

Get Some Spicy Idea That Public is looking For and Monetize it Smartly

Some people are so creative that they know how to extract gold out of coal. Few days back a social company's web site leak was reported. The leak was a Private profile was viewable from people who are not on that person's friends list. The facebook team fixed that bug. But that kept un-resolved for few months. Similarly photos of the non-friends were also viewable.

To view the private profile few web owners developed web services. One of them utilized that approach. That guy divided the process of viewing into 3 steps. The first 2 are not important. The thirds step was got my attention, how smart that guy was.

Google adSense program also offers Firefox browser downloads. So if you refer visitors and they download and install it, you get 1\$ per install. The web site owner required in step 3 that you must have a Firefox browser installed as that service was "compatible" with FireFox browser only. Or otherwise you have to waste your first 2 steps, as nowhere it was mentioned before step 3.

So if one does not has already installed they got to download a Firefix browser by using a link provided under step 3. Once the process of installation is completed the guy will be paid 1\$ for the installation, besides the Full page Ad money that was displayed by adbrite and other link unit across the small content page. Although the idea to monetize for viewing private profile does not look ethical and the article aim is not on smartness of exploiting user's security.

Another smart idea:

Almost all of us who are who regularly surf the net, use IM services, Yahoo IM, MSN IM , AOL Im or any other. The IM providers usually release development kits for the experienced developers that they may utilize with their own applications. Sometime people want to see if their buddies are online as appearing to them as offline or if the have blocked or deleted them as did not see them online for long.

You may search for such terms like "MSN delete checker" ; "Yahoo status checker" or "MSN Block checker" and will see many web sites giving that services. However be careful, as they require User Ids and passwords in order to check delete status and mostly they are not encrypted with https or SSL. There you may see almost similar ways to monetize their "struggle". Pop ups, Software downloads, Ad units etc. as described above.

Conclusion:

The idea is to keep an eye on user's/ public positive issues and what they are looking for and then monetizing your intelligence smartly.

About the Author

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