

Cash From GOOGLE **HELPOUTS**

GET PAID FOR HELPING PEOPLE OUT!



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Introduction

Google has become the true titan of the internet, and it seems that nearly everything they create becomes the next online sensation. Google Helpouts is no exception!

>> <http://helpouts.google.com>

Google Helpouts, according to Google, “connects people who need help with people who can give help over live video.” Using the platform, you can learn everything from how to create a résumé to how to design a website.

Of course, there’s also the flip side of Google Helpouts, which is giving help rather than receiving it, and you can actually make money doing so! Some Helpouts are free, but you can also charge for your time!

People can earn anywhere from a few cents per minute up to hundreds of dollars per hour teaching various things online. The more in-demand the topic, the harder it is to find a teacher on the subject, and the more desperate people are to learn it increase earnings potential, so ideally you want to find a popular topic that isn’t currently saturated.

In this report, you’re going to learn how to get started making real cash with Google Helpouts. You’ll learn how to find popular subjects, and how to choose the right price to charge.

Let’s get started!

Helpout Examples

You may be wondering what kind of things people are teaching on Google Helpouts. This might give you a few ideas for things you can teach in order to earn some money. (And the great thing is that no matter what your skills, there is bound to be a number of people who want to learn from you!)

When you visit the main Helpouts landing page, you'll see a number of different categories you can browse:

>> <http://helpouts.google.com>

Currently, these categories are:

- Art & Music
- Computers & Electronics
- Cooking
- Education & Careers
- Fashion & Beauty
- Fitness & Nutrition
- Health
- Home & Garden

Almost anything you could want to learn or teach could fit into one of these categories, and if you browse the categories you might get some ideas for Helpouts you could teach yourself.

Here is a screenshot of what is currently popular in the “Computers & Electronics” category:

The screenshot displays a grid of six helpout cards under the heading "COMPUTERS & ELECTRONICS". A link "VIEW ALL IN COMPUTERS & ELECTRONICS" is visible at the top right. Each card includes the instructor's name, a profile picture, a video thumbnail, the title of the helpout, a star rating, the number of reviews, and the price.

Instructor	Helpout Title	Rating	Reviews	Price
Tim Buchalka	Reskinning Apps - Everything You Need To Know - No Experi...	★★★★★	57 reviews	Free
Zack Stark	How to Remove a Virus, Trojan, Malware or Adware From You...	★★★★★	No reviews	\$150.00 or \$2.00 per min. for 1 hour 30
Sabniveesu Shashank	Linux Installation & System Administration	★★★★★	No reviews	Free
Bryan H.	Online Computer Clean Up / Virus Removal	★★★★★	No reviews	\$45.00 for 1 hour 30
BoxAid Technical Su...	Advanced PC Repair and Virus Removal-\$89.95 for 90 Minutes	★★★★★	No reviews	\$89.95 for 1 hour 30
Keenan Jones	Apple Product Support	★★★★★	55 reviews	\$4.99 or \$0.50 per min. for 15 minute

As you can see, classes such as removing viruses, repairing computers and using Apple products are popular. You can also click “VIEW ALL IN COMPUTERS & ELECTRONICS” at the top right of this section to find more Helpouts in the category.

What Can YOU Teach?

Once you have an idea of the type of subjects that are popular, start making a list of things you have passion for and expertise in. Remember, you do NOT have to be an expert at the subject. Even if you're a relative beginner, there are ALWAYS people who know less about a subject than you do! (Just mark your class as "for beginners".)

Also, keep in mind that you don't necessarily have to "teach" something. You could also offer critiques or other types of advice. For example, let's say you're a great artist. You could offer to critique other people's art, letting them know exactly how they could improve a particular piece of art.

Once you have a list of things you're passionate about and have knowledge about, decide on what you think people are most likely to want to pay for. You can even check Helpouts to see if anyone else is offering classes on the subject, and if so, how many reviews they have. If they have a large number of reviews, it means people are paying them for their Helpouts.

Don't be discouraged if no one is currently offering what you want to offer. That could be a good thing, because it means less competition. There are people who want to learn nearly anything you could think of!

How it Works

If you want to make money with your own Helpouts, you'll need to know a little bit about how the process actually works.

Have you ever done any kind of online video chat? It could be something like Facetime on Apple devices, or a Skype video chat or something similar. It's basically a phone call but with both people appearing on video.

A Helpout is basically a video teleconference where one person teaches something to the other person.

For example, if you have a virus on your desktop computer and you need help removing it, you can connect on your laptop with someone who knows how to remove viruses and have them help you remove it live. They can walk you through the process from start to finish, and they'll be there to help you if you make any mistakes or if something goes wrong during the process.

It's all very rewarding for both parties, because the teacher can see what you're doing in order to better help you, and you can see what the teacher is doing in case you don't understand exactly what they asked you to do.

When you create a Helpout, you'll set up times you'll be available so people will know when you will be at your computer and able to help them. You'll also be able to set a price for your help. You could charge by the

minute, by the hour, or in specific increments, such as a 15-minute or 30-minute session.

Charging by the session is beneficial, because it guarantees you a certain amount of money for your time. If you charged \$1 per minute and you helped a person with their problem in two minutes, you'd only make \$2. That might not be worth the time it takes to log into the session and participate. However, if you charged \$30 for a 15-minute session, you'd earn \$30 for that same two minutes.

You can also choose to charge a cancellation fee if people don't show up to their appointed time. This is kind of like when a doctor's office charges you for missing an appointment. Helpouts priced per session will be charged half the total price, and those that charge per minute will be charged for five minutes of service.

You'll set a schedule for when you're available, and people can contact you about availability. If you're currently too busy, they'll receive a "booked up" message and can send you a message.

When you apply to create a Helpout, you'll have to go through the interview session in which a Google employee will talk to you about your qualifications and will help you set up a great listing that will help you get more sales.

Google has an entire step-by-step guide to creating your listing:

>> <https://helpouts.google.com/providerhub/page-listing-tips.html?rd=1>

This page has an 8-step process that includes the following:

1. Get a Google+ account.
2. Choose a category.
3. Add a title.
4. Write a great description.
5. Add your qualifications.
6. Set a price.
7. Add a listing photo.
8. Add a video.

While this list is relatively basic, it will help you get started quickly. Later in this report, you'll learn about some ways you can improve your listings in order to make more money.

Things You'll Need

The first thing you really need to do in order to get started making money with Google Helpouts is to be sure you have everything you need to get started.

1. **A Google+ Account** – Everyone who uses Google Helpouts must use their Google+ account to participate. If you don't have one, it's quick and easy to set one up.
2. **A Google Wallet Account** – If you want to get paid for your Helpout, you'll need a Google Wallet account. It's not difficult to get one, and you don't need a credit check or anything like that. It's basically like a PayPal account. You can even get a Google Wallet card that will let you spend your money in stores or even withdraw cash from ATMs, giving you 24/7 instant access to the money you earn.
3. **A Quality Webcam** – Because Helpouts are video-based, you must have a quality webcam. If your cam is low quality, people aren't going to be happy paying you, because they might not be able to see what you're doing very well. If you don't already have a decent webcam, it's advisable to invest in one. They aren't very expensive these days and you can use them for so many things.
4. **A Decent Microphone** – Some webcams come with a built-in microphone, but if yours doesn't, you'll need to get one. You want to

get something quality, because people need to be able to hear and understand you in order to learn from you. As with webcams, decent microphones aren't that expensive these days.

5. **A Computer** – Obviously, you'll need a computer. It doesn't have to be an expensive monstrosity. Just a basic computer that has a fair amount of speed will do fine. Anything bought in the last five or six years should be adequate.

6. **A Good Internet Connection** – It's important that you have a decent internet connection, because if your internet is slow, your video and audio will be skippy and will frustrate your customers. Be sure you have fast internet. You'll probably need a minimum of a 3-megabit connection, but more is definitely better.

Creating Successful Helpouts

It's not difficult to set up a Helpout, but there are some tips you can use to draw more attention and more sales to your Helpouts.

Create a Great Intro Video

You'll be able to create a 30-second promo video for your Helpout that can introduce you and your expertise to potential customers. This video gives you the chance to go through the different reasons people should choose you over other people offering similar Helpouts. Let them know what makes your service different, how much experience you have, etc.

This video also lets people see if they like your video style and your mannerisms. The more personable and interesting you are in your intro video, the more likely people are to buy a session from you.

You can record your video straight from your webcam, or you can create a separate video presentation and upload it from your computer.

Link to Google Analytics

Another important feature is the ability to link your account to Google Analytics. This will allow you to see stats on your Helpouts, including who has booked sessions with you, who has cancelled, and how many people have viewed your listing.

This is extremely helpful, because you'll be able to compare how many people view your listing to how many people are actually booking a session. If your ratio seems low, you can work on tweaking your listing in order to improve its ratio and get you more bookings.

Build Up Reviews

The biggest thing that will help you get more sales is to build up a significant number of positive reviews. The more reviews you have, and the higher your star rating, the more people will want to book you.

You might want to start your Helpout at a low introductory price to build up some reviews before raising the price. In fact, you can even convert a free listing to a paid listing, thus getting a large number of positive reviews before starting to charge for your services.

The great thing about free sessions is that people are reluctant to leave reviews that are less than five stars, because they appreciate your time even if for some reason they weren't 100% satisfied.

Improving Your Search Position

Another thing that can greatly improve your sales is to improve your rankings in the Google Helpouts search. Google has a list of ways to improve your rankings, so they really make it easy to understand what you need to do to rank well.

Here is what they say on the subject:

- **Availability:** Being available more often helps you appear higher in the ranking. In particular, listings that are available instantly appear at the top of the results.
- **Keywords:** Think of what words customers are likely to search for and use those words in your listing title and description. The title is particularly important. It should convey the main purpose of the listing. Learn more about [creating a great Helpouts listing](#).
- **Reputation:** It's important to build up a positive reputation, so having many reviews per listing is more valuable than having multiple listings with just 1-2 reviews each.
- **Video:** Having a video in your listing helps it appear higher in the search results, it makes customers more comfortable talking to you because they've seen who you are and you're less of a stranger to them.

Promotion

One mistake many people make when it comes to any type of business is to say, "If I build it, they will come." Customers won't just magically flood to a business of any kind without some sort of promotion unless you just happen to be extremely lucky.

It's vital that you promote your listing everywhere you can. Here are a few promotion ideas:

- Share your service on various social media sites like Facebook and Twitter.
- Create a helpful video (or several) on the topic and post it to YouTube, adding the URL to your service as an annotation and in the description.
- Share your service on Facebook, Twitter and other social media platforms.
- Visit forums related to your subject and look for people who need help. Post helpful advice, but make sure you have a link to your Helpout in your forum signature. (Be sure the forum allows commercial links in signatures first!)

Conclusion

I hope that you've learned how easy it can be to make cash using Google Helpouts, and you've learned everything you need to get started doing so. It's a fun and easy way to make money from home, and it will allow you to actually use your current skills and hobbies to help people.

I can't think of a better way to make money than by actually sharing your expertise with people who really desire it and need it. You're helping people and getting paid to do it. It doesn't get much more rewarding than that!

Best of all, Google Helpouts allows you to give lessons, and people to take lessons, without having to leave their homes. This saves everyone time and money, and you don't have to worry about finding someone in your local area who has the expertise you need because you can learn from people all around the world!

If you want to make great money, you need to get started right away. Establish your reputation early. The more people who start using Helpouts, the harder it will be to compete against people who have thousands of 5-star ratings. The sooner you get started, the more you'll make!

So go create your first Helpout today!

Resources

Here are some resources you may find helpful for making money with Google Helpouts:

>> <https://helpouts.google.com>

>> <https://support.google.com/helpouts/#topic=14126>