

## **Making Your Place in the New Laptop Economy**

In early 2020, the U.S. and most of the world began operating under some sort of lockdown due to the CoVid-19 pandemic.

Then, about one year later, many people began believing the pandemic was over and started resuming their previous daily activities.

Then, by Summer 2021 many businesses re-opened and many employees were called back to work in an office.

And guess what?

A large number refused to go back. They had discovered new options for working. They had been forced to work remotely...from their homes, and found that they loved it.

No hours each day spent commuting. Gasoline savings. Meals at home instead of paying for restaurants each day. More time to spend with family or sleeping late or even starting their own business.

In short, new opportunities were born from necessity.

But also in Summer 2021, a “Variant” emerged and many more people began to get sick, or get sick “again.”

From that beginning in 2020, millions of people just in the U.S. have lost jobs, lost income, had the business they owned shut down either by government action or because there were no customers.

The “lucky” ones were either able to keep their jobs or were forced to work from home.

Perhaps you’re here because of one or more of the reasons I just mentioned.

Maybe you’re here because you need to supplement your present income. Or because you would like to have choices or security.

The choice to work for yourself vs someone else. To work on your time schedule vs their time schedule. To work where you want vs where they send you. To choose who you interact with vs interacting with people who

may not be observing safe, recommended social distancing, masking, and other practices.

There's a perceived security with a "job" of knowing how much money you will be paid next week. The perceived security of knowing that two weeks from now, next month, next year you will continue to have that "guaranteed" income.

But wait a minute. Go back and re-read the first few paragraphs from above:

*In early 2020, the U.S. and most of the world began operating under some sort of lockdown due to the CoVid-19 pandemic.*

*Then, about one year later, many people began believing the pandemic was over and started resuming their previous daily activities.*

*Then, in Summer 2021 a notable "Variant" emerged and many more people began to get sick, or get sick "again."*

*From that beginning in 2020, millions of people just in the U.S. have lost jobs, lost income, had the business they owned shut down either by government action or because there were no customers.*

What about *THAT* sounds like security?

In December, 2020 alone, over 140,000 people in the U.S. lost their jobs.

Maybe what you really mean is that you want choices and to be in control of your own life as much as possible.

And **not** depending on someone else to "give" you a job. Roughly translated that means, "Keeping you in a cage."

Someone else decides what work you will do.

Someone else decides how much money you can make.

Someone else decides how many hours you will work.

Need I go on?

Let's just say you're here...

And you want to take action that puts you in the driver's seat.

And that maybe you're not in a position to quit one job (if you still have one) and go full-time into another.

Or, maybe you do have the time to go full-time...

Or just start, or stay, part-time with this new income source.

Either way, we will approach it the same.

We are going to...

Start an online business in your spare time...

In order to survive and prosper...

You will be...

Making your place in the "New Laptop Economy."

First, we will choose a business model that fits into a part-time schedule.

And, we are going to focus on businesses you can run online using the internet.

Again, our goal is a business that will survive and prosper during a lockdown – and beyond. An online business can do that, and you won't need a lot of capital to get started.

## **Business Models to Consider**

A few proven choices come to mind:

1. One of the easiest methods to make money online is affiliate marketing.
  - This is where you “promote” a product that has already been created by someone else and when you make a sale, you earn a commission.
  - You can easily do this on your own time schedule.
2. You may also be interested in creating your own information product.
  - As with affiliate marketing, you can create info products on your own schedule.
  - There are a few more logistics you will need to put in place like product delivery, payment processing, customer service and support, etc.
3. And one of the most profitable and sustainable methods is to create your own membership site.
  - The rewards can be great.
  - You will be under more demands of your time to provide timely content on a regular basis (daily, weekly, monthly, etc.) to your members.

You will want to select a method and niche (topic) that suits your interests, lifestyle, and one that you can stick with long-term. You will want to enjoy what you do and for it to not feel like a job.

Find an evergreen niche. One that is always in demand. One that is not time sensitive. This will allow you to operate your business at your own pace.

A couple of things you might want to stay away from are freelancing and virtual assistant. Both of these put you right back into the cage where other people dictate and limit what you can do and how much you can earn.

## **Focus**

You will be tempted to try several methods, perhaps even multiple niches, at the same time.

You must resist such temptation and focus on one niche and one method until you see success. Repetitive, ongoing success.

Then, and only then, is when you should consider adding another method or a different niche to your business. Too much, too soon is a bad thing and will only serve to get you distracted and likely overwhelmed. Either is a threat to your success.

## **Balance**

Remember, this is your business and not a JOB.

YOU determine what to do, when, how, etc.

And since you're in control, be sure to build in balance between your business and your personal life.

One shouldn't be at the detriment of the other.

Your business method should allow you time to generate the needed income as well as time to spend with your loved ones, care for a sick family member, relax a little, exercise, eat healthily – all with the proper balance.

Remember the old adage, "All work and no play makes Jack a dull boy". Or something like that.

## **Limits and Resources**

Realize that YOU don't HAVE to do everything yourself. Identify the tasks you can show someone else how to do and outsource those to others.

This way you don't get bogged down in the minutia of tasks that keep you away from the strategic (big picture) functions of planning, networking or relationship building, negotiating with joint venture partners and affiliates, content/product creation, etc.

## Planning

When you begin a road trip, it's rarely advisable to just hop in the car and start driving. You need to consider where you're going, where you're starting from, possible routes of travel, any road construction or major storms along the way, anything else that might affect traffic, the availability of fuel, food, hotels along the way. You get the idea.

Likewise, in your online business you need a plan. Begin with the end in mind. What's your long-term goal? Let's say you want to make \$5,000 per month within 9 months of starting your business.

Can you do it? Truthfully, I don't know if YOU can. But IT can be done.

Work backwards from the goal. Identify the milestones that will move you close to that goal. Then, identify each step that will lead to achievement of each milestone.

Maybe your first milestone would be to earn \$100 online. Then \$1000. Then make \$1000 regularly. Then increase that amount so your making \$2000, then \$3000 monthly. \$5000 monthly is just a few steps down the path.

Be sure to factor in how many hours you're willing to work each day or week. And select a method that matches your desires and abilities.

## Time Usage

Divide your available hours each week so that you're spending appropriate amounts of time in each needed area. If you have a total of 25 hours you're able/willing to devote to your business each week, you simply can't spend 20 of those hours surfing the web, reading emails, watching silly videos, etc.

Identify each step necessary to accomplish whatever you're trying to accomplish. For example, if you are going to create an information product you may identify the following as steps to that end: brainstorming, research, writing, launch process and marketing.

Plan and allocate your time so that you allow an hour for brainstorming ideas, 2-3 hours for research, 6 hours for writing, and the other 10-11 hours for launching and marketing your product or membership.

Pace your work to stay within these timeframes.

## **Four Pillars**

It makes no difference whether you are going with a part- or full-time approach. In order to see your online business endeavors prove successful, you should follow the Four Pillars of Online Marketing.

These form the foundation necessary to put your idea for a business into a profitable business.

The Four Pillars are:

1. Network with others.
2. Learn about your niche, your audience needs through research.
3. Create (or promote) what your audience needs.
4. Market your business as you grow your business

Let's look at each of these in detail.

### **Network with others**

One of the easiest ways to do this is by joining discussions already in progress. You may already belong to Facebook groups from products you purchased. People in these groups usually like to talk about their success and obstacles, often looking for answers from people – like YOU.

There are many other places where you can network with others, in the virtual sense (online). Websites like [Quora](#) and [Yahoo Answers](#)

By their very nature, forums are great places to find people with problems looking for solutions.

Live events, group trainings, coaching, and mentoring are additional ways to network with others in your field.

Do a Google search for:  
“affiliate marketing+discussion”  
but without the quote marks.  
Do the same for:  
“online income+discussion”

Just adhere to the group or forum guidelines for posting, stay on topic, and don't spam the members. Remember you're there to join the discussion. Only after you've made a few on-topic comments/replies should you ever try to do any kind of self-promotion. You don't want to antagonize the group or forum owner. Just be helpful. No affiliate links.

### **Learn about your niche, your audience needs through research**

An effective way to determine the needs of your audience is to watch and listen in forums and groups as discussed above.

Also take a look at current products being launched in your niche. For existing products in your niche look at sales statistics. Find popular products on Amazon and see where they rank. You can also look at Walmart.com, etc.

Other marketplaces to review include Share-a Sale, CJ Affiliate (formerly Commission Junction), Rakuten (formerly LinkShare), etc.

If your niche is the make money online niche, take a look at platforms such as Clickbank, Warrior Plus, and JV Zoo. Each provides pretty detailed statistics regarding numbers of sales, refund rates, etc.

Do a Google search for “affiliate marketing platforms” for current search results.

So that's one way to research. You can bet if someone has gone to the trouble to create a product, and it is selling well, they have already done the research and determined there's a need.

Other methods include reading magazines, professional or trade journals, paying attention to the content as well as the advertisements. And look in your own inbox. What products are other marketers promoting to you?

### **Create or promote what your audience needs**

Perhaps the easiest way to begin profiting in your niche is by promoting products as an affiliate. While this may be the fastest, it likely won't be the most profitable way.

If you can take your knowledge and put that into something as simple as a brief written article or report, you've got the makings of your own product that can easily be promoted, sold, and delivered digitally (online).

Most of the high earners have their own product(s) as well as promote other people's products as an affiliate.

### **Market your business as you grow your business**

A few of the more obvious ways to market your business include:

- Niche-appropriate groups and forums
- Paid advertising such as Bing, Facebook, Google
- Paid advertising through solo ads
- Your own blog
- YouTube videos
- Search engine optimization

Focus on building a specific email list for each niche you're in. Once you have a person on your email list, you can market to that person over and over.

## Scale Up to Grow It to a Full-Time Business

You will want to begin by taking small steps. Keep things simple and manageable. As you start seeing successes, you can scale your efforts and see real growth.

Keep in mind there are limits to what you will be able to accomplish on your own. You may start out as a one-person operation. Soon, you may find a need to outsource some of the work that doesn't require your direct involvement so you can focus on more of the big picture.

A few outsource possibilities include:

- [Fiverr.com](https://www.fiverr.com)
- [Upwork.com](https://www.upwork.com)
- [Toptal](https://www.toptal.com)
- [Flexjobs](https://www.flexjobs.com)
- [SolidGigs](https://www.solidgigs.com)
- [Freelancer](https://www.freelancer.com)
- [People Per Hour](https://www.peopleperhour.com)
- [Outsorcely](https://www.outsourcing.com)

You'll want to grow smartly and with a plan. You may find outsourcing won't fit well with your work preferences. In this case, one or more full- or part-time "employees" may be necessary.

There are plenty of options – IF you want to grow that large.

Many people find a solo operation fulfills their financial goals nicely and without the issues associated with staffing.

If you are serious about starting to earn an income from online...

[Click here to see how you can create Easy Laptop Income](#)