

e-Wealth Secrets

By

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Lesson Ten

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Even More Ways to...Make More Money in Cyberspace

In the previous sections of this course we have discussed many different ways of making thousands of pounds each year, without leaving your home, from simple cash projects in cyberspace. In this section, we reveal even more ways to make a very good part or even full-time income.

These projects are a mixed assortment of business opportunities. They don't fit neatly into any of the categories we've already covered – that's why we've created an extra bonus category all of their own! Some of them are totally new ideas. Some of them are established, proven projects where the Internet has breathed a new lease of life into them, and made them much more profitable than they ever were before.

We recommend that you read through all these projects carefully first. Then come back and focus more closely on those which are most suitable for you. Either way, we're confident that you'll find more ways to increase your income by working at home on the Internet.

Make Money from...Buying and Selling Domain Names

Every Internet business needs one or several domain names, and buying and selling them has to be one of the cleverest ways to make money from the e-commerce boom. It's easy and needs very little capital, but has very high profit potential in return for a little shrewd speculation.

Companies involved in e-commerce are always looking for high quality domain names that will pull in good traffic, and they will pay a lot of money for the right name if someone else already owns it. Many people already make a good living simply from speculating as to what names companies will pay for.

In this section, we will give you the basic facts on buying and selling domain names including where to find good domain names that are still available for registration, for just a few pounds each. In the past, this used to be a difficult and expensive process. Now, however, it is easy to find out about free domain names and expired registrations, and register them in your name for just a few pounds each. This makes an attractive business or investment opportunity.

What Makes a Good Domain Name?

The suffix is the most important factor in deciding the desirability of a domain name. .com, .co.uk, .net and .org are by far the most popular. Other alternative domains like .tv, .info and .ltd are becoming more popular because they are easier to find. For example, if .co.uk has been taken for a particular company name you can still very often get .ltd. Where possible, try and stick to the popular suffixes/extensions because they will be the easiest to sell and worth more.

Will a company want to pay for this name? Ask yourself that question and if you are not certain then don't buy it. Generic domain names, ie. those which are the name of a product or 'thing' are often very valuable. However, remember that it can be illegal to register a business name or trademark that you do not own. This is called 'cyber-squatting'.

The shorter the name the better. These are the most memorable, easiest to market and are also becoming quite valuable as there are relatively few left unregistered. At the time of writing, there are only about one thousand three figure .com names left, although expired names become available from time to time.

Remember that people make common spelling errors when they enter domains. It is possible to make money by buying these misspelt domains, establishing when they have high traffic, and then offering to sell them to the companies who own the properly spelled versions of those names.

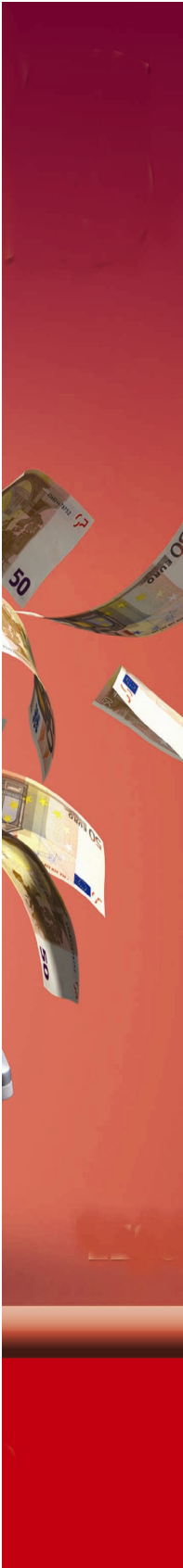
What names are selling? Do some research on eBay.com or other sites where domain names are put up for auction and see what names are selling and for how much. Below are what some domains were recently on offer for: (It is usual for prices to be quoted in US dollars.)

a1restaurants.com	US\$730
e-privacy.com	US\$35,080
eloans.net	US\$6,060
engineering.org	US\$198,895!
ez-homeloans.com	US\$4,725
internetbank.com	US\$92,800
LAdoctor.com	US\$15,000
MRairline.com	US\$15,000
officetravel.com	US\$2,625
stormnews.com	US\$765
skincleanse.com	US\$2,885
venture-capital.net	US\$14,510

Finding the Best Domain Names

Some people believe that all the good domain names are already taken. However, although thousands of new domain names are registered every day there are still good names to be found. The secret is in tracking them down. As and when you think of good names use one of the many domain name 'who is' type sites, such as Network Solutions, to find out if it is already registered, and to which suffixes.

A clever way to find good prospects is to subscribe to expired domain lists. These are compiled lists of the thousands of domain names that have been put back up 'for grabs' every day, because the registration has not been renewed.



They are available for anyone to register again and can contain some excellent names – recently ‘race.com’ appeared in one such list and was snapped up by a lucky speculator. These lists are normally fairly cheap to subscribe to and there is always the chance you will spot a good expired name first. With most of these lists, you will be e-mailed a new list of expired domains regularly and can sometimes request immediate e-mail alerts, for certain types of names that are of particular interest to you.

You can find unclaimed domain name information sources by searching on the Internet. Some suggestions are also listed in the Appendix.

Registering Your Domain Names

After you find some good domain names, you will need to register them. In the recent past it cost around £35-£50 to register a domain name for only two or three years. But with the introduction of new regulations and the distribution of registering privileges the cost of registration has become more affordable. You can now register a domain name for as little as £5 for a year.

Selling Your Domain Names

You can sell your domain names by contacting potential buyers directly. However, the most effective way to sell them is to auction them on the Internet, by listing them on auction sites – particularly eBay.com, but also specialised domain name auction sites.

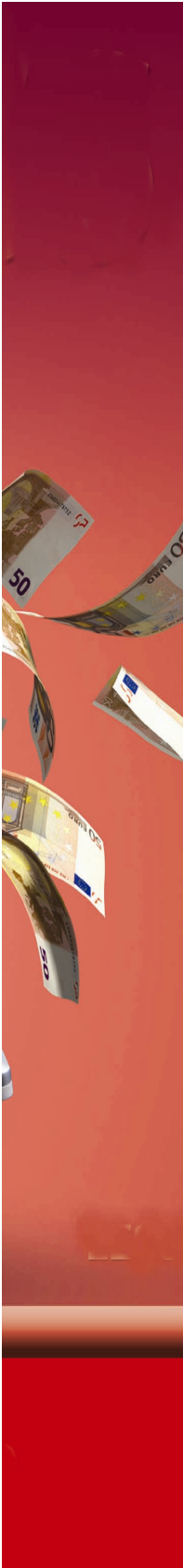
There are also domain name brokers who will list your domain name and promote it to potential buyers. They do this either for a fee when sold, a fee to list, or both a fee to list and when sold. Choose a high traffic site to list on and ensure you know exactly what you will have to pay them if they sell your domain name. If you have a good domain name and your price is right, it shouldn’t be long before you receive some offers.

Ultimately you can become a fully-fledged domain registrar yourself if you wish. Domain registrars are governed by ICANN (Internet Corporation for Assigned Names and Numbers).

Lastly, bear in mind that many domain sellers make the mistake of trying to sell every domain name for thousands of pounds. Normally however you will do much better selling domains for a few hundred pounds but selling them in higher volumes. Remember that new names cost nothing to buy and you are only investing £5 or so to register them. So, even if you sell one for just £250 that is still a 5,000% profit!

Make Money from...Electronic Archiving

Today, computers and electronic data have completely transformed the world of publishing. It’s easy to forget that inexpensive computers have only been



around for a few decades. Before that time, all published material had to be prepared using ‘old fashioned’ methods – using pen, typewriter, printing press and paper.

This, however, creates an interesting Internet opportunity for the entrepreneur. Because there are still millions of books, newspapers, magazines, reports and other documents from the past that aren’t in electronic form.

It can be a significant problem. Unlike electronic data, paper-based documents can’t easily be edited, updated and transmitted across the Internet. Storage is also a problem since storing documents on paper is awkward, takes up space and is expensive. Today, even a whole library can be stored inexpensively on a few CD’s.

An electronic archiving service solves this problem by scanning printed documents including text, drawings and even photographs into electronic form so that they are compatible with today’s Internet age. It’s a straightforward non-technical business suitable for part or full time working from home.

Getting Started Easily and Simply

Here’s what you will need to start an electronic archiving service:

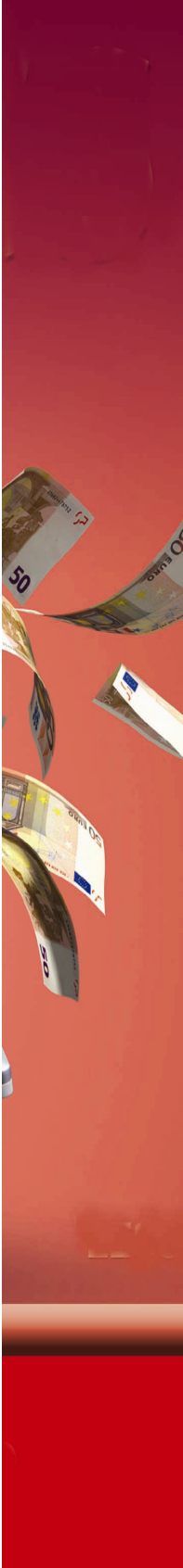
- A PC. Any model or type of home PC is suitable. But, as is always the case with computers, the more powerful the better.
- An external hard drive will allow you to back up large volumes of data for security, although it’s not essential to get started.
- A flatbed scanner. These peripherals work like a photocopier to capture text and images on a printed page and transfer them into an electronic computer file. Again you should buy the best you can afford. Prices start from around £50.
- OCR (or optical character recognition) and imaging software. This type of software allows you to scan a document, such as a book, or an illustration, and load it into a computer file. You can then edit the text or the image on the screen. Many PC’s already have suitable software onboard.

There are plenty of suppliers of hardware and software at highly competitive prices.

Try to choose suppliers who specialise in scanning and archiving so they can provide you with more specific advice.

Finding Customers for Electronic Archiving

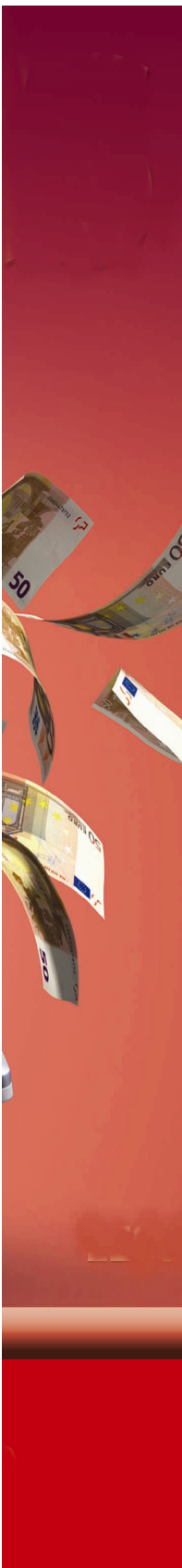
Archiving is a specialist service, so you must target your customers carefully. The following are good customers for your service:

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- **Book Publishers.** Of all the books printed since the invention of the printing press the vast majority aren't held in electronic form. It's estimated only 1% of all books are held as electronic data. Publishers need to archive old books to record them, but also so that when books are updated or republished, they will be compatible with modern printing and publishing systems. Work from this source might include archiving a short story – or a complete encyclopaedia!
 - **Newspaper and Magazine Publishers.** Need archiving services to convert old editions into electronic form so that they can be stored away more easily or published on their websites.
 - **Libraries and Museums.** Museums worldwide are now converting their documents into electronic form. Not just written work – but illustrations, musical manuscripts and even paintings too. This protects against loss, theft and deterioration.
 - **Universities/Colleges/Schools.** Archive old research papers, theses and dissertations. They also often have substantial libraries which may require archiving.
 - **Commercial Companies.** Companies large and small need to put correspondence, accounting documents and other paperwork into electronic form. (In the past this would have been done using microfilm or microfiche.) By law financial and accounting records must be kept for at least six years and storing them in electronic form is a cheap, easy and space-saving way to do this.

How To Market and Advertise Your Service

All these methods are good for advertising this business:

- **Sales Letters.** Send a sales letter to prospective customers, of the type listed above. You can search for suitable names and addresses on the Internet, or rent a mailing list of companies and organisations.
- Your sales letter should introduce your service and how it works. Follow it up a few days later with a telephone call.
- **Teleselling.** Telephone likely clients to introduce yourself and offer your archiving service. This tends to produce a higher success rate than letters. All you need is one out of 100 companies you contact to be interested to get started.

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- Advertising. Advertise in the newspapers and magazines that are read by the publishing trade, library and museum services and academic organisations. For example, ‘The Bookseller’, ‘Museums Journal’ and ‘The Library’. (Use an Internet search to find these and others.)
 - Internet Marketing. Search for the names of suitable customers – from the suggestions above – on the Internet. Send an e-mail to the *publishing department* or *records department*. (Bear in mind, however, that e-mail is unproven as a method of selling so don’t rely on this method.)

How To Undertake E-Archiving

Archiving printed material into computer form isn’t difficult and you don’t need any previous experience. It does call for careful, accurate work. But it’s straightforward work that you can undertake in the evenings and weekends and leave/return to as you wish.

The first stage to every successful archiving project is to ensure that the client briefs you thoroughly on exactly what is required. In the case of a book, for example, they might require text or illustrations or both to be archived.

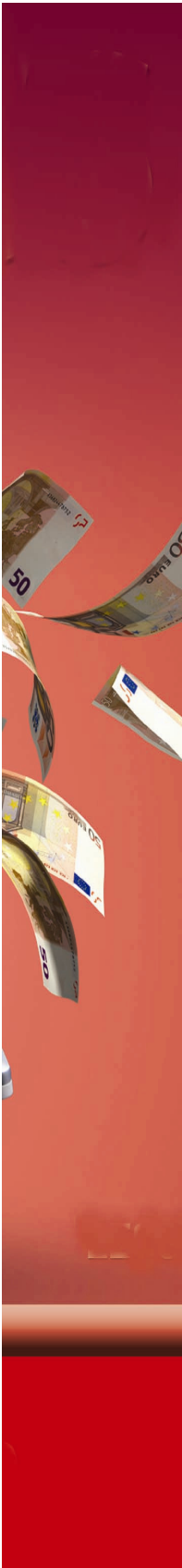
Bear in mind that all writing and other works of an artistic nature are protected by copyright. You must only reproduce them (archiving is essentially reproduction), with the permission of the copyright owner. Ensure that your customer is the copyright owner and that they give you permission in writing.

A good idea is to prepare a workflow plan for each job. This will ensure that everything is done systematically and ensure that nothing is missed or duplicated. For example, in case of a book you might first archive the text, followed by the tables and then the illustrations. Draw up a workflow plan listing each page, table or illustration and tick off each item as it is archived.

Archiving documents itself is a simple process. It is essentially the same as using a photocopier. Place the document on the scanner, click the appropriate button on your computer screen and the system will automatically ‘copy’ the material into electronic format.

It is sometimes necessary to dismantle some items, e.g. books, so that they can be scanned properly on a flatbed scanner. This is standard practice. However, if it is necessary, discuss it with your client beforehand. Old books can be rebound by expert bookbinders if necessary which you can arrange and add to your charges. If the material you are working with is particularly old, valuable or rare, handle and store it carefully. Wear cotton gloves during the entire archiving process.

You may find that some items will need retouching. For example, in photographs and pictures the colour balance may need adjusting. With text, the



text may not render exactly as it is in the original form, eg. ‘l’ (the letter) and ‘1’ (the number) are sometimes transcribed. When using OCR software in particular you may need to go through, proofread it and manually correct any errors.

When the work is completed the original printed material can be returned to your customer by post. The new electronically archived copy can be sent to them either on DVD or some other form of computer media, or transferred to them over the Internet.

How Much Can You Charge for E-Archiving?

E-archiving is a high quality, professional service and you should charge for it on this basis. In fact, there are two ways you can price your service:

- **Day Rate Charging.** Charging per day (or perhaps per hour) is an easy way to charge, especially when you first start, and ensures you make a good profit. Such services charge at least £30 an hour at present, possibly more for more complex work. So, if you undertake 40 hours work on archiving a book for a publisher you might earn £1,200 for the whole project.
- **Per Job Charging.** Once you gain some experience and know how long a project will take, you can agree a total price with your customer. This way, as you become more efficient you can make even more money. For example, if you charge £1,200 for the project above on a per job basis, you may find that you can actually complete it in only 30 hours.

It is a good idea to ask new customers, or those ordering a project that may take you several months, for a deposit of half of the cost of the work before you start.

More Profitable Sidelines

- **Library Services.** Once you’ve archived material offer to keep a security copy on DVD or external hard-drive for each client. This will safeguard against them losing their electronic copy in the future. To provide this service it is advisable to have a fireproof safe to store the material in. Charge from £100/year storage fee.
- **Worldwide Services.** In today’s Internet age you should think globally. You can market this service right around the world. Set up a website promoting your service, or e-mail likely potential customers worldwide. Use an express courier service, such as FedEx or DHL to send and receive printed material from around the world, and deliver your archived material by e-mail.



Make Money from...a Website Monitoring Service

With a real-world, offline business (such as a shop) it's easy for the owner to see if it is running properly or not. All they need to do is walk around, check that the window display looks good, that the goods are on the shelves, and that the staff are all ready to take the customers' money. Simple.

But for companies who are trading in the virtual world, using a website, it is much more difficult to see if the business is running properly. Unless the company employs someone to sit, logged on, monitoring their site permanently – which nobody does – they just won't know whether the company is open for business, or whether the site has crashed.

E-commerce software (and hardware) is relatively new and can contain bugs. The pace at which the Internet has expanded, means that many websites haven't been tested extensively and systems fail more often than they should. However, a simple software bug or breakdown can bring a website crashing to a stop and effectively shut an e-commerce site for business. Normally, there's no easy way for the company to know this has happened. Customers won't bother to tell them, they'll simply buy somewhere else. The job of a webmaster is to update and improve the site and deal with any glitches that are reported to them, not to monitor it on a 24 hour basis.

This situation can spell major problems both for a small company experimenting with e-commerce and even more so for a large company which depends on Internet transactions. In severe cases even a few hours 'downtime' could lose them millions of pounds worth of business.

That's why this business offers such a lot of potential. By offering a website monitoring service that effectively 'keeps an eye on' company websites and reports any faults immediately, you can provide a valuable service yet still work part time from home.

Getting Started Easily and Simply

The only real requirement to operate this business is a PC with Internet access. Although any PC/Internet access can be used, it's sensible to have the best you can afford, to ensure that any access problems or other faults are caused by the sites you're checking – not your equipment. As and when finances permit, it's sensible to upgrade your PC and Internet access to the latest technology on a regular basis. It is pretty much essential to have unlimited broadband.

To get involved in this opportunity you need no technical or website design knowledge at all. Remember this is a monitoring service and doesn't involve any programming or maintenance work on the sites. But, if you're not already a regular net user, spend some time getting to know the net, particularly how to use your browser and how to navigate round a website.



How To Market and Advertise Your Service

Every single company with a website is a customer for this service. No one knows for sure how many websites there are. Very few of these companies, even large ones, have an employee permanently monitoring their site, so this is ideal for selling as a separate commercial service.

To get started easily, offer your service to companies within the UK. Focus on smaller companies since selling to them is usually easier. Longer term, however, you can offer this service to companies in any part of the world, and sell it to bigger companies who have larger sites with hundreds of separate pages.

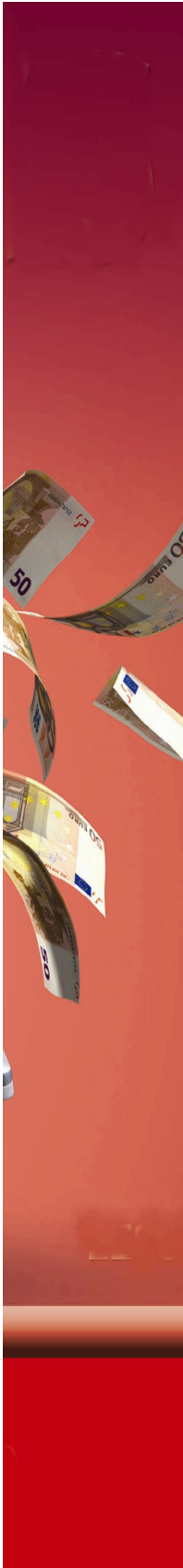
You can market your service to prospective customers by sending them an e-mail Just log on to their website and you'll normally find an 'info.', 'contact us' or 'feedback' facility allowing you to e-mail them. However, because you can't be sure that the person who is responsible for the website will actually see these e-mails, it is a good idea to send them a 'snail mail' sales letter, or make a telephone sales call as well. You can also set up your own website promoting your service.

When marketing a monitoring service it is important to emphasise the financial benefits it offers. That is, your client will make more money if their site operates properly, and will also avoid the loss of business – and reputation – which can be caused by a crashed or malfunctioning website. Note also that, whilst it's true that there are automated services which claim to be able to check a website, they mostly only use a simple test known as a 'ping' test to check that a website is accessible. They don't perform the extensive range of tests, and check out the website in the 'see it, use it' way a potential customer would, as your service will (see below).

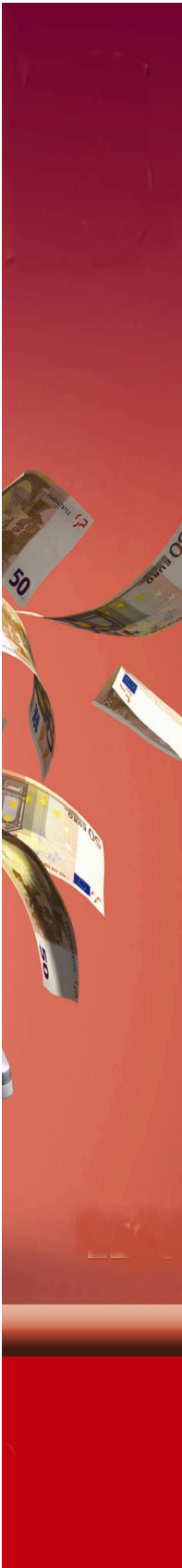
Also explain to potential customers that, should their site be affected by a bug or 'cyber vandals' who deface their site, or be hijacked by some kind of 'phishing' scam, where a fraudster sets up a site which looks very much like a genuine site, which is a growing problem today, you should be able to detect it and report it to them quickly.

How To Undertake Website Monitoring

This is a service that is relatively easy to operate. Essentially all you do is visit your client's websites regularly, to an agreed schedule, and carry out a methodical series of checks to ensure that the website is operating properly. There are also a number of online testing tools which you can use (for sources see the Appendix).

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1. Ensure that the site is accessible, i.e. when you tap the address into your browser or search engine the correct site appears. Good Tip: Don't just put the site address into the search engine. Enter the company name. This way you can check rankings on search engine searches and detect phishing scams.
 2. Check to make sure the site is accessible and operates with the most common browsers, such as Mozilla Firefox, Internet Explorer and Netscape. Sometimes it is possible for sites to function correctly with one browser, but not with another.
 3. Check to make ensure that the site can be found by all the most popular search engines, not just Google. (You might use a different search engine every day on a rotating basis.)
 4. Check to make sure that the site downloads properly, including all graphics – and that audio and video elements, chat rooms, forums, bulletin boards etc., where offered, operate correctly.
 5. Check to make sure that special effects such as animation etc., and banners, operate properly.
 6. Make sure you can navigate the site, i.e. visit all the pages correctly and move backwards and forwards between them.
 7. Make sure that links, allowing you to move to and from other sites, are working and that sites to which they lead still exist. Broken and out of date links can significantly diminish the traffic through a website because it makes them look out of date. If the site has any *affiliate links* (in or out), you can also check whether these are working as an optional service.
 8. Check that areas which require a code number or password to access, i.e. a secure server, cannot be accessed without the correct code or word. If you can access a secure area this indicates a serious breach of security.
 9. If the site accepts online ordering, or online quotations, make sure that this facility operates properly. Agree a test order profile and name and address which you can send to check this system, so that the client doesn't mistake it for a genuine order, or a customer error.

It is also sensible to test whether e-mail contact forms and even fax and telephone numbers work and that you can reach the customer by those methods. Frequently they don't, as contacts have been changed but not updated on a website.



Tip: Whenever you visit a site to test it, enter the address in full each time or click on the 'Refresh' button on your browser. If you don't, you may find that material from a previous visit is loaded from your PC's cache, rather than current material from the website's server.

Tip: Not all difficulties in accessing and using a website are necessarily the fault of the site or the server which provides it. Also remember that faults can occur in your own PC, or with your own ISP. Double check everything and ensure that you always use a reliable PC. Consider signing up with two or more ISP's and using them both alternately to test a site.

Remember this service involves no technical work as such. You are simply offering an efficient monitoring and reporting service. If there is a fault on a site you have tested, immediately e-mail your customer (or their webmaster) and report it so that it can be fixed. (Ensure that you get a response, just in case the e-mail facility isn't working either!) If, on the other hand, the site is working perfectly, send an e-mail to your customer to let them know you have tested their site, and that all is well. This will show them that your service is doing what you say it will and is effective.

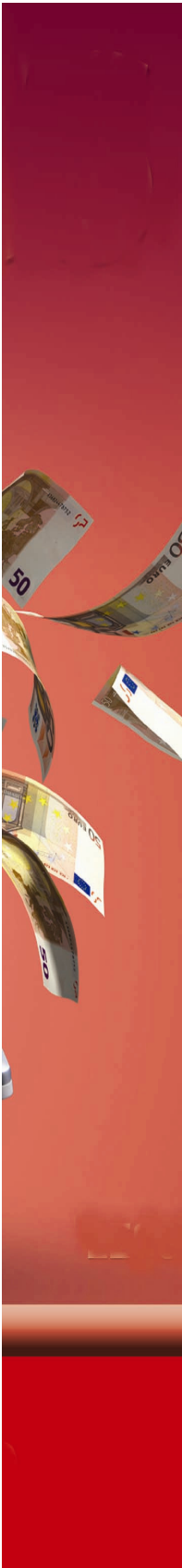
How Much Can You Charge for Website Monitoring?

When you first start it is advisable to sell your service on a *month-by-month basis*, where customers just pay you for one month at a time. This makes it easy to sign up customers and build up trade. But, once you're established, ask your customers to sign up for an *annual contract* of 12 months. This will mean you can plan and forecast your income accurately for 12 months at a time. (The attraction for them is that a 12 month contract will usually be cheaper for them than paying for 12 months each month.)

Normally it is best not to operate a fixed charge but negotiate an individual charge with each customer according, not only to the complexity (or simplicity) of their site, but also to the size of their company and budget. Remember that larger companies have more to lose when a website goes offline, so you should be prepared to pay more for a service like this.

Here are some examples of what you could charge: A busy e-commerce company with a very complex site, and which is highly reliant on its website, might require 10 monitoring visits per day, spread throughout the day. For this you might charge in the region of £1,000 a month. A small company with a fairly simple site might just require one or two daily visits, for which you might charge as little as £50 a month – this is ideal if your business is just part time.

You can have as many customers as you have time for. But, for example, if you have 20 customers paying £50/month and just five customers paying £1,000/month you would be earning £6,000/month or £72,000 a year for what is still essentially a part time business!



Once you have established your business then you could pay others to do the checks for you. Anyone with a PC can do this work, and they can work at any time from their own home. Offer them an hourly rate – £7-£8 an hour is a typical figure for this type of work. You will still make an excellent profit and will have more time to concentrate on signing up more new customers for your checking and monitoring service.

Bear in mind that the overheads for running the business are negligible, apart from your time.

Make Money from...Being a Virtual Assistant

A virtual assistant (VA) is a secretary or personal assistant who works for companies or private individuals *but on a 'remote' basis*. As a virtual assistant all your work is done not in an office but from your own home, mostly over the Internet.

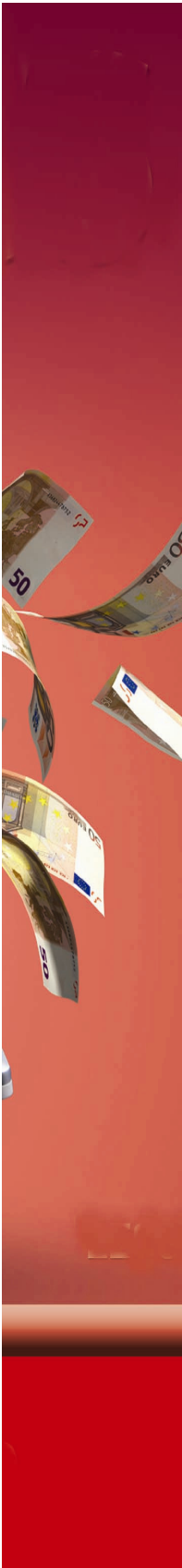
Your business can include just about any kind of service including:

- Secretarial services, e.g. word processing.
- Preparing and distributing documents.
- Travel, meeting and appointment planning.
- Market and business/academic research.
- Desktop publishing (DTP).
- Website design and maintenance.
- Public relations work.
- Proofreading.
- Graphic design.
- Bookkeeping/accounting.

If you can assist your clients with it, you can offer that service! Busy people and companies need all these services and more. The added advantage is that if they use you once, assuming they are satisfied, they will normally need you on a regular basis.

To become a successful virtual assistant you will need:

- A computer and basic office skills.
- To be a self-starter – able to find and plan your own work.
- To be well organised.
- The ability to meet deadlines, even if working part time.
- Tact, discretion and ability to keep clients' business confidential.
- Good interpersonal skills – you could be working with a lot of different kinds of people from business tycoons to self employed businesspeople.



You can start with a few services and expand the range as you develop your expertise and have the funds to purchase new hardware or software. The hardware and software you will require varies depending on the services you offer, but be prepared to have a minimum of: A PC with broadband, a fax (you can fax through your PC) and a good quality printer. If you already have the equipment and software to offer your services your start up costs will be negligible. Also, this is a very low running-cost project. By doing most of your marketing and your work on the Internet, you can keep your expenses to a minimum.

The benefits to your clients of using a virtual assistant are that they don't have to hire a full time employee. There are no income taxes for them to pay, no insurance, no holiday/sick pay to pay, and no extra equipment, supplies or desk space is needed. The going rate for this kind of service is about £20 an hour. If you are able to offer more specialised services, such as marketing or accounting, you may well be able to charge much more.

Marketing Your VA Service

The best way to market a virtual service is using virtual marketing, i.e. your own website. Be sure to include the following on your website:

- Describe your services fully.
- Emphasise the benefits of hiring a VA, i.e. no extra overheads.
- Say what equipment and software you have, if it is especially up to date.
- Say what relevant experience you have, if any.
- Include testimonials from your clients (as soon as you have them).

Good Tip: Offer some free or reduced cost work when you start, in order to build your portfolio and gather testimonials. Offering to work for charities is a good way of doing this.

Also promote yourself offline; mail out information about your services to various businesses. Send out a press release. Join your local Chamber of Commerce or other business-related clubs and network with the members.

Using an Internet search, you can also find some virtual assistants' websites where you can chat, exchange ideas and even work with other VA's. In particular, try to find another VA who offers some of the services you do not. This way, you can exchange work over the Internet to maximise your range of services and make your workflow more efficient.



Make Money from...Freelancing on the Internet

Apart from being a very useful information and entertainment resource the Internet is, of course, a very effective way of doing business too. But this isn't just for larger companies who have a website and who are involved in e-commerce. If you have any sort of *freelance skill* to offer then there is a very good chance you will be able to freelance over the Internet. The Internet provides the perfect market place where freelancers and their customers can meet up and do business.

Pitching for business on the Internet is quick, easy and inexpensive no matter what kind of business you're in. And it's even more effective and efficient if you can deliver your service online.

A wide range of freelance skills can be offered over the Internet. If you have skills in any of these areas (plus many more), then this could be for you: Accountancy, financial planning, auditing, tax advice, literary services, translation, architecture, surveying and property, legal services, tutoring, design, CAD, proof-reading and IT services. There are dozens more.

What Internet Freelancing Involves

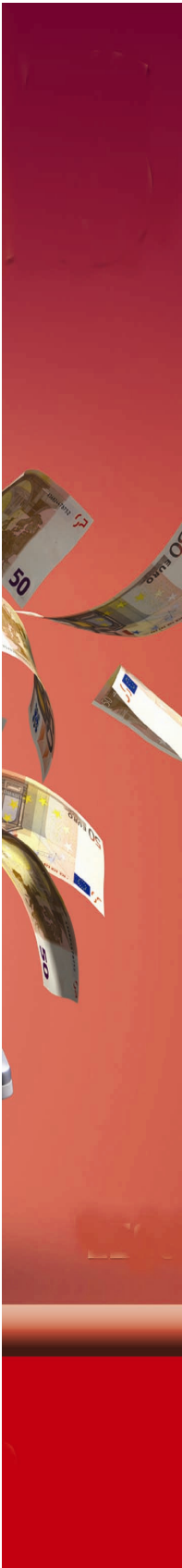
Freelancing on the Internet completely changes the employee-employer or business-to-business relationship. It puts the freelancer (you) on more equal terms with your employer or customer.

For the company looking for particular skills it removes the uncertainty and complexity of finding them. It helps them select from a greater choice of skilled people, more easily identify a suitable match and find the most competitive price. For those offering a freelance service it means you can select the projects you really want to do, and bid for any number of them as and when you want, making it easier to manage your work.

There are a few snags to bear in mind. You may find the bidding process challenging at first as it can be very competitive. It is easy for your potential customer to see what other freelancers might charge. To succeed you need to be determined and confident of the quality of your freelance skills. This way you'll be able to pull in the jobs even if you are not the cheapest.

Finding Freelance Market Places

The easiest way to freelance on the Internet is to use an established *online market place*. With an online market place companies looking for particular services post details of their projects on a website e.g. www.elance.com. Then, companies or freelancers wishing to tackle the projects place bids for the work being offered. Online market places also provide useful services such as workflow planning, billing and payment facilities, work space file sharing and



project management. In return they might charge a (fairly small) listing fee or commission on the work you obtain.

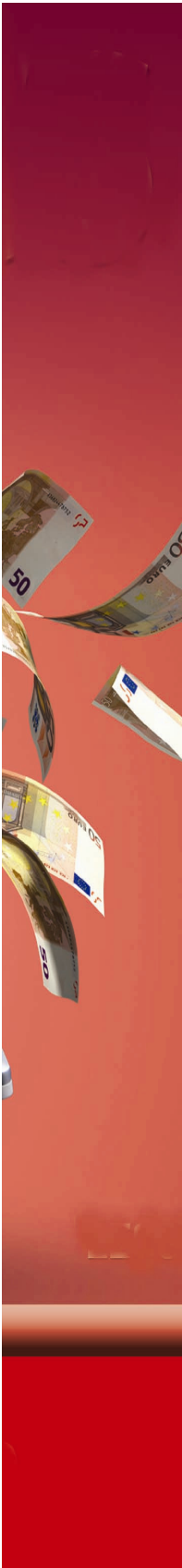
You can find some online market places or freelancing sites using an Internet search. Some are also listed in the Appendix.

Remember that when freelancing on the Internet you aren't just restricted to UK customers – you can freelance for other English speaking customers internationally.

How To Get Freelance Work on the Internet

When you are pitching for work, keep in mind the following guidelines to enhance your chances of success:

- Study the project/assignment details carefully.
- Pitch only for projects where you have the relevant skills and experience to complete the project professionally.
- Before you post your bid read through any other bids placed by your competitors. Ensure that your bid is competitive alongside them.
- Write a concise but informative pitch for the project explaining why you can 'do it best'. Also make your CV available.
- Offer samples of work you have done in the past. Many online market places allow you to display your work or even file it there.
- Check your bid details, CV and samples of work carefully to make sure they are relevant to the job and contain no mistakes.
- Check the market place on a regular basis for details of new projects.
- Ensure you will be able and available to do the work if you win the bid. Showing you are reliable is the best way to generate more follow-up orders.
- Be as professional in your approach online as if you were dealing with clients face-to-face.
- Register with several market places at once to create more opportunities for yourself.



Freelance working on the Internet is the modern way of providing and obtaining services throughout the world. Not only that, but it provides an excellent opportunity to network and make useful contacts – around the country or even around the world. In many ways it is the ultimate way of working. So, whatever service you have to offer freelancing is an opportunity to turn your back – partly or completely – on being just a paid employee and work from the convenience of home.

Make Money from...Digital Photography

Have you realised that this year's holiday snaps, country views, photographs of your dog – or just about any photographs you take – could just be worth a small fortune? With some clever marketing, made easier by the Internet, you can sell photos which cost just pennies to take (or even nothing), for tens, hundreds, or even thousands of pounds.

Buyers such as newspapers, magazines, photo libraries and advertising agencies are always keen to buy interesting, good quality photographs from amateur photographers – and they're willing to pay good money for them. Several years ago, for example, some amateur shots of the late Princess Diana (perfectly legitimate ones by the way, not taken in secret), changed hands for a cool US\$1.9 million!

Of course, it has always been possible to take and sell photographs for money. But 'old-fashioned' wet-film photos are relatively difficult to take and process, handle, market and sell. *Digital photographs* on the other hand are easy and cheap to take and process, handle and market and you can sell them right around the world!

Getting Started Easily and Simply

Almost every photo you've ever taken has some value, but some are worth more than others. Holiday snaps can be valuable, especially if they are unusual, or of unusual locations. Pictures of buildings and landscapes are bought for tourist brochures, books and even calendars. Photographs of people, including children and babies, are bought for use in advertising. Any photograph that is news-related can be especially valuable.

All photos should be in colour. They should be in good focus, but they don't need to have any particular artistic merit.

All you will need for this opportunity is a digital camera. Almost any is suitable but the better quality your camera the more interest there will be in your photographs and the more you can charge for them. A camera of 7 megapixels or higher is ideal.



Marketing Your Digital Photography

It's very important to be well organised for this project, and to put some thought and effort into marketing. Anyone can take saleable photographs, but selling them for a good price is trickier.

First, ensure that your digital photographs are filed systematically on your computer hard drive, or on DVDs. Give each photo a reference number which identifies it and where it is stored. Next, make a catalogue, essentially a 'master list' of what you have. For example, divide them into suitable categories such as 'People', 'Animals' or 'Landscapes'. List each photograph together with details of what it shows, when and where it was taken. Also keep a record of when it has been sold. (You can sell then reproduction rights more than once.) It can be a good idea to keep a low-resolution paper print out of each photo, so you always know what you have available.

There are three main ways to market your digital photographs:

- Direct Selling: Approach newspapers and magazines and offer them your work. Write to the *Picture Editor* stating what you have available. This is the best way of selling local-interest, or news-related photographs.
- Using a Picture Library or Agency: Picture agencies or libraries are companies who collect together photographs from many photographers and then find buyers for them. Their customers include high spending buyers such as national newspapers, magazines and advertising agencies. It is a good idea to *write* to a selection of agencies before submitting any material, outlining what you have available including some printed photographs, and asking if they're interested. (Don't send or e-mail them photographs unless you know they are interested.)

Some agencies expect you to submit a minimum of 100 photographs initially.

A picture library or agency will find customers for your photographs, supply them to the buyer, collect your fees and monitor your copyrights. In return they will deduct a commission from every sale they make.

- Using an Internet Photo Gallery: There are a number of Internet photograph galleries where you can display the photographs you take. Anyone can view and buy the right to use them via the gallery. You can find some of these sites using an Internet search.

The advantage of these sites is that anybody can see or buy your photos. The fees charged by the gallery for their services are generally much less than photo agencies and libraries. The disadvantage is that these galleries do not do any marketing for you.



Selling Digital Photography: What You Need to Know

Once you have found a customer for your digital photographs there are two ways of profiting from them. Firstly, you can sell the photograph *outright* to your customer for as much as they are willing to pay – for example £20, £100, £1,000 or even much more if they are particularly good or sought after. This is ideal if you want to earn money quickly. The drawback, however, is that you'll lose all control of the photograph and won't be able to sell it again in the future.

The very best way of selling your photos is simply to offer *reproduction rights only*. For an agreed fee your client buys the right to reproduce your photo once and once only. They can't use it again without paying again and, best of all, you can sell it over and over again, letting your photo earn you an income in the long term.

Whichever method you choose it's sensible to draw up a written agreement with the customer stating whether they are buying the photograph 'outright' or 'reproduction only' before e-mailing it to them. If you sell through a picture agency or library they will do this for you.

Make Money from...Community Websites

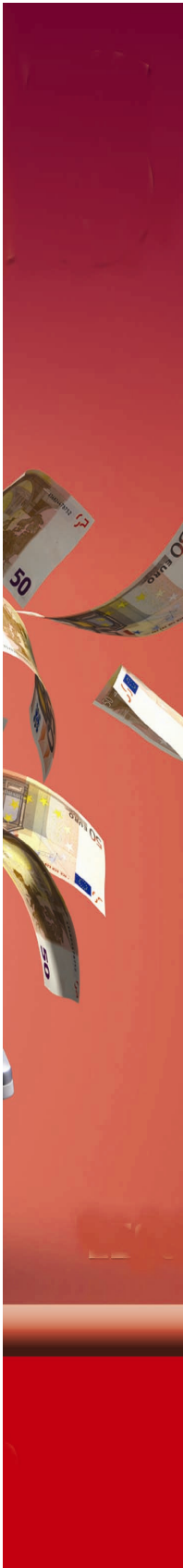
As you have worked through this course it won't have escaped your attention how many companies, governments, schools, charities, clubs, associations and even armies now have their own websites. These websites are, for many of them, cutting edge communications and marketing technology – a low cost way by which every company can sell its products, or promote what it does worldwide using what amounts to an electronic catalogue, accessible by anyone, anywhere who owns a computer.

You might have thought, however, that to cash in on this you might need to have your own e-commerce business selling your own product or service. However you don't. A community website is a way you can get rich from the e-commerce boom without a product of your own to sell, and relatively little technical knowledge either.

Your Own Community Website Publishing Business

A relatively new and novel concept on the Internet is the community website. It's a concept that's booming in the USA and in many parts of Europe but the UK has been slow to develop the idea.

Worldwide, tens of thousands of cities, towns and even small villages have their own community website. These sites, which are essentially a virtual 'High Street' or 'village pump', provide information on the local area and a place for local traders to promote their goods and services.



As a community website publisher, you can make a good profit from setting up a local community website and then generate an annual income just from managing it.

How To Create a Community Website

The first step is to construct your community website. The aim is for it to be a focal point for community information and local business advertising. If you're knowledgeable about IT you can do this yourself, perhaps using a template. However, you don't need to be. There are plenty of website designers who can do this for you. (As there's so much competition it may be cheaper than doing it yourself.) You will also need a website host.

Shop around when choosing designers and hosts. It depends on how much work is involved but, on average, it will cost you at least £500 to design a fairly small site. You can find suitable designers using an Internet search, or through their advertising in computer magazines.

You will also need a domain name for your community website. Your web designer/host can arrange and register one for you, or you can do it yourself. Ideally this should include the name of your city, town or local area eg. www.ourtown.com. Don't worry if your local community already has a website. There is nothing to stop you setting up another one with a slightly different name, and no one has a copyright on place names.

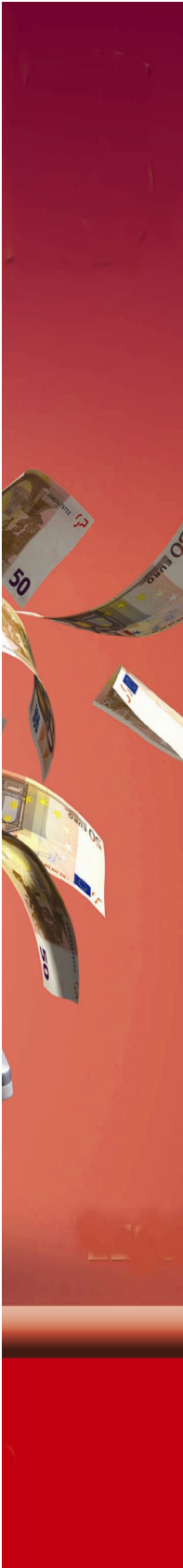
For much more useful information on setting up websites check back to the information in Lesson 8.

Selling Space on Your Community Website

The next step is to sell space on your website. When you start, your target customers are local businesses, mainly small and medium sized. These types of businesses are ideal, because they often don't want to go to the time and expense of having a dedicated website of their own. Also, since much of their business is with the local community, they'll get a much better response compared to a solo website (if they have one), when they are part of a bigger, community-orientated website. Each customer will have at least one page on your community website, and some may have several.

Contact these target companies by mailshot and by telephone. Tell them what you're doing, and stress the benefits of them joining in the project. Point out that you offer a chance for them to reach thousands (or even millions) of new customers worldwide at a very reasonable cost. It is also a very good way of supporting their local community.

You can price your product at whatever level you like. However, let's assume you sell space on your community website at £199 per page per year. That's a very reasonable sum and sure to be attractive to most potential customers. If you attract



just 25 local companies your community website would earn you almost £5,000 a year from just one site, but only cost a fraction of that to set up and maintain.

If a company you approach already has a website then you can still involve them. Sell them a link from your site, so that customers visiting your community website can instantly jump to your customer's site. You can also generate extra income from affiliations, which we studied earlier in the course.

Making Your Community Website an Even Bigger Success

What makes a community website so good is that it's *not just an advertising medium* as most other websites are. You should also include lots of local community information and resources too. This will encourage those who are surfing on the Internet to drop into your site, stay there and, while they're there, visit your advertisers too. Build a good virtual 'village green' or 'community centre' right from the beginning and you'll then have something tangible to show advertisers when you're selling them space on your site.

Community pages can be easy to set up: Include pages on local geography, history and culture and places of interest, illustrated with photographs, maps and even video/audio clips too. Ask your local school or college if they would like to handle this section for you – it would make a great school project. Next, contact your local public services – hospitals, schools, police force, local council, sports centres, bus and rail companies, clubs and societies etc. Ask them if they'd like to take and/or maintain space in your community centre for free. This sort of community-based info will bring visitors into your website and maximise results for your paying advertisers.

Here are some ways you can expand and increase the profitability of a community website:

- Find a major local company to sponsor your community website. (Possible fee £5,000 or £10,000 etc. depending on the size of your community.)
- Include pages for any other Internet businesses you might own for free.
- Offer a local Internet access and e-mail service to your advertisers and local residents. (Your site host can usually arrange all this for you.)
- Expand into other districts. You don't need to live in an area to set up a community website, so could set up 50, 100 or even more community websites. You can keep expanding your business infinitely, setting up community websites for communities around the country, or even all around the world!



Make Money from...Internet Editing, Proofreading and Indexing

Lots of business projects promise the chance to earn money ‘from the comfort of your armchair reading a good book’ – and similar such claims. However, very few actually deliver on that promise. But here is one that really does! You won’t even have to spend too much time on the Internet. You really can earn as you relax with a nice cup of tea or coffee.

As an Internet-based *editor, proofreader or indexer* you can work from home, choosing the hours that you want to work and the type of work that you want to do. The work is straightforward and even enjoyable. You can start without any previous skills, experience or qualifications, although a liking for reading and an eye for detail is an advantage.

What Does an Editor, Proofreader or Indexer Do?

There are distinct differences in the work of an editor, a proofreader and an indexer. However, it makes good sense to offer all three services if you can. Customers for one service are normally customers for all three services.

- An editor takes an author or writer’s finished manuscript and transforms it into a finished, readable piece of writing according to the publisher’s house style. This might involve deleting unwanted material, adding new sections and correcting mistakes. The edited copy then goes to the typesetter, who sets the work out for printing.
- A proofreader takes the final page proofs – after the typesetter has completed their work – and reads them thoroughly to correct the author’s, editor’s and the typesetter’s mistakes. This is detailed, finicky work which not everyone is suited to.
- An indexer prepares the index, for books which use them. The indexer reads the book, prepares a detailed list (or index) of the contents complete with page references and sorts it into proper alphabetical order. These days, computers can take a lot of grind out of this for you.

None of these tasks is particularly difficult, but they call for a high standard of accuracy. Errors in books are not only unsightly and unprofessional but, in some cases, such as a technical, medical or scientific publication, can even be dangerous. This is why that, even in the days of the Internet and electronic publishing, there will always be a demand for editors, proofreaders and indexers.



Becoming Professional: What You Need to Know

You don't need any special qualifications to launch yourself in this new career. However, you do need to have a good grasp of written English. You'll also need to familiarise yourself with the basic principles of editing, proofreading and indexing:

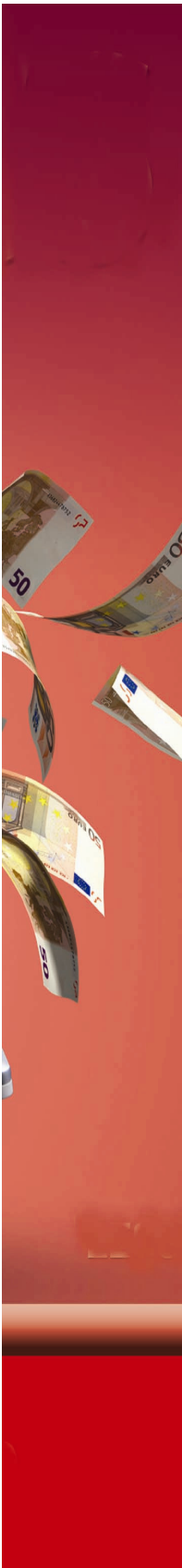
- College Courses: See what courses are available at your local college. Lots of them have short part time/evening courses which will teach you these skills and provide a formal qualification.
- Home Study Courses: There are several home study courses in these skills. The courses offered by the Publishing Training Centre in Editing, Proofreading and Indexing are well respected.
- Books: There are many 'teach yourself' type books on the subject. 'Copy Editing', which is published by Cambridge University Press, is the authority on the subject and used by many large publishers as their editing and proofing 'bible'.
- Associations: There are several professional associations which represent editors, proofreaders and indexers. The Society for Editors and Proofreaders (SfEP) works to promote their interests and generally help and advise on matters relating to this work. The Society of Indexers has an indexing course.

To start to offer your services commercially you don't have to be qualified but you do need to be experienced and competent. So, before you offer your service, get plenty of experience. One way to do this is to offer to do some free work for small, local newspapers and charities.

Marketing Your Services

Good editors, proofreaders and indexers are never short of work. There are over 25,000 publishers in the UK alone, including book, newspaper and magazine publishers. Some of these produce thousands of publications each year. Although some publishers employ in-house staff to do this work, many actually prefer to use freelance editors, proofreaders and indexers. (Most proofreaders and indexers are freelance rather than employed.) It's more economic and flexible for them, allowing them to match supply with demand more effectively. The Internet is a great way to sell and provide this service since most of your customers will already carry out all this work electronically.

It can take time to build up work, so use a concerted marketing campaign at first. The best way to get work is to send a sales letter to the *editorial director* and then, a few days later, make a follow-up telephone call. You can get extensive lists of all publishers in the UK in 'The Writer's & Artist's Yearbook',



‘The Writer’s Handbook’ and ‘The Directory of Publishing’ which are available in most main libraries. Also search for contacts online.

Good Tip: A very good way to succeed with these services is to focus on a *niche*. For example, if you have an engineering background you could specialise in engineering publications. If you’re interested in gardening then focus on the gardening-related titles. Gradually you’ll become known as the expert in editing, proofreading and indexing on those subjects.

As well as the main sources of work within the publishing industry, some editors and proofreaders also obtain work from local companies, who need someone to check their business correspondence, contracts, reports, sales literature and other documents. Include them in your marketing campaign too.

Possible Earnings from Internet Editing, Proofreading & Indexing

Usual minimum likely rates of pay are around £25 per hour for editors and £15 per hour for proofreaders and indexers. Although some of the professional associations suggest recommended rates, there are no fixed rates and it’s up to you to negotiate the best fee you can get for your work.

It is very important to be able to accurately estimate the amount of work involved and time needed when setting your prices. When you first start, ask the customer to send you a sample (a few pages) of the work they want you to do. Look through it paying particular attention to how detailed it is/how many mistakes there are. Then, calculate your price based on the time it is likely to take you. This is the best way to make sure your prices are competitive but profitable for you.

Carrying Out the Work Online

The courses and books already mentioned will teach you the basics of editing, proofreading and indexing. However, it is very important to listen to exactly what the publisher wants before starting work. Most publishers have a *house style* for editing, proofreading and indexing and this must be followed carefully. Ask them for written details of their house style. Many larger publishers have a manual explaining how everything should be done.

One more advantage of providing this kind of service on the Internet is that most of your work can be transferred electronically. Your customer will send you a file containing the material they want you to edit, proofread or index. You work on it at your PC and then send a file containing the finished material back to them. Important: Always make a duplicate copy of any files sent to you, and work on those. If you make any mistakes (or the file becomes corrupted in any way) you can always restore it from the original file.

Here are some basic pointers which will help you carry out each task:

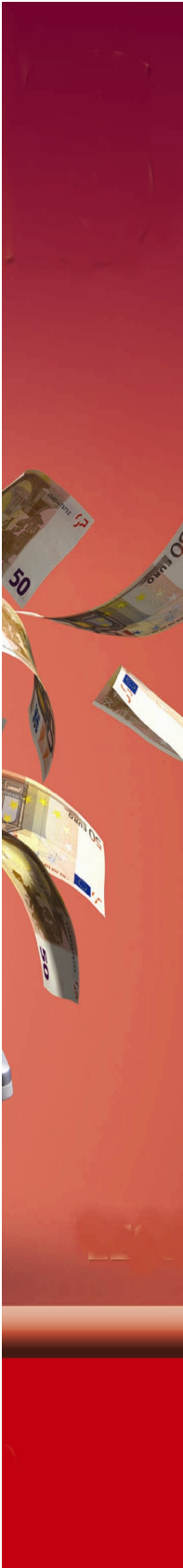


Editing Tips

- Study the house style of the publication you're working for. Ask for sample copies of some recently completed publications so you can see exactly what they require.
- When starting a project, first check its length. If it is too long ask the author where deletions can be made. If it is too short ask for more material.
- Read everything at least *twice* – once for *sense* and once for *detail* – before making any additions and/or deletions to/from the text.
- Organise the layout, e.g. position and style of headings, sub headings, new chapters, new paragraphs, charts, tables and lists, use of capital letters, bold type and italics etc.
- Facts, figures, names, addresses, telephone numbers and websites may need to be added or verified. (Ask the customer about this.)
- Editing and changes should be made according to methods set down in the 'Standard Correction Marks'. 'Standard Correction Marks' can be obtained from the British Standards Institution.
- If the book or article is to contain tables, charts, photographs, sketches and other illustrations select and position these, together with any captions.

Proofreading Tips

- Proofreading is undertaken once the editor has edited the work and the typesetter has laid it out as a page design. As a proofreader you will receive proofs – copies of exactly how the material will look on the printed page. Traditionally these were on paper but today they are usually supplied as electronic files.
- Proofreading is very much like editing. However, there is an important difference: You are not concerned with length, style or sense. Your sole function is to check for and eliminate mistakes. *Do not rely on PC spellcheckers for this, as they cannot spot all errors of this nature.*
- Important: Editors may miss mistakes. The typesetters will not correct any mistakes and usually make some more of their own. The proofreader is the final line of defence between a professional looking (and reading) book or article and one which contains potentially major errors.

- 
- Once the typesetter has corrected the errors you may find that the material will be returned to you for a final check.

Indexing Tips

Indexing sounds complicated but, at its simplest, is basically just listing all the contents of a book in alphabetical order together with the page where that information appears.

The ‘old fashioned’ method of indexing was to read the book noting aspects of the content and the page number on slips of paper. Then, the slips of paper were manually sorted into alphabetical order and typed up to produce an index.

Computers have transformed indexing today. You can get special indexing software. However, for most assignments, the indexing function in Word is sufficient.

A ‘trade secret’ for successfully indexing a book to the customer’s requirements is to ask them for a copy of an existing book which they consider is well edited. You can then index your book to the same level and standard.

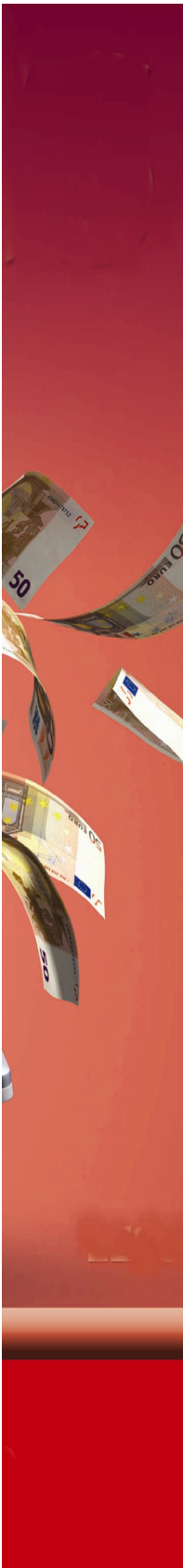
Expanding Your Internet Editing, Proofreading and Indexing Service

If you enjoy reading then this is an ideal owner-operator business and you can do all the editing, proofing and indexing – as well as the marketing and organising of your service – yourself. If, however, you don’t want to sit around reading all the time or want to build a larger business then consider setting up an *editing, proofreading and indexing agency*. As an agent, you sell the service exactly as we have explained here. However, as each job comes in, you send the work out to a team of home-based workers working on their own PC’s who do the work for you.

Agents normally take a commission of 20% of the value of each assignment they pass on, paying 80% to the individual doing the work. So, a £1,000 editing project would earn you £200 just for organising everything.

Locate home-based editors, proofreaders and indexers by advertising in the ‘Situations Vacant’ columns. You’re sure to find lots of parents with children at home/school or retired people who would like work of this type and you can deal with them all by Internet – they don’t even need to live in your area! Recruit experienced people, or train them yourself.

By using modern communications and technology such as the Internet you can operate your service on a global basis. Not only can you employ workers worldwide (e.g. India) but there are also English speaking publishers and newspapers in almost every country and they all need these services. By using



your PC and Internet connection you could be dealing with mainland Europe, Eastern Europe, Hong Kong, Australia or even the huge US market.

While, primarily, this opportunity makes an ideal home business, your project could develop into a much larger business in the long term.

Conclusion

Dear Reader

This lesson concludes *e-Wealth Secrets*.

You now have at your disposal what is probably the most extensive compendium of detailed information on making money online that you will find anywhere. Whatever you are looking for – something easy or more challenging, serious or fun, long or short term – we are confident that you will have found one or more projects that are perfect for you.

Now, there really is nothing to stop you making money in cyberspace! Apart, of course, from not exploiting this information and getting started. And there really isn't any excuse for not getting started with one or more of these projects right away.

Remember, it's not necessary for you to get involved in a large-scale, full time business in any way. None of the projects need an investment of tens of thousands. None of them need an office or staff. Most of them are more suited to part time operation than full. Many of them need no technical knowledge whatsoever. In fact, with most of them you can just sit down, switch on, click away and make money almost immediately.

Remember, people are using all of these methods to make money on the Internet right now...today. And there really are very few reasons why you cannot join them. You don't need to wait for the future - because the future is already here!

We hope that having enjoyed reading about these projects, you will take advantage of this information and get started in your own profitable venture, soon.

Best Regards

The Publishers

Appendix of Websites: Lesson 10

Here is a selection of some websites you will find useful when operating the projects we have discussed in this lesson. This list is for information only and these sites are not endorsed in any way.

Afternic
www.afternic.com
Auction site for domain names.

British Standards Institution
www.bsi-global.com
Information on proofreading standards.

Domains Weekly
www.domainsweekly.com
Range of products to assist with buying/selling domain names. Also has lots of domain related links, resources, services, an e-zine, news and more.

E lance
www.elance.com
Freelancing site (US based international site).

ExYahoo
www.exyahoo.com
Information service for expired domain names.

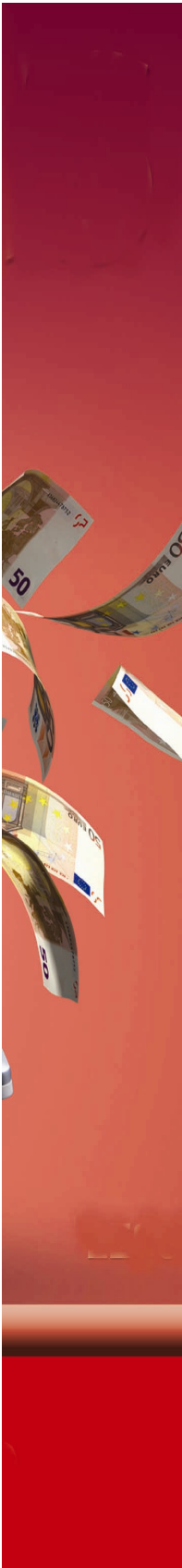
Flickr
www.flickr.com
Share your photos online.

Fotopics
www.fotopics.co.uk
Online photo gallery.

Freelancers Network
www.freelancers.net
Freelance market place (mainly IT).

Great Domains
www.greatdomains.com
Domain name broker site.

ICANN
www.icann.org
Controls domain name registrars.



International Association of Virtual Office Assistants
www.iavoa.com
Organisation for virtual assistants.

International Virtual Assistants Association
www.ivaa.org
Organisation for virtual assistants.

Name Boy
www.nameboy.com
Offers a search engine that recommends available domain names based on a keyword you enter.

Namewarden
www.namewarden.com
Information service for expired domain names.

Publishing Training Centre
[www. www.train4publishing.co.uk](http://www.train4publishing.co.uk)
Courses in editing, proofreading and indexing.

Society for Editors & Proofreaders
www.sfep.org.uk
Information on editing and proofreading.

Software QA Test
www.softwareqatest.com
Useful information and tools for website monitoring.

Please Note: Websites included in this appendix, or elsewhere within the course, are all operational at the time of writing and I do aim to check and update these listings on a regular basis. However, due to the nature of the Internet and the way in which websites can appear and disappear without notice it is always possible you may find some sites which have been renamed, moved or removed.