

Offline Methods to Make Money and Build A Residual Income

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Wednesday, 02 May 2007

Although most people concentrate on online marketing to to make money and build their business, there are good off line methods for a marketing campaign as well. This article describes four mostly used off line methods to create a residual income.

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There are many offers for software or other programs that can help a person build their down line to make money online. A residual income builder does not have to come with a hefty price tag, though. Every person has the opportunity to create their own residual income builder. It takes some time, but saves a lot of money. So, forget about those high priced residual income builders advertised everywhere. Just create a residual income builder yourself.

{bot_wrgoogle}A residual income builder is really just a way to generate a lot of business. It really is nothing more than a super sized marketing campaign. So, with that in mind any business owner can create their own residual income builder that boosts their business.

There are many ways to build residual income. These methods involve getting the word out about the opportunity and sharing it with others. There are many online opportunities, but people often forget there are opportunities offline too. Offline marketing methods can yield some of the best results. The reason for this is that people tend to believe more in someone they are talking to face to face, than someone they talk to through email or online messaging. The four following methods, which include mostly offline methods, can be used together to form the ultimate residual income builder for little to no cost.

1. Word of Mouth. Word of mouth is a form of advertising that has been around for centuries. Word of mouth simply involves talking to other people and sharing information about the residual income opportunity. Not everybody a person talks to will be interested in the opportunity, but they have now heard of it and if they come across someone who is interested they just may share with them the information. Word of mouth advertising spreads quickly and just through this simple method a person is sure to see a surge in business.

2. Business Cards. Business cards are often under used. Business owners just do not recognize the potential. These are like mini flyers that advertise all the necessary information. They are the right size to leave just about anywhere. They should be tacked to bulletin boards, left in phone booths, left with a tip at a restaurant, given inside cards - the list of uses is endless. This is such a non-evasive method that people simply accept the card and later when they see it they are reminded about the business. It's amazing the amount of business that can be gotten from simply making good use of business cards.

3. Local Resources. Local newspapers, television and radio are all good sources for advertising. People like to shop close to home, so if they hear about a business in their area they are more likely to check it out than a business that is not close by.

4. Join Online Communities. There many online communities on various topics. A

business owner can find communities that suit their business, join and share in discussions. They will be building relationships with potential customers while also showing they are knowledgeable about what they are selling. This is not the place to out right sell, but most allow a website link in the signature line that serves as a small ad with every post.

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