

How You can Make Money Online in India



ShashankGupta.net
Make \$MONEY\$ Online

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How to Make Money Online

1. PTC Site/GPT Program/ Earn from home Surveys:

PTC site refers to Paid-to Click sites. GPT Program refers to Get-paid-to-sites. Both these terms refer to the same concept, wherein these sites act as middlemen between advertisers and consumers. Advertisers pay these websites fees for showing ads. When you logon to these sites, they show you the ads and a pay a part of their income to you. You get paid for signing up for Websites, newsletters, playing games and filling out online surveys. The topics of these sites range from shopping to politics.

To know more about how to make money from this technique read my post - <http://www.shashankgupta.net/how-to-make-money-online/>

SNAPSHOT

Earning potential - 0.001\$ to 0.01\$ per 30 sec of ad viewing

Expertise Level required - Beginner. Ideal for people who don't have specific skills set but want to earn extra money

Investment required - Nil

Where can you start - Clixsense.com, contest2win

2. Create your own Blog/Website

This one requires time, knowledge and some investment in terms of hosting and other technical aspect. It's a perfect money making venture for people with passion for any topic. You might like photography, or be an ardent follower of fashion whatever is your passion (niche), if you are willing to share it with others, you can make money out of it.



You can either create a blog or a website, and add to it information about your area of interest. Fashion bloggers regularly add new fashion and makeup tips, tricks and ideas. You can add any information that you feel will benefit people who have similar interest like you.

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SNAPSHOT

Earning potential – 0.001\$ to 0.01\$ per 30 sec of ad viewing

Expertise Level required – Intermediate. Ideal for people who have passion for a particular niche. Engaging communication skills are a must for this.

Investment required – 50-150 \$, for domain name, hosting, theme, plugins, website designer

Where can you start –

3. Publish/Sell eBook

This one is for those who have serious writing aptitude. Pick up a topic, it can be anything under the sun, a sport, hobby, some technique anything that catches your fancy. Research it, read up on it, and write a book on it. In case you have a particular hobby or interest you can write up on that too. For those of you who like creating stories, fiction writing too is hot business.

The essential commodity here is aptitude for writing. If like me you hate writing long stuff, books are not for you. And if you love writing, this is the thing for you on internet. You can publish and sell eBook online independently or by working with companies like Amazon.

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SNAPSHOT

Earning potential – 5\$ - 100\$ per sale. Depending on how you price your eBook and how popular it gets.

Expertise Level required – Intermediate. Ideal for people who have passion for writing and researching. The more information you can pack into a book the better it will sell.

Investment required – NIL, you only need your laptop and an internet connection.

Where can you start – Amazon Publishing

4. Design/sell app/ Theme

If you are a technical person with knowhow of designing, computer graphics etc, then here's an opportunity for you to work from home. You can design and sell your own mobile or computer application (app). Also you can design and sell your own themes. Let's look at both these options separately.

Designing application requires knowledge and understanding of the medium you choose to work with. Most of the applications are designed for mobiles nowadays, and amongst them also close to 80-90% application are designed to work with Android operating system.

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SNAPSHOT

Earning potential – 10\$ - 100\$ per sale. Depending on how you price your apps/themes and how popular it gets.

Expertise Level required – For making money from this method, you need to have excellent technical skills.

Investment required – If you do not have the designing program then you need to invest in the same, otherwise this is investment free online money making method.

Where can you start – Template Monster, Theme Forest, Google Playstore

5. Set your online store

This one is for those of you who have a businessman or a businesswoman hidden inside them. Setting a physical store entails enormous investment and resources, not to mention the various different permits etc. Online store is your solution to all these problems. No searching for location, no rental agreements, no worrying about security of your store, and no haggling with customers over money.

Online store is perfect for you if you are into making any product that you would like to sell or if you are resourceful enough to procure goods at cheaper price from elsewhere and sell them online at higher prices.

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SNAPSHOT

Earning potential – Unlimited. Depending on how you price your products, and how popular it gets.

Expertise Level required – You need good business acumen to earn money from this technique. From choosing the right product, to pricing it well; and most importantly promoting your product in a manner to garner maximum sale; it's all part of running a good online store.

Investment required – 50\$ - 500\$ you will need to invest in product procurement, and setting up of a product delivery channel at least. In case you decide to build your own store, then the investment rises significantly and will reach the upper limits of investment.

Where can you start – Template Monster, Theme Forest, Google Playstore

6. Sell photos online

This one is for all those who love their cameras. Whether you are a full time photographer or you moonlight as one, if you have photos that can speak out for themselves then internet is the best medium for you to express yourself.

There are numerous photo agencies online, which can help you earn a few bucks off your photos. This option is perfect for those with decent camera and with a knack for photography. Of course it is best not to post your personal photographs online; you can use your more generic photos for uploading. In case you choose to upload person photos (photos featuring any person, or persons) you need to ensure that you have informed the person/persons of your intention of uploading the photo online.

To know more about how to make money from this technique read my post - <http://www.shashankgupta.net/how-to-make-money-online/>





SNAPSHOT

Earning potential – 20% on non exclusive photos, upto 60 % for exclusive photos. Depending on how well your photos sell. Also if you give exclusive rights of your photos to any particular website, you can earn better from them.

Expertise Level required – The better your photography skills, the better you can earn.

Investment required – Nil if you already have a camera or a Smartphone with high megapixel camera.

Where can you start – Shutterstock, Shutterstock, istockphoto, Fotolia, Dreamstime

7. Online tutor/Webinar

Are you an expert in your subject or work area? Do people come to you to get their queries answered? Do you love sharing your knowledge with others? Do people love listening to your talk on your subject? Then online tutoring is for you. As internet is expanding, more and more products and services are coming online.

Online Tutoring is one such recent addition to the services offered online. If you have the knack for teaching others, but no place to do so, online tutoring is the thing for you. This allows you to tap into students spread across the country and the world. You don't need to own/rent a premise, set up any infrastructure or bother about advertising your services.

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SNAPSHOT

Earning potential – From 25 \$ per hour to 500\$ per course. You can choose to price your course or training as per your choice. However most websites do set a minimum pricing or per course, or per hour, below which you cannot set your price. The more popular your course the better you can earn.

Expertise Level required – Good communication skills are a must for this mode of online income. Also required is in-depth knowledge in your chosen area of tutoring.

Investment required – Nil. You are only going to be using your knowledge and communication skills.

Where can you start – 2tion.netor, tutorvista.com, e-tutor, SmartThinking and Tutor.com

8. Affiliate/Reseller

Affiliate links are gaining momentum in Indian markets. As more and more people get comfortable with online shopping the amount of stuff being brought and sold online is increasing by leaps and bounds. If you have brought or sold anything online, you will most likely be familiar with websites like Amazon.in, flipkart.com and many more. Each of these sites runs their own affiliate programs.

Joining these affiliate programs and then using them to earn some money online is becoming a very lucrative online activity. Since this requires no investment from your end it is something anybody can do.

To know more about how to make money from this technique read my post - <http://www.shashankgupta.net/how-to-earn-money-from-flipkart-affiliate-marketing/>

&

<http://www.shashankgupta.net/how-to-make-50k-per-month-amazon-india-affiliate-program/>



SNAPSHOT

Earning potential – 1% to 15% of the MRP of products in case of affiliate. Reseller programs offer higher commission in range of 40-50% of their MRP.

Expertise Level required – You don't really need any expertise for this, although a good knowledge of how consumers make purchase online will help. The more sales you can garner the better will be your income.

Investment required – Nil. All you need to do is promote the affiliate/reseller link. Actual product will be shipped and delivered by the original company only.

Where can you start – Commission Junction or Click Bank have a large pool of products that you can choose from to become reseller of. You can also look for Amazon, Flipkart, and Snapdeal affiliate Programs

9. Buy/Sell Domains&(Flipping)

Domains are what make the internet. Every website you come across, every blog you read (independently owned) has a domain name – i.e. the website's address. For example my domain name is 'ShashankGupta.net'.

Since domains are the online identity of every website buying and selling of domains is a big business in itself. Generally if I want to start a new website, I will think of a name for it, then go on internet and search with the major domain registrar about the availability of the domain. If the domain is available i.e. it is not owned by anybody else I can buy it at really low price of a few \$'s.

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SNAPSHOT

Earning potential – Unlimited. The lower you buy, and higher you sell the more money you can make.

Expertise Level required – Good research skills and business acumen is required. If you can sniff a deal from far away then this is the business for you.

Investment required – 10\$ - 100\$, depending on the domain you are buying. The more you invest the more your earning potential. However make sure to invest in the right domains, or you can lose all your investment too.

Where can you start – sedo.co.uk, afternic.com, ebay.com

10.Freelancing/Virtual Assistant/

How much one can earn from Freelancing? – As high as \$40 per hour to as low as \$0.50 per hour

If you have any skill using which you can offer services online then freelancing is for you. Many professionals have taken to internet to earn some extra income. Internet is full of people looking for somebody to do something as complex as developing a software or something as simple as data entry for them. There is no dearth of job for freelancers online.

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SNAPSHOT

Earning potential – Unlimited. The higher your expertise level, the more you can charge on per hour basis. Also your bidding skills will determine how well you can earn. Make sure to maintain clean reputation, as this affects hirer's choice.

Expertise Level required – From beginner to expert everybody can earn money from this channel .However the amount of money earned will depend on your expertise level. More proficient you are the higher you can earn.

Investment required – Nil. Registration on freelancing sites is free. When you get paid for a project, the site deducts its commission from your payment itself.

Where can you start – Elance, rentacoder, freelancer, odesk, guru

11. Upload how to videos earn from YouTube

This one is for all of you out there who have something to say to the world. Maybe you like drawing and would like to share drawing tips with other, or maybe you are a DIY project fan and would like to share your work with others. Whatever it maybe, if you have something to share with others, there is no reason you should have to do it for free. After all knowledge is power. Right!

So how can you earn from your sharing. If you like writing then as we discussed before, blogging is the medium for you. But if you like making videos or are more comfortable with a camera than a keyboard, then videos are perfect for you. Make a video of whatever you want to share and upload it online to the various video sharing portal.

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SNAPSHOT

Earning potential – 1\$ to 1000\$ per month. Popularity of your video determines your earning potential. The more viewers you get, the better you earn. There is no upper limit to the amount of money you can earn from this channel.

Expertise Level required – All you need is basic video skills. If you can hold and shoot with a decent camera and you have something worth sharing via videos. You are set to earn from this channel.

Investment required – Nil. Uploading video on these sites is free.

Where can you start – You Tube.

12. Write for others / iWriter

Here's one for you if you are bitten by the writing bug. For those with passion for writing, blogging is a great option; equally interesting option is writing and publishing eBooks. However if neither of these options gets your blood roaring then here's another option for you – Writing for others. Words are the basic medium of communication even on internet, so there is no dearth of writing jobs.

From websites, to blogs everybody is looking for a great writer. If you have interest in writing and can write on topics given by others then you can make good amount of money online. Correct grammar, engaging style and an understanding of the audience is what most people are looking for in writers.

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SNAPSHOT

Earning potential – 5\$ - 40\$ per 500 words. Depends on your writing skills, the complexity of the topic, and the amount of research required to write the article.

Expertise Level required – Excellent writing skills, command over the language and grammar. Good researching skills. Good understanding of the topic on which you write, without understanding your writing will lack depth and will earn you less than experts.

Investment required – Nil. Registration on the sites is free. Once you are paid for your work, the sites will deduct their commission upfront before paying you.

Where can you start – iWriter

13. Online Marketing (SEO/SEM)

This one is for those of you who are looking to explore the potential of earning money online fully. Online marketing is an expanding field of work in India. Every website, blog, every online entity needs marketing.

World of Internet is akin to our physical world in many ways. Both have advertisements, both have the task of engaging audience, both are looking to convert audience in business, both are competing with various other brands in same space, and much more. This makes it imperative that every brand, website, blog owner who is looking to create and register a presence on the internet undertake online marketing to some extent.

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SNAPSHOT

Earning potential – 50\$ - 1000\$ per month per project. Your earning potential depends on the complexity of the project and your expertise level. The more well versed you are in your job the bigger and more complex projects you can take on. Thus increasing your earning potential.

Expertise Level required – Excellence in your field, will maximize your earning potential.

Investment required – As with any profession, this one too requires some investment in from of certain software's and hardware's you will need to purchase in order to work on your projects. Investment in these will start from 50\$ and can go up to 1000's\$ depending on the software's you choose to pick up.

Where can you start – My site (I offer professional SEO Training),
Freelancer

14. Selling own brand/ Designing

This one is for all those who have their creative juices flowing. If you have a designer hiding inside of you, nothing like Internet to bring it out. You can create your own brand, sell your designs and earn money from it too. Without the need to open a store, or actually hawk your wares on street corners!

Internet is full of quirky stuff and people. If you have a flair for designing cool images or designs, here a way for you to make money off it. Create your designs and upload them onto numerous sites that work with designers.

To know more about how to make money from this technique read my post - <http://www.shashankgupta.net/how-to-make-money-online/>





SNAPSHOT

Earning potential – 10-50% on the MRP of your designs, this depends on whether you share your work with one website exclusively, or with a bunch of websites.

Expertise Level required – Good designing skills, and an acute knowledge of what's selling in the market.

Investment required – Nil. It's all about your skill. Registration on the site is free.

Where can you start – Cafepress, Lulu and Zazzle

15. Fiverr

Fiverr is an online marketplace. And all type of services is sold here. Right from the very technical like website designing to the very simple like 'dog poses photo' everything sells on Fiverr. If you have anything you want to sell, Fiverr is the place for you to be. This marketplace is for anybody looking to make money online.

The list of services selling on Fiverr is quite long, but to lend you an idea, here are a couple of them:

- a. Online marketing services
- b. Article writing services
- c. Music making services
- d. Personalized photo's
- e. Logo making services and much more.

To know more about how to make money from this technique read my post - <http://www.shashankgupta.net/how-to-make-money-on-fiverr/>





SNAPSHOT

Earning potential – 5\$ to 100\$ per order. As you reach level 2, you can offer add on for your services, and these can be priced to any multiples of 5\$, hence sky is the limit for you.

Expertise Level required – Whatever you are selling, be the best in it that will attract buyers to you. Also ensure that you keep a track of what's selling more on Fiverr and adapt yourself accordingly.

Investment required – Nil. It's all about your skill. Registration on the site is free.

Where can you start – Fiverr

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