address for your business, which is actually situated outside USA. Rates start from just \$25 (setup fee) plus ongoing monthly fees.

## Getting a Business Bank Account

It is pretty much mandatory to open a business bank account when you are accepting payments on behalf of your business.

You cannot accept payments in your personal name for business that comes through your organization (unless you're operating as a sole proprietor using your given name and not a business name). The business account, however, will be in the name of your business and can be operated by you, and/or your partner(s).

**PayPal.com provides an easy option.** This is one of the safest and easier ways to do a business transaction online, whether to receive or make payments, without having to expose credit card numbers to the seller. The signing up is very simple and free, and you pay a percentage of each transaction for the privilege of using their service for your business. Ebay is now tied to Paypal since they merged, so it's ideal for handling your eBay business transactions.

PayPal has 24/7 monitoring to check fraud. Studies have revealed that with an account in Paypal, sales go up by 14% on an average. The checkout conversion is also reported to be 40% higher than other checkouts.

I've also included a **table of useful business resources and phone numbers** for more information:

IRS Questions (business tax questions)	(800) 829-4933
US Food and Drug Administration (information and registration for the controlled substances)	(888) 463-6332
Employer ID Number (ID Numbers by phone)	(901) 546-3980
Forms and Publications (request forms)	(800) 829-3676

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and publications)	
Small Business Administration (federal agency for small business)	(704) 344-6563
US Patent and Trademark Office (intellectual property information)	(800) 786-9199
Trademark Assistance Center (information and forms)	(703) 308-9000
SCORE (service corps of retired executives)	(919) 856-4739
Copyright Office (information and forms)	(202) 707-3000
Answer Desk (nationwide information service)	(800) 827-5722

## U.S. Taxes:

IRS Internal Revenue Office (distribution of federal tax forms and assigns employer tax number)	(800) 829-3676, (800) 829-4933
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## Internet Resource Addresses:

RTP Directory of firms	<a href="http://www.rtp.org/">http://www.rtp.org/</a>
Internet directory of phone or email	<a href="http://www.whitepages.com/">http://www.whitepages.com/</a>
S.B.T.D.C. (Small Business and Technology Development Center located in North Carolina)	<a href="http://www.sbtcd.org/">http://www.sbtcd.org/</a>
US Business Advisor	<a href="http://www.buisness.gov/">http://www.buisness.gov/</a>
US Patent and Trademark Office	<a href="http://www.uspto.gov/">http://www.uspto.gov/</a>
National Science Foundation	<a href="http://www.nsf.gov/">http://www.nsf.gov/</a>
US Census Bureau	<a href="http://www.census.gov/">http://www.census.gov/</a>
US Business Advisor	<a href="http://www.business.gov/">http://www.business.gov/</a>
IRS	<a href="http://www.irs.gov/">http://www.irs.gov/</a>
Small Business Administration	<a href="http://www.sba.gov/">http://www.sba.gov/</a>
Raleigh News and Observer	<a href="http://www.newsandobserver.com/">http://www.newsandobserver.com/</a>

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## *Additional Recommended Resources:*

Here are some cool resources I discovered that you might find useful:

[Lifetime Full Membership includes access to the Homejobstop Job Bank](#) - and a lifetime subscription to Email Updates. Full members enjoy an endless stream of opportunities and valuable information, both online and delivered right to their personal email. Lifetime Full Membership is available for a one-time only joining fee of \$32. Now Only \$24 Sign up now and you can start searching the Homejobstop Job Bank right away!

[Paid For Free - Make Over \\$250/hr. Get Paid To Work Online.](#) Make Money Taking Surveys, Reading Emails, Surfing The Net, Joining Focus Groups And More.

[Easy Photography Business - Digital Camera - Make Money!](#) Genuine Home Business Opportunity Lets You Earn \$200+ Per Day Taking Simple Digital Photos Of Real Estate, Cars, Trucks, Boats, Etc. In Your Local Area! Computer, Internet Access And Digital Camera Required. Huge, Virtually Unknown Nationwide Industry!

[Make Huge Affiliate Cash With Hinge Marketing!](#) This killer affiliate system works perfectly with: Squidoo, HubPages, Ezine Articles, Blogs, AdWords, Google, Yahoo, Banner Ads and more. Get wealthy as an affiliate marketer using hinge marketing

Warmly wishing you the utmost success in your new business,

*K.A. McCall*

Author of "Hot New Business"

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