



77

ONLINE BUSINESS

IDEAS

FROM THE REAL WORLD

BORIL BOGOEV, Ph.D.



INTRODUCTION

Online business is a vast topic. In general, the Internet is one whole separate universe. Full of options. Here you can have fun, get informed, communicate, do business, research... Do whatever you want.

During my 20 years of practicing online marketing and business I have stumbled upon and tested many ways to make money online (one of the most enjoyable applications of the Internet in our lives).

I have listed the ways I have experience, those I know more about, and those that various authors or entrepreneurs talk about. The list went over the roof.

At one point, ideas began to flow, and the mind map began to unfold to an unprecedented size. My eyes widened!

It turns out that there are over 200 unique ways to make money from the Internet. Realizing this fact has struck me as incredible, inspiring, empowering.

Abundance is everywhere around us, especially on the Internet. We can earn as much as we want and live the life of our dreams.

That's why I created this book – to give you ideas, to inspire and activate the entrepreneur in you.

BORIL BOGOEV, Ph.D.

It all starts with one idea...

And you must go through serious and persistent action, dealing with problems and difficulties, pursuing goals and many victories over yourself.

The idea is the seed we sow and then, if we take good care of it, it can turn into a beautiful plant.

That is why, out of 200+ internet online business ideas, I have brought out the 77 most interesting and directly feasible ideas for you.

My goal was to make a list that not only broadens your horizons in the online business, but also makes it explode through the many ideas and opportunities available to you.

The book is divided into several sections. Each section shows online revenue methods based on one of the major Internet business models.

Each of the ideas is briefly described. I did not want to be exhaustive but to present you with as many good online business ideas as possible. I very much hope they are useful to you and inspire you.

So, enjoy reading and I wish you the best of your bravest endeavors in every area of life and business.

BORIL BOGOEV, Ph.D.



77 ONLINE BUSINESS IDEAS
FROM THE REAL WORLD

THE BUSINESS MODELS

The business model is a set of ways in which a business makes money. Choosing the right business model is very important for the overall operation of your venture.

The main online business models are:

1. Online Media / Blog
2. Author / Publisher Online
3. Online store
4. Consulting business
5. Restricted site
6. Services (PaaS)
7. Online Services (SaaS)

Based on the tools they offer, the ideas for starting an online business in this book are grouped together.

The monetization and blueprint for each of the ideas is given according to the capabilities of the respective business model.

ONLINE MEDIA

**BLOGS MONETIZATION, ONLINE
MAGAZINES AND OTHER PLATFORMS
FOR DIGITAL CONTENT PUBLISHING**



EXPERT BLOG



DESCRIPTION

A blog with tips and shared knowledge and experience in a specific area or niche. Topics may vary depending on your background - marketing, business, fitness, nutrition, babysitting, repairs, golf, poker, travel and more.



MONETIZATION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



FASHION BLOG



DESCRIPTION

This is a specific niche in the blogging community. The posts relate to the blogger's experiences and displays of fashion outfits, events, products in the field of style, cosmetics and beauty. Mostly photos and event reports are shared. The quality of the visual content is the key.



MONETIZATION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



CULINARY BLOG



DESCRIPTION

Recipes, dishes, interesting articles about different types of cuisine, interviews with famous cooks. Culinary products. Presentation of culinary events and trainings. All of this is in the realm of cooking blogs.



MONETIZATION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



TRAVEL BLOG

Share many photos and interesting stories about your travels. You can also offer different destinations or review special sponsor deals. Many people's favorite topic is travel.



DESCRIPTION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



MONETIZATION



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



TECHNOLOGY BLOG



DESCRIPTION

Gadgets, mobile devices, innovative startups, computers and laptops, tablets, drones and everything technological you can think of. It's always interesting and there's a lot of information that can be shared and presented to the audience.



MONETIZATION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



NEWS WEBSITE



DESCRIPTION

The key here is to be fast and up-to-date. News from numerous headings, published frequently - several dozen a day. You definitely need a team for this. If you profile a blog, for example - for business purposes only - you will have more power and authority.



MONETIZATION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



POLITICAL BLOG



DESCRIPTION

Political comments, analyzes, interviews, forecasts. Politics has always been something that everyone understands and cares about. And there is plenty of material to share.



MONETIZATION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



PHOTOGRAPHY BLOG



DESCRIPTION

Photography is one of our favorite hobbies of millions of people and a very popular subject. If you share tips and experiences, show interviews with photographers, and provide lots of photos, accompanied by instructions on how to get people to do the same, then you're on the right track and your blog will soon be super successful.



MONETIZATION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



VLOG



DESCRIPTION

If you like to shoot in video format, you are artistic and interesting, this type of blog is for you. You choose the theme, shoot it in short clips and make it available to your audience. You do not have to have professional equipment, but rather interesting ideas.



MONETIZATION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



VIDEO GAMES BLOG

Video Games, PC Games, PSP, XBOX, Facebook Games - If you love to play, you can turn your passion into an interesting and profitable gaming blog.



DESCRIPTION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



MONETIZATION



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.



GOSSIP BLOG

If you love celebrities and their life and know exactly how many girlfriends Leonardo di Caprio had, this is your niche. Having this type of media can be a lot of fun and very lucrative as well.



DESCRIPTION

Advertising on the blog pages. Affiliate marketing. Paid posts. Own digital products. Online store. Consulting. Events management. Own events. Expert services. Premium content (paid membership zone).



MONETIZATION



FIRST STEPS

1. Pick a target market (audience).
2. Pick a topic (niche).
3. Create content and gain visibility.

PUBLISHER / AUTHOR

**PUBLISHING AND SELLING ONLINE E-
BOOKS, BOOKS, ONLINE COURSES,
VIDEO CONTENT, ETC.**



AMAZON KINDLE E-BOOKS



DESCRIPTION

It's now extremely easy to publish a book on Amazon. It is enough to choose an interesting topic that is in demand and there is still not much competition. Amazon provides access to the multimillion-dollar market and you have a great opportunity to be a bestselling author.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



AMAZON CREATSPACE BOOKS



DESCRIPTION

One useful and interesting service on Amazon - you can turn your ebook into a printed one. CreateSpace does it for you and when you order it, the requested copy is automatically printed. You only get paid for the purchase.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



AMAZON AUDIO BOOKS



DESCRIPTION

An interesting option that is widely used (especially by heavy commuters). Audio books are a great product for children as well as busy people who listen to them while playing sports and driving. You can hire a speaker or record your book, you don't need to do it by yourself.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



ONLINE COURSES



DESCRIPTION

If you have expertise in a particular field such as marketing, business, presentation, healthy eating, photography, design, etc., you can prepare training videos - one or more, and sell them through platforms like Udemy and Teachable.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



INFO PRODUCTS (PACKS)



DESCRIPTION

Digital products in the form of PDF e-books, templates, special tools, checklists and process diagrams are highly valued in expert areas such as business processes, marketing, management and more. If you have specialized knowledge, this can be a profitable business for you.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



PAID EMAIL NEWSLETTERS



DESCRIPTION

This is a niche business, but if you manage to gather highly specialized and valuable information in the market segment in which you are an expert, you can get paid subscribers who are regularly informed about news and special strategies and tactics in your field.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



EXPERT REPORTS



DESCRIPTION

There is a very lucrative market for specialized reports in areas such as finance, marketing, investments that sell for \$50 up to \$500 or even more. If you are an expert in such a field and have valuable and up-to-date unique information, this is your opportunity to start an online business.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



PAID WEBINARS



DESCRIPTION

Distance learning is a convenient option for both the teacher and the trainees. You can run paid and free webinars anywhere in the world. Your students can also be all over the globe. You only need webinar software to do this.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



COMICS (DIGITAL / ON PAPER)



DESCRIPTION

If you are an artist and want to turn that skill and talent into a successful business, comics can do it for you. Always popular, they are loved by millions of people. You need to have an interesting story. The publishing platforms are many and at your disposal.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



COLORING BOOKS (FOR ADULTS)



DESCRIPTION

One of the surprises in recent years. Anti-stress adult coloring books are a huge thing and are being issued in millions of copies. If you are an illustrator and have interesting ideas, you can prepare a series of coloring books and publish them on Amazon or other platforms.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.



CHILDREN BOOKS



DESCRIPTION

Children's books are another very interesting niche. They do not have to be long. It is enough to have an artist partner (or you can be one) and make up simple and interesting stories. You will always have clients in the eyes of hundreds of thousands and millions of parents looking to find a source of fun and entertainment for their children.



MONETIZATION

Sales of digital and material publications. Affiliate Marketing. Promotion of own services and / or consultations.



FIRST STEPS

1. Identification of key competences.
2. Identify the topic you are looking for that matches them.
3. Networking and brand building, reputation and credibility.

E-COMMERCE STORE

**SELL TANGIBLE OR DIGITAL
PRODUCTS AND SERVICES USING
YOUR OWN OR PUBLIC E-COMMERCE
PLATFORM**



DROPSHIPPING



DESCRIPTION

There is an entire industry in e-commerce where the manufacturer of the products you sell directly delivers them to the customer. This way you do not have to maintain a warehouse and handle shipments. It is enough to focus on the sales of your online store. You don't need to take care of warehouses, shipping and other errands, related to managing stock.



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



CONSIGNMENT

This is a good way to save money from buying stock in advance and maintain a wide products variety. Find manufacturers of the products you want to sell in your store. Make a simple consignment contract and sell without buying advance quantities.



DESCRIPTION

Selling products.



MONETIZATION



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



BUY LOW, SELL HIGH

The standard approach in e-commerce - the most popular. Find good products, load up your online store and sell.



DESCRIPTION



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



YOUR OWN PRODUCTS



DESCRIPTION

The hardest option, but also the most rewarding. By producing your own product you have complete control over the quality and quantity of production. You do not need to own a factory - there are many places where you can literally produce everything.



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



DIGITAL PRODUCTS



DESCRIPTION

Digital products - trainings, movies, reports, ebooks, packages, subscriptions - are ideal for sale. Manufacturing them costs almost nothing, distribution is virtually free and you do not have to manage a warehouse and control inventory.



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



FOOD / GROCERIES



DESCRIPTION

Groceries are a sensitive product, but they are a relatively new niche and it has great potential. Demand for such supplies is on the rise. Whether it is farm products, food supplements or packaged foods, there is a future here.



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



FASHION, STYLE



DESCRIPTION

Clothes, shoes, accessories, cosmetics - all products related to fashion and style are subject to relatively easy storage and there will always be a demand for them. The market is overcrowded, but if you offer unique products, well-presented and well-served - you are in for a success.



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



TECH, GADGETS



DESCRIPTION

Technology products are booming and a huge variety is offered. From cell phones, computers, laptops and selfie sticks to drones, you can sell everything and everything can be found at a good price from Chinese manufacturers, for example.



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



HOME & GARDEN



DESCRIPTION

Interior decorations, lighting fixtures, furniture, utensils and all the products for home improvement and style are constantly in demand, from luxury to mass items. You can find your niche and be successful. I know a person who makes a living selling pots and pans on Amazon.



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



HOBBY PRODUCTS



DESCRIPTION

The hobby market is multi-million dollar - extreme sports, crafts and skills, travel, and even antique goods and postage stamps - people with a hobby are ready to pay incredible sums for their passion. Think about what you are passionate about, what your hobby is and turn it into a business.



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.



BABY & CHILDREN PRODUCTS



DESCRIPTION

Parents are ready to do anything for their children, and especially in their attempt them to keep the kids healthy, warm, beautiful, feel good and happy, i.e. in any case. Kids-oriented products are always a profitable business model.



MONETIZATION

Selling products.



FIRST STEPS

1. Market identification.
2. Providing products.
3. Organization / system of work.

CONSULTING BUSINESS

**USING YOUR EXPERT KNOWLEDGE
AND EXPERIENCE TO HELP PEOPLE
AND BUSINESSES TO IMPROVE THEIR
LIFE AND OPERATION**



LIFE COACHING

Indeed, there have been a lot of coaches lately. But in order to be a true coach, you need to be certified and have a solid background. Quality coaches are busy months in the future.



DESCRIPTION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



MONETIZATION



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



BUSINESS COACHING



DESCRIPTION

Your experience and expertise in business development, problem solving, and finding creative solutions can be of benefit to many aspiring entrepreneurs or just businesses who have encountered a problem that you already have a solution to.



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



MARKETING



DESCRIPTION

Modern marketing is a very dynamic area, especially in its online part. Your knowledge and experience will be very valuable to any business who wants to keep up with current trends and deliver results.



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



EXECUTIVE COACHING



DESCRIPTION

There is a whole stake in coaching aimed at high management levels. The amounts are much higher there and the stake is also. Apart from a profitable business, this activity can be a source of invaluable contacts for you.



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



NUTRITION AND HEALTH



DESCRIPTION

If you have experience and certification as a nutritionist, or are a doctor and nutrition expert, you have a wide field of expression. One of the most modern trends has always been and will be health care with a central theme - sports and nutrition. If you prove results, you will also have a continuous flow of customers.



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



SOFT SKILLS



DESCRIPTION

Presentations, speaking, motivation and other skills needed to work in a team, lead people and personal effectiveness - all these are tools for building the teams of successful companies. Many businesses will be willing to pay you to do this with their teams.



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



FASHION AND STYLE



DESCRIPTION

“Dress to impress”, you know. Personal style has significant importance for people’s careers as well as for building a personal brand. If you have experience, talent and expertise in fashion and style area, you will find a lot of opportunities to consult and coach celebrities, speakers, entrepreneurs, public figures.



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



EXAMS AND CERTIFICATES



DESCRIPTION

Experts in all narrow fields - programming, architecture, finance, management and many others - must take exams and get certified in order to stay competitive in the market. Your experience and skills in this area can earn you a solid income from consulting and training.



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



FITNESS AND SPORTS



DESCRIPTION

Many people want to exercise - for better shape, weight loss, health. Few, however, know how. To do this, they need consultants and instructors - to help them achieve maximum results with optimal effort. And, enter... you!



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



EXPERT SKILLS



DESCRIPTION

In whatever activity you are a good professional at, people working in the same field will always need help and guidance to grow and become better. Think about what you are a professional at and who you can help by advising him or her to become as good as you are.



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.



ESOTERICS, TAROT, ASTROLOGY



DESCRIPTION

People have always believed and trusted in a higher and inexplicable powers and forces. Over the centuries, various practices have been created that give hope, direction, or simply act as psychotherapy. If you have experience in tarot, astrology, reiki or other practices in this area, you have a bright future online.



MONETIZATION

Receiving payment for consultations / coaching (per hour). Participation in projects based on popularity and authority. Sales of own information products. Trainings and seminars.



FIRST STEPS

1. Identify key skills and experience.
2. Networking, popularity, brand, authority.
3. First satisfied customer.

MEMBERSHIP SITE

**AN EXCLUSIVE SOCIETY / RESTRICTED
AREA, ACCESS TO WHICH YOU
RECEIVE AFTER PAYING OF A CERTAIN
SUBSCRIPTION FEE (MONTHLY OR ON
ANNUAL BASIS)**



QUESTIONS & ANSWERS

Create a paid zone where subscribers can ask questions from experts and receive a practical and intelligent answer. This online consultation will be much cheaper than meeting a live expert.



DESCRIPTION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



MONETIZATION

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



FIRST STEPS



ANALYZES, CRITIQUES, COMMENTS



DESCRIPTION

Market analyzes, commentary on innovations in expert areas, expert opinions that cannot be found in such depth and detail elsewhere are valuable information worth paying for. Especially if the market niche is well selected.



MONETIZATION

Subscription fees, grouped in different price packages / plans. Affiliate Marketing.



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



LEARNING COMMUNITIES



DESCRIPTION

Create a closed learning community on topics such as marketing, business, healthy eating, goals, productivity, etc. You or the experts can moderate the discussions and prepare training publications and answer questions and problems.



MONETIZATION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



PREMIUM CONTENT

This is a very good addition to a media or consulting site. You can provide some of the expert content for free, to the most valuable - only for registered and paid users.



DESCRIPTION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



MONETIZATION



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



TALK SHOWS



DESCRIPTION

You don't need to have a television to do your talk show. It is enough to invite interesting people and discuss topics that interest your audience - especially experts and business-related ones. You need basic video equipment and an access control system.



MONETIZATION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



DATING / MATCHMAKING COMMUNITIES



DESCRIPTION

Tinder is a thing, but you can create a matchmaking zone which is better targeted, exclusive and for special audiences. Think how can you provide more value than the popular dating sites.



MONETIZATION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



EXPERT CONTENT, REPORTS



DESCRIPTION

There are highly specialized topics such as investments, government tenders and projects, architecture, programming, world markets, where the right information can be vital and can make millions. If you have access to one, you can get people to pay you for access, in turn, by drawing on the valuable data you have.



MONETIZATION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



NETWORKING COMMUNITIES



DESCRIPTION

There are many Facebook groups and forums created to provide new contacts and search for joint venture partners. In today's over-informed and full of SCAM world, the networking community you have created can be an oasis of collaboration and success.



MONETIZATION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



MASTERMIND GROUPS



DESCRIPTION

The creation and developing of a limited access society with prominent experts, celebrities or successful individuals is a very good asset that must be monetized.



MONETIZATION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



ACCOUNTABILITY COMMUNITIES



DESCRIPTION

Just like *Weight Watchers*, you can create an accountability communities for different purposes? People gather online to share their goals in a specific area and to track and assist one another in achieving it. Membership amounts may be small, but interest will be high. Such mutual assistance is possible in many areas, such as weight loss, productivity, own business, etc.



MONETIZATION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.



SUPPORT GROUPS (AMAZON)



DESCRIPTION

Many of these groups are on the edge of the Amazon T&Cs, but many bestselling authors have been created this way. The purpose of the groups is to support book reviews, recommendations, sharing and other similar activities. If done carefully, it can be very profitable, as well as getting valuable contacts.



MONETIZATION

Subscription fees, grouped in different price packages / plans.
Affiliate Marketing.



FIRST STEPS

1. Identifying a community (common topic).
2. Access Control Platform.
3. Provide content flow.

SERVICES (PaaS)

People-as-a-Service (PaaS):

**OFFERING VARIOUS SERVICES, USING
INTERNET AS PRIMARY MARKETING
AND COMMUNICATION CHANNEL**



MARKETING



DESCRIPTION

Online Advertising, Email Marketing, Affiliate Marketing, Facebook Advertising, Social Networking... Marketing and advertising topics are countless, and many businesses do not have the capacity to do it themselves. This is where you come with your knowledge, skills and experience.



MONETIZATION

Receive fees for services, consultations, information products, training.



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



BUILDING ONLINE PLATFORMS



DESCRIPTION

The technical side of things is usually the most incomprehensible and entrepreneurs / companies need help in this area. If you can build websites, set up email marketing systems, create marketing funnels, and the like, there will always be business for you.



MONETIZATION

Receive fees for services, consultations, information products, training.



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



ACCOUNTING & BOOKKEEPING



DESCRIPTION

One of the oldest businesses, but always successful. The labyrinths of law and financial relations have always been difficult to understand. If you have this understanding, knowledge and experience, the success is waiting for you.



MONETIZATION

Receive fees for services, consultations, information products, training.



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



MAIDS, NANNIES, CLEANING

Use the Internet to promote your home care services. This will reach thousands of new customers - so much so that you will not be able to serve and will need to grow your team.



DESCRIPTION

Receive fees for services, consultations, information products, training.



MONETIZATION



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



MAINTENANCE, HOME IMPROVEMENT, PLUMBING



DESCRIPTION

There is always need of handymen/women. If you can arrange the flooring, glue the wallpaper, put tiles, repair the bathroom and all other household skills - all you need to do is use the Internet and reach the maximum number of potential customers.



MONETIZATION

Receive fees for services, consultations, information products, training.



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



COMPUTER/ICT SERVICES



DESCRIPTION

If you are a “techie” person, if you can do things like install systems, set up networks and printers, repair equipment and maintain any technical device, this is the business model for you. The competition is fierce, but there will always be room for honest and quality professionals and companies in the field.



MONETIZATION

Receive fees for services, consultations, information products, training.



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



VIRTUAL ASSISTANT



DESCRIPTION

This is a service that you can easily do anywhere in the world. If you enjoy presentations, billing, bookings, online shopping and the like - you can do it for other people, and for a fee.



MONETIZATION

Receive fees for services, consultations, information products, training.



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



GRAPHICAL, WEB AND PRINT DESIGN



DESCRIPTION

Design is a talent, but also a skill that can be mastered. If you have at least the inclination to design and are willing to practice, you have a serious potential to fill your time with orders. You are unlikely to be a millionaire of this, but you can earn a nice income.



MONETIZATION

Receive fees for services, consultations, information products, training.



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



CATERING

Catering is not an online service, but its ordering is. If you make this experience interesting and "catchy", customers will come to you instead of numerous competitors.



DESCRIPTION

Receive fees for services, consultations, information products, training.



MONETIZATION

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



FIRST STEPS



BEAUTY, COSMETICS



DESCRIPTION

Cosmetic studios, hairdressing salons and similar "facilities" are everywhere, but very few of them know how to use the Internet efficiently. If this is your skill and business, use online marketing to differentiate yourself from your competitors and make them look at your back.



MONETIZATION

Receive fees for services, consultations, information products, training.



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.



TRANSPORTATION



DESCRIPTION

The transportation of people and goods, courier services and all kinds of logistics can be improved and greatly facilitated if communication and marketing are outsourced online. Do it and you will not suffer from a lack of work and clients.



MONETIZATION

Receive fees for services, consultations, information products, training.



FIRST STEPS

1. Identifying key skills.
2. Building a platform (site, profile).
3. Providing the first satisfied customer.

ONLINE SERVICES (SaaS)

**Software-as-a-Service (SaaS):
WEB OR MOBILE APPLICATIONS
PROVIDING (SEMI-) AUTOMATED
SERVICES WITH THE POSSIBILITY OF
UNLIMITED GROWTH**



HEALTH



DESCRIPTION

Build an app for measuring performance, diet management, workout management, medical intervention monitoring and reviews, and if you present and promote it well, it could be your next successful startup.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



GAMES AND FUN



DESCRIPTION

People love to play. This is good news. The bad thing is that the competition is huge. But if you live for games, you know the market and have great ideas for engaging and interesting mobile or computer games - start assembling a team and you will have a chance for success.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



STYLE, BEAUTY, FASHION, SHOPPING



DESCRIPTION

Online and mobile shopping assistance, toiletries, and everything related to beauty, fashion, and style can be a hit if you can beat the competition and stand out with something original and innovative.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



PRODUCTIVITY



DESCRIPTION

There are hundreds of applications for to-do lists and for productivity, but obviously none of them is perfect. Entrepreneurs continue to create new and new tools that support management and productivity. Do it better, safer, easier, smoother, cheaper (etc.) than others and ride the wave of productivity.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



CAREER



DESCRIPTION

Applications and software to support both job applicants and recruitment professionals will become more and more relevant. Competition for jobs and staffing is increasing, and this is the time to intervene with your idea.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



BUSINESS, FINANCES



DESCRIPTION

Business management, organization or personal finance applications, or just certain aspects (such as costs, budgeting, staffing) are needed by millions of businesses worldwide. Do them well and present them better and success will not be late.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



EDUCATION



DESCRIPTION

Worldwide, standard education is not ideal, but what people pay for a lifetime is specialized vocational education. If you create an application that makes it easier, more fun, more interesting, you will enjoy prosperity and good revenue.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



RELATIONSHIPS



DESCRIPTION

Apps that are about love, finding a partner, getting back an old partner, dating, a proposal for a loved one, weddings, and everything related to relationships would be a hit if they were performed qualitatively and uniquely.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



COOKING, NUTRITION



DESCRIPTION

At least in the near future we will not stop eating. And we will want more tasty, healthier, more interestingly shaped and served food. We want to be able to cook interesting things and share them with others. This million market can also be monetized by you.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



LIFESTYLE



DESCRIPTION

Most people work and live for the moments when they can have fun, pamper themselves, enjoy life. Help them do this using your application and you will have loyal customers who recommend you to their friends.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.



KIDS



DESCRIPTION

Help parents look after their children better, look after them, communicate with them, choose a better school... They will be grateful and willing to pay you for using this, priceless for them application.



MONETIZATION

Receiving payments for using resources and services provided online, through web and/or mobile apps. Resource / service packages on various price levels.



FIRST STEPS

1. Find an innovative idea (easier to be said than done).
2. Validation of the idea, Minimal Viable Product (MVP).
3. Provide a team for its implementation.

CONCLUSION

I hope that out of the 77 ideas described above, at least a few have seemed to be applicable to your particular lifestyle and financial situation.

I would be very pleased if you would share with me your observations and experiences on the path to financial freedom and income online.

If you need advice, assistance or any assistance, please contact me.

Good luck!



ABOUT THE AUTHOR

Boril Bogoev is a consultant, Speaker and Entrepreneur

He is holding a Ph.D. in Business Models on the Internet.

Boril has been working on the field of digital technology and marketing since 1999 and has spent the last **20 years focusing on Internet marketing** and sales, consulting, affiliate marketing, blogging, web design, writing and copywriting.

Boril has created many online courses focused on productivity, marketing and sales, including *“Building a Personal Brand and Reputation”*, *“Total Optimization for Sales”*, *“Email Marketing for Beginners”*, *“Introduction to E-commerce”*, *“The Profitable Website”*, *“Jump Start in Internet Marketing”*, *“Ten Habits for Top Productivity”*, *“Email Marketing Best Practices”*, *“Affiliate Profits”*, *“Anatomy of Traffic”*, *“Business Platform for Success”*, *“Personal Brand and Reputation Online”*.

Boril Bogoev is a well-known speaker with appearances on some of the top marketing and business events like Eventex, Zero Marketing seminars, Social Me Workshop editions, Rotaract club meetings, K2Web Conference, E-Manager Seminars, Travel Academy. Also he has conducted numerous online marketing, sales and customer service trainings with brands from various industries.



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