

# The Take Off

Kode 254's

Online Business



Guide # 002

2010

## **Getting Started With Online Business**

This is a follow-up to our comprehensive introductory Guide No. 01, **The Ultimate Orientation**. Please note that you cannot properly understand this guide without having read the first guide. To view it, [click here](#).

This guide is basically all about the first steps towards setting up a successful and most suitable form of online business to YOU. Based on aspects like what you do best, what time you have for yourself, your location e.t.c. We tackle the following in brief detail (Noting the fact that there is a wealth of information in the internet and it is up to you to dig out the details).

1. The online business kit.
2. Looking out for opportunities on line.
3. Due diligence on business start up.
4. Growing with the business.
5. An example of a beginner friendly online business opportunity.

1. **The online Business Tool Kit:** Think of yourself as a mechanic and out for a job. There are basic tools that you will need, even before you know exactly what you are up to. The same goes for online business and the following are vital. Do not even contemplate online business if you do not have the following.

- a. **E-mail address:** Please recall that, as we earlier saw, it is best to start an online business as a different entity from the REAL YOU! Split personality is a vital element. An email address is like the physical address for your business. It is the backbone of all communication that will ever come to you. Opening a distinct email address is important because it will not only keep your regular email account from spam email, but also not jeopardise you, for example by leaking your sensitive information to fraudsters.

The new email address will only carry business information. It should have a 'businesslike' name and not your ID name. For example, [mynewbusiness@gmail.com](mailto:mynewbusiness@gmail.com). Gmail because, as earlier stated, [google mail](#) (gmail) is the most appropriate for online business, (unless you have a website specific mail – if you have a business website). To open a new gmail account in a few seconds, [click here](#). If offline, simply go to google.com and search gmail. Then go to sign-up to new account.

**b. e-currency account:** This is the virtual money account where all your money transactions will take place (Both withdrawals and deposits). Remember that direct money transactions are not only cumbersome, but also very risky! These accounts are usually linked to your email address and any transactions will have to be personally authorized by you, the account holder. There are various e-currency/merchant account providers, all of whom charge a small transaction fee. Common examples include

- i. [paypal](#)
- ii. [alertpay](#)
- iii. Moneybookers / [e-pesa](#) (Supports Mpesa and Zap)
- iv. [liberty reserve](#)

As a beginner, I suggest you open the first three accounts (it costs you no more than a few minutes). Make sure you keep your passwords as ambiguous as possible. You will receive your passwords on your email. You can get these any time from there.

**Important:** Use your new email address.

**c. Internet access and time:** It goes without saying that you will need some time online in order to transact this business. Depending on what you decide to undertake, this will range from a few hours per week to hours per day. If you work in a cyber café for example, you can take a full advantage of the opportunity to supplement your income without absconding your duties!

- d. **Business Acumen:** There are basic business instincts and values that one needs to venture into any form of business. Some of this include:
  - a. Patience
  - b. Personal discipline
  - c. Sacrifice especially on time
  - d. Due diligence and research e.t.c
  
2. **Searching For Online Business Opportunities:** There are millions of online opportunities in the internet! These are all variances of the normal offline business which range from normal product/service sales to outsourcing for office duties. There are also illicit and fraud businesses on line. The most common here are *ponzi schemes (Pyramid schemes)*. As a beginner (or 'newbie' as you will soon learn) it is advisable to stick to low risk business opportunities, especially where you input nothing but time. You earn little but learn a lot. You can then advance with time until you are an expert (or 'guru'). There are various websites dedicated to highlighting online opportunities and these make a perfect starting point. Some of these include;
  - a. [www.kode254.weebly.com](http://www.kode254.weebly.com)
  - b. [www.oppsincome.com](http://www.oppsincome.com)
  - c. <http://www.gnaka.com>
  - d. Numerous adverts online, especially on PTC sites.
  
3. **Due diligence on business start up.** As earlier stated, there as many fraudsters on line as there are genuine business persons. It is up to you to undertake the necessary due diligence to ensure that you don't fall into an open pit! Caution is part and parcel of any business, even the ones of brick and stone! Risk measurement is key here. Do not risk what you know you cannot afford! Again I repeat, start with the free, low earning business and gradually rise with time!

4. **Growing with the business.** This is probably a continuation of the previous stage. Having understood what the said business (or businesses) entail, and also having found your best bet on line, it is advisable to enhance and mutate the appropriate business to earn you more. It is amazing just how easy some of the best paying online opportunities are. Some small initiative could edge your business above the rest. This is especially very viable in regions where the internet is just warming up! Do I have to name names....Kenya, Africa!
5. **An example of a beginner friendly online business opportunity.** Having gone through the four important steps of starting an online business, it is in order that we introduce at least a simple opportunity. This is however not just an illustration, but also a recommended starting point. This is the **PTC/R** opportunities. PTC/R is abbreviation for Paid To Click/Read. As the name suggests, one is paid for clicking advertisements or reading emails. This is how the opportunity works.
- a. Instead of putting up non-targeted advertisements on the internet, which may never find the real target, an advertiser hires a business person to **sell** the advertisements to **willing buyers**.
  - b. The business person puts together related advertisements (most of them on online business opportunities) and then advertises them as a paid to click opportunity.
  - c. Willing persons subscribe to be members of the community, whereby they are paid per action (clicks or read). Here, you are given an account, through which you log in, view ads and click on them. You click and view the advert for the designated time (10 seconds, 30 seconds or 60 seconds). Your account is then credited the amount worth that action.
  - d. There is usually a set withdrawal threshold (\$1, \$10, \$100 e.t.c), which when reached, one can withdraw the total earned value into their e-currency accounts and then into their bank accounts, through a visa card or wire transfer.

**Important:** The number of adverts available per day are limited and these may be increased when one upgrades their accounts to '**premium**' status, usually after paying a small fee.

=> The adverts available are usually updated from time to time and as such, it is advisable to check the account after some time, e.g. thrice a day.

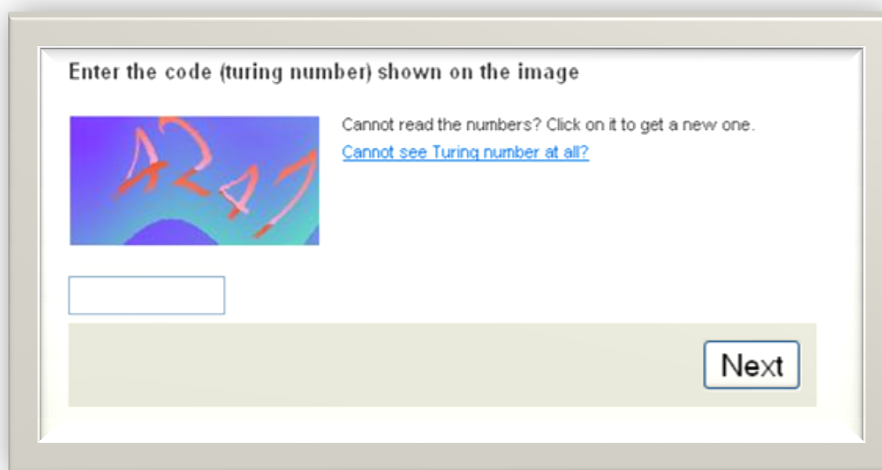
=> You can also earn more from PTCs by **promoting** them i.e telling others about them and actually causing them to join. One is usually provided with a **referral link**, which can then be sent to friends by email, shared on facebook e.t.c. Once your referral link is clicked and another person joins the PTC using the same, the referral commission is credited to the promoter's account.

**Click rules:**

- You may open only one account per person/Computer. The idea here is that if one account earned me \$1 per day, one will be tempted to open ten accounts so they can increase their daily earnings! Defaulting this rule may lead to the outright closure of all the accounts on that internet port (your computer).
- You may only click one link per time. The idea is that you are reading the advertisement! Can you read two windows per time? If you default this rule, the click is usually disqualified.

- You must wait until the lapse of time allocated per advert. There is usually a countdown timer at the top of the window. There are two catches here.
  - The advert may actually be worth your attention and you may want to read it. This especially so for new upcoming online opportunities you may want to take advantage of. Beware; **'online hype'** This is the use of very beautiful language and enticing goodies **big things** and magical earners available! Not all that glitters is gold!
  - The advert may be useless or of no interest to you and you may even have seen it several times. In such a case, you could just minimize the window and continue with your work, waiting for the time to lapse.
- You must confirm reading the advertisement, so as to be credited the amount due to you. This is usually done to ensure that you are HUMAN and not just a computer programme. **Turing codes** are used to do this. These are various tricks that only a human can decode and as such pass. An example is crooked numbers, which one inputs as a confirmation.

Below is an example of a turing code from Liberty Reserve



The screenshot shows a web-based verification window with a light beige border. At the top, it says "Enter the code (turing number) shown on the image". Below this is a small square image containing a blue background with red, stylized, overlapping numbers that appear to be "4247". To the right of the image, there is text that says "Cannot read the numbers? Click on it to get a new one." and a blue hyperlink that says "Cannot see Turing number at all?". Below the image is a small, empty white rectangular input box. At the bottom right of the window is a button labeled "Next".



Courtesy of <http://www.kode254.weebly.com>, The home of online business opportunities!

Now, see me earn on one of my many PTC sites. Note the Crucial stages circled in red.

1. Login to the account panel.

The screenshot shows the PayperMails.com website. At the top, there's a banner for "Google SNIPER" with a price of "\$15,455.91+ EVERY MONTH". Below the banner is a navigation bar with links: HOME, JOIN US, ACCOUNT, UPGRADE, FAQ, TERMS, CONTACT, and MEMBER LOGIN. The main content area features a world map on the left and a login form on the right. The login form has fields for USERNAME and PASSWORD, a LOGIN button, and a link for "(FORGOT YOUR PASSWORD/ID?)". Below the login form, there's a "STATISTICS" section showing Total Affiliates (11,240), Total Payouts (11,170,000.00), Online since (07.01.2010), and Payment proof (08.14.2010). There are also buttons for "PAYOUTS" and "BUY REFERRALS". To the right of the statistics is a "MEMBER PANEL" with a list of links: MY BALANCE, MY USER INFO, MY INBOX, FREE MEMBER PTC, GOLD MEMBER PTC, REFERRAL CENTER, REFERRAL STATS, RERERRALS CONTEST, UPGRADES ACCOUNT, BUY REFERRALS, REQUEST PAYOUT, and LOGOUT. Below the member panel, there's a "Hello, Kynyn" message and a summary of the account balance: \$1,850.0000, with 0 Active Referrals. There are also three icons: "My Inbox (13)", "Upgrade PTC", and "Upgrade".

2. Go to the earning area as shown.

The screenshot shows the PayperMails.com website with the "STATISTICS" and "MEMBER PANEL" sections visible. The "STATISTICS" section shows Total Affiliates (11,240), Total Payouts (11,170,000.00), Online since (07.01.2010), and Payment proof (08.14.2010). Below the statistics are buttons for "PAYOUTS" and "BUY REFERRALS". The "MEMBER PANEL" section has a list of links: MY BALANCE, MY USER INFO, MY INBOX, FREE MEMBER PTC, GOLD MEMBER PTC, REFERRAL CENTER, REFERRAL STATS, RERERRALS CONTEST, UPGRADES ACCOUNT, BUY REFERRALS, REQUEST PAYOUT, and LOGOUT. Below the member panel, there's a "Get paid to click on the ads below" section. It features two identical ads for "PayperMails" with a "SIGNUP BONUS \$500". Below each ad, it says "The ad above is worth 5000 cent(s)". At the bottom, there's a section titled "Discover How I Made \$253,000 In 90 Days Online" with a small image of a person.



### 3. Pass the human shield (Turing code)

Just checking to make sure you are a human and not a cheat bot.  
Please click on the matching number to continue.



### 4. View the ad for the designated time

Thank you for supporting our sponsors!  
You will receive 5000 cents(s) once you have  
visited this sponsor's site for at least 45 seconds

[Report Abuse](#) [Open in new window](#)

**PayperMails.com**

**Cell Phone Cash** BY MAVERICK COACHING  
The Fastest Growing Income Opportunity The Planet Has Seen! [Click Here](#)

HOME JOIN US ACCOUNT UPGRADE FAQ TERMS CONTACT **MEMBER LOGIN**

USERNAME:   
PASSWORD:   
**LOGIN**  
(FORGOT YOUR PASSWORD/ID?)

**STATISTICS**  
Total Affiliates 11,240  
Total Payouts 11,170,000.00  
Online since : 07.01.2010  
Payment proof : 08.14.2010

**BUY REFERRALS**  
15 SUPPLEMENTARY REFERRALS DIRECTLY TO YOUR ACCOUNT  
Liberty Reserve PayPal ALERTPAY  
Cost: \$20 Referrals will be added within 24 hours.

**PAYOUTS**

### 5. Time lapses, money credited.

Your account has been credited.  
Thank You!

[Report Abuse](#) [Open in new window](#)

**PayperMails.com**

**Cell Phone Cash** BY MAVERICK COACHING  
The Fastest Growing Income Opportunity The Planet Has Seen! [Click Here](#)

HOME JOIN US ACCOUNT UPGRADE FAQ TERMS CONTACT **MEMBER LOGIN**

USERNAME:   
PASSWORD:   
**LOGIN**  
(FORGOT YOUR PASSWORD/ID?)

**STATISTICS**  
Total Affiliates 11,240  
Total Payouts 11,170,000.00  
Online since : 07.01.2010  
Payment proof : 08.14.2010

**BUY REFERRALS**  
15 SUPPLEMENTARY REFERRALS DIRECTLY TO YOUR ACCOUNT  
Liberty Reserve PayPal ALERTPAY  
Cost: \$20 Referrals will be added within 24 hours.

**PAYOUTS**

6. Click on the next ad and so on.

7. Note the control panel functions.

MEMBER PANEL		
MY BALANCE >		
MY USER INFO >		
MY INBOX >		
FREE MEMBER PTC >		
GOLD MEMBER PTC >		
REFERRAL CENTER >		
REFERRAL STATS >		
REFERRALS CONTEST >		
UPGRADES ACCOUNT >		
BUY REFERRALS >		
REQUEST PAYOUT >		
LOGOUT >		

Earnings		
Total Cash Earnings:		\$ 1,950.0000
Total Point Earnings:		0

Account Transactions Summary		
Cash		
08/17/2010	Paid To Click	1,450.00000
08:19	Earnings	
08/03/2010	Sign-up Bonus	500.00000
14:06		
Points		

Below are examples of paid to click opportunities I have tried. Note that for me, they are not necessarily meant to earn money, but to direct me to **hot opportunities**, which I then follow up.

- Paypermails
- Ten Dollar Click
- Clixsense
- Jackass R us
- Serentria

Click on each to join. **Hint** “Jackass R Us” has a very low payout and as such, you can withdraw a few dollars the second day, thus getting even more exposure on the whole process.

Courtesy of <http://www.kode254.weebly.com>, The home of online business opportunities!

**Disclaimer:** Kode254 does not own or operate the above opportunities or any other. We do not, therefore, take responsibility for any mishaps encountered therefrom. Please do your due diligence.

**Watchout for our Guide # 003 with more on other  
viable opportunities + A trick I use**

Coming soon @ [www.kode254.weebly.com](http://www.kode254.weebly.com)

Feedback @ [kynynskamau@gmail.com](mailto:kynynskamau@gmail.com)