



**Enterprise  
Nation**

# 10 ways to make money online

**Emma Jones**  
Enterprise Nation

Supported by





---

## Introduction

Whether you're selling product or service, food or fashion, styles or designs, the internet offers a powerful route to market, and to increased revenue.

This brief guide offers 10 ways to make money online. The suggestions will also raise your profile and rates of engagement with your customers.

The steps are easy to follow and, in taking them, you'll be making money whilst you sleep!

Be aware though that building income from selling products or knowledge online can take time. Think of the process in three stages; content, community, commerce ie

**Publish content on your particular topic:**

whether that be designing urban gardens, ethical fashion or legal services, with content including blog posts, photography, or top tips via social media.

**Around this content a community of interested fans and followers will form:** these are the daily visitors to your website, subscribers to your newsletter, followers on your social media platforms.

Once a strong community has been built, you can then **start to commercialise your online presence:** ie selling products and services to the community that now trusts you as a reliable source.

It's a proven way to build a business and here are 10 things you can do to start commercialising your community today.

**Emma Jones is founder of Enterprise Nation**  
[@Gemmaljones](https://twitter.com/Gemmaljones)



## 1. Sell your wares!

---

It's the most basic way to start; if you sell products, create profiles on marketplaces, take professional imagery of your products and start promoting your online presence so customers can come to buy. The benefit of starting on a marketplace is that you can sell in an online space busy with existing customers. It's like setting up shop in a busy shopping centre; you know customers will be there and you just have to give them a reason to buy from you! Here are 10 marketplaces with an outline of their specialism.

### Amazon Marketplace

[www.amazon.co.uk/marketplace](http://www.amazon.co.uk/marketplace)

With options for casual sellers who expect to sell less than 35 items a month and, for more seasoned sellers, a 'sell a lot' package, with this marketplace comes a big audience. Amazon charges you, the merchant, a monthly charge plus referral fee on sales.

### eBay

[www.ebay.co.uk](http://www.ebay.co.uk)

Around 200,000 registered businesses trade on eBay in the UK, generating billions of pounds-worth of sales. Having a store on eBay means you are opened up to an international audience and plenty of potential customers.

### Etsy

[www.etsy.com](http://www.etsy.com)

With its tag line 'Your place to buy and sell all things handmade' this is still the mother of all craft sites. Over half a million sellers from around the world have opened up Etsy shops and buyers of Etsy-listed products span more than 150 countries. For anyone who makes handmade items, the power of this global platform cannot be denied.

### iTunes

[www.apple.com/itunes](http://www.apple.com/itunes)

If you are a creator of audiobooks, a publisher of podcasts or developer of apps, then the iTunes platform is your route to market. For apps, Apple gives 70% of revenues to the seller and it is the world's largest mobile application platform. Submit audio books to iTunes via Audible.com ([www.audible.com](http://www.audible.com)) and create iBooks for the iPad through the iBookstore. Apple is opening up a world of opportunity for content creators and app developers.

### Enterprise Nation Marketplace

[www.enterprisenation.com/marketplace](http://www.enterprisenation.com/marketplace)

We have created our own marketplace at Enterprise Nation to match small businesses with talented professionals and advisers. If you're a supplier of advice on sales and marketing, making the most of digital technologies, access to finance etc., create a profile and be matched with small business owners looking for the advice you offer. Over 13,000 advisers now use the marketplace as their route to market.





## **Not On The High Street**

[www.notonthehighstreet.com](http://www.notonthehighstreet.com)

This site offers you the chance to promote and sell your product under the umbrella of their brand and be supported by their in-house team. They look after all of the e-commerce, administration and marketing elements of selling through the site, so all you need to worry about are the products.

## **DaWanda**

[en.dawanda.com](http://en.dawanda.com)

List your items on the site and set up a shop which gives you the option of a direct URL. The site attracts thousands of buyers looking for unique fashion and gifts. If this is what you offer, this is the site for you.

## **ASOS Marketplace**

[www.marketplace.asos.com](http://www.marketplace.asos.com)

For fashion and accessory brands, this marketplace offers a channel to customers from across the globe. Apply to be part of the marketplace, submit quality imagery, and, if selected, make the most of selling as part of a highly successful fashion brand.

## **iStock by Getty Images**

[www.istockphoto.com](http://www.istockphoto.com)

Sell photography, video and music clips via this massive online library. Over 160,000 contributors are generating income from selling their creative talent on this platform.

## **Peopleperhour.com**

[www.peopleperhour.com](http://www.peopleperhour.com)

A site for graphic designers, copywriters and brand builders, i.e. anyone with a service to offer customers that are looking to start and grow a business.

Moving on from marketplaces, you might decide to create your own web presence with help from a template website builder, to sell direct to customers. Look at options such as Moonfruit, Squarespace, Shopify and Weebly.com to build a home on the web, without breaking the budget.

## 2. Present for profit

---

Present on your specialist field, to a paying audience. The beauty of webinars and broadcasts is that you invite customers to log on and listen, but you don't have to leave the office to deliver the results! You can take polls during the session and deliver handouts to the audience too.

To deliver a paid-for presentation, check out the main tools; [GoToWebinar by Citrix](#), [Skype Meeting Broadcast](#) and [WebEx by Cisco](#). All offer options for you to include a priced ticket and ability to record the webinar so customers can download and listen again at their convenience.

## 3. Self publish

---

Record your expertise in the form of a print book or eBook which makes you the expert in your area and makes you money as customers pay to order or download. Books can be offered for free to customers as part of a discount offer/reward, or put a price on your knowledge and sell the end product. It's easier than ever to create and sell ebooks and print books with self-publishing platforms, [Blurb](#) and [Lulu.com](#).

## 4. Accept advertising

---

Introduce advertising on your blog or website by having a media rate card. Display the card on the site or state how potential advertisers can get in touch to request a rate card.

The purpose of a media rate card is to show potential advertisers what your site can deliver to them in terms of traffic and sales. To do this, include some key points:

- ▶ **A brief description of the site:** What it does and for whom.

- ▶ **Visitor demographics:** Do you have data on the age of your visitors, their home region, gender, etc? If so, include it, as it helps build a picture of your audience.
- ▶ **Site traffic:** What are your unique visitor numbers and length of time spent on the site? You can find this out from Google Analytics. Make a note if the figures are increasing.
- ▶ **Costings:** Do you have a cost-per-click (CPC) or cost-per-impression (CPM) rate? If so, include it here, along with the price of other sponsorship options. Offer a menu but leave some flexibility, with 'costed on a project basis' for sponsor features that would benefit from a more tailored proposal.
- ▶ **Screen shots:** Showing how and where adverts or sponsored features appear on the site.
- ▶ **Media activity:** Note where you've recently been covered in the media, online and off, so that potential sponsors can see how and where you're promoting the site.
- ▶ **Testimonials:** Positive comments from existing sponsors gives you credibility and gives confidence to the next potential sponsor.
- ▶ **Team details:** Who are the faces behind the site and what are their credentials? In other words, your background career and activities, etc.

Round this off with your contact details so that interested potential sponsors can get in touch and place an order!

## 5. Seek sponsorship

---

If you're aiming for a deeper relationship, this is where sponsorship comes in. Draw up a list of brands that have a budget and would be interested in directing that budget at reaching your community. Find contacts in the media and press sections of corporate sites, or via LinkedIn, and send your media rate card with an offer of activities that could be sponsored. This could include:

- ▶ **Surveys** – use tools such as SurveyMonkey ([www.surveymonkey.com](http://www.surveymonkey.com)) and Wufoo ([www.wufoo.com](http://www.wufoo.com)) to survey your community and share data with a sponsor, plus potentially produce a release or report with survey results. This means you get paid to find out more about your community, and the sponsoring brand benefits from association with an objective voice (you!) highlighting key issues. Everyone wins!
- ▶ **Newsletters** – you don't want to send too many of these as it could be off-putting for your subscriber base but including sponsored content in a newsletter is another option to present. Build your database by including an email capture form on your site and turn to tools such as Mailchimp ([www.mailchimp.com](http://www.mailchimp.com)) Sign-up To ([www.signupto.com](http://www.signupto.com)) and Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) to manage lists and email campaigns.
- ▶ **Blog posts** – you know your community and understand the content they most enjoy and value. Propose a series of sponsored posts so you deliver content the community is after – and the sponsor gets credit for it being delivered, as well as potentially including a sponsor offer within the post too.

## 6. Digital downloads

---

Take your knowledge and turn it into a digital download that can then be sold from your blog or site. This is one way in which successful blogger, Tilly Walnes of Tillyandthebuttons.com is commercialising her blog. Having built the blog for the past three-four years, Tilly now offers digital patterns you can download, paid-for workshops and webinars, a physical book, and sponsored section on the site. She's introducing all the right revenue streams, so her trusted community now have plenty of options of what they can buy!

## 7. Deliver training

---

Educate others and earn income from delivering elearning and training. This can be done in a number of ways:

- ▶ **Email course** – offer a week-by-week course, delivered via email, to paying subscribers. You can do this using the same tools outlined in point six.
- ▶ **E-learning** – turn to tools such as GoToTraining ([www.gotomeeting.com/training](http://www.gotomeeting.com/training)) or Blackboard (<http://uki.blackboard.com>) to deliver an online course which comes complete with videos, presentations and assessment for learners along the way.
- ▶ **Event based learning** – offer face to face training through one day or weekly workshops. This is covered more in point nine.



## 8. Link-out

---

I'm not particularly fond of this option as I think it distracts the user experience on the site but you can include links from words in your posts that generate income from affiliate fees if visitors click on the links and buy. If this option is right for your content and site, check out services such as Skimlinks ([www.skimlinks.com](http://www.skimlinks.com)) and Commission Junction ([www.uk.cj.com](http://www.uk.cj.com))

## 9. Get physical

---

Take relationships and content offline through selling events via online bookings. At Enterprise Nation, we use Eventbrite ([www.eventbrite.co.uk](http://www.eventbrite.co.uk)) through which you can publish the event, promote, and manage communications with attendees in the lead up to the event, and following. Events are not only a revenue generator, they present a reason to reach out to potential high profile speakers to present at the event, an opportunity to invite media, and a platform to connect your customers with each other, so connecting them ever closer to you.

## 10. Please donate!

---

Hopefully a number of these steps will work for you as a way to make money online. If all else fails, ask your readers and visitors to simply donate! Add a PayPal Donate button ([https://www.paypal.com/uk/cgi-bin/webscr?cmd=\\_donate-intro-outside](https://www.paypal.com/uk/cgi-bin/webscr?cmd=_donate-intro-outside)) to your site and ask the community to leave a little on their way out.

This content is produced as part of Enterprise Nation's Go and Grow Online campaign; a campaign to encourage small businesses to go online and support existing online traders to grow.

**For more tips, details about our events and special offers from partners, visit [www.enterprisenation.com/goandgrow](http://www.enterprisenation.com/goandgrow). Join the conversation on social media with #GoandGrow.**

---

## About Go and Grow Online partners



---

### Enterprise Nation

Enterprise Nation is a small business network with more than 75,000 members. Its aim is to help people turn their good ideas into great businesses – through expert advice, events, networking and a modern membership. Enterprise Nation was founded in 2005 by Emma Jones MBE also co-founder of StartUp Britain and one of the Prime Minister's Trade Ambassadors.



---

### Dell

Dell Inc. listens to customers and delivers innovative technology and services that give them the power to do more. As the visionary outcome of a true entrepreneur, Dell is committed to help power the success of entrepreneurs by developing technology solutions that help their businesses increase productivity and grow.



---

### BT

Business is all about people. And technology should be too. That's why we're here to make technology work for people.

BT Business is the UK's leading business communications supplier. We provide everything from a package that gives you a business phone line, business grade broadband and capped call rates, to products that help you design and build your website. With over 50,000 start-up businesses joining us each year, we've had lots of experience helping new companies find the communications that help them on their way. That's why we're proud to support Go and Grow Online.





---

**Microsoft**

Microsoft has been at the centre of the revolutionary changes that technology has brought to every aspect of our lives and we'll be at the centre of tomorrow's transformations. The best is yet to come.

For small and midsize businesses, technology can make the difference in your business success by setting you apart from your competitors, whatever size you may be.

But the challenge is "how do you get there?" This is where Microsoft and our ecosystem of partners provide something different—offering a unique approach for making the benefits of modern technology a reality for small business.



---

**Verisign**

Verisign powers the invisible navigation that takes people to where they want to go on the Internet.

The company operates the infrastructure for a portfolio of top level domains, including .com and .net, and offers a suite of infrastructure assurance services—including Managed DNS, DDoS

Protection and iDefense Security Intelligence Services. Verisign is a champion on enabling small businesses to Go and Grow Online.