

# MONEY STRATEGIES



A COMPREHENSIVE GUIDE ON MAKING MONEY STRATEGIES

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# Table of Content

<b>Introductory.....</b>	<b>4</b>
<b>Chapter 1: 10 Ways To Make Money Online .....</b>	<b>6</b>
<b>Chapter 2: Make Money Online Without a Website .....</b>	<b>9</b>
<b>Chapter 3: Avoiding 'Make Money Fast' Schemes .....</b>	<b>11</b>
<b>Chapter 4: Happy Visitors And Make Money .....</b>	<b>14</b>
<b>Chapter 5: Real Ways To Make Money Online .....</b>	<b>16</b>
<b>Chapter 6: Make Money Online with Affiliate Programs .....</b>	<b>18</b>
<b>Chapter 7: How Save And Make Money .....</b>	<b>21</b>

## Introductory

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**There are easy ways to make money in my opinion, but of course this means different things to different people.**

For example, do you want easy ways to make money right now, or ways to make the most over time with the least effort? These really are two very different things.

### **<b>Easy Ways To Make Money Right Now</b>**

- Go get a job. Or just work more hours at your present job. Starting a business or learning to invest successfully isn't easy. A job is easier. To be able to go to work and get a paycheck every week or two guaranteed - that's easy!
- Sell things. An easy way to make money quickly is to sell whatever you don't need. Get rid of the second car, the boat you never use, etc.
- Reduce expenses. Stop smoking, and learn how to spend less for all the things you buy. If you can spend \$14 less each day on unimportant things, you save over \$5,000 per year. That's like making \$7,000 more (you have to earn that much to have \$5,000 after taxes).

### **<b>Easy Ways To Make Money - Eventually</b>**

The job is easier than a business, but really only in the near-term. If you define easy as "the most money over time for the least effort," you need to invest or start a business, or both. I've got two stories to demonstrate that idea.

I bought my first home in my twenties, and it was just a mobile home on real estate, but I discovered that I could easily rent rooms. I was soon living for free as well as banking some of the money. This wasn't a "get rich quick" scheme, but I made as much as \$7,000 per year extra from my investment. I had to work to pay off the mortgage, but in the end I was working much less than my friends were.

My second story has to do with this internet business. I spend a lot of time writing these articles now, and distributing them. People read them, click through to my web sites from the link at the bottom, and maybe buy a product that I get a commission on, or I get paid for the advertising clicks. Really, it is pretty easy now, but that's not how it started.

I worked full time from the start. Six months into it, I was making a net profit of about \$2 per day. It was a bit discouraging. I had a lot to learn. Fortunately, I learned my lessons, and as it turns out, I was making something closer to \$30 per hour for my time. I just wouldn't be paid for the first year. Now the business pumps out the money I made from those earlier efforts, and keeps doing so even when I am on vacation.

That's the way it is with money. If you want more money than a job will provide, you have to invest or start a business. That may mean you work for a dollar per hour to start, so that you can easily collect \$100 per hour, years down the road. If that sounds too discouraging, then maybe there are no easy ways to make money.

# Chapter 1: 10 Ways To Make Money Online

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**Making money on the Internet is no longer something reserved for a very small and elusive crowd. You can make money online today, with minimal financial investments, through 100% legitimate ways. Here is a look at the most successful 10 methods of making money online.**

**1. Online advertising** - On the Internet, a smartly organized small business may get excellent results, often competing side by side with larger corporations. Internet advertising is on an ascending trend, which shows plenty of potential for the near and distant future.

As traditional media outlets struggle to keep costs down and become more attractive for potential advertisers, the virtual space offers any business the opportunity to achieve amazing results with a budget that is only a fraction of what an advertiser would pay to get the same ROI through traditional media. Using programs such as Google AdSense, placing affiliate banners on your site and making the most out of pixel advertising are all amazing ways to make some money.

**2. Affiliate programs** - You can choose affiliate hubs where different advertisers offer their banners and affiliate offers and you can manage them using a centralized system, or you can get a single affiliate website that will display their banners on your site. The potential profits that come from affiliate programs are strictly connected to how high your visitor counts are and how targeted those visitors are.

This takes us a bit away from affiliate systems and highlights the importance of SEO in any online business. The web masters who invest money and

energy into ethical SEO techniques often notice a very steady increase in traffic, which, in turn, enables them to make more profit from their online business.

**3. Freelance jobs** - Working as a freelancer on the Internet is one of the most popular ways of making money from home. You can try your luck at graphic design, copywriting, programming and several other dozens of ramifications and project types.

**4. Electronic commerce** – selling items on eBay is one of the hottest ways of making a lot of cash online. Not everyone is successful at it, of course, but those that are continue to increase their profits constantly. Auctions on eBay have a lot of potential – combine them with dropshipping and you can get a business that's easy to run and very profitable at the same time.

**5. Paid surfing and survey filling** - There are a number of companies that pay you to surf the web. They display a small add on your desktop when you are connected to the Internet and give you a percentage of the advertising revenue they receive. The amount per hour is not very big, but there are ways to multiply it by referring other people.

This is really the focus of all this program. Tell everybody you know that they too, can get paid to surf, and get paid yourself for referring them. Paid surveys are also great, since they are easy to fill in and anyone can do that from the comfort of their own home.

**6. Networking** – while this is not actually a direct way of generating profit, you can use social networking and MLMs to generate leads and drive traffic to your online business.

**7. Selling websites and domain names** is becoming an extremely popular area, which still has a lot of room for development. If you bought a nice, short and relevant domain name a while ago, you can make a small fortune selling it today.

If you don't believe me, check out these figures, for the top five most expensive domain sales in the last few years:

Business.com – \$7.5 million

AsSeenOnTv.com – \$5.1 million

Altavista.com – \$3.3 million

Wine.com – \$2.9 million

Autos.com – \$2.2 million

**8. Work at home jobs** - Depending on how much time you are willing to put into a work at home opportunity, you could either do it in your spare time, or make it your main income source. Work at home jobs are suitable for everyone: from students, to retired people.

You do not sign any documents or commit in writing to anything; thus, you are not obliged to work if you do not feel like it. In a modern society, with parents spending more time at home raising their children and college students looking for a comfortable part time job, a work at home opportunity is the perfect answer.

**9. Outsourcing** – this is not a moneymaking opportunity, but a money saving one. Outsourcing is the best way to create a competitive business in countries like the United States, Canada and most of Europe.

**10. Free stuff online** – you will not get rich while taking advantage of all the free stuff you can get online, but it is fun and rewarding. If you are a webmaster and you wish to create a very popular website, do your best to offer lots of things for free – downloads, software, ebooks, wallpapers and so on.

## Chapter 2: Make Money Online Without a Website

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**On the Internet you can find numerous ways to make money online without a website.**

Below are types of online program that you can join without having any website.

### **1. Online Surveys**

The idea of online survey is that you will be given a survey that has to be completed by you to earn money. This survey is conducted by companies who are observing the community to discover the best way to market their product or services. The amount of money you can earn per survey depends on the importance or the length of survey. Some survey companies don't reward you with money. Instead, they giving you prizes/gifts or entering you to a lucky draw.

### **2. Get Paid to Read Email/Get Paid to Signup/Get Paid to Surf**

From the description above, you know what you have do to make money. Yes, only by reading emails and click the advertisement inside or by signing up to various free to join programs or surfing on the internet you can make money online. Although the money you can earn isn't much, this is the most convenient way to make money.

### **3. Online Investment**

This program requires you to invest on their programs for a certain period of time and in return you will get the amount of interest based on your investment. This type of program involves a high risk, just like other off-line investment. It also has the big chance of losing your money, because many of this program are scams. Only a few of this type of program are legitimate. Usually, they offer a low rate of interest, but still higher than most bank offers.

#### **4.Ebay Business**

eBay is a well-known service that allows people to sell and buy products through an online auction. You can sell your antiques or stuffs that you no longer want to eBay. Though selling your old stuffs and sell them to an online auction seems like not promising, there are actual people who has make a full-time income on eBay.

#### **5.Marketing Affiliate Programs with Pay Per Click (PPC) Advertising**

Recently this is maybe the most popular way to make money online without having your own website. The concept is by joining an online affiliate programs that will give you commission to sell their products and then advertise the product on sites that has Pay Per Click Advertising.

PPC Advertising is a powerful advertising campaign that charges you a small amount of money when someone click your advertisement. If that person decides to buy the product your promoting, you get profit from your commission reduced by your investment on the PPC Advertising.

The most famous PPC service is Google AdWords, run by Google. Just be sure that your investment on the PPC service doesn't exceed the amount of commission you get from the affiliate program.

As you can see, each program has their own advantage and disadvantages. The last two ways mentioned above is considered more promising than the top three. In order to make a significant income with the last two programs, you have to know its secrets and techniques. Fortunately, there are many

eBooks and articles online that can help you to get the best of those programs.

## Chapter 3: Avoiding 'Make Money Fast' Schemes

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**We live in a world where the internet is one of the most important tools for communication and business. The convenience the internet offers is vast.**

About a decade ago, online businesses boomed and since then many people who wanted to make some extra buck turned to the internet. Some are legitimate businesses who sell products and skills and some are fraud sites that steal and harass people.

An example of these fraud schemes is the Make Money Fast or MMS schemes. This scheme is very much like chain letters forwarded to people. Make money fast will often claim that it is legal and promises vast sums of money in a short period. It will promise you with too good to be true investment opportunities.

People, especially those who are unlucky are easily deceived into joining this kind of frauds. So why do people believe such things? The only explanation is that they think these schemes are true and that they can afford it.

People tend to think "what do I have to lose?" and another thing is, almost everyone would love to make easy money.

Make money fast schemes usually come in the form of an email. The contents of the letter states that you should send money to some or all the

names on the list then include your own name and send the email to other people.

**Here are some basic contents in Make Money Fast emails:**

- It will usually start with a greeting from the person who created the letter.
- This scheme will include some testimonials from “investors” that will say that it made them a millionaire or made their life easier.
- It will include a list of names and addresses.
- It will state that you have to send a specified amount of money (usually a small amount of money) to some or all the people on the list.
- It instructs you to forward the email to as many people as possible and modify the list of names by placing your own name and address at the bottom and removing one at the top.
- It will usually claim that it is legal and will promise you a return on your investment.

There are several variations of this scheme. One common type is that it will instruct you to send money to people as payment for reports.

It will always claim that it is legal and some will include section of the law to confirm the legality, when in fact the very same law will state that it is illegal.

There are also websites that offer these schemes, and often it will look very attractive and legitimate to lure people in investing. It will display pictures of people smiling and will include testimonials. Keep in mind that these are just photos which can be purchased for cents at various graphic sites and also be aware that anyone can make testimonials.

Although some of these websites are legitimate and offer true business opportunities, most are fraudulent. Before you invest, here are some tips on how to distinguish fraudulent sites from legitimate ones.

Fraudulent sites will often offer investment return and big profits that sound too good to be true. An example is that some will offer to convert your \$20.00 investment into \$50,000.00 in a matter of days and some even millions.

Find out if there is at least a reliable contact address on the website. If it is legitimate, it will include a legitimate phone number and address of the person. Call the phone number and wait for someone to answer to find out if it is in fact legitimate.

Research the website on internet forums to find out if it is a legitimate website or blacklisted. You can also find out if the forums you visited and the website are fraudulent by tracking the IP address. If the IP addresses are the same then it is fraud.

Keep in mind that not all offers on the internet are true. Save yourself from frustration and losing money, and always research before investing in any kind of businesses!

## Chapter 4: Happy Visitors and Make Money

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**It is no secret that the success of your Internet Marketing Business is to a great extent dependent on the traffic you get.**

For the Internet Marketer who wants to make money, the website visitor is a very welcome person and his visit is most anxiously awaited.

When this is the real scenario imagine webmasters adopting strategies and creating situations knowingly or unknowingly, forcing their website visitors to take a roundabout turn and flee from their websites. Why do this, and lose your visitors?

The disappointment and frustration the visitors experience sometimes is such that they vow never to return to these sites again and an opportunity to make money is lost forever.

Given below are specific situations that visitors encounter when surfing the internet hoping to find some useful information.

1. Instruct your website visitors to register before entering your site without giving them any clue what your site is all about.
2. Have an Audio sound track on your home page and compel him to listen to your rhetoric without providing him any provision to turn it off.

3. Ensure that your website has graphics and multimedia and will take at least one minute to download. This will give your website visitor sufficient time to get frustrated, change his mind and go to another site.

4. Once your website visitor is in, confuse him without providing him with concise and clear labels to enable him to know his whereabouts and movements.

Also, do not provide him opportunities to explore your site and go back to where he came from but entrap him in a mesh of web pages.

5. Keep changing frequently the location of features in your site making your regular Internet Marketing website visitors and customers confused and frustrated.

6. Do not update contents on your website. Have old or stale Internet Marketing contents without any indication of fresh content. Display today's date for old content giving a clear indication to the visitor that you are not only inactive but also dishonest.

7. Have plenty of Typos and grammar mistakes. Make it difficult to read both text wise and color wise, indicating to your website visitors that you are a person without substance, rather than looking professional.

8. Plaster your web page with Internet Marketing banners, advertisements and pop ups thus irritating your website visitors.

9. Do not check your website for broken links. Have plenty of broken links and error messages thus annoying your visitors.

10. Finally as your website visitors are about to leave your site, serve an exit Ad. and ensure that they simply can't leave that Ad. or exit from your website.

When a website visitor is confronted with this type of situation it is nothing but natural to expect him to be disappointed, disillusioned and frustrated. There are millions of websites in the internet. There is no reason why the

visitor should hang around in a website that is not user friendly and helpful. He knows exactly what he should do in such a situation, -yes, quit the site.

To counter these problems and make money from your website visitors, correct your errors, update your website regularly and dump these strategies that satisfy your whims and fancies. Instead provide your Internet Marketing visitors a website that is simple, attractive and user friendly where he feels very much at home.

## Chapter 5: Real Ways To Make Money Online

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**You've heard all the sales pitches for various books, CD-Roms, DVD's, and other materials that will supposedly turn you into a genius when it comes to making money online.**

Perhaps you've even invested in some of these items to find that they are full of useless information or only teach basic techniques that you already knew. What you'd like to know is how you can really make money online, without a huge investment or getting caught in a pyramid scam.

### **1. Advertisement Programs**

Advertisement programs are available all over the internet. How can they help you make money? In this instance, your job is to build a website based on a particular topic, product, or service. Once you've published the website, you can sign up with any number of pay-per-click services that will then populate your web page with advertisements.

Others who are paying for those ads on a pay-per-click basis literally fund your paycheck. Every time they pay their invoice for clicks on their ads, a

percentage will come to you. Imagine building a few small, basic websites with keyword density that will attract lots of traffic and then sitting back to wait for the money to start coming in.

## **2. Internet Sales**

While there are several avenues down which you can pursue internet sales, there are some ways that are smarter than others. When first beginning your pursuit of internet sales, you will need either a product or service that does not draw too much from your pocketbook. Buying a bulk product for discounted rates and reselling those items individually could be a way to break into the market.

You can either set up a website from which to sell your product or services, or you can sell from internet auction sites. Many people have made quite a large sum of money selling products on auction sites. If you take into account the fees you will have to pay, the shipping costs, and the materials cost, setting your price at a level to return a reasonable profit, you can have an internet auction sales business that is highly successful. Another way to attract business is to have a unique offering, whether it is a service or product, that few or no other sellers are offering.

## **3. Wholesaling**

Perhaps you've been frustrated in the past by having to go to several different places to collect parts and pieces for a project. You want to customize your car, but you have to go to one dealer for wheels, another for body parts, and someone else for paint or decals. Becoming a wholesale means utilizing the ability to purchase wholesale from suppliers and resell the items in question as complete sets.

This can be a lucrative business venture because you sell everything as a package, giving you the ability to mark up the price to earn a profit, as well as offering customers the chance to purchase everything they need in one place, meaning greater satisfaction and more return customers.

## Chapter 6: Make Money Online with Affiliate Programs

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**The first strategy to make money online is building a list.**

This strategy is the most important step to continue to make money long term. If you do not already have some type of autoresponder system you need to get one. Don't be cheap here either because your entire business will hinge on this one piece of software.

You can build your list many different ways. You can buy leads from reputable list building companies and get them into your autoresponder. Most good list building companies will have an option to send an email to your autoresponder so you don't have to manually input the lead's information.

Another effective way of building your list is from the traffic that visits your website. This step, which is probably the most effective, does require you to have a website in order to implement an opt-in list form. Of course, if your Affiliate program does offer a list management service then you can send traffic to the affiliate URL, but I don't recommend it as you will usually not be able to email the entire list with special offers.

To make the most of your opt-in form and get the most signups, you should place it in your sales page text. It should be strategically located in the sales text after you present a problem. The title of your autoresponder email series should address the problem by offering absolution. In the example below, we will assume that I am selling a hosting package and I want opt-in subscribers to my email course for back-end sales.

Example: You can use the pre-built websites or build your own. Many people think that building a website is hard, but I can show you how easy it really is. Take my 10-day email course "Build a Website with Ease" [signup form here].

The second strategy to make money online is driving traffic to your website.

When I say traffic, I don't just mean any old traffic, I mean targeted traffic, people who are motivated and ready to buy can and will make you money. You can use programs and techniques such as Google AdWords, blogging, article writing and linking to drive targeted traffic to your website. Google AdWords is a resource offered by Google in which you can pay for your site to be show when certain keywords are queried in their search engine.

The secret to using AdWords is not to bid high on popular keywords. Instead, what you do is find similar keywords that still describe your website, but are used much less frequent. These keywords will cost much less to bid on and will allow you to spread your money out over many different keywords, getting the most bang for your buck.

Blogging is another great way to drive targeted traffic to your website. To get the most out of this technique the blog should be hosted on the same website as the sales page witch links to your affiliate program. Once its setup all you have to do is fill your blog with good quality content.

I recommend writing your own content which specifically relates to your affiliate program and or products. Once you have some content you will need to submit your RSS feed to the as many blog search engines as you can. This will put your blog out there for other webmasters to use as content feeds on their websites.

This win-win situation allows webmasters to have quality content on their website, which increases the value of that website while driving targeted traffic directly to you.

This is done by the URL link that you conveniently placed under your name after the blog was written. That means that your link is on a blog feed that is on thousands of websites. Not only do people click those links but Google sees these links pointing back to you and thinks that you're popular and you are rewarded with a higher page rank.

Article writing is basically the same as blogging except the information in an article will need to have more useful content and be peppered with keywords that the webmasters are looking for. After completing your article you will submit (syndicate) it to content sites as opposed to blog search engines.

Content sites are places where webmasters go to find specific content to offer their readers. If you are a good writer you may at some point build up a name for yourself and finagle a deal with a webmaster to write exclusives for his site. His readers get great exclusive content and you get highly motivated targeted traffic.

Linking is perhaps the most widely used form of increasing traffic and page rank. However, if done incorrectly you could end up hurting your Google page rank and ultimately losing potential buyers. You will need your own website for this technique as you will need a 'links' page to place your reciprocal links on.

Many people go and submit their URL links to link farms inane attempt to trick Google into giving them a better page rank. This does Knotwork; in fact, Google has been known to penalize websites for engaging in these activities.

The secret to linking is to find websites in your niche market which have a Google page rank of 4 or above and enticing the webmaster to list your link on their website. You may think that you would be helping your competition, well you would be. But your competition would be helping you as well. It's better to send leaving traffic to a partner than just having them close their browser window, and remember that works both ways.

The strategies listed in this article do work and they will increase your sales and residuals if done correctly. Reciprocal linking, Blogging and Article writing are great ways to bring massive amounts of high quality targeted traffic to your website. Those strategies combined with an effective sales page with an integrated opt-in email list can make your business soar to new heights. You can and will make money with this system, Guaranteed!

## Chapter 7: How Save And Make Money

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**If you save money, the money will save you. The problem with most people's finances today is that they are not getting enough income to satisfy their needs and wants.**

People are naturally going to buy things they want even if it means spending more than they have (credit cards), and they know in the back of their minds that they can't afford it, but they will get it anyway.

I think people will develop their own budgeting scheme when their income meets their wants then they will be budgeting masters, all by their selves. But till then there will ALWAYS be people in debt no matter how much you preach!

I think a solution to some people money problem is to teach them how to make extra money first, and then teach them how to budget and save it. Americans really don't want that much; it is the hobbies that get people in

trouble, bills, spending too much on golf clubs, car parts, computers, things around the house etc.

I don't know about you but this is how I feel about life. Right now, I am working a 9 to 5 job making \$3200 monthly. I don't want to be stuck knowing that I will be 'working' for the rest of my life, taking orders from bosses, putting up with BS and other peoples attitude, having to get up in the morning when I want to sleep in and that fear of getting fired. Currently, I am in this situation but will not be soon.

There are people right now making well over \$20,000/monthly working for their selves and they are everyday people that you see walking their dog, in supermarkets or even that person arguing with the McDonalds cashier. If these people ever do go back to work for someone else they can do it "stress free" even if the job is stressful (think about that).

Before, you can work for yourself you have to decide one thing: If you really want that responsibility. If you said yes, you have gotten over the biggest hurdle and you will not be limited to the income your employer is giving you. I know what I am about to say will be over simplistic but I will save the details for you to research on your own. Here is a breakdown

1st: determine if you really want self-employment 2nd:  
decide what area of business you want or good at.

3rd: If step 2 requires money, there are program out there that can help you get started in internet business, selling or something else before you start in what you want to do. For example, "I want to own a photography shop but it costs \$10,000 to get started.

Well, if I sell product A for a year I can do it". You never know, whatever you get into before your dream business may make you \$50,000 a month and you may forget all about that photography shop. I can help you here too.  
4th Research, research and do more research.

Find out what your competition is. Find out how much money they are making. Find out where they are advertising. Find out what it takes to get started. Find out where your customer is etc. Research 5th EXECUTE!! I mean once you have confidence go do it.

They say that 90% of home businesses fail for the first time. And you may fail, but all you have to do is try and try again, please don't give up. Believe me, you will get it right and when you do, you will be very successful. The percentage of people who fail for the second and third time is much lower than the first timers. Well sorry to talk your half to death, I can go on and on about this stuff.