

# #1 quick way you can make money working online

Here is a straight to the point, no fluff, quick and easy way to make some money or save money by using your Internet Marketing Knowledge...

\*...if you don't have the knowledge, don't worry you can outsource to someone who does and still make a profit on top.

## The Sports Club

There are sports teams in pretty much every town and city. They all get together to practice, train and play their matches...and no doubt there's lots of banter (joking around) before the matches and definitely lots more in the bar after the games are played.

For many teams there is usually some kind of financial cost involved to be able to take part in competitive sport, it could be a recurring subscription to compete in a league or maybe a one off competition entry fee.

If you can find out what they pay and why they pay it, this is your chance to cash in and create your own competition and charge a fee for managing it.

It's probably a good idea to look for a sport that you share an interest in as you will already speak the same language and be able to 'blend in' to that crowd.

I love golf so for me it was an easy decision choosing my target market.

I play competitive golf, at club level, and on the odd occasion venture into scratch team competitions and we mix it up with top amateurs and sometimes professionals....

Usually I get my butt kicked but it's worth it as I get to play team golf.

It would be great if there was a way I could play team golf and be able to use my handicap to be able to compete more equally. Sadly there isn't a competition in my area that caters for that...

**hey guess what...**

I just uncovered a little gap in my market...that I can make money from!

I could create a competition and make money from it by charging entry fees and giving the customers (The Teams) excellent service and also provide a great experience...which will lead to repeat sales.

So that's exactly what I did

Here's my first little story and the potential money involved



I created a golf league that caters for golfers that want to play team golf with the help of their handicap certificates...meaning they get shots on the course rather than playing to scratch.

If you're a golfer you'll know what I mean, if you're not a golfer it's quite boring and you're lucky - I won't waste your time explaining it here 😊

So anyways, I am catering to a gap in the market and I am charging money for the teams to enter.

### **What I have done so far**

I created a very simple WordPress site and had some postcard adverts made at vista print (that's one on the previous page). I have passed out the postcards to golfers in my local area and I have emailed all the golf clubs in my area.

Around 4-5 hours' work so far

### **What else will I have to do?**

I will keep the website up to date with news of teams that are interested in playing...I'll do this as it will help me to recruit other teams, as people usually want to be part of a crowd.

Once I have all my teams I will do a draw and create the divisions.

I also need to create a fixture list (I already found a free template online which will help me) and I will then post the fixtures and match results on the website as they are fed back to me

### **So how will I make money?**

- **Competition Entry Fees**

I will be charging £120 (approx. \$160 per team) and I expect to get around 20 teams

- **Affiliate Promotions**

I have already found a couple of local companies to sponsor the league. They are going to put up some prizes to the winners. And we'll also promote their products to the league members (I am going to be capturing email addresses so I can communicate with them throughout the season)

### **And what has it cost me?**

My initial outlay was around \$10 for the domain name and \$40 to get the postcards made.

I plan to buy some trophies for the winning teams and the runners up which will cost me somewhere around \$100

Plus the time it took me to build the site and design the postcard and then market it (which is just me giving out the post cards to people who play golf in my area)

## Super charged Cunning Plans

I would like to increase the amount of money I can make so I want more people to buy from me and **People buy stuff for one of two reasons**

### 1. **Money Off** and 2. **Fear Of Loss**

1. So I added a 50% discount incentive to get additional teams from the same clubs to enter (money off)

2. And I created a discount of £20 (approx. \$30) to the first 10 teams who sign up (Fear of loss – limited to first 10... so people won't want to miss out)

This part was easy to do...

I simply used the back of the postcard and added the offer below

**The Wiltshire Golf League  
Handicap Edition**

*Dedicated to Handicap Golfers Who Don't Get In To  
Or Don't Want To Play In Their League Scratch Teams*

**The First 10 Teams Will Receive  
£20 Discount Off Team Entry for 2013**

**Don't Delay - Contact Steve Today!**

[steve@thewiltshiregolfleague.co.uk](mailto:steve@thewiltshiregolfleague.co.uk)

I can easily expand this league to include one off competitions where for example the golfers compete in pairs or singles.

I'll charge a fee for entry and I'll speak to a local golf club to get a reduced green fee rate (as I'll be bringing 60-100 golfers) not many courses wouldn't give a discount because they know they'll make more money on sales of food and drinks and golf balls and tees etc.

I hope you can see the potential here from just one little idea. It's not always about making a ton of money from one project. Sometimes if you have lots of little projects that all make hundreds of dollars each year they add up to much bigger numbers.

Good luck with you own efforts and happy marketing

Steve King

Some of the resources used in the making of this short report:

I went to GoDaddy.com for the domain name

I already have my own hosting account which I bought at D9Hosting.com

I used WordPress for the Website and installed the Thesis Theme which totally rocks

### About the Author

Steve has been working online since 2005 and has created multiple video golf coaching programmes which are available as digital downloads via Clickbank, through his very extensive golf coaching membership site and as iPhone & iPad Apps via iTunes.

Steve is currently working on his latest venture where he will be selling licences to use some of the video coaching, he has created

Steve has a single figure handicap...but does get to play as much as he'd like...which is every day 😊

\*\* I provide a very inexpensive WordPress installation service if you would like to get your own website set up but don't know how to – [you can see my offer here](#)