ONLINE BUSINESS

ENGLISH EDITION



FIRST EDITION

Easy and Practical Ways to Earn Money from the Internet

How I Have Been Earning from the Internet for 5 Years

A Complete Guide to Freelancing, E-Commerce, Affiliate Marketing, Content Writing and Digital Business

Written by: ASIM SAFEER

ASIMDIGITALHUB.COM

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Author: Asim Safeer

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Dedication

This book is dedicated to all those young people who want to do something better in their lives through their hard work, ability and consistency.

Especially for those people who, despite limited resources, see big dreams and have the courage to turn those dreams into reality.

A Few Words from the Author

Alhamdulillah!

This book is a collection of my experiences, observations and methods I have learned of working on the internet.

My effort is to present the real ways of online business and of obtaining income from the internet in easy Urdu language, so that new people can also understand these fields.

My purpose is not only to provide information, but to show the readers a path by walking on which they can improve their abilities.

Remember, there is no shortcut to success. Constant hard work, the passion to learn, and punctuality are the foundation of progress.

Asim Safeer

Introduction

My name is Asim Safeer and I belong to District Muzaffarabad, Azad Kashmir. I have been working in different fields on the internet for the past five years.

During this time, I understood freelancing, content writing, digital marketing and different methods of online business, and worked on them.

On the basis of this very experience, I decided that the information and methods that I have learned should be conveyed to people in the form of a book.

Today, countless claims are made regarding online earning on social media, but in this book my effort is to inform the readers, in easy words, about the nature of the work, the necessary skills, the opportunities and the difficulties.

I hope this book will prove useful for you.

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Part One

Freelancing

What is Freelancing?

Benefits of Freelancing

Some Problems in Freelancing

Earning from Foreign Countries from Pakistan

How Do Freelancers Earn Money?

How Much Money in Freelancing?

Payment Problems and the Road Ahead

Chapter 1

What is Freelancing, and Its Various Methods!

In the language of technology, freelancing means receiving money in exchange for work for a person or a company present in any country on the internet. In today's business world, freelancing has a very important role, because nowadays people depend a lot on freelancers to maintain and grow their businesses. Freelancing is becoming extremely popular all over the world. People who are not familiar with this new way of working ask: what is freelancing? Let us talk about it in detail

Freelancers are people who are employed by themselves; they do not work for other companies from 9 to 5, and from Monday to Saturday. They are different from the general crowd present around us. Freelancers never stick to only one job; they look for jobs on contract, persuade clients to hire their services, and once they have done the work, they get their payment and move on to the next contract job. A freelancer offers services to many customers. A freelancer is his own boss; a freelancer sets his own service menu and rates himself, and targets the market of clients of his own choice.

Chapter 2

Benefits of Freelancing!

It is only a myth that a freelancer means those people who work for free. In many cases, freelancers earn more than those who sit and work in offices. Freelancers are free to set their own hours; they can choose to work full-time or part-time on projects of their liking. They have no restriction; freelancers work like independent contractors

The continuity of work for freelancers can vary; some freelancers can work with the same clients for many years, and some can do freelancing for only one project. In the world of freelancing, it is easy to build a community which is much more than a professional network; this is the place where freelancers can share their knowledge, resources and encouragement with other freelancers, and can earn lakhs, crores of rupees monthly in exchange for their work

Benefits of Freelancing!

Freelancing can be started very quickly. If you are aware of your skill that you have to offer, that is, you have some qualification or skills, then your career begins right with the first handshake with the first client

Freelancing can be started at any time, because it is very easy to start it. You can easily find clients for work by using your social network. It does not require much investment. Along with the service offered to customers, you should have the necessary equipment for the provision of your service, including a good smartphone and a laptop with them

Chapter 3

Some Problems in Freelancing!

A good internet connection. You can promote your service through different platforms, for example Facebook, Instagram, Twitter, Google, etc. There is a very high demand for good freelancers in the market. In the competitive market, the demand for reliable and quality freelancers is increasing, in which Pakistan has come to number 3 in freelancing. Moreover, many businesses prefer freelancers as their workforce instead of hiring regular employees. Freelancing provides the ease of choosing your working hours and your place of work

In the beginning, you may have to work for any client who chooses you, but as you keep becoming experienced, it becomes your own choice to select those clients for whom you want to work. You develop your own unique style in the online market. As a freelancer, it is your will how you complete the project

Some Problems in Freelancing!

Freelancing has its own disadvantages too. It takes time to establish a freelancing business; a person has to remain consistent. Getting enough clients who support you and your family, and a business standing up, is not a matter of just a few days. Freelancing is not like traditional office jobs. There can be irregularity in the workflow of freelancers; sometimes there will be many projects to work on, while some days will pass without even a single project. For freelancers, managing more than one client and project can be quite difficult. For many people, keeping an eye

on deadlines and delivering good quality work on time is not easy. In the beginning, a little hard work is needed; later you are ahead and the world is behind you

Chapter 4

How Do People Sitting in Pakistan Earn Money from Foreign Countries Through the Internet!

The lack of jobs for the youth in Pakistan is no hidden secret. In such a situation, many people are adopting alternative means of livelihood with the help of the internet, who earn thousands of dollars monthly sitting at home through the internet. They are free from the restriction of time and place, and determine their work by their own will, that is, while living in Pakistan, they can work for their client present in any corner of the world, and for this they do not need to go to any office. They receive money by the hour, and that too in US dollars. In Pakistan, people can earn money through the internet in many ways. In this regard, one method is e-commerce, that is, online business, while the second method is content, that is, writing such material, making pictures or videos, which can gain popularity among people, "which I myself am doing". Similarly, freelancing is a third source, which is rapidly gaining acceptance among the youth of Pakistan. According to me, if a good internet and a laptop are present, you can do freelancing from anywhere and run your good livelihood

What Kinds of Work Can Be Done in Freelancing!

By the way, in freelancing you can do every possible (and lawful) work; however, the experience in this field is this: if you feel that you are good at writing, you can write a piece on someone's website, blog or fashion,

which is my own personal work; some work related to MS Word or Office; basic graphic designing or the work of making social media posts; and then writing and selling your own content, etc. is quite in demand in freelancing at this time. At this time, the fields in which freelancing is in demand also include digital marketing; social media marketing and affiliate marketing come in it.

Chapter 5

How Do Freelancers Earn Money?

Apart from this, the work of making software and apps is in considerable demand in Pakistan as well as all over the world, and to fulfil it, the youth can learn such skills so that in the future, instead of searching for jobs, they have an alternative source of income available to them. Various institutions inside Pakistan teach all this,

With the help of computers, people can learn such abilities due to which it is no longer necessary that they work in only one company or country. Among these few skills (abilities) are included graphic design, making websites, SEO (Search Engine Optimization), digital marketing, social media, e-commerce and writing e-books, just as this book of mine that you are reading is an e-book, which I write and sell to people on different social media platforms. By learning basic skills of this nature, money can be earned through the internet, because for freelancing there exist some such websites where you can make your account and find work. In Pakistan, most freelancers look for work on such websites including Fiverr and Upwork. Here, after making your profile, you have to meet the requirements provided by the people. On completion of the work, these websites receive the money from the one giving the work, take their deduction, and pay the money to the one who did the work. But some people, once trust is established, do the transaction at a mutual level without including a third party,

Chapter 6

How Much Money Can Be Earned in Freelancing!

How much money people can earn in freelancing — in this regard, my belief is that it depends on a person's ability, skill, the nature of the work and the duration of time. When money is received in dollars in exchange for work, its value is quite high. One benefit of freelancing is that you earn money not in rupees but in dollars. When people earn money from outside, it brings individual and national benefit. There is a lack of jobs in our country, and the way of earning money through freelancing on the internet is present for the youth as an alternative. Some people have established their own companies with the help of freelancing. On different websites, the rate for one job can keep rising from a few dollars and go up to thousands of dollars as well

But Is Earning Money on the Internet Really This Easy!

In Pakistan, including many countries, people want to earn money on the internet using their abilities, but it is very difficult for a person to succeed in it immediately. But I, after my continuous hard work, am successful on the internet today. Such talented people exist in Pakistan who, sitting right here, can earn money from the outside world with their skill and work. Pakistani people are competing with the freelancers of the whole world besides their own country, so it is necessary for them to do quality work on time so that they can make their good profile. Along with having abilities inside them, it is necessary for good freelancers that they present

the most unique work and observe punctuality. Its benefit will be that their profile on the internet will become strong, and different clients will take work from them again and again, which will become a permanent source of earning money

Chapter 7

Payment Problems

On the other hand, according to freelancers, there are also some existing problems of payments from foreign countries in Pakistan, because PayPal's service has not yet been introduced in the country. However, freelancers are using alternative methods of it to receive money. At this time, the most important problem is that of payments, which freelancers in Pakistan are facing. To remove this shortage, we also have some alternatives through which you can receive your payments, in which Western Union, Payoneer, etc. are included

Now we will talk about how we can earn money from different platforms on the internet, and through which methods!!!

1 = Sell Online

Affiliate marketing and social media marketing, etc. are included in it. In it, we will talk about the important categories through which we can earn money very easily

To be continued.....

Part Two

Affiliate Marketing

What is Affiliate Marketing?

Affiliate Websites: Digistore, eBay

ClickBank and Amazon Affiliate

Daraz Affiliate

Chapter 8

What is Affiliate Marketing, and How Is Money Earned from It!

If you want to work without investment, or you do not have any product of your own to sell, then you can earn a good amount of money from affiliate marketing. Affiliate marketing is such a work in which you neither need to build an online store, nor do you need to buy any product in wholesale with an investment of lakhs of rupees. Just understand it with attention and peace of mind, and you can obtain a lot of benefit from this marketing. For affiliate marketing, you sell any company's product through marketing, and on the sale of every product you get a specific commission. There are hundreds of such companies in the world that give people commission on the publicity and sale of their products,

2 Different Methods of Affiliate Marketing!

The first method! is that you spread any company's product on your website, page or social media circle, and get it sold, and on every sale you get a specific commission, and in this way you earn money without investment. The second method! is that often companies pay you money for this thing: that you bring traffic to their website, that is, bring visitors. This system is called pay per click

Chapter 9

Which Websites Offer You Affiliate Marketing

You can join the affiliate program of any of these. Now let us talk about which shopping websites' affiliate programs can be joined to earn good money, which include (Digistore digistore24, Amazon amazon, eBay ebay, ClickBank clickbank). These websites keep a quite good system in affiliate marketing and also give the best money. In Pakistan, many people are earning money from here

1- Digistore digistore24

This is a very big affiliate network. Here you get products of all kinds; you can promote a thing of any category or kind on your website, page or your channel or social media and earn money. They also provide you guidance in this regard as to which product is selling more and on which product more commission is being given. You can go to their website and see more, and also understand

2- eBay ebay

eBay is also an e-commerce company like Amazon. This is also a very big online store, and you can work with them as an affiliate. They have very good offers. Visit their website and join their affiliate program, and take benefit

Chapter 10

ClickBank and Amazon

3- ClickBank clickbank

ClickBank is an affiliate network made especially, and hundreds of different products in number are present on it. You can sell a product of any kind. They have clients in lakhs in number, and this is a very old affiliate network. However! They are not giving their service for Pakistan; you cannot make a ClickBank account from Pakistan. For this, you will have to make an account with an address from a foreign country. But there is a lot of money in it; if someone you know lives outside, then through his joining, make an account and run it from Pakistan

4- Amazon amazon

Amazon is a very big e-commerce company, and crores of people in number come on it daily. They also provide the facility of affiliate marketing. Make a referral link of a product of any kind, promote it, and on the sale of that product you will get a good commission. I talk about it more openly: at this time, the website on which people have the most trust, and from which people are earning the most money, and whose affiliate program is more popular, is Amazon's affiliate program. People are earning lakhs of rupees from it every month. Some people have even made proper websites of Amazon affiliate, and are earning a good amount of money from them. There are also many reasons for Amazon's affiliate program being famous among people; one of them is that their affiliate link works for twenty-four hours, meaning if within twenty-four

hours someone bought something through your affiliate link, you will get the commission,

Chapter 11

Daraz Affiliate daraz affiliate

Daraz is a very big company of Pakistan, and it too has nowadays started its affiliate program. To make its account, you will have to go to Daraz's website, and from there you can apply for the affiliate program. For this program, it is necessary for you to have your own website, because as soon as you apply, you are asked about the website and the daily traffic coming on it

Here let me also tell you people that we read different information and news articles, etc. by going to many websites on Facebook and on Google. You may have noticed sometime that advertisements are running there on websites, clicking on which takes us to different websites. These advertisements are made from affiliate links, and these come in affiliate marketing, and the owner of the website on which they are placed is earning commission through them. I hope you will have understood about affiliate marketing, what it is and how it works! If still you people have not understood, and you want to learn it and earn money from this business, then you can consult with me on WhatsApp. After taking a reasonable fee, I will teach you this course, InshaAllah

Part Three

Content Writing

What is Content Writing?

How to Become a Content Writer?

Basic Requirements of Content Writing

How to Do Content Writing?

Chapter 12

What is Content Writing! And How to Become a Successful Writer!

Content writing, that is, writing material in which different topics are included, such as stories, novels, scientific information, facts, essays, news, etc. And let me also tell here that this is my most favourite business on the internet, and through it I earn quite a good earning. Many YouTube channels and many websites get content written from me on "general knowledge facts", and on Facebook I also run a page of mine, FactLab Urdu; perhaps you are well aware of this page. On this page, I write and post content on "science information facts", which many people like and are becoming part of my page community, and through this page I also get customers who get content written from me. A successful writer is the one who focuses on research. You can write by making your Facebook page or a blog, from which you can earn very good money.

For this, the most important and necessary thing is that you work on your research, write your own content, you should have your own identity, your own style; then you will succeed soon.

Chapter 13

How to Become a Content Writer!

Today we will tell you all those things: how content writers are made, and how money is earned by doing content writing. Such writing in which something has been told about content, we call it content writing. In easy words, a content writer is called a writer who writes a piece on anything. Stories, news, strange and unusual information — all this I have also told above. Reviewing something, or commenting on something can also be written. The meaning of content writing is not only writing a piece; rather, how important and useful it is, and whether the information told in it is correct or not, this is the most important thing. A content writer makes his content the best by using his words. This content is searched through a specific word. If you want to become a good content writer, you can also do a content writing job. In today's era, content writing jobs are also being done; many content writers are earning good money sitting at home, and now there are many such companies which are taking the services of content writers, so there are many ways of doing content writing

Becoming a content writer is not that easy, and not that difficult either. For this, it is necessary for you to have special abilities. So let us tell you about those few abilities. Along with knowledge of the language, you should also have good knowledge of the computer. Nowadays, many people are earning very well by doing writing through mobile as well. Anyway! If you want, you can also do a content writing course, in which

you can learn Urdu and English typing, and the ways of finding content — the thing and content in which you have your liking

Chapter 14

What Are the Important and Basic Requirements of Content Writing!

If you do not want to do a course, you do not have to get into all these things; you just have an interest in writing and you want to write, then you can write by yourself, through your mobile, without any course, and in whatever thing you have interest, you can write on it by making your own blog or your own page, can post daily so that people are drawn towards you, or you can do guest posts on other blogs,

What Are the Important and Basic Requirements of Content Writing!

The habit of writing!! If you have the habit of writing and you like this work, then you will be able to write beautifully,

The habit of reading!! For doing content writing, reading is also necessary, so that from what other writers are writing, we too can learn something new and apply it in our writing,

Understanding of words!! For doing content writing, the most necessary thing is the correct understanding of words, because if we do not choose the correct words only, then it may be that what we are wanting to explain by writing, the person in front does not understand it at all, and our writing will go to waste

The correct way of writing!! The correct way of writing is also very necessary; otherwise, any person whatsoever does not like to read a boring thing, or a thing which he is not understanding

Correct understanding of the language!! Whether you are writing in Urdu or in English or in any other language, it is very necessary for you to have the correct understanding of that language; only then will you be able to write properly in it

Chapter 15

How to Do Content Writing!

Content writing should be such that the reader of the thing you have written about should get its necessary and correct information, and readers should remain restless to read your coming piece. These are some important points which you have to keep in mind while doing content writing,

Know your readers!! Before writing anything, it is very necessary for you to understand that whatever you are writ

Book Summary

Online Business is a guide book in which an introduction to different ways of obtaining income through the internet has been presented.

In this book, basic information has been provided to the readers about fields such as freelancing, affiliate marketing, content writing, digital marketing and e-commerce.

Its basic purpose is to introduce the youth and new learners to the opportunities present in the digital world and to encourage them to improve their skills.

Remember: keep the process of learning going, work hard, and keep your focus on your goal.

About the Author

Asim Safeer belongs to District Muzaffarabad, Azad Kashmir. He takes interest in the digital world, online business, freelancing and content writing.

On the basis of the experience of working on the internet for the past five years, he has written this book so that basic and practical information related to online business can be conveyed to new people.

His purpose is to encourage the youth to learn digital skills and to find new opportunities for themselves.

Contact Details

Website	**asimdigitalhub.com**
Support Email	**support@asimdigitalhub.com**
WhatsApp	**0340 8426817**
Instagram	**@asimdigital.hub**
TikTok	**@asimdigitalhub.com**
YouTube	**@asimdigitalhub**
LinkedIn	**Asim Safeer**
Fiverr	**asimdigitalhub1**



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