

## At a Glance: Sara Young

You may have already heard by now that there are people who are actually making a living off the World Wide Web. Making money online certainly is a widespread practice, and many of us are very familiar with the ways to do so, from earning through online advertisements to simply selling products online. The whole thing is not exactly that new, however. Fact is that there are already people who are into this trade even before the Internet that we know of is still in its infantile stage. One of these folks is Sara Young, and she has been earning money off the Internet, even before it has become the popular piece of digital technology we know today.

Well, Sara, a happy mother of seven children, has been making money on the Internet way back in the early 90s, when the Web is still a relatively smaller collection of Web 1.0 sites. In fact, she has been into online marketing even before the Internet is accessible to everyone. Her earliest venture in the business involves helping a certain university professor with his email marketing campaign that targets students and statistics teachers, i. e. the only people who can access the Internet.

It didn't take long for her to catch up with things when the Internet as we know it finally came to being, thanks to her technical expertise. By then, she spent some time building websites and programming with Perl and PHP. It was not until 2001, when she was hired by the company Zend to become their website manager when she found herself once again interested in online marketing. She was able to do her newfound work at home for the most part, enjoying this privilege until 2002, where she became yet another victim of the collapse of the so-called "dot-com bubble," leaving her unemployed.

This prompted [Sara](#) to leave programming behind and later experimented with pay-per-click (PPC) to cost-per-action (CPA) offers in the United Kingdom's financial market, which earned her at least \$200 for loans leads. Unfortunately, it didn't stay this way for long as the market crashed and Google ended up terminating accounts, with Sara finding herself in need of a new way to earn money. Abandoning her PPC to CPA campaigns which proved to be costly, these dark days saw the beginning of the development of the Easy Paycheck Formula, her latest course. Sara's formula makes use of cost-free methods and allows her to practically make the equivalent of a full time income from the comforts of her home with just a few hours-worth of work in a week.

All these said, Sara Young definitely is the person that you can turn to if you are having a hard time finding success online, herself having been through various highs and lows throughout her career.