



WEEKLY ACTIONABLE CONTENT SERIES

10.09.2017

Cash Broker

Quick Intro

Another strategy from “My 100k Blueprints.” I thought some of the strategies inside were fantastic. I’d like to share this one with you now:

Cash Broker

I hesitated including this model since it’s not something we pursue as a ‘traditional’ business model – but that doesn’t mean it isn’t being used that way every day. Among its attractions, it is perhaps the easiest, quickest, and most lucrative ‘zero-cost’ Blueprints capable of generating serious

full-time income!

Premise & Summary

The basic idea of this Blueprint is 'arbitrage' – bridging buyers & providers, and profiting off the spread.

There are virtually unlimited areas you can do this in or expand to. For the sake of this Blueprint, we're focusing on the types of services that are most common in Internet marketing: graphics, websites, and associated services such as SEO and link building.

There are also a number of different ways to approach this: acting as a 'general contractor' by finding companies or individuals that are looking for services, then bidding on them based on negotiated 'sub-contracting' rates; alternately, you can assemble one or more 'portfolios' of pre-negotiated services and then marketing them.

In our case, we often contract for services that we use in our IM business, but for which there is also ongoing demand.

Whether it's for pricing or other purposes, we'll sometimes contract for more than our immediate need, then "resell" the excess. However, you don't have to contract for these services; you simply look for those in need then find a freelance source to fulfill it, or advertise the services to those who have the need, and only contract for them once you have a deal in place.

For this particular Blueprint, it takes the form of using the freelance sites to find 'workers' or 'sub-contractors'; using those same sites to develop pricing guidelines, then advertise for jobs, leaving yourself a healthy margin.

There are many other freelance sites you may want to browse, such as Odesk.com and Guru.com.

Services

Services that are always in demand, have very wide pricing tolerance or 'elasticity', and have an endless supply of low-cost, high-quality providers:

Graphic Arts

Logo's, Icons, Banners, Headers, Websites / Themes
Brochures, Corporate ID's, Marketing Collateral
E-covers, Product Packaging, Signs

SEO & Promotion

Link-Building, Content Syndication, Page / Website Optimization, Traffic Building
SEM/PPC Setup, Testing, Management

Development

Programming, Website Development, Ecommerce & Shopping Carts
Blog Installation/Setup/Configuration, Server Setup, Scripts

Social Media Development

Facebook Pages, Twitter/Google+/LinkedIn/Pinterest/etc. Setup & Posting

Content

Blog Posts, Reviews, Press Releases, Landing Pages, Data Entry

Step 2 – Providers & Portfolios

Before pursuing or bidding on projects, you want to make sure you have the ability to deliver, that you can provide quality work, and that you have a sense what your cost structure will be.

We do this the same way we look for markets and services: browse the freelance sites, find a handful of quality providers, and do some pre-negotiation.

All of the freelance sites will let you search for providers and either sort by or specify experience and/or feedback levels. You want to look only at providers with demonstrable records of successful projects and happy clients. This isn't the time or place to be giving chances to unranked providers.

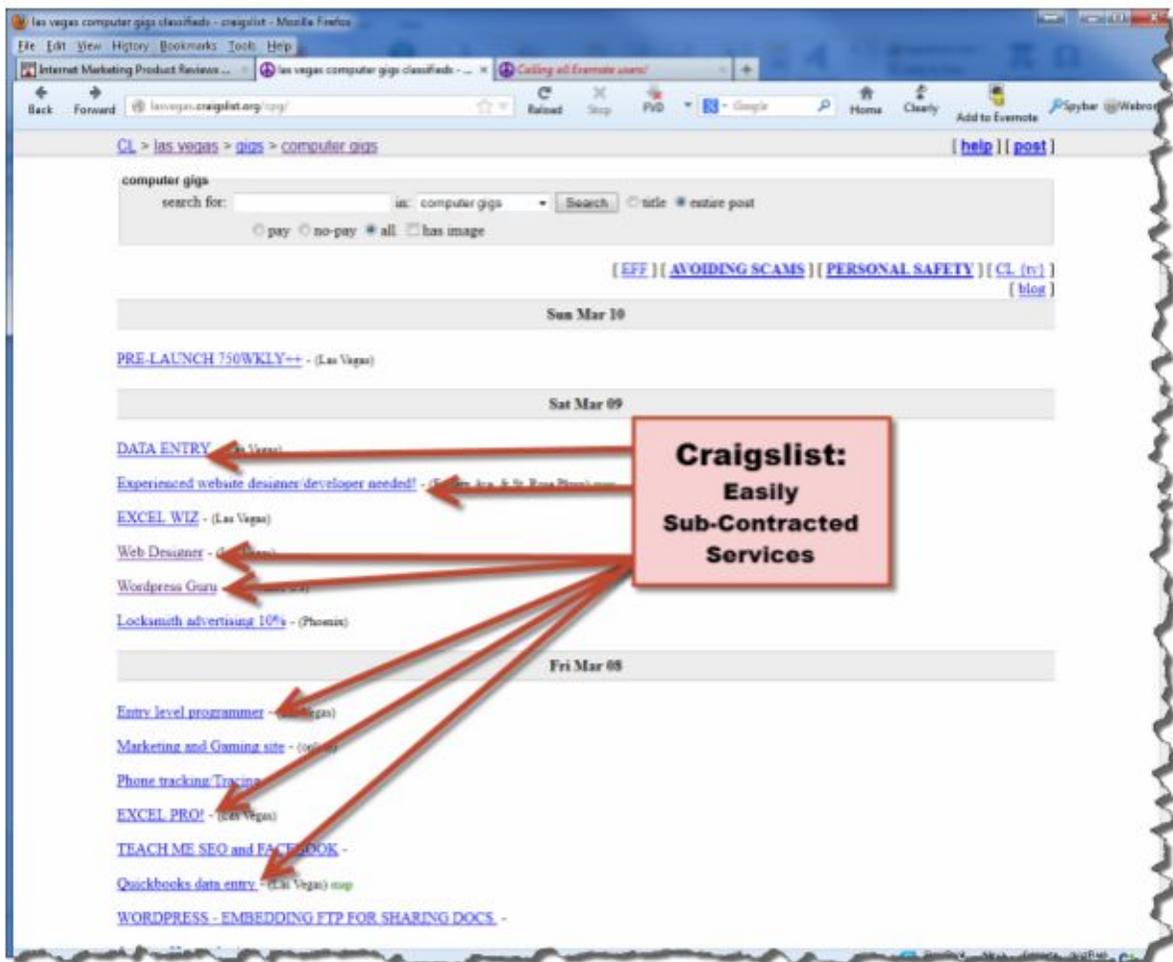
You want to start developing relationships, letting selected providers know that you're expecting upcoming projects and that you'll be looking to "outsource" some "overflow" to them. This lets you check availability, and insures they know they'll be working on '3rd party' or 'sub-contracted' jobs.

IMPORTANT: You'll also want to make sure you have and can use references, testimonials, examples, etc., depending on the type of work. This is critical when soliciting work, and should be one of the criteria you use in selecting workers: excellent feedback, examples, etc.

Step 3 – Finding Work

One of the best places to find job opportunities is Craigslist. You'll see ads for 'Development' type services in the 'computer' listing under "gigs". You can also browse the 'creative' section for graphics opportunities, and 'writing' for content jobs.

You should also browse the 'Services' section looking under 'computer', 'sm biz ads', 'creative', and 'write'.



Other online classifieds you can use:

Backpage

Pennysaver

USFreeads

If there isn't enough info in the ad to develop a quote, make a list of what you need so you can ask specific questions, such as scope, turn-around time, etc.

Don't be afraid to ask for money, especially when you're first starting out. In the beginning, you'll want to get at least a 50% deposit – preferably 100% - up front.

When quoting jobs, always leave yourself some leeway with timeframes. For instance, if your worker can do a particular job for you in 5 days, quote 7 days just to be safe.

Variations We've Tried

You don't have to limit yourself to Craigslist – or any other job source. Try browsing print classifieds; you'll often find that these jobs have less competition, and expectations are easier.

Another strategy is to browse the freelance sites and actually bid directly on jobs. You would be amazed how many jobs are done this way. Almost every job posted will be bid on by “teams” or “project managers”, which are often just individuals acting as ‘general contractors’. This includes many of the ‘team’ bids as well.

Variations We Haven't Tried

If you're intending on pursuing this Blueprint in an ongoing business, there's no reason you can't put up a website advertising services. Choose something you're comfortable with, such as graphic design, and an area of specialty such as logo's & banners, for instance, and create a portfolio of examples, then drive qualified traffic to it from forums, social networking sites, etc.

END.

As always, if you have any questions about this strategy, feel free to reach out to me at:

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Good luck out there guys!

-KAM



