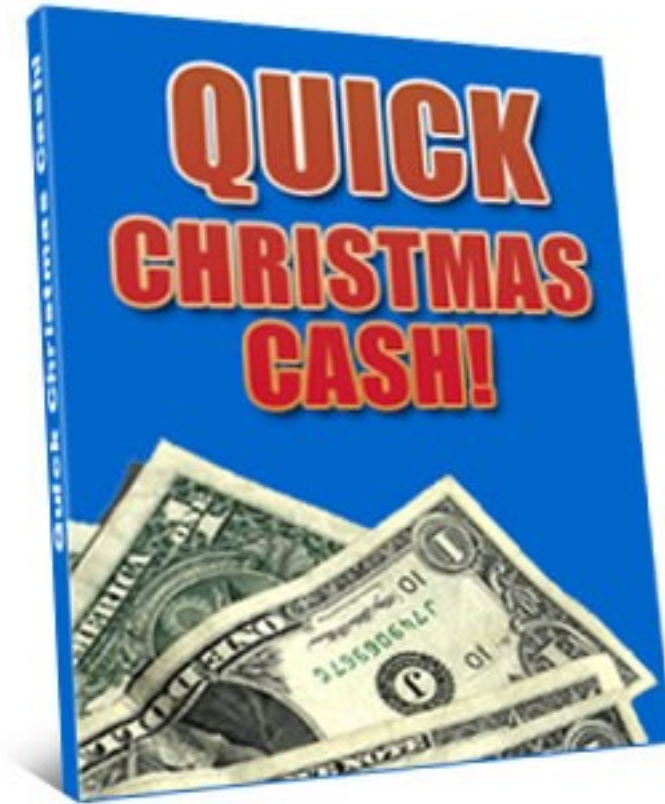


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# Quick Christmas Cash

*Super Fast Ways to Raise the Cash You Need ...Now*

By Marian Krajcovic



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If you're looking for a report that's going to teach you step-by-step how to set up and run a million-dollar business in 2008, you're reading the wrong report.

Instead, this report focuses on those times when you're in a cash crunch. The holiday season comes to mind. You need a few hundred bucks to get the kids what they really want. Or maybe the holidays have already past, and you want to pay down some of those store debts you incurred. This report can help you raise the cash, fast.

Other times life sends you an unexpected curve ball. The water heater breaks. Your car's transmission seems to have a melt down. The daughter you figured would be a nun announces she's getting married, and that you'll be paying for the dinner. Quick cash, anyone?

Let's face it, it's during these cash-crunch times when our brains seem to shut down. Suddenly we can't even brainstorm a couple quick ways to raise the cash. Now with this report you don't have to waste one brain cell ...instead, you can roll up your sleeves and get to work.

No, inside this report you won't find any startling ideas that are brand-spanking new ...but you wouldn't want that anyway. You're looking for proven ideas, right? Ideas you can put to work immediately to generate quick cash. No spinning your wheels. No trying out some "theory" that an arm chair entrepreneur just cooked up ...but has never tested.

Nope, none of that – instead you get proven ideas to raise quick cash...

### **Quick Cash Idea #1: Flipping products from Craig's List to eBay**

This idea works best if there is a certain type of item that you already know a little something about -- that way you don't have to spend any time doing a lot of research to determine what the going price is on eBay.

As you might expect, this works especially well with antiques and collectibles since the prices for these items are pretty predictable – but only IF you know what you're doing.

For example, I know a lot about bayonets. I know which ones are valuable, and which ones are worthless. I know what symbols on particular bayonets can increase the value dramatically, and I know how the condition of the piece affects the price.

What I do is place a want-ad on Craig's List which simply says I'll pay cash for bayonets. I don't let people know why I'm buying bayonets, and you shouldn't give people a reason either for wanting to buy any item. People get a little weird

if they find out you want to make money from their “stuff.” Rarely do people ask me in an email why I’m buying, but if they do I simply say I’m collector (which is true – I do keep a fair number of those that I buy).

***TIP: If you’re buying small items that are easy to mail, you don’t need to restrict your ads to your local area. Most people are willing to mail the item if you ask.***

When people contact you regarding your offer, you’ll need to get as much information from them. Ask for close-up pictures of the item. Ask them to describe the condition in detail (rust? Patina? Chips or dents?). Also ask them to examine the item and report any markings or symbols.

As soon as you’re satisfied that you’ve been given enough information to determine the value of the item, price negotiations can begin.

***TIP: when in doubt, check eBay’s closed auctions for similar items to see what the going rate is. This gives you a range of prices that you can expect to get for the item when you sell it.***

I like to always ask the seller how much they want for their item. In my experience most people won’t offer a price – they’d rather see what you’ll offer them. Do keep in mind, however, that if they offer a price there’s always room for negotiations. Chances are they’ve offered you a higher price to leave room to come down on their offer.

If they ask me to make an offer, then I always leave wiggle room as well. That is, I offer a price that’s a bit lower than I’d actually be willing to pay.

***TIP: Be fair. Don’t offer someone \$10 for something that’s worth hundreds. Instead, decide up front what type of profit you’d like to make, and make your offer based on that. Offer an initial price below the lowest prices on eBay.***

***At the same time, don’t give away all your profits in negotiations. Keep in mind that if this person wanted to sell the item himself, he’d need to place an ad in the paper (takes time and money), place an ad on eBay (takes time, money, and some skill to get the highest price), or otherwise put forth an investment of time and money to sell it.***

When you're making your offer, keep in mind any other expenses you might need to account for that will take away from your profit. For example, if you're buying from someone who's not local, you'll need to take shipping costs into consideration. Or if you intend to pick the item up, consider your gas costs if it's not a local seller.

As with any negotiations, you're likely to find people who will take your first offer (great!). Others will want to negotiate, which is ok because your initial offer wasn't your best price.

Of course you will run into people who think their item is worth far more than you're offering. You can agree to disagree and walk away from the bargaining table. Or you can offer them proof by letting them know about the going prices on eBay.

Indeed, some of the sellers who want more for their items actually do use eBay as a research tool. But at the same time, they want a high price without doing any of the work or expense involved. And sometimes they're looking at the highest bids, not even taking into consideration that their item doesn't have the same markings nor is it in the same condition to pull in the high bids.

If you're still interested in the item, you of course can explain to them why their item won't get bids that high. Then you can invite them to sell their item on eBay instead of selling to you. This usually brings them around quickly, because they're looking for a quick, easy, and cheap way to get rid of this item – and right now you're the only game in town.

Of course there's another option...

### **Variation 1: Sell on Consignment**

If you run up against a seller who's not willing to come down in price so that it's profitable for you to buy and flip the item, then you may consider offering to sell it on consignment. Offer a percentage – averaging from 10% to 25% of the profits – again allowing a little wiggle room.

However, before you offer to sell on consignment, make sure your buyer has realistic expectations. Point him to closed eBay auctions for similar items, so that he can see for himself the going rate (and tell him to expect the low end, since some of the auctions ending on the higher end tend to be flukes, such as last-minute bidding wars). Find out up front the minimum amount your seller is willing to let the item go for.

The cool thing about selling on consignment is that you are guaranteed a profit, since you're getting a flat percentage. When you buy and flip items, you might lose money. But it's difficult to lose money on a consignment deal ...unless you just plain can't sell the item (in which case you're losing time and eBay fees). However, if you've done your research and your seller has realistic expectations, then you're more or less guaranteed putting at least a few bucks in your pocket.

A final note before we leave this topic: be sure to put everything in writing. Draw up an agreement that details how everything will be handled, how the fees are paid, and if the consignment is paid on gross or net. This agreement protects you and the seller.

### **Variation 2: Place a Want-Ad in the Newspaper**

Here you are doing the same thing as you would on Craig's List, except that you are placing your want-ad in offline publications such as your local or regional newspaper. However, just like placing an ad on Craig's List, you don't need to do it locally if you're buying small, shippable items.

***TIP:** Be sure to check the for-sale section of Craig's List and your local newspaper. You never know when you'll run into something you can flip for a profit. And the good news is that you usually know the price up front since it tends to be listed in the ad. You can try negotiating it down further, if you'd like.*

The beauty of placing offline ads is that you are more likely to run into people who aren't online at all (I know, hard to believe, right?), or at the very least don't have the slightest clue as to how to go about selling an item online. So a want ad in the paper is like a dream come true for them. Whether you buy outright or sell on consignment is up to you.

### **Quick Cash Idea #2: Trade Your Time for Money**

When we talk about building a business online, we talk about creating products that can be sold over and over ...even as you sleep. There's a bit of a slight negative connotation attached to selling services, because then you are selling your time rather than a product. You can't make money while you sleep.

That's fine and dandy for the person with a long-term outlook who has the time to build a business. You might already be doing it. But right now – today – you need some quick cash. And admittedly selling your time for money tends to be a very quick way to do it.

I'm not going to tell you to go out and get a job, because presumably you're just looking for a few hundred or a few thousand to pay the holiday bills or some other one-off event. If that's not the case – and you're in danger of getting thrown out on the street or something like that – then yes, you should get a job.

Otherwise, to scrape up a few hundred to a few thousand bucks means selling your time for money for a short period of time.

There are plenty of ways to do this online. If you don't yet have a reputation for providing a certain type of service (e.g., you don't have any feedback on [elance.com](http://elance.com) or similar), then you'll either need to do the job at a lower price, or polish up your copywriting and persuasion skills to prove you can do the job for the higher end of the going market rate. If you have influential others who can attest to your professionalism and skills, that helps.

Your first step is to figure out what sort of service you can provide. For example, other online marketers always need things done like writing, graphics, web design, and programming. You're also likely to find people who need help doing odd tasks like running a link campaign, being a JV broker, building Squidoo lenses or blogs, growing a list of "friends" on MySpace, and similar.

To get a feel for the wide range of things you can do, hit up freelancing sites like [elance.com](http://elance.com), [guru.com](http://guru.com), and [rentacoder.com](http://rentacoder.com) to see what sorts of help people need. Open up an account and start bidding on projects.

You can also check the Warrior Forum at [warriorforum.com/forum](http://warriorforum.com/forum) to see what sorts of services others are offering successfully in the Warrior Special Offer (WSO) section. Keep in mind, however, that you need to become a contributing member of this community before you even consider running a WSO of your own.

If you've never offered any sorts of services before in these venues, then you need to create samples of some sort (especially for graphics and writing), so that prospects can see your level of skill. As mentioned before, having a few testimonials on hand is a good idea, even if these testimonials are broad.

The biggest questions most new service providers tend to face is, "how much do I charge?"

The easiest answer to that is to look at how much you'd like to make per hour, and how long a project might take you. Then charge accordingly.

Naturally of course if you want to make \$100 an hour for something that all other service providers are making \$25 an hour for, your services probably won't sell. So be sure that you price yourself within the acceptable market range. And as mentioned before, if you haven't yet built up a portfolio or good reputation, you'll likely have to price yourself on the low end of the spectrum.

But then again, this isn't forever, right? We're talking about working hard for a few days or few weeks to get your emergency cash. Then you can go back to building your business.

***TIP:** If you're good with things like making scripts, writing, design or graphics, you don't have to hire yourself out in a direct "time for money" arrangement. Instead, create a package of private label rights material (that means the buyer can do whatever they want with it – including edit it – and then sell it or give it away).*

*You can do PLR graphics (like generic, editable headers or ebook covers), content (articles and reports), mini website design, or even simple scripts.*

*Then take it to the Warrior Forum to sell if you're already a member there. Or sell them on eBay (though that's harder than the forum). Or write to marketers and ask them to become an affiliate for at least a 50-50 profit split arrangement.*

*If you can't land an affiliate with a huge list, then go after smaller affiliates ...collectively the sales will add up!*

### **Variation: Offering Services Offline**

Maybe you don't have the skills that are in demand online, such as writing or graphics. Or maybe that sort of stuff doesn't really appeal to you. That's ok, because there are plenty of things you can do offline too.

Now you may turn up your nose at some of this stuff. It might sound like "work." You're right – it IS work. Some of it is "roll up your sleeves" and get it done work. Maybe even sweat a little.

But again, you need the money, right? This isn't forever. This is the way for you to pick up a few extra hundred or thousand dollars in cash, fast.

Let's brainstorm a few ideas to get you that cash...

- Do you live where it snows? Offer snow removal. You can place an ad in the paper if you'd like.

Better yet, when it snows you can go from door to door asking people if they'd like you to clean their driveway. Once you get a "yes" from one person in the neighborhood, it's easy to get more customers (just tell everyone that you cleaned their neighbor's yard, and as long as you were on their block you wondered if they wanted their yard cleaned too – social proof at work!).

- Depending on the time of year and/or your local climate, you can offer different sorts of services from door to door, using the power of the above-mentioned "social proof" when you get at least one yes (e.g., "I just did this for Mrs. Smith next door ...and I have time to do it for you too.").

For example, you can offer yard work such as raking or weeding. You can offer to paint people's house numbers on their curb for \$10 or \$15 (for fire safety purposes ...all it takes is good paint and a set of stencils). You can offer car detailing (you can also do this in office complexes).

You can basically offer to be the general handy-man or handy-woman for whatever people need. Need their gutters cleaned? Garage cleaned out? Trees and hedges trimmed? Lawn mowed? You get the idea.

- What do people need more than anything, especially around the holidays? Time! And they are willing to pay people to help them "buy" more time.

For example, you can be a personal shopper. You can wrap their gifts. You can cook their holiday meals and do their holiday baking. You can even offer to stand in lines to get "hot" items (like toys for kids that might fly off the shelves fast), or stand in line after the holidays to return items.

- Here's an idea that will likely require you to file some business paperwork. You can do it temporarily over the holidays and on weekends ...or you can turn it into a full fledged business.

The idea? Give drunk folks a ride home from their holiday parties and the bars. But here's what makes this business idea really sweet: you

don't just give them a ride home, you also drive their car home. Of course that means you need to get a business partner – one of you drives your car, and one of your drives the customers home in their cars.

Sure, some people are smart enough to leave their cars at home and get a designated driver or a taxi to take them out for night on the town. But many people get drunk and then are faced with the dilemma of having to leave their car in a parking lot overnight and trying to figure out how to get it home in the morning. Some people choose driving drunk over that inconvenience.

Not any more – not when you offer to drive their car home for them!

Hook up with the local bars and nightclubs in your area so that they'll refer your service to their drunk patrons. You can even give the bar employees a commission for each paid referral they send your way.

In short, think of what services you can offer offline to raise quick cash. Anything is fair game, as long as there's a market of people willing and able to pay!

Now let's get back to looking at a few online ideas...

### **Quick Cash Idea 3: JV to create teleseminar or ebook**

This one can be done very quickly, especially if you're doing teleseminars ...and the good news is, the money potential is huge compared to the actual amount of work you'll put in. But to make this work, you DO need to work ...and you need to be persistent and organized.

Here's the deal...

You find a niche. You probably already know one, maybe you're even starting to dabble a bit. If so, great. If not, brainstorm. What are your interests? Or, what's hot right now?

Next, see if there are people selling in this niche. For example, see if there are items on [Clickbank.com](http://Clickbank.com) or [Paydotcom.com](http://Paydotcom.com) and even Amazon. Run a few keywords through Google and Yahoo to see if paid results come up, and if there are plenty of organic search results.

More is better. You're not checking out the competition, which would mean you're hoping for a niche with fewer direct competitors. Instead, you want LOADS of other people in the niche. Why? Because you need a big pool of people from which to choose your JV partners.

Once you have your niche (one that has plenty of potential JV partners), it's time to figure out what people in this niche want ...what they are already buying. Check out the top products on Clickbank. See who's shelling out the big bucks on pay per click advertising day after day. See who the big dogs are in the market, the ones all the forums, blogs and newsletters talk about ...what are THEY selling?

Once you get a feel for what people want, it's time for you to design a teleseminar series that addresses these exact issues – and you'll have experts in the field (your JV partners) as guests.

An alternative is to outline an ebook in which you have guest experts contribute. The problem with that idea is it takes longer as you need to wait for everyone to contribute. With a teleseminar series, you can line up your guest experts and start promoting immediately ...you actually collect the money BEFORE you ever get your first guest on the phone. Talk about fast cash!

The USP (unique selling proposition) that makes your product (the teleseminar series and the eventual recordings) different than all other products out there is that your product is all about experts. Most people write an ebook and sell it. Not you. You line up half a dozen or more experts and then grill 'em live ...and record it so you can sell the recordings later.

Why have one little ebook written by an expert when a customer can purchase access to a whole line of teleseminars by the niche's top experts?

For example, would you rather read a book by Bill Gates ...or listen to a series of live teleseminars by Bill Gates, Donald Trump, Warren Buffet, Jeff Bezos and many others?

Right – most people would love to hear from a bunch of experts instead of just one. Besides, people get all “starry eyed” at the prospects of “meeting” some of their niche's famous people.

Now this doesn't mean you need to go out and find the most famous people on the planet. All you need to do is line up some of the “names” in your particular niche. Doesn't matter if outside the niche not a person has heard of your guest. As long as some of your customers have some familiarity with at least some of your guests, that alone will draw people in.

So here's what you do:

1. Email or call your potential JV partners. Flatter 'em by asking if you can interview them. You're "selling" them on doing an interview with you, so use what you know about sales, copywriting, and persuasion.
2. Use social proof – when one influential person says yes, "name drop" in future contacts to bring new folks on board. Make sure your pitch is benefits-laden and oriented what your potential partner will receive (e.g., the chance to get in front of new customers to share his expertise, plus time at the end of the call to pitch his products).
3. Remember this is a numbers game. Some will say yes, some will say no, some won't ever get back to you. Keep asking until you have enough people to do a three to ten part teleseminar series.

*TIP: Seek out JV partners who are not only experts, but marketers themselves as well. You want these marketers to announce the teleseminar series to their lists, on their blogs, etc.*

4. Once you have your guests committed to a specific date, draw up a sales letter announcing the teleseminar series (hire a copywriter if you don't know how to write a sales letter). Charge below actual value so that you are under-promising and over-delivering to your customers.

Remember, you don't have to make all your money up-front ...you'll have the recordings to sell too! That's where the real money is to be made. Plus you're building a list.

5. Set up an affiliate program and offer your guests at least 50% commissions to tell their list about the teleseminar series. Higher commissions are better. You want your partners to feel pleased by this deal.
6. Get a teleconference line set up. I recommend [e-teleconferencing.com](http://e-teleconferencing.com). The man behind that company, Gary Knuckles, will also be happy to record your teleseminar. That way you can record it using the bridge line AND have a back-up recording in case of tech failure. You can also record it yourself if you're so inclined.
7. Prepare your guests by sending them proposed outlines that include possible questions you might ask. Don't script the call. But do give your guest an idea of the sorts of questions you might ask. Also it helps to get on the phone with your guest for a few minutes before the call so you're comfortable with one another.

8. Remind your customers about the call. For example, email them in the morning regarding a call that night.

TIP: you can also mention that listeners can do their “homework” before the call by purchasing the guest’s products. Use your affiliate link, and you can make even more money right before a call is about to start!

9. Relax and have fun! Don’t worry about “messing up,” because you can edit out screw-ups in the final recordings. Just enjoy yourself and let the interview go where it goes. Be sure to hit all the points that you promised in the sales letter, but don’t be afraid to go off your outline. Be sure to leave time for listener questions at the end of the call.

And that’s all there is to it. Following the steps above will certainly put a few hundred or a few thousand in your pocket. However, you now also have the valuable recordings. You can start selling those if you’d like to stay in this niche ...or if you want to make another quick bundle of money, sell the resell rights to the recordings.

Which reminds me of yet another way to make quick cash...

#### **Quick Cash Idea 4: Create a Product and Sell Resell Rights**

Sometimes when you need cash fast, you have to be willing to sacrifice long-term profits in order to grab some quick cash up front.

Such as the case with the teleseminar series example above. If you want to make fast cash –or you just don’t want to establish a presence in that niche – you can sell the resell rights to the recordings. Doing so means you sacrifice long-term profits, because should you decide to stay in the niche, you would no longer own exclusive rights to your product.

However, the advantage of selling rights to a product is that you need only find a few buyers to put thousands in your pocket. For example, ten buyers who purchase resell rights for \$200 is a quick two thousand in your pocket (you can obviously make far more if you raise the price of the rights or increase the number of buyers).

*Note: the fewer buyers, the more you can charge for resell rights. That’s because buyers have fewer direct competitors, and so the resell rights are more valuable to them.*

Now here's an idea – you can create an ebook, sell resell rights to it for a large chunk of cash fast, and STILL earn money from it months or years down the line.

How?

By strategically placing affiliate links in the ebook. That means every time one of your resellers sells your book, you have one more set of eyeballs looking at your affiliate links ...which increases the chances of you making a sale.

Now you can't just go and stuff an ebook full of affiliate links and hope to sell the resell rights to it. Another marketer doesn't want to "pay" for the right to advertise your links. Nor do the eventual end customers – the people who read the book – want to pay to read an advertisement.

So what you need to do is create an awesome ebook full of good content. Make it valuable. Make it easy for a reseller to charge \$50 or more for it.

But then sprinkle in a couple affiliate links ...literally, we're talking a couple. No reseller will object to a good content book that has a couple links in it. And certainly no reader will either.

Indeed, this will not only boost the perceived value of the resell rights themselves (because marketers view a content-laden book as more valuable), it also boosts the probability that readers will click on and buy from your links.

How?

Well consider a book jammed full of links. It seems the author recommends everything under the sun. Hell, it looks a little desperate. The reader doesn't click on anything ...and maybe doesn't even finish reading the book because all those links makes it difficult.

Now consider a 25 page book that only has two links in it. Two. The reader is going to figure those links are pretty important, since the author only included two links in the entire ebook. So she'll click on the links ...and probably buy.

In sum, it's a win-win-win situation if you create a high quality book with only a couple links. You get the up front cash selling resell rights licenses, the reseller has a product he can be proud to sell, and the buyer is happy with her purchase and likely to click on your links.

***TIP: never put a direct affiliate link in an ebook. Instead, run a redirect link that goes through your own domain (e.g., [www.yourdomain.com/affiliate](http://www.yourdomain.com/affiliate) points to the affiliate page). That way if the affiliate program closes down, the ebook readers aren't clicking on dead links. All you have to do is***

*redirect the link to a similar affiliate program ...and still keep earning residuals for months and years to come.*

If you have more time to work on this project, and you're interested in the back-end profits, than consider this: instead of affiliate links in your ebook, direct people to sign up for your newsletter. For example, offer them a free multi-part course if they join.

Now here's the good part: if you're not interested in getting into this niche and keeping up with a newsletter list, then don't. However, you can still load up an autoresponder with "evergreen content" – that means content that doesn't lose it's relevance. You can load up six months worth of weekly content ...or even a year.

You never have to send out a live newsletter if you don't want to. Instead, your subscribers can just run through your autoresponder series of evergreen content (with affiliate links mixed in). When they've gone through the series, that's it ... they're done receiving newsletters from you. It's a totally hands-off operation, but one that can make you money on the back end for months or years to come.

### **Quick Cash Idea 5: Forget About Yourself for a While**

Notice how I crossed out the "quick cash" phrase. This isn't quick cash ...at least not for you. However, it will change your perspective, and there's a good chance that it will open the doors to opportunity for you.

So what is the secret?

Instead of focusing on you and your money problem, focusing on helping someone else. Do a fundraiser. Donate your time and money. Focus solely on enriching someone else's life for one or two weeks.

It doesn't matter what the cause is, as long as it is something that is important to you. Maybe it your local food shelf, your local "secret santa" for your city's underprivileged children, maybe it's your local animal shelter. Perhaps you want to save the whales or give to a cause that helps cure MS or cancer or heart disease.

Whatever your passion, there is a likely a charitable organization (locally or across International borders) that will help you feed your soul. Here's a place to start: <http://www.charitynavigator.org/>

More great tips at <http://MarianKrajcovic.com>

Helping others makes you feel grateful for what you have. And when you feel grateful for the good in your life, even more good flows to you (that's the Law of Attraction).

Suddenly the extra three hundred bucks you need seems paltry compared to the kids who haven't anything to eat tonight. So you help them ...and take a moment to feel grateful for the amazing amount of abundance in your life. Next thing you know, it's all coming back to you tenfold.

Try and see. Even if you really feel like you can't afford the time or money, do it anyway. For example, use one of the ideas above to raise money fast ...and then drop it off anonymously at your food shelf or other favorite charity. Suddenly the money you need won't seem like such a big deal any more... and amazingly, the next time you take action towards getting the quick cash, you'll be amazed at how effortlessly it flows to you.

**Visit me online for even more money-making ideas:**

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