

Finding Profitable Services to Offer

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If you want to make money online quickly, then services are the way to go. There are so many businesses out there that need great service providers to help them. You just need a profitable idea on how to approach them.

There are also a great many service providers out there. That means you have to stand out from the crowd. So, it's a two-step process for you. You have to figure out which services will be profitable for you to offer and how you can offer the service in a different way from everyone else. One thing I can tell you is that you never have to fear that there's too much competition if you're able to set yourself apart as one of the very best.

The first step is to look to your talents. It doesn't matter how in demand a service is, you can't offer it if you don't know the first thing about it. With that said, you can certainly learn a certain service (like graphic design or copywriting) if you don't already know it and are willing to spend the time.

Then, figure out what people are willing to pay for, depending on what you're good at. You can offer writing services, graphics services, tech services, virtual assistant services, and more.

There are spokes to each of those types of services as well. You can offer ghostwriting, copywriting, and more. If you're good at graphics, you can offer to create mini sites, book covers, and everything in between.

I suggest you use Google to find the top service providers in the category you're interested in. Figure out what they're offering. What's their reputation like? How much do they charge? Most importantly of all, figure out what they offer that sets them apart-- why are they so successful?

It's fine to take notes on the various service providers who are doing well. As always, success leaves clues. You need to know what you should offer and what you're up against.

It's also important to investigate your potential client base. There are things they really need and are desperate to pay for. They've dealt with good service providers and poor service providers. You want to become the best they've ever dealt with and then they will often spread the word about what a joy you are to work with.

It doesn't take that long to figure things out to this point. This is where most service providers stop, though. I don't want you to stop. I want you to figure out how to come up with profitable ideas others haven't thought of.

Can you package services together in a whole new way? Marketers can definitely benefit from that-- they can get everything they need from you instead of having to scramble to find different service providers.

Can you specialize in a certain type of content or adopt a certain style they can't get anywhere else? Think about how you can differentiate yourself to really make a splash.

Once again, finding amazing, new ideas is often about adopting what is already profitable, yet standard, and completely making it your own.

Set yourself apart as a high-end service provider and you'll get clients to match. Sure, you might have to start at the bottom but you can quickly work your way up if you prove yourself and if you offer something no one else offers.



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