

5 Killer Tips to Get 5 Minute Cash on Fiverr

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This report has been written to provide information to help you selling on Fiverr. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on selling on Fiverr only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of selling on Fiverr information.

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# Introduction

## Start Taking Fiverr Seriously

Fiverr has been around for a while now and is a phenomenal success.

If you are unfamiliar with the concept, it's a site where anyone can set out their stall and offer virtually any product or service for \$5. There are incredibly useful "gigs" on there and incredibly banal "gigs" as well. Some offer amazing value for \$5 some are absolute rubbish.

In general, though, the good far outweighs the bad and that is why so many people head over there each day and order gigs.

As a buyer, you stand every chance of picking up a small product or service for a song. As a seller, you are given what is in effect 20 free sales pages on a very high traffic site crammed with eager buyers. Nice, eh?

Critics say that it is a waste of time selling on Fiverr and will dismiss it with a wave of the hand. After all, the seller only gets \$4 of the \$5. These people are missing the point.

There is no easier way for a newbie to making money online to get their first dollars. This is where a business can be started with no investment and seed money created to build and invest in the tools to grow and expand. It is like the market stalls and dimeshops and class ads where Alan Sugar, Marks & Spencer, Richard Branson and Woolworths all started.

The key is to provide value but not have to spend time doing it. At the time of writing, the USA federal minimum wage for covered nonexempt employees is \$7.25 per hour. Going by that, if your gigs take more than half an hour to complete you are below the minimum wage. If, however, your gigs take 5 minutes, that extrapolates out to \$48 per hour. A far better rate of pay.

# 1. Product or Service?

So, what is best to offer on Fiverr, a product or a service? And what sort of products and services are popular and in demand?

The golden rule to follow if you are taking Fiverr seriously as a second income source is to ask 3 questions:

1. Is this in demand?
2. Can I deliver this product/service to a high standard?
3. Can I do it in 5 minutes or less?

If the answers are all yes, then you have something worth putting up on Fiverr.

Here are some products and services in demand all the time:

## Products

- Premium Wordpress plug-ins – especially marketing related
- Scripts. Php scripts that do clever things
- How-to guides and info products (especially related to social marketing – Facebook, Pinterest etc.)
- Video trainings
- Templates – squeeze pages, sales pages
- Software – especially marketing related

## Services

- Video testimonials
- Voiceovers
- SEO services (useful if you have a program like Scrapebox, XRumer etc and can lease out time)
- Other software leases – basically using software you have to provide a service

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- Graphics – banners, 3d ecovers etc

You can find PLR products to supply in the products category. Even if you spend \$25 for the resale rights of a cool plug in, you will get that back over and over on fiverr.

The second category can all be 5 minute jobs. I do great business on Fiverr with voiceovers (I have an English accent which makes me a sub-niche) and I do them in one take using Audacity (free software). There is a guy in New York who makes around \$1500 each month just doing "Christopher Walken" voiceovers!

Leasing software means that if you have software that is pricey (like XRumer) you can offer to do small jobs for others using the software. This is great for them as they don't have to invest in the software which they may only use occasionally and great for you too as it should not take long to complete a gig.

Also, if you know your way around Photoshop or Gimp you could easily make a nice banner or ecover in 5 or 10 minutes if they supply the images and text (there's a link to very easy to use ecover maker software in the Resources section at the end of this report).

Look at your skills, look at what you have on your hard drive and start thinking about what you can offer.

## 2. Optimization is the Key

Here is a checklist to follow when setting up a gig.

1. If you are selling a product, create a folder in your Documents called "Fiverr Gigs". Zip the contents with the upsell pdf (see later chapter) so that it is ready and accessible when an order comes in. This is important as it will save a bunch of time. Product gigs can then be

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delivered in a matter of seconds rather than minutes.

2. Think about the title of your gig carefully. State what you are going to “give”, or “provide” for \$5. Clue: You are not providing a product, you are providing what that product or service will do for the buyer!

3. Think carefully about your description. Again focus on the desired result rather than the actual product.

4. Be explicit in your instructions (if you need any) to the buyer so that you get the exact information you need to complete the gig.

5. Place your gig in the correct category. People often search within categories for gigs, make sure yours is discoverable.

6. Promote your gigs. When your gig is up and ready, promote using Facebook and Twitter. This will not only get your new gig more exposure, but will also add some links back to your gig.

## **3. Create a Video**

Fiverr suggests that you create a video for your gig. I am going to suggest the same thing to because....well, it works!

Gigs with videos get more eyeballs and more orders – it’s as simple as that. Also, Fiverr hosts the videos on YouTube so that attracts a little more passing traffic according to the description of your gig.

Here is a simple checklist for your gig video:

1. You have to state that the gig is available on Fiverr (namecheck Fiverr). See the Fiverr video guidelines for more details

2. You should aim to make the video last around 1 minute. This is ample time to quickly run through your gig without the viewer getting bored.

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3. Focus on what the product or service will do for the buyer not just boring features of the product or service.
4. If you are uncomfortable in front of a camera, no problem...make a Powerpoint slide show and record that (using Windows Movie Maker or Camtasia) or do a screen cast. You can show off your software in a quick demo or use the slideshow to explain what your gig will do for the eager buyer!
5. If you really are uncomfortable doing this, get someone else to do it. I have done voiceovers and screen videos for people's gig videos...as a Fiverr gig! Yes, you will find someone on Fiverr to make your Fiverr gig videos for you for \$5!

## 4. Over Deliver

Not only do you want orders coming in for your gigs but you also should aim to get good Fiverr karma as well.

Fiverr assesses how happy buyers are when considering promoting sellers to level 2 and 3 (these are elevated positions where you can start adding paid for extras to your gigs). You really, really want to be Level 2 or above, trust me!

Delivering on time is always a good idea (customers and Fiverr both hate habitual late deliveries).

Next, I always like to over deliver. I find a freebie related to the gig topic (it could be a short report like this one, for example) and bundle that into the zip file in a folder called "Free Bonus". Some gigs, I have a couple of freebies in there. Why not? It costs me nothing and everybody likes getting a nice gift as a sign of appreciation, don't they? Ask my wife!

I also let the customer know that I have included a freebie or two when I deliver the gig. You will see why in a moment.

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As I mentioned before, Fiverr look for customer satisfaction and positive feedback when assessing your promotion to a higher level and whether one of your gigs will become a "featured gig" (this pins it to the top of the search pages and gets you a whole load of extra business).

Well, as my mum used to say "You rarely get what you don't ask for" so I ask for some nice feedback if they are happy with the gig.

I also set up one of my 20 gigs as a 'Tip Jar'. This is for people who are delighted and feel that I have vastly over delivered for \$5.

So my delivery looks something like this:

That is for a video I made...that's why I said about hoping it fits the brief. If it was a product, I would have put "Hope you get a ton of value from it. I have also thrown in a couple of cool freebies that may also help you out!"

Notice that I have linked to my tip jar gig right in there.

Keep these short messages in a text file in with your gig so you can just copy/paste when delivering. That saves time and makes sure you remember the tip jar URL.

## 5. Upsell

This is where you start making more money on Fiverr. Quite apart from the internal upsell opportunities afforded to Level 2 and Level 3 sellers, you can still get a lot of business from Fiverr customers.

Firstly, some people offer to do a service like getting someone started in building a list and expect the customer to get hosting and an autoresponder account through their affiliate links. Hostgator pays \$50 per

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customer and you can offer the customer a 25% discount off their first invoice. Sweet at both ends.

The way I tend to upsell is by putting together a one page pdf of both free and premium offers. I include at least one free product that will need an opt-in on the pdf so that I get the customer on my list. The other offers are either my own products or affiliate offers related to the gig.

The pdf is titled "Read First!" so people think it has something relating to the product they just bought.

Contacting the customers outside of the Fiverr platform is against the TOS, so it would be unwise to try and drop extra links in the conversation pages with the customers. The pdf, however is a part of the product they have ordered so is not breaking any rules.

This guide is designed to get you thinking more about the possibilities of selling on Fiverr. There are many who make good, regular second incomes. The smart ones do it without spending hardly any time delivering the gigs. Others have gone on to make substantial full time incomes too.

My advice would be to get started but to develop your understanding of how to work Fiverr to the max. Get hold of some of the superb trainings on Fiverr selling and follow the advice.

**Soon you will be teaching others your killer techniques!**

## Resources

### Tools mentioned in the report and useful links

#### Where to find Fiverr

[Fiverr.com](https://www.fiverr.com)

#### Fiverr Training Resources

[5 Dollar Treasures](#) - Outstanding video training... leads on from this report with much more detail. Highly recommended.

#### Ecover Graphics Creator

[Ecover Factory](#) – Create Amazing 3D Ebook Covers In Seconds