



11 Legitimate Ways to Make Money Online

Many of us are looking for ways to make more money. It could be a side hustle that brings in a few hundred dollars per month, or something that requires more time and leads to bigger income potential.

The internet provides plenty of opportunities, but determining which ones are legit and which ones are a waste of time can be tricky.

I've been working online since 2007. For the first year and a half I had a full-time job as an auditor and I built my own business by working evenings and weekends. In late 2008 my side business got to the point that I could quit my full-time job! Since 2008 I've been working online from home.

Since I know many people are looking for opportunities to make more money I decided to put together this report highlighting some of the best opportunities, in my opinion. A few of these opportunities involve some offline work as well, but all of them allow you to leverage the internet to save time and make more money.

*I'm breaking the report into two parts. The first part features 5 opportunities that allow you to start making money **quickly**. The second part features an additional 6 opportunities that offer great potential, but typically they require more time before you'll start to see results.*

Opportunities with Potential for Quick Income:

1. Freelancing

Whenever someone asks me the best way to start making money online, my answer is freelancing. There are several reasons that I think freelancing is a great option. It can be **perfect for a side hustle** if you've got a full-time job and you just want to make a little extra money. And it's also got **potential to lead to something much bigger**, like a full-time income.

There are endless possibilities with freelancing, but some of the common options include writing, designing, coding, and photography. Think about the **skills you**

already have and what others might be willing to pay you to do.

There are sites like [Upwork](#) and [Fiverr](#) (and even [Craigslist](#)) that are great platforms for helping you to find clients. You may even **know some people** who could become your first clients. Freelance web design was my first side hustle and my first clients included my mom, my cousin, and my brother-in-law. I either got paid or bartered services with those first few clients to build up my portfolio, and then I was able to start landing some clients on my own.

After working with several small business and non-profits doing web design, I started doing some freelance writing for a few blogs. I found I made a lot more per hour writing, because I had a few **recurring clients** and I didn't need to dedicate time to finding clients. So I ramped up by adding a few more weekly/monthly writing gigs and that's actually what made it possible for me to quit my full-time job and enter the world of self employment. I did a lot of freelance writing for a year until my own websites were more profitable and I was able to scale back and eventually stop freelancing.

Just to give you some ideas, here are a few of the categories of freelance work at Upwork: web development, IT, engineering, legal, translation, writing, design, animation, photography, voice overs, data entry, transcription, customer service, sales and marketing, and accounting.

2. Re-Selling

Many people have made money by buying and re-selling products online. There are different ways to go about doing this, but platforms like **Ebay** and **Amazon** make it possible to get your products in front of a massive audience.

You can look for deals at retail stores that would allow you to buy low and sell higher (this is called **retail arbitrage**). You can do the same thing using online deals instead of shopping in retail stores. You can shop at thrift stores, consignment shops, flea markets, auctions, yard sales, and estate sales. You can even just get started by selling some things around your house that you don't use.

Some people have made a great full-time income re-selling products, and many other people earn a nice side income with this approach.

If you're interested in re-selling but unsure how to get started, there are a few resources that you can check out. [Amazon Boot Camp](#) is an online course that teaches how to build a business selling on Amazon using retail arbitrage. The couple behind the course has been doing this full-time for several years.

[Raiken](#) is an online course that shows how to make a nice income using Ebay.

3. Tutoring

Tutoring is a great way to earn some extra money on the side. There are all kinds of different subjects and areas of expertise that you could choose as a specialty.

Some tutoring can be done online, but some will need to be done in person. You can make use of the internet to help you find clients. [Wyzant](#) is a website that helps to **match tutors and students**, for both online and in-person tutoring.

4. Rent a Room

Websites like [Airbnb](#) and [VRBO](#) make it possible to earn some money by renting out a room, a unit, or your entire home or apartment. Maybe you have a spare room that you're not using and you'd like to make some money by renting it out. Or maybe you'd like to occasionally rent out your home or office while you'll be staying somewhere else. You can set up an account on these websites and list your rental.

5. Affiliate Marketing

Many websites that sell products and services are willing to pay a commission if you refer sales to them. As an affiliate you will have a special link that you can use to promote their product or service and when a visitor clicks through using that link you will be tracked as the referrer. If that visitor makes a purchase you will earn the commission.

You can be an affiliate and promote products at big websites like Amazon. You can use affiliate networks like [Clickbank](#) to find products that you can promote. And many smaller websites also manage their own affiliate programs.

There are all kinds of different ways that you can send traffic and get clicks on your affiliate links. One of the fastest ways to do it is to use **paid traffic**. You would place an ad at sites like Facebook and Google and earn commissions by referring sales.

The reason I have affiliate marketing listed last in this section is because it's not my first recommendation unless you have some experience. There is a lot of potential and plenty of affiliates make a great income. But if you're buying traffic you can also easily lose money if you're just learning the ropes. That being said, if you're interested in

giving it a try, here are some resources that I recommend.

[Bingify](#) is a video training course that teaches you how to promote affiliate products with ads on Bing. Bing gets heavily overshadowed by Google in the world of search engines, but there are still a good number of searches taking place on Bing every day. The main reason you should pay attention to Bing as an affiliate is because the ad prices are so much lower than on Google.

I went through the Bingify course about two months ago and I have been experimenting since then. I've been using Bing Ads to promote one of my own digital products and I have also tried a couple of affiliate campaigns. I haven't put a lot of time into it but I do have one affiliate campaign that's consistently earning a very high return on investment, and my ads for my own products have also had a very high ROI. I'm making a few hundred dollars profit per month with Bing Ads, and I need to put in a little bit of time to try and scale up. Bingify is a fairly newbie-friendly course, and with the low cost of Bing Ads you won't be risking a large sum of money if you give it a shot.

The other training course that I recommend is [Tidalwave Traffic](#). This course shows you how to use lead ads on Facebook to build an email list very inexpensively, while also promoting relevant affiliate products to that email list. I've been doing email marketing for about 7 years. Last month I purchased Tidalwave Traffic and I'm currently in the process of implementing the approach that is taught in the course.

There are plenty of courses and resources that will help you to learn more about affiliate marketing. There are two reasons why I am recommending Bingify and Tidalwave Traffic: 1) both are **very inexpensive courses**, and 2) both **focus on one specific approach** to affiliate marketing so you can follow a step-by-step process to get your first experience as an affiliate.

Opportunities That Usually Take More Time for Results:

So far we've looked at some ways that you can start making money pretty much right away. Those options are great if you need money now. There are many other ways to make money online that have just as much potential, but it will take a little more work and time before you start to see the financial rewards for your efforts.

I know you may be looking for something to start making money now, so I wanted to prioritize the other options. But I also didn't want to ignore these methods.

6. Kindle Publishing

Amazon provides a huge platform for sellers, and there are several different ways that you can go about selling on Amazon. We looked at re-selling products earlier, and another option is **selling e-books** through Amazon's Kindle program.

Most e-books on Amazon sell for just a few dollars, but with the **massive volume** that is possible on Amazon, you can still make a significant amount of money. Like the other options we've looked at on this list, this is something that you can do on a small scale as a side hustle, or you can grow it to become a very significant full-time income. There are many people making huge amounts of money selling Kindle e-books. In order to make big money with Kindle publishing you'll need to crank out a lot of e-books. That means tons of writing for yourself, or you can outsource the work by hiring freelance or ghost writers.

But if all you want to do is make some money on the side, you can do that with just a single e-book or maybe a few e-books.

There are a number of resources online, both free and paid, that will teach you more about how to make money selling e-books on Amazon. [This blog post](#) by Nick Loper of Side Hustle Nation goes in depth on the process he used to **launch a best-selling e-book**.

7. Selling Private Label Products on Amazon

Another option for selling on Amazon is to create your own brand of products. This may sound very involved and intimidating, but it doesn't have to be. You can hire a manufacturer to create a branded product for you, and then you'll have the products shipped to Amazon's warehouses and Amazon will handle all of the order fulfillments. With this approach you are essentially **outsourcing the manufacturing and order fulfillment**.

My wife and I sold private label products on Amazon from 2015-2017. This was a part-time business that grew into a **6-figure profit** in our first 12 months of business, and we eventually sold the business. One of the things I like about this approach is that you can do it part-time or full-time.

If you want to learn more about this possibility please see my blog post [The Complete Guide to Selling Private Label Products on Amazon](#).

8. Building Niche Websites

Creating your own website is one of my favorite ways to make money online. One of the best things about this approach is that you are **building an asset** that you can sell in the future if you want to.

Niche websites are popular because this approach makes it possible for small players like you and me to create a site that gets traffic and earns money. The idea is to build a blog or website around a specific topic that will attract a **very targeted audience**.

For example, instead of creating a site about a general topic like photography, you could create a site specifically about drone photography. The site could include articles with tips and tutorials about how to get started with a drone, reviews of specific drones, comparison tables listing the features of different drones, galleries of photos that you (or others) have taken with drones, and anything else related to the subject.

With a niche website you can do **keyword research** to find phrases that have low competition for first page rankings on Google. You can then build a site with pages targeting these various keywords or phrases and you'll have an easier time attracting visitors. The visitors that you get will be highly targeted and you'll be able to monetize the site by promoting products as an affiliate or by selling ad space.

Most niche websites today make money with either **Amazon's affiliate program** or **Google AdSense** (or both). But you're not limited to those methods. I've personally used niche websites to sell my own digital products. I know others who have built niche websites to sell their own physical products, including products sold on Amazon.

The downside to building a niche website is that it **will take a while before you see any results**. Most niche sites get the majority of their traffic from Google searches, and Google typically will send very little traffic to a new site for the first several months. It may be six months to a year before you're seeing decent traffic. But once the traffic comes it can be a nice income stream that is somewhat passive, especially if you outsource the writing.

Last year I purchased access to Tony Newton's course [Zon Boot Camp](#), which shows you how to make money with niche websites and Amazon's affiliate program. I had an existing site that was only making an average of about \$50 per month as an Amazon affiliate. I implemented the strategies that Tony covers in his course and immediately increased the Amazon affiliate revenue to about \$300 per month. I only created about 10 new blog posts using Tony's approach, and those posts are still generating a healthy income almost a year later with no additional work. If you're interested in creating niche sites I would recommend checking out Zon Boot Camp.

9. Blogging

Blogging has been a critical part of my online business from the start, all the way back in 2007. Initially I used blogging to attract visitors to my website, and then I converted a small percentage of those visitors into clients for my freelance services. Later on I built up more traffic to the blog and sold ads as my primary source of income. Then later I started selling digital products and added a membership component to the site, and still blogging was my primary method of generating traffic.

There are all kinds of ways you can make money with a blog, but the **money usually doesn't come very quickly**. Most successful bloggers have to put in at least several months before they are making any real money with their blog.

I'd recommend blogging as a good option if you want to build a **long-term asset** and if you are willing to put in a lot of work before you start making money. But my advice is to not look at the blog as your business model. Look at the blog as a way to generate traffic and to connect with your target audience, but **have a specific plan for making money with your blog**.

For example, the plan for your business could involve selling your own digital products. You don't need to start selling those products as soon as you launch the blog, but at least have an idea of how you plan to make money. Many people start a blog because they read about other bloggers making money, but they haven't really thought about specifically how they plan to turn that blog into an income-generating business.

10. Creating Online Courses

The online course industry is huge, and growing very quickly. Regardless of your skills or experience, **there is something that you know well** enough to create a course. You don't need to be the world's foremost expert on a particular subject, you just need to know it better than the people who will be taking your course.

The possibilities are endless. You could create a course on photography, marketing, gardening, landscaping, cooking, exercise and fitness, or countless other topics.

No topic is too “boring” for an online course. When I was finishing our basement a few years ago I bought access to a video course on HVAC for basements, so I could learn how to get heat and air conditioning in the basement. The course instructor was a contractor and he had someone video him on site at a few jobs to show how to do everything. The course was really helpful and allowed me to do the project myself

without needing to hire anyone. I thought it was a great example that you can create a course in just about any industry.

You can sell the course on your own website, or use a platform like [Udemy](#) to help you reach a very large audience of potential students. Other platforms like [Teachable](#) allow you to focus on the course content without needing to worry about the technical aspects of setting up the online course.

This approach could take a while for you to make some money, or it's possible that you could make money pretty quickly. If the course is something that you can create quickly (which is probably best for your first course anyway), and you use a platform like Udemy to host and sell access to the course, you may be able to make some money within a month or so. On the other hand, if you want to host the course on your own website it will take some time to create the course, set up the website, and start driving traffic to the site.

11. Selling Digital Products

Last but not least, **my favorite method of making money online**. In the early days of my business I made money from client work (web design and writing, as mentioned earlier), and from ad sales. For a few years I actually made a nice full-time income just from selling banner ad space and using AdSense, but it's not an approach that I would recommend. My site had a million visitors per month at its peak, so ad sales was pretty easy. Even then, I was very dependent on Google for my income, and I constantly needed to crank out new blog posts in order to keep traffic growing.

After a few years (2010) I started selling digital, downloadable products, and I have been doing that ever since. I've sold digital products in a few different niches/industries and there really are plenty of opportunities out there.

The technical aspect of selling a digital product is easier than you think. You can use a simple, but powerful service like [SendOwl](#) to manage the checkout and to automatically deliver the product to customers. With SendOwl it's possible to get your product set up and ready for sale in just a few minutes. This can work with e-books, videos, music files, and any other type of downloadable product that you want to sell.

The most challenging part of selling digital products is getting the exposure to the right audience. To do this you can either invest the time to build up your own website and email list, you can partner with other bloggers and website owners (through an affiliate program) who are interested in promoting your product to their audience in exchange for a commission, or you can run ads and buy traffic.

Conclusion

I hope this report has given you some ideas about how you can start making money online. If you're just getting started I would recommend going with something in the first section of this report so you can start to see some results and make money quickly.

If you have questions or feedback please feel free to email me at info@vitaldollar.com. I personally read every email and I would love to hear from you.

Marc

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