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**Menopause, Andropause And Other Hormone Imbalances**  
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**Marketing Yourself Online: Freelancing 101**

**By Merle**

**Marketing Yourself Online: Freelancing 101 by Merle**

Before the widespread use of the Internet, working for yourself was a much tougher undertaking than it is today. With over 13 million people claiming the status of "self employed," sites have sprung up online to fill this niche and offer help through a variety of services. >From helping you find work projects to offering advice, these sites can be a real asset to anyone striking out on their own.

Job categories range from writing, management, legal, Information Technology, marketing, and more. The primary focus of these "Business to Business" (B2B) sites is to match your skills with companies who have projects for someone with your talents. Some charge for membership, some are free, and some take a percentage of each job that is awarded (usually from the employer).

In the beginning, you'll need to fill out an online profile that specifies your experience, skill level, and sometimes allows you to list examples of your work.

Let's take a closer look at a few of the bigger freelance sites:

1) Guru: <http://www.guru.com>

This is probably the most popular, likely due to their large advertising budget. You'll find their ads

on all of the more popular PC Mags and pasted everywhere online.

Like most of these services, you must first create a profile that details who you are and what you do. The site currently claims over 320,00 members with over 7,000 job listings. They also offer a variety of backend services such as articles, and an ezine and other goodies that will help you run your business more efficiently.

2) eLance: <http://www.elance.com>

This site is set up in an auction setting where you bid on projects that interest you. Use of an online rating system allows buyers and sellers to make comments about each other which are then publicly shared. eLance covers all business categories you can possibly think of

3) Ants: <http://www.ants.com>

Another auction-like site where you bid on projects that interest you. Categories of jobs are more limited but you can make money telling all your friends about this great service.

4) eWork Exchange: <http://www.eworkexchange.com/>

Part of registration involves building your online resume which can be added to by creating a skill profile to go with it. Searching for projects is simple. When you see something you like you can e-mail the project owner with your comments through the use of a private profile number. You won't receive any direct contact information until you accept the project. eWork boasts they have over 170,000 members

5) Free Agent: <http://www.freeagent.com/>

Claiming over 100,000 members, this is another one getting a lot of press. Upon registering you have to fill out a lengthy form detailing your skills and qualifications. They don't use open bidding, but

you can search for projects by category. Free Agent uses a skill-matching engine that matches your skills with possible employers. Your name is then sent to them so they can contact you and work out the money details.

So next time your business is slow and you're not quite sure where your next paycheck is coming from, browse through these sites and you'll have a "gig" in no time at all!

## **What's Your NICHE Market - II ?**

**By Gillian Tarawhiti**

### **What's Your NICHE Market - II ? by Gillian Tarawhiti**

In my online Internet Marketing classes the most common question that is asked by most netpreneurs new and old is "WHERE DO I FIND MY NICHE."

In order to understand NICHE marketing you first need to understand MARKET TRENDS.

Now don't get all freaked out on me, because it's not that hard to understand. I'll give you a very brief, short version of MARKETING TRENDS 101.

1. There is a population demographic of 1 Billion people worldwide who have driven market trends since the mid 1940's. This demographic group in the USA alone is approximately 78 Million people who are commonly known as the Baby Boomers, babies born during 1946 - 1964.

2. Every baby company during the late 40's - 50's made huge amounts of money hence the market trends revolved around this industry and similar

3. As the baby boomers get older, industry is created to cater for the 1 billion population

4. The top end of the baby boomer market are now in there 50's and the bottom end are now in there late 30's

5. The top end of the baby boomer market drives the trend and this is the area you need to concentrate on.

So, if you have a demographic of people in there 50's...where do you think the MARKET TRENDS will be?

There is an industry that will go through a BOOM just like the baby industry, just like the housing industry, just like the car industry, computer industry etc.

But that's another story.

To Your Online Success!



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