

**Profitable
Web
Business and
Networking
Seminar**

By Walter Akolo

Who is Walter?



- God fearing man
- Husband
- Father
- Webpreneur and owner of <http://freelancerkenya.com>

What is the seminar all about?

Below is what you should have learnt by the time you leave this seminar.

1. How to start making money online
2. New ways of making money online
3. How to make maximum profits with least effort
4. How you can invest in FreelancerKenya we share the profits
5. A long Q&A session so that I can answer all your questions (In case you missed I will still guide you on email or phone – preferably email)
6. How to optimize passive income

7. How you can double your online income (for those already making money online)

How to Make Money Online

There are two ways of making money online

1. Working for someone
2. Selling something

That's all!

Let's explore these two.

PART 1: Working for Someone

This is what we call freelancing.

Here you go to freelancing websites, sign up, create a smashing profile and start looking for jobs. Some of the jobs that are profitable include:

1. Article writing
2. Academic writing
3. Web design
4. Programming
5. Transcription
6. Graphic design

If interested in these, some sites to check out include:

1. [Elance](#)
2. [Freelancer](#)
3. [Fiverr](#)
4. [Uvocorp](#)
5. [Essayshark](#)
6. [ResearchWritingCenter](#)
7. [Voxtab](#)
8. [oDesk](#)
9. [EssayWriters](#)
10. [iWriter](#)

Pros of Freelancing

- Good for immediate cash
- Can get you some good clients
- You don't need to spend to start

Cons of Freelancing

- Too active
- Pays peanuts
- Difficult to get clients sometimes

PART 2: Selling Something (Internet Marketing)

The aim of seminar is to help us move from freelancing to internet marketing. This simply means selling something on the internet

Pros of internet marketing

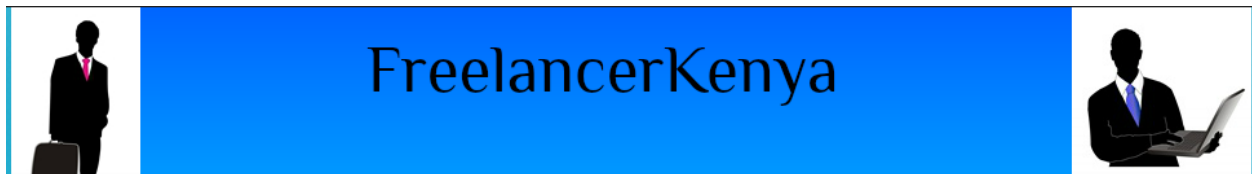
- Can be semi-passive
- You become a brand
- You get paid what you are worth

Cons of internet marketing

- Takes time to create a sales funnel
- You may need to spend some money to start

Some Profitable Internet Marketing Ventures

Blogging



Setting up a blog and pushing traffic to it. **BLOGS MUST BE MONETIZED TO MAKE MONEY**

I have seen a lot of beautiful, navigable, shiny blogs that cannot make money at all. In fact, if I was to call the blogger and ask them what I can buy from them, there is nothing! This is because their blogs are not monetized.

I compare this with a good-looking restaurant.

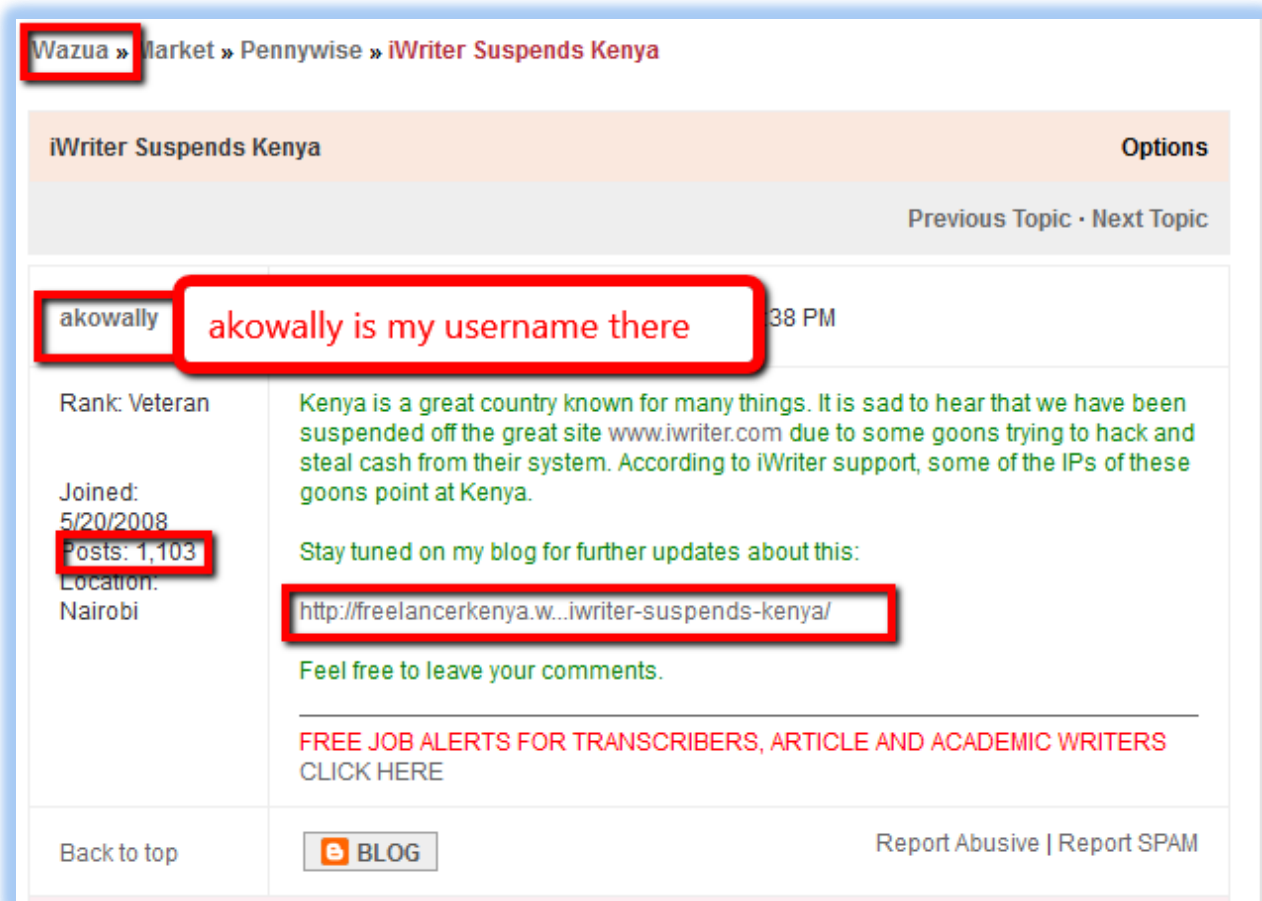
Imagine you went to a beautiful, classy, sleek, top-of-the-range restaurant **BUT THERE IS NO FOOD.**

Unless you buy the restaurant, you cannot spend money on it, right? ***They have to SELL SOMETHING for you to be able to buy.***

For a blog, you can sell your services, eBooks, trainings, events etc. For example, see how I have monetized my blog below:



Forum marketing



Being active in forums and selling through soft and hard sales.

Let me tell you the truth.

There is a time when my site, which was then accessed through <http://freelancerkenya.wordpress.com> did not have any traffic. No one was seeing the “excellent” content that I was creating.

What I decided to do was to start piggy-backing on Wazua.com.

This means that whenever I would do a great blog post, I would talk about it on Wazua and share the link.

For example, go to Google right now and search for “iWriter suspends Kenya”. You will see my site on top and Wazua a little bit below. At that point it was the other way round. Therefore to give your blog visibility, capitalize on forum marketing.

As you can see on the image above, I am a very active member on Wazua, even on posts that are unrelated to internet marketing. If you just post stuff about your site, you will become irrelevant to the forum and people may not pay much attention.

Email marketing

email privacy'. At the bottom, there are two red-bordered boxes: the first contains the text 'Email Marketing by AWeber' and the second contains '1584 READERS BY AWEBER'." data-bbox="114 312 391 716"/>

Enter your name and email address below to get FREE email updates, a free eBook and more unannounced bonuses.

Name:

Email:

Submit

We respect your [email privacy](#)

Email Marketing by AWeber

1584 READERS
BY AWEBER

This is best for conversions.

I personally use [AWeber](#) for email marketing.

Here you can send two types of emails:

1. Autoresponder sequence – This is a sequence of automated mails which someone starts getting when they join your mailing list. Set it up in such a way that you sell something after the 5th-7th email.

2. Broadcast emails – These are like regular mails. You put on the computer, write an email and when you click “send” it goes to all subscribers, even if you have 1million subscribers.

Avoid cheap, fake email and autoresponder services such as listwire.com e.t.c. Your emails will never land on your subscribers’ inboxes. A good alternative to [AWeber](#) is [GetResponse](#).

Advertising (one of the new methods I recently started using)

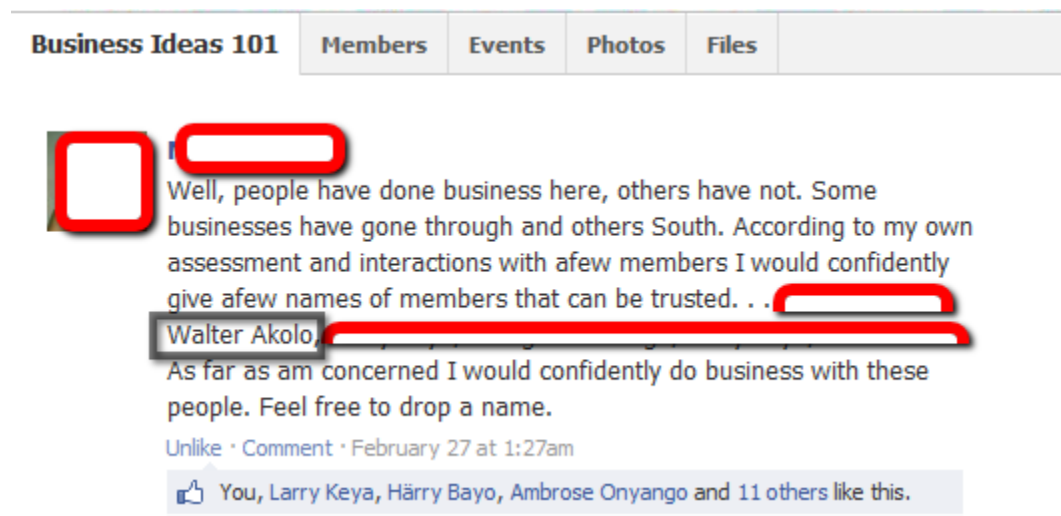


1 of my Facebook ads

Google how to create Facebook and Google ads, walk to a shop in town and charge Sh. 2,000 and above for that.

Yes, it’s that simple. I do it and get paid all the time 😊

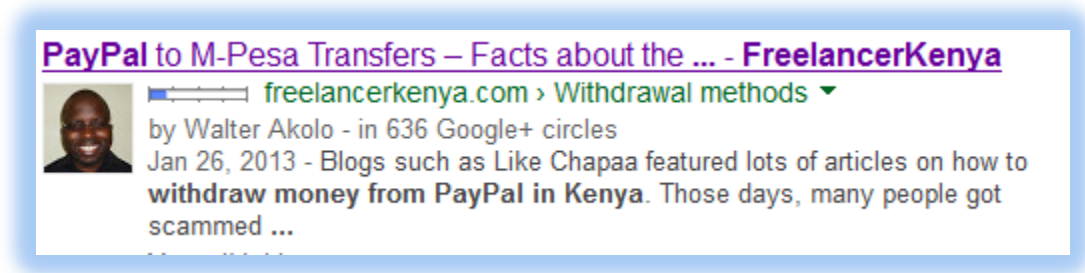
Social media marketing



Be ACTIVE and LIKEABLE in social media. Maximize on different social platforms and sub-platforms e.g. groups, pages, profile and events. MONETIZE IT.

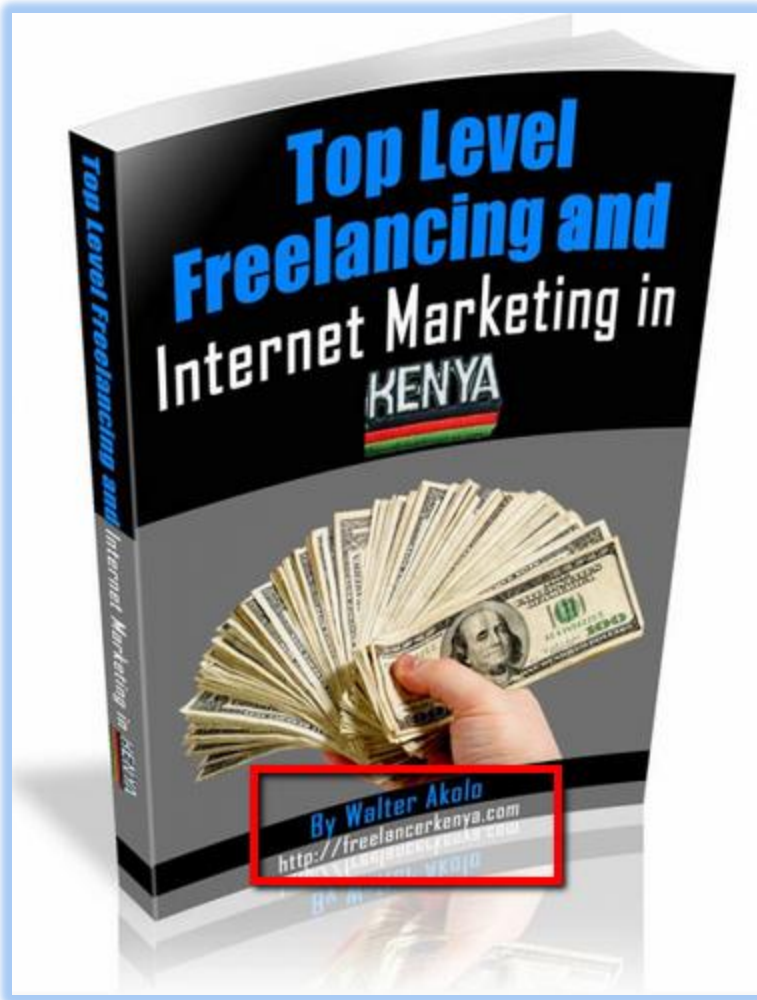
Social media marketing is good for lead capture, not for selling things directly. Therefore, strive to integrate it with email marketing. Keep asking people to join your mailing list. Once there you can convert them in your 5th autoresponder or so.

Search engine optimization



You can use this for your blog and as a profession. Keep tabs with all the latest search engine features and charge clients to optimize their sites. You can charge from \$1000 upwards.

Product creation and sales




Create eBooks and trainings. Take advantage of membership sites and email autoresponders to deliver these.

Professional website/blog

Hello Kenya!

My name is Walter Akolo and I am a freelance writer, techpreneur and internet marketer by profession. I am also the founder of FreelancerKenya which is a friendly website focused on helping Kenyans to make money online.

Currently, freelancing is fast becoming a lucrative trend. With increased ICT knowledge and the world becoming a global village due to the internet, many people are making money online working from home. Many people are included

A portrait of Walter Akolo, a Black man with glasses, smiling. He is wearing a dark shirt. The background is a plain, light-colored wall.

Walter Akolo
Welcome to my site!

You create a website to market your profession. In this one **DON'T** mention the specific employer. Instead brand yourself. You can call it yourname.com or whateverelse.com but the main thing being marketed should be **YOU**.

Affiliate marketing



The image shows a promotional email template from Payoneer. At the top left is the Payoneer logo with the tagline "Global Payments Made Easy". Below the logo is a horizontal row of various national flags. The main heading reads "You've received a referral reward from Payoneer!". The salutation is "Dear Walter,". A megaphone icon is positioned to the right of the salutation. Below it, the text says "Congratulations!" followed by "Your Payoneer account has just been loaded with \$25, as a reward for your recently approved referral!". The next line says "To share Payoneer with more of your friends and continue earning \$\$, [Click here](#)." At the bottom left, there is a line of text: "Don't miss out on future promotions! Make sure to follow us on:" followed by social media icons for Google+, Facebook, Twitter, LinkedIn, and Email. At the very bottom, there are links for "Terms and Conditions", "FAQs", and "www.payoneer.com".

Affiliate marketing is where you promote different online products for a commission, usually through a referral link.

Look for a **PROFITABLE NICHE** e.g. “weight loss” and “how to make money online”. Once you get a niche, look for products in that niche and promote them. Don't just put raw links on the internet, say something before you put up the link e.g.

“HostGator is one of the most trusted and reliable web hosting services. You can join it here (insert link)”

Capitalize on blogging and email marketing so that you can make affiliate marketing automated.

Some great sites to promote include:

- HostGator
- AWeber
- JVZoo products (instant commissions)

It's always best to test products before you market them. In case you market a poor product, it may affect your credibility and even friendships.

Events

A promotional banner for a seminar. On the right side, there is a portrait of a smiling man with glasses, identified as Walter Akolo. The background of the banner shows a modern building with a glass facade. The text is overlaid on the left side of the banner.

Profitable Web Business and Networking Seminar

***Venue - Ebony House in town
(next to Tusky's Imara and opposite Kenya National Archives)***

Date - 1st March (this Saturday)

Time - 2-5 pm ***Speaker - Walter Akolo***

Payment - Send Sh. 500 to my number 0720754933 (Walter Akolo)

Payment deadline - Thursday 7pm

Create monthly, bi-monthly or quarterly events and deliver big-time. The more you deliver, the more you will get people to come, the more you will help them to earn and the more money you will make!

Online Withdrawals

Home › PayPal Withdrawal Services

PayPal Withdrawal Services

PayPal Withdrawal

The current dollar rate is **Sh. 86 per dollar**. Use the calculators below to see what you will receive.

This is highly profitable, passive but can be risky. Once you figure it out you can even be getting 3k passive from it per day or much much more.

Before you start you should study all the risks and bypass them. Set up how you can withdraw via [Payoneer](#) or Equity Bank and start with a few friends.

Here you simply help people get cash from PayPal or Skrill to MPESA or their bank accounts in a shorter time than they would if they did it themselves. [You can check out my withdrawals page to see how I do it.](#)

If interested email me I give you the steps to setting it up.

See how you can invest in FreelancerKenya below:

How to Invest in FreelancerKenya

Weekly Profit-Share

My brand has heavily grown over the years. I right now am getting deals that exceed my capital. For example a client may want to withdraw \$3,000 instant at 15% commission in one day and I don't have it all in my bank. Of course the next day other clients will come.

I therefore decided to set up a secure investment and split-share profits program.

Here is how it works:

- You invest an amount, minimum Sh. 10,000
- We meet, sign a binding agreement and get ID copies and next of kin details
- I be sending you 10% of what you've invested via M-PESA every Friday

For example, if you give me Sh. 50,000 then we sign the legal agreement with above details, I will be sending you 5k every Friday at 6pm.

Affiliate marketing

I sell my stuff in SokoLangu.com. You can join this store by using this link <http://sokolangu.com/my-account?ref=19> (that's my affiliate link!).

Once you've joined, you can look for my products, get their affiliate links (from the footer of the product page) and start recommending them to your friends. If you make a sale you automatically get 20% commission from the site.

E.g. you can join using the link above then search for "How to Make REAL Money Online in Kenya", get the affiliate link and start promoting it.

NB: This eBook above sells like hotcake!

Products You May Want to Check Out

Thanks for coming to the seminar or buying these notes. As stated, I will guide you wherever you are stuck. Meanwhile, you may want to check out the products below:

1. [How to Make REAL Money Online in Kenya](#)
2. [Top Level Freelancing and Internet Marketing in Kenya](#)
3. [Article Writing and Blogging Training](#)

IMPLEMENT! IMPLEMENT! IMPLEMENT!

Where do I start?

I am sure you are asking that.

Go through the above material and see what interests you the most.

Go ahead and take action with what you learn and you will not regret it.

QUESTION AND ANSWER SESSION

This was as per the need of the askers. In case you have any questions please email walter@freelancerkenya.com and I will get back to you.

If urgent call or SMS 0720754933