



# How To Actually Make Money Online (FOR BEGINNERS)

*A realistic getting-started guide for new nomads  
in the epic world of digital freelancing.*

*Mark Scott  
Allure22.com*





Welcome to this simple little guide to getting started as a digital freelancer!

What's not to love about the word *free* in freelancer?

A true, untethered digital freelancer can work from anywhere in the world at any hour of the day or night.

Your office is with you wherever you go because your laptop and smartphone is all you need.

It's fun to be a digital nomad.

No boss, no clock, no pants, okay wear pants. But you get the idea. Digital freelancers have enviable freedom.

But it's not get-rich-quick. There's work involved. But what an opportunity!

Mark Twain once said, "The only problem with opportunity is that it's often dressed in overalls and looks like work."

But those of us who are absolutely passionate about digital freelancing know that even the word "work" is a bit of a stretch because this is what we love to do.

Ready to get started? Let's go!



But first, who the heck am I and why should you read this?



I'm Mark Scott and I became a digital freelancer the long, hard way! Which means I have the benefit of lessons learned through a lot of mistakes. I'll keep it positive!

This little guide is borne out of my own journey through the years of being a writer, speaker, and radio personality of a major market FM radio station in the Baltimore-Washington area.

I decided to take the experience I had with writing and production in corporate media and start my own brand & marketing business in digital media.

And Allure22.com was born - a boutique brand & marketing agency for a variety of creative small businesses.

But mostly, I love affiliate marketing and showing others how to succeed in all things digital freelancing.

When I lost my career job that I held for 15 years I turned to the internet. I scratched and clawed far and wide and managed to cobble together my journey as a digital freelancer with just a cheap Chromebook and an old blue iPhone 5c.

My great passion is to share what I've learned along the way to help fast-track people to success online.

So let's begin. We'll start with the next page which offers 9 (there are more) popular ways to make money online...



# 9 Realistic Ways To Make Money Online

**1. Freelancer Platforms:** Get paid to freelance your particular niche skills on marketplace platforms like Fiverr or Mechanical Turk.

**2. Consulting Retainers:** If you have expertise in a niche, there are small businesses who will retain you. These opportunities are especially plentiful in digital marketing -- helping businesses with everything from websites, SEO, blogging, social media management and email marketing to managing ad campaigns through Google and Facebook.

**3. Build An Online Community:** Build a community around a niche with a blog, site, and/or FB Group and charge people for membership or offer it free and use your influence to promote products within that niche community.

**4. Lead Generation:** Another way to make money online is by capturing leads for small businesses. Pick a niche, build a website and traffic, and sell your leads to small businesses.

**9. Affiliate Marketing.** Partner with brands -- promote a product or service with your unique affiliate link you receive from an affiliate program. Make money any time someone buys a product or service through your link. The easiest place to find success in affiliate marketing is [www.clickbank.com](http://www.clickbank.com).

**5. Online Courses:** Create a digital course and market it online. Harness platforms like Udemy or Teachable, or sell courses through paid social media advertising and organic SEO on YouTube, Google, and other search engines. Or become a ClickBank vendor and have affiliates promote your course.

**6. Webinars:** Use webinars to market a product, service, or course. You basically offer tips and advice for free in a live format and then pitch your paid product or service at the end.

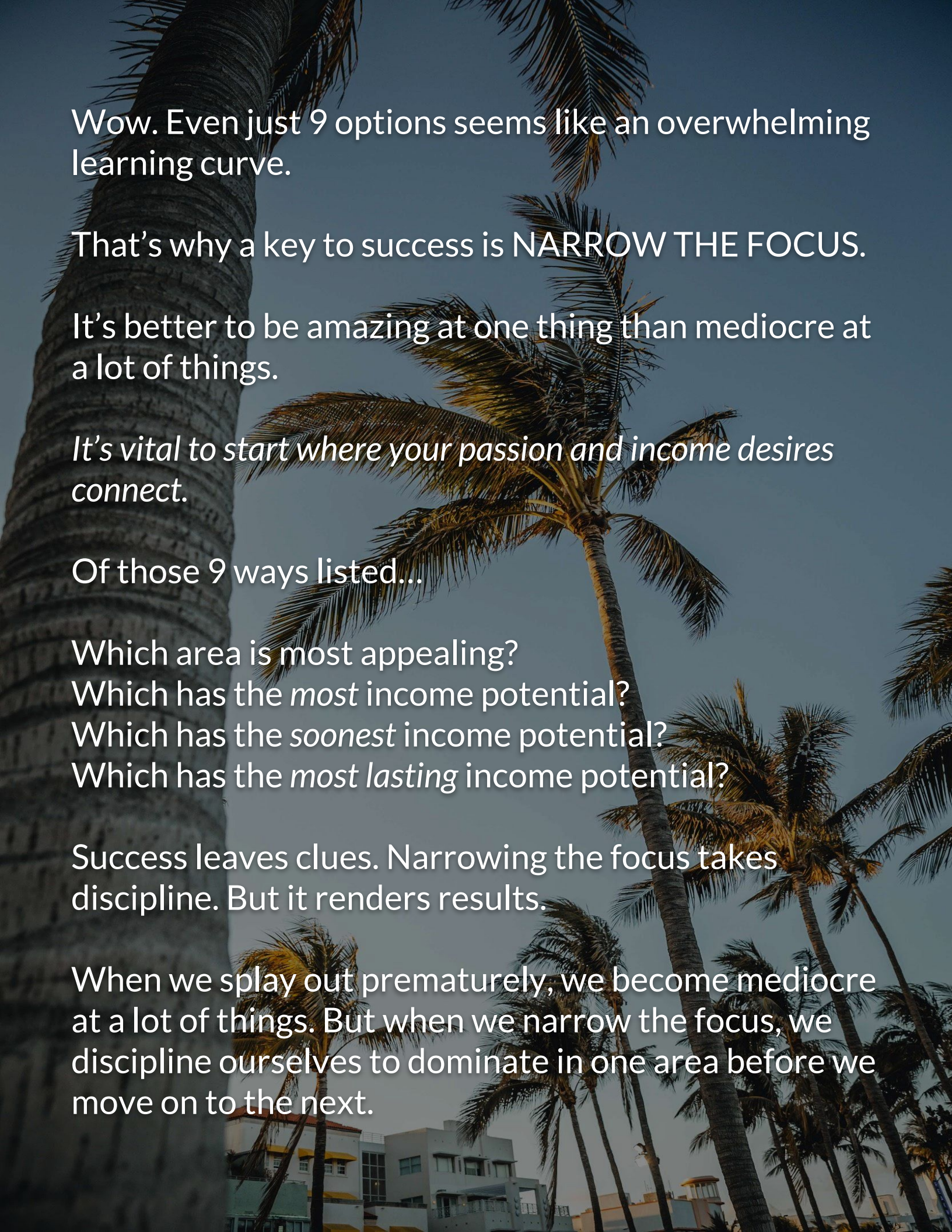
**7. Podcasting:** Another way to make money online is by producing an online podcast. Find your niche, grow an audience, and then find ways to monetize with sponsors or subscriptions.

**8. YouTube:** There are a billion YouTube channels out there on any topic if you can think of, and most of the people with a big following are earning some money thru ad revenue and affiliate links.

A low-angle, upward-looking photograph of a hand holding a smartphone. The hand is in the foreground, wearing a dark blue sleeve and a black wristband. The smartphone screen shows a photo of palm trees and streetlights, mirroring the background. The background consists of several tall, white streetlights with multiple globe-like fixtures, and several palm trees, all set against a clear, bright blue sky. The text "Narrow The Focus" is overlaid in a white, serif font across the center of the image.

Narrow The Focus





Wow. Even just 9 options seems like an overwhelming learning curve.

That's why a key to success is **NARROW THE FOCUS**.

It's better to be amazing at one thing than mediocre at a lot of things.

*It's vital to start where your passion and income desires connect.*

Of those 9 ways listed...

Which area is most appealing?

Which has the *most* income potential?

Which has the *soonest* income potential?

Which has the *most lasting* income potential?

Success leaves clues. Narrowing the focus takes discipline. But it renders results.

When we splay out prematurely, we become mediocre at a lot of things. But when we narrow the focus, we discipline ourselves to dominate in one area before we move on to the next.



I know it's frustrating at first. But believe me, as you master digital freelancing over time, you'll see how focus pays off.

You also want to start where your aptitude is highest -- so you can score some early wins, which always helps us go to the next level.

As for me, my original focus was consulting. I managed to land consulting retainers with a handful of small businesses that I handle web, blogging, and social media management for.

But honestly, this route felt more and more like a job all the time. I still have bosses. Every single client is basically a boss. So for a while there I had 12 bosses. Or at least it felt that way.

Of these 9 ways to make money online, my favorite, hands down, is Affiliate Marketing. Selling other people's products. Why?

It is the *simplest* way to make the *most* money online in the *least* amount of time.



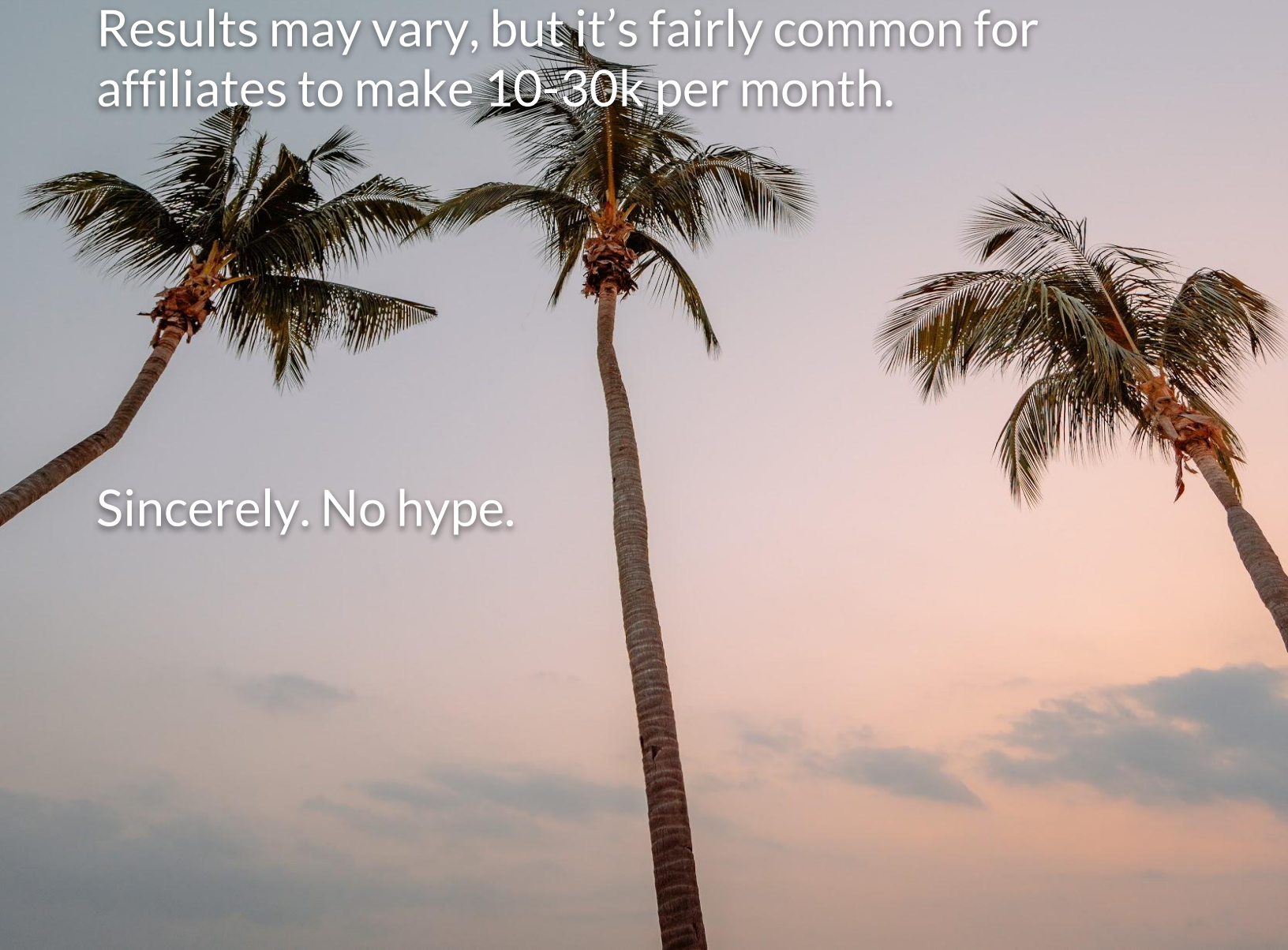
Yep. Affiliate Marketing. And if you have someone walking you through the process, I'll say it again:

Affiliate Marketing is the *simplest* way to make the *most* money online in the *least* amount of time.

If you have a computer and the internet and are willing to learn a few basic chops, you can make a lot of money.

Results may vary, but it's fairly common for affiliates to make 10-30k per month.

Sincerely. No hype.





And you'll get to your income goals a lot faster than if you were...

- Freelancing microtasks on Fivrr
- Trying to get enough YouTube subscribers to monetize a channel
- Selling your services to small businesses
- Selling leads to local companies
- Building an online community
- Producing an income-generating podcast

Yep. Affiliate Marketing gets you to income faster than all those.

And if you have someone walking you through the process, it is the *simplest* way to make the *most* money online in the *least* amount of time.



So what do you need to get started in affiliate marketing?

1. A computer
2. The internet
3. A system

Whether you have a website or not, or are still dreaming up ideas for a blog, you should seriously consider affiliate marketing.

Awesome! So what is affiliate marketing?

With affiliate marketing, you promote other people's products and get paid. You link to their product or service using a unique affiliate code you receive when you sign up for a particular affiliate program. From there, you make money any time someone buys a product or service through your link.

Let me break it down into steps...



A background image showing two people walking on a beach at sunset. The sun is low on the horizon, creating a silhouette effect on the figures and casting long shadows on the sand. The sky is a mix of orange, yellow, and blue.

**1. Go to the ClickBank Marketplace (the best of many affiliate marketplaces) and create an account.**

**2. Peruse the vast inventory of products you can sell**

(The highest selling categories usually have to do with one of three basic things: health, wealth, or relationships. Topics like weight loss, making money online, and “getting the girl” are among the most lucrative.

**3. Find the ones that most resonate with your passions and areas of knowledge.**

**4. Tie your affiliate link to offers you create**

**5. Get your offer in front of as many eyeballs as possible (traffic) through (one example) low-cost targeted ads on Facebook with a free offer, like the one you’re reading.**

**6. Build an email list with opt-in offers**

**7. Use your list to create a simple content funnel**

**8. Deliver value, grow your list, rinse and repeat.**



I can hear it already, “Yeah but Mark, growing email lists and funnels sounds hard!”

It isn't.

Not if you have a proven system.

Like the one I chose at [ClickBank University 2.0](#).

Not only did they walk me through the entire process step by step, but they also have tools, like The ClickBank Builder, that puts everything all together in one easy and affordable drag 'n drop system.

[ClickBank University 2.0](#) will absolutely fast-track your journey to 6 figures+ in digital freelancing!

Learn more today and [get started with ClickBank](#).

*Please continue to watch for emails from me! I do my absolute best to put out the most helpful free (\*Freemium\*) content that I can -- to help fellow Digital Freelancers in their journey to 6 figures and beyond.*

*Happy Digital Freelancing! - Mark Scott*