

Make Money for Christmas Using Your Writing Skills

(Even If You Don't have a Lot of Experience)

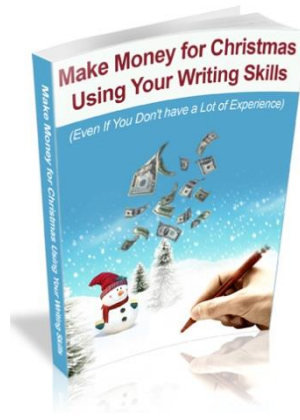
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Introduction

Christmas is just around the corner, and that means it's time to start thinking about budgets.

It's an unfortunate fact that along with the joy Christmas brings, it also lends itself to hardship for a lot of people.

While necessary, gifts can be quite expensive, especially when there are a lot to buy. The bottom line is that when the credit card statement arrives, we need money to pay the bill.

Here are a few proven ways to ensure you'll have money to cover your expenses this Christmas, or for any time of the year it's needed.

Keep this short report safe, and refer back to it whenever you need extra cash, or to set up a long term business and earn on a regular basis.

Dig in!

Cheryl

Earn Money Writing PLR Articles

I've added this section first, because in my mind, it could easily be the most profitable option – not only in the long term, but also to bring in immediate income.

Whether you're a writer or an internet marketer, this is a great source of income. It's also one that is highly sought out by the majority of internet marketers.

First, let me explain what PLR is - PLR stands for Private Label Rights.

This basically means you write a series of related articles and sell them as a bundle - usually 6-10 articles.

These articles will be sold to multiple buyers, so you'll write them once and get paid over and over again.

For instance, you could write your series of articles about Christmas Budgeting.

Your headings might be something like this:

Five Ways to Save Money on Christmas Dinner
How to Cut the Costs of Gifts this Christmas
Make Your Own Gift Baskets and Save \$'s

Really popular articles around Christmas are those that centre around gifts and toys.

For example your bundle may topics such as:

The Top Ten Toys for Girls
Top Ten Gifts for Teenagers
Gifts for Computer Geeks

There are literally millions of websites all competing for Christmas Traffic and buyers, and anyone writing and selling PLR articles will make a killing this and every Christmas. (And Halloween, Valentine's Day, Thanksgiving, and just about any major celebration you can think of.)

To be honest, this is not something I've done myself, but I've certainly been thinking about it - a lot. So I'm not the best person to teach you how to do this. But my friend Tiffany Dow has been doing this for many, many years.

She's the Queen of PLR, and has released a step-by-step program teaching how to set up a PLR business that will earn you money for a very long time.

You might be worried the course is expensive. It's not. I was quite shocked when I saw how cheap it is. And I'm sure you will be too.

This is a relatively easy business to set up, and once you know how to go about it, you'll kick yourself for not doing it before. (Or you'll kick me for not telling you about it!)

[Click Here to Check Out Tiffany's PLR Course](#)

Self Publish on Kindle

I've been self publishing ebooks for around 9-10 years now, and continue to do so. Just one of my self published books has earned well in excess of \$10,000 and continues to earn money.

You've probably guessed by now that this is another "write it once, sell it over and over again" project. (And I do love them!)

The game has changed since I began to self publish, and to get the most bang for your buck these days is to sell on Amazon.

Once you've got your book written and up on Amazon, their astounding amount of traffic will help with sales.

Lots of Traffic + Your Book = Lots of Money!

But don't think just because Amazon gets consistent heavy traffic you don't need to promote. Any promotions you do will naturally help immensely.

Novels, short stories, and non fiction are all great sellers. As with every thing else, you need to learn the right way to do it in order to profit from it.

The best book I've read on this subject is Kindle Kash. The price is low, and it isn't hyped up like a lot of books on the subject.

It's also a lot cheaper. Go figure - the best book has a lower price tag.

I reviewed this book recently, and you can [read my full review here](#).

You can [read more about this terrific book here](#). But if you decide to buy, [use this discount link](#) as it will save you \$12 off the regular price. (These links are also provided below the review.)

Santa Letter Business

This option is more hands on, but should keep you quite busy, especially during November and December.

Like the other options provided, there's a right and wrong way to do this.

Children love getting a personal letter from Santa, but not all parents are creative enough to do this themselves.

The great thing about this business is that the "system" can be adapted to work for other celebrations throughout the year.

[This book](#) will teach you how to set up your Santa Letter business, and make money from it almost immediately.

Ghost Writing

Most people believe ghostwriters only write novels or non-fiction books, but in reality, a ghostwriter can write articles, reports, blurbs, and other content for business owners and others.

Ghostwriters are always in demand, and with the opportunities available on the Internet, can be kept busy to the extent of making it a full time business if that's what they want. Or it can just as easily be a part-time income.

The great thing about this business is you get to choose how much you do, and when you want to do it.

Unlike many other online businesses, the start up costs for a ghostwriter is minimal.

You'll need a computer, an internet connection, and that's about it apart from some basic typing and research skills.

With the advent of sites such as Guru.com, it's not even mandatory to have your own website, but I highly recommend it.

To learn more, and to find out if a ghostwriting business might be right for you, pick up your copy of [*Get Paid to Write: Become a Ghostwriter*](#). It shows you exactly how to break into this business, find your market and sell your writing.

Other Ideas

There are so many ideas and business opportunities available, and I've tried to give you a good variety of choices.

Below are a few other money-making ideas that may appeal to you, but they won't bring in quick money like the earlier ideas.

These ones are generally slower to earn money, but you will see results over a longer time frame.

What I generally tell people is to find something you're passionate about. The reason is if you're not interested in a topic and start a blog about it, you'll quickly lose interest.

The first two ideas below appeal to me, because I'm interested in both. So it makes sense that I do actually run blogs on these topics. And yes, I make money from them.

[How to Start a Craft Blog: Make Money to Support Your Crafting Habit](#)

[How to Start a Recipe Blog: Make Money Sharing Your Latest Cooking Successes and Disasters](#)

[How to Become a Review Blogger](#)

[How to Start a Fitness Blog: Make Money while Getting Fit - For Life](#)

[Virtual Assistant Jobs: How to Work from Home as a High Paid Online Assistant](#)

Your Website

Anyone doing business on the internet must have a website.

Forget those ads that say you don't need a website; they're simply trying to sell something.

Every writer, every business owner, trying to sell something on the internet must have a website. It's an essential item in my opinion.

Basically it's your storefront. It's the virtual version of a brick and mortar store. If you don't have a website, how can you expect to sell anything via the internet?

Simple: you can't.

(Even brick and mortar stores should have a website.)

There are two types of website you could have:

1. Static Website
2. Blog (Which can also be a static website. Confused yet?)

I've done both, and still do both.

If you're not proficient with building a website yourself – and let's face it, most people aren't – you'll need some sort of web design program.

Years ago I built sites using Front Page. I even took a course to learn to do it properly. Then I sold my services building sites for authors and small businesses. And made a lot of money doing it.

Unfortunately, Front Page is no longer available, but Expression Web took its place. I was unable to work Expression Web out, and to date, still haven't. (It's now more about four years down the track, and the local universities, TAFE, etc, are still not running courses so I still can't use it.)

Within a few months of buying Expression Web I went searching for an easy to use web design program. It was during that process I found [XsitePro 2.5](#).

It is very easy to use, once you know how.

I made the mistake of trying to use the program without any sort of tuition. Big mistake!

Then I spent about an hour on the free tutorial that's provided - I wish I'd done it from the beginning as it would have saved me hours and hours of wasted time, not to mention frustration.

I've now made dozens of sites with [XsitePro 2.5](#), and highly recommend it.

The second option is a blog. Again, you have more than once choice.

1. Free blog (i.e. Blogger, Blogspot, etc.)
2. WordPress.com - free version
3. WordPress - on your own hosting

The first two are not options I recommend, mainly because your blog can disappear in a flash and without warning.

I know people this has happened to, and many of them were earning thousands of dollars a month, and still have no idea why their blogs were taken down.

I have all my blogs on my own hosting, and use WordPress. You'll have to secure your own hosting to do this, and also buy a domain name. I use [GoDaddy](#) - they are the cheapest I've found, and are very reliable.

(I've also found my new domains 'resolve' much faster with [GoDaddy](#) than any other domain provider.)

By hosting WordPress on your own domain, you can also use a variety of plugins (some free, some premium) to achieve various tasks, and to make your blog more functional.

For instance, there's a plugin to get people to sign up to your autoresponder list. There's another one to cloak affiliate links, and yet another will pull in products, and another to pull in royalty free images. Last year I bought a Christmas Countdown plugin, which is fun but also creates buyer urgency.

And these are just a drop in the ocean compared to what is actually available. (Think thousands, not dozens or hundreds.)

If you don't know how to use WordPress, don't worry, just keep reading.

This is a [membership site](#) where you can view good quality videos on how to use WordPress. There's a reasonable one-off fee, and new videos are added regularly.

I am a member of this site, and learned heaps from it. Most people believe WordPress is hard to learn – and I used to be one of them – but once you understand the basics, the rest comes easy.

The great thing about this particular site is the simplicity of the information. I've found that many videos about WordPress make it very complicated, but this one gives you step-by-step information, which means you should pick it up fairly quickly.

The other thing to think about with WordPress is the variety of themes available. There are literally thousands of them. Personally, I prefer to use “premium” themes, which means they are not free.

I have gone down the free route, but found them difficult to use. Plus they're much harder (or in some cases, impossible) to change to suit your needs.

These are the themes I personally use:

[WordPress Review Theme](#)

[Woo Themes](#)

[FlexSqueeze](#)

Each of these themes has different options and features. It depends on what you're after as to which one will work best for you.

Don't worry if you don't know how to use the special features – each one comes with its own manual, and you'll soon be putting together a great site. If I can do it, anyone can!

As with everything, always keep in mind your budget. It's perfectly fine to start off with free themes, then upgrade to premium themes down the track when your finances make it easier. That's exactly what I did when I was starting out.

No matter if you use free or premium themes, make sure you personalize the look. The simplest – and cheapest – way to do this is via the addition of a unique header.

In the past I've created some of mine myself using Gimp, which is free, but I wouldn't do it again. They are not as professional looking as bought headers, and frankly, the time spent could be better utilized. If you're a graphics whizz, great, otherwise, get a professional to do it for you.

[This is where I get mine created](#). They create headers, logos, and animated banners. I love these people – they do a great job and it's hassle free.

Again the price is cheap – I try to save money wherever I can. After all, I'm trying to make money, not spend it unnecessarily, and I'm sure you feel the same.

Hosting

Whether you are using a static website or self-hosted WordPress, you'll definitely need hosting.

This can run from as low as \$4/month, up to \$60/month or more. It depends your needs as to the cost. I've listed some options below.

This one is cheap, reliable, and very easy to use.

[Hostgator](#) has a range of plans, ranging from Hatchling (starting under \$4/month) up to Business and reseller plans. With each plan available, the longer you sign up with them, the cheaper it becomes.

To save even more, use this coupon code when registering:

savemycash

(The spot for the coupon code is at the bottom of the first page after hitting the sign up button.)

For those who need a much bigger hosting option (for instance, internet marketers), this next resource is actually a membership site for products, but they provide hosting as part of the package.

Yes, I am a member of this site, and have been for over four years. You'll be surprised at the low cost, especially considering you are provided with products, hosting, autoresponders, and much more.

[Check them out here.](#)

The monthly fee is already incredibly low, but if you want to save even more, do what I do and pay in advance. You can pay monthly, or there's a six and twelve monthly fee option, which reduces the cost. (Save the cost of one and three months respectively.) I pay for twelve months as it gives me the most bang for my buck.

Click the link above and you'll see for yourself. At the very bottom of the page there's a link that allows you to see all the products that are included in 'the vault'. You will have access to everything that's ever been included, not just the upcoming products and memberships. (Yes, your membership includes membership to various other sites that you will find incredibly helpful.)

The owner of this site also has stand-alone hosting. [You can check it out here.](#)

Focus, Focus, Focus!

One of the biggest mistakes I've made in the past is to lose focus.

Particularly when you are starting out, I suggest you focus on just one project. Get it up and running, and where possible, automate it.

Then, and only then, move onto the next project you're interested in. When I'm working on a project (such as this ebook), I place all my focus on that project.

I brainstorm until I have outlined the project, then begin work. Until that project is finished, I don't move onto anything else.

I do the same thing when I set up a blog. It may take a few days, or even a week to get it set up correctly, but I concentrate all my time and energy on that blog until I'm satisfied with it.

The Most Important Ingredient of All

I've given you a heap of information, and loads of options.

Now it's up to you to decide if any of these options will work for you in your situation. Each and every one of us has a different personal situation. Each and every one of us has a different set of circumstances that makes in easy or hard to undertake certain tasks.

No matter what, here is the most important piece of information I can share:

Take Action!

Taking action is the single most important thing you can do for yourself today.

Sure, it's a risk. No matter what we do in life, there's always a risk involved. What I've learned over the years is not taking action means nothing will change.

And by reading this far, I know you want change in your life, and in your financial situation.

So what you need to do right now is decide which path you will take, and pursue it. Take a chance and move toward your goals.

If you don't, nothing will change. This time next year you'll be in exactly the same situation as you are right now.

What are you waiting for? Get moving!

To your success,

