Online Freelancing Your "Tell All" Guide To Selling Your Skills On The Internet

Special Money Making Report
By John Delavera

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9. You CANNOT package the report with any other product/s. Here is the difference between “offering a product as a Bonus” and “packaging” the product: You offer the product as a Bonus to a product of yours. Customers pay for your product and also get the Bonus. In packages, you offer a collection and sell everything for 1 price. Thus, you cannot add the report to “packages-collections.”

10. You may not change or edit the sales letter of the report.

11. You may NOT market the report in any immoral, illegal or unethical manner, including sending UCE - unsolicited commercial email, also known as SPAM.

12. You must setup the report on your own server for processing the orders and delivering it to your customers.

You can report all abuses to abuse@use-sell.com
If you are unsure of anything of the above
DO NOT ASSUME THINGS.
Log a ticket at www.TurboHelpDesk.com

How to Register Your License And Receive the Sales Letter

Please click here and fill in the form you will find online.

Before We Begin:

Purpose And Benefit Of This Report

Dear Friend,

Congratulations and thank you for your investment in “Online Freelancing”!

This is a special report designed to provide you with a simplified approach to freelancing on the Web and to selling our own capabilities online.

You can create an online income from your own capabilities if you diligently apply the strategies revealed in this report.

There are no fluff or fillers here and each strategy is given to you in a straight-forward manner. Short and sweet it’ll be, I won’t want to bore you with useless chatter too.

Online Freelancing is not a complicated process; everything in this report is kept 3rd grade simple to show you just how easy it is.

With that, let us start this incredible journey…

Respectfully,

John Delavera

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You have some skills.

Whether you're proficient with writing, with the arts, with programming, or in another field, you definitely have skills. Among your current skill set, you have some abilities that are more refined than the rest.

Did you know that you can earn money from these skills without ever leaving your home?

There are many, many, many opportunities on the World Wide Web that will allow you to render your services for a fee. Whatever it is you're good at, there are always people who need what you can provide.

These opportunities are collectively known as freelancing.

It is very easy to do some freelancing work on the Internet. The entire world is your market. The need for your services is great and constant. And even if millions of people (a number which has not yet been seen among online freelancers) compete for the same projects, you will always have a lot of assignments to choose from.

But the difficulty that most people experience when it comes to freelancing stems from two facts: that they do not know where to look for work, and that they do not know what is needed to complete their orders, once they have found the work.

This report will change that.

In the pages to come, we will be discussing **7 freelancing opportunities** that can provide you with a stable income, the amount of which may even rival the salary you receive from your day job.

Afraid that a freelancing opportunity will bring with it some uncertain challenges? This report will tell you what to expect, and how to deal with the most common situations you will encounter.

Confused about where you can find work? This report will tell you where to source out some clients, enumerating specific places where you can find some projects… places which are proven and places which are brimming with potential clients.

Anxious that you may not be up to the task? This report will show you the ropes. It will teach you how to proceed with every freelancing opportunity discussed herein. It will ensure a great start for your freelancing career. And it will share some tips and tricks that will help you to compete with the pros.

While preparing this report, I have made the rounds and discovered that no informational product actually caters to hopeful freelancers. Sure, there are reports about writing, there are reports about programming, and there are reports about graphic design. But these products only teach you the fundamentals (as well as some advanced skills) of the particular study. Pragmatically, they fail. They won't show you how to find clients or how to deal with them. They won't teach you what you should avoid doing in order to keep your reputation intact. They won't inform you about the potential pitfalls of freelancing opportunities. And they don't tell you where you can find some work.

This report does.

Study its contents well. Determine which freelancing opportunity suits you best. And most importantly, gauge whether you're ready for such a challenge or not.

Freelancing is not about luck. It's about skills –YOUR skills – as well as your courage to try.

Fortune favors the bold, after all.

I'll say this right now, and I'll say it again later on for emphasis: **the Internet is a writer's paradise.** If you have the writing skills, then it's guaranteed that there's a job waiting for you on the World Wide Web.

This is because the Internet is fueled by information. People go online to search for information on a particular subject that interests them. This information can be found on websites.

And how is this information conveyed?

That's right! Through words… words which are put together by writers who often conduct thorough research on a topic and present it in an easily digestible format for the assimilation of Web users hungry for such information.

This is the very reason why content writing has always been a lucrative freelancing opportunity. The demand for fresh content is ceaseless. Hence, the demand for content writers is equally ceaseless.

Most webmasters can write their own content, of course. But if they're maintaining more than 5 websites, coming up with new content will be very difficult. It will consume a lot of their time, and it will tire them out eventually. They'd rather find a writer who will do the work for them.

Additionally, with the popularity of private label rights (PLR) membership sites these days offering community content that will be shared by a limited number of people, the demand for content writers has increased. If you can find a client that maintains such a membership website, you might even get orders of up to 500 articles per month. And that's just one client.

Content Writing By The Numbers

There are close to 8 billion websites on the World Wide Web. Each website competes for search engine prominence. To do this, each website needs to have a regular supply of fresh content.

Each webmaster owns an average of 4 websites. Each website has an average of 27 content pages.

The question: where will they be able to get the content they need?

There are less than 20,000 content writers today, but the demand is too great. 20,000 content writers try to write 2.7 million new pages of information each and every month. The shortage is very apparent.

Content writing is a freelancing opportunity that is very accessible. And with the high demand for fresh content coupled with the low number of writers supplying them, it is easy to conclude that there will always be orders waiting for you.

Yes, we used the word "article." An article is the basic piece that you will write. A good article must have the following characteristics:

- **It is keyword-optimized**, meaning, it is written with the correct density level (usually 3%, or 3 mentions of the keyword or key phrase for every 100 words of text). The keyword or key phrase is often provided by the client.

- **It is unique,** meaning that there is nothing like it in the offline or online world. It is an article that is original, specifically written for your client.

- **It is structurally sound**, meaning that there are no grammatical errors. This is pretty basic. If you want to earn money as a writer, you have to make sure that you can write properly.

- **It is highly readable**. Your clients will use your submissions as traffic bait. To achieve this end, you must make sure that you will submit intelligently written articles that will capture the interest of the readers, articles which will not bore them to death. For example, reading an article with title "MP3 Players In Today's Generation" is not really as interesting as reading an article entitled "Where To Find The Cheapest MP3 Players On The Planet."

- **It must be written for an online audience**. There are some significant differences between writing for print and writing for Web readers. The latter makes good use of negative space, or the space between clusters of words, to allow the readers' eyes to relax. Since your readers will be reading from their computer screens, the process is more taxing for them, so you need to help them out a bit. Keep your sentences and paragraphs short. Use numbering and bulleting as much as possible, so that your article can easily be scanned for pertinent information. Also, avoid using heavy words. You're not aiming to be the next Shakespeare, after all. You have to write articles which will be

Looking For Work?

Ideally, you'll want to find a client that you can establish a long term relationship with. Expect to get orders of up to 200 to 500 articles per month, depending on the needs of such a client.

But you must first establish your reputation as an excellent content writer. To do this, you must build up your portfolio with works that are of excellent quality. Everyone has to start somewhere, after all.

You can try creating an account with any of the freelancing websites suggested by this report.

Begin by viewing projects which are open for bidding.

As a beginner, do not hesitate to bid lower than what you believe is your worth.

Remember, the ultimate aim is to establish contact with a client that will learn how to trust you in the long run, and you must first offer an attractive package that will win such a client's attention.

So win those bids first, and prove yourself worthy of a higher price.

accessible to the most number of people possible, regardless of their age and reading comprehension level.

As a content writer, you are expected to respect certain things. Remember that your client's business success rests on your shoulders. The quality of your work and how fast you can submit it play crucial roles in determining the profit that your client will receive from his partnership with you.

Hence, here are some guidelines that a content writer should live by:

- **Respect deadlines**. Before accepting a job, inform your client of the turnaround period you need. If your client will agree on the delivery date, do your utmost best to deliver his order by that date, or earlier, if possible. This is very, very important. Many content writers have gone out of business for failing to observe this rule.

- **Transfer all the copyrights to the work**. Once the transaction is completed, you will retain no rights over your work. You cannot claim ownership over it. Your client will have exclusive ownership over the articles, just as if he had written them himself.

- **Make sure that you provide accurate information** in your writings. Your client's name is at stake, so if you do not exercise responsible writing, you can potentially ruin your client's business.

Eventually, you'll be bombarded with orders. This is a certainty. So here's the last tip: do not accept more orders than you can handle. Sometimes, the lure of more pay coming from more orders will be hard to resist. But you're only one person. Being greedy can ruin you, as well. Do not hesitate to turn down some offers if your hands are full. Try to keep your current clients happy and you will be rewarded with long term benefits later on.

Where Else?

Since you'll be targeting webmasters, other places where you can advertise your services are forums dedicated to your market. There are many webmaster forums that have specific categories where content writers can seek some work. Here are some of them…

forums.digitalpoint.com

www.webmasterworld.com

www.turbocommunity.com

How Much To Charge?

Based on the current average going rates that content providers charge these days, here are some suggestions:

Articles with 400 words minimum - $5

Articles with 600 words minimum - $7

Articles with 800 words minimum - $9

Articles with 1,200 words minimum - $14

You can charge higher, of course, but it all depends on how valuable a brand you have established for your service providing business.

We have mentioned in the previous chapter that information is the number one commodity on the Internet. Website content delivers information, but often, it is done so free of charge and the webmaster will only earn from the advertising revenues that can be generated from it.

But Internet marketers can also sell information in the form of informational products. There are two basic types of informational products. These are:

1. **Reports, or electronic ebooks; and**

2. **Special reports**

eBooks are often composed of at least 50 or more pages. Anything less will be considered as a special report. Both information products are often delivered in .pdf format, given the fact that such a file type can be read by most platforms.

The creation of an ebook or of a special report is something that I would personally like to describe as simple but complex. If you know what you're doing, preparing an information product can be like second nature for you. But if you do not know how to proceed, you'll find yourself groping for form most of the time.

The preparation of an information product is composed of many stages. We have to familiarize ourselves with these stages before we can discuss where the freelancing opportunity can enter the picture. Take a look at the diagram below…

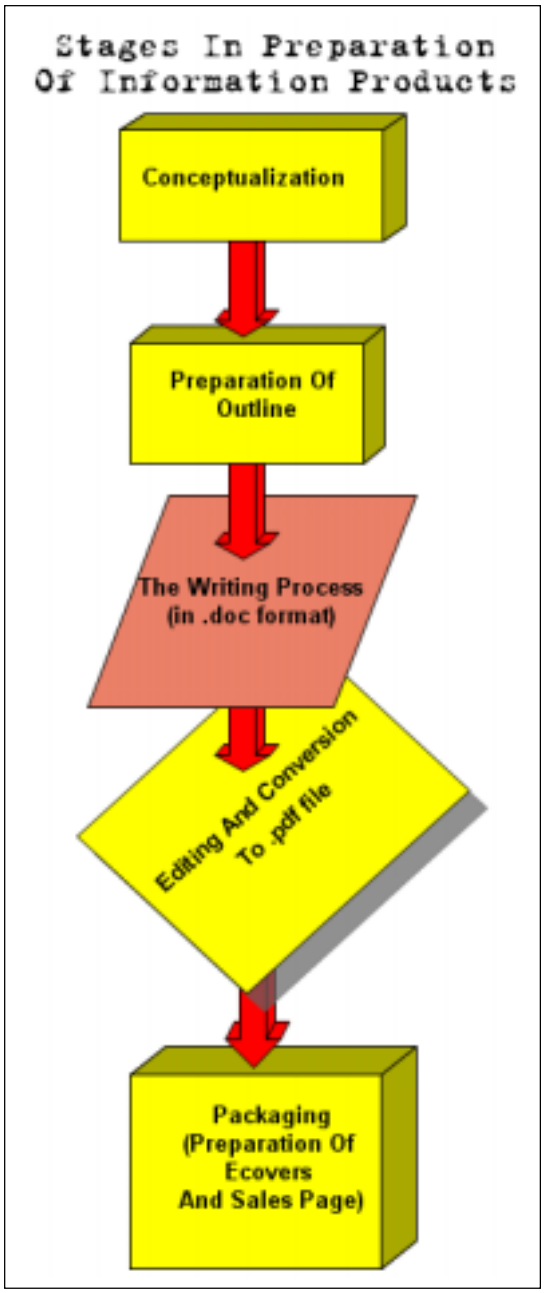
Ghostwriting By The Numbers

Close to 50,000 eBooks and 10,000 special reports are published online every year.

It is estimated that there are only 11,000 ghostwriters plying their trade on the World Wide Web today. Immediately, you'll see the shortage of services in relation to the strong demand for informational products.

"Ghostwriting is a wonderful online opportunity," said Jerod Sanders, a ghostwriter from Miami, Florida who has been practicing his craft for 3 years now. "You'll get to learn something new with every assignment. The trick is in dealing with every project as a new experience that you can learn from. Otherwise, you'd get tired really easily."

"You'll never run out of projects," Jerod added. "If you have proven yourself to be a reliable writer, you will always, ALWAYS be swamped with requests."



The stages in yellow are those that the Internet marketer himself usually undertakes. The step in orange is the freelancing opportunity we will discuss in this chapter.

As we have earlier discussed, the Internet is a writer's paradise. We have already tackled content writing, and now we will be taking up ghostwriting as a lucrative opportunity you may decide to pursue.

Ghostwriting, in online terms, basically speaking, refers to a service whereby the freelancer will write material for the client, as if the freelancer is the client himself. In print publications, ghostwriting has been a long standing practice. Even the most popular authors are said to have contracted ghostwriters.

As a ghostwriter, you will be asked to write ebooks and special reports for your client, based on the follow criteria:

- That you will strictly follow the **specifications** provided by your client;
- That you will submit an original work that is **not plagiarized** from anywhere, either from offline or online sources;

Looking For Work?

Just like content writing, the ultimate aim is to find a client that will retain your services for many, many projects down the line. But before you can accomplish this, you must first prove yourself as an excellent ghostwriter.

The Internet Company, LLC, producer of the Turbo line of products, is always on the lookout for fresh talents offering their services at a competitive rate.

Send in your resume as well as samples of previous works to

turbohiring@use-sell.com

Who knows…?

This report could be the start of your online career!

- That you will submit a **well-researched work**, and that the information contained therein should be accurate and verifiable;

- That you will submit a work that is **free from any grammatical or structural defects;**

- That, generally, you will submit your work in **.doc or .rtf format** for easy editing, unless a different file type is required by the client;

- That you will always, always, **always respect deadlines**. Remember that your client's business depends on your deliverables; and

- That you will keep your dealings with your client strictly **confidential**. Aside from "writing," the other operative word in "ghostwriting" is "*ghost*." You will not write for your client. Rather, you will write on behalf of your client.

It should be clear from this that you are expected to surrender all the copyrights to your work as soon as the transaction is completed. You will retain no rights whatsoever. What your client will decide to do with the work will be entirely his decision to make.

Want to know more about the informational product industry? You can discover the way things really work by reading Ebook Marketing Revealed (you can get that ebook free as a member of TurboMembership.com,) Yeo Feng's How To Sell Just About Anything Online as well as Jo Han Mok & Ewen Chia's 7 Days to Profits. These are treatises on the subject which dissect the report industry and which will surely give you an insider's perspective on how things are conducted on the World Wide Web.

Occasionally, your clients will ask you to deliver the .pdf format of your works as well. This can be accomplished quite easily if you use a tool like ViralPDF to convert your .doc documents into .pdf file types.

Absolute Don'ts.

A lot of ghostwriters ruin their name because of the following acts:

* Selling a work that they have already transmitted to a client.

* Plagiarizing an existing work.

* Purchasing PLR products and making them appear original.

Try to avoid committing any of these mistakes. In this field, your name is your business.

How Much To Charge?

You can charge based on the following criterion:

Per Page – range is from $2 to $10, depending on your reputation as a ghostwriter.

Per Word – range is from $100 to $500 per 10,000 words, again, depending on your reputation.

Per Hour – this is rarely implemented for ghostwriters given the fact that per hour progress is hard to determine with certainty.

When writing an ebook or a report, follow the guidelines in writing for a Web audience. You can learn more tips and tricks by reading the Info Product Creation Manual, a collection of steps on how to produce great quality digital products for sale or for pay.

If you have the writing prowess, as well as the creative juices, to come up with great informational products on a regular basis, then do give ghostwriting a try. It promises to be a lucrative opportunity for you to earn some serious cash on the Internet.

Online businessmen sell digital products via sales pages. Rare are the times when digital products are sold any other way.

The success of an online businessman's sales campaign depends on how effective the sales page is. **The sales page serves as the online businessman's 24/7 salesman,** after all. If it is well-written, efficiently persuasive, and capable of compelling the visitor to read on until the powerful call to action is delivered, then chances are, such a sales page will be able to pull in a lot of sales.

We can say that a good sales page should possess the following features:

- A **catchy headline** that will immediately pull the readers in, making them an active part of the discussion. Here's a tip if ever you find yourself doing some copywriting assignments: Scott Britner's Headline Creator PRO will make your life so much easier. This product is also distributed to members of TurboMembership.com

- A **strong opening paragraph** that will inform the readers that they need to know what the sales page aims to share.

- A **statement of a problem** and the delivery of reasons why the reader should be concerned about it. If no such problem exists, or if the problem is so minute that it's impossible to cause some worries in the reader, a good sales page will be able to magnify the intensity of a problem in such a way that it will compellingly expose worst case scenarios in a believable manner.

- The **presentation of the solution in the form of a product**, in such a way that it will look like a natural progression of the

CopyWriting By The Numbers

Every digital product needs a sales page.

There are over 100,000 original digital products released every year. If we are to count packages of older digital products, the number can easily reach 250,000.

A sales page is needed to sell these products and packages. Often, the Internet marketer undertakes to write his own sales page.

But not all online businessmen are well versed in the science of copywriting. Some of them try their best, but their conversion rates remain at pitiable levels.

If you believe that you can do a better job… if you believe that you have what it takes to craft for them a sales letter that will make their profits soar… if you believe that you can generate a lot of excitement for what they offer… then do give copywriting a shot.

piece instead of a straight up sales pitch. The specifications of the product should be delivered clearly and concisely.

- **Enumerations of the benefits** that the product can provide, again, in such a way that will make them appear like a natural progression of the piece.

- **A powerful call to action** that will compel the readers to act in favor of the proposition, as soon as possible.

Needless to say, creating an efficient sales page is easier said than done.

The art – or *science*, as some people will claim – of creating a sales page is called **copywriting**.

A lot of people in the industry will say that copywriting should require formal training. This is true. Often, the difference between a successful sale and a disinterested visitor is the use of one word – one word that may have been carelessly written and turned off a lot of prospects.

Copywriting is a very intimate and intricate process, and its results can make or break a business. It is not something that everyone can do, and, more so, do with so much efficacy. People can't just pick up a pen or open a word processing program and start crafting a sales page that will rake in millions of dollars in sales.

And this is where you come in.

If you have attained some formal training in copywriting, or if you are willing to undergo the necessary study to be successful with this craft, you can try it out.

Every Internet marketer who is in the business of selling a product online will need a sales page per campaign. And since each Internet marketer will pursue several campaigns per year, the demand for copywriting services will be constant.

Looking For Work?

Clients for your copywriting services, I must admit, are a little harder to source out. The reason? It's because sales letters are a delicate matter. Online businessmen will want to contract the services of someone they can trust with their enterprise.

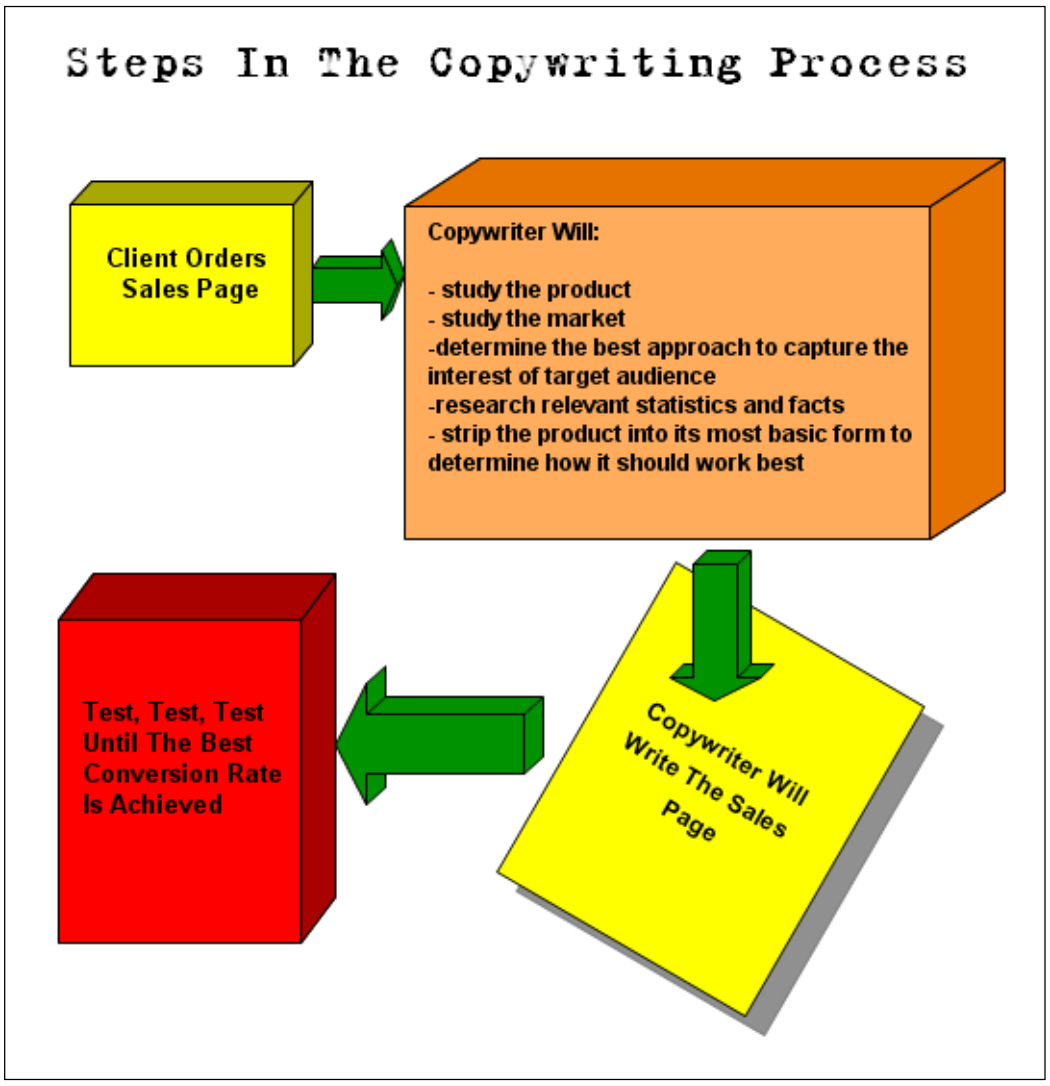
And trust is something that isn't built overnight.

The best way to advertise your services is to build a website promoting them. Do some search engine optimization (SEO), as well as some ad placements in relevant places, so that your URL will get the exposure it needs. Include samples of previous works. But most importantly, include testimonials from satisfied clients. Testimonials are very important for copywriters.

Or you may want to offer your services for free to a group of online marketers. If your work is good, word will spread about it, and you'll be swamped with requests.

You can find such online marketers from online communities like forums. Or you may send them an individual email detailing your offer.

Take a look at the diagram below so that you may get a concrete idea on how the copywriting process actually works…



As you can see, copywriting is more than just actual writing. Robert Plank's Sales Page Tactics offers a thorough discussion of each of these steps, as well as some insider strategies on how to write a killer sales letter.

As a copywriter, you can charge for your services based on any of the following setups:

- **Per sales page fee**. The rate for a long copy ranges from $200 to as high as $5,000, depending on the name you have

Want To Learn Copywriting?

There are some online sources that will give you a great introduction to the science of copywriting.

My personal favorite is Gary Halbert's website

Essential reading materials should also include Robert Collier's timeless Million Dollar Sales Letters. It may have been written almost a century ago, but the principles delineated therein are a must for any student of the craft. You can read it for free online here.

But based on my experience, the best way to learn copywriting is by **studying existing sales pages that are actually capable of pulling off astronomical sales**. Read these sales pages, and determine the portions that work for you. Save them in your hard drive.

These will be your **swap files.** Whenever you will write a sales letter of your own, refer to these clips and emulate their style. Just the style.

This will help you develop your copywriting skills.

established for yourself in the industry. It is not uncommon that first timers will charge as low as $50 for their first few assignments, however. As we have mentioned in the previous chapter, building your portfolio is always important when it comes to online freelancing.

- **Percentage based on total amount of sales generated**. This can range from 2% to as high as 30%. Such a setup, however, is only employed by proven copywriters who, more or less, know how well their creations will fare.

- **Per hour charge**. If an online businessman has decided to retain your services for all of his projects, you can treat copywriting as a telecommuting job and start charging per hour.

Again, **copywriting is a science**. I cannot stress that enough.

If you wish to be a copywriter *par excellance*, you'll gain a lot of really valuable knowledge by reading Ewen Chia And Dan Lok's Underground Sales Letters. Ewen Chia has been a good friend of mine for many, many years, and I am telling you right now, this guy is called by his peers as THE Super Affiliate for a reason. He knows his marketing, and he knows his copywriting!

Use Triggers

Copywriting employs the usage of certain triggers that compel people to buy. These triggers target the readers' emotions. People, after all, buy based on emotion, and justify with logic later on.

Here are 5 basic triggers that will your copywriting adventures:

1. fear of loss
2. hope for prosperity
3. hope for beauty
4. hope for health
5. fear of failure

There are two main varieties of digital products: **informational products** and **solutions**.

Informational products are in the realm of writing, as we have tackled in the previous chapters. They convey information, and information is best expressed through words.

But there are problems that do not require information. These problems require solutions. An office that is having a hard time preparing its weekly payroll, for example, will require a solution for its payroll preparation woes. An online businessman who doesn't know jack about accounting will want a solution for such a deficiency, especially during the months leading to April.

Since we're living in a digital age, a lot of people look for digital solutions.

And digital solutions can only be created through programming.

Now, of all the freelancing opportunities out there, **programming** is the one that requires formal education. Though people can learn several programming languages on their own, only a formal education on the matter will give them the expertise that they need to properly apply their knowledge to practical usage. Additionally, most people who are looking for programming help will demand a certificate to ascertain that you are indeed proficient with the programming language that they need.

Programming is not only about the manipulation of numerical equations in digital applications to come up with myriad solutions for a slew of problems. You need to exercise some creativity to

Programming By The Numbers

There are an infinite number of day-to-day operational problems that require an expedient and a convenient solution.

Every year, close to 50,000 new scripts and programs are introduced on the market to offer solutions to some of these problems.

But given the fact that problems continuously arise and become more complex with the demands of modern technology, the call for solutions will always be an ever present need.

Hence, programmers can rest assured that there will always be a job waiting for them on the World Wide Web.

You can even use this opportunity to build your resume, which can become your springboard for more fame and fortune. A lot of programmers on the Internet have been hired by companies like Microsoft and Google because of the work quality they provide.

determine the best approach to the problem. You want something that will appeal to your audience.

Also, you need to have an eye for what is functional. It's not enough that you provide a solution. You must provide a solution that is convenient, a solution that is practical, and a solution that is the easiest one available out of all the possible options.

If you have great – yes, GREAT – programming skills, you can also get some jobs, at least at first, from the freelancing websites we have enumerated above, namely:

Elance.com

RentaACoder.com

Most of the clients you will find will give you the problem, as well as their expectations about the solution. Often, it will be up to you to formulate such a solution based on the criteria we have mentioned above.

You can expect to receive a variety of orders calling for a variety of solutions. Shopping carts, membership website scripts, website creation generation, website additions, and the like are popular requests for programmers these days.

There are two kinds of solutions that will asked of you:

1. **Programs** – these are full fledged software applications that stand on their own.

2. **Scripts** – these are solutions that require a principal product for their proper functioning.

The process goes through several stages. Take a look at the diagram below.

Programming Don'ts

Implicit in the programming business are certain acts which are considered taboo. Try to avoid committing any of them, as in this business, your name is your reputation and your reputation is your enterprise.

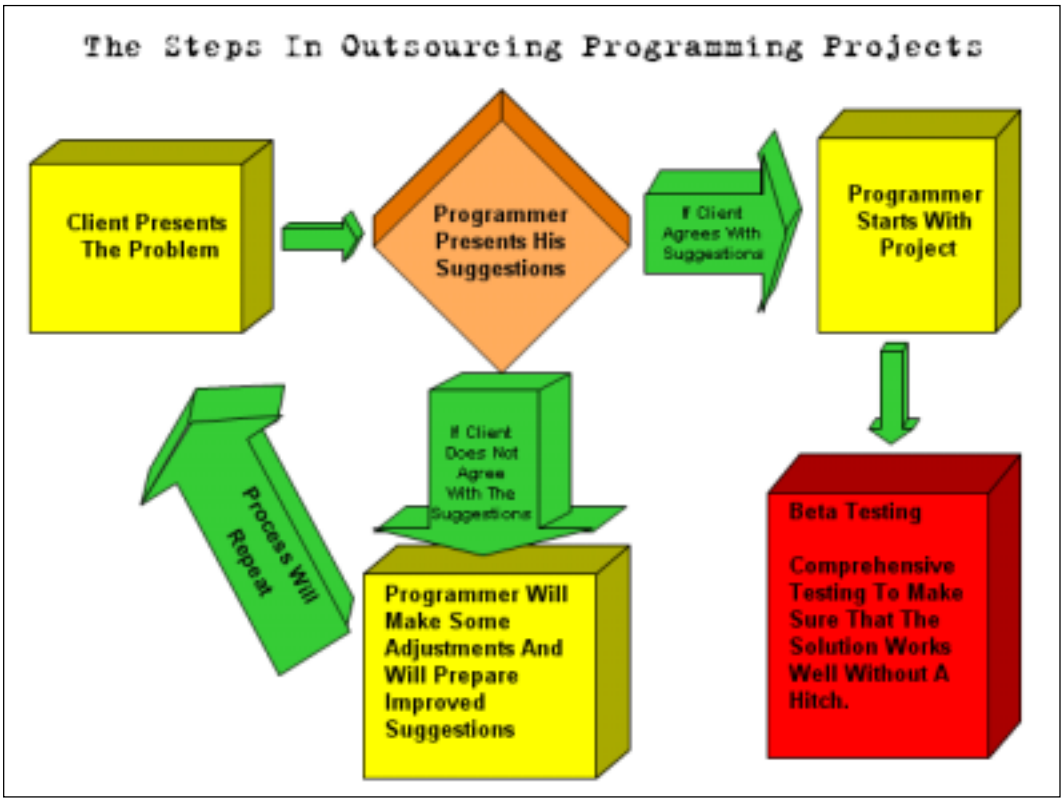
* Do not submit a defective program. Test every usage of the solution you will be providing before delivering it to your client.

* Do not steer away from the specifications provided by your client, least you risk delivering an entirely different product altogether. If necessary deviations are to be made, consult with your client first.

* Do not resell source code which you have already delivered to a paying client. Remember, your client will own the exclusive rights to the deliverables upon the completion of the transaction.

* Do not sacrifice aesthetics for functionality.

* Do not assume that the users will know how to operate the program. Make it easy – VERY EASY – for them. The rule of the thumb when it comes to menu design is: do not make them think.



Critical in the process is the **beta testing stage**. This is the stage where the solution will be tried and tested for bugs and unexpected errors. So unlike other freelancing projects, the terms of an agreement for a programming project are not deemed as having been complied with upon delivery of the solution. There should be a grace period whereby the programmer shall undertake to assist the client when it comes to the workings of the solution.

With writing, the content of the works shall be owned by the client.

With programming, the client shall have exclusive rights over the **source code** of the solution. Once the deal is completed and the respective terms are met, you can no longer use the source code for other projects. If you will be accepting similar assignments in the future, you will have to build the project from the ground up.

I have started out with programming and found it to be a very lucrative field. If you wish to read about my early adventures in this business, do read My Early Days On The Net – also offered as a Bonus through TurboMembership.com.

Looking For Work?

As we have mentioned in the main section of this chapter, you can find work by bidding on open projects that can be found on the suggested websites.

Additionally, you can also try out some popular forums where web publishers and Internet marketers converge.

Some of these forums even have categories for programmers to advertise their services.

forums.digitalpoint.com

www.webmasterworld.com

www.turbocommunity.com

Eventually, once you have established a reputation in this industry, clients will seek you out.

Your problem will then transform into learning how to say no to some of the requests that will come your way.

The Internet is a digital world, and for people to garner a total experience on it, they need to see what Web publishers have to offer. Words are part of this visual expedition. But as they say**, a picture paints a thousands words**, and this is why graphics are, and will forever be, a vital part of the information superhighway.

If you have the creative juices to come up with some attractive designs, as well as the skills to create and manipulate images, preferably with Adobe Photoshop, then you'll find the World Wide Web is an ocean of opportunities, and all you have to do is to take a dip in its warm, promising waters.

There are many kinds of graphics you can create, depending on the needs of the Web publisher.

- **Headers** – these are the images that contain the website's title, which can be found in most niche websites these days. The usual dimensions of a header is 700 pixels x 150 pixels.

- **Banners** – these are images that Web publishers usually dispatch to other websites to promote their own pages, or to promote their products. Banners don't have a specific size. It all depends on what the publisher needs, and the space that the banner partner can afford to provide.

- **Ecovers** – these are images that serve as graphical representations of reports and special reports. They can also be used to represent digital covers for software programs. There are action scripts which you can use with Adobe Photoshop to help you streamline the creation process. Or you can get George Sepich's eCover Magic, an amazing solution that will

Graphic Arts By The Numbers

Every webmaster will need images to complement their websites.

Every Internet marketer will need images to enhance their products.

Every online seller will need images to make their sales pages more attractive and attention-grabbing.

Every company that has an online presence will need a logo to distinguish their business from the rest.

Immediately, you see the incessant demand for graphic arts in the World Wide Web. If you have the skills to provide for these needs, then you can rest assured that you'll be in business for a long, long time.

Paramount in this freelancing opportunity is creativity. Often, you will be given full liberty to come up with the appropriate design, and it's up to you not to drop the ball.

somewhat automate the creation of eCovers for a variety of purposes.

- **Sales page sets** – this will include headers, eCovers, order buttons and backgrounds that will represent the product or package being sold. Since they will be used together, they should all share a common theme.

- **Logos** – these images are distinctive identifiers for certain businesses.

- **Other graphics** – different online businessmen will have different needs. Sometimes, they'll need some supplementary graphics for their website's content. There are also times when they need diagrams and charts for their informational products. As a graphics provider, you should be versatile enough to satisfy your client's every need.

What rates should you apply? Again, you can charge per project, or you can charge per hour. The latter option is seldom implemented, however. As we have discussed in a previous chapter, hourly progress is very difficult to ascertain. You should have built a high level of trust with your client if you wish to take this route. The usual procedure is to charge per project. Be guided by the average price range of the projects below:

- Headers go for as low as $20 to as high as $50.

- Banners go for as low as $5 to as high as $45.

- Ecovers go for as low as $30 to as high as $100.

- Sales page sets go for as low as $60 to as high as $300.

- Logos go for as low as $25 to as high as $300.

These prices really depend on the **reputation** you have established as a graphic artist. If you have built a name for yourself as a graphic artist who consistently delivers amazing work, then you can charge

Use Only Royalty-Free Images

With graphic arts, you will have to manipulate original photos which you have taken yourself, or existing photos available from other sources.

When using the latter group, make sure that such images are royalty-free. Otherwise, you risk endangering the business of your client, as the unauthorized usage of copyrighter photos will make him susceptible to damages.

Where To Get Royalty-Free Images

Here are some sources where you can get royalty-free images with no accompanying restrictions…

www.mourgefile.com

www.flickr.com/creativecommons

www.imageafter.com

www.sxc.hu

www.picturestation.net

your clients a higher price. For beginners, however, it will be best to settle for lower priced projects to build your portfolio as well as your reputation in the industry.

The same guidelines that apply for writing projects are also observed for orders for graphics. You are expected to surrender all the rights to the deliverables as soon as the transaction is completed. You may not claim ownership over the work, and often, you may not even claim the creation of it.

Most orders for graphics expect a quick turnaround time. The reason? In a previous chapter, we have tackled the process of creating informational products. As you can see from that diagram, the packaging concerns of a particular product are at the tail end of the timeline. Hence, graphics are often ordered last, once the content of the informational product has been delivered and verified.

Just like writing projects, you can initially look for work on the following freelancing websites:

Elance.com

RentaACoder.com

Online forums for webmasters and Internet marketers are also great venues where you can advertise such a service.

Necessary Investments

As a graphic artist, you will be dealing with 5 main file types. These are:

1. JPG
2. BMP
3. PNG
4. GIF
5. PSD

Almost all of these file types can be opened by your default image viewer.

PSD files, however, can only be opened by Adobe Photoshop. Adobe Photoshop is the industry standard when it comes to graphic creation. Most online businessmen recognize PSD files as a universal file type. Hence, investing on a copy of Adobe Photoshop is a must.

You may also want to consider supplementary Adobe products, like Adobe Illustrator, if you wish to create images from scratch.

Other image creation programs like Correl Draw offer more power, but eventually, you'd have to export their products into the acceptable file types mentioned above.

Imagine an office without a secretary.

That's right! It'll be an office in utter chaos!

Online businessmen have their offices too, albeit, they are within the confines of the digital world. Instead of hosting their files in cabinets, they host their files on their hard drives and their Web servers. Instead of making some phone calls to essential business partners, they send emails and wait for replies. Instead of canvassing in brick and mortar stores, they shop for their supplies in online sources.

Such a virtual office will benefit a lot with a virtual secretary manning the scene.

A **virtual executive** is supposed to do a variety of tasks for the online business. These tasks are:

- writing,
- transcribing,
- data encoding,
- email processing,
- accounting,
- order processing,
- customer service,
- following up on leads,
- and a slew of other tasks relevant to the operations of the online enterprise.

Some virtual executives demand that their job description be clearly delineated so that they won't end up working on more things than they are expecting to do.

All-In-One Telecommuting By The Numbers

Currently, there are around 65,000 online businesses, and each of them is operated by one person or a group of two or three people.

Since the profits from an online business can only grow based on its production rate, a majority of these enterprises are looking for competent help on various fronts.

What if you'd offer to help them cover all of those fronts?

It is not difficult to see how lucrative a position as a digital executive can be. The demand is as certain as the fact that most online entrepreneurs badly need help. And this help is something that you can provide for the betterment of their business.

Give this opportunity a try if you desire a definite income opportunity that usually pays by the hours.

But the thing is that a virtual executive is a representative of the owner of the business, hence, he should be willing to do anything and everything that will redound to the benefit of the enterprise. Such a person is what many, many online businessmen are looking for, and if you have the drive to take on such a task, then there are many opportunities waiting for you on the World Wide Web.

Virtual executives are often paid per hour, with some generous bonuses sprinkled here and there, depending on the success of the campaigns that the online businessman does launch.

However, since some virtual executives are hired for the duration of certain campaigns only, it is not uncommon to find a salary scheme where the virtual executive will be paid a specified sum throughout the course of a project, or a specific number of projects. Some online businesses work this way. Theirs is not a continuous enterprise, rather, theirs is an enterprise that is often dormant in between product launches.

Being a virtual executive will give you the luxury of working from the comforts of your own home. You won't have to spend traveling expenses, and you wouldn't have to dress up just to earn your keep.

However, online businesses do require more than 8 hours of work per day at times, especially during the days leading to a product launch as well as the days in the middle of a campaign. An online business will take in orders 24 hours a day, 7 days a week, after all. And a lot of the people you will be dealing with are located in different parts of the world, under a different time zone.

Looking For Work?

Finding a position as a digital executive is trickier than other freelancing opportunities. For starters, the usual freelancing websites rarely carry advertisements for them.

Your best bet is to try the conventional classified ads websites. The most popular of them is undoubtedly www.craigslist.com . It will take you hours to sift through the many openings advertised in its pages, but for certain, such a position should be available.

Another method you can employ is determine the online businesses that need some help, then email the proprietor and offer your services. Include your resume, as well as a statement clearly establishing the fact that you're perfect for the job. You may not succeed every time, but do this often, and there sure to be some positive replies.

For certain, you are an expert of ***something***.

The world promotes specialization, after all. It doesn't matter if you're an expert on pest control, on bead accessories design, on cat care, or even on business. There should be a set of knowledge that you are very intimately familiar with.

This may have been developed through your years of education. Or perhaps from an interest that blossomed into a passion. Or maybe even a knowledge set that has been handed down from generation to generation.

The fact is, you can share what you know to people who desire such knowledge… and you can get paid for it.

Determine your field of expertise. Currently, the following areas are very, very popular on the World Wide Web:

- Search engine optimization
- Marketing
- Small business online placement
- Earning from PPC programs
- Medical consultations
- Legal consultations
- B2B consultations
- Pregnancy consultations
- Bipolar disorder sessions
- Relationship advice
- Academic tutoring for a variety of subjects

Consultancy In A Nutshell

People use the Internet because they search for information.

As a consultant, you can provide the information that people need. To make such a business profitable, you need to ensure that the information you will provide will be:

* hard to find;

* absolutely useful;

* empirically verified; and

* completely factual

Indeed, all these requisites should be taken to mean that you're an expert in the field who will teach real, doable steps instead of mere theories. Your clients will expect actual directions and not metaphorical ramblings.

You can only share the same if you have spent considerable time mastering a particular area of knowledge. Consultancy is not for everyone.

The areas which you can focus on are not limited to the enumeration above, however**. Every niche is a potential goldmine for coaching work.** Even something as seemingly trivial as comic books can be the center point of a consultancy enterprise. You can accept queries from people who wish to know the true worth of their funny books.

It really depends if you have the requisite knowledge about a particular field. After all, you cannot impart something that you do not own.

Consultancy can be accomplished through the following means:

- **Teleconferencing** – you need to get a dedicated phone line that will be able to accept several calls at the same time. Simply set the date and the time for the coaching session, and people will call in to listen.

- **Chat sessions** – these are great for a more personal approach to coaching. Your client can engage you in real time conversations, and it won't cost you a penny since you'll be making good use of existing communication channels on the Internet.

- **Email coaching** – this is a slower approach, but it is by no means less effective. Emails give you the luxury of time. You can formulate a well-prepared answer and submit it to your client whenever it is ready.

- **Videoconferencing** – with high speed connections these days, some people opt to use this alternative. However, it will require a Web cam as well, and some even argue that you should at least look presentable whenever you're having a videoconference with your client. After all, being seen in your pajamas is not really professional.

You'll need to master the online landscape if you wish to make big bucks out of this avenue. Brush up on the subject by reading Internet Marketing Cookery: Bake Your Online Success With Easy-To-Use Recipes, a comprehensive tome on the many online marketing processes employed on the World Wide Web today.

Looking For Work?

If you have what it takes to be an online consultant, you have to know beforehand that, basically, you will have to establish contact with your clients. People do not go around looking for coaches. Often, coaches approach them and make them realize a particular need. Consultancy, after all, is not as popular an opportunity as other freelancing ventures.

You need your own websites, ideally, where you can talk about your services and where you can inform your prospects about your rates so that they know if they can afford whatever you're capable of providing.

You need to drive traffic to such a website as well. This can be easily done through a variety of Internet marketing strategies, all of which are discussed in the ***Internet Marketing Cookery*** eBook mentioned in the main chapter.

Eventually, once you have established a reputation for your business, your enterprise will grow by leaps and bounds. Consultancy is a fast emerging opportunity in the World Wide Web, and now is the time to ride its waves and build some distance between you and your future competitors.

Often, you also need some marketing tools to run your consultancy business.

Web hosting, autoresponder service, payment processing manager, and the like are just some of the things that are required.

You have two cost-effective options that will help you save a lot of money. You can choose to avail yourself of JVManager, a total solutions package that can act as your online business' digital secretary.

Or you can choose to subscribe to TurboMembership.com, a membership website that promises to give you everything – yes, **EVERYTHING** – that you need to make your consultancy business work.

In closing, freelancing opportunities abound on the Internet.

Armed with the right skills, the right knowledge, and the right tools, you'd be able to make your mark on the online world and secure for yourself many prosperous benefits that will make your life more enjoyable.

Good luck, and I'll be seeing you at the top of the hill!

John Delavera