CoachTIP presents
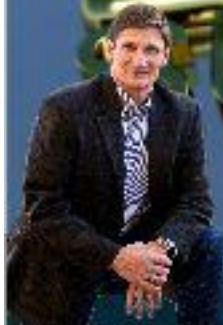*Winning Strategies*

The

Best IM Business Models

What's Really Working to Make Money Online

by Charles Holland

CoachTip Presents:

The Best
IM Business Models

Charles Holland
with Paul Sedkowski

(A.D. 2013)

CoachTip Strategies:
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Charles Holland

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About The Author

Charles Holland is a marketing coach, certified business coach and investor with over 30 years of coaching experience in traditional as well as online business and marketing. Happily married family man, husband and dad with young twins, they are living their dreams in the Rocky Mountains west of Denver, CO, USA. Charles has learned the value of diversification as well as anyone. He continually advances his businesses in order to maintain competitive-edge advantages, and has helped hundreds of clients to do the same. He continues to teach and coach both online and offline.

"Everyone has incredible success potential, given the right attitude, tools and training. Success in business, marketing, relationships, and even happiness for that matter, are ALL "learned" skills. Owning your own small business(es) provides many benefits and comforts. Creating multiple cash streams and time freedom for busy professionals, parents, and entrepreneurs is rewarding beyond your wildest imagination." (C. Holland)

* * *

Co-author, Paul Sedkowski is an SEO expert and creator of the deep keyword research methodology known as SEOlater. He's had a rich career in business, including entertainment business, as well as an online entrepreneur and SEO/IM consultant.

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Introduction

Recently, a friend asked me directly, "Charles, what is the absolute best way to make money online – I mean, what is THE most successful business model these days?

Now, I do understand that the full answer to this question depends on many factors including your goals, your resources, your budget, your time and your skills. What's easy for me and my resources may not work fast enough for someone else.

But being out of my work element that evening and completely bypassing my coaching hat, I expediently started sharing with him about how I do it. As I saw his eyes begin to glaze over with puzzlement, I wrapped up and outlined a few other popular Internet Marketing (IM) models along with what to avoid. I told him to give me a call at work and get into some better clarity for his situation.

The next morning it occurred to me to put that simple question to Google, just to see what's recommended out there these days.

Unsurprisingly, I saw countless pitches of various individual "guru systems" as well as overly general explanations of the various types of online marketing techniques. I also found various forum posts where people offered generalities such as "there is no such thing, it's all individual" or "stay away from X, only Y works" or "why do you ask such stupid questions – if anybody here knows what actually works, they won't tell you!"

This relative lack of objective real-world information surprised me, so I continued digging, trying different search terms, different engines, eventually scouring various marketing forums, blogs, newsletters and eZines – and in the end I managed to compile the data in this booklet: a no-BS assessment of what types of marketing models people

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are actually applying (as opposed to models they only talk about but never try), and how many are succeeding. And of those – how much monthly income are they reporting.

Naturally, it's impossible for me to verify most of those claims, but since I and my webmaster tried a great many different off- and on-line marketing models, we were able to view some of the claims with at least a degree of impartial objectivity.

The discoveries we made during this little exercise have surprised us as much as they might surprise you. While I don't claim that this is the definitive assessment of the online marketing world, I trust it will serve you as a good starting point in your quest to understand what might work best for YOU.

In conclusion: the data presented in this report have been collected from personal accounts of people we know, from hundreds of posts and many dozens of articles about the subject, as well as from my and my co-author's personal experiences.

I wasn't sure how to order this list. Naturally, at first I thought I should organize it from "best" to "worst" – but this proved more challenging than I first imagined. After all, what is "best"? Best *for whom*? Do you want $1000 per month or per day?

Do you rate that by ease of setup for newbies or by average monthly income reportedly achieved? Or is it perhaps some other factor?

At length, I decided to **organize it in the order of popularity**, but I also included my personal judgments of what we feel is "**best**" about it at the end of each article.

The limitation of this report is that I haven't, by any means, read all the information there is available everywhere or every resource, nor would I want to. But in view of my experience in this field, I'd say I probably managed to cover a big chunk of what's out there.

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Please treat this list with a duly critical mind and consider this a solid, real-world review and introduction rather than being an exhaustive study or a detailed "how to guide." You CAN get "there" from here. With that in mind, let's begin!

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The #1 Most Popular IM Business Model

[Google AdSense](#)

Not only is AdSense the most frequently referred-to business model online, there are also other business models which appear not to be AdSense-related but which rely, in fact, on AdSense being present. For example, some of the "blogging"-related" business models rely on AdSense as the chief revenue generator, and just about all the other business models I'll be presenting here also frequently have an AdSense component.

But the question is: regardless of its popularity, is AdSense indeed the "best" online business model? And what does it even mean? How does it work?

In a Nutshell: How It Works

Once you've signed up for an account, you place an HTML code on your pages, and they will from that point on display context-sensitive ads to your visitors. These can be displayed in various formats on your page, from clear boxes on the sidebar to in-text ads. Each time a visitor clicks through and/or makes a purchase, you earn a commission. Those commissions are tiny, but if you have really huge traffic – it all adds up. Note, however, that Google monitors the time a visitor spends on your site and invalidates or discounts visitors who click on AdSense ads immediately after visiting. 3 minutes on-site seems to be the minimum requirement for a proper payout.

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Requirements

- A Google AdSense account and ad setup (free)

- Good content which will keep your visitors interested (either you write it yourself or pay outsourcers to do it for you)

- A large volume of incoming traffic (unless you're really good at SEO, the only way to make sufficiently large AdSense incomes is by paying for traffic – judiciously)

- A website you own is recommended (minimal costs, including hosting, domain, etc), but you can also do it by providing content and revenue-sharing with well-established sites

Viability

When I read through the scores of user comments of forums such as [WarriorForum](#), [DigitalPoint](#) and others, the first impression I got is that hardly anyone makes more than $100 - $200 per month, if that, and most consider this a pretty good achievement. Hardly a job-replacing income, if you ask me! On the other hand, I know a couple of marketers who pull in up to $10,000 per month from their popular [AdSense](#) sites – but I also know that people like that are extremely rare. Personally, I've never had much joy with AdSense, but in fairness I only tried it in my early days and have since turned to much more lucrative business models (more on which a little later in this report).

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After I did a deeper study I got the following ROUGH numbers:

- $0 to $100 per month – 90% of all who try

- $100 to $500 per month – 6% to 8% of webmasters

- $500 to $2000 per month – 1% to 2% of webmasters

- Over $2000 per month – a fraction of 1%

Considerations

A successful formula for an AdSense site must include really good content in order to assure yourself of sustained user interest (multiple page views, etc), cleverly positioned ads – not too many, but not too few – accompanying page optimization (SEO), to also get organic support, and a mix of inexpensive but nevertheless good quality traffic sources. Get just one of these elements wrong – and your AdSense site may struggle to make money, never mind breaking even.

Difficulty

Setting up your AdSense ads is really simple and most "newbies" should have no problems at all placing the ads on their sites, especially if the site is Wordpress-based.

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Final Comments

Having AdSense on your site can never hurt, as long as you don't overload it. No matter which other online business model you use, there are few if any counter-recommendations here, so go ahead and do it!

AdSense							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LITTLE	EASY	1-2 wks	USEFUL	MEDIUM	NONE	71

Selected Resources

Google AdSense – http://google.com/adsense

Flixya – http://flixya.com (100% AdSense revenue share for whatever you share here, e.g. your videos, photos and blogs)

TipDrop http://tipdrop.com (75% revenue share – this is a social bookmarking site and something of a Twitter alternative

Other sites using AdSense-related revenue sharing (typically between 50% and 75% but some offer 100%) include: AnswerBunch, WebAnswers, Quomon, HubPages, InfoBarrel, Bukisa, Rantrave, SnipSly, Best-Reviewer, ArticleIncome, ArticlePlot, BloggerParty, Free-Tricks, Jevitt, OngoBee, Oondi, Seekyt, SquidStop, Tagfoot, Mixx,

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RateItAll, Chitika, Xomba, InfoPirate, SheToldMe – and hundreds more. These are just some of the most popular among the people who use AdSense as a source of revenue.

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The #2 Most Popular IM Business Model

Blogging

On the whole, not only is "blogging" (in the most general sense of the word) considered the "best" IM business model, it's also one of the most frequently-cited recommendations – virtually on par with AdSense in terms of how many people mentioned it in the sampling I've studied. But blogging isn't the easiest model either.

Blogging involves creating, syndicating or curating content, and it should be done regularly (ideally daily) for best results. You can set up a blog using free resources such as Wordpress.com, Tumblr.com Squarespace.com, Posterous.com or Blogger.com, or you can host your own, ideally using Wordpress.org – but there are a few dozen alternatives as well, including Joomla, Nucleus, .Drupal, Blogger (hosted), Tumblr (hosted), Typepad, and others.

In a Nutshell: How It Works

The difference between a blog and a "normal" website is that the content on the blog changes dynamically, every day or whenever you post. You can, if you wish make a blog appear static, but that's slightly against its nature. Additionally, blogs make it easy for users to interact, leave comments and share the posts with other users across the internet. Most blogging platforms also make it easy to integrate a blog with your social properties, so you get the best of two worlds – all under one neat and handy interface. Another highly-appealing feature of blog platforms such as Wordpress and others is that you can "re-skin" (or re-theme) your blog in seconds, i.e. change the way it looks, making you look like a pro designer with little to no effort.

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Requirements

- An account with your favorite blogging platform (in case of an online-based blog) or an installation of your favored blog on your domain (Wordpress.org is most recommended). All of this is free, including all sorts of powerful plugins and extensions - although some can be bought as well.

- Recommended: a website you own (minimal costs *are* involved, including hosting, domain, etc)

- Good content which will keep your visitors interested. You can outsource the writing, but the best blogs are labors of love for their webmasters, so if you're blogging about something you really care about – you'll probably be the best writer. You can also invite your members to contribute articles – all at no cost.

- More important than "large" volume of traffic here is "high quality" of traffic, i.e. people keenly interested in what you're blogging about. This said, many bloggers set out to create commercially-oriented blogs and the thinner they are on content quality, the bigger the requirement to have huge traffic volumes in order to make ends meet.

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Viability

Most people who like to write and share their opinions with others find blogging to be a breeze. Those among them who also know how to select and recommend products and build customer lists – count themselves among the relatively many who actually manage to earn "something" for their efforts.

As with everything in the IM world, the vast majority never make penny number one, and not because they don't work hard on their blogs, but rather because they don't know how to select profitable and win-win products, attract high quality traffic, build loyal following, follow up – and be consistent. A decent number of bloggers make job-replacing incomes (1-3% by my estimate), and a tiny handful make multi-million-dollar fortunes.

After a deep study of posts regarding the profitability of blogging, I got the following ROUGH numbers:

- $0 to $100 per month – 90% of all who try (as ever, majority earn 0)

- $100 to $1000 per month – 5-7% of webmasters

- $1000 to $4000 per month – 2% to 3% of webmasters

- Over $4000 per month – a fraction of 1%

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Considerations

Inasmuch as one can talk about "formulas" for a successful blog, the most important insight I can offer is: blog about something you REALLY care about and REALLY want to share with people. Passion creates superior motivations and rewards. Aim to become an expert in this and share your knowledge freely and generously.

Cater to your loyal following with carefully selected, high quality products (some of which can, and probably should, be your own), and build a solid list with whom you must develop a relationship.

If you follow such "best practices" your chances on earning money on blogging will be excellent. You should, however, consider introducing a mixture of traffic sources (SEO and paid) for an accelerated growth.

Difficulty

Thanks to the fabulous quality of the available blogging platforms, especially our favorite, Wordpress, even newbie webmasters typically find it a breeze to get started. A few hours of orientation starting from total ignorance is usually all it takes for a self-hosted blog, whereas an online solution takes seconds even for the most reluctant learners.

Once the technical issues are out of the way, you can get started – it should be noted, however, that due to its nature, developing a blog is among the most time-consuming IM models.

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Final Comments

You can use your blog in conjunction with ANY income-generating model, including AdSense, Affiliate Marketing, Investing – you name it.

Blogging							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	LOTS	MEDIUM	2-4 wks	USEFUL	GREAT	NONE	86

Selected Resources

Wordpress (hosted) – http://wordpress.org

Wordpress (online) – http://wordpress.com

Other platforms include: Tumblr.com Squarespace.com, Posterous.com, Blogger.com, Joomla.com, Nucleus.com, .Drupal.com, Typepad.com, and many others which you can just Google!

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Joint #3 Most Popular IM Business Model

Auctions

I was really surprised by this one, because personally I have never gone too deeply into this one, so I can hardly be accused of being an eBay expert!

This said, a great many people report this as their primary online income source, citing not only high profitability but also great ease of use. Who am I to argue! Even though there are other, much more profitable business models in my opinion, I'm awarding #3 position to eBay and other auction sites, simply basing on the frequency of references to these sites within my research sample.

In a Nutshell: How It Works

What this essentially comes down to is offering the stuff you've got for sale to others who might want to buy it. People can bid on it, and you can thus get more for it than you expected – or less (but you don't have to accept the bid). Naturally, people have extended this business model and are offering brand-new stuff as well, effectively acting like ordinary online shops, but using eBay as a platform for their wares. Digital products are technically against policy, but there are ways around this and many people do that too. Additionally, *eBay* (and other auction sites such as uBid, Bidz.com, OnlineAuction and others) also offers an affiliate program where you get paid for recommending people to sign up.

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Requirements

- An account with eBay – or another auction site

- Something to sell, which you can deliver reliably – and, ideally, are able to scale it as more and more orders pour in

- Although people can find you using eBay's search tool, you can also drive traffic to your eBay page using other techniques – and this is something many "pro" eBay users recommend

Viability

It seems that all it takes is a little common sense and organization and as long as you got those – you can start earning. You also need something you can profitably sell.

It was difficult for me to establish just how profitable this business model is, but here are my ROUGH estimates:

- $0 to $100 per month – 51%+ of all who try

- $100 to $1000 per month – 40-45% of members

- $1000 to $3000 per month – 3-4% of members

- Over $3000 per month – a fraction of 1%

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Considerations

Quality of your products and timely delivery are two of the most important factors in gaining good reputation as a seller on eBay, and as your reputation grows, so will your sales.

Difficulty

Based on all the feedback I've read, as well as my very limited personal experience, this seems to be one of the easiest online business models to set up.

Final Comments

If you can discover the "right" products to offer, this seems to be a very powerful and potentially profitable online business model.

Auctions							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	SOME	MEDIUM	2-4 wks	NO	MEDIUM	NORMAL	48

Selected Resources

eBay, uBid, Bidz.com, OnlineAuction, WeBidz, WebStore, CQout, Auction-Warehouse, ePier, ItsGottaGo, PublicSurplus, AuctionAddict, Auction.com, Bid-Alot,

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[DellAuction](), [SkyAuction](), [GSAauctions.gov](), [Auctions.com](), [Auctionguide](), [AuctionFire](), etc

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Joint #3 Most Popular IM Business Model

Mini Sites

I wasn't too surprised to see this business model cited so frequently, even though my personal opinion of this is mixed, if not slightly negative. Initially, I was quite enthusiastic about this method, but with time, it's not really proven itself for me. And, as it turns out – I'm not alone. In spite of a great many marketers talking about mini-sites as a great online business, I don't know many who make a killing on this (although I have come across a few who claim they do).

In a Nutshell: How It Works

As the name implies, it's a small content site and as such it can vary from 5-10 pages up to perhaps 20-30 tops. A typical mini-site is about 10 pages and the prevailing models is to create a site about just one thing, give it some basic resources and articles, as well as product sales links and/or opt-in forms.

Creating a good mini site can take a few days and after that – no work. Or so goes the theory. In practice, you quickly discover that the site isn't producing expected results, and before you know it – you're spending another week on it.

Now, the idea is for each mini-site to generate $100-$200 per month, hence you need MANY of them to replace your offline job. But when you factor in the time is ACTUALLY takes to make a mini-site work well, multiply it by the number of sites you need to build – and then multiply that by 2 or 3 (because typically those monthly earnings rarely go past $50), it's easy to see why I have reservations. This said, SOME

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marketers actually do well with this model. But that can only happen in conjunction with very good traffic strategies.

Requirements

- Hosting and multiple domains (although it can also be done using feeder sites like Squidoo or Hubpages as well as online blogging platforms)

- One focus product, articles and resources about it, lead capture

Viability

The theory of this is very good, but the amount of work required seems a little higher than most people imagine at first. If you can streamline this process cleverly, you might have something there. But it's not really my preferred model.

Here are my ROUGH estimates of how mini-site-based marketers tend to perform:

- $0 to $100 per month – 90%+ of all who try

- $100 to $1000 per month – 5-8% of members

- $1000 to $2000 per month – 1-2% of members

- Over $2000 per month – a fraction of 1% (with a few claiming 6 and even 7-figure incomes)

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Considerations

This model can work if you can streamline your website creation process and content development cycle. I'm aware of a number of methodologies that exist that promise to do just that – but I haven't met too many people who confirm the success of this method with substantial earnings. But – it's possible.

Difficulty

If you know how to build a site – you can most certainly build a mini site! Newbies will find this challenging, though.

Final Comments

There are enough people out there who swear by this method, so maybe I'm missing something. As long as I remain unconvinced, here's my assessment:

Mini Sites							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	LOTS	OKAY	2-4 wks	NO	LOW	NONE	33

Selected Resources

For more information, visit CoachTIP for more resources, which form part of the entire **IM Competitive Edge** package.

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The #4 Most Popular IM Business Model

Freelancing

This was another surprise for me. But what's fair is fair. The fourth most frequently cited source of online incomes in the sampling I've studied is freelancing, and/or providing of services, including micro-jobs, content/article writing, programming, researching, and so on. Freelancing is as broad as life itself, because there is virtually no limit to the number of things one can do, as long as someone is prepared to pay for it. The key, of course, is not only to do a good job (to get repeat custom as well as high recommendations), but also to price your services "right".

In a Nutshell: How It Works

You join a freelance or work-for-hire site such as Odesk, eLance, Mturk, Guru.com, Rentacoder or Fiverr (for micro-jobs), and then you either prepare your offer and decide on the price (e.g. on Fiverr you can offer something you do for 5 bucks!) or you respond to job requests from members who are looking for work to be done.

As with everything in life, success breeds success, so the better the feedback you get, the easier it will be to receive more job requests and the easier it will be for job givers to find you.

The biggest "trick" to making this work (particularly in case of micro-jobs sites) is to offer a service which is easily scaleable. For export-for-hire sites, the trick is to keep them coming back for more. The major advantage of these sites is that they provide you

with a popular platform where you can be found easily – but even there it's easy to disappear if you're new or if your feedback is poor.

Requirements

- An account with your favored freelancing site

- For micro-job sites, prepare a list of things you can do for whatever the limit amount is (typically $5, but it can be higher as well); for other sites, write your profile information and set your rates – and wait for the opportunities to pitch

Viability

As long as you're sufficiently experienced in providing the service you want to monetize, it's very easy to do. Also, surprisingly large numbers of people report earnings even during their "newbie" stages.

Another category which was difficult to estimate, but I had help from my co-author, Paul, who made very respectable incomes in his day using the freelancing model, so I feel I can give you reasonably good "rough" estimates:

- $0 to $100 per month – 25%+ of all who try

- $100 to $1000 per month – 25-70% of freelancers

- $1000 to $5000 per month – 2-5% of freelancers

- Over $5000 per month – a fraction of 1%

Considerations

You rise and fall on the quality of your service. The freelancing model is a great example of the free market in action. If you're good and know how to pitch your services well, even if you have huge competition, there is enough work out there for you to give you near-job-replacing income levels, and in surprisingly many cases, full job-replacement!

Difficulty

The typical organization of these job sites is so good that virtually anyone with half a skill can set up in a matter of minutes. Super easy

Final Comments

Clearly, and somewhat unexpectedly, this emerges as one of the best online income sources of them all

Freelancing							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LOTS	MEDIUM	1-2 wks	NO	GOOD	NORMAL	60

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Selected Resources

Fully-fledged freelancing sites: Odesk, eLance, Mturk, Guru.com, Rentacoder, ClickNWork, DemandMedia, etc; Micro-jobs sites: Fiverr.com, Justafive, Tenbux, Fiftytown, Uphype, Microworkers, Cashcrate, Fiversworld, Minuteworkers, etc.

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The #5 Most Popular IM Business Model

Affiliate Marketing

This one came in roughly on par with Freelancing in terms of the number of mentions and recommendations in my sampling. I must confess that my initial opinion was that affiliate marketing would be either #1 or #2 overall. Well, maybe it is, and I just needed to have a larger sampling!

Be that as it may, affiliate marketing is not only one of the top 5 most popular online business models, it is also generally one of the most profitable.

In a Nutshell: How It Works

You find a product or service you like and would like to promote, and you sign up to that product's affiliate program. From then on, you'll be paid basing on the sales you generate (when people click through on ads with your affiliate code in them). Most popular products have affiliate programs.

You can also join an affiliate network (e.g. Clickbank, Commission Junction, Amazon, Clicksor, Nichestore, Google Affiliate Network, ShareaSale, eBay Partner Network, etc) and you'll be free to promote not merely one or a handful of products, but virtually unlimited numbers of products in a multitude of market niches.

Most people elect to go with affiliate networks, particularly those which offer digital products (because they have much higher commissions – but are much harder to

sell). The real "secret" to earning good money on affiliate marketing is knowing how to drive good quality traffic to your offers.

Requirements

- An account with one or more affiliate market places, and/or with the individual product/service providers you particularly like

- Keen market research in order to know which products are the best and also offer the highest payouts

- Conversion and list-building aids (e.g. a landing page, a blog, bonus gifts, etc)

- Reliable and high quality traffic sources (highly recommended: a blend of SEO and paid traffic)

Viability

Setting up an affiliate link is typically very easy, and if your selected product(s) are backed by a seriously professional vendor, you'll also get all the marketing materials you'll ever need. In order to stand out from the crowd, you'll need to develop your own bonus closely related to the product you're selling (or you can obtain such a bonus from specialized giveaway sites, but there will be strings attached here). The biggest real challenge here is learning how to drive and attract traffic to your offers. If you can master that, you can join the relatively large number of people who have replaced their day-jobs many times over.

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As always, it's not easy to make a qualified estimate of what people typically earn on this. I have myself and my co-author Paul's data on this as well, however, so all told, I think I should be able to give you a pretty reliable ballpark:

- $0 to $100 per month – 75%+ of all who try

- $100 to $1000 per month – 15-20% of affiliate marketers

- $1000 to $10000 per month – 2-5% of affiliates

- Over $10000 per month – 1-2% of affiliates

Considerations

Your success will depend on a combination of factors, ALL of which need to be in place: a great product, a great bonus, a great followup, terrific traffic sources, a good traffic acquisition budget, good SEO. It isn't "difficult" to get these things right, but – as ever – most people fail, simply because it SEEMS complicated. It isn't – but you've got to learn it, and there are no real shortcuts.

Difficulty

Because of the slightly above-average difficulty level – if you want to do this RIGHT – this is not for everyone, though it seems "everyone" is trying. In truth, it isn't very difficult to do this right and it is certainly dead-easy to get started. It's just the money making that's a little harder!

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Final Comments

Without doubt, this is one of the most popular and reliable online business models. Even though not everyone does this right, those who do can earn amazing incomes, and I know a really large number of "super affiliates" who pull in 7-figure incomes month in and month out! But to get to that level is NOT easy.

Affiliate Marketing							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	SOME	EASY	2-4 wks	USEFUL	GREAT	NONE	95

Selected Resources

Clickbank, Commission Junction, Amazon, Clicksor, Nichestore, Google Affiliate Network, ShareaSale, eBay Partner Network, Zanox, TradeDoubler, LinkShare, Sitepoint, ClickSure, AffiliateWindow, WebGains, PeerFly, NeverBlue, MoreNiche, etc.

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The #6 Most Popular IM Business Model

Own Products & Membership Sites

The mechanics of sale involved here are very similar to affiliate marketing, but there are two key differences: firstly, you OWN this product because you created it (a most typical product tends to be an informational one, available for download, or a program, a teaching course, etc), and secondly – you get to have affiliates of your own instead, if you know what you're doing. You can join an affiliate network not as an affiliate but as a seller, and they'll help you find affiliates (by providing their handy platform), but you'll ultimately need to rely on your own smarts to get your business rolling in a big way. The most successful info-product creators have achieved amazing results and multi-million-$ sales levels, but most don't reach anywhere near those levels, primarily because they fail to set up their sales funnels and support sites correctly. And they don't know how to entice affiliates either.

In a Nutshell: How It Works

The most popular kind of an "own product" is an informational eBook about a specialist subject. It can also be a course or a webinar, a video – anything really – but ideally something which can be downloaded seconds after purchase.

Depending on how good your info-product is, and how well it solves the problem to which it addresses itself, you can enjoy tremendous sales – or none at all. Info-products often work well in conjunction with membership sites, particularly in case of products that involve monthly rebilling.

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Requirements

- A well-crafted and truly good book about your specialist subject

- Conversion and list-building aids (e.g. a landing page, a blog, bonus gifts, etc)

- Reliable and high quality traffic sources (highly recommended: a blend of SEO and paid traffic with focus on solo ads for IM-related products)

- Joining an affiliate network as a seller

Viability

Given that you've created a really useful book and have picked the "right" price point for it, your success will depend on how well you're able to sell your idea to others. Learning copywriting skills (or knowing where to hire them) is ESSENTIAL. Supporting materials, bonuses, a good quality specialist blog – all those things are also ESSENTIAL if you want to achieve REAL success. Additionally, you can offer your product to affiliates, and as long as (a) you give them a GREAT commission and (b) they can earn a BUNDLE per sale, and (c) your product is REALLY good for the price – you can get them to do all the promoting for you! In reality, however, more info-product creators don't have the name recognition initially to be able to attract many affiliates (if any), so the burden of the entire promotion will be on your shoulders. Paid traffic sources will be a necessary pre-requisite here, for sure. But SEO will also play a major role, particularly when it comes to establishing your reputation online – and people WILL check you out before they spend money on YOUR product.

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As both Paul and I have solid experience with product creation and membership sites, as well as numerous past case studies, including our students, my estimates below are probably as good as you'll find:

- $0 to $100 per month – 90%+ of all authors

- $100 to $1000 per month –5-8% of authors

- $1000 to $10000 per month – 1-2% of authors

- Over $10000 per month – less than 1% of authors

Considerations

The "secret" here really is in quality – but that's not all there is to it. Knowing how to promote your product, how to find good traffic for it, how to build affiliate relations and how to create a support site around it are all extremely important factors. Each one is simple on its own, but they require a little patient study first. One idea for a newbie product creator is to joint venture with an experienced marketer and split the profits 50-50. Not all marketers will go for this, but some might – and you'll learn from that experience so you'll be able to do your next product all on your own. Either that, or get more information and in-depth instructions on this topic, by visiting CoachTIP and logging into your **IM Competitive Edge** account there.

Difficulty

This is one of the most demanding and difficult business models online (and don't get fooled by those "gurus" who tell you that you can profit from your own products

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"easily". Nothing worthwhile is ever easy! Having said that, it's no rocket science either, so don't get discouraged!

Final Comments

It goes without saying that this CAN be just about the most lucrative business model – but it's NOT for everyone. Most people will fail simply because they'll never take the time to learn how to promote their own product correctly.

Own Products & Membership Sites							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
HARD	LOTS	EASY	2-4 wks	USEFUL	GREAT	NONE	90

Selected Resources

To learn more visit CoachTIP and log into your **IM Competitive Edge** account there.

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The #7 Most Popular IM Business Model

Video Marketing and Vlogging

There is no doubt that this is a tremendously powerful way to communicate with people – and earn (as long as you know what you're doing!) – but it isn't obvious to most people how exactly can you convert your video views to sales.

Video watching amounts to over 60% of ALL Internet activity, so it is patently obvious that if you could know how to tap into just a fraction of all of that – you'd do really well.

Vlogging (video blogging) very much like "blogging" but using video instead of writing articles. Whether you create daily video posts or occasional videos which you then proceed to promote, you need to know how to tag, title, describe and link your production in order to refer traffic to your offer (which, as often as not, can be an affiliate marketing-related one).

In a Nutshell: How It Works

You create a short video which can be a PowerPoint-based presentation, a personal presentation by you or an actual video clip, and then you upload it to YouTube as well as all the major video sharing sites. In each case you take care to tag your video correctly and refer it to your offer – even if the video content itself doesn't directly have much to do with your offer (though it's better if it does).

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Some marketers even go as far as buying out popular viral videos which continue trending and "piggyback" on their success.

Requirements

- A funny, dramatic, interesting, informative and short video clip

- A great and inviting title

- Correct tagging and basic SEO for it

- No immediate need to send traffic to it, although some marketers do that – if, however, you do everything else correctly, you won't need paid traffic sources nearly as much as in many other IM strategies

Viability

As long as your video is COOL – and coolness is a VERY important element – you will probably do very well all other things being taken care of. If your videos are not all that hot, you can STILL make things work, but not with nearly the same ease. You'll then need to depend much more heavily on daily volume of productions and mass submissions to major video sites. Given that you do that correctly, the click-throughs you receive will tend to be of good quality and your list will grow. How well you do from that point on will depend on how you monetize your site – and the most popular system used in conjunction with Video Marketing is either Affiliate Marketing or CPA offers – although people promote other things as well (sometimes very successfully). In my view Video Marketing is typically a near-free replacement technique for driving traffic, so it

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most cases it doesn't merit traffic buying. There are exceptions, but generally this is not the point.

Assuming that the video marketer relies on this technique to drive traffic to his or her affiliate (or other) offers, here's a rough estimate of how well they can expect to do:

- $0 to $100 per month – 95%+ of all vloggers

- $100 to $1000 per month –1-3% of vloggers

- $1000 to $3000 per month – about 1% of vloggers

- Over $3000 per month – less than 1% of vloggers (and many of those reach 7-figures too!)

Considerations

Video marketing is definitely one of the most effective "free" traffic generation methods – but as always it depends on the correct implementation. There are specialized programs and systems which are actually really effective, not the least of which is [TrafficGeyser](#).

Difficulty

Not counting the video production process (which actually quite simple, if all you want to do is create brief informational vids), titling and tagging your videos correctly is the major task, and then multi-submitting them to video and social bookmarking sites

using a program like TrafficGeyser is pretty much all that is needed – not counting the product selection and funnel creation of course!

Final Comments

Once you've mastered video marketing, this can be a terrific source of really huge and well-qualified traffic.

Video Marketing & Vlogging							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
NORMAL	SOME	OKAY	2-4 wks	USEFUL	GOOD	NONE	74

Note: Since this method typically exists in combination with one of the other methods above, it is not profitable on its own – but as a way to save money on traffic acquisition, it has few equals. Another aspect of profitability here, however, can exist if you enable YouTube ads – but I didn't find enough data online about how well this ACTUALLY works for people.

Selected Resources

YouTube, Yahoo Video, DailyMotion, MetaCafe, CNET TV, Multiply, Veoh, Justin TV, Truveo, Vimeo, Viddler, etc – also video promotional tools such as TrafficGeyser, Web2Whizzing, etc.

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The #8 Most Popular IM Business Model

SEO

SEO on its own is not much use unless you use it to promote your site and your products. I have, however, included it as a business model because it is a critical component in all forms of marketing – even those which at first glance seem to be independent of SEO. Any type of website can indeed benefit from SEO. Also, if done expertly by the website owner it's a "free" way to drive great quality traffic. In fact, in terms of pure traffic quality there is no better way.

When you combine SEO with your affiliate marketing or other methods, you can achieve great things!

In a Nutshell: How It Works

The purpose here is to optimize your site in such a way so as to maximize the chances of being found on the first page (ideally in the top 3 positions) on all the major search engines, most importantly on Google.com.

SEO is a pretty complex process requiring a lot of time and meticulous monitoring – if you want it done well. Nothing in it is rocket science, to be sure, but a lot of it can be pretty tedious. Many webmasters outsource their SEO as a result.

The very most important aspect of SEO is keyword research (some might argue that it's backlinking – but that's a different level of SEO altogether, like comparing an

Charles Holland

Ace to Spades – doesn't make sense – especially that good backlinking also requires knowing your keywords).

Requirements

- Knowledge of the most important SEO rules

- Implementing optimization changes on your site

- Doing so-called "off-page" optimization mainly involves link-building

- Monitoring like a hawk

Viability

If you do your SEO well, then even if you don't spend any money on traffic acquisition you can achieve very healthy traffic volumes. Depending on your niche, 5,000, 10,000 or even 100,000 monthly visits are routine with SEO alone. In isolated cases, these numbers can be much higher. It needs to be said, however, that in MOST cases relying on SEO alone as part of your business model is almost certainly not enough. You MUST have it – but don't make the mistakes of having it and nothing else. Assuming that you use SEO to drive traffic to your affiliate offers (or other), here's a rough estimate of how well you can expect to do:

- $0 to $100 per month – 90%+ of all SEO-only sites

- $100 to $1000 per month –5-8% of sites

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- $1000 to $10000 per month – about 1-2% of all sites

- Over $10000 per month – less than 1% of SEO-only sites (mostly blogs)

Considerations

SEO is ESSENTIAL to your site's survival. Even if you don't think your particular business model needs it – do it anyway. Be sure to visit CoachTIP for more resources, which form part of the entire **IM Competitive Edge** package.

Difficulty

This is probably the most difficult of all promotional methods, especially if you want to do it on a sufficiently high level to be able to make money with it (i.e. to replace paid traffic cost).

Final Comments

If your SEO and keyword research are up-to-scratch, your online marketing will be so much easier and more powerful.

SEO							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
HARD	LOTS	EASY	1-2 mths	MUST	GOOD	NONE	73

Note: This method can't be profitable on its own (unless you provide it as a service), but if you do it well and combine it with a product offer, then the fact that you're saving on traffic cost plus the fact that you receive mainly great quality traffic will be of real help to your bottom line.

Selected Resources

To learn more visit CoachTIP and log into your **IM Competitive Edge** account there.

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The #9 Most Popular IM Business Model

Paid Traffic Sources

Again, this is not a self-standing method, but one which works in conjunction with whatever model you pick. Many people drive traffic to their AdSense sites, for example, others use it to super-charge their affiliate business. The options are endless.

The primary advantage of paid traffic is that it's immediate. Unlike SEO which tends to take a bit of time to start producing results, paying for traffic gives you instant gratification. This said, knowing HOW to pay for traffic and WHERE to buy it is the "whole secret" here. Do NOT buy traffic if you don't understand exactly how and why to pay for it.

When you combine paid traffic with your affiliate marketing or any other online business model, you can scale your business really fast and make extremely respectable incomes – but there is a much higher element of risk, which you need to learn how to manage.

In a Nutshell: How It Works

There are many types of paid traffic. You can pay another (very popular) site within your niche to put up your banner, and as long as people click on it – you get visitors. You can also pay for links in a large number of ways as pop-ups or exit pages or intrusive ads, or text links, etc – the ultimate goal being achieving a high click-through rate (CTR) for the least possible cost per click.

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There are many payment methods (e.g. CPC – cost per click, CPM – cost per 1000 impressions, CPV – cost per view, CPA – cost per acquisition, CPL – cost per lead, etc) and there are thousands of advertising networks offering prices ranging from fractions of a penny per click to MANY dollars – per click.

Being able to make a balanced calculation and taking measured (i.e. relatively "safe") risks, is the KEY to making paid traffic take you from rags to riches.

Contrary to what most people believe, it is possible to start with this business model for a relatively small initial outlay. There are people who've been able to climb to millions of dollars of income from a mere $100 investment! They are the exception, of course, but a more typical $1000 initial outlay is often enough to well and truly get the ball rolling. After the initial traffic source testing, having additional funds to scale the traffic more dramatically can be a truly amazing way to scale your business – extra fast.

Requirements

- Knowledge of all the traffic buying principles

- Knowledge of the best traffic sources

- At least some seed capital, no less than $100 to start, but ideally $1000 for a much safer bet

- A VERY prudent and well-informed strategy which MUST include a very profitable and in-demand product.

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Viability

The best thing about paid traffic is that "anyone" can do it. But this is also the main pitfall. Because it appears so easy, people lose fortunes on it – simply because they fail to observe the most basic (and rather simple) rules. Given that you know those rules and apply them correctly, however, paying for traffic can be one of the lowest-risk traffic acquisitions strategies out there – and because of your ability to scale it at will, it can also be the fastest way to building a very profitable business. But remember: if you do it wrong – you'll lose your investment!

We've been involved with paid traffic for some time now, and we know many other webmasters who are as well. This coupled with my latest research should give you a pretty decent idea of what to expect:

- Negative results – 50% of all traffic buyers

- $0 to $1000 per month – 30-40%+ of all traffic buyers

- $1000 to $10000 per month –5-10% of buyers

- $10000 to $50000 per month – about 1-2% of all traffic buyers

- Over $50000 per month – less than 1% of buyers

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Considerations

CAREFUL and INFORMED traffic buying can make or break your online business. It's highly recommended, but it's not for everyone. To learn more visit CoachTIP and log into your **IM Competitive Edge** account there.

Difficulty

This is a DECEPTIVELY easy method. The tricky part is in the details.

Final Comments

If you buy your traffic wisely, and combine it with the "right" product and everything that goes with it – this is probably the most profitable business model on the web. But it DOES have an element of clear risk – which you must know how to mitigate.

Paid Traffic Sources							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	SOME	EASY	1-2 wks	MUST	GREAT	YES	92

Note: Traffic buying is not profitable on its own of course, but it is an essential component of any professional online business.

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Selected Resources

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The #10 Most Popular IM Business Model

Social Marketing

With all the hype about social marketing you'd think my rather extensive sample of marketers' opinions would have placed it much higher on my list – but, and I was also rather surprised – it didn't get nearly as much endorsement as I thought it would. This is NOT to say it doesn't work! Hey, it's at #10 out of 100's of business models after all! It's just that it's not quite as profitable for MOST marketers as we're often lead to believe. As always, a handful of super-stars DO make fortunes, but this is not a method which will work for everybody.

In a Nutshell: How It Works

The most popular social sites in the world are [Facebook](), [Twitter]() and [LinkedIn]() – but there are hundreds more, many of which are critically important to online marketers, e.g. social bookmarking sites such as [Digg](), [StumbleUpon](), [Pinterest](), [Technorati](), etc.

Twitter is a DEFINITE favorite among the marketers in my research sample, outranking Facebook by a mile. Facebook seems to put many marketers off primarily because of its restrictions and relatively high marketing costs, but also because of technical difficulties and its counter-intuitive interface. If you've never tried creating a "fan page" on Facebook – go ahead and try it now and see how soon before you can get it to look the way you want without enlisting some expert help!

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[Pinterest](#) is definitely on the rise now, as is [LinkedIn](#). Both of these also appear to be more popular among "most" marketers – at least as far as my research sample is concerned.

There are, however, many staunch Facebook marketing aficionados, and if you think that Facebook is the way to go for you, by all means learn from them!

Requirements

- In all cases, the aim is create a buzz about your product, but in most cases you will find restrictions on how you can do this. This is probably why the most restriction-free platform, Twitter, is doing so well. So, in most other cases, you need to be thoroughly familiar with the rules.

- Drive traffic using all possible means, from paid traffic, to SEO to video marketing, to article marketing – and, of course, through persistent and tactful interaction with your "friends."

Viability

Social networks weren't "born" to be tools for marketers. But they have evolved to become such. You could argue that their creators' objective has always been to monetize their social networks and you'd be right. But their primary objective to create a networking environment and it's only through the enforcement of their social rules can they hope to continue to grow. And only then will advertising (based on pretty restrictive rules) have a chance of working.

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The most direct, uncomplicated and immediate way to market is using Twitter. Sure, the messages fly past really quickly – but if you have a little of 100,000 followers (or can pay to get access to one), you'd be surprised how many people will click through to learn more about your offer. Other social platforms are equally simple, if you're using conventional "buzz-building" techniques, and even simpler if you just pay them their required CPC rates – but in all cases you'll be closely monitored as regards your tone and link content (e.g. Facebook – and some of the others - will not allow you to promote your affiliate products or landing pages, etc).

- $0 to $100 per month – 90%+ of all social marketers

- $100 to $1000 per month –5-8% of marketers

- $1000 to $2000 per month – about 1-2% of all social marketers

- Over $2000 per month – less than 1% of marketers (and a tiny portion of those claim to achieve 7-figure incomes regularly)

Considerations

Once you learn and embrace all the rules, or if you choose to use social networks as sources of paid traffic, this can indeed be a very rewarding way to get your message out. Naturally, social network marketing requires that you have something to sell, so you must use it in conjunction with your affiliate offer or the like, to make it work financially.

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Difficulty

For a typical marketer, this is harder than most – but not all that hard either.

Final Comments

You can use social networks as sources of "free" traffic – and if you do this right, you can indeed achieve great results – occasionally even matching similar efforts as when you use SEO. If you use it as paid traffic sources – see the above section about paid traffic (it can be a great source!).

Social Marketing							
Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	MEDIUM	MEDIUM	2-4 wks	USEFUL	GOOD	NO	65

Note: If you know how to generate free social traffic well, your product sales will be very profitable indeed – much like with SEO. But if you pay for your traffic, then see the above section about "paid traffic" – it can be terrific – or terrifying! Nothing a little knowledge can't fix.

Selected Resources

Facebook, Twitter, LinkedIn, don't forget YouTube!, Digg, StumbleUpon, Pinterest, Technorati etc – also resources such as OnlyWire or SocialMonkee are highly recommended.

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The #11 Most Popular IM Business Model

Other Methods

Yes, it's a bit of a cop-out that I don't go on to meticulously analyze each of the remaining methods, but I have decided to cover the most popular ones in here in a more general way. It will still give you a very good idea of what's out there.

The methods which I've placed at #11 include things like:

MLM (network marketing) – but be careful with those as many have a bad name – this said, there are some really good ones out there as well

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
HARD	MEDIUM	EASY	2-4 wks	NO	GREAT	HIGH	68

Article marketing (which remains a very powerful way to promote, but is today somewhat upstaged by broader **content syndication** – which is yet another method I'm placing at #11)

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	LOTS	MEDIUM	2-4 wks	USEFUL	GOOD	NONE	69

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Blog and forum commenting as means of driving traffic,

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	SOME	MEDIUM	1-2 mths	USEFUL	LOW	NONE	41

Answering Questions (Q&A sites like Yahoo Answers)

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
NORMAL	MEDIUM	MEDIUM	2+ mths	USEFUL	LOW	NONE	37

Business Opportunities (often directly related to MLM programs)

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	SOME	OKAY	1-2 wks	NO	GOOD	LOW	66

Call center jobs

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LOTS	HARD	1-2 wks	NO	LOW	NONE	30

Creating games or software programs

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
HARD	LOTS	HARD	2+ mths	NO	GOOD	LOW	50

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Data entry

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LOTS	HARD	2-4 wks	NO	LOW	NONE	28

Online research (for money)

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	LOTS	HARD	1-2 wks	NO	GOOD	NONE	58

Paid surveys

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	SOME	EASY	1-2 mths	NO	LOW	NONE	38

Drop-shipping (where you act as a sort of a middle-man between a buyer and seller)

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
NORMAL	SOME	EASY	2-4 wks	NO	MEDIUM	YES	54

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Money exchange

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LITTLE	OKAY	1-2 wks	NO	GOOD	YES	65

Forex

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
HARD	MEDIUM	EASY	1-2 mths	NO	GREAT	YES	76

Finding jobs

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	LOTS	EASY	1-2 mths	NO	GOOD	NONE	64

Freebies as a source of traffic

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	MEDIUM	EASY	1-2 mths	USEFUL	MEDIUM	NONE	63

Merchandising

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	SOME	EASY	1-2 mths	USEFUL	MEDIUM	LOW	65

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Investing Online

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
HARD	LOTS	HARD	2+ mths	NO	GREAT	HIGH	53

Letter Writing

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
NORMAL	LOTS	HARD	1-2 wks	NO	MEDIUM	NONE	49

Link submitting for others

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	SOME	EASY	1-2 wks	NO	MEDIUM	NONE	60

Logo design

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	MEDIUM	MEDIUM	1-2 wks	NO	GOOD	NONE	64

Website design

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
HARD	LOTS	HARD	1-2 wks	NO	GREAT	LOW	73

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Peer-to-peer lending

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
HARD	MEDIUM	HARD	2+ mths	NO	GREAT	HIGH	54

Paid ad or text link placements

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
NORMAL	LITTLE	EASY	1-2 wks	NO	GOOD	NONE	72

Paid for posting

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LITTLE	EASY	1-2 wks	NO	LOW	NONE	43

Paid for surfing (ugh…)

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LITTLE	EASY	1-2 wks	NO	LOW	NONE	43

Photography

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	SOME	EASY	2+ mths	NO	MEDIUM	NONE	56

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Playing games

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
NORMAL	LITTLE	MEDIUM	1-2 wks	NO	LOW	NONE	37

Program testing

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
NORMAL	MEDIUM	MEDIUM	1-2 wks	NO	LOW	NONE	35

Paid reviews

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	MEDIUM	OKAY	2-4 wks	NO	LOW	NONE	34

Paid to click (ugh…)

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LITTLE	EASY	2-4 wks	NO	LOW	NONE	41

Rating music

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
NORMAL	SOME	OKAY	2-4 wks	NO	LOW	NONE	36

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Reviewing products

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
NORMAL	MEDIUM	OKAY	2-4 wks	NO	MEDIUM	NONE	55

Selling leads

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LITTLE	EASY	1-2 wks	NO	GOOD	NONE	73

Domain flipping

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	MEDIUM	MEDIUM	1-2 wks	NO	GREAT	YES	76

Sponsored search

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LITTLE	EASY	1-2 wks	NO	MEDIUM	NONE	63

Special online make-money systems

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	MEDIUM	MEDIUM	1-2 mths	NO	MEDIUM	YES	45

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Work from home jobs

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	LOTS	HARD	2-4 wks	NO	MEDIUM	YES	41

Creating templates

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	MEDIUM	MEDIUM	1-2 wks	NO	MEDIUM	NONE	54

Transcribing

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	LOTS	HARD	1-2 wks	NO	MEDIUM	NONE	48

Translating

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
MEDIUM	LOTS	HARD	1-2 wks	NO	MEDIUM	NONE	48

Sharing files

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LITTLE	EASY	1-2 wks	NO	LOW	YES	38

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URL-shortening services

Learning Curve	Amount of Work	Easy To Scale Up	Time to 1st Earnings	Must Have	Earning Potential	Risk Factors	CH SCORE
EASY	LITTLE	EASY	1-2 wks	NO	LOW	NONE	43

… need I go on?

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In a Nutshell: How It Works

Each one of the above examples of additional online money-making methods has its fans and each can make you really decent cash. With most of them you'll be hard put to generate job-replacing incomes, but then again if you combine a few of them – you just might. Some of them, like domain flipping, P2P lending, website design, investing, Forex, or MLM can actually make you 7-figures – if you know what you're doing. For example, I have been involved in ethical MLM programs for the past few years and can show a lot for it! But in my opinion sampling all these methods were mentioned much more rarely than the top-10.

Some of the methods mentioned above are also not really recommended. For example all the paid-to-click or paid-to-surf programs will take up a lot of your time and return PEANUTS. Some methods, such as MLM or work-at-home programs have had many fraudsters operating them and even though most have now been cleaned up – caution is always advised.

Requirements

- Thorough knowledge of your selected method

- Knowing how to attract traffic to your offer

- Knowing how to profitably outsource some of those jobs!

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Viability

ALL of these methods are highly viable, even the ones I don't recommend. It's just a question of your time, dedication – and knowledge of the given method.

I'm not going to give you breakdowns of what people tend to earn on any of these methods, other than to say that the ones I pointed out above can indeed help you create fabulous earnings – but most won't. In fact, ALL the methods discussed here will not work for MOST of you – if you're not properly prepared and educated for them.

Considerations

Avoid rushing into anything. Yes, it seems that online IM courses are all over the place, but you really DO NEED TO TAKE ONE in the desired methodology. Find a respected expert and pay what it costs. In most cases, if you're motivated and aren't taking the course just to waste your time and money – direct coaching is THE #1 way to assure yourself of your success. Be sure to visit CoachTIP for more resources, which form part of the entire **IM Competitive Edge** package.

Difficulty

The methods listed here range from dead easy to quite demanding. Feel free to Google each of them to get more information.

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Final Comments

Always play to your strengths. If you find something among the #11-ranked ideas which you feel a close affinity to – GO FOR IT. The real secret of making money online is dedication, consistency – and continuous education.

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Wrap-Up

The above presentation, while not pretending to be a definitive and exhaustive study of the IM market, aims not only to give you a broader idea of the nearly endless scope of opportunities for creating profitable businesses online, but also to give you essential thought-tools to determine which ones of those opportunities might work best for you.

When considering the pros and cons of these various methods, try to avoid the temptation of only following what appear to be "my recommendations". As I explained, these recommendations stem from my research which is by its very nature limited, and are also naturally biased in favor of the models I personally understand best and endorse. This might resonate with you – or it might not. Things which I describe as "difficult" – or, for that matter, "easy" – may be quite the opposite for you, and thus the "score" would change. The same may apply to "profitability" of some of these methods: I may not be aware of ways to make some of those more profitable, and if I knew that, I might score some of them differently.

All this said, this presentation does reveal certain clear trends and GENERAL truths about the IM business models, and as such, I hope it will prove to be a useful tool for you, all the other disclaimers notwithstanding

How To Assess Feasibility

When considering a business venture online most suitable for YOU, first and foremost you need to decide your own level of preparedness and understanding of the

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given model. If you've never done any business before, then use your imagination and "see" yourself following a particular model before you either embrace it or dismiss it.

If you're not able to do the kind of work demanded by the given model, day in and day out, it is NOT a model for you, all other factors notwithstanding.

Having "seen" yourself doing, say, 2 or 3 possible alternative models, knowing that you've got it in you to stay the distance and do the required work, you now need to be able to compare the 2 or 3 and pick the ONE which you'll do first. Do not make the mistake of starting more than one model at once. Pick one and go with it until you reach its logical conclusion.

Let's look at the scoring elements I've used in the above assessments, and see how they might fit into your assessment of the individual models:

Learning curve – Is the given model easy enough FOR YOU? Do you think you can become an expert in a "reasonable" amount of time? Is there a lot of external support for it (e.g. can you easily find others on the web who also do the same and whose brains you can pick?). Implicit in this factor is your personal feeling about this model as well as even the learning process itself. If you LIKE learning, and if you LIKE the business model you've picked, and if you're able to visualize the FINAL GOAL or the FINAL ACHIEVEMENT with this model, the learning curve will seem a lot easier as a result – no matter how "difficult" it might be perceived by someone else.

Amount of work – While we can agree with the truism than just about "anything can be done, given enough time and will to do it", the whole point of a business model is to "work smart – not hard." If a part of "working smart" involves hard work – that's fine,

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because it's necessary to achieving the "smart" efficiency. But if the subsequent work remains equally hard – perhaps there's either a flaw in the model, or in your understanding of it. Understand and visualize the work that needs to be done to make this model work, and SEE YOURSELF DOING IT. Are you okay with this level of initial effort? Can you see yourself doing the follow-up at a lower and more comfortable level of effort after the initial prep? If you answer in the positive, you'll be confirming that this model is indeed probably viable for you.

Easy to scale up – Put differently, is this a "business" or is this a "job"? "Business" is the kind of work which results in the output growing while the amount of effort remains steady – or even decreases – in relation to the output. A "job" is "steady work" – your output remains proportional to your input through the entire process of working. So, "scalability" means: can you achieve better results in each new work cycle – without increasing the amount of work? If the answer is "yes", then the next question is "how much better", and finally, "is there a ceiling?" So, in a "job" you might be able to write 10 articles a day when you start, but with experience you might be able to double that output without doubling your effort, after a few weeks of doing it. Your incomes might double as a result. Can you make them triple? Would you need to work three times more efficiently – or are there other tools within the model which allow your output and/or incomes to grow without a further increase in "work"? The bigger the final outcome, FOR YOU, the more scalable the business is. And scalability is the road to a VERY profitable future.

Time to first earnings – In my analyses above, I used "idealized" timings, based on the most diligent and successful advocates of the given methods. In reality, your times might be longer. In rare instances, they may also be shorter. Why does this matter to your assessment? Because if a model tells you that it will take you 2 to 6

months to make dollar number one, it had better ALSO be promising extremely rich rewards at the end of that period. Otherwise – are you still interested in something as slow-paying as that? Conversely, if a model tells you that you can make your first incomes within 2 weeks, can you be sure that those incomes will be as rosy as the model predicts?

Must have – Some models are "self-contained" and others, by their very nature, are intended to be used in conjunction with other models. So, for instance, an eBay auction is self-contained because you don't need any other model to make it work, but a Paid Traffic campaign is not self-contained because you need another model to join it with – for example affiliate marketing or whatever else you like. Some models on the above list may not be something which YOU would go for as your main thing. But if they are a "must have", this basically means that you would do well to find a way to incorporate this particular model into YOUR model. So, if SEO is a "must have", you'll soon find that even the "self-contained" models (like eBay) CAN indeed greatly benefit from SEO. If you don't use it – you'll probably manage well enough in a case of a model like eBay, but you would probably manage much better if you did use it as well.

Earning potential – Once you've completely understood the given business model, and once you've looked at all the numbers involved – how much do you think you can earn on a monthly basis? Is this a model which "guarantees" you can make $3,000 monthly with minimum variations? Or is it a model which promises to make irregular monthly earnings, some months you starve, others you make $10,000? Or, is it perhaps a model which promises a gradually increasing profitability? First month $2,000, next month $4,000…? Also, is this model "permanent?" I don't mean it in an absolute sense, of course, but basically ask yourself "how long can this method work?"

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Risk factors – excluding "your work" from this consideration (although wasted work IS a risk, of course, but it's typically not a monetary risk if YOU are doing that work), what are the chances that you might lose the financial investment you've put into making this model work? Some models require that you buy certain tools or outsource some services, pay monthly fees, or make one-off purchases. For instance, if you have to spend an amount of money on buying traffic, is there a chance that you won't get any traffic that converts? If you have to pay outsourcers to create a product based on your spec, is there a chance you won't sell a single copy?

How To Calculate Profitability

As much as possible, use proven statistical data as inputs into your model. If you don't have your own records, use others' records and divide them by a large factor.

If, for example, you're buying traffic for the first time and you've learned that visitors from "Source X" typically convert to opt-ins at a rate of 2%, you should assume it's less still. Perhaps 1% or lower.

If you learn that a typical pitch page converts 10% of visitors, you should lower that number as well. Make it 5% or even less.

And now do your numbers. Here's an example:

- Buy 50,000 visitors for $1000 (that's a cost of $0,02 per visit), and send them to your landing page.

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- Assume that 1% will convert, i.e. you can assume that you'll thus have 500 members on your list.

- Now assume that 5% of them will buy your product, that's 25 sales.

- Assuming you're making $50 per sale, your total projected turnover will be $1,250.

- Reduce your drivers even further, perhaps HALF of what you assumed, i.e. not 25 sales, but only 12 or so. Are you STILL making a profit? If so, the model is promising. If you are NOT, look at what would have to be improved for the model to work.

- Also make assumptions about how many people on your list will buy LATER, as well as how many might buy OTHER products – later. That's why you have the list after all! And don't forget to project the growth of your list, over time, too!

- Now assess your costs going in. If you've had to spend $2,000 on a course learning how to find traffic, and if you've had to spend another $2,000 on outsourcers to get everything prepared for you, then including your $1,000 traffic investment, you're starting with a minus $5,000. If your first projected results are profitable, say $1,250, then how long before you break even? You need to make 100 sales at $50 profit in order to get your investment back, and you will achieve that with 4 traffic runs of 50,000 visits at 2 cents each – given that all other assumptions come true as

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well. After that – it's all profit (minus any operational costs). Project this over 12 months and be REALISTIC. How's it looking?

- Now create a cash-flow projection. Invest $5,000 to start, first incomes come in week 3, next in week 4, etc – how many weeks to break-even? How many weeks to job-replacing NET incomes?

- Use the same kind of thinking when assessing ANY other business model. Getting your "drivers" right is the KEY. "Drivers" are the numbers which make a business work. The number of sales is a driver. Earnings per sale is another example of a driver. Predicted conversion rates are yet another.

If you visit CoachTIP.com (www.coachtip.com) you'll find that we've included TONS MORE of excellent resources for you, which will save you time and research sweat, in the members' resource area.

Merely discovering traffic resources can take many days or weeks. But learning at least a little bit about each of them always takes months. Here at CoachTIP.com, we're bringing you YEARS of experience and literally *thousands* of listings, most of them carefully commented.

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- **Over 50 eBook Promotion & Tutorial Writing Sites & Resources**

- **Over 70 Video Marketing Sites & Resources**

- **Over 20 Traffic Exchange Sites & Resources**

- **Nearly 50 Social Marketing Sites & Resources**

- **20 Mobile Marketing Sites & Resources**

- **Over 30 RSS Marketing Sites & Resources**

- and… these are JUST a HANDFUL among the many super-quality bonuses and resources available to you as a FULL MEMBER of the IM Competitive Edge breakthrough traffic-for-profit system.

The IM Competitive Edge (www.coachtip.com/theedge) is a **traffic-for-profit expert system**, which even newbies can learn in a matter of days, and which can benefit marketers with almost any level of experience. Once you discover how 99% of all the gurus REALLY make money online, you'll never look back!

Be sure to visit CoachTIP now and sign up as a member for the entire **IM Competitive Edge** package.

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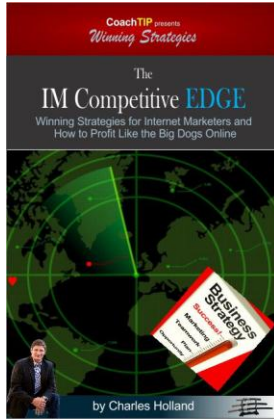
The **IM Competitive Edge** is a full-featured Traffic Generation and Internet Marketing knowledge course with minimum fluff and maximum actionable steps intended to help you build a lasting and profitable online business as fast as possible with as little investment as is reasonable.

The course includes many fabulous resources, among them:
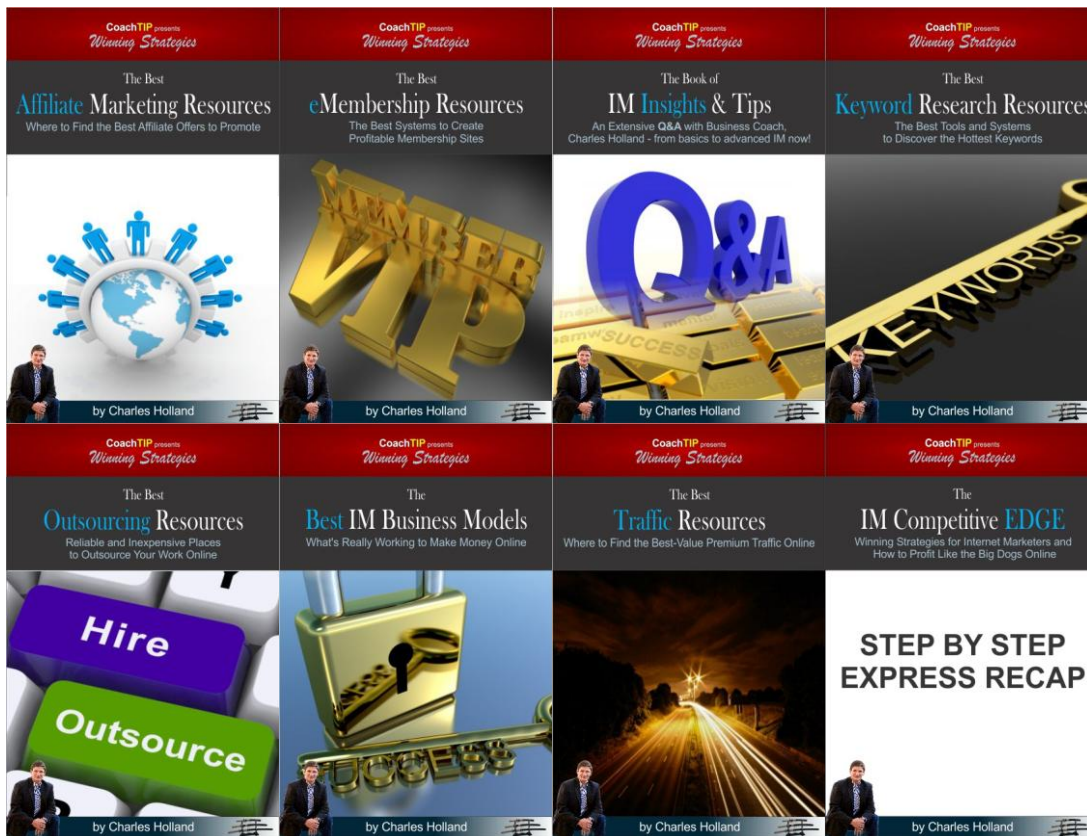
The **IM Competitive Edge** also includes a dedicated membership site with tons of super-useful resources, step-by-step videos and much more! Members will also receive a continually growing library of links and tools.