

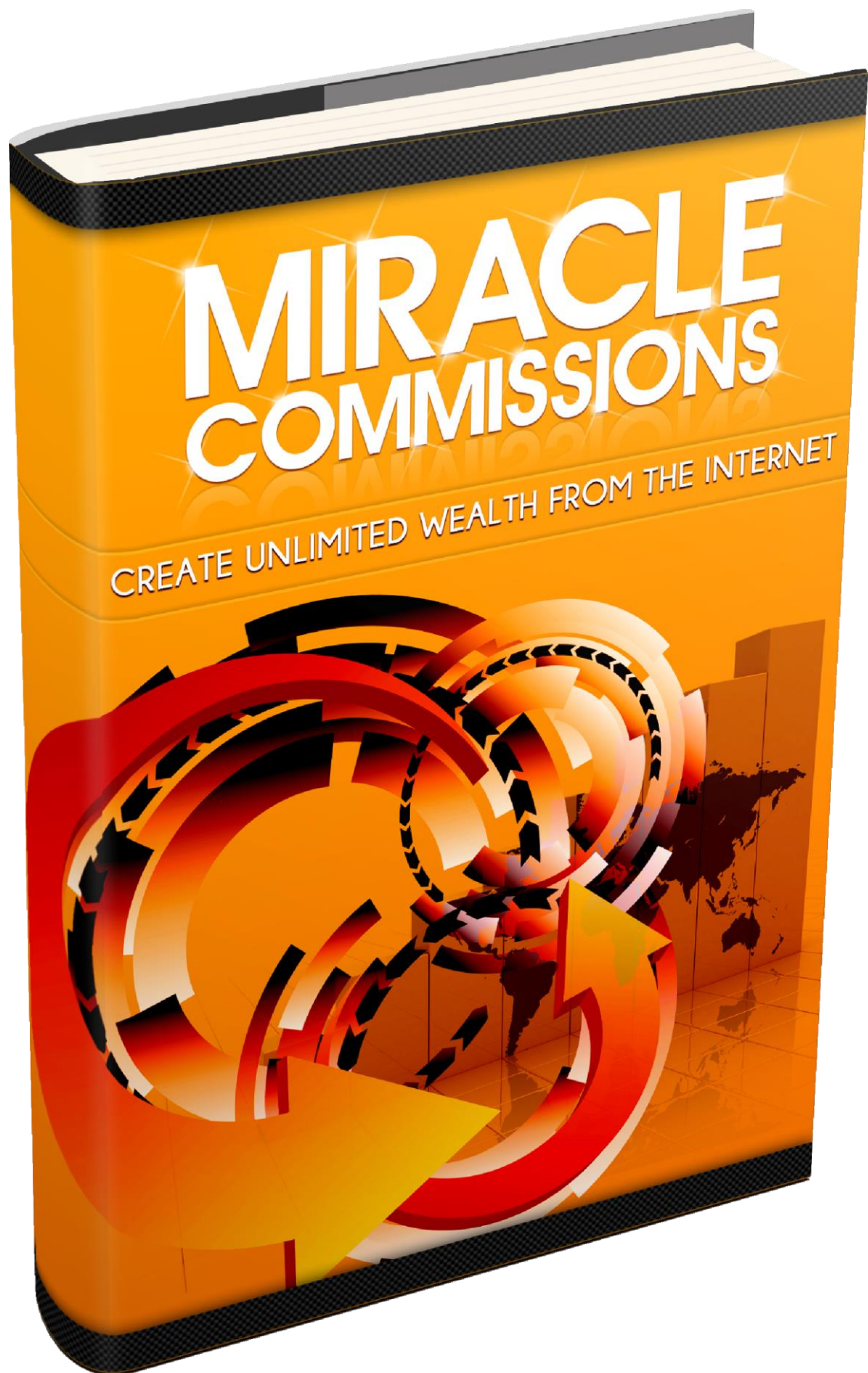


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Introduction

Making money online is becoming a very popular outlet for many families – with the economic recession, price inflation and the need to supplement regular income, there certainly is something to be said about monetizing all the time spent on Internet. While many people seem to be familiar with the obvious methods, such as article writing and blogging, there is more to making money online than this. This volume is dedicated to 10 of the most efficient ways to make money online, which include link building, social media, article writing, blogging, mobile marketing, apps, YouTube, paid traffic, affiliate marketing and selling products online.



List Building

List building is considered one of the most lucrative methods for marketing on the internet. It involves constructing a list of subscribers to a website, which the operator can then use to market products. The list is useful for retaining customers and

building a strong following. Although

list building requires a substantial amount of research and strong organizational skills, it is the

most comprehensive method for ensuring that people are aware of a product. In many ways, list building is analogous to propaganda or advertisements in traditional postal mail. In many cases, a website requires multiple people conducting the list building operation; list building is a massive procedure that requires constant monitoring. Unlike many online sales methods, list building actively recruits the customer, under the assumption that reaching as many people as possible will result in a sizeable proportion of visitors succumbing to the advertisement and purchasing the product.

There are a number of productive components involved in successful list building. First, every visitor to a website should be tracked, and there must be a “squeeze page,” or a page that requires all site visitors to provide their

name and email address. While there is

always the possibility that people will provide fabricated identification,

acquiring the contact information for

people is crucial for establishing loyal customers. People are always reticent to

provide anything resembling personal

information; even the United States Census—which is conducted every 10 years—draws

hostility from the public. Therefore, the rhetoric used for the text on the squeeze page is of

crucial importance. It is imperative that a personal touch be incorporated, which makes people

more likely to provide their contact information. In addition, the squeeze name page should not



be transparent in its motive (to acquire people's contact information) and must take care to advertise a product or initiative. Squeeze pages are also more successful when they offer some free promotion.

After receiving people's contact information, the next step to successful list building is sending follow-up emails to the person. Emails should be programmed to be sent to subscribers on a regular basis—many successful list building sites send emails every day. This is crucial because the repeated exposure to the company ensures that the customer becomes aware of it and over time, is more likely to become a customer.



Emails are necessary for connecting with established contacts, but it is also necessary to recruit new potential subscribers and customer. To this end, list building always involves advertising one's list through writing articles, contributing to internet forums, engaging in social media

(commenting on people's blogs is particularly useful in this regard), and paying for advertisements. Swapping advertisements with other websites is another great way to increase exposure.

The product should also be advertised through ebooks, blogs (especially useful since they require very little money), and other online outlets in order to increase exposure. There are many

benefits to list building online, and it is one of the easiest ways to make money online. It is inexpensive and efficient and quickly attracts vast amounts of subscribers. The main obstacle to successful list building is truly the actual list owner; succeeding requires outstanding organization skills as it can be

difficult to track and monitor subscribers and make sure that they are receiving all of the emails and advertisements. The owner also needs to be mindful of the visual appearance of their site; it should be



aesthetically pleasing, catching the eye and convincing people to familiarize themselves with the products that are offered. Owning a successful business relies on reaching a broad client base, and this is most easily achievable through list building.

Social Media

Social media marketing is characterized by using social media to generate income, publicity, and public awareness of a product. It is particularly useful because the public is so engaged with social media, and it permits a more intimate relationship between the company and the public. Unlike other promotional initiatives, social media marketing is geared toward initiating a chain of public

communication, such that customers spread product awareness through relaying the product through their social media accounts.

There are a number of online social media outlets. One of the most popular is Facebook, the social networking organization. Every company should have a Facebook account, and an employee should be

designated to monitor and update the account. It is especially useful because so many people have Facebook accounts; it is part of most people's everyday routine, and a company stands a better chance of reaching potential clients through it than through more expensive advertising



initiatives, such as print or television advertisements. Facebook allows for interplay between the company and the client, as people are able to directly communicate to a degree that was impossible in old media. In a sense, this creates a greater degree of risk, since people are able to post negative comments or reviews without any filter, but if a company shown a real commitment to the public's opinion, they are far less likely to engender negative comments and are generally able to spread good word of mouth concerning their product. If people see that a company has a large amount of Facebook "friends," there is an increased likelihood that they will purchase a product.



Blogs are also a useful social media marketing procedure, although they require more work to maintain and a greater commitment on the part of the consumer. Unlike Facebook, blogs do not involve as much of a relationship between company and customer, and the onus is on the client to visit the blogs.

However, blogs can be more beneficial than Facebook, particularly if the company knows that there is likely to be a devoted client base.

To this end, a niche product that is virtually guaranteed to be profitable would benefit from a blog since they could go into greater detail concerning the product and engender a sense of community among the customers. It may also be useful to write a guest post on a well-

trafficked pre-existing blog, as this creates instant exposure to a vast array of potential customers. Also, while blog entries typically require more work than a Facebook update, an additional benefit to blogs is that they are not typically updated with the rapid frequency of other social media outlets.

Twitter has rapidly become perhaps the most popular social media outlet for making money online. Companies are able to post quick, 140 character messages describing promotions or other product information. Because checking one's Twitter account is less time-consuming than signing in to one's Facebook account or reading a blog, it is easier for the company to



quickly reach a large amount of people.

Additionally, there is a greater word-of-mouth potential through Twitter than other social media, as people retweet other tweets.

Twitter also makes it quick and simple for companies to respond to tweets addressed to them. Also, Twitter, Facebook,

and blogs should make sure that the company website is linked to through the account page.

Other effective social media outlets involve pictures. While it is true that blogs, Facebook, and Twitter all enable a company to post pictures on the site, outlets such as Instagram are more exclusively picture-oriented and draw a clientele that is invested in visual advertising. Similar to Facebook and Twitter, it is also free, which constitutes an added benefit that is not always

available in blogging. For video marketing, YouTube is also a popular outlet, although it can be more difficult to engage with the public than through Facebook or Twitter. In the end, it is most productive for a company to utilize a wide array of social media outlets, as many people have personal preferences concerning each of them.



Article Writing

Article writing is a potentially lucrative method for making money online. There are many different manifestations of online article writing, including freelance writing, writing paid reviews, and article marketing. In other cases, people are employed by online databases or company and write full-time as an online columnist, and in some instances, people engage in multiple forms of online article writing (doing freelance writing and serving as an online columnist, for example.)

Freelance writing is one of the most popular forms of article writing on the internet, and it does not just involve article writing but can also refer to writing books or other manuscripts. Basically, the individual operates as an independent contractor, rendering their services to companies at a predetermined pay rate. A number of online freelance writing organizations exist, and becoming a member is typically a simple and efficient process. Generally, freelance writing entails a balance between actual content writing and submitting proposals for articles. In many cases, submitting proposals



involves just as much time and energy as actual article writing, although this varies greatly from one individual to the next. Writing freelance articles can be either a temporary process involving just one or two articles, or a full-time operation. Typically, a person will have an area of concentration and write articles that focus on their particular area of expertise. For example, if someone were skilled with search engine optimization, they would write articles for companies, making sure to incorporate SEO content.

Writing paid reviews is another method for article writing on the internet. It



involves writing product reviews for companies. In certain cases, the individual has not actually used the product, but companies require positive press in order to remain profitable and so they pay for positive reviews. It should be noted that the writer's familiarity with the product is not as important as their ability to write a flattering (often fabricated) review that paints the company or the product in a positive light. Many companies that would otherwise receive poor reviews pay article writers to write positive reviews, typically through public sites such as amazon.com. However, one must exercise caution when considering whether or not to pursue paid article writing because in some (rarified) cases, there are potential legal consequences associated with fabricated paid reviews.

Article marketing is somewhat similar to writing paid reviews, except that the individual markets an article instead of a product. This means that the scope is generally far greater than that of a review; there is typically a significant theme or idea that is communicated through article marketing, one that is intended to sway the public in a direction that will benefit the company and induce increased popularity. Unlike paid reviews, article marketing generally does not assume the guise of mere promotion. In many cases, the article promotes their own business or product in article form. While these can be fabricated (similar to paid reviews) they assume the form of an article and are not typically written from the vantage point of a consumer.



Article marketing typically utilizes online article directories, in which article directories that are especially popular receive high page ranks and generate vast numbers of customers. It is a particularly useful method for advertising for many companies as it does not require search engine optimization familiarity, nor does it necessitate a domain name. There are a number of methods for article writing on the internet, and writers of varying specializations can find outlets that allow them to ply their trade. The internet is a vast enough landscape that there are plenty of article writing opportunities, ranging from outright promotion (paid reviews) to writing that pertains to a more specific discipline, such as that characterized by freelance writing or article writing.

Blogging

Blogging is one of the longest-running methods for making money online. A blog is a site that is centered on a central topic or theme, and blogging is conducted by either a single individual or a network of blog authors. While there are many blogs that are quite profitable, it is different from other money-making procedures in that the vast majority of bloggers do not make money, and those who do typically work for a long time before obtaining any profits. However, blogs are generally very inexpensive to operate and so there is very little risk involved in



entering the blogging trade. While it is true that there are blogs that cost no money at all, in order to truly make money off of the blog it is necessary to purchase a domain name, which typically entails a monthly fee. Methods for making money through blogging include: advertising, sponsorship, and writing for external blogs that are willing to pay.

Advertising is perhaps the most popular method of generating revenue through blogging. There are a number of methods for advertising; one is through advertising programs, such as AdSense or Chitika. AdSense is a relatively simple procedure: it is operated by the Google Network of sites and formats advertisements to the theme of the blog. For example, a blog about cooking might have advertisements relating to cooking tools or cookbooks. In many cases, the

advertiser selects the types of blogs through which they will advertise. The blog then makes a prorated amount of money based on the amount of site traffic that visits the blog. One issue that has serviced with advertising programs is that dummy sites have been established, with the intent of making money through advertisements. Thus, it is important that the blog generate quality content in order to entice companies that may be skeptical.

Although it is generally a less profitable method, sponsorship is another avenue that can be taken in order to make money through blogging. Sponsorship is when companies or external site subsidize the blog, with the idea that the exposure generated through the blog's site traffic will generate revenue to their company.

Sponsorship in blogging is really no different

from sponsorship in traditional print journalism: companies look for ways to market their product, and the sponsorship is a business transaction, not an altruistic donation on the part of the company. While it is potentially lucrative, sponsorship can be quite difficult to obtain, particularly in the nascent stages of the blog. A company will not be willing to invest its money without being assured that their product will be viewed by a vast number of potential consumers, so someone just entering the blogging field should not expect to secure sponsors.



Writing for external blogs is another method for making money through blogging. Many companies own blogs but require other people to generate content and so they hire writers to produce articles relating to their company. This is very similar to freelance writing, as the writer is hired on a predetermined pay rate by the company. While it involves less personalized subject matter and is not always germane to the writer's interests, writing for external blogs can be quite profitable. Additionally, the writer is generally skilled at search engine optimization and writing content that will generate vast amounts of traffic for the company. Therefore, it is typically necessary for writers to hone their craft before becoming well-versed enough in blogging that companies will hire their services.

While there is the potential to make substantial amounts of money through blogging, it is nonetheless very difficult to earn money through blogging and it typically takes a good deal of time before people can make money through blogging. For those who are able to make money, it is often not substantial and amounts to what is essentially a paid hobby. Still, if someone writes well and is able to find the right niche, blogging can be a rewarding and highly lucrative online money-making method.

Mobile Marketing

Mobile marketing refers to advertising through a mobile device. In many cases, mobile marketing does not involve the internet and so it is not necessarily an online money making method. It capitalizes on the fact that people constantly use their mobile devices. Thus, there is a greater chance of ensuring that one's advertisement is seen with a mobile device than there would be through email or traditional print journalism.



There are a few different mobile marketing methods that are popular, including SMS (Short Message Service), MMS (Multimedia Message Service), in-game mobile marketing, and mobile web marketing. These different methods target the different ways in which people use their mobile devices.

SMS marketing involves marketing via a cell phones short message service, such as text messaging. It has been shown to be a highly effective method for making money because there is a strong probability that the message will be read. Cell phones typically do not have the spam filter that email has, and so a company has a good chance of reaching their potential customer. SMS remains a safe advertising method because the cell phone carriers are comprehensive in

policing the network. However, there is still a stigma that remains with SMS marketing, as many people view it disparagingly as another form of spam advertising.

There are a number of different methods for SMS marketing. One is for companies to send text messages to an email address, although this does not ensure that it will reach someone's mobile device. The most popular method involves short codes, which are five or six digit numbers that are assigned by the mobile operator and programmed to send messages at a predetermined rate. This method is popular because it is safe, reliable, and ensures that people will receive the message. However, at a price of \$500-\$1000 a month, it is prohibitively expensive for many companies. Nevertheless, SMS marketing is remarkably effective and has the greatest possibility for being read, as the majority of messages are read within several minutes of being sent.



Multimedia Message Service (MMS) is less popular than SMS marketing but still a viable option for those looking to make money through mobile marketing. MMS involves a timed slideshow of images, text messages, or other electronic material. The slideshows can be

alluring as they are more image-based than the text messages characterizing SMS marketing.

However, the slideshows are also greater in scope and can be an irritant to potential customers.

Another method for mobile marketing is in-game mobile marketing, which capitalizes on the large amount of people who use their mobile device for playing games. There are many different types of games that are played using mobile devices, including social networking games and more casual games, both of which are quite popular. Many companies have begun to realize the immense potential for advertising through these games and choose either to promote their product via the game or sponsor the game.

Mobile web marketing is characterized by advertising on websites that are intended for use in mobile devices. It is not drastically different from advertising through a computer, except that the web sites that are targeted usually involve those that people visit on their cell phone rather than their computer. This includes advertising through search engines, and there are also a number of mobile advertisers as well.

Each of the mobile marketing methods is useful and reflects the many different ways in which people interact with their mobile devices. In many ways, the mobile device has supplanted the computer with regard to how people consume information and communicate with one another. Mobile marketing capitalizes on the growing popularity of mobile devices as instruments of information acquisition and communication.

Apps



Mobile advertisements, or “apps,” are software that is designed for mobile devices. The invention of the app is commonly attributed to the Apple iPhone. The different types of apps include games, product finders, and task-related services.

Making money through apps requires a creative sensibility (the ability to invent apps that will have broad customer appeal), excellent computer programming skills, as well as strong entrepreneurial skills. These different attributes also reflect the varied methods for making money through apps, as someone may specialize in developing apps or games, or marketing them.

Making apps requires a thorough knowledge of public taste. An app could be incredibly appealing from an intellectual perspective but have no appeal to the general public. When devising apps, one should always think of what the broad public will want and purchase. Designing an app is also very different from designing a computer program or more substantial piece of literature. The app is a product that is consumed on a regular basis and on a very small screen. Accordingly, apps should not be unwieldy in scope and should be formatted to the dimensions of the mobile device (typically one’s cell phone.)

An app is also typically consumed during very limited amounts of leisure time or boredom and they represent a diversion and a method for passing time than the object of active engagement. Apps should provide maximum value for little effort; customers are not going to be willing to invest much energy into the app and the designer must take this into account. There should not be convoluted instructions and everything should be as self-explanatory as possible. The most successful apps are those that are simple to use and fill a logical void. Because there are so many apps that exist, someone looking to design an app should make sure that their product is not overly similar to a preexisting app and original to generate public interest.

Making money is achievable through several different methods. The first is through paid downloads, in which a fixed price is placed on the app and customers buy the app in a simple transaction. This is the most popular means of marketing one's app; it is intuitive and the most simple. An additional method is through a sponsor, in which a sponsor pays for a percentage of the profits from the app. This is often a wise

approach for entrepreneurs who are new to designing apps and have not build a significant reputation. However, there are also drawbacks to this method; the inventor of the app does not receive all of the profits from the app and so if it becomes popular, they effectively forfeit a large

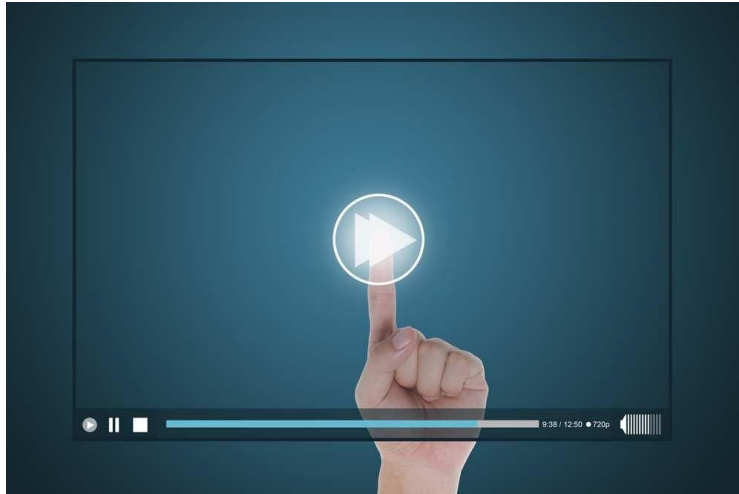


amount of the profits. It is also not profitable over an extended period of time; if the inventor sells their product to a sponsor, they receive only one single payment. Accordingly, if the app remains profitable for a long time, they will not continue to make any money off of it even while the app continues to generate revenue.

Another approach to marketing one's app is to offer paid options within the actual app itself. In these cases, the app is often free of charge, but the customer must pay for services within the app. For example, an app that provides weather forecasts might offer a basic, one-word description of the weather (e.g. "sunny"), but for an extended forecast or a more detailed description (such as a radar map); they would have to pay a fee. This approach is particularly useful for apps that provide a number of different services. One additional method for making money through an app is to sell advertising space on the app. This is less popular than other methods because it requires an external company willing to advertise on the app and also necessitates a space that is large enough to accommodate an advertisement. However, if a company sees that an app will be popular, they may purchase space on the app and this can be a profitable approach. No matter the approach, apps reflect the constant attachment between people and their mobile devices, and can reward an entrepreneurial spirit with large profits.

YouTube

Making money through YouTube is in many ways similar to making money through a website; becoming profitable requires a strong following and a product that will entice visitors to return to one's product.



However, YouTube is also different from web sites in that it is more closely aligned with people's spare time; in this regard, YouTube is somewhat similar to a mobile phone app. While anyone can create

YouTube videos, the key to making money through YouTube is to develop a strong identity and market if effectively. The first step in making money is to create videos that will appeal to a broad demographic. If someone creates niche videos that will generate a limited viewership base, they will never be able to make money. Videos should be small in scope and target what people look for when they visit YouTube. In most cases, people do not look for lengthy lectures or other unwieldy subject matter; videos should be quick, informative, and provide maximum impact over brief time duration. In many cases, YouTube videos are comedic, although they can also provide news information or some other form of regular programming. The videos should also be broad enough in scope that the creator can generate new videos that deal with similar material; a YouTube channel cannot exist on one video alone. The actual subject matter is not as

important as ensuring that it will appeal to a broad viewership. Before any money can be obtained, the YouTube videos must generate substantial traffic, which is tracked and enumerated through page views. During this period, the YouTube video creator can evaluate which videos generate more traffic, effectively monitoring which themes and subject matter draws the most interest. Videos also must be posted on a regular basis; if the public cannot rely on fresh content being provided on a regular basis, they will lose interest.

YouTube is an incredibly competitive landscape and someone will move on to a different video subscription if they do not receive fresh material. The public should be well-informed as to the regularity of video posting and know when to expect new videos to be posted. There should be a logo and a strong brand identity to the channel. It should be customized and it may be a wise decision to hire a professional to design the page, particularly if someone is not well-



versed in web design. There are also procedures that can increase traffic; these include using search engine optimization techniques such as close captioning, naming the video with keywords, and adding script in the video description. To a great extent, YouTube is a zero sum business, and there are only so many video channels that can compete for public attention. It is vitally important that the video designer monitor any comments that may be placed, and keep an

eye on which aspects of the videos are appreciated or disliked. Making money through YouTube involves being able to accurately product public taste. The videos that are most popular and attract the most page visits are not those that are necessarily most informative or most artistic, but those that will fill a niche and appeal to a mass audience.



After one has created strong video content and a fresh and original identity, they can begin the process of actually making money. For this, one must create an AdSense account, the same as they would if they operated a website.

Afterward, one can then apply to become a YouTube partner, which provides them with a percentage of the revenues

generated by the clicks on the advertisements that appear on the YouTube page. Unfortunately, it is actually quite difficult to become a YouTube partner, and while there is no strict benchmark determining who is accepted, a channel should have at least 1,000 subscribers, 1,000 views on the videos, and at least 10,000 channel views. However, in most cases it is necessary to have significantly greater numbers of subscribers and page views. While it is difficult to make money through YouTube, following these tips will increase one's profitability.

Paid Traffic

Paid traffic is one of the most effective ways of making money online. It capitalizes on a website's popularity and ensures that the website remains lucrative. There are a number of



different forms of paid traffic, including finding a sponsor for a website, creating a pay wall or subscription service for the website, and receiving payments per click for every advertisement on the website. The payment per click method is perhaps the most popular of all the procedures concerning paid traffic. In the payment per

click method, a company will advertise their service or product on the website, and they pay the website operator for the clicks that customers make on their advertisement. It should be noted that this is not substantially different from advertising in traditional print, radio, or television journalism; the company purchases “space” on the program and receives increased exposure and reaches a broader prospective client base. However, in the case of website advertisements, they are not charged a flat predetermined fee (as they are through traditional media) but instead on the basis of the number of times people click on their advertisement.

Because they do not pay a flat rate for their ad, if site visitors do not click on the advertisement, they do not pay. Typically, the companies are charged on the basis of a predetermined number of clicks on their ad and this also makes it very easy to monitor how often their ad is clicked on and whether or not it is popular with the audience of the given website. However, companies should make sure that they are advertising with a website that is geared toward a demographic similar to that of the company. For example, a fast food company would not likely advertise on a website that is geared toward weight loss strategies as they would be unlikely to generate significant exposure to their product; this would also result in a lack of revenue for the website as they would not receive the clicks on the advertisement. Thus, both the



website and the advertising company should conduct comprehensive research beforehand and ensure a good fit.

In addition to the payment per click method, there are other approaches to paid traffic. One of these is these is for companies to pay for the amount of times that their product is advertised on a web site. Every time an advertisement is displayed on a website, it is referred to as an

“impression,” and companies pay for the number of impressions on their site. Most frequently, companies are charged on increments of every 1,000 impressions; accordingly, a site must have

substantial traffic in order for this to be a viable approach for paid traffic. There is also significant risk for the company that chooses to advertise through this method; while it is beneficial to the company that their advertisement appears on the web site, they have no idea whether site visitors have actually paid attention to their advertisement. It is imperative that they research which types of people visit the web site and also, whether or not they align with their target demographic.

An alternate approach to paid traffic is to make all content appearing on the site only available through subscription.

Naturally, this requires websites to be in high demand, so this method is not likely to work unless a website has already established a strong readership and a loyal following. This approach therefore works well for niche websites that attract devoted readers or people



who have a dependency on the content presented on the website. In recent years, a number of print newspapers have adopted this method as people prefer to consume their news electronically. It should be noted that this approach does not preclude utilizing the point per click method as well. Overall, each of these methods provides unique possibilities for receiving paid traffic and making money online.

Affiliate Marketing

Affiliate marketing is a very useful method for making money online, although it typically requires substantial experience and a strong following. Strictly speaking, affiliate marketing involves operating a website and directing the visitors to the website to external sites that sell products. The website owner then receives a percentage of the profits from every sale that was initiated from a referral from the initial site.



Affiliate marketing is especially appealing to people because it requires little to no startup costs and because very little work is involved in the operation; one does not need to produce a significant amount of content, nor do they need to actually develop or create the product themselves.

The main task involved in starting an affiliate marketing business is to create a blog or website that serves as the forum from which to link to other companies. While the blog or website need not produce enormous sums of content, there should be some guiding theme or objective to the

site—otherwise, there is no motivation for the public to even visit the site. The home page for the web page should clearly explain its objectives as this will ensure repeat visits from the public. In many cases, affiliate marketing sites review product, linking to the products and receiving a percentage of the profits. While it ostensibly reviews products, it is very important that evaluations are not negative or people would not purchase the product; essentially affiliate marketing sites operate as publicity mechanisms for the products they promote.

If it is predicated on offering reviews, the affiliate marketing site should be organized around a central theme or market niche. If a site reviews everything from cooking products to sporting goods, this is liable to confuse the product and create the impression that there is an ulterior motive behind the reviews and that there is little specialization.



Therefore, the company should create a niche that is broad enough to generate large amounts of profit while at the same time retaining a scope that is narrow enough to create the public impression that they are specialists in the particular field they have chosen.

In some cases, affiliate marketing sites do not review products but instead provide advice and link to resources that provide more information on the topics addressed. This approach typically centers on broad issues rather than

specific products; while this can ensure a broader audience that is also more loyal and (in some cases) communal, it also means that the site may require more consistent updating.

The layout of the website or blog is crucial in attracting people to click on the link to the product. In most cases, people simply are not motivated to click on products, and the layout of the website must entice them to investigate a product that they might otherwise not have any interest in purchasing or even viewing. Therefore, it is crucial that spam software engines are not deployed and the site should be organized in an aesthetically pleasing fashion that highlights the products that are linked to and paints them in a desirable light. Search engine optimization is also



a critical skill for succeeding in article marketing; success in the field is predicated to a great extent on the number of visitors to the website, and so it is imperative that keywords are utilized and that popular search terms appear whenever possible. When entering the field of affiliate marketing, interacting

with others through forums can also provide helpful tips and words of advice from those who have been successful. Affiliate marketing is difficult because it depends on people buying a company that is not actually produced by those conducting the marketing. It also requires companies to agree to pay the affiliate marketing site a percentage of the profits, and this can be difficult to accomplish. However, with effective marketing strategies and substantial site traffic,

an affiliate marketing site can become very profitable and succeed even through relatively little effort.

Selling Your Own Products

The internet has made it easier for people to sell their own products, and in some cases, this can be a very profitable enterprise. The rise of online auction sites such as Ebay has made it so that everyone can become a salesman, although there are alternate approaches that can be taken as well. Before the internet, operating a store was an expensive endeavor but now it is possible to operate a business selling items to an even greater client base and for comparably little money through the internet. One of the most popular methods for selling products online is through



large sites such as Ebay. People can create stores on Ebay where they can sell either items geared toward a specific niche or a more random collection of auction items. The process of selling is quite simple; sellers list their item and determine a timetable during which the auction will take

place. In most cases, items are listed for a period of two weeks. There are also options that enable more immediate sales, including instant purchase or best offer options, which provide

added flexibility. Ebay is also incredibly popular among the general public and it is very reliable. It is also a very safe site; payment is typically conducted through PayPal, an online payment system that protects people's account information. One additional area in which Ebay is very safe is that after a purchase, the buyer and seller typically rate each other according to whether they are a trustworthy client or seller. The feedback for each of a person's transactions is visible on their account page. Consequently, before agreeing to conduct business with a person, one is able to investigate what people have had to say about them based on past transactions.

There are also many sites similar to Ebay through which people can sell their own products. In many cases, this can be useful for targeting a specific client base that will be



interested in the product. For example, if a person were interested in selling their baseball cards, it might be more lucrative for them to sell their merchandise through a dedicated baseball card marketplace rather than through less specific sites such as Ebay. An additional approach to selling products online is through a website. If someone has

many connections, a website is a wise approach although it is necessary to employ search engine optimization strategies are generating traffic can be difficult. However, website are more autonomous (not affiliated with a governing site or affiliation) and if someone has a large-scale venture with a well-defined niche, it may be the most profitable method for selling online.

Social media provides another outlet through which people can market and sell their products on the internet. One of the most popular social media outlets for selling items is through Facebook Marketplace, which allows people to sell products within their circle of Facebook friends and acquaintances. People can network with their acquaintances and interact with the general public through sites such as Facebook and Twitter, and this can be influential in finding someone who is looking for a product that is advertised.

An increasingly popular method for selling products is through dedicated advertisement sites such as Craigslist or Backpage. These sites are particularly useful when trying to sell products that are large and difficult to ship; therefore, they tend to attract more local buyers. However, a drawback to Craigslist is that it is very broad, and not just limited to selling products. For example, it is not uncommon for people to list their apartments or advertise their services on Craigslist, and so if someone is looking to target a narrow client base, it would perhaps be most profitable to advertise through a more specific marketplace. Selling products online makes it possible for people to find buyers from well outside their geographic region. It is now much cheaper to operate a business selling items and everyone can own an online store and become a salesperson.



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