

How To Make Money on Fiverr

A Systematic Guide To Building Your Online Empire FIVE BUCKS at a time

MINDMAP

5 Key Reasons Why You Should Consider Fiverr as an Income Source

- Massive selection of services
- Great pricing diversity among services offered
- Tried and proven payment platform with solid order dispute resolution processes
- Massive base of buyers
- It offers Tremendous flexibility
- * It IS a freelancing platform so
 - you pick the kind of work you offer
 - you pick the order you want to take on
 - you have leeway re when to work
 - you have leeway re how to work (you can sub-outsource)

The Biggest Hassle with Fiverr

Most money on Fiverr is made this way

- Selling time for money

The problem...

- you only have so much time to sell
- there is only one of you
- no scalability
- If you're going to do this, get a JOB (despite the many benefits of freelancing)
- you get insurance / benefits / stable paycheck every 2 weeks

It's too easy to get pigeonholed

- If you offer once service instead of a comprehensive BUNDLE:
 - * Gets old quick
 - * Your skill set doesn't grow
 - * There's always the chance someone will undercut your pricing

The Uncomfortable Truth about Making Money off FIVERR

- It can easily become a race to the bottom (in terms of pricing)
- It can easily become a volume game (burning up tons of time)

Six Better Ways To Make Money Off Fiverr

Remember the problem you're trying to solve

- selling your time for money

Offer Premium Value-Added Services

Bundle others' Services and Sell Turnkey Assets

Bundle others' Services and Sell Operational Assets (getting traffic / generating cash)

Buy Services that help you Buy Resellable High Value Assets (linkhunters / domain hunters / analysts)

Resell Cheap Fiverr Services at other Higher Value Locations

Use Fiverr Services to Build Your Own Assets (kindle books / dropship sites / blogging / etc)

Offer Premium Value-Added Services

- What is it: You offer services yourself – you pick higher premium services or you bundle many tasks and charge a premium (example: writing = technical writing / medical writing + pictures + formatting + WP uploading)
- Higher \$ value per unit of time / work less, earn more
- Disadvantages
 - * Need mastery / further research
 - * Might be limited demand
 - * Need to build a brand / reputation (takes time)
 - * Your reputation might be undercut by the fact you're selling on Fiverr

Step by step directions

- Start with your areas of expertise
- Find high value sub-niche OR bundle different small services in your niche
- Create package that highlights savings PLUS results

Bundle others' Services and Sell Turnkey Assets

- What is it:
Sell turnkey assets (non-operational) / website shells / blogs with starter original content
- you are selling niche selection / you are selling pre-built CUSTOM asset
- Advantages
 - * Make more money than selling just the service
 - * You bundle the different services together and charge a premium
 - * You're not selling your time
 - * Can lead to repeat customers
- Disadvantages
 - * you pony up cash upfront to build asset
 - * You need to pick the right niche or your stuff might not sell
 - * You need to sell many of these to make sizable cash
 - * Focus is on customization / you can't resell the same asset over and over again (not PLR)
 - * Uneven quantity
 - * Can lose money if you have to pay to relist again and again on Flippa

Step by step directions

- * Find turnkey (new/non-operational) assets that sell quickly and at decent pricing at Flippa
- * Reverse engineer the gigs that can be used to build the asset

- * Buy several gigs to build asset
- * Sell Turnkey asset on Flippa

Bundle others' Services and Sell Operational Assets (getting traffic / generating cash)

- What is it:

Build an Asset and Operate it to the point it is generating sustainable traffic and cash

- Advantages

- * Bundle Fiverr services to build asset and traffic
- * Get more money because your asset is already generating traffic and cash
- * Build a reputation as a SOURCE for income generating asset
- * Save customers from niche / building / traffic headaches

- Disadvantages

- * you pony up cash upfront to build asset
- * Dependent on niche
- * Market demand might fluctuate
- * Can't depend on just Flippa / might need to sell on own
- * Traffic and conversion might not be sustainable which can lead to potential problems with buyer

Step by step directions

- Pick successful niche sites with decent competition levels
- Reverse engineer them using Fiverr gig service providers
- Use fiverr to get content and traffic
- Fine tune conversions / traffic generation / scale up until site can fetch a nice multiple for income

Buy Services that help you Buy Resellable High Value Assets (linkhunters / domain hunters / analysts)

- What is it:

Buy gigs that help you find domains you can sell / expired domains you can revive and sell links on / find information you can sell in the form of an INFO PRODUCT (ie., email addresses of business / specialized info found by researchers / lead researchers)

- Advantages

- * Buy lower priced gigs to do a service for you – sell the results of their work
- * Build assets you can resell over and over
- * Save tons of money on labor-intensive work to find lucrative data you can resell many times over

- Disadvantages

- * You have to pick the right ASSET to sell or you will have many assets that don't sell enough to cover their costs
- * reselling domains mean buying the service to find it THEN paying a premium for it in the hopes it will be worth something
- * The best data assets require DIRECT OUTREACH (low conversion)

Step by step directions

- Decide on what resellable asset you want to specialize in
- Formulate tightly define research/production steps
- Contact researchers on Fiverr

- Get asset compiled
- reach out and sell / place domains on auction sites

Resell Cheap Fiverr Services at other Higher Value Locations

- What is it:
Offer Fiverr Services on other places (forums / messageboards / FB groups /FB pages)
- Advantages
 - * High mark up
 - * You get to offer the best of breed service providers
 - * You name your premium mark up
- Disadvantages
 - * Suppliers might disappear
 - * Quality might be spotty and your reputation can suffer
 - * Many markets are sophisticated and will see if you're just flipping
 - * You have to build a solid brand / build a service reseller site
 - * You have to get traffic to your reseller site

Step by step directions

- Find places to resell on / must be already selling services / pick premium services
- Find such services on Fiverr and try them out
- Build your resell site
- Show case studies
- Do outreach / dry traffic / convert

Use Fiverr Services to Build Your Own Assets (kindle books / dropship sites / blogging / etc)

- What is it:
Use Fiverr services to create your own assets like Kindle book / Dropship site / Blog
- Advantages
 - * Buy cheap but proven service
 - * Lots of selection
 - * Control your costs
 - * Scalable due to huge selection
- Disadvantages
 - * Finding cheap service with high quality can be HARD
 - * The best providers can be available on and off
 - * Asset quality might not be consistent

Step by step directions

- Niche selection
- Get services
- Fine Tune
- Scale up results