

# SKYPE ROOM REVENUE

## INTRODUCTION

What is Skype? The tool that allows people to talk to each other over the Internet for free.

But that's far from all, there's a whole host of features in Skype that a lot of people will never use.

You can take advantage of those to generate revenue. This guide shows you how.

## SKYPE BASICS

Skype contains a whole host of features.

These include:

- Voice Chat
- Call Phones and Mobiles
- Online Phone Number
- Voicemail
- Video Chat
- Voice and Video Conferencing
- Instant Messaging
- Group Instant Messaging
- Screensharing
- Remote Computer Control
- Collaboration
- Games
- And more!

### *DOWNLOAD*

The first thing to do if you've not got Skype is to download it.

Go to: [www.skype.com](http://www.skype.com)

### *ACCESSORIES*

To make the most of Skype you'll need to make sure your computer is equipped with sound - both so you can hear who you are calling, and so they can hear you.

You will need to ensure you have both a microphone and speakers, or, alternatively use a headset that combines both.

If you want to make use of Video calling features you will also need a webcam.

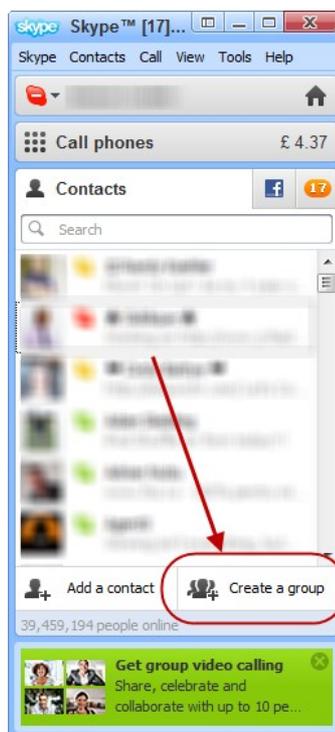
## GROUP SETUP

This guide concentrates on the Group Instant Messaging feature of Skype.

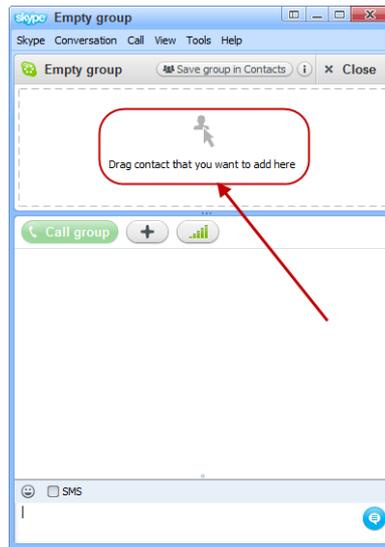
### *MAKING A GROUP*

In the Skype Window you will see a Contact list.

At the bottom of that Contact list there's a button "Create a Group"



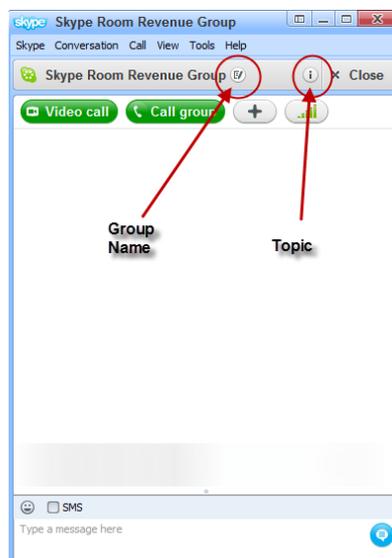
All groups need at least one member (and the maximum is 300 members). So either add one of your existing contacts, or create another ID and add that instead.



Next you can edit the group name. At the top of the window the group name is defaulted to the list of members.

If you hover over it you will see an Edit button. Name your group whatever you want (hint: put Group in the title somewhere!)

Note, this is the Group name that YOU see - not that your members see.



You should also set the Topic - as this is what the OTHER Members see. This is important. A LOT of group owners get this wrong and think that the other members see this separately like they do.

You set the Topic by clicking the small 'i' button.

From here you have a group!

It has two members at the moment, yourself, and the member you've added.

Next, you need to understand the commands to control your group, and how to manage it.

## COMMANDS

The creator of the chat (ie if you made it) can use commands to control various aspects of the group.

To see a list of the available commands type `/help` into the group chat (don't forget to type the forward slash).

A hint here is to practice these commands in an empty group - it's embarrassing to type wrong commands into a group full of people - they'll think you've no idea what you are doing.

Note - there's more commands available in a group with 2 or more people in it - so make sure you add someone to your 'Empty Group' before trying to use commands.

Here's a complete list of commands.

```
/add [Skype Name]
```

Adds a contact to the chat. For instance: `/add alex_cooper1` will add that member to the chat.

```
/alertson [text]
```

Allows you to specify what needs to appear in a chat for you to be notified. For example, `/alertson London` will only alert you when the word "London" appears in the chat.

```
/alertsoff
```

Disable message notifications.

```
/clearpassword
```

Removes the password security.

```
/find [text]
```

Finds specific text in a chat. For example, `/find Charlie` will return the first instance of the word "Charlie" in the chat.

```
/get allowlist
```

Details people with access to the chat.

```
/get banlist
```

Details people banned from the chat.

```
/get creator
```

Details the person who created the chat.

```
/get guidelines
```

See the current chat's guidelines.

```
/get options
```

Details active options for current chat - see `/set options` below for a list of the options available.

```
/get password_hint
```

Get the password hint.

```
/get role
```

Details your role in the chat.

```
/get uri
```

Creates a URL link that other people can use to join the group chat.

```
/golive
```

Starts a group call with other participants of the chat.

```
/info
```

Details number of people in chat and maximum number available.

```
/kick [Skype Name]
```

Eject chat member. For instance, `/kick alex_cooper1` will eject that member from the chat.

```
/kickban [Skype Name]
```

Ejects chat member and prevents them from rejoining chat. For instance, `/kickban alex_cooper1` will eject that member from the chat and ban them from rejoining.

```
/leave
```

Leave current group chat.

```
/me [text]
```

Your name will appear followed by any text you write. For instance, `/me working from home` will cause the phrase "working from home" to appear next to your name in the chat. You can use this to send a message about your activities or status.

```
/set allowlist [[+|-]mask] ..
```

Sets the members allowed in the chat. For instance, `/set allowlist +alex_cooper1` will allow that member to join the chat.

```
/set banlist [[+|-]mask] ..
```

Sets which members are banned from the chat. For instance, `/set banlist +alex_cooper1` will ban that member from the chat. `/set banlist -alex_cooper1` will allow them to rejoin it.

```
/set guidelines [text]
```

Set a chat's guidelines. For instance, `/set guidelines No spoilers!` These can be returned to be viewed in the chat by the command `/get guidelines`.

```
/set options [[+|-]flag]
```

Sets options for this chat. For example: `/set options`  
-`JOINING_ENABLED` switches off the `JOINING_ENABLED` option, while `/set options +JOINERS_BECOME_APPLICANTS` will switch on the `JOINERS_BECOME_APPLICANTS` option.

The available flags are listed below:

`HISTORY_DISCLOSED` - Joiners can see the conversation that took place before they joined. The limit that they can see is either 400 messages or two weeks of time, depending on which is reached first.

`JOINERS_BECOME_APPLICANTS` - New users can join the chat, but cannot post or receive messages until authorized by a `CREATOR` or `MASTER` (see the table below for more information on roles).

`JOINERS_BECOME_LISTENERS` - New users can receive messages but cannot post any until promoted to the `USER` role.

`JOINING_ENABLED` - New users can join the chat.

`TOPIC_AND_PIC_LOCKED_FOR_USERS` - Only a user with a `CREATOR` role will be able to change the topic text or accompanying picture for the chat.

`USERS_ARE_LISTENERS` - Users with a `USER` role will be unable to post messages.

```
/set password [text]
```

Create a password (no spaces allowed).

```
/set password_hint [text]
```

Create the chat's password hint text.

```
/setpassword [password] [password hint]
```

Create a password and password hint for the chat.

```
/setrole [Skype Name] MASTER | HELPER | USER |  
LISTENER
```

Allows you to set a role to each chat member. A description of roles is given in the table below.

```
/topic [text]
```

Changes the chat topic.

```
/undoedit
```

Undo the last edit of your message.

```
/whois [Skype Name]
```

Provides details about a chat member such as current role.

Chat roles depend on whether you started the chat or were assigned a role by the chat creator or host:

Creator

The member who created the chat. There can be only one creator per chat. Only the creator can promote other members to masters.

Master

Also known as chat hosts. Masters cannot promote other people to masters.

Helper

A semi-privileged member. Helpers will not be affected by the `USERS_ARE_LISTENERS` option. Helpers cannot promote or demote other members.

User

A member who can post messages into the chat.

Listener

A member who can see messages but not post into the chat.

Applicant

A member waiting for acceptance into the chat. Note: once accepted into the chat, members cannot be demoted to applicants.

## MANAGEMENT

A member waiting for acceptance into the chat. Note: once accepted into the chat, members cannot be demoted to applicants.

### *ESSENTIAL COMMANDS*

When running a paid-for, private group you can use the following commands to eliminate non-paying members from joining the group, or inviting their friends for free.

### GROUP MEMBER APPROVAL

Joiners Become Applicants enables that members cannot join without your approval. This stops people joining without your say so.

```
/set options +JOINING_ENABLED  
/set options +JOINERS_BECOME_APPLICANTS  
/get options
```

Note you will also see the 'undocumented' option  
ADDING\_LOCKED\_FOR\_USERS is also now enabled.

That's a good thing - it means users cannot add people to your groups, so can't let their friends in. (If you're wanting a private group of course!)

### LOCK THE TOPIC AND PICTURE

```
/set options TOPIC_AND_PIC_LOCKED_FOR_USERS
```

Only a user with a CREATOR role will be able to change the topic text or accompanying picture for the chat.

## ADDING PEOPLE TO THE GROUP

Ask them to add YOU to Skype, and then you can add them to the group manually: either drag them to the group or hit the big + button in the group to get the add people window up.

You could also ask them to add your assistant, and get your assistant to add them to the group.

To do that you need to make your assistant a MASTER in the group, do this with the setrole command:

```
/setrole assistaneskypeid MASTER
```

Alternatively, you can give them a link to click, but beware, it doesn't always seem to work. It's recommended you give them more than one way to join.

```
/get uri
```

For example, the Skype Room Revenue Group (which you are welcome to join) is:

```
skype:?chat&blob=B5asBGiIzQz-  
mRXs3LDg86MXIQSyXpIJZ6MoYWdLwuApnfjH9_CCNtf731gDJW_w6wHuKrCVfV  
_w
```

If you've set JOINERS\_BECOME\_APPLICANTS above you will have to approve each person.

## *REMOVING GROUP MEMBERS*

At the top of the group, in the list of group members, you can right click on the member and 'Remove person from this group'.

## ENGAGEMENT

Once you have a group up and running, you need to keep it working well.

This is all about communication, relationships.

### *ACTIVITY*

You need to keep activity going in the Room, keep people chatting, interacting. And preferably keep it a useful fun place without bad feeling.

If people are offensive don't hesitate to kick them out (and stop their subscription if they are paying!)

You can keep people interacting by being present, interacting. If it's not your niche give some memberships away to people you know will be active in the room - experts in the niche.

### *QUESTIONS*

Ask questions in the group, and ask everyone to respond and discuss.

### *COMPETITIONS*

Hold competitions - say you're going to award the top 3 most useful members a prize - get people motivated to contribute.

### *SCHEDULED EVENTS*

You could run a scheduled event (make it at a popular time) and hold a quiz, or have a Q&A session with a recognised expert.

## *OFF-SKYPE*

Don't be afraid to take people off-skype - so you could do a live streaming session on Ustream, and get the Skype room members involved - use the Skype Room as the 'back channel' - where the discussion takes place.

## *EXTRA CONTENT*

Release content for discussion just to the group, you can use newsletters, videos, podcasts, even Webinars and teleseminars.

### Interviews

You can interview the experts and release the interview to the group (and you'll have a product you can release elsewhere).

## GENERATING REVENUE

There are many ways of generating revenue with Skype Rooms

### *FREE MEMBERS: UPSELL*

You can create a free room, and then sell them things later.

### *PAID MEMBERSHIP*

Charge people to be a member of the room

### *DO BUSINESS*

With either free or paid members, you can do business with people, sell services to them, partner with them, do joint ventures, sell their products for a commission - the possibilities are endless.

### *UPSELLS AND PROMOTIONS*

If you have a group (either paid or free), you can promote other products to those people.

### *AFFILIATE PRODUCTS*

The first option is relevant Affiliate products - you can suggest great, relevant products to them and earn a commission on sales.

### *CROWD SOURCED PRODUCTS*

A group of 300 people on Skype gives you a fantastic new resource - a resource that will contain people with products to sell. Work with them to offer those products (perhaps at a special price) to the group.

## EXPERT PRODUCTS

Niche groups love to hear from the experts, so find experts in the niche and create a product with them to offer to your group.

And, this is VERY easy, you're on Skype, record a skype interview with them (there are several call recorders available - Pamela being the most well known). Sell the recording of this interview to your Skype group members.

## ARCHIVE SALES

You can sell the archives of the Skype group conversations! Bundle them up into Monthly reports (perhaps creating an FAQ?) and sell them to new members who weren't in the group at that time.

## PLR PRODUCTS

Buy PLR products in a relevant topic, re-brand them specifically for the group and sell them to the members.

## *RECURRING MEMBERSHIPS*

The top way to generate a revenue stream from Skype is to charge a regular fee to be a member of the room.

This fee can be anywhere from a few dollars a month, to a few THOUSAND dollars a month. Yes really, there are many Skype Rooms that cost over a thousand dollars a month to be a member of!

The maths works well, even at a modest \$5 each per member a simple Skype room can generate \$1500 dollars a month - there's a 300 member maximum.

And just \$29 a month can be a very healthy six figure income. Quite amazing for such a simple concept.

The price you can charge is very dependant on the niche. Some niches such as underwater basket-weaving might only be a few dollars per month. A room about private jet ownership might be a whole lot more.

Remember, it's the value provided, so if you gather a group of people together who all provide massive value (probably by doing business together) then you can charge more.

## PAYMENTS

There are many options to taking payments online.

### *PAYPAL*

The most popular option is PayPal. The sheer amount of internet users that have paypal accounts makes it the go-to option.

For upsell type products you can get people just to send you funds direct to your email address. Just tell them how much to send, and what email address and send them the product when you receive their payment.

That's the easiest point of entry to receiving revenues from Skype Rooms.

To be more sophisticated you can create Paypal payment buttons. The great feature about these is you don't actually have to use them as a button - you can just use them as a link that can be pasted right in to an email or Skype chat box.

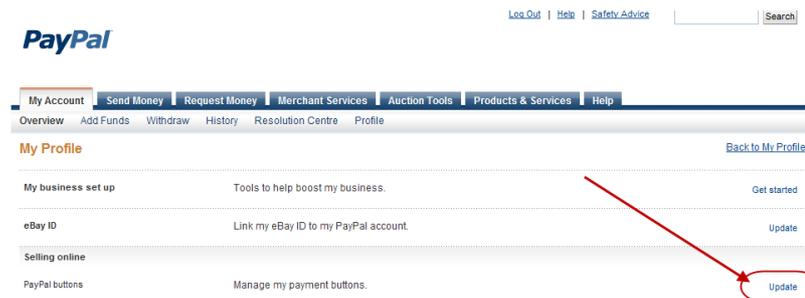
You can create payment buttons (or links) for one-time payments suitable for upsell type products, or you can create recurring payment buttons too.

## CREATING PAYPAL PAYMENT BUTTONS

In your paypal account go to:

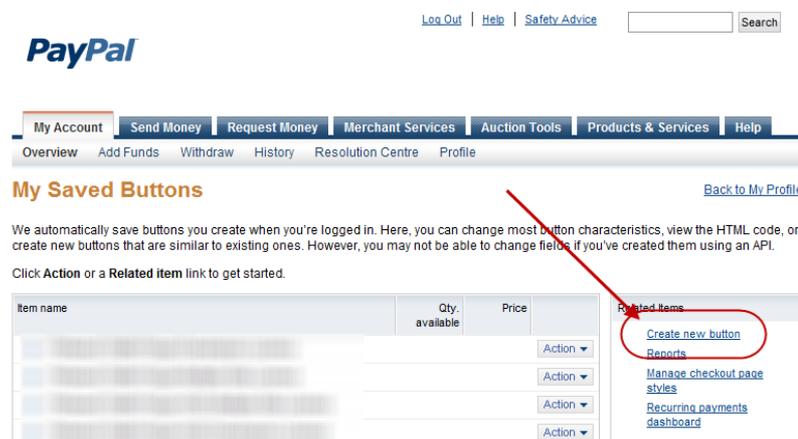
Profile > My Selling Preferences

On that page under Selling Online there's a PayPal Buttons section - with 'Update' link.



This brings you to a page where all your button configuration is kept.

There's a Create New Button link



There's two button types that we are interested in: Buy Now and Subscription

**BUY NOW**

This is used for a single one-off purchase.

## Create PayPal payment button

PayPal payment buttons enable you to accept payments quickly and easily online with no start-up fees. For more information, see [Website Payments Standard Overview](#).

Use this page to customise your button and create the HTML you'll need to copy and paste into your website. [Learn more](#).

[Having trouble viewing this page?](#)

▼ Step 1: Choose a button type and enter your payment details

Choose a button type Which button should I choose?

Buy Now

Note: [Log in](#) to My Saved Buttons to create a new button similar to an existing button.

Item name  Item ID (optional)  [What's this?](#)

Price  Currency  [Need multiple prices?](#)

Customise button	Your customer's view
<input type="checkbox"/> Add drop-down menu with price/option <a href="#">Example</a>	
<input type="checkbox"/> Add drop-down menu without prices <a href="#">Example</a>	
<input type="checkbox"/> Add text field <a href="#">Example</a>	
<a href="#">Customise text or appearance</a> (optional)	

Postage  GBP

Note: [Log in](#) to access settings in your profile.

Email address to receive payments

Note: [Log in](#) if you already have a PayPal account.

## SUBSCRIPTION BUTTON

This is used for recurring revenue month after month until the purchaser (or you) cancels it.



### Create PayPal payment button

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Use this page to customise your button and create the HTML you'll need to copy and paste into your website. [Learn more](#).

[Having trouble viewing this page?](#)

**Step 1: Choose a button type and enter your payment details**

Choose a button type [Which button should I choose?](#)

**Subscriptions** ▼

Note: [Log in](#) to my Saved Buttons to create a new button similar to an existing button.

Item name  Subscription ID (optional)

Currency **GBP** ▼

**Customise button**

- Add a dropdown menu with prices and options [Example](#)
- Add a dropdown menu [Example](#)
- Add text field [Example](#)
- ▶ [Customise text or appearance](#) (optional)

**Your customer's view**

Billing amount each cycle  GBP

Billing cycle **1** ▼ month(s) ▼

After how many cycles should billing stop? **Never** ▼

I want to offer a trial period

Email address to receive payments

Note: [Log in](#) if you already have a PayPal account.

## THE BUTTON CODE

Once you've created the button you can do two things - put the HTML code on a website, or you can get just a text link with a payment URL - that can be pasted direct into an email or skype group.

On the View Code page you will see two tabs Website and Email.

### You are viewing your button code

1. Click **Select Code** to select all the button code.
2. **Copy** the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
3. **Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

#### [Integration tips](#)



The screenshot shows the PayPal button code editor. At the top, there are two tabs: 'Website' and 'Email'. The 'Email' tab is selected and highlighted with a red circle and arrow. Below the tabs is a text area containing the HTML code for the button. The code is as follows:

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id"
value="JWZBKYYULDQWL">
<input type="image"
src="https://www.paypalobjects.com/en_GB/i/btn/btn_cart_LG.gif"
border="0" name="submit" alt="PayPal — The safer, easier way to pay
```

Below the code area, there is a 'Select Code' button and a link 'Go back to edit this button'. To the right of the code area is a preview window titled 'Buyer's View' showing the 'Add to Cart' button.

Website gives you the HTML code.

Email gives you the single line URL for easily pasting into an email or elsewhere. The beauty of this method is you can direct people from ANYWHERE (especially if you use a URL shortener such as bit.ly, goo.gl etc) to Paypal to pay you.

## *ALTERNATIVES TO PAYPAL.*

Paypal is good, but they can sometimes be difficult to work with if there's a problem.

There are alternatives.

### MERCHANT ACCOUNT.

This is the professional solution, get your own merchant account for your business. You can get these from your usual bankers, or shop around for the best deal - you DO NOT need to use your bankers, you can use ANY merchant account.

### PAYMENT PROCESSOR

With your own merchant account you'll need a payment processor, and look for the facility for automatic re-billing - this means you can charge to someones card month after month.

Recommended providers are Authorise.net but search around.

## GETTING MEMBERS

Okay, so you know how to set up a Skype group, let's move on to getting members in that group.

One thing to note at this stage is numbers, the minimum you can have is 2 (probably both you - your creator account and another admin (perhaps VA) account). The maximum you can have in a Skype group is 300.

So aim your sales efforts around that sort of number. IE there's no point in trying to get a few members, and likewise thousands isn't going to work either.

Note you will get members who NEVER contribute in the group. But that doesn't mean they aren't using it, they might just be lurking - absorbing the information without giving anything back.

That shouldn't be a concern, as long as they are paying you should be happy.

Let's take a look at the places you should try to get members from.

### *NICHE*

Focus on niche marketing techniques for Skupe Room recruitment.

Different niches have different places they hang out. Some niches will use forums, other ones Facebook, other more business ones they will be on Linked In. Some niches might even still be using Myspace!

So where-ever you can find large numbers of them is where you want to be.

The first step is to become a member of their existing communities. Interact, join in, build relationships.

Once you've been around a while you can start telling people about the Skype group, and how they can join.

Remember, you don't have to do this yourself, you could use a VA to do all this for you.

What you will find is once you have some members in there they will automatically recommend it to their friends.

### *ADVERTISE*

You could advertise in the right places to get members. Many web site owners would jump at the chance to sell a banner space to you for a few tens of dollars.

The best way to do this is to approach them and say you'd like to put a banner on their site for X months for \$Y. Make X twice as long as you need and \$Y half as much as you will spend. Built in negotiating room.

You could also offer the web site owners a % of the profits. This of course reduces your risk, but could reduce your profits.

Other ways to advertise is using Google Adwords - use banner ads and text ads and target very specific niches.

Facebook advertising is ideal for targeting - you can target people with interests and fans of pages etc. Massively powerful.

You could also go old-school and place magazine adverts, these work surprisingly well, especially in busy niches.

Don't forget YouTube - you could approach people with high-traffic relevant Videos and offer an amount to advertise on their Video description.

## AFFILIATES

One of the most powerful ways to get members is to set up an affiliate program. You can do this in many ways.

You could do it in-house and pay all your affiliates every month - but using an affiliate network means they take care of payments, and, even better, have a ready made network of affiliates looking to promote relevant offers.

Networks you can consider are: Clickbank, JVZoo, WarriorPlus, Digireresults, Ejunkie and many more.

### *SET UP*

Set the affiliate program up to offer 50% of revenues to the affiliate every month. This might sound a lot, but they'll be getting members you wouldn't have otherwise got, so it can be very powerful.

And recurring revenue is VERY attractive to affiliates.

### *RECRUITING AFFILIATES*

Find people selling products in the same niche as your Skype Room. This means they will have a list of customers who have bought a very similar product. Ideal to offer them an affiliate deal to promote your product.