

Lead to Next Level

Smart Business Philosophy

Smart Online Money Making



Master Steve

Stuff Every Business Should Know

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Introduction

In this educational collection called “Smart Business”, we aim to introduce you a new perspective toward business. A smart perspective means considering problems and standards from new and various points of view. Such perspective allows you to grow as a small or mid-size business, or maintain your market share and develop it if you own a large business.

The online world has created new opportunities for making money, and as time goes by, even more ways are being expanded, the ways through which making money used to be impossible or extremely difficult.

When we talk about making money, it’s not just the low and side incomes. What we are basically saying is that you can become a millionaire using these simple methods. The condition is to take the business seriously, and if you care to make affiliate groups for yourself, you will gain more success in comparison to when you do a solo job.

A business beyond borders by Internet

Internet gives you the power to step beyond your business's geographical location, pass the limits of your neighborhood and city, and even find global audience. For that to happen, you need to follow all the online business rules and enter all the spots in which you are allowed to work.

“ Geographical limitation is the biggest barrier to develop a business, but Internet has made it possible for everyone to go beyond borders. ”

For example, formerly, someone who owned a business of making kitchen cabinets would rent a shop and pay a certain rent. This payment was the first excessive cost for starting a business. Even if the business owner owned the shop, he/she had still used the investment, which could have brought him/her added value elsewhere.

The next issue would have been the cost the business owner would have to pay for his/her physical presence in the shop. Nevertheless, the business in question would only cover a specific geographical

area, and getting out of that area would impose various costs including catalog print, face-to-face advertisement, and other notifying methods. The business owner also would have to pay a constant cost for transportation and spend a great deal of time, as well.

The aforementioned problems forced many people to content to “chicken feed” provided out of that limited business. However, even that meager income was constantly threatened by the possibility of the company being shut down or the market size to get diminished since the circumstances were ever changing. Even if the business developed, the costs would increase at the same rate.

By the advent of Internet, it's now possible to work in any geographical spot, provided that you establish proper structures. Using Internet, that cabinet-making business can introduce its product to millions of people and gets customers from all over the country or even from abroad while no cost has to be incurred regarding rent for the shop or physical presence in the shop. In fact, for businesses, Internet is useful and profitable in every aspect.

In the following sections, we introduce you to four models of making money online.

Chapter 1

General Models of Online Money Making

First Model

The first model is the affiliate method. This is a method you can use to get customers and make money by being a sales agent and referrer for others' products without any capital or any need to launch a website.

Second Model

The second model is when you are a mediator between customers and suppliers of products or services. It means you are the broker between the wholesaler and the retailer. This method is sales without inventory or stock (drop shipping method). It can be used to money online with no/low capital.

Third Model

The third model is the virtual vendor method in which you are the retailer. This method enables you to buy from the wholesaler and sell to the customer.

Fourth Model

The fourth model is to use Internet to introduce and offer your services with no/low budget. The difference between this method and other ones lies in the type of products you sell. In this method, you sell services, not goods.

Whatever that can be done to make money online is based on these methods.

Selecting any of these methods depends on resources, geographical location and the degree of your compatibility with them.

For example, if it's not possible for you to have access and communicate with suppliers, then you can't choose the second method of making money. In addition, if you don't have any craft or service to offer, you should count the fourth model out because it's not suitable for you at all. So, don't start a business just because others have launched the same business and succeeded at it. ***Research, evaluate your conditions and resources, and then select your model of making money online.***

I have made this example in numerous occasions: you can never turn into people like Bill Gates, whose quotes are frequently repeated. They were ***in another time in another place*** and in their geographical location. Furthermore, useful resources were at disposal that don't exist in most places around the world and about which we have no idea. It's okay to learn a lesson from the efforts and successful actions of these thriving individuals and imitate them. However, if you wait your entire life to find a perfect opportunity and strike it rich the way some of these famous people did, then you have chosen a wrong path that will impede your success.

“ Choose the right business by taking a realistic perspective and considering all of your circumstances. ”

“ The first step is to start a business in the right way, and the second step is to develop that business smartly. ”

That's how you can step into the path of success. However, you are wrong if you tell yourself that since Bill Gates has presented the Windows software and succeeded, then you have to go after the same industry. Even if you can design an operating system, you have stepped into the path already taken by others before you. Therefore, you are likely to fail as you do not bring new things to the table for the world to enjoy.

In the following sections, each model of making money online will be thoroughly described.

Chapter 2

The First Model: Affiliate Sales System

As the name suggests, you affiliate to sell a product in this method. I highlight the fact that you are simply an affiliate in this type of sales and have nothing to do with supplying the goods, inventory, offering, shipment, or even pricing.

In this method, you can affiliate with the largest online retailers such as Amazon to sell their products.

By joining the affiliate system, you select the products you intend to affiliate in selling them. Through your own exclusive yet unique link, you start introducing and offering these products in various places, including social networks.

This method is a type of affiliate system. You approach the vendors and tell them you intend to advertise their products.

First, you register as an affiliate seller on the vendor's website. Then, the corresponding company will provide you with several tools:

- They may create you an exclusive link for referring a customer,
- They may give you an advertisement banner for the product,

- They may give you a textual content which is linked to a certain page.
- They may give you a list of their products based on their pre-established infrastructures. This one is something like “dropshipping” method.

In fact, they provide you with special links to advertise the products for the audiences.

In this stage, you are not a vendor yet and haven't done any interaction; your entire focus is to find customers. For this purpose, find platforms to post your exclusive link or advertisement banners of the products connected to your link. To absorb customers, share the product ads on various webpages, social networks, email, SMS, WhatsApp and through other creative methods.

In this way, customers are transferred to the companies' websites through your link and make purchases. Through these exclusive referral links, you receive a sales commission fee from the vendor in exchange for every purchase that is made.

These links are unique individualized links registered with your information with a defined referral code. When a purchase is made, the corresponding company can easily identify if the purchase is made through your referral link in your weblog, website or network. You check your account monthly or sometimes daily and withdraw the money you make through this sales method.

A person who is doing this job is a broker wanting to sell goods to customers in the market. However, he/she

is modernized here and introduces products to possible customers in any viable platform while he/she is sitting behind a computer drinking tea and watching football.

Note:

Will the purchase be registered in the vendor account if the customer clicks on the link today but makes the purchase a few days later? In professional platforms, this information is recorded for three to six months or even for years. Therefore, anytime a purchase is made, it's clear by which vendor the customer is absorbed. However, that's not the case for some platforms, and for the commission to be paid, the purchase must be made in the same moment as the clicking happens.

“

The affiliate method is the easiest and most convenient method of making money online. It's risk-free and it doesn't need any capital. Currently, many people are making money through this method.

”

To gather more information about affiliate method, you can read another book of mine titled “Smart Referral System” in which the affiliate system is explained in details.

Chapter 3

The Second Model: Dropshipping

The English term for online sales without inventory, namely, dropshipping means getting the goods from the wholesaler/company/manufacturer and delivering it to the customer. In this method, you are a retailer but *the one without any facility, physical structure, warehouse or shop.*

In the real world, even if you want to launch a grocery store, you need to rent a shop and have enough capital to buy goods. However, in this method, you don't need any capital for renting a place or buying goods because you are backed by the warehouse of another company. You just need to ship the goods to the end-users from the warehouse. Sometimes, the inventory of this warehouse includes millions of goods.

In this method, *in the first step*, you need a website that can work with wholesalers' systems rather automatically and support them.

You post the wholesaler's catalog on your website and when a product is sold, you buy it from the wholesaler and deliver it to the customer. You can copy the exact format of the corresponding company's website into your website. Ready-to-use stores such as Shopify

(and many others named in the appendix) provide you with such platform.

The only thing you need to do is to register your request for an online shop in Shopify and pay a monthly fee. Since the market is pretty wide for online store builders like Shopify and the likes, dropshipping wholesale companies already have a list of their products in these shops in an exclusive and practical template. In your website, you can easily post for sale any of these templates that you want. In fact, you have nothing to do but to copy the list of the products and pay Shopify the monthly fee for your website.

Notice:

If your website is designed and lacks the general ready-to-use template, your web designers need to adjust your system to the format of these wholesalers.

If you decide to work as a broker between the wholesaler and the customer, you can choose between two models regarding the product selection:

- In one model, you can launch an online shop where all sorts of products are offered for sale.
- In another model, you can work in a specific category or a niche. For example, you can only offer gardening gears and agricultural tools.

“ The more specific your job in online sale, the more possible your success. Since you are focused on a specific section of the market, you can become a professional in that specific industry. ”

When you choose a larger market, the difficulty is multiplied, and you can never become an expert in your market. More importantly, your competitors are the largest global businesses and confronting them is almost impossible for newbies.

In the next step, you find a wholesale company that supplies the products you intend to sell.

Since there are large companies, you can easily work with them. There is only one way to this: work in a specialized field or niche.

Buyers prefer to buy niche products from niche shops not large stores that sell everything.

For example, if the customer intends to buy a camera, he/she prefers to buy it from the website which exclusively sells cameras and related products. A niche website assures the customer that he/she can buy niche products from a professional vendor who

has a great knowledge of the product and provides better consulting and customer support services.

In this method, the customer's order is registered in the wholesale company and, at the same time, it is registered on your website. The wholesale company packs the corresponding product in a box with your website's name well written on it. The wholesale company also puts your address as the vendor on the product. This method is called white-labeling. In this case, the buyer assumes that you have sent the product and you have a warehouse full of products.

Regarding pricing the goods, you can put any price you want on the corresponding product. Do the pricing based on the target market and your pricing strategies. After the customer pays you, you pay the packaging and shipment fees to the wholesale company, and the rest is your profit.

If you use smart methods, you can make a great deal of money by just selling one type of product such as toilet paper using this method. You just need to make it clear for the customers of a product that selling a niche product is your expertise.

In the drop shipping method, you can have products as diverse as the products of large online shops because it's free of charge and you post the wholesalers' catalogue on your own website.

If your website design is suitable for this method, the website can connect to the server of the wholesale company and read the photos, videos, product

information and price directly from that server; all of these processes are conducted at a very low cost.

In this method, the only cost you pay is the fee for web design and possibly a small monthly fee for subscription and using the wholesalers' systems.

You may wonder *how the wholesalers allow their products to be sold with your brand name tagged on those products*. The answer is *the only thing that matters for the wholesale companies is sale*.

This is absolutely in the wholesaler's favor. It's like you and other thousand people in the world are working for these companies as virtual vendors. You don't have to pay for the inventory and investment and you can end up with a lucrative business without any large investment. Besides, the wholesale company doesn't have to spend much on stores for distributing its products. The troubles of debt collection for the company are also totally eliminated.

More importantly, the broker is also in charge of marketing and the wholesaler doesn't need to advertise its products in the market because the broker is doing that out of his/her pocket.

In this method, only a few forces are assigned to work for support on behalf of the wholesaler, and the job description for these forces is limited to inventory management and accounting.

In fact, the marketing for the wholesaler's product is conducted with no cost using your resources, and the wholesaler only performs a part of logistics, packing and delivering the product.

““

“Dropshipping” or sales without inventory and stock is one of the best and most modern methods of business for both parties – both the wholesaler and the vendor.

””

If the product is returned, it will go back to the wholesaler’s warehouse, and after that, the return policy will be applied. A set of rules are considered for managing the returned goods, and not every product can be returned.

You need to reach an agreement with the wholesaler in this regard and announce in your website the conditions for returning a product. In any case, you must set aside a part of the profit earned to compensate for the cost of lost money.

There are tens of online applications and systems for syncing the ordering website and wholesale companies’ website. You can apply ready-to-use platforms of these systems because designing an exclusive platform costs a great deal and has its own drawbacks.

Presently, Shopify is one of the largest platforms. You can own a website by paying a small monthly fee and you don’t have to worry about web design and production. The large wholesale companies have also designed their systems according to such platforms.

Companies such as Shopify design a system for exchanging money, and you don't have to deal with the bank directly. These companies receive the money and transfer it to your account after withholding the statutory deductions.

The next step is shipping the sold product. In this regard, you can do the job using some modern companies such as DHL. Of course, you wouldn't be responsible for shipping the product. These shipping companies connect to your website. After an order is received, the shipping company representative goes to the wholesaler's warehouse on the given time and receives the product to be shipped. In addition, when an order is registered, various shipping companies announce their prices and the customer knows how much it will cost if the product is going to be delivered by, say, the USP company or the DHL company. The customer pays the fee for the product and the shipment, and the process of delivering the product starts. Shipping is an expensive industry with several complications. You need to prepare the infrastructures so you can succeed in this process.

Nowadays, there are large shipment companies in every country and they easily ship and deliver the products in any geographical spot. According to the contract you sign with the shipping companies, every day at a specific time, the representatives of these companies receive the shipments from the wholesaler and deliver it to the customer. Therefore, there is no concern regarding product delivery, as well.

I emphasize again that *you need to work in a specialized field or niche.*

Early after the Internet was invented, one of my friends showed me a list that contains names of hundred individuals who had become a billionaire using Internet. The interesting point was that one of these hundred people was someone who had become a billionaire by selling horse keeping gears. As simple as that! The reason behind it was working in a specific field.

People who are interested in fashion industry can start virtual clothing sales. Nowadays, companies use a model like “*the drop shipping method*” and allow you to sell clothing with your brand without any inventory or renting cost.

You provide the clothing (model) specification, and after receiving the order, the manufacturer delivers the product with your label for the customer. Through this method, manufacturers use technology to sell their products. This is one of the best sales methods.

They allocate a section of the factory to this system so thousands of interested people can sell the clothes with their brand name tagged to it. This is a start for entering a business in clothing and fashion industry.

Wholesale companies are multi-million-dollar companies and their smallest warehouse is larger than about 100 thousand meters. Building such platforms is a huge move that creates hundreds of jobs and

promotes economic prosperity. Furthermore, they transform old and worn-out distribution systems into modern forms.

Note:

Collaborating and affiliating with wholesale companies is one of the best ways to start making money online.

To make money in this way, you just need to prepare web-oriented software infrastructures based on inventory systems. Inventory requires complicated software tools and it's costly, but the return on capital is high.

Overall, because of companies such as Shopify, it's quite easy to launch a website in order to work in this regard. Nowadays, you can get a ready-to-go website by initiating Shopify tools and paying a small monthly fee without doing anything else!

This job has been a part-time job with limited income for many people. However, it has presently become a full-time job with lucrative income.

To succeed in making money through this method, you need marketing. You can learn more about it by reading some of my other books titled 'Smart Marketing' and 'Social Network Marketing'.

Chapter 4

The Third Model: Virtual Vendor

The virtual vendor is the third method of making money online. This job is another form of retailing in which you don't need a website. Instead, you can work as the retailer of large websites that take control of the most of the market in supplying products and have an extremely extensive market of customers.

This method is like opening a booth at a trade fair venue. You open a virtual booth and start to sell the product.

Millions of people all around the world buy products from large product supplying websites 24/7. When you design your website, you need to look for buyers. However, these websites are like massive shopping malls where many people are their customers. You can be one of the shops in this large sales market and utilize the present potential to sell your products.

The virtual vendor method is a way to start a business. In this method, you are a retailer who uses the present platforms.

There are numerous platforms in the market. However, some large companies hold the major part of the market, that's how you can enter the market. If you check the rating provided by Alexa, you see websites such as eBay or Amazon.

The structure of eBay is quite different from Amazon's. Amazon has added tens of other services and its size has become tens times larger than eBay. At first, Amazon just sold books, but it has currently designed some standards to offer various products. The platform of Amazon has its own shape and form, and its structure is complicated. If you want to start working there as a vendor, you need to learn these complexities.

At the moment, the sales of millions of shops worldwide are based upon sales through these two companies. Sometimes, you buy something from these companies and you see that it's recommended to you to receive the product from a given address. It means shop owners are also able to sell through these websites. So, even if you own a shop, you can still use these platforms to increase your sale. Whether owning a physical shop or not, anyone who has a product to sell can easily sell his/her products on these large websites.

In this method, you need to have a product to offer.

Some people find a wholesaler, but they introduce themselves as the shop owner and buy from the wholesaler the product they sell on the website and deliver it to the customer.

After a while, they buy the best-selling products from the wholesaler in larger numbers and keep them in a warehouse. They buy the product for a lower price, and they sell it gradually by receiving online orders. Amazon is the sale platform for many websites that receive their orders from such platforms.

Chapter 5

The Fourth Model: Selling Services

In the fourth model of earning money online, you see how you can use Internet to find customers for the services you provide.

Imagine you provide video, audio or text content. You need to offer those contents on different platforms on the Internet to make money by selling the contents and their ads.

You can use various tools to publish an initial version of your content. YouTube is widely used for posting short videos and audio files. SoundCloud is also used for releasing audio files on the internet. There are also numerous websites for publishing text contents, such as articles.

After posting the content, you can distribute it through various tools to make money out of it. When you use a platform such as SoundCloud, load the audio content on your website as well, so the viewers follow it there, too. Remember, SoundCloud doesn't belong to you.

“ The more content you provide, the more professional you become; The more professional you become, the more customer your content absorbs. ”

After that, several companies will approach you and ask you to provide content for them.

For example, some people who provide content regarding foods draw the attention of food companies.

Companies can provide content for themselves, but it's cost-efficient for them to outsource this job to professional content-providing companies.

Providing excellent content is one of the main sources of income in the fourth model of making money online. You can earn high income by having basic information about providing visual, auditory, and textual content.



Examples of Services to Sell Online

To learn more about selling services, some examples of services to sell online are provided in the following section.

■ Selling Photos and Videos

Currently, there are numerous websites that sell photos and short videos. You can create photos and videos of different subjects – ranging from a wall to different landscapes and individuals. This must be done professionally. You can then post the pictures/ videos on these platforms so they can sell it for you while you are still having copyright credit. The platform sells the content and pays you some fees.

This is a revenue-generating business and many people earn high income through it. When you google the phrase “Photo Stock”, you see various websites which deal with selling photos. Open an account in them and sell your photos.

This can be a way of earning staggering incomes. For example, take photos in different hours of day and night and put it for sale in your account without even mentioning the place the photo is taken. Wherever you are, you can take photos of attractive spots in your area and sell them.

The main usage of these photos is for designers. Graphic designers have to buy photos for their job. Providing photos is an easy job and it can be done even with current high-quality mobile phones.

However, it will be definitely better if you take photos using a professional camera because you have to follow certain standards when offering these photos for sale.

Producing videos is more costly and in the same proportion, it also brings more money. Wherever you are, you can take 10 to 30-second videos and present them on the aforementioned platforms for sale.

There are two methods for pricing photos and videos:

- Either the website prices the product,
- Or you price it and give a commission to the website which sells photos and videos.

Many of these platforms are extremely large and you need to follow their standards.

You can present a photo on different websites unless the corresponding platform has a condition for not presenting the product on several websites.

■ **Painting and Artistic Products**

If you are doing artistic works such as painting and sculpture, you can use different platforms in the Internet and offer these products. The circumstances are currently quite favorable for selling art products online.

■ Selling E-books

The print world had various complications in the past. However, printing has become extremely easy by the arrival of new machinery in the market. The advent of a phenomenon named e-book has brought extensive changes into the print world. All individuals who are literate enough and can offer their writings can prepare their stories or argument in books and put them for sale in various markets on the Internet in electronic formats such as PDF, EPUB., etc.

Due to strict copyright laws, it is not possible to copy a book. Use professional platforms such as Amazon and get paid for your book. If the book is popular and absorbs customers, they pay you for it.

Previously, the problem with printing a book was the enormous cost it would impose for printing two to three thousand copies. With new options offered by digital printing and websites such as Amazon, you present your book and print a copy for each customer.

Various companies all over the world have launched such systems so the writers can proceed with the printing process of a book. This method will never be a replacement for the job of a professional publisher in printing and distribution. However, it is one of the tools by which you can start your business, present your capabilities and make money.

■ Selling Services in Outsourcing Websites

There are many platforms in the world that deal with outsourcing. They are some of the best places to sell services such as content providing, graphic and web designing. Using this method, you present your services without considering the geographical location.

■ Virtual Assistance

Virtual assistance is one of the appealing services you can offer from your own home. It means you become some individuals' virtual assistant and provide services such as email checking and office correspondence without actually seeing these individuals. In fact, you will be a kind of online secretary.

■ Online Teaching

If you can teach something like art and different skills, get students in specialized platforms and teach materials in your field of expertise.

■ Research Projects

Doing research projects is one of the jobs for which you can absorb customers online.

■ Teleservices

Telemarketing is another job you can propose to companies and make money out of it. This job doesn't just include marketing; it also entails other market research tasks and collecting feedback.

■ Buying and Selling Domain

Internet domain interaction is another job which is surely not an easy one. Let's assume someone has registered a website as DrAdvertise.com. You realize that another person wants to sell a domain named DoctorAdvertise.com. You can introduce this domain to the first domain owner and offer it according to the similarity between these two domains.

The other method is to check the platforms which buy and sell Internet domains, spend time, find the domains you think you can sell, and propose them to companies. Of course, most of the time, the determined price for a domain is unreal and no interaction will happen. This job is a sort of online broking.

■ Making Money Out of Options Offered on Your Website

Whether you are the vendor or the broker, designing your own website is one of the things you have to do. A website attracts viewers for you and you can use these viewers *in two ways*:

- ***Affiliate system***: you can advertise the product of a wholesaler and receive sales commission.
- ***Advertising others' products***: advertising others is one of the ways to make money. You

can do it using corresponding special platforms.

You see various websites on the Internet with free contents. Indeed, their goal is to get more viewers, attract ads and make money. Sometimes, the icons on these websites' pages are so close to each other that when you, say, want to go to the next page, you unintentionally click on an ad.

These platforms work as brokers between distributor and advertiser of a product. You advertise for them and receive a commission fee or use Google advertising services. Based on the topic and the content of websites, Google advertises for individuals who have paid advertisement fee for Google Ads and receives a fee based on the number of clicks on an ad. Google.com and CJ.com are large companies with which you can work for advertisement.

Sometimes you enter a website and you see Sony, Samsung or Adidas ads in there. You wonder how the website has managed to get such ads. Those ads are put in there by another company according to the website's content, and a fee is paid to the website based on every click. Videos playing in online games are of this type of advertisement.

You can receive ready-to-use website template platforms from some websites such as wix.com so you don't have to pay for web designing. The

company in question provides free of charge websites so you can get more viewers and make money by advertising. However, use this method if you don't have enough money at the beginning when you start your business. Design your unique exclusive website when your business is developed.

Continuously put contents on your website. When you do that, it makes companies which work in your field of expertise to approach you for advertisement. This is called paid content. It means people are willing to pay you to advertise for them because your content is enticing. An example would be someone whose work is about food and a food manufacturing company asks him/her to advertise for them.

The web design and content must be enticing so you can promote yourself. *On your website, post exciting and relevant contents which can make the viewers get involved, give feedback and always want to read from your website. If viewers get stuck in the middle of different ads when entering your website, they may never come back*, unless you provide useful content, so they regularly visit your website.

■ Making Money Through Social Networks

Social page management for other people and companies is another way of making money online. Many people and companies don't have enough time to bring their social pages up to

date and they hire some individuals to do it for them.

The other method of using social networks for making money online is making and presenting videos clips. It has become quite easy to make and provide short video clips in recent years, and the importance of such activity has greatly increased.

Videos have become an important tool for increasing viewership whether on social networks or websites. Millions of people are currently attracting viewers through this method and receive a fee from platforms that pay for viewers.

For example, when your viewers exceed a certain amount on YouTube, this company gives you a percentage from the ad revenue. This is a part of YouTube's business, and that's why they give a part of their income to content providers.

You can open an account in there and upload your videos. In addition to YouTube, you need to put your video on your websites, too, so you can also make money there through advertisement.

Making such clips to get more viewers is common in social networks, as well. In a country such as the US, you see millions of people taking videos of seemingly ordinary subjects to increase their viewership on their social pages. Whether as video, audio, or other formats, content can be about anything ranging from seemingly ordinary topics to interview with celebrities and ordinary

people, which attracts many viewers or even fun stuff which has its own fans.

Make the video clips very simple yet with high visual quality and clear audio. There are easy-to-use edit applications in the market which you can use to edit your clips in a basic manner as much as deleting the extra scenes.

It's better to add opening and closing credits to the clip. By doing so, you can do branding for yourself. The more quality you bring to your clip, the more viewers you absorb. It doesn't matter how many people have viewed the clip. What matters is how many people have shared it. Someone else shares the clip but you make money.

Training videos also have many viewers. For example, there may be 300 short clips about cooking instructions and all of them may have many viewers. You need to consider this fact that it's not just the size of viewership that is the revenue-generating factors for you; these viewers need to click on the ads in your content as well so that revenue can increase.



The Risk of Investing on Social Networks

Nowadays, social networks such as Instagram are viewed more frequently, but they all suffer a serious drawback: they don't belong to you.

You need to draw all visitors to your own website. For any kind of reason, Instagram may suspend your page if they believe you violated their terms of service. The same goes for other social networks, as well. In that case, your source of making money would be gone all of a sudden and there's no way for you to take back your page. Therefore, it's extremely risky to invest on these networks.

One of the simplest ways is to use a link and direct the audience from YouTube to your website for watching videos. In that case, your audience will still watch the video after YouTube is closed.

Another method is to post a part of your content on Instagram and direct the viewer to your website to read more. You can, say, you are going to announce the names of prize winners on your website. This will make the audiences visit the website.

Use social networks smartly. These tools must become parallel means not a setting for business. Of course, accounts won't get suspended for no reason, but you may violate the rules of these networks unintentionally, and all the efforts will be in vain consequently.

We had a page in Google AdSense with tens of dollars in it. Google shut down the page based on an article in its contract (its terms and condition) and there was no way for us to take the page back.

They had also terminated the YouTube account as interesting as it is. Someone had claimed the music used in the account was under copyright and they just deactivated that account. We had hundreds of videos made by ourselves in there.

In many occasions, there's no warning or notice either. Sometimes, they warn, say, three times. While it's possible for three out of ten videos you have posted to be violations of terms of service, the whole account becomes immediately suspended. You don't get a chance to defend yourself either, while you have spent a great deal of time and cost to develop that account to that certain point.

You win if you use social networks as a short-term tool. Don't invest heavily on a platform that doesn't belong to you directly. It's like when you have rented an office for a year, you shouldn't spend enormous costs for interior design or introducing your place to customers.

Useful links

- **Creative websites:**

www.shopify.com
www.bigcommerce.com
www.wix.com
www.squarespace.com
www.squareup.com
www.weebly.com
www.site123.com
www.strikingly.com
www.duda.co
www.godaddy.com
www.jimbo.com
www.ionos.com
www.wpbeginner.com
www.selz.com
www.woocommerce.com
www.prestashop.com
www.ecwid.com
www.webstarts.com
www.mozello.com
www.freewebstore.com

- **drop shipping:**

www.doba.com
www.dropship.me
www.modalyst.co
www.sunrisewholesalemerchandise.com
www.dropified.com
www.spocket.co
www.oberlo.com