

A blue-tinted photograph of a city street with tall buildings and a bus. The text is overlaid on the image.

# The Eight Ways to Make Money Online EXPLAINED

Gillian Perkins

#1 Internationally Bestselling Author

## Ways vs. Specific Business Ideas

If you've spent any amount of time looking into internet-based ways of making an income then you've probably heard of quite a number of schemes and ideas, including "sell stuff on Ebay," "start an Etsy shop," "write an ebook," or perhaps "create tutorials for Youtube."

Those are all very valid ways of making money online, but they aren't really what I mean when I say "ways." They are, in fact, specific types of businesses you could start --- and there are obviously many more than eight types of specific businesses.

No, when I say "ways of making money online" I mean basic business concepts, such as "selling products" or "hosting ads." Of these basic models, there are only eight.

## Eight Ways Make It Easier to Make Money

The very good news about this is that because there are only eight it is relatively easy to consider the pros and cons of each of them and decide which one is best for YOU.

Once you've chosen what business model you prefer, then you are able to start thinking about specific business ideas within that model.

Alternatively, this information could be used to determine how to best

monetize (or further monetize) a business that you already have begun. Perhaps you have a website and audience based around your interest in running. Understanding the eight ways to make money online can help you determine how to best monetize what you've already created.

## Understanding This Guide

In the following pages, you'll find a graph that gives a visual overview of the eight ways. This will help you to easily understand the big picture of how each of the ways compares to the rest.

After the overview, we'll go a bit deeper with a description of each of the eight ways and some discussion on the pros and cons of each.

Of course, we can't cover all the details: dozens of books have been written about each of the ways money can be made online. However, the key concept of this guide is to help you understand an overview of all your options and how each of them compares to the others.

## How do I know?

Well, honestly, I've tried out quite a number of these ideas myself. I've published a book (product), offered training (services), designed websites (services), offered several different types of consulting, created web courses, run ads on my blog and video content, worked as a freelancer, and even filled out a few surveys.

But more than that, I've spent the last several years in serious study of business concepts and strategy. I've done careful analysis of dozens

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of individual businesses to discover exactly what's working, what's not, and how to create success.

And so, I present to you this facet of my work. I hope that you find it enlightening and that you have a better idea of how YOU will most enjoying making money online.

## You don't have to do this alone.

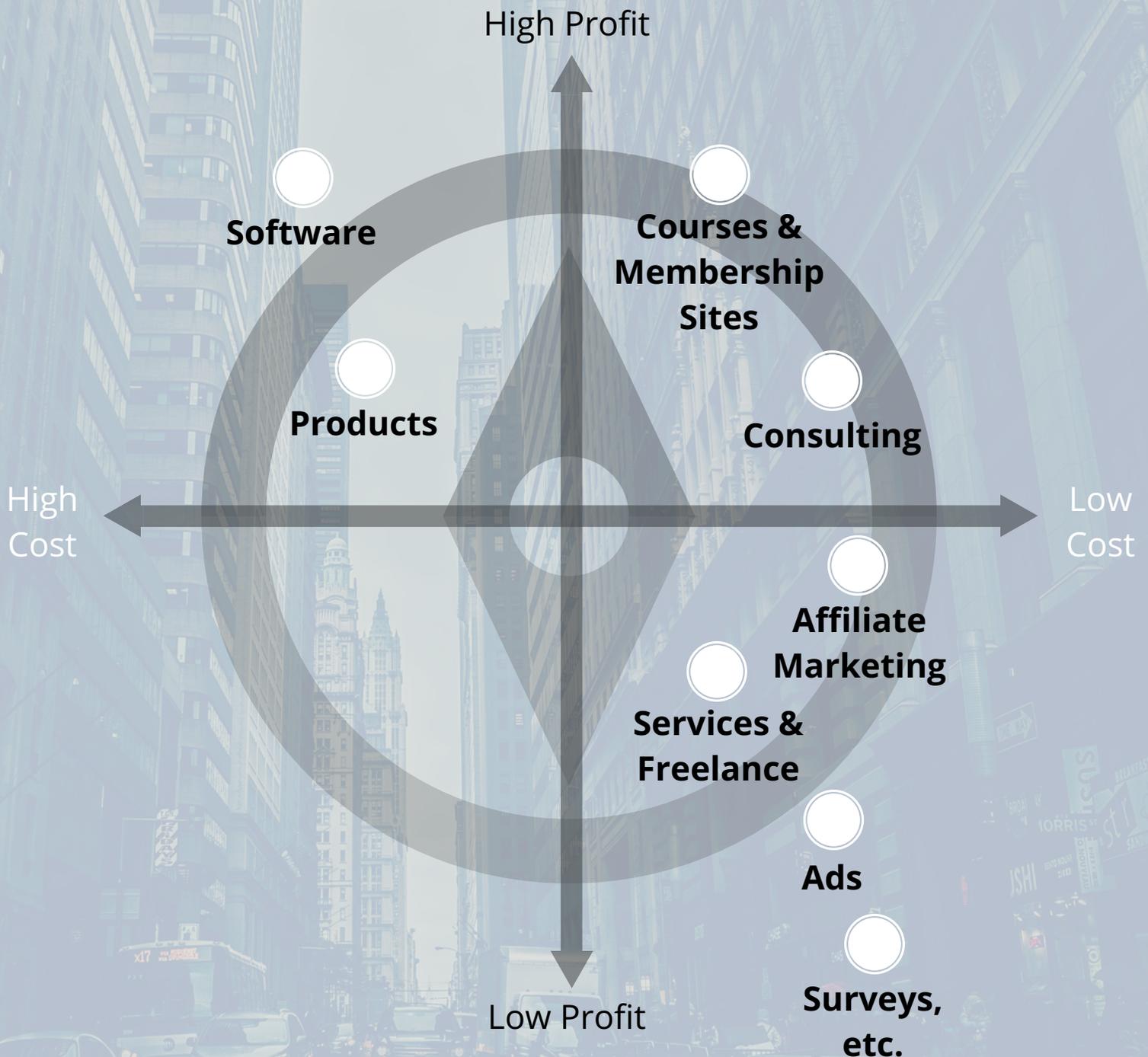
The world of online business is huge and very complex. After reading this guide, you might find that you have even more questions (though your questions will be more focused and informed). If there's any way that I can help please don't hesitate to reach out.

You can always contact me via my personal email address, [contact@gillianperkins.com](mailto:contact@gillianperkins.com). I read and personally respond to every single email that I receive.

It's my passion to provide online entrepreneurs with the tools and training they need to grow their businesses faster and stronger than they ever would be able to do on their own. Better businesses aren't just better for the individual --- they are better for society. Better businesses make the economy stronger, create opportunities, and allow us to GIVE more.

If there's any way I can help you be more successful and grow your business better, please let me know.

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Let's start at the bottom of the graph and work our way up!

## Surveys, etc.

Whenever I've Googled "how to make money online," the first thing that I find is a list of schemes for how to make a few bucks in your spare time. These lists generally begin with "fill out surveys" and continue with "get paid to write product reviews," "watch videos for \$0.02 each," and perhaps "be an online secret shopper."

While these ARE ways that you can make money online, compared to all of the other options, these schemes really are not worth your time. By that, I mean: you could do something else and make a whole lot more moolah! You could also do something else that you would ENJOY a whole lot more than mindlessly filling out surveys.

So, if you're in a really (really, really) tight spot and literally just need a few bucks to make your rent, BUT you don't want to think at all, then you might fill out some surveys or review some websites. However, in any other situation, I'd highly recommend that you try one of the other options.

## Ads

On a very different side of the spectrum is hosting ads on content that you've created. Basically, this those ads that you see in the sidebars of blog posts, Youtube videos, or any other website.

How do people make money from ads? If an ad is hosted on content

that you created, then you get paid whenever someone clicks on the ad.

Setting up the ads is quite easy, but the work is in creating the content. If you already have a blog or a Youtube channel, then this isn't an issue. Otherwise, you'll want to consider what type of content you want to create and if you'll be able to keep consistently creating content in the future.

Here are the cons: Ads generally don't pay very much (\$0.50 - \$5.00) per click, and getting people to click can be tricky. You risk driving visitors away by cluttering up your site with ads, which may not make it worth the potential gain.

That being said, I've made good money from running ads on videos I've created for Youtube. One particular video, which I only spent about 15 minutes creating, has brought in \$2,000 on its own.

Ads can be a great option in some situations, but just make sure you give them thought before you jump in.

## Services & Freelancing

Next up (literally) is perhaps the most obvious way to make money: by completing work for others! If you have a skill that others would find valuable, then this could be a good option for you.

The possibilities here really are endless, and the results can vary greatly. Some examples of services include: web design, graphic design, editing, research, article writing, marketing, accounting, tax

preparation, or even customer service. The list could really go on indefinitely, though!

Services are very simple and practical. The downside is that you are necessarily trading your time for money. If you stop working or even just take a short break, your income will stop.

This isn't necessarily a bad thing. If you enjoy applying your skill and working closely with your customers, then providing services might be your perfect fit.

## Affiliate Marketing

Affiliate marketing is very similar to ads, but has a few key differences. Namely, you are only paid when a visitor actually purchases the product you are advertising (not just when they click on the ad), but you get paid more and have much greater control over the appearance of the ads.

So what is affiliate marketing? Basically, it just means that you are acting as a salesperson for someone else's product or service.

So, if your friend Joe offers accounting services, you might act as an affiliate, refer customers to Joe, and get paid a certain percentage whenever someone you referred decides to hire Joe.

There are thousands of affiliate opportunities available for every type of product or service that you can think of. It's relatively easy to find an offer that is a good match for your particular audience.

Compared to ads, affiliate marketing has many advantages because it is much more flexible, you have greater control, and there is greater potential monetary gain.

Pat Flynn, a popular info-preneur, famously makes over \$40,000/month from just ONE product that he promotes as an affiliate. Of course, that's far from guaranteed, but it illustrates the potential of affiliate marketing.

## Consulting

Really, this could be classified as a "service," but it's so different from the other types of services that it deserves its own category.

With all other types of services, the entrepreneur is performing some type of work for the client and getting paid for specific results.

Consultants and coaches, on the other hand, are paid only for spending time providing advice based on their training or experience --- they don't actually "do the work" themselves as all. They are much more like tutors or teachers than they are like other service providers.

Consultants can charge high hourly rates (\$100 - \$750 is not uncommon), and often only spend a few hours with each client each month. They are trading their time for money --- so if they take a break they stop earning --- but their "exchange rate" is generally much better than most services.

Aside from the direct relationship between working time and income, the other downsides are the necessary skills required and the potential

difficulty finding clients.

To charge such high rates, you really need to know what you're talking about, or else your clients won't stick around. Also, such high rates limit who will be able to hire you.

That's not to say that consultants shouldn't charge high rates: the return they give can make it **WELL** worth the investment. However, it is to say that you should only become a consultant or coach if you really know what you're doing and your advice is **worth** a high price. Otherwise, you may want to choose an option that doesn't come along with such high expectations.

## Products

On the other side of the graph, we find products. Products are an interesting beast because they can be the very simplest way to make money (you make something, you sell it, you get paid), or one of the most complex.

What might make products complicated? If you aren't actually making them yourself, if you aren't shipping them yourself, if you **ARE** shipping them yourself, if your customer isn't satisfied, if you're selling across state lines... the list could go on. Basically, making stuff can get complicated, and so can getting it to the customer.

The other issue with products is **RISK**. Most of the other ways to make money online require very little monetary investment. However, when selling products you generally have to put a fair amount of money in

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just to get started. That means that if something does go wrong then you could end up losing a lot of money.

That being said, many, many people have built very successful companies and become quite wealthy by selling products. It certainly can be a great option.

Aside from the potential profit, there are also some things that can be done to help mitigate the risks, such as selling products that print on demand (popular examples include books and t-shirts) or are only shipped from the manufacturer when a customer actually places an order (which means your money isn't tied up in inventory).

Based on my personal experiences selling products, my #1 piece of advice would be: babysit your product business. There are many tiny things that can go wrong and cause big problems if you don't keep a careful eye on operations.

## Software

Software can be sold as a product, or as a service (called saas, or software as a service). Software is different from other products because it generally has a very high development cost, but then is very inexpensive to produce after that.

SaaS differs from other services because there isn't ongoing hourly labor to be done. Once the software is created, customers pay a monthly or annual cost to continue using it, but the seller doesn't have to put in much of any additional work.

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Anyone can create and sell software if they outsource, but it is still one of the most complicated ways to make money. (Even if you outsource everything, you still have to manage the process.)

However, once created, software can be one of the very most profitable ways to make money online. Scale (growing to serve more customers) is generally a non-issue since the software can be sold to an infinite amount of people at very little additional cost.

If you come up with an idea that people want and you are able to execute it well, selling software is an amazing opportunity that should not be overlooked.

## Courses and Membership Sites

Tied with software at the top for highest potential profit are courses and membership sites. Here's a brief explanation of each:

**Courses** (also known as "e-courses" or "web courses") are specific training products that teach the consumer something, generally in a series of lessons. They are similar to what you'd expect from a college course, with a few key differences: anyone can create them, they are online, and they generally promise very specific results (as opposed to the general survey of a topic that a college course might offer).

Courses are generally composed of a series of modules, each filled with several lessons containing videos, worksheets, guides, checklists or other types of content. Topics vary greatly, but some examples include: Houstrain Your New Puppy, DIY Your Website, Sell on Etsy Like a Pro

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Wedding Photography Basics, or Learn to Sew in Thirty Days.

As widely as the topics can vary, so can the prices. Courses are sold for anywhere from \$20 - \$3,000.

**Membership sites** can be connected to courses, or they can stand alone. These are niche websites that visitors pay to access. They are filled with content that is valuable to that specific audience. The content might be added to on a monthly or weekly basis, or it can be static.

Customers generally pay a recurring monthly or annual membership fee. Depending on the site and audience, the cost of membership could be anywhere between \$5.00 and \$1000 each month.

The beauty of courses and membership sites is that anyone can create them even if they are not an expert on the topic. Content creation can easily be outsourced with relatively little risk. Startup costs are also quite reasonable.

The only serious risk you face with either of these options is your time. Of course, your time is valuable and should not be treated carelessly. However, courses and membership sites offer an unequalled risk vs. potential revenue ratio.

That being said, they ARE a lot of work to create. They are good options for people who are willing to hustle for potential great results but don't want to (or can't) put a lot of money into the game.

## Which way is the best?

There you have it, a complete look at the eight different ways to make money online.

Let me rephrase that: a complete look at the eight different ways YOU CAN make money online.

Because it's one thing to know a bunch of possibilities, but it's completely different to OWN those possibilities.

You are capable of creating income with any of these ways. Some of them are easier, and some more difficult. Some of them might be a huge challenge for you! But, you can figure it out. You can figure anything out!

I encourage you to get out there and start taking action. Decide which of the eight ways is the best option for you or your business at this particular time and start pursuing it.

If it doesn't work out as well as you hope, that is OKAY. Consider it a learning experience; a lesson in how not to do things. If you succeed, then you'll profit sooner. If you fail, you'll have the potential for even greater profit in the future.

If at any time you would like some guidance or have questions, please reach out! As I said at the beginning, it's my mission to help people just like you create thriving businesses. You can email me directly at [contact@gillianperkins.com](mailto:contact@gillianperkins.com).