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Ways To Make Money - Embrace Your Untraditional Side

If you are looking for ways to make money, try thinking of something that you can offer to a niche market which has not been offered before. One major problem in the world of Internet marketing is that people are afraid to stand out and go against the grain. The truth is that most online business websites look like one another.

Way back during the dot come boom, coming up with the next cutting edge solution was the ultimate goal, and the actual business was secondary. The person who was most creative was the person who would make the most money. In fact, even an amazingly novel idea was worth millions, or even billions. Do you think I am being far fetched with this assertion? If so, visit your favorite search engine, and type in the name "Mark Cuban". How do you think he became a billionaire? He sold his idea for Internet radio, that's how.

Just think for a moment. Back during the dot com era, there were not nearly as many websites online as there are today. Therefore, you cannot just create a generic website, with a generic idea and expect to make money. Rather, you need to shout and be seen. However, you want to do this by creating substance, not fluff. One thing that the dot com collapse taught us is that fluff does not get your very far.

Here is a challenge for you. Step away from the computer, and brainstorm on unique ways to make money. The information which you have working for you is that you know that success is very possible. The new innovations which have and will become Internet booms have not been exhausted. Just look at the more recent Internet sensations such as Facebook and Twitter. Both were criticized for going against the norm and look at them now.

The thing about the Internet as it sits today, is that it is perpetually in puberty. It continues to grow at an exponential rate. Last count, there were in excess of 40 billion websites on the Internet, but that number may change by the time I have finished writing this article, so do not hold me to that number. Nonetheless, you cannot just add your one or two websites to this portal, and think that anyone is going to pay attention. You have to identify a market niche which has a need, and give them the solution to their need. Take Twitter, for example. Twitter takes care of the need to streamline information to a vast array of individuals in an instant. Twitter was able to identify a niche in online communication, and provided a solution to the needs of this niche.

If we were to go back to the Walt Disney era, we will realize that there is a historic tendency to mock ingenuity. For instance, Walt Disney, the creator of Disneyland had a vision. This vision stemmed by his unconventional mode of thought which people around him were familiar. However, similar to Facebook and Twitter, Mr. Disney was actually mocked and ridiculed for his Disneyland idea. The sad thing is that this is common among geniuses. Just look at the times when people stated that the earth may be round. They were charged with heresy. Similarly, before giving it a chance, Disneyland was coined by the press as "Disney's Folly". The funny thing is that now we all know that the earth is round, and that Disneyland was such a huge success that it spun off into Disney World, and others.

Just know that if you have an idea which goes against conventional thinking, expect people to put that idea down. Just think back to the year 1996. You are excited because you have determined that you are going to develop an online business in which you will give everything away for free. What do you think would happen if you were to have shared this concept with your friends or family? They would probably have given you their movie money and thanked you for the comedy.

Do you know what is funny? A company actually developed a business with the plan to give everything away for free, and went through with that plan. The company is Hotmail. Hotmail gave their e-mail platform away for free in an era where in order to have an email account you either needed to be a student, been employed by a cutting edge employer, or paid out of pocket. Hotmail was the very first company to give away free email accounts. This is often forgotten.

What Hotmail was doing, was identifying a target market which would generate a fortune for them in the future. They took what was known and accepted as a paid service, made it better, and gave it away for free. Because of Hotmail, it became easy to check your email from anywhere in the world with an Internet connection. This was not the norm back then. Shortly after, Hotmail was able to generate income by selling ads, and eventually got the big payday when they were purchased by Microsoft.

The concept of finding what people are paying for on the Internet and giving it away free if still effective. However, if you want to be successful on the same level as Facebook, Twitter, and Hotmail, you probably need something more. What that something is, is perhaps the billion dollar question. If you find the answer, you will find ways to make money in the millions, if not billions.

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