

HOW TO SELL Your Services

*to Support Your
Internet Business*



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Introduction

You've just set out on your internet business journey, and you have high hopes that within five years, you're going to end up making six figures per year.

That's all well and good – especially if you are starting out with a big whack of capital at your disposal, and you can afford all the resources in the world.

The rest of us, however, often start off on that proverbial shoestring budget. You may be working online because it's your only option – your company downsized, and let you go, and there seems to be no work available in your field... Your job has become obsolete... You've developed a disability that forced you out of your career... You're trying to earn a second income with three small children at your feet...

All these reasons add up to the same basic fact: You need to start earning money – right now!

Your Business Plan

Presumably you've made a Business Plan with an ultimate goal: One that will fulfill both your financial dreams and your personal ones.

Every truly effective Business Plan should be broken down into stages – steps on your journey to success. This includes not only your long-term goals, but short-term goals too.

Many an entrepreneur has accidentally discovered that selling services along the way can not only bolster finances, but help build reputation in

their field. It's a sound and viable strategy – as long as it's part of your overall Business Plan.

Don't Quit Your Day Job

You may still be employed at a “regular” job, traveling every day back and forth, along with the rest of the commuters. The nice thing about selling services you already own: You can do this while still employed, or phasing out external work.

Many an internet entrepreneur afraid to take the “big step” and disconnect from regular employment has started selling services on the side, online – only to discover they can actually make more money, working from home. It has helped them sever the ties and move forward online, never looking back (except with a shudder!)

But most likely, you're at the stage of having learned what you need to know about running an online business... but business is slow.

It's time to take an inventory of your skills and services – and do some money-making brainstorming!

Taking Stock: What Can I Sell?

You may have a strong idea of which services you'd like to sell, but do this exercise anyway. You never know what hidden talent or skill can set you on a path that is not only more lucrative than the one you were considering, but much easier and more enjoyable too.

Take the example of Karen C.: She took an intensive online course in niche blogging strictly because she didn't feel she had any particular skills, and affiliate marketing seemed to be “the only viable option” for her as an online career.

She threw herself into the course, completed every assignment – but soon discovered she absolutely hated affiliate marketing and “just wasn't comfortable” with it.

What she did enjoy, however, was the interaction on the closed membership site's forum – and the tips she got from other members. But what she most enjoyed about hanging out with them was “not being in the public eye. I'm good with helping people I know, but I don't like standing out” – fatal for a good affiliate marketer, who must sell on personality if she wants to become a “super-affiliate”, as well as by following time-honored niche blogging formulae.

Karen enjoyed writing, and had actually done quite a lot of writing as editor for her University newspaper and as a volunteer with an ecological organization. She had never considered it as a career, but “Writing Effective Blog Posts” was one of the course modules Karen enjoyed the most. She soon discovered she had a knack for it – and that there was a huge demand in the “Member Services for Hire” section for people who could write focused blog posts based on the keywords she had learned all about in her course.

She put together a special offer – “Blog Posts, your subject and keyword: \$1 per 100 words” and soon found herself swamped.

She belatedly learned what not to do (as well as what worked) and streamlined her post-writing “side” business into a model that worked well for the amount of time she had available. After a few disastrous attempts to write about “subjects like organic gardening and wrinkles-after-fifty”, she also discovered she made the most money in the least amount of time by specializing in writing only about her big passion – video gaming.

She was easily able to write with authority and passion in various areas, all to do with a limited number of online games. For example:

- Video game reviews
- Video game tips
- Multi-player video game etiquette
- Video game drawbacks
- Age appropriate video game recommendations

Karen enjoyed writing about video games so much, she eventually “stopped even pretending to be an affiliate marketer” and switched to ghost-writing, full time.

Her story is actually quite a common one. Many an aspiring copywriter has discovered she can make more money as a Virtual Assistant, thanks to her skills with Autoresponders, video-making software or payment processors. Lots of would-be affiliate marketers besides Karen have discovered they preferred ghostwriting or copywriting. Graphic designers have suddenly discovered their strong HTML skills make them more money in the web design arena: Web designers struggling with the lightning-fast world of ever-changing web coding protocols have discovered that they make better graphic designers.

And countless others, of all disciplines, have added affiliate marketing to their online income generation, and discovered that, for them (unlike Karen), it’s been the fastest money-maker of all.

The key is to keep an open mind – and make the most of your abilities and opportunities.

After all, if you can earn two or more streams of income with the same amount of work (or even less) than one – isn’t that the most enjoyable and successful strategy of all?

On the following page, you’ll find a self-assessment worksheet. Don’t skip it, or you may be missing opportunities to think “outside the box” – which is often where you find the real gems.

When completing the worksheet, keep in mind that a skill is something specialized you have learned; a strength is an innate part of your core character.

For example...

- Manipulating Adobe Photoshop, touch typing or setting up shopping carts are **skills**

- Being good with finances or possessing the ability to work under stress are **strengths**

In the first part of the worksheet, place your answers under the column you most feel applies – For example, you might put “I most enjoy formatting text” under the “Skills” column, whereas if you answered the question with “I most enjoy getting to and identifying the true core of issues” you would put it under “strengths”

Include hobbies in your assessment (as well as “frivolous” things such as “I am great at applying make-up” or “I find myself most enjoying sitting on my porch and watching others work”):

Self-Assessment Worksheet

	Skills	Strengths
“In life, I find myself most enjoying...”		
“The part I like most about my current job is...”		
“The part I like least about my current job is...”		
“People always praise me for...”		

“I am most happy when...”		
“If I won the lottery, my dream would be to...”		
“The three things I would most like to do in life are...”		

Choose the answers that apply most closely to you...	
"I am definitely a People person"	"I feel uncomfortable interacting with others. I prefer to work alone"
"I thrive on stress and excitement"	"I like things to be well organized"
"I work best when I 'wing' it, going by intuition"	"I get easily confused if I can't follow a plan or routine"
"I love to chat and talk to people"	"Social networking is a pain and a chore"
"I have a terrible time with deadlines. I prefer some flexibility in time-frames"	"I am easily able to meet deadlines. I find they help focus me"
"I am great at negotiating and problem-solving"	"I am best at completing set tasks"
"I have strong analytical skills"	"I have strong organizational skills"
"I learn new skills quickly"	"I prefer to play to my strengths and develop skills I already own"
"I definitely consider myself more creative-intuitive than logical"	"I am good with math and finances, and I enjoy tasks that are logical"
"I tend to lose track of time, when working on projects I enjoy"	"I am careful to balance all aspects of my life: Family, recreation and leisure – and career"
"I like to lead"	"I prefer to support"
"I enjoy challenges"	"I like solving problems"
"I like selling things"	"I like service and supporting"
"I have strong skills"	"I am more of a 'strengths' person"

"Learning new things frustrates me. I like results!"	"I enjoy learning and doing a job properly"
--	---

There is no "wrong" or "right" to the above answers. As you start to write things down and select, however, you'll begin to notice patterns and recurring threads. You should find it gives you a clearer picture of who you are and what you're all about.

And that's the most important result of all.

Online Self-Assessment

If you'd like to delve further into getting to know yourself better and obtain actual analyses and deeper, more detailed results, there are some handy online resources to help you achieve that goal.

You can go whole-hog, and pay for professional assessments (well worth the money, if you're really "stuck" and at a total crossroads)... or you can achieve similar but slightly more general results from free sites.

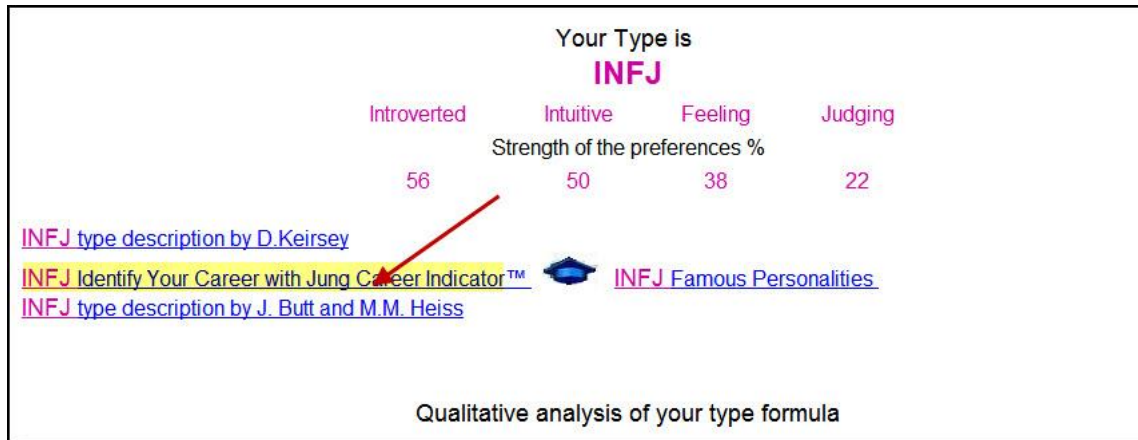
Here are self-assessment tools often used by large corporations, when looking for the right "fit" between employees. They have long been considered industry standards.

Myers-Briggs Personality Testing

Based on Carl Jung's psychometric theories, the Myers-Briggs test was developed by Katharine Cook Briggs and daughter Isabel Briggs-Myers during World War II. Its original purpose was to help women entering the work force for the first time discover their basic personality type and point them towards careers they would find most comfortable.

The Myers-Briggs test sorts people into four basic types, with each type further sorted by temperament.

You can find a free shortened version of the Myers-Briggs test at [Human Metrics](#). Filling it out and pressing the “Score it!” button will send you to a “snapshot” analysis of your basic personality type:



Clicking on any of the links in your Type Analysis result will bring you to a more in-depth analysis based on the **Keirsey Temperament Sorter**.

Idealist™ Portrait of the Counselor (INFJ)

Adapted from *Please Understand Me II*, by Dr. David Keirsey.

Counselors have an exceptionally strong desire to contribute to the welfare of others, and find great personal fulfillment interacting with people, nurturing their personal development, guiding them to realize their human potential. Although they are happy working at jobs (such as writing) that require solitude and close attention, Counselors do quite well with individuals or groups of people, provided that the personal interactions are not superficial, and that they find some quiet, private time every now and then to recharge their batteries. Counselors are both kind and positive in their handling of others; they are great listeners and seem naturally interested in helping people with their personal problems. Not usually visible leaders, Counselors prefer to work intensely with those close to them, especially on a one-to-one basis, quietly exerting their influence behind the scenes.

Counselors are scarce, little more than three percent of the population, and can be hard to

The 4 Temperaments

- Guardian**
 - Supervisor (ESTJ)
 - Inspector (ISTJ)
 - Provider (ESFJ)
 - Protector (ISFJ)
- Artisan**
 - Promoter (ESTP)
 - Crafter (ISTP)
 - Performer (ESFP)
 - Composer (ISFP)
- Idealist**
 - Teacher (ENFJ)
 - Counselor (INFJ)**
 - Champion (ENFP)
 - Healer (INFP)
- Rational**
 - Fieldmarshal (ENTJ)
 - Mastermind (INTJ)
 - Inventor (ENTP)
 - Architect (INTP)

Famous INFJs

Other experts swear by identifying the **Archetype** you most closely resemble.



An archetype is a living embodiment of a role that recurs strongly in individuals throughout human history and particularly throughout human mythology and folklore. For example, Beowulf definitely embodies the Hero archetype. Stories that sell particularly well in young adult Fantasy are often based on the Orphan archetype – the child without parents making her own way in a frightening world. (In Fairy Tales, Thumbelina would be a typical – or archetypical – example of The Orphan.) And all women are supposed to become, at one phase or other of their lives, the Maiden and either the Mother or the Crone. (“The Crone” not being the cackling hag of fairytale, but a woman with the wisdom of

ages at her command.)

In modern literature, authors such as Ursula K. LeGuin and Terry Pratchett make strong and effective use of archetypes – LeGuin with her award-winning “Wizard of Earthsea” series and Terry Pratchett with the witches of Lancre in his brilliantly funny and humane Discworld series.

One reason these books may be so popular is that **archetypes resonate profoundly with human beings** – they are universal, transcending time, history and era.

If Archetypal analysis sounds more in tune with your personality than Jungian type-casting, you might want to invest \$18.00 in the [Pearson Marr Archetype Assessment](https://www.pearsonmarr.com/archetype-assessment).

Once you've determined what personality type you are, and where your strengths and weaknesses lie, it's easier to stop trying to push yourself in directions that don't yield natural results.

You've analyzed yourself – now it's time to analyze your business, and see where your best opportunities lie.

Here is brief overview of seven popular internet business models, with suggestions for subsidiary money-making tactics.

7 Popular Services You Can Sell

Virtual Assistant

Virtual assistants have replaced the old-fashioned secretary – and they do their work online. But nowadays, they offer much, much more.

And they also specialize. If you are a Virtual Assistant and you're not specializing – you're still trying to be all things to everyone – you're missing opportunities to position and brand yourself as the “go-to” person for the types of tasks you find easy and satisfying.

If you do specialize, consider going outside the box a little and adding one-time-only or special offer service packages – present them when times are slow.

While all of the tasks listed below may already be ones you perform, by creating “packages” or posting special offers to small, highly-receptive venues (such as your favorite forum, your list or even existing clients) you can make quick money while carefully controlling the time you expend on it.

A virtual assistant could also offer:

- Article or blog post writing services
- UAW article submission
- Social media management
- Shopping cart set up
- Blog installation and set up
- Autoresponder management
- Help Desk service
- Template packages and tool kits (for other VAs or for their client niche)
- Video editing and production
- Transcription services

Many VAs have mentioned “falling into” extra side-projects by accident – For example, Isobel H. got into fast transcription services after being asked if she “did transcription” by a marketer client. Isobel was just starting out, but (having had Dictaphone experience and being a lightning-fast typist) she said “yes” – then quickly bought herself a couple of guides and a good headset, and set off on a sideline that today makes up a sizeable portion of her monthly income.

Isobel also did something everyone looking to make money selling their services should do: **She based her decision to say “yes” on skills and strengths she already possessed.** She had always enjoyed Dictaphone work, and discovered that internet transcription from podcasts and videos was a fast, fun way to make easy money at something she enjoyed.

For any other VA, this might not have worked. Say your forte is Shopping Cart set up and you always outsource content, since you have always been a poor speller and can only “hunt and peck” on the keyboard with two fingers: You wouldn’t want to touch transcription with a ten foot pole! You might be more attracted to something more technology-oriented, since you are adaptable with almost any piece of software. In that case,

your extra money-maker could involve finding software or technology that people in your niche have particular trouble with, and either offering lessons, or packages that result in essential set up for that software or script. (They have to commission you on an hourly rate, if they want more than that.)

Making money selling your services to support your internet business while it grows is all about being creative and looking for that “third alternative”... while making the most of your assets!

There is no one rigid way – just the ability to experiment and find something that will work for you. (If it were a formula, it might look like this:

“Easy skill + Client need + small amount of time to produce=\$XX per week in XX hours!”

Keeping these principles in mind, let’s take a look at our next common online career...

Affiliate Marketer

There are all shapes and sizes of affiliate marketers, from the well-known “Super Affiliate” who is a genuine net celebrity to quiet niche bloggers who operate one hundred anonymous blogs on virtual autopilot, generating small sums that add modestly up every month.

There are professionals familiar with affiliate marketing who can occasionally be persuaded to sign up and promote a product they really like. And there are even affiliate marketers who blog only about affiliate marketing (selling products related to affiliate marketing easily and naturally, along the way.)

It doesn’t matter which type of affiliate marketer you are (unless you’re a Super Affiliate; in which case you probably won’t have time to read this): It’s time to take a look at your routine and toss tasks that lose you money into the garbage bin of Things Not Missed and Barely Remembered.

Take your specialized knowledge – or even things you’ve recently learned that (to your surprise) are working nicely – and pass it on to others.

Look at those elements of your career that you particularly enjoy (the ones you almost don’t count, they’re such a walk in the park) and see how you can use them to supplement your income.

An affiliate marketer could also offer:

- A membership site
- Niche research packages
- Keyword research services
- Blog installation and set up
- PLR packages
- UAW article submission
- eBooks on affiliate marketing
- Email courses

Copywriter

Copywriters are driven by deadlines, and are always fighting a tendency to turn into creatures of tunnel vision. Even the most successful copywriters need to come up for air occasionally and say: “What part of my business can I put on autopilot or delegate? What do I perform the most quickly and easily? What sort of assignments do I most enjoy? What makes me the most money – and which tasks lose it, when I do them myself?”

Focus on the services you easily perform (or could perform, if you only had the time) and delegate the money-losing tasks to outsource contractors who live for those tasks (and get them done five times as fast as you ever did!) See what you can put together as an “easy button” money maker.

And if you're brand new to copywriting and just getting started, small batches of blog posts offered to fellow forum or closed membership site members is an easy way to break into the field (and build up some testimonials).

A copywriter could also offer:

- A monthly PLR membership site or packages
- Copywriting training
- UAW article submission
- Special offers
- eCourses in copywriting
- Content-creation courses for web designers
- Website content critiques
- Transcription services
- Ad writing

Marketing Consultant

Marketing consultants specialize nowadays in everything from social media management, to branding, to SEO and press release distribution. Their specialty lies in seeing the “big picture” while their clients are stuck in the forest with noses pressed to their particular trees.

Even if you only have one or two clients right now (and big gaps of time in between) that's no time to fall into a slump. Get with your own “big picture” and figure out enticing, stand-alone offers and packages you can create – then use your formidable promotion skills to spread the word.

A marketing consultant could also offer:

- Mini-consultation specials

- Press Release submissions
- Website critiques
- Video creation
- Social media eCourse
- Coaching and mentoring

Web Designer

Web designers range all the way from cogs in the wheel of companies commanding mega-dollars per project, all furiously hand-coding and testing, to a mom sitting in her den putting together a client website, using Dreamweaver, for a small, single marketer... because website design is fun and a favorite side hobby.

Anyone who has ever made a living from web design knows, however, that projects can quickly turn into nightmares packed with errors, debugging, perfect code that mysteriously refuses to validate, unreasonable clients, endless revisions (until you learn not to allow that) and impossible demands.

While this may sound like sheer torture to non-web-designers, it can be the breath of life to those who live to code. But when that starts to get old, or you're discovering that HTML protocols are changing faster than Katy Perry's hair color, stop and consider ways to create new sideline offers that allow you to slow the pace while actually making real profit.

A web designer could also easily offer:

- Blog installation and set up
- Blog optimization package
- Blog security package
- Blog SEO package

- Graphics package (buttons, menu bars, blank .PSD header; any combination thereof)
- Formatting from .DOCX files to HTML for sales letters
- Content critique
- Website critique
- Web copy created

Graphic Artist

Graphic artist also come in all shapes and sizes. If you're just starting out, you'll have discovered the wonderful world of clients and their inability to communicate exactly what they want you to do... while asking for multiple revisions (and kicking up a fuss when you remind them that your contract said "no revisions once thumbnails accepted").

If you want to make a name for yourself, it's important to build your reputation on projects that get better and more impressive with each new client... but that is not going to happen overnight.

In the meantime, putting together special offers and customizable packages you can re-sell indefinitely can add easy bucks to your wallet (and help relieve some of the pressure).

A graphic artist could also offer:

- Graphics package (buttons, menu bars, blank .PSD header; any combination thereof)
- Logo design
- Limited edition physical prints
- Christmas card packages (and other holiday packs)
- Business card special
- One-page website set up

- eCover special
- 3D animation

Online Bookkeeper

Bookkeepers have now discovered the benefits of working online, though most seem to take on both online and local clients.

As a bookkeeper, you'll recognize the value of making the most of your assets.

You'll also be well-organized, and have a pretty strong idea of your particular special skills – some of which may be right outside the bookkeeping norm. (For example, Pam T., who discovered an amazing talent for collection calls that now nets her a nice side income and glowing website testimonials.)

"Dear Pam

After many of my own attempts to collect on my outstanding accounts I had almost given up and considered them a write-off. After passing the information along to [REDACTED], you effectively executed your duties collecting on my unpaid balances, which I am extremely pleased and grateful for. I was very surprised at the quick response that you received and the timeliness that I received my money. I know that I will highly recommend your services to others who are in this sort of situation, and I will definitely be using your assistance again in the future."

[REDACTED], RMT

Depending on individual skills and credentials, an online bookkeeper could also offer:

- Customer collections calls and / or letters
- Budget set up assistance
- eBook on small business finance
- Excel spreadsheet set up and / or maintenance
- Blog articles on finance
- Bookkeeping Templates packages
- Bookkeeping workshops

Creating Special Offers

You will have noticed, by now, that most of the time, creating special offers or packages seems to be the preferred method of selling your services on the side.

With special offers and packages, you have three great advantages. Presenting them in these “bundles” allows you to limit and strictly control:

- The **time frame** during which they are available
- The **number** of actual package sales
- The **amount of work** that goes into each package or offer

Limiting the time frame special offers are available is an essential strategy – particularly if you are brand new to your field and you are presenting your special offer to:

- Become known
- Gather testimonials and / or referrals

A time-limited “Special Offer” with a beginning and end date also allows you to:

- Return to your “regular” pricing, once new clients have enjoyed a taste
- Share your Special Offer with Joint Venture partners, who can in turn please their lists with your offering

Limiting the number of actual package sales is also a tried-and-true strategy. It creates or adds to your offer’s feeling of exclusivity, which makes your packages more desirable (human nature being what it is). Knowing there is only a limited number available (particularly if you “cross off” packages as they are sold) also creates anxiety in your visitors – they’re anxious not to miss your special, or miss your high-value resources. (And they should be high-value -- even if they took you hardly any time to produce.)

It also adds to the perceived value, in the eyes of potential buyers.

Limiting the amount of time that goes into each package or offer is strictly a bonus to you. Your customers really don’t need to know that it only took you an hour to bash off that package of headers and buttons – but the result has to be top-drawer quality, of course.

Your package should look as if you spent days on it. And it should be as perfect as if you were producing it for a top client.

That’s “perceived value”.

Where to Sell Online

You are not limited to creating special offers on forums. If you don’t belong to one, or your favorite membership site doesn’t allow special offers – or you simply want to reach a wider audience – you can sell service and goods online in recognized marketplaces.

Looking for projects or posting your profile on freelancing sites is a quick alternative. The projects you can bid on are often relatively-low paying (compared to when people seek you out, based on your established reputation) but you can pick and choose only those jobs you get a “feel” for.

Here are just ten, well-accredited freelance marketplaces.

- iFreelance.com
- Task Army
- Guru.com
- Elance
- oDesk
- Fiverr
- Craigslist
- Kijiji
- eBay
- Amazon

Registration is free, with some sites being more selective about your credentials or criteria than others. (Always make sure you live in a country that particular freelance marketplace is legally allowed to work with.)

We’ll take a quick look at each of the above, since some will definitely be a better fit for your services... and some won’t. First, however, here’s a general idea of what working through a freelancing site is all about...

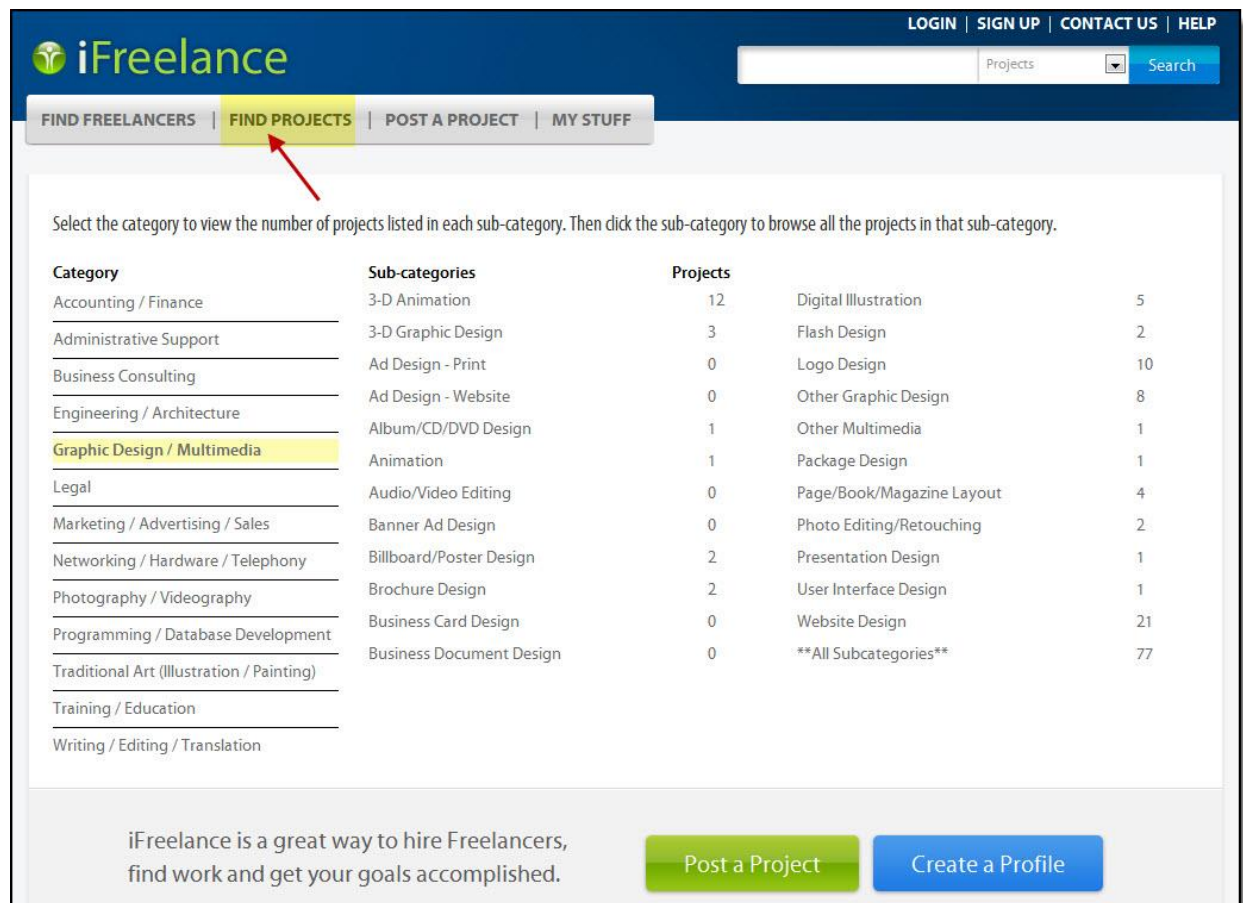
There is more than one way to sell your services. You can usually:

- Post your profile and discipline, along with rates and credentials (and ratings and reviews, once you’ve completed a few projects

- Look through projects that have already been posted, to find a good fit. (You usually bid on these.)

In other words, people can either post their project and leave it up to you to find and bid on it... or look through a list of freelancers, and decide who fits their needs. Then they contact you.

1. [iFreelance](#)



LOGIN | SIGN UP | CONTACT US | HELP

iFreelance

Projects Search

FIND FREELANCERS | **FIND PROJECTS** | POST A PROJECT | MY STUFF

Select the category to view the number of projects listed in each sub-category. Then click the sub-category to browse all the projects in that sub-category.

Category	Sub-categories	Projects		
Accounting / Finance	3-D Animation	12	Digital Illustration	5
Administrative Support	3-D Graphic Design	3	Flash Design	2
Business Consulting	Ad Design - Print	0	Logo Design	10
Engineering / Architecture	Ad Design - Website	0	Other Graphic Design	8
Graphic Design / Multimedia	Album/CD/DVD Design	1	Other Multimedia	1
Legal	Animation	1	Package Design	1
Marketing / Advertising / Sales	Audio/Video Editing	0	Page/Book/Magazine Layout	4
Networking / Hardware / Telephony	Banner Ad Design	0	Photo Editing/Retouching	2
Photography / Videography	Billboard/Poster Design	2	Presentation Design	1
Programming / Database Development	Brochure Design	2	User Interface Design	1
Traditional Art (Illustration / Painting)	Business Card Design	0	Website Design	21
Training / Education	Business Document Design	0	**All Subcategories**	77
Writing / Editing / Translation				

iFreelance is a great way to hire Freelancers, find work and get your goals accomplished.

Post a Project Create a Profile

At first, you may find yourself taking on projects that end up as time-grabbers – but if you're just starting out, keep in mind that each project is a learning experience – and you're not tied to one unbelievably unpleasant or demanding client for life at the end of it. You quickly learn:

- Which sort of project or parameters to say an unhesitating “no” to
- What to ask about, next time
- What to include, when discussing terms
- How to spot “problem” clients a mile off

There are only two iron-clad rules for success, when working with Freelancing site clients:

- **Always** specify the number of revisions you will allow – or not – in advance
- **Always** deliver on deadline

In the world of freelancing sites, delivering on time equals a sterling reputation: One that, on some sites, provides you with higher pay rates, higher rankings and higher perks.

Make sure you use a site with an escrow service – that is, your fee is held in trust and paid to you on delivery of the project. This protects you as well as your client, and is essential when you’re dealing with people who might as well live on Mars, for all you know.

2. [Task Army](#)

The screenshot shows the Task Army website interface. At the top, there's a navigation bar with links: "Browse services", "How it works", "Benefits", and "About us". Below this is a search bar with "Log in" and "Register" buttons. The main heading is "Online services from trustworthy freelancers". A sub-heading says "Find a freelance web developer". There are three service cards displayed:

- Service 1:** "Will do PHP coding with high standard". It features a starburst graphic with logos for MySQL, PHP, Joomla!, WordPress, and Drupal. The price is "\$19 per hour", with "3218 views" and "100% recommend".
- Service 2:** "Will setup Joomla! with must have components, modules and plugins". It features the Joomla! logo. The price is "\$99 only", with "2839 views" and "100% recommend".
- Service 3:** "Will setup Magento Store with SEO optimization". It features the Magento logo. The price is "\$99 only", with "2836 views" and "100% recommend".

On the right side, there's a "Newsletter and ebook" section with a text input for "Email address" and a "Subscribe (+ eBook)" button. Below this, it says "Freelancer? List a new service here." and "What is Task Army? We help you outsource website related tasks. [Learn more.](#)"

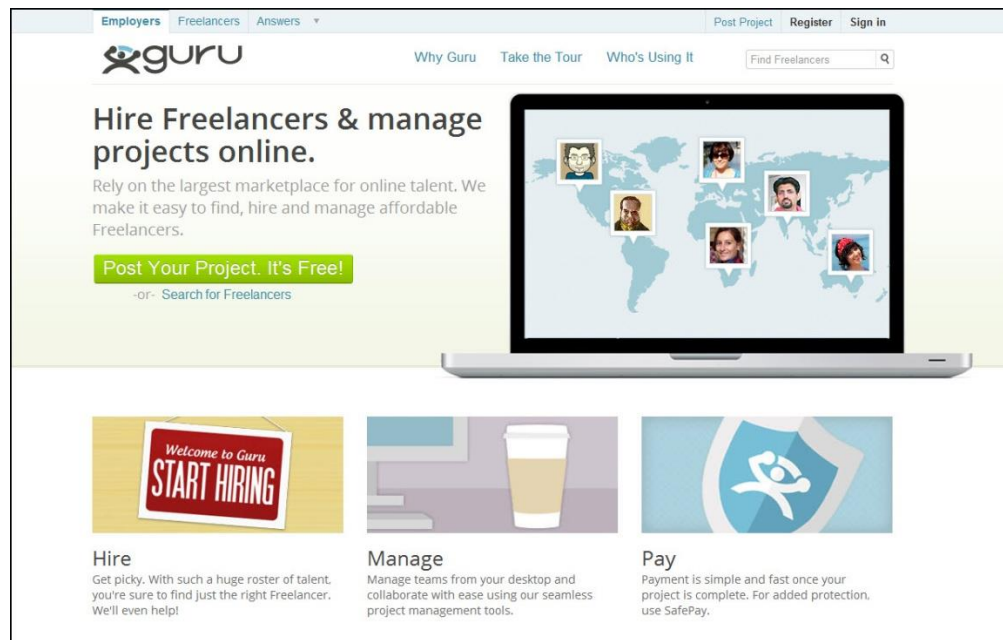
Task Army falls somewhere between iFreelance with its business-like and well-organized project categories, and Fiverr with its whacky and creative \$5 project offers. This Australian-based company has eliminated some of the hit-and-miss drawbacks of Fiverr, with a stronger emphasis on business. It offers manual approvals, which cuts the risk of shady spammer-types, a guaranteed escrow service and discourages under-bidding.

It also presents offers unique to Australia and things Australian, for those who live and do business there.

Notice that it allows headshots in your “ad”, as well as ratings (E.G.: “100% recommended”) and your offers or service packages can fluctuate in price according to your wishes.

(And if you want your website translated into Romanian, this is the place to go.)

3. [Guru.com](https://www.guru.com)



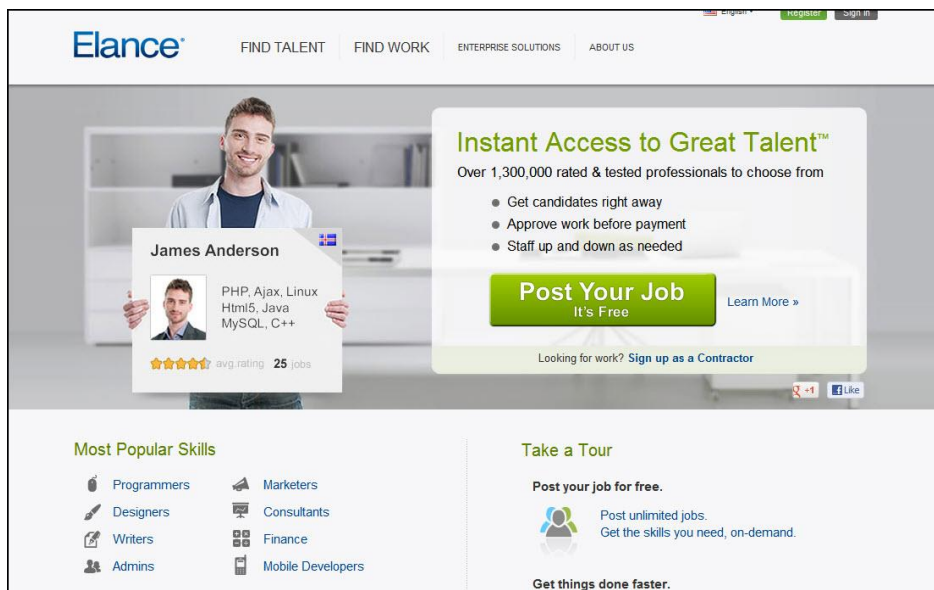
Guru.com is a well-respected (and well organized) freelancing marketplace with a good reputation. It's also the place to go, if you want to sell your services in any area of web technology. You can join the throng of specialists in web design, web development, Joomla, Drupal, CSS, Ruby on Rails, Blackberry Developers, Perl programmers and PayPal specialists (with the odd Chemical Engineer thrown in.)

If your strong skills and specialties involve technology, and are either highly specific or off the beaten track, Guru.com would be a great place to post your service offer.

4. [Elance.com](https://www.elance.com)

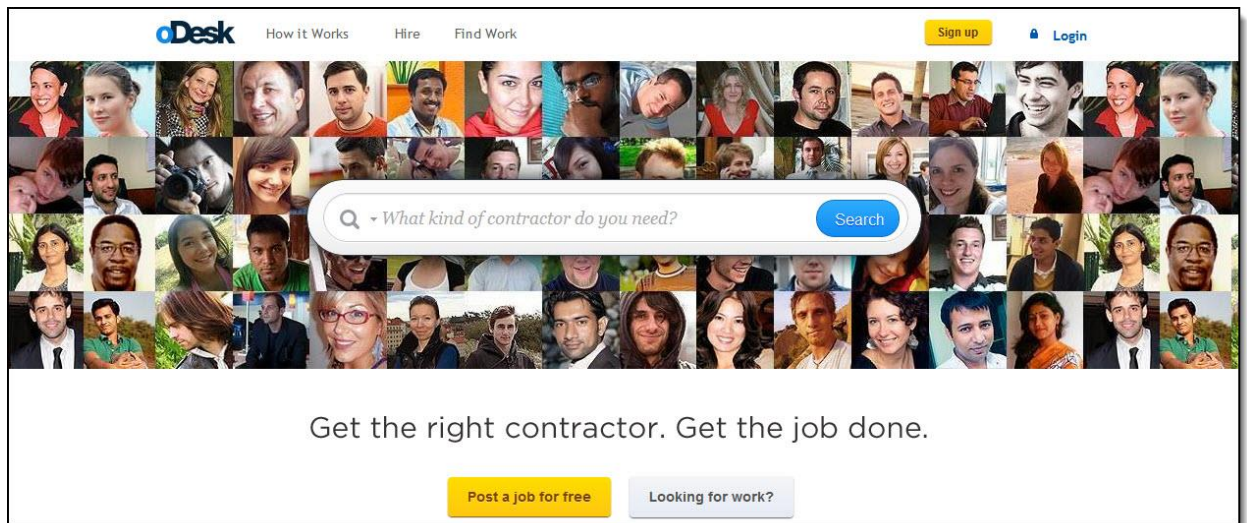
Elance has been around a long time, and is easier to tap into than oDesk and Guru – but it also has a reputation for low bids and fluctuating quality.

It's still a good place to get your feet wet in the wonderful world of freelancing your services. And it offers a wide array of categories of everything from paralegal services to writing and editing, with no particularly strong bias towards any discipline (other than it's all business!)



5. [oDesk](#)

This beautifully-organized workplace with its sterling reputation intimidates many newbie service providers with its rigid control. One unique feature: You actually log in and work online, so that clients are billed only for time you actually put in. While this raises client trust level dramatically, some service providers find it too rigid. However, if you're highly organized and confident in your professional skills, you can make more money posting projects on oDesk (and work with a generally better caliber of client) than on other, less controlled freelance marketplaces.



6. [Fiverr](#)

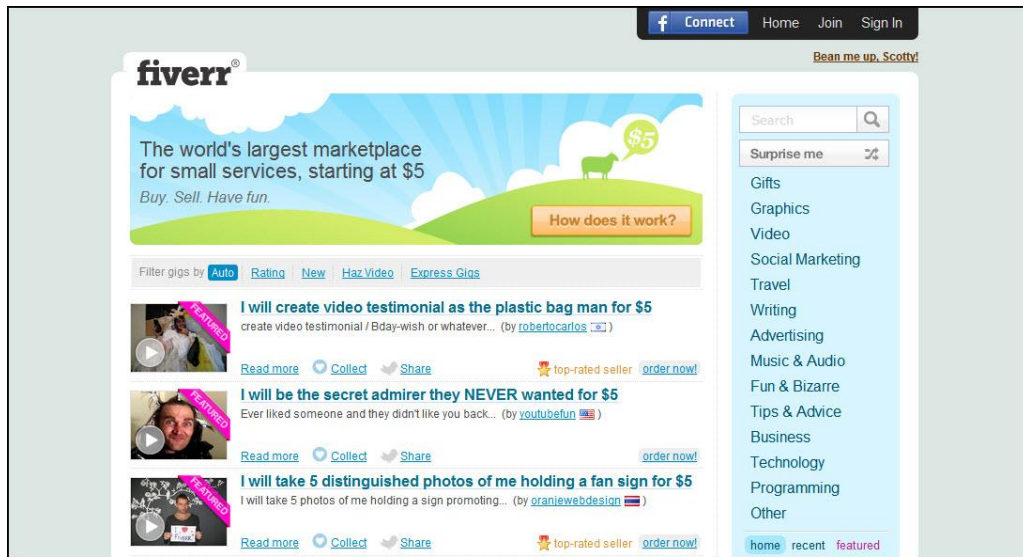
At the extreme opposite end of the scale, we have Fiverr. Here is where you do have to watch out for scam artists – but since (a) nothing costs over \$5 and (b) you're going to be the one offering – not looking for – a service, this shouldn't concern you. (There are more complaints about service providers not delivering than about clients not paying.)

Fiverr is a good place to try if you have something way outside the box to offer. Like the girl who will repeat your advertising message while she

juggles for X minutes. Or the infamous Welshman who will, for \$5, sing “Happy Birthday” to you in Welsh, wearing only a hat and a thong.

Okay, so now you’ve got the idea... But you can also offer business services, because Fiverr does use categories.

Just make sure you place your \$5 offer into the Business category... and see what results you get!

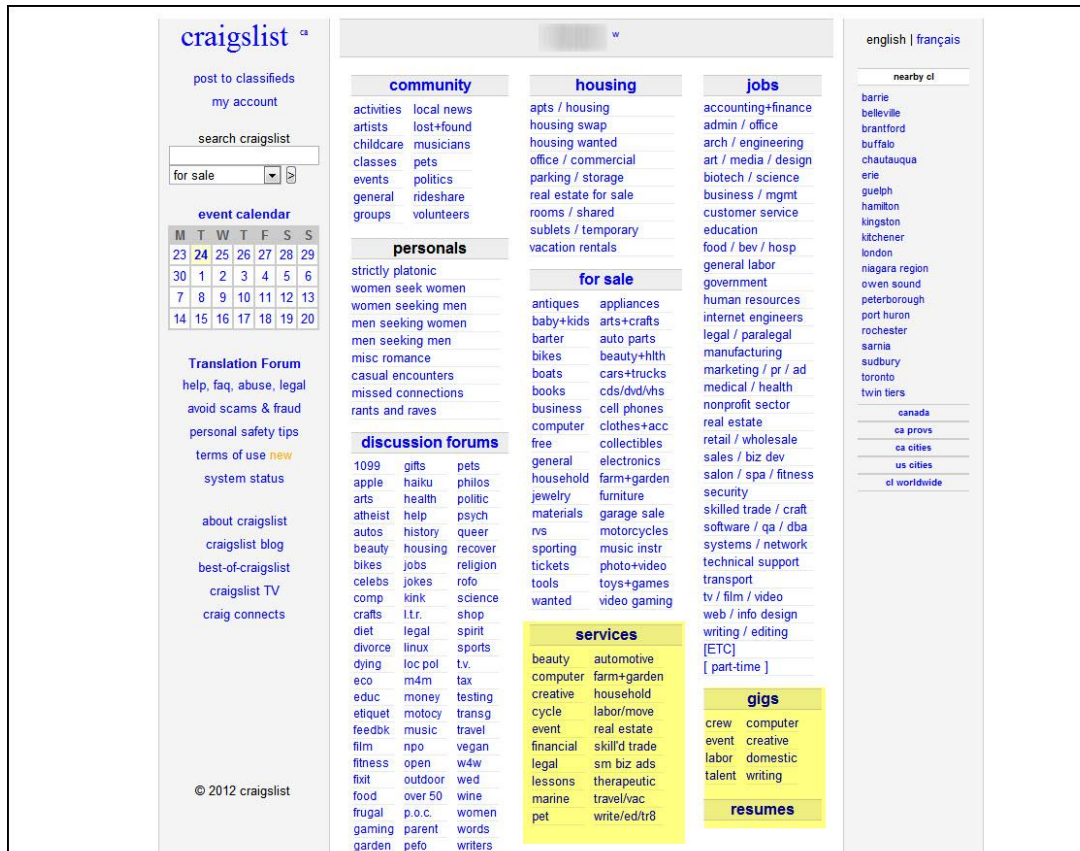


(And yes: There’s also a slightly more serious site named [Tenerr](#), where you can present \$10 offers.)

We kid you not.

7. [Craigslist](#)

Almost everyone knows Craigslist. It's a local catch-all for just about everything; it's not pretty; and its unique quality lies in its being location-based (click on the .COM link, above, and it will automatically redirect you to your local Craigslist.)



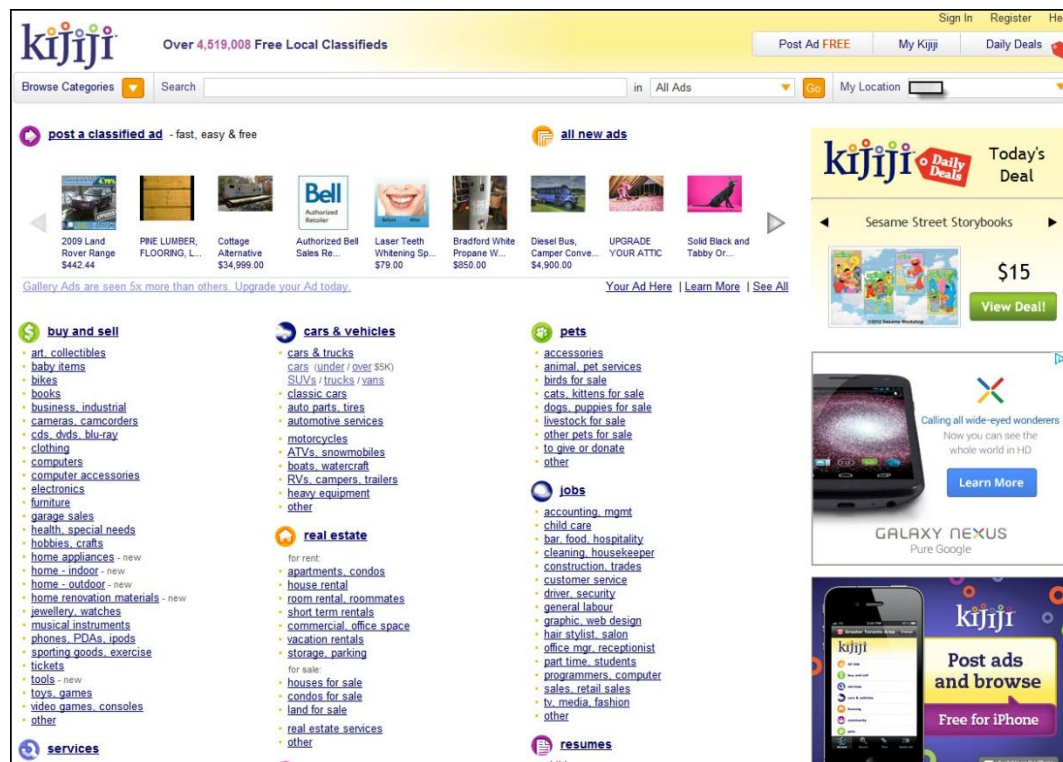
In fact, it's ideal if you want to sell or buy a pre-owned wood chipper or a violin. But you can also offer services on Craigslist too.

You can offer services with a geographical, physical component: For example, transferring film reels to DVD. It can often be easier (and more confidence inspiring) to meet a service provider in person to exchange the goods... but of course it can also be risky. As a service provider, make sure you put safeguards in place, if you're meeting someone in person, to protect yourself from potential predators.

Seriously, though – why would you want to use Craigslist (unless you have physical items to sell) when payment is strictly between you and your client... when you can use an accredited marketplace such as oDesk or Guru.com, with their payment protection systems and escrow services?

8. [Kijiji](#)

Kijiji is another local marketplace that works along the same lines as Craigslist (but a bit better-looking).



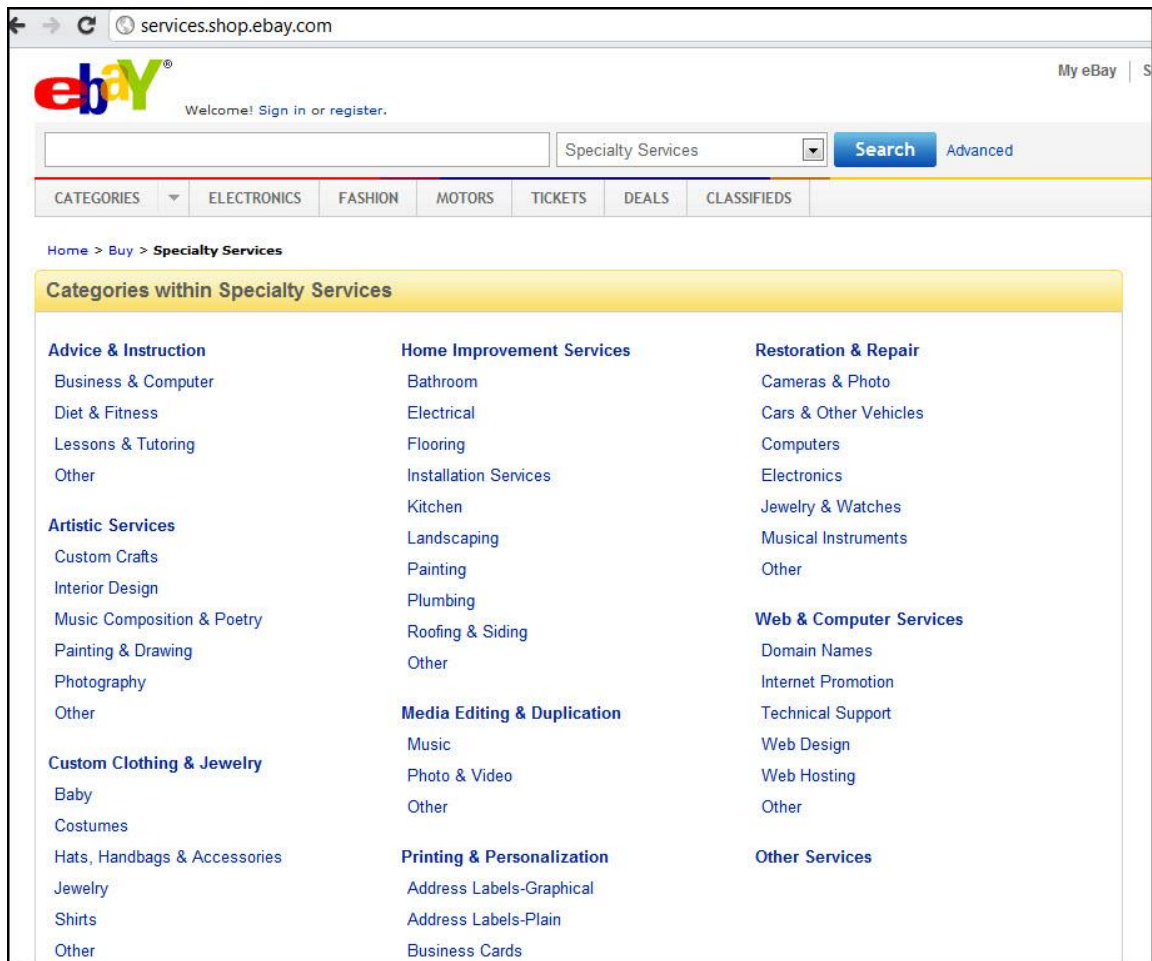
It too offers no payment service: That's something for you to arrange directly with your customer or client.

You can place free ads for your services – but boost your chances of being seen and featured on its front page (like the photo ads up top) by paying a low and flexible advertising fee.

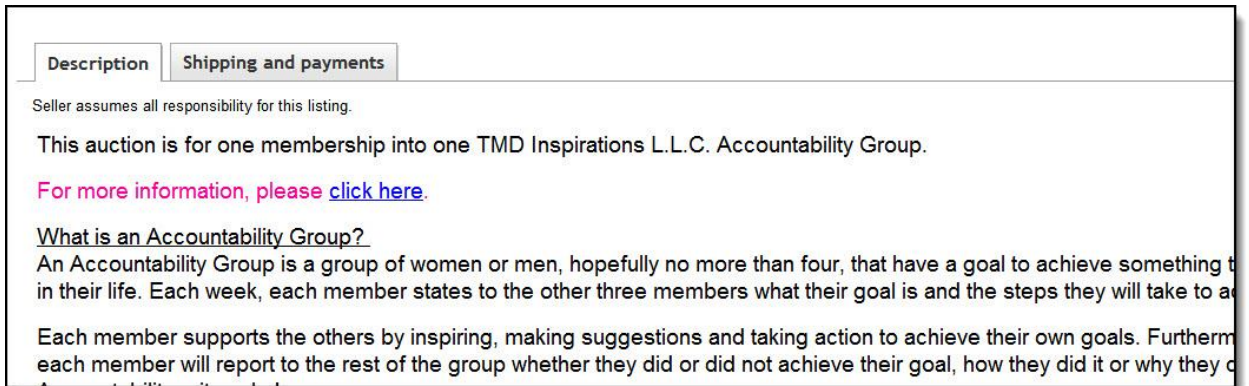
As with Craigslist, watch out for scammers – especially customers who pay with a check larger than needed; and who insist you involve a third party to get it cashed.

9. [eBay](#)

Many people don't realize you can sell services on eBay – but you can. They have a special category called “Specialty Services”; and you can list your services there.



What you are actually selling, however, is not strictly your services (unless you take out one of their sponsored ads: Not great value, since these are displayed at the very bottom of the web page, under all the goods). But you can get around this by selling things such as memberships. You would auction off your membership, specifying the number available and the price; and follow eBay's regular process.



The screenshot shows an eBay listing interface. At the top, there are two tabs: "Description" (selected) and "Shipping and payments". Below the tabs, the text reads: "Seller assumes all responsibility for this listing." followed by "This auction is for one membership into one TMD Inspirations L.L.C. Accountability Group." Below this, there is a link: "For more information, please [click here](#)." Then, a section titled "What is an Accountability Group?" is shown, followed by a paragraph: "An Accountability Group is a group of women or men, hopefully no more than four, that have a goal to achieve something t in their life. Each week, each member states to the other three members what their goal is and the steps they will take to a". Below this, another paragraph starts: "Each member supports the others by inspiring, making suggestions and taking action to achieve their own goals. Furtherm each member will report to the rest of the group whether they did or did not achieve their goal, how they did it or why they d".

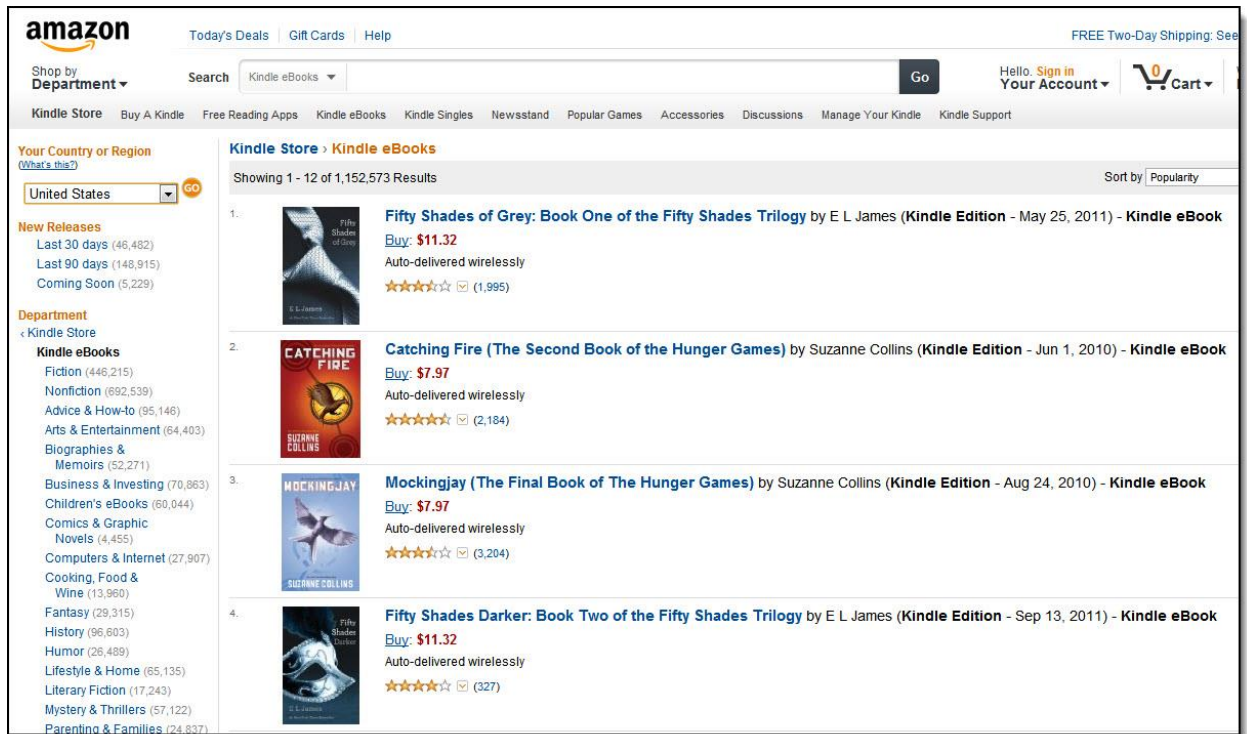
(Do be sure to check guidelines for this category!)

Again, choosing eBay can make sense, if you are planning to have a Membership group that meets both online and locally, in person.

10. [Amazon.com](https://www.amazon.com)

Yes, people have been selling books as well as goods on Amazon.com for years... but the latest craze sweeping not just North America, but the world, is all about Amazon Kindle Reader eBooks.

If you can create an eBook or have one ghostwritten for you (don't use PLR!), you can start making extra money on Kindle without having to invest too much work into promotion at all – Amazon (the world's biggest marketplace) does it all for you.



Of course, there are those who swear you can use certain tips and tricks to improve your ratings – but really, the only factors you need to pay close attention to are:

1. Placing your Kindle eBook into its best broad category and specific sub-categories
2. Selecting the best keywords (you are allowed more than one)
3. Writing a strong, descriptive, catchy headline

(If your information is valuable enough, even a slick eCover is optional.)

You can outsource formatting... or take the time to read the very clear instructions and do it yourself.

Best of all, you can use your Kindle eBook to position yourself as an expert in your field – and your clients can download free copies, if you like.

TIP: Those who are experiencing smash success say having a series of books increases your chances even more greatly – not just on multiple payments, but on searchability and Google impact.

So whether you prefer to sell your services within forums or membership sites... or use marketplaces such as oDesk or Fiverr... there are plenty of places to present your services – and plenty of ways to package them.

Put your thinking cap on and figure out how you can follow this formula and stop working so hard to roll boulders uphill:

“Easy skill + Client need + small amount of time to produce=\$XX per week in XX hours...

...For ME!”