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2 More Lifestyle Businesses That Can Set You Free

Part III of our continuing series...

A "lifestyle business" is a small business that you can run from nearly anywhere, as long as you have an internet connection.

Life style businesses are all about letting you live how you want to live, designing your life as you choose, while running your own small company.

Done right, in a lifestyle business you have no 80-hour work weeks, no need for venture capital funding, no rented office spaces, no warehouses, and usually no employees.

This isn't traditional entrepreneurship of working yourself ragged to build a company.

Rather than you living for the business, the business exists to take care of your needs while affording you the freedom to live the life you choose.

We've already covered several lifestyle businesses in the previous two months. And today we're going to tackle two more – one of which I know for a fact can be run by a 12 year old.

That's right – a 12 year old is using one of these lifestyle businesses to make excellent money, most of which he's putting away for college.

That boy has a bright future ahead of him! Now let's see what we can do for YOUR future, starting with our first lifestyle business:

1: Freelancing via Fiverr

By now you've no doubt heard of Fiverr and possibly even used it. But are you making money on Fiverr?

Crazy as it sounds, plenty of people are making full time income with these micro-gigs, sometime doing things that would otherwise seem odd. For example, have you seen the guy in a chicken suit who dances and clucks while holding your sign?

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If you can imagine it, there is probably someone out there ready to pay \$5 for it. And once you gain experience, you can begin charging more than just five dollars for your work.

Here are a few of the many ways to make money with Fiverr gigs, ¶

Offer work you've already done

Most of the services on Fiverr require your time to get the job done, because the client is asking for custom work. The client sends you specifications and you produce fresh materials just for that client.

But one of the best ways to make money on Fiverr turns that business model on its head. Instead of having to create something new for every \$5 order that comes your way, you can instead do work once and sell it over and over again.

For example, you might write a book or report once and sell it again and again to different customers.

Be sure to clearly state you're not selling resale rights to your work and that you retain all copyright.

Offer social media services

A large chunk of services offered on Fiverr involves posting to social media.

For example, website owners need traffic, and they're willing to pay you to make Twitter posts or Facebook promotions to drive that traffic.

If you have a large following on any social media platform, this can work for you.

Write quickly and get paid

Here's how to make \$25 an hour if you're a very fast writer and you know your topic.

You'll need to write about 400 words in 12 minutes, so that you can do 5 jobs in one hour. This racks up \$25 an hour, not including any time you take to proof read or edit.

And you've got to write fairly high quality stuff to keep people coming back for more.

If you're not used to writing, fast, try setting a timer and seeing how many words you can write in 12 minutes. You might surprise yourself.

Use marketing software to get paid

I love this one. Invest in traffic generation software that you can use for a few minutes to promote clients' sites.

Assuming the software doesn't take much work to set up for each client, you can make \$5 for as little as a minute. That leads to a gross rate of \$300 an hour.

Okay, probably won't get that much done in an hour, but you get the idea. This one can be highly lucrative.

Create digital drawings

Can you create custom graphics? If so then there is a high demand for your skill. You should know how to use automated photo-based drawing tools, to create digital drawings in no time flat to make this pay well.

Research

Are you good at searching for information? Then you can get paid to use Google for research projects. Keep your research tightly focused to minimize time and maximize earnings.

Become a virtual assistant

Whether or not you want to do this one may depend on what country you live in. If yours is a country of lower expenses allowing you to live on lower wages, you can probably make a decent living selling your time as a virtual assistant for clients you find on Fiverr.

Alter pictures

If you have Photoshop skills, this one is easy. People need pictures altered all the time - backgrounds removed, an object or person removed, lines removed, teeth whitened, wrinkles gone and so forth. You might think people wouldn't pay for something so simple, but most people don't have access to Photoshop, or if they do, they don't know how to use it.

Design business cards

Businesses and business people need great looking business cards, and they want a professional to do the work for them.

This is a really fun job, and if you can design cards that stand out and don't look like every other card out there, you should do great.

Design e-covers

When people write reports and white-papers, they want a nice looking cover to go with it. You're basically designing a book cover, except that it will only be used online. And yes, sometimes you'll get orders for actual book covers, too.

Take pictures with signs

One of the easiest ways to make money off Fiverr is to take a picture of you holding up a sign standing next to a landmark in your area. Do you have well-known landmarks within driving distance?

It could be a natural landmark such as a waterfall, or a well-known building, a hokey giant animal in front of a business, a street sign and so forth. Take a look around and see what you've got to offer.

Take pictures or do videos of you in costume

If you have a silly costume, such as a giant chicken, people will pay to have you do something for a few second on video or hold up a sign while wearing your costume. Yes, it's weird, but it's easy work.

Design flyers

Even in this online world, businesses still need flyers. If you're fast, you'll have plenty of business doing this one.

Write a review

If you are a fast writer and can knock out a 400 word review quickly, this can be a great gig to offer. People are always in need of reviews to help promote not just their own products, but also affiliate products.

Make a video testimonial

If you look presentable and can speak professionally in front of a camera, you should offer video testimonials. This type of gig is continuously one of Fiverr's top sellers.

Use software to produce SEO diagnostic results

There are all kinds of software programs that diagnose how healthy a site is in terms of SEO. You can buy one or more of this type of software and offer to do custom diagnoses for clients. You should be able to do several an hour if you want.

Use software to find SEO keywords

The same analysis for SEO diagnosis above applies to SEO keywords. The big difference is you're producing a report composed of keywords. There's a huge demand for this service.

More Ideas from Actual Fiverr Gigs:

- Paint your message on your body and do funny dances (seriously)
- Do celebrity impersonations on the phone
- Send telepathic messages or pray for someone
- Write their message on your chest while playing a kazoo
- Prank call anyone
- Balloon popping
- Draw someone as a cartoon character
- Make a photo into an avatar
- Translate one language into another
- Do a voiceover recording
- Teach people how to do something
- Set up Wordpress on someone's site
- Install plugins on someone's site
- Designing logos

Fiverr Freelancing Tips

Look for the easy.

Find a product or service that costs almost nothing to provide and takes only a few minutes of your time to create and deliver.

Rise through the ranks.

After you've made some sales, work to become a "Level One," "Pro League" and "Rockstar" seller.

At each new level you get more selling tools and the ability to offer additional options and add-on services.

Be sure to deliver on time, respond quickly and politely to customer questions, and follow the rules to climb levels.

It's possible to get to level one status after only a month and 10 sales if you do well.

Make more with add-ons.

Add-on services are a great way to make more money.

If your \$5 gig is to write a short review, your \$40 add on might be to write an in-depth review and do a short video review, too.

The maximum charge for an extra is \$100, but you might be able to get customers to buy from you multiple times, depending on your gig.

Promote gigs within gigs.

For example, let's say you're selling a book on Fiverr.

You can promote additional books inside the book you're selling, as long as the additional books are also for sale on Fiverr.

Regardless of your skill level, there something you can offer the global market for outsourced services.

Get started on Fiverr today and start turning your spare time into spare cash.

2: Online Product Arbitrage

The word 'arbitrage' simply means buying from one website, or particular market, and selling on another website or particular market to take immediate advantage of a price discrepancy between the two markets.

Imagine going into a shop and buying a product for \$20.00, then immediately walking around the corner and selling it for \$35.00.

You would be doing it all day every day wouldn't you? Well that's what arbitrage (product flipping) is, only we're going to be doing it online and our fingers will be doing the buying and selling.

You buy a product on one website and sell it on a different website for more money.

But what if the item doesn't sell? There is a way to test to see if it will sell.

List the item on an auction before you even buy it yourself. Just list it on an eBay auction (or wherever) with the reserve price of your choice, and once someone comes along and purchases it; you can order the camera directly from the website which has it at the cheaper price.

Now once you have made the purchase you have two possibilities as far as delivery is concerned; you can either get it shipped to your personal home address, then re-mail it to the end-user/buyer; or you can even set the shipping address to the buyers address on Amazon or whatever website you are selling it on.

Pretty neat eh? A lot of arbitrage marketers think so which is why they make 4 to 5 times the amount most people make in a full-time job on a daily basis.

So why is there all the fuss over so called eBay arbitrage? Or as it's more popularly known - Product Flipping.

Ebay and many other ecommerce websites present a daily opportunity to profit from arbitrage deals. Thousands of websites want to be the cheapest, the fastest, have the best daily deals, have the best offers or undercut every website they possibly can to be top dog.

Here's the inside secret...

Where eBay is concerned, there are literally tens of thousands of items that appear in listings daily (and also on Amazon and lots of other sites) that have listings that have been misspelled or entered in the wrong category or have truly rubbish descriptions and terrible photography.

In fact, all of these things can make you a profit!

It is these errors which allow us to cash-in.

Most people search for items on eBay by entering a keyword or brand name. E.g. they will enter 'Elvis Presley Tea Towel' or 'Nike Trainers Size 8'.

Because of the mistakes in the listings by careless sellers, their items won't be seen by their intended audience because eBay's search engine won't recognize them.

A typical error is to list it as 'Elvis Pressley Tee Towel' or whatever. Or maybe 'Nikey trainors Size 8'. Etc.

Most potential buyers (searchers) enter a search term or keyword into the search box on eBay's main page.

What many sellers do not seem to realize is that eBay by default only searches the main title and not the description.

In order to search the description, the searcher would have to actually use eBay's advanced search facility and then click the search title & description box. And few know how to do that.

Remember, a listing with a misspelt title, for instance, is not going to get a whole lot of bids. Maybe even none. The lower the amount of bids, the smaller the final price, and that is another item that represents a good profit for someone who flips or resells items for profit.

There are even tools you can use to flush out these arbitrage opportunities. One of these great websites is this one, it's called: <http://www.auction-typos.com/>

It is well designed and very easy to use. Just enter your search term, keyword, which if you want to include the correct spelling in your search results that are displayed then you must tick the 'include correct spelling' box. Pick your country and hit the button. It's all very simple and well displayed.

The results you get from this site are not hundreds per page, but I like it because it's never let me down and it's as clear as day in its presentation.

Now we do a bit of digging and investigation to find out what the final selling price or equivalent for correctly spelled items is over on the actual eBay website by searching items already sold.

If there is a good profit margin, then we buy it.

I have, over the last 3 years or so been playing around with this strategy. What I've discovered is that when it is done properly, you can set-up a constant wave of profit flowing into your bank account with about as much effort as falling over after one too many on a good night out!

This really is so simple to do, and after a while, like anything else, you develop a

trained eye and know what items bring the best prices and what to look out for.

Wholesale and job lots let you buy items on eBay in bulk and then find different ways to resell those bulk-bought items for much higher prices.

Ebay has numerous categories containing huge amounts of bulk goods.

In fact, if you look closely enough, they are present in almost every category there is, but no more so than in the category entitled 'Wholesale & Job Lots'.

This is where you will find bulk items that certain sellers have a burning need to offload quickly.

Maybe they have a pressing debt problem and they need cash and they need it fast. In most cases these sellers have a glut of this stock, and obviously they prefer to list it quickly and cheaply to make a fast sale and get the money they so desperately need.

It doesn't matter what the reason is for the seller 'dumping' a large amount of 'sitting' stock. The good news for you is that this represents a fantastic opportunity to acquire this stock. You get this stock at below market value and relist it at subsequently higher prices and make your money.

In other words, you buy a bulk of items, such as two dozen toys, and then you sell them one by one at a much higher price.

You might even sell the same items right where you bought them - on Ebay.

Let's say you bought a job lot of 20 toys that retail for \$40 each for \$100. Yes, it's entirely possible, because there's not much competition on lots.

You turn around and sell them for \$30 apiece on Ebay, plus shipping. That's a profit of \$500, minus your listing expenses.

Do you see how profitable this can be?

Online Product Arbitrage Tips

Don't buy and sell from the same account.

You don't want sellers to get wise that you are making a fortune with their merchandise.

What you're doing is 100% legal and ethical, but they still might get mad at you if they figure it out.

And while they cannot report you for doing something wrong (you're not) they can purchase products from you and leave negative feedback.

Always keep your buying account separate from your selling account, and use an entirely different name, too.

Look for listings that appear amateurish.

If the listing looks professional, has all the top keywords and appears like the seller knows what he is doing, you're unlikely to get a good deal.

You're looking for the sloppy listings, the ones without a good description, misspellings, lousy pictures and so forth. These are the money makers.

Watch out for shipping charges.

Try to make sure that your postage and delivery charges don't kill your profit margins.

If really large items are available in your local area, just call your seller and ask him or her if you can call to collect the item and then ask for the delivery charges to be removed from the invoice before you pay.

Look for short auctions.

Look for the newly listed items that have short auction run times. By this I mean auction runs of one or three days, because this tends to keep the number of buyers and bidders low.

Also, this flags a seller as someone looking to make money fast. This is great for you, because you can contact this seller and offer them a low 'Best Offer' which they will more than likely take just to offload the items and get the money quickly.

Watch for bundle lots, too.

Keep a sharp eye out for large 'bundle' lots that contain a high interest or topical item, or highly collectable items.

Bidders and buyers do not want to buy large bundles of items when their interest is 'item specific.'

This applies to the category of 'collectables,' too. Buyers in this category are very item driven and only want items that are of specific interest to them.

Doing the math.

Remember that a \$20 product with a \$5 shipping charge isn't much different to a \$5 product with a \$20 shipping charge.

No bids? Jump on it.

If there are no bids on an auction you want, then immediately bid the minimum price.

If an item has no bids on it and it is representing a serious arbitrage 'flipping' opportunity, then while it has no bids, the seller can change it, correct mistakes, insert keywords and so forth.

If they do that, then there goes your arbitrage opportunity.

But once you've placed a bid, this 'locks' the item and the seller cannot change it.

If there are bids, snipe it.

So, what do you do if there are already bids on the item?

In this case you should wait until the end of the auction before you place your bid, or use a Sniper tool to make the bid for you in the dying seconds of the auction.

"My favorite searches."

When a search is performed on eBay using keywords (which is the way that 98% of people search the website) the results will include at the top of the page a link titled 'add to favorite searches.'

When you click this link, you will be taken to the 'add to my favorite searches' page, which will allow you to save the current search so you can return to it at a later date.

When you click this link, you will be presented with a box that has a 'check box' in it that says: "email me daily when new items match my search".

By clicking this you will get daily emails from eBay telling you about potential arbitrage opportunities. And the great thing about this is you don't even have to do any work searching!

What to look for.

Look for items that have no-bids and are very poorly described and are full of typos and spelling mistakes.

Also look for items that have:

- Poor Illustrations.
- Terrible Photography.
- Misspelt Key Words or Brand Names.
- Timed to End in the Middle of the Night or small hours of the morning.
(I hope its clear why - hardly anyone is going to be watching the end of the auction.)

This particular 'fast cash-small outlay' business is not only VERY profitable but is also FUN to operate.

In fact, this business is very addictive.

Once you see just what it is capable of, you will find it hard to stay away.