



[https://youtu.be/3O\\_lm30XJYY](https://youtu.be/3O_lm30XJYY)

I believe you're eager to discover these 11 Skills that you must learn if you want to start making money online while working from your home.

Actually, It'll be hard for you to function effectively in any organization if you don't have mastery of any of these skills. They are skills that every business out there today rely on to succeed, reach out to customers, connect with the audience, and increase sales.

Having all these 11 Skills positions you as the master of your own destiny. The decision to earn money at any time and from anywhere is at your fingertips.

## **11 Skills that you must learn to make money from home**

Let's get into it

### **1. Landing Page or Web Design**

Just like physical locations like church, mosque, barracks, and eateries have physical structures and specific routes that lead to them, the web has links (roads) that lead to specific locations on the internet - your landing page.

Knowing how to design a page is the first step because it gives you the certainty that you have a location that people can visit from anywhere on the globe 🌍.

If you know how to design a Website you're good to go. BUT if you know nothing about website design you can check [here for a free course on website design](#).

Although, there are tons of landing page design platforms out there. Some of the pages are prebuilt, and for most of them you just have to drag and drop.

Platforms like [Unbounce](#) and [Leadpages](#) can give you a headstart with their free trials.

### **2. Copywriting**

The real superstars of digital marketing are the copywriters.

These variants of humans will put words in front of you and you'll enter a trance, buy whatever they want you to buy, and you'll even thank them and give amazing reviews before you realized what hit you.

Copywriting is simply an art of marketing with the science of optimizing communication for commercial value.

*I honestly think you should tweet that. Thanks. ,*

The work of copywriters is to write engaging contents that have high potential of making your customers (web page visitors) take a desired action.

Writing a good copy for your page is like adorning your physical stores with ornaments and equipment that makes your visitors feel more comfortable.

Think of it this way, would you rather go to a barbing saloon with plastic chairs and no AC or the one with soft cushions, AC, nice lights, TV, etc.

A good copy makes your page worthy of the visit and compels the visitor to patronize you.

### **3. Graphic Design**

More than 75% of your visitors are influenced by what they see. It's a wise move to leverage on that fact and learn how to create stunning images that literally gives your website visitors an orgasm.

You don't need to start learning Corel draw or Photoshop if all you just want to do is get an image that can attract more audience to your content.

[Canva](#) is an amazing platform you can use for that. It's as simple as visiting the website or downloading the mobile app, choosing a template, adjusting the elements to suit, add animation if you like, and export for use immediately.

All that can happen in less than 5 mins.

And if you need high quality images for free, visit [unsplash](#) or [pixabay](#).

Yes, it's that simple.

### **4. Email Setup & Automation**

Email is gradually becoming our identity online. That's why it's important.

You'll need it to sign up on any platform as much as you'll need it to access any opportunity online.

Getting your customers email 📧 gives you an exclusive access to them, you can send them messages at anytime in bulk, and you can use emails to re-target your audience. (Ignore this for now if you don't understand what re-target mean)

There're a lot of email marketing platforms out there, with tools that you can use to manage your email contacts with ease, from collecting the emails to sorting, and automation.

email automation is a wide concept on its own. It allows you to send precomposed emails to contacts based on a particular action or behavior.

Check out what you can do with [Mailchimp](#) here, it is the most widely used Free email marketing tool available (Gmail is in another category).

## 5. Payment Gateway Integration

Talking about how you can get paid online into your bank account directly. I would love to focus on PPP. [Paystack](#), [Paypal](#), [Payoneer](#). Just because it rhymes. But that'll be partial.

We have a whole lot more options for you to receive payment online, [Flutterwaves](#) and [Sellar](#) are amazing options as well.

The integration system for all of the platforms are quite similar.

**Note:** You can always chat with me for guidance.

## 6. Event Tracking & Analytics

In the Digital Marketing world, we define events as valuable actions that visitors perform on your website. It could be Subscribing to your mailing list, placing an order, or simply watching a video.

To track events on your website or landing page, you need to give access to certain tools. Let's call them analytics tools.

Analytics tools allow you to know how many visitors you got on your landing page (hits), what they did on your page, how much time they spent on the page, the type of device they used, and how they left the page amongst others.

Some of this tools are:

[Google Analytics](#)

[Facebook Pixel](#)

[Hotjar](#)

[Count.ly](#)

[Crazyegg...](#)

I'll advise you to stick with the first two for a start.

## **7. (Strategy)**

I skipped this in the video.

It's the secret to making it all work, and it's only for people who already have an understanding of the remaining 10 skills you must learn to make money from home.

Strategy is almost everything in digital marketing, the know how is only a small fraction of the whole scope of digital marketing.

A strategic implementation of all the skills is what actually makes you money from home.

I had a distribution strategy in mind when I was writing this content.

You can [find it here](#).

## **8. SEO (Search Engine Optimization)**

Search Engine Optimization is simply about all the tactics you can implement to be found on Google when people (potential customers) search for related keywords that are relevant to what you do online.

Don't stress, I have a [Free SEO course here](#) to get you up to speed.

## **9. SEM**

Search Engine Marketing is the sister of SEO. Unlike SEO, she's not Free. You have to pay to enjoy her offers.

SEM, or search engine marketing, is the act of using paid strategies to increase search visibility. SEM includes bidding for keywords, deciding on bid factors and placement options...etc

The main difference is that Search Engine Optimization (SEO) is focused on optimizing a website in order to get traffic from organic search results. On the other hand, the goal of Search Engine Marketing (SEM) is to get traffic and visibility from both organic and paid search.

## **10. SMO**

According to Investopedia "*Social media optimization (SMO) is the use of social media networks to manage and grow an organization's message and online presence. As a digital marketing strategy, social media optimization can be used to increase awareness of new products and services, connect with customers, and ameliorate potential damaging news.*"

For me, I'll simply tell you social media optimization is a series of approaches you can follow to maximize your online presence via social media without paying one naira.

## **11. Facebook & Instagram Ads**

The objective of the last 4 steps is to drive traffic to your well designed page with intentional copies and mind blowing graphics.

One of the cheapest ways you can get that done, if you have to spend at all, is by running a Facebook and Instagram Ads.

In fact, Facebook and Instagram Ads is the cheapest Advertising medium today.

If you watch the video from number 7, you'll realize how strategic I've used this tool to drive more traffic to this very page.

(except you're reading from LinkedIn or you got the downloaded ebook)

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Hey,

I didn't expect this article would take the whole of my day but it did.

I'm off to find someone to play chess with and clear my head.

Have a productive day,

**PS:** You can download this Article as PDF in my [free ebooks section here](#).