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# **Chapter 1**

## **Introduction**

# Why Use Fiverr?

You may be wondering why you would want to use a service such as Fiverr (five-er) to start generating income. Of course the whole basis behind this concept is the fact that you will be selling services to others that you will be willing to do for only \$5 per "gig".

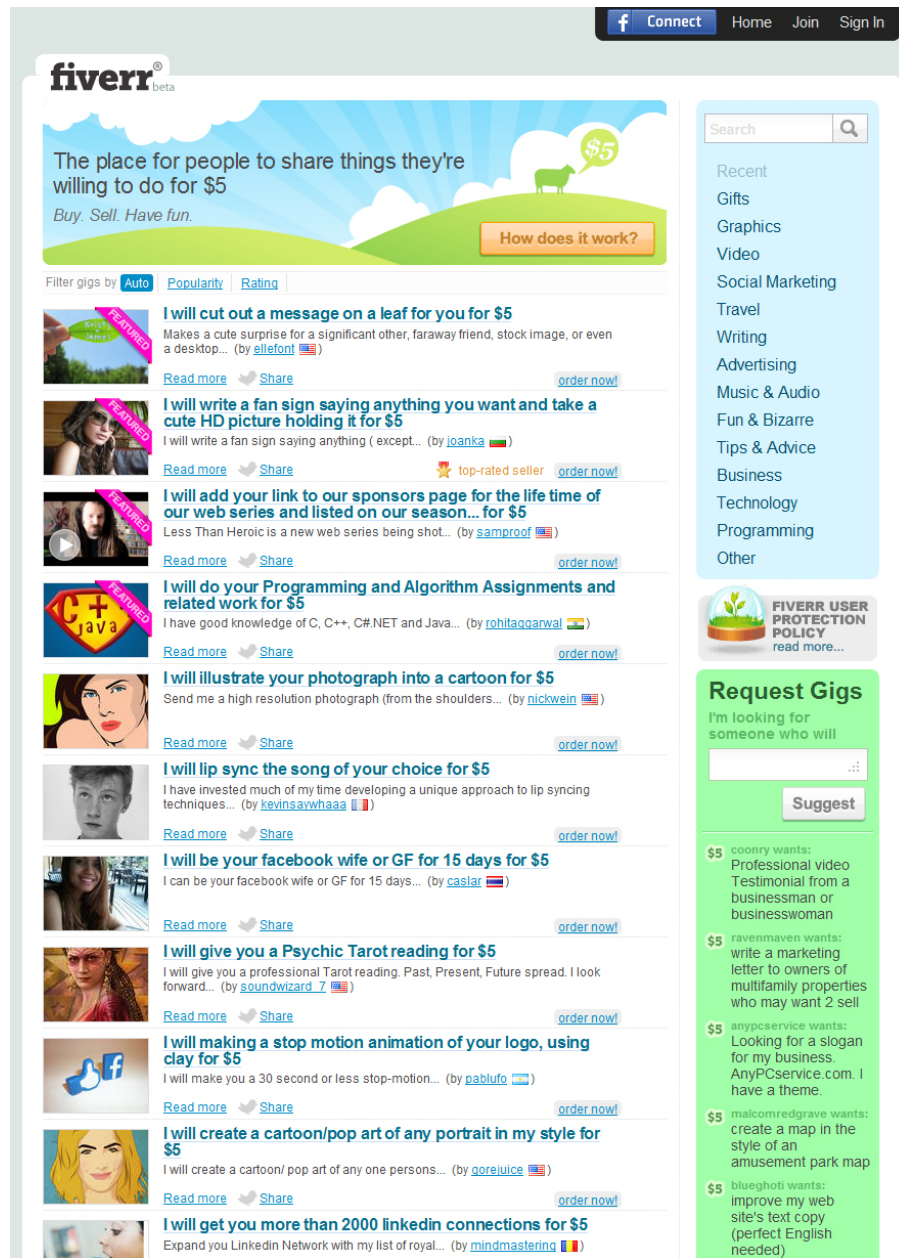


Image: Fiver Home Page

In reality, some things that you may want to offer may seem to be worth more than \$5 at times but the sales model is designed to offer an affordable service which is not impossible for most customers to purchase.

If you think about it, \$5 is the perfect price to sell various sorts of services and even some types of physical products that are cheap to send out and get to your customers. It is always a good idea to try to find products or services you can provide at \$5 per gig. The interest in the Fiverr website has increased greatly as more and more people have discovered the buying power of just \$5 on Fiverr.

The Fiverr website service is also 100% free to join so you do not have to worry about having to pay a monthly service fee to be a part of such a large community of buyers. You will however only receive \$4 profit from each sale as a seller. This large amount of traffic to the website will help ensure that you get several sales for your products or services.

All testimonials on the site are uncontrollable by the seller. This means that for every positive feedback that you receive you will be getting a positive view on your Fiverr business. This also means that you will want to reduce the amount of negative feedback scores that you receive by providing a superior service or product and delivering it within a timely manner.

Since Fiverr is a great place to sell, you will really want to conduct your business on the site in the most truthful and honest way possible. Ensure that you always follow all of the rules and regulations of Fiverr as well as the Terms of Service for the website. Never attempt to scam or falsely represent yourself, your products or services and expect people to just hand you money. Fiverr can and will permanently disable your account as well as withhold payments made to your account for safety clearing.



## **Setup Your Fiverr Account**

Creating an account for Fiverr will require you to go through a simple setup process. You can go with one of two routes when doing this.

You will want to direct your preferred internet browser to [www.fiverr.com](http://www.fiverr.com) to get started. Note: you may have created an account already but make sure to read this portion of the ebook to learn more about setting up your profile.

The first method is by connecting with Facebook Connect. This newer feature makes it possible to create an account using an existing Facebook account. You will need to choose a username and provide a valid email address and agree to the terms of service for the account. Then you will be able to join using the details that you have provided. Once the Fiverr website has verified your choice in username and email, your account will be created.

Alternatively, the plain, non-Facebook connect account creation dialog is very similar and will require you to provide an email address, a username and a password. Once you agree to the terms of service and solve a simple arithmetic problem to prove you are human, you can click on the "Join" button to create your account. The website verifies the information you have provided, and your new Fiverr account will be created and active.

Check the email address you used to create the account to click on the activation link to complete the account creation process. Otherwise, your account may be limited until the activation has been completed.

**fiverr**<sup>®</sup>  
beta

## New to Fiverr?

Join now! It's easy and free. Already a member? [Sign in](#) »

Your email

Choose a username

Choose password

I agree to the [terms of service](#)

2+8= 10

Image: Example of Fiver Registration Form

While creating your Fiverr account make sure to:

- Choose a username relevant to your products and services. If you have a popular username on other social media platforms such as Twitter for example, this may help you direct your Twitter followers to your gigs on Fiverr. This is very important as it can help your customers understand what your business on Fiverr is all about. Of course you can opt in for a business type user name or even a favorite username that you use on other websites but it makes it easier to find when you incorporate what you are offering in gigs as your username. Try to be as professional as possible with your Fiverr username while staying friendly and inviting.
- Get a nice photo for your profile avatar. One of the things that you will want to show to your customers is that you have a "face" with your business. You can use a photo of yourself or a graphic that represents what you are doing on Fiverr. Coincidentally, a number of

Fiverr sellers offer gigs where they can create personalized drawings or graphics of your portrait which can be used on Fiverr or just about anywhere else.

- Complete your Fiverr profile page. This is something that is very important to go along with your profile picture that you have uploaded. Ensure that you have taken the time to add at least a few sentences about yourself or your business that you plan on having on Fiverr. This will basically make your account seem like it has had more time put into it than simply creating the account and listing things to sell.

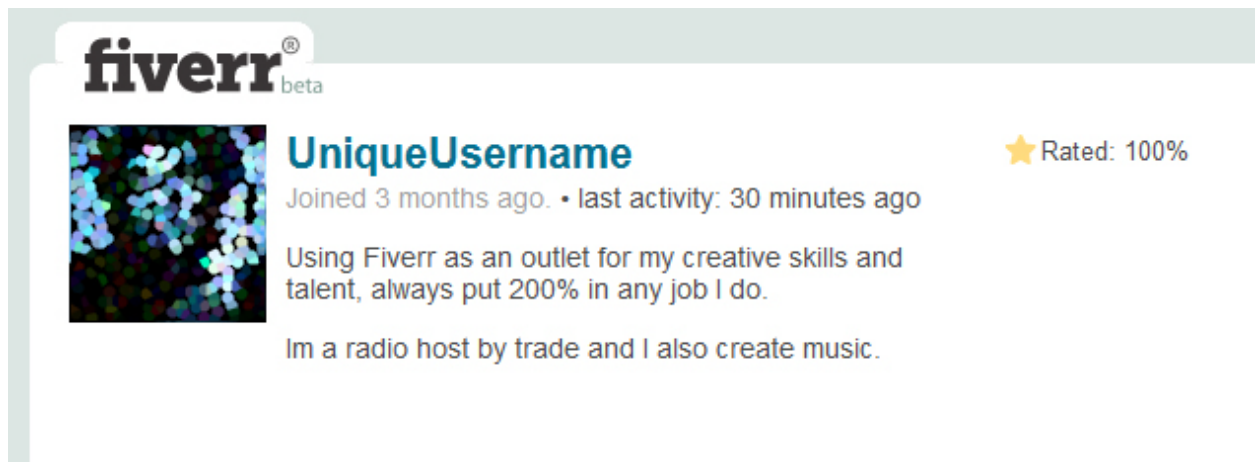


Image: Example of a completed small profile.

- Compare related gigs to what you plan on offering. You will want to gauge the quality of the work and feedback of similar gigs which have been listed on Fiverr before. This way you can understand how stringent the competition is and whether or not people are purchasing certain types of gigs from others. This is the simple market research that you need to do so you can understand whether or not you will be offering a unique service to people on the Fiverr platform.

# **Chapter 2**

# **Selling On Fiverr**

## **What can you sell on Fiverr?**

Selling on Fiverr is not something that is meant to be difficult to do. The first thing you have to do is figure out what you will want to sell on Fiverr for only \$5. There is a very large selection of things to choose from and you can be as original as you like with your preferred products and services offered.

Keep in mind that you will want to sell something that is not necessarily difficult to produce and can be completed within a small time frame to deliver to your customers on time with your set deadline. It is very possible to find something which is very simple to produce and distribute without costing you a large investment in time or money. You will want to offer gigs that you can actually do from the start, especially if someone places an order right away.

### **Services**

Services are basically tasks that you can complete that you will offer to your customers. They can even be semi-automated to the point where all you have to do is set the ball rolling in motion to get what is needed completed.

Some simple service ideas will be things such as sending out Tweets on Twitter about a product to a large number of followers, sharing links with thousands of Facebook friends, or sending a certain amount of traffic to a website. These are basically semi-automatic and require very little work aside from what has already been done to acquire a large audience for exposure.

Non-automated services are basically things that you can do which take some time to complete. They can be anything from reviews, testimonials, phone calls, voice over work, design concepts and other creative services.

You may also be interested in entertainment type services as a selling point. Some simple examples are selling videos that you create of you being silly and promoting a website or creating funny images with graphics processing software. You can even sell chat sessions to spend a certain amount of time online with someone.

Professional services are also not out of the norm on Fiverr and can range from selling SEO services, programming skills, writing or content creation and even drawing or illustration work. Offering advice or consultation services is also a professional service but can be offered on a non-professional level as well on Fiverr.

If you decide to sell services, it is important to understand that being able to complete orders in a timely manner will not only be the preferred plan of action but it will help to get positive feedback from your buyers. The sooner they receive what they have ordered from you in terms of service, the sooner they can be impressed and provide excellent positive feedback for your Fiverr business.

## **Products**

The other portion of Fiverr is products to be sold for a clean \$5. The items need to be delivered to the purchaser which will require you to be able to do so. Listings for products should be something which can be delivered to the customers after they have made their purchase.

You can provide physical products which would need to be shipped to the buyer once they have ordered from your Fiverr business. This can be anything from crafts, books, toys, cards, postcards, drawings, art to anything else you could think of as a product that is worth \$5.

Digital items are also permitted to be sold on Fiverr. This will include things such as ebooks, reports, PDF formatted documents, mini-ebooks, software, etc. Basically anything that you own and can legally distribute via email or download link once a customer has made a purchase of the

product is allowable. These types of digital items will usually need to be premade and can be given to the buyer within minutes of making a purchase.

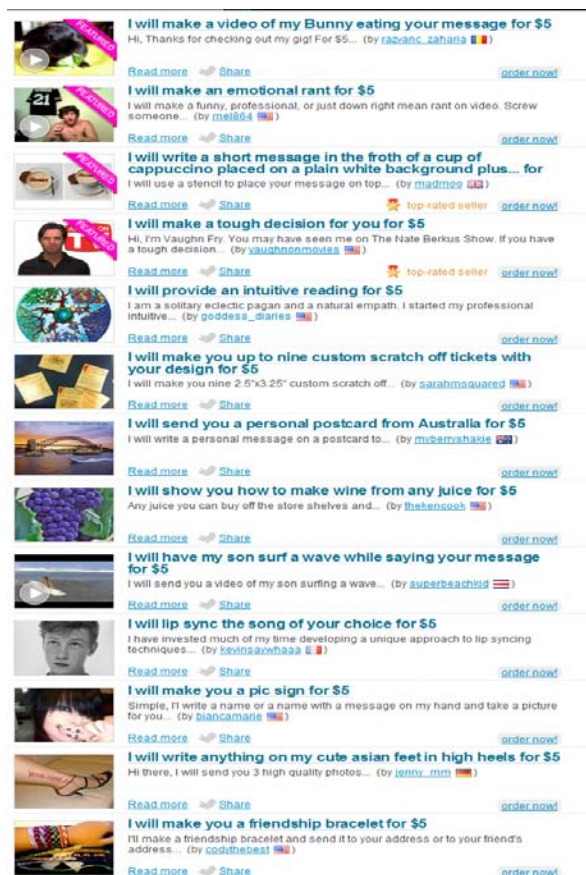


Image: Listing Examples

## How to Choose a Profitable Fiverr Niche?

Of course you want to know what you can make right now and start earning some money. The best course of action that you could take is to conduct some basic research about Fiverr gigs that already exist. If you have a basic idea of what you would like to do for your business, simply search some of those ideas with the Fiverr gig search. This way you will be presented results of similar gigs which you could look into and learn more about what

others are offering. If you visit a specific gig for instance, you can read feedback from customers which have made purchases of the specific gig.

Your research will help you to understand whether or not a certain type of gig niche is more profitable based on the popularity of the gigs and how many sales they have made. Gigs with several buyers, for example, will be options which are good to look into. Any specific existing gig that you decide to look into will be able to provide you with information about how many orders are in queue as well as how many positive and negative feedbacks have been received for the specific product or service.

The waiting period should also be noted for the popular gigs as you will want to see how long they set aside to get the job done that you may be thinking of offering. While some Fiverr sellers set only a 24 hour waiting period, you will notice that more and more gigs will have waiting periods passing one week in length. This is a good idea, especially if the gig becomes very popular and makes several sales which get in the queue.

It is a good idea to look into gigs which are simple to plan and prepare for and execute to make the best profit from them. For example, we will discuss a possible gig that you may be able to perform and make a cool \$4 profit from (after the \$1 Fiverr transaction) with only a few minutes of work.

The gig would be "I will create a 60 second video of me promoting your website for \$5"

You would only need to get some basic information from the buyer such as the type of website, the website address and basically anything that the buyer would like you to say about their website. Once that is completed you can arrange what you want to say in the video in the order you want, read it over and create the video within a 60 second time span.

There is no skill required to do such a promotion and it is not impossible to find buyers for these types of gigs. It is more likely that these types of gigs get a large amount of traffic because:



A. They are interpersonal and give the promoted website positive feedbacks and testimonials.

B. There is always new websites being created that want traffic and videos can create traffic.

The best thing about it is that you have just spent a few minutes creating a video that took little work. Some Fiverr sellers will want to incorporate some sort of gimmick into their videos which will make them stand out more than other gig offers. You can do that too if you like and that can show off a skill that you have that otherwise gets limited exposure.

There are hundreds of gigs that you will find are simple to do and take only minutes to complete. By taking the time to research these types of gigs you can easily get inspired and find ideas for what you are able to offer.

## **Fiverr Ideas to Get You Started**

If you need ideas to get started here is what you need to do. You will want to create a personal list of things that you can do so that you can think of what you can offer as a service on Fiverr.

Think about your skills as a writer. Can you write? Become a copywriter for content creation. Sell your services as a writer for copy. If you know how to work photo editing software such as Photoshop, you can offer image editing or optimization for others. If you know how to work with content management systems such as WordPress, you can offer your services to help set up WordPress websites. Basically, anything that you can do, you can sell as a service.

Service ideas to offer are:

- Product or Service reviews
- Video Testimonials
- Article Writing
- Taking stock photos

- Sending a phone telegram
- Sending a postcard from your location
- Sending a letter
- Anything else that you can possibly do as a service

Maybe you can offer lessons for instruments you have mastered. If you have a blog you can write a review for new products. Maybe you have a talent such as singing. You are good at something, so put that to use as one of your gigs. This is especially useful if you are having fun while performing your gigs as you will be able to get more enjoyment out of doing what you like to do for others. The possibilities are endless and as long as you are willing to find something to do you will be able to provide \$5 gigs to your customers.

# **Chapter 3**

## **Create Sexy Gigs**

Creating a gig is simple and you will need to take advantage of a few formatting tricks to get the best out of your listings. To create a gig, you simply need to make a listing. This is done at the top of the Fiverr screen when you login with the "I will \_\_\_\_\_ for \$5" text box. Simply write what you will be willing to do for \$5 into the text box and submit. You will be taken to the manage gigs page where you can choose the category, write a description, special instructions to the purchaser, choose keyword tags and the time span it would take to complete your order as well as choosing an image for the gig.

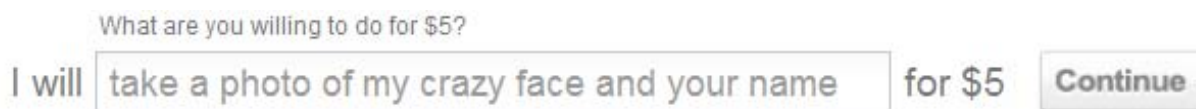
A screenshot of the Fiverr 'I will' text box. The text box is labeled 'What are you willing to do for \$5?' and contains the text 'I will take a photo of my crazy face and your name for \$5'. A 'Continue' button is visible to the right of the text box.

Image: example of the text box

## **Use High Quality Images on your Gigs**

The best thing you could do to help you sell your gigs to your audience is to have a high quality image. Gigs with very simple and plain images seem like the seller was too lazy to spend time creating their listing so it will look like they are going to be lazy or not take the time to complete the order to the best of their ability.

If your service cannot be displayed in a simple way with a gig image, try to use imagery to describe your service. If you are going to be offering a writing service for example, take a photo of a piece of paper with some writing on the page such as "Professional writing services" or something of the sort. As long as you can catch the eye of the buyers you will be getting more traffic to your gigs.

## **Use the Correct Keyword**

Of course you may know more or less that people will find gigs based on searches. It is important to use the correct keyword to be found by buyers eager to hand over \$5. You have two places where you can put keywords, in the title of your gigs and as tags to describe the gig.

If you are providing testimonials, for example, you will want to have the word "testimonial" in your title such as "I will make a 30 second video testimonial about your product for \$5". The keyword helps the user find your gig. The tags should be used to provide alternatives to "testimonial" so that people can find it if they use different search keywords. Possible options are "recommendation", "review" and "promotion". This way if buyers search these terms they can find your "testimonial" service.

## **Clear Title & Description**

You want your title and description for your gig to be as clear as possible. Do not add in filler just so that your listing looks nicer. You want your buyers to understand what they are buying from you and what their options are. If you require them to give you more information tell them in the instructions. Tell them what you can and cannot do before-hand so that they do not purchase your order if you cannot provide what they need.

## **State a Realistic Delivery Period**

You do not want to tell your customers that you can finish something that takes a week to complete in only one day. Even if you are offering something that takes only minutes to complete, it is important to give yourself a realistic time period to complete the order in. You never know when something could come up and cause you some delays which would result in the buyers leaving negative feedback for failure to deliver within a specified time period.

## **Provide Clear Instructions to Buyers**

The clearer your instructions are to your buyer, the faster they can provide any information that you need so that you can complete your order on time.

Any information about the subject of an article, the size of a bracelet, a reference picture to use for a drawing, the name of the person you are singing to, etc., is important to have. All of this information is important for those gigs which require those details to get the job done.

It is important for the seller to give these instructions right away to buyers as well so that the buyer is not over discussing what they want through messages with the seller.

## **Create a Video for Your Gig**

It is completely optional to create a video for your gigs but you can certainly get more views that way. Videos are often a very nice example of what your skills are, especially when it involves performing, and serves as an example of your work. Use the video on your listing to take advantage of the increased gig listing views and possible sales to be made from convincing buyers with your videos.



Image: Example of a video on a gig

# **Chapter 4**

## **Fiverr Traffic**



Getting traffic to your gigs is essential to get buyers. You don't have to spend a penny to get the word out about your Fiverr gigs with a few simple-to-use traffic options.

## **Social Media**

Social media is something that is used by several hundreds of millions of people and can get a large amount of traffic based on how you work these systems.

Facebook is perhaps one of the most popular social media websites right now. Everyone and their mother probably have a Facebook account and they are constantly sharing interesting things that they find online. Chances are that you have a Facebook account or know someone that does which can get the word out about your Fiverr gig. If not, you can create one and start making contacts with people you already know as well as complete strangers. By posting links to your Fiverr gig on the Fiverr Facebook page you can even get thousands of views the same day.

Twitter is also another social media giant with over 300,000 tweeted messages made every hour at peak times (and growing). With millions of users, Twitter is a simple way to spread the word about your Fiverr gigs. Make sure to use the hash tags of #fiverr, #5, #cheap and other related terms along with an optimized link to your Fiverr gig listing. The more followers you have, the faster you can spread the word.

## **Forums**

Many forum websites are specialized and will deal with different types of topics. If your Fiverr gig is related to such a forum, it makes sense to post links to your listing on these types of forums. Take advantage of forums which have large amounts of traffic and users to get the best chances of

gaining traffic and exposure to your fiver gigs. One site is Warrior Forums, which specializes in allowing people to showcase their talents.

## **Craigslist**

Craigslist is a free online classifieds ads system. Simply find your city (or any city you want your listing to be seen in for that matter) and make a listing in the appropriate category about your service. Direct the Craigslist users to visit your Fiverr listing for more information and where to purchase your product or service from.

## **Free Classified Ads**

Aside from Craigslist, there are several free classified ads services available online that you could submit your ads to. They will run the ad and you just need to wait for the traffic. It is not guaranteed that you will get traffic but you could always try and that will help in the long run. Keep classified ads concise and to the point and provide a link to your gig on Fiverr.

# **Chapter 5**

## **Fiverr Rockstar**

## **Build Reputation**

Never get negative feedback. That is not a suggestion, it is something that you need to strive for to help ensure that those who see your gigs understand that you are serious about what you offer and are willing to do your job well.

Offer 100% satisfaction and fix things until your customer is satisfied. This will help to provide a better experience for your customer and ensure that your feedback score remains flawless. The only time you cannot do this is when the buyer is completely unreasonable.

Always be polite and professional with customers and take the time to answer all questions that may come up. Make sure to ask for comments and feedback before the customer submits their final review of your service or product. This will help to prevent negative feedback by providing a way to correct issues.

Never deliver your services or products late. If you ever need to, always compensate for the lateness by offering an extra bonus or other perks with the gig you have completed late.

## **Beat out Your Competition**

If you really want to be the celebrity, offer more than what your competitors offer. This will make your service more favorable and cost effective to the buyer.

Finish your gigs in a shorter time period. IF you are faster than your competitors you will be seen as a more reliable source and can easily gain the customers of your competition, and for good reason.

## **Increase visibility – Create More Gigs**

If you want to be seen, you need to be visible. To increase visibility you will need to periodically release new gigs to stay up in the listings as listings are not renewable and simply get pushed down on the list as new gigs are created.

You can even provide links to related gigs in new gigs as well as the automatically generated "more gigs from this seller" at the bottom of your new gig listings.

## **Get all your Gigs Featured**

A key point to becoming a Fiverr celebrity is getting your gigs featured. This requires a fair amount of work and can be accomplished by:

- Being original and offering a very unique service or product. If you are one of the only people selling a product or service you will get more traffic and more sales.
- Having a fast turnaround speed for your orders is an important part of getting featured. The faster you can fill orders the better your business looks and your customers will be happy.

100% positive customer feedback on your gigs is required to become featured. Even if you need to do some repair work and customer service to fix your feedback, do so to get featured. Even if the customer is being unreasonable you may be able to offer them a refund in exchange for a positive feedback rating.

Getting more sales is really a key to getting featured as well. Take advantage of everything you can to make more sales and get the positive feedback needed to get your gig featured.



### **I will play Happy Birthday Blues Guitar Harmonica check out the video wearing personalized name card and... for \$5**

Cool Blues-style Happy Birthday on guitar and harmonica... (by [radaqast11](#) 🇺🇸)

[Read more](#) [Save](#) [Share](#)

[order now!](#)



### **I will cut out a message on a leaf for you for \$5**

Makes a cute surprise for a significant other, faraway friend, stock image, or even a desktop... (by [ellefont](#) 🇺🇸)

[Read more](#) [Save](#) [Share](#)

[order now!](#)

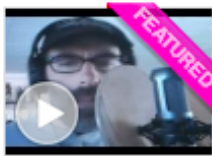


### **I will write the 2 names of your choice in beautiful calligraphy and make 2 laminated bookmarks for \$5**

I will write the 2 names of your choice in beautiful... (by [tideoraw](#) 🇺🇸)

[Read more](#) [Save](#) [Share](#)

[order now!](#)



### **I will speak your message in the cartoon voice of your choosing for \$5**

You give me a brief message, pick out a voice from... (by [chrishardy](#) 🇺🇸)

[Read more](#) [Save](#) [Share](#)

[top-rated seller](#) [order now!](#)

Image: Featured Gigs are the first results in their category

# **Chapter 6**

## **Double Your Profits**

You will of course want to make more money with your gigs by doing less work and having more on hand when you sell. This is possible with most gigs with some simple profit extension techniques.

### **Buy low sell high – outsourcing**

Outsourcing is definitely one of the best ways to make more from your profits. Let's say, for instance, that you are providing a service to give a website 1000 views. Of course, you can take the time to do it yourself and receive \$4 compensation yourself. On the other hand, you may be able to find a service which offers 5000 views for a website(s) for \$4. By using this service to get 1000 views on one site, then the other 4000 on 4 other sites, you have the potential to turn \$4 into \$20 with some simple outsourcing.

This is possible with a whole manner of things including physical items. If you make handmade jewelry, as an example, you may be able to find a source that sells them for cheap by the box load and sell a 20-cent piece of jewelry for \$5. Slowly but surely you will make a profit from your efforts in outsourcing.

### **Change Your Offer After You Get More Testimonials**

Once you have gotten a lot of positive feedback for a particular gig, you can try changing the gig to provide less for the same price, or the same thing for a bigger price. The feedback you received will remain on the gig and you could simply do less work for the same amount of money. The feedback helps convince buyers that the service is good even if they are getting less than what previous buyers have received in the past.



## **Provide Rush Order**

Rush order can be an added charge that buyers can opt to pay to get their order faster or completed before other queued orders. This is a simple way to get a little more and still do the same job.

## **Create More Gigs**

The halo effect is something that is good for your gigs. The more gigs you create the more exposure you will get to not only your new gigs but to pre-existing gigs as well. This provides many more opportunities to make more sales which would, in turn, double your profits.

## **Offer Services and Outsource to Fiverr**

You can even use Fiverr to purchase gigs from other sellers as an outsourcing operation. You can sell articles you purchased on Fiverr for \$20 and make a \$15 profit. This is all depending on what you need to outsource to get your profits.

# **Chapter 7**

# **Expand Your Business**

You might want to expand outside of Fiverr eventually. It is important to branch out to where you can make more money and get better pay for your services.

## **Offer Services Elsewhere Using Testimonials in Fiverr**

Once you have gotten a large amount of feedback on your gigs you can use that as proof of the quality of your work. Even though your Fiverr feedback is on particular gigs, you still have something to prove to others that you have good quality work and that you are able to charge more for your work.

## **Capture Leads**

If you want to get leads, use Fiverr to sample your main services. For \$5 Fiverr can be used to offer a small service that you would normally charge much more for. Once the sample has been served to a potential lead, you can discuss arrangements for a bigger order from your full services.

## **Add a Bonus for Contacting You**

Offer bonus items or services for contacting you about services outside of Fiverr, especially if they were referred to you from your Fiverr profile or one of your gig listings. This is a great way to make a great relationship with clients.

## **Send Follow Up Messages**

Always make sure to ask about your services and products later on. The buyer may have something new to say and they can offer extended testimonials that you could use on your websites or other locations where you plan to expand to. If you want to get leads, use Fiverr to sample your main services. For \$5 Fiverr can be used to offer a small service that you would normally charge much more for. Once the sample has been served to a potential lead, you can discuss arrangements for a bigger order from your full services.

Offer bonus items or services for contacting you about services outside of Fiverr, especially if they were referred to you from your Fiverr profile or one of your gig listings. This is a great way to make a great relationship with clients.

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## **Create Gigs in Other Fiverr Clones**

Fiverr is a great service to use and make some nice money with doing simple tasks. One of the things about the unique nature of Fiverr is the fact that it was bound to spawn clones eventually. Several competing websites have sprung up which you could use to expand your business to several platforms.

This is a list of some popular Fiverr clones:

Gigme5.com (jobs for \$5)

Justafive.com (jobs for \$5)

Tenrr.com (no fees, jobs for \$10)  
Teny.com (jobs for \$10)  
Fora20.com (jobs for \$20)  
Gigbucks.com (jobs for \$5-\$25)  
Fittytown.com (jobs for \$50)  
Gigbay.com (jobs for \$5-\$100)  
Fiverr.net (jobs for \$5)  
Zeerk.com (jobs for \$2-\$100)  
Tenbux.com (jobs for \$5-\$10)  
Uphype.com (jobs for \$8-\$24)  
Myntmarket.com (jobs for \$8-\$24)  
Dollar3.com (jobs for \$3-\$15)  
Jobsfor10.com (jobs for \$5-\$20)  
Outsourcerr.com (jobs for \$5)  
Gigrr.com (jobs for \$5-\$100)  
Cinkue.com (jobs for 5€)  
Tennerr.com (jobs for \$10)  
Ojl.net (jobs for \$5)  
Earner.net (jobs for \$5-\$400)