

Online Opportunities

Sunday, 17 December 2006

There are many ways to generate income online. These are some of the ways:-

1. Affiliate Programmes
2. Paid Surveys
3. HYIP – High Yield Investment Programme
4. Multilevel Marketing Programmes
5. Autosurfs

1. Affiliate Programmes / Affiliate Marketing

Affiliate programmes or affiliate marketing is a popular method in promoting a website or an online business. These sites have extended network where each of the registered sites will have small advertisement slots to promote a site or product. an affiliate is rewarded for every visitor, subscriber and/or customer provided through his efforts. Compensation is made based on a certain value for each visit (Pay per click), registrant (Pay per lead), or a commission for each customer or sale (Pay per sale), or any combination.

Many of e-commerce sites use affiliate marketing to promote their sites. However in the initial stages, many internet users have negative opinions of affiliate marketing due to the tendency of affiliates to use spam to promote the programs in which they were enrolled. As affiliate marketing has matured many affiliate merchants have refined their terms and conditions to prohibit affiliates from spamming.

Some of the affiliate networks are as below

ClickBank (www.clickbank.com)
 Clickbooth
 ClickXchange
 Commission Junction a ValueClick company
 Dark Blue
 DirectTrack
 Hydra Network
 Kolimbo (MyAffiliateProgram) by Kowabunga
 LinkConnector
 Linkshare a Rakuten company
 Netfiniti
 Oxygen
 Paid On Results
 Performics a DoubleClick company
 Primeq
 SaleFlurry
 Share Results
 ShareASale
 TradeDoubler
 Zanox
 Google Adsense
 Craigslist.com

2. Paid Surveys

A paid survey is a type of online statistical survey where the participant is rewarded through an incentive program. A paid survey is used to collect quantitative information about the participant's personal and economic habits. Often used by marketing firms to test new advertisements, they offer the participant a cash reward. Some even offer free trial to their new products.

Legitimate paid surveys exist because, in order to remain competitive in their given markets, companies need a better understanding of their customers and the customers's perception of products. Surveys that are legitimate are separated by personal demographics so that the data will better apply to the target audience the marketing firm is trying to reach. Some large companies even pay generously to collect information on participants to get data on the latest trend in the market.

Because the corporate marketing companies need to understand consumer perceptions in-depth, they will offer incentives to survey participants. A participant will never have to pay for a legitimate paid survey.

However, over the period of time, many scams started to surface in the Internet offering paid surveys. Most of the time, these sites have managed to convince the participant to finish the survey and does not even pay the participant. Here are some paid survey sites:

Pine Cone Research (<http://www.pineconeresearch.com>)
 Green Field Online (<http://www.greenfieldonline.com>)
 Buzz Back (<http://www.buzzback.com>)
 SurveySite (<http://www.surveysite.com>)
 SurveySavvy (<http://www.surveysavvy.com>)
 SurveySpot (<http://www.surveyspot.com>)
 Internet Paid Surveys (<http://www.internetpaysurveys.com>)
 CashCrate (<http://www.cashcrate.com>)
 TreasureTrooper (<http://www.treasurooper.com>)
 Mystery Shopping (<http://www.mysteryshopping.com>)
 American Consumer Opinion <http://www.acop.com>

3. HYIP – High Yield Investment Programme

HYIP or better known as High Yield Investment Programme is an investment programme normally offered in the Internet. These investment programmes offer promising high returns. However, many of these sites often turn out to be scams – with many sites shutdown no longer than one to three years in operation. HYIPs usually accept e-gold, e-bullion, INTGold, and StormPay.

HYIPs typically claim to offer interest rates of 1% or more per day on invested funds; some claim to offer much higher daily rates exceeding 200% a day. The highest HYIP on record has offered 1,100% ROI in one day.

The following is a list of HYIP scams that are currently under investigation or have been successfully indicted in a court of law.

12DailyPro (United States) - US Securities & Exchange Commission
 Ginsystem Inc. (Singapore) - Commercial Affairs Department of Singapore
 Intellect Kapital (Germany)[citation needed]
 IT4US (United States)
 Omega Trust (United States)
 OSgold (Australia) - news.com
 PIPS (Malaysia) - see top of page
 PlexPay (Norway) - HegnarOnline, in Norwegian
 Profits4investingtoo (\$800,000 stolen, US investigation)[citation needed]
 Solidinvestment (United States)
 SwissCash
 IPC (<http://info-total.com/>)

4. Multilevel Marketing (MLM) Programmes

MLM programmes have been around for more than 30 years. MLM, also called as Network Marketing, is a business model that combines direct marketing or direct sales with franchising. MLM has revolutionized the distribution method from conventional brick and mortar method. The pioneer, Amway, initially started in the United States has expanded globally. Legalized in the late 70's, MLM has been recognized as an alternative profession. Of late, the MLM trend has spread to the Internet.

In a legitimate MLM company, commissions are earned only on sales of the company's products or services. No money may be earned from recruiting alone (”sign-up fees”). One must analyze the compensation plan to determine whether participants are paid from actual sales to customers and not from money received from new recruits. If participants are paid from money received from new recruits, then the company is an illegal pyramid.

Example of MLM companies:

Amway
 Cosway
 Herbalife
 OmegaTrend
 Avon
 Nu Skin

5. Autosurfs

Autosurfs have been around for quite some time. The incentives for autosurfs are for each visit on a specific advertisement, a commission would be paid to the surfer. These hits would contribute to the frequency of visits to the particular advertisement.

Over the period of time, autosurfs have revolutionized from how it work. Companies from the Internet have started to write programmes that can auto surf these advertisements – without the user having to manually change the advertisements.

However, these companies have started their own schemes whereby to be eligible to participate in these programmes, the user would need to invest certain amount of money. Some of these schemes even offer 1% return each day on the total amount that the user have invested.

Word of caution – most of these sites have not lasted more than 3 years, with each disappearing when the pool of money hit certain amount.

StudioTraffic
hits4pay.com