

Method One: Service-Based Quick Cash... With a Twist

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When people come to me desperate to make money, I often point them in the direction of providing services. There is a good reason for that. There are always business people and Internet marketers out there who are willing to pay good money to have something done for them. Their goal is to make more money with what you do for them than what they pay you.

You can also generally get paid upfront if you run a special “fire sale” offer on your services. Many Internet marketers look for fresh talent that might charge less. It’s a bargain for them and it can help you relieve your financial burden pretty quickly.

I’m going to give an overview of the way service providers typically operate when it comes to providing services on the web. Then, I’m going to go into some fast cash methods that can have you earning this week. Including how to all but guarantee you get high paying clients, fast.

Services You Can Provide

If you’ve been into Internet marketing for any length of time you’ve seen service providers offering their services. People often think of writers fulfilling these roles but there are certainly others. There are graphic designers, web masters, virtual assistants, copywriters, programmers, tech assistants, and those who provide a mish-mash of services.

If you’re doubting there is a service you can provide, take a step back and re-evaluate. There is bound to be something in your past that qualifies you to offer services to businesses. You don’t need to have a degree in journalism to be a writer, for instance. You don’t have to have an IT degree to become a web master. You do need to be able to provide a

very solid service to those who hire you, but that's a lot easier than you think it is.

If you have the ability to send an email, you have the skills it takes to become a service provider.

I want you to sit down for a few minutes and brainstorm skills you have that Internet marketers might need. You're sure to make some connections you can turn into a great service.

If you're stuck, visit the service provider section at the Warrior Forum or the Services section at Earn 1K a Day. You'll get an idea of what people provide based on their samples, pricing, client comments and testimonials, and so on. It's often the case that seeing how successful other people are with a certain business model helps us feel like we can do the same thing.

Here is a general list of common services:

- Article writer
- Ghostwriter
- Ebook writer
- Blog writer
- Blog maintenance
- Social media assistant
- Virtual assistant
- Copywriter
- Researcher
- Webmaster
- IT assistance
- Graphic designer

You'll notice that some of these overlap, but I hope the more specific ideas will help to get the wheels turning. The person that brands themselves as a copywriter will have different clientele than those who brand themselves as an article writer.

Don't think too long and hard about which service you want to provide. Choose one you're confident you can pull off. Choose something you won't have to spend a lot of time learning how to do. You can generally pick up article writing very quickly (if you can write a middle school essay, you can write articles for the web) while you wouldn't be able to pick up graphic design skills quickly. It's great if you already possess those skills.

A Typical Service Provider Business Model

The typical service provider spends some time setting up a website to offer services. They do a lot of networking and possibly place advertisements that they are available. They typically rely a lot on word of mouth to get clients consistently. Their goal is to fill up their schedule for weeks or months to come.

Many of them provide more than one service. For instance, someone might offer ghostwriting as well as copywriting services. They spend a lot of time honing their craft. Sometimes, they have special offers to drum up business. The most business minded of them keep a list of clients on a newsletter so they can generate new business on command.

I'm not going to go too in depth into good strategy for a long term business as a service provider because this is about fast cash. You're not going to be able to use the long term strategy of word of mouth this week, for instance. But you're going to do the same kinds of things in an accelerated and specialized way.

Take a moment to search the web for the service you plan to provide. Visit their websites. Look at their samples, pricing, and testimonials. Don't take a long time doing this-- you just want to get a general feel for their business model. This will help you start to brainstorm and generate ideas as you start your quick cash strategy as a service provider.

Your New, Fast Cash Service Provider Business Model

Hopefully, you're ready and inspired to start earning as a service provider, this week. I'm going to break down exactly what you should do, step by

step. My goal is to leave nothing out so you have a solid, actionable plan to go off of. But, I can't possibly anticipate every question you might have. If you get stuck... take a walk, search for similar offers, browse YouTube, search Google...do anything you can to find an answer fast so you can get back to what you're doing. Let nothing hold you back.

Day One

The first step is to choose the service you are going to provide.

Find Ideas of Services You Can Provide

If you're still stuck, you can find ideas using these links:

<http://www.warriorforum.com/warriors-hire/>

<http://fiverr.com/>

<http://www.freelancer.com/sellers/>

Don't let yourself get overwhelmed by the choices. Follow your heart--choose a service you *know* you can do well with.

It's time to get even more specific after you've chosen your service. The more specific you are this week, the easier it will be for you to find clients.

That's why you need to do some more research (don't worry, it doesn't have to take long) before you get going. Choosing a "hot" service can mean the difference between making a piddly amount of money this week and making a *huge* amount of money this week.

Look for Hot Topics and Things You Can Specialize In

Browse through business forums like <http://warriorforum.com> and others. Look for problems people have. Browse through the special offers forum: <http://www.warriorforum.com/warrior-special-offers-forum/> for ideas on hot topics. You can *always* cater your service around what's hot and selling right now.

Let's say you go to that special offers section and see that Kindle is really hot, for instance. You could then structure your service for this week around writing killer books for people to sell on Kindle. You're acting as a ghostwriter or ebook writer, but you're framing it in a way that will help you get clients much more quickly.

Writers are a dime a dozen...but writers who specialize in writing books for people to publish in their own name on Kindle are much more rare. You'll hear me talk a lot about the importance of framing your offer throughout all of the money-making methods I provide. That's because presenting your offer the right way will always help you make more money.

Here's another example. Graphic designers are a dime a dozen as well. There are lots of banner designers and designers who design for other common web tasks. But, there are far fewer graphic designers who specialize in creating very professional looking Kindle covers for an incredible price. (note that Kindle certainly isn't the only hot topic right now, but it's a safe bet for a service provider to cater his or her offer around these days).

Think of yourself as a specialist. You're going to fast-track yourself to become an expert service provider-- the go-to person-- for a very specific and in-demand service.

Remember-- if you're stuck for ideas, you need to use the forums and see what Internet marketers and business people are talking about and salivating over. Then just make sure your offer falls right in line with that so you can make fast sales.

Don't spend a lot of time on this step. You need to get going and you need clients. I should also point out that you won't have to complete all of the work this week. Your main goal is to fill your calendar for the next couple of weeks or even into the next month. Your clients will pay a deposit or even in full, if your offer is good enough.

Educate Yourself

Potential service providers are sometimes worried that they are not “expert” enough to start providing services. You don’t have time to worry about that right now. You’re not going to defraud anyone. You chose the service you are providing because you feel confident you can provide it. That’s the bottom line. You’ll never get anywhere if you let the doubts creep in-- I’m confident you can do a good job. And honestly, you’re going to price yourself fairly low to start with, which is a very common way for new service providers to get their feet wet and gain new experience.

With that said, you should be as prepared as possible. It’s a mindset thing. If you’re not an expert on the very specific topic you chose to provide a service around, okay. Become an expert today. Spend time browsing Google and various business and marketing forums. Browse YouTube and blogs. Find news articles. Scan books on Kindle. Do whatever you need to do to cram for this skill...marketing and providing services based around a skill (like writing or graphics) isn’t as hard as you think it is. Yes, you can become ‘expert enough’ by the end of the day.

Detail the Specifics and Price Your Offer

Next, I want you to create a list of exactly what your offer includes. If you’re writing Kindle books for people, how long will they be? Is research included? Will you write the outline for the client or will they need to give you one?

Think about how you’ll price your offer. You want clients very quickly, so you’re not going to go with premium pricing at this point. You should think about long term value, though. Comparing “normal” prices to fire sale prices is a great way to get clients-- people love a good deal.

You don’t want to price yourself so low that you’ll burn out and despair that you ever went so low. You have to find the happy medium. Consider how desperate you are, what a typical provider would charge, and how much time you’ll have to spend in the coming weeks, and go from there.

How You'll Get Paid

People are going to pay you with PayPal, so make sure you have a business account set up there. It takes seconds to do:

<https://www.paypal.com/webapps/mpp/merchant>

PayPal offers a simple enough button you can place on your website to accept sales.

Also, decide now if you're going to charge upfront for your service or half upfront, half upon completion. You want to at least get a deposit from your customer, otherwise you could do a lot of work and never make a dime if they change their mind or didn't have the money to pay you with to begin with.

And yes, you could ask for full payment upfront, but remember, if your customer doesn't know you yet, they don't have confidence that they won't pay you and you run off with their money.

So half upfront and half upon completion is a typical way to structure a services deal.

Day Two

Draft Your Offer

Next, you're going to draft your offer. You're going to write a mini sales letter that accomplishes a few things.

1. It sells you as the very best person for the job
2. It sells your offer as a 'must have' because it's such a hot topic
3. You're selling that the client can make much more money than they are paying you, making it a no-brainer of an offer

Don't stress out if you're new to writing copy or if you're not a writer at all. If you can write an email, you can do this.

The Basics Elements of Your Offer

Follow this template to construct your offer. I also suggest you browse the Warrior for Hire and Warrior Special Offer sections to get a feel for how “fast selling/scarcity/hot topic” offers are usually written.

Prehead-- Write a short line (around 5 words) hitting on their problem, passion, or desire

Headline-- Write a short headline, in quotes, in larger text than the rest, that hits on the main benefit of your offer (Hint: it's a hot topic and they can make a ton of money).

Posthead-- Emphasize what you're providing.

Introduction with a problem-- This is a letter...so write it like one. What is their problem? Really drive that problem or desire home and how it is currently out of their reach.

Story with an “I understand” tone-- Share your own story, how you learned to do this (hint: you stumbled on this need at the Warrior Forum or wherever and saw that everyone needed it). You want them to feel like you are already a trusted friend and service provider.

How you found your solution or came across the solution-- Share the awesome solution you found and that you're offering.

What you're offering-- What your offer is and why it's unbeatable

Why this is the best thing for them-- Why you're the best person for the job, why this is a must-have, and how they are going to make more than they are paying you

Close the offer with a great deal of scarcity and a fantastic price

Sign your name and that you're excited to work with them

Add a P.S. that shares the benefits, scarcity, and super low price again

If you're ever in doubt, look at the offers of successful service providers. Add your own spin and follow the template above (it really doesn't have to be long-- as long as it clearly lays out what your offer is, how it will help them make money, and why you're the most fantastic person for the job).

You might be totally spent after doing the work above. Some people can do everything I've written for days 1 and 2 in an hour, while it might take others longer. Feel free to do day 3's work today as well, or take a break if you're pressed for time. You can even spread day 2 out across two days if you need to. You have everything set up and ready to go now, which is a wonderful thing.

Day Three

Today, you're going to find places to post your offer. I highly recommend using forums, because they get constant, targeted traffic. There are many different options for doing this. Your focus will be posting the offer and getting it up and running. You're also going to continue your education on doing the best job you can to exceed your client's expectations.

Here are some great places to get clients very quickly:

<http://www.warriorforum.com/warrior-special-offers-forum/>

<http://www.warriorforum.com/warriors-hire/>

<http://earn1kaday.net/> (you have to be a member in order to access this forum)

Yes, that's just two different places for now. This is not the extent of the advertising you'll do, but it's a good, solid start and I know you can get clients quite quickly if your offer is priced right.

It goes without saying that I don't want you to spam any of the forums you visit. You need to be respectful, join in the conversations, and start to build relationships. Hint: if you build relationships now, you'll have clients ready to hire you at all times from forums like this.

Look at the guidelines each forum has posted. Make sure you are in line with all rules. Note that you do need to pay for the Warrior Special Offers forum (\$40, as of this writing), Warrior for Hire section (\$20, as of this writing), and Earn 1K a Day (\$9.95 for a two week trial, as of this writing). I understand that those prices might be more of a burden than you're willing to bear right now. Unfortunately, getting free advertising that's

going to result in getting clients over the next day or so is sometimes a difficult task.

Set Your Ad Copy Up on Your Site

If you have a website, create a new page featuring your offer. If you don't and you're familiar with WordPress, use that to get something up quickly-- this can be the start of a longer term service website.

If you don't have the funds for hosting and a domain name, you can use blogger.com to set up a free blog very quickly. Create a new page featuring your ad, and link people to that. Note that you only have to do this if the forum or anywhere else you're advertising doesn't give you a page or a thread to use (Warrior Forum and Earn 1K a Day, do).

What to Do if You're Totally Broke

More bad news...if you're not a member of the Warrior Forum already, you'll need to pay for a \$10 membership in order to be able to take advantage of some of the features that you'll need. If you are already a member, though (and joined before the recent addition of the fee), you can put a link to your offer in your signature file. Your signature file 'ad' will show up every time you post.

Here are some Internet marketing forums where you might also do that:

<http://wahm.com>

<http://forums.digitalpoint.com>

<http://abestweb.com>

**note: I don't frequent their forums. They are business forums I believe to be free.*

Take a look at the forum rules and note how others have formatted and worded their signature files. You need to blend in with the nature of each forum, respect their flow, and have your offer stand out at the same time.

Post at a few of these forums (with your signature file set up) to get the word out there about your offer, but be sure to do it in a way that adds

value to the forum. In other words nobody likes spammers, and if you're not adding value by posting information, and you only want to get the links in your signature seen, it won't be effective.

Summary of Today

You're going to use forums and business/Internet marketing message boards to get your offer in front of targeted people. You can do this with either free or paid methods. If you're stuck, get creative and figure out where your potential clients tend to hang out. Get your offer in front of their eyes, anyway you can.

Day Four

Getting Other People to Advertise for You

Getting clients fast as a service provider is all about getting the right offer in front of hungry eyes. You may be in a position where you already know successful business people or service providers. You need or want cash very quickly. That's why I suggest you strike up a deal with other service providers, Internet marketers, and business people.

You're going to approach them with a portion of your income from clients they refer. Think about it-- established business people generally have a ton of contacts. They are friends with them on Facebook, have email lists, have Twitter, and have their own blogs. If even one of these established marketers told people about your offer, you'd likely get traffic right away.

That's why I'm going to recommend you find marketers and other service providers you think would respond well. Be extremely personal with your proposal. Talk about them and make it all about them. How do they benefit if they tell people about your offer? If you're totally strapped for cash, you might even offer them 25%-50% of what you make from a client they refer.

They'll just tweet your offer, post about it on Facebook, mail their list, or put up a little blog post-- no big deal for them. But they could potentially earn a small amount of money without doing a whole lot.

If their audience is targeted and you've made your offer a no-brainer, you'll likely get more sales than you can handle doing this. Get just 5 marketers on board and you should be set. This won't work as well if you're providing a \$5 service-- but I don't think you are. This works great for services that are \$100+.

Don't just target high level marketers-- ask mid-level and smaller marketers as well. They often have great, personal relationships with their list members and followers.

The worst people can say is no! Another point of enticement might be providing them the service free, as well as a percentage of the income you make from a client they've referred. You want fast cash...so make it very easy for people to spend money with you and do you a favor.

Businesses of all types reach success a lot faster if they are able to leverage the assets of established, successful businesses. That's what you're going to do too.

Day Five

Today, you need to evaluate your progress so far. Have you gotten any clients? If not, why not? As with most things in marketing and business, it's a numbers game. Maybe you were rejected by 5 or 10 or even more marketers for your barter/finder's fee deal. So what? Try again. Someone will say yes if your offer is good enough.

Has anyone seen your forum ads? Have you been posting enough on forums to get your signature file seen by the right kinds of people? I know some service providers who built their business on forum marketing, so it can absolutely work for you.

It's extremely important not to give up or get discouraged. That first client will come and then it will seem so easy to get more clients.

Don't sit there and twiddle your thumbs! Today is all about generating more ideas for getting eyes on your offer. Why not find product creators who likely have lists full of people who are interested in a certain topic? Come up with a fantastic offer for that product creator to mail their list in exchange for half the profits. If you catch the right person (usually mid level marketers with lists of 500-2000 people) you can get them to mail out same day. It's about fast cash. If their list is targeted enough, you will absolutely get clients from the mailing.

With everyone you approach to help you, think about what's in it for them! That's what they care about.

If you are starting to feel totally desperate, it's not a bad idea to visit bidding sites to get your offer or profile going on those. You're putting as many 'feelers' out as possible. You can try sites like:

<http://odesk.com>

<http://elance.com>

<http://getafreancer.com>

There are many more. This is not to take you away from your main strategy, but you just might find a highly related job you can bid on for fast cash.

Day Six

By this point, if you've worked hard and not let doubt stand in your way, you've no doubt gotten a client if not more. Make sure you cut the offer off, based on how much money you need, how much you owe people who referred you, and how much time you have to complete the orders. Cutting the offer off and leaving people pounding at the door, wanting your service, is a great way to build orders for the future-- at an even higher price.

What to Do if You Have Enough Clients Now

If you have enough clients, it's time to celebrate! You've accepted the cash either completely upfront or half upfront. It's time to buckle down, and get to work.

You can increase your price to accept a few more clients at that higher price (just adjust the price on your sales page) or totally shut offers down for true scarcity.

Congrats! You have the cash you need.

What to Do if You Do Not Have Any Clients Yet

If you do not have any clients yet, after working very hard to get them, I want you to write a list of all the things you have done to market your offer. Quite often, what we think we've done and what we've actually done are two different things. Get back out there-- you are motivated, you are desperate, and you need that money now.

Go for a long walk and clear your mind. Then, sit down with a piece of paper and brainstorm ways you might put your offer in front of more people. Who else can you contact? Can you search Google for other appropriate places to put your ad?

Another thing you can do is contact other service providers and offer to do their overflow work at a lower price-- frame it in a way that shows they'll be making money while you do the work. This has to be something their client would be okay with, of course. Service providers are notorious for taking on more work they can handle-- if you create a list of service providers and contact them all explaining your situation, you *will* get some nice overflow work, right away.

Where to find other service providers:

- Google the service-- provider websites will pop up
- Visit the services section at the Warrior Forum
- Visit the services section at Earn 1K a Day

- Ask around on social media
- Friend and follow service providers on social media

Day Seven

I believe with absolute certainty that you've been able to meet your weekly goal by this point. This is true whether you've been in marketing for a while or you're completely brand new. You're busy fulfilling the work now. Remember to ask clients for testimonials and feedback, which you can use as further social proof. You'll be in a position to raise your prices the next time around. There's nothing better than knowing you have a foolproof business strategy to fall back on whenever you need one. Services for businesses will always be in demand.

How to Get Clients to Pay You More (Much More)

You're a business person, so you don't want to let any opportunity to make more money pass you by! It's a known reality in marketing that it's much easier to get sales from those who've hired you or bought from you in the past. If you really want to ramp things up and make more money from fewer clients, you'll do very well to think of some add-on services.

For instance, if you're writing a Kindle book for a client, you might also offer to create the cover and Amazon blurb for an additional fee.

If you're writing a sales page for a client, you might also offer to create a squeeze page and autoresponder sequence for an additional fee.

If you're designing the Kindle cover, you might offer to design social media backgrounds for their author accounts as well.

It's the, "do you want fries with that?" concept. Think about what the client might need and what you can provide, and give them a price they simply can't refuse.

This is a surefire way to make even more cash this week.



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