

Make money reselling services

People all over the internet have all sorts of needs. Maybe they have a business they're trying to run. Maybe they're trying to get the word out about their business. Maybe they're trying to get into school or they have some sort of problem that they need expert help with.

Whatever the case may be, the internet exists in large part because people have all these questions that they need answers for. This is a tremendous opportunity because you can look for the most common problems people have and find specialists who solve that problem.

Your job is to simply become a middle man. That's right. You buy professional services at a very low rate and then turn around and resell it to people who need it at a much higher rate. Your profit of course is the difference.

How to get started

To make money online reselling services, this first thing you need to do is to figure out what kind of services you're going to be reselling. As you can probably already tell, not everybody has the same needs. Some people have very common needs and can be expected to pay very little to solve those problems.

For example, there are lots of people out there looking to get a website designed. The problem is these services are so common that you really can't expect people who need such services to pay top dollar for them. That usually doesn't happen.

You have to find a specific set of problems that people would pay a premium for. Here's a rule of thumb: the more specialized the solution, the more dollars you can charge for it.

One key tool that would help determine the demand levels for certain types of services is the Google Keyword Planner tool. You should hire a virtual assistant from places like Cognoplus.com. They feature virtual assistants who would work on quota for only \$30.

That's right. You get to pay on a day-to-day or once-a-week basis, you only pay for the services that you asked for, and it's only \$30 for every eight hours' worth of work.

Regardless of how you do it, get a massive list of high value services people are looking for and then correlate this with the search volume data offered by Google Keyword Planner tool. Once you filter out this information, you should then look for service providers for those types of issues. You then decide on your profit margin and then set-up your own service website.

The key here is to hide the fact that you are simply turning around and reselling somebody else's services. Your website is intended to convert traffic that you get through search engine optimizations and social media marketing. Once you get orders, you then turn around and order the services from the actual provider.

Pros

This business model is very scalable. You get to focus on the fun part: marketing. You leave the rest to a list of professional services provider. It can be automated to certain extent and can be quite passive. The best part is this type of service can yield a tremendous amount of money with very little effort, depending on how specialized the services you offer are.

Cons of making money online reselling services

The big disadvantage of this business model is niche selection. You really have to put in the time, effort, and energy to pick out the right kind of services that people would pay a premium for. This is not obvious. It's not going to jump out at you and it's definitely not going to fall from the sky.

Thankfully, there is a shortcut to this. As I've mentioned, you can hire virtual assistants from places like Fiverr or if you're looking for a cheaper alternative, Cognoplus.com or Cognoplus. The key is to do the proper research and then, set-up a professional website.

Another disadvantage is you have to draw traffic. Thankfully, again, you can outsource this to your virtual assistant or you can buy traffic packages or search engine optimization services.