Make Money Online Made Easy

Section 1: Basics of Making Money Online

Chapter 1: What's making money online all abou
- What Making Money Online actually means?
- Can you make money online as a service provider?
- Can you make money online as a business owner?
- Can you make money online as a regular online user?

Chapter 2: Why you should make money onlin
Premium Benefits of video Ads
- Work from Home
- Online Revenue Can Be Passive
- Freedom to Work anywhere at any time
- Deal With Whomever You Want
- Broaden your horizons
- Way of entertainment
- Strengthen your feeling of achievement
- Use Your Business Plans

Shocking Facts and Figures
- There are 3,525,744,904 Internet Users in the world today
- There are 1,123,185,446 Total number of Websites today
- Digital interactions influenced retail sales to the tune of $2,2 trillion in 2015.
- 40% of global internet users have bought products or goods online.
- A single second of delay in your website loading time can result in a 7% loss in conversion, and 40% of web users will abandon a website if it takes longer than 3 seconds to load.
- Worldwide B2C e-commerce sales reached $1,7 trillion in 2015, and it is estimated to reach $2,35 trillion by 2018.
- 8 out of 10 consumers will shop online if offered free shipping.
- Personalized recommendations can increase conversion rates by up to 5,5 times.
- An increase in site speed from 8 to 2 seconds can boost your conversion rate by 74%
- E-commerce sales from social media grew by 202% in 2014, and is expected to further increase.
- Mobile advertising spend is projected to account for 60,4% of all digital advertising spend by 2016 and 72,2% of all digital advertising spend by 2019.
- Spending on digital marketing is projected to increase by 12% to 15% on average. Social media's share of the total marketing budget will grow from 10% in 2015 to 14% this year, while spending on offline advertising will fall 2%.
- After SEM, online display advertising (banner ads and retargeting) capture the biggest share of online spending at 34%, representing roughly 10% of total marketing budgets.
- The average person now spends more time online than with TV and all other media (newspapers, magazines, etc.) combined.
- Total spending on Internet advertising is predicted to grow 12,9% next year. The Internet will become the largest medium for advertising in 2016 (ahead of TV).

Chapter 3: Which are the most common ways to make money onlir
- Starting a Blog
- Taking surveys
- Downloading and installing apps
- Review stuff
- Testing websites
- Signing up for gift cards
- Get paid for being healthy
- Become a freelancer
- Virtual assistant
- Tutoring
- Rate pizzas
- Work for Amazon
- Selling lesson plans
- Maintaining social media accounts
- Maintaining fan pages
- Selling An Ebook
- Selling Audiobooks
- Selling Apps
- Selling your Stuffs
- Working for "Work-at-Home" Companies

Chapter 4: What do you need to make money online
Creating an Online Presence
- A website or a blog
- Social media
- Creating an email account

Payment Processor
- PayPal
- Google Checkout
- WePay

Advertising
- Product or Service

Section 2: Easy Ways to Make Money Online

Chapter 5: Making Easy Money Online by Taking Survey
- SurveyJunkie.com
- Swagbucks.com
- OneOpinion.com
- Acop.com
- PineConeResearch.com
- PaidSurveys.com
- OpinionOutpost.com
- YouGov.com
- ProductReportCard.com
- CashCrate.com
- Vindale.com
- SurveyQueen.com

Chapter 6: Making Easy Money Online by Testing Stu
- Usertesting.com
- Enrollapp.com
- Testingtime.com
- Testbirds.com
- Trymyui.com
- Userlytics.com
- Userfeel.com
- Validately.com
- WhatUsersDo.com
- UserZoom.com
- BetaFamily.com

Chapter 7: Making Easy Money Online by Performing Easy Task
- MTurk.com
- Viggle
- Fronto.co
- Cosign.co
- ADMimsy.com
- MobeeApp.com
- Lucktastic.com
- PactApp.com
- Ibotta.com
- ReceiptHog.com

Section 3: Advanced Ways to Make Money Online

Chapter 8: Blogging
Why You Should Blog
- It creates opportunities
- Blogging has huge financial advantages
- Blogging is great writing experience
- It allows for the potential of self-growth
- It serves as a personal journal

Steps in Setting up a Blog
- Decide Your Reasons for Starting a Blog
- Choosing a Blogging Platform
- Choose a Domain Name
- Set Up Your Web Hosting
- Write Your First Blog Post

How do you Make Money with Blogging
- Affiliate Ads
- Selling Stuff
- Promoting Your Other Sites

Chapter 9: Freelancing
How to Get Started as a Freelancer
Finding jobs as a Freelancer
- Fiverr.com
- Freelancer.com
- Guru.com
- PeoplePerHour.com
- ZirtualCom

Chapter 10: Email Marketing
Types of email marketing campaigns
- Email Newsletters
- Acquisition Emails
- Retention Emails
- Promotional Emails

Effective Email Marketing Steps
- Step 1: Emphasis on the Creation of Informative Content
- Step 2: Focus on Compatibility
- Step 3: Segment the Target Audience
- Step 4: Use Tracking Tools

How to Make Money with Email Marketing
- The Opting List
- The Message
- Repeated Communication
- Testing

Chapter 11: Webinar Marketing
Four Easy Steps for Creating Your Webinar
- Step 1: Create a webinar presentation that gets people to take action
- Step 2: Choose a webinar hosting company
- Step 3: Set up your webinar
- Step 4: Upload your registration web page

Reasons Why a Webinar is a Great Marketing Tool
- Webinars are Convenient
- Webinars Can Create and Increase Brand Awareness
- Webinars Establish Your Credibility
- Webinars Have Huge Applications on Training and Education
- Webinars Help Build a Bigger Audience and Contact List

How to Make Money with Webinars
- Topic Selection
- Promotion
- Incentives
- The Presentation
- Preparation
- The closing

Section 4: Additional Tips to consider

Chapter 12: Do's to apply
- Invest in Building Your Online Presence
- Identify your audience
- Where you could reach your customers
- How do you find that audience?
- Fit Your Content into a Cohesive Marketing Strategy
- Take steps to increase web traffic to your site
- Always Analyze
- Boost your website ranking

Chapter 13: Don'ts to avoid
- Thinking Pre-Internet Marketing Simply Needs to Be Moved Online
- Failing to Develop a Plan to Monitor the Marketing Campaign
- Excluding Tools that Provide Measurable Data
- You fail to choose a unique brand name.
- You fail to have a backup plan
- You fail to proofread your copy
- Alienating Search Engines
- Ignoring Analytics
- Targeting the Wrong Audience

Chapter 14: Other tools and Services to conside
- Buffer
- HootSuite
- Dropbox
- Evernote
- Grammarly
- Mailchimp
- PutsMail
- Google Trends
- Moz
- Keyword tool.io

Chapter 15: Shocking Case Studies
- Affiliate Marketing Case Study
- Fiverr Case Study
- Email Marketing Case Study
- Selling some stuff Case Study
- Social Media Case Study