

Monetization Planning

As you work through your monetization planning sheet, keep this in mind:
Think how you can make every visitor to your Web site contribute to your bottom line.

Monetization Idea	Suitable	Possible	Not Suitable	Notes
AdSense ads				
AdSense search				
Affiliate marketing				
Referrals				
Lead generation/Finder's Fees				
Multi Level Marketing				
Hard goods (your own)				
Hard goods (dropshipping)				
E-goods (e-books)				
E-goods (audio)				
E-goods (video)				
Cafepress				
DVD sales				
Service selling				

Monetization Idea	Suitable	Possible	Not Suitable	Notes
Local business				
Webmaster services				
E-bay/Net auction				
Membership				
Donations				
Rental agency				
Joint Venture				
Sell ad space				
PREsell SBI!				