

# The Master eBook of Job Ideas

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The world is in an economic mess. Businesses have been given no choice but to close, reduce staff or cutback hours for their employees.

So many people are out of work and families are hurting. Many have lost their homes or businesses, forcing them to seek assistance from shelters and government welfare programs. People are struggling just to provide for food and a roof over their heads. Sure, we can point fingers of blame but this is AMERICA and we need to walk away from the negative attitudes (for now) and focus our efforts on stabilizing our lives for ourselves and our loved ones. This will help to rebuild our country.

There is no end in sight which led me to the compilation of this free ebook as a source of ideas for jobs. Don't count on these job ideas to make you rich (though anything is possible!), but they might tide you over and keep food on the table and bills caught up until the employment and business markets improve.

I would recommend you first sit down and take an inventory of your own skills and talents. This would give you an idea of where you could best direct your efforts and might even suggest new business opportunities for putting your talents on the market.

## What can we do to help?



This free ebook is a compilation of a lot of ideas gathered across the net and from personal files, which might help you in your quest to make part-time, even fulltime income by inspiring you with potential ways to make money.

The more income streams you can develop, the more financially sound you will be, so choose wisely how to use your time and talents.



**Like the Phoenix  
you WILL  
Rise Again!**

Please distribute this free ebook compilation widely  
in hopes it will help people find jobs.

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## Ten Easy Job Ideas

# 1

Consider day labor. There are employment agencies that specialize in this type of arrangement, and you can get paid at the end of the workday. The jobs you find through an agency can vary, but are usually in construction, factories, offices, and manufacturing. An alternative to finding day labor is to go where other day laborers meet (usually street corners or parking lots) and wait for employers (building contractors, landscapers, home owners and small business owners). If you go the non-agency route, you might get paid in cash. You can also check your local newspaper or internet classifieds to find quick labor gigs, like painting, mowing, or moving work. When considering a day labor opportunity, keep in mind that less formal arrangements could result in you not getting paid or worse, you getting injured without any kind of compensation.

# 2

Sell something. Dig out that old guitar you never play, those CDs you don't listen to anymore, or your antique toy collection. Go to the pawnshop, put an ad on local internet classifieds, or hold a yard sale in front of your house or on a busy street corner (just display the item with a big sign announcing the ridiculously low price). Price items at half of what somebody would be able to buy them for anywhere else, and you may be able to sell them within an hour or two. You can also sell items online at web sites like eBay, Amazon and Craig's list.

# 3

Become a street performer. If you can dance, play music, or tell jokes, you can probably get some cash by performing in public. But don't do this unless you are actually good at it. Put together a good act and find a place to perform. Give people a dose of live entertainment, and hopefully they'll reward you with tips.

# 4

Panhandle. A panhandler is a person who depends on the spontaneous charity of strangers for their survival. If you really need the cash, you might swallow your pride and decide to ask for help. Make a sign, find a good location, ask politely for money, and say thank you. Cyberbegging is becoming increasingly popular, and there have been some amazing success stories, but these are the exception rather than the rule. While there are some sites on which you can beg just by putting up a brief ad, if you're looking to make any substantial money you'll probably have to build your own site and invest the time and money into it to make it successful.

# 5

"Donate" plasma. Plasma is a component of blood, and the process is similar to donating blood. You're not permitted to actually sell your plasma, but you can be compensated for your time spent donating (and essentially, it's like selling your plasma). Your blood is drawn, the plasma is separated, and the red blood cells are returned to your body. You can make US\$20-30 per visit and give plasma twice a week, but you must weigh at least 110 pounds, be between the ages of 18 and 59, and be in good health.[1] Many college students do this to make extra cash.[2] If you haven't been to the doctor in a while, this may be a good way to get a free health checkup.

# 6

One person's trash is another's gold mine. Recycle. Broke because you bought too much soda? Turn the old cans into cash by bringing them in to be recycled. If you don't have your own cans, go looking for them in trash cans or along busy roads, especially rural roads. Call up several recyclers to compare prices. If you live in a state with a bottle or can deposit system, you may be able to get 5 or 10 US cents per container. Other scrap metals are also worth something, so if you've got a big pile of scrap in your backyard or you know of an illegal dumpsite, you can pick it up in your truck and anywhere from 1 or 2 cents per pound for scrap steel to considerably more for metals such as copper or aluminum.

# 7

Open a lemonade stand. Especially if you're a kid, a lemonade stand or baked goods stand can bring in good money in one day. If the lemonade isn't selling, or you want to diversify, sell cookies and brownies as well. The important thing here is to find a good location, like the main entrance to an apartment building, outside a shopping center, on a busy corner near your house, or outside one of your parents' workplaces (if you're a kid; otherwise you might get in trouble).

# 8

Enter sweepstakes. By choosing sweepstakes carefully, you can increase your likelihood of hitting the jackpot (or at least getting a few useful freebies that you can sell, as mentioned above). Search the internet-- there are even internet databases, some free and some by subscription only, that can clue you in to hundreds or thousands of sweepstakes. Sweepstakes with smaller prizes can be great because you generally have a more realistic chance of winning. Don't, however, waste your time entering a sweepstakes for a prize you don't want and can't easily sell for a good profit. Enter as many times as possible. The more times you enter, the better your odds. It's as simple as that. Before you send in a million entries, however, make sure you know how many entries the rules allow you.

# 9

Become a moving advertisement. Creative marketing companies might be willing to pay you to get their name out there. Some interesting strategies that people have gotten paid for:

- \* Turning their car into a moving advertisement; there are companies with bumper sticker programs as well.

- \* Wearing t-shirts, clothes, costumes that advertise a business.

- \* Temporary tattoos on the forehead, a pregnant belly, and other parts of the body.

# 10

Buy rights to a product and promote it yourself. There are many companies out there, especially online, where you can buy resell rights to one of their products. The key is to find a product that is selling hot then advertise in places like craigslist.com, or with the above idea. You can advertise anywhere.

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## RENTING ROOMS

We've made tens of thousands of dollars over the years renting out bedrooms, even when we were living in a mobile home. We charged a weekly rate that included all utilities, making it very convenient for students and single people. I've also known of people renting a spot in the yard to somebody to park their R.V. and live in it. I once converted a shed into a bedroom and rented that out too.

## RUMMAGE SALES

Find everything you don't need (maybe half of your possessions) and have a sale. We find it better to simply take it to a flea market. The fee for a spot is usually cheaper than an ad in the paper and you are guaranteed some customers if it's a good flea market. If you enjoy the process, you can start accumulating more stuff to do it all over again.

## CLOSET GROCERY STORE

I used to make a little money running a "grocery store" out of two shelves in a living room closet. My room renters paid regular retail for cereal, soup, etc., that I'd buy during half-price sales. Also, selling cold pop out of the refrigerator for 50 cents was a regular source of income for years.

## NEIGHBORHOOD TAXI SERVICE

I used to pick up three or four fellow employees on the way to work at a charge of one dollar each way. Recently a neighbor paid us \$30 to take her 12 miles because the cabbies here don't speak Spanish (I speak a little and my wife is from Ecuador). It may not be legal without a taxi license, but go ahead - I won't tell. There are regular newspaper ads in some areas of Ohio and Pennsylvania offering rides to the Amish residents, because most Amish will ride in cars but will not own or drive them.

## SELLING YOUR KNOWLEDGE

Do you know a lot about something? I regularly pay acquaintances who know cars to help me find a good deal. It saves me money and makes them money. Do you know how to fix computers, or shingle a roof? Let people know.

## DOG WALKING

Do you like to walk?... Take along some dogs at a few dollars each. This isn't all that unusual, but people in some towns still don't have this service available.

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### 1. Pet Sitting

Pet sitting is a great, fun clever way to earn money on the side. Are your kids good with pets? Got a neighbor who has pets? Consider pet sitting as their part time job, or simply call it a hobby and let them earn on money on the side. Don't leave your kid's pet loving skills to waste!

### 2. Baking

Although baking is an overly suggested method, it is because it works! Baking a fresh batch of cookies is a great way to build in revenue as well as help give your kid an image of how a motor and bricks business sort of works. It is a good practice overall and the income in the end of the day, can be juicy.

### 3. Arts & Crafts

If your child is creative, why not sell those pottery and antiques that your kid made to make money? If it is of course, okay with the child, it is great method to earn extra money for organized fundraisers from reputable districts.

### 4. Help the Elderly

There are plenty of people looking for someone to simply babysit their grand parents, and kids can do that job and as well as enlighten them with their bright faces. Got a responsible little child? They could be fit for this job and the income from it can be satisfactory.

### 5. Sell Candy & Treats

This is probably the most regularly used method among little kids. They simply buy a huge pack of candy and sell each individual one for a buck each. This really help to emphasize the business of dealing and receiving profit in return. In the end of the day, your child earns a satisfying income as well as have an idea of how a business may run.

### 6. Paid Surveys

Kids can also be great survey takers on the Internet as well. Who said a kid couldn't make money off the Internet? To enroll your child to take paid survey from panels that we recommend, view them here.

The two we strongly recommend joining is the Opinion Outpost panel and the Synovate panel.

\*Parents must sign up under their name. When a survey is directed to a child, they will say so.

#### 7. Forego Selling Toys in the School Yard

This can range from many categories. From Yu-gi-oh cards to Pokemon cards to even Hot Wheels. They all can be traded off or sold for some profit to their friends. I remember these were the popular necessities as a child and other children were willing to pay or even trade for certain cards/items. It was small market, but it had potential to earn.

#### 8. Start a Lemonade Stand or Lime Drink, KoolAid, etc. (people like Variety and Options)

As well as selling treats, this help to give your child more of the idea of profiting from business and more. The profits can be juicy as were the lemonade your child was serving.

#### 9. Become an Assistant

You'd be shocked at how many people are looking for a helping hand from a little fellow. This can be just a "go to" guy that simply gets papers and just copies out papers from the printer to just taking out the trash. That sort of thing. It is pretty reliable and inspirational as well to see your child working at such a young age. Kids have many capabilities these days to earn money that back in the day, we didn't have as a child, and you could utilize that fact.

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1. Have a garage sale. By using a few easy tricks, like posting fliers at grocery stores and Laundromats, making signs that can be seen from nearby busy streets and displaying your items in a department-store style, you can increase the amount your sale brings in.

2. Sell on eBay. Books, CDs, unused sports or exercise equipment, clothing, novelty items -- people buy all kinds of things. Even if you're selling several small items, the money can add up. Just make sure the buyer, not you, pays the cost of shipping.

3. Put clothes on consignment. This is an especially good way to get rid of clothing like fancy dresses (think old prom gowns and cocktail dresses you'll never wear again), but anything in good condition can be put on consignment. You share the money from the sale with the consignment shop, but it's an easy way to squeeze some money out of clothes that would otherwise just take up closet space.

4. Perform household services. You can earn some money informally by letting friends, family, church members and others in your community know that you're available to clean their houses or apartments, or to take in ironing. If you find you have a knack and stamina for cleaning quickly and thoroughly, you can turn this into a regular, reliable way to earn extra money every month.

5. Have a bake sale. Do you make killer chocolate chip cookie? chocolate chip cookies? Are yummy breakfast burritos your specialty? If so, why not bring in your items once a week to your job and sell them to coworkers and other businesspeople in the vicinity? If you don't have a job, what about a friend's workplace, a community center or a nursing home? Put the word out beforehand and gauge the response as you go, so you don't end up with a lot of leftover food. By talking up your home-baked goodies and arriving at the same time every day or every week, you may find that people start to anticipate your arrival. You can start a cottage industry along the lines of Mary's Monday Cookie Break when you come around to hawk your wares.

6. Sell homegrown fruits and vegetables. You don't have to have a farm to produce delicious, organic produce. By presenting your goods in an appealing way (save the plastic or cardboard produce containers from the grocery store and tie them with a distinctive ribbon or desktop-printed label), you give them niche appeal, and you can sell them much the same way as baked items, listed above.

7. Have a family car wash. Enlist your spouse, your kids and their friends on a Saturday to hold a car wash. Talk to local merchants who have parking lots and ask them to donate the space, or set up an assembly line on your street. By naming the event ("The Annual Jones Family Car Wash") and highlighting an upbeat family goal ("We use this car wash to pay for the kids' extracurricular school activities"), you give people a reason to join your cause.

8. Do gardening services. Mowing lawns is a perennial summer job for kids. If you have a mower, encourage your children to launch a business—or do it yourself. In addition, you can also weed or haul gardening rubbish to the dump (often garbage services won't remove it).

9. Provide man-with-van services. Or, in this case, woman with van (or truck). This service is great for people who need to move a single piece of furniture or for young people who don't have a lot of stuff. If you're able to do moves on your own or with a helper like a friend or spouse, you can position yourself as a mother's helper (a woman living alone might feel more comfortable having another woman moving something into or out of her home). If you don't have a lot of physical strength, your husband and a cousin, uncle or son can do the heavy lifting and you can take care of scheduling and follow-up. A small classified ad in the local paper is an economical way to advertise.

10. Get a paper route. While we often think of paper delivery as a job for a boy on a bike, all kinds of people pick up extra cash this way. Because papers are delivered in the morning, it's possible to complete a route before the regular workday starts, or before your kids are up. (Just make sure you catch up on your sleep by going to bed early at night!)

11. Dog walk and pet sit. Owners are always looking for reliable pet-care services. Plus, if you stay home with your kids during the day, a regular dog-walking gig is a great way to get everyone out of the house for some fresh air and earn extra money. Put the word out at pounds, the ASPCA, the local veterinarian's and dog runs. Be prepared to provide references from anyone you've ever sat for before. Learn how you can also turn pet sitting into a home business.

12. Babysit. To provide regular child care in your home, you'll often need to be accredited and registered with the state. But occasional babysitting in your home or someone else's is more straightforward. You might already babysit for friends for free, but by reaching out in your community you can find parents whom you would feel comfortable charging a reasonable fee -- such as those belonging to common churches, PTAs or playgroups. Depending on your schedule, you can position yourself as a last-minute resource, a Saturday sitter while Mom does errands, a date-night sitter and so on.

13. Rent out a room. This option might take longer than some of the others listed here, but it can provide steady income for a set period of time, or even indefinitely. It might require that your kids share a bedroom or that you give up a family room in the house, so everyone in the family should be prepared for the changes. And of course care should be taken to pick carefully to ensure you get a trustworthy boarder. This is an especially good option if you live near a university or technical college. Eighteen- to 22-year-olds will more likely be fine renting a room with kitchen privileges than older people, and you'll be able to rent on a semester basis.

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## 75 Ideas for Jobs

### 1. Be a nude model

“There are no particular physical attributes we’re looking for,” says Allene La Spina, model registrar at the School of Visual Arts (212-592-2404, [schoolofvisualarts.edu](http://schoolofvisualarts.edu)). “We want someone who’s comfortable being nude and who’s inspiring in their poses.” SVA holds auditions quarterly for the \$18-an-hour job (call to put yourself on the list). The single-named Sharine, 26, poses at SVA and at the National Academy (212-996-1908, [nationalacademy.org](http://nationalacademy.org)), which pays \$12 per hour. “They demand challenging poses that look beautiful but make your feet numb,” she says, explaining that each stance lasts 20 to 40 long minutes. Sharine also poses for artists (\$40 an hour) and photographers (\$100 an hour), whom she finds through Craigslist or recs from art teachers. To make sure they’re not sketchy, she meets them in public and brings someone with her to the session. “I only want to work with real artists and photographers who have studios,” she says. “Not just someone who wants to see a girl naked.”

### 2. Provide customer service

Outsourcing company Working Solutions (972-964-4800, [workingsol.com](http://workingsol.com)) sets you up with a temp gig on the horn, for which you’ll earn between \$7.20 and \$30 per hour, depending on the project—some “agents” do tech support, others take reservations. The good news is you work flexible hours and you get to wear a Madonna headset. The bad news: You’ll likely be cursed at by strangers.

### 3. Simulate ailments to help train med students

Remember when Kramer acted out a case of gonorrhea on Seinfeld? Faking an illness pays well—between \$18 and \$27 an hour—but you’ve got to have skills: Landing a faux-patient role at Mount Sinai’s Morchand Center for Clinical Competence (1 Gustave Levy Pl at Fifth Ave; 212-241-0612, [mssm.edu/medschool/morchand/overview.shtml](http://mssm.edu/medschool/morchand/overview.shtml)) requires performing two monologues during the audition process.

### 4. Babysit

Parents used to trust nearly any teenager to look after their kids (we know, they hired us). But these days many prefer college-educated tot-watchers and will pay as much as \$35 an hour. To get in on it, upload a profile to [babysitters4hire.com](http://babysitters4hire.com). If local parents like what they read, they’ll contact you with jobs. Just leave your boyfriend at home this time.

### 5. Become a social-media guru

Creating a successful online presence for a business isn’t as simple as setting up a profile and being well-versed in emoticons. The key is to start small. Build your portfolio by helping out friends who are starting businesses, running bar events or promoting their band. Then, pitch local establishments like pizza spots and Laundromats to see if they’ll let you go to town on their Facebook page, shoot a promotional YouTube video for a yoga studio, or see if an author needs help setting up a Wordpress blog. You can find some gigs on [Craigslist.com](http://Craigslist.com), as well as more techie sites like [Elance.com](http://Elance.com) and [Odesk.com](http://Odesk.com). You might start at \$15 a hour, but your fee will soar with your success rate.

### 6. Cater waiter

Waiting tables at a restaurant means scrounging for tips. Cater-waiting for dinner parties, corporate events and weddings is essentially the same job—but with an hourly rate of \$17 to \$20. Send your résumé and photograph to Premier Party Servers (145 W 28th St; 212-499-0886, [premierpartyservers.com](http://premierpartyservers.com)), which employs 300 part-time cater waiters in New York.

### 7. Dog, cat or house sit

Members of Sitter City ([sittercity.com](http://sittercity.com)) pay \$9.99 a month for access to a database of baby, pet and house sitters. Create a profile billing yourself as the outlandishly responsible angel that you are, and those in need will come to you. House-sitting tends not to pay, but you’ll get a free place to stay, so see “Rent your apartment.” You’ll make \$10 to \$20 a day cat-watching; doggy-care wages can reach \$25 to \$50.

### 8. Be a phone-sex operator

Dirty talkers typically earn 50 cents per minute of talk time, or a flat fee of \$16 to \$20 per hour. Requirements include a landline (no cell phones), a computer with Internet access and the ability to not giggle uncontrollably at unusual requests. Start your new career by looking into options at [phonesexprofessionals.com](http://phonesexprofessionals.com) or [sexyjobline.com](http://sexyjobline.com). Foreign accents are in demand, so let a company know if you have—or do—a good one.

#### 9. Sell band T-shirts

All it takes to make a good-looking shirt is a desktop design program, a pack of iron-on transfer paper, a color printer and an iron. Make your own band shirts and unload them at shows for \$8 a pop. Also works marvelously with sports teams.

#### 10. Hawk other people's stuff on eBay

Listing an item on eBay takes just a few minutes, but some people can't be bothered. Offer to sell their stuff for 10 percent of the profit. One publicist we know makes \$100 a month selling her coworkers' designer clothes, bags and electronics. Her best tip—if something doesn't sell, repost it in a week. Even if it got no bids the first time around, it may get ten the second time.

#### 11. Assemble Ikea furniture

Ikea Brooklyn offers furniture assembly for \$35 an hour. Underbid the big box by charging \$30. Pass out flyers on the ferry or on the shuttles from Park Slope and Brooklyn Heights.

#### 12. Use Amazon's Mechanical Turk

Named after an 18th-century chess-playing device, this service ([mturk.com](http://mturk.com)) lets companies pay people to do simple tasks—like judging if two items in a search engine are the same, or coding a subject category for websites. Each listing has a reward amount from a penny to \$5. Have your earnings transferred to an account, or redeem them on Amazon.com.

#### 13. Get paid to watch TV

Television-ad research company Nielsen IAG (345 Park Ave South, 12th floor; 212-871-5200, [iagr.net](http://iagr.net)) will pay you to sit in front of a screen and keep track of product placement and other details. Brooklynite Tony Johnston, who worked at IAG for four months and got paid about \$15 an hour, describes the scene as “an enormous room full of wayward souls—underemployed hipsters, struggling artists, the incurably nocturnal—getting paid to watch television and write quiz questions. It's easy money to make while keeping your days free to save the world or sleep, depending on one's predisposition.”

#### 14. Put your hobbies to use

Your mom may get 'em free, but some New Yorkers would pay good money to buy your homemade soap and Popsicle-stick puppets. Offer them up at the American Crafts Festival at Lincoln Center ([craftsatlincoln.org](http://craftsatlincoln.org); \$650-\$1,390 for a weekend booth); the more casual crafter can try the Brooklyn Indie Market ([brooklynindiemarket.com](http://brooklynindiemarket.com); \$70-\$95 per day). Submit examples of your work and register as a vendor online. For more venues, visit [artfaircalendar.com](http://artfaircalendar.com).

#### 15. Scalp tickets

No need to lurk outside concerts and games: Sell tickets through StubHub ([stubhub.com](http://stubhub.com)), a site that lets you charge whatever price you want (legally) for in-demand tickets. The site e-mails you when a buyer bites. You'll get 85 percent of the total sale.

#### 16. Help people move

Rent a van from U-Haul—pick it up yourself to save the customer the trouble. Charge \$40 an hour for your time and advertise on Citimove ([citimove.com](http://citimove.com)).

### 17. Bartend for parties

If you make a mean mojito, invest in a shaker and start mixing for private cocktail and dinner parties—it's the only time someone will ever pay you to get them drunk. Certification isn't required in New York, but it will make you more legit if you're advertising on Craigslist. For help with that, hit the New York Bartending School (212-768-8460, [newyorkbartendingschool.com](http://newyorkbartendingschool.com)), which offers a 40-hour, \$695 course that ends with state certification and job-placement assistance.

### 18. Pass out flyers

Once again, Craigslist ([newyork.craigslist.org](http://newyork.craigslist.org)) is the place to go—search for the terms flyers, street team and promotion. Live Nation is compiling a street team to work concerts at Hammerstein Ballroom and Irving Plaza three to five nights a week; they'll make \$200 a month. Meanwhile, distributors for Naturally Intense Personal Trainer Service make \$12 per hour and get a \$50 bonus if anyone they hand a flyer to signs up for training services.

### 19. Get paid for being a consumer

You like to buy things, and companies would kill to know why. Cash in on your coveted consumer sensibilities by taking part in focus groups and online surveys. Check out [findfocusgroups.com](http://findfocusgroups.com) for paid listings—commitments vary in length and pay ranges from \$15 an hour to more than \$300 for more in-depth studies. As a rule of thumb, look for companies you've heard of and avoid those that promise crazy money (if it looks too good to be true, it probably is). Also, be sure to never give out your social security number. For lazier folks who don't want to leave the house, your best bet is online surveys. Start by going to [earnontheside.com](http://earnontheside.com), a site that ranks paid online survey sites.

### 20. Tutor for standardized tests

You have to be committed for this one because the application and training take quite a while. To teach for Kaplan Test Prep (212-492-5800, [kaptest.com](http://kaptest.com)), you need to have scored in the 90th percentile on the test you want to teach. After you attend the required 20 hours of training, you'll start at \$20 bucks an hour. That's the same fee you'll earn with the Princeton Review (212-945-6447, [princetonreview.com](http://princetonreview.com)), where you have to take a 30-minute test and give a five-minute lesson audition. If you pass, you begin a 30-to-60-hour training program. Finally, if you scored in the 99th percentile when you took the GMAT and aren't one of the five people still making millions in the business world, you can pull in \$100 an hour teaching for Manhattan GMAT (212-721-7400, [manhattangmat.com](http://manhattangmat.com)). Yes, there are some catches: You'll have to endure two rounds of interviews, audition and two months of unpaid training. You'll also have to explain to a classroom of naive corporate hopefuls why their career choice is doomed. Doomed!

### 21. Sell your unwanted books

At Book Off (14 E 41st St between Madison and Fifth Aves; 212-685-1410), you'll get between 10¢ and \$1.50 for your fiction and nonfiction titles. The Strand (828 Broadway at 12th St; 212-473-1452, [strandbooks.com](http://strandbooks.com)), meanwhile, offers up to one-fourth of the cover price, depending on how well preserved the tome is and how likely it is to sell. "I'd love to have a first-edition copy of James Joyce's *Ulysses*," says Strand co-owner Fred Bass. "If it was in good condition, you could get somewhere in the thousands of dollars." A newish copy of *The Secret*, meanwhile, will fetch \$3.

## 22. Clean apartments

Start with flyers in your building—everyone likes the idea of someone else doing their cleaning—and work your way up from there.

## 23. Have a stoop sale

Stay on private property—your steps, porch or an enclosed garbage area—so you don't have to go through the rigmarole of getting a vendor permit. One Brooklyn couple held a sale last month and made \$800 by the end of the weekend.

## 24. Sell your clothes

Consignment stores like Tokio7 pay you only when someone buys your stuff. Beacon's Closet ([beaconscloset.com](http://beaconscloset.com)), on the other hand, gives you instant cash—35 percent of what the item will sell for. A pair of like-new Converse will get you \$6, and a cashmere Marc Jacobs sweater \$14. "We buy seasonally," says Tiffany Collings, manager of the Park Slope branch. "So if you have a wow piece that's not right for the temperature outside, wait to sell it."

## 25. Organize people's closets

If you're one of those people whose closet looks like a finely edited Soho boutique, help others tame theirs for \$20 an hour. One tip to keep in mind: Don't toss anything without your client's approval! Advertise on Craigslist ([newyork.craigslist.org](http://newyork.craigslist.org)).

## 26. Refinish street furniture

A little sanding and a bright coat of paint, and the curbside table you found becomes a lustworthy vintage item. Brooklyn Flea ([brooklynflea.com](http://brooklynflea.com)) founder Eric Demby has a soft spot for people who refurbish old objects. "The Flea is curated—it's not first come, first-served," he says. "But I love what I call 'rejuvenators.' The usually have good success—people respond to it." Sign up online to be a vendor.

## 27. Write other people's online dating profiles

Believe it or not, there's an actual business, Profile Helper ([profilehelper.com](http://profilehelper.com)), that interviews clueless daters and charges them \$69.95 to revamp their dating profiles. Clever up your Facebook page to advertise your profile prowess; post info about your service on OKCupid ([okcupid.com](http://okcupid.com)), MySpace and Craigslist. Charge \$30 a pop and tell your successful clients to pass the word along. For more money, offer to snap flattering photos.

## 28. Busk in the subway

The MTA's Music Under New York program ([341 Madison Ave at 45th St; 212-878-4678, \[mta.info/mta/aft/muny/\]\(http://mta.info/mta/aft/muny/\)](http://341MadisonAve.com)) schedules musicians to play each month in city subway stations. Too underground (har) for auditions? You can still legally perform your acoustic rendition of "Circus" in the subway. As long as you're not using an amplification device, selling CDs or positioned near a booth, in a car, or blocking the flow of traffic, you're totally within your rights. Check in with the Street Performers Advocacy Project ([212-529-1955](http://212-529-1955)) to learn the rules

### 29. Play online poker

At any given time, there are a gazillion players looking for a game of Texas Hold 'Em on sites like Poker Stars ([pokerstars.com](http://pokerstars.com)) and Poker Room ([pokerroom.com](http://pokerroom.com)). One Brooklynite who asked to remain anonymous tells us he made more than \$65,000 playing in his spare time over the course of the past three years. "The key to making money is playing multiple games at once. Sometimes I play eight games at a time," he says. "I like to play in the evening—more people are on their computers, so you have a better chance of matching up with less experienced players."

### 30. Set up a chair and offer five-minute massages on a subway platform

Prerequisites: shoulder-rubbing savvy; an unsketchy appearance.

### 31. Save others from administrative hell

Outsourcing is the name of the game in today's business world, but not all the work gets shipped out to Bangalore. To get matched up with a client looking for remote assistance, sign up with Solvate ([solvate.com/timesmiths/](http://solvate.com/timesmiths/)) to become a "Timesmith." Name your target rate (think \$20–100 per hour, depending on the skill level of the work) and lend your services as an accountant, designer, virtual assistant, writer, bookkeeper or techie.

### 32. Hit up a casino

Take Greyhound's Lucky Streak bus to Mohegan Sun (Uncasville, CT; 888-226-7711, [mohegansun.com](http://mohegansun.com)) for \$25 each way, and you'll get two \$10 bets for free. Just make sure to play games with the best odds—namely poker, blackjack and craps—and place your bets on the 6 and the 8, since they're rolled more frequently than any number other than 7.

### 33. Personally assist someone

Running errands, answering phones, walking someone's pet iguana—personal assistants do whatever random tasks a client requests. The Pavillion Agency (15 E 40th St at Madison Ave; 212-889-6609, [pavillionagency.com](http://pavillionagency.com)) is currently hiring—apply through its website. Part-time gigs pay from \$20 to \$100 an hour.

### 34. Give walking tours

Big Onion Walking Tours (476 13th St at Tenth Ave, 212-209-3370, [bigonion.com](http://bigonion.com)) offers jaunts through nearly every Manhattan and Brooklyn enclave and is looking for new guides, who get \$50 and up per hour. "But we have extremely high standards—all our guides must have advanced degrees in history and be licensed," says Seth Kamil, Big Onion's president. "And it takes four to eight weeks of pretty serious training to learn the Big Onion method." If you're lacking the diploma, consider guiding for Foods of New York (917-408-9539, [foodsofny.com](http://foodsofny.com)), which pays \$150 (plus tips) for a three-hour tasting tour. The company's hiring priority: "Personality," says director of operations Amy Bandolik. "You should have a general love for New York and the historical elements and culture of the neighborhoods that we cover. No Ph.D. required."

### 35. Convince store owners to pay you \$25 for advertising space on your dog's sweater

Prerequisites: Dog, lack of soul.

### 36. Be a part-time personal chef

By day, Molly Kincaid is the editor of an online magazine. But because the 29-year-old loves cooking, by night she's started working as a personal chef. "I'm always buying expensive ingredients and then inviting friends over to eat," she says. "So I figured I should be doing this for a living." She posted an ad on Craigslist and has already lined up two regular clients. She charges \$50 an hour—less than the going rates for chefs with culinary degrees—and works two to three hours a night. Her advice: Offer to grocery shop, since that can be intimidating to the culinarily challenged. And avoid dishes that involve kitchen gadgets, because if a client is so pressed for time that they're hiring a personal chef, chances are their utensil drawer will be bare.

### 37. Spot trends

Trend Hunter ([trendhunter.com](http://trendhunter.com)), a website used by bloggers, marketers and journalists to tap into fashion, tech, business and social spheres, employs thousands of trend-spotters to create its content. Join for free by writing a profile with info about your professional background and personal interests; then, when you come across new trends (off-the-shoulder dresses; urban farming), upload photos, videos and descriptions. The site shares ad revenue with its finders, so people who post frequently can make \$200 monthly.

### 38. Teach a class

The Learning Annex (110 W 40th St; 212-371-0280, [learningannex.com](http://learningannex.com)) offers more than 8,000 courses each year, from how to be a matchmaker and how to flip houses to how to be a "Real Cougar Woman." If you have an idea for a class ("How to Make Money Without Really Working"?), send an e-mail to [newcourse@learningannex.com](mailto:newcourse@learningannex.com). For noncelebrity teachers, they pay 20 percent of the profit. The average class costs \$44.95—so enroll 30 students and you'll make \$270.

### 39. Be a secret shopper

According to Paul Ryan, president of Secret Shopper ([secretshopper.com](http://secretshopper.com)), all that's required to be a spy consumerist is "common sense." His company sends sneaks to places like the NBA Store and Equinox. Park Sloper Jessica Tate, 24, is signed up with multiple secret-shopping services and does two to five gigs a month for \$20 to \$50 a pop. "The pizza-delivery ones are the best because I don't have to go anywhere, and I get free food," she says. Get additional assignments at [certifiedfieldassociate.com](http://certifiedfieldassociate.com) and [iccds.com](http://iccds.com).

### 40. Transcribe interviews

Most writers—especially Ph.D. students and all those newly freelance reporters without interns—will give their souls to have someone else type out their interviews. Transcribers advertising online charge by the hour (from \$12 to \$25) or by the minute of recorded conversation (around \$1). List on Craigslist or [mediabistro.com](http://mediabistro.com).

#### 41. Become a focus-group guinea pig

The Focus Room (693 Fifth Ave at 54th St; 212-935-6820, [focusroom.com](http://focusroom.com)) is a market-research company that provides companies like the MTA, L’Oreal, HBO and major banks with feedback from people like you. Well, maybe not exactly like you. “Clients set the criteria—they may want people in New York who read travel magazines,” says company president Ira Weinstein. Register through the website, then if your demographic info and preferences match what a client is looking for, you’ll be contacted to participate, earning between \$85 and \$500 each time. Clients most often want nurses, doctors, travelers and prestige-product fans.

#### 42. Find temp work

Companies ranging from nonprofits to law firms constantly need fill-in help; rates range from \$12 to \$45 an hour, depending on the position and your qualifications. Dust off your résumé and consult our guide to the top NYC temp agencies to score a gig.

#### 43. Rent your apartment to tourists

If you rent once in a blue moon, list on Craigslist for free. If you want to make a habit of it, register at [vrbo.com](http://vrbo.com) (\$249 a year), which will allow you to accept credit card payments and post an availability calendar. Another option if you’re consistently out of town—list at [citysonnet.com](http://citysonnet.com). “I’m looking for a place that’s fantastic, clean and in an interesting neighborhood,” says owner David Packer. CitySonnet offers rooms for \$120 and up and private places for around \$135 and up.

#### 44. Substitute teach

In New York City, you need a bachelor’s degree and no criminal history. Apply through the DOE website ([schools.nyc.gov](http://schools.nyc.gov)) starting in March; eligible candidates will be called in for an interview and writing test. Those who pass are added to the roster of substitutes to receive automated calls about gigs. Some are listed in advance, but most pop up either late the night before or around 5 or 6am the morning of. You can teach up to 40 days a year for \$129.61 per day.

#### 45. Sell your photos to stock agencies

Corbis and Getty Images are the biggest, but if you’re not an established pro it’s hard to break in. Instead, try Shutterstock ([submit.shutterstock.com](http://submit.shutterstock.com)), for which magazine editors and graphic designers pay a monthly fee to download images. Each time a subscriber downloads one, you get 25¢.

#### 46. Be a chacha guide

ChaCha ([chacha.com](http://chacha.com)), the service that responds to random questions via phone calls or texts, hires guides to send out answers from home. To apply, take a quick test on the website to determine your research prowess. We got info about becoming a guide via text, of course: “I was lucky enough to make Top Guide and now make 20¢ a text. Thanks for asking!”

#### 47. Bike messenge

There's a lot of turnover in the industry; so as long as you have wheels, you're golden. Most services pay a commission—ranging from 30 to 40 percent—based on the number of deliveries made, and a messenger who works three out of seven days might rake in \$200 to \$300 for the week. Elite Courier Services ([newyorksbestkeptsecret.com](http://newyorksbestkeptsecret.com)) and Cyclehawk ([cyclehawk.com](http://cyclehawk.com)) have good reputations; start there.

#### 48. Be an extra

Despite the jokes, it's not such a bad thing to come straight out of Central Casting (875 Sixth Ave at 31st St; 646-205-8244, [centralcasting.org](http://centralcasting.org)). Download a registration packet from the website and deliver it Tuesdays or Thursdays at 4pm. Currently, the most in-demand parts are prep-schoolers for Gossip Girl and faux cops and corpses for Law & Order and its spin-offs. "Every day is a deadline," explains Brad Kenny, manager of Central Casting. "At 4pm today, a show could call and say, 'We need ten doctors and four nurses for tomorrow—they have to fit these sizes and be this ethnicity,' and we rush to find those people." The pay ranges from minimum wage if you're nonunion up to \$130 a day plus overtime if you're SAG. Also try: Extra Talent Agency (212-807-8172, [extratalentagency.com](http://extratalentagency.com)), NY Castings ([nycastings.com](http://nycastings.com)) and Back Stage's casting search engine ([casting.backstage.com/jobseekerx](http://casting.backstage.com/jobseekerx)).

#### 49. Walk dogs

You've got two choices: You can look for a gig with any number of organized companies, or go it alone, just you and the dogs. Petaholics (646-732-1282, [petaholics.com](http://petaholics.com)) is hiring poochophiles who are available between 11am and 4pm, and who have experience with animals, either walking per se or working at a shelter or vet. Expect to bank \$100 to \$250 a week. NYC Dog Walkers (917-912-3968, [nycdogwalkers.com](http://nycdogwalkers.com)) is also hiring—it prefers employees who've owned a dog. Those who go the indie route and post flyers in their neighborhood charge \$20 to \$30 an hour.

#### 50. Do voiceovers

If you've watched Saturday morning cartoons like G.I. Joe, Teenage Mutant Ninja Turtles and Viva Piñata, you've no doubt heard Tom Wayland. The 35-year-old works full-time as the voice director on Pokémon, but also freelances as a voice actor himself. "Compared to other acting gigs, like theater, voiceover work is the best bang for your buck," he says. "If you book a national union spot with residuals, you can make thousands and thousands of dollars over time." Wayland recommends signing with an agency like CESD Talent (257 Park Ave South between 20th and 21st Sts; 212-477-1666, [cesdtalent.com](http://cesdtalent.com)), which vets hopefuls by listening to their vocal demos. "[A demo] is your calling card in the voice world," says CESD agent Tom Celia. But he doesn't think you need to spend a fortune to have it professionally produced—editing together clips on your home computer will work just fine. And if you'd rather try to find work without an agent, Voice123.com has a database of casting listings.

#### 51. Paint apartments

You can post flyers until the cows come home, but your best bet is to befriend supers. Brooklyn part-time painter Peter Williams says he charges \$200 to \$300 per day; a studio apartment takes him a day and a half, and a two-bedroom, two to three days. Take care to wow your clients with your Michelangelo-like abilities (and your anal clean-up skills), so they'll recommend you to everyone in the building.

#### 52. Start a "business"

Any hobby that could potentially make money can be considered a business for tax purposes. File a Schedule C and you can deduct expenses considered "ordinary or necessary," says CPA Neil Schloss of Castle Consulting. If your business is a band, that includes the cost of equipment, practice space, transportation to gigs, even concert tickets and CDs. You're allowed two years of loss with your business, so even if you don't sell any discs, you can still save on taxes.

#### 53. Join Amway

Become an Amway ([amway.com](http://amway.com)) "Independent Business Owner" and hawk beauty, health and home-care products to earn proceeds from the markup—the suggested retail price results in about a 29 percent profit. But the big bucks are made by recruiting others—each month you get a bonus of 3 to 25 percent of the volume sold by all the recruits you've brought into the fold. The average Amway seller makes \$115 a month, but many earn much more. Former midtown accountant Charlie Durso, 53, has been in the game for 27 years and has recruited thousands of sellers, making enough to leave his number-crunching job 19 years ago. He now supports himself working 15 to 20 hours a week.

#### 54. Take head shots for broke actors

Professional head shots can cost \$600 and up, so charge around \$100 to take photos with a decent digital camera. Have your clients do their own hair and makeup, always shoot them in natural light (it tends to be more flattering) and offer a discount if their friends book sessions with you. Place a basic listing on [backstage.com](http://backstage.com) (for free!) or distribute flyers at local acting studios.

#### 55. Write an op-ed

Metro New York pays up to \$200 for the pieces that run on its My View page (submissions should be 400 words; send to Ron Varrial at [letters@metro.us](mailto:letters@metro.us)). "We like columns about life, columns that make you laugh—but don't try too hard—and columns that force you to think," says editor Ron Varrial. "Give me something offbeat and it's got a much better chance of reaching print." If you can get published in the Times, meanwhile (good luck; the paper receives more than 1,200 submissions weekly), you'll get \$450 (e-mail David Shipley at [oped@nytimes.com](mailto:oped@nytimes.com) or fax to 212-556-4100).

#### 56. Create an online store

At CafePress ([cafepress.com](http://cafepress.com)), you can create shirts, posters and bumper stickers and sell them to the site's 11 million users. Each item has a base price; you decide the markup. When someone buys a product, CafePress prints it and ships it, and you get a check for your total markups once a month. Tamara Remedios, whose day job is running Restaurant Week in Hoboken and Jersey City, started a popular customized T-shirt store on CafePress called Wear My Name in 2001, on which she spends about 25 hours a month. Her average markup is \$6, and her busiest months net about 300 sales. "I put everything I make in a bank account and go on two to three vacations a year," she says.

#### 57. Entertain/scare children

Uncle Majic, 28, the local hip-hop magician whose ads are in heavy rotation on late-night TV, has entertained for the offspring of celebrities like Wendy Williams and Russell Simmons. "I started very small, handing out flyers at local schools," he says. "The first year, I performed at 40 schools—that's 40,000 kids. And how many do you think are having birthday parties?" Uncle M. adds that while being a magician takes skills, "anyone can be a clown—just put on an outfit, blow up some balloons and you can make \$200 an hour." Or consider donning a red nose and working for Majic himself (718-892-0760, [hiphopmagician.com](http://hiphopmagician.com)). His only requirement: "that you don't have a criminal record."

#### 58. Become a virtual-reality mogul

How's this for meta? In Second Life ([secondlife.com](http://secondlife.com)), you can start a business and earn virtual Linden dollars, which can be traded for actual U.S. currency. Leo Newball Jr., a 27-year-old who lives in Brooklyn, is a Second Life DJ—he creates music for virtual parties and events. Newball charges \$25 to \$50 an hour; in a given month, he makes between \$200 and \$800 while parked in front of his computer (virtual dollars can be exchanged for U.S. currency for a small fee through the SL LindeX Exchange). Nearly any type of business can fly on Second Life—from selling clothes for avatars to virtual real estate.

#### 59. Model your parts

Have pretty hands or knockout gams? Put them to work as a parts model, where your body parts or facial features can earn between an hour for print advertisements, according to Dani Korwin, president of Parts Models ([partsmodels.com](http://partsmodels.com)). If you're at least 18, send in professional photos of your precious appendages. Once deemed worthy, your feet or hands could be gracing the next Avon or American Express ad.

#### 60. Pen calligraphy

New York's Society of Scribes (212-452-0139, [societyofscribes.org](http://societyofscribes.org)) offers a one-day "Introduction to the Art of Calligraphy" class for \$150. Professional calligraphers charge upwards of \$4 an envelope, so you can charge at least \$1.50 and make your money back in no time. If a wedding has 200 invitees, that's \$300—more if they also want R.S.V.P. or place cards.

#### 61. Sell your hair

Okay, so it's a Les Miz-style desperate measure. But if you've got the tresses and the desire to chop 'em off, why not make a little cash while you're at it? You post photos and a description on The Hair Trader ([thehairtrader.com](http://thehairtrader.com)), then wig and extensions makers bid on your locks. Recent sales include 25 inches of black hair that went for \$800 and 16 inches of never-dyed blond hair that went for \$600. Fantine never had it that good.

#### 62. Model your hair

Recently, hair-care giant Matrix ([matrix.com](http://matrix.com)) cast three women from ads on Craigslist for a new hair-color DVD; each walked away with \$900. And Nick Arrojo's salon, of What Not to Wear fame, advertised there too. "We do advanced education for stylists and teach them new types of cuts," says Ellen Marth of Arrojo Education ([arrojoeducation.com](http://arrojoeducation.com)). "All we need is someone open to cutting off a few inches." Compensation: \$100 plus products worth \$250.

#### 63. Sell that so-last-year bling

We're a little weirded out by those Cash4Gold commercials (mail them our jewelry? who are we, Bernie Madoff?). Take the gold you no longer wear to KLIM Jewelry (66 W 47th St between Fifth and Sixth Aves; 212-382-1406, [klimjewelry.com](http://klimjewelry.com)), where you'll make \$20 in cash per pennyweight (about 1.6 grams). Event planner Dana Lowenfish got \$1,000 for a handful of broken chains, two earrings and an old nameplate. "Gold is at its highest value ever," she says. "Get cash for jewelry you'll never miss."

#### 64. Sell your junk

Doyle New York (175 E 87th St between Third and Lexington Aves; 212-427-2730, [doylenewyork.com](http://doylenewyork.com)) holds free appraisals of jewelry, art and household items every Friday from 9:30 to 11:30am. "The most successful thing is jewelry," says client-services rep Allison Wertheimer. "Also, silverware is doing really well right now, as is glass." Doyle will either buy your stuff on the spot or accept it on consignment.

#### 65. Be a part-time personal stylist

"Fewer people want to spend a lot shopping," says pro stylist Angela Hastings. "They want to make the most of what they have." Hastings, who creates looks for magazines like Spin, People, Entertainment Weekly and Self, started earning good money on the side six years ago when she helped a friend of a friend with her look. "Personal styling is more about reality, and editorial styling is about fantasy," she says. "I like doing both." Hastings starts by giving clients a questionnaire to figure out exactly what they want, then she digs through their closets with them to edit down their wardrobe. She won't divulge her pricing, but others advertising on Craigslist charge \$300 to more than \$1,000 a day.

#### 66. Scout for models

Keep your eyes peeled for very tall, very beautiful men and women—and with the right find, you can become a scout. Snap some good shots of your subject, scour agency websites to figure out their preferences (each has a different aesthetic), then call their scouting director. Kirsten Morehouse of Bryan Bantry Inc. has paid as much as \$2,000 to someone who brought a model to her attention this way. "But it could be up to the \$50,000 for the next Gisele," she says.

#### 67. Be a fit model

If you're an exact size 4 or the perfect size 8, fashion designers need you to try on their designs and give feedback on what does and doesn't work for your shape. The pay is great—between \$750 and \$1,500 a day—but you need an agent. Model Service Agency (570 Seventh Ave at 41st St; 212-944-8896, [modelserviceagency.com](http://modelserviceagency.com)) is the gold standard and holds open casting calls (show up at 10am on Tuesdays). Mary-Evi McNenny, a 49-year-old Upper East Sider, has worked as a fit model for Bloomingdale's, Dana Buchman and Bill Blass—and she admits it's not easy. “You cannot lose or gain weight. Just a few pounds and things won't fit the same,” she says. “I weigh myself every day. When I go on vacation, I bring a scale in my carry-on bag.”

#### 68. Sell celebrity autographs

You're in New York, for crap's sake. All you need is a stakeout near the Waverly Inn, a writing surface (no, not your ass—try head shots) and a great puppy-dog face. A signed Madge LP album cover can sell for \$750, Donald Trump's John Hancock can fetch about \$150, and all four cast members of *Sex and the City* (like we'll ever see them all together again) can get about \$400 on eBay and from autograph dealers. For a database of registered dealers, visit the Universal Autograph Collectors Club's website ([uacc.org](http://uacc.org)).

#### 69. Be a part-time life coach

To get certified as a life coach, you have to graduate from a training program, log ten hours with a mentor and then 100 hours working with clients pro bono. But according to the International Coach Federation ([coachfederation.org](http://coachfederation.org)), which also provides information on local training programs, only 52 percent of clients expect their coaches to be credentialed—that's 48 percent who don't care so much. Warwick Busfield, a 53-year-old financial analyst in midtown, became interested in life coaching three years ago when a friend suggested he'd be a natural. He decided to forgo the certification process and found his first clients on Craigslist. Now people come to him by referral. “You need to be able to read messages people are giving you that they're not actually saying,” he says. “A guy will come to you and say, ‘I can't make a decision about my career.’ Turns out he can't make decisions at all.” Busfield charges \$200 an hour. Not so hard to make a decision about that one, now is it?

#### 70. Be a bargain wedding photographer

Photographer Ashley Macknica, 26, and her boyfriend, Joel Barhamand, cashed in on their social circle's engagements, volunteering to shoot their nuptials. The two set up A Couple of Cameras ([acoupleofcameras.com](http://acoupleofcameras.com)) and now photograph about eight weddings a year at \$3,000 a pop. “We always dress like we're guests—the more you blend in, the easier it is to get candid,” explains Macknica. If your friends aren't tying the knot, scrape together \$360 to post a profile on the heavily trafficked Wedding Photography Directory ([weddingphotographydirectory.com](http://weddingphotographydirectory.com)).

#### 71. Participate in medical or psychological studies

Want \$1,000 to eat strawberry yogurt for 14 weeks? Willing to fly to France for four days to test jet-lag medication in exchange for \$2,500? Yeah, we thought so. To offer yourself up for sweet clinical studies like these, check out [clinilabs.net](http://clinilabs.net), which focuses on projects in New York, or [clinicaltrials.gov](http://clinicaltrials.gov), a National Institutes of Health website that lists studies going on across the country.

#### 72. Apply for grants

Foundations give grants to everyone from filmmakers working on civil-justice projects (\$2,500 from the Center for Alternative Media and Culture) to architecture students in New York City (\$7,500 from the Center for Architecture Foundation). For \$9.95 a month, search the Foundation Center's online database of grants for individuals ([gtonline.fdncenter.org/](http://gtonline.fdncenter.org/)) to find the ones that apply to you.

#### 73. Donate eggs

Since the economy soured, the number of women looking to cash in on the potentially lucrative trade of egg donation has jumped as much as 30 percent, according to The Wall Street Journal. At the Columbia University Center for Women's Reproductive Care (1790 Broadway at Columbus Circle, 866-GIVE-EGG), healthy, nonsmoking women are compensated \$8,000. The process requires three weeks of extensive hoops, including examination of genetic and reproductive histories and infectious-disease screening, a month of hormone treatment, plus the actual surgery. But the pay makes the going rate for sperm donation—\$50 to \$75—look pretty wimpy.

#### 74. Use your apartment as a set

You can make \$500 to \$10,000 a day renting your place as a location for a movie, TV show, magazine or commercial shoot. List your apartment with the CORE Group (417 Fifth Ave between 37th and 38th Sts; 212-726-0701, [coregroupnyc.com](http://coregroupnyc.com)), a real-estate agency that specializes in locations. "We get calls looking for high-end apartments that could be a rock star's in a movie," says agent Michelle Churchill. "But we also get calls saying, 'We need a place that looks like a dump above a storefront.'?" There's no fee to list and CORE helps you work out the details, like making sure there's parking for production trucks, and that your co-op board or landlord is cool with it.

#### 75. Ghostwrite someone's best-seller

Find representation with 2M Communications (212-741-1509, [2mcommunications.com](http://2mcommunications.com)). Agent Madeleine Morel recently opened a résumé from a writer for a major financial publication just as she received a call from a publisher looking to work with a financial expert. Your break could be next. Paychecks tend to be \$30,000 to \$100,000 a book. Submit letter and résumé by mail.

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## 81 One Line Marketing Ideas

1. Networking with Airplane stranger
2. Postcard mailing
3. Sale or name that leveraged popular theme
4. Creative business card
5. Bundling, packaging, cluster marketing
6. Classified Ads
7. Speeches, Training, Education
8. Market to employers, through employers, employee newsletter
9. Networking, socializing
10. Sell spin-off products
11. Bartering
12. Publish a fact-filled booklet
13. Target start-ups
14. Affinity marketing through clubs, associations, organizations
15. Events, contests, sweepstakes
16. Motivating Sales Reps through personal contact
17. Send two copies of flyer/business card
18. Promotional partner
19. Raise prices and reposition product
20. Remind existing clients of all your capabilities
21. Hand address envelope
22. Welcome kit to new clients
23. Create an advisory board
24. Install a toll-free number
25. Put advertising on your car (banner, magnet sign, vanity plate)
26. Swap mailing lists, do co-op and joint mailings with non-competitors
27. Ask for referrals
28. Give extra brochures to clients
29. Exchange referrals with colleagues
30. Create a tag line that describes where you are
31. Include your business card when paying bills
32. Offer free samples
33. Donate your product to auction, raffles, etc.
34. Create your own awards
35. Celebrate your businesses birthday
36. Host a special occasion for best customers, influencers
37. Give free samples to influencers
38. Give customers an incentive to refer business to you
39. Send a newsletter to customers
40. Create a 30- to 60-second explanation of your business
41. Mail an article of interest to a customer
42. Send a coupon to a client on his/her birthday
43. Get written testimonials from satisfied customers
44. Be included in your community's Welcome Wagon kit

45. Add personal notes or post-its to letters and brochures
46. Consider using "teaser copy" on the front of the envelope
47. Include a P.S. at the end of your letter
48. Exchange services for advertising
49. Insert promotional pieces in others' mailings
50. Promote on restaurant placemats, grocery/ATM receipts
51. Advertise in Entertainment books (free)
52. Pre-invite prospects to your booth for something special
53. Share your business with strategic co-exhibitors at a trade show
54. Share booth space with a non-competitor
55. Include premiums or coupons in trade show registration packets
56. Wear company logo apparel or button
57. Advertise in the church bulletin
58. Sell at flea markets and local mini-fairs
59. Advertise on movie theater screens
60. Picket your own business with positive signage
61. Become premium for other businesses--a coupon for their disgruntled customers
62. Reward employees for prospecting
63. Advertise in defunct competitor's empty store window
64. Start a frequent buyer program
65. Accept competitors' coupons
66. Join a networking group, chamber of commerce, local organization
67. Sponsor local teams
68. Start an e-mail broadcast list or newsletter
69. Tap colleges for free marketing help
70. Take advantage of free sales aids through suppliers
71. Advertise on your voice mail
72. Put a daily sign up of specials for when you're open and closed
73. Send direct mail using real stamps
74. Send thank you notes and upsell or cross sell existing customers
75. Create audio cassette, video or CD "brochures"
76. Post flyers to local bulletin boards
77. Put coupons in car windshields and door hangers
78. Ask magazines and newspapers for remnant space
79. Ask "How did you hear about us?" from every customer
80. Use fax-broadcasting to send new product or sale announcements
81. Answer questions on newsgroups and e-mail discussion lists mentioning your business

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## 1. Medical Trials

Selling your body for medical research isn't as scary as it sounds. All trials and testing are heavily controlled and have to adhere to strict guidelines, especially in the US, Europe and Australia. Participants are often recruited to test drugs which have yet to be deemed clinically safe, but to get to this level they've already gone through rigorous testing, just not on humans. Generally, the trials are held to determine the correct dosage, so budding participants should be aware there may be possible side-effects, although this will all be explained beforehand. Those not freaked out by the idea and willing to become a human guinea pig will need to be in good physical and general health, though some trials actively seek people with asthma, are overweight, or who smoke. The levels of financial compensation vary depending on whether you're simply taking a test-drug alongside your normal diet and life, or if you're undertaking a residential stay in a private clinic. If you've signed up to stay over you may have to eat a regimented diet, but you're also kept entertained in what is, essentially, a private hotel with medical staff. Oh, and you'll need to be prepared to be woken at all hours to have tests or provide samples, so this money-making method is not for the faint-hearted.

## 2. Sell Your Blood Stateside

We are regularly reminded that donating blood is a good thing and we should do it as often as is safe. Blood saves lives in hospitals and operating theatres across the world. But have you ever thought of selling it? In Europe, donors are generally not paid for their contributions but in the US, where the concept of free health care is yet to take hold, you can collect up to \$35 per donation. It only takes a short amount of time to donate and your body replenishes the lost blood within a day.

## 3. Sell Your Hair

If you've got a nice head of hair and you don't mind parting with some of it, you can make some good money. It's mostly used by manufacturers to make wigs. To be saleable, your hair needs to be clean and in good shape and also untreated — nobody wants to buy your highlights or second-hand hair extensions — and needs to be at least 25 cm in length once cut. So if you want to retain some hair on your head afterwards, look to grow it to about 30 cm in length before you go lopping it all off. Specific hair-sale websites allow users to list details of their flowing locks for sale. The right head of hair can command prices up to US\$1,000.

## 4. Use Your Pets

If you've got a cute pet you might do more with it than just sit around at home stroking it. Get it out there; show it off and make it earn its keep! Pet modeling is big business, especially with cats and dogs. Pet food manufacturers always need photographs of healthy-looking pooches for their marketing campaigns. Though, you'd be advised to get a good agent as some companies can be ruthless and will rip you off, or even try and placate you with free supplies of their product. If you've got a pet that boasts its own produce, take advantage of the business opportunity. Goats and cows are always good for free-flowing milk and therefore dairy produce, and the wool from sheep or alpacas make great garments. And, if you're feeling extra-entrepreneurial why not pimp your pooch to single friends keen to pick up.

### 5. Scrounge for Scrap Metal

Turning your old scrap metal into money has long been a way of trading in unwanted goods, and right now some metals are worth a pretty penny, especially copper. This doesn't mean, however, that you should join the merry band of people trudging through half-built or abandoned houses and stripping them of their precious metals. Keep it above the law and search registered dumps in your locale. As the saying goes, "one man's garbage is another man's treasure."

### 6. Create Stock Images

You don't have to be a professional photographer to get paid for your pics. Good images are needed everyday by journalists and picture editors, who spend ages trawling the internet to find the perfect picture to accompany an article. And you'd be surprised what type of images they need. Sometimes they're looking for incredibly mundane shots of inanimate objects, or people posing with everyday objects, as well as wonderful artistic shots that only the gifted seem to be able to produce. Grab your camera and start shooting anything and everything. You might not think it, but images of letters on a scrabble board, plant pots in your back garden or pictures of dogs in the park might be perfect for an article. There are a number of stock image agencies online, which offer both one-off payments and royalties, you just need to find the right one for you.

### 7. Use and Abuse Swine Flu

It was only a matter of time before some bright spark used this latest pandemic disease to rake in the cash. Inventive designers have created a series of comical swine flu T-shirts, which are currently selling like hot cakes, while others have released swine flu-branded face masks, which will please some members of the extra-cautious, yet fashionable, public.

### 8. Get Creative

If you can make something reasonably unique, which you think will sell well online, then get cooking, making, baking or inventing. You'll need to set up an online shop and website, so there may be some initial outlay, but if your idea works, it may turn into a lucrative business.

### 9. Sell Your Sperm

Yes, you read it right. Making money from your manhood is one of the lesser-known but potentially regular, and quite well-paid, second jobs a lot of men have, but don't often boast about. Of course, donating sperm once a month may not be the best course of action for those who are worried their off-spring will seek them out in 18 years when they'd like to meet daddy. Finding out it was all about the money may not be the reunion your grown-up sperm was hoping for.

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I'm not generally materialistic, and that doesn't drive my desire to want to make lots of money. I've been lower middle class my entire life and I don't want to be that way forever. I envision myself having a six-figure annual salary, living in a decent home in a friendly neighborhood and having a comfortable life. In other words, living the American dream.

Here are some ways I have found to make money:

- 1) Work: Part-time or full-time, do it and then put the money in the bank. If you want to have spending money, that's fine, but don't call ALL of it spending money. I personally take \$20 from each paycheck as my own.
- 2) Start your own part-time business. It can be as simple as scooping dog poop or raking leaves. A lot of young children and teenagers do this. I remember how I once wanted to shovel for money, but that didn't last very long.
- 3) Make Stuff to Sell: Are you good at knitting? Make fancy knitted items and sell them.
- 4) Sell Your Unused Possessions: Toys, TV's or whatever, you can put an add in a newspaper, post it on eBay, Amazon, Craigslist, etc.
- 5) Do Odd Jobs: Things like babysitting, shoveling snow, etc. Like #2 except you're not specializing in it. But you could still make a handsome dollar.
- 6) Online Gigs: You can work at home and get paid. Examples are Amazon Mechanical Turk and ODesk.com.
- 7) Collect Your Change: There may be lots of coins in your house (I know I am inundated with pennies galore) and if you can collect those and maybe get them converted into paper money, you'd be surprised what you would get.
- 8) Return Past Purchases.
- 9) Recycle Scrap Metal: Find someplace you can sell it to.
- 10) Volunteer for Medical Tests: If you don't mind being sick or probed a little bit, then you can earn money with this.
- 11) Pawn Your Stuff: Go to pawn shops, where you could get temporary money.
- 12) Donate Blood and Hair
- 13) Go Scavenging: Collect aluminum cans from parking lots, ditch lines, and friends/coworkers. Also, if you're near a beach and have a metal detector, use it to try and find some lost coins.

14) Day Labor: Go to places where day laborers are and when construction companies or whoever come by, they could pay you. Of course, there are risks of not getting paid or experiencing injury.

15) Become a Street Performer: If you can dance, sing or so on, then go into a public area and do it! If you're good enough people may give you tips.

16) Panhandle, if you're desperate and not prideful.

17) Enter Sweepstakes: You could win money!

18) Become a Moving Advertisement: Creative companies may be willing to pay you to put their logo on your car, clothes, or body as a temporary tattoo.

19) Take Online Surveys

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## 1. Clearance Sale

Selling all your unwanted books, clothes, toys and videos is a great way of making a bit of extra cash, as well as clearing out your closets. Amazon, eBay and Gumtree are all reputable and secure websites to sell your stuff on, and after paying the initial listing fee, can earn you a tidy profit.

How much can you make? Dedicated sellers can make £100s on the side, but it all really depends on what you're selling.

ConsumerChoices.co.uk suggests

\* Waiting for 10p listing days. When you open an eBay account, they'll send you email updates with special promotions, such as 10p listing days. With this offer, even if some things don't sell you won't be out of pocket.

\* Selling used books (especially student textbooks) is really easy with Amazon, as all you have to do is type in the ISBN number and Amazon will fill in the rest. Listings last for 60 days; and if they don't sell first time round, re-listing is free.

## 2. Story time

If you've had a near-death experience, or have a gripping or extraordinary tale to tell, why not get paid to have it published? Feature World is an online publishing agency, run by journalist Alison Smith-Squire. As a writer for women's magazines and national newspapers, she'll help you choose which publication to sell your story to, tell you how much money you might expect to get for it, and look after your interests. And as an added incentive, selling your story through Featureworld.co.uk is free.

How much can you make?

Sending a 'star letter' to a magazine could earn you £50, and published stories about £150. Depending on the newspaper or magazine, paparazzi-style or amusing photos can also sometimes be nice little money spinners.

ConsumerChoices.co.uk suggests signing up with an agent and putting pen to paper.

### 3. Shop 'til you drop

If you're a self-confessed shopaholic, getting paid to shop is a dream job. Unfortunately, you won't earn big bucks from doing it, but a bit of extra cash never goes amiss. Becoming a mystery shopper is relatively straightforward. By registering at one of the companies sites, when a shopper is needed in your area for a particular store, the company will get in contact, specifying details of what you have to buy and what you have to be on the look out for. Retail Maxim and Optimum Contract are both agencies that are worth registering with.

How much can you make?

Depending on the agency, you can be paid up to £70 a time, and some agencies may offer to pay your travel expenses.

ConsumerChoices.co.uk suggests thinking about signing up to more than one agency. Being asked to participate in a mystery shopper challenge can be like waiting for a bus, just be patient and you'll soon be raking it in. Just remember though, there's nothing mysterious about a mystery shopper who goes around telling everyone they're a mystery shopper! The agencies are very strict on discretion.

### 4. Give the dog a phone

Recycling your old mobile handset is an effortless way of getting a bit of extra money. Envirofone.com is the UK's favourite online mobile phone recycling site. They paid out over £4 million last year, for both working and damaged handsets. Registering to trade in your old phone is easy - just follow the step-by-step guide on their website.

How much can you make?

Trading in your old handset is beneficial to both you, and the environment. Envirofone.com will donate some of the money they get for your phone to charity, and you'll pocket the rest. An old Nokia N-Gage would get you £12.34, and a Motorola Razr is worth £40.07.

ConsumerChoices.co.uk suggests checking with Envirofone.com before trading your mobile in at a high-street store, you may get a better deal, and feel warm and fuzzy inside knowing you've done your bit for the environment.

## 5. Space to let?

If parking in your area is a little on the steep side, and you've got a spare space during the day, you could rent it out on a monthly basis. Registering at [Parklet.co.uk](http://Parklet.co.uk) is free, quick and very simple. Your spare space will join hundreds on the online parking marketplace. You can also set restrictions on use if you're likely to need the space yourself, and ask users to pay a deposit.

How much can you make?

You should be able to make just under the going parking space rate in your area. Spaces in London generally go for around £200 a month.

[ConsumerChoices.co.uk](http://ConsumerChoices.co.uk) suggests taking a picture of your parking space and registering with the site. If you want to cancel your contract with them at any time, there is a one month cancellation clause, which is needed in writing.

## 6. Picture perfect money

"This is something where size really does matter..."

If you've got an album full of scenic shots, or a new camera that you're itching to try out, then you could make a very handy bit of pocket money. Whether you're the next David Bailey or you're completely camera shy, selling your photos on [Fotolia.com](http://Fotolia.com) is free, so there's nothing to lose.

How much can you make?

This is something where size really does matter. A small photo could net you a couple of pence, whereas larger images fetch more. Selling your photos on this site can take a bit of time, but registering is free and easy, so waiting for the cash to start flowing your way is worth it.

[ConsumerChoices.co.uk](http://ConsumerChoices.co.uk) suggests putting your camera to good use. However, the site is not as easy to use as it sounds so make sure that you have a good look around and get a feel for what makes a pretty picture.

## 7. Music to your ears

[SliceThePie.com](http://SliceThePie.com) is a music review site with a difference. You review the songs you listen to, then you get paid. As simple as that. The site pays you 5p for each song you rate, but as your credibility as a reviewer grows, you can earn more – as much as 25p a song. Nice as pie!

How much can you make?

If you've got a spare ten minutes every day, sitting down to do a couple of these could net you about £30 a month, which isn't bad if you enjoy music.

[ConsumerChoices.co.uk](http://ConsumerChoices.co.uk) suggests registering to the site and having a look around. There is music from every genre, and you can pick and choose what you'd like to review.

## 8. “Your opinions matter to us...”

Getting paid for online surveys may seem like a bit of a scam, but if you carefully sift through the multitude of companies offering “cash for your views,” then you’ll be able to find some that are really worthwhile. Signing up to Surveyhawk.com costs just £18, but after filling in a few questionnaires for their affiliate companies, you’ll soon be in profit.

How much can you make?

Surveys can pay between £2-£40, and online focus groups can pay as much as £75.

ConsumerChoices.co.uk suggests reviewing each site very carefully before signing up. Many of the sites only pay to US subscribers, so make sure you don’t fall victim to an online scam.

## 9. “Any cashback with that?”

If you tend to do a lot of you’re shopping online, then this is an option that you could really prosper from. CashbackShopper.co.uk is a UK site which rewards you for shopping online at 1000’s of online shops and high street retailers. It’s free to sign up to and they also offer a free £5 joining bonus, and a further £5 for every friend you refer.

How much can you make?

? If you shop online from a cashback store using a cashback credit card, you’ll get double the cash back. The American Express Platinum Card gives 5% cashback to customers for the first three months on up to £4,000 of spending. You could make £200 if you spend the full amount in the next three months, and double that if you make your purchases online.

ConsumerChoices.co.uk suggests thinking wisely before you buy. If you don’t usually do your shopping online, then consider another money making idea.

## 10. Pimp your ride

A new advertising idea, that could have only come from America, is now speeding its way down the M4. Sign up to GetPaidToDriver.com and an advertising company will tart up your car with a paint job, in the style of the product you’re advertising. It’s a good way to earn some extra money each month while doing all your usual stuff – picking the kids up from school, visiting friends, shopping and even the day to day running of your existing business if it involves driving around. Just agree to have your car branded with the advertising company’s advert and see a cheque come through your door every month!

How much can you make?

Depending on the company you sign with, and the product you’re advertising, you could earn between £200 and £800 a month.

ConsumerChoices.co.uk suggests this is not one for the fainted hearted. The contract with the company has a minimum duration of three years, so think it over carefully. Having your car plastered with adverts for Germaloids may be a little embarrassing when stuck in rush hour traffic!

So, if you're willing to put in the hours, and a bit of effort, how much could you make in a month? Well, excluding CashbackShopper.co.uk, as this is really only a suggestion for people that are about to make large purchases online, and excluding eBay sales, because you can never tell when one person's trash will be another person's treasure, we've calculated you could pocket yourself about £1370 a month. However, this does depend on what you're prepared to do for a bit of extra cash... With these money making tips though, beating the credit crunch will be a cinch.

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- Writers
- Quantitative Researcher
- Internet Research Assistant
- Blogger
- Keyword Researcher
- Customer Service Agent
- Bilingual Call Center Representative
- Overnight Bilingual Customer Service Agent
- Administrative Assistant
- Pre-employment Verification Specialist
- Office Assistant
- Writer/Researcher
- Online Tutors
- Data Entry/Quickbooks
- Report Writer
- Reservations Agent
- Website Updater

- Customer Relationship/Content Manager
- Transportation Coordinator
- Tax Researcher
- Virtual Administrative Assistant
- Mystery Shopper
- Bilingual Customer Service Representative
- Administrative Assistant/Office Manager
- Seamstress
- Administrative Assistant
- Office Assistant
- Editorial Researcher
- Mortgage Customer Service Representative
- Blogger
- Virtual Sales Assistant
- Coordinating Editor
- Fashion Blogger
- Reporter/Editorial Assistant
- Wedding Writer
- Appointment Setting/ Telemarketing
- Transcriptionist
- Menu Designer
- Home Based Nurse Reviewer
- Online Tutor

## Recommended Instant Work At Home Opportunities

Email Reader

Online Shoppers

Ad Clickers Wanted

Get Paid To Be Green

Mystery Shoppers

Online Chatters

Text Message Operators

Make Money With Used Books

Survey Taker

Work At Home With Amazon.com (Data Entry, Typing, etc)

Data Entry, Typing, & More

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## 26 Video Ideas: A to Z On How To Make Money With Video

MAKING VIDEO can be an expensive hobby. When you total the cost of your camcorder, mikes, computer, editing software, lights and other equipment it adds up quickly. That's why most videographers are anxious to discover how to make money with video. In the spirit of budding entrepreneurship, we've compiled a list of ways that you might consider to make a buck and help pay for that new piece of equipment you've been eyeing. Don't worry. It's not hard. In fact, Learning how to make money with a camcorder is as easy as A-B-C. Trust us! Here are 26 money making video ideas. When you make that first million, remember to cut us in.

### Anniversaries

Parents, grandparents or those nice neighbors next door getting ready for an anniversary celebration? Combine their wedding photos and family snapshots with interviews to make an anniversary video to show at the party. A modest fee is certainly appropriate to ask for producing a real family treasure.

### Baseball Teams (and other sporting events)

Team sports are a natural for the video entrepreneur. The larger the team, the more parents in the pool of potential buyers. Follow a team that goes 'all the way' and you'll see your sales climb as the participants look for a permanent reminder of that winning season.

### Collections

In every community there are serious collectors. Convince local enthusiasts to commission a modest video that documents their world-class collections of dolls, plates or whatever. It's much easier to transport and show a VHS tape than a large collection, and a video is an excellent record for insurance purposes.

### Depositions

In large cities, professional videographers make a living videotaping depositions. But legal disputes also take place in smaller communities where the services of a more modestly equipped local videographer might be just as appropriate.

### Environmental Issues

Live in a community with an environmental challenge? Put the problem on video in order to gather community support for a solution. Environmental support groups and local businesses negatively affected by the situation, may be willing to sponsor your efforts.

### Family History

What better gift for any grandparent than a video that artistically combines interviews with old Super8 family films and snapshots to create a stroll down memory lane. Have family members pool their resources to underwrite a gift that everyone can enjoy watching again and again.

### Graduations

Elementary and High School graduation ceremonies are naturals for videos that can be sold to proud parents and families. But don't stop there. How about trade schools, training academies and technical schools? Wherever people celebrate human accomplishment, a video marking the special occasion can find a ready market.

### Historical Records

Every community has buildings and landmarks of historical significance. Dig back into the records and use photos and live video to bring history to life. Possible sponsors: civic groups, town counsels and local businesses.

### Insurance Inventories

Anyone who's ever been the victim of a fire or a burglary knows that having an up-to-date inventory of valuable possessions is critical. Video is the perfect solution. Remind your clients to store the tape in a place that will survive any future catastrophe.

### Junk Car Restorations

Car enthusiasts spend fortunes customizing their classics or bringing vintage vehicles back to their original condition. A video documenting the metamorphosis from junker to gem, or from heap to hot rod, will be treasured for a lifetime.

### Karate Class

Karate and other martial arts classes are full of boys and girls learning self-defense skills. Contact the instructors and make arrangements to videotape big demonstrations and competitions. Offer the resulting videos to the proud parents.

### Letters from Home

Know a neighbor, friend or acquaintance with kids away at college, family members in the service or relatives living in another country? A video letter is a real treat. And getting one made is probably worth a few bucks to someone without access to a camcorder, especially during the holiday season.

### Memorials and Tributes

What more fitting tribute is there than a lovingly crafted video celebrating a well-lived life? Memorial videos are also valuable for group gatherings, such as high school reunions, as a way of honoring members who have passed on since the previous gatherings. Make contact with mortuaries that offer or would like to offer this service.

### Neighborhood Activism

Video is a powerful way to explain and inform local residents about issues that affect them. Search for groups that share your point of view and offer your services to produce an advocacy video that can potentially make your local community a better place to live.

### Open-houses

Local real estate can be a good market for the budding videographer. One benefit of working with such a high-ticket market is that diverting even a tiny fraction of the sales price into the production of a marketing video can mean a nice payday for you.

### Plays, Recitals and Musical Performances

After weddings, these kinds of public events, particularly when they involve kids are probably the most videotaped events in our society. Even if many proud parents are carrying their own camcorders, there's always a market for a better quality video made by a skilled videographer.

### Quilting and Crafts Classes

Quilting and other folk arts and crafts such as knitting, spinning and needlepoint have clubs all over the country. Document your local group's best techniques and make them available to others who want to learn the craft.

### Résumés

Recruiters and employment specialists get a vast stream of resumes whenever they post a job notice. A growing number of job seekers are turning to video to break through the paper clutter and catch the eye of the decision-maker.

### Safety Tips

If you've flown on an airliner recently, you may have noticed that they now use video to convey safety information to passengers. Schools, retirement homes and businesses all need to instruct people for safety. A simple safety video can make you a few bucks and maybe even save a life.

### Training

At the top end of the training video pyramid are professionals who produce high-dollar training tapes. But there's still plenty of room out there for video hobbyists to work with smaller firms producing videos that help employees learn a skill or do a better job.

### University Tours

Live near a college or University? Videotape a tour of the campus that can be made available to prospective students and their parents.

### Vacation and Travel

Do you enjoy travel? Record your trips to popular, exotic locales and offer them to local travel agents as video brochures. If you establish a reputation for good work, you can even supplement your fees by having your clients underwrite your adventures in exchange for your services.

### Wiffle-ball

What? You thought we were going to say Weddings? Come on. How obvious is that?

### Xeriscape videos

Xeriscaping is the use of plants with very low-water requirements in exterior landscaping. In desert communities where water use is critical, a video localized to the specific plants that thrive in the area could be a strong seller to garden clubs as well as some local nurseries.

### Yearbooks

High schools, elementary and middle schools have long produced print yearbooks. Often schools are receptive to bringing this tradition into the modern era. This is particularly sensible if your kids attend the school and you'll be videotaping at most of the important events anyway.

### Zoo and Museum Tours

If your community has a local zoo or museum, talk to the organization about creating a video tour that can be distributed to shut-ins. A video tour of the park or museum can also be used for promotional purposes. Shoot the zebras, shoot the elephants, just don't shoot the gnus. Why? Because, as you know, no gnus is good gnus.

There you have it: 26 ideas to help you make money with your camcorder. But don't stop there. With a little creativity you can find countless ways to make marketable videos. While these ideas may not propel you into a higher tax bracket, they can help supplement your hobby while you hone your shooting and editing skills.

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## Jobs for Teens - put those kids to work!

The most common way that most young people get money is through an allowance. Not every teen gets one, of course, and your parents' beliefs or financial situation might mean you get little or nothing. According to various surveys, the average allowance for teens is anywhere from \$20 to \$50 per week. If yours is a lot lower, perhaps try negotiating a raise.

Here are some more ways to get money:

- \* From your family. Your parents might pay you for getting good grades in school, or for reading a certain number of books, or for doing various jobs around the house. You might even earn some money from siblings, if you offer to do some of their chores.

- \* Selling things. If your closet or basement is full of belongings that you no longer need or want, consider selling them. (These might include toys, games, comics, and clothes. Don't get rid of things you have a strong attachment to, though, such as your old Furby or your Teenage Mutant Ninja Turtles lunchbox.) You could hold a yard sale in your neighborhood. You might even offer to sell other people's knickknacks, for a small fee or a percentage of the price. Another option is selling items online, such as on eBay.

- \* A job! This is perhaps the most obvious way to earn money, and teens frequently land part-time or full-time summer jobs.

Believe it or not, there are many, many jobs you can find or create. You have more choices than just working at McDonald's or babysitting. Here are lots of ideas, a few of which might appeal to you.

- \* Pet-sitting. When someone in your neighborhood goes on vacation, there's often a pet that needs looking after. Also, with people working longer and longer hours these days, some will pay you to visit their pets during the day and take them for a walk.

- \* Working for your parents. If mom or dad owns a business, they might be able to use your help. Even if they work for a company, they may be able to hook you up with a part-time job there. (Check with your parents' friends, too.)

- \* Tutoring. Some teens report that they earn anywhere from \$5 to \$20 per hour tutoring. If you're good at a subject, you may be able to earn money by helping others to understand it.

- \* Lifeguard. In some parts of the country, there are shortages of lifeguards. Some have been earning \$10 per hour or more. If you have the skills needed, consider this option.

- \* Camps. If you look into it early enough, you can line up a job at a summer camp -- you might work with kids, tend the grounds, prepare food, or do any of a number of things.

- \* Jobs matching your interests. If you enjoy working with young children, see if any daycare centers near you need help. If you like the great outdoors, check with your local parks department. If you like movies or recreation, look into movie theaters or amusement parks.

- \* Mowing lawns, raking yards, shoveling snow, gardening. These can all be part of the same job. Once your customers know you and the good work you do, they may use your services doing other jobs in other seasons.

- \* Department stores. A big perk with these jobs is that you often get to enjoy employee discounts (which can be substantial, often 20-30% off) and commissions on items you sell.

\* Create websites. If you know enough about computers to create well-designed websites, you can make some good money. Many small companies and organizations pay thousands of dollars to have websites built for them. You might charge very little at first, but once you have a few impressive websites to show potential customers, you can hike your rates. Some small companies might also pay you to help maintain their sites, adding content, and solving problems that arise.

\* Be crafty. If you enjoy arts and crafts, you might make jewelry or other items and sell them -- perhaps on eBay, where you'll have instant access to a large customer base. Some painters and photographers are making money selling their work online, too, although that can be harder to do.

\* Serve the elderly. Not only might you find work in a nursing home or retirement community, but you might also serve older people in your neighborhood. Many older people can't get around much. They may welcome your services delivering groceries, running errands, or doing odd jobs around their home.

\* Be a computer guru. Many people buy computers and have a lot of trouble setting them up and trying to use them. Even if you have an intermediate familiarity with computers, you might offer your services as a local computer consultant. You can set things up, solve problems, answer questions, teach programs, and show people how to send and organize email, upload digital photos, buy something on Amazon.com, use Instant Messaging, and conduct online searches (with Google or other search engines).

\* Caddy at a golf course. This not only helps you learn more about a sport you might enjoy, it also gives you the chance meet a lot of adults from whom you might learn more about the business world. They could be turn out to be valuable connections that help you land other jobs.

\* Delivering newspapers. If you sign up to deliver a lot (which may be more possible in areas with apartment buildings), you can make a good bit of money. Some teens make \$100 or \$200 per week or more.

\* Use your skills. Think about what you're good at and try to teach others -- adults or children. You might offer piano lessons, horseback riding lessons, or Spanish lessons. Maybe you can juggle and entertain at children's birthday parties. If you play an instrument, perhaps you could play at weddings or other events. If you write, you could try to sell articles to magazines or newspapers.

\* Volunteer! If all else fails, or even as a first choice, consider volunteering. Don't just do the first thing that pops into your mind, though. Be a strategic volunteer. Think of a field or company you'd like to learn more about. If you're really concerned about hunger in the world, volunteer at a food bank. If you're thinking about becoming a doctor (perhaps one who treats the elderly), consider volunteering at a hospital (or a nursing home).

## Once You've Made Some Money, Save Some!

How much should you save? You actually may be able to save 100% of your money. Does that mean you should? Not at all. The best way to develop good saving habits is to make saving a regular part of your life, along with spending.

Here's a few ways you can save:

- \* Save before spending. Whenever some money gets into your hands, from a job or your allowance or whatever, take your savings out immediately, before spending any of the money. The beauty of this system is that once you've removed your savings, you're free to spend the rest.

- \* Negotiate with your parents. This may or may not work for you, but it's worth a shot. See if they'll "match" your savings, in order to encourage good saving habits. If they match your savings dollar-for-dollar, for example, that would mean that for every \$25 you plunk into savings, they'd plunk an additional \$25.

- \* Consider the "opportunity cost" of purchases. Opportunity cost is an economic term that applies to many parts of our lives. It essentially refers to the cost of giving up one alternative in order to act on another. Imagine that you can either buy concert tickets for \$50 or you can invest the money. If you invest for 10 years, and your investment grows by an average of 11% per year, your original \$50 will become \$142. So your decision can be framed like this: "Would I rather have these tickets now, or \$142 in 10 years?" If you're thinking of buying a pair of shoes for \$75, consider whether it's worth the opportunity cost of \$600 in 20 years. Perhaps it is. If so, then by all means, buy the shoes.

## Tips from Teens on Saving

Here are some more suggestions on how to successfully get into the saving habit, from a bunch of teens and a few folks fresh out of teenhood.

Ben Sheppard, 18: Don't carry any cash, if possible.

Clayton Smalley, 16: I used to be weak when it came to money. I couldn't go into a store without buying something. I'm glad I'm not that person now. I taught myself discipline by keeping a \$20 bill in my pocket, walking around the mall all day and not buying anything. Now I don't have any urge to buy stuff when I go into a store. It worked for me.

Tacy Holliday, 19: When you buy something, only use dollar bills. If you buy a magazine for \$3.25 and you pay for it with a \$5 bill, you'll get back \$1.25 in change. Put the dollar back into your purse (or pocket) and keep the 75 cents separate. Only spend the bills, not the coins. Put all the coins in a jar for savings. That way you'll always be saving a little.

Daniel Carroll, 16: I have a little bank that I put spare change and bills into. Whenever I have a significant amount in there, I'll invest it or put it in the bank. It's important to keep a routine. Every time I get money, I put some away.

Donald Hoang, 14: I deposit my money into a bank instead of my wallet, so the money is not there. and I have to take an extra step to get to it.

Jason Hart, 18: Take only what you really need for spending, and put the rest of it somewhere that's difficult to get to, such as long-term CDs or money market accounts. Making it inconvenient to get to your money might help you avoid the urge to spend it all. Also, decide exactly what percentage you will spend and what you will save, and follow your own rules.

Robert Morgan III, 17: Carry very little money at all times. You can't spend money if you don't have it. A candy bar would be nice, but without a dollar, you can't get it. Little things like that really add up quickly. I like to see the number of shares of stock I own going up, too. That's a great motivator.

Deborah Sperling, 14: When considering a major purchase, wait a week or so, at minimum. This will help you make sure you still want the item, and, as an added bonus, the price might go down.

Adam Kaufman, 15: Start with small amounts. When I first started saving to invest, I was saving \$1 to \$2 each day, so by the end of the month, I had \$30 to \$60, depending on what kind of month it was.

Jason Ramage, 20: I take advantage of automatic withdrawal from my bank account into my investment account, so that I'm always investing, and I'm forced to make do with a slightly tighter budget.

These ideas should help you get started. If you have some questions about anything you've read here, or would like to trade ideas about making or saving money, drop by our Teens and Their Money discussion board.

This article was adapted from *The Motley Fool Investment Guide for Teens: 8 Steps to Having More Money Than Your Parents Ever Dreamed Of*. For many more ideas and guidance on how to make and save money, check out the book. It also includes a lot of tips on how to land jobs and succeed at them.

If you're a teen and you'd like a little spending money or want to save money for college, and your allowance just isn't cutting it, a part-time job may be the answer. Many teen jobs aren't advertised, so don't hesitate to call or visit local businesses and ask if there are any openings.

Businesses that often employ teenagers include:

- \* Child care centers
- \* Summer camps
- \* Veterinary clinics
- \* Restaurants
- \* Fast food places
- \* Newspapers (delivery routes)
- \* Parks and pools (lifeguarding)
- \* Golf courses (caddying)

You can also make money without working for someone else. Start your own part-time business. Here are a few ideas:

- \* Tutor a fellow classmate in one of your best subjects
- \* Babysit
- \* Mow lawns in summer, shovel walks and driveways in winter
- \* Pet sit for neighbors on vacation or walk dogs
- \* Assist with gardening or lawn care (mowing, weeding)
- \* Detail cars
- \* Type school papers for other students
- \* Clean houses
- \* Use your computer expertise to help other students or adults
- \* Be a mother's helper or nanny for a busy mom
- \* Plant a garden and sell your produce to neighbors
- \* Sell baked goods to neighbors or at a local farmers market
- \* Start your own DJ business
- \* Be a mother's helper or part-time nanny
- \* Make baked goods and sell them at a local farmers' market.

Type up a flyer about your services and distribute copies to houses in your neighborhood or surrounding area. Post them on bulletin boards at grocery stores or your church.

Think outside the box. What other ways can you come up with to make some extra money, like selling stuff you don't want, need, or use anymore, such as CDs, posters of musicians or actors/actresses, clothes, bikes, etc. You might even try selling on e-bay.

## MORE WAYS FOR KIDS TO MAKE MONEY

One day, your child will need to earn a living. Kids can get an edge on the work world by starting early and in doing so they will gain valuable experience working with different people, learning about managing money, have some money to spend once they get older, or save for college.

A lemonade stand, mowing lawns, baby sitting, and doing odd jobs are popular ways that kids can earn money while learning some important life skills.

But first ask yourself, is your child ready to work? Do they have the time, and it won't interfere with their school work? If they are ready, then here are some ideas for kids to make money.

## VARIOUS JOBS FOR KIDS

### BABY SITTER

If your child likes younger kids, then a baby sitter is a popular choice. Parents often need a good and reliable baby sitter to watch their kids. This position can be even expanded into a baby sitting service, by joining together a group of people who can offer baby sitting services to all the parents in the neighborhood.

### PARENTS HELPER

A parents helper is similar to a baby sitter. However, if your child is too young to baby sit on their own, then a job helping parents is a good opportunity. They can help watch someone's kids, assist with the feeding, playing, or doing chores around the house. Later, once your child is older, they would likely have gained some references for regular baby sitting work.

### HOUSE CLEANING

Instead of a parents helper, your child could simply do house cleaning. There are many chores that would be suitable such as vacuuming, dusting, etc.

### LEMONADE STAND

Everyone is familiar with the old fashioned lemonade stand. Of course, this is a seasonal business, depending on your location. During other times of the year, it could be a warm apple cider business -- but be careful if your child needs to handle hot items. Also try selling coffee, donuts, snack bags, or other food items. If possible, set up a booth at a local community fair, or sale if allowed.

In addition to food, there is the possibility of selling other types of items. Is your child good at crafts? Then have them make their own artwork to sell. Sometimes, a combination of food and items makes a good business.

### CAR WASHING

Car washing is a needed service in many communities. Have your child get together with a few friends to offer to wash local cars. As an addition to this business, they can sell items mentioned in the lemonade stand section above while people wait for their car to be washed. See what other professional car washes charge in your area, and price the services competitively.

### ANIMAL CARETAKER

If your child enjoys animals, then try an animal caretaker business. This might involve walking dogs, dog washing, or general grooming.

## HOUSE AND PET SITTING

If a neighbor is taking a trip or vacation, then taking care of their house and/or pets may be an opportunity. This may include watering plants, and any other chores they may need.

## LANDSCAPING

Cutting grass, weeding, trimming, planting flowers, and other landscaping jobs are abundant. Scan the neighborhood for homes that need landscaping services. In the spring, offer to plant flowers, or do winter clean-up.

## SNOW REMOVAL

In the winter time, many people need to have their driveways or sidewalks shoveled. This job works best when a group of kids can work together shoveling several houses. Create a business, and make arrangements to shovel peoples houses before the snow storm.

## ADDITIONAL IDEAS

- Ask what kids can do in their own home, such as writing little stories that they can sell to their family and friends.
- Kids can create their own jewelry to sell, or decorate interesting rocks.
- Raking leaves.

## TIPS FOR RUNNING THE BUSINESS

For many of these jobs, have your child print and hand out flyers to be distributed in the neighborhood. As the business grows, references or work previously done could be quoted.

Giving out free samples is always a good way to attract business. For services, offer coupons for new potential customers.

## **SAFETY AND OTHER POINTS**

Most important for any of these jobs, is making sure your child is safe, so make sure they are old enough to follow important safety guidelines including:

Make sure you always know where they are.

Avoid going door to door by themselves.

Recommend that they do jobs that they like to do. Be sure they are mentally prepared and committed to do the work they need to do and promise to do.

If there is a cost in setting up the business, make sure they have enough money and know where the money is going to come from.

All these jobs should not interfere with normal school work or completing homework for school.

Help them set fair prices for the work they are doing.

Tell them to come to you for advice if they need it.

Here are some more ideas sent in from our members and readers of this site:

- \* I once did a lemonade stand, 25 cents a cup and I ended up with \$35.00.
- \* I think its better to either baby-sit or car washing or paper rounds and also you can help in some shops.
- \* Yard sale.
- \* Ways to make money - mow lawn, lemonade stand, sell cards, cars wash, garage sale, dog sitting, cat sitting, basically pet sitting, baby sitting, and rake lawns.
- \* Asking to take your dog for a walk or clean the dishes.
- \* Paper route.
- \* When your working at a lemonade stand, always be polite. Give people their change, say please.
- \* **KIDS CAN MAKE COOKIES CAKES BROWNIES INC. ONLY WITH ADULT SUPERVISION.**
- \* Bird house builder, \$2.50 per house
- \* Create your own mechanic or fixing job. For example fixing broken bikes.
- \* Hey your kids could earn money by walking dogs or how about helping out with the community as they pay good money for little kids to get involved but parents have to sign permission.
- \* Kids could do face painting at a town fair or in their neighborhood. Also, they could sell their own artwork.
- \* Kids can also look around the house for toys or any thing that hasn't been opened. then they could sell the items in their town.
- \* Window washer, car washer, lemonade salesman,

\* A child can maybe help the elderly unpack or unload a car full of things such as groceries or bags of clothes etc.

\* When a child starts their own business it takes them to a level of learning. Sometimes a parent should not help their child with their business so that the child can learn by their give them a few pointers but do not do the work for them. you won't help when their an adult so don't make your help a habit on your child

\* When it is hot out buy a case of bottle water and take it to school and sell it for \$2 each.

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## How To Make Money From Micro Stock Photography

How To Make Money From Micro Stock PhotographyYour pictures are worth money. I have recently learned, that in the Internet age, and with the help of some stock photography agencies, getting this money is easier then ever.

In this Article Aron Brand will share some of the tips he has learned, with the hope to help you realize your commercial potential. I doubt you will be millionaires from this trying this, but it can help you recover the "lost money" you spend on your hobby, and get some new gadgets.

Stock photography agents are companies that represent photographers and sell their photographs "right of use" graphic artists, news papers and advertising companies. One of the evolving domains in stock photography is called "micro stock". A micro stock agency, as the name implies, is a stock agency that deals with low (micro) price - about a dollar - photographs. Usually the micro stock agencies will restrict the uses allowed for a photograph. The interface is usually web based, allowing the photographer to quickly upload, and the customer, an easy selection and download mechanism. The micro stock agencies have a quantity favored policy.

### Filtering and Choosing Photographs

When you are choosing your portfolio, consider the following point: does your photograph has a value as an illustration or as a concept or idea that a customer can benefit from? For example, a photograph of a businessman in a suit climbing a mountain will sell better that a macro shot of a mosquito on a pinhead. A lady holding a disk in one hand and a handful of dollar notes on the other hand, will sell better the a photograph of a hippopotamus chasing a koala bear. This has nothing to do with the quality of the photographs. The micro stock agencies and their customers are looking for clear ideas and concepts that their clients can use.

## Preparing the Photograph

Before uploading your photographs to a micro stock agency site, you need to make sure you comply with the following guide lines:

- \* The picture should be uploaded in JPEG format with minimal compression (some sites allow for RAW image upload as well)

- \* Most sites require that you upload your photographs in their original resolution. Do not resize the image.

- \* The guys who verify the images you have submitted are very sensitive to noise and granularity. Try looking at your photo in a 100% magnification to verify you do not "suffer" from noise. If in doubt use tools to remove the noise such as Noise Ninja or Neat Image

- \* The photograph must not have any copyright material or trade marks. This includes bottle labels, T-shirts with logo, or any other product that has a trademark. Remove those logos using Photoshop.

- \* For any picture that contains persons that can be identified, you must enclose a Model Release Form - this form shows the consent of your object to be photographed. If you photographed yourself, include a Model Release Form signed by you. Here are shutterstock's model release forms, and here are dreamstime's model release forms, there are also some generic Model Release Forms on the web.

## Choosing Keywords

If you will not index your photographs with good keywords, you will never get good exposure on the micro stock site. You are competing against some 1,000,000 (yes that is more than one million) pictures and about 25,000 photographs added weekly.

My suggestion is put allot of effort into the keyword that you use. If you have good pictures that customers can use, attaching good keywords will give you the best rating and maximum downloads. So, how do you select your keywords? The best way is to look at similar photographs uploaded by other users to get ideas. You can also use a thesaurus to find synonyms. For the following picture of two wine bottles I used the following set of keywords:

micro stock tips 01

alcohol, bar, Bordeaux, bottle, cater, celebrate, celebration, contain, cork, culinary, diagonal, dining, dinner, drunk, empty, ferment, fine, full, fun, glass, goblet, grape, isolated, juice, label, liquid, menu, pair, party, pinot, pub, restaurant, Riesling, romantic, two, vineyard, white, wine

For the following image of a hungry man I used the following set of keywords.

micro stock tips 02

aspirations, chairs, cutlery, dark, dining, dinner, dream, eating, food, fork, hands, healthy, hope, knife, lunch, minimalist, pepper, place-mat, plate, red, restaurant, supper, table

You can edit the keywords in the micro stock agency site, or you can embed the keywords in your photograph using Photoshop. In the menu select file -> file info -> keywords, and add your keywords. The keywords you have inserted will be embedded in the JPEG file in a standard called IPTC. All the micro stock agencies web servers can read this format.

## Getting Paid

Once you have accumulated a fixed amount of money you can get paid. Usually this amount is between 75\$-100\$. You can get a check or use paypal.

## Recommended Sites

There are many micro stock sites, some better. Since most contracts are not exclusive, I recommend using several micro stock agencies in parallel. Here are some recommended sites

### Dreams Time

- This is a less known site, but still very popular with the clients, and gets great sells. The basic price per image is 1\$ (or 2\$ for full resolution) out of which the photographer gets 50%. The site is very friendly. It has an FTP upload option and pictures are usually approved within a three days.

### Fotolia

- Fotolia is a rising star in the field of stock photography. They usually pay more than 50% of the commission to the photographer, and allow you to set your own price. They are one of the fastest to approve photographs. Another nice thing is the way you can get your money. They will allow you to make a paypal cashout once you've hit the 2 dollar mark.

Bigstockphoto - Yet another great site for photographers. They pay 50c or 1\$ per image downloaded. And they allow to get paid after only 30\$ has accumulated. They will approve photos in about three days. They allow FTP upload.

Shutter Stock - This is the leading micro stock agency today. Shutterstock's business model allows a customer to make a subscription and during the subscription period the customer can download 25 pictures a day. This model encourages downloads, and indeed you will get a lot of downloads. The photographers earn 25c per download, and additional 5c if the customer also requested to burn the image on a CD. There are also broader uses licenses that the client can buy for additional payment. The site is very friendly. It has an FTP upload option and pictures are approved within a day or two.

123rf.com - 123rf is a relatively new agency which is doing well. They are still small, so if you are good standing out is easy. They pay 50% of each sale to the photographer - nice. Another nice feature is email notification once your images have been approved or rejected.

Stockxpert - Stockxpert is another good micro stock agency. They have good FTP support, and they will approve your photos within days. 50% out of each download goes to the photographer.

iStockPhoto - Istock Photo is another big micro stock agency. They pay something between 20% to 40%, but the image is sold for 1-12 dollars so there is a chance of a nice payoff. Also as a photographer progresses, he/she gets more % out of every sale.

CanStockPhoto - They pay 50% for guest/member download and 0.25 USD for subscription download. They are a great agency, with a little cluttered design.

Feature Pics - A very nice agency - they let you set a price for your stock photos or set the percentage that you want to earn.

#### Photostockplus

- photostockplus gives a great variety of products you can sell. They will not only sell your photos, but put them on mugs, shirts and more. photostockplus also provides great resources for event photographers

#### Getting Started

If you think you are up to the job (hint - answer is no "no"), take a look at the following equipment list - they will help you to get better shots:

- \* A small and easy home studio
- \* A two minute reflector
- \* A DIY light tent
- \* A flash diffuser

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## More Job Ideas

1. Offer your professional expertise in an online marketplace. These days, you can do more than just sell your old books via Amazon and your old Coach handbags via eBay—now you can sell your professional capabilities in a marketplace. No longer are you limited to looking for a permanent or contract job on Web 1.0 style job sites like Monster or CareerBuilder. The new breed of freelancing and project-oriented sites let companies needing help describe their projects. Then freelancers and small businesses offer bids or ideas or proposals from which those buyers can choose.

Elance covers everything from programming and writing to consulting and design, while RentACoder focuses on software, natch. If you're a graphic designer, check out options like Design Outpost or LogoWorks—you don't have to find the customers, they'll come to you. Wannabe industry analysts might sign up for TechDirt's Insight Community, a marketplace for ideas about technology marketing.

2. Sell photos on stock photography sites. If people regularly oooh and aaaaah over your Flickr pics, maybe you're destined for photographic greatness or maybe just for a few extra dollars. It's easier than ever to get your photos out in front of the public, which of course means a tremendous amount of competition, but also means it might be a convenient way for you to build up a secondary income stream. Where can you upload and market your photos? Try Fotolia, Dreamstime, Shutterstock, and Big Stock Photo.

3. Blog for pay. Despite the explosion of blogs, it's hard to find good writers who can turn around a solidly-written post on an interesting topic quickly. GigaOM is always looking for bloggers with great content ideas and solid writing skills. How do you get noticed? Comment and link to blogging network sites. Write blog posts that are polished and not overly personal (although showing some personality is a plus).

4. Or start your own blog network. If you like the business side of things—selling advertising, hiring and managing employees, attracting investors—and have the stomach to go up against the likes of Weblogs, Inc., GigaOmniMedia, b5media, maybe you should make an entire business out of blogs. Don't make the mistake of thinking you'll get a lot of time to write yourself though.

5. Provide service and support for open source software. Just because the software is free doesn't mean you can't make money on it—just ask Red Hat, a well-known distributor of Linux that sports a market cap of more than four billion dollars. As a solo web worker, you might not want to jump in and compete with big companies offering Linux support, but how about offering support for web content management systems like WordPress or Drupal? After getting comfortable with your own installation, you can pretty easily jump into helping other people set them up and configure them.

6. Online life coaching. Who has time to go meet a personal coach at an office? And don't the new generation of web workers need to be met by their coaches in the same way that they work: via email, IM, and VoIP? You could, of course, go through some life coaching certification program, but on the web, reputation is more important than credentials. I bet Tony Robbins isn't certified as a life coach—and no one can argue with his success. For an example of someone building up their profile and business online as a coach, check out Pamela Slim of Ganas Consulting and the Escape from Cubicle Nation blog.

7. Virtually assist other web workers. Freelancers and small businesses desperately need help running their businesses, but they're not about to hire a secretary to come sit in the family room and answer phone calls. As a virtual assistant, you might do anything from making travel reservations to handling expense reimbursements to paying bills to arranging for a dog sitter. And you do it all from your own home office, interacting with your clients online and by phone. You can make \$20 and up an hour doing this sort of work, depending on your expertise.

8. Build services atop Amazon Web Services. Elastic computing on AWS is so cool... and so incredibly primitive right now. Did you know that you can't even count on your virtual hard drive on EC2 to store your data permanently? That's why people are making money right now by offering services on top of AWS. Make it easier for people to use Amazon's scalability web infrastructure like Enomaly has with elasticlive, a scalable web hosting platform built on AWS.

9. Write reviews for pay or perks. If you blog for any length of time on a particular topic—parenting, mobile phones, or PCs, for example—you will likely be approached to do book or product reviews. You can get free stuff this way, but are you selling your soul? Is there any such thing as a free laptop? These are decisions you'll have to make for yourself, because no one agrees upon what ethical rules apply to bloggers. Even less do people agree on services like PayPerPost that pay you to write reviews on your blog. Check out disclosure rules closely and see whether such a gig would meet your own personal standards or not.

10. Become a virtual gold farmer. A half million Chinese now earn income by acquiring and selling World of Warcraft gold to gamers in other countries. If you're not a young person living in China, this probably isn't a viable option for you. But what's intriguing about it is the opportunity to make real money working in a virtual economy. People are making real-world money in Second Life too.

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### Make Extra Money By:

1. Freelance writing. Have a unique ability to pen the written word? Have a solid grasp of grammar, spelling, and communicating? You could become a freelance writer for newspapers, magazines, or other local periodicals. THAT could help you make extra cash! Don't be afraid to endure a lot of "No's" and you'll eventually get that "Yes" that can give you some instant credibility.

2. Plant maintenance. Just like people need help taking care of pets, they also need help with plants. Make some extra cash by taking care of house plants and even outdoor gardens while people are on vacation. You could also offer to take care of the plants kept in local offices on a long term basis. Don't forget your mileage tax deduction if you drive your car for your new business!

3. Offer to clean homes during the day or offices at night (depending on your schedule). Add in the houseplant maintenance and you could get a double whammy for your profits! Don't forget the mileage deduction.

4. Tutor. If you have a college degree, use your downtime to tutor kids in the summer or even over the Internet to make additional income. Drop by the local school system and offer your services to the summer school folks after making sure it's okay with the school staff, of course.

5. Teach a language. Do you speak another language? Do you speak English? Either way, your skills are in demand and will help you make extra money. People need to learn other languages and non-English speakers need to learn English. Most people prefer to learn a conversational style rather than just conjugate verbs around the dinner table. Who knew just talking and having a conversation could result in earning additional income?

6. Internet research. Really know your way around the Internet? Offer your skills in research to local businesses. You may have to do a few freebies to get your foot in the door, but this could be a tax deduction as a startup cost in your quest to generate extra money.

7. Iron clothes. People are busy and if you offer to iron their clothes and pick up/drop off at their office, you would set yourself apart from the cleaners. Make even more money by offering the service mentioned in #24.

8. Run errands. The last time I checked, the IRS rate for mileage was 50 cents per mile. By offering to run errands for people (dry cleaning, drugstore, grocery store, post office, etc), you could earn extra money for your time while reducing your taxable income from mileage.

9. Substitute teach at your kid's school. My wife does this quite often. Teachers have doctors and dentist appointments just like everyone else. Their children get sick and they have to take care of them. When these events happen, the school needs a substitute teacher. Check with several schools (don't forget the private schools) to see what requirements they place on subs and how much extra income you could earn.

10. If you liked #9, could you offer to teach at your local community college? One or two courses at night or on the weekends could make you a little extra cash.

11. Do you have a unique skill or ability? Have you EVER heard someone say to you, "I wish I knew how to do that." The "that" could be building decks, arranging flowers, baking pies, playing the piano, canning food, making jewelry, framing pictures, or raising roses. People will pay to be taught. They will pay even more if you offer to teach their children. Offer to teach them or their children in their homes and you could earn even more.

12. Become a life coach. Encouraging others to strive for success and live up to their potential is what being a life coach is all about. You can squeeze in appointments on weekends, during your lunch break and in the evenings after work, making it easy to earn extra income while keeping that day job.

13. Become a "green" consultant. Do you know how to make those little lifestyle changes that result in a home using less energy? Offer to evaluate someone's home and make recommendations to help it become more green. You could offer to change their light bulbs to CFL's or LED's, install a programmable thermostat, install ceiling fans, or make other recommendations. You could also sell your services to businesses. I bet this will become a very large industry in the next few years. Some people will make a LOT of extra money!

14. Do you love to garden and use organic methods? Depending on how large your harvest may be, you could offer "in season" locally grown, organic vegetables and fresh herbs for sale to a restaurant. Take a basket of your most beautiful vegetables and visit several restaurants. Chefs are always interested in getting the best, the freshest food for their patrons. You could pick them, wash them, and deliver them within the hour. You can't get much more fresh than that!

15. Know your antiques? Spend your weekends scouting those garage sales, thrift stores, estate auctions, and flea markets to score old treasures on the cheap. Do some research to discover the real value of your finds and spend your next lunch hour auctioning it on eBay.

16. Set up computers, home theater systems, or wireless networking systems for the technologically challenged. Even though technology is a constant presence in our everyday lives, some people just can't seem to get the hang of it. You can offer to come in and help those with new gadgets get them set up, install new programs, organize the spaghetti mess of cables, and make sure everything is plugged in correctly.

17. A year or so after you've set up those computers, offer to help clean and speed up computers that may have been infected with viruses, malware and spyware. You know it's going to happen and someone will get paid to clean those systems.

18. If you're really on the technology band wagon, you could offer to help people change the formats of their media. Changing VHS videos to DVDs, scanning old photos, moving CDs to MP3s, or other format changes can make you some additional income.

19. Get paid to shop. There are several companies that hire people to perform a mystery shop and report their experiences. Make sure you're fair and that you understand the way each company goes to market.

20. Are you a genealogy buff? People love to know their family histories, but don't have time to do the research. You can offer your services as a "family researcher" and help clients learn about their roots, learn about your own in the process, and generate extra income.

21. Can you bake? Making and decorating cakes can allow you to show off our artistic side. You could also offer to bake pastries and other goodies for local coffee shops, a local deli, or even sell them in local office breakrooms.

22. Make jams and jellies. If you listened to your grandma and learned to can and preserve food the old fashioned way, a quick trip to the farmer's market could result in you making a big batch of peach preserves, blackberry jelly, or strawberry jam. Then you could sell it for a profit at a local market or over the Internet.

23. Babysit. There are actually several ways to go here. You don't have to only offer to babysit for young parents looking to get a few hours break and attend a business function, though that is a possibility. What if you offered to keep kids all night long for parents who worked third shift? What if you offered to keep kids who were feeling a little sick (nothing major)? Most day care centers won't accept a child who has a fever or a runny nose, but if you contacted several day care centers for referrals of mildly sick children, you could carve out a profitable market niche for yourself. Make certain you follow all local laws when keeping children.

24. Got a sewing machine? Many local clothing stores, particularly upscale stores, men's suit stores, and even dry cleaners need people with sewing skills. Here's your chance to show off your skills and make a little extra income.

25. Pet sitter. Right now I'm looking for a pet sitter for my miniature dachshund. The kennels charge at least \$20/day. Could you undercut the kennels, charge \$15/day and keep a few pets in your home? If you're wary, you could always set a weight limit and only keep those little guys (like mine). People need help with hamsters, guinea pigs, cats, dogs, and even exotic pets. If you live in an apartment, you could offer to feed, water, and check on pets kept in their homes. Then you could deduct the mileage from your taxes for an additional bonus.

26. Photography. Do you have one of those fancy cameras? Know how to use it? You could potentially start photographing people's children, their weddings, their anniversaries, or their parties. You could take interesting photographs, post them on the appropriate sites, and then make money every time someone uses your photograph.

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## Finding business ideas:

1. Spend all day browsing Site For Sale forums (like the list we have here) for the myriad ways people earn money. People looking to sell their sites actually tell you how they make money! Pick one that suits you. Research it a bit, and away and start your own business.

2. Use a search engine to find ways to make money online. It seems to Finding some things - like nuclear bunkers - is easier than others be so easy that it's almost impossible to find someone who doesn't know how to do it. (But why stop at one search engine (SE)? Most people get to less than 1% of the top quality info they're seeking because they use just one SE like Google, don't have the vaguest of ideas of the advanced search features available, and don't know the benefits to be had using specialised SEs, local SEs etc. )

3. Bundle the two above to tell other people how to make money online. They always want to know. It doesn't matter if you don't know yourself, you can still charge them for it. I obviously don't have a clue as I'm giving it all away. You can now ignore everything else I say. But don't go spending money on internet cons promising to make you a millionaire and here's how to spot them.

4. Be more inventive with your search. Look for small business franchise newsletters. Or for home jobs in your particular niche or hobby. (And check point #2 above for those specialised SEs). You can also go through the appropriate DMOZ categories...

## Domains

5. The dot com gold rush made many millionaires but there's still plenty of money in domain real estate and still some good catches available. A good dot com may be difficult to find now. But there are a lot of gTLDs and ccTLDs from the .info to .eu to .tv to .co.in and they all present opportunities being discussed in several good forums. Put your thinking hat on, buy a famous word domain for a few dollars and put it up on the domain selling sites.

6. Lost your thinking hat? Hang out at SEDO, DNForums, Afternic and other places where domains are bought and sold. Provided you learn enough about the market to recognise bargains you could make a living from just buying existing domains and reselling them.

7. If you're smart you'll run dictionary checks against available domain names and auto-check them against search volumes (using OST, Wordtracker etc.) for that term and Pay Per Click (PPC) rates in the major ad networks (example) to work out which ones are likely to be more profitable. If you can pick up the domain for a profitable term that's searched for often you can use a domain parking program. Or post a little bit of relevant content and get a link or two ... and the search engines will start sending you traffic. If the phrase people are typing in coincides exactly with your domain name it gives you a great head start with SEs.

8. If you're smart AND a linguist you'd be doing that in multiple languages. And not paying for any domain till you've tried it free for five days to see if it does indeed get any type-in traffic (and how well that traffic converts). After you've tried it for five days and dropped it there's nothing to stop you immediately picking it up again for another five day trial. Strange, but true. It's not kiting, it's legal.

9. Misspellings. Massive opportunities still exist in the misspelling/typo market. People trying to get elsewhere land on your site instead ... and you sell them stuff (or use the domain parking idea). Some even tempt fate by making PPC opportunities out of typosquatting on trademarks. Finding typos has never been easier. There are many tools that will find misspellings for you. How easy can it get?

10. Domain parking and type-in traffic: People sometimes guess at URLs. If they want a plumber they may try plumber.com though they've never used that site themselves. Find terms that people may be typing in (I will provide a detailed guide to this when I get a chance), buy the domain and populate it with ads. There are several ad programs to monetise your parked domains. Or combine this with the previous idea to buy plumber.com or similar typo domains.

11. Drop catches. People sometimes forget to renew their domains and these expire. Picking them up will give you some remnant traffic from sites that link to this domain/people who've bookmarked it etc. In some cases the traffic can be pretty high. Provided you're fast enough to replace the copyrighted content that was there with something else you can make quite a profitable business from doing nothing else but this.

12. A variation on the above. Sell the domain back to the previous owners. Note that you may want to tread carefully and get familiar with the rules for that TLD before you start sending off ransom notes. For example, with ICANN (domains that end in .com, for example) the moment you send the previous owners an email saying you've got their domain and you'll give it back for \$10K... you've lost. It can't look like a ransom demand. Be reasonable and read the small print of the UDRP. No UDRP required if you're sitting hostage on myspace.com/theircompanyname or the equivalent at blogger, mybloglog, or other big destinations. LOL, watch them kick themselves and sack their web advisors who told them about taking the "dot info" but omitted to mention the importance of protecting the brand by owning the associated myspace directory (and others)! And it costs you nothing!

13. Run a domain management service. Hundreds of thousands of webmasters (or more) have a large portfolio of domains. A lot of them would like the boring bit taken out of their domain management. You can run their DNSes or just a service reminding them when each domain comes up for renewal. Or an automated monitoring service to tell them when one of their domains/sites is inaccessible.

14. Start a directory to list domains for sale. That's what people like SEDO do. You can get money just for allowing domains to be listed in your directory.

15. If you're running a service putting buyers and sellers of domains/sites in touch with one another you could get money for add on services (like providing escrow facilities). For ideas have a look at what existing domain intermediaries offer.

16. Run a domain research service. Wonder what happens when a manufacturer is looking to name a new model car? Or starting a new range of clothing? They need trademark and patent research but now they also need some domain research. Which of the literally thousands of combinations and misspellings (+ <brandname>sucks.com) are taken and which do they need to buy? With a few of the free domain tools discussed on this page and one or two more - like free DNS tools - and a little time you could provide them a service they'd pay a lot of money for.

17. Start your own country: Whoa! yes, you're reading it right. If you've heard of Sealand (what is Sealand) you'll know that starting your own country is not that far fetched. Once you have your own WhackyCountry you can apply for a .wc (yuk) TLD. Sell millions of domains. Keep some for yourself. Ever wanted a Google.\_\_\_\_?

18. Perform domain services for businesses and then send them a proforma (even if they've never heard of you). Explain that it's free this time but you'll gladly keep acting for them for a small fee. For example, there are thousands of big businesses whose half-wit webmasters/ developers didn't put in a redirect from the non-www to the www versions of their sites (or vice-versa). One entrepreneur made a few thousands just from pointing out to businesses how they were losing hundreds of customers every year who were landing on <http://xxx-companyname.com> and finding nothing there. I'll talk about domain opportunities some more on this page when I get a chance. Buying and selling internet businesses

19. Many sites runs on "auto-pilot". A common price these sell for in site-or-sale forums is 12-24 months' worth of net earnings (silly price, but it's true). Provided you don't mess the site up you can recover your capital in as little as 12 months and then ... sell the site to recover your capital again. Double your capital every year. 100% return. Sack your stockbrokers. It really is a crazy world!

20. Site flipping doesn't require as much capital and expertise as many people believe. Like property flipping, Buffalo Walking Service - why do only dogs get to have fun?you buy one that needs a bit of TLC. Do it up, then sell it on for a whacking great profit. And, the beauty is you never have to deal with tenants!

21. How about cornering a little market? There are DMOZ categories with grandfathered sites (sites that have been listed for many years) which aren't being updated. If you can pick up a few sites in the same category and merge their content suddenly you "own" that niche. That opens a lot of possibilities.

#### Actual work

22. Several jobs exist on a pay per hour basis but the better paid ones are probably contract jobs. Some examples of both: Copywriting; proofreading of web content/ebooks/newsletters etc. (elance, guru, rentacoder, graphicdesign).

23. Email or phone answering: Be one of the first line support staff manning a company's phone or email answering service. Filter out the easy questions by pointing the user to relevant sections of his manual and escalate those that seem genuine problems. You are saving the company's engineers' time and providing a valuable service - that they pay for. A variation of this is chat help where you actually sit at your PC and text chat to users who've reached a firm's website and clicked the help button. Sometimes a bit of training is involved.

24. Good at web design, HTML, CSS? Create designs (templates) and flog them. You can sell each one multiple times to webmasters who don't have the time or patience to get familiar with the intricacies and quirks.

25. Monitoring Wikipedia/ forums/ blogs for mentions of a particular name, brand etc. A recent expose showed that finding people is sometimes easier than you think several Wikipedia entries were being manipulated by a US political party who had several stooges signed up for just this purpose. Wouldn't their opponents want to know each time they're manipulating some facts? Find someone who needs some news "managed" or needs to know when news is being "managed" and get paid for it. You need to be "proactive" as these jobs aren't "advertised" but the fact that they aren't advertised means that others don't know about them, you have an advantage. And there are opportunities in almost every language.

26. Directories: start one. Webmasters pay to be listed in your directory. The better your directory the more you can demand. Niche, hand compiled directories are a million times better than the SERPs dross and both companies and users know that.

27. Filling in surveys. True, there are a lot of duds around but there are still some programs that pay you for doing mind-numbingly dull tasks like filling in surveys. If you aren't fussed about privacy and are willing to disclose all your personal details (or fictional personal details) there's usually someone willing to pay you, From YouGov to Ciao.

28. Get paid to read email. Why would companies pay for that? Plenty of reasons, not least that a human eye can spot SPAM that even the best program doesn't catch. Even the best anti-spam program has some false positives and some companies can't afford to have any.

29. Do other filtering. There are people who'll pay money to have you filter through those millions of ebay listings to find them the specific objects/ curios/stock/ book that they really, really need. Another filtering idea: Businessmen looking to buy sites regularly visit the Site Buying/Selling forums and trawl through thousands of listings a week. Get talking to one or two of them, offer to get familiar with what they are looking for and to do the looking for them.

30. The web has allowed easy access to industrial quantities of free stuff. For example, in 2007, a major manufacturer of cricket bats had a problem. Cricket bats can't have knots in them so most of the wood from the willow tree has to be discarded as scrap. Not a few bin bags full but 70 tons. Per week. Yes, lorry loads per day! Free. They listed it on the eastex.org.uk site. Opportunity: Find a company that sells bark mulch for gardens. Find out how much they are paying to buy wood. Offer them 70 tons of fine willow a week at 50% of their current costs provided they pick it up themselves. Or contact manufacturers of chipboard/cat litter/use-your-imagination. OK, eastex may not still have that particular opportunity... but there are others. And on other sites.

31. CPA = Cost per Action. Apart from filling in surveys people pay for all kinds of other things. Like clicking on links (though you may want to check that you're not participating in click fraud).

32. Posting in Forums: Like hanging out in forums and chatting to other people? Owners of new forums have a problem. If there aren't a lot of conversations going then people don't stop to talk. So they get the chat flowing by paying for posts. So, jump in, start chatting and get paid.

33. Do something silly. The milliondollarhomepage guy got famous for selling worthless pixels on his page. But, because he was in the news/having his 15 minutes of fame people focused on that and paid money for what they would normally have realised was fairly worthless links. Yes, people are stupid. ClickHereYouIdiot.

34. Do something more useful and less silly. Find a need inIf I could only get the right wheels... a niche and fill it. People complaining in forums about how they can't find replacement parts for a certain type of car? Find someone who'll make it and be the broker. People complaining about limitations in a particular niche software? Find a programmer to design a solution and start selling it.

35. Have expertise in a particular subject? Write regularly on that subject and give away your knowledge for free. People will bookmark your blog and visit regularly. The money is in allowing companies to advertise their products and services to your very eager audience. There are third parties like payperpost, blogvertise, creamaid, Blogitive, reviewme, loudlaunch etc., who handle the finding of advertisers.

36. Don't have expertise in a particular subject? That doesn't stop bloggers. Some of them blog on the most mundane things - from what they had for breakfast to how they spent their day. And still the advertisers come. So, don't blog to demonstrate your expertise. Blog to demonstrate your camera obsession and show all the stupid pictures you take everyday. Or blog about breastfeeding your kids.

37. Join the myspace bandwagon, build up a lot of "friends" and bulletin advertise (what?!) the hell out of them. Send them to pages where you promote affiliate programs and you could walk away with five figures every month. There are people who make a lot more.

38. Or use tools like myspace to promote your offline activities - like the music you create. The Arctic Monkeys were record label/ talent scout/ music agent free.

39. Sell trinkets to myspace users. They love them. Especially shiny ones. Myspace backgrounds, templates, animations, scripts, icons and other "myspace resources" are a multimillion dollar industry.

40. Writing a newsletter. Building a mailing list is a long term plan and it pays dividends but don't expect immediate results. If your newsletter is good and you promote it well you can collect hundreds of thousands of subscribers (who all get the newsletter for completely free). The more subscribers you have on your list the more advertisers pay to feature in your newsletter.

41. Find something that won't sell, let your imagination run wild. Be willing to think the most outrageous thoughts, the most impossible items to sell. Who would have guessed there'd be an active market for urine. Yes, that stuff you flush away. No, I'm not taking the ... mikey. But, start selling your outrageous item and you may find that a market already exists.

42. Build a community. While some webmasters see lower returns from forum-type sites it's probably because they're using contextual programs like AdSense. One of the biggest webmaster communities (forum) is free to join and free to use though it's very busy, uses massive bandwidth, and costs its owner a bomb. Yet, he makes a very profitable income from organising conferences/tradeshows. His "community" ensures every one is a sell-out.

43. Be a link monkey. Webmasters want people to link to them. It makes them feel loved. And it helps them rank higher with search engines. But they don't have the time to go begging. You do that for them and get paid per link. If you're smart you'll find shortcuts and charge people a lot of money for identifying and approaching possible link "partners".

44. Related to the link idea above - start a directory submission service. There are lots of directories around like the ODP. Many take free submissions but you have to do these by hand. When you're familiar with the submission process at a few of the top ones it takes you a lot less time to make submissions. Webmasters have to register, wait for a reply, jump through other hoops etc. They'd rather outsource it to someone who can do it faster and has the time.

45. Another flavour of link-building: Dropping mention of your client's site in forums, blog comments etc. Yes, clients pay for it. There are spamming ways of doing it and some more decent ways. If you can make relevant posts, posts that contribute to the discussion, and provide only those links that are beneficial to that thread, you'll be in high demand with webmasters looking to spread the word about their good content. For example, if you genuinely feel that this list of 101 ways to make money is the dog's testicles - and you participate a lot in webmaster forums - you're bound to come across threads where dropping a link would help your forum mates. Some website owners pay for that.

46. Press release websites often need people to screen user submitted releases for profanity etc., before running the "news". Well known blogs often require the same kind of vetting service for user submitted comments to blog articles. Niche directories that take automated submissions need to prevent against SPAM so could use a human review of each submission. There are numerous such opportunities. Spamming site owners with offers of your service may not get you anywhere. The key is to identify a site that looks like it could use this service and make a personal approach.

47. Write an ebook. It's as easy as falling off a chair. Know something about something? Whether it's about growing cabbages, writing PERL, plucking nose hair or being a good cop - if you're a good marketer, or pay a good marketer, you can probably sell a few thousand copies of your ebook. People pay online and download it, no publisher, printer, book shop or other cumbersome details to worry about. In fact, you don't even need to do the selling. "Affiliates" do it for you (on commission). And, there are ebooks telling you how you can write and sell ... ebooks!

48. Become an expert in a particular niche, perhaps affiliate programs for kids' products, or mailing list services ..and charge for your advice either at online webinars ... or even at local business events. The great news is that this is the internet and becoming an expert in a niche often requires nothing more than spending lots of time (online) reading and absorbing. No school to attend, no fees to pay.

49. Data sorting and other mundane jobs usually pay by the hour. This is the online version of envelope stuffing except that there really are opportunities to do these jobs online. It's a matter of looking in the right places and avoiding all those scammers looking to part you from your money by asking for upfront fees.

50. Good at graphic design? Design and offer logos and icons downloadable for free (and without watermark on payment of a fee). Good icons sell for several hundred dollars a set. And each set can be sold again and again.

51. Create an award and some fancy logos to go with it. The more credible they look the better. Award them to websites you like ... provided they pay you an "admin" fee every year to continue using the logo. Giving awards used to be a useful way to get backlinks. But when people's egos are sufficiently stroked they'll pay to continue boasting about how good the "rest of the world" thinks they are. Work, but not as you know it

52. Affiliate programs can be great fun and very lucrative. The trick is learning to generate traffic, funnelling it to your merchant and hiring expensive accountants to handle your massive tax returns. It has made more millionaires than you'd believe and I've personally met many of them. I hope to write a lot more about making money from affiliate programs in the months to come.

53. But if fine-tuning ad CTRs and monitoring ROI is too much like hard work ... be your own affiliate customer. Credit card companies, mortgage companies etc., pay anywhere upto \$100 per form filled on their site (per valid lead). Go apply for some credit cards and mortgages BUT do them through your own affiliate links and make a few hundred dollars per day. Sign up in as an affiliate in your wife/husband/dad's name to get around the occasional restriction that applications in the affiliate's own name don't generate the commission.

Pure fun

54. Like playing computer games? There's money in gaming. Top players get paid handsomely for participating in tournaments, attending gaming fests and endorsing products. OK, Tiger Woods does make more but does he have as much fun? I mean, have you ever seen him happy? Like deliriously happy ... and shouting for joy? No. Because his club don't have no buttons.

55. MMORPG, or multimedia online role playing games are virtual worlds where otherwise sane humans lose all perspective and all sense of reality. Or they pretend they do. They spend money on invisibility cloaks, virtual machine guns, characters and even virtual money! It's hard to explain how it works but Be The Seller, there's a thriving economy there worth millions of dollars every year. Whether it's WoW or SecondLife.

56. Adult entertainment: Like dressing up kinky? Do it frontKitten suffocating service - send all your unwanted kittens of a webcam and adult webcam sites will pay you. (John Prescott need not apply.) Like chatting dirty? Are you a balding man who likes pretending to be an 18 year old blond, female model? The online equivalent of the premium rate phone lines is where you can earn money all day just having fun. I won't provide links - use a search engine and find them yourself.

57. Or get paid for promoting other adult sites. This is like other affiliate programs except that you get to give away stuff on your site (usually cut-down/lower quality versions of videos and pics) for free. These entice visitors to click through for the larger resolution version which requires a small subscription. So, free content for you and - if you can get enough visitors to click through and subscribe - a healthy commission cheque at the end of the month.

58. Mystery shopping: Shopping on behalf of firms to see how staff on the floor are treating customers. Buy products, have holidays, eat at restaurants and have the tabs all picked up by your employers... as long as you provide them some feedback on what the service is like in-store. There are worse ways to earn a living. Some sceptics say they have fun but don't earn a great deal. Others disagree.

59. Spend your time entering competitions. Despite the name "competitions" rarely require skill, they are nothing but glorified lotteries/ sweepstakes. The most challenging question they are likely to ask you is, "What's 1+1?" Try searches like "competition entry" and "win a prize".

60. Or enter contests of skill. Good at SEO? There seem to be a lot of SEO competitions around. Good for nothing? I tried Google on a search for Good for nothing competitions and I get a lot of results. :-) Weed out 99% as junk, and you should still have some good 'uns there.

61. Good at poker? You can make a living from playing it all day long (or go broke).

Like surfing?

62. Become an estate agent. Not a real one; in places like the US that's too much effort. No, you can act for buyers without all that formality by being a buying agent. Clients have a clear idea of what they want but you have the time to keep hitting rightmove -or wherever your local listings are - to find them that special property. In the UK "buying agents" charge 1-3% of the property value.

63. Concierge services: If you know the exact type of bra you want but can't find it would you pay someone a few dollars to find it for you? You'd be surprised how many busy people would. Whether it's a list for the supermarket delivery or a bathroom tap unavailable locally - for some people the hour or two hunting is not worth the \$10 you'd charge. Maintain preferences for your signed up customers - so they can tell you to order "milk" without having to specify semi-skimmed, 2 litre, cardboard packing etc. - and close relationships with local businesses and even I'd sign up.

64. Be a researcher. At places like answers.com people pay for you to go research an answer to questions they don't have time to answer themselves. Like, "How do I choose an SLR camera?" and "What's the name of the theme song to the TV program A Bit of Fry and Laurie?" Note: Google has now closed the answers.google.com service but if you're that good at hunting things out you'll find that there are other places where people pay for answers. And, I'm not just talking paid homework help. It smells No, I'm not endorsing any of the plans in this section but this article wouldn't be complete without mentioning these unmentionables.

65. Has someone has violated your online rights? Perhaps they don't have a privacy page on their site as required by law. Or haven't made their site disabled friendly (illegal in some parts of the world). Sue them. Particularly if you can get one of those no win-no fee vultures to act for you. A guy called André-Tascha Lammé kept getting calls from salesmen selling him stuff. He sued them in the Sacramento, CA, small claims court (easy to do). Guess what? Apparently the law in the US awards you \$500 each time a telesales person makes an unwanted call to you. Lammé walked away with \$6,000. What's the law where you are?

66. They haven't violated your rights? Sue them anyway. Why do you think so many people sue Google on the most unlikely pretexts: giving them incorrect results, showing anti-Christian sites in the results, having advertising, being racist, not being racist? Find something unusual enough to sue them about and some dumb tabloid editor somewhere will pay you for an interview. Even if they don't you'll generate publicity, get column inches, get people to your site...Ka-Ching. Or be the scum that sue companies for small amounts just because it's be cheaper for them to settle than defend. Even if the grounds for the case are petty and silly like them sending you an email to their annual meeting.

67. Sell photographs: Live in a big city? Hang around at celebrity watering holes, click some photos. There's always someone online willing to pay for interesting ones - there are sites specifically for the buying/selling of photos like these. Get "lucky" and click the UN Secretary General picking up a hooker and you can buy that dream home in the Bahamas quicker than he can say United Nations Secretary General. Find Paris Hilton in another compromising video and.... you can buy Bill Gates. More mundane photos will get you money in places like these: 1, 2, 3.

68. Perform domain hunting services for businesses and then send bill them (even if they've never heard of you). Some businesses will pay up. A 0.01% success out of a million could be worth \$100,000 (at a modest \$10 each). Drive carefully on ANY highway... For example, you could setup a program to extract company names from a Yellowpages database, run them through a misspelling generator and automail each company a list of domains you've identified that it would be in their interest to register as these are very similar to their company name. That's a service, right? The UK authorities have been clamping down on a lot of these operators... but that's only the UK based ones!

69. Exploit people's sopiness. Once upon a time there was a site with lots of lovely pictures of a beautiful little bunny who was very, very happy. And his owner loved him very much. But he needed money so he asked for money on the site and promised that if he did not reach his target he'd eat the bunny. He provided graphic recipes with bunny dish mock-up pictures. Donations followed, fast and swift.

70. Relationship Marketing: Who said relationship marketing was about companies building relationships with their customers? It's about marketing to relatives. About pimping products to your friends. Whatever the "network marketing" opportunities there ever were offline - from Amway to selling water filters - there's always a lot of stuff you can "personally recommend" to your friends online. People who don't open junk mail will open mail from you, because they trust you! And you can get paid for endorsing all manner of rubbish. (Till you lose all your friends, of course)

71. Become a volunteer editor in places like DMOZ and then take bribes to list sites. Is it illegal? In many parts of the world it probably is not, and so it does happen a fair bit. But, the less said about this bribery the better..

72. Petitions: People are constantly petitioning their bosses, their politicians, the rest of the world. Some of those petitioners pay for people to join their cause. Signing up again and again and again has proven lucrative for some, particularly those who know how to proxy their IPs.

73. Email SPAM. Nobody likes it, it's illegal in someMail order SPAM countries, ISPs get very upset, recipients get even more upset but no list of how people make money online can be complete without a mention of this. What do you sell when you spam? Have a look at what type of spam YOU are getting, it will likely give you an idea of what pays. But that's about all the help I'm giving you on the subject.

74. (But wherever there's a big problem there's an opportunity: Run a free email service like Hotmail etc., but with a good SPAM filtering system. High startup costs, sure, but if you get enough people signing up you could be worth a few million very quickly. Google tried this with gmail and got about 4% of the market without advertising the service at all; accounts were given by invitation only)

75. Start a HYIP and do a runner. Possibly Big bucks

76. While most webmasters use PPC to refer to Pay Per Click old timers use it jokingly to refer to P\*rn (where \*=o), Pills and Casinos. Those are probably the three biggest money areas on the net and have probably made more millionaires than any others. But they are very competitive and are difficult markets to enter, penetrate. However, there are lots of legal, legitimate opportunities here some of which I'll expand on in due course.

#### Arbitrage/brokerage

77. Example of a pure arbitrage opportunity: For a while buying traffic via Google Adwords and sending that traffic to pages of little content and Google Adsense ads generated reasonable profits when done astutely. Sure, Adwords and Adsense are two sides of the same coin. But I did say you needed to be astute to recognise where the opportunities were and you need to test, test, test. There are still lots of contextual arbitrage opportunities about. Especially when you work across programs (e.g., buy traffic from MSN, sell to Yahoo).

78. There are a lot of arbitrage opportunities in the finance world as discussed below but if economics and finance talk Sharp operators, thick hidesbores you to death, there's sports arbitrage. Different online bookmakers may offer different odds on a sporting event. By taking the better odds at each bookie you could come out ahead irrespective of the actual outcome of the event. If you're really clever you could make a program to do this for you. Why don't the bookies adjust their odds based on what their competitors are offering? Because they have to balance their own books. Their prices are decided based on how their own punters are betting.

79. Hosting: You don't need to buy a lot of server hardware to provide a web hosting service. Many big hosting companies allow "reseller" accounts where you sell hosting plans to customers and the hosting company will host them all for you under your Reseller account umbrella. You get to charge customers as much as you want. Some Resellers provide value added services and charge more for these. At places like WHT you'll find that resellers sometimes sell their customers as a "bundle" i.e., you can pay some money to buy a reseller "business".

80. Related to the above is free hosting where you provide small website owners free hosting and in exchange you serve ads to all their pages to make the revenue to pay the hosting company and yourself. Early pioneers of this model are well known names like Geocities and Angelfire.

81. Being a broker can be done in a thousand different ways. There are some entrepreneurs making healthy profits just by bidding for projects on places like elance and guru and farming them out to a bank of writers/programmers they use on a regular basis.

## Finance

82. Trading from home is really catching on in many parts of the world. You don't need to be an expert on stocks & shares. You can trade on commodities, currencies, lots more. Trading futures allows you to leverage even small \$100 amounts of capital into huge fortunes (or bankruptcy).

83. Gambling is a far cry from trading futures but a route to riches for many. No, not the traditional horse racing type of gambling where the only long term winner is the bookmaker. I'm talking gambling against other gamblers, I'm talking the numerous ways of gambling online (search). And there are a million books and ebooks that claim to "teach you how to win".

84. HYIP, or High Yield Investment Programs are just what Don't get cut they say on the tin. They are also highly risky. You invest your money and you take a chance, but some pay as much as 100% per day. How do they do it? A very few are putting your money into investments with even better rates of return. Others are simply going to keep paying out the first few customers with investments collected from later ones.... and then they go bust. Pyramid style. Maybe the ones who make the money are the ones who get in early... or actually start HYIP programs.

eBay/Amazon etc.

85. What's it with eBay? You just can't get away from them. Their bulk "dictionary purchase" of ad terms from the Google Adwords/Adsense system means you find ads for eBay no matter what you're looking for, even if it's for toenail clippings or dead pets. Whatever the reason for their success you can join the bandwagon and sell your rubbish on eBay and convert a garage of old junk to hard cash.

86. And when you've acquired a fair amount of experience with selling your own rubbish, start selling others' rubbish. How to get your hands on enough trash? Place an ad in your local paper to do house clearances, or just buy stock from wholesalers in - yes, you guessed it - eBay itself. You can get anything from unused toasters to umbilical cord containers. A lot of eBay sellers are actually shopkeepers; they buy stock new from wholesalers and sell them in eBay instead of a physical bricks and mortar shop... and make a healthy living doing so.

87. You've now got a lot of experience buying and selling in eBay. It's time to write a book or ebook on how to use eBay to generate millions. It doesn't matter that you haven't made millions yourself. People still buy these books even if it's just to learn their way about eBay which can be quite daunting for some. And you can sell it on ... you guessed!

88. Don't fancy writing? Then set yourself up as an eBay assistant. eBay itself will send you people who need help with their complicated system. And you can charge them a commission.

89. Alternatively, setup a shop to accept goods from those who can't list them themselves. Yes, a physical shop. There are lots of them springing up all in big cities. The operation is simple. You take something in from somebody, sell it on eBay and retain a percentage for all your efforts.

90. Think building an ebay business is too much like building a normal business? If you've got the capital you can take the easy route. A lot of ebay "shop" (businesses) come up for sale in site-for-sale forums and with business brokers. The ebay username and feedback generally accompanies the business so you continue to benefit from accumulated goodwill (though the "transfer" is something that eBay may not approve of).

91. Opportunities to make money in eBay are limited only by your imagination. There's money in everything from making connections (putting people in touch with other people) to coming up with or commissioning software to make the average ebayer's life simpler or more productive (thousands of such programs already exist). There's even a business model involving just searching for and finding items that have been misspelt in the listings.

92. It's not just eBay. Any merchant big enough or third party affiliate manager program - from Commission Junction to Clickbank - has opportunities. For example, you can create an Amazon affiliate site.

#### Others

93. Set up a proxy. People seem to want to surf at work AND access sites their IT system blocks them from viewing. A proxy allows them to get around that restriction. Some proxy services get by just on the advertising (as it's easy to get enormous page views in the proxy business). A very good one will even have people paying a few dollars each. There are several ways to monetise a proxy.

94. Enjoy networking? Social networking Web 2.0 style? If you build up sufficient reputation in places like Digg people will start approaching you to start some buzz on their company or their new product. At one point Netscape offered top "Diggers" a sweetner to move over to their competing service.

95. Selling databases of parts/directory listings/modified or value added DMOZ data/ email lists. The DMOZ directory is a massive directory put together by volunteer editors. And they give away their content for free. Kind of. You can download their database and combine it with other information - like phone number and postcode from Yellow pages- to add value / enhance those listings. You could then sell the enhanced product.

96. Find jobs for your friends. An easy way into the personal recruitment business. Know a friend who's just right for a particular job? Make the connection between friend and employer and you could get up to \$5,000 for a few hours work.

97. Get paid for your unused computer cycles. Is your computer sometimes on while you aren't actually sitting at it? Then it's using electricity but not performing "work". Joining a distributed computing group like SETI lets you use that computing power to help reach some worthy/unworthy goal. However, you can also use those cycles to earn money by selling them to companies who have large computing tasks then can't do completely in-house.

98. Take the cap around: Do something nice. Provide some information that helps someone, perhaps someone grieving for a lost partner. Or info on how to volunteer to help orphans in Africa, or find an internship. Make it useful. Or just make it very funny. Then stick a donation button on there for people to support your work. You'll be surprised at how well a donation button works on the right type of site. No, it won't work on this page - or any page promising to make you a millionaire.

99. Start an article directory. Giving away free articles (with embedded links) is one way for webmasters to build incoming links to their sites. For other webmasters these free articles are a great way to fill out their otherwise bare sites. Be the middleman. Popular article directories make a lot of money from the contextual ads they post on all the free articles they are displaying on their site.

100. Start a content site: The most common way webmasters earn money is probably contextual programs like YPN and Adsonar. But mainly AdSense. It's simple, quick, doesn't involve any complicated new skills. You simply put up a website with useful/informative content and some Google provided code, get a few links to the page and wait. Traffic will start flowing to it. The volume would depend on the topic and quality of content. Visitors would see ads served by Google and related to the content of the page. Each time they click on an ad you get anywhere from a few cents to several dollars. I personally know at least 20 webmasters who earn in excess of \$10,000 per month this way. There are thousands of others.

The 101st method is my personal favourite because I find it hilarious: There was this bloke who bought an email list of one million email addresses. He sent half of them a stock tip that a certain stock was going up, the other half got the same message predicting that the stock would go down. 50% of them saw him proved right. He ignored the rest and split this 50% into two groups. Half got an email with another up prediction and the other half got the same email with a down prediction. He rinsed and repeated a few times till he was left with about 15,000 people who saw him get it right several times in a row. They were obviously very impressed. He then invited them to pay \$5,000 each for a seminar with him on picking stocks! :)

## CONCLUSION

I make a healthy living online, and with multiple income Choose a road and ... All The Beststreams (no I won't tell you how much. Remember, I'm not trying to sell you anything). I put this article together originally because friends and family kept harassing me to show them what I did for a living so they could do it too. I collected some of the ideas for things I had done myself, got some more from the thousands of site-for-sale threads (and detailed conversations I've had with those sellers), and threw some more obscure/zany ones in here for good measure. May money just flow to you. If finances are tight right now, take heart - money happens, it's easier than you think. I feel very privileged to live in these interesting times, times full of opportunity, times where I've been able to give up my day job, work at my leisure, enjoy my kids growing up, retire decades earlier than I normally would, and spend time writing this drivel instead of running the usual rat race. God bless the Internet and Good Luck. You CAN do it.

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# The BIG LIST

## Advertising

### 1. Advertising media options for national advertiser:

- Bulk e-mail advertisement lists
- Card packs
- Catalog advertising
- Co-op direct mail
- Inside other people's products
- Coupon books
- Direct mail
- Inside Stores
- Internet & online advertising
- Local and regional publications
- National association publications
- National business newspapers
- National magazines and newspapers
- Newsletters
- Outdoor advertising (buses, benches, taxis, billboards, airport terminal, shopping mall display, telephone booths, train stations, subways, etc.)
- Package inserts
- Television and radio
- Trade journals
- Trade shows
- Web pages

### 2. Advertising media options for local or regional advertiser:

- Advertiser sponsored maps of the city
- Chamber of Commerce publications
- Co-op advertising
- Direct mail
- Coupon books
- Internet & online advertising
- Local magazines
- Local trade associations publications
- Local trade shows
- Local Web pages
- Midair media (Plane banner, blimp, sky writing)
- Newspapers
- Outdoor advertising (buses, benches, taxis, billboards, subways, etc.)
- Television and radio stations
- Visitor/tourist guides in motels
- Yellow pages

3. Find bargains in advertising with radio stations' "Run of Station" and newspapers' "Run of Paper." This means that the station or paper runs your ad whenever they have open space or time. On radio, that might mean very early in the morning or late at night. For newspapers, it might mean you don't get to choose when your ad runs or the placement. When the publication is at deadline, rather than filling an empty space with filler copy, they can place your ad there for a bargain price. Also, look for identical ads appearing twice in a publication. Sometimes a magazine or newspaper will run an ad in a second spot for free if there's an empty space at press time. Talk to the ad manager and offer to pay 50% of the published rate when one of those empty spaces comes up in the future. Send them your ad and a check so they are ready to run your ad when they're at deadline. (For a free brochure on buying remnant ad space, call 800-225-3457)

4. In your advertising message, create a twist a popular news story, movie, or theme. Ivar's Inc., a Seattle-based seafood chain, entertained the hometown crowd with a television commercial parody of the movie "Dances with Wolves." The Ivar's commercial, "Dances with Clams," attracted national media attention when the film's distributor threatened legal action if the spot wasn't pulled.

5. Store your business cards everywhere so you're ready to hand them out anytime. Keep your cards in your wallet, organizer, briefcase, your car, your spouses' car, in the office, home office, and by the front door. Hand them out generously. Stick them in your paid bills, give them to waitresses, taxi drivers, etc. Post your business card wherever you go...grocery store bulletin boards, apartment buildings, college campus boards, etc.

6. Hire high-school kids to distribute flyers or door-hangers to homes in your target area. You could even personalize each door hanger. For example, Jerry Fisher (jerry228@aol.com), a freelance copywriter, wrote a concrete company's doorhanger that read, "Your sunken slab at 848 is in need of a lift!" The "848" was handwritten in an empty space which was the house number to that door.

7. Advertise through your voice mail message. Make your phone message or voice mail says something about your business or latest sale. When people call during closed hours, this may be your only opportunity to tell them about your products or services.

8. Hire students to place flyers or cards on windshields of cars. You can target your prospects on the basis of a vehicle's model, age, style, price, and location. For example, a car wash or detailer might target cars that are dirty but expensive. A bowling alley might target family cars such as vans and station wagons. A windshield repair shop would look for cars with cracks in the windshield. Since windshield flyers can be an annoyance to some car owners, offer something of value on the flyer, like a discount coupon for your product or service, or perhaps a freebie just for coming in. You could also use small business cards as coupons to put under the windshield. They are easier to hang on to, cheaper to print, and environmentally friendly.

9. Create interesting, custom-designed placemats for local restaurants that display your ad (and others). Approach owners of several cafes, sandwich shops, and pizza parlors to offer free placemats for their tables and trays. Design them with your company name, information and a coupon on the mats. You could also include other businesses' coupons on the placemats and share the cost of printing the placemats. A partner and I created "The Treasure Mat" for local restaurants in San Luis Obispo, CA. Several cafes, sandwich shops, and restaurants agreed to put these placemats in their trays and on their tables, giving our advertisers a distribution of about 100,000 per quarter .

10. Insert sales material into the packaging of other non-competing companies' products that are sold to your target market. For example, if you're a local produce reseller, you may ask the local bookstores to insert a gift certificate for 3 heads of fresh broccoli in all the cookbooks they sell. Or, a health club may offer a Mary Kay beauty consultant coupons to put in each product she sells. Or, a software publisher will put a demo CD in a computer system box.

11. Put posters and flyers on the temporary walls outside a construction site. Or hire someone to paint an artistic mural that ties into your product or company.

12. Look for these overlooked bargain advertising opportunities:

- College & high school newspapers & yearbooks
- Classified services on the World Wide Web (sometimes free)
- Local entertainment and tourist magazines
- Bulletin boards at schools, laundromats, grocery stores, church, etc. (free)
- Community group and association newsletters
- Commercial online services classifieds on Compuserve (a few dollars) and America Online (free)
- Smaller, local newspapers
- Chamber of Commerce publications

13. Use your car to advertise your business or sale. You can advertise your business wherever you park your car! Post banners on your car and park it in a conspicuous location, or put magnetic signs on your car doors. Also, you could print an ad for your business on a piece of cardboard large enough to act as your auto sunshade. Make the message simple, big and bold.

14. Hand customers a second business card to give to a friend. On the back of one card, write that customer's name. Tell him that if the person he hands that card to does business with you, will give both of them 10% off their next/first purchase. You could stamp that discount offer on the back of your cards.

15. Make your vanity plate or license plate frame reflect what you do.

16. Write messages on the sidewalk in front of your store. A lingerie store owner stenciled small messages onto the sidewalks of New York, with provocative sayings like, "From here it looks like you could use some new underwear."

17. Ask non-profit organizations and clubs to advertise for your business in exchange for raising money for them. One way you could help a local non-profit organization raise money is to give them a cut of your business on a day they bring customers into your store. For example, you could donate 1/2 of all receipts from a day's sales to their cause. The club could then advertise to their members and to the community to get prospects into your store that day, which will increase their chances to get more money. Another way you could partner with a club is you could allow them to sell their products or offer services on your premises. Their advertising would bring customers to your store. You would allow them to sell mistletoe, wrap presents, or wash cars. A third way is to give the club gift certificates or auction items for a fund raising event. For example, when the Boy Scouts go door-to-door selling raffle tickets, they could add value to their sales by presenting your gift certificate to each prospect. Another instance is a local baker who, instead of giving money, gave the promoters of a local food festival 200 loaves of bread. He said they could keep whatever money they made from selling his bread. In return, his company gets exposure and he is able to write off extra inventory for the cost of goods.

18. Print your company name, logo and slogan on your personal checks.

19. Get the customer's attention with creative in-store signs.

- Here are some ideas:
- Signs on the floor
- Signs hanging from slow-turning ceiling fans
- Mannequins holding signs
- "Shelf talkers" - signage or different colors hanging on the edge of the shelf below your product so it stands out from the rest.
- Project shadows on walls
- Project video or slides on walls
- Print on walls with stencils
- Spray painted, graffiti-looking signs
- Highlight a sign with a reflective foil
- Direct lights on important signs
- Display a message on a floor computer
- Inflatable signs and balloons

20. Ask your cable company to feature your company in their advertisements. Cable operators often advertise their programming or advertising opportunities between shows. If you already advertise on T.V., ask them to highlight your business in their promo spots.

21. Obtain valuable advertising data from media kits and advertising salespeople. The media kits from newspapers and TV and radio stations can tell you a lot about your market demographics. You can also talk to an advertising salesperson to find out what ads have been working for your competitors.

22. Print full color book covers for elementary and high school students. Make the design look "cool," but advertise your business at the same time. Give them to teachers and students on the first day of school.

23. Here are some places you may find bulletin boards to post your flyers and signs for no cost:

- In front of your own business
- In front of neighboring/partnering businesses
- Subway stations
- School offices
- Senior recreational facilities and retirement homes
- College dormitories (community area, hallways, bathrooms)
- Fraternities, Sororities
- Churches
- Other local community clubs and organizations
- Apartment buildings (laundry rooms)
- Community activity centers
- Grocery stores
- Shopping malls
- Car washes
- Laundromats
- Condominium complex party center
- Hotel and motel lobbies
- Utility poles
- Military cafeterias and recreation centers
- Counters of public places
- Meeting convention centers and rooms
- Construction walls
- Libraries
- Union halls
- Chamber of commerce
- Medical or professional office
- Roller rinks and bowling alleys
- Waiting room at auto repair and tire shops
- Liquor and convenience stores
- Company bulletin boards of friends and family
- Tourist information centers
- Highway rest stops
- Banks
- Factories

24. How do you make your flyer stand out from a crowded bulletin board?

- Here are some ideas:
- Have tear off tabs on the side of the flyer
- Use unique pictures and graphics
- Frame the edges of the flyer with a border
- Use spot color ink, or full color printing
- Make borders and graphics that look three dimensional
- Cut the paper into a different shape
- Print text, quotes, prices or testimonials inside sunbursts or balloon art
- Reverse printing (white type on black)
- Make the tear-off tabs into coupons
- Type special effects
- Glue a three dimensional object on the flyer
- Pin samples or coupons around the flyer
- Make it larger, perhaps 11X17 with big tear-offs
- Cut the flyer into a unique shape.
- Use reflective paper, or reflective lettering
- Tack it up with 30 colorful tacks
- Put up multiple flyers at multiple heights
- Make it a fold-out, like a greeting card with a window
- Glue a full-color picture onto the flyer
- Make the headline large and include the word "FREE"
- Keep it simple short, clear, benefits-oriented message
- To get a free brochure on bulletin board advertising call Thumbtack Bugle at 510-653-8063.

25. Develop a slogan that lets people know where you are. Advertise the slogan on the radio, T.V. in your marketing communications and elsewhere. For example, a delivery truck might have a sign that says "Main Street Saw & Knife Shop...You get an edge at the top of the hill."

26. Offer a free item just for responding to your advertisement. It could be an informational pamphlet, consultation, video tape, or advertising specialty.

27. Use a vending machine as an advertising medium. Place a sign on a bubble gum dispenser with your company name and logo on it, along with a sign that says part of the proceeds will go toward a scholarship or charity. You could even put a business card holder on the machine that holds cards good for a discount at your store. Then, offer a local business owner who gets a lot of foot traffic 25% of the gross proceeds if he agrees to put the vending machine on his floor. 50% of the proceeds can go to the charity, 25% towards the business partner, and 25% to paying off your vending machine and candy. It ends up being a no-cost advertising medium that builds goodwill for your company.

28. Are college students in your market? If so, here's some ways to reach them:

- Tour the dorm halls and slip coupons underneath the doors or place them on door handles.
- Post flyers on bulletin boards around campus and the dorms.
- Tape flyers on the inside of bathroom stalls in the dorms.
- Partner with the local pizza parlor to put coupons with the pizzas they deliver.
- Advertise in the college newspaper and local coupon tabloid.
- Work with fraternity and sorority leadership to offer their members a special discount.
- Exhibit in the university union at the beginning of the semester or during the college's open house.
- Partner with the university bookstore to distribute coupons inside their books at the register counter. Offer student/faculty discounts.
- Sell your products through the university bookstore.
- Check with the student union for advertising opportunities. Some colleges prepare packets of information for the incoming freshman class that include flyers from local businesses.
- Do cooperative marketing with other businesses that attract students, such as copy shops, inexpensive restaurants (taquerias, sandwich shops), coffee houses, bars, night clubs, liquor stores, and video stores.
- Exhibit at the local flea market, where many students shop.

29. Park your car or a truck on a freeway overpass with a banner hanging off the right side of the vehicle. Make sure it's big, bold and brief so that drivers will look up and have time to read your banner!

30. Put out a fold-out sign, like real estate agents use for open houses, on the sidewalk or road in front of your business. You could also place them on street corners around your block to direct people to your business.

31. Use a VCR and a rear-projection screen system in your front window at night to advertise your products, sales and hours at night. Create a slide presentation on a computer and transfer it to tape to play on the projector. You could even wire sound to outside speakers so people can hear your advertisements.

32. If you ship products or offer remote service, advertise in the Yellow Pages of outside cities and counties. You can even advertise nationally in the Yellow Pages.

33. Promote your sales with handwritten in-store price signs. This is a practice often used by supermarkets. They do this for products that are actually on sale as well as for products that they want to sell but are not necessarily lower priced. A handwritten sign creates the perception of a sale or special deal.

34. Sponsor a highway. It usually costs nothing, just the time to do a quarterly trash pickup along that stretch of road. Your sponsorship gets your company name on a sign, which thousands of drivers will see.

## Customer Service & Satisfaction

35. Guarantee your product or service in unique terms...such as, the "90-day like-it-or-get-your-money-back-and-a-free-ice-cream-cone guarantee."

36. Remind the customer of your total satisfaction guarantee a number of times after they purchase. Inform them of your guarantee at the time of purchase. Then, include a reminder in your initial thank-you card. Then follow up later with a postcard that expresses your hopes that the product is satisfactory. While your guarantee may be implied or displayed on a sign, repeating your guarantee will remind them why there is less risk shopping with you. It also shows your confidence in your product, your business honesty, and it builds a relationship with your customer.

37. Make your bathroom a pleasurable experience. If your business allows customers to use your bathroom facilities, keep them clean, well stocked, and smelling great (buy an industrial air freshener). Think about feeding some music into the bathroom. You could put a rack in the bathroom stalls that holds the company newsletter, or put some jokes in big print on the inside of the stall doors. At a time when they are most open to think about the business they are doing, or about to do with you, provide your customers with a pleasurable experience. Give customers bathroom reading. At Chili's Restaurant, they post that day's newspaper on the walls in front of the urinals.

38. Provide customers with things to read, watch or listen to while they are waiting in line. This will help reduce their waiting anxiety and put them in a better mood when they purchase. Auto repair shops and hair salons usually having a comfortable waiting area with car and hair magazines, respectively. Nordstrom's clothing store places chairs and couches throughout the store so spouses and children can relax while the other spouse or parent shops. One clothing store in Chicago puts couches, magazines and a large screen T.V. in the back of their store for weary shopping partners. Another example is Magic Mountain, a theme park in California, which installed televisions and water mist sprays in the lines to entertain and cool off the park guests as they wait to ride the roller coasters.

39. Make customer feedback cards handy for customers to turn in or mail from home. Create a drop box near the front door of your business and make the cards business-reply postage paid in case they want to take the card with them.

40. Put up YES signs. Instead of the standard signs behind the counters that say things like, "No Refund or Exchange," or "No checks accepted," put up signs that say "Yes, we do take checks. Yes, refunds are given within 90 days of purchase. Yes, your satisfaction is guaranteed."

41. Find out how happy your customers are with you by impersonating a competitor. Michael LeBoeuf, in his book *How to Win Customers and Keep them for Life*, tells a story of a young boy who did just that. He entered a drugstore phone booth and the druggist overheard the following conversation: "Hello, is this the Smith residence?...I would like to apply for the opening you have for a gardener...What's that, you already have a gardener? ..Is he a good gardener?...Are you perfectly satisfied with all of his work?...Is he not doing anything that you would like to have done?...Do you plan on keeping him?...I see...Well, I'm glad you're getting such excellent service. Thanks anyway. Bye." As he left the booth the druggist remarked, "Johnny, I couldn't help overhearing your conversation. I know it's none of my business, but aren't you the Smiths' gardener?" To which Johnny replied, "That's right. I just called to find out how I'm doing."

42. Reward employees for great customer service, and empower employees report their co-workers good and bad performance. 82% of all lost customers can be attributed to poor performance or bad attitude. Since business owners don't have the time to supervise every customer transaction, get employees to report customer complaints or observations about their co-workers. Create an anonymous drop box, which only you, the manager, can open. Why would employees "rat" on their co-workers? Maybe they would if they participated in profit-sharing, or if their bonuses were based on the ratio of customer kudos to complaints. For this to work you have to make sure you have a solid customer feedback program in place to measure the employee's performance. First, have your employees wear name tags so customers can identify them. Place business reply (postage paid) customer feedback cards and drop boxes throughout the store. Customers can either drop their comments in the box or mail it when they get home. Then, you can tie the responses into your employee reward program. For example, Jerry R. Wilson, in his book, *Word-of-Mouth Marketing* (John Wiley & Sons), tells the story of a grocery chain that has a "Catch our employees doing something extra" program. Comment cards are available throughout the store and each employee wears an oversized name tag allowing customers to see their names. The cards can be dropped in one of several boxes around the store, or mailed free. For each card returned, the employee named receives a gift certificate good for \$5.00 at any of several area restaurants.

43. Take pictures of your best customers and put them on a wall in the employee room so everyone gets to know them by name.

44. Reward customers for doing business the most profitable way. You may want customers to shop at slow hours, pay in certain terms, or order via fax. By providing incentives, you can persuade customers to do business on these terms. For example, a bank advertised that every 25th car at the drive-up window would receive a coupon for a free car wash. The increased business through the drive-up window decreased the traffic inside the bank, freeing up employees to help customers inside and reducing the wait times.

45. Educate your customers about your product or service before and after their purchase. Customer education can increase sales and post-purchase satisfaction. One way to do this is to put a rack near the cash register to hold pamphlets, brochures and flyers that provide helpful information to your customers. For example, if you sell batteries, you could have a pamphlet describing how to charge them properly. If you sell sporting goods, you could have a brochure on how to take care of sprained ankles and other injuries. You could also include information on the proper care and use of your products. This information will set proper expectations, increase customer satisfaction and decrease returns. For example, an owner of a garden and plant store has a satisfaction guarantee replacement policy that will guarantee any plant she sells. Since a plant's health, and the customer's satisfaction, lies in the customer's hands, she explains how to take care of the plant both orally and in writing to every customer.

46. Place a host/hostess at the door. Have you ever walked into a Wal-Mart? There's usually a friendly employee there to welcome you to the store, pull out a shopping cart, and answer any questions you might have. There are several benefits for putting a host at the front door:

- A friendly smile and welcome will put customers in a good mood as they enter the store.
- The host can answer customers questions, direct them to sales items, or hand them an in-store promotional brochure.
- They act as a security guard.
- At the end of the day they can give you feedback on what kind of customers were coming through the door, what they were looking at in the window, and what type of questions they were asking.

47. Create a short voice-message menu system to give customers information they need during off hours. For example, when a customer calls after hours, it could say, "Thank you for calling the Mason Pool Supplies. We'll be open promptly at 8:00 am to serve you. To leave a message of any length, press 1 now. For store location and directions, press 2. For an update on new products and current sales, press 3."

48. Give your best customers priority access to support, information and access to your staff. You could provide them with a priority number for customer service, your personal office number, or a pager number. The increased communication with customers will help build their trust in you.

49. Post your responses to customer feedback. Tell your customers if you make a change to your business or product based on their feedback. One way to do this is to post responses to your customers comments, complaints and suggestions. Reserve a wall for customer feedback cards (with the names erased or torn off) and your typed responses to them. This will accomplish two things:

- 1) It will show them you listen to their suggestions and complaints and how you act on them, and
- 2) It gives waiting customers something to read if they are waiting.

If you make a noticeable change in policy, product or service due to your customers' suggestions, tell them. Post a sign in the store that says, "Due to popular demand...", or, "You asked for it..." or, "Per your suggestions...", etc. Announce your changes in your newsletter, on your web page, and tell them verbally through your employees.

50. During the holiday season, offer to gift wrap your products. You can also gift wrap your gift certificates in a box as a special service to your customers. They will appreciate the effort you have made to make the gift certificate a surprise for the recipient.

### Direct Marketing

51. Provide your friends and your best customers with blank, postage-paid envelopes and copies of your brochures. Ask them to address the envelopes to their friends and to write a personal note on your brochure as a recommendation.

52. Send official-looking invitations to your customers or prospects to announce a sale, grand opening, seminar or other event. Or, create tickets to give to customers that will let them in the door for a special sale. Now they will be more likely to remember the event, and because there is a higher perceived value, they will be more likely to attend your event.

53. Send new customers a "welcome kit" consisting of your literature, testimonials, helpful articles, promotional item, business card, and a coupon for their next visit

54. Send your direct-mail piece in a telegram or rush-delivery type envelope. Or, send it registered mail so the recipient has to sign for it.

55. Forego the postage machine and use real stamps for letters, direct mail, and bulk-rate mail. It may cost you the labor to apply the stamps, but postage won't cost more and it will get the recipient's attention. You can even get stamps for bulk-rate postage. Jay Conrad Levinson, the guru of Guerilla Marketing, suggests even going further by placing multiple stamps on an envelope. For example, when sending a large envelope, use five different-looking 32¢ envelopes instead of one \$1.45 stamp.

56. Put a dollar in your sales letter to get their attention. Use spray glue to attach it on the letter. Tie in the dollar with the content of the letter. You could write something like, "Your time is worth money...", or "Would you like to see more of these? I can help..."

57. Mail your message in a unique "envelope", such as a...

- Giant postcard
- Piece of wood
- Jewelry box
- CD case
- Brown paper bag
- Greeting card
- Piece of plastic
- Paint can

58. Put something with weight in the envelope, such as an audio tape, a penny, magnetic business card, a piece of gum, etc. A car dealership consultant sent a brand new Hot Wheels<sup>a</sup> car with his mailing to grab the attention of the sales manager. Profits from one customer covered the cost of the entire mailing. Casady & Greene, a software company, sent out a mailer that had chocolate lips glued to a postcard. The fold-over postcard was enclosed in a bubble envelope. They also put a red, reflective sticker in the shape of lips on the envelope. The cost of the chocolate, the sticker and a little extra postage was worth the increased response.

59. Include a brochure and business card when you send your invoices to customers. This will either get in the hands of the customer contact and encourage a repeat purchase, or it will be received by the accounting department who is an influencer in the company's purchases. And if your suppliers could be your customers, send them a brochure when you pay their invoices. You could also give customers promotional information with their receipt after purchase. One upscale clothing retailer puts their customers' receipts in an envelope. It occurred to me there's an opportunity to put more information about the company, its clothing quality, and upcoming sales in the same envelope.

60. Offer an association to pay for their newsletter mailing in exchange for including your promotional materials in their publication.

61. Find companies who have similar, but non-competing products, and send a cooperative mailing to your combined mailing lists. For example, a Mercedes Dealer sent its customers an offer for a free health club membership. The health club sent its customers an extended test drive offer for the Mercedes dealer. You could also send letters promoting his business to your customers, and they'll do the same for you. As the coordinator of such co-op mailings, you may not have to pay any mailing costs in the end.

62. Use a P.S. in your sales letters. Handwrite the P.S., or circle parts of your literature that would be of special interest to a potential client. Handwrite notes in the margin. Highlight or underline important points in the letter. Siegfried Voge, professor of direct marketing in Munich, Germany, has done extensive eye tests on what people look at first in the mailing piece. First, they look for who is writing them, then they look at how the letter is addressed, and then their eye jumps to who signed the letter, and the next thing they read is the P.S. Ted Nicholas, Author of Direct Marketing Success Letter (813-596-4966), says the 7 most used P.S. types in successful sales letters are those which:

- Motivate the prospect to action.
- Reinforce the offer.
- Emphasize or introduce a bonus.
- Introduce a surprise benefit.
- Emphasize price or terms of your offer.
- Emphasizing tax deductibility of purchase.
- Emphasize guarantee.

63. Show customer appreciation by mailing a lottery ticket with your thank-you note.

64. Send a self-stamped and address postcard with your direct mail piece that simply has a few checkboxes for a reply and some blanks for the respondent to add their name. When it's easy for prospects to respond to your direct mail, more will be likely to do so. Silvana Clark marketed her highly-trained dog this way. She sent out a promotion kit to TV Show producers with a stamped reply postcard. The producer simply had to check one of the following options and return the card.

- Yes! I'm interested in having Sherman on my show. Please contact me.
- Well...I'm not sure if Sherman fits the show format. Please send me additional information.
- Sorry - Sherman is cute, but not suitable for our show.

65. Check your local newspaper for new business prospects. Newspapers list fictitious name statements, business ownership changes, obituaries, help wanted, etc. For new businesses or ownership changes, you could send the new owners a short note of congratulations and a gift certificate for your services.

66. Include two business cards in all correspondence. The recipient may put them in two places for easy access. Or they may recommend you to someone by handing them the extra card.

67. If your business makes house calls, such as a plumber or painter, send postcards to the neighbors of your customer letting them know what service you provided. For instance, a painter might send a card that says, "We just painted your neighbor's house at 123 Maple Street. Their paint job costs less than you think and is guaranteed for 10 years! If you like what you see, give us a call for a free estimate." Painters and carpenters also post signs in their customer's yard while they're working on the house.

68. Add "Lift Letters" to your direct mail campaign. A Lift Letter, as described by Ted Nicholas, Author of "Direct Marketing Success Letter," is a letter from a third party in addition to the sales letter from your company. He claims, "With strong lift letters, response increases of 20%, 50%, 100%, 200%, and more have been demonstrated time and time again on my mailings and those of my clients." The lift letter must come from someone other than the signer of the main letter and reflect a completely different style and tone than the sales letter. Mr. Nicholas suggests the most effective Lift letters are:

- Testimonial (from a customer, celebrity, or recognized authority)
- Telegram
- News release
- Memo
- Mini-letter

You may enclose the lift letter in a separate envelope, clip or staple it to the main letter, or fold and enclose it as an insert. You may also typeset it in a different font and print it on a different color paper.

69. Spray a scent on your letter that will help sell your product. For example, if you send a direct mail piece soliciting your cleaning service, you could spray the letter with a pine or lemon scent. If you sell cosmetics or beauty products, you could use perfume. If you are renting or selling a mountain cabin, you'd use pine scent.

70. Use a red ink stamp to imprint a message on your envelope that will increase the chances of getting the prospect to open it.

71. Create a local or industry niche catalog to sell your products. Partner with other retailers or manufacturers to put non-competing products in the catalog. You could mail it to your combined mailing lists and get other names from a broker. Share the costs of design, printing, mailing and fulfillment setup. You end up with an inexpensive way to get your product in front of more people than you ever would by yourself.

72. Hand address your direct-mail envelopes. If you have bad handwriting (like me), hire a high school or college student who can address them neatly. In the crowded mailbox of today's consumer, a hand-addressed envelope looks very inviting.

### Trade Show, Fairs & Events

73. Before a trade show, advertise a special contest or other attraction to draw attendees to the show and to your booth. For example, you could advertise a special giveaway or a free seminar at your booth. You may be able to share the costs of the ad with the trade show management since your ad will bring attendees to their show. Get a mailing list from the exposition management company, if possible, and send an invitation card or gift certificate they can redeem at your booth for a prize or gift. Inc. Magazine (May, 1996) tells the story of Frank Candy, president of the American Speakers Bureau, who wrote personal notes to lure 200 prospects to the Orlando, Fla., company's booth. "The invitations, which looked like greeting cards, cost the \$494,000 company less than \$1 apiece. Thirty-seven prospects showed up, boosting show-generated sales by more than 300% over those from the previous year's show. It was by far the most effective tool I've found in 15 years and at hundreds of shows," says Candy."

74. Offer your product or service as a raffle item or door prize at a trade show. Even to trade shows where you can't exhibit, the show host is likely to accept door prizes for the attendees. It's another way to get your name broadcasted to the attendees and printed in the conference guide.

75. Set aside special nights for certain groups or prospects. Create a "Private Shopping Night," featuring entertainment, refreshments and prizes for a local club. Give the shopping nights themes and titles that would get the media's attention.

76. Exhibit your product or service at local fairs and flea markets. If you can't afford to exhibit, offer another company a commission to sell your product where they will be exhibiting. Or, join together with a company who has complementing products to share a booth space. In addition to weekly flea-markets and large fairs, pay attention to your local newspaper for smaller fairs that churches, schools, clubs and other organizations host.

77. Place your product in the booths of other vendors. If your product can be used cooperatively with another vendor's product, or can help them in their exhibit, seed your product to exhibitors in exchange for the exposure. Visioneer, a company that manufactures desktop scanners, offered their PaperPort<sup>a</sup> scanners for free to exhibitors at major computer trade shows. Some vendors would use them to scan in and capture cards or other paper-based information. Other vendors who created links to the PaperPort scanner demonstrate how the products worked together. Visioneer gained a lot of exposure as attendees would see PaperPort scanners being used by several exhibitors.

78. At the end of a speech, announce a special, buy-now offer for the audience. In other words, ask for the order at the end of your presentation and have the products and facilities on hand so audience members can purchase on the spot.

79. Come early and stay late for meetings, seminars, and classes. These are the best times to meet people and be involved in conversations. At a conference, there will always be people sitting in the chairs looking over their literature while they wait for the session to start. Take a look at the name tags of the people you are sitting near. Turn to them to make a comment or ask a question, eventually introducing yourself. Then, after the session, go up to the speaker where people usually gather to ask questions. As you wait to talk to the speaker, strike up a conversation with a peer who is also waiting. These people could be potential customers, influencers, suppliers, partners, or referral agents. Collect their business cards, make notes on the back, and follow up with them.

80. Rent a pushcart at your local shopping mall. Instead of committing to a storefront in a mall, you can sometimes negotiate a short-term rental agreement to put up a booth in the middle of the mall floor. Sometimes you can exhibit just on the weekends, or during special promotional events that bring traffic into the mall.

81. Invite your best customers to an event or meeting where you will be introducing your product to new prospects. Let your best customers show your new customers why they should purchase from you. You could create a special sale, grand opening, or event at a trade show. Structure it so that both prospective clients and satisfied customer attend. If it is a seminar, introduce your best clients to the audience. Let them tell a story of how they've used your product or service. Or you could interview them. If it is a dinner, seat them next to prospective customers to get them talking.

82. Send a company representative or mascot to walk the halls and isles of the trade show to entice attendees to come to your booth.

83. Offer trade show attendees company-logo bag or shipping box to carry their literature. Attendees will advertise your company as they walk through the isles of the show. Every trade show has a number of vendors giving away tote bags to hold show literature. One of the most creative and useful literature "bags" I've seen wasn't a bag at all. It was a box developed by Marketing Techniques, Inc. (310-635-8200). You could drop your literature through the flap in the box, would protect it from getting folded or wrinkled. Then, at the end of the show or conference, you could ship the box home so you don't have to carry it on the plane.

84. Celebrate your business' birthday. Invite customers and the media for food, celebration, and a sale.

85. Bring in suppliers as experts to teach special classes to your customers. For example, a grocery store might invite a produce grower to give short classes on how to determine which fruits are ripe.

86. Videotape participants in local sport games (city league softball, little league, kids soccer, etc.) and announce to the players or parents you will be showing the tape at your restaurant or store. Or, offer fans a copy of the tape with a purchase from your store.

87. At conferences and trade shows, position yourself where you will be seen and heard. See if you can strike up conversations with potential clients by looking at their name tags as you walk through the crowds. In meetings, ask controversial or thought-provoking questions that relate to your business. Curious customers may want to talk to you afterwards.

88. In a meeting, trade show, conference or party, Before an event, set a goal for the number of people you want to meet. You can start conversations with remarks about the food, speakers, or conference sessions. After a few sentences are exchanged you can introduce yourself and ask what the other person does. Don't forget to hand this new acquaintance your business card and get theirs in return. Write comments on the back of the cards you receive as reminders of your conversations and for follow up. Once you have pre-determined you are going to network at an event, it's much easier to introduce yourself to strangers. When I have practiced this strategy, I am amazed at the opportunities I discover. The people I talk to, even if they aren't a prospect for my business, refer me to potential customers. Or, I'll learn something new about my industry, clients, competition, or uncover opportunities for partnership.

89. If you are speaking at someone else's event, write the opening remarks for the person who will introduce you as the next speaker. Often, it is only appropriate for the person introducing you to "brag" about your or your company. By providing the host with correct information, their introduction will give you more credibility. Put the most important information first, make it concise, and point out your relevant achievements for the audience at hand.

90. Invite prospects to enjoy celebrity entertainment, comedy, or free training at your trade show booth. One billiard company sent cue-balls and hospitality suite invitations to prospective clients before a show. Potential customers would be treated to the usual beverages and hour d'ouerves, in addition to the entertainment and tips from a trick shot artist that would be using the company's cues.

91. Give away t-shirts at your booth if the recipient agrees to put it on right then. Many attendees will put the shirt over their existing shirt and wear it around the show, advertising your company and product. Or you could require them to shout out your company or product name so other attendees can hear, and whoever is the loudest wins.

92. At events, wear clothing or an accessory, such as a lapel pin, that shows the name of your organization. Or reproduce your organization's logo onto a sticker and apply it on your attendee badge. Sometimes, the event name tag is small or doesn't tell others what you do. For example, I could go to a Chamber of Commerce meeting or a small business conference and wear a badge that says, "Ask me about Clever Marketing Ideas."

93. Hire someone to drive a billboard advertisement around the city blocks near the trade show. Since there are already billboards on taxis and buses in a city, you may consider displaying a large billboard on a trailer or truck to get people's attention. On the sign, advertise your products, your booth number, and something free attendees will receive for mentioning the sign.

94. Create a contest where customers can compete with each other using your product. Offer local, regional and national contest prizes. For example, MacPlay<sup>™</sup> Software publicized a Descent<sup>®</sup> contest where computer clubs across the nation would host game competition among their members. The contest helped spread word of the new game among computer enthusiasts. The national championship was then held at the Macworld Expo<sup>™</sup> trade show.

95. For an event, party or grand opening you can "subpoena" guests to come. Nicholas E. Bade, in his book "Marketing Without Money!," offers this tip: "Make your invitation look like a real subpoena. Then write legal but humorous copy such as "You are hereby ordered by the District Court of Good Times to appear at a party..." For even greater impact, dress up like a law officer and personally deliver your subpoenas. This approach has been used widely with excellent results."

### Giveaways

96. Donate products or service as auction items or prizes for charities, raffles, auctions, sport teams, and fund-raisers. Giveaways like this are often tax write-offs, and they achieve goodwill for your company. You can even achieve publicity for your donations by announcing them through radio stations, the chamber of commerce, nonprofit associations, and clubs.

97. Advertise a unique, seasonal giveaway for every person who shops with you during that period. For example, give away miniature Christmas trees during December. Or a big Hershey's Kiss<sup>®</sup> for customers who spend over \$30 the week before Valentine's Day.

98. In the beginning of Winter, on a freezing morning, visit homes early in the morning and place ice scrapers under the wipers of frosted car windshields. Attach a gift certificate and a note that says something like, "...so you can clearly see we are here to serve you."

99. Offer free product or service to drivers who get a traffic or parking ticket. Announce to the press and your customers that you would like to help improve the day for people who receive a ticket. If a person brings in their speeding or parking ticket to your store within a week from receiving it, you will give them free product. You could even inform the local police and highway patrol of your offer so they can advertise your message to their ticket recipients.

100. Offer your customers free samples that tie into a holiday. A Mary Kay representative wrapped small packages of cosmetics and skin care samples in tissue and hand-delivered them to ex- and non-purchasing customers the day before Valentine's Day. The samples matched the customers previous purchases and skin tones. Attached was a heart-shaped note that read, "I wish you and your husband a beautiful Valentine's day." The recipients appreciated the gesture and regained an interest in the product, turning them into purchasing customers again.

101. Instead of giving a gift to your customer, give one to a charity in their name. The customer feels good for what his patronage has provided to charity, and it builds goodwill for your company.

102. Give away a free gift with every purchase during Thanksgiving week. Don't advertise that you will be giving away the free gift. When customers ask, "What's this for?," you reply, "It's Thanksgiving. While we say thank-you every time you shop, it seems right at Thanksgiving to tell you thank you in a special way."

103. Do something extra for your customer. Or, give something away to them that compliments their purchase. It adds value to your product, builds a relationship with the customer. For example, when Ethan Allen drivers deliver a dining room set, they go back to the truck to bring in a vase of roses. Larry's Shoes offers its customers foot massages while the salesperson searches for the right shoe size. Another instance is our local Straw Hat Pizza who lets the kids ride their motorized pony for free. Think of how many kids ask their parents to eat there again! Or, give customers something extra just to say thank you. A shoe repair man includes a sample size tube of shoe polish with every major repair job. A plumber gives every customer a small bottle of liquid drain cleaner as part of house calls. An auto repair shop that cleans the car inside and out, including a complimentary wax job, before it's delivered to their customer.

104. Donate to charities and organizations whose members and participants match your target market. Giving away product, service or money to non-profit organizations and worthwhile charities can build goodwill for your company and be a tax write-off to boot. But it won't go much further unless you target your donations as you target your advertising. Give away products to the charities, clubs and events where your target market will see your company name. When you give something away, don't be afraid to ask for some exposure in return. Richard Alfaro, owner of Alfaro's Bakery in Watsonville, CA, was asked by a school to give them \$6,000, an increase from last year's donation. This year he asked them to put his logo in the gym or on booster materials. Since it costs relatively little for them to do this, they granted him the advertising exposure. However, they wouldn't have offered if he didn't ask.

105. Instead of giving promotional items to the target customer, offer them to the customer's children, spouses or grandparents. A men's clothing retailer ran an ad just before Father's Day. The ad showed a small boy holding a box tied with a big bow. The headline said: "Let no father be without a present this Father's Day..." and the copy went on to say that any child coming into the store on a certain day, in the company of an adult would receive, free of charge, a fine hand-rolled linen handkerchief as a gift for Dad. On the specified day, the line of kids was blocks long. Later, when an executive in the store was asked how many handkerchiefs they had given away, the answer was: "That's not what matters. What's important is that we sold more furnishings that day than on any other day in our history, including any Christmas period."

106. Give your product to purchase influencers and develop relationships with them.

• Influencers are the people who are seen as credible and talk to others. They are the movers, shakers and opinion leaders in your industry or community. They include:

- Industry pundits
- The press (editors, journalists, freelance writers)
- Officers (and immediate past leaders) in industry or local or associations and clubs.
- Trainers and speakers to your industry or community (Pastors, Teachers, Leaders)
- Retail salespeople who sell your product
- Industry analysts and forecasters
- Celebrities, athletes
- Your partners, employees, family, friends
- People who converse and give advice for a living (Attorneys, Counselors, Therapists)
- Bankers, financial planners, venture capitalists involved in your industry or business.
- Meeting planners
- Salespeople of non-competitors or partnering companies who talk to your prospects
- Other direct salespeople, brokers or agents who could foreseeably converse to their customers about your business
- Suppliers
- Those honored for awards
- Team leaders
- Jay Conrad Levinson, author of the Guerrilla Marketing series, tells the story of Tuxedo Junction, the largest supplier of tuxedos in the Buffalo area. They built their rental business around the lucrative high school prom season, and have created a clever affinity program to ingratiate themselves to the senior class. Every year, the captain of the football team and the date of the head of the cheerleading squad are given a free tuxedo rental from Tuxedo Junction. As you might imagine, this endorsement makes it far easier for them to spread the word to the rest of the student body.

107. Cross-sell your customers by providing samples of products they didn't buy. When a customer buys one product, include a sample of another item, or a gift certificate for a different service, with their purchase. For example, a deli may put out samples of chips at the register while people are paying for their sandwich. Or a computer shop may give a repair customer a gift certificate for one free computer training course.

#### Internet & Online Marketing

108. Create a link on your web page that enables prospects to download information, a free catalog, interesting ideas, etc. to their hard drive. Tie in the valuable download with information and a special offer on your product or service.

109. Send your customers and prospects electronic holiday cards. It can just be text or you can incorporate some ASCII art to make it creative.

110. Participate in online chats. You can participate or be featured as a guest in chats on America Online, Compuserve, and the Internet. Try to get involved in discussions where you can lend your advice and expertise to the audience.

111. Create a contest with your customers that involves visiting your web site to see if they have won a contest, to get clues to a riddle, or to print out pieces to a puzzle.

112. Offer something new and display the "last updated" date on the home page. The only reason customers would come back to your page is if there is a reason for them to. By announcing an upcoming newsletter, new products, a periodic coupon, or some new information every week or month you can entice prospects and customers to come back to your web site. It may be enough for them to add your web site to their bookmark list.

113. Put your company name, phone number, web page URL and e-mail address on everything you distribute. If they lose your business card or letter, they may save some other piece of literature that is easily accessible. Having this information on every piece of literature makes it easier for your customers and prospects to contact you.

114. Encourage prospects to contact you by posting an offer for free information on newsgroups, listservs, and discussion boards. I once found a free list of e-mail addresses for high-tech media and journalists which was posted on America Online. Since our company was in the high tech public relation business, I knew the people interested in this information would also be our prospects. I posted a short list of the media contacts to a listserv of software marketers. I also offered the rest of the list to anyone who e-mailed me a request. Within a couple days I had over 50 high tech marketers sending me a request, to which I simply pasted the response which included the rest of the list, a brief description about our company, and an offer for 10% off our co-op mailing service.

115. Remind users who visit your web site to add it to their bookmark list. Sometimes "web surfers" get online without any purpose. It is during these times they visit the sites listed in their bookmarks. Give them a reason to come back with new content, and remind them to add your site to their bookmark list. You will have a good chance of being added to their Web browsing menu of choice.

116. Participate in Internet Newsgroups and e-mail list discussions on topics of local interest or those that are related to your business. You can have friends evangelize your business by answering people's questions on these online discussion boards. And instead of advertising your business, ask questions on a newsgroup that lead to a discussion about your business. Include your signature (your name and company on the bottom) on every newsgroup posting and e-mail. (Note: it's bad "netiquette" to blatantly advertise on newsgroups.)

117. Provide content for other web sites. Webmasters and business owners are always looking for valuable content to provide their viewers. Write an article of tips based on your expertise and offer it to webmasters of like-minded sites. In return, ask for a link from your web page to theirs, and promise to reciprocate that link.

118. Keep pre-created marketing copy in your computer scrapbook or as a text file that you can easily cut and paste into e-mails. It makes it quick and easy to respond back with e-mail requests for information. You could simply customize responses with the recipient's name at the beginning and a p.s. at the end of the e-mail.

119. Offer fun, interactivity, information and/or utility at your web site. For example, you could provide:

- Jokes, comics, and humor that changes weekly
- Shareware files to download that are related to your industry
- Quotes or tips of the week
- A graffiti board, where visitors can make comments
- Reviews of web pages related to your industry
- Free reports of information
- Discussion board
- Time-lapsed pictures of the street in front of your store (Involves connecting a \$99 Connectix QuickCam digital camera to your computer and installing free software, such as WebCam, which will take a picture every 30 seconds and automatically updates them to your web page)
- Puzzles, quizzes, online games
- Audio clips
- Listing of cool sites
- ASCII art related to your customer's industry
- The latest news related to your industry or your customer's industry
- Contests, surveys, polls (and the results)
- Animation and interactivity using Macromedia's Shockwave<sup>a</sup> (<http://www.macromedia.com>)
- Applets and animation created with Java Script<sup>™</sup> by Sun Microsystems (<http://www.sun.com>, You can create little online programs that run on your server but can be used by visitors).

120. Visit web pages of companies or organizations related to your business and send an e-mail to the webmasters requesting to reciprocate links. Keep a database of these webmasters to send e-mails when there is information or updates on your web page that they may want to highlight for their Web site viewers.

121. Create a business card that tells customers you are online, especially if your business is not computer-related. It will intrigue internet-using customers to go home and check your web page out. For example, I often frequent a local taqueria that serves quick and inexpensive Mexican food. I noticed a business card at the register that said, "We're online!" It listed the web page, along with the taqueria's phone number for call-in orders. I took the card home, accessed the page, and found the complete menu, ingredients, and a coupon that I could print out for a free taco from the web page.

122. Send a company newsletter via e-mail.

123. Capture the e-mail addresses of your customers. Add a field to your customer database, order form, and telemarketing script. Let customers know their e-mail address will not be sold or distributed, and only used by you to communicate with them on occasion.

#### Management & Operations

124. Make your packaging useful or reusable. For example, empty chubs baby-wipe containers can be used as Lego-like toys. Amuro Confections Company of Naperville, IL, sells a plastic jar filled with Candy tarts called Bug City. The lid of the jar is perforated so kids can use the jar to keep bugs in. Also, you should consider using recyclable packaging materials. Let your customers know by printing the recycled logo on the materials.

125. Look to your employees for referral sources. Give them cards that entitle their friends and family to a special deal (below any coupon discount). The cards can have a signature line for the employees to sign for authorization will feed their ego and get them more enthusiastic about giving the cards out. It will also allow you to track the distribution results so you can run contests for your employees.

126. Put pictures of your customers on the walls of your business to show your appreciation. Stew Leonard's store in Connecticut said that anyone sending in a picture of themselves with a Stew Leonard grocery sack would get their photo put up on the store wall. Over 20,000 people have submitted their pictures. McClintock's in Pismo Beach, CA, takes a Polaroid picture of customers who celebrate their birthday at their restaurant. On the way out, customers pin up their picture on the wall. They can also post their business cards there.

127. Allow customers to get involved in your service. By involving customers in the process you build their trust and make your service a memorable experience for them. You can also save cost and give your customers a better value. Self-service options are becoming more popular in business today. David and Kathryn Nugent increased Wednesday night business and media coverage of their Calda! Calda! Italian restaurant in Walnut Creek, CA by allowing customers to toss their own pizza. They now host a weekly Amateur Night for aspiring pizza chefs.

128. Find out who your purchasing and non-purchasing customers are. There are several ways to do this. It is the easiest to collect data about your purchasing customers. If you collect the name and address of your customers when they purchase, you can cross reference their zip codes with census data from the government or R.L. Polk Company. You can also capture this information from your customers' checks, searching for addresses through a phone book CD (like SelectPhone from ProCD), in-store questionnaires, and telephone interviews. Another way is you could also have an employee write down license plate numbers in your parking lot. Some states allow you to purchase names and addresses of car owners by submitting their plate numbers. You can use this information to research customers patronizing your store or your neighbors' stores. You could also do mailings to them. A third way is to have someone periodically jot down the makeup of the people inside and outside your store. What's the number of people in your store during a certain hour? Cross reference that with the number who purchased from you. How many people walk by your store without looking at the window? What is the sex, age, and dress of people coming in your store and walking by? How many people come in with their friend, husband, wife, or entire family? This information is useful in creating in-store promotions and determining the products and customer service you should be offering existing and potential customers. You might discover a different type of customer is shopping with you that you didn't consider your target market.

129. Give employees breath mints or breath spray (not gum). Bad breath is often overlooked by employees who work closely with customers, but it's not overlooked by the customer. A breath mint or spray is best because it is quieter than lip-smacking gum.

130. Dress up your product to catch the customer's attention make the usual look unusual. I once saw a package of ground beef that was decorated with edible ornaments to make the meat look like a smiley face. The out of the ordinary creation might have been enough to make a consumer stop in the meat isle and think about having hamburgers that night.

131. Use indoor and outdoor lighting to draw attention to your store. Customers tend to buy more when an establishment is well lighted. You can aim the direct lighting on the products or signs you want to get the most attention. You can even light up the outside of your business to make it appealing. Turn recessed or ceiling-mounted track-lighting towards the outside window, aimed at the ground. In the absence of bright window signs or neon lights, this is a way to attract attention to your store at night. It will create attention-grabbing bright spots in your window and illuminate the ground around your store. You could also make your company sign and building stand out at night, light up the outside walls with ground lighting.

132. Broadcast uplifting music in your store to put your customers a good (purchasing) mood.

133. Post thank-you letters, articles, and community support awards on the walls of your business. Customers who come to your office can read them. They can also build the morale of your employees. One company had enough letters to use them as wall paper.

134. Include a registration card with your product to capture the name, address and other information about your customers. Offer a promotional item if they register their product.

135. Create an advisory committee of your best customers for your business. Host them to a semiannual meeting and dinner to discuss business practices, pricing, customer service, future products or services, etc.

136. Let your accountant know the effectiveness of each marketing program. This will help gain their support for future marketing expenditure decisions.

137. Whenever you travel, shop a comparable business. What are they doing that you can copy or build on? How can you differentiate yourself?

138. Offer employees a reward for bringing in new customers. For example, a restaurant in Denver gave their employees a dollar for every new friend, family member, college classmate, or softball teammate they brought in for a meal. Have contests to see who can bring in the most new guests.

139. Sell t-shirts, hats, sweatshirts, and other merchandise with your company logo on them. Have your employees wear them and remind customers they are available to purchase. Customers who buy them will be your walking advertisements and remind themselves of your business. For these reasons, you might consider selling them at cost or just above. Offer rewards and contests for employees who sell the most company-logo merchandise.

140. Look to college interns for help in marketing and promoting your business.

141. Not only can they come up with creative ideas, they can also implement your strategies inexpensively or for free!

142. Sometimes a new name can mean new business. Think about changing the name of your business or products to something that is unique, memorable, and conveys a felt need.

143. Combine your product or service with another to create a package that has more value. For example, a dog kennel that bathes your dog and delivers him to your home when you return from vacation combines service and convenience. Or combine several products to be sold as a gift basket.

144. Show value to your customers by listing on the invoice all the items or services they purchased. For example, a computer manufacturer I bought my computer from listed the hard drive, RAM, video card, sound card, CD-ROM drive, modem and processor on the invoice. Even though these items were included as a package for the one price I paid, they stacked up the value by reminding me of all the options that were included in the package price.

145. Use wasted time at home (such as during T.V. commercials) to perform tedious marketing duties, such as...

- Stamping envelopes
- Hand-addressing envelopes
- Reviewing competitor's literature
- Signing form letters
- Framing customer testimonials
- Highlighting important copy in your literature
- Handwriting a P.S. in your form letters
- Writing or reviewing your to do list

146. Pass out marketing suggestion cards to your employees. It can be specific to a problem, such as coming up with a new slogan, or solicit their general opinions and ideas about the marketing programs. A lot of your employees will have great ideas. Offer a bonus if you use their idea.

147. Invest in your competition to research them. In his book, *How to Drive Your Competition Crazy*, Guy Kawasaki reminds you, "If your competitor is publicly traded, one of the easiest ways to get information about it is to buy a share of its stock. This entitles you to receive shareholder information about the company such as quarterly and annual reports."

148. Use competitors who have gone out-of-business as a marketing channel. While their store is empty and the landlord is looking for a new leaseholder, you may be able to put your products in the window that directs your competitor's customers to your store. Also, when competitors go out of business, and their phone number is disconnected, ask them if you can forward their phone calls to your store. Or, request that the operator's "no longer in service" message directs callers to your phone number. *Inc. Magazine* (February issue, 1996) tells the story of how a bike shop worked with the telephone company to direct its competitors' customer to his shop. "Zane's Cycles, in New Haven, CT, offered to pay the local yellow pages a small fraction of the defunct dealer's remaining advertising costs. Zane arranged to have their out-of-service phone numbers ring at his shop. The total cost to him is about \$200 a month, which he'll continue to pay until a new book is published. Because the yellow pages helped him track the transferred calls, Zane knows he received 260 inquiries from his former competitors' customers in one month."

149. Get a toll-free 800 number. It might seem silly if your customers are local, however, a toll-free number gives the impression your company is larger. Also, your customers can call you free from any pay phone and you will be able to expand nationally in the future. A toll-free line doesn't cost a lot either. Terri Lonier, author of *Working Solo*, discovered that AT&T offers a "Starter Line" service for 800 numbers for \$6/month, plus \$.31/minute for calls. If you'll be using your 800# for short calls, such as primarily taking orders, it may be worth the investment, since customers will be more willing to call.

150. Offer free refreshments and snacks to your customers. It will build goodwill for your company and can differentiate you from your competitors. For example, like many banks, you could put out coffee and donuts for your morning customers. You can even use your refreshments in your marketing as an incentive to bring new customers in.

151. Get creative with financing and payment terms to make a sale. Look for alternatives to a customer who objects about price or payment terms:

- Take personal checks and postdated checks. You could sign up with a check guarantee service to cover bounced checks. It usually costs about 2% of the amount of each check about the same as credit card merchant fees.
- Accept as many credit cards as you can Visa, MasterCard, Discover, American Express.
- Offer low percentage rate financing.
- Allow customers to pay with a PO# so you can invoice them.
- Provide extended payment terms or a lay away plan.

152. Motivate employees to sell by offering unique rewards. One restaurant owner wanted his servers to push banana cream pies. So the manager ran a contest. The server who sold the most banana cream pies would win their own pie and get to throw it in the manager's face! Needless to say, this reward motivated the employees more than just taking a pie home.

153. Check with suppliers for discounted or your free promotional materials, signs, and displays. For instance, a manufacturer may buy neon lights in bulk that promote their product. Buying from them, you can put neon in your window for less than you could buy it yourself. They may also offer other free promotional signage that is available just by asking.

154. Use the expertise and talents of your employees to entertain or give special service to customers. Can an employee do card tricks, play an instrument, sing, or tie balloon animals? Could one of your employees provide a unique or valuable service to your customers in your store? For example, the employee of a home office furniture store has CAD computer experience. He helps customers design and draft their home office setup.

155. Give every employee his or her own business cards. They will be inclined to give them out to friends, families and other prospects. You can even utilize the back of the card as a discount coupon. Every sales associate at Nordstrom carries their own business cards to give to customers. It helps establish a personal relationship between the employee and the customer.

### Marketing Communications

156. Create a pamphlet of useful, free information related to your expertise. Place your company logo and phone number on the front and back of the pamphlet. Also, briefly describe the benefits you offer potential customers and how they can contact you. Distribute your pamphlets at stores, conferences, community areas, and anywhere else your target customers will be. Place them in waiting rooms; places like doctors, dentists, quick-lubes, auto repair shops, beauty salon, clinics, etc. Buy an acrylic display case to hold the pamphlets that says, "FREE, Take One!"

157. Use the back side of your business card. Print your services or products, a discount coupon, or an incentive for them to hand it to a friend. Here, Batteries Plus uses the back side of their business card to offer the new customer, or the prospect referred to by an existing customer, with a number of benefits.

158. Achieve a two-color look in small printing quantities by printing reversed type on white paper and coloring in the letters with colored highlighters. While it may take time to highlight the text for several flyers, it costs less than printing multiple colors. You could also use this technique on letters, signs and gift certificates.

159. When a client raves about what a great job you've done for her, ask her to put it in a letter. You could even offer to draft the letter for them! Include excerpts from her letter in your media kits, brochure and other literature.

160. If your company name doesn't fully explain the benefits you offer customers, write a brief description of your business under your company name or logo.

161. List your products or services on the side or bottom of your fax cover sheet.

162. Target different market niches by slightly modifying your marketing communications. McDonald's has different commercials for the Hispanic, African American, and Caucasian audience. McDonald's also has commercials featuring seniors, kids, mothers, and teenagers. Why? Because they can target these niches based on the shows they advertise on. You can modify your brochures, advertisements, direct mail, radio and other marketing communications to tailor fit the audience who you are targeting. Your copy, pictures, and overall message should fit the market who receives it. For example, let's say you are a clothing manufacturer whose target market is teenage girls. Within that audience you can target different geographic, socioeconomic, psychographic, and demographic markets. So, the in-store promotional posters you send to your retailer in San Diego, CA with a large Hispanic customer base should picture different models than the posters sent to a store in Oklahoma. If necessary, translate your signs and message into the appropriate language. Pay attention to cultural values and the translation of your message for that group.

163. Create contests where college students or classes can work on your logo, artwork, and other marketing communications. When I was helping start a sign-making company, I needed to create a logo. I went to the college and talked to the art and graphic design professors. I handed them flyers to give to their students which described a logo design contest. It described the concept of the business and the specifications for a logo. The winner of the contest would receive \$100 and the opportunity to put all the marketing communications created with their logo in their portfolio. In addition, many of the professors agreed to give non-winning students credit for their work. After receiving five entries the business owners and I decided on a winner. The winning student even helped in working with the printer to create the stationary, letterhead and business cards. Another example is from a promotions class I took when I was in college. The class was divided up into groups. Each group worked for a local company to promote their business or work on a promotional project. Our group was in competition with another group to create a promotional media kit and brochure for a local construction company. At the end of the project, both groups presented their work to the client in class, and the client chose the winner. It was a win-win-win situation: The business got two groups of four college students working on a promotional project for them. The students got to work on a project that would be used in the real world. And the professor created a curriculum around helping the local community.

164. Create an informative newsletter and send it to your customers on an ongoing, regular basis. For example, Erik's Deli and Cafe in California publishes a quarterly newsletter that tells customers the charities they are involved with, exciting events, management changes, contests, interview with the President, and franchising plans.

165. Save the direct mail pieces you receive to capture ideas for copy and design.

166. Give customers an informational piece that explains how to use your business. A new customer might not know understand how your business works and all you have to offer. They might not realize you could take orders by phone, perform free deliveries, accept all forms of payment, and take competitor's coupons. They may be curious about your satisfaction guarantee and return policy. And when they are thinking about a visiting your store, it would be helpful for them to have information about your hours of operation, a map and directions to your location, and contact information (phone, fax, e-mail, web page, pager, etc.). You could also include information about neighboring businesses or non-competing, related businesses that you trust and perhaps these businesses would do the same for you.

167. Highlight product differences. If your products require an involved decision-making process, and there are many of the same products to choose from, communicate to your customer what the differences are. If you carry a line of similar products, how does each one differ from the other? How do your products differ from your competitors'? You could highlight these differences in a comparison chart or a short list of "in addition" features for each level of product. For example, let's say I'm shopping for a BBQ grill. I find two grills where the picture looks the same, and there's a list of features on each box; however one is priced \$50 more than the other. Instead of comparing the two long lists of features in search of the difference, it would be helpful to have in store signage or a brochure that highlights the differences between the two; such as the more expensive model had 6 inches of additional grill space, more heating power (specific), and a cover.

168. If appropriate, design your business cards to look like something from your business. You could change the design or cut your cards into a shape that relates to your business. A magician devised his card to look like the Jack of Hearts from a deck of playing cards complete with his name and phone number, of course. An architect may cut their card to look like a 30-60-90 degree triangle drawing tool.

169. Create a business resume for new clients. If you're in business for yourself, it might be your personal resume. If you have a company with employees, you might create a company resume that highlights your clients, testimonials, years of experience, employees, and so on. If your experience, performance history, and company facts can sell for you, putting them in a resume is a much more credible piece than a brochure. This will help build the trust of your customers by showing your competence.

170. You can Print three colors for the price of two, plus \$35. On one side of your brochure or direct mail piece you print in black and a PMS color. When they print the backside, request they replace that PMS color for another one. It will only cost you about \$35 for them to change the ink.

171. Put something on the back of your business card that customers would want to keep. For example, you could print jokes, a funny picture, a coupon, or useful information appropriate to your business.

172. Present the benefits for your products in a creative way. A prudent marketer will present the benefits of their product or service to their customer. Here are some ways to highlight those benefits in your ads and marketing communications:

- Case history
- Testimonial
- Competitor comparison
- Questions/objections and answers
- Qualifications or capabilities
- Features and benefits column
- Picture that SHOWS the benefits or product in use

173. If you write an article in a magazine, or one is written about your company, order full-color reprints to use in your marketing. Magazine publishers usually charge you for printing them, but if they were going to pay you for your article, perhaps you could negotiate for free reprints.

174. Print your company name and phone number on the products you sell. This suggestion may seem obvious if you are a manufacturer, but if you resell products you will want to remind customers where they bought their product. An example of the benefits of this practice for a manufacturer is a shoe company that prints their toll-free number on the bottom of all its children's shoes. The manufacturer would get calls from curious kids or parents and was able to compile a database of their customers from these calls. As resellers, Mary Kay consultants take the cosmetic products out of the boxes before they sell them to place small stickers with their name and number on the bottom of each product. When a customer runs low, they have the number right there to reorder.

175. In your store decor, marketing communications, and dress, use the right colors to stimulate your target audience. Here are the favorite colors of different market groups:

- Older people prefer blue because it is easier for them to see.
- Men prefer deep shades of color.
- Women prefer more delicate tints.
- Children love bright yellows and reds.
- Athletes like brighter, purer colors.
- Intellectuals, with a thinking orientation, tend to like softer colors more.
- Extroverts prefer brighter, warmer colors.
- Introverts prefer cooler colors.
- Lower income people like bright, undiluted, pure colors.
- Upscale, higher income people want more subtle shades and tints.

## Promotions

176. Create an event in front of your store to increase foot traffic and attract people to your store. Here are some examples of traffic-increasing events:

- Invite the Humane Society to bring in kittens and puppies for adoption to your store.
- Have a high school club run a car wash in your parking lot.
- Offer free or inexpensive tethered balloon rides in front of your store.
- Donate a gift to the local high school drill team in exchange for their agreeing to rehearse in front of the store during the weekday rush hour or on Saturdays.
- The company increased foot traffic into their store and got the media's attention.
- Rent a robot and run it remotely in front of your store.

177. Offer a discount or free item when a customer brings in any of your competitors' yellow-page advertisement.

178. Bring in the president of a supplier, or a number of them, and run a "Presidents Day" promotion. They can sell your customers to buy their products from you.

179. Become the "official supplier" of a group, team, club, or event. For example, if you're a shoe store, you could offer the local high school basketball team 25% off their shoes. Ask the coach for permission to advertise yourself as the "Official Supplier" of the high school team. You could do the same for churches, associations, local clubs, or events to build goodwill and word-of-mouth advertising.

180. Include a free bonus or a premium with your product. Customers often buy a product because they receive a bonus with their purchase. Take, for example, the Cracker Jack box with the toy prize, or the Bazooka bubble gum with the comic strip inside the wrapper. You can also tie it into a "buy now" message where the customer will only get the free bonus if they purchase immediately. When Mary Kay consultants hold skin care classes, they will often offer a free lipstick or eye shadow if the attendees buy the skin care system that night. This gives the women an excuse to buy it right then instead of waiting.

181. Send gift certificates to local heroes, high school sports achievers, or outstanding community achievers who are profiled in the paper. These people will talk to others about the rewards they received for their achievement. And gift certificate recipients rarely shop alone.

182. Celebrate popular and unpopular holidays with a sale, entertainment or other attraction. Your competitors may hold Christmas, Thanksgiving and Easter sales, but they may not do anything special for Labor Day, Arbor Day, St. Patrick's Day, or Earth Day. Leverage these low profile holidays to get attention, publicity, and a laugh from your customers.

183. Host skill and guessing contests in your store. Announce a contest in which customers can win a prize for competing against each other or making the right guess. The most common of these is guessing how many jelly beans, pennies or whatever is in a jar. You could also create competitions games where customers can play each other in ping pong, video games, arm wrestling, eating, or something else that would be of interest to your target market. For example, a restaurant might have an eating contest. A sporting good store might host the ping pong tournament. The contests would bring participants and their friends and family into your store. You can also build mailing lists from participants' entries. The only costs to you are promotion of the contest and the prize.

184. Attract parents to your store by offering something for kids. A good example is Pizza Hut's successful "Book-It" program where they offer school kids who read four books a month a free personal pan pizza coupon, redeemable with an adult purchase. Another example is a florist that reserved room in the back for kids coloring books and toys.

185. Have employees wear buttons or ribbons to promote a product or sale.

186. Seize the opportunity to tie in your promotion to a popular fad, era or public consciousness. Here are some examples of how smaller companies have capitalized from recent national events, trends, movies, stories, and themes by creating products, promotions and advertisements centered around them:

- Jurassic Park: A publisher creates a series of dinosaur coloring books.
- AIDS: A local clothing retailer donates 50% of its profits that month to the local AIDS relief foundation.
- 1996 Presidential election: A bonanza for cartoonists, writers, entertainers, publishers, magazines, and other media.
- Home office & telecommuting: A local furniture store creates a new store tailored specifically to home office workers.
- Friends (the NBC television show): In 1995 and early 1996 it seemed every young woman asked their hair dresser for a new hair cut. Clothing retailers profited by carrying similar clothes.

187. Run special promotions and sales just for your best customers. Let them know that it is a one time sale for special customers, which has only been advertised to a select few.

188. Develop a frequent buyers program, similar to the frequent flyers program offered by airlines. Create a value card where you punch a number in the card every time your customer buys. After a customer makes 10 purchases, they get one free. You could also use receipts. Our local video store offers a free movie when we bring in 12 receipts from previous movie rentals. Boston Market, where I often eat lunch, only requires me to purchase 6 sandwiches before I get one free. Sports City Cafe offers a membership to the MVP club where I would earn points every time I eat there. I am mailed a monthly statement of my accumulated points, which I can redeem for meals at the cafe or for sporting event tickets, apparel, vacations and other gifts.

189. Create special sales around themes. Edgar Falk's book, 1,001 Ideas to Create Retail Excitement (Prentice Hall, NY) is a great resource for retailer promotions and sales ideas. He describes 180 themes throughout his book. Here are just a few:

- Back To School Savings
- Christmas in August Sales
- Cold Weather Bargains
- End Of Summer Specials
- Everything Out Of The Store
- If Your Name Is...Sale
- March Markdown
- One Cent Sale
- Rainy Day Sale
- Temperature Of The Day Sale
- The Truckload Sale
- Weekly Senior Citizen Sale
- Your Birthday Sale

190. When it's busy, use your in-store public address system to announce the best deal in the store.

191. Leverage the promotion and advertising of neighboring businesses to bring customers into your store. When a business neighbor puts out balloons and streamers in front of their store, or puts a big "SALE" sign up, or takes out a full-page ad in the newspaper about their sale, there will likely be an increase in the number of customers passing by your store. Take this opportunity to capture these customers with your own balloons, streamers and signs. Seth Godin and Jay Conrad Levinson, in their book, Guerilla Marketing Handbook, tell a story that exemplifies this strategy: "Three adjacent furniture stores compete for traffic in a Cleveland strip mall. The store on the south end put up a huge sign: CLEARANCE SALE: EVERYTHING MUST GO. The store on the north end put up an even bigger sign that read, GREAT SAVINGS, 50% OFF. The guerilla in the middle hung up a small banner over his door that said only, MAIN ENTRANCE."

192. Turn third-party ticket stubs into coupons for your store. For example, partner with a movie theater to offer its patrons a discount on a dinner at your restaurant after the show. Their ticket stubs can serve as the discount coupon. Also, many local clubs and associations will give out raffle tickets for door prizes at the end. Announce to those who didn't win a prize that their raffle ticket is good for a 20% discount at your store. Partner with schools, clubs, bands, businesses, and other organizations that host special events and give out tickets.

193. Increase the visibility of your store during a sale by using:

- Mini-blimps & balloons
- Helium balloons tethered to a rope
- Banners
- Streamers
- Mascots
- Lights
- Cars with signs on them
- Mannequins placed outside or on the roof

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## Start Your Own Part-Time Business From Home

If you want to start a business, you don't have to invest much money to make money. Sometimes you can start a business with next to nothing. Jacob and Susan D'Aniello's pooper scooper business is now a multi-million dollar franchise called DoodyCalls. But in the beginning, it was just them, a bag and a shovel. You might also consider hiring yourself out as a dog walker, errand runner, driver or computer consultant.

### Take a Part-Time Job

With most part-time jobs, it's probably going to be two weeks, at best, before you receive that first paycheck. When you need cash sooner than that, look for jobs that offer immediate money in your pocket, like one that includes tips. Bartending and waiting tables are two tried-and-true examples.

### Seek Emergency Assistance

Many charities provide services and items that you would otherwise spend money on, freeing up some dollars to apply to your most pressing needs. Among the most common of these are food banks and open-dining opportunities, help or waiver of utility costs, and clothing and other household essentials.

### Make Stuff to Sell

Think of the proverbial lemonade stand, but all grown up. When one WalletPop blogger is entirely broke, she'll get out her sewing machine and make her favorite quick project: stuffed geese (made out of thrifted fabric). They sell like crazy on Etsy, an online shop devoted to crafty vendors, and is her go-to plan when the well runs dry and she needs to bring in some quick cash.

### Rent Out Your 'Spot'

If you own some prime parking real estate, you could put cash in your pocket and get more exercise by renting out your spot and parking further away. If access to your car is less convenient, perhaps you'll even drive less, saving money on gas, too.

### Sell Stuff on Craigslist

A good alternative to the yard sale is to make use of Craigslist, a great internet site for buying and selling almost anything legal -- furniture, bicycles, musical equipment, housewares, art, and whatever. Over 40 million people use it every month. It's free and localized, so there is typically no shipping involved.

## Do Odd Jobs

Babysitters earn upwards of \$10 an hour these days. Offer to sit for friends' kids on Friday or Saturday night. The parents will be only too happy to hand you cash when they return! One complaint of young males is that nobody is likely to hire them to watch their kids. An alternative is to offer to wash cars, mow lawns, weed backyards or haul crap out of the garage, instead.

## Find an Online Gig

One valid work-at-home program is Amazon Mechanical Turk, where companies post tasks that machines cannot easily do, but that are relatively simple for humans. You choose an assignment, and, on completion, are credited with payment to your Amazon account. This money can be withdrawn once you accumulate \$10.

## Collect Your Change

If you are like most Americans, there is hidden cash throughout your home. It may be underneath your sofa cushions, in little jars or piggy banks, but there is bound to be bounties of pennies, nickels, dimes and quarters just waiting for you to unearth them. You may be surprised how much you find and how much all that "small change" is worth.

## Return Past Purchases

Taking recently purchased items back for cash is really one of the most efficient ways of making quick cash. Not only are you typically able to get your full purchase price back if you have a receipt, but you'll reduce your stuff and pay penance for your spending habit, too.

## Hold a Yard Sale

If you have furniture, electronics, children's items, sports equipment, jewelry, collectibles (in other words, the usual hodgepodge of clutter that most of us once thought we needed to buy), then a yard sale may help you raise some money fast.

## Recycle Scrap Metal

One way you can get some quick cash is to sell scrap metal to your local salvage yard or recycling center. One WalletPop blogger's co-worker bought a used camper for just over \$600 and took his old one to get scrapped. The scrap value of his camper almost paid for his new camper purchase.

## Become a Temp

If you show up to work on time, take reasonably short lunch breaks, don't leave too early, and demonstrate even the slightest amount of energy and initiative, chances are that your employers will view you as a God-send. In many cases, they will even offer you permanent employment. And temp jobs can pay really well.

## Sign Up for Medical Tests

Perhaps your path to wealth is as a medical guinea pig. The National Institutes of Health has 300 studies that need volunteers. Rochester Clinical Research is looking for volunteers to test an Avian Flu vaccine.

## Take in a Boarder

Sharing living expenses can put more cash in your pocket. However, if you ask someone to move into your spare room -- or onto your couch -- draw up a lease agreement, even/especially if your prospective boarder is someone you know.

## Tap Your Life Insurance

If you have whole life (a type of insurance you buy to last your "whole" life and your heirs get the payout even if you live to 104), you pay higher premiums, but the insurance has a "cash value" that you can tap any time. All you have to do is call your life insurance company to access the money.

## Get a Payday Loan

If you're responsible with your money and know that you're facing less than two weeks of a cash shortfall, borrowing \$300 today in return for repaying \$345 in two weeks may be a good idea. If you're the sort of person who has a continual spending or money management problem, this is the dumbest thing you could possibly do.

## Raid Your IRA

If you need quick cash, your retirement savings can look like a great place to find the lump sum you need, but tread carefully. There are lots of rules and if you don't qualify for an eligible withdrawal you'll have to pay a 10% penalty plus taxes on the money at your current income tax rate.

## Pawn Your Stuff

Pawnshops work like this: you offer up your prized possessions as collateral on a loan; in most cases, the loan will be about 10% of the actual value of your item. At this point, you have three choices: redeem the loan, pay interest to keep the loan alive, or let it lapse and forfeit your goodie.

## Sell Some Body Parts

Well, not body parts, as in a kidney or lung, we're talking more of the replaceable (and legally sold) kind like plasma and hair. In most larger cities, there are clinics that will pay you up to \$35 or so for some of your plasma, which you can donate twice a week. Sales for generous lengths of tresses reportedly can net you several hundred to over a thousand dollars.

## Bank on Your Sperm

Advertised sperm donation rates vary from \$1 to \$200 per week; most donors can expect somewhere around \$40 per donation. It does, however, require a six-month or greater commitment, and no "liberation" of sperm when you're off the clock.

## Sell Stuff to Motorists

Roadside sales can pull in some quick cash. Pick high-profit items that aren't highly perishable and/or have a high cost/sale price ratio: cold soda, corn, baked goods, flowers.

## Scalp Tickets (Legally)

So you're broke, and it suddenly occurs to you that you are sitting on concert tickets to Hannah Montana. If the water dept. is threatening to cut you off for non-payment, scalping those tickets could save you from a dirty, smelly fate.

## Go Scavenging

100,000 homeless can't be wrong! In states that require a deposit, 50 cans could bring you \$2.50 or more. As scrap, 32 cans make a pound, worth 70 cents. Grab a shopping cart and go hunting! If you live near a beach, another treasure-hunting option is to use a metal detector to look for coins or other valuable items just below the sand's surface.

## Head to the Casino

Understand this first: this is our No. 1 most desperate way to make some quick cash, and only applies in this situation: you have some money, but not enough, and MUST have more within a very short time or your life will fall into ruin. Only then does a reasonable man consider the casino.

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## Finding business ideas:

1. Spend all day browsing Site For Sale forums (like the list we have here) for the myriad ways people earn money online. People looking to sell their sites actually tell you how they make money! Pick one that suits you. Research it a bit and away and start your own business. Or use a search engine to find ways to make money online. It seems to Finding some things - like nuclear bunkers - is easier than others be so easy that it's almost impossible to find someone who doesn't know how to do it. (But why stop at one search engine (SE)? Most people get to less than 1% of the top qualify info they're seeking because they use just one SE like Google, don't have the vaguest of ideas of the advanced search features available and don't know the benefits to be had using specialised SEs, local SEs etc. )

2. Bundle the two above to tell other people how to make money online. They always want to know. It doesn't matter if you don't know yourself, you can still charge them for it. I obviously don't have a clue as I'm giving it all away. You can now ignore everything else I say. But don't go spending money on internet cons promising to make you a millionaire and here's how to spot them.

3. Be more inventive with your search. Look for small business franchise newsletters. Or for home jobs in your particular niche or hobby. (And check point #2 above for those specialised SEs). You can also go through the appropriate DMOZ categories But using "search" is just the start of the game. There are simply so, so many ways. We hope you hang around to find out.

4. Like the guy you can pay to stick a message in a bottle for you and throw it into the sea. He's made tens of thousands of dollars already. And there are several others like him in all parts of the world. Do you live near a sea or river? Or join the cleanup of those bottles and get your council to contribute.

## Domains

5. The dot com gold rush made many millionaires but there's still plenty of money in domain real estate and still some good catches available. A good dot com may be difficult to find now. But there are a lot of gTLDs and ccTLDs from the .info to .eu to .tv to .co.in and they all present opportunities being discussed in several good forums. Put your thinking hat on, buy a famous word domain for a few dollars and put it up on the domain selling sites.

6. Lost your thinking hat? Hang out at SEDO. DNForums, Afternic and other places where domains are bought and sold. Provided you learn enough about the market to recognise bargains you could make a living from just buying existing domains and reselling them.

7. If you're smart you'll run dictionary checks against available domain names and auto-check them against search volumes (using OST, Wordtracker etc.) for that term and Pay Per Click (PPC) rates in the major ad networks (example) to work out which ones are likely to be more profitable (how to make money with PPC). If you can pick up the domain for a profitable term that's searched for often you can use a domain parking program. Or post a little bit of relevant content and get a link or two ... and the search engines will start sending you traffic. If the phrase people are typing in coincides exactly with your domain name it gives you a great head start with SEs.

8. If you're smart AND a linguist you'd be doing that in multiple languages. And not paying for any domain till you've tried it free for five days to see if it does indeed get any type-in traffic (and how well that traffic converts). After you've tried it for five days and dropped it there's nothing to stop you immediately picking it up again for another five day trial. Strange, but true. It's not kiting, it's legal.

9. Misspellings. Massive opportunities still exist in the misspelling/typo market. People trying to get elsewhere land on your site instead ... and you sell them stuff (or use the domain parking idea). Some even tempt fate by making PPC opportunities out of typosquatting on trademarks. Finding typos has never been easier. There are many tools that will find misspellings for you. How easy can it get?

10. Domain parking and type-in traffic: People sometimes guess at URLs. If they want a plumber they may try plumber.com though they've never used that site themselves. Find terms that people may be typing in (I will provide a detailed guide to this when I get a chance), buy the domain and populate it with ads. There are several ad programs to monetise your parked domains. Or combine this with the previous idea to buy plumber.com or similar typo domains to make money online.

11. Drop catches. People sometimes forget to renew their domains and these expire. Picking them up will give you some remnant traffic from sites that link to this domain/people who've bookmarked it etc. In some cases the traffic can be pretty high. Provided you're fast enough to replace the copyrighted content that was there with something else you can make quite a profitable business from doing nothing else but this.

12. A variation on the above. Sell the domain back to the previous owners. Note that you may want to tread carefully and get familiar with the rules for that TLD before you start sending off ransom notes. For example, with ICANN (domains that end in .com, for example) the moment you send the previous owners an email saying you've got their domain and you'll give it back for \$10K... you've lost. It can't look like a ransom demand. Be reasonable and read the small print of the UDRP. No UDRP required if you're sitting hostage on myspace.com/theircompanyname or the equivalent at blogger, twitter or other big destination. LOL, watch them kick themselves and sack their web advisors who told them about taking the "dot info" but omitted to mention the importance of protecting the brand by owning the associated myspace directory (and others)! And it costs you nothing!

13. Run a domain management service. Hundreds of thousands of webmasters (or more) have a large portfolio of domains. A lot of them would like the boring bit taken out of their domain management. You can run their DNSes or just a service reminding them when each domain comes up for renewal. Or an automated monitoring service to tell them when one of their domains/sites is inaccessible.

14. Start a directory to list domains for sale. That's what people like SEDO do. You can get money just for allowing domains to be listed in your directory.

15. If you're running a service putting buyers and sellers of domains/sites in touch with one another you could get money for add on services (like providing escrow facilities). For ideas have a look at what existing domain intermediaries offer.

16. Run a domain research service. Wonder what happens when a manufacturer is looking to name a new model car? Or starting a new range of clothing? They need trademark and patent research but now they also need some domain research. Which of the literally thousands of combinations and misspellings (+ <brandname>sucks.com) are taken and which do they need to buy? With a few of the free domain tools discussed on this page, here and one or two more - like free DNS tools - and a little time you could provide them a service they'd pay a lot of money for.

17. Start your own country: Whoa! yes, you're reading it right. If you've heard of Sealand (what is Sealand) you'll know that starting your own country is not that far fetched. Once you have your own WhackyCountry you can apply for a .wc (yuk) TLD. Sell millions of domains. Keep some for yourself. Ever wanted a Google.\_\_\_\_?

18. Perform domain services for businesses and then send them a proforma (even if they've never heard of you). Explain that it's free this time but you'll gladly keep acting for them for a small fee. For example, there are thousands of big businesses whose half-wit webmasters/ developers didn't put in a redirect from the non-www to the www versions of their sites (or vice-versa). One entrepreneur made a few thousands just from pointing out to businesses how they were losing hundreds of customers every year who were landing on <http://xxx-companyname.com> and finding nothing there.

#### Buying and selling internet businesses

19. Many sites runs on "auto-pilot". A common price these sell for in site-for-sale forums is 12-24 months' worth of net earnings (silly price, but it's true). Provided you don't mess the site up you can recover your capital in as little as 12 months and then ... sell the site to recover your capital again. Double your capital every year. 100% return. Sack your stockbrokers. It really is a crazy world! How to buy a business.

20. Site flipping doesn't require as much capital and expertise as many people believe. Like property flipping, Making money offline - Buffalo Walking Service, why do only dogs get to have fun?you buy one that needs a bit of TLC. Do it up, then sell it on for a whacking great profit. And, the beauty is you never have to deal with tenants!

21. How about cornering a little market? There are DMOZ categories with grandfathered sites (sites that have been listed for many years) which aren't being updated. If you can pick up a few sites in the same category and merge their content suddenly you "own" that niche. That opens a lot of possibilities.

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Give yourself a 25% pay rise.

There's nothing more powerful than sorting out your own finances. By shifting to the best deal on every product you can give yourself as much cash as a 25% pay rise, without needing to cut back. Before doing anything else, this is the most important starting point.

How much? The average UK family should be able to gain £2,500 to £5,000 a year doing this.

Use your credit rating to 'stooze'.

Many credit card companies are willing to lend you money at 0% interest, so why not take this cash and save it yourself earning 6% interest on it. This is known as stoozing, it's legal and very profitable; yet it's only for the really financially savvy.

How much? If you get a 0% card with a £5,000 credit limit you should comfortably be able to earn £250 a year on it. The biggest reported stoozer was making £6,000 profit a year from stoozing.

Get paid every time you spend.

Cashback credit cards pay you back a proportion of what you spend each time you use them. Therefore set up a Direct Debit to pay it off in full each month so there's no interest cost and you can earn. Just use the card for all your normal spending and you'll make money.

How much? The top cashback cards pay up to 4% cashback for a short period and then a standard 1%. So if you spend £10,000 a year you stand to make £200, just by paying with a different piece of plastic.

Don't accept pitiful rates on your savings.

If you've got savings, ensure they're working well for you. Many people leave their savings in pitiful high street bank accounts where the money is actually shrinking. Even worse, you may have it in a current account earning just 0.1%. Stop this - five minutes work'll let you increase the interest massively.

How much? For every £5,000 you have in a top savings account as a basic rate taxpayer you'd earn £220 a year more than in a poor account.

Always pay off debts with savings.

Most people who try and save while they're in debt are simply throwing their money away; even if the debt is a mortgage. The amount of interest you pay to borrow is much more than you earn on your savings, so pay the debt off with your savings and you're quids in.

How much? Someone with £5,000 on a credit card and £5,000 saved is likely to be £700 a year better off by paying off the debt with the savings.

Get all benefits / state pension.

There's a plethora of benefits available, the key is working out whether you're entitled to them. A rather sexy little site [Entitledto.co.uk](http://Entitledto.co.uk) does the work for you: it has a regularly updated calculator that works out everything you can get, in one go. Plus it may be possible to get more in your retirement by purchasing extra National Insurance Contributions (NICs).

How much? If you've a family income under £66,350 it's worth checking, as you could get any of Working Tax Credit; Council Tax and Housing Benefit; Pension Credit; Child Benefit; Child Trust Fund and Child Tax Credit. Plus by boosting your state pension you could end up £1,000s better off.

Flog what you've got: De-clutter & sell the junk

Clear out the clutter from your life and make money from it too. We can be a wasteful nation, and ditching items and goods could – instead - bring in a second source of income. So whenever you finish using something, whether it's childrens clothes as they grow out of them, or embarrassing old CDs... flog 'em. Plus, ensure you get the most out of your property; even your parking space can be profitable.

Recycle old mobiles.

This is the easiest form of decluttering, as there's a whole industry set up to help. If you have an old mobile phone lying around the house, several companies will happily take the relegated beast off your hands. Not only could this bag you as much as £160 but, by not throwing it out with the rubbish, you'll also be doing your bit for the environment.

How much? It depends on the phone and demand, but some of the higher-end handsets will easily net more than £100. It only takes five minutes to check out what yours are worth.

De-junk your house the MoneySaving way.

It's time to rumble through your cupboards to de-junk and make some dosh. The obvious place to sell is online auction house eBay\* but there are other options too.

How much? Dedicated sellers make £100s on the side.

Top Tips: Wait for eBay '10p listings' days. This way, even if a few things don't sell, you won't be out of pocket - and you'll maximise the profit margin. Best of all, you get to enjoy a relaxed, clutter-free home.

Try grouping things together, so if you're selling baby clothes, rather than listing each item one at a time, sell them in bundles of similar sizes and quality. People tend to prefer buying in bulk.

Books & CDs: Amazon is probably the best option for selling old books, (unless they are especially rare or collectable) since you need only type in their ISBN numbers and a short description; Amazon will provide full synopses and reviews of most from its database.

If you're listing a few in one go, this can save you a lot of time. Plus, Amazon marketplace listings last 60 days, and relisting books which don't sell's free, so you needn't keep spending after the initial fee.

Listing CDs one-by-one on eBay is likely to get you the most cash, but it'll take you some time.

Quicker cash for old CDs & DVDs.

The website Music Magpie\* allows you to type in details of your CDs & DVDs, and it'll give you an instant cash price, though you need to trade in a minimum of 5 at a time (and up to 500!). To do it you just type in the barcode numbers and follow the on-screen instructions. The site also buys computer games, but for the most part you'll do better by trading them in at high st. game shops.

If you accept its offer, it'll send freepost stickers for posting and you'll get cash upon receipt. Someone with loads to get rid of could speedily make money this way.

How much? It depends on the CD of course, most CDs will get you 60p-70p though some go for over £1. DVDs go up to £3.

Can't I do better elsewhere? Yes, for more modern CDs/DVDs you're far better off selling them individually on eBay\* and other auction sites to get much more. Where MusicMagpie wins out is on convenience, not price (see eBay selling guide for how to maximise your price). Discuss and feedback on music magpie in the CD selling discussion thread.

How much? Dedicated sellers make £100s on the side.

Spot & flog from car boot/garage sales.

If you've an eye for car booty, buy items cheaply at car boot sales, and sell them at a profit on eBay or other auction sites. The big money lies in spotting collectibles to sell on, so do some research on the net first. Be sure to arrive early to beat off other bargain hunters.

How much? The earning potential increases with your knowledge of rare items and collectible brands, and a little luck doesn't go amiss either; if you're in the right place at the right time this could net you £100s extra a year.

Sell your story.

Journalists are always looking for dramatic stories. If you've been in an extreme situation or come close to death, or have any gripping or extraordinary tales to tell, why not get paid and have it published? Many magazines will also pay a premium for interesting letters and photographs, and many TV channels, including Five, will pay for videos too; and often it's much easier to get on-air than you may think.

How much? A 'star letter' will usually fetch £50, and stories can earn £150+. Even amusing photos can earn good cash prizes in some magazines.

Sell your parking area.

If you live in an area where parking is expensive yet have got an empty parking space in your driveway, you could rent it on a monthly basis. Online parking marketplaces, such as Parkatmyhouse will allow you to list your space in their databases, and set a monthly price for it. You can also set restrictions on use if you're likely to need the space yourself during the weekend or at certain times of year. For full info on this, read the dedicated Parking Rental guide.

One thing to note though is that some more officious local councils may deem renting your parking space out 'a change of use' for the property, from residential to mixed residential/commercial use. It's a grey area, and you're unlikely to be pulled up, but if you are you may have to apply for planning permission to continue doing it.

How much? You should be able to take just slightly less than the going parking price in your area. Spaces in London generally go for around £200 per month, though security is also a factor in determining price.

Rent out your house as a film location.

Film & TV production teams are always on the lookout for homes and areas they can shoot in. Your home needn't be palatial to qualify either; all shapes and sizes can be desired, and the rates of pay are good. There are a number of online agencies that'll list your property for free (taking commission once your property is chosen for a shoot); never use any that charge a large upfront fee.

How much? If your property is chosen, you can expect up to £800 for a photographic shoot, and £1,500 for a film shoot. And you get to brag about it. However, don't bank on being selected; there are many more properties than film crews.

Earn Tesco Clubcard Points on your recycling.

Save up your cans, plastics, bottles and more and instead of leaving them for the dustmen to carry away, take them to one of Tesco's automated recycling centres and you'll receive points for your recycling. Check the list of Tesco stores with automated centres to see if you have one near you. Clubcard points are worth 1p instore but four times as much if you redeem on goodies from the Tesco Clubcard deals brochure such as breakdown cover, days out and holidays away.

## Earn wonga on the web

Either harness the internet's power to reach a massive audience for your specialised services, or take advantage of companies' need to market themselves by clicking onto countless web links and earning cash. You'll need dedication – and patience - to make the most of these tips, but the rewards should be more than worth it.

### Cashback shopping.

When shopping online, click through to a shop via a 'cashback' site and it'll give you a small proportion (usually around 2% but up to 10%) of what you spend back in cash. These are advertising sites, paid for by providing leads to retailers; to encourage traffic, they split some of their revenue with you in the form of cashback.

How much? Up to £1,000 a year if you're a serious online buyer.

### Get paid to click.

It's possible to get paid just for clicking links on the internet. This is a by-product of the fact that many advertisers pay websites for sending them traffic (ie. for visitors clicking through to their sites). As noted above, cashback websites give you a share of their ad-revenue; and therefore on the occasions where they're paid just for sending traffic, you can be paid just for clicking.

How much? It's not too difficult to rack up £20 a month just by clicking paid links, as long as you're consistent with the routine; set passwords on screen to make it easier.

### Get paid to review your holiday.

If you love jetting off to foreign lands, it's possible to regale people with your holiday tales – and get paid for doing it! Travel review site, SimonSeeks.com, promises to reward users by passing on half of the net revenue it's paid by advertisers.

Simply write a destination guide and post it on the site. The SimonSeeks editorial team will then check it over, and other users will rate it. After people start clicking through to advertising links on your page, the site will pay you by Paypal, as and when the cash comes in.

As a rule, the more up-market the accommodation and longer the stay, the bigger the advertising earnings.

### How to write a winning guide

Guides must be between 400 and 1000 words. They can cover everything from romance and family fun to long-haul adventures. But the more informative and easy-to-read the guide, the higher rating it will get, and the more cash it will bring in.

What should you write about? Rather than just picking a country, choose a specific angle, eg, not just 'France' but 'The five best budget hotels in Paris'. Favourite destinations, such as Italy, will be well-covered, so think of a particular aspect that nobody else has covered. Are you a bird geek or a train nerd? Choose about something you're passionate about, and can add knowledge to.

When writing, be specific – mention particular places, name hotels and explain why they are a good place to stay, describe the food and ambience in the restaurants you recommend. In fact, think about what you'd want to read if you were going. SimonSeek's research shows that guides with photos are more popular, so include some snaps from your jaunt.

How much? The site launched on 18 June 2009, but has big financial backing and if it takes off, guides with a high rating could earn 5p-20p a view, so popular guides could earn £100s. By being an early adopter, your guide is likely to be in a better place to build up status.

Profit from photographs.

Budding photographers can upload their digital photos to photo bank websites and earn royalties for each one sold. Ten per cent of the sale price will go to the website, and you'll probably need to advertise elsewhere to drum up demand. However, if you have an interest in niche photography subjects, or take particularly beautiful shots, you could make good money.

How much? You decide the retail price of your photos at Photobox, giving you the freedom to adjust the profit margin in line with different print sizes.

Affiliate your website.

If you run any kind of website – commercial or personal – you can add affiliate link packages to it and get paid each time somebody clicks from your page. The most popular schemes are Google's 'AdSense' and Amazon's 'Associates' – and don't cost a penny to install. Of course, if you're to generate a substantial income through these schemes you'll need a high level of site traffic, and this can be difficult to achieve.

If you're sure you can provide site content which will appeal to a substantial number of people then give it a try, but generally it's not worth starting one up just for the purpose of affiliate linking.

How much? A niche website with loyal usage could earn £1,000s a year from these links.

Listen to music? Get paid to review it.

There's a website which pays you to review unsigned music. SliceThePie pays you 5p for each song you rate, but as you build up a reputation you can command up to 25p a time. You'll need a pretty open mind, as you can't choose specific genres, but once you've found a band you like you can vote for them and even buy stock in them to trade.

The system could also be profitable if you're a musician, as if your songs get voted for you could be financed for an album. The system's too complex to describe fully here, so read the site's tutorials before you start.

How much? A dedicated fan putting in a couple of hours a night could expect around £30/month. Not much, but not bad for a hobby. For a band, the sky's the limit if you're good enough.

#### Matched Gambling.

This is something I thought very hard about before including; but as many who know exactly what they're doing make serious risk-free cash, it can't be excluded. It's all about taking advantage of the offers betting sites have to encourage new players, usually involving free bets (e.g. bet £30 and we give you a free £30 bet), and the fact different bookmakers offer different odds. Thus, in some circumstances by betting on all outcomes you guarantee a profit, whatever the outcome. However, this is incredibly complex and dangerous; and most people should run a million miles from it. Don't ever contemplate attempting it unless you have done detailed research.

Warning! This is not about gambling. Gambling is not MoneySaving; the bookies always win in the long run (see Gamblers Anonymous). This is only about manipulating gambling introductory loopholes.

How much? With time and care it's possible to make a few thousands over the year. Yet if you're desperate for cash, don't see the pound signs and go for it, this is only for those with patience and not under money pressures; otherwise you'll end up drawn into real gambling and losing.

#### Grab £1,000s of Grants.

There are grants galore available if you know where to look; from doing up your home to education and helping your business. There are a number of grant search engines where you can find out exactly what money you're eligible for.

How much? Grants in the £1,000s are available in the right circumstances.

#### Reclaim, reclaim, reclaim

Right across finance, companies have been taking or holding your money when they shouldn't, and these days it's easy to fight back. This can mean a boost of £1,000s to your finances in just one go.

## Lost assets.

A staggering £400 million languishes unused in old bank accounts, pensions, life assurance and investments, whether forgotten in a house move; lost through a work change; or simply overlooked in the hurly-burly of modern life. Yet it's usually easy and, in many cases, free to reclaim cash that belongs to you or your family.

How much? Depends on how much you've forgotten you had...anything from just a few pounds in an old junior savings account to thousands of pounds in a forgotten pension account.

## Bank charges.

If, during the past six years, you've been hit with bank penalty charges, you can claim them back. I believe these charges are unlawful and you can force your bank to give you £100s or £1000s back.

How much? It all depends on whether you've had charges in the last six years; say you incurred charges of £35 four times a year on average; that all adds up to a huge £840 pay back.

## Credit Card Charges.

The OFT said credit card charges were unfairly high and providers reduced them. This opened the door to reclaiming; thus if you've had late payment fines or been charged for going over your limit in the last 6 years, you can get it back.

How much? Again it all depends entirely on the charges you've had over the last few years; some have reclaimed over £1,000.

## Council tax.

The council tax system in England & Scotland is fundamentally flawed. Many people are in the wrong band. It only takes 10 minutes to check if you're one of them.

How much? Dropping a band can result in a saving of £200 a year, and a back-dated payout from when you moved in is often £1,000s.

## Mortgage exit fees.

If you've moved mortgage to a new company within the last six years; it's very likely you were overcharged by your old lender when you left it. Just one phone call usually gets you the money back.

How much? A refund of the difference between the fee as stated when you took out your loan; and its level today. This could be between £50 and £200, depending on the lender.

## Endowments.

Mis-selling of endowments has been rife. So if you've ever been sold an endowment which underperformed leaving you out of pocket, and you weren't told this was a possibility, you can get compensation. A massive amount of money is available to claim, but move fast, because the deadline for complaints is looming.

How much? The rewards for doing this can be huge; the biggest compensation payout I've heard about so far is £27,000.

## Get paid for your opinion

The desperate need for many companies and public organisations to test, talk about and try out their products or plans on the British public gives you a great opportunity to cash in.

## Online market research.

Willing to give your view on the Labour Party, answer questions about your sex life, or test out the latest moisturiser? If so, it's possible to earn £100s a year, without any special skill or talent. You can get paid cash to take part in online surveys, which are often short enough to fill in during breaks at work.

How much? Some surveys can pay £1 to £3 for just a couple of minutes of your time.

## Traditional market research.

Focus-group based market research can pay between £30 and £50 for a couple of hours of talking. To get started in it, look up local agencies in the Yellow Pages, or try Saros Research online.

How much? Usually between £30 and £50 per session.

## Become a mystery shopper.

High-street retailers are desperate to check that their in-store customer service is up to scratch, and contract mystery shopping agencies to do so. These will employ you to visit a specific shop or pub, to rate service quality or the quality of their goods. Some of the most popular sites are RetailEyes, TNS Global, Grassroots, Gapbuster, BAI, Frontline Focus and Retail Maxim. Others, including those that you need to phone to apply can be found in the forum. If you fancy a bit of 'cloak and dagger' identity, this can be great fun too.

How much? Payment for this type of work varies hugely between agencies. Some pay in gift vouchers, others simply give you free items. Some will pay you cash too but not usually more than £30 a day.

Win some competitions!

Okay, so it's not quite using your opinion (though tiebreaker-based comps can test your noodle), and it's not guaranteed cash, but get committed to 'comping' - systematically entering 100s of competitions each week, and your chances of winning will grow considerably.

Often entering simply means filling in an online form or sending a postcard, sometimes answering a question or tiebreaker. If you win, the promoter will may call up, or the postman could just knock with a parcel.

As an added bonus, competitions are tax-free, so unlike other ways to boost your income, the taxman won't get any.

How much? Of course it varies massively, but one lucky MoneySaver scooped a £20k prize, and many have made thousands.

Home working

If you're housebound, whether due to childcare commitments or disability, or you just like being at home, working from your kitchen or spare room can leave you quids in too. Working on your own isn't for everyone though, so make sure you're OK with a spot of solitude.

Earn from internet research.

Any Question Answered (AQA), and Ask118 are internet businesses often on the lookout for researchers. All the companies work the same way: a customer searching for the answer to any random question sends a text to researchers - you - who replies with the answer.

The beauty of this work is that you can choose the type of questions that you answer, and hence the hours you work. See Issuebits (AQA), and 118 for vacancies - you'll likely have to pass a test before you get an interview. Vacancies aren't open all the time, so you'll need to be on the ball and checking the sites regularly.

How much? You'll be paid roughly 30p per question, and some can take just a few moments to answer, meaning that experienced researchers get up to £2,000 a month.

Work over the phone and net.

TeleTech is an American telephone support company, who sometimes recruit in the UK. Its major advantage over other phone work is it expects you to work from your own PC at home, using its special software to field calls. Generally, you'll be offering customer service and technical support; full training will be given. Find out more and apply at the TeleTech website.

How much? It depends on which of the company's contracts you're involved with, but you should get no less than £6/hour.

Do some freelance work.

If you've skills in a specific area, you may be able to do a little freelance work on the side. Getafreelancer & PeoplePerHour are project recruitment sites; companies list projects they want completed, and freelancers 'bid' on them, both by saying why they'll be the most suitable candidate, and literally entering their price for the work. It's free to join and bid on work, but a fee is taken out of your pay for each job.

How much? It depends on the job, the duration and skills involved, and how many freelancers are competing for it. The only drawback is that you might find yourself competing against workers from countries with a much lower cost of living, who can undercut you.

Take in a lodger or play guesthouse - tax free.

The 'rent a room' scheme means you can take in a lodger to live in a furnished room in your home, and it has a special exemption meaning you won't have to pay tax on the first £4,250 you make each year. This is a huge tax break for most people and really ups the gain. Better still, as a landlord you'll be expected to ask for a deposit and a month in advance, which means ready cash comes in quickly.

If you don't want to do it full time, there's a good halfway house too, you can also just play guesthouse. Website Crashpadder allows you to list your spare room online, and take in travellers looking for a cheap place to stay. You can set the nightly cost, undercutting the local hotels, and you might just get to work on your language skills to boot.

How much? With a full-time lodger, you can take home £4, 250 without paying a penny of tax; if you've a desirable property and don't mind paying income tax on anything above this, you could easily add another £1,000.

Take in foreign exchange students.

Renting out a room provides a stream of ready money, and a handy government tax break means you can keep most of it out of the taxman's hands. Get in touch with local secondary and language schools to enquire about the frequency and vetting process. This can be a tidy little earner and you get the added bonus of honing your own foreign language skills.

How much? Rates of pay vary depending on the level of accommodation you provide, but you can expect to earn upwards of £80 p/w per student.

Solve companies' problems for pay.

Many companies put problems online and offer cash to people who can come up with effective solutions. While not a guaranteed way to grab cash, these can be an interesting, fun, and lucrative way to spend your spare time if you're a business or science boff.

At InnoCentive.com, companies post dozens of challenges every month, offering big money for the best solutions. A typical example is £20,000 for a way to reduce the sugar content of baked goods, while keeping them tasty. Also worth a look is Idea Connection; register and it sends you email invites to help solve firms' problems for cash.

Travelodge is offering up to £150,000 if you can find it a site for a new hotel (you get £500 per bedroom). Or, for science nerds, silver mining company Barrick is having problems extracting silver from ore at its mines in Argentina. It's putting up \$10 million (£5 million), to whoever can find a cost-effective way to boost production.

How much? Up to £150,000 if you come up with a brilliant idea.

Iron out your finances.

Set up a professional ironing service, advertising in local shops and newspapers. A good tip is to advertise in the poshest part of town; that way you can charge more.

How much? Ironing businesses generally charge by the item, with 20 items costing around £10. This varies depending on location though, so check what other local services are charging.

Start a 'cottage industry'.

If you're a dab hand at arts and crafts, try selling your jewellery and artwork, whether on eBay or at craft fairs. US websites Etsy and Redbubble are designed exclusively for buying and selling homemade goods. All prices are currently in dollars, but they offer live currency conversion. Some talented MoneySavers make big profits.

How much? Potentially £100s, depending on your spare time, artistic ability, and ability to sell yourself.

Work, work, work

If you're willing to travel, as well as the obvious McJobs there are many things available for second-jobbers to earn extra cash; and of course maximise your current work too.

Ask for a pay rise at your current job.

People are often scared to do this, yet why not simply ask, the worst that can happen is they can say no. Simply ask for an appointment, prepare your points which should be more about your job role than 'I need the money' and see what happens. It's just as difficult for an employer to say no when you ask, as it is for you to ask in the first place.

How much? Always remember if your pay rise isn't as high as inflation (the rate at which prices rise) then your pay is actually decreasing. So why not ask for an 'inflation plus x%' rise, explaining a payrise at inflation will just keep you level and the x% is because you're now more experienced/better.

## Babysitting.

Watching somebody else's TV and eating their food while the kids lie fast asleep upstairs doesn't sound so hard – and it often isn't – but you must be prepared to deal with the odd stroppy child and his or her tantrums. You'll need a proven track record with little'uns, so work for your friends, family and neighbours first.

How much? Adult babysitters charge up to £8 per hour, but you'll first need to build a reputation to command this.

## Pet or plant-sitting.

Also known as 'house-sitting', this job sounds – and is – fairly simple: maintain a house and look after any animals and plants for anything up to 3 months. Obviously, you need to have no other commitments to worry about. It'll be easiest to sign up with an agency, so be prepared to provide references and expect a thorough check of your background, including any criminal records. After all, would you be happy to leave your home in the hands of a stranger?

The terms & conditions vary from company to company; some will expect you to be available all the time whilst some offer work on a more casual basis. Some of those suggested in the forum include Safehanddsitters, Ninasnanniesforpets, and Platinumpetcare.

How much? Safehandssitters pays £150 a week plus travel expenses. If there are lots of pets to look after, the actual rate could go up.

## Be an interviewer.

The National Centre for Social Research is usually on the lookout for freelance interviewers. The job involves interviewing selected people about all kinds of topics in their own homes, then sending the answers to your set questions back to base. Vacancies for telephone interviewers are also often available, and full training for each role is provided. Go to NatCen's website for full details.

How much? Once trained, you'll receive just under £15 for a 35-minute interview, and £5.50 per hour spent travelling as well as petrol costs.

## Work at the supermarket.

Work weekend shifts at your local supermarket - some pay double on Sundays and Bank holidays, and the general rule is the posher the supermarket, the more you'll earn.

How much? Around the £5.50 / £6 mark per hour, and most - if not all - will offer a discount card (usually 10 per cent) on groceries once you've been there for a while.

Head for the library.

Why not work in a library for a few hours a week? Many find working in this relaxed environment the perfect break from day-to-day stresses regardless of the extra cash. Enquire with your local library, universities or colleges.

How much? Usually minimum wage... but it's so peaceful.

Party planning.

It's possible to make cash by hosting parties, in which of course things are demonstrated and sold. Since you'll effectively be self-employed, you can make your own hours and work as often or as little as you want. Before starting though, be sure to check whether there's already a popular representative of the company in your area. If so, it's probably best to sell something else. Typical examples include Ann Summers, The Body Shop at home, Virgin Vie at home, PartyLite & FM Fragrances

How much? It's commission based, so what you earn depends on your selling ability, and the products you sell. You'll usually have to cover set-up costs with your first parties, but

Monitor exams.

During exam periods in secondary schools, colleges and universities, there's a shortage for exam invigilators since the teachers and lecturers still have other work to attend to. Enquire with local institutions and temp agencies and you can earn a fair bit of cash for a couple of hours of (blissfully silent) work.

How much? Temp rates are normal, so expect roughly £6.50 - £8 per hour.

Spend three weeks in the classroom.

If you're at a higher education institution in England, you can get £600, and a great experience, by completing a three week teaching placement in an English primary or secondary school during university summer and Easter holidays. This is via the Student Associates Scheme, which is run by the Training and Development Agency for Schools (TDA) who receives funding from the Government. And, as the money's a bursary, the cash is tax-free.

There's no age limit for applicants, nor does it matter what year of study you're in. Criminal record checks will be made, but the TDA meets this expense. Applications are taken all year around so to find a school local to you, visit the TDA's school search database and contact the school directly. Summer placements must be completed by the end of July.

How much? £600 for a three week placement that must be completed in full to get payment.

Use your head. Tutor.

To tutor up to GCSE you don't necessarily need a degree or PGCE teaching qualification, (although you can command much higher rates if you do have the latter) but some previous teaching experience is a must. You'll need a CRB check if you're to work with kids, so start out by asking some local teaching agencies about getting one, and about getting started.

How much? Without qualification, you can charge up to £10/hour depending on your experience and ability. If you get a PGCE (which can be achieved on a part-time or flexible basis) you can charge as much as £40/hour in some areas.

Advertise on your car.

If you don't mind having your car turned into a billboard, some agencies will pay you to advertise on it, or you can get given a car to drive for free. It costs nothing to enrol and there are hidden advantages; cars with large adverts on them are unlikely to be stolen, and the ads protect paintwork.

How much? How much you'll earn will depend on what type of car you drive, where, and even (possibly and quite horribly) what you look like. Newcomer Money4Space promises up to £125/month for your trouble. On the downside, reports of successful applicants for this kind of thing are scarce. If you apply, do please let us know how you got on in the forum discussion.

Count Votes.

Register with your council's elections office and get paid to count the votes at election; you can earn roughly £40 for work between 9am and 1pm or other four-hour shifts. Be warned though - you're usually contracted until the job is finished, so if it runs over you won't be paid extra (the flipside being that if you finish quicker you'll still earn the same).

How much? Around £40.

Be a model.

If you have the confidence to go nude (or semi-nude in some cases), life modelling is a fun way of earning extra cash. For a few hours work, you can usually get a very good rate of pay because it is very hard to recruit for this role. All you have to do is make sure you are able to hold a pose. All shapes and sizes are desired, so do not be put off if you're not 'model' size. Make enquiries at local colleges.

How much? The average wage of a life model in London is £10.50 p/h. Of course, wages vary depending where you work and some models are paid on a 'per job' basis, usually earning more.

Be a TV extra.

It can be a little more boring than Ricky Gervais makes it out to be, but the fun of seeing yourself in the background of shows can more than make up for it. There are plenty of legit online extras agencies, and none charge you for signing up although they'll generally take an 'administration fee' out of your first pay packet. If you're serious about it, you'll need to sign up for quite a few agencies to guarantee work; and travel expenses may not be paid for. Filmextras, 2020 casting, extras, and supportingartists are good starting places.

How much? Most extras earn between £60 and £80 per day, with overtime paid at £10 per hour. It's a good idea, though, to have to some professional (or at least professional-looking) photos taken in order to start off getting work.

Be a Guinea pig.

If you're fit and healthy – and prepared to accept the risk of tests - you could earn up to £150 a day by taking part in medical trials. Website gpgp.net offers a whole load of information on what to expect (go to the UK section), and where to apply. Note though that it's sponsored by BioTrax; one of the biggest medical trial recruiters in the world. How much? Depending on what it is you're being tested for, you can earn between £70 and £150 per day.

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## Unusual Job Ideas

### Hunting Diamonds In Parking Lots

The temperature changes your jewelry experiences getting in and out of cars and buildings cause diamonds to come loose from their settings. This makes parking lots one of the most common places that diamonds are lost. One older couple I read about become so good at telling the difference (from a distance!) between the sparkle of a diamond and bits of glass that they regularly take early morning walks in mall parking lots for a second income.

### Treasure Hunting in The Desert

An older Native American we met at a hot spring in Arizona showed us how to find arrowheads and metates (using for grinding corn or mesquite beans) laying out in the desert. They are hundreds of years old. He has sold at least one of his metates for \$200 during a yard sale. For non-Native Americans this may be illegal, so check with authorities on this one.

### Hunting For Natural Treasures

We have sold sea shells that we collected from beaches in Florida, and giant pine cones from California. We've also sold a lot of rocks that we collected all over the country. We sell them at flea markets and craft shows, as is, or made into something crafty.

## Treasure Hunting In The Garbage

In our town the city collects all large junk for free during a week in April or May. You'll see perfectly good bicycles, furniture, games, toys, chairs, etc., in piles in front of almost every house. At least several people come by with trucks and trailers to pick out good things to sell at flea markets or auctions. It is a regular source of income each spring for some of them. I'm sure this happens in other cities.

## Treasure In Vacuum Cleaner Dust

A man in California offered to take the shag carpet when a large old theater was being remodeled, saving the new owners the cost of disposal. The theater had been closed for years, but during the thirties it was a place where the wealthy went for entertainment. The wealthy, like all of us, lose things, but more valuable things perhaps.

When the old carpet was cut up and carefully shook out, it was found to contain over \$2,000 worth of precious stones, rings, and coins. Wondering what may be caught by vacuum cleaners, the man then arranged to take the full cleaner bags from several cleaning companies each week. It saves them disposal costs, and he regularly finds coins and small jewelry when he digs through the dirt.

## Hunting Treasure With A Metal Detector

For less than \$200 you can buy a metal detector and begin looking for buried treasure. I've only found about 200 coins myself (mostly at the beach), and none of them have been valuable ones. A woman in our town, however, used her detector to find coins when the city tore up the old sidewalks. She sold one of them to a local coin shop for \$700. A woman I worked with tells me that her husband and her have found many pieces of gold jewelry at the beach with their detector. It is also common now to use metal detectors to find gold nuggets in the southwest.

## Panning For Gold

For less than \$10 you can buy a gold pan, and become a prospector. I like the dark-green plastic ones best, as it is easier to see the gold. Most federal lands are open to prospecting without a permit. The only place I've seen gold in my pan is in Canada (there isn't much gold in Michigan), but people have better luck panning for gold in the mountain streams of the southeast and southwest, and it is always a nice way to spend an afternoon in any case.

## Treasure Hunting In The Streets

Maybe you've seen homeless people collecting cans for 37 cents a pound. Tough way to make a living. Here in Michigan (and other states), however, there is a 10 cent deposit on every beverage can. During festivals I have seen people with bags full of hundreds of cans and bottles they collected in the parks and garbage containers. Some of them travel here every year during the Cherry Festival, just to collect returnable bottles and cans that week.

I also once spoke to a man who went to the big concerts in the area to collect all the beer and pop cans in the parking areas. He told me he can make over \$100 in a few hours (plus the time to take them to the store). Collecting "returnables" can be a dirty, even embarrassing way to make money, but an old guy in town here tells me he pays the rent doing this.

### Treasures In The River

Criminals and kids throw things off of bridges routinely (a quick way to get rid of evidence). Several times as a child I saw bicycles in rivers. One man I read about makes a living using magnets and other tools to retrieve guns, money, and other things of value from the bottom of murky rivers (near bridges).

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### Make Money Making Jewelry

I have friends who make and sell elaborate, expensive jewelry. We are not as artistic, or our tastes aren't as rich, but my wife and I used to regularly make and sell pendants at flea markets and craft shows. Our jewelry only involved tying a string to a pewter figurine or to a coin with a hole in it. There's probably more money to be made in the well-crafted, fancier jewelry, but there is a market for all types.

### Selling Pewter Figurines

You can buy pewter wolfs, dragons, turtles, lighthouses etc., from several companies online. Smaller pieces can be bought for about 20 cents each. My wife puts these on rocks, shells (the mermaids) and glass gems with E-6000 glue. We sell them for 2 to 10 dollars at craft shows and flea markets. The kids in particular love the dragons on glass gems or agates.

### Money Making Hobbies

You never know which could be the money making hobbies. A friend of mine made a life-sized cow out of plywood once. After painting it up and putting it out in the yard, he started to get people stopping by to see if he would sell it. He loved working with wood, and soon had a waiting list of customers for his plywood cows. At about a fifty-dollar profit each, he wasn't going to get rich, but isn't making money with your hobby more fun than a job?

### Unusual Ways To Make Money On EBay

Last month we met a man who bought a pair of jeans for 25 cents at a yard sale and sold them for \$400 on Ebay. I was skeptical until I searched on Ebay that night and saw several pairs of jeans with the bids over \$100 and even \$200. I also found an old army pick for sale which was identical to the one I sold that same day for \$7. The bidding was up to \$14. Live and learn.

Selling things on Ebay isn't an unusual way to make money any longer, but you can sell such unusual things! A friend of mine buys things on Ebay to resell for a profit on Ebay (by changing categories to reach a better market, for example). Unfortunately for the people that were making a living doing it, Ebay no longer allows you to auction used unwashed womans underwear to fetishists.

### Selling Stuffed Animals

At a campfire in the desert last winter, my wife and I met a man who sells stuffed animals on the side of the highway. When we saw him again, in his van full of stuffed animals, I pressed him for details. He buys used stuffed animals at thrift stores in bulk and then sells them alongside the highway. Early on, he even got the stores to give him the animals, with the agreement that he would return with the money or the animals the next week.

In some small towns he can get a vendor's permit cheaply (\$18/year, for example). Otherwise he just sells until they chase him out of the county. He says he hasn't been fined yet, and he claims he sold \$4,000 worth his first month. I think he was exaggerating, but because of him we include used stuffed animals in our flea market stands with some success.

### Selling Celebrity Magnets

There is a guy who sell thousands of these on Ebay. Basically, you use a Xyron laminating machine to attach photos of celebrities to magnets. The photos are just clipped from magazines.

### Selling Things In National Parks

In the Grand Canyon National Park we bought a beautiful necklace for my wife. It was on a blanket with other beautiful jewelry, for sale by a Native American woman. Her daughter stood watch to warn of any officials coming, whereupon the blanket and its contents would certainly disappear. Illegal, I'm sure, but the several people we saw buying her jewelry were happy they were there.

### Selling Firewood

If you live near camping areas you can cut firewood and sell it in your front yard. It's not such an unusual way to make money around here. However, I liked the way a man in Florida was doing it. As campground host, he had free rent, power, water, and phone service, and he was allowed to order firewood. He had it delivered by the truckload, and he then sold it for \$5 per bundle to the campers there.

### Selling Pop On The River

Halfway down a local river on inner tubes one day, we traded a riverside resident our air pump for three beers. That got me thinking. I've watched hundreds of thirsty people float by in canoes and tubes on hot days. I haven't tried it yet, but I think there is some money to be made sitting on a sunny sandbar someday selling soda.

## Picking Apples

Several times I have picked apples in October to make some extra cash. You can bring your radio, stop when you want to eat, start early or late - it doesn't matter. The owners don't mind because they typically pay by the box, not by the hour. I made about \$13 per hour when I was moving fast.

## Flea Markets

It's hard to find many people making a living selling things at flea markets. Most are retired or just want some extra cash. Flea market sales is a very low risk business, however. You can buy 80 dollars worth of used toys and stuffed animals, gather things from around the house, and for \$10 or less rent a spot for the day at a flea market. Re-invest any money you make into new products and you'll probably sell more the second time around. I buy walking canes at the dollar store (\$1.06 with tax), put a feather or two on them (4 cents and 4 minutes), and kids buy them up for \$3 to \$4 each. It is difficult to make much money, but it is also difficult to lose much.

## Fixer Uppers

It isn't unusual to buy a house, fix it up and sell it for a profit. It is less common to find these opportunities in the \$10,000 price range though. We found that there are towns in this country where you can still find houses as cheap as \$6,000! We bought a house in a beautiful little town in Montana for \$17,500, paid a plumber and a friend to fix a couple things (\$2,000), and after living in the house for a few months, sold it for \$28,000. For more of the story you can visit our website: [www.HousesUnderFiftyThousand.com](http://www.HousesUnderFiftyThousand.com) .

## Wrinkle Chaser

A Wrinkle Chaser is the person that irons wrinkles from shoes as they are being made to ensure they are perfectly smooth when you buy them.

## Chicken Sexer

This is a real job title. A chicken sexer sorts through baby chicks to determine if they are male or female, and then segregate them.

## Citrus Fruit Colorer

A Citrus Fruit Colorer, with the help of steam and chemicals, gives citrus fruit a more natural coloring, because fruit is usually picked before it is fully ripe.

## Celluloid Trimmer

A Celluloid Trimmer shaves down a golf club and then adds celluloid bands onto the golf clubs to make the leather grip stay in place.

## Odor Judges

Odor Judges get to smell armpits all day to help make deodorants that will work well. I'm not sure why somebody other than some strange fetishist would want this job.

## Furniture Tester

Now here's a good one. The La-z-Boy Company (and probably others) employs furniture testers to check out their recliners. Want to relax for a living?

Make a living as a subject of medical experiments?

What Else? Pay off those credit cards - the fastest way.

Write on any topic and get paid for it.

## Cowpuncher

Cowpunchers herd, castrate and brand cattle. When you get bored castrating cattle, you get to repair fences, watering troughs and do other maintenance work on the ranch.

## Alligator Wrangler

This is one of the more dangerous jobs, and probably not worth the pay, unless you get a T.V. show like the The Crocodile Hunter.

## Hot Walker

This is the person that walks the racehorses around after a race. It is important, because if a horse doesn't cool down before returning to his stall, the overheating can cause kidney damage.

## Circus Elephant Tender

The job involves taking care of the elephants for a circus. Mostly this means lots of shoveling of large piles of - well, you get the point. Not only is this a dirty job, but it can be dangerous too.

## Bird Poop Jewelry Business

I'm not making this up. There really was a man who had (has?) a business selling jewelry made of bird-poop. The various types are encased in clear acrylic, and made into pendants and earrings.

## A Book of Secrets

How To Read Minds, Boost Brainpower, Get Lucky, See The Real News, Find Treasure, Buy Real Estate With Zero Down, Subliminally Persuade People - And That's Just The Beginning!

## Political Writing

You don't think politicians write their own pamphlets and other campaign materials? Really now - they hardly think their own thoughts. One writer reports that she charges \$25 to \$35 per hour for writing for politicians.

## Weird Restoration Business

Ever see an old merry-go-round still functioning. They need to be restored if they are not thrown away. Someone has to do it, and probably gets paid fairly for this highly specialized field.

## Technical Manual Translator

Want to translate that technical manual or users guide for the VCR from Japanese to English? Call someone who does this type of work. It may be tedious, but the pay is okay.

## What Else?

Pay off those credit cards fast. Write on any topic and get paid - no experience needed. I watched a man make \$80,000 at roulette - and he told me how. Spend less on almost everything. Think about money in new ways. More weird jobs too.

## Awful AND Weird

I recently came across the story of a woman who worked as an assembler of hypodermic needles. Her job was simply to attach the needles to the syringes. Unfortunately, she was paid by the piece, and made less than \$6 on one shift, due to all the time spent tending to her wounds.

Perhaps you don't want to be a sumo-wrestler's assistant, or for that matter a proctologist (now there's a weird job), or have any of the weird jobs listed here. At least they are fun to read about.

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## Your Own Websites And/Or Blogs

The classic internet opportunity is to build your own website or blog that generates a stream of income for you. Like virtually all of the things you can do online to make money, this allows you to work at home in your pajamas if you like, and work whatever hours you like as well. It also can be a very low-risk way to get started online.

Many people are intimidated by the prospect of starting an online business. There is a lot to learn after all. But the good news is that the technical challenges are getting easier all the time, and the monetary risk can be reduced to almost nothing.

In fact, if you start with a free blog at a site like Blogger.com, you don't need to spend a penny to get going. You can start creating a blog or two on your favorite subjects in your spare time. Once you know how to create new posts you can start learning about the dozens of free ways to get visitors to come to your blog.

Get that traffic flow started and you can post a few promotions for affiliate products that you like and get a commission on. From day one to your first commission check you don't have to spend a cent. That makes this one of the best work at home opportunities.

### Sell Your Services

What if you don't want the responsibility of managing a website or blog? In that case you might want to look at an even simpler way to make money online. Just sell your services.

Sites like Elance.com provide a place for webmasters to hire help for projects and for others to sell that help. Some of the services provided there are likely beyond your abilities. You may not know how to do marketing or program a shopping cart. But if you can write an English paragraph you can find people online that will pay you for your work.

In fact, I recently found a blog that paid for posts. The owner apparently wanted to develop his content quickly without having to create it all himself. I spent fifteen minutes writing five paragraphs expressing my opinion about something and an hour later eight dollars was sent to my PayPal account.

More traditional ways to get paid for writing involve creating articles that are used to promote websites, or a s pages on websites. These are primarily short (six to ten short paragraphs) informational pieces that you may be able to write without doing any research ("Six Ways To Save On Groceries," "How To Buy The Best Used Car," etc). Once you are used to writing online articles you may be able to produce ten or more per day (I have written fourteen in a day).

I am currently paying \$11 for articles myself (I can't write enough myself for my needs). I have paid as much as \$15 to \$20 for better quality articles in the past. Prices vary but you might find that you can make a decent wage doing this. There is also a need for short blog posts, which are often about 100 to 150 words on a topic, and sell for around \$1 to \$3 (I paid \$2 recently). This paragraph has 116 words in it, which should give you an idea about how long these posts typically are. I have written about 40 of them in a day (before I started paying to have them written.)

Those are two basic work at home opportunities that don't require a large investment and can be started part-time.

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## Some Useful Advice about Part Time Jobs

### 1. Value Trading

Late-night television "get rich quick" infomercials usually cater to people who think there is an "angle" or "secret" which makes it easy. There are tricks, tips, techniques and tools that will help, and this is why these products usually can help the right person. But in the end, making money is about trading value, meaning you need to provide something of value to others to consistently succeed.

Those who think the first question is how to separate people from their money are tempted to use any means, resulting in dissatisfied customers, less repeat business, and eventual failure in most cases. A better first question is how to provide real value. It is serving people well that makes them happy to pay you well, and this is true whether you're an employee (with the employer as your customer) or the owner of a business.

### 2. Do What's Necessary

Having something of value to offer isn't enough by itself, however. Doing what needs to be done is another often-ignored principle. Commit to a plan and take action, and "do" instead of "try." When we "give it a try" we often quit at the first sign of trouble or unpleasant work. See mistakes as opportunities to learn and move on. The idea isn't to keep repeating what doesn't work, but to learn as you go and keep doing something towards the goal.

Those looking for "easy money" are usually not willing to learn what is necessary. A man hears that there's good money in building, for example, which is something he knows nothing about. Instead of learning what he needs to know he hopes that taking the test for his contractors license is all he needs. A wiser (or less lazy) man might have could have worked in the field for a while to learn the basics, or asked for help to learn how to run a business, or bought a book on how to market his services.

Instead, the easy-money guy he takes the easy route - which leads to failure. Maybe you've seen this scenario played out with friends who think they want to be an actor, start a business, invest in the stock market. We need to do what needs to be done to make money, and learn what we need to learn.

### 3. Know Yourself

Naturally, it's tough to do what is necessary if you hate every aspect of it, so think carefully about yourself when making decisions about jobs, business and investing. A business you aren't suited to or ready for won't just make you grumpy. When you ignore your interests, skills and abilities it is easy to choose the wrong way to make money - a recipe for failure.

This is an important key to how to make money. There will always be parts of a job or business that you aren't thrilled about, but you need to have at least some interest (and ability) to sustain your commitment.

Ask yourself what you can do, what skills and abilities and work habits you have, and what activities you enjoy. Are you good working with others, and with clients? Do you have a lot of energy? Are you known to quit too easily, and what did you do that contributed to previous failures? Can this business or job or investing path keep you motivated and ready to start each day? What will you need to do, and what are you willing to learn? Are there personal changes you'll need to make? Answering questions like these as honestly as possible may be one of the surest ways to learn how to make money.

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## Four Ways to Make Money

### WAYS TO MAKE MONEY: # 1

Make money selling your own product

Yes, you can do this without spending money. This is the path most small business take - and probably the most profitable one.

It is also the most difficult one of the 4 ways to make money without money. It's difficult and time-consuming. If you're forced to do it without a budget, it will be even more time-consuming. But you're determined to build a profitable, long-term Internet business, right? Hard work is not a problem. Right?

The most difficult part of this method is the product development.

What can you make without spending a penny? Something that people will still buy from you?

The answer lies in information products. We all have marketable skills. You're an expert in something.

Do you know a lot about cars?

Write a mini-book on basic engine maintenance.

Know a lot about kids?

Write a book called "101 Ways To Keep 2-year olds entertained" - you've already got your first buyer right here!

This is really doable. There are people who'd pay to know what you know.

Get nitty-gritty advice on creating your own product. Get the very short, very powerful e-book called "Ways To Make Money On The Net". No hype. Just dead-accurate advice. This document will save you two years of trial and error! Guaranteed.

## WAYS TO MAKE MONEY: # 2

Make money selling someone else's product

When you sign up as an affiliate / reseller for someone else's product, you refer people to the "supplier site" and you get a cut each time someone who you referred makes a purchase. It really is that simple. Probably the most doable of the ways to make money without money.

But you will only make money at affiliate programs if you can find a good supplier. One that's honest about tracking of sales and one that will pay on time.

I highly recommend the Biz-Logo.com Logo Design Affiliate Program. It's great if you target small business owners who might be in the market for a business logo or other graphic design work.

You can't believe everything you read about affiliate programs, but they can really make money. A significant portion of my own Internet income is from affiliate programs. There are a couple of things you have to get right though. That book I mentioned above also looks at some of the best ways to make money with affiliate programs.

## WAYS TO MAKE MONEY: # 3

Make money selling advertising space

The idea behind it is to offer free information from your web site to pull in high volumes of traffic. Once you've achieved that, advertisers would pay you to display their advertisements on your site. This is probably one of the oldest and most hyped ways to make money without money.

It worked really well until the end of 2000. It's how Yahoo became big. With the dotcom bust in 2000, even Yahoo was forced to look to alternative revenue streams. Advertisers began to realize that, in most cases, web advertising is just not cost effective.

Nowadays most people don't click ads right?

Right?

Wrong! There's life in this old machine yet...

Contextual advertising (like Google's AdSense program) offers a real alternative to traditional advertising - and many web site owners are rediscovering this tried and tested way of making money from their web sites.

## WAYS TO MAKE MONEY: # 4

Make money doing what you already do

This is not for you if you're looking to build a serious small business on the Net. It's the easiest of the ways to make money without money, but because it's easy, it doesn't pay much.

Very little in fact.

It mostly involves getting paid to surf the Internet and getting paid to take surveys. It's like stuffing envelopes for money. If that blows your hair back, type "getting paid to do surveys" into the search box at Google and hit "Enter". Take your pick. Don't expect to get rich though.

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## Advice on Multiple Income Streams

Most people have a single source of income. They work for employer Megacorp or Wal-Market and receive a paycheck. Some people may have a trickle of investment income, or occasionally sell something on eBay and then give up after a few sales, but a large number of people consider catching up on the final season of NBC's beloved quirky comedy "The Office" a better use of their time than trying to earn more money after a tiring day in the office. Their goal is to get by on minimum work, minimum income and maximum "down-time." Alternative income seems like a lot of extra work to these people, and extra work isn't what anyone wants.

However, there are many advantages to finding alternative income, not the least of which is being able to get rid of your primary income stream. Having alternative streams of income means that no one stream can direct your life. Do you think you could tell your boss you were going to quit at the end of the month if your wage is your only source of income? Not unless you had an offer letter from your next ex-boss ready.

But what if you had 15 streams of income? What if no single stream accounted for more than 10% of your total income? You could do a constant analysis and drop underperformers. You could drop streams that were inefficient, or frankly just made you blue.

This is why being a consultant is better than being an employee, and why owning a business is better than being a consultant, and why creating content is better than owning a business – ease of adding and dropping income sources. Consultants and businesses and especially content creators can have more than one 'employer' at a time. No one 'employer' becomes critical for putting Domino's on the table.

There are two more advantages to alternative income besides diversification of income sources. First of all is the expansion of skills. Creating an income stream from a website you create or eBay sales or a small business is a completely different skill set than being a financial analyst, for example. Not better, not worse, but different. Even blogging about financial analysis is a different skill set than being a financial analyst. Every time you create a new revenue stream, you are expanding your skill set. You are learning something new, and making it that much more likely that you'll be able to add further income streams.

This leads to the greatest advantage of alternative income streams of all. This is the viral nature of alternative income. For the first 10-12 years of my working life, I never thought there was any point in worrying about income past my wages and a quarterly trickle of dividends from my stock holdings.

The truth is that when you start thinking about creating alternative income you'll find out that something funny happens. Your ideas will snowball. That first idea will spawn two more, and they'll each create two more. You'll get excited the first time you make a few dollars that didn't come from your employer. You'll see opportunities everywhere and even though many won't work out, some will.

The one that does will give you a lead to another stream. That stream will inspire you to create another. You won't be content to sit back and wait for your corporate payroll department to mail you that never-changing check every two weeks. You'll want more, and by wanting more you'll find more. Once you understand that alternative income is the only way to real, long-lasting wealth every idea you have could be the start of something amazing.

So even if you come up with an idea for generating an extra \$10 a month, don't sneer at it. That \$10 a month idea may someday serve as the basis for a \$100 per month idea. That \$100 stream may help you gain the skills and experience you need to have for a whole new stream that generates \$1000 per month. If you see where this is going, you see the possibilities. Keep an eye out – you never know when you'll come up with the next small idea that could turn out big!

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## Photographs that sell well on Stock Photography Websites

The things that sell well on these sites are famous landmarks so if you live in a city take pictures of its famous buildings, bridges and monuments. Even better would be if there is a stunning sunrise / sunset in the background or some strange weather condition to the area i.e. the Golden Gate Bridge in the snow!

Special events will also be a big winner. Every New Years Eve there are fantastic firework displays around the world places like London's Millennium Wheel, Paris's Eiffel Tower and Sydney's Harbour Bridge. Good pictures of these are bound to be in high demand.

Don't dismay if you don't live near a large famous city. There's a massive demand for things like natural panoramas, wildlife etc. If you're a keen photographer all you need is your camera and imagination to look for that picture with the "angle" that will make it stand out.

There is an ever growing number of these websites providing this service. The best way to find one relevant to you is Google "Stock Photography Sites".

Army veteran Brandi Ramos of Springfield, Ill., did it. As a single mom in need of extra income, she started her online retail career peddling "big and tall" men's clothing on eBay.

Three years later, Ramos, 32, makes a good living working online out of her 600-square-foot basement packed with hanging displays and baker's racks piled with tupperware containing underwear and belts. Ramos aims to offer quick service, answering all e-mails within four to six hours. She claims to net \$25,000 on \$100,000 sales a year, and even earns a few bucks per order on shipping.

If managing inventory seems too big a chore, play virtual landlord and charge other retailers monthly fees (or per-transaction fees) for the opportunity to market their products on your site. Amazon.com (nasdaq: AMZN - news - people ) nabbed 28% of its revenues this way in 2006.

Craigslist is another take on this model: The 25-person company, worth a reported \$2 billion, charges businesses to post help wanted ads in San Francisco, New York and L.A.; it also collects fees for apartment listings in New York City. Total page views per month: about 5 billion.

Then there's every pajama-clad blogger's dream: producing content supported by advertising dollars. Selling advertising is how thousands of established online media outlets pay their electric bills. They charge advertisers two ways: by the number of overall Web pages (called "impressions") served up, and by the number of people who click on the ads.

Setting up a blog requires not much more than a basic publishing program, a server and software to track ad clicks. The hard part, though, is attracting enough eyeballs to make it worth someone's while to pay to advertise on your site.

To have any prayer of attracting large advertisers, sites need to attract at least 500,000 unique visitors per month, says David Hauslaib, publisher of Jossip.com, a media and gossip blog that counts Coca Cola (nyse: KO - news - people ) and Sketchers among its advertisers. Sadly, even if you do generate enough traffic, the "click-through" rates on ads tend to be quite low--in the neighborhood of one half of 1%.

Subscription-based models are even harder to crack. Unless your site fulfills an urgent need (for tangible investment ideas, a potential mate, etc.), users aren't likely to pay for the content.

One way to garner subscription revenue is to run a virtual marketplace. These sites collect by allowing buyers and sellers easy access to each other. Many of these marketplaces flamed out in the dot-com bust, but some persist. Mfg.com, for instance, matches equipment manufacturers with smaller component suppliers. Dating sites like Match.com charge subscription fees for access to their members. And H2Bid.com links municipalities with wastewater-equipment vendors.

As with tangible real estate, you can buy virtual plots (URL addresses), flip them and make a buck. GoDaddy.com sells unused domain names for under \$10 dollars apiece. To attract buyers, run tests to determine how often certain key words are searched so that you can demonstrate the likelihood that your URL will show up in a Google (nasdaq: GOOG - news - people ) or Yahoo! (nasdaq: YHOO - news - people ) search. One tip: The best domain names are short, sweet, specific and easy to remember. (For more on this model, check out "Meet Noah Of The Internet" and "The Most Expensive Web Addresses.")

As Internet usage grows, so too will the sophistication of online business models. Take 3-year-old Yoonew.com, which sells futures contracts on sports tickets.

Fans buy the right to take delivery of tickets if their teams make it to a coveted playoff game, perhaps months away. Given the uncertainty of the bet, those contracts sell for a fraction of the future market value of the underlying tickets. If your team makes it to the big game, you've locked in a cheap seat; if it falls short, you lose that insurance premium.

Yoonew makes money when the revenue it collects from selling all those contracts exceeds the cost of delivering a small number of very expensive tickets on game days. The danger: If ticket prices spike, or there are no seats available, the company could suffer a loss or alienate its customers.

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1. Offer your professional expertise in an online marketplace. These days, you can do more than just sell your old books via Amazon and your old Coach handbags via eBay—now you can sell your professional capabilities in a marketplace. No longer are you limited to looking for a permanent or contract job on Web 1.0 style job sites like Monster or CareerBuilder. The new breed of freelancing and project-oriented sites let companies needing help describe their projects. Then freelancers and small businesses offer bids or ideas or proposals from which those buyers can choose.

Elnance covers everything from programming and writing to consulting and design, while RentACoder focuses on software, natch. If you're a graphic designer, check out options like Design Outpost or LogoWorks—you don't have to find the customers, they'll come to you. Wannabe industry analysts might sign up for TechDirt's Insight Community, a marketplace for ideas about technology marketing.

2. Sell photos on stock photography sites. If people regularly oooo and aaaaah over your Flickr pics, maybe you're destined for photographic greatness or maybe just for a few extra dollars. It's easier than ever to get your photos out in front of the public, which of course means a tremendous amount of competition, but also means it might be a convenient way for you to build up a secondary income stream. Where can you upload and market your photos? Try Fotolia, Dreamstime, Shutterstock, and Big Stock Photo.

3. Blog for pay. Despite the explosion of blogs, it's hard to find good writers who can turn around a solidly-written post on an interesting topic quickly. GigaOM is always looking for bloggers with great content ideas and solid writing skills. How do you get noticed? Comment and link to blogging network sites. Write blog posts that are polished and not overly personal (although showing some personality is a plus).

4. Or start your own blog network. If you like the business side of things—selling advertising, hiring and managing employees, attracting investors—and have the stomach to go up against the likes of Weblogs, Inc., GigaOmniMedia, b5media, maybe you should make an entire business out of blogs. Don't make the mistake of thinking you'll get a lot of time to write yourself though.

5. Provide service and support for open source software. Just because the software is free doesn't mean you can't make money on it—just ask Red Hat, a well-known distributor of Linux that sports a market cap of more than four billion dollars. As a solo web worker, you might not want to jump in and compete with big companies offering Linux support, but how about offering support for web content management systems like WordPress or Drupal? After getting comfortable with your own installation, you can pretty easily jump into helping other people set them up and configure them.

6. Online life coaching. Who has time to go meet a personal coach at an office? And don't the new generation of web workers need to be met by their coaches in the same way that they work: via email, IM, and VoIP? You could, of course, go through some life coaching certification program, but on the web, reputation is more important than credentials. I bet Tony Robbins isn't certified as a life coach—and no one can argue with his success. For an example of someone building up their profile and business online as a coach, check out Pamela Slim of Ganas Consulting and the Escape from Cubicle Nation blog.

7. Virtually assist other web workers. Freelancers and small businesses desperately need help running their businesses, but they're not about to hire a secretary to come sit in the family room and answer phone calls. As a virtual assistant, you might do anything from making travel reservations to handling expense reimbursements to paying bills to arranging for a dog sitter. And you do it all from your own home office, interacting with your clients online and by phone. You can make \$20 and up an hour doing this sort of work, depending on your expertise.

8. Build services atop Amazon Web Services. Elastic computing on AWS is so cool... and so incredibly primitive right now. Did you know that you can't even count on your virtual hard drive on EC2 to store your data permanently? That's why people are making money right now by offering services on top of AWS. Make it easier for people to use Amazon's scalability web infrastructure like Enomaly has with elasticlive, a scalable web hosting platform built on AWS.

9. Write reviews for pay or perks. If you blog for any length of time on a particular topic—parenting, mobile phones, or PCs, for example—you will likely be approached to do book or product reviews. You can get free stuff this way, but are you selling your soul? Is there any such thing as a free laptop? These are decisions you'll have to make for yourself, because no one agrees upon what ethical rules apply to bloggers. Even less do people agree on services like PayPerPost that pay you to write reviews on your blog. Check out disclosure rules closely and see whether such a gig would meet your own personal standards or not.

10. Become a virtual gold farmer. A half million Chinese now earn income by acquiring and selling World of Warcraft gold to gamers in other countries. If you're not a young person living in China, this probably isn't a viable option for you. But what's intriguing about it is the opportunity to make real money working in a virtual economy. People are making real-world money in Second Life too.

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# How to make money from storage building auctions

## By Bill Wilson

Buying and selling is a time honored way of making a living. However, like any profession, success in merchandising requires following some fundamental rules. The most basic of these is to obtain items of good quality that people will actually want to purchase, and to acquire them at a low enough cost to ensure adequate profit. Once this challenge is met, the entrepreneur's success is largely assured.

Fortunately, across the United States a huge supply of desirable products exists for low prices. Furniture, electronics, appliances, clothing, books, art, toys, tools, and a plethora of other goodies can be had for a fraction of their true value. The purchaser can use these items themselves, or resell them for a generous markup. Startup costs are minimal: a van or pickup truck (a trailer towed by a car will do) and a few hundred dollars are all that is required to begin your own business.

### Finding merchandise

I am not talking about raiding dumpsters, joining wholesale clubs, or fencing stolen merchandise.

I am discussing public storage buildings, which you can find in virtually any community coast to coast. Millions of individuals and businesses use these facilities to store all sorts of goods. Many of them eventually fall behind on their monthly rental bills. After an extended period of non-payment the storage building owner can legally claim the items. He or she will often hold periodic public auctions to sell off the goods in order to recoup a portion of their lost rent.

It is important to remember that the USA has become a nation of pack rats. Consumers acquire all sorts of things that they will never need or even use. Impulse purchases, seasonal items, unwanted gifts—all these and more end up under lock and key for extended periods. Seniors selling a large home and moving to a smaller one realize they have tons of unwanted possessions.

Singles or couples buy a new sofa, DVD player, or television and store the old one. Children grow up and leave home, and the parents hold on to their clothing, old musical instruments, books, and clothing for sentimental reasons. Businesses upgrade their computer systems frequently, and the original PCs are seen as obsolete; they are put “on ice.” Ours is truly a throw away society.

Flea markets, newspaper ads, local radio stations, your own yard, and the internet are all great places to sell.

The result of all this financial fickleness is that large quantities of perfectly good things end up in rented storage buildings. Then death, financial hardship, or just plain apathy or forgetfulness kick in, and the items are forgotten. This is where the real opportunities for you come in. The units range in size from twenty five square feet up to several hundred. Some are even climate controlled, and may contain freezers full of fresh meat or other perishable goods. Chances are, there is such a place near you right now, packed with all sorts of treasures waiting for you to claim them.

The first step in taking advantage of this opportunity is learning when the auctions in your area take place. Get a copy of the local Yellow Pages directory and look under "storage facilities." Contact the offices. Make sure you do not call storage building dealers, the people who actually sell the little sheds you see in back yards nationwide. You want the businesses that rent their own units on their own property.

Ask for the owner or manager, and tell them you want to know when the next auction is going to be. Some places hold them on a regular basis, and can give you the exact date and time. Others hold them "as need arises," but do not currently have one planned. Put these on a call back list, and check with them once a month or so. Still others put a notice in the newspaper when the time for the auction approaches. Learn what paper they use and watch its classifieds.

On the day of the auction, show up a few minutes before it begins, ready to do some heavy lifting. A pickup or other large truck is ideal. A van is great, but there might be some head room problems. A bigger car can work if you use a utility trailer as well. You will also need work gloves, tarps, or blankets to cover the items in case of rain, and, if possible, hand trucks and/or a partner. Of course you will also need a place to store your purchases for a while until you sell them.

### Bidding at auctions

Bidding at auctions is an art form unto itself. You may wish to just watch others at the first two or three you attend, just to get a feel for how much items go for. Keep in mind that your primary goal is resale. Don't bid \$300 on a building full of goods that you can only make 50 bucks on. A good idea is to check local flea markets, yard sales, classifieds, salvage stores, E-bay, etc., to see what different items go for.

The auctioneer will open the buildings one at a time to let the bidders see what they contain. If most or all of the goods are in boxes, then he or she will break these open and display their contents to the crowd. Bring a pad and pen and try to estimate the approximate resale value of the merchandise. Then place your highest bid at no more than 50 percent of that amount. If in doubt about the profitability of the contents, then don't bid; there is always another day, and you don't want to get stuck with tons of unwanted junk filling up your storage area.

As discussed before, the variety of things you can find at these auctions is astounding. Appliances, furniture, electronics, books, clothes, toys, pet supplies, CDs, records and cassettes, VHS/DVD movies, and boxes filled with knickknacks are common finds. Cash, jewelry, gold and silver coins, even automobiles have been found. You want to look the stuff over as thoroughly as possible to make sure that rain has not leaked in and destroyed things. If you smell mildew or see evidence of water damage, then pass that building up. Mice and other rodents sometimes get in, but they rarely do much damage, except to clothing and stored food. (Speaking of clothing, check the pockets and linings of any you get. Old people hide money in them. Wads of cash have been found stuffed in shoes and mattresses). Storage buildings with shingle roofs and heavy, tight-fitting doors do the best job of preserving stored items.

#### Sorting, repairing

Okay, the auction is over, and you were the high bidder on one or more lots. You can usually claim your merchandise on the spot. Start going through your acquisitions immediately. You want to separate the good stuff from the absolute junk, which you will haul to the dump. One strategy is to break open the boxes and hold up nice finds while other bidders are still milling about. Quite often they will make purchases from you right there.

Sometimes you will obtain things that need a little work. This is where a working knowledge of electronics, appliance repair, and/or woodworking comes in handy. You may locate a color television that only needs an inexpensive part to get it working again. Lawn mowers, garden tillers, and the like are often cast aside as “broke,” when all they need is a spark plug or other minor repair. A clothes dryer may only require a new lint filter to run like new. Scuffed or dirty furniture can be cleaned and polished. Learn to see past the dust and dents to discern an item’s true value. Many people have furnished their own homes this way, and saved hundreds if not thousands of dollars doing so.

Store your stuff carefully. Stack it neatly, cover it with tarps or blankets, make sure the weather will not get in, and lay out some poison in case vermin get in. Write down your inventory, noting general condition and what you think you can get for each item.

#### Re-selling

Now you can look at selling your goods. The venues for doing this are numerous. Newspaper ads are a good bet for larger or pricier items. People scan the classifieds every day looking for bargains. In addition, many local radio stations have weekly “swap shops,” usually on weekend mornings where you can call in, tell what you have for sale, and leave your phone number for interested parties. Call nearby broadcasters to find out about these. Sometimes television stations offer the same service.

Flea markets, also called “swap meets,” are great places to sell things. Check your local area for them. The Official Guide To U.S. Flea Markets by Kitty Werner is a nationwide listing of markets. The office will rent you one or more tables to display your merchandise on; fees range from three or four dollars a day per table up to fifteen or twenty for one inside a building with climate control. Check with the manager for prices and procedures for dealers. At some markets you can just show up the day of the sale and claim your own space; others require you to pay a few days in advance. Visit the market on a sale day before you bring your goods out; make sure there is good customer flow.

A typical storage unit, this one yielded camping equipment, a wooden rocking chair, BBQ grill, and other treasures.

Be sure and bring plenty of change, bags for the purchases (available at any grocery store; just offer them a few bucks for 40 or 50 of their sacks), a comfortable chair to sit in, and a cooler with drinks and some food. A beach umbrella can keep you cool in warm months. Bring a book or portable radio to help the time pass. Covering your tables with tarps, blankets, or heavy paper makes your display more appealing to the eye. Wide varieties of rather colorful folks both sell and buy at the markets, and you should meet some interesting people. For more information, check out How To Make Cash Money Selling At Swap Meets, Flea Markets, Etc. by Jordan Cooper, available from Loompanics Unlimited ([www.loompanics.com](http://www.loompanics.com)).

Yard or garage sales are another way to rake in the dough. If you have a home with a good sized yard or a carport or garage, this option can work for you. Make sure you have plenty of change for your customers, as well as bags for their purchases. Advertise the upcoming sale in your local paper, put up signs in the neighborhood stating the day and address of the sale, and be outside early, ready to do business—yard sale fans are early risers. The old pros at this business set their merchandise out the night before, and cover it with tarps, so they do not have to set up the morning of the sale.

In many rural areas and small towns, retail auctions are a favorite form of entertainment. Dealers bring truck loads of products they have bought wholesale elsewhere and put them up for bid one at a time. Forget any images you may have of rich people wearing fancy clothing and buying rare antiques or Kennedy memorabilia. These sales are frequented by working class and country folk, the same types you will see at the flea market.

You can make a hefty profit by selling at these auctions, but you need to know what you are doing. Find out when and where they are held by checking your Yellow Pages, local papers, or just asking around. Go several times before you decide to sell. Watch the bidders and the auctioneer. Talk to the manager and find out what the terms are; usually the house will get a portion of whatever money you make. Retail auctions can be great fun as well as lucrative.

In many parts of the country it is legal to set up an impromptu store front along the roadside, in front of abandoned stores or in the hinterlands of large parking lots. Cops will not hassle you as long as no one complains. In the south it is common to see people selling produce, clothing, decorator rugs, stuffed animals, or other goods right off the back of their trucks or out of a van. The northeastern states seem much less tolerant of this form of free enterprise, however. The rule of thumb is this: if you see others doing it without being persecuted, then you can do it too. Gas stations and convenience stores that have gone out of business are great locales. Bring your stuff and set it out for customers to see. Leave plenty of parking room, and expect many people to drive past your setup while checking out the goods.

Other venues include pawn shops, web pages, and collectors. It is amazing what people will collect. Campaign buttons, old books, walking sticks, teddy bears, shaving razors, beer mugs, and even prepaid calling cards have their enthusiasts. Read a few books on antiques and collectibles to become conversant on the subject. Internet sites like E-bay are great as well.

No matter how great a sales person you are, you will eventually end up with some goods that just will not move. You can often sell these in bulk to other dealers at a low price. Charities like the Salvation Army and Goodwill will give you a receipt for donated items that you can use to reduce your taxes.

America is a fantastic place to live, with wealth literally overflowing its containers. It is quite possible to live off the fat of the land, even in these days. Storage building auctions offer fantastic opportunities for the entrepreneur. I should know; I have been benefiting from them for years. Now you can too.

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### Starting a Lemonade Stand

On a hot summer day, everybody loves a glass of cold lemonade. The easiest thing you can do is to go to your nearest grocery store or convenience store and buy frozen or powdered lemonade. Powdered is cheaper, so you can make more money. Frozen costs more but it tastes better, so you might want to spend the extra money to get happier customers.

Make the lemonade and then set up your stand. This is very important to know. You must have a good location. If you live on a quiet street and do it in front of your house, you might find you don't get any customers. A much better place to be is at a train stop or a bus stop or on a busy street. Parks are also great, especially if there are events going on, such as a soccer game or other sport.

Sometimes, you can sell other things besides lemonade to make extra money. If you bake some cookies, for example, you can sell them to the delight of your customers.

How much should you charge? Start selling your lemonade for 50 cents a cup. If that doesn't work, you can lower your price. Of course, the price may vary based on where you live and even how hot it is on any given day. Also, the size of the cup and the quality of the cup can impact the price.

Don't forget to have a Tips jar, so people who want to give you extra money can. Put your money in a secure place, such as a box underneath your stand so the money will not blow away. Also, make sure you have change ready to give to your customers.

On a good day, believe it or not, you can make \$100 or more running a lemonade stand. Not bad!

If you don't make \$100 in a day, don't worry. Maybe you just need to try a new location, open up at a different time of day, or change your price.

## Dog Walking

It is import not to attempt dog walking as a business if you are not comfortable with dogs. But if you love dogs, this can be a great way for a kid to make money.

To get a job walking somebody's dog, you need to let them know that you are available. Some ways to do include printed flyers or by simply knocking on their door. It's also smart to tell people to tell other people that you are available.

Usually, your customers will be on your block because people don't like to give their dogs to kids they don't know somehow. Always ask the owners to tell you as much as possible about their dog and its habits. It's very important that you get friendly with the dog, and it's smart to do your dog walking at the same time. Bringing a treat to the dog is a great way to develop a friendship with the dog.

You can charge \$5 per walk if the walk is 30 minutes. If the owner wants you to walk the dog for an hour, you should charge \$10 to \$15.

The only downside to this business is dog poop. You have to be sure to bring a bag and clean up after the dog. Newspaper bags are perfect for this task.

## Lawn Care

lawn Care is a lot of work but pays off when its time for you to get paid. In order to run a lawn business you need materials. You should have a lawn mower and broom. Sometimes, the customer may offer for you to use their equipment. Once you've mowed the lawn, be sure to sweep up the grass clippings on the sidewalk.

The way business works is that these wholesalers sell to retailers. Then, the retailers charge their customers more than the wholesaler charged them.

Retailer is just another word for store, if you are not aware of that term.

So, that's how stores make money.

They buy wholesale. They sell retail.

The difference between the price they pay for something wholesale and the price they sell it for is their profit.

This is a simple formula for making money if you are a kid.

Buy low, sell high. That's how everybody makes money...and it's a way for kids to make money too!

So, we would buy candy wholesale and then we would sell it to the neighborhood kids. There were a ton of kids in our neighborhood.

So, we might buy \$25.00 worth of candy bars and get 50 candy bars. Then, we would sell them to kids for \$1.00 each. If we sold all the candy, we would make \$50.00 – that's \$25.00 in profit that we could keep. Back then, that was a lot of money. We would do it every weekend, so we made some good money.

Eventually, some kids in the neighborhood started getting cavities. Then, my parents got a nasty note from Mrs. Mullarkey, a neighbor on the block, saying that we should not be allowed to sell candy. We were shut down.

So, we diversified into toys. We'd go to the toy wholesaler and buy stuff to sell. We'd buy rubber-band guns and these miniature spy cameras...stuff like that. We made money on that too.

We didn't get rich but we had enough money to buy stuff we wanted. We did other stuff...had newspaper routes, ran lemonade stands, shoveled snow, and we even ran haunted houses and casinos where kids had to pay to get in. It was a lot of fun.

Now, you may not have \$25 to go out and buy candy from a wholesaler.

If you don't have money to start with, you have a few options. One is to borrow from your mom or dad or somebody.

Another is to get the kids to pre-pay you and then take the money to the candy wholesaler.

Finally, you can beg the candy wholesaler to give you some candy to sell without paying any money. Sell the first batch of candy and then go back and pay for that bag and use your profits to buy the second bag.

One important thing ... don't eat your candy before you sell it!

Just in case you think you can't make money by selling candy, you might want to know that Warren Buffet, one of the richest men in the world started in business by making money as a kid...just like you want to do.

At the age of 6, he started selling his first thing. Guess what it was?

Chewing gum!

That's right one of the richest people in the world started out with this good idea for making money as a kid.

A great way for kids to make money is to start a flyer business. With the help of your neighborhood stores you can make big money and it's easy for kids to do. Plus it's an easy thing to do on the weekend.

A flyer business is great for kid entrepreneurs. All you need to do is go around to your local stores and ask them if they needed any flyers to be handed out. If they say they do, you simply go around your neighborhood putting flyers on people's doors.

If the store you go to says they don't have a flyer, it's a simple fix. You can make one. They're very easy to make. All you need is a Microsoft Word document. On it put the information that the store would like the people to know and put a picture on it.

If you want to make your flyers even better, then there are many ways to do this. You can buy colored 11.5" by 8" paper or instead of doing your flyer with Word you do it on a different software such as Photoshop, Paint, or Pages. Depending on what kind of computer you have and what software you have, you may or may not have these.

If you do a good job, then it is likely they will want you to do it again. Stop in the shop a week after and ask the owner if he/she would like you to do another job sometime soon.

### How Much Does Flyer Distribution Cost?

You may be wondering what price you can ask for handing out flyers.

All this depends on how much your boss wants to pay you and how much you are willing to accept to do the work.

The business owner might want to pay you by the flyer. In this case, I have found that 5 cents or 10 cents per flyer is suitable. If you charge 10 cents per flyer and you can deliver 100 flyers in an hour, you will make \$10 per hour. That's a pretty good wage for a kid.

When you are discussing your job with you employer they will ask you, "What should I pay you?" There are many ways to answer this, but the price you offer is entirely up to you. But before laying a price down you need to ask yourself a few questions. How much land to I need to cover? How many flyers do I need to hand out? How much time will this take me? Then you need to come up with a price that suits you.

Depending on how old you are, you should try to earn anywhere from \$3 to \$10 per hour for the work.

In reply to his question, you could say "I would like \*\*cents per flyer" or "I would like \*\* \$ for the whole job." If he disagrees you need to negotiate. Don't be stubborn because if you're too stubborn, he's likely to change his mind. At the same time, don't give in too easily and accept a price for distributing flyers that is too low.

Another way to address this question is to say, "I would like anywhere from \*\*\$ up" or, "I would like any where from \*\* cents up per flyer."

This way, you're not giving him/her the entire freedom of how much he/she is going to pay you, but he/she can decide if he/she wants to pay you more than you would like or about how much you would like.

One final note on pricing for flyer distribution – if you design the flyer, you should charge extra for that. You can probably charge something like \$20 to \$40 for flyer design.

### Growing Your Flyer Distribution Business

Once you have regular customers and you are making a suitable amount of money, you may decide that you want to expand you business. This is very easy. You need to become a boss.

Find some kids who are in need of some money and employ them. You can pay them to cover more land and hand out more flyers. If you have multiple employees you can cover multiple amounts of land than you did before. Now the businesses you work for will pay you more money and you will have a profit.

Another use for your employees is you can send them to shops in different parts of town and ask them if they would like your service.

The key is to pay the kids who work for you less than you are paid by the business owners. So, if the business owner is paying you \$10 per hour, hire some kids for \$3 per hour. In that way, you make \$7 per hour for every kid that works for you.

Some kids don't even care that much about money. Instead of paying them \$3 for an hour of work, you can buy them a \$2 ice cream cone. You save a \$1 on costs and they'll still be very happy, believe me.

By now, your flyer business is practically running itself. With employees doing all the work for less money you're making a large profit that you can spend on whatever you like.

I hope this gets your mind thinking about ways you can make money. The key thing is to just go for it. You'll be glad you did.

Any kid can make some quick easy money by babysitting.

Although babysitting may seem like a cinch, there are many tips and ways to make even more money. Here are some suggestions to help you make your babysitting business the best and most profitable it can be.

A good babysitting business can be created in three easy steps. The order is: Prepare, Advertise, and Perform.

### Prepare

First prepare. There are many things you can do to prepare yourself for babysitting. One way is to earn your babysitting license. You can do this by taking a class at your local community center or library. These classes will teach you how to be prepared in case of emergency and you'll know how to perform medical procedures such as CPR. This will make the parents more relaxed when leaving their kids with you.

Another way to prepare yourself for babysitting is when you're around kids, seize the chance to hang out with them. By spending more time with smaller kids, you will become more patient with them.

Last but not least, if you have younger siblings or relatives, get permission to babysit them the next time the parents go out to run errands. This way you can start with people you already know. Also, for the first time you're babysitting them, try to find a time that the parents will be back in an hour or so. This way, you don't have too much pressure for your first time babysitting.

### Advertise

Next is to advertise. Ask around your neighborhood. At neighborhood social events, spend some time with the kids and afterwards ask the parents if there is some time you can babysit for them.

By spreading the word at social events, many people will know about you so that if there's ever a time when they need a babysitter you will be the first person they call.

Another thing you can do is ask your parent to tell their friends. The parents will feel comfortable using you for babysitting because they know your parents.

Lastly, ask your customers to spread the word. After you have babysat one time and you do well, the parents will tell other people who will want to hire you also. Plus, if the kids grow fond of you they will want you to come back.

### Perform

Although preparing and advertising is important, it is even more important to do well when you're performing, or, in other words, actually babysitting the kids.

When I was a kid, there was one person we hired every time to babysit us, and we're still in touch with her today. What I learned from that is that to be a good babysitter you need to grow a strong bond with the kids and the adults.

Even though it can be the easy way to babysit, don't just let the kids be couch potatoes. One thing parents don't like is when you let their kids watch the TV the whole time. Although the kids might be watching TV when you get there, try to break them off from the TV and play some game or walk to a park.

This leads me to another point. Don't be afraid to ask questions when you're talking to the parents before they leave. Some good questions are: "What is their bedtime?"; "Am I allowed to go to the park with them?"; "Do they have a TV limit?"; and "Is there anything they need before going to bed?"

Once you know the answers to these questions, when one of the kids asks you why you're telling them to do something, you have an answer. Plus, the parents might have some good ideas for what the kids can do.

A common thing that babysitters do is they bring a "babysitting bag". In this you can have activities, supplies, and anything else you might need. This is helpful for when you're sitting babies and young kids.

After multiple times babysitting a family, it is good to bring some sort of activity. My old baby sitter would sometimes bring cookie mixes or crafts. This made us like her even more.

As a result my parents paid her more. Of course, the pay for our babysitters varied. If the babysitter was being driven to our house and back by my parents, then they paid more and vice versa.

One time my sister threw up and the sitter cleaned it up without even a call to my parents. Not only that but she also made sure all the clothes were clean and she cleaned up the mess. That time my parents paid her a lot!

It was the same if she brought some sort of activity for us to do. In other words, better babysitters should earn more than average babysitters.

So what should you charge for babysitting? If it is your first time babysitting, the average wage is about 5 dollars an hour. Again this varies, based on where you live and other things.

Remember, the key to babysitting is forming a relationship with your clients. Then, you can enjoy your visits also. Follow these steps and you'll be on your way to a great babysitting business. Good luck!

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<http://www.workathomescams.com/>

HomeJobStop.com (Membership based site)

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<http://www.dumblittleman.com/2006/10/40-ways-to-make-money-on-internet.html>

What IS included: Things you can use to legitimately make money online - Everything from Getting Paid to review software to good ole' AdSense.

\* Infolinks - Infolinks is probably the highest paying option for your in-text advertising. On DLM, you will see underlined links scattered throughout articles. Those are a function of Infolinks and without disclosing too much, it's been a great source of income. Best is that they accept all sizes of websites and blogs. Just sign up and begin.

\* Build a Niche Store - This is a simple store development platform which enables you to create content based sites that generate income through the eBay affiliate programs. Pretty darn simple and increasingly popular.

\* Adbrite - Sell space on your site for text ads. This would work like the DLM Marketplace you see on the right of my pages although I chose to manage it myself.

\* Amazon Affiliate Program - Easily create a store or shopping section on your site instead of sending your visitors to Amazon. Amazon handles the shopping cart and fulfillment.

\* Amazon Seller - Sell your stuff on Amazon

\* Associated Content - If you write a story, how-to, rant, how-to cut grass, etc., you can submit it to them and they will pay you \$3-\$20 per article if they like it.

\* Yahoo! Merchant Solutions - This is a pretty simple and cheap way to create an online store.

\* Azoogleads - Another ad program. They do have some decent companies lined up as advertisers. You provide space, they'll provide an ad.

\* BidVertiser - PPC (pay per click) program with a low \$10 payout amount.

\* Blog - Start a blog and consistently write excellent content. With good ad placement, you may make some money. I detail my process here: [Simply Said, How to Blog](#).

\* Cafepress - You provide a design, they'll toss it on a T-Shirt, Hat, etc. No upfront costs. Get a free online shop and promote your products on your website.

\* Chitika - Their eMiniMalls service has shown great results for many Bloggers and site owners. You choose a keyword and they show relevant products on your site using a pretty unique interface.

\* Clickbank - Quickly becoming my favorite affiliate program. They have thousands of things for you to advertise on your site.

\* ClicknWork - Get paid \$5-\$150 per hour for basically doing freelance work on a per-assignment basis. You have to pass a pretty tough test to get in.

\* Clicksor - These are the guys that generate contextual ads on sites that show up when you hover over a double-underlined word.

\* Commission Junction - If you have a site, you can join Commission Junction. Once enrolled for free, you can choose companies whose ads are pertinent to your site. Companies have the ultimate say on working with you. There are easily over 1,000 companies to choose from here.

\* CreamAid - For blogs only, advertisers provide you with a topic and you write about it on your site. To do this, you have to install a flash widget into your blog post. The more people you bring into the conversation through the widget, the more you get paid. It's difficult to explain.

\* eefoof - Think of it as YouTube + Flickr + Music. You add original content and they pay you based on the visitors you attract.

\* Ether - If you are an expert on something, Ether provides a way for people to pay you to talk about it in a one-on-one setting. If you want to charge \$250/hr, that's fine. You have to do all the advertising so you should have a blog or site already established.

\* eBay- Come on, you know what this is. Gather your junk and sell it!

\* eBay Stores - If you have a real store and want to sell your stuff online, this is a decent option to get you started.

\* ELance - Name gives it away. Programmers, Codes, Web Designers, Writers, Editors, can look for freelance opportunities.

\* Feedvertising - This is an arm of Text Link Ads and is currently only good for Wordpress users. This does me no good currently, but as you can guess, they place ads in your feed(s).

\* Feedburner / Google - Not only are they the best place to house your feeds, they will also add ads to your feed and website. You get paid per impression and if you implement Google AdSense to your feed, you are paid per click.

\* Google AdSense - Come on, you don't need an explanation; these ads are all over the place. Google displays relevant ads based on your site's content

\* Google Adwords - Create simple text ads and choose keywords that determine when they are displayed. This is where the AdSense Content comes from. You do not need a site for this.

\* H3.com - Get paid to fill jobs. Commissions range from \$50-\$5,000. It all depends on how tough the job is to fill and how desperate the hiring company is. This is another one that's tough to explain.

\* Indeed.com - Add their job board to your site. They then post jobs based on the geographic location of visitors and the position types you pre-select. I tried it and I they continually report that I sent 0 visitors and I know that's not right. Nevertheless, I may have an isolated problem so they make the list.

\* InnerSell - If you have a customer that wants to buy something you cannot sell, you can sell the lead here.

\* Jigsaw - It's a pretty flaky model but if you have a Rolodex full of good contacts, you can sell them here. I can't make sense of it but it looks like you get \$0.10 per profile.

\* LinkShare.com - If you have a site, you can join Linkshare. Once enrolled for free, you can choose companies whose ads are pertinent to your site. Companies have the ultimate say on working with you. Like Commission Junction, there are a ton of companies waiting to evaluate your site.

\* Microsoft Adcenter - Bid on keywords and Microsoft places your created ads then they are searched for. This is similar to Google Adwords. You do not need a site for this.

\* Overstock.com - Sell your stuff on Overstock.com

\* Pay Per Post - I don't agree with this model entirely but they have advertisers that will pay you to write about their products on your blog.

\* Pheedo - If you have an RSS feed, run it through Pheedo. Like Feedburner, they can include ads into your feed and if you really become large, advertisers will pay a premium for you to show their ads.

\* Shareasale.com - I've used them for a couple years for some banner advertising. They are similar to Commission Junction and Linkshare however they seem to have lower tiered companies with advertising offers.

\* Shoemoney - This is a blog that can teach you a ton on making money online. I've spent hours reading his old stuff.

\* Software Judge - They will pay you up to \$50 to review software.

\* Text Link Ads - I have never made a dime here but I know people that have. You can earn by sending advertisers to them or by selling spots on your site. You must have a real site or blog to do this - nothing on a shared domain (i.e. /blogspot).

\* Vibrant Media - Don't bother unless your site has 500,000 page views of text based content a month. If you have that readership, these are the guys that display bubble box ads to underlined words on your site.

\* West Work At Home Agent - Not entirely online but this is worth a mention because it's won awards and is very legitimate. If you are an at-home Mom or free-lancer without work, you should check this out.

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\$37 - "Make Money Tearing Up Old Books and Magazines and Selling Them on eBay" -  
<http://www.magstoriches.com/>

make money with digital camera;  
<http://www.thebleeder.com/photography/NALROOCAM.htm>

Make money selling used CDs, DVDs and video games

Rent a room for tax-free cash

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HUMAN GUINEA PIG: Ever thought of participating in a research study? Compensation for clinical research study volunteers runs the gamut from \$15 for answering a few questions on lifestyle habits to a couple of thousand dollars for participating in a longer term study with an in-patient stay.

If your university has a med school, check out opportunities on campus. National clinical listing services include [www.clinicaltrials.gov](http://www.clinicaltrials.gov) and [www.centerwatch.com](http://www.centerwatch.com).

MOVING BILLBOARD: All Savi Maharaj from the University of Florida has to do to get a paycheck is drive her black Volkswagen Beetle around campus. If she leaves her car parked in front of the dorms, it's even better for business.

Maharaj is one of the over 700,000 contacts for a marketing and promotions company called Free Car Media. The company matches advertising clients with drivers across the country to promote the company's products. Drivers are given free samples of the product they are promoting to pass out along the road to interested consumers.

SELL STUFF: Sell what you don't need, can't use, or no longer like. Sell back your used textbooks at semester's end. Do it on campus for the fastest return, but if you're a recent grad you can sell back textbooks on-line. Check out [www.barnesandnoble.com](http://www.barnesandnoble.com).

Other easily convertible-to-cash items include CD's and clothing. Expect to get \$1-\$5 per CD, depending on the condition. Gary Alpert, 23, after-school director at the Jewish Day School in Newton, Mass. takes the music resale concept a step further. "I've bought a box of used records at a garage sale for \$3 and then sold them for \$1-2 each at the used music store."

**QUICK CASH-IN'S:** For students that live in a state that has bottle deposit laws, returning empty soda cans and beer bottles is a popular way to make quick cash. Pick up empties at the cafeteria or littered at school events.

Kate Hutchinson, 21, and her friend Nate Curtis, 22, both recent Trinity College (Hartford, Conn.) graduates, recycle cans together and use the money for "the extras, mostly stuff for our cat; a new collar, a litter box, going out money."

**ODD JOBS:** Hutchinson does typing for extra money. "I work an average of 2 hours a week at \$10/hour but I get more business closer to Christmas because my customers are busier themselves," she says. Alpert has a weekly babysitting gig.

**TEMPORARY JOBS:** Sometimes the only way to get real money is to get a real job. For example, playing Santa in the winter and manning a firework stand in the summer or any other temporary holiday jobs are perfect if you want to make money but don't want to make a huge job commitment. Some schools will post jobs on-line; others will post them outside the financial aid office.

\*The ten states with bottle laws are: California, New York, Michigan, Massachusetts, Iowa, Maine, Delaware, Connecticut, Oregon and Vermont.

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1. Get Paid To Complete Offers – This is probably the fastest and easiest way to make money online. Companies will actually pay you for completing free offers and signing up for free trials. It may be hard to believe, but I've done it and I can assure it's a bona fide way to make money online. I've provided my recommendations and I've outlined a few key strategies you should consider before getting started.

2. Get Paid To Blog – Blogging is a great way to start making money online. Although I prefer installing my blogs on my own domains, you can actually start a blog for free with no domain and no hosting costs. Once you setup your blog, you can get paid just for making blog posts when you become a member of 'companies that unite bloggers with advertisers and there's A LOT money to be made doing it.

3. Do Freelance Work - There are thousands of companies who would love to hire you to do jobs like data entry, writing articles or website content, responding to emails, computer programming, web design, and much more. If you have access to a computer and can follow directions you should consider doing freelance work. Get a FREE Freelance starter kit today for resources like a jobs toolbar and the report "The Secrets to Freelance Success."

4. Complete Paid Online Surveys – No, they’re not a gimmick. In fact, some people have done very well by completing surveys online for cash. If you don’t have a lot of time but could use some extra income, online surveys may work very well for you. I’ve done some research and have outlined some strategies and recommendations that will save you time and trouble and maximize your profit potential.

5. Get Paid To Write Content – Do you like to write? Maybe you write a lot as part of your current job or you’re a college student that has experience writing papers. Well, there are companies that will pay you for writing content on a wide variety of topics. If you enjoy writing, or if writing just comes easy for you, consider doing it for some extra income online. I’ve got a few ideas for anyone who wants to make money online free.

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Best way to make money as a drug dealer: Sell to many users in small quantities. “It’s like taking a pound of coffee and selling one grain at a time,” says Nick. “If you sell by scoops, you’ll make a couple thousand dollars, but if you break it down into quarter grams and work for a few days, you’ll make tens of thousands.”

Most profitable fares for a cab driver: Low-traffic city trips: “Every time somebody gets out, someone gets in, and I get my \$2.50.” Midday airport runs: “At 3 p.m., there’s no traffic, and so many planes are coming in that you get \$90 plus tips.”

Most profitable for a copy shop: Restaurant flyers. Those annoying restaurant flyers fuel the photocopy industry. Local restaurants order 1,000 new flyers every three days.

Least profitable diner customers: The elderly. They have a tendency to return food.

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With traditional advertising proving less effective, marketers need new outlets like Twitter and Facebook to help create interest and demand. Here are some ways Twitter can make money.

#### 1. Answer a Person's Product Need

We all search in Google, Yahoo, and MSN because we're looking for something. How do the search engines make money? When people search for products and services.

A similar revenue stream could be Twitter's. Simply ask a question, such as, "Where can I buy the foam things for my iPod headphones?" If a user tweets this, they could get answers from their "followers" -- in other words, real people. Or, if they opted in, they would receive information direct from foam ear bud cover suppliers.

Now, the key for this to work, just like in search, is the relevancy. A good first step would be a simple "thumbs up" or "thumbs down" relevancy button for the supplier tweets. This puts the onus not to spam back on the advertiser, similar to Google's quality score.

You can see why Google is possibly interested in acquiring Twitter, and also why Google launched Google Suggest, which allows users to rate search results and comment on them. Google understands that social media is their most daunting of competition.

## 2. Be a Recruiting Tool for Job Seekers/Recruiters

Just like Craigslist, Twitter could have employers pay a small fee to easily tweet their jobs. The user would select which titles and occupations they want to receive tweets for.

## 3. White Label Twitter Functionality for Fortune 500 Companies

Fortune 500 companies don't understand the Web, but think they do. These companies believe they need micro-blog functionality to keep up with the "Web 2.0 times." Don't believe big companies do this? American Airlines and Lufthansa unsuccessfully tried to build their own social networks.

Or going back to the '90s, remember when every company wanted to build out their own portal? AT&T thought everyone would make their My AT&T page instead of MyYahoo. A company called MyWay (part of Diller's IAC) made some serious bucks off these portal wannabes.

## 4. Analytics Packages for Companies

Break down the conversations occurring within Twitter into digestible data. The categories can be as simple as: Bad Review, Good Review, Product Question, Top Complaints, etc. The challenge here is that a third party may come along and offer this service for free (e.g., Google Analytics).

## 5. Local Coupon Pushes

This is probably the most obvious. Someone can simply ask for restaurant specials nearby and be pushed digital coupons.

Due to these tough financial times, visits to coupon related sites were up 33 percent, according to comScore. Cellfire ran a test with retail grocery client Kroger and saw mobile coupon redemption as high as 20 percent.

The time is right for this on Twitter. Other researcher indicated that 16 percent of all buyers wouldn't make a purchase these days with some form of coupon or incentive.

## 6. Micro-payments for Answers to Questions

Willing to pay 75 cents for the best answer to: "Trying to register my Mac & iTunes so I can rent a movie, but I can't figure out where to do this on the iTunes Menu - please help!?" Some people certainly are.

## 7. Analytics Packages for Individuals, Small Business

Just as it's helpful for big businesses, it would be useful for journalists, reporters, authors, etc., to be able to easily get a sense of what the public likes and dislikes about their work.

## 8. Quickly Find Sources for Reporters/Bloggers

Writers on a deadline can pay a subscription to easily be connected to the proper professionals to answer questions germane to their story or post. Professionals would register with the service to make themselves available for the free publicity.

## 9. Capture Revenue from Wireless Carriers

It's in the carriers' best interest to have many text messages flying across their networks. The wireless carriers (Verizon, AT&T, T-Mobile, etc.) could offer a \$5 all-you-can-tweet (has a nice ring to it, no pun intended) monthly package.

## 10. Premium Service

If you launch a version with paid advertising, then you can launch a premium service that scrubs all the ads -- say \$4 per month for an advertising-free Twitter.

Item 10 may be counter-intuitive. The key (and challenge) to all of these ideas: they need to be incorporated into the Twitter experience and enhance it rather than being interruptive detriments. If this isn't done properly, then competitors like Tumblr, Publr, Yammer, Six Apart (Pownce), Pluck, etc. could capitalize on any missteps.

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## Doing whatever it takes to make money

While waiting for the job market to turn around, some folks are finding ingenious ways to make money.

TESS VIGELAND: We've reported before on some of the ways folks are supporting themselves while they're looking for work. Today we feature a story of creativity, mixed with not a little desperation.

Heidi Pickman: My friend Kat Beight will do almost anything to earn a buck in this economy. One recent Monday night, she picked up a bed.

Kat Beight to client: The mattress... I think the mattress is a little big, so it'll have to hang over a little bit.

The bed didn't fit in the client's new apartment in San Francisco. He offered \$125 on Craigslist to move it to his mother's house in Las Vegas. Kat was headed to Vegas anyway, if she could round up some cash. Out of 15 responses, she got the gig.

I've witnessed more than three years of her unemployment spell. After a personal tragedy, she sold everything and left her customer service job at a jewelry manufacturer after 10 years.

Kat: I went to wandering for a little while, and when I came back, it was just the wrong time to re-enter civilization.

Yeah, like trying to find a job at the beginning of a major recession. For now, Kat's doing what she's done on and off for 20 years.

Kat: I will street vend until I find a job.

She's earned a decent living selling crafts at street fairs, like this one in Berkeley, and she's traveled cross-country to work music festivals like Lollapalooza and Bonaroo. She's traded hair wraps for wrapping hula hoops in colorful tape. It takes her 15 minutes to make a hoop. They sell for \$25 and up.

Kat: I did not mean it to turn into a money-making enterprise full time, but it's actually paid my rent over the summer.

A year and a half ago at big concerts, Kat would net an average of \$700 a day; this year, she averaged about \$200. After paying vendor fees, some days she was lucky to break even.

Kat tells me she that she really does want a job with benefits, but finding a regular stream of income has been tough. For every available job, six people want it, even entry-level positions.

Kirill Elistratov works for Rubicon Programs, a job placement organization. He says professionals are squeezing out those with fewer credentials, like Kat, who doesn't have a college degree.

Kirill Elistratov: Places like movie theaters and customer service and work in cafes, coffee shops... You know, there's much more competition and people who are more experienced are willing to take those positions.

Last year, I helped Kat re-vamp her resume. She applied to over a 100 job openings -- warehouse work, taxi companies, waitressing, and of course, customer service jobs. Nada. She can't even get a minimum wage job at a convenience store.

Kat: My economic situation is in the toilet. I am literally living hand to mouth.

She had to get creative.

Kat: In life, my experience has taught me how to hustle up small gigs and random odd jobs.

She's stood on corners counting foot traffic -- that paid 20 bucks an hour. She's bartended at the occasional party. About once a month, Kat does product demos for beauty care products. And she's participated in market research studies, which often pay \$75 an hour. One time, she had a bunch of wires attached to her head with gel.

Kat: I felt like a Borg. And they would have you watch a screen and respond by pressing a button. I believe they were testing subliminal messages.

Kat's seen the headlines that the economy is on the upswing. But until the good times become more than a number on a page, people like her will keep cobbling together small jobs to get by, even if it means hauling a bed to Vegas.

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## The Chicken Tractor By Roy Nilson From Petersham, MA, 03/07/2010

A 'chicken tractor', sometimes called an ark, is a movable chicken coop lacking a floor. Chicken tractors may also be used to house other species of poultry, but the name is most often applied to chicken enclosures. A movable enclosure in which chickens can scratch the ground for food.

This morning, Mar 6, Marketplace Money aired a short piece about a woman doing whatever it takes to survive the recession by selling event tickets, making craft items, moving furniture, etc. It was an engaging tale. That was followed by a listener call from a woman who lives on a hobby farm and some casual chat about backyard chickens before she got on to her main points. The juxtaposition was interesting.

I, for one, have been struggling in this economy since Polaroid filed for Chapter 11 and laid off 8,000. That makes me an early adopter in the downturn. I have worked in a call center (\$11.50/hr.) at Home Depot (\$10/hr.) gone without insurance coverage, built web sites for small businesses and applied for every job in sight. With 30 years in journalism and 10 more in corporate communications, I am overqualified for just about everything.

How flattering. And being 60 may have something to do with it too. That doesn't put oil in the tank so I make do with wood stoves. Anyway. I seem to have combined the 'do whatever it takes' department and the backyard chicken departments. I designed and am making and selling chicken tractors.

([www.chicktrac.com](http://www.chicktrac.com)). (safer daycare for chickens) I have sold nearly 60 in 12 states and am now starting year three. The chicken tractors that I make are now advertised nationally in Backyard Poultry magazine and got prominent placement in the premier issue of Chickens magazine this month. Two national resellers carry the item and I am talking with a third. They take the orders and I ship to their customers from here. The Western Mass Enterprise Fund liked my business plan enough to provide a microloan so I could cut the cost of materials by purchasing larger quantities. I was astonished at how complicated and difficult it really is to get from concept to 'product'.

I can now dependably ship one day after an order is placed and paid for. I have real shipping boxes now. Every unit is finally the same as every other unit. All are designed to be affordable, durable, mobile and practical and assemble without tools. Everything is made in America. No blue tarps and ratty used 2 x 4s here, though many folks seem to think that Do It Yourself is the lesser cost way to go.

I could still get buried and fail if a company like Tractor Supply ordered hundreds of units for their stores. Or a Chinese factory could start banging out something similar for less cost. But for now, sales volume and production capacity are balanced. I have engaged a local welder, a stitching factory and a box maker (they all needed the work) to help make the parts, so I guess I am contributing to the local economy.

There are folks all over the country trying to get zoning laws relaxed so they can keep chickens. Who knew? Maybe there are more stories for you in the 'what people are doing to survive'? If so, I'd be happy to be a small part of it.

Roy Nilson roynilson@verizon.net office: 978-724-6662

[www.chicktrac.com](http://www.chicktrac.com)

[www.roynilson.com](http://www.roynilson.com)

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## Opportunities Everywhere

The first opportunity is to launch an Affiliate Marketing career. Affiliate programs are free to join and offer commissions for any sales generated by the affiliate through their marketing efforts. Have your teen find products that they feel are popular with their intended market and join the Affiliate Program for that product. They can build Squidoo lenses (a free service) to promote their product and place their Affiliate link. Then go out to blogs and social networking sites and invite folks to try out the selected product. They can also run FREE ads at places like USFreeAds.

The second opportunity is to create their own product. Let them turn the hours of play on Runescape or World of Warcraft into money. Have them write an e-book guide, or make a video, offering secrets and tips on how to better play and enjoy their chosen game. Register the finished product with an Affiliate Network (like ClickBank) and launch their guide, charging a fee for the

product. All you need is a word processing program or video software, a website (as little as \$10 a month with domain), and an auto-responder.

The third opportunity is to write articles for folks that are engaged in internet marketing. They could join a site like Elance and write articles like this one for others for a fee. Your teenager can review available jobs on many of these sites and bid on jobs. When they are selected to perform, they merely write the necessary article(s) and send it to the buyer. Upon receipt, the buyer will send the money via Pay Pal, transaction complete. There is a lot of work in article writing and web design and our kids know this stuff a lot better than anybody over the age of 40.

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<http://www.freeplants.com/backyard.htm>

## You Can Grow Small Plants in Your Backyard and Earn Thousands of Dollars Right from Home!

Getting started in this home based business is really easy. All you have to do is start rooting cuttings of your favorite plants (I'll show you how to do that), and you are off and running. Any time you have a few extra minutes just stick a few cuttings. Before you know it you will have thousands of plants valued at several thousand dollars.

Our cost to produce a \$4.97 plant is about 30¢, and that includes a plastic container and potting soil. That means that for every 100 plants you grow and sell you get to keep \$472.00. And for every 1,000 plants you grow and sell you get to keep \$4,720.00!!!

We sold over \$25,000. worth of our little plants right from our driveway in a matter of about six weeks!

And every single plant was priced at just \$4.97!

Of course since it costs us less than 30¢ to grow a plant, most of that money is pure profit!

Just growing a few plants to give away will give you an idea of how strong the market is for small landscape plants. Once you give your friends and family a few plants they will come back asking to buy more. Before you know it you will have a list of regular customers, begging you to take their money.

You can just grow rooted cuttings and sell them to other growers. The market for rooted cuttings is great. Many large growers can't keep up with the demand, so they buy thousands and thousands of rooted cuttings from other growers. You just have to know what they are looking for.

I called a wholesale grower to buy some rooted cuttings of a fragrant Viburnum and they told me that they were completely sold out for this year, and all of the fragrant Viburnum cuttings that they intend to grow next year are also already spoken for, but if I'd like they could put me on the

waiting list for two years from now! Can you believe that? They've already sold something like 120,000 plants that they haven't even grown yet, at a little over a dollar each!!!

As I mentioned above, we grow our plants in small containers and sell them for \$4.97 each. Our cost to grow a plant is less than 30¢. But I have also grown thousands of plants that sold for much more. At one time I was growing Dogwoods in the field and I had wholesale nurseries begging to buy them. I sold every one I had and they wanted more.

I've also sold a ton of Dogwoods to my retail customers for \$49.00 each!

You can buy Japanese Red Maple seeds and grow them yourself, or you can buy small seedlings. I usually buy the seedlings, it cuts down on the production time considerably. The Japanese Maples in the above photo I bought from another grower for 54¢ each. I sold many of those plants for \$45.00, and my customers begged me for more when they were gone. I will show you how to grow them, and how to buy them at super low prices.

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## Links of Use, of Interest and of Inspiration for Job Ideas

- <http://www.fiverr.com> - sell services for \$5
- <http://www.etsy.com> - sell handmade items
- <http://www.foxit.com> - pdf reader
- <http://www.ebay.com> - sell anything
- <http://www.lifehacker.com> - ideas of use
- <http://www.keelynet.com> - ideas of use
- <http://www.hackaday.com> - ideas of use
- <http://www.vanguardsciences.biz> - ideas of use
- <http://www.craigslist.com> - sell anything
- <http://www.mexistim.com> - idea of use
- <http://www.amazon.com> - sell your stuff
- <http://www.google.com/adsense/> - paid ad links on your site/blog
- <http://www.workingsol.com> - job opportunities
- <http://www.elance.com> - programming, writing, consulting, design jobs
- <http://www.odesk.com> - get paid to work at home
- <http://www.mturk.com> - mechanical Turk job Opportunities
- <http://www.rentacoder.com> - programming job opportunities
- <http://www.profilehelper.com> - revamp dating profiles
- <http://www.okcupid.com> - revamp online social network profiles
- <http://www.solvate.com/timesmiths/> - outsourcing job opportunities
- <http://www.submit.shutterstock.com> - sell your photos
- <http://www.amway.com> - sell Amway products
- <http://www.cafepress.com> - create graphics/illustration products, sell online
- <http://www.uacc.org> - sell celebrity autographs
- <http://www.2mcommunications.com> - ghost write books
- <http://www.gumtree.com> - sell your stuff
- <http://www.featureworld.co.uk> - sell your stories
- <http://www.getpaidtodriver.com> - pays you to paint and advertise on your car
- <http://www.designoutpost.com> - graphic design/illustration opportunities
- <http://www.logoworks.com> - graphic design/illustration opportunities
- <http://www.fotolia.com> - sell your photos
- <http://www.dreamstime.com> - sell your photos
- <http://www.bigstockphoto.com> - sell your photos
- <http://www.gigaom.com> - write articles for blogs
- <http://www.payperpost.com> - pays you to write reviews and post on your blog

<http://www.guru.com> - copywriting, proofreading web content, etc.  
<http://www.graphicdesign.com> - like it says  
<http://www.yougov.com> - fill in surveys  
<http://www.ciao.com> - fill in surveys  
<http://www.myspace.com> - build up friends and post ads  
<http://www.facebook.com> - build up friends and post ads  
<http://www.twitter.com> - build up friends and post ads  
<http://www.loompanics.com> - info on selling at swap meets, flea markets  
<http://www.1000dollarautos.com/> - Trucks, SUV's, Vans and Cars under \$1000!

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## Use the United States Postal Service

People who have lived in the US, then lived (or live) in other countries greatly miss the speed, cheap costs and efficiency of the USPS.

It is a tool of great value for anyone selling online to be able to ship their items with the confidence it will get there and in a reasonable time.

In some countries it can take weeks or even months to receive items sent in either direction and there is a chance of your package being 'lost', stolen or opened with contents extracted. In the US, 2-5 days, MAX! Still Unbeatable!

In the US you can send money in the mail (not advisable but it works), but try that in other countries. The least suspicion of money will have that envelope opened and the money disappears if not the entire package.

So take advantage of your best business partner, the USPS!

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## Making Land Work for You

So you and I would like to buy some land out in the country, however, one thing I could never figure out are the various ways you can make money off your land. For example, I've heard of landowners letting cowboys graze cattle on the landowner's land for a fee, cultivate straw, hay, etc.

So, what are the available options here in Texas?

Cell phone tower?

Wind farm?

Solar Arrays?

Hydroelectric dam with using running water?

If you buy land you can lease the land to cattle ranchers or if your lucky to a large animal Vet...

If your using your land for agricultural purposes, the taxes are lower as well.

Its a good way to buy land and let it pay for itself and hold on to it for awhile.

My family lives South of Fort Worth near Cleburne and land with deposits of Natural gas I think it is are the big deal there...make sure where you buy the land, you get the mineral rights as well...thats not always a given.

Believe it or not, making money on your land isn't as easy as it seems, and there are some drawbacks. On the other hand, minimizing losses is a little easier. Are you looking to actually provide your income mostly from the land?

Assuming that is the case, then farming/ranching/hunting are the main options available. The first two especially require a lot of money up front, unless the land is already 'ag ready', and require a minimum size to reach break-even point, much less make-money point. My dad raises sheep and trains herding dogs. Ignoring the dogs (which are a straight-up expense ), he manages to about break even on a year to year basis.

Generally idea of what he has to do to get there:

- \* He owns ~26 acres, about 20 of which are open grazing land.
- \* He uses this land to graze the sheep on during 'grass' times.
- \* He leases land from a couple of neighbors for grazing and harvesting hay. The leases are basically 'free' and the neighbors get to keep their ag exemptions. Maybe another 15-20 acres worth? Not sure.
- \* Local guy with equipment cuts the hay and bales it. Local guy keeps some amount (1/2?) as payment, dad keeps the rest for winter.
- \* Sheep multiply, dad takes them down to the auction for some money (the only income in this equation).

### Other expenses:

- \* Sheep pellets (the kind that go in, not come out)
- \* Coyote losses (llama 'Jitterbug' is some help here)
- \* Vet bills
- \* Tractor to shred and repair road after all this rain (~15k, proolly)
- \* buying hay in dry years, when there is no hay (got to >\$120/round bale last year)
- \* Herbicide to limit Kline grass growth (oh, yeah, also applied with the tractor).
- \* Taxes (almost nothing - \$150/year for the ag acreage)

### Other income:

\* Old guy who showed up last year and left a bushell of potatos (turns out he owned the land in the 40s as a 20 y/o and did all the original clearing/terracing...he now lives in Idaho).

I obviously have no idea on actual numbers . I know that the infrastructure that he got with the land was worth a lot of money (large barn, small workshop, pipe and field fencing. Don't know any actual values, but probably ~\$30-\$50k.

We used to lease the land to a local rancher for his cattle, never made much but like Train said we kept the ag exemption. My dad retired and had more time so he bought 20 some odd cows and one bull and he gets money off selling the calves (they bring about 500-800 bucks a head in maybe once a year).

You do have all the losses that Train talked about plus the vet bills is something unexpected happened. We lost several cows not sure what got them but we think an animal took them down. Also I have heard of more reports of cattle rustling these days, more on the border ranches than the hill country. One lady I heard lost 55 cows over a two day period! Yikes.

We are so far off the main road and since we are behind a game ranch they have armed guards to get thru onto their land then ours..something to think about. You are also going to have to look and find out how many cattle you can run per so many acres if you decide to go that way...

I was glad to learn about the 3011(sp?) where you could trade/swap land tax free with another if you find something better down the line. I also see land as a good investment because it can always be sold, and like Will Rogers said, they aint making more of it! It's a tangible commodity, something that can also be enjoyed and shared while it appreciates.

As the population of Texas doubles by 2040-2050, I see more people looking to move away from the crowded cities and into the country. Texas' population increases where "it's like a whole new Corpus Christi popping up on the map every year" (quote by a land broker).

I think it's a good idea to get something out in the country now while you can. Besides, I know I'll take care of the place unlike some greedy land owner that will give it up for subdivision.

(If you live in windy areas, consider renting space for Windmills on your property. Same for Solar Arrays if you live in an area that is sunny most of the year.)

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## Beware Pyramid Schemes promising to Get Rich Quick

In spite of the relatively obvious impracticalities of limitless pyramid schemes, promoters who use this marketing technique continue to thrive.

People who fantasize about becoming rich easily make especially attractive targets. These people are easily seduced by opportunities which sound too good to be true.

The victim's strong desire to believe the promoter seems to overpower common sense.

In most cases, the opportunities promised to potential investors are big bucks from the commission on what is sold, as well as bonuses for picking up new recruits.

Also, investors are told that they will earn a commission on what any distributor beneath them sells, even as far down as the ninth level.

Pyramid schemes like this just don't work. A few people at the top level will make money, but everyone else will get little or no return on the initial investment. There aren't enough pieces of the pie if everybody is taking a bite out of what the distributors below them are selling.

If only people would sit down and think logically about the investment. Unfortunately, the victim has usually been blinded by a slick sales pitch that focuses on the so-called rewards.

It sounds appealing to be sitting on your own yacht in three years while you earn money from other people's efforts, but is that a realistic vision?

Pyramid scheme promoters often hold large opportunity meetings in hotels, telling those attending that the sky's the limit.

One tip-off that the opportunity may be too good to be true is if the promoter spends most of the time talking about big profits and recruiting additional investors rather than talking about the product or service which will be sold.

The safest thing to do when tempted by a get-rich-quick opportunity is to find a devil's advocate. Talk over the sales pitch with a third party far removed from the promotion.

Chances are he or she will ask the questions you may have been too excited, confused, or afraid to ask. The answers to those questions may offer the proper insight to make a logical and thoughtful decision.

When you were young, your parents probably asked you at one time or another, "If everyone you knew jumped off a bridge, would you?"

Well, now that you're an adult, here's another question to consider: If a man said that you could earn a million bucks by leaping from a bridge, would you?

Naturally, the answer would probably depend on how high the bridge was and where you would be landing. Nonetheless, it is doubtful that you would jump off without at least looking over the edge.

Well then, why do so many people drop so much money into schemes perpetrated by smooth-talking hustlers?

It's not that the con artist's scheme is so complicated or well planned that the average person can't find the catch. The catch in most misleading or illegal schemes is usually easy to find.

The scheme generally works because the victim wants to believe in the promoter and what he is selling.

So great is the victim's belief that he is afraid he will learn that the "get rich quick" opportunity is an illusion if he takes a few minutes to think about it.

In other words, people are afraid that if they look over the edge of the bridge, they won't want to jump. So they leap without looking.

This is a dangerous way to handle money, considering the large number of promoters out there who thrive on making a deal sound so enticing that the victims, overcome with excitement or confusion, forget to think. Instead, they simply react.

Consider a pyramid type promotion in which you invest \$1,000 to become a distributor for a company. This company could be selling a product or service, it doesn't matter.

In addition to selling, you are also to recruit four other distributors, and each new distributor would subsequently be required to do the same.

If each new distributor had to find four new distributors, by the ninth level, 87,380 distributors would be working for you.

You would then be earning not only a commission on your sales but also the sales of 87,380 distributors which sounds pretty good, doesn't it?

Well, consider that you became involved in this program by attending an opportunity meeting with 99 other potential investors, all from Houston.

If as few as one-fourth (25) of the people at that meeting decided to invest, the total number of distributors needed for all investors, including you, to achieve nine levels would be more than two million. Soon, investors would be recruiting each other.

Also, many people who invest in pyramid schemes assume that they are entering at the top level. But think about it.

Isn't the person telling you about this program trying to recruit you? Where do you fall in his pyramid, and where does he fall in someone else's pyramid?

Isn't that amazing? By doing some simple math, the opportunity now seems less appealing.

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## An Example of a Mail Pyramid Scheme

Whats up, wanna make lots of money in this bad economy??? well here is your chance, a recession proof way to make lots of money and spread the wealth... read this and you will know what I am talking about, trust me all you have to do is be honest and follow every step and before you know it you'll start getting money... I started out with \$6. Now, I am making thousands.

I found this on a bulletin board and decided to try it. A little while back, I was browsing through newsgroups, just like you are now, and came across an article similar to this that said you could make thousands of dollars within weeks with only an initial investment of \$6.00! So I thought, Yeah right, this must be a scam, but like most of us, I was curious, so I kept reading. Anyway, it said that you send \$1.00 to each of the 6 names and addresses stated in the article.

You then place your own name and address in the bottom of the list at #6, and post the article in at least 200 newsgroups. (There are thousands) No catch, that was it. So after thinking it over, and talking to a few people first, I thought about trying it. I figured: what have I got to lose except 6 stamps and \$6.00, right? Then I invested the measly \$6.00. Well GUESS WHAT!?!... within 7 days, I started getting money in the mail! I was shocked!

I figured it would end soon, but the money just kept coming in. In my first week, I made about \$25.00. By the end of the second week I had made a total of over \$1,000.00! In the third week I had over \$10,000.00 and it's still growing. This is now my fourth week and I have made a total of just over \$42,000.00 and it's still coming in rapidly. It's certainly worth \$6.00, and 6 stamps, I have spent more than that on the lottery!!

Let me tell you how this works and most importantly, WHY it works... Also, make sure you print a copy of this article NOW, so you can get the information off of it as you need it. I promise you that if you follow the directions exactly, that you will start making more money than you thought possible by doing something so easy!

Suggestion: Read this entire message carefully! (print it out or download it.) Follow the simple directions and watch the money come in! It's easy. It's legal. And your investment is only \$6.00 (Plus postage)

**IMPORTANT:** This is not a rip-off; it is not indecent; it is not illegal; and it is 99% no risk - it really works! If all of the following instructions are adhered to, you will receive extraordinary dividends.

PLEASE NOTE: Follow these directions EXACTLY, and \$50,000.00 or more can be yours in 20 to 60 days. This program remains successful because of the honesty and integrity of the participants. Please continue its success by carefully adhering to the instructions. You will now become part of the Mail Order business. In this business your product is not solid and tangible, it's a service. You are in the business of developing Mailing Lists. Many large corporations are happy to pay big bucks for quality lists. However, the money made from the mailing lists is secondary to the income which is made from people like you and me asking to be included in that list.

Here are the 4 easy steps to success:

STEP 1: Get 6 separate pieces of paper and write down your name and address followed by the words PLEASE ADD ME TO YOUR MAILING LIST on each of them.

Now get 6 US \$1.00 bills and place ONE inside EACH of the 6 pieces of paper so the bill will not be visible through the envelope (to prevent thievery).

Next, place one paper in each of the 6 envelopes and seal them. You should now have 6 sealed envelopes, each with a piece of paper stating the above phrase, your name and address, and a \$1.00 bill.

What you are doing is creating a service. THIS IS ABSOLUTELY LEGAL! You are requesting a legitimate service and you are paying for it! Like most of us I was a little skeptical and a little worried about the legal aspects of it all.

So I checked it out with the U.S. Post Office (1- 800-725-2161) and they confirmed that it is indeed legal. Mail the 6 envelopes to the following addresses:

- 1) Tamara Ortiz 2471 Newsom Rd. Bellville, TX. USA 77418
- 2) Kyle P. 1325 Tonti St. LaSalle, IL.USA 61301
- 3) Rucci 418 Wilcox Street Carnegie, Pa. 15106
- 4) Stefan B. 2903 Marquette Rd. Peru, IL. USA 61354
- 5) D.McKenney 5143 Charles St. Philadelphia, Pa USA 19124
- 6) Kori Bee 410 Migeon ave. apt.A Torrington CT 06790.

STEP 2: Now take the #1 name off the list that you see above, move the other names up (6 becomes 5, 5 becomes 4, etc...) and add YOUR Name as number 6 on the list.

STEP 3: Change anything you need to, but try to keep this article as close to original as possible.

Now, post your amended article to at least 200 newsgroups. (I think there are close to 24,000 groups) All you need is 200, but remember, the more you post, the more money you make! You won't get very much unless you post like crazy.

This is perfectly legal! If you have any doubts, refer to Title 18 Sec. 1302 1341 of the Postal lottery laws. Keep a copy of these steps for yourself and, whenever you need money, you can use it again, and again.

PLEASE REMEMBER that this program remains successful because of the honesty and integrity of the participants and by their carefully adhering to the directions. Look at it this way. If you are of integrity, the program will continue and the money that so many others have received will come your way.

NOTE: You may want to retain every name and address sent to you, either on a computer or hard copy and keeps the notes people send you. This VERIFIES that you are truly providing a service. (Also, it might be a good idea to wrap the \$1 bill in dark paper to reduce the risk of mail theft.)

So, as each post is downloaded and the directions carefully followed, six members will be reimbursed for their participation as a List Developer with one dollar each. Your name will move up the list geometrically so that when your name reaches the #1 position you will be receiving thousands of dollars in CASH!!!

What an opportunity for only \$6.00 (\$1.00 for each of the first six people listed above) Send it now, add your own name to the list and you're in business!

---DIRECTIONS --- FOR HOW TO POST TO NEWSGROUPS---

Step 1) You do not need to re-type this entire letter to do your own posting. Simply put your cursor at the beginning of this letter and drag your cursor to the bottom of this document, and select 'copy' from the edit menu. This will copy the entire letter into the computer's memory.

Step 2) Open a blank 'notepad' file and places your cursor at the top of the blank page. From the 'edit' menu select 'paste'. This will paste a copy of the letter into notepad so that you can add your name to the list.

Step 3) Save your new notepad file as a .txt file. If you want to do your postings in different settings, you'll always have this file to go back to.

Step 4) Use Netscape or Internet explorer and try searching for various newsgroups (on-line forums, message boards, chat sites, discussions.)

Step 5) Visit these message boards and post this article as a new message by highlighting the text of this letter and selecting paste from the edit menu.

Fill in the Subject, this will be the header that everyone sees as they scroll through the list of postings in a particular group, click the post message button. You're done with your first one!

Congratulations...THAT'S IT! All you have to do is jump to different newsgroups and post away, after you get the hang of it, it will take about 30 seconds for each newsgroup!

**\*\*REMEMBER, THE MORE NEWSGROUPS YOU POST IN, THE MORE MONEY YOU WILL MAKE!**

**BUT: YOU HAVE TO POST A MINIMUM OF 200\*\*** That's it! You will begin receiving money from around the world within days! You may eventually want to rent a P.O. Box due to the large amount of mail you will receive.

If you wish to stay anonymous, you can invent a name to use, as long as the postman will deliver it. **\*\*JUST MAKE SURE ALL THE ADDRESSES ARE CORRECT.\*\***

Now, each of the 5 persons who just sent me \$1.00 makes the MINIMUM 200 postings, each with my name at #5 and only 5 persons respond to each of the original 5, that is another \$25.00 for me, now those 25 each make 200 MINIMUM posts with my name at #4 and only 5 replies each, I will bring in an additional \$125.00!

Now, those 125 persons turn around and post the MINIMUM 200 with my name at #3 and only receive 5 replies each, I will make an additional \$625.00!

OK, now here is the fun part, each of those 625 persons post a MINIMUM 200 letters with my name at #2 and they each only receive 5 replies that just made me \$3,125.00!!!

Those 3,125 persons will all deliver this message to 200 newsgroups with my name at #1 and if still 5 persons per 200 newsgroups react I will receive \$15,625,00! With an original investment of only \$6.00!

AMAZING! When your name is no longer on the list, you just take the latest posting in the newsgroups, and send out another \$6.00 to names on the list, putting your name at number 6 again. And start posting again.

The thing to remember is: do you realize that thousands of people all over the world are joining the internet and reading these articles everyday?, JUST LIKE YOU are now!! So, can you afford \$6.00 and see if it really works?? I think so...

People have said, what if the plan is played out and no one sends you the money? So what! What are the chances of that happening when there are tons of new honest users and new honest people who are joining the internet and newsgroups everyday and are willing to give it a try?

Estimates are at 20,000 to 50,000 new users, every day, with thousands of those joining the actual internet. Remember, play FAIRLY and HONESTLY and this will really works! THIS WORKS ALL AROUND THE WORLD. WHERE EVER YOU ARE, YOU CAN MAKE MONEY..!! seriously, most people think this is a scam, but you actually do get thousands of dollars out of it, it is NOT another stupid scam,if people follow through with sending out \$6, it works!!!

By the way, please DON'T try to deceive people by posting the messages with your name in the list and not sending the CASH to the rest of the people already on the list, you will NOT get any.

This is the fairest and most honest way I have ever seen to share the wealth of the world without costing anything but our time!!!You also may want to buy mailing and e-mail lists for future cash. Make sure you print this article out RIGHT NOW! Also, try to keep a list of everyone that sends you CASH and always keep an eye on the newsgroups to make sure everyone is playing fairly.

Remember, HONESTY IS THE BEST POLICY.

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I hope this little ebook has been of use to you and that it showed you there is hope for all of us if we just don't give up.  
Be creative, be original, spend your time and talents on jobs that will pay you a decent wage.  
But faced with a choice between starvation and menial jobs, you do what it takes.

If all these job ideas aren't enough for you, do a search and you will find many others worth investigating. Good Luck!

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Please distribute this free ebook compilation widely in hopes it will help people find jobs.

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