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# **BOOST YOUR INCOME** *the easy way!*

Anyone who doesn't know there is a recession must be living in a bubble (and a financially secure bubble at that). Most people are feeling the pinch in one way or another, and at times like these, consumers are bombarded with quick-fix money-making opportunities left, right and centre.

**B**efore you head for your local Money Shop, sign on the dotted line for another loan or scour under your sofa cushions in search of some spare change, there are several innovative ways to fatten up your starving wallet. And for some of them, you won't even have to leave the comfort of your home.

According to gold-party organiser Krista Waddell, the American CEO of Ounces2Pounds, home is where the cash is, with more than 60% of businesses starting within the domestic walls. As many as 2.1 million Brits have home-based businesses, with mums heading up the entrepreneurial wave. "We've seen an

absolute explosion of home businesses in Britain in the last year," says Waddell, "especially from mums who want to work in the evening while their partners or friends baby-sit."

And it's not just mums who've caught the bug. Young people and the over-50s represent the second- and third-largest groups raking in the cash at home. With companies like Avon and The Body Shop extending their home-sell services, the average Josephine out there can make some extra cash indoors too. Enter the world of gold parties, a pooling together of unwanted jewellery in any condition that is viewed by an expert, tested and weighed while you and your guests enjoy a bite to eat and some drinks. The old

gold is then valued and, if you think the price is right, bought on the spot – with no pressure to sell. Whether it's "deal or no deal" is totally up to the guests.

Shirley H from London said that hosting a gold party turned out to be a gold mine. "It was really easy to do a gold party. I contacted Ounces2Pounds via their website ([www.ounces2pounds.co.uk](http://www.ounces2pounds.co.uk)). By the end of the day, I had arranged a day and time for my party. Another great thing about Ounces2Pounds is that they give you £35, which covered the cost of food and wine! The first party I hosted, there were about eight of us, and I made a tidy profit of nearly £400! On top of that, for being the

host, I made 10% commission on all sales. Since then, I've gone on to host a gold party every three months for the last two years." Making money while hosting a party – a nice and easy way to make a few extra pounds.

It's not just the inside of your home that can earn you some dough, but the outside too. Driveway-rental is becoming increasingly popular in areas where parking is expensive. Online marketplaces like [www.parkatmyhouse.com](http://www.parkatmyhouse.com) let you list your space on their database



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and set a monthly price for it, with the option to set restrictions for when you need to use the space yourself – after all, it is still yours. Your local authority might ask you to apply for planning permission, but once you've got that covered, spaces in London generally go for around £200 per month. And if that weren't enough, your car itself can even earn you some money: if you're open to the idea of being a moving billboard, you can advertise businesses on your car through websites like [www.Money4Space.com](http://www.Money4Space.com) and get paid for doing it.

Another way to earn some extra cash is by blogging. Not only is this an easy way to make money, but you can do it from the comfort of your own home and at your own leisure. Katherine Baker from London decided to create her own online blog and ended up earning over £3,000 in the first month! "Now I make £3,000–£5,000 a month working from home. It's enough to comfortably replace my old job income, especially considering I only work about 15–18 hours a week from home right now."

For those who don't have time to blog, a few pounds can be earned while shopping online. Okay, you may be spending money in order to make money, but if you're making purchases either way, it makes sense to get something in return for your custom, right? Cash-back

websites are a good way to make shopping pay, with sites like Quidco, Give or Take and TopCashBack acting as a link to hundreds of popular retailers. When you click through to a retailer's website to buy that killer outfit or those must-have shoes, it pays the cash-back site a fee for generating your business, and you get a cut of the profit – you are effectively being paid to shop! With over 120 of these sites out there, some smart clicking has to be done to track down the biggest payback. "It's impossible to say which cash-back site offers the best value, as each one will have different deals with different retailers," says Natalie Hagan of consumer watchdog service Which? "Fees, charges and the way they pay you the cash-back are similar, so make sure you shop around to get the best deal possible."

So there you have it: a few simple ways to top up your cash flow, with no need to max out the credit card or take any desperate measures – although a quick check under the sofa cushions never did anyone any harm. 



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