20+ WAYS TO
MAKE A LIVING ONLINE

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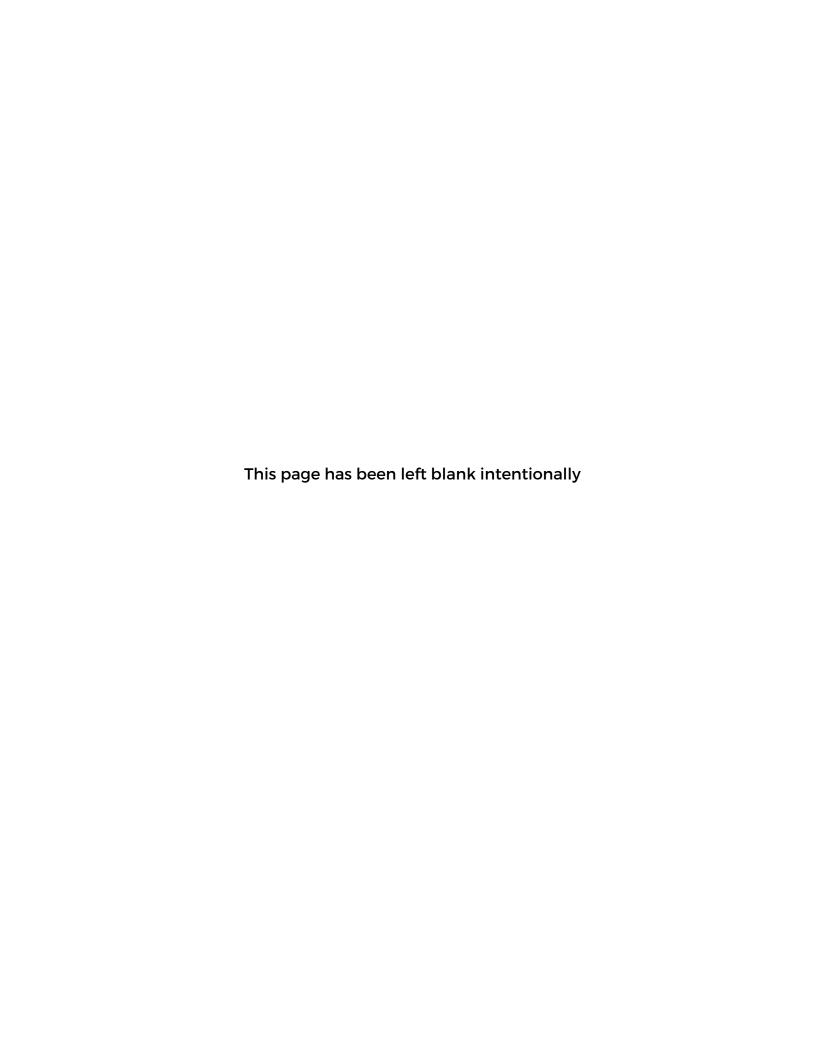
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About the Author

Smartpreneur Academy aims at assisting students worldwide in achieving financial success, personal development and professional growth by offering specially designed high quality e-learning courses which includes detailed narrative, videos and hands-on exercises.

Our team of experienced instructors, consultants and successful entrepreneurs, who have an average of 15 years of industry experience, develop courses on subjects such as Finance & Investing, Online Money Making and Business & Career Development using proven strategies and techniques.

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Introduction

There are many, many ways to make money online, but by no means are they created equal. There are those that don't work out well, there are the scams, and then there are the proven ways to make money online.

In this e-book, we discuss 20+ of the best proven ways to make money online. After reading through this, you may very well be fired up to get into making some money online! Note that the order we listed these methods does not imply any greater or lesser value, since people have different strengths and circumstances.

The greatest requirements to make money online are creativity and diligence. The Internet is basically a canvas which you can use to your gain, but you will need to work hard to make things work. With that said, let's begin looking into just how you can make some money online.

1. Freelance Writing

Freelance writing refers to the activity wherein you will write for various clients. The content and length of the material greatly varies. You can find jobs that ask for short 100-word snippets to full-blown thousands-of-words-long e-books. It really depends on what your clients are looking for.

These job requests can be found on many websites dedicated to job requests, and there are even websites specifically catering to writing job requests. A quick Google search for "freelance writing" will pull up a slew of websites.

As a freelance writer, your potential clients are website owners, bloggers, marketers, and small business owners. The subject matter can cover just about anything under the sun – you'll find job requests for rifle scope descriptions to electronic product reviews to skateboarding website copy.

You can choose to focus on a few topics, or go with the flow and take up whatever job requests come your way. The latter tends to be more interesting, even if it can tend to slow down your writing (because of the research required) and lower your output.

One very important facet of this proven way to make money online is keyword research. On the Internet, the search engine is a prime mover because it directs people to where they want to go. Websites are multitudinous and often in competition, and so search engine companies evaluate websites to enable better result filtering and improved user satisfaction. One way that search engines evaluate websites and webpages is by analyzing their keywords for type, frequency, and distribution.

As a freelance writer, your output will often be required to have proper keyword application. You can conduct your own research, or even better, you can get the job order complete with keywords and frequencies. Remember to distribute the keywords as evenly as you can throughout the entire article.

In practice, there are two ways to conduct your freelance writing. One, you can write articles and sell them in batches; think "3 300-word articles on web marketing for x dollars" kind of thing. In this case, you will need to conduct your niche research well, and also know where to go to advertise your output.

The other approach is to get yourself hired by picking up posted requests. This entails more time spent trawling websites for requests and conducting communication with job request owners, but it does provide you with better direction.

Here are some recommended freelance sites:

www.elance.com

www.odesk.com (now part of www.upwork.com)

You may also like to try micro outsourcing sites:

www.fiverr.com

www.microworkers.com

2. Write and Submit

This is different from freelance writing because you are not selling your services to a certain person or party. In this proven way to make money online, you write articles on your own time and then submit them to article directories, or even to magazines.

Again, you will see a great range of potential niches and topics. In theory, the range of potential subjects for writing is endless – you're only limited by your expertise and willingness to cover those topics. The length also varies, but in this method you will mostly be limited to articles between 200 words and a thousand words. This is because you are writing "articles" that are readable in one short sitting, and yet are substantial enough to justify the space they occupy.

Article directories are quite simply orderly repositories of written material, generally of the informative sort. A visitor can access the directory and use keywords to search for articles, and then peruse at their leisure. As a writer, these directories allow you to get views for your articles while having a regular outlet for your written material.

How does this make money for you? Well, some directories pay for each visitor who comes to read your articles. Of course, you can

also use your articles to market various products and get money from sales or commissions. On the World Wide Web, making money often involves multiple overlapping strategies. This may seem intimidating to the budding Internet-based moneymaker but you'll get the hang of it quickly enough.

Remember to pick out the right categories for your articles, or they could end up getting misclassified and may suffer penalties. Additionally, do not forget your keyword research. Though in this method the keyword research is not as important as in freelance writing, you will still get more hits if you use the right keywords.

3. Article Marketing

What makes article marketing different from the two previous writing-type methods to make money online? It's really a difference in context. Whereas freelance writing means writing and giving your clients partial or full ownership of the material, and writing and submitting means publishing material under your own name for the sake of writing, article marketing is more directly profit-oriented.

Article marketing refers to the set of activities revolving around the writing of articles to promote and sell various products and services. Like in the "write and submit" method, you own your material, but the principle is different. Article marketing is all about making money from your words by selling something that you or someone else is offering.

Though different in spirit, article marketing does also require research into the keywords that are popping and generating lots of interest. Aside from helping you choose a niche, you can also use the keyword variants that get more views, or you could cover the less-used keywords to take advantage of under-explored markets.

These articles are also submitted to various websites and directories where they can get more exposure. More exposure

equals more hits equals greater chances of converting into a sale equals more money for you. It's a simple equation, really.

In article marketing, you have to put on your plastic smile and pull out all the stops on your ability to act (as far as writing is concerned). Remember that you are trying to sell something, so the more convincing you are, the more effective and efficient your methodology is. Know your audience and adjust your writing style to get better results.

Recommended article directories to submit to:

www.ezinearticles.com

www.articlecity.com

www.articlebase.com

www.goarticles.com

www.ideamarketers.com

www.articlealley.com

4. Graphic Design

Are you a deft hand at Photoshop or other image editing software? Do you have a good grasp of graphical style and mechanics? Then graphic design may be the path to your online fortune! Graphic design covers a broad range of disciplines that are highly valued in this digital age. To be a great graphic designer, you will need to train yourself to get many skills, and also develop your aesthetic sense and even a personal style.

When we talk about graphic design, we are talking about anything from simple cropping and resizing to editing for clarity and style, all the way to full-blown image creation from scratch. These images make their way into various websites, either as material for use in published articles or as elements in the design of static portions of the website. Some of these images even make their way offline, to printed ads and billboards – that's where the big bucks are! But let's not get too far ahead of ourselves.

More often than not, the images that you will create as a graphic designer will be sued as advertising material by small business owners and web developers. This is not a bad prospect. If you build up a good name for yourself, you can charge more for your work.

Of course, this entails a great amount of creativity, skill, and the ability to translate your clients' wishes into the finished product. However, creative types will find this work fulfilling and enjoyable.

If you want to develop a sense for what's popular, in style, and works well in various contexts, then you should spend lots of time viewing other people's works and analyzing them.

Graphic artists can also work with physical media and translate them into digital forms via scanning or high-definition photography. You can also make a name for yourself as an artist by sharing your work on various art-oriented websites like deviantArt.

If you do share your work as art, be prepared to face both praise and criticism; as they say, beware of the trolls.

If you are going to use images that you did not make yourself, then make sure that you are allowed to do so to avoid lawsuits. Check out royalty-free stock photography options.

Also, brush up on copyright and intellectual property rules so you don't end up "stealing" someone's work, or having the same done to yours.

One trending niche is the creation of backgrounds for personal profile pages like those on Twitter and so on. These backgrounds can also include wallpapers for smartphones and other devices. Take a peek into this method and see if you like it.

The Warrior Forum is a great place to offer your graphic design services to fellow Internet marketers. Go to http://www.warriorforum.com/warriors-hire/ and post your service there. Be sure to include some samples of your work.

5. Logo and Design Contests

There are a surprisingly large number of logo and design contests to be found online. If you are good with image creation using digital or traditional tools, then you will want to keep an eye out for these contests. Each contest is not just a chance to make money – some of the prizes can get quite large – but also to get your name out and in the spotlight.

As with all the highly-creative methods to make money, you will need a goodly bit of imagination and aesthetic sense to pull this off, not to mention the actual technical skills. Many logo contests are held by companies looking to modernize their look, and that means you will need to get a good grasp of the contemporary art styles.

Unlike in graphic design, logo and design contests will constrain you with rules and requirements. However, you can also view these not as restraints but as guideposts to help you direct your energies more efficiently. Remember that your art will face much analysis and criticism, but if you do win, then it was well worth it. You will need to bring your A-game every time, should you choose to pursue this path.

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