

TRANSCRIPT

SESSION 2.2 MAKE MONEY ONLINE

Nate Broughton: I wanted to put this lesson in the course, because I think so much of what we talk about on the Opt Out Live with our guests, and we don't do it with everyone, but a lot of them have made money online. I know that being an internet entrepreneur for the past 15 or so years, it's kind of a dream for a lot of people to make money on the internet, because it gives you freedom of time and place and we've all seen the ads from guys who say they've made a million dollars in 6-months on the internet. Some are legitimate, some aren't. Be that [00:00:30] all as it may, everybody wants to make money online it seems. I wanted to talk through some of the ways that you can make money online, maybe dispel a few myths, and maybe discuss some trends in making money on the internet and what those are; just to try to give anyone who's bought our blueprint to have a better background on what those things are, and then send you off on your way.

What are some of the ways to make money online, like straight up, no BS, how I made money online, how are people legitimately [00:01:00] making money online today? I think the first one to discuss is affiliate marketing. Affiliate marketing is when you generate a sale for another business. You are their broker, you are their sales person, you are the one who's procuring it, sending that buyer to their website, and you get paid a commission. Very simple, I think, to understand that concept. Affiliate marketing is a massive industry online. Affiliate Summit [00:01:30] has thousands of people, it's a conference that happens a couple times a year, that attend from around the world. I'm always amazed at seeing how many people are making their living off of this, and how many different businesses, and tools, and reporting softwares, and traffic managers, and all these ad aggregators. There's so many things in and around this industry, it's huge. I bet you it's in the billions of dollars, if it even has an industry category.

Affiliate marketing is a great [00:02:00] way to jump into online marketing. It is often discussed as a way that you can do so, because it is so easy to start doing. You don't have to start a business, you don't have to really start anything. You just have to have a method, a path to generate a customer. You can do that by emailing your friends, this is not great advice, but it's illustrating the point that it doesn't require you to come up with a product, it doesn't require you to register a business even necessarily, [00:02:30] although you should probably have yourself filed as an LLC to get paid and limit some of your liability. You hop onto an affiliate network, you sign up as an affiliate, and you get access to offers that you can run through email, through Facebook, through your other social media channels, and if you have a website, on any website that you have today.

Maybe an easy way to illustrate this is to talk about Amazon. A lot of [00:03:00] people make money off of Amazon or eBay as affiliates. If you're following someone and they have a book recommendation list that goes out via email and maybe you go to their site, because you're wanting to learn from them and they say, "Here are my five favorite picks this month," or "Books that are great for entrepreneurs," or you're following a makeup

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design person on Instagram and they say, "Here are my four favorite lipsticks of the month," and there's a link. [00:03:30] That link is probably going to have tracking on it, that when you click it and you go to the merchant, whether it's Amazon or somewhere else, and buy, the person who provided that link to you is going to get paid a commission. That is affiliate marketing. It's not just some genius internet marketer who's running 500000 people a day through Facebook and doing cloaking and testing ads and all this stuff that all the fancy [00:04:00] guys do. It's people who have a simple following on Instagram and have set up relationships with affiliate networks, or even directly with eCommerce companies to send over buyers and get paid a rip. That's affiliate marketing. You don't need a website to do it, you don't have to come up with anything, you just have to be a marketer. You become a sales person.

Nate Broughton:

Trends in affiliate marketing these days; Amazon is huge, because it's such a big and natural place for people to buy things. [00:04:30] If you think if someone coming to your site, or coming to your Instagram feed, and then looking at a product and going to Amazon, the conversion rate of that person buying is probably going to be a lot higher than some other eCommerce site, depending on what it might be, because everyone uses Amazon. Everyone has Amazon Prime, everyone is comfortable shopping there, they're just a lot more likely to buy rather than if they land on some website and they're like who are these people, I'm not really comfortable, I don't get my Primse shipping, there's more excuses. Amazon is a big place where people are making [00:05:00] money in the affiliate game.

There are a lot of traditional affiliate networks that you should check out if these intrigues you. You should go to commission junction, or CJ.com, which I think might have gotten renamed. CJ Affiliate is what it's called now, and just Google affiliate networks and you can find some of the big ones. They kind of come and go, to be hoenst, but you sign up as a publisher and get an account as a publisher and then you can pick offers from advertisers, apply to be an affiliate for them, [00:05:30] and then run them wherever you're going to run them. I think affiliate marketing is a great place to also just be searching around online to learn more about. Try to keep your wits about you when you're seeing big numbers, and flashy Maserati YouTube ads and things like that from people who are saying affiliate marketing is the way that they got there. A whole bunch of the internet revolves around people who make money selling other peoples products. That's not just in pure play affiliate marketing, but it's in list marketing and things like that. [00:06:00] Brush up on affiliate marketing if you want to make money online, it might be the place to start.

The next most natural place I think to talk about making money online in this day and age, is selling your own products on places like Etsy, or your own little eCommerce store. Platforms like Shopify have absolutely gone crazy in the last couple years, because they make it so easy for someone to set up an eCommerce store, and take credit cards, and have a CRM, and have order fulfillment, and send [00:06:30] out confirmation

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Nate Broughton:

emails. All that stuff is plug and play with Shopify. Get on Shopify, if you want to create your own custom store, if you've got an idea for a product, I feel like everyone has ideas for products, it's easier and easier to source products; if you don't have a natural hookup for sourcing what you need to assemble your product go to place like Alibaba, Ali-Express.

The US/China bridge is alive and well and you [00:07:00] can source wholesale products for very cheap from China. It might take a while to get them, but if you're selling t-shirts, or water bottles, or jewelry, or whatever, and those are some of the people that we've talked to just on the Opt Out Life, get on Ali-Express or find other websites where you can connect with Chinese manufactures, place a few test orders, don't overspend, because the quality can be varied, but you can do all of that remote from where you're sitting right now and kick up an eCommerce store. Develop a wholesale channel to acquire products [00:07:30] and start selling. I mentioned Etsy as a good platform as well, it's kind of a default one that we all kind of talk about when we think of handcrafted goods, and moms selling t-shirts and trucker hats. There's a lot of that going on, and a lot of people are making good money doing it.

The marketing channels are the ones that everyone lives on anyway. Everyone lives on Facebook and Instagram, so if you've got a product idea, just make a prototype, take some photos of it, promote it on social [00:08:00] media, and sell it through a Shopify store that is very simple to set up. It's very simple to scale those as well. We've had people on the Opt Out Live podcast, and that we're friends with, that have seven figure eCommerce businesses, brands that they launched on the back of Instagram and it's still all powered by a Shopify store. I guarantee you if you can manipulate email, and Microsoft Word or Excel, you can set up a Shopify store for yourself, so give that a look and I think [00:08:30] that's really where most peoples ideas are going to head when they think about making money online.

It's either cut your chops with affiliate marketing, as we've discussed, because you can learn that ins and outs of driving traffic, and building emails lists, and figuring out how to get someone's eyeballs on a website, and sell them something, while having that product be someone else's. Or you got a product idea, and you know that the best way to sell it at scale is going to be through the internet. You're a user [00:09:00] of social media, you follow a ton of people that are selling you stuff, just do what they do. The technical ways to do that are to find a way to source the product, and you're probably going to store that product as a finished good somewhere at your house or at your office or in a warehouse, and deal with fulfillment on your own for a while, and set up a Shopify store, drive traffic to it, and make sales. I know I'm talking kind of cavalier about this stuff, but it's not as hard as it sounds [00:09:30] and you just have to do it. That's such a theme of all the things, and all the conversations we've had here on the Opt Out Live.

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If you are not capable of Googling where to find wholesale products in an "industry" that you want to be in, then you're probably not capable of doing all the next steps that you're going to have to do to make it successful. Don't have excuses that you can't do this, just start figuring it out. I'm talking to you in a podcast studio [00:10:00] that I set up using hardware, and software that I had no idea how to use not that long ago and I figured it out by watching YouTube videos, and asking friends, and just testing, and learning, and failing, and fixing it from there. You need to have that attitude if you're going to be any form of an entrepreneur, or if you're going to even have a small side gig.

Nate Broughton:

As I jump off my soapbox there, let's continue with making money online. What are some other ways that you can make money online? Well, if you've got the basic skills [00:10:30] to build a website and run traffic to it, whether that's through building content and climbing up the organic results in Google, or running paid ads in Facebook and Instagram, Google Ad Words, and native ads, and all the other places where you can grab eyeballs, then what are some of the other ways to make money?

You can jump into lead-gen, lead generation is an industry where I've made most of my money, to be [00:11:00] honest. That is kind of on the other side of the fence from eCommerce, the two are kind of just big ways you can make money on the internet, but they're difference. With eCommerce someone is buying a product, typically a physical product. With lead generation, you are generating a contact for a service provider in most cases, and selling that information to that service provider. You go online, you look up health insurance, [00:11:30] and you end up on a website that is comparing the top 10 health insurance providers for this year. You start to look at some rates, and some reviews for those providers, are pretty quickly prompted to enter your name, email, and phone number to speak with an agent. That is the lead generation experience, and that is something that you can do as an entrepreneur to build a website, and get that user to come to your site, and grab their information, and sell it off.

You can do that [00:12:00] as an affiliate, so affiliate marketing a big chunk of that is lead-gen; so if you sign up for a platform like CJ you will see offers from advertisers for leads, and they will specifically list out what information needs to be in that lead: name, phone, email, age, address, answers to yes/no questions to kind of disqualify people. They'll give you that information and you will create those fields on your site, and [00:12:30] as soon as someone fills out that lead, you will kick it off to that database of the advertiser, and if it is a legitimate lead that passes their filters, they will pay you a rip. I've done a ton of that. We mostly did it for ourselves, because we had professional service businesses, like mortgage company, real estate, insurance, all those things start with, if you're doing them online, with getting someone to call you, or more likely fill out a lead online and then have your call center dial out. [00:13:00] I learned that came pretty well.

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Most of the marketing behind it is pretty similar to eCommerce. You have to build the site with content, drive traffic to it, whether that's paid, or organic, or social. Get an eyeball to a site, and then get them to take a specific action. With lead generation, it's filling out a form. You're selling people's information. Lead generation has gotten a lot more competitive in the last five or ten years, not just from a marketing standpoint, but also from a buyer standpoint. Buyers are a lot more [00:13:30] strict, and aware of what happens with online lead generation. They've been burned a lot in the past, I would say, on average, so they are a little discerning with choosing partners to work with, and there are laws and regulations that you have to worry about that just weren't in place in 2005, when I was doing this for the first time.

Meaning, you have to get opt in information from people on forms, if you're going to dial them out from an auto dialer, if you're going to text message [00:14:00] them. There have been a few lawsuits in recent years that were under the telephone consumer protection act, the TCPA, which has no cap on damages, so there's been so big headlines with people getting sued for a billion dollars, for not getting TCPA compliant opt ins, and sending out automated SMS messages, and pissing people off, so it's harder than ever to play by all the rules, and keep them all straight, and the buyers are a little bit more strict on what information they require from leads, [00:14:30] what time of day they'll take leads from, what zip codes they want them in, at least that's been my experience. I miss the good old days when it was just plain and simple name, phone, and email, and selling it off.

It kind of depends on the vertical, and there are leads of all different types. You could just be grabbing name and email addresses for someone, and getting paid a couple bucks and they're going to monetize them by putting them into a drip campaign and sending them emails, and then pushing them to a product. It doesn't have to be the example I described of going to [00:15:00] a health insurance website and filling out a full lead and expecting to get a phone call from someone in a few minutes. It can be a lot more varied than that. The best place to start to kind of find those offers is ad affiliate networks, to be honest. Join up on those affiliate networks, you can delineate between eCommerce offers, and lead-gen offers and see what interests you.

Nate Broughton:

If you're someone who's into cooking and you have an old cooking blog and you've posting photographs of stuff you've been cooking for the past six [00:15:30] months on Instagram and people are seeming to like it, one way you can monetize that is to sell cookware via affiliate links on Amazon. Another way would be to work out a deal with someone who's got a course on cooking, and you can promote it on your Instagram and also on your website, and just generate people's name and email for that purpose, kick them over to their email funnel, and get paid a couple bucks for the lead. There's sometimes [00:16:00] opportunities to make money both as an eCommerce affiliate, and as a lead generator in an affiliate relationship.

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One of the other most basic ways to make money online, and one that Dana talks a lot about, because it's one of his best side gigs, is to own a website, put up a bunch of content, get traffic to it, and then run Google Ad Sense. Google's Ad Sense program is a behemoth on the internet, and what it does is it allows advertisers to buy ads not [00:16:30] just on the search results, but on individual web pages around the internet. This is one of the greatest innovations, and it's still around today, and it's still churning to say the least. Using Dana's example, he owns freelegalaid.com. You go to free legal aid, there's hundreds, if not thousands of pages of answering questions about legal needs, legal queries, giving legal advice, that's the whole premise. Someone goes there and says, "I don't have a lot of money, I need help with this legal situation," and Dana has attorneys [00:17:00] and paralegals who will provide an answer. Every time there's a question and answer a page is created on free legal aid that lives on the internet forever. Those pages over time have traffic come to them because they rank for the keywords and the question and Dana has continued to build that website over 10 or 15 years and it's a trusted site, so a lot of people end up on it.

Nate Broughton:

Google wants to do a few things. One, they want to reward people who create good content, because they need [00:17:30] that for the search indexes, so they offered up this program where it's like run a little snippet of code on your site and it'll pop up ads wherever you want them to pop up that are contextual, meaning they will be related to the text of the page you put them on, and they come from advertisers who use the Google platform. Those advertisers will pay Google per click for any click that comes from those ads, and they will rev-share that with you, I think it's 70/30 or something like that. You know Google's always kind of obtuse with [00:18:00] the money side, but it's in that range.

Let's walk through this. You're on free legal aid, you have a page about getting DUI help on your second DUI in Dallas, and the question is asked, it's published on the page, and an attorney has logged in and given a good example to what the person should do and that's also published on the page. You can run Google Ad Sense, with a little snippet of code that you can install very easily in your content management system, or manually, and Google will [00:18:30] automatically display ads on that page related to DUIs in Dallas. Likely they're going to be from attorney's who help with that stuff in Dallas. The thinking is someone may land on that page after Googling something related to that, read the question and answer, and then see the ad and say, "You know what I do need to work with an attorney who has low rates and that's what's being advertised here." They will click that ad, go to the attorney's website and off they go. The most important part is the attorney paid [00:19:00] for that click, and Google has collected that money, and they will rev-share that back to you the webpage and website owner for generating the click. That's how Google's Ad Sense program works, and like I said it is billions and billions of dollars every year for publishers of websites. People who are hobbyists, all the way up to the most

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sophisticated ad [inaudible 00:19:24] and traffic manipulators on the internet. I think that's an important one that people [00:19:30] should understand and know about. I think I explained it pretty well there off the cuff. No matter who you are, it comes down to creating content. People talk about making money online and they're curious about it. Let's not make this harder than it is. You have to create content, especially in today's world. You have to build a website, you have to publish photos, you have to publish videos, you have to be active on social media, you have to promote your content, you have to learn how to play [00:20:00] the SEA game. That's what it means to be an internet entrepreneur. That's what it means to do online marketing, and that's what you're going to have to do if you want to make money online. Learn those games, learn those tactics, and become a media house.

Nate Broughton:

Every company that's on the internet, every person running a side gig is a media company. I have to produce audio content for the Opt Out Live. We have to produce videos, we have to produce articles, we have to produce books, you have to create. Whether you [00:20:30] do that yourself, or you pick a topic that you feel like you can develop outlines for, or hire a freelancer for who has the expertise, everyone is always creating. Creating words, creating media, and publishing it. That is basically your job if you want to make money online. There are all these different avenues for making money, whether it's through affiliate marketing, through marketing and selling a product that you create. Even if you're a product creator you have to know [00:21:00] the media side, and you have to produce content through SEO, through making a site rank and then selling leads that come into that website.

Whether that's leads for a company that you have a direct relationship with, let's take that example I was just talking about with Dana's free legal aid. He doesn't necessarily have to monetize that with Ad Sense, he could work out a deal with a law firm who he sees advertising on that specific Dallas page even. Reach out to them and say, "You're buying ads via Ad Sense. I've been sending you some traffic. [00:21:30] Why don't we work out a deal for direct advertising, where I place your trackable phone number on the site and you pay me ten bucks a call. Or I could put a form on these pages that are related to Dallas asking for people's names, phone and email and when people fill out that lead form I will post that data to you, and you can call them and email them and you can pay me 15 bucks for that lead." That is a monetization option for anyone who [00:22:00] publishes a website and can get traffic to it, lead generation.

We just walked through the Ad Sense example that I used as the compliment to the lead-gen one for Dana's free legal aid: publish something, sign up for Google's Ad Sense, it's a contextual advertising programing that will read the content on your website and publish an ad, or two, or three that is being bought through their exchange and will be relevant to what you're showing, and when people click on that they will pay you back a rev-share from that advertiser. [00:22:30] All together, I've barely scratched

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the surface I think on the different ways that you can make money online. I think we've nailed some of the key categories, but there are things that I have never even seen that people are doing to make money online, and ones that I'm not even an expert in.

Nate Broughton:

That's what's cool about the internet, that's what brings us back to the beginning where's its like most people who want to start a side gig, or make money fast, or make money in a way that allows them to have a lifestyle think of the internet, [00:23:00] because it is not just a place that people are doing this in so many different ways and that's really taken off, but there are always new ways to make money online. Think of people who've turned their YouTube channel into millions of dollars a year through advertising. They're doing what I would say stupid things, like opening kids presents, or opening kids toys. It's just an unboxing channel. There's on in China that I've heard about where a dude just opens up oyster pearls [00:23:30] everyday on camera, and people gamble on it, and there's advertising on it, and he does giveaways. I don't know how much he's making, but I'm sure the journalist embellished it a little bit, but there's all these crazy stories that we're inundated with that have some semblance of truth and realism that someone is pulling this off.

I think it's the ultimate playground for the creative mind. The ultimate playground for an entrepreneur, and by far the easiest place to test an idea [00:24:00] out and find a side gig. We've talked about a lot of offline side gigs, Dana has them in his book, and if you're in a situation where you can mix together some special paint that you found out some painters need in your area once a month that they're not willing to buy in bulk, but they'll buy in small quantities. Yeah, that's pretty easy, that doesn't take a lot of capital out lay and you can test it pretty easily. Most of those physical real world opportunities for side gigs are a little bit harder to wrap your head around then stuff on the internet. [00:24:30] You're on your phone all day anyway, why not figure out how all these people that are jamming your feeds are making money off, really off your eyeballs and off of things that you click on, and be one of those creators and one of those people getting paid, instead of one of the ones that's feeding all these other people. I think that's the inspiration that hopefully you have, and need, and can figure out. We can talk a lot more tactically about this stuff after you've had this overview here in the blueprint of different ways to make money online.