

# CHRISTMAS INTERNET MARKETING



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## CONTENTS

<b>Introduction .....</b>	<b>- 4 -</b>
<b>Start Selling Before the Christmas Rush .....</b>	<b>- 5 -</b>
Buying Triggers .....	- 5 -
<b>Choosing the Best Products to Sell and Promote .....</b>	<b>- 7 -</b>
Evergreen Products .....	- 7 -
Self-Help Products .....	- 7 -
Information Products .....	- 8 -
Decadent, Spur-Of-the-Moment, and Sentimental Products .....	- 9 -
<b>Killer Research System.....</b>	<b>- 11 -</b>
Choose 20 Top-Selling Toys To Sell .....	- 11 -
<b>The Power Of PLR Articles.....</b>	<b>- 14 -</b>
<b>Free and Almost-Free Promotion .....</b>	<b>- 15 -</b>
<b>Ebay and Amazon Affiliate Sites.....</b>	<b>- 18 -</b>
<b>Pre-Holiday Countdown Task Schedule .....</b>	<b>- 20 -</b>
Day 1 .....	- 21 -
Day 2 .....	- 22 -
Day 3 .....	- 22 -
Day 4 .....	- 23 -
Day 5 .....	- 23 -
Day 6 .....	- 23 -
Day 7 .....	- 24 -
Day 8 .....	- 24 -
<b>Ehow Inspiration .....</b>	<b>- 25 -</b>
<b>More Money-Making Ideas.....</b>	<b>- 27 -</b>
<b>Sneaky Strategy For Free Promotion .....</b>	<b>- 29 -</b>
<b>Final Thoughts .....</b>	<b>- 30 -</b>

## INTRODUCTION

The Christmas and holiday season every year brings hundreds of opportunities for Internet marketers to make lots of money in a short amount of time. However, like any good marketing plan, there is a treasure trove of secrets, approaches, and strategies that top marketers don't want to share with you.

**This report breaks through those barriers and brings you many of those secrets. If you only choose one, and take action to follow it through, you might not need all the other suggestions.**

What you do need, however, are choices. So without taking any more time to tell you the benefits of this report, we're going to show you how Internet marketers can capitalize on the holiday season to make money

# START SELLING BEFORE THE CHRISTMAS RUSH

The sooner you start selling and promoting products before the Christmas season begins, the better. Early sales = more money in your bank account.

***Don't wait for the holiday season to get into full swing before you choose your products and start a marketing campaign.***

By strategically positioning your sales efforts to start before the Christmas rush, you can take advantage of consumers who respond to buying triggers. Let's look at several strategies.

## ***Buying Triggers***

Most purchases result from need or want. Some consumers begin shopping early, and some have no intention of buying anything at all, but they are intrigued by the price, by their own emotionalism, by the stated scarcity of the product, or by a payment plan.

**Scarcity.** When a consumer discovers that a product sells out long before the season begins, or if there is a limited supply being sold, the average consumer will take out their credit card and make the purchase.

**Pricing.** Everyone knows that discounts, low price tags, incentives, and availability bring increased sales before the holidays. When a consumer understands that the product they have researched diligently is at the lowest price that it will be offered at before Christmas, they are more likely to buy the product on the spot.

**Emotions.** When the sales copy on a webpage, or the sensationalism in a video, or through the persuasive language of a guest host on a televised shopping channel appeals to consumers' emotions, they buy the product. That person might not even *want* the product, but they're driven

## CHRISTMAS INTERNET MARKETING

emotionally to believe that they *need* the product. When you create a strong sales message that involves a person's emotions, nine times out of ten you'll make the sale.

**Payment plans and layaway.** Not every consumer is able to pay full price in one lump sum for a gift that they want to buy during the Christmas season. That's why layaway plans have returned to retail stores. It gives consumers an opportunity to select the item they want during a non-rushed time of year, and then they can make payments on it before they pick it up. In addition, online sales vendors are strategically wise when appealing to consumers' buying habits.

# CHOOSING THE BEST PRODUCTS TO SELL AND PROMOTE

Christmas and the holiday season is an ideal time for Internet marketers to make money, but choosing the best products to sell and promote will guarantee your financial success.

***The best products to sell are always evergreen products—merchandise that is never affected by the state of the economy or any current trends. Evergreen products always sell, every year.***

## ***Evergreen Products***

Here's a sampling of evergreen products, listed in no particular order:

- Toys
- Games
- Electronics
- Hobby-related items
- Sports-related items
- Books
- Recipes
- Music
- Gadgets
- Jewelry
- Household items
- Clothing

## ***Self-Help Products***

The next category of products that always sell well are self-help materials. You can choose to promote these products for Christmas, and also for the New Year. Several examples are:

## CHRISTMAS INTERNET MARKETING

- Weight loss
- Quit smoking
- Health
- Fitness
- Relationships
- Children
- Addictions
- Inspiration
- Any items that will change someone's life dramatically

These reports can be PLR reports that you have purchased, or you can decide to create them yourself. Additionally, you could also outsource the task of writing these reports and then sell them. This is an ideal way to make money over and over, every day and for every holiday.

You might also want to think about creating several reports within one category and then bundling them together to sell as a promotional item during the holidays.

Certainly, if you did create, or you did have someone else write these articles or reports for you, you could assign resale rights to the articles or reports and make ten times the money that it took to write the original articles or reports.

Please don't dismiss this category for making money this holiday season, or anytime when you need oodles of extra cash. It works.

### ***Information Products***

Believe it or not, but information products were created long before there was ever an Internet connection or a browser.

***Information on every topic imaginable was available to consumers through newsletters, flyers, newspaper articles, magazines, and even personal and business letters.***

## CHRISTMAS INTERNET MARKETING

Today, you can walk into any bookstore, drugstore, or grocery store and find hundreds of magazines on every niche market imaginable.

Then all you have to do is find a magazine that speaks to your interests. Buy the magazine. Study it. Read the articles. Then create your own information product based on that niche market and the topics that those readers crave.

We live in the information age, and the more data, tips, secrets, ideas, and help we can get just by clicking a "buy it now" button, or picking up a magazine that speaks to our most passionate interests, the happier we are.

Very few of us want to wait for the information we desire.

We want it right now.

And if we can't get it right now electronically, most of us will pay extra to get it shipped to us overnight. Therefore, it stands to reason that **information products are the easiest products to sell**, and, they bring the fastest money into our accounts. But that's a whole other topic that can be discussed in another information product. ;-)

### ***Decadent, Spur-Of-the-Moment, and Sentimental Products***

Expensive, frivolous, romantic, and "just because" products will always be purchased by consumers, regardless if they can afford it or not.

Some news sources have even called us the, "I don't have to explain why" group, or "I'm the member of a privileged generation" group, or the "I deserve it" generation.

Irrespective of the tag that is imposed upon us, if there is a product sold in the marketplace, there will be buyers.

## CHRISTMAS INTERNET MARKETING

Your goal, however, is to choose the best products that will sell the fastest and bring in the most money in the 1 to 2 month time span, a.k.a. the holiday spending spree season.

Okay, so now you understand that there are valid benefits for selling before the holiday season gets into full swing.

You've learned that pricing, emotions, scarcity, and payment plans are buying triggers for most people. You've also learned what types of products sell best during the Christmas season. Now let's explore how to make all this happen.

## KILLER RESEARCH SYSTEM

Making money by marketing products during the Christmas season is easy when you know how to successfully research the marketplace, find an in-demand product, and promote it.

Let's get started...

Although you can sell any product from the categories that were listed on the preceding pages, let's use toys as a target market.

In this scenario, we'll select 20 toys from the age category of pre-toddler to age 10 as our target audience.

This step-by-step process will serve as an example for any physical products that you choose to sell. The process is the same although the products can vary.

For downloadable electronic products, your reference points could be [Amazon](#), [eBay](#), [Clickbank](#)

### *Choose 20 Top-Selling Toys To Sell*

To choose 20 toys to sell, we'll look at Amazon, eBay, and a national chain store where toys are sold. What we're looking for are the projected top 20 selling products that they anticipate will bring in the most sales and revenue during this holiday season.

Amazon:

[http://www.amazon.com/toys/b/ref=sa\\_menu\\_tg8?ie=UTF8&node=165793011](http://www.amazon.com/toys/b/ref=sa_menu_tg8?ie=UTF8&node=165793011)

eBay Pulse: [http://pulse.ebay.com/Toys-Hobbies\\_W0QQsacatZ220](http://pulse.ebay.com/Toys-Hobbies_W0QQsacatZ220)

## CHRISTMAS INTERNET MARKETING

Toys-R-Us: (top 20 searches for toys)

At the time of this writing, these were the top 20 selling toys in the USA:

- Lego
- Pillow Pets
- Star Wars
- Nintendo DS
- Nerf
- Dollhouse
- Justin Bieber
- Beyblade
- Toy Story
- Fisher-Price Power Wheels
- Pokémon
- Lego Star Wars
- Fisher-Price toys
- Imaginext
- Halo
- Playhouse
- Hot Wheels
- Strawberry shortcake
- Batman
- Baby dolls

Now that you have a list of the top 20 selling toys for the Christmas season, the quickest way to make money is to write, or hire someone to write, one article for each of these 20 products.

***Keep in mind however, that some of these top 20 toys are listed in broad categories, and you will have to select specific toys that you want to sell and promote.***

For example, would you rather choose an expensive toy to promote in a category such as Star Wars (\$107.99 for the Star Wars Collectible Force FX Anakin Skywalker Light Saber – Blue), or would it be better for you to promote the LEGO Toy Story 3 Great Train Chase for \$36.99)?

## CHRISTMAS INTERNET MARKETING

All the top 20 toys that you choose to promote are entirely up to you.

However, you will know that after doing your research, regardless of which toys you choose within the listed categories, each of those toys will sell in a major way during this particular holiday season.

Why? Because you chose three top retailers, and you did your research!

Just make a note, however, that even those toys are evergreen products, consumers are the ones who decide which toys they want to purchase in any given year for children.

***This means that every Christmas, if you decide to sell and promote toys through an affiliate link, you will need to do your research to find out which toys are the top sellers.***

The whole process of doing this research for the top 20 toys took only 15 minutes. That's a small time investment when you're considering generating a substantial amount of money during the Christmas season.

# THE POWER OF PLR ARTICLES

One of the best ways to freely promote the Christmas products you've chosen to sell, is through PLR articles.

If you don't have the time, or if you're not confident about writing your own articles to promote products during the Christmas holiday season, you should consider purchasing PLR articles.

PLR is an acronym for private label rights. That means that most PLR articles allow you to put your name on them, rewrite them, and use them for promotional purposes for any product or service you can think of.

***By doing a quick Internet search, you should be able to quite easily find PLR articles for the toys you want to promote. As this report was being written, there were over 10 PLR article sites currently selling Lego-based articles.***

In most instances, PLR articles sell for \$1-\$2 per article.

Given that you have selected 20 toys to promote, you would spend roughly \$20-\$40 for buying articles that you could customize and include a link that would promote the toys that you want to sell. It's a very small price to pay, and the bonus is that you don't even have to write the articles.

Or, you could use a site such as **fiverr.com**, or similar clone sites, to pay someone to write two or three articles for you for five dollars.

To learn more about how you can profit from or outsource services from fiverr.com, you might be interested in another report called Instant Fiverr Goldrush:

## FREE AND ALMOST-FREE PROMOTION

Many books, tapes, videos, and audio files have been created that list hundreds and thousands of ways, sites, and methods for promoting products during the Christmas season, as well as year-round.

But you don't have hundreds of hours or hundreds of dollars to spend. You know what you want to promote and you just want to know how to do it for free.

To get you started, here's a top 20 list of free methods that you can use to promote your Christmas products this holiday season.

- Sign up for a free affiliate account at Amazon.com. Use this link: <https://affiliate-program.amazon.com/> and then select the products that you want to sell. Follow their instructions to get the code to promote your selected products.
- Sign-up for a free account at Sales Spider to advertise your products. Use this link: [www.sale spider.com/classifieds\\_post\\_ad.php](http://www.sale spider.com/classifieds_post_ad.php)
- Register for a free account at US Free Ads to advertise your products. Use this link: [www.usfreeads.com](http://www.usfreeads.com)
- Advertise your products on Craig's List. Use this link: [www.craigslist.com](http://www.craigslist.com)
- Sign up for a free blog at WordPress to promote your product. Use this link: [www.WordPress.com](http://www.WordPress.com)
- Sign-up for a free blog at Blogger that will allow you to advertise your product using affiliate links to your product. Use this link to set up your free Blogger blog: [www.blogger.com](http://www.blogger.com)
- Open an account at Hubpages. Use this link: [www.hubpages.com](http://www.hubpages.com)
- Open an account on Facebook. Use this link: [www.Facebook.com](http://www.Facebook.com)

## CHRISTMAS INTERNET MARKETING

- Create a new account at Squidoo to promote your products. Use this link: [www.squidoo.com](http://www.squidoo.com)
- Create a new account at Weebly. Use this link: [www.weebly.com](http://www.weebly.com)
- Open up an account at PayPal. You'll need a PayPal account to receive your affiliate payments, and also to advertise for free in the PayPal marketplace. Use this link: [www.PayPal.com](http://www.PayPal.com)
- Create an account at Google maps. Fill in all the information, and include the name of your business and where you are selling your products. Use this link:  
<https://www.google.com/accounts/NewAccount?service=local>
- Create a free website through Google. Use this link:  
<http://www.google.com/sites/help/intl/en/overview.html>
- Open an online e-zine ads advertising account to promote your Christmas products. Use this link:  
<http://www.mywizardads.com/>
- Open an account at GoArticles. Then write five articles with links to your free sites that advertise your products. Use this link:  
[www.goarticles.com](http://www.goarticles.com)
- Open an account at eBay and then list your products for sale through their classified ads section. Use this link for more information, noting that it will cost you \$10 for 30 days of advertising:  
<http://pages.ebay.com/help/sell/classified.html>
- Go to Fiverr and find someone who will promote your products for five dollars. Use this link: [www.fiverr.com](http://www.fiverr.com)
- Using [Google](#), [Yahoo](#), or [Bing](#), search for forums that deal specifically with the products that you want to sell during the Christmas holidays. Then join between one and three forums. Add your signature to your profile and include a link to your free site that sends visitors to the Christmas products that you have chosen to sell.
- Create or outsource 20 articles based on the top 20 toys that you

## CHRISTMAS INTERNET MARKETING

want to target using your affiliate code. In your resource box, include a link to your free site or blog that is promoting your affiliate product or a product that you have created. Then submit the articles to free article directories.

- If you decide to sell a service or an informational product that you have already created, then open up an account at Hiverr and begin selling your Christmas product or service.

## EBAY AND AMAZON AFFILIATE SITES

As you were shown in the previous chapter, there are an abundance of free places where you can create a site or a blog, and then using your affiliate ID from eBay and Amazon, you can promote any product that either one of those companies sell.

All you have to do is apply for an affiliate account at eBay.com [HERE](#) and at Amazon.com [HERE](#). When you have your affiliate ID code, then you go to eBay and Amazon and locate the products that you would like to sell.

Let's say, for example, that you want to promote the Lego light saber product that sells for \$107.99.

You would get an article written or you would write an article yourself revealing more about that toy. Then you would post a comment on your blogger blog or a free site with your affiliate links. One link would go to eBay, and another link would go to that same product on Amazon.

Now let's take this one step further. Although it's not called out in the title of this section, let's say that you set up an affiliate account at Toys "R" Us. You could also include an affiliate link to the Lego toy through your affiliate link at Toys "R" Us.

So, in one post that contains an article that either you wrote or someone else wrote for you, you could hypothetically have three affiliate links where someone reading your article could go to buy that toy and you'd be paid money for referring them.

The beauty of that is that it's fairly likely that your blog post, if you've chosen a good title for your blog, and your blog contains excellent content for your web visitor, that your blog post will get picked up by the search engines.

Then, if one of the top search engines such as Google, Yahoo, or Bing, features your site in their search results page, then people will see your

## CHRISTMAS INTERNET MARKETING

link and will click through to your site to buy that toy.

***The goal is to make your page attractive enough with good content, clear photographic images of the toy, and a pronounced link or "buy it now" button that uses your affiliate code to send people to either Toys "R" Us, eBay, or Amazon so that they can buy that toy.***

All you're doing is helping them find what they were originally searching for and giving it to them. That's the easiest way to make money during this Christmas season.

In the next segment, you will see a number of ways for marketing and promoting each one of your sites, and each one of your products or services for free or for almost free.

After that section, you will find a task scheduler that will show you how to calculate the amount of time it will take you to get everything set up before you can begin selling a product or service.

- The slow and steady path will take you about four weeks.
- The fast-track schedule will have you up and running easily within two weeks.

# PRE-HOLIDAY COUNTDOWN TASK SCHEDULE

All that information sounds good and you might even agree with it. But will you know how to schedule all the tasks that need to be done *before* you can begin selling products for the Christmas season?

Whether you have a Type A personality that likes everything organized and structured, or you're someone who's very laid back and doesn't have a plan in place, or you're totally unorganized, you will most likely welcome the pre-holiday countdown task schedule that this report is about to show you.

If you've scheduled product launches before, you might want to skim through this section just to validate that you're on target.

***Hint:*** You might even learn something new to help you with all those pre-holiday tasks.

For everyone else, it's suggested that you print out this task schedule. You can use it for the Christmas Internet marketing season, or you can use it any time you want to make some extra money.

Depending on your time commitments, your planning efforts will fall into one of the following categories:

- Slow and Steady Schedule (Four to Six Weeks to Completion)
- Fast Track Schedule (Two Weeks to Completion)

The tasks for each day require two UNINTERRUPTED hours of your time. (If you have constant interruptions during any listed day on your task schedule, it could take twice as long to complete the task.)

Print out or draw a calendar on a sheet of paper. Pin it to the wall when you're done. Draw an "x" through each day's tasks as you complete them. (This is an encouragement and ego-booster strategy designed to let you

## CHRISTMAS INTERNET MARKETING

know that you're actually putting your plan into action!)

Now on that calendar, write Day 1, Day 2, Day 3, etc. on the dates that you'll work on your Christmas or holiday Internet marketing tasks. Make sure that the dates you've selected occur four to six weeks BEFORE the launch date of your Christmas sale if you're following the Slow and Steady Schedule.

If you're following the Fast Track Schedule, then two weeks before your official Christmas launch date, write the Day 1, Day 2, Day 3, etc., notations on the dates that fit most comfortably into your schedule.

For example, and this applies to both groups, if you have available time, then you can schedule three days' worth of tasks into one day on your calendar. What this means is that if you have six hours available on a Saturday, you could accomplish three days' worth of tasks in just one day, assuming that each task requires two hours to complete.

***Okay, let's get started. For each day's worth of tasks, print out the details, and fill in the blanks. Put a check mark next to each item that you've completed.***

### ***Day 1***

1. Choose a product or category of products that you want to sell or promote as an affiliate. If you're going to sell your own product or a PLR product, then just decide which ones you'll sell and set a selling price.
2. To promote as an affiliate, sign up for their affiliate program, and respond to all email messages about the status of your account until you're approved.
3. Record the name of the affiliate company, the product, and your affiliate code. Record the URL of the affiliate site so that you can cut-and-paste banners and promotional code.

## CHRISTMAS INTERNET MARKETING

4. Use a keyword tool to choose the best keyword phrases that consumers would type into a search engine to locate the product you're going to sell. Write down the keywords.

### Day 2

1. Choose a free social marketing site of your choice that you will use to promote your Christmas products. Here's a few to explore:
  - a) [www.blogger.com](http://www.blogger.com)
  - b) [www.wordpress.com](http://www.wordpress.com)
  - c) [www.squidoo.com](http://www.squidoo.com)
  - d) [www.weebly.com](http://www.weebly.com)
  - e) [www.digg.com](http://www.digg.com)
  - f) [www.hubpages.com](http://www.hubpages.com)
2. Open an account with that site, and use the keywords you researched in your Day 1 tasks as the title of your site. For example, let's say you want to promote LeapFrog Leapster Explorer Learning Experience. The name of your blog or site would be:  
LeapFrogLeapsterExplorerLearningExperience.
3. Spend the rest of your two hours customizing your new site. Be sure to write down the URL to your sign-in page, along with your user name, password, and the email address you used to open the account.

### Day 3

1. Write 5 articles (400-500 words) based on the product that you want to sell. Use the keywords and keyword phrases that you selected on Day 1.
2. If you don't want to write the articles yourself, then outsource this task or ask someone to show you how to do it.
3. Add the 5 articles to your new site.

## CHRISTMAS INTERNET MARKETING

### *Day 4*

1. Write 5 more articles.
2. Proofread them.
3. Add those 5 articles to your new site.

### *Day 5*

1. Choose pictures, banners, and other advertising graphics to add to your site to enhance it. If you're promoting affiliate products, you can choose from the advertiser's available graphics.
2. Add the graphics to your site.
3. Look for similar products that you can list on your site that are closely tied to the product you're promoting.
4. Create a little box where you will include links to those similar products. Title the box something like: If you liked this product, you might also like one of these hot new products for Christmas: (then in a columnar bulleted list, add the URL to similar products.

### *Day 6*

1. See if there's anything else that you want to add to your site. Tweak it until you're happy with it. Remember, it doesn't have to be perfect!
2. Open accounts at these two article submission sites, and submit the first five articles you wrote to one site, and the other five articles you wrote to the second site.

- a) [www.Goarticles.com](http://www.Goarticles.com)
- b) [www.buzzle.com](http://www.buzzle.com)

## CHRISTMAS INTERNET MARKETING

3. Remember to create a short bio box that contains a link to your new blog or website. That's your advertising and a way to get customers to your site and to buy the product you're promoting.

### *Day 7*

Congratulations! You've spent approximately 12 hours and now you have a web presence (a place to promote and sell your product). Now it's time to do a little marketing.

1. Begin adding a short comment or story every day about yourself and the product you love. (Take 15 minutes to do this.) Don't make it sound too sales-oriented. Make the content fun to read and talk about the product. Make sure that you have several links on each page (banners help, too) that point to your affiliate product or to your sales page.
2. Tell everyone you know about your new site. Give them your URL and ask them to post a message.
3. Post free ads that market your product. To find the free advertising sites, type this phrase into your favorite browser, "free classified ad sites."

### *Day 8*

Now that you have everything set up, it's time to look for another way to make money before and during the holidays. Choose another idea from this guide and get started. You've already proven to yourself that you can do this. Yay!

## EHOW INSPIRATION

Now that you know how to research and promote a physical product online, you might be interested in learning about the other ways of making money during the holiday season.

Each of the following ideas can be carried out locally without any online advertising, or you can do the same thing that you did for promoting an affiliate product and just create a free site that drives customers to your "buy it now" button for local services and products that you can offer during the holidays, or at any time during the year whenever you need extra cash.

1. **Ehow.com** is a wiki site that specializes in bringing you information for free from a multitude of providers. When searching their site for making money, here is a URL that will show you multiple ways of making money for Christmas. Click this link to see all of the ways that you can make money during the Christmas holidays:  
**[http://www.ehow.com/topic\\_3125\\_making-money-side.html](http://www.ehow.com/topic_3125_making-money-side.html)**
2. If you are a right-brain creative type, there are a multitude of ways that you can make money during the Christmas season. Click this link for money-making resources right now:  
**[http://www.ehow.com/how\\_2070038\\_make-money-christmas.html](http://www.ehow.com/how_2070038_make-money-christmas.html)**
3. Here are eight jobs that you can do to earn more money before Christmas. Follow this link:  
**[http://www.ehow.com/how\\_4599315\\_make-money-christmas-season.html](http://www.ehow.com/how_4599315_make-money-christmas-season.html)**
4. When you want to make fast money before Christmas, follow this link:  
**[http://www.ehow.com/how\\_5564547\\_make-fast-money-before-christmas.html](http://www.ehow.com/how_5564547_make-fast-money-before-christmas.html)**
5. Need help figuring out how much money you need to make before Christmas? Here's a fast-track guide that will show you how. Click this link:

## CHRISTMAS INTERNET MARKETING

[http://www.ehow.com/how\\_4543595\\_earn-extra-money-christmas-birthday.html](http://www.ehow.com/how_4543595_earn-extra-money-christmas-birthday.html)

## MORE MONEY-MAKING IDEAS

If the idea of creating your own sites scares the life out of you then maybe one of these ideas will spark your interest for a money-making adventure this holiday season...

- Selling holiday recipes
- **Selling cookie recipes**
- Writing a short report that lists five car trips to take within a one hour distance of your locality that provides something to see and do for the whole family
- **Addressing Christmas cards and envelopes**
- House-sitting or pet sitting during the holidays
- **Running errands during the holidays**
- Shopping for Christmas presents
- **Wrapping Christmas presents**
- Taking a senior citizen to a doctor appointment
- **Locating three job opportunities per week for people who are unemployed and have to report on a weekly basis**
- Taking trash cans and recycle bins to the curb on trash day and returning them to the side of the house
- **Childcare that enables the parent to have some free time or to do their shopping.**
- Sewing napkins and placemats for a festive event
- **Writing articles for people who want to market their products or services online**
- Cooking meals for families during the holidays
- **Scheduling appointments and providing personal assistant services to an individual or family during the holidays**
- Writing resumes for people who are unemployed
- **Baking cookies or candies and putting them in festive containers as gifts and delivering them to a client**
- Creating a website or a blog
- **Pet sitting**
- Respite care services
- **Grocery shopping services**
- Editing services for people who want to communicate, but who have English as a second language (ESL).
- Edit a book.

## **CHRISTMAS INTERNET MARKETING**

- Publish a book to sites such as Lulu, Amazon, or E-junkie

## SNEAKY STRATEGY FOR FREE PROMOTION

Whether you already have a Google account or you'd like to open one (www.google.com), you really ought to check out one of their services, for free, called Google places.

This is a way for consumers to find your business and to buy the products or services that you have for sale.

***The advantage to getting listed on Google Places is that once your listing is approved, you can offer coupons, which give your potential customers a discount for buying your products.***

What better way than promoting your business, your site, and your product for free, plus offering a discount or coupon for the Christmas season?

## FINAL THOUGHTS

There's a multitude of ways to make money during the holiday season. Hopefully this guide now has your head spinning with ideas at some of the potential of these ideas.

But you definitely won't make any money unless you take some action. We can't make you do that we can only give you the tactics and strategies you need for success.

But think about this for a moment...

Wouldn't it be nice to make money than you spend this holiday season? Can you imagine having all that extra money left over from the holiday season in reserve for the challenges you face in the new year.

Not only that but these strategies and tactics are scalable and not just restricted to Christmas. Once you have a system in place then just rinse and repeat.

If you're looking to implement these strategies in the long-term then it's advisable to consider hosting sites on your own domains. This way you have full control over your sites and you can build up your own virtual real estate.

Something every top internet marketer advises you to do.

Good luck with implementing the material and I wish you an enjoyable and profitable holiday season!