



Sonia Williams gave up her accounting day job, MADE A MINT, and here she teaches other mums HOW TO DO THE SAME ...

# MAKE A MILLION

on your maternity leave

**1** Creative mumpreneurs are defying the economic doom and gloom by capitalising on modern opportunities to make money. Best of all, provided you have a computer and access to the internet, in some cases you don't even need to leave your living room to ride this money train! What's that? Sounds right up your alley? Allow us to tell you more ...

**1** **WRITE AN E-BOOK**  
If you've got a great story idea, or know a lot on a particular subject, now's the time to tap it out on the keyboard and turn it into an e-book (that can be read online). To get started, see [www.publishyourownbooks.com](http://www.publishyourownbooks.com). Once your masterpiece is finished, check out [www.clickbank.com](http://www.clickbank.com). This site helps you to sell your e-book, or, if you're still waiting for that big idea to hit, you can register to make money selling already existing digital products.

**2** **PROMOTE OTHER PEOPLE'S STUFF**  
It's surprisingly easy to build a website (try [www.digitalpacific.com.au](http://www.digitalpacific.com.au)), and then make money from affiliate marketing, where businesses have links from your site to theirs. If someone on your site clicks on a merchant's link and buys something, you get paid! For more, see *Make a Fortune Promoting Other People's Stuff Online* by Rosalind Gardner ([www.angusrobertson.com.au](http://www.angusrobertson.com.au)).

**3** **OUTSOURCE YOUR SKILLS AND SERVICES**  
Freelance work means being self-employed and taking specific jobs of your choosing. Worldwide sites, like [www.guru.com](http://www.guru.com), allow freelancers to respond to jobs posted or post a profile for prospective employment. Work is available in fashion, admin, sales, writing, graphic design and more. Also see [www.ifreelance.com](http://www.ifreelance.com), [www.elance.com](http://www.elance.com) and [www.getafreelancer.com](http://www.getafreelancer.com).

**4** **COME UP WITH SOMETHING ORIGINAL**  
A new site, [www.triond.com](http://www.triond.com), gives anyone the opportunity to earn cash for their original works. You can write an article (or create photos, videos, and/or audio clips) on any topic, and post it to the website. Triond then distributes the content to the most relevant website on their database, and you earn 50 per cent of any revenue generated from advertising on the pages featuring your handiwork.

**5** **BECOME A VIRTUAL SHOP OWNER**  
If you're ready to get into retail, but don't want the overheads or have no room to put the stock, "drop shipping" may be for you. Popular with eBayers and small business owners, drop shipping means having a wholesaler who will deliver the stock for you – all you need is a website to showcase the wares and collect orders, or you can operate through sites like eBay. To learn more about drop shipping, and to get started, visit [www.worldwidebrands.com](http://www.worldwidebrands.com).

**6** **GET SNAP HAPPY**  
Most new mums are experts with a camera – there are all those cute moments to capture! Now you can sell your snaps to the world via online photo stock libraries, such as [www.istockphoto.com](http://www.istockphoto.com), [www.gettyimages.com](http://www.gettyimages.com) and [www.dreamstime.com](http://www.dreamstime.com). Most libraries pay per download of your image, so you can be paid again and again for each pic.

**7** **PAINT THE TOWN RED**  
Redbubble ([www.redbubble.com](http://www.redbubble.com)) is a virtual art gallery, where aspiring artists display and sell their work. Customers can buy your creations as framed prints, T-shirts, greeting cards and postcards. It's free to join, you just provide a digital file and Redbubble does the rest.

**8** **BE A LITTLE CRAFTY**  
If you find yourself madly knitting a surplus of booties and mittens while waiting for your precious bundle to arrive, or if you're just naturally a crafty individual, there's money to be made on sites that unite buyers and sellers of all things home-made or handcrafted, such as [www.etsy.com](http://www.etsy.com) or [www.madeit.com.au](http://www.madeit.com.au).

**9** **OFFER SOME ASSISTANCE**  
With the growing number of people starting home-based businesses, there is now a need for virtual assistants, so you can earn money for home-based secretarial work (without ever having to fetch anyone coffee!). A Clayton's Secretary ([www.asecretary.com.au](http://www.asecretary.com.au)) is a great site to get you started.

**10** **CARE FOR CHILDREN**  
Provided you have the space, your home meets family daycare standards and you love working with children, you can set up your own daycare business. According to Family Day Care Australia, you can choose your own income level, receive Government subsidies and may even be eligible for a start-up payment of up to \$5000. Conditions apply, so head to [www.fdca.com.au](http://www.fdca.com.au) for more information.

**11** **MAKE LIFE A PARTY**  
For decades, the party plan (or direct selling) industry has been offering business opportunities to stay-at-home mums. You can choose to sell (via parties in people's homes) everything from aromatherapy products to toys, skincare, clothing and more. The Direct Selling Association of Australia ([www.dsaa.asn.au](http://www.dsaa.asn.au)) provides information on starting out, plus a list of companies to choose from.

**12** **TURN A BARGAIN INTO A BIG SELLER**  
Many eBayers sell goods for way below market value, purely because they make fundamental mistakes, such as incorrect spelling or not including a photo. You can fish for these bargains by entering "no pic/photo" in the search engine, or using the common misspelling of a word ("Parda" instead of "Prada", for example). Once you've snared the bargain item, you can resell it with a better listing that results in a higher amount. **COSMO**

**WANT MORE?**  
Mum-of-two Sonia Williams is an accountant, an award-nominated small business owner and the author of three books: *Give It a Go, What Have You Got to Lose?*, *Raising a Business*, and *Show Mummy the Money*. See [www.showmummythemoney.com.au](http://www.showmummythemoney.com.au).



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