

# **The Best Work At Home Opportunities**

**By Derek Robson**

## **The First Lesson In BestWAHOpps.....**

Thanks for signing up to this list and joining me on this "ride" of discovery. You took the time to signup, so you are one of the lucky few who I will try to help.

I'm closing all my other lists and stopping all time consuming, pointless internet marketing duties.

I have found the answer and want to move into the next phase of my business.

I never intending explaining how I got to where I am, but was persuaded to do so by some of my subscribers, so although I know you are itching to find an answer (finally), I really don't know where to start.

There are very few people who are happy in their jobs and even fewer who are earning enough and are pleased with their lot in life.

More and more people are unhappy, don't want to work for a boss, earn enough and are unhappy with circumstances.

I'd guess something like 90% of all people are looking to change things, hopefully finding something they can do at home, or on the internet to make ends meet.

Moms want to be there for the kids, Dads want their own business and all fancy the idea of flexible hours.

Unfortunately most of these people are coerced into believing that the internet is a magical cash cow and with very little work, anyone can make a fortune.

This is a complete myth.

Some unscrupulous people have taken advantage of these myths and make their money from from empty promises to teach anyone how to do this.

Many, many disillusioned people have spent a lot of time and money pursuing these dreams.

A lot of other aspirant millionaires have no business knowledge and believe the hype about earning fortunes by doing very little.

Some "programs" claim to be automated.

Do you really believe that someone will hand you a completely automated business, where you do nothing and earn big money daily on "auto-pilot"?

That is not likely.

I have tried everything advertised and I have wasted time and money chasing dreams. I have slogged away on my computer writing articles, buying and changing PLR products, building lists, monetising websites and more.

Look, to be honest, I did make money, actually quite good money from my efforts, but I was working 16 hours a day, every day.

The only thing that earned me any money was my persistence and determination, not the method. It was sheer effort, but even then I was only earning around R5000 a month (roughly \$650).

Not really enough to replace a job and certainly not enough to live off. And I was working longer hours than any job required.

Let me hasten to advise you that I am a qualified manufacturing engineer, qualified production manager, qualified to run a business, very capable on a computer (self taught) and I have had my own businesses before.

My circumstances are a little different, I injured my neck, pinched the spinal cord, required reconstructive surgery, was left broke and unable to work in my professional environment, so I HAD to find an alternative means of earning.

One day I woke up to the fact that I was not earning an income anywhere relative to the effort and time I was putting in.

There had to be an easier way!

Over the next few months I researched on the internet, bought every magazine and book on small business from home, but still never found what I was looking for.

There were certain criteria I was looking to fill.

- 1) Being able to earn as much or more than I had been making on the job.
- 2) Being able to work flexible hours, when I wanted, or take time off when I wanted.
- 3) As automated as possible to reduce the daily grind.
- 4) Not having to dress up and not having to travel (commuting, or to see people).
- 5) Able to earn even when I was away or asleep.
- 6) Not too big. I wanted to be able to run the business with my wife and not have to employ any staff.
- 7) Cheap. I couldn't afford to buy stocks.
- 8) A cash business. I didn't want to have accounts and beg for my money.
- 9) Something that people wanted and something that could be adapted, added to or changed.
- 10) Something that that could be sold, without calling on people. Something that did not require visiting, or any sales pitch.
- 11) Something that was mine and could grow.

How many of those criteria can you relate to? Go back and read them again. Are we on the same page?

Good, think it over, ask yourself how much you want this, how much you need to earn, how much time you can put into it and how hard you are prepared to work, to set it in motion.

### **The Second Lesson In BestWAHOpps.....**

By now, you should have a better idea of how you stand on things. I asked you to think about what you wanted, how much time and effort you would be able to put in and how much (money) you wanted to make.

Everyone has some hobby or interest. What is yours? What do you like doing, what do you spend your leisure time on, what do you know quite a bit about?

These are not vague questions, I want to point out that if you elaborate on something you like doing and know about, it is a strong starting point to build on.... and it won't feel like work.

If you are able to speak or write about a specific topic, it not only proves to others that you know your stuff, but it also makes it easier to convince people.

To enforce my point, let's assume you love fishing. You spend every weekend fishing, belong to a club, have all the best equipment, make your own lures, have fished most of the local dams and have a few photos to prove your prowess as a fisherman.

Would you rather start a business to do with fishing, or would you start shoe repair store? Obviously you would choose fishing.

Whether it is photography, baking, cars, woodwork, art, baking, writing poetry - you must have some talent or interest. This, or something similar is what you would do well in as a business.

That is why so many people battle with an online business - they end up doing something they don't know much about, something that does not really interest them and something they cannot convince others to try.

Take affiliate marketing for instance. You end up trying to sell a product that you haven't actually tried, you have no real interest in and cannot convince others you know much about.

In order to sell, you need passion and experience. You need to write articles, blog posts and letters, convincing the people that the product is the best, and you personally recommend it.

You may need to answer a few questions and if you know nothing on the subject - you will fail.

This is your market and you need to feel comfortable in it. You NEED a ready and willing market and you need to guide those people. If you can do that, you will sell.

You may be thinking "but I don't want to have to sell, I'm hopeless at that". I want to tell you that you have to sell - sell yourself.

No business can perform without marketing. In some form or another, you have to market your business.

On the internet you have to market yourself. Many people fail miserably, because they don't realise this.

Out of all the millions of internet users, why would anyone buy from you? Because they believe you are an expert in your field and have personal experience.

Only once you have established yourself, will you be seen as a professional and only then people might listen to what you have to say.

Now you may be saying "but I'd rather just work from home and not worry about the internet".

Well, okay, but why waste such a big and valuable resource? How else will you market yourself to the masses?

Every day you market yourself. What do people think of you? Every business requires some sort of selling. Even if you aren't actively selling "products", you are selling your expertise, your services, or yourself.

### **The Third Lesson In BestWAHOpps.....**

Today let's talk a bit about customers.

Who are your target market and where do you find them?

Please DO NOT start with family and friends.

Many people make that mistake. Most direct sales and network marketing businesses rely on referrals and always say the easiest people to convert are your friends, relatives, neighbours and work colleagues.

This also happens with schools raffles etc, where you and the kids plague those closest to you. If you want your closest friends to cringe when they see you ...carry on.

If things don't work out, you are leaving yourself open to ridicule. It is far better to market to complete strangers, people you don't know and are unlikely to ever meet.

This enables you to test your skills and get honest feedback. If you fail, nobody is any the wiser.

This also enables future dealings with these strangers. You may be able to offer them something else later on.

If you market yourself well, these strangers will see you as a professional and not someone new and naive. They will not know that you work from the dining room table in your shorts and slippers.

So, where do you find these people?

The short answer is the internet! Remember I told you the internet is a wonderful tool?

Sure, if you can market your business locally, at fleamarkets, expos, with small classified ads etc, go for it, but there are millions of folks around the world that you can attract and sell to.

Why waste those resources?

Obviously it depends on the type of business you want, as to whom you can deal with, but it is a huge plus if you can approach anybody around the world.

Today's technology allows you to enter the homes of anybody who uses the internet. It allows for translation of articles, website content and so on and modern payment processors allow for conversions of any money.

So, if you can attract anyone in the world, don't have a language problem and can easily be paid in your bank account, why not take advantage?

The world really can be your oyster!

How do you find these people? Well that's also quite easy.

You can use websites, blogs, article banks, forums, Facebook, free ads, Craig's List, auction sites, and many other resources to establish yourself and attract interested parties.

Make sure you always collect their details - at least their names and email addresses. You can then keep in touch with them at a later stage.

Email is perhaps the greatest marketing tool.

Whether the person has already bought from you or not, you can send out emails promoting your business and as long as the person has willingly given you their details, it is not spam.

It is a good idea to use a template for your emails and to use an auto responder. This allows you to insert links and a logo and to write your mails in advance and send later.

It also allows for immediate, automatic responses. You do not have to do anything yourself each time a new person joins your list.

There are some very reliable services such as GetResponse, but I prefer Aweber. It is very user friendly and inexpensive.

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You must have heard marketers say "the money is in the list" and this is very true.

Next time, I'll talk more about lists and the power of email marketing. You don't have to do this, but it is a very valuable resource.

### **The Fourth Lesson In BestWAHOpps.....**

Today let's talk a bit about lists, what they are and what to do with them.

Any business, particularly an internet business needs a list or 2, to survive.

In the old days, this was a complete list of customers, potential customers, leads etc, complete with their postal addresses and maybe a record of purchases, or a reference to something they showed interest in.

The business used these lists to send out newsletters, promotions, a catalogue of products, or simply to keep in touch.

This was done by mail, or possibly by fax. Customers either came into the shop, or placed an order by telephone, or mail.

The business received and processed the orders and then dispatched the items, by post or by courier delivery.

An internet business has a list for the same reasons, but uses e-mail as the preferred means of communication.

Any modern day business will use the power of the internet and use it for marketing purposes.

E-mail is far cheaper than post or fax and far more versatile.

Thus the primary source of contacting people in the attempt to create sales is the list! You cannot function without a list, in some form or other.

An Auto Responder enables the keeping of lists and sub-lists and not only allows for bulk mailing, but also allows for pre-composed messages which you can then get to be sent on a certain day, or so many days after the last mail.

Your e-mail campaign needs a source of capturing leads and this can be in the form of a website or blog.

What you do is write articles about your product or service, list pictures of the products, open a forum or similar. This attracts visitors who are looking for that sort of thing. Before leaving the site (especially if they haven't made a purchase yet) you need to capture their details. This is imperative.

Aweber lets you build a webform with the required information and you place this in a strategic position and encourage the visitor to join your list. This is called opt-in. It is common to give something for free in order to get their details.

Apart from my Aweber lists and the related information, I also keep an Excel spreadsheet with details of purchases etc. I colour code the details to highlight potential customers, returning customers and so on.

The thing is, you want to start a business, so you need to plan and record loads of data to be efficient. The more information you collect and analyse, the better your chances of adapting and ultimately selling.

Typically, a website collects details of visitors 40% of the time, so for every 100 visitors, you should have about 40 joining your list.

Most marketers say that only around 2% of the list will buy per mailing, so you see why it's so important to have a list with many, many subscribers.

When doing your calculations, see how many sales you need and then calculate how many subscribers you need to pitch to, to get those sales. You'll get a fright!

I feel its better to mail only once a week, but some marketers mail every day! I feel this is excessive. People don't want to be pestered and the result is them unsubscribing and you don't want that, do you?

Oh...and one last thing. Spamming is illegal. Sending unsolicited mail is intrusive and you can be reported. The Aweber form requires that the person gives their details voluntarily and then it still asks them to confirm.

All your mailings must have an unsubscribe link so that if someone is fed up with you, they can easily opt out.

Now please don't think "I've heard all this before and you are barking up the same tree as everyone else". I'm setting the scene and discussing some important factors that you will need for your new business.

Seeing as I had not really planned this expose, it seems to be developing fairly well, much like a course, don't you think?

Look at Aweber again and give it a try. They allow a month's trial period for only \$1.

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### **The Fifth Lesson In BestWAHOpps.....**

Today let's talk about target markets, also referred to as niches.

What they mean by a niche market is something that can be presented to a smaller group of people, but they are very keen on that particular subject and far more likely to buy from you.

This can be a specific, more refined list, or a sub-list of another broader focus.

Let's assume you know quite a bit about photography and have a website with loads of information and links to a broad range of photographic products.

This is your photography list, but through a series of mails on specific topics (and or products) you can narrow your list down into smaller groups who are particularly interested in a certain sub category.

Let me try to explain this way. You generally send out mails on a particular product. Let's say you mail on lenses, then cameras, then photo paper, then photo editing software.

Those that respond and or buy can be moved to the sub category where you know they have a specific interest.

It depends on your product. You can't sell English instructions to the Chinese. You can't sell boating products to the Arabs, you can't sell ice to the Eskimos. That would be silly and a waste of time.

If your product is very fragile i.e glassware, you would need to carefully consider whether it can be sent to a customer by post and what the likelihood of breakage (and refunds) will be.

Maybe some products are more feasible to sell and deliver to a local market, rather than overseas. Maybe there are laws forbidding the use of that item in a certain country.

Maybe there are import and export restrictions that will affect you, regarding certain countries. So there is no point in trying to market there.

Bear in mind that the USA owns the internet. I mean they are by far the biggest market in the world. Everybody and his dog seems to have access to the internet, it is a huge country, internet speeds are very high and shopping online is an accepted and more convenient way of life. Do not omit them in your campaigns.

I'd rank the markets like this (but again, it depends on your product) 1) USA & Canada, 2) Britain and Europe (but language becomes a problem in other parts of Europe) 3) Australia & New Zealand, 4) Far East, including China, Japan, Indonesia etc, but again language can be a problem.

I'm South African and we don't even rank up there with those markets, but we are one of the fastest growing markets and I have had huge success within local Southern African markets.

A few years ago, as a newbie trying to find the solution to internet marketing, I tried everything, without much success. Through hanging around forums and JV events, I had an opportunity to work with some of the top internet marketers in the USA.

A little later on a married couple (very, very successful and well known American IM experts offered to coach me and teach exactly what they were doing to make their fortunes. It cost me a lot of money, but after 8 months of frustration and dead-ends, we both agreed to give up.

You see, the conditions here were far from what they were used to. They had perfected their business for their local market and we just could not adapt it to work here.

Seemingly small things became huge stumbling blocks for me. For instance most of their campaigns were built around PayPal. We never had access to PayPal in those days. Most businesses only paid into PayPal accounts and we could not find a solution, so I was excluded.

I actually wrote a report back then, that you can access here if you are interested, but this highlighted the difference in tactics and the exclusions of being based in Africa. This became my biggest challenge in finding the answers to running an internet enhanced business here.

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A lot has changed since then, PayPal has found its way into South Africa (sort of, in a limited capacity) and the local market is adapting to the online shopping experience.

The things I learnt from those US marketing experts did work in some instances and I earned good money, not as much as they thought I should have earned, but not too bad.

I spread articles around the world, all linking back to my websites. I marketed affiliate products from Clickbank (they pay South Africans by cheque) and I involved myself in JV events, giveaway events and various other promotions.

I build 12 lists, each containing thousands of names and e-mail addresses and I continued churning out 7 articles and 4 mails every day. Sure, I made money, but 2 things worried me.

1) Most names on my list merely signed up to receive free gifts and never had any intentions of actually paying for a product and 2) I was working harder and longer hours than ever before.

I slowly changed my tactics, eliminating all useless slogging and repetitive grind and sought about refining my skills to a more rewarding business.

When I look back and think of all the money and time I wasted, I shudder, but I must admit I learned a lot. Sometimes being thrown in on the deep end is the best way of learning to swim!

Those things that I encountered have helped me to do what I do now, .....successfully!

And I'm sure if you follow along and try what I'm doing, you too can end up having a successful business.

### **The Sixth Lesson In BestWAHOpps.....**

I realise some of you are growing impatient, but I believe I need to tell the whole story and explain things clearly to the newbies amongst those of you who are following along.

Some readers wrote in after the last mail, asking which of those tactics I learned, actually worked, so let me elaborate on them first.

None! Okay, some worked...sort of. You can make some money....with a lot of hard work, but not fortunes.

All I learned will stand me in good stead, but I have finally ditched the whole lot. It's a waste of time.

You see, what has happened is that way back in the "old days" before the internet, there were a few entrepreneurs who found out the hard way how to make money.

Several of them divulged their secrets and some wrote books describing what they were doing.

Over the years, more people saw those reports and some adapted them to work with new trends and later technology.

A huge market developed and there were plenty of hungry buyers available.

Down the line, marketers became greedier and lazier and soon all types of people were rehashing these reports, some without actually trying the method and some translations lost the original meaning.

Then marketers tried to copy these techniques and modify them to fit into the field of internet marketing. Then they began writing software programs to make the system easier to use.

The hunger for knowledge and gaining financial independence will never be saturated. There are many people desperate to find a way.

BUT, you must realise that the big guys, the "gurus" the people promising to show you how are not like you and me.

They are big business people, they have money behind them, they stick together and they employ expert team members.

Here's how it works: a new money making idea is born, the team get to work, expert ad men (sales pitch writers) draft the sales letter, making it as enticing as possible. Software developers get to work on the program, graphics designers compose catching images (or a video) and the sales folk get to work.

Remember, this is an idea being marketed by a team of experts. The whole idea is to make it seem wonderful and the answer to all your dreams.

Now this figure head contacts all his friends in the game and offers them a commission, same as an affiliate.

All the other big gurus get hold of it. Each of them have lists of millions of subscribers. Overnight hundreds of millions of people see this great new offer. Millions buy. The gurus make millions of Dollars.

Once the initial sale cools down, they release it to ordinary marketers like us. These people try to rehash it again and send it out to their small lists, usually offered as a PLR product.

They might make a small commission here and there. They end up flooding the market by putting it up for sale on Clickbank and other similar sites. This same trash is regurgitated several more times and then dies a slow death.

Years later someone else will find it, modify it and re-offer it as the best thing.

The original creator, the guru has moved on to the next project, catching the same people in the same way.

He (or she) makes millions. The actual method is a load of BS and people start looking again.

This is a perpetual market. The original entrepreneur who developed the original concept spins in his grave. Life goes on, the rich get richer and the poor still search.

See what I mean?

What I never realised and what I'm sure you also don't realise is that we allow these marketers to confuse us. We literally can't see the wood for the trees!

We get so caught up in the rat race and honestly believe these guys will show us how to make our fortunes on the internet.

Some of the poor, aspiring fortune hunters are not really computer literate, not qualified to run a business, unable to project a plan and work to a budget, have no sales training, but still believe that by buying the "system" and only working an hour a day, they will get rich....duh!

Now I'm telling you to forget all the hype. Forget all the fancy systems, forget an automated process, forget the idea that for \$67 you can buy a report exposing the secrets to wealth.... it ain't gonna happen!

Wait! Before I depress you, there are still legitimate ways of making money and I will reveal this to you later.

Just, please, forget all you've heard. Please!

### **The Seventh Lesson In BestWAHOpps.....**

Last week I told you to forget what you thought was an easy way to find a successful way of making huge sums of money... by buying some stupid report, software, system or plan on the internet, from one of the "gurus" who will reveal all the secrets to anybody and everybody, for a few bucks.

We are really gullible and they count on that.

Why are they still marketing new schemes if the old one was so wonderful? Why aren't they keeping it secret, using it themselves and making millions?

Because they make more selling rubbish to novices!

There is only one way to get rich.....work.

Okay, you can work for yourself and you can work anywhere you like, but you still have to work. We need to look back to the old days. We need to know what we want and how to do it and we need to work hard at it.

Nobody grew rich by doing nothing and nobody made a fortune by a stranger telling the secrets and handing over a complete business.

If that was the case, why are there not millions of internet millionaires all around the world?

Why are we constantly told that not even 1% actually make big money, 2% make some money and 97% fail miserably?

Because it is all a big conspiracy!

In the old days there were some guys who became very wealthy, set up empires and became famous. They worked hard to build their empires and they did it without software, reports, secrets and the internet!

Did they offer to sell the secrets? No!

Well, some did write books and unfortunately some of these have been rehashed, rewritten and adapted to be meaningless. But the ideas are still very real.

Everybody has some talent. Everybody has some interest. Everybody has some flair. What is yours?

There are many ways to earn money. Its best to build around your strengths. Its best to do something you like and know something about.

What is it that you really want? Do you want a part time business to earn a little more each month? Do you want a full time business to replace your job? Do you want to make enough to live comfortably? Do you want to build an empire and become filthy rich? Do you want to work a full day or just when you feel like it? Do you want to employ workers or do it all yourself? Do you have money to invest? Are you qualified and capable or are you prepared to undergo training? Do you want to create, sell, write, type, complete assignments?

These are all questions you need to ask yourself and answer truthfully.

### **The Eighth Lesson In BestWAHOpps.....**

Okay, let's get on with the story.

We have covered a lot of background over the last few weeks and I hope by now you have a better idea of what you can do and what you can't do.

You should have forgotten all the hype and dreams and be prepared to work at your own business.

You should realise that no magical software program is going to make you big bucks while you do nothing.

Having said that, there are ways to semi automate your business. It is possible to earn money while asleep, or away.

There are certain things you can do to minimise the amount of laborious toil you need to do.

One of these methods is the use of an auto responder. We discussed this a few lessons ago. You can pre-write messages and set it up to deal with new subscribers, orders, enquiries and so on. This will work anywhere in the world, at any time and you could well be handling customers automatically while asleep.

If you attract subscribers and have a list (and I told you that you absolutely have to have this) Then you really do need an auto responder.

You need to market yourself and your business.

You need a website in some form, whether a shopping cart, blog, catalogue or subscriber catcher.

You need a product or service to sell. Remember I told you that no matter what you do to earn, you still need to market and you still need to sell in some form.

You need a plan, you need a budget, you need to allow for growth and you need to actually work in order to set up a sustainable business.

Choose carefully and if you find that you have secondary sales and future sales....so much the better. There is nothing better than repeat business, which becomes a passive residual income!

I use all these methods and I have repeat residual income! I run my business from home. I have

replaced my job. I work flexible hours. I can operate from my bed. I have an auto responder. I have a website. I have a blog. I have a shopping cart. I'm not talking rubbish.

All that I discovered in years gone by, both good and bad, I am now using to my advantage.

And I will show you how you can also be like me.

### **The Ninth Lesson In BestWAHOpps.....**

There are many ways of working at home.

As explained earlier, you really need to define this properly.

Do you want to work at home?

Do you want to work from home?

Do you want to do work at home?

Do you want to use the internet to enhance your business?

Do you want to work on the internet?

These definitions are used very loosely by most people and very few know the difference.

To work at home means you stay put at home and do everything from there. You work from an office space, kitchen, dining table or similar and you work flexible hours to fit around children and other important aspects of your family life.

To work from home means you use your residence as a base, to avoid renting a business premises, but most of your work is done elsewhere. A plumber for example will store his tools and books at home, but travel around all day to do his work.

Doing work at home could mean keeping clients books or typing for a business, but you do it at home. You have contract work.

Using the internet to enhance your business could be advertising, using a blog or website to attract potential customers, using an e-mail campaign or even taking international orders and payments. Your business does not totally rely on the internet, but it helps.

Working on the internet implies that your work is totally and wholly reliant on the 'net. You actually work "live" and cannot function without it. This could be in the form of webinars, online auctions, call centre attending to customer problems and sales etc.

What I have done is set up a normal business at my home, but I use the internet as a very important tool to enhance my business. I can operate without it, but do rely on the internet.

I only go out occasionally and can work just about when I feel like it.

Next time we will discuss a few types of business you can run at and from your home, with or without the internet.

## **The Tenth Lesson In BestWAHOpps.....**

Right, let's get to it.

There are several businesses you can start that revolve around hobbies and interests you may have. These could include typing, arts, photography, book keeping, hair dressing, carpentry, baking, sewing, writing reports, and many others.

Essentially you know and like doing it and now do it for money. You don't need the internet, but hey, why not use that power to run your business on overdrive?

Let's take arts for example. Let's say you make African curios from beads. You can make necklaces, bangles, purses and other things made from beads.

You make for friends and others, but do not make any serious money. You can advertise in the local newspaper and by word of mouth, you attend fleamarkets on the weekends, you have a source of beads at very good prices, but simply can't see this becoming a profitable business. Use the internet!

African curios will sell well overseas, so why limit your market? Apart from e-Bay and Amazon, there are many ways to get more business.

Ideally you would like an overseas outlet to order large quantities from you on a contract basis, but you can also attract hundreds of smaller orders.

Start a blog, create a Facebook page, build a website, post pictures of your creations, allow for overseas shipping (and payments).

Use keywords and maybe even AdWords to attract interested parties. Find a few local people and some overseas to work as free agents or even affiliates to sell your merchandise.

It's not that difficult and can really build the business.

Actually, speaking of free agents, you could try that too. Find a business that sells something you like and know a bit about and approach them with regards to selling their products. You could then build a business around the internet, to suit your needs and be paid handsomely in commissions.

Another option is a franchised business. I don't mean a big bricks and mortar business like a Wimpy, but something like an engraving business or repairing cracked windscreens.

Do a search on the internet to find who is offering the business and approach them. Sure you will have to pay upfront, but you will get the necessary tools, stocks, advertising, logos, etc and all the help you need.

You will become part of an already successful business. Look for something that can be done either at home, or from home. While this may not offer totally flexible hours, it will virtually guarantee a decent income.

I'll tell you more about my experiences with a franchise in a later mail.

Affiliate marketing is also an option. Find several products from a few different suppliers, get your affiliate links, build your website, advertise and sit back and wait for the orders. You won't have to

do anything at all. The business will handle sales and shipping and pay you a commission on each sale.

If you are qualified and respected in a certain area of expertise, but you want to quit the rat race, then why not start a consultancy? People ask for advice and you guide them. With a few big projects, you could do very well.

If you are artistic person or an IT person, then you could build websites for businesses and perfect them with some serious SEO. You could also host the sites on your own servers. I know some people who make a fortune from "flipping" websites. They buy important domains, create websites, optimise them, stock them with products, add a shipping cart, add Google AdSense and when they start attracting attention, they sell them as going concerns.

I will look at some other WAH opportunities in the weeks to come.

Why the internet is so powerful a business tool can be seen by adding a mail campaign to any of the above businesses. This can get your message to literally millions of people you wouldn't normally have access to.

### **The Eleventh Lesson In BestWAHOpps.....**

Last week we talked about mail campaigns.

Do you know what mail order is?

In the old days, businesses advertised, or sent our catalogues by post. People saw something they wanted and placed an order, also by post.

The business billed them and dispatched the goods. The money arrived by post or by manual deposit in a bank account. The buyer received the goods. It was possible and likely that he or she would buy again.

The name and address was added to the database for future communications. There were some very big empires built on this concept.

Usually the business only delivered locally or maybe nationwide. Costs were high. Advertising, printing, postage were killers.

Later they adapted to using fax or telex and grew to include import and export. Their markets grew to neighbouring countries.

It was a simple concept and it worked.

You dangled a carrot and waited for buyers. Like fishing, you baited the hook and waited for a bite.

It was not really possible for one person to do it alone and it needed staff. It couldn't really be done at home. It required money, needed place to hold stocks and was a bit cumbersome.

It cost a fortune in advertising too. I can remember seeing ads on the old comic books for mail order companies, selling anything from army surplus to beauty products.

Fast forward by about 20 odd years.

Include new technology and the power of the internet. Adapt ideas, communications, methods to today's standards. Add a few automated processes.

Can it work? You bet!

With the internet, websites, blogs, simplified processes, e-mail, faster technology, online payments, ample cheaper shipping methods, cheaper products from places like China, computerised systems and further reaching markets, this can be adapted to be the ultimate home business.

Think about it and I'll continue next session.

### **The Twelfth Lesson In BestWAHOpps.....**

Do you want to give up your job, stop commuting, work in your pyjamas, have flexible hours, earn an unlimited amount, have fun, attend all the functions you have been missing out on?

Of course you do! I don't know anybody who doesn't.

Well stay tuned, because that is exactly what I do.

My standard dress code is shorts, t-shirt and barefoot.

I stay home, work a couple of hours a day and go wherever I like, whenever I want.

I work on my own, with no employees. My wife helps me. I have converted half of the garage to my office, but a lot is done in bed on my laptop.

I'm running a couple of smaller business enterprises, but my main line is the one I'm telling you about. Last month I took in R38000 from this one business alone!

And...I can still upgrade. I can grow, I can reach a wider market, I can add products, I can use other agents, I have only reached the tip of the iceberg. I know there is far more below the surface.

I have automated my business as much as possible, so most things happen automatically without my input.

There is no better feeling than waking in the morning to find that you have made money while sleeping!

Three years ago, I stumbled upon this concept and decided that it was worth a try. I adapted the old principles to more modern, online tactics and started out on this roller coaster ride.

The most difficult part was finding something to do with my time. Seeing as I decided to stop all internet marketing chores I had picked up over the years. I had a hard time staying away from all the bad habits I had learnt from earlier days and forgetting all the BS I had heard and read on the internet.

Sure, because I was uncertain (and lacked any funds) it was a little slow at first, but because I was determined that this was "make or break" I kept plodding on and faced certain challenges in adapting my business.

I had no help and battled with some things. Now, 3 years later I know exactly what to do and what not to do, what is important and what is a waste of time. I know too that I can expand, adapt and broaden my horizons any time I want.

I am the envy of my friends and neighbours. Because they see how loose and flexible I am, they assume I'm out of work and cannot understand how I live.

Apart from an old Idv as transport, all the "tools" I have for this business is office space, a pc, a laptop, a printer and the internet.

In 3 years I have taken this business from around R5000 up to a consistent R25000 and have peaked at R38000 on occasions. I know I can make more, but I'm treating it as a constantly evolving business. I'd rather grow slowly and have fun, than set my sights too high and fail.

Besides, I have other business interests too.

All I'm saying is it is possible, in fact it is easy to earn good money by working at home, but forget about finding the answers in all the wrong places.

Forget all the internet hype, stop looking for programs, rub the dirt out of your eyes and get back to basics.

What did the entrepreneurs of old days do, when there was no internet? Some of those businesses are still the best models today.

Many fortunes were made without the internet marketing gurus and this is what I have discovered.

You can easily do what I'm doing. There is enormous potential to this business and no way to saturate the market....in fact the market keeps growing!

### **The Thirteenth Lesson In BestWAHOpps.....**

The number 13 is lucky for some. Let's hope it is lucky for you.

Okay, so if you haven't already guessed, I run a mail order business.

Now hang on. Before you scoff, this works! There is huge potential!

It can offer access to a worldwide market and more and more people are shopping online.

I personally feel that the big online stores like Amazon and e-Bay are too big and diverse, offer far too big a range of products and don't place much importance on personal customer care.

I feel the personal touch, from an expert and a limited, specialised range of products is far more attractive to shoppers.

I treat my customers like friends and family.

That's why they keep coming back!

Mail order companies have been around for decades and have made fortunes over the years. It's a tried and tested field.

The internet makes it far easier to run. As we discussed earlier the use of e-mail lists, advertising, communication, websites, online payment processors greatly boosts the reach of the business and makes it quick and easy to run.

I can deliver my product to a customer in this country within 24 hours of placing the order!

I have an average of about 4 or 5 online orders per day plus 2 or 3 walk in customers.

My average sale is about R500 (anything from R100 to R3000) per order.

In my present business I have 4 lines, including about 60 products, but I specialise in only one topic. I run an online store, specialising in a particular product and it has a semi-automated shopping process. It works for me 24 hours a day, 365 days a year.

At present, I only deal in Southern Africa, but I can reach into other countries and continents if I want to.

Think about a product, or products you would like to sell and what service you will offer. Anything is possible.

You can even import, or use drop shipping to gain access to these products. Although it is best to have products readily available, off the shelf, it is not critical.

There are ways and means of getting the products and only paying once you have received your money.

I have dealt with an American expert on the subject and he has made vast fortunes from various business models. He started in the old days - the difficult way and has adapted to incorporate the internet.

He is "an old dog" but still knocks the socks off most modern day earners. This guy is king!

He has a wealth of knowledge, years of experience, was a true pioneer and is willing to teach you what he knows.

If the idea of mail order appeals to you, take a look at his instruction manual here:

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Mail Order Millionaire:  
=> <http://tinyurl.com/bgrq4>  
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### **The Fourteenth Lesson In BestWAHOpps.....**

Although I thought of starting a mail order business on my own, without any help, I have since found a couple of honest, hard working entrepreneurs do exist and have a passion for this business. Some are only too willing to help and reminisce on the good old days.

I only wish I had known them before I did it the hard way, but I do feel I am more in tune with my business by having thought about each and every detail and having to implement them on my own.

People who share the same passion, really seem to gel.

One of the few marketers I respect and trust is Jim Straw.

This is his biography.

The eldest son of a farmer/aircraft worker, born in Oklahoma and reared on farms in Oklahoma, Missouri, and Kansas, Straw began his long, successful career in business at the age of nine; when he sold his first cans of Cloverleaf Salve and copies of "GRIT" newspaper.

Even at that early age, he had the unique talent of recognizing an opportunity, implimenting a plan, and making a profit.

Straw's career has progressed through direct selling, service contracting, wholesale merchandising, entertainment (he was a professional Trumpet player, vocalist & Radio Announcer), freight forwarding, import/export, retail merchandising, warehousing, real estate, electronics manufacturing, finder's fees, closeout merchandising, financial brokerage, business consulting, steel fabrication, gold & coal mining, offshore banking, mail-order, writing, and publishing.

Over the past 37 years, J.F. Straw has written well over 700 books, booklets, manuals, reports, courses and articles about doing business -- all based on his own personal, hands-on experience.

His writings are "specific" methods, techniques and approaches to doing business that anyone can use to start or expand their business.

As a mail-order marketer...with over 700,000 customers worldwide ... Straw has sold over five-hundred million dollars (\$500,000,000) worth of products and services by mail.

Everything from Beauty Supplies to Heavy Equipment ... Burglar Alarms to Sleeping Bags ... Fishing Lures to Women's Wigs ... Automobiles to Wheelchairs ... Investment Opportunities to Seafood ... Consulting Services to "How To" Courses.

But ... Straw's BIG MONEY has always come from a few hundred known buyers and a few good deals each year.

Today, Straw is making a new ... bigger ... fortune on the Internet.

As a member of "Mensa," with a lifetime of proven success in marketing, Straw justifiably identifies himself as a "Marketing Genius."

I will be offering you access to some of Jim's reports and books. There is nobody better qualified to learn from than Jim.

Although Jim's favourite is mail order, he has also perfected and adapted several other money making plans.

He has stood the test of time and showed up many pretenders.

I will give you access to some of Jim's money making ideas in the next few sections.

**The Fifteenth Lesson In BestWAHOpps.....**

Wow! I never planned writing this course. I had no idea where to start and how I would ever reach the end, but I have made it to the 15th part!

I hope by now that you are able to see without blinkers and that you realise that you do have a future in running your own business from home.

Despite what "they" say, it is possible and in fact far easier than you think.

You might not fancy the idea of a mail order business, but there are other things you can do and I'll discuss some of these in later lessons.

If the idea of mail order appeals to you, you can expand to incorporate an import/export agency.

I'm currently toying with the idea. I'm not sure whether to add products to my existing mail order business, start another business with other products, try drop shipping or evolve into the import and export field.

My trusted friend Jim Straw has written an expose' on import and export, so if you want to run with that idea, be sure to give Jim a try.

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Get the low down on Import and Export here:  
=> <http://tinyurl.com/cunkjh4>  
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Next session I'll try to explain in more detail how my mail order business works.

Go check out Jim's book.

### **The Sixteenth Lesson In BestWAHOpps.....**

I said I'd try to explain how my mail order business worked.

It will take another 6 or 7 e-mails to exactly explain how and why, but I'll try to summarise it in this mail.

I chose a product that was new on the market, for a specialised niche, with possible expansion and repeat orders in mind.

I chose to market electronic cigarettes. Users need to buy consumable items for months to come. It is particularly aimed at a group of smokers who want to give up smoking. This is my niche group.

I tried a few models, settled on a supplier in China, made the contacts and built a website, with a complete shopping cart.

Over the last 3 years, technology has changed and the products keep being improved. Unlike most other companies who buy huge lots, I decided to order smaller lots more often.

Although this works out more expensive, I'm always ahead of my competitors with new and improved products.

I know of a couple of chainstores, who ordered huge quantities a year or 2 ago, at very good prices,

but are now sitting with large stocks and battling to sell them, because they are outdated.

In South Africa many people jumped on the bandwagon and tried to sell these e-cigarettes. They were "fly by nights". We have stood the test of time and with our fresh products and by going the extra mile in customer service, we have become one of the few trusted businesses in this field.

We have used free ads and a blog and other means of drawing readers to our website. Due to our experience, we have written a huge amount of information on our website and this has helped us to rank 3rd or 4th on the first page of Google.

My website is "homemade", not fancy, just plain, but it does the job.

This takes a while, but after 3 years we are now attracting new viewers each day. At present we are getting nearly 2000 page views each week!

Even at the normal conversion rate, this represents about 10 new customers each week. Then of course, word of mouth brings more customers too.

From day one, I have set aside some of my profits to buy in extra stocks. I had no money to start with and borrowed R5000 to start out.

I now buy around R15000 worth of sock each month and sit on a stock holding of around R20000 (cost price).

First time buyers can spend between R340 and R3500 and repeat monthly consumables and spares range from around R300 to R2000 per user.

Remember I have automated my business as much as possible, so the first I know of any activity is an e-mail to verify that an order has been placed and paid for.

It is then necessary to draw the items from stock and package them for postage. I process the order and type up a waybill. Sally then checks me and packages the items. She then makes a trip to the Post Office. On her return, I notify the customers of their parcel tracking numbers.

I immediately update my stock lists and when they reach minimum levels, I need to place a refill order. I do this every few days.

Customers are able to choose from a few delivery options. All are pre-calculated on the website and by weight the right charge is applied to the order.

We use a few payment processors, but most is done through Payfast. They accept and clear all payments, whether by EFT, credit card, e-wallet, U-Kash, and any other, such as some debit cards and mobile phone payments.

Remember my money is already in my account before I process any order.

Now, let me tell you about my typical day. This will certainly make you envious!

We normally wake at around 8 to 8.30 am. One of us makes coffee and then we check e-mails. We stay in bed doing crosswords and sorting out queries.

At around 9.30 to 10 am, we get up, and have a snack. Typically we then go to the office and process and pack orders.

At around 11 am we go into town, buy a few essentials, drop parcels and visit my mom in a frail care facility.

We are usually home by about 1 pm and after some lunch, I attend to business in the office for an hour or so. This is in the form of stock updates, e-mailing customers to ask how its going and maybe answering a few enquiries.

This is also the time we set aside for walk in customers and courier deliveries and collections. Normally by about 3 pm, I'm done and can close up.

Now I'm free to do what I want, maybe go to the club for a beer or something like that.

6.30 pm we have supper and shower. The evenings I work on the bed on my laptop on my other businesses, posting ads updating websites and blogs and so on.

By about 10 or 11 pm, I "knock off" and watch movies 'til around 1 or 2 am and the we go to sleep.(That is why we only wake up late).

Look, if required, we are sometimes processing and packing orders at 10pm at night, but hey, why not?

This shows that I only need to spend about 4 hours a day on my mail order business, the rest is done automatically. The only time I have a problem, is if the power or the internet goes out.

Bear in mind too, that I am only targeting South Africa, with only one type of product. There is much room for further business.

Well, that explains what happens with my mail order business. Can you see yourself doing this? Its not too difficult is it?

Essentially we have reached the end of the road with my story, but for those who are interested, I'll continue a little further and show you other ways of making money with WAH opportunities.

Heck, I might even tell you about the other things I'm doing! Why not?

### **The Seventeenth Lesson In BestWAHOpps.....**

I have mentioned that its a good idea to make a business out of your hobby.

My main interest is music. Since 1965 I have collected music. I used to keep lists of the weekly hit parades and forecast the top 10 for the next week.

I have become somewhat of on expert on the subject and people ask me all the time about artists and songs.

I was one of the first to have a sizeable record collection and a portable "hi-fi" back in the sixties.

During school days it was fashionable to hold house parties on the weekends and I was asked many, many times to provide the music.

I guess you could say I was the first mobile disco in the area. As my collection grew, so too did my reputation. I became much in demand.

From mono records, we moved to stereo. From 78s we moved to 45s (or seven singles as we knew them). From records we moved to reel to reel tape machines, then to 8 track tapes then to cassette tapes, then to CDs and then to MP3s.

All the while, I was constantly collecting, converting and playing at functions. The payments paid for new music and equipment.

By the late 70s, early 80s, I was playing at nightclubs, weddings, parties and sports events. My hobby had evolved into a business.

As a deejay, I had to provide for the playing of singles and LPs together with tapes and CDs. It was difficult to find specific tracks, records got scratched and anyone familiar with tapes will know that constant rewinding causes them to stretch.

If that wasn't enough, Karaoke made an entrance and was quite popular. This required more equipment and after several progressions, I eventually purchased bigger DJ equipment in 1993.

In 2003, I bought a computer, added extra memory, bought editing software and set about the laborious task of recording and cleaning up my entire music collection.

This took a full year to do, but at the end, I had all my music listed alphabetically and easy to find. This format also prevented damaging the hardware, was more compact and no sooner was I congratulating myself than MP3s made their debut.

MP3s were far more compact and allowed compression. This meant I could hold more music on less memory.

Yes, you guessed right, I set about converting all my tracks to this new format! Another huge task!

Once I'd finished, several internet sites made MP3s available for download, so if I'd waited, I could have saved myself a lot of work.

I'm all but retired now from the nightclub and wedding scene, but I am often asked to play at private parties and corporate events. I love playing at sports events and at outdoor fun functions.

Over the years I have learned how to "read" the crowd and play what they want. Unlike many deejays, I allow people to make requests. It is so easy now to find any song.

Although a part time business, it keeps me busier than you think. In the early days I charged higher fees and made good money from deejaying.

Nowadays, I'm more laid back and more selective of functions I take on, but even so it is not uncommon to make R3000 or R4000 a month.

The equipment and music collection costs quite a bit and is very varied if you want to start out, but if you have been collecting for some time, why not start deejaying?

I realise there are many options available and you may not know what to buy, but there are guides on the subject, written especially to help you.

I don't advertise at all anymore, but people talk and I find I'm turning down more gigs than I'm accepting, so it is really a viable business.

If this interests you and you'd like to earn some more money, I can recommend a guide on the subject. It shows you what to do to become a successful DJ.

This is for those who want to turn their passion into a local mobile disco business.

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=> <http://tinyurl.com/cfljedv>  
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### **The Eighteenth Lesson In BestWAHOpps.....**

Another thing we do is sell at fleamarkets. This is often the starting place with people who have hobbies and produce art and crafts.

It is typically a sideline and fits in well, if you are still working in a job.

The range of products sold at fleamarkets is not limited to arts and crafts...you can sell anything you like.

The wonderful warm days in this country make it a pleasant outing for families and it is a wonderful setting for vendors.

Vendors treat each other like family and lend a hand when ever required.

Most towns and cities have at least one local fleamarket, maybe several. Typically fleamarkets take place on the weekends, but some are almost permanebn, running all week. They may be seasonal and probably coincide with school holidays.

We have done fleamarket trading on and off for probably about 10 years now.

It is ideal for a small business, in that you have a crowd already to sell to and you don't have rentals and premises. You do not need to advertise as the convener of the market does that.

All you need is a table and maybe a couple of chairs. If you have a gazebo, that can come in handy, especially for shade, or to protect you against drizzle.

Some vendors are able to take credit cards, but mostly it is a cash business which is great.

Now, don't dismiss this opportunity as "small fry". I know quite a few people who make a very comfortable living from doing fleamarkets. I even know a couple who have grown and now pay other people to sell at other fleamarkets for them. Thus, they are represented at several different areas at the same time.

Remember it does not need to be something you created yourself, although many stalls do offer cooked food, jams, pickles, artwork, clothing etc.

I know people who spend the weekdays attending auction sales. They buy up old furniture, tools and things and then clean them up a bit and resell at the fleamarkets on the weekends. If some item does not sell, then they just put it back on auction again.

A friend of mine has become a well known and respected dealer in second hand tools. Most men love tools and even if they never get around to using them, they will always feel compelled to stop and browse. This usually leads to them buying something.

Keith advertises to buy old tools and spends the week calling on people and buying things. A cleaning and maybe a coat of paint is normally needed. He doubles his cost and adds a price sticker to each item and then sells on weekends.

Last timer I saw him, he had 4 or 5 helpers and rolled up in a truck with a trailer full of tools.

I have seen the same with some other vendors, who are seen as experts in their particular fields, which include records and CDs, fishing tackle, old kitchen appliances, curios, cameras and all sorts of other things.

Think about it. It might suit you better than you think and could be the opportunity you need, but never really considered.

I can recommend a guide that will teach you all the tricks of the trade. You do need to spend something on your new business, don't you? Take a look at this:

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=> <http://tinyurl.com/cmve626>  
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### **The Nineteenth Lesson In BestWAHOpps.....**

Last session we discussed fleamarkets as a good way to starting up your new business, but let's take that a step further.

The only things you need to be successful in your own small business is imagination and passion.

I have attended many fleamarkets, but I thought of something while standing at my table on a cold, windy morning. I was concerned that my stocks would get wet and spoilt if it rained. I was also bemoaning the fact that we had to wake so early, load up, drive to the market and unload again, all before 8.30 am! Any sensible person would still be tucked up warmly at home!

I started thinking how I could get the people to come to me, how I could stay home and have my own private fleamarket.

Some people have already started tea gardens and small shops in their gardens, so why not me?

A little imagination and some posters did the trick. I ran a "garage Sale" with great results. Nowadays these are quite common, but are normally held by people moving premises and getting rid of unwanted items.

But, they work really well. You advertise your garage sale with classified ads, posters and leaflets and layout all your wares in your garage or on the lawn. People come and browse and most end up feeling to at least buy one or two items.

You can get the spouse to provide coffees and eats and rope in other family members to help with other duties.

It saved me loading and offloading and saved on petrol. Not only that, but it allowed me to specify the times we were open and have a little lie in, instead of waking at the crack of dawn.

Soon neighbours and friends were offering merchandise to us to sell for them. We built in commissions and expanded our range. After a while we could stop scouting for saleable items and simply rely on others bringing their stuff.

Why not?

As is normally the case, after I had credited myself with originating the wonderful idea of a modified home business, other "experts" cropped up with guides on the subject.

Apparently overseas (America and UK) it is big business? I don't know why, maybe they don't enjoy the good weather like we have here?

Anyway, if you need to learn how to make this a profitable business, take a look at this manual, which gives some really thorough instructions.

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=> <http://tinyurl.com/cvl68gv>  
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In fact they made over \$2000 in their first 2 weeks!

### **The Twentieth Lesson In BestWAHOpps.....**

In part 17, we looked at the DJ business.

This was a guide on taking a passion (and a collection) of music to the next level and making a business out of charging to play your music for others.

This is essentially a mobile disco business and can be done digitally or the old way with actual discs.

Digital is a convenient and compact way of carting all your music with you, on a memory stick, an external hard drive, an i-pad (or i-pod) or simply on the computer's inboard memory.

It is easier to use a laptop, but a PC is also fine.

You will also need a powerful amp, a set of heavy duty speakers and some sort of mixer/control device.

It is not imperative to have dj software, but it helps.

This digital form of storage allows for the sorting and categorising of your music collection and makes it far easier to find a particular song.

With your digital, mobile deejay business, you are able to play at parties, pubs, weddings, schools etc.

There is a higher level of dee-jaying and it is far more profitable. This is a club deejay.

Here, you really need to be up on all the latest numbers and will be playing for the younger set.

A club deejay doesn't need as much equipment, as you simply plug in to the existing system owned by the club.

Depending on the size of the city and the popularity of the club, you could end up playing to hundreds of people at very high volume levels.

A club deejay needs a good reputation and the top professional club deejays earn huge sums of money.

This is a very lucrative business, but more cut throat.

You need those contracts!

If you like the sound of this business, here is a very good guide showing you exactly what to do and what not to do to become a busy club deejay.

This caters for those who want to become club djs. This is where the big money is, but it is rather competitive.

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=> <http://tinyurl.com/caj618h>  
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More next lesson.

### **The Twenty First Lesson In BestWAHOpps.....**

Jeez! Like I said earlier, I didn't know where to start and what to say, and now I have basically written a book!

Earlier in the series (part 12 to be specific) I told you my income for that month was R35000.

Well, since starting this e-mail series, I have tried a few other angles and I'm proud to report the difference.

This last month my total earnings was R57831!

This was achieved without any face to face marketing, without employing any other staff and without investing any more money.

I just worked a bit smarter and tweaked a few things.

I mentioned that my business comprised of a few facets, but I have been tweaking the e-cig business and have almost doubled my sales.

I'm now seriously considering setting up a few agents.

Not only will this enable them to run successful home businesses, but will increase my market share and overall turnover.

I haven't come up with any structures yet, but if this appeals to you, drop me a line and we can talk.

I still want to look at setting up another business, in the form of an online store and I'm intrigued by the idea of an import/export business, or even drop shipping, but I'm still investigating these concepts and formulating a plan of action. I will report back once I have a method to suggest to you.

### **The Twenty Second Lesson In BestWAHOpps.....**

No matter what business you are in, or want to get into, sourcing is critical function. We've talked about buying from suppliers, but did you know that there are plenty of other product sourcing avenues to explore?

Some of them are even easier and more profitable than buying direct from wholesale suppliers!

Here are 5 of my top suggestions:

1) Yard Sales (or Garage Sales) at homes.

You can expect to find some amazing deals when you shop at yard sales. Clothing is a great item to keep an eye out for. Often you can get your hands on vintage items that eBay buyers just can't get enough of and you can expect to get these items at very low prices.

For example, it's not uncommon to pay just a few bucks for a dress or a jacket at a yard sale, that could easily sell on eBay (or Bid Or Buy) for 2 or 3 times what you paid for it.

Yard sales are also great places to find designer label clothing items and accessories. Even in worn condition, eBay buyers like the sheer acquisition of these items!

The only downside is that it can take time to trawl through classified listings and locate yard sales, then visit them and pick out items that you know you can sell for a profit.

2) Flea Markets

Don't under estimate fleamarkets! Flea markets are a fantastic place to go and find low-priced bargains that you can resell to make a fantastic profit.

The one thing that separates a flea market from a yard sale is that it brings together multiple sellers all at one location whether to buy or to sell.

The benefit here is that you don't have to drive around the area to visit yard sales, which can cost you your precious time, and essentially eats away at your profits. Some vendors at flea markets are a little more profit hungry than yard sale holders though, so you might pay more for items at flea markets than you would at a yard sale.

The main reason for this is because flea market vendors have to pay a fee to set up a stall and sell their items, so they need to take this into account when pricing their items. Yard sale holders on the other hand, are often just trying to clear out some space in their home, rather than trying to make money.

### 3) Late Estate Sales

Similar to a yard sale, an estate sale is usually held by the family of a deceased person who need to quickly sell off the deceased's estate. Often the deceased's will or testament will allocate the most valuable items to family members, so you will often find items of less value at yard sales such as furniture, kitchen appliances, and home decor.

Estate sales are usually fantastic places to find antique items. These are a huge hit on eBay and other selling platforms where collectors buy the majority of their antique items.

Sometimes these estate sales are held at an attorney's premises, or at an auction hose. Watch the local newspapers for the adverts.

The trick is to know what to look for, as it can be easy to end up with a bunch of low value items which will be hard to sell. Some of the best antiques to buy on eBay are:

- \* Plates and crockery (and of course, the better the condition, the more money you can expect to fetch)
- \* Paintings and artworks
- \* Books (bibles and illustrated children's books or comics are excellent buys)
- \* Lamps and lighting
- \* Old electronics such as computers, printers and early model cell phones
- \* Tools
- \* Records and cds

People often ask "how old does something have to be before it is considered an antique?" Many argue that items must be 50 or 100 years old to be considered antiques, but the truth is, it depends on the item category.

For example, furniture dealers consider pieces 60 years or older to be antique, whereas a computer collector may consider an item to be antique when it is only 15 years old, or even less in some cases.

It's best to speak with dealers, or visit collector's forums to get answers from those who are trying to source them.

### 4) Auctions

Don't forget the auction houses. Many bargains can be found on an auction sale. Sometimes a little maintenance and a coat of paint is needed, but profits can easily be made.

You can concentrate on a specific line, such as used furniture, or appliances, but bear in mind that you will need a lot of storage space and delivery is more complex.

Focus rather on smaller items, such as books and records. Often only a wipe down, or a new plastic sleeve is all that is required to spruce the items up and turn a reasonable profit.

Bear in mind too, that you want to be able to sell online and send the item by post. This costs less and opens up your market from local to national and maybe even international.

#### 5) Wholesalers

Large discount stores are terrific places to source items for reselling.

Many sellers abandon this idea, predicting that they cannot possibly make much profit when they buy from a regular store. However, there are some items which can certainly prove them wrong!

These department stores or wholesale houses often run specials.

CDs and DVDs are a perfect example.

Even when these are in super high demand and selling at full price, you can still buy them and make a profit by reselling them online. While most people can easily go out and buy their own copy for a little less, many appreciate the convenience of being able to shop online, and having it shipped directly to them.

In other cases, eBay buyers who live in small rural towns do not have the option of visiting a bigger and cheaper store and are always pleased to find a copy available online.

Many sellers use hot selling DVDs and CDs as a marketing tool. They buy a few copies, and price them at around the same price as what they bought them for, to attract buyers, then funnel them into their other listings which have higher mark-ups.

For more information on profit-pulling marketing techniques like this, I highly recommend that you check out SaleHoo. They are dropshipping experts and they have an abundance of resources, including videos, guides and lessons that can turn even the newest seller into an online selling guru!

Check it out here:

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=> <http://tinyurl.com/bqqym6r>  
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I'm extremely busy at the moment, but I still intend looking into expanding, using drop shipping.

I'll be taking a leave of absence from this BestWAHOpps story for a while, but I will post random lessons as I find something of interest to tell you about. There is so much more I'd like to tell you about and I'm sure there is plenty you want to know, but I'm battling to find the time to concentrate on this series of lessons. I need to concentrate on my businesses!

For now, you must have a far better idea of what you can do to make money from home.

Save this e-mail series and come back to it whenever you need to check something.

If you have deleted the mails or if you are missing one or two, I have posted the series on the WAH website and you can download it from there. It is in pdf format and takes the form of a booklet.

The link to the download is:

=====  
=> <http://bestwahopps.yolasite.com/wahopps-book>  
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The only way to start earning and achieve your dreams is to take the first step, so go on and get started!

It is doable and realistic, but again I say forget all the "get rich quick schemes, the "automated processes" and all the garbage the "gurus" have told you.

That won't work. My way will.

After around 1 years of doing the wrong things, I have finally found financial freedom, total flexibility and a solid niche.

You can too.

More to follow later.

Regards and good luck!

Derek Robson

Your honest and sincere "non-guru" teacher.

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