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PERSONAL DEVELOPMENT

**HOW TO FIND GOOD SIDE
HUSTLES FROM HOME FOR
ONLINE SUCCESS?**

To build a business or sell MLM products online has become the new side hustle since someone made that connection between the internet and making money online

TO BUILD A BUSINESS OR SELL MLM PRODUCTS ONLINE HAS BECOME THE NEW SIDE HUSTLE SINCE SOMEONE MADE THAT CONNECTION BETWEEN THE INTERNET AND MAKING MONEY ONLINE

I think we already know what a side hustle is but to make it clear. A side hustle is a kind of job, employment or business you are doing in addition to your full time job. The side hustle normally involves the person working on a project or past time that they are passionate about. While at the same time working to earn more money to make ends meet.

Arguably, a side hustle is similar to doing overtime at work, because in the financial uncertainties we need that extra financial security. Many people have begun to see side hustles as an important income stream to help clear loans and other outstanding bills. Nevertheless, some people may find they have enough money to live but still want those luxuries such as traveling or the money for something else they are passionate about. For many this is the first step into starting their own business and becoming a entrepreneur.

How does side hustles from home and online work?

As you can already imagine, side hustles are not easy to fit into your regular day. That is why most of us need to find other times to work on our side business. This entails working during the evening, on the weekends or when we have some time off from work.



Your main options are to either start your own side hustle, work for someone else part-time or my personal favorite joining a MLM business. The reason for suggesting MLM is because of its affordability, flexibility and no skills are needed. In addition, the income possibilities are great, if the individual treats the MLM business as a business and not a hobby.

The benefits of finding good side hustles in network marketing

The main reason I decided to embark on this journey into network marketing as a side hustle is because I was bored of my existing job. I was looking for a way to create an income stream where I could live and work anywhere I pleased. It goes without saying, that I wanted to improve my overall happiness, reduce stress and enjoy the possibilities that would be available to me with the extra money.

The other benefits that comes with any side hustles from home is the total flexibility of your timetable and work space options. However, not everyone is looking to completely end their careers and do the MLM side hustle. Many are happy to work both their 9 to 5 job and then hustle on the side. That was my life until the side hustle started earning more than my employment. At that point a decision needs to be made weather to continue to work or become a full time entrepreneur.



It is difficult to ignore the financial benefits the side hustle brings. For most, this means, saving for a raining day, building a next egg, saving for retirement or simply paying to things that need to be done on their home. For me, it was about changing my lifestyle and having a view of the sea while I worked online.

For many the main interest in starting a MLM side hustle was the low outlay required to get started. The fact is most MLM business require a small enrollment fee which give the side hustler the access to the products and the possibility to earn a commission. Most MLM companies offer training to give people the skills and knowledge to run their business independently, however this may not include online marketing methods. I personally offer for the ones interested one on one training in online marketing so people in my team can optimize and automate their businesses fast.

How to get your side hustles from home going and sell MLM products online?

As we have already mentioned, most of us are simply trying to make some extra money and pay off whatever money we owe. However, how do we translate that concept into a viable online business that really works?

The answer can be complex, but the simple answer is; "It is all about the internet and how it works".

Many people I work with are always confused about why people visit one page and not another. I will talk about it more deeply later, but a simply way of thinking is, that Google and the other search engines will give more credence to "Interesting and valued content" than not. So, regardless if it is a website, a video, social media page or even a podcast, if it is interesting to read, watch or listen to and valued by Google then you have a great chance of ranking a successful page.



What does interesting and valued content mean when we sell MLM products online?

That is a great question, but depending on your platform choice it maybe different to me. However, if I break it down into a simple format it will be easier to understand:

1. Online medium (Blogs, landing pages, videos, podcasts, eBooks, Infograms, Social media and any other online platform)
2. An audience (People who will buy your products or join your business)
3. Something to sell (High quality product that people want to buy)

Over the years I have tried all forms of online marketing within the MLM industry and found some work better than others. For example, Facebook is great for building personal relationship, but not for traditional online marketing methods. However, LinkedIn I believe is great for building teams of business minded people and great for sharing content, adding eBooks, videos and podcasts.

How to create a passive side hustles online marketing method that works

I'm not sure what I would call myself, but maybe a "Online network marketing pro". However, whatever I am there is one thing I am sure of that MLM and online marketing have created one of the most powerful and unique side hustles in the 21st century.

And this is the reason why?

About twenty years ago the network marketer would need to talk to family and friend and when that failed bully everybody else. The success rate was very low for the newbie to MLM. The only ones making money in MLM was the dynamic network marketers that could build a business over night. They had the ability to make prospect believe that they could be millionaires over night, which has given the industry a bad name. Since those day the industry has reformed dramatically so prospect understand that MLM is not a get rich quick scheme.

Today, MLM is a legitimate home based business and a way of making extra money. And since the arrival of the internet, more and more people have realized that online marketing methods really work in MLM. They don't need to speak to family and the be disappointed when they say no to their business or products.

Alternatively, the traditional network marketer would have needed to create newspaper advertisements, travel to meetings, have hotel presentation meetings, send follow up posts and make phone calls and so on. All of this was very time consuming. On the other hand, the online marketer is using the technology available to him such as free organic traffic for his blog, landing pages or other mediums. As for communicating with prospects and customers, email and WhatsApp instead of posting letters or making phone calls are all effective and very affordable.



Creating an online MLM marketing system

To start with, everything I am going to mention now is very easy to learn. My team members all get the opportunity to get one-on-one training in all of these methods. I explain to my students before we start "Work is required", because many believe that a few blog posts or landing pages will be enough. So everyone understands before we move on, it isn't enough and it never will be.

Below, I have listed a few of the marketing methods I have found useful including blogging, video marketing, writing eBooks, using landing pages and podcasting. These are only tasters, so you will have to work with me to learn more than the basics.

Blogging

The main reason for starting with blogging is because it is an easy way to get started. The newbie needs no coding skills, but they will need to be willing to write between 1500-2500 words and have some knowledge of Word. When blogging it is best to write about what you know and are passionate about so it gives you a free and flexible style when writing. Once you have created your content add the sells link of your business.

Youtube videos

Video is a simple method of offering interesting and valued content to your target audience. There are many video creation platforms online that allow you to make short information video for free. However, creating a weekly Vlog (Video blog) is highly regarded and effective because it is seen as original as well as valued content. In addition, videos rank well regardless how they are created so attaching them to your blog or landing page is a great idea.

eBooks

I have been creating eBooks for some time, but I recently found that canva.com allows the subscriber to make great looking eBook for free. It is very affordable way to share your content and backlinking it to your core content. In addition, this format gives the content writer more kudos as a author of original content. However, the key to success in this format is again creating a quality product, that looks professional and finally offer interesting and valued information to the reader.

Landing pages

Even though I use blogging as a marketing tool, my preferred platform is landing pages or sometimes called squeeze pages. There are many types of landing page but I like to play the long game and create a page that has a longer lifespan. Of course, it is easy to setup a page with 200 words and share is fast by using PPC (Pay Per Click) advertising. However, I believe that even though PPC works to some extent, it can get expensive and not always reliable.

The method that I have found works in the long term and has the best results is gaining organic traffic using SEO marketing. This means as in blogging where the written content needs to be about 2000 - 2500 words, it is the same in landing page marketing using SEO. I am just scratching the surface of what is involved but taken a week or two to create a high quality landing page with video, eBook, optimizing and finally sharing is very effect and lucrative.

Podcasting

Creating a side hustle podcast has never been so easy. If you have a PC, laptop or Mac with a microphone, starting your own podcast is possible. I personally run my own as well as running a podcast with a very good friend of mine. This is a very affordable method of sharing original and unique content and then backlinking it to your core content.

The best methods of podcasting I have found is again creating interesting and valued content with formats such as training and education, interviews with industry leaders, interviewing people with special skills and trailers for your core content such as your landing page or blog. The trailer methods is simply given the listener a taster of your landing page or blog, offering the listener the opportunity to read more about the topic.

Social Media

Nobody can deny the power of social media if someone wants to sell MLM products online, however, some are better than others. So, in my opinion it is good to try different platforms out and decide for yourself which one works for you and your product.

My personal favorites are LinkedIn, SlideShare, Twitter, Instagram and Pinterest. You may have noticed I haven't mentioned Facebook. This is because even though the membership of Facebook is massive and growing all the time, the restriction and very tight, so unless you are doing Facebook live you are wasting your time.



Using side hustles from home and online

Many traditional network marketers will argue that working online is not the best way to run a network marketing business. So, I am given them the benefit of the doubt and say that working online may not be the right way for a traditional network marketer to run their business. However, I believe that the world has changed since the network marketers needed to speak to everyone within a arms length.

The internet has changed everything and what was once unusual is now normal. Meaning, an online business is an asset to anyone wanting to take their business beyond the high street. The fact is every business large or small needs to have an online presence. As I have mentioned on my other pages on this subject that, "The internet is simply a virtual extension of the physical world". So, if you are not online you do not exist if the customer can not find you.

To make this concept even more relevant. Having a good side hustles online means you can work from anywhere and serve customers and partners anywhere globally. Depending how you setup your business online, you could be earning money in your sleep 24 hours a day. This is when we cry with joy when we realize the power of earning a passive income.

How to succeed in network marketing online?

I have been using many MLM recruiting strategies over the years, but I have never found anything more powerful than when I took my business online. This is not because I am doing anything unusual or difficult, it is simply because most people do not want to bother with all the work. Furthermore, we as the customer are far more accustomed to purchasing and building relationships online.

Running a network marketing business is like running any business. This means there is work to do on a daily bases. However, in a traditional MLM business your mentor will have told you to create your list of names and then ask you to contact them. Yes, I know, most of you are saying that you do not want to bother family and friends, which I fully understand.



Since, building a business online I have never needed to bother my family or friends. So, if I could should you a way you would not need to speak to anyone who was not already interested in buying your products or joining your business, would you be interested?

Yes, I am sure many of you would be.

So, weather you are interested in earning a little extra money or you want to start your own side hustles from home it is possible I have something that will interest you. However, home based success in network marketing needs people who are willing to do three things:

- 1.Create a plan
- 2.Create interesting and valued content
- 3.Create a system that has the ability to contact with prospects and customers that will pay

For anyone to achieve such success online they need to turn the information above into skills and knowledge.

If you are interested in learning how to sell MLM products online and start to build your own side hustles from home click on the source link below and add your name, email address and short message on the form on the page and I will get back to you asap.

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Source: How to find good side hustles from home for online success?