

A photograph of a business meeting. In the foreground, a person's hand holds a white tablet displaying a line graph with multiple data series. Another person's hand, with red nail polish, holds a white pen and points at the graph. In the background, a laptop keyboard and a calculator are visible on a desk. The scene is brightly lit, suggesting an office environment.

12 ONLINE BUSINESS MODELS:

Quality Information at Your Fingertips.

This eBook has all the steps you would need to launch your business and help you to make a name for yourself.

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INTRODUCTION

Starting a home business is becoming extremely popular in today's market. Gone are the days when people spent long hours over office desks working for someone else. Today's concept aims at career liberalization, where one can start their own business, work for themselves, and keep the profits of the business. The sooner you get started on learning about how to start your own business, the sooner you can start making a name for yourself!

Starting a home business

Are you going to be a part of the home business craze or are you going to wait and watch till everyone has tried it out first? You are probably asking yourself all sorts of questions like, "I don't know anything about a home business, so where would I start?" or "What could I possibly sell?" or "Who is going to teach me about running a business?"

This eBook will help you answer these questions and give you the concepts and ideas you need to start your own business. Are you ready to start an exciting adventure on owning your own home business? Let's get started!

AFFILIATE MARKETING

Affiliating with businesses in order to promote them is not a new concept. When done properly, affiliate marketing can make you a millionaire without requiring you to even venture out of your house.

Unleashing the untold wealth of affiliate marketing

If anyone was asked to name a single method that marketers use to make surefire rapid income on the Internet, most of them would give you the same answer; "affiliate marketing." Though there are dozens of home business models on the Internet, it is quite safe to say that affiliate marketing must rank within the top three, maybe even at the top of the heap.

Basically, the affiliate marketing model means to promote someone's product over the Internet. You are helping them with their advertising and are getting paid a commission for it.

You can start using affiliate marketing by first creating an account on an affiliate network such as the [Yanik Silver's Internet Lifestyle](#). This is a place where advertisers post their advertising requirements. When you are a part of this network, you can choose the products you want to promote. These are products of people within the network.

Once you are done with that, you will need an affiliate marketing service to promote the products you have chosen on the Internet. The best in this category is [Google AdWords](#). You merely have to start a campaign here, mentioning the product you want to promote, and give the URL that you are advertising. AdWords will automatically search for the right website matches for the products and will advertise on them.

The payment you receive from affiliate marketing is fantastic! You get paid for every click that your ad gets. This is known as Pay Per Click (PPC). However, there are some affiliate networking sites, such as the [AffiliateNetwork.com](#), that pay only when a sale is done. In that case, it becomes a Pay Per Sale (PPS) affiliate service.

Your only expense in affiliate marketing is in starting the AdWords campaign. Your advertising campaign budget depends on how much you bid on that want to spend. Hence, you are actually altering your affiliate marketing expense. With affiliate marketing your returns, however, are much more than whatever money you will put into the business.

NICHE CONTENT

What are people looking for on the Internet? Information, of course. The search for information could lead to finding products, learning more about business operations, or even about how to run a business. If your business can provide the Internet searchers with the information they are looking for, you are a winner all the way!

Build a niche content site to take your business to a new level

A niche content site targets a particular group of people. For example, gardening, cooking, and tool repair are niches. Not everyone is interested in reading about these topics, but those people who are will surely visit your site. If visitors of your site like what they see, they may even return repeatedly to look for new information you provide.

It is possible to have a niche within a niche, meaning there is a sub-topic that is related to the main topic. Like in gardening, there could be a sub-niche of how to do away with aphids or how to use the right mix of fertilizers to make those grapes bigger. You must remember however, the narrower you are making your niche, the lesser the

number of people will come to your site. Yet at the same time, these people are a more focused group and will have a higher interest in doing business with you since they know exactly what you are selling.

Think about it. If someone really wants to have some information on aphid removal, they are not going to find too many sites on it. If your site has that content, and also promotes some product relating to it like an aphid spray, the likelihood of that visitor buying the product from your site is indeed high.

Here is a review of the steps for creating niche content to promote your business:

1. **Find your niche.** Think of a popular niche that you would like to build a site on. You could go to places like [Google Suggest](#) that uses an autocomplete feature to help you check out what people are looking for. Google Suggest will also give you a host of keywords that you can use. These are the keywords that people are popularly searching.

2. **Build content.** You will need to have at least 50 pages or more of content to make an impact. To help spruce up this content, use the right keywords that will target people looking for specific content.
3. **Promote your niche.** Look for products on your affiliate network site to promote on your niche site. Refer to chapter 1 on how to become a member of an affiliate network site. Ads can be created in the form of text and/or banners.
4. **Advertise on your own site.** Having your own site will allow you to save money on advertising services such as Google AdWords. Popularizing your site using the right content that people are looking for will attract more visitors, which in turn will increase the number of clicks (and sales) that you get from your site. At the same time, the popularity of your ads will help increase the prospects of your website.

BLOGGING

Very few models are as popular today as the business blogging model. This model allows people to entertain themselves by networking with other people, building on their own knowledge and, of course, building on their business prospects. So, why aren't you blogging already?

Blog your way to Internet richness!

The one thing about blogging that you need to know is that you can monetize it in several different ways. There isn't just one way in which you can make money out of a blog; there are several. Once you have a blog of your own, it is a learning experience in itself. At the same time, the money begins flowing in almost immediately, which motivates you into milking your blog further.

Two very good platforms for building your blog on are [Wordpress](#) or [Blogger](#) (must have a Google account). These blog platforms allow you to create your blog using the software provided by these sites. In order to have a blogging site, you will first need to have a domain name and a hosting site that will house your blog.

The one difference between Wordpress and Blogger is that Blogger is a free tool. That means you will have to contend with advertisements from other people on your blog. Wordpress is considered to be more focused on the business side of a customer and attracts the commercial blogger's intentions.

Another blogging service, [Typepad](#), is a web hosting service that allows you to upload/download files or content for your blogging site. After paying a fee and building your site through Wordpress, Typepad will take care of the uploading and hosting. One perk of using Typepad is it does a lot of search engine optimization for you that will allow your site to start getting a high ranking status right from the start.

Having good content on your blog (including keyword optimized text, videos and photos) will help to attract more visitors and hopefully repeat customers. The search engines love blogs since they get constant content updates in hopes many people keep visiting them. In today's scenario, blogs are more effective in websites.

The following are some ways in which you can monetize your blog:

- Use PPC advertising on your blog
- Directly sell or advertise products
- Give away an eBook or a newsletter subscription to help get leads
- Build a blog, populate it then sell the whole thing for a tidy profit.

INFO-PUBLISHING

Get the maximum mileage out of your info-publishing endeavor.

If you are looking to stick with your online home business for a long time, you will need presence on the Internet, and nothing works better for that than info-publishing.

Info-publishing can make you Important on the Internet

If you are looking to establish long-term online presence on the Internet, nothing works better than info-publishing. Info-publishing is a term which implies the publishing of information-rich content on the Internet. This content can take on many forms, but the most popular are eBooks, newsletters, videos, audiobooks and the like. Generally, info-publishing is content that people can download and store on their computer or mobile device for retrieving at a later time at their convenience. The main goal of info-publishing is it must provide good content for the user.

Now that we learned what info-publishing is, are you excited about getting into the info-publishing business? Here are two ways in which you can get into the info-publishing business:

1. Create the info content yourself or outsource it to someone so that you have your own product to sell.
2. Promote someone else's product on your website or blog.

Regardless of which option you choose, you are distributing informative content.

One of the ways to distribute content is through affiliate marketing. If you are going to promote products of other people, you could select the available products from an affiliate network and sell it through a service like AdWords. In that case, you would not need to have your own website or blog. However, you could also sell such a product directly. Selling makes a good option if your product is attractive to buyers: good quality and good prices. Using advertising methods such as SEO, viral marketing, social networking and such, you can build a brand presence for your product and create a market for it. Once the

brand is created, you will see that your product will start earning an unending stream of income for you.

There are many advantages to having your own product:

1. People will associate you with someone who is an expert in the field. Having your name in the byline means a lot for your credibility. Selling other products alongside the products you own will help your other products get a niche for themselves too. Now, having your own product does not mean that you have to sit and create stuff yourself. You could outsource your work quite easily. On jobsites such as [Freelancer](#) and [ELance](#), it is easy to find professionals who will work for you at a competitive price and give you the rights to their work.
2. If your product is video content, you could publish videos on [YouTube](#) and combine their impact with other products that you are selling. Your video should provide people with marketable information about your product including a link where they can download (e.g. an eBook that you are promoting). That way, you

can combine your marketing efforts and gain added benefits on multiple products.

SOFTWARE VENDING

Never underestimate the power of software applications. You are probably using dozens of them on your desktop for word processing, maintaining the books, and appointment scheduling. Every day new software is being developed for all our mobile devices and our computers. There always seems to be a new app coming out every day, with some becoming overnight sensations. Good software or apps could make you rich... very rich (e.g. Bill Gates from Microsoft).

Vend Software and make Millions

Selling software is one of the most emphatic routes to make good money on the Internet. People who use computers are always trying to make their jobs easier or to add more quality to their jobs. That is the reason they are looking for good software all the time. With broadband Internet, it has become very easy to provide software in downloadable formats. The way it works is you promote a link that allows people to download a particular software. After a user clicks on the link, it will allow them to access it after they make a payment. After payment is made, you will provide them with the link to download the software.

Many marketers tease people by giving them demo versions of the software for free. This allows the downloaders to understand the quality of the product before they decide to spend good money on it. These demo versions generally have some features locked or they are timed demos which expire after a limited time of usage. When the time limit expires, a user is prompted to buy the product in order to use the software limitlessly.

What kind of software do people like? People on the Internet like each and every kind of software. Let us put it another way - each and every type of software on the Internet will find takers. There's a niche for everything on the Internet. If you have created a software application that will help Grandma remember her recipes or a software that will help a businessman with his end-of-the-year accounting, you are going to find people who will be willing to download that and check it out. The success of the product lies in how you promote it.

For promotion, you can use many of the same methods that you have been using all along. If your software becomes prominent, especially in places where your niche market usually visits, you could be assured of

a healthy flow of downloaders. At the same time, you have to remember that there is no lifespan for this. There will always be downloaders, provided you promote well and keep upgrading your software, which allows you to keep generating a flow of passive income.

To sell software you do not necessarily need to have your own software application. You could buy the resell rights of someone else's software and sell it. There are creative people on the Internet who like building software but don't like the marketing aspect of it. These people give away the software they have developed for a price. You can modify some of these software applications to an extent and in some cases rebrand them too. Of course, you sell them at a much higher and enduring price than you bought it for. To find out more about 'software resell rights' check out your favorite search engine and see what listings come up.

ATTRACTING CUSTOMERS

Membership sites can bring in a lot of potential customers through the door of your online business enterprise. With a good product these customers could be with you for the long haul. One way to attract customers is through membership sites.

Bring people in through membership sites

Membership sites are just what their name indicates; sites where you are asking people to become members of a site. In return, you provide them with a host of value-added services. On most membership sites, the members are provided with some free offers and downloads that may allow them to get privileges on various affiliate sites as well. Many social networking sites are also membership sites. If you become a member of a social networking site, it will allow you to gain access to a large network of people. One type of membership site, a gaming site, will reward you for becoming a member by allowing you to play free games; which could be free online versions that you can get at a lower price once you have played the free games.

The basic concept of a membership site is that you keep your goodies hidden from the general Internet public and allow them access to it only when they have taken the membership action that you ask them to. This action could be filling out an online form (with or without payment), writing an email to you to express their desire to join the site and so on. Even if you don't actively ask for payment, you are building a relationship. You are generating a list of leads, to which you can promote your other commercial efforts.

However, you must know that membership sites do take a lot of effort. You have to have a unique concept to make your membership site a hit and you have to make constant efforts to provide high-quality stuff to your members. They are going to be disappointed otherwise and you are going to lose all the potential you have built up. A failed membership site is a big disgrace in the Internet marketing world. It can eat into your other prospects too.

However, if you have the passion and the zeal for it, go right ahead and build a membership site. You will soon be hobnobbing with a lot of

people having your similar tastes and interests. Also, you will be making a good amount of money through it too.

SELL YOUR SERVICES

What's the best, most unique and special thing that you can sell and keep selling forever? Your own services, that's what. Do you have a talent for something? Go right ahead and peddle it on the Internet. If you are really good at what you do and promote your product correctly, you will see the profits pouring in.

Sell your services and make money!

The Internet has a market for everything, even for your own services. If you think you are good at something, the Internet could be the best place for you to vend your skills. There are people looking for all kinds of services on the Internet. The jobsites have made the Internet a closer marketplace than any other. People are looking for services and providers of these services are looking for people who they can sell the services to. The correct collaboration could mean a lot of money to you.

Of course, it is understood that success depends on the kind of services you can provide online and the demand for the services on the Internet. The following services listed are currently in demand and are related to website building and marketing:

- Content creation
- Blog management
- Search engine optimization
- Website creation
- Social networking services such as Craigslist postings
- Managing other virtual staff
- Proofreading and editing

If you feel you can fit within any of these skills, you could make an amazing amount of money with them. Remember that the Internet allows you to reach out to a global level of people and you could work with people from all over the world on projects. The following are some sites that require a membership, but will allow you to start making money selling your services:

- [Freelancer](#)
- [ELance](#)
- [Guru](#)

You need to get started now so you can see the vast potential that lies therein. The sites listed above are all bidding sites. You find a job that meets your preferences, make your bid and give an estimated time of completion. If the project poster agrees with your specifications, they will select you. Payment usually happens through online routes.

The drawback here for freelancing is that you have to spend more of your time. You have to be at your desktop for the whole time you are generating money; which is a very different thing from other approaches such as affiliate marketing. You earn only as much as you work and there is no scope for residual income.

NETWORK MARKETING

Network marketing has been present since pre-Internet times and has received both its share of bouquets and brickbats. However, this is a moneymaking route that thousands of millionaires at every global level has used.

Using network marketing to generate a waterfall of income

The concept is too darned simple – you build a network of people and jointly promote a product or service. At the same time, you try to bring more people into the network. For each person that joins the network, the up-line members earn a commission. Direct sales bring in the money too, but the main commission is brought in through the commissions that the network building generates.

However, the execution is not quite as simple. Building the network can be formidable to most people. Even so, there are many facilities you get so that you can build the network well. For example, you will receive a website from the network marketing company that you join; you can attend physical seminars and webinars and you can get access

to a host of materials (online and offline) where you can learn how to promote your network to the hilt.

You need to remember one thing – joining a network marketing opportunity could be a life-changing experience. You might begin seeing everything in a totally new light, but its one way you can earn all those six figure incomes a month.

Two of the most popular network marketing opportunities of the world, [Amway](#) and [HerbalLife](#), promote themselves on a global level. Joining such opportunities carries the greater benefit of prevailing goodwill that you can cash upon. These companies also have their own training and orientation programs all over the world, which can help give you the direction you need to start your own business.

One drawback is that there are a lot of players in the network marketing (also called as multilevel marketing or simply MLM) world. Many of them are scammers and these are the people who have given the industry a bad name. You have to particularly be aware of pyramid

schemes in which people earn only through building a network, but don't have any product to sell. In most parts of the world, pyramid schemes are considered illegal and the people involved in such activity could be prosecuted by the law.

NET AUCTIONS

The online auction sites are highly secure sites and that usually need approval before allowing you to join as a member. This is a good thing because you can be sure your interests won't be compromised on the site too. The payment is usually prompt, but some might pay at the end of the month for the products sold, subtracting their cut from the sale.

How Net Auctions can bring in the money

As the name suggests, net auctions are auctions that are conducted over the Internet. These auctions are places where you can sell items to the highest bidder. It works just like a real auction. A product is showcased to the audience that presents its features, benefits, and the minimum bid price. People who are attracted to this product will try to bid at an amount higher than the minimum bid. Once the bidding is

over and the product sells, the product is awarded to the highest bidder.

It is very easy to become a member of an auction site to buy/sell products for a profit. The real profit comes in when bidders bid higher than what you bought the product for. When participating in the bidding market, you need to have a discerning eye. If you are discerning about the product you purchase, you will have bought a product that has good re-selling potential; which then allows you to sell it for a good profit.

Owning a home business has made many online auction sites very popular:

- [Ebay](#)
- [WeBidz](#)
- [EBid](#)
- [UBid](#)
- [CQOut](#)
- [Shop Goodwill](#)

Please note that some of these sites cater to particular niches of products or are available only in a particular geographical area. Do some research on the sites that interest you before you decide which ones you want to use.

The online auction sites are highly secured sites and sometimes require approval before allowing you to join as a member. This is a good thing because you can be sure your interests won't be compromised on the site. Payment that is due to you is usually prompt from auction sites, but some might pay you at the end of the month for the products sold, after subtracting their cut from the sale.

It is easy to go about network marketing actually. You just have to implement the right strategies. Hopefully, this eBook has told you what they are. Good luck!

ONLINE SURVEYS

Businesses today all need to know information on not only how customers feel about them, but what the market trends are, what the customers are buying, and a whole slew of things that will help give them feedback about their business and its market. One way for a business to find out all this information is through online surveys. Most people find online surveys boring and won't bother participating. In order to motivate people to participate, many businesses offer incentives and even cash!

Speak out your Mind and get paid for it!

There has always been a lot of talk about online surveys being a veritable source of income. So how good are they? The fact is that online auctions can bring in money, but they won't make you a millionaire. If you are looking at a method of online income that can help pay some of your bills or pay for the groceries and some other utilities, then online surveys could be an interesting way to do it.

The big question is why do surveys even work in the first place? These surveys are a parameter for the manufacturers to improve their products. From the opinions expressed in these surveys, manufacturers gain a better understanding of what they must do in

order to improve the prospects of their products and how they can increase the business potential of their products.

And for that reason, they don't mind paying people to express their opinion and participate in surveys. It becomes almost a research subject for them, on their own product, and it helps them immensely for their product betterment. A company that conducts a lot of surveys also gets better credibility on the Internet because people speak favorably about the company (assuming the product is good and the company is credible). Surveys will help customers get the impression that the company really cares for the preferences of its clients. In today's market it really helps to use surveys since viral marketing is slowly becoming the norm.

Are you interested in getting paid to take a survey? Where can you sign up? The answer is all over the Internet. Just do a search on the Internet and you will find a multitude of sites waiting for you.

Here are two sites that popular for taking surveys:

1. [Free Paid Surveys](#)
2. [Harris Poll Online](#)

There are two types of survey sites – paid and free. The paid ones carry an assurance of better income and you can get surveys that better match your preferences and interests. However, to get into the mold, you could start off with a free site and see how it goes. Remember that this mode is not going to make you rich, but will garner some income on the side.

BROKERING

Brokering is actually a fine art that involves finding the right product and finding the right market. It is easier said than done. It takes research and patience to find the right mix, but after your first check it will all be worth it!

Brokering – The Route to Online Income

Everyone knows what brokering means in the real world; on the Internet, it means the same thing. Essentially, it means you don't have a product of your own, but you have a product that belongs to someone else which you are promoting. Your job is to find customers that are interested in buying the product, then you will get paid

commission for effectuating the sale. After the sale, the seller pays you the commission, which can be moderated through a site.

There are many ways in which brokering happens. The most common route is through the middleman approach. In this approach you don't own the product, but you just promote it and sell it. Usually when you are the middleman, you earn commissions from the buyer and the seller both. The main thing is that the sale has to work at the very end; it has to close. Failed sales don't pay you anything for your efforts.

Joint venture partner brokering is another subset within this main theme. Here you bring about joint venture collaborations between different marketers. These collaborations are the spine of most online businesses. People come together to make up for what they lack. If you become instrumental in getting the right people to partner with each other, there are various ways in which you can benefit. You can get paid for your services or you can actually get a share of the business that is about to happen.

Another type of brokering is service brokering. Here you find the right service people to carry out particular services for people who need them. You could find them through online freelance sites or you could approach them directly.

Here are some sites to help you learn more about brokering that might even have you interested enough to join into the opportunities:

[Joint Venture Broker](#)

[JV Wisdom](#)

Brokering may not be for everyone since it does not bring you a large amount of income. There is also a lot of networking involved and you need to have some contacts, or at least put in the time to build contacts. However, it is a good opportunity, and a moneymaking one too, if you are able to devote the time and the effort for it.

PLAYING GAMES FOR MONEY

A game tester's job is probably the most desirable of all jobs today. You play and you earn at the same time. What's more desirable than that?

Play games and build your bank balance!

Did you know that you could play and earn? Game development is a multibillion industry, as we all know and game developers do not want to take any risks. It is for this reason audience feedback becomes important to them. Just as movie producers guesstimate their prospects through the rushes they get, game developers guesstimate the prospects of their upcoming games through the feedbacks of game testers. Also, using game testers will help find any bugs in the game that need to be fixed before it can be released.

Sounds scrumptious, doesn't it? Well, a game tester's job is really like that. There are both paid and free game testing sites, but it is highly advisable to go for the paid ones since there is bigger money involved. You can also choose your genre of gaming. Whenever there is a game coming up in that genre, which keeps happening all the time, you can

apply for testing. Once the game company contacts you, you will be then either be given a download link for the game (it could be a demo) or shipped a disk of the game. The gaming company will give you a list of specifications they are looking for and want your feedback on.

Feedback usually comes in the form of a questionnaire to be filled out by the game tester. Of course, there's a deadline which you will need to strictly adhere to. Sometimes you will be playing under pressure, but who's complaining?

The following links will be useful if you are looking at finding openings for an online game tester:

- [Game-Testers](#)
- [Video Game Testing](#)

This is a highly legal activity with an organization built to govern its functioning. This is controlled by the International Game Developers Association, where you can also find a lot of information about the profession.

You can expect to be paid anywhere from \$10 to \$200 an hour depending on your reputation as a game tester and the company's reputation. You need to make a start here to understand the vast potential that exists in it.

Conclusion

So here they are – the top 12 home businesses that can help you go to new levels of richness. Zero in on the activity you want to pursue, do some research and start out. You won't be wanting for anything soon!

To your Success!!!

Resources

[Cash Siphon](#) - Own your own money siphon by creating a set of traffic generating websites with this powerful software!

HIGHLY RECOMMENDED FOR YOU



- ✓ FREE Access to several memberships in one!
- ✓ FREE Hosting Account. Your account will be hosted on a Dual Quad Core Xeon, with 8GB RAM - Super Fast, 8GB Of Disk Space and 60GB Of Monthly Bandwidth.
- ✓ Monthly PLR Videos With Millionaire Profits System, Created By Us For You!
- ✓ A Team Of 7 Copywriters Who Deliver Hundreds of PLR Articles For Members!
- ✓ Instant Clickbank Product Review Articles Every Month, Just Add Your Affiliate Link and You're Good To Go!
- ✓ Members Only Exclusive Software Created By Our Own In-House Programmer!
- ✓ Members Only Exclusive Rebrandable Software, Or Private Label Rights Software!

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**Discover The Fortune That
Lies Hidden In Your Business**