

# Start Your Side Hustle Online



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## Online Side Hustles

### Tips for success in online side hustles,

Success in online side hustles often requires a combination of hard work, dedication, and strategy. Here are some tips that can help individuals achieve success in their online side hustles:

1. **Develop a strong online presence:** Having a strong online presence is essential for success in most online side hustles. This includes creating professional websites or social media profiles, building a portfolio, and showcasing your work. Make sure your online presence accurately reflects your skills and the services you offer.

2. **Network with others in your field:** Networking is key to building relationships and finding new opportunities in most industries, including online side hustles. Join online communities and social media groups related to your field, attend virtual events and conferences, and reach out to other professionals to build connections.

3. **Focus on delivering high-quality work:** In the online world, reputation is everything. One of the best ways to build a strong reputation is to consistently deliver high-quality work that meets or exceeds your client's expectations.

4. **Price your services competitively:** Pricing your services competitively is important to attract clients and stay competitive in the market. Do some research to understand what others in your field are charging and set your prices accordingly.

5. **Stay up-to-date on industry trends and developments:** Online side hustles can be fast-paced and constantly evolving, so it's important to stay up-to-date on your industry's latest trends and developments. This can help you stay competitive, identify new opportunities, and continuously improve your skills.

6. Manage your time effectively: Time management is essential for success in online side hustles, especially if you are juggling multiple clients or projects. Develop a schedule that works for you and prioritize your tasks based on their importance and deadlines.

7. Be responsive and communicate effectively: Good communication is key to building strong relationships with clients and ensuring that projects are completed successfully. Respond to messages and emails promptly, set clear expectations, and keep your clients informed throughout the project.

Overall, success in online side hustles requires a combination of hard work, dedication, and strategic thinking. By following these tips and continuously refining your skills and approach, you can build a successful online side hustle that helps you achieve your financial and career goals

## Funnels

A funnel refers to the steps your client takes from first meeting you or your company to the final purchase of your product. One way to sell products is to build a group of interested people and market the product to them. This is called 'building a funnel.'

Here is a simplistic explanation of how it works: Pick a topic that you like. Let's say you love gardening. Start by doing your research. Google similar things related to "gardening" with the words "affiliate marketing". You will find loads of opportunities to market garden-related products and services.

If you already have a garden product, skip the affiliate marketing piece if you want.

Now you want to find people who will be interested in your product.

Get **CreatorU** from the owners of Samcart. It will save you a ton of time and effort. They have courses on how to get a following on YouTube, Facebook, Insta- all the social media sites. They teach you how to grow from zero to thousands of followers. Creator U cost about \$144 the last time we looked.

<https://checkout.samcart.com/referral/creatorulive/DYfksHA9XkcydMmq>

Next step- if you don't want to use CreatorU to save time, choose Facebook, Instagram, TikTok, Reels, Pinterest, and other sites. Name your company something good, perhaps garden related. Post like crazy on these sites- lots of free advice and pictures.

Pay to boost some posts if you need to get more followers. Ask each person who likes your posts to follow, join, subscribe, or whatever the site requires. Remember that the more followers and posts you have, the better your chances of getting paid by AdSense or for advertising on your page.

Now put your products in front of your followers and sell.

Offer an upsell or two before checkout- another add-on product available for a limited time that they can buy now at a reduced price.

Once you sell your product, consider keeping their info for other products you might sell later.

# Keywords

## Keywords/ SEO Search Engine Optimization

For every type of online marketing, your knowledge of keywords can make or break you. Keywords are the words most commonly used when someone searches for a particular product on a site. Imagine you are looking for a way to mash some garlic. What words do you type in to find that product? Those are keywords.

They are also the words used in the titles, ads, and descriptions of the best-selling products in a category. You use an APP called **AMZ suggestion expander** for free, you can look at Amazon and find keywords for a particular product or subject. For Garlic Press, the keywords are mincer, chopper, peeler, crusher, stainless steel, cleaner, smasher, and masher.

When you are running ads, titling your ads or products, or anywhere you are writing anything, keywords get you seen, promote you, and bring in customers. Every time you start a project or an ad campaign, one of the first things you need to do is find your keywords.

amazon suggestion expander- [amz-suggestion-expander.en.softonic.com/chrome?ex=DINS-635.2](https://amz-suggestion-expander.en.softonic.com/chrome?ex=DINS-635.2)

Many keyword apps are available, but you can just google a word and see what comes up or enter it in Amazon and Etsy and see what search results appear. Use those words, they are how people are looking for this item.

## Online Marketing

**Online marketing.** This can mean working for a company and its clients, working for yourself in a certain niche, working with one business, many businesses, individuals, and more. Any way that you can think of to promote something online is online marketing.

After being exposed to what catches your interest and what doesn't, no one is in a better place to advise sellers than a consumer.

Online marketing or Digital marketing is a rapidly expanding field. The pay ranges from \$20-200 an hour depending on your particular skill set and knowledge. You can market yourself on Upwork or Fiverr.

Consider specializing. Those who advertise doing one or two things and doing them very well, get more clients than those that cover multiple aspects. A man who only promotes through short catchy videos has a waiting list of clients. Those clients tell him they will source their other needs elsewhere because he delivers so well in what he does.

In every side hustle, we recommend that you do your research first. Who would you hire and why? What are you looking for in marketing? What is the cost?

Even small shops ask the client for the budget upfront. You need to call a few and act as a consumer. Let them send you their packages for what they can do for you. Then find within those packages what you can do as a specialty. Or find the part of the marketing package that you want to learn and do. It might be all aspects of social media, printed flyers, or starting groups that would buy from a certain seller. Your imagination and drive play a huge part in your success.

Educate yourself in social media, email marketing, and search engine optimization (SEO). Consider taking online courses, attending webinars or workshops, and reading industry publications to develop your skills.

1. Find a friend or family member and work on marketing them or their products. Take screenshots of their follower numbers before and after. Create a portfolio that you can show to potential clients. Remember, you have to market yourself well to market others.

2. Follow marketers to hear their secrets and plans. People give a lot of information away for free. Pay attention. We have also heard many marketers read autobiographies of successful business people because a lot of tips and secrets lie on those pages.
3. Network with others in the industry: Networking can be a powerful tool for finding new opportunities in online marketing. Join industry associations, attend webinars and events, and connect with other professionals on social media to build relationships and learn about potential job opportunities.
4. Study the freelancing platforms and you may choose to utilize them: Freelancing platforms such as Upwork and Freelancer can be a great way to hone your pitches. If you see a skill that is attracting traffic, look at adding it to your toolbox. You may find freelance work for yourself on these sites. Look at the top profiles and create a similar-looking or worded profile that highlights your skills and experience. You can also search for relevant job postings that fit your expertise.
5. Leverage social media: Social media can be a powerful tool for building your brand and attracting potential clients. Create a professional social media profile that showcases your skills and expertise, and use it to share relevant content and connect with others in the industry.
6. Be proactive: Finally, it's important to be proactive in your job search. Reach out to potential clients directly, pitch your services to businesses that could benefit from online marketing, and continuously refine your skills and approach to stay competitive in the market.
7. Find your unique skill set or find your niche. Having one thing that you do very well is a huge factor in success.
8. Prepare your elevator speech. Be able to state what you do in 1 minute or less. " I have an online marketing business serving home-based entrepreneurs. I primarily create short, 2-minute or less videos to promote my client's products on social media."

9. Always have a business card or a link you can send. In the old days, it was business cards. Nowadays it is a link that connects them to you. I recommend having a specific site that I call a “**business card landing page.**” It is a short landing page with just a few highlights- your company name, logo, a very short written bio of you, and a sample or three of your work. From there they can link to your main site. This is your advertisement to potential clients. Keep it short and impactful. Any videos on this page should be a minute or less each.

By following these steps and continuously refining your skills and approach, you can build a successful side hustle in online marketing that helps you achieve your financial and career goals.

### **Online Marketing and Affiliate Marketing Products for Income –**

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## **Online Selling vs Affiliate Marketing**

- Online Marketing means promoting a product or service online. We want to distinguish the difference between online selling and affiliate marketing.
- Online selling is simply selling a product online. There are several different ways to do this.
  - You might open your own store, utilize a payment platform and sell directly to a customer.
  - You might set up a store with multiple Print-on-Demand t-shirts or products and perform a kind of hybrid active and passive selling where you advertise, take the payment, and send the order to the Print-on-demand platform to fulfill.
- You might choose to have products that are digital downloads, where the customer pays and the digital product is delivered to them instantly, no shipping needed.
  - You might perform all the steps needed from putting an ad of your product in front of a customer to delivery to the customer. In this case, you promote the product or service through ads, take the sale, process the payment, package and ship the product and deal with any customer service issues.
  - You can do online selling through your store like on Shopify or through a larger site like Etsy or Amazon. We will come back to this in a minute.

In Affiliate marketing- you are given a unique link to promote a product. You run the ads to promote it and when a customer clicks through your link to buy the product, you do no more. The company takes the sale, processes the payment, packages, and ships the item, and deals with any customer service issues. You hold no inventory.

Affiliate Marketing is covered in depth in the Passive section of the course.

How to sell online- Here are the steps to follow:

Find a topic you love that is popular.

Do not choose topics that are too exclusive-  
squirrel nests found in Wisconsin- NO.

Sleep- YES

If **selling your own products**, look at Alibaba, Aliexpress, Dollar Tree, overstock stores, and other discount stores to find products to sell for your niche. Or make products for your niche. Check out what is selling and the prices. Do not over-order or over-make your stock. Test the market and sell a few items before investing.

If doing affiliate marketing- Research affiliate marketing sleep, beds, pillows, and sleepwear of whatever aspect appeals to you. Check out all the companies that have to do with sleep, beds pillows, comforters, and sleep accessories like sound machines. Pick the ones you love and get your affiliate link.

Open a TikTok or Reels channel and post like crazy. Aim for at least one post a day, 4 is better. Batch content to quickly create posts. (below)

For the topic of sleep- post pictures of sleepy things, beds, pillows, etc, post videos of animals and babies falling asleep, post quotes about sleep, and post scientific facts about the necessity of sleep.

Engage with followers- anyone who likes or sees your posts and videos to like, subscribe, etc.

Make short video ads for your products adding your affiliate link to order. Many Amazon affiliates purchase the product and show how to use it in a short video. This is very effective.

Make flat picture and text ads with your link too.

**Batch Content**- You can spend a few hours creating lots of posts and short videos and then schedule when you want them released. For example, go to Unsplash or Pexels and find pictures you can use for free. Google some facts or quotes about your product. Rewrite them if needed- do not plagiarize! Check out Quozio for a fun way and easy way to create posts. <https://quozio.com/>

Each social media site has calendars or schedulers to arrange when you want your post of video to be released on your page, of the site. Schedule these posts/videos for the next weeks or months. That is batch content.



## Work as a Virtual Assistant

**Work as a Virtual Assistant.** You can assist businesses or entrepreneurs with administrative tasks such as scheduling, providing information or calls to clients, managing files, sending emails and notes, and tracking data as a Virtual Assistant.

The pay varies widely depending on the employer and the work requested. VAs earn from \$10-30 an hour with the average being about \$17 an hour. Many VA jobs are for a few hours a week and those hours are usually between 9 am and 6 pm.

For VA work look at larger employment sites such as Indeed or ZipRecruiter.

You might also consider looking on Upwork, Flexjobs, Fiverr, or answerconnect <https://www.answerconnect.com/about/careers>

# Writing and Content Creation

## Writing and content creation:

Freelance writers and content creators are in high demand, as businesses and individuals need high-quality content for websites, blogs, social media, and other marketing channels. This can include creating articles, blog posts, website copy, social media posts, and more.

We prefer Designrr for creating e-books. <https://mwcebookcreator-page1.thrivecart.com/designrr-offer-one-time-payment/>

With the advent of ChatGPT and similar programs, writing has become a viable side hustle for many. There are several design programs for writing and formatting Ebooks. Ebooks can be used as promotional tools, offered for free to gain followers, or can be stand-alone products for sale.

SamCart <https://checkout.samcart.com/referral/xIA0gQIn/DYfksHA9XkcydMmq> offers a beginner-friendly program for creating your Ad and Checkout page while handling the delivery of your product.

Gumroad <https://gumroad.com/> is a powerhouse for delivering Ebooks for a small fee.

There are many more support companies and services popping up daily for writers. This is a side hustle that requires little to no financial investment, simply a time investment. Please note that any grammar errors in your ads will dissuade potential readers so utilize a service like Grammarly to review all writing.

<https://app.grammarly.com/>

## Copywriting

**Copywriting** is the art of writing to convince someone to do something, like buy a product, click on a link, or join a list. Companies need and use copywriters in their marketing departments. Imagine that someone has an online business selling hair accessories that are getting 1 sale in 50 clicks. You rewrite an ad, suggest a campaign, or create content to publish and they start getting 10 sales per 50 clicks. That is a HUGE difference. That is the power of copywriting.

Gain experience assisting friends and family with very measurable results. Prepare many examples of your work, from ad campaigns to blog posts and follow-up emails. There are many freelancing job sites online but some favorites are Fiverr, Flexjobs, and freelancewriting.com.

There is a huge range of pay for freelancing as there is such a large variety of tasks you might complete. Look at Upwork or Fiverr to price your unique skills.

## Blogging

**Blogging-** Blogging is an online journal or writing site that is updated frequently. You can blog about anything, your interests, your affiliate marketing items, or sell to companies. Simply, blogging is content creation.

Blogging can drive traffic to your website or allow you to further convince potential buyers to purchase your items.

Less than 2% of bloggers make over a few hundred dollars a year. Dedicated bloggers who work 2-3 hours a day and gain followers are in the minority but can use their blog to drive traffic to purchases or make money through advertising.

If you are serious about making money blogging look at Upwork, Blogger.com <https://www.blogger.com/about/?bpli=1> and Prologger <https://prologger.com/jobs/>

## Advertise on your website or blog with AdSense

To advertise on your blog look at AdSense- here is the link to the steps to take to advertise with AdSense: <https://support.google.com/blogger/answer/1269077?hl=en#:~:text=Sign%20up%20for%20AdSense%20to%20show%20ads%201,associated%20with%20your%20Blogger%20account.%20More%20items%20>

# Graphic Design

**Graphic Design** means creating or enhancing a picture. Graphic designers create websites, ads, t-shirt designs, printables, and more.

# Web Design

Graphic design and **web development**: Freelance graphic designers and web developers can create visual elements for websites, marketing materials, and other digital assets. Graphic Design can include designing logos, creating graphics, as well as building websites.

Web Design is very much in demand. Consider marketing yourself locally, or online on Fiverr or Upwork.

Web development is a highly sought service that pays about \$50-250 an hour. Many marketers need landing pages and websites made for them. Custom work is a GREAT side gig. Consider being a website or landing page designer who specializes in the more popular website builders, Squarespace, Wix, and Shopify.

**Graphic Design**- We non-artistic folks now have access to professional designer software at decent pricing. Start with the free version of Canva, or upgrade to Canva Pro if you want to create easier and better projects. There are a plethora of YouTube videos on how to use Canva for your specific needs. It is very beginner friendly. Some like to design in Cricut, previously used primarily by crafters. Design in Cricut, snip it with your snipping tool, and import it into Canva or another program to enhance the image. If that is too much work, hire a designer on Fiverr or similar sites. Pricing can be as low as under 10 dollars depending on your needs with 24-hour delivery times.

# Middle Man Services

**Act as a Middle Man to sell Logos, Websites, Landing Pages, Designs, etc.**

You can create your designs or find good cheap designers on Fiverr.

Sample their work. Advertise that you provide the same service but mark up your prices 3x or more. Take jobs from customers, send them to your Fiverr designers, and bring the finished product back to the client.

Websites run a few hundred dollars for excellent work on Fiverr. You charge a few hundred dollars more. Landing pages range from \$50-200. Designs are dependent on the order. T-shirt designs are about \$5-15 each. The possibilities are endless.

For Logos, if you choose to use Fiverr, know that most Fiverr designers charge about \$25 for three good unique logos with unlimited revisions and vector files included. With a vector file, a client can take the logo to any other designer even years from now to make changes. So if your client wants a logo for King Designs and you provide a PNG and a Vector image, they can bring that same logo to another designer in 5 years when they change the name to King and Son's Custom Design but keep the original drawing.

If you do use Fiverr, review several designers and write to the designer with exactly what you want to get the best pricing. Tell the designer to NOT put a Fiverr logo on the images as a watermark. Tell the designer that you may use them again for other clients and want it to look like this work is done in-house by your company.

Make up a questionnaire for your clients that includes favorite colors, pictures of other websites, designs, fonts, or logo styles they like, what words they want to be included, and an idea of what the business does. You will be providing that info to the Fiverr designer. Most will provide you with 3 logos within 24 hours.

# Earning on YouTube

## Make money on YouTube

You can start your own YouTube channel and load it with videos about whatever you want. There are restrictions on adult content.

It is an excellent way to drive traffic to your items for sale or affiliate marketing projects. To make money from ads on your YouTube channel, your goal is to get subscribers.

Here are the latest rules on how to get paid. Please check with YouTube to confirm their thresholds. You currently need 1000+ subscribers and 4000+ hours of viewing time in the past year to qualify for AdSense. AdSense, a company owned by Google provides ads and revenue and pays you monthly for how many clicks the ads on your channel receive:

From Google's site: "Cost per impression" is the metric YouTube uses to gauge how much to pay you, also known as CPI. Every time someone sees an ad on your videos, it counts toward your account. At 10,000 views, the potential to get paid truly begins. With every 10,000 clicks, your number goes up.

**CPI Dollar Amount** *The average click-per-impression payment is \$2. Your videos may have a CPI ranging from a few cents up to around \$10. The way YouTube decides this is based on an algorithm and is entirely up to their discretion. Factors include the prices of the ads themselves if your audience is watching the whole ad or not, your channel's target audience, and the popularity of your channel.*

*We cannot predict what you might earn per click on the advertising on your channel.*

For the purposes of this course, if you want to start a YouTube channel, you can make money with enough followers, over 1000 who watch your videos for over 4000 hours.

**Do your research** with YouTube for how they can monetize you. They are very transparent.

**From the YouTube site:**

***Tips on how to make money on YouTube***



*There are many ways that you can make money on YouTube. You could start working with brands, and earn money through brand partnerships. You can also participate in the YouTube Partner Program (YPP) to turn on monetization for your videos. Being in YPP means you can share in revenue from ads on long-form and shorts feed videos, YouTube Premium Subscriptions, and other monetization features.*

*Subscribe to the YouTube Creators channel for the latest news, updates, and tips.*

*If you're in the YouTube Partner Program, you have flexibility in the ways you can earn from your content. If you'd like to know more, you can explore the following monetization options:*

### *Video LiveShorts*

*Advertising revenue: Get ad revenue from ads that show up before, during, after, and around your videos on the Watch Page.*

*Channel memberships: Your members make recurring monthly payments in exchange for exclusive, members-only perks you offer on your channel.*

*Shopping: Your fans can browse and buy your personally branded products or products from other brands that are showcased in your videos.*

## **Receipts for Money**

**Make cash off your receipts.** Several companies will pay you to upload pictures of your receipts. Ibotta, Tada, Inbox Dollars, Rakuten, and Swagbucks are growing quickly in popularity

Consider Shopkick .com It not only lets you upload receipts, but it also lets you make money scanning items in stores.

While we are covering shopping, consider Coupons.com for saving money when you do spend.

A site called “ Site1Q.com” has an opportunity for you to **answer questions and allow the site to track you**. Earn 20-50 cents per question

## Get Paid for Taking Surveys

### Take Surveys or join Focus Groups for money

Sign up for surveys and to be a focus group participant. This is not a favorite of ours. You need to take many surveys to get any payout, but if you want to stay busy while on a commute or in a waiting room, taking surveys is an easy way to earn a few dollars.

Survey junkie, Branded Surveys, Swagbucks, Apex Focus Group and

User Testing <https://www.usertesting.com/get-paid-to-test> are popular sites. Each has a payout threshold you must reach to get paid.

The average payout is 0.25 to \$2 per survey. Most surveys are about 25 cents. Most say you must hit a threshold of at least \$5 to get paid out through PayPal or gift cards. Many surveys ask a few questions and then say, sorry you do not qualify, and you get paid nothing.

Focus groups pay a little more but may be more discriminating in who may participate. They usually are looking for a certain participant, i.e. a diabetic aged 50-60, and you may only qualify for a few surveys.

To make more money in this category, look for product testing opportunities( about \$30-50 per test), sign up for phone surveys(\$10-25 each), or the top payor, in-person interviews which can run \$100-150 each.

# Get Paid for Playing Games- Maybe

Play games on your phone or laptop

There are a lot of game apps that pay you to play them. You download the game and play as they direct through their app. You can earn gift cards and cash paid out to PayPal. Unless you spend many hours playing, the earnings are about \$5-15 a week.

Common sites to find these opportunities are **Rewarded Play**

[https://play.google.com/store/apps/details?id=com.affinity.rewarded\\_play](https://play.google.com/store/apps/details?id=com.affinity.rewarded_play)

PlayerUp <https://www.playerup.com/>

Swagbucks <https://www.swagbucks.com/>

## Don't Trust the Gurus

How Gurus get you to join their mentorship programs:



One of many "Guru Ads" to tell you about an easy way to make side hustle money. The Guru encourages you to click on their link to learn more and also sign up for their mentorship.

The truth is that the company is real and more like a clearing house to connect you to focus groups and surveys. It has a 2.8 rating on Glassdoor mostly because people are not able to get into studies, and it sends out way too many emails. I have found users to make about \$50-100 maximum for a lot of hours a month taking surveys and applying for focus groups.

The Guru is running the ad to get you to take their course, to get their mentorship for many thousands of dollars. Do not make the mistake of paying a Guru to mentor you through this. Those offers usually do not pay off.

**Now let's move on to Start Your Side Hustle- Passive for ways to earn income through passive means.**



# Vivamus vestibulum ntulla nec ante.

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