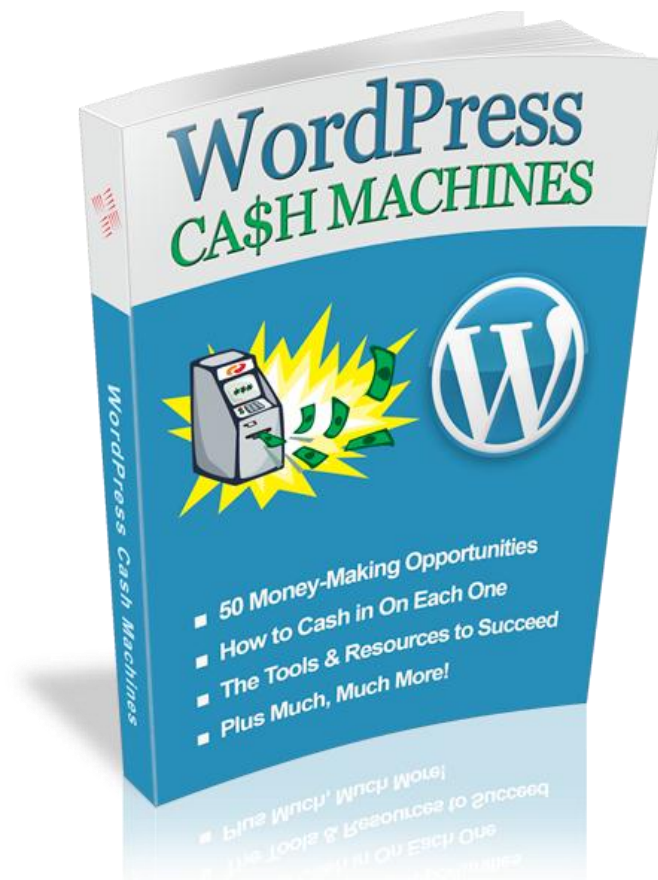


WordPress CA\$H MACHINES



By Jason Keith

<http://WP-InternetMarketing.com>

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YOU SHOULD ALWAYS CONDUCT YOUR OWN INVESTIGATION (PERFORM DUE DILIGENCE) BEFORE BUYING PRODUCTS OR SERVICES FROM ANYONE VIA THE INTERNET. THIS INCLUDES PRODUCTS AND SERVICES SOLD VIA HYPERLINKS EMBEDDED IN THIS EBOOK.

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Introduction

My name is Jason Keith and I have been a full-time Internet marketer since 2005. During this time, I have made money online through affiliate marketing, building niche AdSense websites and selling my own products and services.

Probably once a week, someone will ask me how to get started making money online. In the past, I had different answers I would give depending on the person.

Today though, I tell nearly everyone the same thing.

The first thing you should do is to learn how to use the power of WordPress.

This simple content management system is your gateway to online profits.

You don't have to learn the programming or developing stuff. *Just learn the basics of how to use it.*

Once you know WordPress, the opportunities are everywhere. Whether you decide to help businesses get a website or you decide to build affiliate or AdSense based websites, WordPress is your solution.

When I work with consulting clients, I will brainstorm with them on various ways to start an online business depending on their skill set and focus.

Over the past few years of doing this, I have built an extensive list of ideas for how to make money with WordPress.

That's where the content for this book came from.

Over the next 50+ pages, you will learn lots of different ways you can use WordPress to make money. Some of the ideas might work for you and others probably won't.

My recommendation is to read through them all and see if anything gets your wheels turning. If one idea does get the wheels turning, that's probably the one to pursue!

Each concept has resources and tools that will help you get started. I encourage you to check these out.

Now it's time to dive in. I wish you best of luck in finding your WordPress cash machine!

Thank you.

Sincerely,

Jason Keith
WP Internet Marketing



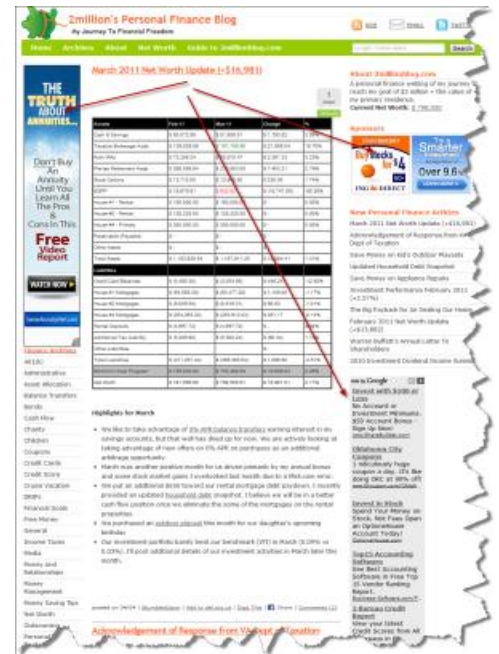
Blogging for Cash

Overview: WordPress was originally created for blogging and many people still use it for this purpose. Most blogs on the web today were created as hobbies for individuals and probably do not earn much money. This DOES NOT mean that there is not money to be made blogging. There are thousands of people making small fortunes online by creating niche blogs and monetizing them with affiliate offers, Google AdSense ads and other types of revenue generating programs.

The Opportunity: The key to earning an income by blogging is to choose the right niche to blog about. It is not a good idea to just create a personal blog and rant about just anything that comes to mind. You should be strategic in your approach and build blogs around specific niches or industries...especially those where advertisers spend **big** bucks.

These profitable niches could include finance, education, insurance, weight loss and many others. A good rule of thumb is to pay attention to advertisers in traditional media. What types of ads do you see most? Chances are, these same advertisers are paying good money to promote their products and services in the online world.

The screenshot to the right shows a blog in the personal finance niche. This blog makes money by displaying Google Ads, affiliate links and image ads to companies that are advertising.



How to Get Started Blogging: This is one of the easiest ways to start making money with WordPress. All you need to do is choose a niche, setup WordPress and start blogging. It is best if you have a background or some level of understanding of the topic you are going to blog about, but it is not required. You can easily become knowledgeable on the topic by visiting the local library or bookstore and reading about the topic.

How to Make Money Blogging: It will most likely take a while for your blog to make money. The best practice is to start writing as soon as possible and do so frequently. This will help search engines find the content on your website and as a result visitors who will read and follow your blog posts and hopefully click on your ads. Most blogs are monetized by either the Google AdSense program, affiliate programs or advertisement link sales. To maximize your earning potential, you should build many blogs in different niches as you learn the process. Basically, once you have a successful formula, just rinse and repeat the process.

Helpful Tools & Resources: There are literally thousands and thousands of free Wordpress themes available for bloggers. If you want a little more professional look and feel for your blog, you might want to consider getting a premium blogging theme from a place like [StudioPress](#) or [WooThemes](#). Both of these sites have themes with build in banner ad management. Below are links to a few helpful resources:

- [Free Wordpress Theme Directory](#) – Here you will find literally thousands of safe, free themes to use.
- [Free WordPress Blogging Videos](#) – This is an assortment of free videos from WP on blogging.
- [Blogging to the Bank](#) – This is a bestselling ebook on how to make money blogging on the web.
- [Google AdSense Advertising Program](#) – This is the number one program to earn money blogging.
- [Clickbank.com](#) – This is a great place to find affiliate offers to promote on your niche blogs.

Freelance Web Design Profits

Overview: If you are a more advanced user of WordPress and you have a good amount of experience setting up websites using it, you can definitely make money freelancing your skills and developing websites and blogs for other businesses and individuals. Even though WordPress started out as a blogging platform, it is now used to run full featured websites. This is due to the rapid growth of the platform and the great number of high quality premium WordPress themes and plugins now available to use.

The Opportunity: According to *Entrepreneur Magazine*, only about half of small businesses in the USA currently have websites for their business. Of the ones that do have websites, many need upgrades or changes.

You can *seize* this tremendous opportunity by selling your services in helping local businesses get established on the web or improve their existing web presence. Depending on your skill level, you can bill clients hundreds or even thousands of dollars per website you build.

The great thing is you do not have to know how to build WordPress themes from scratch. You can use the many great premium themes available. These premium themes are available to use for very low prices and you can charge substantially more to your clients for your services in setting them up and customizing them.



How to Get Started: You should build a website promoting your services as a website designer or WordPress expert. Then start marketing it. If you want to market to local clients, start carrying around business cards with your website on it and go to networking events in your area. You could also advertise your services in local newspapers, magazines or by using pay-per-click ads on search engines.

You will also want to plan for how much you will charge for your services, create templates for your proposals, invoices and other business forms. [The Web Design Business Startup Kit](#) is a great place to start if you need these types of forms and business plans. It is not WordPress specific, but contains 60+ forms to run a web design business plus a great ebook on how to run your business.

The bottom line is there are many businesses in your backyard who need help with websites. With your knowledge of WordPress, you can deliver them top quality websites that you either custom design or use a premium theme such as [StudioPress](#), [WooThemes](#) or [Thesis Theme](#).

Helpful Resources & Tools: Below is a list of resources and tools that may be helpful if you want to try to create a business selling WordPress design services:

- [StudioPress](#) – This is a great place to find high quality premium themes for WordPress. It's genesis theme framework makes it incredibly easy to manage complex websites.
- [WooThemes](#) – This membership has many great looking themes for a low monthly price that you can use for your client websites.
- [Thesis Theme](#) – This is one of the best “do-it-yourself” theme platforms. It is highly search engine optimized and has been used by 36,000 people to build websites with WordPress.
- [Elegant Themes](#) - This membership is almost a steal at just \$39 for access to all of its high quality themes that you can use on your client websites.
- [Artisteer](#) – This is software you can use to custom build your client WordPress themes.

Affiliate Review Websites

Overview: Building product review websites is a great way to start earning income with WordPress. The basic idea is you create a website about a specific product or service and offer reviews of the top products in the category or niche. There are many WordPress plugins and themes available that make creating these types of review websites fairly easy.

The Opportunity: The best way to generate income on review style websites is to earn affiliate commission off of the products you are reviewing. Consider joining affiliate networks such as ClickBank, Commission Junction, Shareasale or some other and find similar products. Write “review style” articles and then use a plugin where consumers can rank and review the products themselves.

One word of caution on building review style websites. In 2010, the United States Federal Trade Commission created some rules regarding disclosing compensation relationships between website owners and companies paying for exposure. Be sure to make sure you are properly protected with a compensation disclosure for your website.



How to Get Started: Determine a niche that you would like to build a review style website for, and then find corresponding affiliate programs. Write a brief overview of the product and then have a way for readers to provide feedback and leave reviews or ratings of the actual products. For each product reviewed, make sure that the link to the manufacturer or company website is the affiliate link where you will earn a commission or fee if the reader ends up purchasing a product or signing up for an offer as a result of your website. Below are a few ideas of review style websites that you could build and earn income from affiliate offers:

- 3D Televisions Reviews
- Tablet PC Reviews
- Dog Training Program Reviews
- Digital Camera Reviews
- Potty Training Product Reviews
- Nintendo 3DS Game Reviews
- Weight Loss Program Reviews
- Dating Service Reviews
- Power Tool Reviews
- Cosmetic Product Reviews

As you can see from the above list, the topics are wide open for what types of review websites you could build with WordPress. The key is getting the right products listed with high paying affiliate programs. One tip is to search on Amazon.com for bestselling products and build your review sites around these products.

Helpful Resources & Tools:

- [MyReviewPlugin Plugin](#) – This plugin can turn any WordPress website into a professional review site.
- [WordPress Review Theme](#) – Here you will find various niche review themes that work great.
- [GD Star Rating Plugin](#) – This free plugin can add reviews and ratings to your WP website.
- [Legal Forms Generator](#) – Internet Lawyer Mike Young's website disclosure package.
- [Wordpress Goldmine](#) – This resource provides great content about building affiliate sites

Niche AdSense Websites

Overview: Google's AdSense program allows website owners to put text and image "ads by Google" on their websites and split the revenue earned per click. These ads are typically targeted towards the content on your website therefore will be appealing to the end-user to click on and make you money.

All it takes to get started is to create a website, agree to Google's rules and apply to the [Google AdSense program](#). Once setup, Google will mail you a check each month for revenue earned.

The Opportunity: You can build one or many niche websites and make money with Google AdSense. It is recommended that you use original and unique content on your websites. Using sub-par content on your websites could put your AdSense account at risk.

You should research niches to try and identify ones that have high advertiser involvement. As mentioned earlier, watch television commercials. Write down the industries of the various advertisers and then think of their demographic. Create websites to serve these demographics and you will most likely attract high paying Google AdSense advertisers. Below is a list of niches to consider:

- *Personal Finance and Mortgage*
- *Insurance (health, life, auto, etc.)*
- *Student Loan Consolidation*
- *Lawyer (dui, divorce, etc.)*
- *Medical (diseases & treatments)*
- *Technology & Computing*
- *Travel & Tourism*
- *Automotive*
- *Real Estate*
- *Website Hosting*

TIP: You can find many more profitable niches by getting a copy of [AdSense Niches EXPOSED](#). With it, you get insider access to 1700 of the most profitable niches.

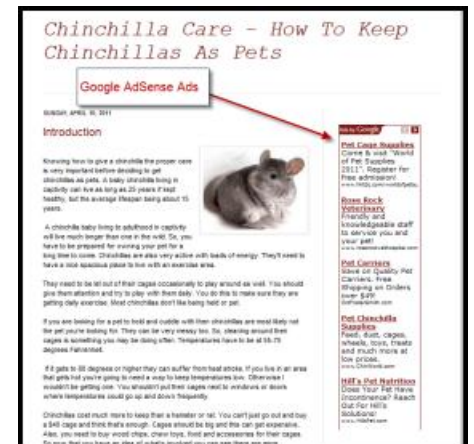
How to Get Started

As you can see, there are many great paying niches out there. You just need to pick one and get started. It is best to pick a very tightly focused niche. For example, instead of building a website about "mortgage loans" you could create a website about "private mortgage insurance" or "reverse mortgage" or some other targeted niche within the overall niche. This will give you a much better chance to compete.

To get started, buy a domain name. It is best to buy a domain name with the keywords you want to target in it. Then either create a WordPress website and start posting articles to it. You can either write the articles yourself or subcontract it out. Place your Google AdSense ads in areas where they will be visible.

Helpful Tools & Resources:

- [Google AdSense Advertising Program](#) – Sign up here to get your account. .
- [AdSense 100k Blueprint](#) – This is a terrific resource on how to build a six figure AdSense empire.
- [WordPress CTR Theme](#) – This is a great theme for maximizing income with Google AdSense!
- [AdSense Espionage](#) – This is the research tool to use to find profitable AdSense niches.



Sales Letters & Squeeze Pages

Overview: If you have any of your own digital products that you sell online, you can easily use WordPress for your product sales letters and/or squeeze pages. There are many great sales letter and squeeze page themes & plugins now available for WordPress.

Even if you do not have your own products, you can use these themes and plugins to promote private label rights (PLR) products, resale rights products or even affiliate offers.



The Opportunity: If you do not have your own products, you can buy and resale other products. This is done through either resale rights or private label rights. Resale rights are permissions granted to you by the original product owner to resale the full product in its original format. Private label rights on the other hand are when the original product owner gives you the original source material and allows you to edit or alter the product and resell it under your own name and as your own product.

There are many types of private label and resale rights products available. Some types include e-books, software, website templates, WordPress themes and much more.

How to Get Started:

One great place to find private label or resale rights products is the [Warrior Forum Special Offers Forum](#). Many product creators sell their products in this forum and allow you to resale on your own websites. If you are getting started with this type of product, visit this forum and find something you want to re-sell.

After you have it, buy a domain name, install WordPress and get a sales letter or landing page theme. Then setup your payment system to deliver the final product.

Helpful Tools & Resources:

- [Free WordPress Sales Letter Theme](#) – Basic WP sales page theme that works great!
- [Wordpress Landing Page Templates](#) – This allows you to create sales letters INSIDE your theme!
- [Download Guard](#) – This is a great way to protect your digital products from thieves.
- [Warrior Forum Special Offers](#) – Find resale or PLR products to sell here.

Local Real Estate Portals

Overview: Real estate is a massive online niche. Every day, millions of people search online for properties to buy or rent. You can cash in on this trend with WordPress by creating your very own online real estate portal.

There are several very high quality themes and plugins available that can turn your average WordPress website into a high-powered real estate listings website like the one to the right.

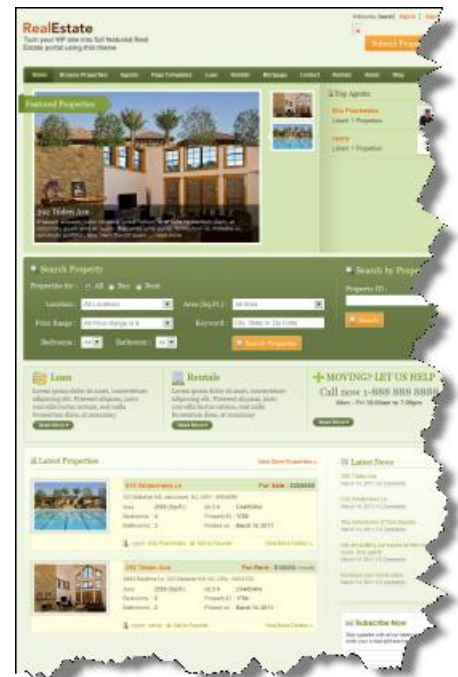
The Opportunity: Local real estate agents and individuals selling their homes “for sale by owner” (FSBO) are looking for help getting exposure to their properties. You can make money by establishing your own local real estate portal and charging money to list a property and show pictures.

You can even offer a value added service where you will go out and take photos of the property for a higher package.

There are several different ways you could setup your local real estate listings site including:

- *Realtor Properties:* list properties from real estate agents.
- *FSBO Properties:* List only properties for sale by owner.
- *Rental Properties:* List homes or apartments for rent.

As you can see, there are several different ways to setup your local real estate portal with WordPress.



How to Get Started:

Your first step is to decide the type of real estate portal you want to run. Do you want to work with just realtors or homeowners or a combination of both?

Once you have determined your focus, you should purchase a domain name. You could either get a domain name that offers local branding or a keyword-focused one if you intend to primarily get traffic from search engines. After you get your domain name, setup WordPress and choose a real estate theme and/or plugin.

Helpful Tools & Resources:

- [Templatic Real Estate Theme](#) – This theme turns your site into a powerful real estate portal!
- [RealtorPress](#) – This is another terrific theme for creating high-powered real estate listings websites.
- [Great Real Estate](#) - turns your WordPress installation into a content managed real estate website
- [Real Estate plugin](#) - run WP as a property listings platform

Group Buying Websites

Overview: Saving money in the current economy is a must and you could help people do this by creating your own WordPress group buying websites. Everyone has heard of the massive group buying website “Groupon” and this is your chance to cash in on the fad that they have created.

High quality themes and plugins are available for you to use, some are even mentioned below, this is why it is so easy and affordable to start your site. You just have to go find the deals or link to Groupon to allow your visitors to cash in on the deals themselves.

The Opportunity: Major websites like Groupon have latched on to the major names in the business world and worldwide news outlets have taken notice. Sure, you can’t compete with these sites on a national or international level, but you could become the Groupon of your local area. Approach the local small businesses and try to get them to buy into your approach, selling yourself as the local Groupon.

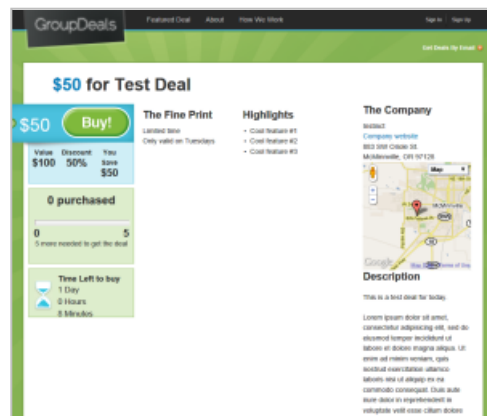
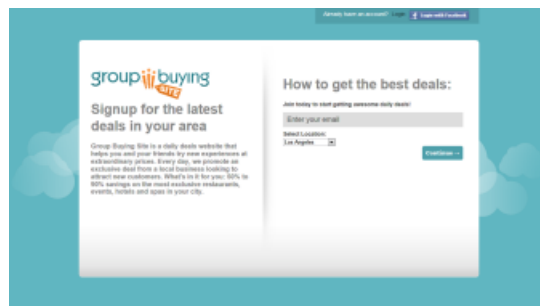
In addition to approaching these local businesses to join in you can try to gain additional income by linking directly to Groupon and becoming an affiliate. Structure your site to give local and national deals within a certain subject and you are guaranteed to get some cross-selling to happen.

Advertise in cheap local newspapers and on websites in your local area to get the word out. Don’t be afraid to partner with businesses to advertise both of you at the same time.

How to Get Started: Decide what it is that is going to set your group buying website apart from the rest by focusing in on a certain area. If this is simply becoming the localized Groupon for your small town then that is enough to make yourself different. Try incorporating the name of your town into your name along with savings or a variation of the word “coupon”.

If this doesn’t speak to you it is possible that you could become the Groupon of one particular subject matter and cash in on one particular niche.

For example, you could become the “baby” Groupon or the “wedding” Groupon and only give deals that are specific to those subjects. This could make it where you can compete on a real level with any other group buying website.



Helpful Tools & Resources:

- [WordPress Group Deals Plugin](#) – Turn Your WordPress Site into a Groupon Clone.
- [Group Buying Plugin](#) – This plugin also lets you create your own Group Buying site with WordPress.
- [Groupon Affiliate Plugin](#) - Earn commissions from Groupon with this WP Plugin.
- [Groupon Widget](#) - This plugin allows you to syndicate Groupon's daily deals on your site
- [Group Deals Plugin](#) – This is another really cool plugin to turn your WP site into a group buying site!

Niche Online Directories

Overview: Did you know that the online business directory manta.com gets over 27 million monthly unique visits and gets more traffic than Inc.com and Entrepreneur.com combined?

With the power of WordPress, you too can build online directories and profit from advertising or enhanced listings.

The Opportunity: You can get your own small piece of this pie by using WordPress to create niche online directories. Here are a few ideas of types of directories or portals you could build with WordPress:

- **Local Business Directories** - Build a local directory of businesses in your area.
- **Niche Business Directories** - Why not make a directory of all licenses plumbers in the USA or maybe a directory of doggy day cares?
- **Your Town Portal** - Maybe you make a local online portal for your hometown. You could add business listings, consumer reviews and maybe even a forum or blog.



All of these types of websites can be monetized by selling local ads or placing Google AdSense on them and you can charge listed websites for enhanced listings.

How to Get Started:

As you can tell, the sky is the limit for these type of sites. They can be quite profitable. The easiest way to build a large directory fast is to use the [EZ Empire Builder](#) plugin to build sites automatically from Excel databases. This plugin is awesome because it takes content from your Excel or CSV file and creates posts in Wordpress from the data. It even has a built in content spinner to make your content unique from other websites.

You will also want a WordPress theme that looks like a directory. There are many out there available that can fit this need including the DirectoryPress theme and the Geo-Places theme.

Once your website is built, you can earn income by placing Google AdSense ads, affiliate ads or by selling enhanced listings to businesses in your directory.

Helpful Tools & Resources:

- [EZ Empire Builder](#) – This is an amazing plugin for building directory websites from CSV files.
- [DirectoryPress Theme](#) - This theme turns WordPress into a full fledged directory.
- [Geo-Places Theme](#) – This is a great theme for creating local city guides and business directories.
- [Listings Theme](#) - This is another full featured directory theme for WordPress.

Coupon Sites

Overview: Who doesn't love a coupon? The answer is nobody! We all like to save money regardless of our financial status in life. This creates a unique opportunity to create a business when you know there is a market.

Yes, there are coupon sites already in existence, but there is always a place in the market for someone that can do something better. This is your opportunity to create a coupon site the right way, the way that you would like to have it done for you. What is even better? It is incredibly easy to do with WordPress!

The Opportunity: Get in on the everyday need to save money by creating a coupon site that creates an opportunity to save money for others, while making money for you!

There are a few different ways that you can do it with the simplest being an affiliate and the most innovative being a local entrepreneur.

The Affiliate: All you have to do in this scenario is go out and find the coupons that you know will be in demand and the companies that want people to use them. Companies will give you a slice of the pie for every coupon that you are able to get someone to use.

The Local Entrepreneur: In this scenario you approach local businesses in your area with the opportunity to offer coupons through your website. They pay you based on either the amount of times that the coupons are used in their store or the flat fee you charge to be listed, the choice is yours.



How to Get Started: First, you must figure out what your approach is going to be and try to figure out how to dig in to the opportunities.

If you are going to be an affiliate then you need to find the websites that pay the best for the least action needed by the party that visits your website.

If you are going to be a local entrepreneur you will want to make sure that you know how to insert yourself into the local business pipeline.

This could be by introducing yourself through cold "walk-ins" or by sending out mailers to businesses that you think would be interested. The choice is yours, you just have to decide and get started as soon as possible!



Helpful Tools & Resources:

- [CouponPress](#) – makes setting up your own coupon code website quick and easy.
- [WordPress Clipper Theme](#) – This is another cool theme for running a coupon portal with WP!
- [DRP Coupon Plugin](#) - Allows You To Add Coupons that Expire To Your Posts and Pages.
- [WP Coupon](#) - Run a complete affiliate coupon site, or add coupons to your existing website or blog

Local City Guides

Overview: More and more small businesses are realizing that they need to advertise online. You can give them a place to advertise by creating a local city guide online in your area.

You could have a directory of local businesses and organizations, a local event calendar and even a local forum. If your local city guide website gets good search engine traffic, local business will want to advertise on it.

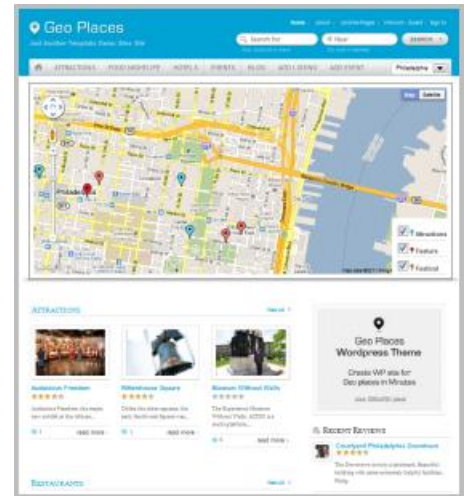
The Opportunity: It has never been easier to setup local city guide websites than it is today with the power of WordPress.

There are many great themes and plugins available to turn any WordPress site into an online city guide.

In your own WordPress city guide website, you could make it easy to find places to take a date, watch a ballgame or go clubbing.

The possibilities are endless if you know how to find the niche and appeal to your market audience.

When you find your target market audience you need to find ways to build around that and find ways to appeal to them in a way that makes it hard for them to turn away.



How to Get Started: You will need to decide which type of theme and directory you will use by looking in to one of the themes or approaches listed below. Each has a great opportunity for you to easily create the local directory that you need to appeal to local businesses.

The Geo-Places Theme gives you the opportunity to offer “featured listings” for businesses that opt to give you a little extra for strategic placements.

Most of these tools and resources offer integration with Google Maps or another online map website so the businesses can easily be found by the interested parties.

What makes this such a great opportunity is that the themes are easy to use and install so that your website can be up and running for business in no time at all!

Helpful Tools & Resources:

- [Geo-Places Theme](#) – This is a great theme for creating local city guides and business directories.
- [City Guide Theme](#) – This is another terrific theme for creating city guides from Woo Themes.
- [Destinations Theme](#) – Here's another cool theme for creating a location-based website portal.

Link Directories

Overview: Everyone that has a business, online or offline, these days are looking for a boost to their SEO and a way to drive traffic to their site.

With a Link Directory you could be the provider of this site and make it to where you are the place that businesses use to improve their search engine positioning. The concept is pretty basic and straightforward so it could be easily duplicated.

The Opportunity: The opportunity is to provide your associates a place to put the link back to their website and promote their experience.

There are a few different ways to put together a profitable website with a link directory and you just need to choose the approach that will work for you. Here are two possible options for you:

1. You become the SEO Hub for many websites to place their link and gain traffic and good position. You then reap the rewards of the SEO for your website and make money from advertisements or AdSense.
2. You monetize the website by making it a “pay for placement” program that allows people to pay for a link directly to you. All you have to do is prove the amount of traffic you receive to your website and you can start to charge whatever you choose to your potential clients.

How to Get Started: Getting started with a link directory is basically just as easy as putting together the WordPress template and marketing yourself to your target audience.

You will need to start your own SEO approach to gain the initial customers and then hope the word-of-mouth starts to grow.

Using products like the Business Directory Plugin will allow you to use either of the aforementioned financial approaches based on your preference.

They offer you the ability to add links and profiles easily to your WordPress website or they will soon offer you the option of allowing people to submit their information to you and pay you through PayPal for the business.

Helpful Links & Resources:

- [DirectoryPress](#) – Turn WP into a fully functional directory site suitable for all types of directories.
- [Business Directory Plugin](#) – An easy way to host a free directory page on your site.
- [LinksPress Nova](#) – Creates great looking web and link directories with WP.



Events Portal Sites

Overview: Each day tens of thousands of searches are done online for events of all kinds. These types of events range from local events to niche types of events. You can use the power of WordPress to create events-based websites and charge to publish events or monetize your site with Google AdSense and/or affiliate links.

The Opportunity:

With WordPress, it is possible to easily create an events website. There are several themes and plugins available to help you turn your site into a powerful events portal. You could create:

- **Local Events Portal** – Create a website that lists upcoming events in your hometown. Advertise it to local businesses as the place to list their events. You can list events such as sporting events, chamber of commerce events, church events and much more.
- **Niche Event Portal** – Create niche event sites that are not based on a specific locality or area. Samples of these types of event sites could be band performance event sites, specific sporting niche sites, industry tradeshow event websites and more.

1	<input checked="" type="checkbox"/> events calendar (search)	301,000
2	<input checked="" type="checkbox"/> calendar of events (search)	301,000
3	<input checked="" type="checkbox"/> upcoming events (search)	60,500
4	<input checked="" type="checkbox"/> chicago events calendar (search)	5,400
5	<input checked="" type="checkbox"/> calendar of events chicago (search)	5,400
6	<input checked="" type="checkbox"/> nyc calendar of events (search)	5,400
7	<input checked="" type="checkbox"/> chicago calendar of events (search)	5,400
8	<input checked="" type="checkbox"/> calendar of events nyc (search)	5,400
9	<input checked="" type="checkbox"/> seattle calendar of events (search)	4,400
10	<input checked="" type="checkbox"/> vegas events calendar (search)	4,400
11	<input checked="" type="checkbox"/> vegas calendar of events (search)	4,400
12	<input checked="" type="checkbox"/> dc calendar of events (search)	4,400
13	<input checked="" type="checkbox"/> nyc events calendar (search)	4,400
14	<input checked="" type="checkbox"/> seattle events calendar (search)	4,400
15	<input checked="" type="checkbox"/> dc events calendar (search)	4,400

As you can see, there are many different types of events websites you could build with WordPress!

How to Get Started:

The first thing you will want to do is decide what type of events portal website you want to build. Do you want to focus on local events in your area or will your events portal be more niche or industry focused?

Once you have made your decision, you should buy a domain name. If you can get an exact match domain name, you will really help yourself in the search engine rankings. For example, if you could get SeattleEventsCalendar.com or even Seattle-Events-Calendar.com you would really give your site an upper hand in possible search engine traffic.

Once you have your domain name, install WordPress and find a good theme for running your events portal. You may also want to look into various events calendar plugins available for added functionality. Once your site is setup and live, you can start marketing it. If it is a local events portal, attend some chamber of commerce functions and mention it. Consider advertising on local websites, blogs, newspapers and magazines. If your event portal is more niche specific, consider purchasing online advertising through pay-per-click or on social networking sites like Facebook.

Helpful Tools & Resources:

- [WordPress Events Theme](#) – Turn Any WordPress site into a powerful events site.
- [Free WP Events Plugin](#) – Very cool free plugin for managing events on your site.
- [Events Manager Plugin](#) – Another free plugin to manage events on your website.
- [Elegant Events Theme](#) – A professional theme for your events site on WordPress.

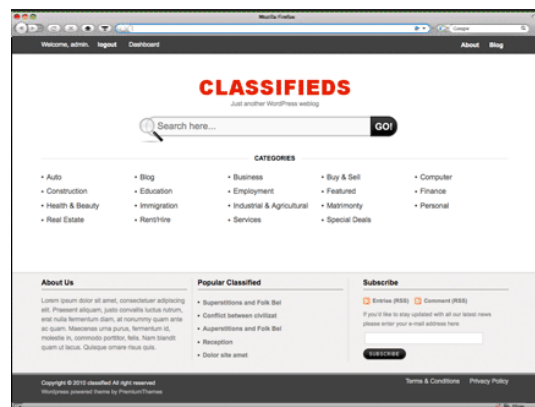
Classified Ad Sites

Overview: Do you ever wonder how much different your world would be if Craigslist was actually a website that started with your name, followed by list? Would your world be easier and feel a little more complete because of the accomplishment that came with such a game-changing website?

You can create the competitor to Craigslist...the Steveslist or Gregslist that makes people remember that there can be competition for classified ads. You can do all of this with the ease of several different WordPress themes that make the process just a few minutes to complete.

The Opportunity: The opportunity is easy to see and easy to implement by using the tools that you see below and you could take a few different approaches to getting it started. Keep in mind that there can be other opportunities, but these are just a couple that could make the ideas start to flow in your mind.

Pay to Display: The simplest approach is to have users pay a fee to post an ad and you get paid based on how many ads you sell. The beauty is that it is easy to see just how much money you have made, the difficulty is that it is a field that is very saturated and hard to break into.



Benefit to Members: Let's say that you already run a successful niche or hobby website that brings together many people with the same interests. You offer your members the opportunity to buy, sell or trade items of value that they may have as a benefit to being a member of your site. Depending on your niche or theme, this could be something of tremendous value.

How to Get Started: It is easy to get started by using the links and resources that are listed below because they make this a truly "push button" experience. You literally push a button to make a theme be installed and then you start to install the information. What you have to do is decide on your approach and who your audience might be. If they already exist in the form of your members, this benefit could happen overnight.

When you want this to be a stand-alone business you can get things started by mentioning your website on Facebook or any other social networking sites. The more of a niche you carve out the better, but like other opportunities, the better you market yourself the more success you will have.

Helpful Links & Resources:

- [Classifieds Theme](#) - Creates fully functional classified sites that let your users post free or paid ads.
- [ClassiPress](#) – a Feature-rich WordPress classified ads portal theme and plugin bundle.
- [Another Classifieds Plugin](#) - Provides the ability for you to add classified ads to your WordPress site.
- [WP-Classified](#) - Adds a simple advertising blackboard or classified page in to your WordPress site.
- [Your Classified Ads](#) – a Plugin that allows you to have a classified ads system into your WP blog.
- [WordPress Classifieds Theme](#) – Create feature rich capable of handling thousands of listings.

Digital Products Web Store

Overview: In many arenas the products that businesses sell have made the switch from actual, tangible products to those which are just available in digital form.

Instead of reading hardback or paperback books we now read e-books, instead of printing off manuals or handbooks we use PDF files and if you want photos you can forget about prints, get a digital copy and call it a night.

The Opportunity: The opportunity to start a digital products web store is an interesting one because your overhead is so low since no actual product or shipping is involved.

You would be offering your customers an instantaneous product for the immediate need they may have. Your business would be a fast-moving and efficient operation.

What you have to do is start creating or paying someone to create the products that you will sell on your digital products web store.

Don't blow your entire profit margin by paying someone too much, but remember that your customers can download multiple copies of these digital products without you having to pay any more to produce them.

How to Get Started: Using any one of the links and resources below you can get a template to start a WordPress website and sell digital products.

These sites will set up everything from the design and style of the store to the Ecommerce side where you collect the profits from your customers. This is one side of the business; the other is getting the products.

If you are a photographer you could take your own photos and sell them online in your digital products web store, or if you are a writer you could write short stories or advertisements.

Graphic designers have an upper hand in this business as well as you could create icons and other digital art to sell to businesses and other individuals.

Helpful Links & Resources:

- [eShop Theme](#) – transforms WP into a fully functional Ecommerce store with backend administration.
- [WP e-Commerce Plugin](#) – free shopping cart plugin suitable for selling your digital products.
- [Free eShop Plugin](#) - an accessible shopping cart plugin packed with various features.
- [Templatic eCommerce](#) - Use WP to easily manage your store that sells digital goods.
- [WP Store Theme](#) – Quickly create digital stores with this great theme from Templatic.

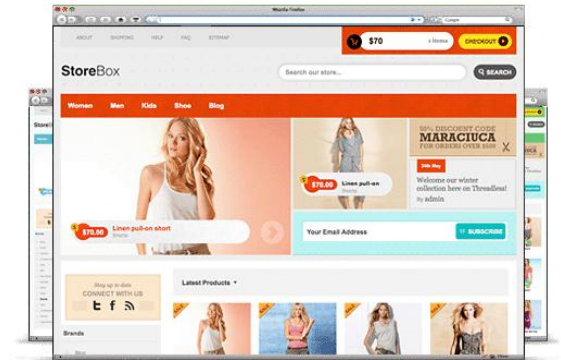


Physical Products Web Store

Overview: In days past there were opportunities for hobbyists to start their own stores or boutiques in their local areas and possibly make a living. This could sometimes be very difficult because the customer base was usually relatively small and not very profitable. Thanks to the internet, you can have your own worldwide boutique that sells anything that you may be interested in.

Many different possibilities exist in this area from a t-shirt designer, to a wholesaler of public goods, to a mother trying to start a business out of baby supplies. The possibilities for your physical products web store are endless as long as you are willing to be a little bit open-minded in your approach.

The Opportunity: Your opportunity to start a physical products web store is one that you have to approach from the angle of being different and unique. You are competing against the likes of Wal-Mart, Target and even Amazon.com with your physical products so you have to offer something different. Something that will separate you from these behemoths in the way of buying products that may be necessary.



One way to do this would be to create your own unique products that your customers literally could not find anywhere else if they tried. This could be your own unique diaper bag or your golf club covers that are customized and fun for the user. As long as you set yourself apart from the rest you have the chance to make your physical products web store a chance.

How to Get Started: The websites that offer the themes listed for this topic will offer you a great, automatic way to run your physical products web store. What is listed below are five different perks to their services that make them worth your time and money.

1. **Usability:** Careful consideration was given to the way these templates were designed so that the end user can easily navigate and make purchases. All you have to do is plug it in and start working.
2. **Inventory Management:** Instead of using complex spreadsheets and paper inventories of the products that you have left, these templates include ways to track your inventory. All you have to do is tell the system how much you have to start with and they will do the rest.
3. **Shopping Cart:** Easy way for your customers to make purchases and check out. You can even offer Coupon Codes!
4. **Shipping:** Don't worry about this tedious part of the process; it can be set up by the theme.
5. **Tax Management:** Your theme will keep track of what you need to pay as the store goes.

Helpful Links & Resources:

- [StoreBox Theme](#) – transforms WP into a fully functional online store with backend administration.
- [WP e-Commerce Plugin](#) – free shopping cart plugin suitable for selling your physical products.
- [Free eShop Plugin](#) - an accessible shopping cart plugin packed with various features.
- [Templatic eCommerce](#) - Use WP to easily manage your store that sells tangible goods.
- [WP Store Theme](#) – Quickly create online stores with this great theme from Templatic.

Run a Recipes Site

Overview: Every cook believes that they have a recipe that nobody else has or just a variation of one that makes their meal unique.

Combine this with the fact that every person that doesn't fancy themselves as a cook is looking for a recipe to help them start and you have a fantastic business opportunity to exploit. You just have to have a website to do it on and you can get started.

The WordPress tools listed below will give you everything that you could possibly need to start a recipes web site, all you will have to have is the recipes.

It's not hard to see the opportunity if you can visualize the concept of your recipes being displayed to thousands of hungry people!

The Opportunity: The opportunity of a recipes website is one that you need to just compare to the idea of recipe sharing that has been done for centuries.

Almost everyone who has worked in an office environment for any amount of time has an experience with sharing recipes with friends and coworkers. Now, just imagine this desire extrapolated with the power of the World Wide Web.

You just have to define a niche for your recipes or try to appeal to a particular type of consumer or recipe-sharer. You could either become a website, for instance, that specializes in ways to use barbeque sauce in recipes, or you could become a website that appeals to single mothers for quick and easy dinner recipes. Once you have defined your approach you can start making some money.

How to Get Started: If you are going to start your own recipes website you will need to utilize one of the links or resources below to get your site started. There are a few different options here, all with unique twists to make it easier for you to get your recipes site started.

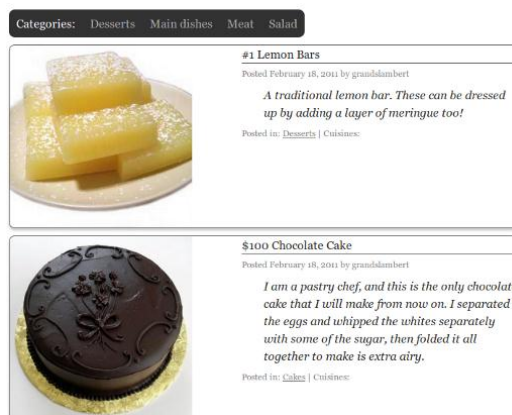
RecipePress is a WordPress theme that will allow you to share your recipes with your users and allow your users to then share recipes with you.

Recipe of the Day is a fantastic plugin that comes preloaded with a lot of recipes that you can use and turn over to your users to keep them coming back.

Food Recipe Theme and **Gourmet Theme** are just two themes that make your website look very professional and helps you to appeal to the gourmet cook in all of us.

Helpful Links & Resources:

- [RecipePress](#) – Turn any WP site into a full-fledged recipe sharing system with user contributions.
- [Recipe of the Day](#) – Free plugin with over 20,000 recipes in 40 categories you can display.
- [Food Recipe Theme](#) – Nice free theme to run a recipe blog or site.
- [Gourmet Theme](#) – A great looking theme for your recipe WordPress site.



Facebook Fan Page Setup

Overview: No business outside of Google has captured the hearts and minds of people worldwide in the last several years like Facebook has. With a value now in the range of \$70 billion there is little doubt that any business can profit from being involved with Facebook. You have to find a way to cash in on this as well and now it is easier than ever to do so.

You can help businesses get in on the Facebook action by creating Facebook business fan pages for a fee.

The Opportunity: The WordPress-related opportunity within the Facebook Fan Page Setup website was created when Facebook changed the way it allowed people to setup the fan pages.

Now it isn't quite as easy as it once was to create these fan pages and someone with great experience or the right technology needs to do it.

You would be using the creation methods and tools created by the below listed resources to create these pages for whomever may need them.

Labeling yourself as an "expert" with Facebook business pages or someone that can utilize it's powers for advertising and marketing is a no-brainer.



How to Get Started: Consider the following from the "[WP4FB](#)" theme:

"As of March 11th Facebook removed it's Static FBML application to create Facebook Fan Pages. Instead, they're forcing everyone to create Facebook iFrame applications, making it a lot harder to create and maintain Facebook pages..."

We figured there should be an easy way to create and maintain Facebook Pages again, and that's where WP4FB comes in!"

This is really all you need to know about how to get started and what it is that you will be asked to do with a Facebook Fan Page Setup website.

You become the "expert" related to Facebook by helping business build these online fan pages and you see the money start to roll in to your bank account.

Helpful Links & Resources:

- [WordPress for Fan Page](#) – This cool theme allows you to create Facebook fan pages with ease.
- [WP4FB](#) – This is another really great way to use WordPress to build Facebook Fan pages.
- [WP Nexus Fan Page Creator](#) – This is another plugin to create FB fan pages.

Run Your Own Article Directory

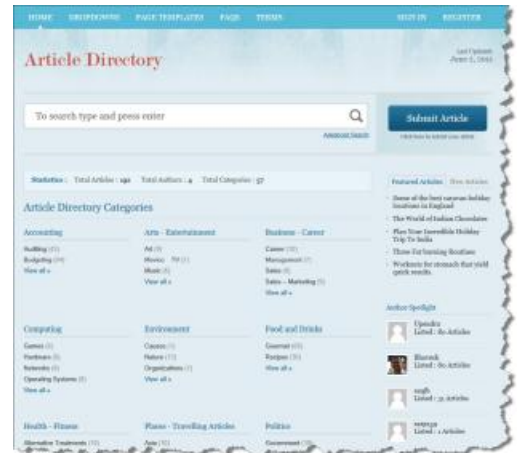
Overview: Marketing on the internet is still in its relative infancy and this is why there are so many different opportunities for people to help market products and services.

One of the older ways to do this has become easier with the help of some great WordPress themes that allow you to create your own article directory.

All you have to do is utilize the technology that is provided and market yourself as the premier “up and coming” article directory on the internet. You run the show how you want to and make it easy for people to submit and create articles using your website.

The Opportunity: Again, the opportunity to create an article directory of your own comes from the endless need to try new avenues to marketing online.

Article directories house thousands and thousands of articles on various subjects and allow users and creators to leave links to their websites in the articles, therefore creating more traffic for their websites.



Depending on how you decide to run your article directory, you could carve out a niche as one of the more respected article directories and start making money.

These themes will allow you to let the users submit articles, you can select the featured articles and you can even create categories for the directories. Submissions become easy with these themes for your professional article directory.

How to Get Started: All you have to do to get started with your own article directory is to select which one of the themes you want to use from WordPress. Using the Article Directory WP Theme as an example you can easily setup the following features on your article directory website:

1. You can setup your article directory website to allow users to setup their own usernames and passwords so they can easily submit articles for display.
2. You can monetize your article directory by either setting up ways to pay-per-article using Google Checkout or PayPal or by making it free to submit and make money through Google AdSense.
3. You can set the design to match the exact type of article directory that you wish to have and make this site truly your own.

Helpful Links & Resources:

- [Article Directory WP Theme](#) - Let your users submit articles, featured articles and much more!
- [WP Article Directory Plugin](#) - Displays categories like article directories and article submissions.
- [ArticleSSS Theme](#) – Free Article directory theme for WordPress.
- [Article Directory Theme](#) – Quickly and Easily start a professional article directory.

Press Release Directories

Overview: Every company desires more press and attention for their business and many businesses have done this for decades via the press release.

With a press release you are giving free information to the media in hopes of news stories or submissions into their print media. You can be the one to make this information available to people by way of your press release directory website.

The Opportunity: The opportunity for a press release directory is to become the hub for press releases across the internet for a variety of different businesses and interests. Your goal could be to make money by charging for submissions or by charging for membership to the articles themselves. Here is a brief description of these approaches:

Charging for Submissions would be when you charge the people that are actually submitting the press releases a small fee for each admission. This means that when you want to advertise or market your business you would pay a small fee, either per article or per month for a predetermined amount of articles.

Membership to Articles would be when you charge the people that want to use the press releases a small fee per article or per month for access to the articles. The only catch to this approach is that if these same people can find similar articles for free they may not be willing to pay you for them.

How to Get Started: Getting started with a press release directory website is somewhat easy due to the fantastic WordPress tools that are listed below.

With these themes and plugins, you can setup your directory to accept payments, display articles in categories, create accounts for users and accept payments for those very same users.

You could take the approach of making one press article directory and put all of your energy in to making it competitive with the big boys, or you could take another approach.

The other approach is to make many local or niche-style press release directories that all are able to get a sufficient amount of traffic to be profitable.

Helpful Links & Resources:

- [Plus One Theme](#) – This is a theme were users can rank articles plus a lot more.
- [Article Directory WP Theme](#) - Let your users submit articles, featured articles and much more!
- [WP Article Directory Plugin](#) - Displays categories like article directories and article submissions.
- [ArticleSSS Theme](#) – Free Article directory theme for WordPress.
- [Article Directory Theme](#) – Quickly and Easily start a professional article directory.



Automobile Classified Ads

Overview: Classified advertisements have been used for years and years to help sell cars, though traditionally they were done through newspapers and magazines.

You can create your own automobile classified advertisement website to make money and give people an alternative to selling their autos.

The Opportunity: With classified ad websites you are going to generally have two separate approaches to making money, one through fees and the other through ads. Here is a brief overview of how each of these may work if you were interested in this opportunity:

Fee Based Approach: If you are going to take the fee-based approach to an automobile classified ads website you would charge people to list their car on your website.

This would be a minimal fee that you would advertise as being worth the type of attention that your auto would receive. Another fee-based approach would be to charge money to see the contact information for the seller.

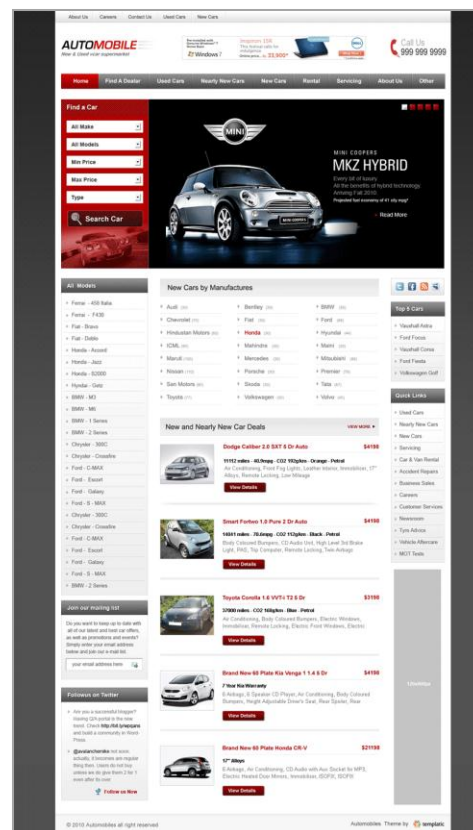
Monetized Ad Approach: The other, and most popular, way to monetize an automobile classified ads website would be to charge for advertisements on the website or through AdSense ads.

Many local mechanics and car sales lots may be interested in advertising. If you run Google Ads, you may actually have ads from the major car manufacturers on the site.

How to Get Started: Getting started with the automobile classified ads website will not be hard thanks to the websites listed below.

The [Automobile Theme for WordPress](#) is great because it makes your website appeal to the auto enthusiast while still allowing you to flourish with Ecommerce and ease-of-use.

The other two listed are great plugins to help you to change your website into a classified ads website, regardless of if it is for autos or not. All of these will help you get started on your way to making great money with an automobile classified ads website.



Helpful Links & Resources:

- [Automobile Theme for WordPress](#) – This is the premiere classified auto theme for WordPress.
- [WordPress Classifieds Script](#) – This is a plugin to turn your site into a classified site.
- [Free WP Classifieds Plugin](#) – the most popular WP classifieds plugin with over 72,000 downloads!

Start an Online Magazine

Overview: Magazines aren't just for print anymore as the internet has made them both easier to get and easier to make, which is a "win-win" for everyone involved.

You can cash in on this by finding your niche and selling yourself as an expert in the field in which you are involved in.

The Opportunity: The opportunity with an online magazine is one that you will know better than anyone else as only you know your true strong suits.

An online magazine needs to have a niche to be able to stand-out among the rest so you have to find out what your niche is going to be. Here are a few to consider:

1. **Become the local expert on something or someone.** This could be the local reporter for a major high school sports team in your area that gets a lot of attention or even for a major local event or hobby. If cycling, for instance, is big in your area it could be a sport that has interest but is not covered by traditional print media.
2. **Write to your favorite hobby,** regardless of your perceived interest level from the rest of the world. If you happen to love old episodes of "ALF" and you don't think anyone else does, you should give your idea a try first. The internet has a way of bringing the world together.
3. **Focus on the needs of the area or region you live in.** For instance, if you are in an area that has been hit hard by the economy and jobs are at a premium your online magazine could be about career opportunities and interview tips. This is something that will be in demand and could get a lot of readers to follow.



How to Get Started: Starting an online magazine is remarkably easy as all you really have to do is create a membership website and start writing.

The links and resources below will allow you to create membership websites and write an interesting copy for your website at the same time.

Use the programs created to make your online magazine idea become a reality and start working for your favorite boss, yourself!

Helpful Links & Resources:

- [WordPress Magazine Theme](#) – This great theme is perfect for an online magazine
- [60 Free WP Magazine Themes](#) – Great list of the best free WP magazine themes.
- [WordPress Free Membership Plugin](#) – turn your magazine theme to a paid subscription service.
- [Magazine Columns Plugin](#) – a free plugin to turn pages and posts into columns like magazines.

Create an Answers Site

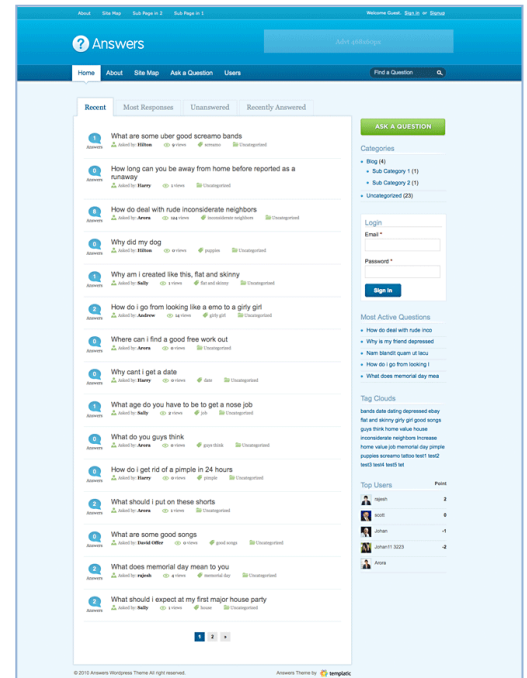
Overview: People use the internet for a variety of different things, perhaps the number one thing it is used for though is quite simple, answers.

We often use the internet as an opportunity to help us settle a friendly debate between people and we need somewhere to go to get those answers.

The Opportunity: If you create a website that simply answers some of life's commonly asked questions you can create a website that will get traffic and likely make money. What you need to do is decide the approach you will take to your answers website and then decide how you want to monetize it. While the choice of how to monetize is yours, it should be noted that people don't often want to pay for their answers.

Here are a few ways to start putting together the answers for your answers website:

- As you go through the day you should think about the things that you do and how you know how to do them. You may have had to take some time at some point in your life to figure these things out and it could help others figure them out faster. Write these things down as you go and try to start a database on your own.
- Scour the internet for the subjects that you are interested in and go to the well-respected websites in that area to get answers. For instance, if you were to have a question about insurance you could go to the website for Farmers Insurance and visit their FAQ (Frequently Asked Questions) area. Read a few things that you didn't know and then write out the question and answer in your own words and post it to your answers website.
- Visit message boards all over the internet and find out what people want to know, then do the research and find the answers yourself. At this point you start building your bank of answers to these questions.



You could even consider creating professional question and answer site where you charge to ask questions or to see answers. This is really popular in tech support style websites or for medical or legal help.

How to Get Started: To get started with this theme you have several options of WordPress themes and plugins below this article. Make your very own, customized Q&A sections and make your site look completely unique. As you get more traffic you can charge for advertising on your website and start to make a good amount of money for yourself and your family.

Helpful Links & Resources:

- [Templatic Answers Theme](#) – Create your own free or paid answer site.
- [Question & Answer Plugin](#) – free plugin to turn your site into Q&A site.
- [Q&A Plugin](#) – Great free (lite) plugin for questions and answers on your site.

Create Your Own Amazon Store

Overview: Amazon.com is one of the most powerful and long-lasting websites around as it seems as if they were birthed along with the actual internet itself. As they have continued to grow with time they have made several unique options for people to make money on their own and this is where you come in. You can create your own Amazon Store and start making some extra money.

The Opportunity: The opportunity is for you to create your own website and attach an Amazon Store to it so people can buy the items that you discuss. Here are a few topics that could have some great interest and good products to sell and gain commissions from.

- A. **Mother/Baby Items:** All mothers and mothers-to-be are interested in finding the things they need for the best price and you could help them to find it. You could start a blog about your life as an expectant mother and then a mother and list the items you discuss at the bottom. Every time someone buys an item you talk about you make money.
- B. **Film/Music Critic:** You could make your Amazon Store a collection of CDs, MP3s or DVDs and discuss what you thought of each song or movie. As you sell the product you could also list movies and music that are similar and try to cross-sell to make your store some more money.
- C. **Handyman:** If you are a natural at do-it-yourself projects you can teach people how to do these things and then list the items that they would need at the bottom. These items would be from your store and you could instantly start to earn the cash from the products you sell.
- D. **Plus Many More!** The opportunities are almost endless. You just need to think about things that either interest you or you know would be popular.

How to Get Started: The amazing links and resources listed below will help you to get your Amazon Store started because they make everything so simple.

Some of these will require you to add the products that you are discussing while others will simply use keywords to get the information that they need to start selling items.

Helpful Links & Resources:

- [ReviewAzon Plugin](#) – Add Amazon products and customer reviews to any WordPress theme!
- [Amazon Reloaded Plugin](#) – free plugin to quickly add Amazon products to your website.
- [WordPress Amazon Associate Plugin](#) – quickly and easily monetize your site with this free plugin.
- [Amazon Autoposter plugin](#) - Automatically post related products from Amazon.com to site and earn!



Create eBay Affiliate Sites

Overview: Where we all once-upon-a-time discussed selling old household items and interests in garage sales and swap meets we now discuss eBay and Craigslist. eBay is a fantastic option for selling old items as you get to gauge the interest of the parties involved and get the most for your products or possessions.

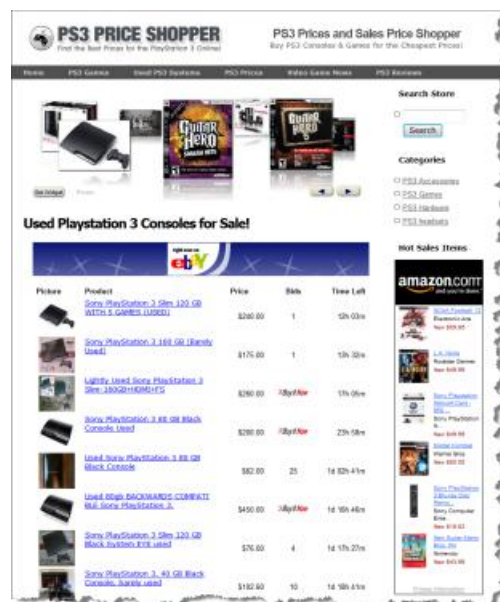
The Opportunity: The opportunity with eBay affiliate sites is to either sell the products that are on eBay, market your own products, or simply market the use of eBay itself. Here is a little more of what we are talking about with these three options:

Sell the Products on eBay: This is easy to do as you simply find products that you think are interesting and write about them on your blog or website. If the winner of the auction comes from your website you will get some money and you will get money.

Market Your Own Products: When you sell items on eBay you don't have to do much marketing as the site is so well-known and well-trafficked anyway. What you can do is list your items on eBay and your own website to get the maximum exposure. Also, this way you could sell your own product and get the commission or fee for getting a new user.

Marketing eBay Itself: This option is one that suggests you are simply trying to drive new users to eBay and get them to sign up for a new account. Each time you do this you could make money on the transaction and continue to look better and better in your bank account.

How to Get Started: The links and resources below can help you get started with any of these approaches because of the way the plugins are designed. You can make your site an eBay store with these options or you can simply make it to where auctions are displayed based on the information discussed on your website. This is a brilliant approach that shouldn't be underestimated.



Helpful Links & Resources:

- AuctionThumbs.com – Very easy-to-use plugin to add eBay Partner program listings to your site.
- WP EasyBay – Easily add eBay auctions to your posts and pages in seconds.
- PHPBay Plugin – the best plugin for adding keyword rich eBay auctions to your site.
- WP eBay Ads – free plugin that allows you to insert related auctions to your posts.
- Free eBay Store Plugin – Turn your site into an eBay store!

Affiliate Datafeed Websites

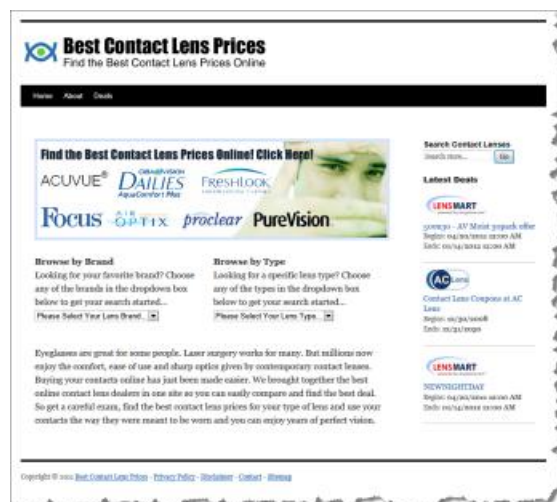
Overview: Part of the problem for many people that create websites or affiliate websites is the tedious nature of adding links to sell items or list items. Much of this tedious and time-consuming task can be eliminated with the use of data feeds that will do all of that long work for you.

The Opportunity: Many of the major online retailers today have datafeeds available to affiliates.

A datafeed is simply a file that contains product names, descriptions, sometimes images and other details along with your customized affiliate link to the product.

As an affiliate, you can use this datafeed to build a thorough website with products listed. You profit each time someone buys a product through a link on your datafeed-driven website.

Building websites with datafeeds used to be something that required a high level of skill. However, there are many ways now with WordPress that you can use datafeeds to build vibrant, profitable websites loaded with products.



How to Get Started: The first thing you need to do is determine which company you want to promote and find their datafeed file. Some will list it publicly in an affiliate site like Commission Junction or ShareASale, while others may require you reach out to them.

Once you have the datafeed, you need to determine what program you want to use to build out your website. The resources at the bottom of this page should help.

Probably the easiest method to build websites with datafeeds is to use [DataFeedr](#). This is because it not only can build out the site, it also houses thousands of datafeeds from the web's most popular affiliate websites.

You can build a great looking affiliate store in just a few minutes with the power of [DataFeedr](#).

Helpful Links & Resources:

- [EZ Empire Builder](#) – A great way to turn datafeeds into content on your WP site.
- [DataFeedr](#) – Build unlimited, high quality affiliate stores from 100's of datafeeds!
- [CJ Datafeed](#) – Free plugin to create posts from Commission Junction datafeeds.

Run a Survey Site or Service

Overview: As social media continues to surge in popularity, so too does the popularity of online quizzes and surveys about random items. People are interested in seeing what other people think about popular questions and random events and this is where you can start to cash in.

The Opportunity: By taking advantage of websites like Twitter and Facebook you can market your website to people who are looking for conversation starters on their pages. Bringing traffic to your site means more in the way of advertising dollars and you can even market yourself as a company that specializes in surveys for businesses.

While on the outside you could present yourself as a fun site that just wants to know about people's interests you could also sell yourself to businesses who want more information. You can keep the information anonymous and confidential and just provide the results based on demographics and what those people prefer in certain situations.

This is the type of information that businesses may be interested in and you have to know how to sell to them the importance of having the information that you sell. You just have to decide on the approach to monetizing your survey site and then get to work on it with some great software.

How to Get Started: Getting started on your own survey website is easy with the links and resources that are provided below. These products make the approach easy by allowing you to create the surveys and quizzes and then post the results or keep them to yourself. Regardless of your approach, any of these products can help you make your own survey website.

Helpful Links & Resources:

- [WP Survey and Quiz Tool](#) – Create your own quizzes and surveys on your site.
- [SurveyGizmo Plugin](#) – insert your SurveyGizmo surveys right into posts and pages.
- [Surveys Plugin](#) – another free plugin for running your own surveys.

Create a Social Network

Overview: Whether you like it or not it is time that you face the music, Facebook and Twitter are taking over our world and they are not letting up. These giant, international corporations are not going to be easy to overtake, this is why you need to create your own social network for your own community.

The Opportunity: A community is a funny thing because it can be the people that also live in the town that you do, it could be a group of people with shared interests or a group of people with a common goal. Here are some ways that those three things could translate to your own social network.

1. **You could start a social network that is only open to the people in the town that you live in.** Your town or city could be giant or very small, this would simply be a way to create a community that can share information quickly to create a more friendly dynamic.
2. **You could start a social network that only has to do with a shared interest that you have with some other people.** For instance, you could create a social network of Star Wars or Glee fans and just make it to where only those people can interact and share their experiences.
3. **You could start a social network for your workplace** that is either endorsed by the company or isn't, just a way to meet together outside of the workplace dynamic. This would be a great option for a large call center or company with thousands of employees to create a small-office type of feel.



How to Get Started: Believe it or not, creating a social network is not as hard as it was for the owners of MySpace and Facebook, it is actually quite easy.

The easy part is thanks to the WordPress themes and plugins that were designed to make this an easy project that you could get on board with. Creating a social network is easy and you shouldn't hesitate to create one if it is something that you are truly interested in.

Helpful Links & Resources:

- [BuddyPress](#) – The free option to turn WordPress into your own social network.
- [BuddyPress Themes](#) – Find themes to run on your WordPress based social network.
- [BuddyPress Plugins](#) – Find great plugins to add functionality to your social network.

Start a Dating Site

Overview: Finding a niche group or “starving crowd” that is always in need of another place to meet is a jackpot for any internet entrepreneur. People will always be looking for love and with the power of the internet they will always make a point of trying to find that love online. This is where you come in.

The Opportunity: For some people, finding a date can be difficult. You need to be the one that makes it easier for them. You do this by creating your own dating website with WordPress.

The way you monetize this project is quite easy by charging a fee to those who want to list themselves on the site. However, you could also make that part free and charge advertisers to cash in on the desire for love.

What you have to do is find a way that you can stand out from the big players in this industry like eHarmony and Chemistry.com.

You need to carve out a niche as a dating site for a very specific type of person or for the local area in which you live. These two options make it hard for eHarmony to compete with you and you now become the standard bearer.

So if you decide to go the local route you need to get into every newspaper, radio show and advertisement that you can to get attention for being available.

If people know they have a local option to help them find love they will likely take it as this person may know a lot more about finding love in their area than anyone else.

How to Get Started: Some of the plugins that are associated with this genre are expensive but it is due to the safety precautions and complex setup that is required of this type of website.

You can find the way to create member-based websites that have to do with dating and start marketing yourself as the local expert on dating.

Helpful Links & Resources:

- [WP Dating Plugin](#) – This is a pricey plugin that can turn your WP site into a dating portal.
- [WordPress Dating Plugin](#) – this plugin turns WP into a member-based dating site.
- [Classifieds Theme](#) – You can use this theme to create a dating site (some modifications required).



Run an Auction Site

Overview: eBay has made a fortune as one of the most recognizable names on the internet for their auction style website that lets anyone list anything for sale. You can create your own auction site for any reason that you may have and try to turn yours into your own small fortune.

The Opportunity: Creating an auction website could be something that you would do for any number of reasons, one being that you just want to make some money.

This can be done with an auction website but you have to find a way to make yours appealing in a different way than your top competitor, eBay. This could be simple, but could be very, very difficult.

Here are a few different topics or genres you could use for your auction site:

1. **Collectibles:** Your collectibles could be related to superheroes, sports figures or any other type of popular niche that would separate you from eBay. In other words, you could advertise yourself as the place to buy action figures online that are not sold in stores. eBay may have these, but people will know your site does.
2. **Household Items:** Things that you have around your house that you believe everyone needs could be great for auctions. For instance, if you bought a chainsaw for one particular project but haven't used it in three years you would know what website to go auction it on.
3. **Baby Products:** Every expecting mother gets samples of formula and other baby products that they may not use in the mail. You could try auctioning these off and making a little money on the side as opposed to letting them go to waste, "just in case" you need them.

How to Get Started: The tools listed below will help you to either create your auction website or add an auction component to your existing website. Usernames will be able to be created and payments will be accepted in addition to being able to actually start and finish the auctions on time.

Helpful Links & Resources:

- [WP Auctions](#) – Great free plugin for running your own auctions on your website(s).
- [ProsPress](#) - Add an auction marketplace to your WordPress site.
- [AuctionPress](#) – All in one solution (theme plus plugin) for creating WP auction sites.



Price Comparison Sites

Overview: People that don't price shop are generally the types of people that don't need to look at the price tag anyway because they can just afford it. These types of people are not large in numbers and this is good for starting a business that revolves around price comparisons.

The Opportunity: If you can save people money they will love you and continue to come back to you until you show that you have lost your touch.

Luckily for you your touch will never be lost because you will have the automated systems that are listed below to support your price comparison websites. What you have to do is find out what the products you will be comparing are going to be.

With an opportunity like this you will be making money based on affiliate sales and this means you will get a fraction of the products that you sell.

This means that it is much better to be an affiliate that compares two flat-screen televisions as opposed to one that compares toasters. You want the bigger price tag so you get the bigger commission.

All you have to do is make sure that your site is continually updated and has pertinent information that people may want to know to make a purchase. If you feel that you have and can continue to get this information on your website you can make money with a price comparison website.

How to Get Started: All that you have to do to get started is to select which one of the themes or plugins that you want from the list of links and resources below.

Once you have decided which one to use it is literally as easy as putting one together with the types of products that you want to compare and you will be well on your way to making money.



Helpful Links & Resources:

- [Price Comparison Theme](#) – This theme lets you turn WP into a price comparison portal.
- [ComparePress](#) – a plugin to turn your website into a price comparison site.
- [CompariPress](#) – a very cool plugin for adding datafeeds and comparison prices.

Jobs Listings Sites

Overview: Few things are harder to do right now in our world but to sift through the job listings and be continually rejected by those that are hiring. Instead of being one of the ones looking for the job you need to be one of the ones listing the jobs that are open by creating your own job portal website.

The Opportunity: One of the most important things for any business venture online is the guarantee that there is a target audience for the business that you are creating.

This is a done deal with job listings as regardless of the state of the economy there are always people looking for jobs. All you have to do is come up with what makes you different from Monster, Indeed, Career Builder and all the other major job listing websites.

One option that you may have is to make your job listings site specific to the state or region that you live in. This way people may want to use you because you are specific to the area and you are cheaper to list a job with, making you different.

Another option could be that you list only jobs in a specific niche, such as you only list teaching jobs that are available for high schools across the country. This way you are appealing to a large group of people, but you are still defined enough to make yourself appealing even against the major job listings websites.

How to Get Started: Getting started with this idea would not be terribly difficult because all of the hard things would be completed by the themes and plugins for WordPress below. These resources will do all of the hard things like allow for user accounts to be setup, for listings to be made and to accept payment from the people leaving the listings.

All you have to do is decide which plugin you want and what your business is going to be and you can get started as soon as you want to!



Helpful Links & Resources:

- [Templatic Job Board Theme](#) – Run your own free or paid job site with WordPress!
- [Job Manager Plugin](#) – This is a free plugin to add a job board to your website.
- [JobPress](#) – Another premium job listings WordPress theme and plugin.

“How to” Websites

Overview: The internet is our manual for life nowadays with all of the answers and guides that you can find on our precious World Wide Web. If you know how to take advantage of this approach and make yourself a very good and thorough “How to” website you can cash in on this relationship.

The Opportunity: Your opportunity is to start a website that explains how to do common things that everybody might not know how to do. What you have to know how to do is the things that they ask to do, not how to setup and design the website because those things are done with the helpful links and resources below. So what could your “How to” Website be for?

1. Your website could be about how to get a job and it wouldn't then just focus on the job listings that are available in your area. This website would explore interviewing techniques, resume building and job listings to give the complete “how to” answer.
2. Your website could be about how to do common household things that are necessary for people that are not natural handymen or handywomen. You could put step-by-step instructions along with videos to show people how to do complex things.
3. Your website could be about how to lose weight and keep it off. This would allow you endless amounts of topics to explore like the physics of losing weight, the mental and emotional struggle involved and, of course, what you should eat and how you should exercise.

There are endless ways to structure your how to website, you just need to find a topic that strikes a nerve with a large group of people and start writing!

How to Get Started: The links and resources below allow you to do several things that you will need for your website. The FAQ plugin will allow you to ask and answer questions that you get frequently from people or you think of frequently yourself. The other two will allow you to easily become a paid membership site and add videos to your website to make it even more powerful.

Helpful Links & Resources:

- [Q&A – FAQ Plugin](#) – This cool free plugin lets you add frequently asked questions with ease.
- [Wishlist Member Plugin](#) – Turn your “how to” website into a paid membership site with this plugin.
- [TubePress Plugin](#) – This plugin lets you easily create great looking video libraries for your site.

Sell WordPress Themes

Overview: Almost gone are the days in which we would have to have a physical office to run our own business and be able to work independently.

Now, if you want to start your own business you do it online. With this means that you don't have to design an entire office, but you do have to design your website to be appealing.

The Opportunity: The opportunity to sell WordPress themes is a good one because there are a lot of people who need a website or blog and don't have the ability to design it themselves.

Instead of being the one to tell them where they can find these easy themes to use you could be the one to sell them the easy themes. There are several ways you can do it.

- You can use a theme builder program that will allow you to design your own custom themes with the help of a piece of software. Instead of you sifting through to find the themes that you like you get to create them and you don't have to take years of HTML classes.
- You could buy the themes in bulk from someone and get the rights to resell them yourself on your own website. This would give you a lot of options to choose from and just leave it to you to find the buyer and sell the product.
- You could go on websites that freelance designers use to sell their products and purchase them for your own resell opportunities. This could be that you have the exclusive rights to these themes which means you would be the only one selling them. This is, of course, a major advantage over your competitors.



How to Get Started: Each one of these opportunities is available with the links listed below. You can use the Artisteer generator to make your own themes, you can get private label themes or you could go to Odesk to find exclusive themes. All you have to do is figure out where to start and how to get some traffic to your website.

Helpful Links & Resources:

- [Artisteer Theme Generator](#) – You can use Artisteer to build themes then sell them for profits.
- [PLR AdSense Themes](#) – Get private label rights and resell these themes.
- [Odesk.com](#) – You can get themes created by freelancers then resell them

Sell WordPress Plugins

Overview: Many times the role of an entrepreneur is to be a dreamer that thinks of things people need and finds a way to make them a reality.

The problem here is that every dreamer needs a technical hand behind them that can make those dreams become a reality. This is where your opportunity to sell WordPress plugins begins.

The Opportunity: WordPress plugins are the simple tools that are added to WordPress blogs to help them to do things that the website wouldn't ordinarily do.

If you wanted to make your website a membership style website, for example, you could do that with the help of a plugin. So your approach needs to be to find what is missing from WordPress and then find someone to create the answer.

You could start by frequenting the blogs and message boards where WordPress is discussed and see if people are freely talking about what is missing. When you come up with the things that are needed you can simply come up with a solution and then head over to finding your developer to fix the problem.



How to Get Started: The websites listed below are places that you can find qualified and talented developers of WordPress plugins.

These websites will have developers aplenty, all you will have to do is read their resumes and see which one fits with your ideas. Talk to these people and try to find your developer to help you answer the dreams that people have.

Once your plugin is complete, you might start out trying to sell it on marketing or online forums to spread the word. You will also want to make sure you have a website to sell it on.

Helpful Links & Resources:

- Guru.com – You can find qualified and talented WordPress plugin developers here.
- Freelancer.com - Compare and shop for freelancer developers for your plugin needs here.
- eLance.com – A great place to find top quality developers for your plugin development.

Flip Websites with WordPress

Overview: The idea of flipping mainly originates with real estate and the idea that you can buy a property “on the cheap” and then put your influence on it with repairs and design to sell it for a profit.

There is a definite art to the process and you have to know a lot about homes and contractors to be a success. This similar approach is taken online with website flipping and you could join in.

The Opportunity: The opportunity is there for someone who has ideas but doesn't have the time to follow through or the creativity to keep an idea fresh. If you are skilled with idea building and SEO ability then you can build the websites and get them going, then hand them over to someone for a price.

For example, let's say that you are a technical genius with an eye for what is missing from the internet in terms of new and exciting websites.

You can build the site and maybe even get it started with some good articles that show SEO results, but you are not interested at all in maintaining the site.

You can take your idea and all of the time and energy that you have put into it and flip the website for a profit to someone that has the opposite skillset. People are often willing to pay a lot of money for this approach and you can benefit from that greatly.

How to Get Started: The websites listed below are some of the most popular on the internet for flipping websites and are great places for you to get started.

Remember that you are building a reputation in the industry when you approach these websites, so think before you start to type!



Helpful Links & Resources:

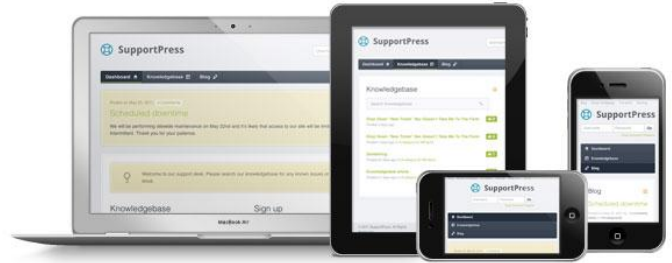
- Flippa.com – The premier marketplace for buying and selling websites on the web today.
- Digital Point Website Marketplace – Another good place to find great deals on websites for sale.
- FlipWebsites.com – A great place to learn about flipping websites with or without WordPress.

Run a Virtual Help Desk

Overview: Sometimes the idea for an online business is for the actual business itself, for a new venture that offers something different to a customer.

In other situations the idea for an online business may be to support these people and offer something of value to the business owner, not the customer. This is the situation with a virtual help desk business.

The Opportunity: All large businesses create their own, internal help desks that help the employees with tasks that may be a problem in allowing them to be productive employees. Small businesses also need this type of support but may have a hard time in having the funds available to offer the services. This is where you come in.



You can now easily become the help desk for a small business, or for multiple small businesses, right from your own home. All you have to do is create your own virtual help desk with a website and you can then become the contact point for small businesses.

The opportunity to do this for other businesses would require you to meet with this business and document what the potential issues would be that you would handle. You would then document how to resolve the issues and then create your manual to help when the calls or emails come in. You respond and become the integral hub to that small business being profitable and self-sustaining.

How to Get Started: Everything that you need to turn your website into a help desk is listed below with the abilities to respond to customers efficiently and make your website look very official. Being of help to small businesses could become a very lucrative business for you, to the point where you may have to grow and hire a small base of employees.

Helpful Links & Resources:

- [SupportPress](#) – Run a full featured help desk with WordPress. It has a built-in ticketing system.
- [ZenDesk Plugin](#) – Brings the power of the ZenDesk help center to your WP website.
- [LiveHelpNow WordPress Plugin](#) – This plugin lets you add live chat, tickets and knowledgebase.
- [WordPress Help Desk](#) – This premium plugin lets you use WordPress to run a help desk.
- [FaultPress](#) – A Powerful theme with a bug reporting feature and a ticketing system.

Video Training Websites

Overview: Training, how to, and answer websites are very powerful on the internet because it gives people the ability to learn something almost immediately. If you think of the power of this ability you can see how you could become a worldwide video trainer in almost no time at all.

The Opportunity: Your opportunity is to find a niche that is in need of help, and already has a following, and sell the opportunity to learn more. For instance, you could take the approach of a few different video training opportunities we will list here:

1. **You could become the video trainer** for a small business that doesn't have the money to employ their own training department. If you have a training background you could approach the business and offer to work with them on developing their own training. You get all of the information that is needed and develop the materials, and videos, then make the package available on your website.
2. **You become a niche trainer** that is known for teaching one specific area to large groups of people. For example, you could become known worldwide for teaching kids how to play the beginner guitar. You could put video samples on your website to download.
3. **You could teach people how to cook** if this is something that you feel you have a calling to do. Posting recipes on your website and attaching a video showing you making the recipe would be a very powerful way to train people to cook.



How to Get Started: The links and resources below will help you create a membership website and then determine how you want to display videos on that site. If you want to have your own database of videos you could use the WooTube theme, but if you want to simply display your own YouTube videos you could do that with the TubePress plugin.

Your video training site could be monetized by a paid member system using the [Wishlist Member Plugin](#) or you could make it free and make your money with affiliate links or AdSense ads. It really depends on the niche and your marketing plan.

Helpful Links & Resources:

- [WooTube Theme](#) – This is a cool theme for running a video training website with WP.
- [Wishlist Member Plugin](#) – Turn your video tutorial website into a paid membership site with this plugin.
- [TubePress Plugin](#) – This plugin lets you easily create great looking video tutorial libraries for your site.

Run Your Own Blog Network

Overview: Getting links from other websites is the number one way that websites move up in the search rankings. You can cash in on this by creating your own network of blogs or websites and selling text links to marketers, SEO companies or independent website owners.

The Opportunity: If you can a network of websites that either get good website traffic or have solid Google PageRank, you can sell links on these to other companies to help their search engine rankings.

These networks of blogs or websites do not have to be niche. They can be generic. The main goal is to get them indexed in Google and get PageRank. Then you can sell contextual text links or homepage links on them.

One common technique to build a blog network is to buy expired domain names. Every day, thousands of website domain names expire and become available to re-register. Many of these domains were websites with existing backlinks, PageRank and website traffic. You can buy these domain names and have a website with instant search engine link selling worth.

Purchase enough of these websites, and you will have a network people want to buy links from. A blog network could be 10 websites, 100 or even more. Of course the more links and link juice you can send, the more you can charge for it.

How to Get Started: The links and resources below give you the ability to create a blog network.

Helpful Links & Resources:

- [GoDaddy Auctions](#) – Here you can search for and purchase expired domains and websites.
- [Stuck Domains](#) is a good resource for searching expired domains by keyword.



Start a Membership Site

Overview: Before the days of the internet it was quite difficult to create an interactive membership or fan club because of the difficulty of proximity with other members or fans. Now, the internet has brought us all closer together and made it easier to create profitable and popular membership sites.

The Opportunity: You can start a membership website that offers something unique to your followers and make a good living in the meantime. This membership site can be about anything, a shared love of your favorite sports team, the common interest in a television show or the discussion of a favorite hobby. The list of potential things for your membership site could go on for days.

What is important to remember about creating a membership site is that you have to be offering something of value that can't be found for free otherwise. The only caveat to this is if the information is found for free it takes a long time to find and people don't want to take the time to do it on their own. One great example of this is couponing.

Everyone wants to save money but nobody wants to take the time to clip coupons and organize how long they are good for. If you developed a membership site that had links to coupons online, organized them by the expiration date and kept your members informed of new offers you would likely have a very successful business.

This is just one example. There are an almost unlimited number of potential niches for creating membership sites. You just need to find the niche and see if people are willing to pay to get together and share ideas or learn something new.

How to Get Started: The plugins listed below are plugins that simply allow you to create a membership website that you can profit from. They don't necessarily have the exact theme that you may be looking for, but everything for the creation of a membership site is there and ready for you to use.

Helpful Links & Resources:

- [Wishlist Member Plugin](#) – This is probably the most popular membership plugin for WordPress.
- [WP Members](#) – This is a free WordPress plugin for creating and running a membership site.
- [Digital Access Pass](#) – This is a very powerful membership script that works with or without WP.



Restaurant Reviews Site

Overview: One thing that the internet has not been able to change is the need most people have to go out and eat in a restaurant every once in a while. This need to dine out has long created the need for people to review restaurants and give their opinion on if it is worthwhile or not. Before the internet these opportunities were only available to reviewers in newspapers and magazines, this is not so anymore!

The Opportunity: Your opportunity is to create a career for yourself as a restaurant reviewer and show your opinions to the world on various places to eat. Remember, if you are in a small town you could be isolating yourself as a critic of the food establishments, use caution! Here are a few different approaches you could take to being a restaurant reviewer:

The Food Critic approach would be the person that eats the food and actually gives a review of the taste and quality of the food itself. This is the approach that could cause the most ill will if you are criticizing people regularly.

The Ambiance Critic approach would be that you are critiquing the atmosphere and ambiance of the restaurant for people interested in dating or having a large gathering at the restaurant. You could judge the quality and thematic elements of the appearance of the restaurant.

The Family Critic approach could be that you critique restaurants in your area or region based on the elements of being a family-friendly restaurant. You could have ratings that include the existence and cleanliness of high-chairs as well as things that kept your kids interested for the long haul.



How to Get Started: The links and resources below will help you to create your own review site that could also have interactive elements for your visitors. You could get people to leave their reviews as well and make the site open to any and all criticism.

Helpful Links & Resources:

- [My Review Plugin](#) – Create your own reviews and allow users to submit reviews with this plugin.
- [Review Engine Theme](#) – This is a neat theme to run your own review site of any kind.
- [Restaurant Theme](#) – This is a cool theme with a restaurant look and feel.

WordPress SEO Expert

Overview: When it comes to making money on the internet there is one universal truth that all businesses must learn to live by, no traffic equals no money. This means that you either have to pay for every customer that you get or you get it for free by ranking well in the search engines. This is called Search Engine Optimization (SEO) and you can make a career of it.

The Opportunity: Your opportunity is to provide expert consultation services as a search engine optimizer for businesses that need help in the area. There are a lot of ways that you can do this and each one of them is important to the overall success and ranking of your website, or the website that you are being paid to consult.



You could consult with WordPress website owners on their on-page SEO status. You could help them install plugins such as the ones at the bottom of this page to increase their SEO value.

You could also offer link building services. There are lots of ways to build backlinks. You can outsource these and then charge your client an upcharge and keep the profit.

If you are new to link building, you should really checkout the [Link Building Blackbook](#). It contains over 100 different ways to build links to websites. This could be very helpful in your SEO consulting business.

How to Get Started: The great options listed below in the links and resources are there because they give great advice and support for your SEO needs. There are the great plugins that make SEO friendly blogs and websites and there is also one for the SEO Business Box. This is a great way to learn more about SEO and the things that you could offer your customers for great SEO returns.

Helpful Links & Resources:

- [All-in-One SEO Pack for WordPress](#) – The definitive plugin for optimizing your blog for search engines.
- [HeadSpace2 SEO](#) Plugin – Another great free search engine optimization plugin for WordPress.
- [SEO Business Box](#) – Learn the tricks of the trade of running your own profitable SEO business.

Create an Online Arcade

Overview: As social networking continues to surge and people don't show any signs of losing interest in playing games it doesn't appear as if these fads are going anywhere. With the help of some simple themes and plugins you can create your own online arcade that will be frequented by many.

The Opportunity: Your opportunity is to create an arcade that you can charge for people to use or you can create an arcade for existing members of a current website you already run. The fun part about this is that you are bringing something to people that they want to get out of their stressful lives, a little fun and relaxation!

Let's say, for example, that you run a website for your local community that is designed to create a community feeling from a large group of people. You have community information for the adults that helps them to stay in communication but you need something to bring in the kids. Now you have it.

Put games on your website to attract people or just simply to give your members another reason to stay with you and ignore the other offers of membership. Regardless of your reason for having an online arcade you should know that it is very easy to do.

How to Get Started: The products listed below will help you to design your online arcade by giving you the games and designs necessary. You can get a deluxe version that is a little more expensive or just get the basics and get some games going on your website immediately.



Helpful Links & Resources:

- [MyArcadePlugin Lite](#) – Turn a boring WP site into an amazing game portal with this plugin.
- [MyArcadePlugin Pro](#) – Instantly add over 30,000 games to your website in minutes.
- [WP Arcade Engine](#) – Another cool and very powerful arcade script for WordPress.

Lead Generation Sites

Overview: Many businesses require a constant flow of new leads to keep their business afloat. For example, a real estate agent needs access to new potential homebuyers to be able to sell homes. An electrician needs access to people who need electrical work done. You can help these businesses and make money at the same time by using WordPress for lead generation.

The Opportunity: The opportunity is that you create websites that generate leads for these businesses, and the businesses in turn pay you for the leads or for a portion of the business they obtain as a result of your leads. Here are a examples:

1. **Real Estate Agents:** You build a local real estate portal with a form for potential homebuyers to sign up to be contacted. You in turn sell these leads to local realtors for a profit.
2. **Car Salesmen:** You create a website to capture the contact information for people in the market for a new car or truck. You then sell these leads to local car dealerships or individual sales people.
3. **Lawyers:** Finding clients can sometimes be very taxing and expensive for lawyers and you could make this all very simple for them. Create a website around the topics that these lawyers need clients from and try to get them some business.



These are not the only leads that you could get with a lead generation site but they are some of the most common. All you need is a business that needs customers and you find the way to get them.

It is also not required that you negotiate the buying and selling of the leads. There are many companies online that will sell the leads for you and even have forms you can add to your site to make the process easier. For example, LeadPoint.com is a leading provider of mortgage and financial related leads. They will sell the leads for you to buyers in their marketplace.

How to Get Started: The links and resources listed below this page will give you plugins that will help to create contact forms and lead generation forms. These will be filled out by the customers that become leads to the businesses that you have contracted with.

Helpful Links & Resources:

- [Gravity Forms Plugin](#) – The best contact form plugin for WordPress for creating lead generation forms.
- [Squeeze Theme for WP](#) – This is a great theme for lead generation and direct response campaigns.
- [WordPress to Lead for Salesforce CRM](#) – This plugin requires an account with Salesforce.com.

Sell Links on Your Sites

Overview: Everyone always needs another way to get traffic to their business and advertise their name to the masses. On the internet much of this is done through search engine optimization (SEO) and this type of traffic is golden to your business. One way to get good SEO is by getting links back to your website and this is where you come in.

The Opportunity: Your opportunity is to simply create a blog or website that is about a very popular subject and write on it regularly. With regular updates and good information your site will start to become popular and get a good amount of traffic from interested and engaged customers. This is when your site is in good position to sell advertising.

You could sell advertising in many ways, but one of the more common ones these days is to sell a link back to another person's website for a fee. This way the business gets a good link back to their website from a website of similar fashion and can start to improve their own SEO. You can do this by making the link appear to be a natural referral to a helpful site or make it a clear advertisement.

As long as you are giving a way for your customers to become another business's customers while also giving them some bonus points for SEO you will have a successful business. Don't stop with one of these websites, make this a business model and repeat your strategy to get multiple streams of positive income.

How to Get Started: What you will find below is a group of different plugins that will help you to sell and display links on your website. These plugins will rotate the ads or links and make it possible for you to get paid directly from your website.

Helpful Links & Resources:

- [Ad Injection Plugin](#) – This free plugin inserts your ads into content or widgets with a lot of options.
- [Simple Ads Manager](#) Plugin - Ad rotation system with a flexible logic of displaying advertisements.
- [Text Link Ads Plugin](#) – This plugin lets you insert ads and get paid from Text-Link-Ads.com.

Create Autoblogs

Overview: Without a doubt the hardest thing about maintaining a blog and making it profitable is having updated, fresh content. The content is what brings the readers in and keeps them coming back so the more interesting content you have, the better.

The Opportunity: You create websites that grow automatically from other resources. These other resources could be RSS feeds or CSV databases.

Autoblogs are great because once they are setup, they run on auto pilot mode. You do not have to come up with new content ideas or have articles written.

You can monetize autoblogs with affiliate links, CPA advertisements or even Google AdSense ads. Another way to make money is to sell contextual links on these autoblogs to other webmasters for SEO purposes.



How to Get Started: The plugins listed below will allow you to set up the RSS feeds and automatically create your WordPress posts without much effort. There are several different approaches to doing this, you need to choose the option that works best for your business plan.

Helpful Links & Resources:

- [AutoBlogged](#) – You can use RSS feeds to automatically create WordPress posts.
- [WP-O-Matic](#) – Free WP plugin that creates posts from RSS/Atom feeds.
- [WP Robot](#) – A feature rich popular autoblogging plugin for WordPress.
- [EZ Empire Builder](#) – a more white hat method of building websites in autopilot mode.

Start a Consulting Business

Overview: If you are an expert at something, chances are someone else might be willing to pay you to consult with them about your knowledge and experiences.

For example, let's say that you are an expert at email marketing; you could setup a consulting business where others pay you for advice and/or help on getting started with building an email marketing campaign.

The Opportunity: Brainstorm and think of things that you know a lot about and may be an expert on. Consider creating a website where you allow people to pay to either talk with you by phone or via email to get your advice on the topic.



Below are a few examples of the types of expertise that could be in hot demand:

- *Computer and Network Setup*
- *Entrepreneurship / Starting a Business*
- *Internet Marketing / SEO*
- *Legal or Medical Consulting*
- *Accounting and Business Finance*
- *Credit Repair or Debt Consolidation*
- *Dating and Relationships*
- *Mobile App Development*
- *Inventory Management / Distribution*
- *Parenting Special Needs Children*

The above are just a few examples. There are lots of possibilities for consulting businesses. You just need to know the area you could help others with and get started!

How to Get Started: Once you have identified the area you want to consult, you should start thinking of a domain name for your website. Let's say you decided to start a dating and relationship consultant business, you might want to call yourself thedatingdoctor.com or something like that.

Next you will want to build a website and start marketing yourself. You could market yourself through online forums, via pay-per-click ads and so on. You will want to start building an emailing list and use that list to sell your consulting services to.

You could also promote your services as a consultant by offering free webinars where you share your expertise. This will help expose you to customers who may be willing to pay for your services. [WP Webinar Pro](#) is an excellent WordPress plugin that lets you easily add sign up pages for all your webinars. It has very professional landing pages you can use. It is great if webinars and WordPress are a part of your business plan.

Helpful Links & Resources:

- [The Consultant Theme](#) – This is a professional WP theme to promote your consulting business.
- [The Appointments Theme](#) – This handy theme lets your clients schedule and pay for appointments!
- [WP Webinar Pro](#) – Easily let your customers sign up for your webinars from WordPress.

Run Your Own Forum

Overview: The internet is a worldwide community that comes together to discuss and share information about various topics that we are interested in.

Forums capitalize on this community feeling by bringing people together to share very specific information about very specific items. You can try to create your own business out of this.

The Opportunity: Forums are a great way for people with a common interest to share their concerns and experiences and your opportunity is to profit from this.

If you know what to look for with people in terms of the subjects they want to discuss you can create forums that produce interest and participation.

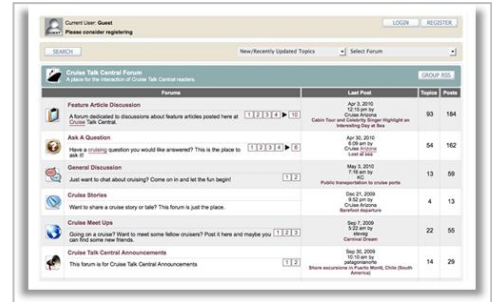
The best way to profit from a forum is to make it a bonus as a part of your greater membership website. For instance, if you are running a website that is about how to become a wholesaler of retail goods you could create a forum to allow people to share tricks of the trade. In addition, items could be bought and sold from this forum, making it a business opportunity for your customers.

If this is the type of forum you have created it would definitely be a benefit for your customers and it would be worth the price of admission to use. As long as your forum can create interest it can create a following and even a profit for you.

How to Get Started: The plugins below will help you to put together a forum website or help you create a forum within your existing website. This is a great option for you as the plugins are very easy to use and will only create a larger benefit for people when they pay you.

Helpful Links & Resources:

- [Simple Press](#) – a feature rich forum plugin that fully integrates with WordPress.
- [BB Press](#) – a plain and simple forum plugin for WordPress. It is easy to use and manage.
- [Facebook Comments for WP](#) – This allows users to interact on your site using their Facebook logins.



Travel Reviews Sites

Overview: As the world continues to become smaller with the internet, it also becomes easier to travel with cheaper flights and hotels available every day. Since people are more willing to travel abroad it is easier to get people to travel via the reviews you give to the destinations of choice. You can make money from your own travel reviews!

The Opportunity: The opportunity for you is quite simple, write a detailed description of every event that you took in and what people should do in every place you travel.

Make it easy for people to plan their trips and recommend places for people to go and things that people should do. There are great benefits available to you when you have your own travel reviews site:

1. You get to travel! The only way for you to review places and recommend them is for you to travel to them yourself and that is like working on vacation! If you have a family, your travel site can be about just that, travelling with a family. You can make your travel site unique and make money from it.
2. Every trip could be a write-off for your taxes! Everything you do is a business expense when you are on the road if you write about it so now you are truly being paid to travel. You are truly being paid to be on vacation. **NOTE:** *This is something you will want to consult with your CPA or tax advisor on to be sure.*

Travel reviews don't necessarily have to be about vacations that are extended stays, they can be about short trips and trips to sporting events as well. Make your travel site specific to you and try to make your life about travel and vacation!

You can make money off these sites by selling advertising, placing Google AdSense ads or from affiliate programs.

How to Get Started: Starting a travel review site is easy because you have the opportunity to use the plugins that are listed below. These tools will help you to build a review site of any kind and one actually is a great template for a theme to your travel site. Look in to each one for yourself to see if they fit your idea for your travel review site.

Helpful Links & Resources:

- [My Review Plugin](#) – Create your own reviews and allow users to submit reviews with this plugin.
- [Review Engine Theme](#) – This is a neat theme to run your own review site of any kind.
- [WP Destinations Theme](#) – A professional looking theme for the travel industry.



Outsource Your Skills

Overview: The internet is a great opportunity for businesses to reach customers but the businesses must have some experience with the internet to get the most out of it.

This means that people who have skills in working software like WordPress are at a premium and can make a living just off of being an expert in the world of WordPress.



The Opportunity: This is your opportunity to brand yourself as an expert and work in a job where you can consult with multiple different companies. You can brand yourself as a WordPress expert and get the opportunity to work for many people in many fields:

1. **Freelance Writing Consultant:** As a freelance writer your skills in writing will already make you interesting as help for a website, but WordPress experience makes you even more in demand. Being able to login and update a blog for a company without any assistance being needed is even more efficient and easy than hiring a writer and posting yourself.
2. **Search Engine Optimization (SEO) Expert:** Every website that wants to be something needs to have traffic with customers to their website. This is not possible today unless you have some experience with getting your site to show up in the search engines. You can sell yourself as an SEO expert and make money from consulting with other companies.
3. **Software Developer:** Making money on the internet has a lot to do with the type of programs you have at your disposal, making those that can make the programs vitally important. You can contract with a few companies or just simply sell yourself as an independent developer to make a good amount of money without help or assistance from anyone.

How to Get Started: There is one theme for a consultant website listed below and then a couple of options for running the bookkeeping side of your consultant job. One allows you to create and send invoices straight from WordPress while the other allows you to set up subscriptions with the help of PayPal. Either way you are giving customers the option to pay for your services.

Helpful Links & Resources:

- [Consultant Theme](#) – A professionally designed theme to promote your freelance WP skillset.
- [WP Invoice](#) – Create and send web-invoices and setup recurring billing for your clients.
- [PayPal Subscription Button](#) – This is a way to integrate PayPal memberships to your freelance site.
- [Appointments Theme](#) – A really handy premium theme for managing your client appointments.

WordPress Security Expert

Overview: As we continue to put more and more information from more and more businesses on the internet there becomes more and more value for security experts on the web. Those that can help to defend a business's assets online are worth a mint to that company and you could be that person. Don't worry, this doesn't cost a lot of money and years in education.

The Opportunity: The opportunity for you is to again have a way to brand yourself as an expert online in the business community. What you can offer is the opportunity to become an expert that analyzes peoples websites to determine their ability to be adequately protected in the face of security threats. Here are a few ways you could do this:

1. You could make a series of videos and tutorials about how to protect your WordPress site in addition to doing a security analysis of the business's website. This will give some great value to your service while not making the business vulnerable by still doing your own analysis.
2. You could offer to do a one-time analysis of the website's security as well as being a monthly provider by providing constant updates to security for a monthly fee. This allows you to build relationships with the business owners and get good word of mouth for further business relationships.



There are many ways to brand yourself as a WordPress security expert and you just have to be prepared to follow through on your promises to make it happen.

How to Get Started: Getting started with becoming a WordPress security expert is easy due to the WordPress plugins and other security products that are available to you. There are some resources that will help you to do your job while others will help you to learn the job itself.

Helpful Links & Resources:

- [WP Security Scan](#) – Scans your WordPress installation for any security vulnerabilities.
- [BulletProof Security Plugin](#) – fast, simple and one click security plugin for WordPress.
- [Secure My Blog](#) – Great resource to learn how to defend WP blogs against hackers and more.
- [WordPress Shield](#) – A very informative training guide on how to protect WordPress blogs from hacks.

Start a WP Hosting Business

Overview: Each day, thousands of new WordPress blogs are created all over the web. You can cash in on this phenomenon by starting your own customized WordPress hosting business. Don't worry, you do not have to go out and purchase expensive equipment or anything like that. All you need is a \$20 a month reseller hosting account and a marketing plan. That's it!

The Opportunity: One major opportunity in the hosting business would be to focus on the newbies or beginner WordPress users.

Many of these folks need a little more hand holding to get their websites up and running than some of the major web hosts are willing to provide.

You can carve out your niche in this segment by starting a WordPress-focused hosting business.

In addition to just providing hosting space, you could provide additional WordPress related training or even help installing WordPress, themes and plugins. It is all up to you.

Another idea in WordPress hosting is to focus on those who want to ensure their WordPress sites are properly backed up. This is not something guaranteed by many of the major hosting providers. You could offer to backup databases to a third party location such as Dropbox or some other service on a weekly or monthly basis. This could provide peace-of-mind to your hosting customers.

How to Get Started: The first thing you need to do is sign up for a reseller hosting plan. This assumes of course that you don't have all of the equipment and servers required to actually run your own hosting company.

The [HostGator Reseller plan](#) is one of the most popular choices for reseller hosting as they have a plan that starts at under \$20 a month and lets you host lots of other sites.

Once you have the reseller hosting setup, you will need to create your own website to promote your hosting service and determine your plans and offerings.

The [Web Hosting Theme](#) is one great theme that fills this need as it already has the professional hosting look and feel and allows you to setup hosting plans.

Finally you will need to come up with some way to manage your clients and bill for your services. In the resources section below, you will find a couple of plugins that can help you manage your hosting subscriptions via PayPal and invoice your customers through WordPress.

Helpful Links & Resources:

- [Hostgator Reseller Hosting](#) – For under \$20 a month, you can resell hosting services.
- [Web Hosting Theme](#) – This is the perfect theme for your WP web hosting business.
- [WP Invoice](#) – Create and send web hosting invoices and setup recurring billing for your clients.
- [PayPal Subscription Button](#) – This is a way to integrate PayPal memberships to your hosting site.

