

10 Ways to Make Money from Home

How to Build a Sustainable Income from Home



There are thousands of work-from-home ideas and programs available on the internet. Some of these are legitimate and have helped people build sustainable income streams while using the limited time they may have available as a mother or single parent.

Unfortunately there are also a lot of empty promises out there. We'll help you wade through these murky waters by providing you with information, reviews and introductions to deals and programs that we know work.

This is a short report with 10 ideas to get you thinking. We hope one of these ideas will start you on a path to building a sustainable business from home. If not, we'll continue to share our thoughts and tips with you via our weekly newsletter.

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WHAT THIS REPORT IS ABOUT

Thank you for downloading this short report with 10 ways to supplement your income from home. There are literally thousands of ways to make money while working from home and there are countless “experts” who offer advice and information products online with the promise to help you “get rich quick” without much work or effort. Unfortunately, as you probably know by now the internet is full of shysters!

WHAT THIS REPORT IS NOT

- This report is NOT a promise to get rich quick.
- We’re not trying to sell a blueprint to help you step through some process that may or may not generate some income on the side.
- We’re not selling the lie that making money online is easy, and can be done with little or no work.

WHAT WE ARE TRYING TO DO WITH THIS REPORT

- We’re trying to introduce you to 10 ways we know people have successfully used in the past to make money from home.
- We are trying to get you to **start thinking** about the possibilities out there.
- We know people are not the same and we’re hoping that one of these ideas may appeal to you and you’ll make an effort to find out more about it.
- We would love to help you find a suitable way that fits your skills to supplement your income and support your family

Our primary goal is to get you thinking about what’s possible, to help you start evaluating the opportunities that are out there. It will not always be easy. It will take some time and hard work.

The hardest thing about supplementing your income from home is finding a plan or opportunity that fits your skills and in doing so, setting yourself up to succeed. You will have to do the hard work of researching, thinking and being honest with yourself about what you believe you’ll be able to see through. This is a critical success factor for any work-from home endeavor.

Refrain from jumping at the first opportunity with a smooth sales-letter, but at the same time be courageous enough to give something a thorough go if you think it may work for you.

To your success!
~ Jennifer

MAKE MONEY WRITING BOOK REVIEWS

Do you enjoy reading a delicious tale or book curled up in the corner of your couch? Do you like reading more than watching television? Are you at home during the day wondering how you can make a few bucks? Writing book reviews is a great way to give you an extra income, and also feed the writing demon in you.

TIPS FOR WRITING A GREAT REVIEW

- Don't describe the tale and give the plot away. Make your reviews enticing by describing the protagonist and the journey he or she is about to embark upon. Don't give away endings.
- A great review isn't only about the protagonist. There are brilliant stories where the villain is more exciting than the good guy. Write a review honestly, giving them tit bits and increasing their interest.
- Book reviews are not about describing the whole story, but getting the reader to read on, and hopefully buying the book.
- When writing your review, snatch the reader with what is called 'the narrative hook' where the reader has read the first paragraph in the book and takes it to the checkout counter.
- Give your personal evaluation of the book's worth and readability, giving people an insight into its content to allow them to determine if there's value in reading it or not.

Writing book reviews has caught on in recent years. Watch someone in a bookshop with a book in the hand, contemplating whether they should buy it. This is what they do: they read the first paragraph. If they are interested, they read the back cover. If they are still interested they turn to the last page just for a glimpse. An emotional decision is made in those few minutes.

HOW TO MAKE MONEY REVIEWING BOOKS

- 1 Start with books from your own bookshelf, or books borrowed from friends. Look for free books to review so that you can practice your writing. Search online, using the phrase "free eBooks" on Google, which will give you a long list of results. Set up a Google alert in your email that will let you know when new books have become available online.
- 2 If you have a good track record with publishers and already have a stream of followers of your reviews, you are ahead of the game. Give them copies of the links so they can check out what you have written.

- 3 General interest topics will create more interest for a newspaper or magazine. Explore book review topics for a more specialized search.
- 4 Sign up for a partner or an affiliate account with Amazon.com to get traffic to your website and generate sales. When someone reads your review and clicks on your affiliate link, they are brought to Amazon where they can purchase the book. Amazon pays you a commission for every sale traced to your affiliate link.
- 5 Write reviews for your own website and blog. Make it juicy and interesting.
- 6 Sign up with Google AdSense to display their ads on your site.

MAKE MONEY SELLING E-BOOKS

With the technology we have today where you can pick up your telephone and talk face to face with someone on the other side of the world we have become impatient and want access to information right away. We have technology for everything, and some of us now would rather read a book on an electronic gadget than curl up under a blanket on the couch. eBooks is the new kid on the block and a book can be as short as a dozen pages, or as long as fifty pages or more. Make no mistake about it, though. eBooks are big business. Writing and selling eBooks has become one of the best online business opportunities around. Reports indicate that the eBooks market is expected to hit the billion dollar mark a few years from now.

The first thing you have to have to get into the eBooks business, is product. If you don't have an eBook, you can commission someone to write one for you. Writing and selling eBooks allows you to work at home and at your own pace. There is no inventory to stock, no items to ship, no paperwork, and no huge capital outlay. The only investment you would make is to produce an eBook. If you write your own eBook, you pay out even less.

If writing is not your thing, hire a freelance ghostwriter from an online site. There are many freelance writing sites you can choose from – oDesk, Constant Content, WiseGeek, Freelancer, Demand Media Studio, and so on. Here are some tips for hiring a ghostwriter.

- Determine a rate. This is probably a case where it is better to get a quote for the whole job, or charging by page or by the hour will cost you much more.
- Ask for two or three samples of the ghostwriter's work.
- Ask how long the job will take. He or she will work faster if there's a flat rate.
- Be clear in your written instructions so you don't find yourself explaining things over and over again.
- Write a book about a topic that people are interested in, such as how to save money, health and fitness, losing weight, single parents, relationships, and whatever crops up to be the latest faze.

- Ask to take a look after he has written the first few pages to see that he is on the right track and going in the direction you want. You are not just looking for someone who can type, but one who is creative and has ideas of his own.
- Only pay once the job meets with your satisfaction. You now have a product and can move forward with your plan.

Once your book has been converted into a format that you can sell, you can move forward with marketing it. Spend a little time choosing your target market, determining your delivery system, and payment options. There are two ways to make money off your book; one way is to sell it yourself, and another would be to issue licenses for other people to sell for a share of the profits.

GENERATE LEADS FOR REAL ESTATE AGENTS

Be a spotter for a real estate agent and make money in the process. Real estate agents are hungry for leads. Without leads, there's no business, and without business, no one earns anything. A real estate agent's main job is to prospect and generate leads. If you are serious about making some money, it will be well worth your time to take a look around your neighborhood and make a note of houses for sale or for rent in your area. Write down street addresses and names of agents. Imagine you're an agent, and you get a name and number of someone you know who is interested in the house and you make a sale. Wouldn't it be worth paying your spotter a referral fee?

HOW TO ACTIVELY GENERATE LEADS

- 1 Speak to family and friends to see if they are interested in selling their homes. Also go online and look up the names of architects and make an appt with one or two to discuss getting a list of people who are interested in buying or selling a home.
- 2 Start in your area. You will be more likely to spread the word amongst neighbors and also soon notice which agents can really move a property.
- 3 Spring is a good time to walk about the neighborhood and knock on doors where people have put up their own house for sale sign.
- 4 Attend open houses. Speak to the agent on site. He is sitting there because he is looking for leads. He is in the right frame of mind for you to approach him.
- 5 Search online for agent listings and read print ads in your local newspapers.
- 6 Do a leaflet with your name and contact details. When you deliver and see a neighbor outdoors, talk to him or her.

- 7 Sign up on Facebook and create a real estate page. Include links that will lead visitors to search properties, foreclosure deals and hot property alerts.
- 8 Create a blog and pick some interesting topic on real estate to write on and send links to your friends who will soon learn that you know your craft.

Once you have an agent on board, draw up an agreement to protect yourself. Decide on a flat fee for every referral, or a portion of the commission for every sale the agent makes that results from your referrals. Stipulate the percentage. Have him sign the document so he knows you are serious. Remember, if he did not have your lead, he would not have made the sale. It would be really great if you already have a property in mind, and can present him with the lead. Think how being a spotter can benefit you. You earn money, you enjoy the walk and talk round the neighborhood, and you get exercise. This may also very well motivate you into wanting to become an agent yourself. In any event this allows you a great experience, you earn money and you have none of the headache of all the paperwork.

CREATE A LOCAL WEDDING SERVICES GUIDE

If you have ever planned a wedding for anyone else, you know that it can easily turn into a nightmare. Today with the importance placed on details such as photographers, caterers, flower arrangements, venue, and so on, it is no wonder some people have to have wedding planners to ensure that things go right on that most important day. For a bride-to-be, planning a wedding can be daunting as there are so many elements involved. The dream solution of course would be one site where you have access to all information in one place.

PREPARATION FOR A WEDDING SERVICES SITE AND GUIDE

- Subdivide your wedding into three sections: pre-wedding, wedding day, post-wedding.
- Make a list of all the items involved in a wedding, such as venue, time of year, theme, wedding dresses, wedding cake, catering the event, photographers, wedding invitations, wedding souvenirs, a wedding rehearsal, a wedding program, which church, transportation for the retinue, and whether you will have a little film made of the event where the couple talks about how they have met, up to leaving for their honeymoon.
- Choose a catchy title for your wedding site. Remember this is the first time for a new bride and she will want a lot of information.
- Create a section for wedding themes where you can cater to anything from a traditional wedding to a vintage wedding where the bride and her retinue arrives in

a vintage car, or a wedding where the couple wears nose rings and have Mohawk hairstyles and want to get married in a field. You want to give the couple what they want. This is not about you and your personal taste. Suggest beach or even budget wedding themes.

- Decide on the color scheme. Should it be classic black and white, which is formal and dramatic? Table cloths and napkins are available in a range of standard colors. Adding a splash of green conveys the idea of life, renewal and character.
- Don't forget the music, and whether it will be a jazz trio or a band.
- Have a section for the men in the wedding party. How many? What will they wear?
- Showcase different kinds of flowers and floral arrangements. On the wedding invitations, write a short piece about the symbolism of flowers in a wedding, and what flowers go best with a specific wedding theme. Find the best buy for flowers in your area.
- Put together a reliable list of vendors and caterers. Get testimonials and references from caterers. Decide whether you will have waiters, and how many. Use only vendors who have agreed to be included in your website beforehand. Check everything out for yourself as your reputation will be at stake too.
- Decide if you are going to have a wedding shower. Have a section that lists the kind of wedding gifts.
- To make extra money with your site, link it up to Google AdSense where ads relating to your content will be automatically placed on your website and you will earn on a pay-per-click basis.
- Go online and check that you haven't missed anything.

OFFER ONLINE MARKETING SERVICES TO OFFLINE BUSINESSES

Are you one of those offline business owners steeped in business practices of the past? Do you refuse to entertain the idea of a website and doing business online because you have achieved success doing things the old way? This article is for you. If you are successful now doing business the traditional way, you will double your business doing business online – incorporating the old with the new. It is hard to believe that in this age of information and technology that there are still companies who don't have an online presence. There are people making six figures plus providing consultancy services to these offline businesses, teaching them online marketing techniques. While these offline business owners do make money, they don't really exploit the full marketing potential of their products and services.

Offering marketing services to offline businesses can prove to be a lucrative business, especially if you have the skills and knowledge needed to be an effective online marketer. What you have

to get through to an offline business owner is his misconception that having a website is not essential to his business because he is not selling online. He is wrong.

BENEFITS OF DOING BUSINESS ONLINE

- If you have a good success rate doing business offline, you will double your profits by creating a website and doing business online. The internet has millions, if not billions of customers logging in every day in search of information, products and services.
- Businesses also go online when they do research on a particular business or company. Why deprive yourself of more leads or more business?
- Convince your client that by tapping into the power of the internet, he can access the whole world. He will be left behind by the competition if he doesn't go online, or worse, see his business wither and die.
- Start making money offering marketing services to offline businesses by coming up with a roster of services you can offer your target clients. Offer website design and basic content; something you can do yourself if you have some basic design skills and can write and sell. Showcase your portfolio showing past work with former clients.
- If web design is not your strength, you can still offer this service to your client by outsourcing it to a freelance web designer. Factor in expenses for outsourcing, the domain name, hosting costs, and a monthly maintenance fee. Set a fair price that will still provide a nice profit.
- The website should include information about the company, their products and services, their logo or business identity, a mission statement, if any, address or location, and contact details such as email, telephone numbers, fax, and others.
- If you can write, put together your own content. Write articles about your client's company, products and services, and send it out to online article directories where they are published and available to anyone who wants to read them. Have a link to your website.
- Create a blog about the company and its products. Update it regularly to create a following.
- Do a press release about new product launches and send to outlets.

HOW TO MAKE MONEY ON EBAY

According to Wikipedia, eBay Inc is an American internet consumer-to-consumer corporation that manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. Founded in 1995,

eBay is one of the notable success stories of the dot-com bubble; it is now a multi-billion dollar business with operations localized in over thirty countries. Anyone who wants to earn extra money can log in to eBay and set up a full-time business and explore the various ways of making money. eBay is where millions of items are sold and bought every day. You can be part of the action from the comfort of your own home, and without having to dole out a huge amount of money. Do you have a product you want to sell? Are you ready to jump in and be part of the action?

BECOME AN EXPERT ON EBAY

- Open an account on eBay and set a starting bid for the wristwatch or antique table you want to sell. Ease your way into the process by selling things lying around the house that you are no longer interested in. If you haven't used it or needed it for a year, it's time to go anyway.
- Offer to do a clean-up in a friend or family member's garage and see what items you can clean up and repair to sell. As they say, one man's junk is another man's treasure.
- Learn how to do pottery and sell it, or take items on consignment from friends and try to sell it on eBay. When you make a sale you give the other person a commission.
- Make Christmas cards or Valentine's Day cards or specialty greeting cards, or create some fashion accessories for women, or anything unusual and salable you can think of and auction it on eBay. Even better, create or produce something that can be used year-round. Be creative and come up with your own design.
- Watch House for Sale signs where people are getting ready to move, and see what they put out on the sidewalk. When things don't all fit onto a truck, things get left behind; sometimes a couch that just has a cushion missing and which you could repair, spruce up and sell.
- Attend garage sales where there are great bargains to be had.
- Start your own on-line store. eBay has a company that can help start your online store and do the setting up for you.
- Choose wisely the products or services you wish to sell. Find out what people really need and what sells the most. Unique and hard-to-find items are big sellers because they have virtually no competition.
- Don't be taken in by the lure of money; there is real work to be done. To be realistic, you have to have the right products, build a credible seller reputation, and follow-up on promises to buyers. If you do all of the above, you can count on a consistent and growing income on eBay trading.

HOW TO MAKE MONEY WITH FACEBOOK

Did you know that besides being registered on Facebook with a personal account that you can register a business on a completely separate Facebook account? Did you know further that you can make money with Facebook? Probably you are one of many posting comments and photos on your profile page, missing out on the opportunity to make money on this wildly popular site. What is great is that Facebook allow its users to use its site for that purpose. With hundreds of millions of users worldwide, you cannot imagine the traffic it can give to those with a website to promote, a product to sell, a service to offer, and a campaign to pitch. Facebook is one of the best places to hold sort a virtual garage sale where you find all sorts of products for sale.

USING FACEBOOK TO ITS FULL POTENTIAL

- Open a Facebook account. This should be a separate account from the one you already have which you use for posting comments, photos and videos. This is an account where you will conduct your business and make money.
- Create a username and a credible persona for this account. Do a profile page and list enough information so people will see that you know your craft.
- Visit Facebook's Marketplace and place your ads for your products, services, forums or campaigns. There is no cost and no limit as to how many products you can sell.
- Optimize your efforts to generate revenue and place links to other websites. Add eBay auctions to your profile.
- Add a free store to your Facebook page and sell your products or services directly. Visit as many profile pages as you want to let people know about you, and entice them to visit your page to see what you are selling online.
- Some Facebook applications will even allow you to let others sell your items on their Facebook page, earning them commission from each sale. The advantage here is that you reach more potential buyers, establish relationships with new customers, and increase your chances for more sales. It works the other way too, where you sell for others and earn a commission as well.
- Place affiliate links to your Facebook profile page.
- If you are an established expert or authority on a certain topic or product or service, place an ad space on your profile page for advertisers to place their ads.
- Market your services on the site to gain interested clients.
- Make regular postings to maintain an active presence.
- Some websites have applications on Facebook that allow you to earn money giving advice over the phone, or teaching a foreign language you are well-versed in. Other applications allow you to earn by clicking onto their link and leaving comments on advertisement websites or giving referrals to people to visit the site.

It is up to you now as to what you want to do; just use Facebook to keep in touch with relatives and friends, or really put this information to work and watch the money accumulate? It's in your hands.

HOW TO MAKE MONEY FLIPPING WEBSITES

Flipping a website is the same as flipping a house, where you buy an old bungalow with as few fix-ups as is needed, paint the walls, strip the floors, renovate the bathroom, and flip it before transfer takes place for a greater amount than you have paid. As someone who has done it several times, with success, it's all about timing, what you spend, and what you have to do to come out of the whole process unscathed. Flipping a website is a lot easier. You buy a semi-established website, fix it up, tweak it, get traffic going to it to boost its Google rating, and then sell it.

A veteran flipper states on his site that he starts with a search for 'website businesses on eBay', looks through the pages and narrows it down. "I only buy a site that I know I can make a profit from a few weeks later when I decide to flip it," he says. "Do some research to see what the most popular niches are and look for a site based on that genre. Don't spend a ridiculous amount of money on a site. I pay between \$25.00 to \$50.00."

Start marketing it as fast as you can. Some people advertise their sites as "established", but a quick domain look-up will show the site registered only a few days prior to the auction being set up. Simple ways to get fast traffic to a domain is to boost its ranking: SEO, link exchanges, forum signatures, e-mail, word of mouth, blog comments, share a link on Facebook, post a MySpace bulletin, and so on.

THE FIRST WAY TO FLIP A WEBSITE

- Buy an existing site, redesign and spruce it up. Choose one with a reasonable volume of traffic and whose content can attract more visitors. Serious buyers are looking for monetized sites they can easily promote without elaborate work.
- Show that the website is already making money through its traffic and sales, and that its ranking on search engines has improved. Check that the articles are original and that you don't have to replace them.
- Select websites with a good number of quality back links. Back links determine the ranking of the website in search engine optimization, and show how well known the site is on the internet. A website with a dozen quality back links is preferable to one with hundreds of mediocre back links.

- Check that it's not a banned website by using iwebtools.com. Don't get tricked by statistics that sound too good to be true. Check out the accuracy of the given statistics about the website.

THE SECOND WAY TO FLIP A WEBSITE

- Create your own website and then sell it. This saves time and money.
- Start with an impressive domain name that will catch the attention of visitors; something short and catchy.
- Place quality content on your site.
- Choose a niche that is of interest to people.
- Monetize your site so that it is attractive to potential buyers, using affiliate links or paid advertising, or programs such as Google AdSense.
- Sell the website for a greater price than the one you have paid.

MAKE MONEY WRITING FOR BLOGGERS

Do you love writing? Has reading and writing been a long-time passion and you get pleasure from it? If you're a stay-at-home mom or single parent looking for extra income, writing articles for bloggers and websites is a great way to do it. And if you are diligent and fast and can produce an excellent article of 250, 500, 1000 or 2000 words, and not write drivel, but articles giving insight, information and facts, you'll eventually find a good site to write for.

SEPARATING THE CHAFF FROM THE WHEAT

Unfortunately, you will experience some bad sites before you learn the ropes and are smart enough to recognize a scam when you read one. I got cheated out of being paid for eleven articles on a site, where your words were automatically counted and there was a key density register. The key density register didn't work with every article, I couldn't get the completed article into the customer folder, and there was no word back on why this had happened. Another scam was where an employer asked me to write an article, and as soon as I wrote it, he would pay me. He disappeared with my article into the ether, and my emails to him were never answered.

FINDING A SITE THAT FITS

Go online and search for writing sites, best writing sites, legitimate writing sites, and enter the arena. You will find plenty of sites to write for; it took me almost two months to find one where everything fell into place, the articles were plentiful and the payment was prompt.

HOW TO GET STARTED

- Search for writing sites. This will take some time as you want to read what each one of them offers, and the kind of writing they want; blogging, article writing, interviews, exam papers; you name it.
- Prepare two or three short articles of 300 or 500 words on a topic you think people might be interested in reading, and keep it handy for those sites where employers require a sample of your work.
- Choose one or two sites and give it a go. In your letter to the employer, be honest and tell him that you are not computer-savvy, but that you can write. Attach a sample.
- Write articles on your favorite topic and submit these to websites like 451 Press, About.com, BOTW Media, and Weblogs Inc.
- Start with 'how to' articles when you begin; they follow an easy format.
- If you have a blog, write for other companies on your own blog. Websites such as "Pay U 2 Blog" use this kind of system and it works well if you want to add another income stream to your blog. Keep writing.

MAKE MONEY WITH AFFILIATE MARKETING

Affiliate marketing is when you refer online shoppers to various products and earn a percentage of the sale in return. As an affiliate marketer, you are given your own links to a product so the seller knows when a customer you referred buys their product. Many sellers offer great incentives to affiliate marketers, with some offering as much as 50% commission on products you refer customers to. This is a legitimate way to generate a passive income, as the whole world has an opportunity to shop at your door. What is great is that you don't have to develop any of the products yourself.

PREPARATION FOR AFFILIATE MARKETING

- Write articles related to the products you're trying to market.
- Write articles around one topic, with many angles; this will help you identify your product market.

- Write blogs in exchange for being allowed to include links to your products; this way you don't have to look for your own customers. Market to people who are already interested.
- Write a great article that isn't too on-the-nose about how their lives can be enriched through using your product.
- Set up a website where prospective buyers can browse through your products. This will be your virtual store with links to the various products you're marketing. This opens channels of communication with millions of potential customers.

Affiliate marketing, simply explained, is a popular method of promoting web businesses in which an affiliate is rewarded for every visitor, subscriber or customer provided through his efforts. It is another variation of paying a finder's fee for the introduction of new clients to a business – very much like a real estate agent paying a finder's fee for a lead to buy or sell a house. Compensation can be based on a certain value for each visit (pay per click), or a commission for each customer or sale (pay her sale). Some e-commerce sites, such as Amazon.com run their own affiliate programs while other e-commerce vendors use third party services provided by intermediaries like CommissionJunction.com, and LinkShare.com to track traffic or sales that are referred from affiliates. Some businesses owe much of their growth and success to this marketing technique.

Having said all of the above be advised that for every affiliate marketing success out there, literally thousands have failed to make any money with an affiliate program. Here are some success tips for affiliate programs.

- Generate lots of traffic visiting the websites you use for your affiliate programs.
- Deal only with good affiliate marketing programs that offer products or services or information that people actually want to purchase.
- Look for affiliate programs that pay high commission rates on time and who keep their customers happy.
- Provide content on your home business website that is related to what your affiliate programs are offering.
- Don't have affiliate program links and AdSense links on the same page as it may result in poor performance of both.

In conclusion, some people swear by affiliate marketing; others don't.

If you can afford to experiment a bit, try setting up ads in Google AdWords for your affiliate marketing program (make sure your affiliate program allows you to use their product names, etc. and allows you to advertise as part of your affiliate program). If it costs you 50 cents per click for your AdWords ad and it takes an average of 40 such clicks to make a sale in your affiliate marketing program, your cost of that sale is \$20. If your commission is \$40 per sale, it would be well worth it to advertise. One successful affiliate marketer told me that pay per click advertising with Google AdWords was how he was able to make money - more than both of his parents combined - with an affiliate program.