

# CHEAT SHEET

## SESSION 2.2 MAKE MONEY ONLINE

### SUMMARY

Everyone says you can make money online. They're right. But, amidst the myriad of ways to make money online, what's the Opt Out way? We break it down and keep it attainable with this session, covering ways we've seen people build side gigs and businesses online.

### KEY TAKEAWAYS

- ☐ Affiliate marketing is selling someone else's product. You create the sale with your own marketing, following, or outreach.
- ☐ You don't have to know how to code. Use the platforms that make this stuff easy.
- ☐ If you are not capable of googling your way to find out how to do something, then you're probably not capable of doing all the next steps that it'll take to launch a side gig or build a business.
- ☐ One way or another, you have to create content. Content and eyeballs. That is the game of making money online.

### ACTION ITEMS

- ★ **Sign up** - Sign up for an affiliate network and play around.
- ★ **Social Media** - Never look at social media the same again.
- ★ **Tinker!**

### HOW DOES THIS SESSION HELP YOU OPT OUT?

With so many stories of people making money online, we wanted to cover this subject and make it something you can understand even if you aren't a techie or already in an online business. Online businesses can give you more freedom than other gigs, and empower you to travel (which is an important component of the Opt Out Life). Whether you want to stay home, make money online while you do other things, or get passive income so you can be a traveling nomad, the Internet is your ticket to making money without being tied down.

There are obstacles to making money online. We don't want you to spin your wheels. Find something that's close to your skills and competency, and then learn to use the tools at your disposal, including outsourcing work to people who can get your site launched quick and cheap. Let's pull out the stops and get you moving toward the Opt Out Life.

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### WANT TO GO DEEPER ON HOW TO MAKE MONEY ONLINE?

- ▶ Read this: <https://struggle.co/make-good-money-online/>
- ▶ Read this: <https://www.entrepreneur.com/article/299728>
- ▶ Watch: <https://www.youtube.com/watch?v=zi9uGwXI-NU> to learn how to use Wordpress.
- ▶ Get on Fiverr and Upwork to see how others are making money online, and more importantly see the people who can help you with your logo, website, and even build complicated software for a fraction of what you'd pay to hire a local software development agency.
- ▶ Listen to our podcast episode 15 with Ryan Mulvany, who started with just one used textbook that he sold on Amazon, and then built it into a big business. Check out Episode 13, with Brian Kidwell, who build a massive flight email list that empowers him to travel. Listen closely to Amish Shah in Episode 1, and you'll learn some secrets and hacks to get into the online money making business.