

e-Wealth Secrets

By

Terry Mason

Lesson Nine

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Make Money from...Comping and Clicking

Click-and-Win...Almost Everything You Will Ever Need or Want

As you know, millions (probably billions) of pounds of products are bought and sold on the Internet all around the world. But what you might not know is that millions of pounds of products are also given away on the Internet every year for free.

That's right, given away free, gratis, for nothing!

Here are just a few of the things that are given away: Cars, boats, foreign holidays, TV's and just about every household appliance going, computers, bikes, CD's and DVD's, children's toys, watches and jewellery, designer clothing, gourmet food, cinema and theatre tickets, air travel, hotel stays, holiday villas and houses....not to mention millions of pounds of good-old-fashioned cash as well.

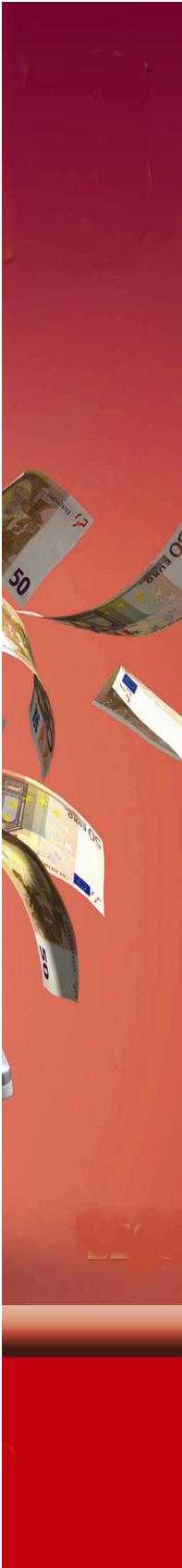
And the even better news is that if you know how you can claim and win these things on a regular basis.

Entering and winning competitions on a regular, organised basis with the aim of making a sideline income out of it, perhaps amounting to many thousands of pounds a year, is called 'comping'. It isn't an entirely new idea. People have been comping professionally and semi-professionally for decades. But now the Internet has made it much more lucrative. Thanks to the Internet, professional comping has become quick, easy, fun and costs almost nothing. While in the pre-Internet days you might have been able to enter no more than a few dozen competitions a month it's now possible to enter hundreds (or in some cases thousands). And that increases your chances of winning valuable prizes on a regular basis several thousand times over.

In this section we will study exactly how to go about prize comping on the Internet. We will look at where to find the best competitions, how to enter, and how to maximise your chances of winning. We will also look at a number of other exciting click-to-earn projects - where you can make extra income on the Internet simply by filling in surveys, registering for freebies, reading e-mails, surfing, searching or even just playing games!

Case Histories: Comping Success Stories

- Comper Lynne Suzanne has won a wealth of competition prizes including two brand new cars, worldwide holidays and hundreds of smaller prizes.
- Over a period of 20 years comper Brita Brevis has won *50 worldwide holidays*, four new cars and around a quarter of a million pounds worth of smaller prizes.

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- Neil Phillips, a chartered accountant in Shropshire, has won numerous prizes over the years. These include gold sovereigns worth £5,000, and holidays and travel to Salzburg, Hawaii, Milan and Paris. His young daughter has even enjoyed comping success, winning a holiday to San Francisco for the entire family.

Getting Started Easily and Simply

Very often, making money from comping and clicking is as easy as just switching on your PC, sitting back with a tea or coffee and surfing the net. However, here are a few preparations that will help make your projects more successful:

One: Keep Control of Your E-Mail

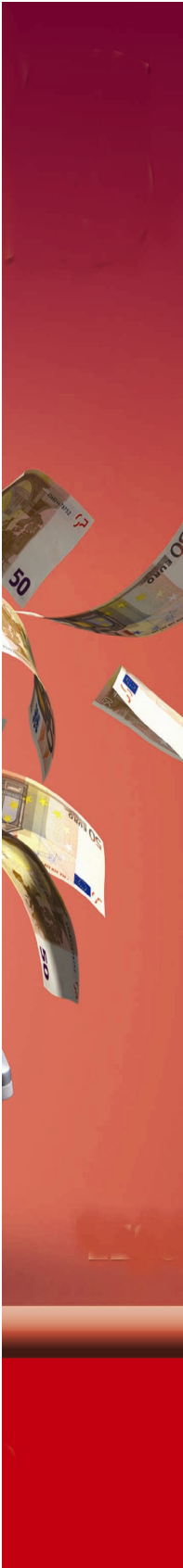
Most of these types of projects will involve you sending and receiving lots of e-mail. The aim of many Internet competitions and other offers is to build up e-mailing lists. A lot of this will be e-mail you don't really want to receive – and you're also liable to receive a fair amount of spam. Unfortunately this is an occupational hazard!

You can opt out of receiving e-mails from companies offering these promotions, or even try to use e-mail filters to block them. However, it's best not to. This could result in you not receiving information on a competition you can enter, or even news of a win.

To avoid the nuisance of your personal email account being filled up with spam, open one of the free web-based accounts such as Gmail or Hotmail, and submit this email address. This way, it's easier to manage your e-mail and you can also close an address down if you decide you no longer want to receive particular offers. Note, however, that some projects won't accept e-mail addresses from web-based accounts.

Two: Make It Easy for Yourself

If you're going to spend a lot of time entering Internet competitions and replying to Internet offers you're going to end up filling in a lot of online forms! You can make this much easier and quicker by using form filling software which will fill out entry and other forms virtually automatically. One of the most popular form filling applications is Roboform. Roboform works with Firefox, Internet Explorer, Netscape and AOL browsers. It is very easy to set up – you need to 'programme' it with all the information you might need to provide in each entry form, such as your name and address. It can also store those easy-to-forget passwords. Once it's set up it will save you hours of tedious form filling (you may need to add information manually on occasion). which can of course be put to good use signing up for more offers!



You can have up to eight different identities with the free version of Roboform. This is ideal if you want to have several different aliases, or if you like to enter competitions on behalf of other family members.

Reminder Services: Reminder services can be handy as well. Many competitions and offers allow you to enter once a week/month etc. or after a certain time limit has expired. A reminder service will notify you automatically by e-mail on the relevant dates and save having to write them in your diary, or use hundreds of 'post-it' notes.

Three: Stay Well Informed

One of the great things about these kinds of Internet projects is that, even if you're operating them part time from home, you're never really on your own. There are now a large number of comping, prize, offer and freebie sites where you can get together with other enthusiastic compers-and-clickers and get really good information on the opportunities available. So, it's a good idea to visit these sites on a regular basis for help, advice and even personal chat – some of them even run competitions you can enter as well.

Comping, prize, offer and freebie sites can tell you: What competitions are running; what competitions are reaching their deadlines; how to enter them; how to maximise your chances of winning; the correct answers (in many cases); details of who won recent competitions (assuming it wasn't you), and how they won them (so you can use this to increase your chances of winning similar competitions). There's also warnings about scams to avoid. Many of them have newsletters, or will even e-mail you with details of new competitions of interest as they arise – and notify you of closing dates and winners.

You can find a selection of comping, prize, offer and freebie sites using an Internet search and also in the Appendix.

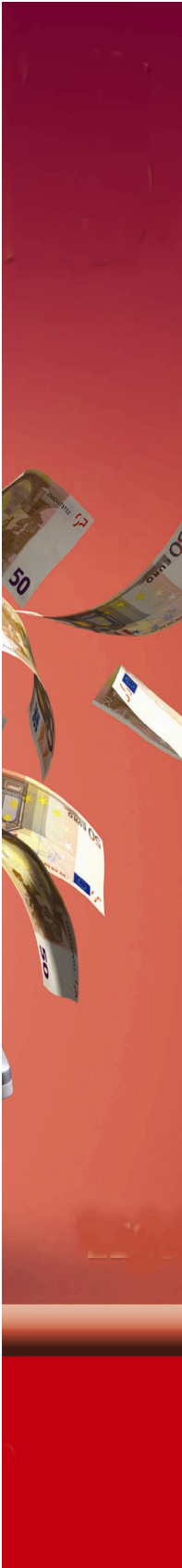
Internet Competitions Revealed

How To Find Internet Competitions

Most big companies, and lots of small companies, run prize competitions. They don't do this for fun, but as a highly effective way of promoting their products and services, and the largest companies spend millions of pounds per year giving away prizes.

The Internet is fast becoming the best source of competitions and prizes to rival TV, radio, conventional media sources and on-product comps.

As well as using the comping, prize, offer and freebie sites which we have just mentioned, it is advisable to do your own searching for Internet competitions. This is because competitions which aren't widely discovered by expert compers, often attract far fewer entries, so your chances of winning are greater. Simply



going to the websites of companies whose products you're interested in should bring up lots of opportunities. Online competitions are also often advertised in the press, on TV and on product packaging.

You can also use search engines such as Google and Yahoo! Try to use at least 3-6 words to give the search results more relevance to the prize or comp. you may be looking for. Be aware that many search engines are US based, both in location and as the main source of their information (you can enter some but not all foreign competitions), and will return search results with numerous US based sites.

Good key words to use when searching are:

- Competition
- Contest
- Prize Draw
- Sweepstake (US term for prize draw.)
- Drawing (US term for prize draw.)
- Survey (A lot of web surveys offer prize competitions too.)
- Win (But this can find you a lot of gambling sites too.)
- Giveaway or Freebie
- Slogan, Tiebreaker or Tie Breaker

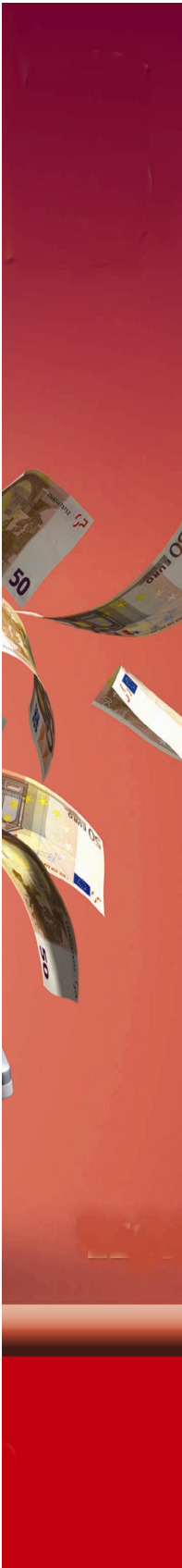
If your search engine allows for a filter it may be useful to include 'UK' to narrow the search results down to a more manageable size. A good tip is to add the name of the prize you'd like to win, ie. 'cash' or 'car' to help narrow down the results.

Good Tip: It makes sense to enter any and every competition you can find out about by whatever means - even if you don't actually want the prize! You can always give prizes away to your family or friends. You can sell unwanted prizes for cash, using auction sites such as eBay. You can exchange unwanted prizes with other compers for something you do want. Also, some competitions will give you a cash alternative to the prize on request (although it's usually less than the retail value of the prize).

How To Maximise Your Chances of Winning

Your chances of winning a prize depend on the number of other people who enter. More entries = higher odds. Fewer entries = lower odds.

The number of entries to a competition depends on the prize, the website running the competition and the type of competition the site is running. Simple 'enter your e-mail address' competitions with big cash, holiday and car prizes will attract large volumes of entries and have higher odds. A competition where you have to write a catchy slogan to win, say, a power drill may only attract a handful of entrants and have lower odds.



Professional compers use three strategies to increase their chances of regular wins: Firstly, they enter a high volume of competitions. Secondly, they balance their entries across a spread of ‘easy to find/enter’ and ‘difficult to find/enter’ competitions. Thirdly they enter both small and big prize competitions to ensure plenty of small wins, to help keep them motivated, together with the chance of occasional big prizes.

By using these strategies experienced compers find it’s not unreasonable to expect to win 5-8% of the comps they have entered. So, for example, if you entered one thousand prize competitions per year (not too difficult when using the Internet) you might win 50-80 prizes, each of which might be valued at anything from £10 to £10,000 (or more). The great thing about Internet comping is that the outlay is minimal, so even several small wins can still be very lucrative.

Types of Competitions...and How To Win Them

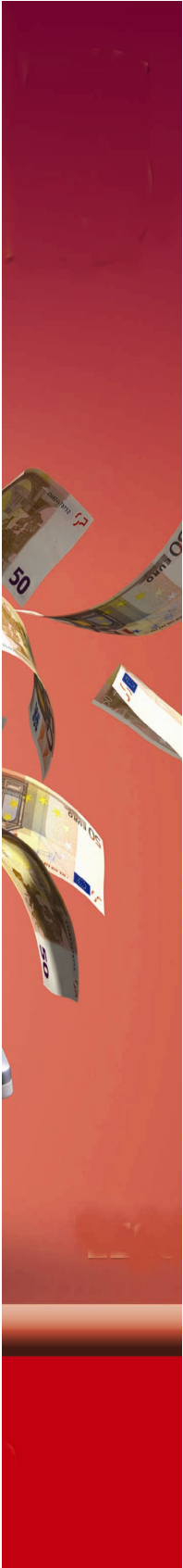
Just as with offline competitions, Internet competitions come in many different types. Often, they’re exactly the same as offline competitions except that you complete them or submit the answers over the Internet or by e-mail. Here’s a handy guide to some of the types of competitions you might encounter, and some tips at how to succeed with them.

Prize Draws: Most people have entered prize draws, if only a raffle. The Internet makes them incredibly easy to find and enter. All you have to do, in most cases, is submit your e-mail address and sit back to wait and hear if you have won!

The main drawback of prize draws is that because they are easy to enter, a lot of other people do too, so your chances of winning are less. (Remember, the easier the comp. – the harder it usually is to win.) However, the advantage is that very little effort or skill is involved and somebody has to win, so why not you?

One important point about prize draws based in the UK, is that UK law forbids restricting prize draws to only those who pay, or to customers or members only. (Only licensed lotteries are allowed to do this.) Legally anyone can enter them. So, to get around this, organisers often add a question or a tiebreaker to the competition. (Normally these are very easy to answer, so don’t be put off.)

Unlike offline draws where entries are submitted by post on paper – and where good advice is to send an entry just before the closing date, so that it ends up at the top of the pile – Internet prize draw entries are stored on the host computer. Winners are often selected at random by that computer and no entries are drawn from a sack. Therefore the date on which an entry is sent seems to have little bearing on the chances of it being selected.



There are now some daily Internet prize draw competitions where a new prize is awarded every day. Experience proves that these tend to have very low entry levels in the early days, until people find out about them. Usually, the earlier such a competition is entered the greater your chances of winning. Some sites also run competitions where the number of prizes in a set period is limited, so in these cases the best time to enter is right at the start of the time period.

Write a Rhyme or a Slogan: In these competitions you are asked to compose a rhyme or a slogan as, or as part of, a competition entry. This deters many entrants, including those who can't be bothered as well as those without literary talents, so these competitions often have better than average chances of winning. There are several websites available where you can get help with compiling rhymes and slogans, or find details of those that have won before. While you can't copy these suggestions, judges often go for the same type of rhymes and slogans every time, so it can be a good idea to submit something similar.

Remember that rhymes (and limericks) have set grammatical rules. Also, keep anything of this nature tasteful. Judges won't normally pick anything rude, or even risqué, as they may have to publish the winning result.

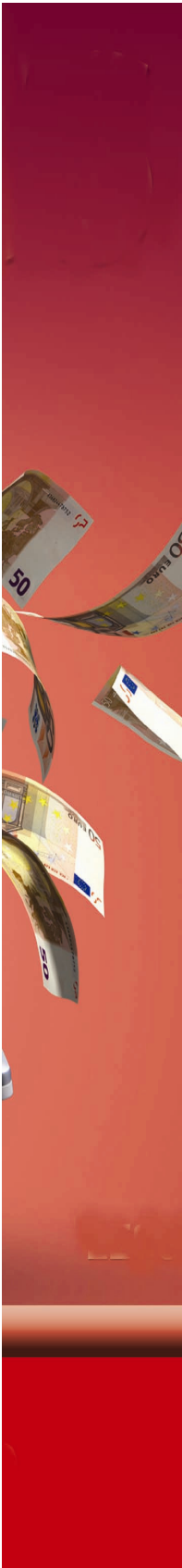
Creative Competitions: These are broadly any comp. where you are asked to design or make something. These can be very diverse in nature but, fortunately, the limitations of submitting them over the Internet makes them easier than you might think to enter. You might be asked to submit a digital photo, write a short story/poem, compose a tune or a video clip.

The main snag with these competitions is that they take time which, given the chances of winning, might not always be time well invested. However, these sort of comps are worth considering if you enjoy this type of thing and the prize is especially good. The big advantage of these comps is that because many people are deterred – and far fewer people have the skill to tackle them – entries can be a tiny fraction of, say, prize draws and so the chances of winning them are much higher.

Guesstimate Competitions: These competitions ask you to guess or estimate (or guesstimate!) something. For example, to find the flying distance between two cities for a travel competition, or estimate how many packs of the product being promoted will fit in the boot of the prize car!

The attraction of entering these competitions on the Internet is that you can often find the answer on the Internet, e.g. it's easy to find a distance using an online route map. So, although they can seem difficult (which puts off some entrants), they can actually be very easy.

Watch out for competitions where you are asked to give an estimate that is 'as close as possible to the judge's estimate of the figure'. Since, if this rule



applies you are trying to guess a guess, not an exact number. In these cases it's best to make your best estimate and then make multiple entries around that figure, if permitted.

Orders of Merit: This isn't where you win an OBE or a CBE! Normally, you will be given a list of features of a particular product, e.g. 'low price' or 'good design'. The object of the competition is to list in them in what you think is their order of merit.

One catch, again, with this type of comp. is that you might have to guess what the judges feel is the correct answer, which can be tricky. If multiple entries are permitted, a good way of improving the odds and making them much easier is to choose two 'banker' features, i.e. the most obvious and the least obvious features, keep these the same in every entry, and then submit entries with every possible permutation of the other features.

For example, if there are five features to place in order of merit and you choose two as 'best' and 'worst' there are only six combinations of the other three: A,B,C, A,C,B, C,B,A, C,A,B, B,A,C, B,C,A. So it would be worth making six entries, as one entry would definitely be correct. If a tiebreaker slogan is also called for, use the same one for all entries. As only one would be correct, the others would be discarded, and there would be no chance of a duplication (or need for six separate slogans).

Some compers claim that the best way to enter OOM's is simply to submit as many random permutations as possible. Since, you can use the time saved trying to come up with the perfect entry entering more competitions, and your odds aren't much poorer than spending hours trying to come up with the perfect answer.

Tiebreakers: Tiebreakers are sometimes a competition in their own right, but very often part of a competition, such as a prize draw. Tiebreakers do exactly what they say – they break a tie – and are used to select a winner when more than one correct entry is received (which is almost always the case), often following another task. This could be anything from answering a question, spotting the difference between two photos or putting a list of items in order of merit etc.

The form of a tiebreaker can vary. However, the most usual form of tiebreaker for a commercial promotional competition is to ask you to complete a sentence using a limited number of words. For example: Complete the following sentence in 10 words or less: I would like to win a Ford Sportster because..... With these types of tiebreakers the judges normally go for light-hearted humour and plays on words. You can get ideas and see actual slogans at many comping sites.



Questions and Answers

Should I Pay to Enter Competitions?

At the present time the vast majority of competitions on the Internet are free to enter. However, you will find some that actually charge you an entry fee, often £1 or sometimes as much as £5. You will often find that competitions promoted in the press or in connection with TV programmes charge for entry.

Decide from the outset whether you are going to enter these competitions, or just go for the free ones. While there is nothing intrinsically wrong with paying to enter a competition, it does in many ways take the fun out of comping, i.e. 'getting something for nothing', and can actually become quite expensive with no guarantee you will ever win anything. (At least with free competitions, if you never win anything you still don't lose anything!) The upside to paid-for competitions is that, usually, fewer people enter so the chances of winning are higher. However, the downside is that paying for a competition doesn't mean the prizes are any better. You can win foreign holidays or cars in free competitions just as often as in paid-for ones.

A sensible strategy, if you wish to try paid-for competitions, is to set a budget of how much you are prepared to spend, i.e. £10 a week – or 5% of the value of the previous year's winnings – and stick to it.

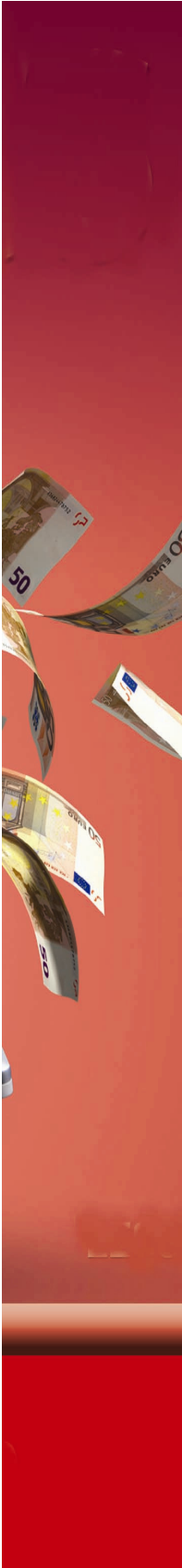
What About Competition Rules and Regulations?

When you enter Internet competitions, it's very important to always check the rules before you start. As the Internet is worldwide, almost every Internet competition worldwide is easily accessible to you, so rules can and do vary considerably. There should always be a 'competition rules' section on every website, where a competition is offered. It's a good idea to print out the rules for all competitions offering substantial prizes, in case they are removed or changed later.

Many Internet competition rules are for practical reasons (i.e. to stop cheating), but others are made for different reasons. Certain activities (i.e. lotteries) are illegal in some countries. Promoters also bring in rules to try and ensure that only prospective customers are likely to enter and win – and discourage people who are never likely to buy anything from entering.

Here are some of the most popular rules you must check for:

- **Territorial Restrictions:** Some competitions restrict entry only to people from certain countries, which may be for marketing or even legal reasons. Many Internet competitions are organised from the USA, and some of these restrict entry to US (or US and Canadian) citizens. Although it's possible to 'fool' these competitions by using an e-mail address on a US ISP, remember that, if you win, they're likely to check.

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- **Age Limits:** Most competitions have minimum age limits of 18, or occasionally 16 or 21 (in the case of competitions outside the UK). The exception is competitions aimed at children, where there might be a *maximum* age limit of 14, 16, 18 etc. Many compers do very well by encouraging their children to enter these comps, or by entering on their behalf.
 - **Single And Multiple Entries:** Some competitions only permit one entry per person/per household, while others permit and even encourage multiple entries. (Online competitions are more likely to permit multiple entries than offline competitions.) If you are only allowed a single entry there is no point in making multiple entries to Internet competitions as modern IT systems make it very easy to check and, if you win, you will probably be disqualified. Where possible, focus on competitions that allow multiple entries since, over the Internet, it is easy to make dozens (or even hundreds) of identical or similar entries very quickly.

How Will I Know When I Win?

Many but not all competition organisers will notify the winners by means of e-mail. Always check that the e-mail address you submit is correct, as few online competition entry forms have a double-checking facility.

Note that, strangely enough, some organisers contact the winners of Internet competitions by telephone or even 'snail mail', so don't be surprised or suspicious if you are contacted by this method, even if you have entered a competition online.

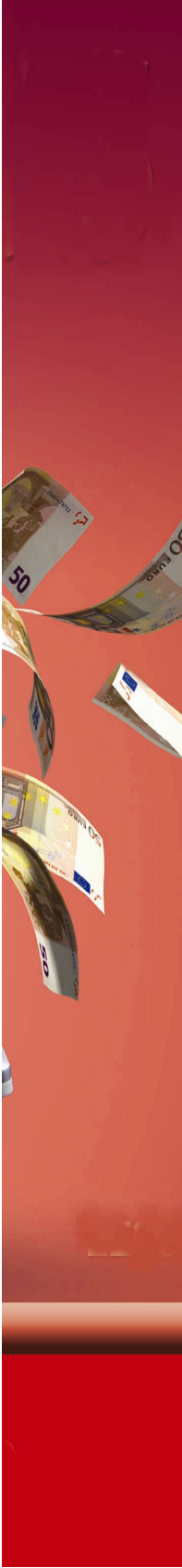
Important: An increasing number of organisers don't notify winners at all. They simply post winners' names on their website and request that the winner check for the announcement and then claim their prize. This is a clever trick to try and get all entrants to check back with the website regularly! So, when you enter a competition check the rules to see if this is the case.

If I Don't Win, What Have I Done Wrong?

Probably nothing, but you have to be persistent. Enter competitions regularly, maintain a high volume, and keep trying. Make sure you've answered the questions correctly and that you've followed the rules. Experienced compers report that it's quite usual to win nothing for months and then several prizes arrive all together!

Should I Pay to Receive a Prize?

One of the golden rules of comping, on the Internet or otherwise, is that you should never pay money to receive your prize. This includes calling a premium rate telephone number to see if you have won, paying a 'processing fee' to receive it, or even paying more than a very nominal cost for 'postage and



packing' of your prize. Think of it this way – if you have to pay for your prize you haven't won it. Reputable competition organisers never expect competitors to pay anything to receive their prize.

Competitions that do ask you to pay to receive a prize are usually not genuine competitions, but some kind of scam where, not only will you have to pay to find out about a supposed prize, but you will not even receive it. Be particularly wary of unsolicited e-mails informing you that you have won a prize (especially if you never entered the competition) and pop-ups or banners saying the same thing. When surfing to find competition sites, be suspicious about supposed comping, prize or freebie sites that inform you that you've won something as soon as you arrive on them.

In the rest of this lesson we will look at other ways you can get paid for clicking, searching or surfing the Internet.

Completing Internet Surveys for Money

How Surveys for Money Works

For many years, market research firms have gathered public opinion on anything and everything using postal surveys, by telephone, or in person. They provide this information to companies to help them improve their product, service or marketing. The Internet, however, has provided these companies with an easy, inexpensive way to gather the information they need.

But how can you make money from this? Well, the market research companies would ideally like to get you to provide this information to them for free. However, they realise that as most people are reluctant to spend time filling out surveys it makes things much easier if they pay people to complete them. Because the cost of conducting Internet surveys is so low, they are usually very generous in compensating you. In effect, they are sharing the small fortune they earn from companies for whom they conduct the market research, with you!

The market research firms will either reward you with cash, gift vouchers, or prizes for taking a survey, or enter you in a draw with other contributors to win bigger awards or prizes. All reputable Internet surveys are free to join and any information you provide should be kept completely confidential.

The surveys are about almost anything that you can think of. You may be asked to review a trailer for a new film, what kind of breakfast cereal you like, what shops you shop in or what you think of your car. From washing machines and medical questions, to appliances, to ready meals you eat. There are surveys for specific age groups, occupations, hobbies and interests. The surveys are generally very easy to complete and quite interesting. Often all you need to do is tick a check box on an online form, or write a short sentence, and you don't really need to think about the answers you give.



How To Find the Best Surveys

With thousands of companies now using the Internet to conduct surveys, paid online survey sites are everywhere. (You'll also find many which don't pay – so check that they do before signing up!) With so many out there – some good, some not so good – it's important to choose the best and most lucrative ones. It's important to be discriminating about what you choose to sign up with.

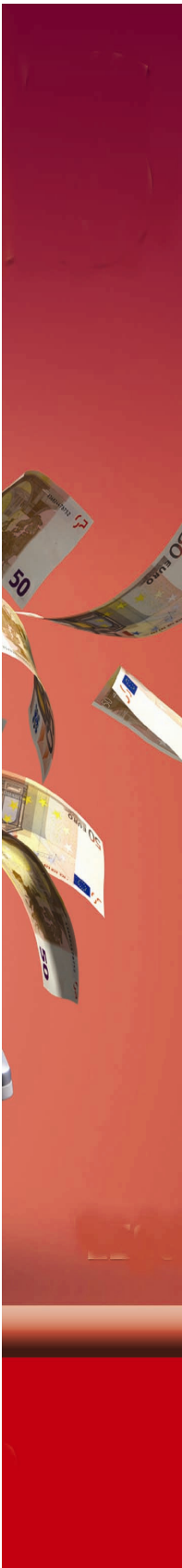
You can find market research companies offering payment for surveys by carrying out a simple Internet search. A good way to find them is to use a review or portal site. Survey review or portal sites collate details on current surveys and provide links or reviews to them, so you can simply choose the surveys you wish to participate in. Note that some survey or portal sites are completely impartial, run as a service by enthusiasts, while others are commercial sites paid for directing you to surveys, so may not be impartial.

Each market research company works slightly differently. But here are the basics of online surveys: First, you sign up at a paid survey site. You will need to provide some basic demographic information (age, gender, occupation etc.). The company then logs this information and when they have a survey available in which they are looking for someone who fits your profile, they will send you an invitation to take it. The invitation will usually contain a link directly to the survey and details of the payment they are offering for you to take. If you decide you wish to take the survey, and there is usually no obligation, just click on the link and complete it to qualify for the reward.

It's a good idea to ensure that you're going to get the best rewards before signing up. The incentives offered for taking a survey vary for each site, but generally the incentives take the following forms: Cash, gift certificates (Amazon gift certificates being some of the most popular), goods (DVD's, small appliances, electronic gadgets, jewellery etc.), and charity donations. Each survey site will offer one or several of the above incentives for your participation in their surveys. Some will offer these up front, for example, '£5.00 paid immediately when you take this survey', some offer entry to a prize draw (often with a very big and tempting prize, but note that you are simply earning a free entry in a draw, not that amount!), and some have a points system in which accumulated points can be cashed in for goods.

Pitfalls to Avoid

Many Internet survey offers are as good as they sound, but take care. There are some sites out there that are simply advertising companies, posing as paid Internet survey sites. So, if they offer you a chance at a fantastic prize for signing up, such as a car or a luxury holiday, be cautious. They may simply be trying to sell you something rather than pay you to take a survey. Second, if the survey to sign-up for the site consists of a lot of questions, as to whether or not you want



more information on other products, again be cautious – you may receive a massive amount of e-mail and spam. (Some so-called market research companies simply sell your e-mail address.) Remember that a legitimate market research firm will not endorse a product or service; they are supposed to be unbiased. Good market research companies will only e-mail you if there is a survey available, or if there is other important information to tell you.

Sometimes you might be asked for money to access a database of paid survey sites. Generally you shouldn't do this. There are several reasons why you shouldn't pay anything to take online surveys: First, with a little effort you'll be able to find all of the sites yourself, for nothing. There are a lot of free review and portal sites that have very good lists. Secondly, charging people for this kind of information is likely to distort the survey results, so few reputable companies are likely to be interested in using them.

How Much Can You Earn?

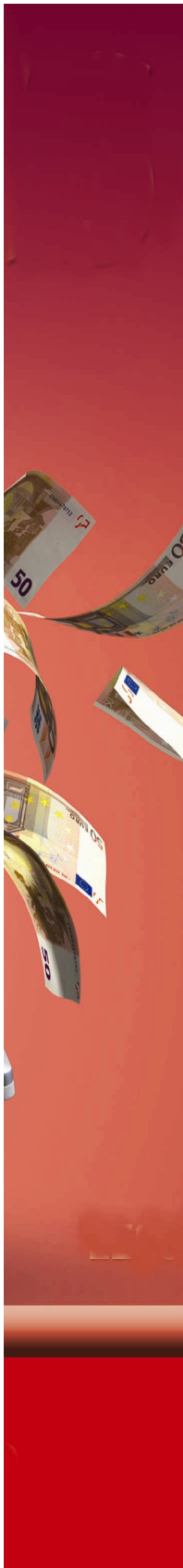
You probably won't get rich by taking online surveys. However, it is certainly the most lucrative way of making money from clicking after comping – and also offers a regular income which comping doesn't. There are a lot of sites out there claiming that you can make hundreds of pounds a week from surveys. Some people manage this, but it depends not only on how much time you have but how many surveys you are eligible for.

Survey payments can range from less than £1 to £200 (and more) in some cases, although £5-£30 is a more usual average amount. Often it depends very much on what is called your 'demographic', i.e. if you fit the profile of the type of person the market research companies want to interview. Often the higher payments are only available to people with very restricted demographic profiles, where it is difficult to find respondents (e.g. unmarried architects over 50 who own two or more cats!). Some professional survey respondents create many different identities, so that they can maximise the number of surveys they are asked to participate in, but obviously this takes more time and effort.

Get Paid Simply for Visiting Websites

For companies selling goods and services on the Internet one of the best ways to advertise is to let others do their advertising for them. How? They appoint affiliates – using exactly the same system which we discussed in the last lesson. Most websites have links and banners to other companies selling things. When a customer clicks that link or banner, visits the company's website, and especially when they buy something, the referring website gets a commission. Essentially it means that they are paying other websites for finding them customers.

If you know how, you can make money simply from websites that offer affiliations. But this time you don't need to become an affiliate, or even do any marketing work!



In the past, clicking through on affiliate links was irrelevant to you as a consumer. After all, you wouldn't see a penny of the commission that the affiliate earns. It was all paid to the website, e-zine or blog that referred you to the original merchant.

But now that is beginning to change. There are an increasing number of commission splitting websites which specialise in listing affiliate links in their own right, i.e. not because they are particularly trying to sell you anything. If you accept any of the offers they list, they get a commission. But here's the best part – they'll give you most of that commission. That's right, they'll pay you to accept any of the offers that they earn their affiliate commission from!

Some of the offers require payment, ie. to purchase something. Some require a free trial – although you usually aren't committed. Some others only require that you simply register on a website for free, or perhaps sign up for a newsletter. In each case, each offer clearly states what's required of you in order to qualify for the offer and get paid.

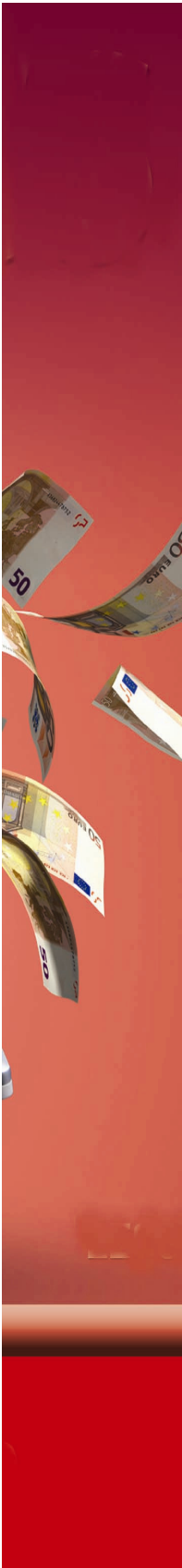
It's quite possible that you buy, or are thinking of buying, one of the products or services that earn you this commission anyway. If so, this is a great way to buy what you need anyway and earn some extra money too. But if you have absolutely no intention of buying anything, it doesn't matter. Just browse the offers and get paid cash for any that you click through on.

Before you start using this system you need to find out about as many commission-splitting websites as possible, and see which are most suitable for your interests and which will earn you the best commission. A simple Internet search can help you find some sites, and some useful contacts are listed in the Appendix.

The amount you'll receive for buying, clicking through or registering should be shown clearly. Once you've accepted a minimum numbers of offers you'll be sent a payment at the end of the month, or when your accumulated payments reach a certain amount. The amount you're paid for visiting and buying depends on the product, commission splitting website and whether you buy or just register. Payments range from just a few pence, e.g. 3p or 5p per click-through (in which case this technique should only be regarded as a small time money earner), to £20, £50 or more in some cases, if you then go on to make a purchase.

Example

Here's an example of how getting paid to visit websites works. Let's say £2Click Rewards is a commission splitting website that you've signed up with. Let's also assume they've been hired by PC Computers Limited to attract more traffic to the PC Computers.com website.



PC Computers.com agrees to pay £2Click Rewards 5p every time £2Click gets someone to visit PC Computers.com. (All links are coded and tracked using cookies.) As an incentive for you to click on PC Computers.com's link or banner and visit their site, £2Click will give you 3p. They might also pay you 1p of their commission if you refer someone else to PC Computers, or 25p if you get them to sign up for £2Click.

In this example you can see that £2Click Rewards may only get to keep 1p out of every 5p they make. That may not seem much but, remember, the Internet works worldwide and billions of clicks are made every minute. If they can generate billions of visits over hundreds or thousands of websites, over the course of a year, that's serious money. £2Click could be making a lot of money out of PC Computers and their customers, and companies like them, so they're more than willing to pay some of what they are making to people like you to help them do it.

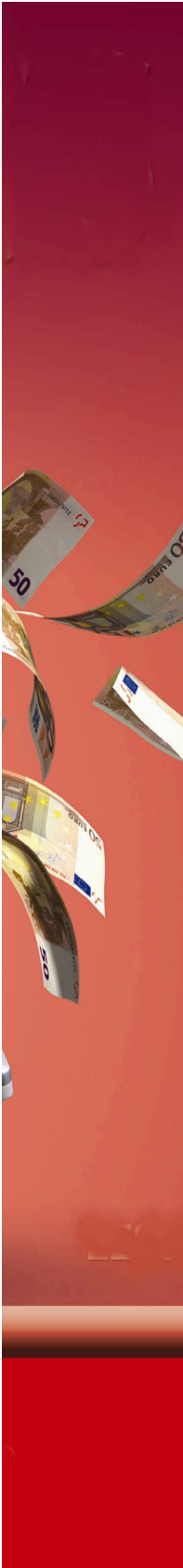
Get Paid Just to Read E-Mail

Most of us read our e-mail several times every day for a variety of reasons, business and personal. It's just an accepted fact of being part of the IT age – something we do without thinking. But few people realise that they can actually get paid for reading their e-mail! You can, by joining a 'get paid to read e-mail', programme.

When you join a get paid to read e-mail programme and give them information about yourself (demographic information, your interests, your hobbies etc.), you're helping that company to build a database of detailed information on its members. The company uses all this information to create e-mailing databases of specific types of people. For example, parents with young children, people interested in buying private medical insurance or women with an income over £50,000 a year etc. They then sell access to this database to companies wishing to market their goods and services to these people.

The advertisers pay the company a set amount per e-mail to send their ad to everyone in that specific database. If you happen to fit the criteria that the advertiser is looking for, you'll receive their e-mail. Then the programme organisers will pay you a proportion of what they received for your e-mail address.

Once you've registered all you need to do is sit back and wait for e-mails to arrive. In many cases you don't even need to read them if you don't want to. However, note that some of the e-mails will require you to click on a link in the text so that they know you actually read it. So, do ensure that you do that and consider it a small price to pay. Of course, to do that you still don't actually need to digest the e-mail!



With these programmes you certainly don't need to buy anything. Although, again, if you sign up to receive e-mails about things you buy anyway, it makes it much easier and more interesting. And with many programmes you can earn a commission on anything that you do buy, based on the commission that the original advertiser pays to the e-mail programme for getting you as a customer.

Most of the programmes will also pay you for referring people to them, and so on and so forth. If you refer others, you'll get paid something for every e-mail that they read too, and possibly the e-mail that the people they refer read on top!

Of course, there's a limit to what programmes can pay simply for encouraging people to read e-mails. In most cases you only get a few pence per e-mail. But it can all mount up over the course of a year. If you want to make more, then create multiple identities for yourself, and ask for e-mail for each of them using a different e-mail address. Even better, create identities that make you an ideal customer to read e-mails relating to the programmes which pay the highest commissions.

One drawback to signing up for a paid e-mail programme is that you may well receive a lot of e-mail, some of which appears to be spam. To generate a reasonable income you'll have to accept this. Don't delete without opening, try to filter out or block this e-mail (and beware of using ISP's who do) as you won't get paid.

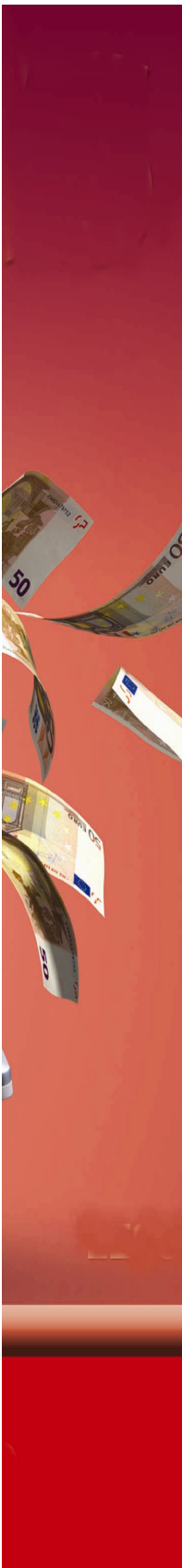
To start using this system you need to find out about as many commission paying e-mail programmes as possible, and see which are most suitable for your interests and which will earn you the best commission. A simple Internet search can help you find some sites, and some useful ones are listed in the Appendix.

Get Paid to Enjoy Yourself Playing Games

One of the latest developments in pay-you-for-clicking programmes is the opportunity to get paid simply for playing online games. Again, it's one of those things that seems too good to be true, but isn't. You can also win prizes for playing games!

You might be wondering why anyone would pay people to play games. Well, the real reason behind it all, as with many of these programmes, is advertising. More specifically attracting and driving traffic for websites. Marketing companies are paid highly by product manufacturers and service providers to get business for their websites. Rather than expect people to visit the websites 'for free', the ever-savvy Internet marketing companies are trying to do it in an interesting way, and make it financially attractive to you the customer.

By offering a free service that almost everybody loves – playing games – and, even better – paying people to play games, companies give people a good reason to visit their sites. Throw in some prizes as well and people now have a



great reason to check them out. In return, you'll have to put up with some advertising on the games site, plus some pop-ups and banners etc. But since unpaid sites have those anyway, it is a small price to pay when you're getting paid to do it.

To help spread the word about their sites and get more people to visit, some of the companies will reward you for referring people to them. You might receive a cash bonus, an entry into a prize draw, or a matching prize if one of your referrals wins a prize. If you or they purchase anything (but you don't have to), you might also receive a commission. So find a site with games you like, tell all your friends to join, and start getting paid for having fun!

Get Paid Simply to Search

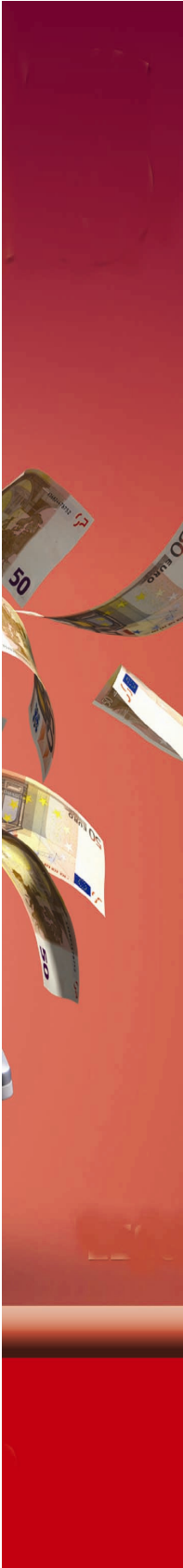
Everybody uses search engines and don't expect to either pay to use them, or be paid to do it. But now a new type of search engine is starting to become available. Instead of using a computer programme that searches for the best matches to a search term, these new search engines only list results that advertisers pay to have listed. For example, if a company that sold bicycles wanted more prospective customers visiting their website they could pay to have their site show up in a search for 'bicycles', 'bikes' and 'cycling' etc. or indeed any other search term that is relevant to their site.

Since these search engines are primarily supported by advertisers who pay to list their sites, they need people to conduct searches. After all, if nobody is actually using their search engine the advertisers will quickly learn they're wasting their money and the whole system collapses. That's where you come in!

To keep a steady flow of surfers using their sites many of these search engines will share their income with you. They'll pay you for visiting sites that show up from a search or just for entering search terms. So not only will you get a list of sites relevant to your search, you'll also get paid for visiting them! These pay-you-to-search search engines are free to join.

Of course, you could argue that these pay-you-to-search search engines present you with a biased selection of websites. But that's only relevant if you were intending to buy anything from the sites you're linked up to. If you aren't intending to buy anything – and with these sites you don't have to buy anything to get paid for searching – it's irrelevant! And remember, even search engines like Google have sponsored and paid for links as well as listing sites impartially.

One slight catch with these programmes is that the search engines limit the number of times you can visit any particular site each day, and there may also be a limit to the number of sites you can visit and get paid for. So, it's unlikely you'll make a fortune from this alone, but combined with other programmes it can produce a useful sideline income.



You can find pay-you-to-search search engines using an Internet Search! Also see the Appendix.

Claiming Freebies

One of the most exciting things about the Internet is that, with a little bit of effort, it's possible to get a regular procession of free goods delivered direct to your door. These are offered by companies, and their marketing agencies, for promotional purposes. These freebies include books, DVD's, computer games, toys, food, clothes, electronic gadgets, cosmetics, gift vouchers, cinema/theatre tickets and a whole range of other lower-value but still worthwhile items. Freebies are different to goods you might win in competitions. With freebies, you're guaranteed to get the item promised. You don't have to win them.

It's very easy to find free stuff on the Internet. You can find good freebie sites by carrying out an Internet search – some freebie sites are also listed in the Appendix. However, here are some tips that will make your hunt for free products and services online even easier and more successful.

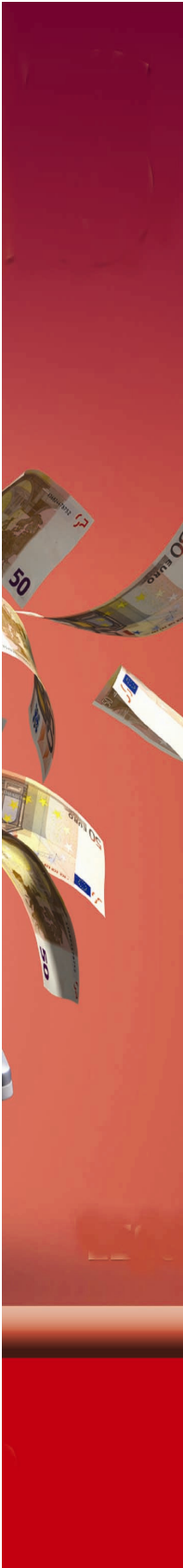
Firstly, don't apply for every freebie you see. If you have no interest whatsoever in the free items on offer, try and avoid the temptation of requesting them just to get something for nothing. This way, you'll help keep the freebies flowing for the things you actually do want. If a company sees that there's no chance of getting a return of their investment, they'll discontinue the freebie.

Next, always check the rules and conditions before you apply to make sure you qualify. Most freebie offers have limitations on the area, number of free samples available per household, age range that qualifies etc. Some have other rules. Once you know what rules tend to apply to particular types of freebie, you'll easily be able to spot the ones you qualify for.

Sometimes with these offers you have to gather information, or accumulate points, by visiting and viewing a number of associated or affiliated merchant sites. Sometimes this can take time so, if it applies, ensure you know about it before you begin, so that you can be sure the freebie is worth the work involved.

Be aware that the point of most freebie offers is to obtain your details (in the case of Internet freebies your e-mail address and personal details), in order to sell you something else in the future. Therefore you will receive more e-mail as a result. Normally it's possible to decline this by ticking a check box. You should still receive the freebie if you do this, but doing so may mean that you don't receive further offers of more and better freebies.

One snag with freebies is that there might be a delay in getting the item, or it might be substituted for something else. (Companies often underestimate the quantity of free stuff that will be requested.) Don't be disheartened if it doesn't arrive right away. Even if it never arrives, you've lost nothing. Be patient and



polite to them if you e-mail about non-arrival and you will very often get something of higher value to say sorry!

Lastly, be aware of scams that operate in this area. This is particularly a risk when the freebie consists of the opportunity to enter an online lottery for free. With this type of scam every respondent is told that they've won a prize and are then asked to pay a processing fee to receive their money. This is a scam as genuine lotteries don't charge you to receive your win (and usually don't tell you that you've won – you usually have to claim). Don't pay a processing fee or P&P (unless it is a very minimal amount) to receive your freebie.

Appendix of Websites: Lesson 9

Useful Websites for Comping and Clicking

Here is a selection of some websites you will find useful when looking for and operating these kinds of programmes. This list is for information only and these sites are not endorsed in any way.

Comping Sites

Compaholics

www.compaholics.co.uk

Competition information.

Compers News

www.competitions.com.cn

Plenty of comping advice and a popular forum.

Comps Org

www.comps.org

Comps Org has lots of useful information, including details of online and offline comps., previous winning tiebreakers, forthcoming comping events and comping clubs. You can also contribute information to the site if you wish.

Compnet

www.postalcomps.co.uk

Lists details of most current UK competitions, including many offline ones, with tips, links, details of winners etc.

Loquax

www.loquax.co.uk

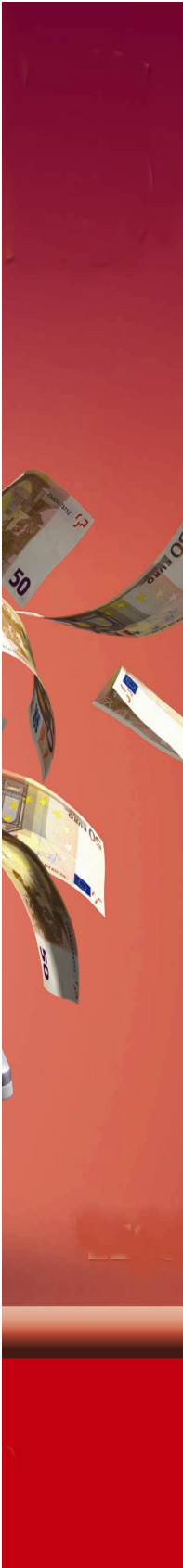
Describes itself as the UK competitions portal. Loquax is a long established site, and one of the best, which has information on hundreds of comps. You can access the information in several ways, including: Latest information (updated daily), a comping diary (for comps. closing soon), pick of the prizes, comping categories or the search facility on the site. It's worth trying them all before you decide which is best suited to your requirements.

Loquax has many other useful features to make comping easy and fun including comping resources, a tiebreaker section, entry tracking facility (useful to make sure you don't disqualify yourself by entering too many times), discussion boards and a chat room. You can also sign up for a weekly newsletter so that details of some of the best Internet comps. will be sent straight to you.

Prizefinder

www.theprizefinder.com

This is a well established site which links you up to lots of comps. There are several ways to access the information including: By type of prize, daily, weekly



and monthly comps., tiebreaker comps., new additions, closing soon and a search facility. The best thing is to experiment and find which suits you best. You can sign up for a weekly newsletter so that details of comps. are sent directly to you with, in some cases, the answers! The Prizefinder also hosts its own regular cash competitions.

Prizes

www.prizes.co.uk

Details of all kinds of prizes on offer.

UK Wins

www.ukwins.co.uk

General comping site but with good, up to date A-Z listing of competitions.

Winning Slogans

www.winning-slogans.com

Listing of winning slogan tiebreakers.

Winspiration

www.winspiration.co.uk

Comping site, good for entry ideas and inspiration.

Competitions Newsgroups:

There are also a number of newsgroups for compers, including uk.rec.competitions on Google at <http://groups.google.com/group/uk.rec.competitions/topics>

By visiting a newsgroup you can access masses of information on current competitions and comping methods, including much little-known and ‘inside information’ which you won’t find on official sites. You can also exchange tips and gossip and ‘chat’ direct with other enthusiastic compers. With newsgroups in general, it is a good idea to monitor them without joining in for a while before you start to contribute – so you can get to know the unique nature of each.

Sites for Help With Rhymes, Slogans & Competition Answers

Anagram Genius

www.anagramgenius.com

Help with anagrams and anagram generating software.

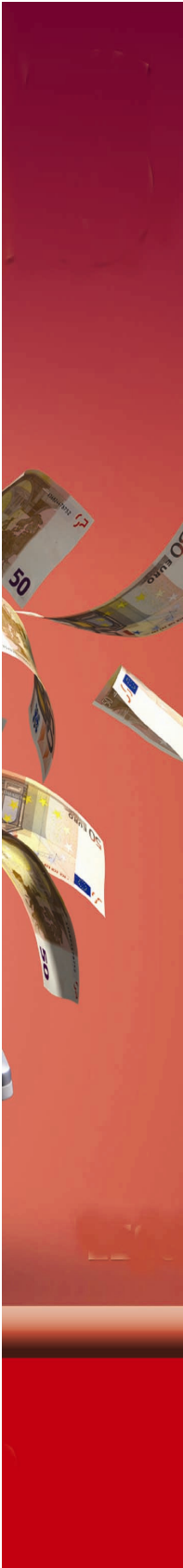
Crossword Tools

<http://www.crosswordtools.com/>

Crossword/anagram solver.

English Homophones

www.bifroest.demon.co.uk



A personal site but has a useful list of words with different meanings and spellings, but the same pronunciation. Useful for wordy-type comps.

Learn English Today

<http://www.learn-english-today.com/Proverbs/proverbs.html>

List of English proverbs and sayings.

One Across

www.oneacross.com

Created as an aid for crosswords, anagrams and cryptograms, but useful when you are manipulating words.

Quoteland

www.quoteland.com

Handy quotations database, can be good for finding ideas for slogans, or answers to questions.

Rhyme Zone

www.rhymezone.com

Help with rhymes, synonyms and definitions.

Ssynth

www.ssynth.co.uk/~gay/anagram.html

Help with anagrams.

The Quotations Page

www.quotationspage.com

Quotations site, useful when answering questions or creating slogans and rhymes.

Wordsmith

www.wordsmith.org/anagram

Help with anagrams.

Other Useful Sites

Born To Loaf

www.borntoloaf.co.uk

Very good UK site listing freebies, Internet comps. and other click-to-earn opportunities.

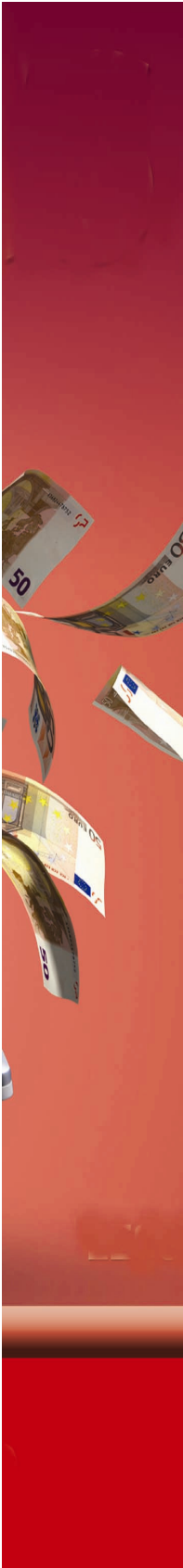
Getpaid4

www.getpaid4.com

Provides information on a variety of pay-for-searching type programmes.

PC Reminder

www.pcreminder.com



A popular reminder service which lets you send reminders to yourself using e-mail.

Roboform
www.roboform.com
Popular form filling application.

Search Cactus
www.searchcactus.com
Pay-you-to-search search engine.

Survey Junction
www.surveyjunction.com
Details of surveys you can take for money.

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.