Article #8

Seniors’ Quick Guide to Selling Physical Services over the Internet

Did you know that you can sell physical services on the internet and make good money? You can do this as a business owner. You don’t have to do the actual services yourself unless of course you have the time and you reasonably healthy enough to provide these services directly. Whether it is woofing, gardening, painting or any kind of service around the house, you can make money off it.

The problem with physical services

One of the biggest problems with offering physical services in any part of the United States is that a lot of local players are simply invisible. Now, in big municipal centers like San Francisco and Los Angeles, there are a lot of online ads for these services.   
But if you go to the suburbs or better yet the countryside, these services are few and far between and the ones that do manage to advertise really aren’t all that distinctive. They don’t really jump out at you. They really don’t communicate their value proposition in clear and distinct terms. This really is too bad because there’re leaving a lot of money on the table.

Knowing this, senior citizens can earn good money offering gardening and painting and other home related services, as a service aggregator. What does that mean?

Basically, you create an online agency where you collect leads from a particular region or a specific area and then you farm out the work to actual physical service providers. You can run ads on Facebook or other social media platforms for gardening services. You can put the word out for local plumbing services and get leads that way. Whatever service category you are interested in, you can easily own that vertical, if you know you way around online marketing.   
The best part to all of this is that by being some middle person you will be able to connect suppliers with buyers and earn a premium each and every time. This can translate to several hundred thousand dollars every single year. And it all boils down to having the right website, having the right marketing plan, and also being systematic and methodical.

There’s nothing intuitive about it

The worst thing that you can do is to just jump in with both feet and put up a website and somehow some way think that people would beat a path to your website. It doesn’t work that way. It’s not that easy.

You see there are tons of websites out there trying to do what you are trying to achieve and most of them are failing. In fact, most of them are almoste invisible because they are just doing such a poor job marketing whatever it is that they’re promoting. You have to approach this situation with the right plan from the get go otherwise you’re just wasting time.

If you’re a senior citizen looking to convert your spare time into cold hard cash, being a service broker is one of the most effective ways to do so. You have to understand that regardless of where you live in the United States, Canada or elsewhere, people are going to still need gardeners.

People are still going to have trees on their backyards that needs trimming. They’re still going to have plumbing issues. They are still going to have roofing problems every once in a while. And these physical services can cause thousands of dollars per service visit. Sure it’s physical, sure it’s manual services but who can find basic providers for these. They key is to stand in the middle so you can make bank of connecting demand with supply.

To do this right on day 1, click here. You will download a framework that will enable you to market effectively on the internet. It’s our senior citizen’s guide to make you money online which educates you about all the different ways senior citizens can make money off the internet. It also gives you basic tips on how to promote your business so you can turn your spare time into spare dollars.