

The Monetization Mix Scorecard

Rate your KFCP for each monetization model on the scale from 1 to 10 to decide on a mixture of potential income streams

Monetization Model	1 Low	2	3	4	5	6	7	8	9	10 High	Can I Apply This to My Site?
I can be an Infopreneur											I need low maintenance monetization models
Create or sell hard goods											I have a product to create or sell
Become an affiliate											I want to get started slowly in e-commerce
Sell my service											I want to build my client base.
Build my local business											I want better results than the yellow pages
Refer business to others											I want to get paid for sending business to others
Build my webmaster business											I want to build sites for others.
Build my net auction ebay business											I want to own my own business not ebay
I want to build my MLM / network marketing business											I want to generate more warm leads
I want to sell an e-product											I have an e-product to sell
I want to represent net to sell or to rent products & services											As an agent/re I want to succeed online