THE COMPLETE WEB DEVELOPER COURSE

How to make **$10,000** while learning to code

By Rob Percival

Chapter One: Bonus Material

Earnings Summary

Before This Chapter	After This Chapter
TOTAL EARNED: $9,460 TIME SPENT: 6 months	TOTAL EARNED: $15,515 TIME SPENT: 9 months

In this chapter we'll look at four other ways you can earn money online.

I'm not including any of the earning potential of these ideas in the above total: instead I recommend you build a second app, and continue to develop your online business and build more websites.

That's because the suggestions in this chapter can be a little more tricky to make substantial returns on, and you don't need to do them to be successful. Having said that, the returns can be great - I've earned $60,000 from the first idea alone, and I'd definitely recommend trying them out.

Find An Organisation That Needs You

One problem that people have when hiring web developers is that they don't know what they want. So find an organisation that you think you can help, and approach them with an offer. This might be a business with a crummy website that you can improve upon, or an organisation with some great content that is poorly presented. There could be a website that would work better as an app, or a collection of physical materials that could be digitised and sold.

Ideally this will be an organisation in a niche you're familiar with. For me it might be a school or university, or some other educational institution. It should be local to you (you will likely need to meet with them in person) and preferably you will have had contact with the organisation in the past.

Put together an offering to take to the organisation to show what you can do for them. This doesn't need to be a written plan, but it should be easily explainable and provide a tangible benefit to the organisation, such as gaining them revenue or

exposure. You should have a rough idea of the overall costs and timescales.

Then, simply approach someone at the organisation, preferably someone you have had contact with in the past, and offer to buy them coffee or come to their office for a brief chat. If you've thought through your plan well, it's likely they will agree with you, and they will be impressed that you've had the initiative to contact them about it.

Have your portfolio to hand, as they will want to see the sort of work you do, and be gracious if they turn out not to be interested. They may well think of you in the future, if and when they decide to go forward with a new website or app.

Challenge: Find 5 Organisations

Make a list of the organisations that you have worked with in the past, and consider what you might be able to do for them. Apps are particularly popular (and lucrative), but a fresh website design or new features can go down very well.

Post your successes (and failures!) in the forums - I'd love to hear from you.

Sell Your Scripts Online

Selling scripts is another idea that is unlikely to make you large amounts of money, but if you're persistent and produce good quality, useful scripts could well provide a nice supplementary income. In less than two years, Wim Mostmans — better known as Sitebase on CodeCanyon — created and listed 55 scripts, and has amassed over 10,000 sales.

Quite simply, if you find yourself writing a bit of code for a website that achieves some useful function, or some attractive CSS buttons or forms, consider packaging it up and selling it to others. You can also do this on a larger scale with themes - if you design a great site from scratch, give it some generic content and offer it to others for a small fee.

Take the CodeCanyon user jigowatt (http://codecanyon.net/user/jigowatt). He's sold over 22,000 scripts, at an average of $5 each - that's over $100,000. Not everyone will be that successful, but it's certainly worth giving it a shot.

Challenge: Sell A Script

Have a look through codecanyon.com and themeforest.net at the sort of scripts that sell well, and consider if you've written anything that could be repurposed as a standalone script. Make sure the code is well structured and commented and upload it. Post it on the forums for a couple of quick sales!

Sell Addon Products

As a web developer, you have access to a wealth of knowledge and understanding that your clients don't. Make the most of this by offering them extra products when you fix their website or build them an app.

Web hosting is a common add-on for developers to offer (you can buy a reseller hosting package from Eco Web Hosting which allows you to sell as much hosting as you like for £19.99 per month). You get a small amount of recurring revenue at little or no cost to yourself.

Marketing and SEO are also very useful extras to clients, as is ongoing maintenance and support. Be creative, and give them a reason to take all their services from you. Offering a one-stop-shop is a huge time saver for your customers.

Challenge: Sell Your First Addon

Try it out with your next sale - offer your customer some marketing, or web hosting, or anything else that you can provide. They may well turn it down, but at least they will be aware that you offer that service, and may well come back to you in the

future.

Post your success (or otherwise!) on the course forum.

Buying Websites

This is a risky one, which is why I've put it last. It's the only suggestion I'll make which requires any sort of upfront investment beyond your time, and should not be done without considerable planning and investigation.

Essentially, you purchase either the code or a full active site, and improve and market it yourself for a profit. If you choose carefully, you can do very well, and save yourself a lot of time over building and marketing a business from scratch. Make sure that you investigate any businesses very carefully, however, as there's rarely any chance of a refund.

The most popular website for buying small online businesses is www.flippa.com. Check it out, and see if anything interests you.

Flippa have put together a thorough guide for anyone interested in buying websites, which you can access at www.flippa.com/pro-guide-to-buying-websites.pdf. I won't reinvent the wheel here - suffice to say make sure you know what you're buying

and how you are going to improve and market it.

Progress Update

In just over half a year, you've learned a huge amount: HTML, CSS and Javascript on the front-end site, and PHP/MySQL on the back-end. You've built some great sites with Wordpress and Bootstrap, and learned how to integrate web services into your sites with API's. You've built HTML5-based apps for the Android and iOS app stores.

You've also earned a lot - by my calculations you should have made revenues of around $15,000. Subtracting from that the various fees from freelancer sites, app store fees etc, I make that $10,000 and change. I haven't factored in any of the work that you've found outside of this, using the methods in this chapter or your own contacts, so my hope is you've actually earned a lot more.

Here's my breakdown:

Activities	Total Income ($)

Month 1 10 small freelance jobs at $20 each	200
Months 2/3 10 small freelance jobs at $30 each 4 website jobs at $100 each 2 full website jobs at $300 each	1200
Months 3/4 5 small freelance jobs at $40 each 4 full website jobs at $500 each 2 users on your web-based startup at $20 each per month	2280
Months 5/6 5 small freelance jobs at $50 each 4 full website jobs at $500 each 5 users on your web-based startup at $20 each per month 1,000 downloads of your app at $1.99 each Affiliate income from 1 website at $20	4460

Months 7/8	
4 full website jobs at $500 each 20 users on your web-based startup at $20 each per month 1,500 total downloads of your two apps at $1.99 each Affiliate income from 3 websites totalling $100	5875
TOTAL	**$14,415**

Further Reading

Marketplaces to sell your scripts

http://codecanyon.com

http://phpmarket.com

http://hotscripts.com

http://sourcecodeshop.com

http://spikesolutions.com

http://binpress.com

http://flippa.com

Popular marketplace for buying and selling websites, domains and business.

www.flippa.com/pro-guide-to-buying-websites.pdf

Definitive guide to buying websites

Chapter Two: Epilogue

Where Do You Go From Here?

I hope you've enjoyed this book, and have managed to follow the steps to make $10,000 while learning to code. You'll notice that some of the income (your apps, your scripts, your online business and your affiliate sites) is ongoing - you don't need to do anything to keep it coming in (although a little marketing here and there never hurts!).

A key question to consider is whether to focus on the day to day work of bidding on freelance jobs and building your portfolio, or building apps and websites which are more risky but offer potentially higher (and ongoing) returns. What you choose will depend on your temperament and situation, but I like to keep a mixture of both in my work portfolio.

You now have the skills and experience to call yourself a Web Developer without any of those "I'm a fraud" worries, so congratulations! Spend some time thinking about how far you've come and where you want to take your developer career. You may decide you want to keep the day job and keep your web development as a hobby or

side income, or you might want to take it on full time.

Whatever you do, I wish you the best of luck, and hope you'll keep in touch on the course forums. And if you have a moment to write a quick review of this book on Amazon, I'd be eternally grateful.

— Rob Percival