

The Truth About Making Money Online

About Liane Carmi, the author...



It seems like just yesterday I was searching online for a solution. I was a High School ESL teacher, off for the summer, and trying to figure out how I could bring in *just a little more money* to make ends meet.

While I had plenty of experience with computers and the internet, I had never gotten into network marketing – or marketing of any sort, for that matter – and yet one of the first things I “fell” into was a network marketing business.

What happened next? I studied my ass off. I took every class I could find. I paid a few hundred dollars here, a few thousand there...just to study with the top marketers around. I focused 100% on my business. And I took MASSIVE action.

And when things didn't seem to work out right? I pushed even harder to find a solution. I became completely UNSTOPPABLE.

What I ended up with was a completely unique, well-rounded business. A business that starts out with ME (in fact, I would argue that the business IS me), and branches out in multiple ways. Network marketing is just ONE of those ways. In fact, I currently have over 4 streams of online income.

This past summer, I was able to resign from teaching.

Do I miss the kids? Oh heck yeah! But I know that through my internet marketing efforts I'll be able to help many more people improve their lives. Is one of those people YOU?

[Like Network Marketing? Try it Online!](#)

Like I said, network marketing is not the only way I make money online. Did you know that there are actually at least 5 different ways to make a full time living from home?

How do you make money online?

1. “Publisher” of adsense or other ads

Have you ever seen the ads that show up on a webpage? These might be banner ads, or text ads. They say things like 'sponsors', 'sponsored links', 'advertising' or 'Ads by Google'. When someone clicks on one of those ads, the person who published them (the person who owns the website they are on) gets paid.

There are many ways to become a publisher. First, you need to own a web page. Then, you place a code on your website that allows other networks to publish their ads there. You decide where to place the ads on the site.

Some people who have very popular sites also sell 'banner space' on their website. They allow people to pay a fee to place their advertisement on the site.

People who are new to marketing often start with adsense sites. However, this is not currently recommended. Why? Because for each click that you receive on one of the ads on your website, you'll probably only get a few cents.

To make real money as a publisher you need to have a lot of 'traffic' coming to your website; that is, you want many people to see your site every day. I'll talk more about how that works a little later.

2. Affiliate

An affiliate is someone who sells other people's products, and receives a commission for it. Affiliate marketing is one of the most common forms of marketing online.

Affiliates can choose to sell real products like books on Amazon, or they can choose to sell information products.

An affiliate link is a link that sends someone to a product, but keeps information on the 'referrer', or the affiliate. This is what allows product owners to track where sales came from and to pay their affiliates.

One way to become an affiliate marketer is to sign up as an Amazon Associate. Amazon Associates can create 'a-stores' that list products in a certain category. Since Amazon hosts the page, there is no out of pocket expense!

Another way to become an affiliate is to sign up for a service like Clickbank, which is also free. Clickbank is a marketplace for information products. You can choose a product, get your affiliate link and promote it by placing it on different sites on the internet. This is called 'promoting an offer'.

Affiliates can make pretty good money online, depending on the products they select to promote, and how much work they put into promoting them.

3. List Builder

A 'list' is a database of emails (and sometimes names and emails, or even phone numbers and names and emails) that you can collect online.

Remember how you had to enter your email in order to download this PDF? That was a squeeze page,

and I used it to collect your information. In return, I offered you this ebook for free. This is one of the methods used online to build a list.

Why would you want to build a list? Well, a list allows you to make repeated contact with your prospect. For instance, say you're selling tractors online, as an affiliate. Before taking someone to the tractor sales page, you collect their email address and give them something in return, such as a guide on buying tractors.

Now, you send the person to your sales page – but what if he doesn't buy? He might not be ready at that exact moment. But with your list, you can contact him again and send him back to your sales page. This increases the chances of you making an affiliate commission.

You could also offer your list other products that might interest them. For instance, maybe someone who purchased a tractor would also be interested in other farm equipment.

As you can see, list building is a powerful method of making money online. However, it does take a little more skill than beginning marketers have, so it is not recommended as a starting point.

4. Product Owner

A product owner is someone who owns a product, whether it is a physical product or an information product.

The strength in being a product owner is that you not only have a list; you have a list of buyers – people who have bought from you in the past. These types of people will often buy more expensive products from you. You could also sell them other people's products and make an affiliate commission (of course, these products should be in the same niche (also known as 'vertical')).

Additionally, product owners can have affiliates sell their products for them. This means that other people do the work, and you pay them a commission for it out of your profits.

5. Multi-Level-Marketing and “BizOpp”

Multi-level marketing has been around for years. In fact, it precedes the internet. So why is it listed here? Well, several years ago, a group of network marketers had the idea of building their business online. They set up web pages and used them to help spread their message.

Eventually, these web pages became more and more advanced, and they began the process of building lists online. You could say they became MLM list builders.

One particular company set up a system like no other. It took away the need to learn affiliate marketing and list building strategies, and provided a product. It took the top three ways to make money online and brought them together into one easy to use system.

This system actually teaches its members how to 'generate leads' – or bring people to their squeeze pages on auto-pilot. They have hundreds of hours of webinars, videos, and articles explaining step-by-step how to promote your website. And get this – they give you everything you need, including the website!

[This company](#) is responsible for a large portion of my online income. Why? Because the same skill that is needed for every single type of internet business is taught within its membership site, and every possible reason for failure is taken away.

www.YourAttractionMarketing.com

What will you choose?

No matter which method of online marketing you choose, it is definitely possible to make money online. If you go into it with determination, you will succeed.