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# MAKE MONEY ONLINE

## DESIGNING LOGO

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## INTRODUCTION

This ebook was created out of a need. However, most people come to me looking for a silver bullet. Let me tell you that it doesn't exist. There is no easy way to make money online. There are efficient ways and that is what I hope to share with this book.

I hope that this book helps people that are struggling to make money online, to leverage the Fiverr community and make money. This book will cover how to make money online designing logo on fiverr.com Overall, I plan to cover a lot of ground with this ebook. If you want to get the most out of this ebook, I highly recommend reading it in order, from beginning to end, to ensure you're following every single little detail in this book.

I also want to preface this by saying that this does take time and effort. This is not as easy as it sounds, that's why I'm writing a book about it and that's probably why you bought this book. Either you've tried this before and have found no success or you don't know where to start. This ebook will hopefully lay out a template you can follow to get started doing this yourself.

## WHAT IS FIVERR?

### **So you are asking what fiverr.com**

Simple, Fiverr.com is one of the world's largest online marketplace for freelancers offering services starting from \$5. What that means is that the basic Gig charge by any seller on fiverr.com is \$5, but it can get higher than that to more than \$100 per Gig as you rise through the fiverr level classification system.

But you will start with the \$5 basic gig.

So many people initially got put off by that low charge, but the amount was just for basic fiverr gigs as you could charge higher on gig extras. (I will explain what gigs are later). Although beginners on fiverr could only offer the basic gig till they progressed to level one, fiverr has now reengineered everything so that even beginners can have gig extras where they can offer more than just \$5. When I look back now, I feel happy for the new comers like you because when I started in 2011, it was just \$5 for a beginner.

With Fiverr, You could be making more than \$500, \$1000 on basic Gigs alone if you are delivering your services well (and maybe promoting properly which is not a must).

If you are good with your basic gigs and extras, you could be making more than \$2500, \$3500 comfortably every month, but you have to be ready to attend to orders as they would be pouring in daily.

## WHY LOGO DESIGNS

Now many people always ask me my niches on Fiverr and I always reply - Online Marketing and Graphics Design (**Logo Design**). These two niches are simply niches where most top sellers are and for good reason.

The services in these niches are services internet marketers, offline marketers and various businesses can't do without. You can't do without SEO, Traffic Generation, Logo Design, Fan Page Fan Likes etc.

A serious online and even offline business needs any of these services one way or another. Plus these tasks are tasks most will rather someone else do it for them while they concentrate on making money from their online and offline businesses.

My account for Graphics Designs where I offer logo design service, and I have to admit that it is not easy having to log in to this account, completing different tasks daily, some that takes probably 10 minutes to complete.

I personally like Logo design because I have softwares with some pretty templates that allows me to complete even 20 services all at a go. It's really a service that I enjoy doing the most not only because it is quite easy for me these days but also because it brings out that creativity out of me. Logo design is one service that will continue to sell because \$5 is a bargain for this service. There was a time that it would cost you a minimum of \$70 to get a logo of the same quality you get on Fiverr.

Some logo design companies charge as much as \$120 to design one logo.

You can see why most internet marketers are happy to give you \$5 to get one for themselves. It is a service that allows you to develop your brand and when you do that, you will continue to get returning customers and better offers.

## **HOW TO GET STARTED ON FIVERR**

### **SO HOW CAN YOU GET STARTED ON FIVER?**

The requirements for getting started on fiverr are as follows:

- 1) A laptop PC
- 2) A good Internet connection
- 3) A new email account
- 4) Your image of or a designed image.
- 5) An image or graphics design software and a video creation tool.

A laptop PC because you need to create an account with your PC browsers, coupled with the fact you will need to create gig images and videos with softwares or web platforms only permitted on a PC.

A fair to good internet would do well to create your account.

A new email account may be needed as there is a possibility you may get the opening process wrong or for any other reason not mentioned. The new email could be Gmail or

Yahoo mail (whichever suits you). However note that whatever Email you use is the email fiverr will use in contacting you whenever you have a new order or message from a buyer and other promotional message on fiverr.

Without mincing words, you need the Photoshop software for creating Gig images and probably a professional profile image rather than just using your picture, as well as software to create Video for your gigs. However, you can pay someone to get this done for you if you like.

## **STEP BY STEP PROCEDURE OF OPENING A PROFITABLE FIVER ACCOUNT.**

The very first thing to start generating income from Fiverr is to sign up. Signing up is pretty easy and it beats me when people still find problems with signing up. I have once opened 25 accounts at a go. Many became useless and some I still use. You can check some of them - Fiverr.com/joeace2020, Fiverr.com/fastservice200, Fiverr.com/Graficsmaster, Fiverr.com/successnetwork, Fiverr.com/Joeace3000. Fiverr.com/Joeace3000 was one my money raking account. It got limited by fiverr after some people I was teaching had probably accessed it somewhere, somehow. I made over \$150000 within a two month period on that account in 2014/2015 along with my other accounts. This is not to encourage you to try opening accounts up and down, it is always better to have one that pays you cool cash than ten that pays you peanuts.



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### **STEP BY STEP PROCESS**

**Step 1:** Open your system, connect to the internet and go to Fiverr.com on your browser (Preferably Mozilla Firefox browser).

**Step 2:** Click on Join and fill in your new email details, username and password.

Fiverr will immediately send a confirmation message to the email you provided.

Note: Your username must be relevant to your service. For example an article writer could use a name like Ellendwriter or MaxcontentKing or for someone in the Graphics Design niche, a name like Grafikslord, Designexpert. Be creative with a Username that will make it easy for people to find you in searches as well as confident you know what you offer.

**Step 3:** Now close Fiverr.com on your browser

**Step 4:** Enter into your email inbox and click the fiverr verification link that fiverr will send you upon registration and you will be directed to Fiverr welcome page. On that page click on where your Name is on the top right hand side and click on “My Profile” on the drop down menu and MAKE SURE A THE TAG FLAG‘is from the present country were you opened the fiverr account’.

**Step 5:** Now click on the pen sign (Shown in red) on your profile page to begin editing. Then click the line of text below the “about your name” on your profile page and edit it. Now in editing it, you have to fill in a description that is particular to your business and shows professionalism.

An example:

**Hello, I'm a professional graphic design expert with 6 years experience, and I have made 7500+ logos around the world. I provide best services, and I like, to be honest, and also respect all my buyers.**

**I guarantee you maximum satisfaction if you order now.**

Now that is a profile description that can sell. Please do not copy and paste this. Look at other people profile that offer logo design service and word your profile along their line but sound like someone who has been doing the job for years and has a passion for it.

**PLEASE DO NOT COPY AND PASTE PLEASE!**

Also click on the “*what's your story in one line*” part and add another short line about you.

An example is

**“Am your one stop for professional Logo design here on fiverr”**

Please do not use these. Find something that looks like other peoples own too and reword it in your own way, but keep it professional

**Step 6:** upload your profile picture

Once that is settled, the next step is to Move on to Gig creation.

**WHAT IS A GIG**

A gig is an advertorial of the kind of service you are offering on fiverr. It typically describes what you do and how you do it. If you get it wrong with the Gig, you are not going to make a dime and even if you do make some money, it would be little and won't be for long.



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## HOW TO CREATE A GIG THAT WILL BE ATTRACTIVE TO BUYERS AND PROFITABLE

We will go step by step like in account creation.

**STEP 1:** At the top right hand side of your new fiverr.com page, you will see a thumbnail of your profile image, hover your mouse on it, and then a tab will drop down, you'll see "Start Selling" click on it. You may also be prompted by fiverr once you enter your brand new account with a blue color over your dashboard at the top of your fiverr page..On the next page, click on 'create a gig' and you are half way to your income generating journey on fiverr.

**STEP 2:** Create your gig title.

Your gig titles carry about 80 characters so you must use the little space wisely. Try and keep your titles short but direct. The reason is long titles do not rank well in fiverr searches. So for many of you who have already been operating Fiverr but having issues with orders not coming in, you could go back and work on your title. Although I said short title, don't make it too short that it will not make sense anymore. Let me give you an example of good gig title.

**'I will design a eye professional Logo for you'**

You will notice the title contains keywords 'professional logo' that people are always searching for.

### **STEP3:** Choose your Gig Categories

Your gig category is the next thing to set. Setting your gig category is important if you want to get more clicks and more people seeing your service and buying from you.

The category has two segments, the main category and the subcategory. You have to know where your Gig belongs or else if you put it in the wrong category or sub category. No one will see you. To do it just click on the category box and a drop down will appear for you to select your appropriate category and then do same for subcategory.

The gig category for logo designing is 'GRAPHIC & DESIGN' and the subcategory is 'LOGO DESIGN'. So you get the idea.

**STEP 4:** You need to upload a gig image. A gig image is usually the first thing that will attract buyers, you cannot mess up with gig image. This is where your graphics design software will come handy. While it is important you design your own custom photos, it is also important you know how to design it.

If you will not be able to make designs, then try stock images, but I must warn, use them with care. Fiverr frowns on images used without permission so freely on Gigs.

Moreover stock images may affect your gig ranking in searches. Fiverr allows up to 3 images for beginners so be creative with your images.

**STEP 5:** Write your Gig description. This is where you will tell buyers what you want to do for them. How professional you script this will determine how convincing you will be to your buyers. If you mess up with the gig description, I am sorry all you have done

before here will be a total waste. So ensure you maximize the 1200 character space given to you to fully convince your buyer that you are the best man for the job.

To get your Gig description right, welcome the buyer, tell him what you will do for him in plain understandable English, sound as if you are adding value to him and position yourself as someone who is doing the job for a long term purpose.

Capitalize important words, highlight them if you can too. Set some of your important points in bullets and don't crowd your description with words. Space everything out in paragraphs and end your description with a call to action. And remember your gig keywords should appear on the description but don't overuse them and remember to entice customers with free gifts such as free extra Logo for them or other tools that will be beneficial to them and so on.

### **An example of a Gig Description:**

Hi,

**This is my professional logo design gig, only on Fiverr.**

Want a new cool professional Logo or Label for your product?

I can deliver MULTIPLE PROFESSIONAL LOGOS PER DAY. Don't hesitate please contact me.

I will give you awesome services with fast communication.

I will professionally design your logo and deliver you a jpeg sample/mockup of it and willing to provide fair amount of modification on your design. You just need to tell me description of what you want and I will deliver you quality work in time. Message me to get your doubts cleared. Give me a chance to work for you and I guarantee you that the Logo will be 100% Unique.

### **ORDER NOW!!!**

**STEP 6:** Meta descriptions is one the new innovations that came with the new update of fiverr to improve your visibility on fiverr searches. Select what your Gig includes which will be given to you to choose from.

**STEP 7:** Choose your tags CAREFULLY. Your tags are like sets of words related to your gig that people search for on fiverr. They are very important to the ranking process on fiverr. In adding tags, you must use keywords that are relevant to your gig.

Tags are usually one or two words so don't go and write a page and try to set as tag. Separate your tags with commas. Use five tags at most. Fiverr permits five. Please try and copy tags from Top sellers in your niche, compare them and use the most used ones. That way you will know you are going to appear in searches along with them.

**STEP 8:** Select your duration which is the time frame you will deliver the job. You will select one day and like I tell many newcomers who give various excuses why one day may not be feasible, you either select one day if you ready to get buyers or choose 20 day duration if you want your account to face stiff competition from those who deliver in one day.

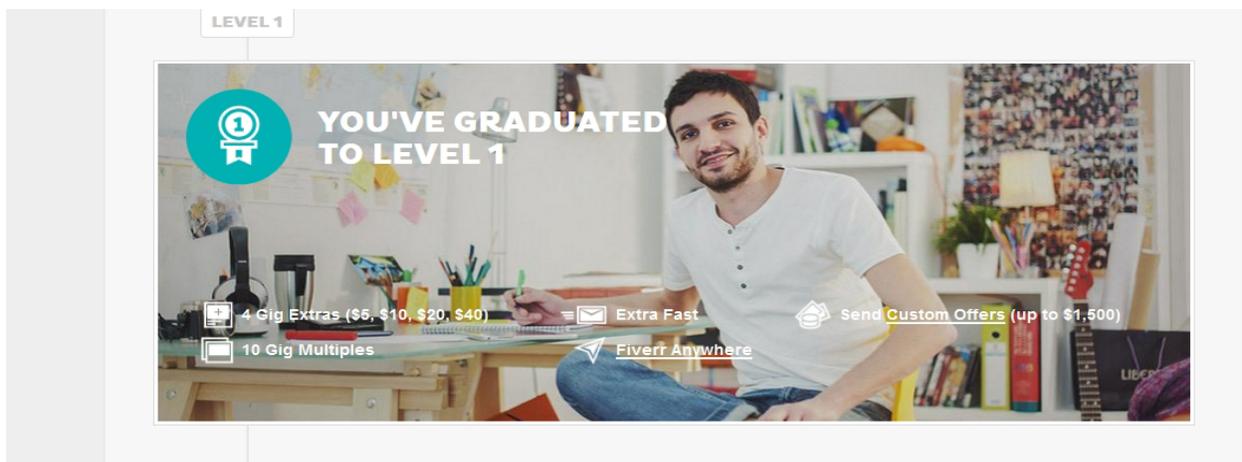
**STEP 9:** Write your buyer instructions. This instruction is what your buyer will see when they are ordering your gig so ensure to tell them to be explicit with their request.

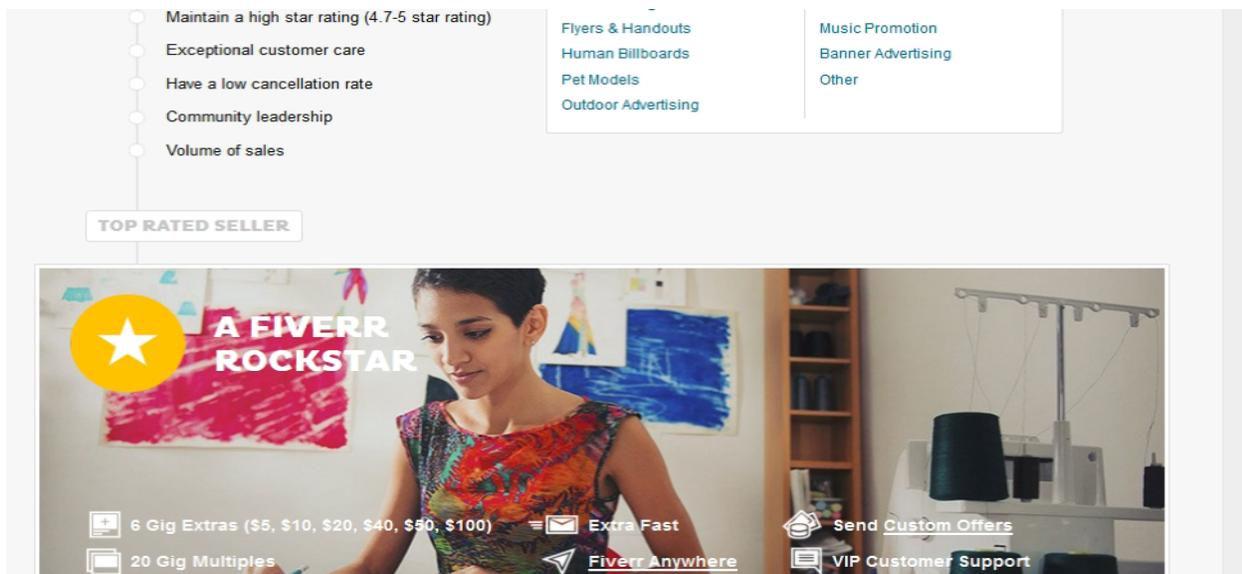
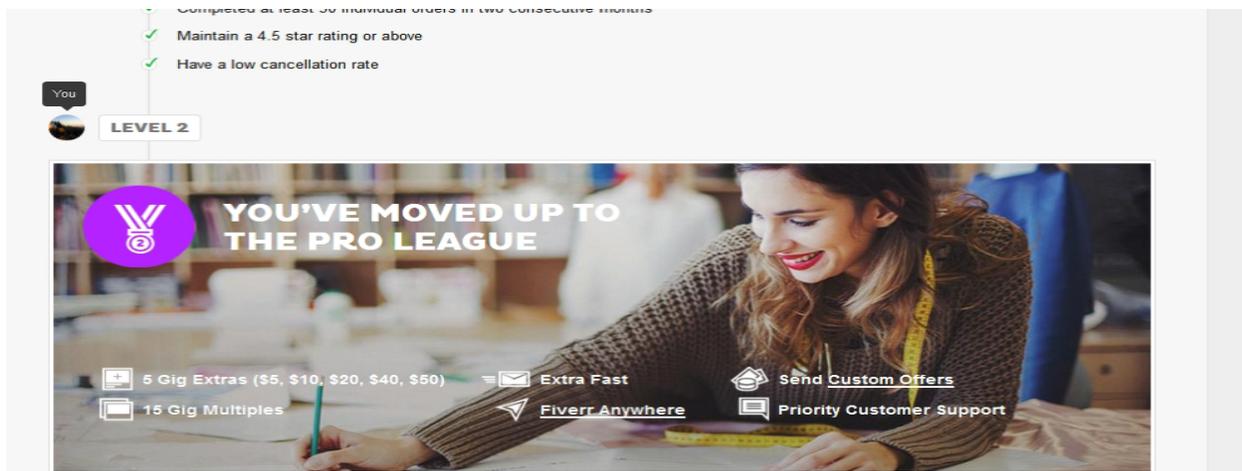
Some buyers are very funny. I once had a buyer who came and wrote “Complete this on time” ordered and left. He never came back. I had to write fiverr before cancelling the order so that it will not affect my ratings. So tell them what and what is required they provide do no miss out anything.

**STEP 10:** Set your gig extra. This is where you will now discover it's not just about \$5. You can actually set your extra up to \$60 on a new beginners account. But you set that after selecting the extra job you'll do which must be worth that amount. I would advise you stick to \$10 highest when setting your gig extra and ensure the service you will be offering matches the amount or you'll just look greedy and no one will order the extra.

**The amount you can set on your gig extra increases as you rise through the fiverr**

**level classification system in the following stages:**





**STEP 11:** Add your Gig video...EXTREMELY IMPORTANT. Fiverr says Gigs with videos sell a whopping 220% more and I can attest to that. If your gig is just an image there it will sell but not as much with a video. Videos are easy to create. There is Animoto- A free web video creation platform available at Animoto.com. There are also premium softwares like VideoMaker FX and VideoScribe which I use in creating my Whiteboard Videos and Explainer Videos respectively.

That is all with the Gig creation. Once you are done, click the save and continue button, follow all the other notifications, click your publish gig and once you are done fiverr will tell you YOUR GIG IS NOW LIVE and return you to your gig panel and you are ready to start making money.

## HOW TO MAKE MONEY DESIGNING LOGO

To make money with this gig, all you need to do is learn to use a good graphics design tool. You need any tool that can come up with a logo in few minutes. Remember we are dealing with \$5 job here and you don't want to waste precious hours just getting one done.

There are many type of tools out there for designing logos and a whole lot of them are for beginners while some are for the pros. In the world of graphic designs, you need to be able to mix colours, use fonts, resize images, cut out images and reuse them to create new designs etc.

To design graphics, you need to use any of these tools or a combination of some of them.

1. Adobe (Photoshop, Illustrator, Fireworks etc.), Corel Draw etc. – These tools are the good old tools used by the pros and beginners alike to create great graphics you see online. These tools have steep learning curves and take patience to master how to use them. If you want to be a great graphics artists then you need one or combinations of these.

The downside of these great tools for designing on Fiverr is that, it takes time to come up with a great design except you have developed your own templates over the years. I don't recommend it for a beginner logo designer on Fiverr.

2. Online Logo design tools--- These tools are online based tools used to design logos. Most of these tools come with templates you can tweak to make new designs. You can design your logo on this site for free but the downside is that you have to pay to download or use them.

So I don't recommend these tools for designing on Fiverr. Most downloads cost more than \$5 and the fact that you have to use browsing data to create one makes it a no no for me.

3. Logo Creator. Logo creator or logo makers are offline logo design tools that come with quality premade templates. These templates are premade and can be modified to come up with different designs. You also have full copyright to use and sell your designs. These are the best tools for a beginner Fiverr designer. Some tools come with few tens of templates while some come with a lot more, up to 200. This is the perfect tool for a beginner and it does a very good job.

But what I like about the tool is that, you don't need any other tool to make it work. You also can do up to 10 different services with this single tool. Now I will focus on the tool I use and that you should too if you are to be successful as a logo designer on Fiverr. This tool is the best logo creator out there with quality templates, high resolution images, quality backgrounds, many icons and it is very easy to use.



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## LOGO CREATOR TOOL

With this tool, you can come up with millions of designs of your own from the premade templates. You can design your own logo in few minutes depending on how you have mastered the use of it. The name of the software I use is [The Logo Creator](#) developed by Laughingbird Software.

See some of the templates that come with this tool.

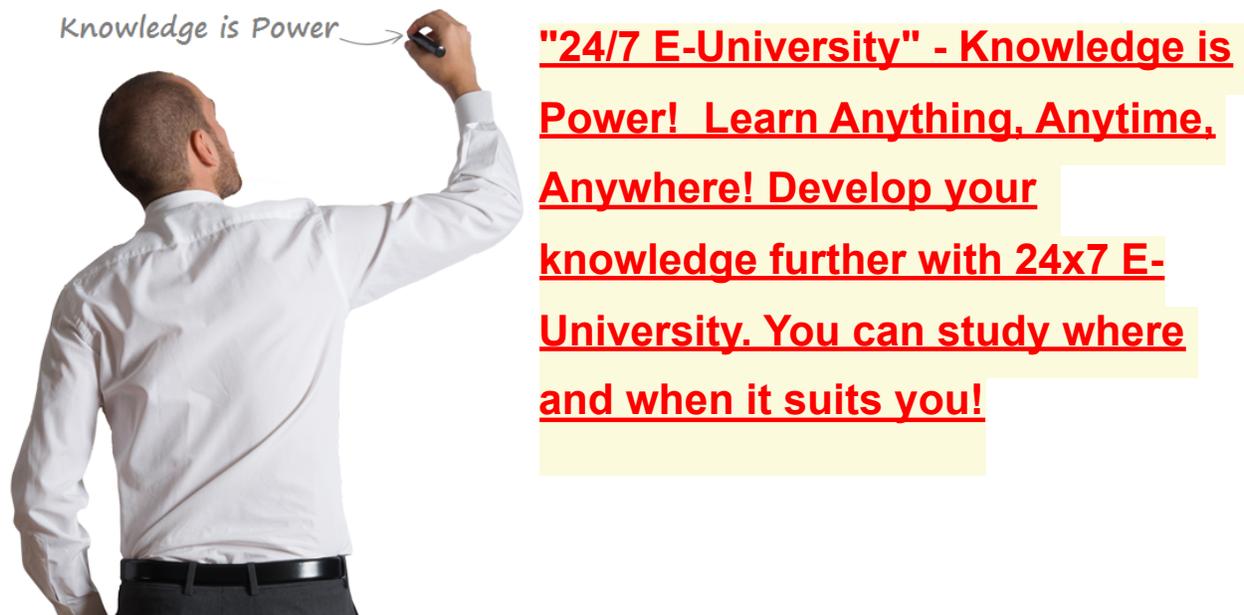


With this tool you can:

- Modify templates
- Modify background size
- Change background colour
- Change background images
- Add Logo text and Slogan

- Import images from outside source
- Change logo icons
- Resizing images and text
- Delete images and text
- Add colour, shadow, blur and outline to your images
- Export Your final logo in Transparent PNG, JPEG, PNG or SWF

There is a whole lot more you can tweak in this tool to create a fantastic logo image.

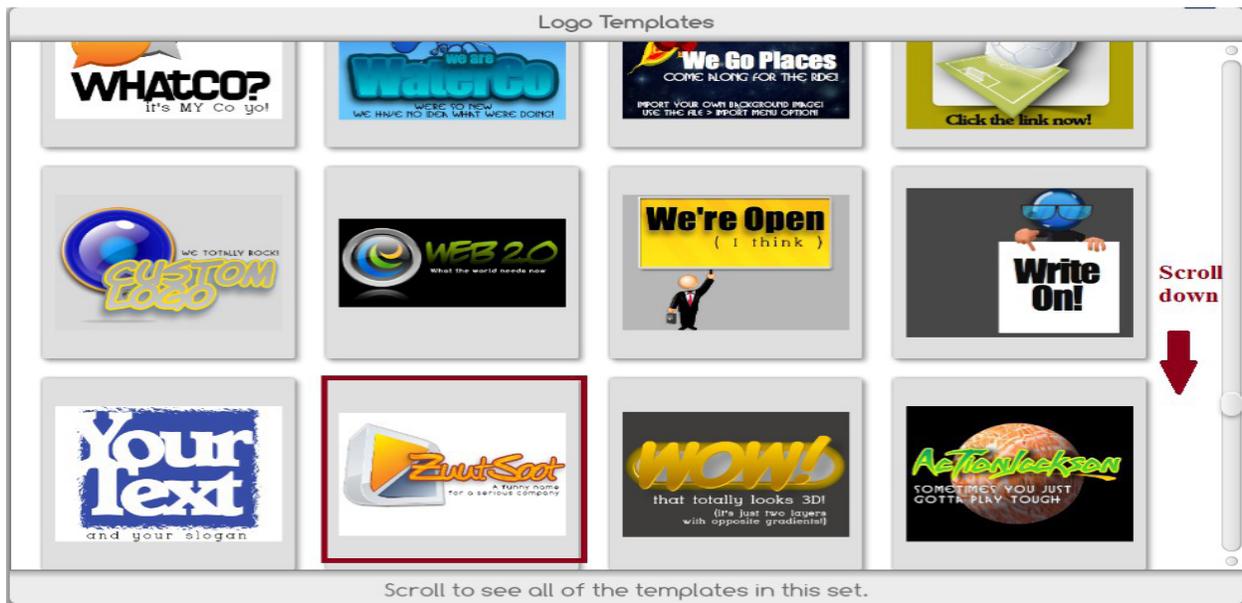


## HOW TO DESIGN A LOGO WITH THIS TOOL

Since the tool already contains premade templates, we don't have any problems whatsoever. We are definitely not starting a new design from scratch and we are actually not designing anything ourselves.

Let's assume I got a job from a buyer to design a logo for his design company. I would simply open my logo creator tool which contains all the templates I can ever use.

I would just use a good template out the 200 we have in there. Let's say I choose this one below. It's really not a bad sample for a design company. Its colour mixes well and for me it's okay.



So click on the template you want. The template would show up in the canvas like so.



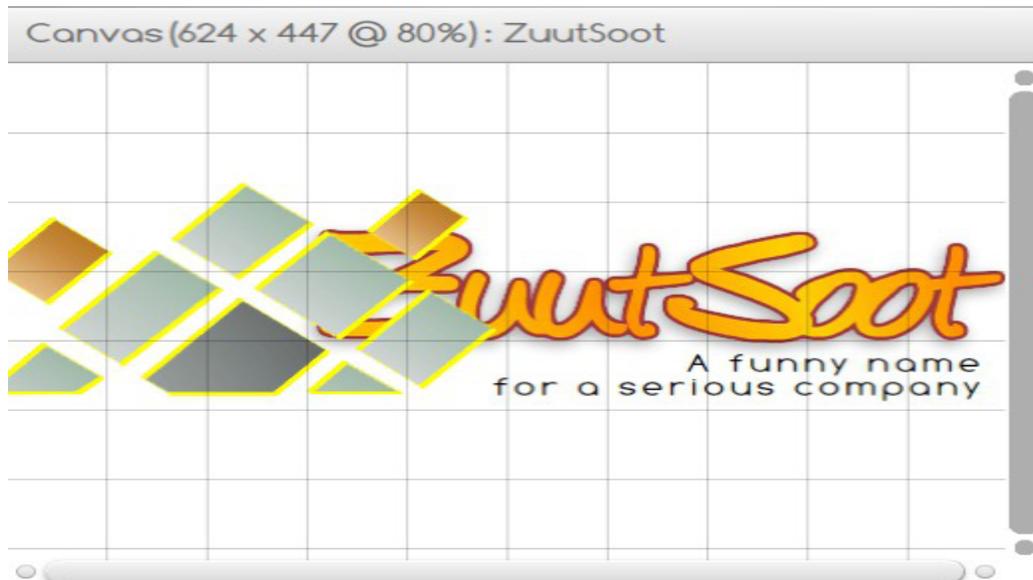
The back ground is white but we can change that or just leave it the way it is. But let us change the logo icon. If you have any icon you can import it here to replace the icon but since the tool comes with lots of icons. We will just drag one here.

The icons are in different categories so let's choose from the creative pack category like so.



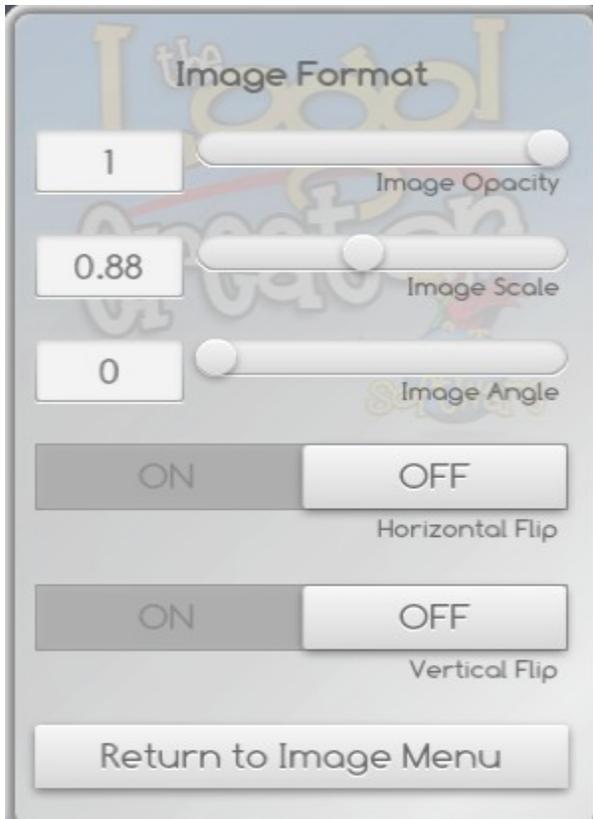
We could choose the pack of crayons which is good for what we want or even the next mutlicolour rings but I would choose a basic one, the first one. So delete the icon we have in there already and replace it with another in the set above.

So just drag the icon or element from the top onto the canvas. So this is what we have.



As you can see, it is covering our text so we need to reduce the logo or make the text smaller.

So we click on the image and go to the left side of the screen and resize the image. Just drag the slide bar to the left to reduce or to the right to increase the size.



You can also click on the text and do the same if the scale is still not right. Do that until both icon and text fit side to side on the canvas. This is what we have in our case.



From here on we can decide to change background colour, edit the name and the slogan. To edit the name and slogan, Just click on each names on the canvas and on the left side of the tool, click on edit.



Type in the name and click on “implement”. Do so for the slogan and this is what we have.



Now we do whatever we want like drag the icon up with the text below like so.



If you don't like the font, just go up and click on fonts to change it to your desired fonts.

To change the colour of text, click on colour and do the same.

To import image into the tool from your system click on import and select your image, resize and you are done.

Once done click on export images and save in either JPEG or PNG format. Notice how the grid in the software background is gone and now you have a pure white background.



Or I could just change the background by going up once again to the background images and drag one onto the canvas like so.



And when you import you have something like this..



That looks kind of better and there is a lot you can still do. If at anytime you don't like what you see, just click and delete and drag another to replace it. It's not the best of samples but for demonstration purposes I decided to just use one with that background.

You can do this for just 5-10 minutes and if you are someone like me, you can come up with a design in under 2 minutes having been using this tool for over 3 years now. Once my job is done, I would just attach the file in either JPEG or PNG and send it to the buyer. If he wants a revision, i would just do it in another 2 minute and move on to the next one.

So you can see how I have made logo design simple and profitable for me.

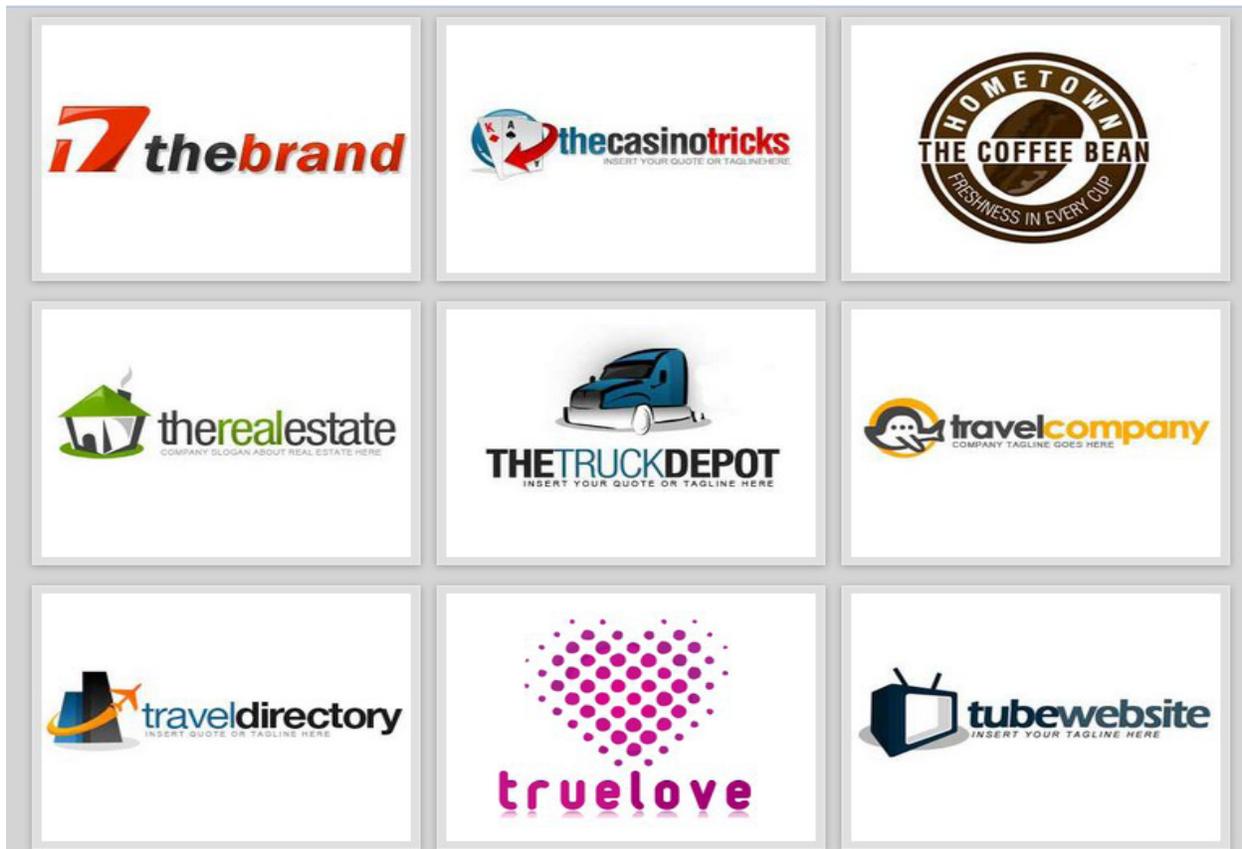
Check out amazing logo designs done by importing images from the internet. What you do is find some icons, import it and you could come up with designs like these ones.



And these ones.....



## 4 EASY STEPS TO INCREASE YOUR INTELLIGENCE



## Other Services You Can Offer Using this Tool

You can also do other services like

- Banner designs
- Facebook Timeline cover gig
- Twitter cover gig
- YouTube cover gig
- Google plus cover gig
- Blog Post Images etc.

This is a nice banner I come up with in less than 4 minute. All I did was drag this green background and the 2 images onto the canvas, added some text on both sides and on the click here button. Job done all in 4 minute.

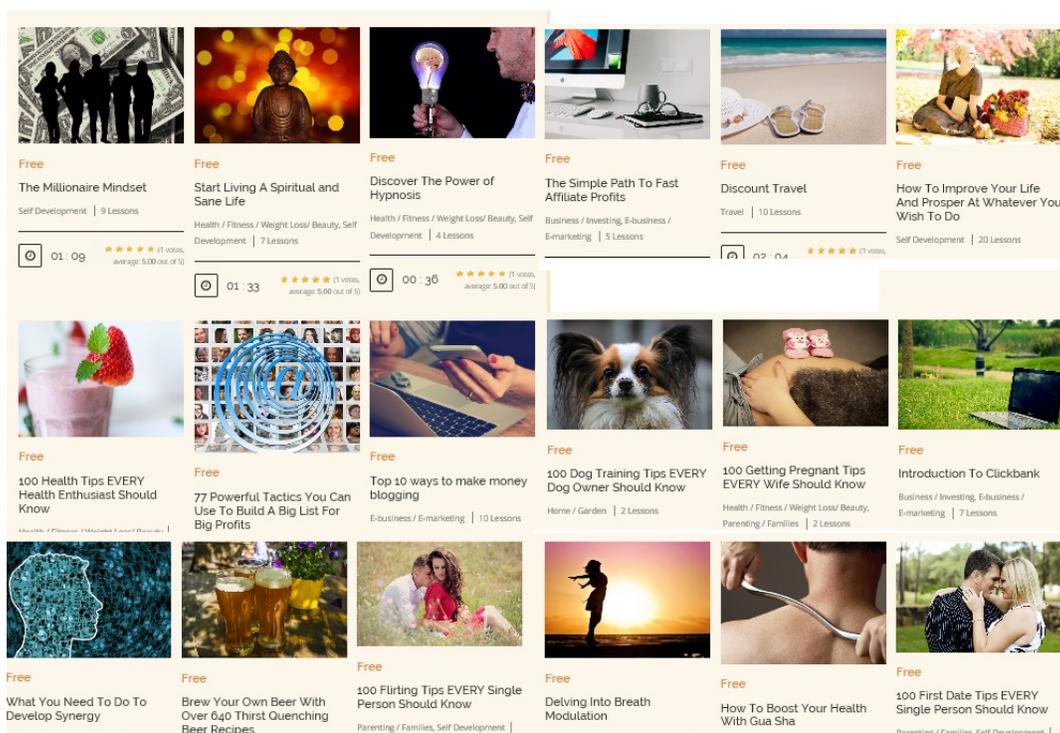


Or this one I did by importing the girls image and dragging the 2 red lines above and below the image. I also added the texts. Job done in another 4 mins.



There is a lot you can do with this simply tool. The money you can make with each gig mentioned above is huge. I mean banner designs alone could make you rich on Fiverr.

So logo design is one service you should offer because it is highly lucrative and easy to do. You don't have to waste money on internet connections just designing what could take hours. Just drag and drop and you are done.



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