

Pinpoint Your Passion and Profit from It



CHECKLISTS

PINPOINT YOUR PASSION AND PROFIT FROM IT

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Find Your Niche and Ideal Clients

It is vital to establish your target market before setting up your business to focus on the characteristics of your target. Establishing your niche allows you to identify their needs and preferences, thereby enabling you to tailor your products around them. Further, finding your niche prevents you from developing products and services that people are not interested in.

Part 1 Defining Your Niche

- Identify the industry you can best serve.
- Determine the gaps in this industry.
- Determine who can benefit the most from your services and experience in this industry.
- Identify areas within the industry where people struggle the most.
- Identify markets within the industry that are in dire need of your expertise.

Part 2 Ideal Clients

- Identify the demographics of your ideal target market.
- Determine the social-economic status of your ideal clients.
- Identify the tastes and preferences of your ideal clients.
- Determine the location of your ideal clients.
- Know the budget and spending habits of your target customers.
- Research the preferred purchasing channels of your clients.
- Identify the preferred payment methods of your target customers.
- Determine the buying decision-makers for your ideal clients.
- Research the advertising mediums palatable to your ideal clients.

Part 3 Your Competitors

- Conduct research on the level of competition in the industry.
- Identify your main competitors in the market.
- Determine their location and duration in the industry to access their strength.
- Identify the products and services offered by your competitors.
- Research the pricing strategies applied by the competitors.
- Identify the promotion channels applied by your competitors.

Identify/Define Your Niche

An example of an online business is a digital agency. For this checklist, we will use a digital agency as a guide. A digital agency is a firm/company that provides technical, strategic, and design solutions using innovative technologies. Such agencies offer creative solutions to their clients, focusing on advertising products and services in the digital space. Constant evolutions characterize the digital marketing sphere as people continue to initiate and embrace innovative technologies. The first step when starting your digital agency is defining/identifying your niche. Segmenting your market not only makes onboarding easier but further creates a strong proposition, thus giving you an added advantage.

When defining your niche, consider the following:

- Who are the users of your products?
- How do you intend to reach your selected niche?
- Why do they use/want your products or services?
- What demographics do your clients fit in?
- What are the needs of your target clients?
- Is your target client able to pay for premium services?
- What solutions are your products/services solving?
- What is your unique selling proposition?
- Are your products/services targeting one specific industry?
- Who are your competitors in the selected niche?
- Is your niche chosen digital-friendly?
- How scalable is your desired niche?
- What are the gaps and opportunities in your selected niche?
- Where does your target client look for information?
- Does your niche choose to have the potential for growth in the long term?
- Have you consulted a professional/expert in your selected niche?
- Have you evaluated the opportunity scope of your selected niche?
- Do you have the marketing infrastructure for your selected niche?

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Notes

It is essential to understand the opportunity scope of your selected niche in terms of obscurity and popularity. Ask yourself whether the niche is too new that people are unaware of it (and therefore slimmer profit margins), or is it too popular and thus too expensive to navigate?

Define the Services of Your Business

Defining the services of your business allows you to differentiate yourself from other entrepreneurs in the market. Defining your services and deliverables is essential to help clients understand what you are offering to succeed.

This checklist provides a guide on how to define the services of your business.

Part 1 Specifying the Products and Services

- Start by brainstorming the general products and services you would like to offer.
- Narrow down to specific products and services based on your expertise.
- Articulate your specific products and services to your clients.
- Organize your products and services into clear-cut packages.
- Develop a pricing strategy for the different packages.

Part 2 The Consulting Structure

- Determine whether the business will provide solutions or observations.
- Decide whether your consulting firm will be troubleshooting or providing recommendations.
- Decide whether you will conduct workshops.
- Determine whether the workshops will be conducted locally or nationally.

Part 3 Choosing A Name for Your Business

- Build the name around the critical attributes of your business.
- Focus on a memorable and personable name for your firm.
- Ensure the selected name is unique with positive connotations.
- Check to see whether the selected name is used or trademarked.
- Check to see if the domain for this name is available

Part 4 Develop A Brand Identity

- Develop a unified look for your brand across platforms.
- Create a unified voice for your brand on all marketing platforms.
- Establish your brand as an expert in the industry.
- Integrate your online presence with your professional presence.
- Leverage your abilities and experience.
- Ensure your brand maintains relevance and consistency.



Writing Your Business Plan

A business plan is essential for any business, and it helps define your business identity and further allows you to determine your value. Before spending money on your business, it is essential to come up with a workable plan that helps you envision your business in terms of the nature of products and services you want to offer, the structure of your agency, as well as your ideal clients and how to go about getting clients. This checklist highlights the factors to consider when writing a business plan for your business.

Stage 1 Executive Summary

- Come up with your agency name and a tagline for your business
- Determine your products/services
- Include your financial projections
- Define your ideal clients or target market
- Highlight your team (if any)

Section 2 The Opportunity

- Research your target market's pain points
- Determine what problems your products/services seek to solve
- Include your USP
- Determine the size of your target market
- Identify the threats and opportunities in the market
- Highlight your traction and milestones
- Identify and research your competitors
- Identify key risks and assumptions

Section 3 Marketing, Sales Plan, and Financials

- Determine your pricing strategy
- Select your marketing and sales channels
- Set up your monthly revenue goal
- Approximate the number of new or repeat clients or sales you need to meet your revenue goal
- Detail how you intend to fulfill your production and service offering
- Identify the key players in your production team
- Determine your business structure

Still not sure? The next section will give you some online money-making options to consider.



Make Money Online as an Affiliate

Affiliate marketing is when you promote someone's company, business, or other work on your site, and you earn a commission for each sale they make. If you want to become an affiliate and make money online, follow the instructions and steps given in the checklist below:

The Basics

- Choose your niche following something you are passionate about, which will make it more enjoyable.
- The top niches with the most available products are Make Money Online, Investments, Weight Loss, Health & Fitness, Self-Improvement.

Content

- Decide on the type of content you would like to create and how often you will create content.
- Upload videos to YouTube and other video sites
- Create blog posts relating to your topic of interest.

Earn with Affiliate Marketing

- You can monetize your website, social media profile, and videos in various ways.
- Create your E-commerce Store and sell digital products.
- Find Make Money Online Products on JvZoo, Warrior Plus, and ClickBank
- Find Affiliate Products in Other Niches on Clickbank and CJ Affiliate.
- Place Google AdSense adverts on your site

Getting Traffic to Your Links

- Share your links on social media
- Run a Google Adwords Campaign to your site
- Run a Facebook Ads Campaign to your site
- Ask friends and followers to share your site.
- Run online giveaways and content.

Make Money Online Blogging

Interests in blogs and blogging have increased rapidly in recent years. Making money with a blog is lucrative. Once you learn how to blog, you can make a living from it and express your ideas to the world.

Blogging can be helpful if you want to supplement your income with more extra money or if you want to support a lifestyle for yourself. If you are ready to put in the effort, blogging can benefit you greatly.

Make sure to perform the checklist below.

Setting Up Your Blog

- Find a blogging platform. We recommend using WordPress on a paid hosting account.
- If you are on a low budget, you can use Blogger.com, but this is not recommended long-term.
- Use the platform to design, customize and develop your blog to give it the layout and feel that suits your niche. Keep things basic works perfect.

Creating Useful Content

- You cannot become a blogger unless you create good content for your readers.
- Define your goals and aims. These are the targets you want to achieve with the power of your writing.
- Carry out some target market research- find a niche. A target audience can help you know exactly what you want to write about.
- Ask yourself:
 - Where does your audience hang out online?
 - What sort of content is enjoyed the most?

Note

Create a content calendar. You can do this at Airtable. Sign in with your email address and create a free account.

A content calendar can help you keep your content on top-notch and to publish it on time.

Earning Revenue with Blogging

- Make money by placing ads on your blogging site.
- Use CPC or PPC ads- these generate money with every click the readers give.
- Use CPM ads to generate a fixed amount of money based on how many people view your ad.
- You can include affiliate links in your content. First, find yourself an advertiser who has a product to sell.
- Decide on a fixed commission you'll get from each sale that results in due to your site.
- The advertiser will give you an affiliate link, which will track purchases done through the link on your site.
- You can include affiliate links in your content either directly or through banner ads.
- A reader clicking on your link will earn you a percentage of what she purchased.
- Writing eBooks, creating workshops, music videos, etc., can help you earn money online.

Make Money Online Selling Books

What if you could make money through things you love, things you have a passion for, and topics that you know a lot about and have command of? Well, this can be done. Do it by selling eBooks. Combine your skills and expressions to earn some extra bucks each month. The checklist below will show you it's done.

What to Do First

- Find a source of eBooks.
- Find a source of products.
- Do this in three possible ways:
 - If you have a way with words and have good expressions in writing, you could write, publish, and sell your titles.
 - If you have no interest in writing but have a specific type of book in mind, you could hire a writer.
 - If you want to start immediately, purchase the rights to resell eBooks that are already written.

What Comes Next

If you want to start by selling your titles, begin by creating your eBook.

- Decide your topic- it should resonate with people.
- Start with what works between your target niche and people.
- Come up with a catchy title for your piece of writing.
- Do the formatting and editing.
- Proofread your work.
- If you are using a word processor like Word or Google Docs, still make sure to do a manual check.
- Use Chrome Plugins like Grammarly to do the job.
- Download and install Grammarly.

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- Choose the specific writing issues you expect it to check.
- Design an attractive cover for the eBook.
- Convert the book into a digital version.
- Set your eBook up for sale.
- Amazon- How to sell on it.
- Open a KDP (Kindle Direct Publishing) account.
- Visit KDP and sign up.
- Add your eBook to the Bookshelf. Go to the top left corner of your account, click on add new title. Enter all the details of your book.
- Upload the cover of the eBook. Save your image in JPEG format or TIFF format.
- Upload your eBook and confirm your price and royalty options.
- Sell the eBook via your website or blog.
- Attach a PayPal link to your website.
- You can sell via another platform. Payhip, Clickbank, and Amazon are some beginner platforms.
- Market and promote your book via social media shout-outs, partner with other bloggers, etc.

Make Money Online Selling Photos

Are you a person who is naturally gifted at taking photographs? Do you like to spend your time snapping photos of places, people, and moments? If yes, you can start thinking on the lines of making money by selling your photos online. Photography is big business these days, and people are always looking out for pieces of art for their homes, images for websites, and videos.

Being a freelance photographer, you can utilize many options to help you sell your photos and earn some passive income.

Starting with the Basics

- Get the right equipment. The quality of photos needed won't come from a smartphone's camera. A DSLR camera will be a worthy investment.
- Next, buy a tripod as this is a must-have. On Amazon, you can find affordable tripods to give stability to your camera for good photos.
- Create a reliable backup for the work that you do. Services like Carbonite, Google Drive & Dropbox can help you store your work.

Choosing a Stock Photo Site

- Find yourself a suitable stock photo site. This site will act as your platform for selling your photos worldwide and will license them.
- Look for a stock photo site, as this will save you from the hassle of having a photoshoot stage and an expensive photographer.
- Some of the famous photo sites include Shutterstock, Dreamstime, Getty Images and Corbis, etc.
- To start with a photo site like Shutterstock, make a free account online.
- Provide your details, email address, and password.
- You will receive an email, verify, and confirm your account from there.
- Enter your address and get ready to upload your work!
- Surf through the Internet and look at the pay rates for different sites.
- Look through the commission rates for each site carefully, as they vary for every site.

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- Keep yourself updated with the site's requirements, criteria, and themes. This will help you avoid the rejection of your images.
- For example, some sites like Dreamstime require a minimum of 3 megapixels for download size.
- Next, register for an account on the site you have chosen.
- The account making is usually free. Read instructions carefully and thoroughly.
- Read through information related to payment and copyrights carefully.
- Then, complete the payment portion of your account. Provide an email address associated with your PayPal account.
- If you do not have a PayPal account, then set one up.

Defining Your Niche and Build Your Audience

- Search for a good niche and define it. Find a style for you that is consistent and will run throughout your work- consistency is critical.
- Next, search on which styles and photos resonate with your audience.
- Evaluate the demand for specific topics using keyword research.
- You can use Keywords Everywhere to find topics that are in demand and popular. Click on the "Install" button, and you are ready to use it.
- Link your various accounts together. Increase the visibility of your photographs to people.
- Instagram users can go to options > Settings > Linked Accounts to connect Tumblr, Facebook, and more to publish a single post in more than one place.
- Create integration between apps that do not integrate. Do this by using free tools like IFTTT. Instagram and Dropbox can be integrated this way.

Choosing Your Photos

Work on developing a portfolio that is diverse and can showcase your photos.

- Having 4-5 main subjects in your photos will attract only one kind of customer, so aim for a diverse portfolio.
- Choose images that are generic as these will appeal to the audience more.
- Go through your portfolio and pick generic images such as flowers and landscapes. Images that have a vintage look also often work well.

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- Most stock sites have resolution rules, sizes, and formatting rules; so, make sure your images adhere to those rules.
- Choose only those images that have crisp detail and balanced color.
- Make sure you operate legally - avoid the usage of images that have recognizable brands in them.
- Do not use images with people and property in them.
- Take all your photographs yourself so that you get automatic copyright.

Posting Your Photos to the Stock Sites

- Make sure your selected images follow all the requirements and rules of the site.
- To increase sales, match your photos to the specific categories your site might provide you with.
- For your images to appear in the site searches, tag your photos with relevant tags.
- Pick multiple numbers of tags for each picture, e.g., a picture of a beach can have tags like “fun,” “sunny day,” “sand,” and “surfing.”
- Use a mixture of specific and generic tags for your photos.
- If, for example, you have chosen Dreamstime for posting your photos, log in to your account or register for free.
- Enter your name and password. Go to the management area, which is under the categories bar.
- In the contributor’s area, there will be 16 buttons; click on the “Upload images” button. Left click on the add images button.
- Left click on the add images button.
- Select files to upload. Enter your password again and press "Ok." Wait for the Upload to complete and then go back to the management area.
- Click on unfinished files and edit your photos; add description, name, categories, and keywords for your photos. Finally, submit your photos.
- Other stock photo sites include Fotolia, Alamy, iStockphoto, and Bigstock.

Other Platforms for Selling Your Photographs

- You can use your smartphone apps to sell self-captured photos.
- Download apps such as Clashot, EyeEm, Scopshot, etc., to showcase your photographs.
- Import photos on the app. Tag your photos on the apps such as on EyeEm. Then choose your friends.
- Use in-built filters on the app to edit your captured photos. Keep an eye on your market dashboard and sell pictures effectively.
- You can sell your photos on tangible items, such as cups, T-shirts, coffee mugs, etc. Use websites like Cafe press and Shutterfly to help you.
- On sites like Cafe press- first, add your email address. Create images and upload designs.

Make Money Online Tutoring

The trend of tutoring online has increased on a significant scale. People share their knowledge while teaching people what they know, which brings money and a sense of achievement. You can start making money online tutoring by following the checklist given below.

The Basic Requirements

- Make sure you have a reliable computer, which has essential functions.
- Ensure a fast and steady Internet connection.
- Buy a good quality headset with a microphone.
- Get quality Webcam and Skype or Zoom software installed on your computer.

What Comes Next

- Create a Skype or Zoom account.
- Follow the directions stated, and provide personal details such as your name, birth date, and gender.
- Review the terms and conditions agreement once and accept it.
- Decide where you will teach. Choose a place away from all disturbances.
- Choose your subject, such as which what you are going to teach.
- Work out your pricing and cancellation policy.
- Visit sites that offer online tutoring jobs at reasonable pay rates.
- Look at sites like Chegg, Class of 1, Kaplan, Tutor.com, etc.

Chegg

- Sign up for Chegg,
- Click on the Sign-Up button.
- Provide your name, Email address, and password.

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- Provide your necessary information; choose your subjects of interest.
- Tell the site a bit about yourself, verify your identity and qualifications and complete the procedure.

Tutor.com

- Go to Tutor.com
- Click on Apply Now. Provide email address and password. Click on Create Account.
- Click on continue to the application form and complete the form.
- Earn money ranging from \$10 to \$40 per hour on average on different online platforms.

Make Money Online with Craigslist

Ever since the existence of Craigslist in 1995, it has been an amazing resource for all sorts of needs ranging from selling goods to finding a job. If you are wondering about making money online with Craigslist, make sure to review the following.

Getting Started

- First, if you do not have an account on Craigslist, you will need to register for one. Go to your local Craigslist site.
- Next, click on the link on the top left.
- Provide the required information such as email address.
- Next, create your first listing by adding the post you want to create, such as for sale by the owner.
- Then, choose from the category of goods, the type of item you are posting, e.g., appliances, bicycles, furniture, jewelry, etc.
- Go back to the category and put your item in the appropriate sub-category.
- Narrow down your location and choose your borough.
- Post a title for your item, choose a suitable price. Then indicate the postal code of your listing.
- Make your first listing live and edit.

Ways Of Making Money

Check into selling on Craigslist. This will generate money.

- Turn unwanted items in your house into money.
- Choose a title that is catchy, informative, and productive.
- Research Craigslist. Compare prices and choose for your item.
- Resell items on Craigslist by buying items already present there and sell them again for a higher price.
- Make sure you pay a lower price for the items you buy.

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- Improve the item's title, take more appealing pictures, and provide excellent customer service.
- Deliver stuff to make money on Craigslist if you do not want to sell or resell.
- Price your deliveries for your profit.

Make Money Online with Etsy

Etsy is an online marketplace made to showcase unique items. These items could be anything ranging from greeting cards and candles to clothes and jewelry. If you are crafty or have any other unique skill, become a part of the Etsy community.

Starting From the Basics

- Find something to sell that is unique and creative.
- Look at the site and other platforms to get an idea about what other people are doing.
- Make sure you only get ideas and not copy.
- Make sure your idea can be profitable.
- Research the competition.
- Figure out the cost to make each item.
- Think of a simple name for your Etsy shop.
- Make sure to Google your name to see if no one uses that name.
- Visit the Etsy page and register for a shop.
- Go on to <https://www.etsy.com/sell> and provide your email address.
- Fill out the form regarding shop preferences, the name of your shop, etc.
- Set up your billing method.

Proceeding Further

- Start by making yourself a custom logo through Canva- an online Photoshop program.
- If you aren't comfortable doing it yourself, get someone to do it for you on sites like Fiverr.
- Buy a custom domain name to match the name of your Etsy shop.
- Once your shop is online, look at Etsy's seller handbook.
- Follow the prompts on the site of Etsy to select your shop language, country, and currency.
- To enroll in Etsy's payments, click on Shop manager on the site.
- Click Payment settings.
- Enter your bank account information here. Add your credit/debit card details.

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- Choose the schedule of your payments from Daily, Weekly, Biweekly, or monthly deposits.
- Put clear and attractive images of your products.
- Charge enough to cover your costs and profit.
- Enter your bank account information while registering for your account. Add your credit/debit card details.
- Research the most effective ways of posting out and packing your creations.
- Be aware of the kinds of fees Etsy charges you with.

Make Money Online with Fiverr

With Fiverr's popularity and abilities, more and more businesses, online and offline, are using the services offered by Fiverr.

To become part of this growing community, follow the checklist below.

Setting It Up from The Basics

- Start by creating an account by going on to the main page.
- From the Fiverr homepage, click "Become a Seller."
- Read the page that explains the benefits of becoming a part of Fiverr.
- Enter your email address and click "continue."
- You can join with your Facebook or Google account.

Choose Your Username and Remember

- The username cannot be changed you've activated your account.
- Choose wisely, as this will be your display name as well.
- It can be up to 15 characters max. Do not use special characters.
- Choose a strong password that you aren't likely to forget and click "Join."
- Open the email sent to you on your email address by Fiverr.
- Click on the link given in the email to activate your account.
- Fill in the sections of Personal Details, Linked Accounts, and Account Security.

How To Make Money on Fiverr

- Spend some time looking at what other people are having success with.
- Find out about the strong trends.
- Do your research well.

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- Work on a custom job where the client sends you a specification, and you fulfill them.
- Produce fresh materials of any type based on those specifications.
- Offer social media services to people.
- Make gigs and videos on various favorite topics.
- Make videos using software like Video Maker FX or Camtasia.
- Get a base rate of \$25 per hour just by writing quickly and making sure your buyers come back.
- Design business cards, flyers, brochures for companies.
- Create digital drawings with automated-based drawing tools.

Make Money Online with Freelancing

Freelancing has increasingly become people's choice to escape the regular 9-5 work routine, and it has become popular with the present generation. Subsequently, it has increased the trend of online job opportunities and literacy rate as well. The freelance revolution is growing.

The Basics

- Firstly, analyze yourself and explore the skills and talent you have.
- Ask yourself various questions, which can help you decide what to do in freelancing itself.
- What skills do you have?
- What do your friends say you are great at?
- Choose your niche, understand the type of services you can and want to offer.
- Become specific and sure about the services you offer.
- Define what your ideal client looks like.

Getting Started

Find a site that can connect you to the freelancing world. Sites include:

- FreeLancer
- Upwork
- Guru
- iFreelance
- ProBlogger

Rate Per Hour

- Regardless of which site you choose, work on updating your profile- this includes your portfolio, introducing your personality and skills.
- Research suitable projects that you can confidently work on.

Getting Work on Freelancer

- Visit Freelancer.com
- Go through the two available options to sign up with them.
- Provide your account details such as email address, username, and password, or you can also sign up by using your Facebook account.
- Verify your account through your email.
- Work on updating your profile- this includes your portfolio, introducing your personality and skills.
- Click the "Update your profile" button present in the email sent to you.
- Find excellent and suitable projects for yourself.
- Hover your mouse over the working link and click on browse projects.
- Select your project of interest.

Make Money Online with Voiceovers

Have you ever been told that you have a great, bright, and beautiful voice? Have you ever been told that you should be on the radio?

You may be a born voice actor, and it is high time that you use your talent and skill to generate some amounts of money. Follow the steps given in below to start your journey.

Analyze Yourself

- Start by analyzing yourself and your abilities. Ask yourself several questions and answer them.
- Ask yourself if you have what it takes to become a voiceover artist?
- Ponder over if you can imitate the different voices around you?
- Choose the gig you want to work on.
- Carry out research and analyze your interests. See if you want to do voiceovers for cartoons or movies children's audiobooks.

Getting Setup

- Buy or get the proper equipment. Take your work seriously.
- Do not get the most expensive items. Grab the basics, and then you can upgrade later.
- Install voice recording or music editing software on your computer.
- Get yourself a good microphone, mic stand, and pop filters.
- Next, soundproof your room.

Selling Your Voiceovers

- Create an account on Freelancer and complete your profile, adding example voiceovers and bidding for suitable jobs.
- Create an account on Upwork and complete your profile, adding example voiceovers and bidding for suitable jobs.
- Create an account on Fiverr and complete your profile, adding example voiceovers.
- Create an account on Voices and complete your profile, adding example voiceovers and bidding for suitable jobs.

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- Create an account on VoiceBunny and complete your profile, adding example voiceovers and bidding for suitable jobs.

Make Money Online Selling Videos

People visit video-sharing sites to watch videos of their favorite shows, stay connected, and be entertained. A dramatic shift has occurred within the digital world.

Online video making offers a good deal of moneymaking opportunities. Your love of producing videos can now help you earn money.

To Begin

- Find your video topic niche- Find out what it is that you want to sell.
- Explore your strengths and what you can actively share with the world
- Ask yourself a few questions such as:
 - Are you a fitness trainer?
 - Are you a motivational speaker?
 - Are you a programmer or a graphic designer?
- Test the waters, make free video through your blog or your YouTube channel.
- Do thorough research on sites like YouTube, Lynda.com and Udemy, etc., to see if your content is in demand.
- Plan your content effectively. Decide upon your target audience what will differentiate your content from your competition.
- Decide on the outcome your subscriber is expected to get from watching your video.
- Create your video. If you can do it yourself, do it all yourself or hire a video production team to do the job.
- If your content is about teaching and learning, use dynamic education strategies such as videos, PDFs, podcasts, eBooks, etc.
- Once your video is ready, you can upload it on famous platforms like YouTube, Vimeo, and Wistia. You will need to make an account and open a free channel.

Make a YouTube Channel:

- Sign into your account on YouTube. Sign-up if you do not have a Google account.
- On the top right, click on the icon, "My Channel." Give your channel a name and click "n, "Create Channel."
- Customize and verify your channel. To upload, sign into your channel.
- At the top of the page, click Upload. Choose the privacy settings and upload the video. Enable your channel for monetization.
- Connect your channel to an AdSense account and earn money for your monetized videos.
- Earn from ads placed in your videos. Become a part of the YouTube Partner Program and get ads placed aside for your videos.
- Apply for the partnership through the page.
- Gain access to the most powerful partner programs; obtain 15,000 cumulative watch hours for your channel over 90 days.
- Next, upload your video and share the revenue with YouTube. Other similar programs include BrightCove, Maker Studios, etc.
- Create commissioned videos. Respond to requests for specific types of videos.
- Platforms like New York Times and Demand Media can help you create commissioned videos.
- Earn money by selling your videos to download.
- Sell your videos online using platforms like DepositPhotos.
- Become a contributor to various sites regularly and enjoy earning!

Make Money Online with Surveys

People make money with online surveys and can easily make a hundred bucks extra each month. This is the new trend, and it is increasing daily in popularity. If you are thinking on the lines of making money with surveys, follow the checklist below.

How To Get Started

- Set up a separate dedicated email account for paid survey invitations.
- Create a PayPal account.
- Visit the PayPal site or download the app.
- Click on the sign up for free or sign-up icon.
- Enter your email address and set a suitable and strong password.
- Provide your details.
- Enter your debit card details and your bank account details.
- Click on create account button.

What Comes Next

- Sign up with different online paid survey companies.
- Take time to sign up with a maximum number of survey companies.
- Check the privacy policy of all these sites.
- Be honest with your personal information that you provide.
- Sign up with platforms like Toluna to start working on the job.
- Get yourself registered with the site. Visit the website and click on the get started icon.
- You can also get yourself registered by clicking on the "Sign Up" button in the top right corner. Earn 500 bonus points upon signing up.
- Lead yourself on the journey of providing your details, such as your name and email.
- Next, verify your email address to continue to the dashboard.
- Complete your profiles by providing more of your details.
- Other Survey platforms include: PineconeResearch
- GlobalTestMarket
- OpinionOutpost



Selecting A Lifestyle That Works for You

It's not uncommon for new business owners to be overwhelmed by the challenge of living their ideal lifestyle and balancing work and personal life demands. To avoid being overwhelmed by your business important to select the lifestyle that works best for you.

The following checklist provides relevant factors to consider in selecting a workable lifestyle.

- Are you comfortable with the constant demands of heavy travel?
- Are you comfortable with the longer working hours?
- Are you prepared to live out of your suitcase due to the demands of the job?
- Have you considered working with a partner?
- Are you working part-time or full-time?
- Are you working from home or at a designated office?
- Are you comfortable meeting clients at home?
- Does your business require one-on-one consulting?
- Will you provide mentorship and advice to the clients?
- Are you going to work for your clients (in terms of service delivery)?
- Does the business accommodate working from home?
- Are you using personal funds or sourcing funds for the business?
- Are you comfortable with carpooling?
- Do you prefer car rentals or travel by train to meet clients on-site?
- How are you prepared to handle setbacks?
- Do you have an exit strategy in place?
- Does the legal structure of your consulting business accommodate your lifestyle in terms of management?



Selecting Appropriate Marketing Channels

Your online business will require a steady flow of clients. You need to identify and create an ongoing marketing strategy that will help generate new clients. You need to research and identify the marketing channels that work for you. This checklist provides a reference guide for selecting marketing channels for your business.

- Email marketing
- Creating webinars
- Pay per click advertising
- Partnerships with local media
- Optimizing your website to market your business
- SEO optimization
- Creating and distributing eBooks to potential clients
- Leveraging the power of social media
- Partnerships with other service providers
- Hosting seminars and other local events
- Optimizing your LinkedIn profile
- Creating video content to market your business
- Blogging about your consulting business
- Creating and distributing brochures and pamphlets for your business
- Asking for referrals from your clients
- Cold call potential clients
- Leverage the power of YouTube
- Do public speaking events to showcase your expertise
- Podcasting about your business (and so much more)

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The goal of these checklists is to help you really think about your online business. Who do you want to serve? What can you share with others that will keep their interest as well as keep you motivated?

DoThat.Biz is designed to help you find your business passion and put it online.

Ready for more? Go to: <https://dothat.biz>

