

Guide to Second Life

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1. Introduction

Welcome to your Second Life! While you've probably already enjoyed the freedom, creativity and diverse environment that the game offers, you've probably already cursed under your breath when you realized this striking similarity between SL and real-life.

Money matters.

And unlike regular MMORPGs, there are no monsters to kill, no chests full of booty to uncover (unless you wander into a mature region) and no quests to complete. Making money depends solely on your own creativity, business sense and also a little bit of luck.

Just like real-life, there are many ways to achieve success in SL, and if making money is your barometer, this guide is for you. There are plenty of right and wrong ways to go about acquiring the Linden Dollar. Lucky for you, there are plenty of them out there. The Second Life economy generates about \$L 166,000,000 worth of economic activity per week – the equivalent of \$US 500,000.

This guide will highlight the right ways to go about making Linden Dollars, from owning and selling land to creating content for others to buy. As the SL world evolves and changes, there will always be new opportunities to cash in, so keep your eyes open.

An invaluable resource that changes as the community changes are the Second Life forums, at <http://forums.secondlife.com/>. You can ask questions, post classified ads, get script samples, etc. Use them, and use them often.

2. Making Linden Dollars: An Overview

As I mentioned above, making \$Ls depends almost solely on your creativity, whether it's creating your own content or participating in a social event. That being said, whatever method you choose to make money should be fun for you.

Chances are you've got a day job. Why would you want to stress out and work all night at some boring task just to make money?

If you like building things, flip forward to Section 6. If you're a social butterfly, Sections 5, 7 and 9 would all benefit you. If you enjoy getting a good return on your investment, try your hand at selling land in Section 4. Fancy yourself as a Christopher Columbus, explorer type? Wander and see what other people are doing. Not only will you get a wealth of great ideas on how to make money yourself, but luck will also help you out quite a bit with the things you discover.

In my wandering, I've done everything from detective work (someone was looking for the original maker of a vehicle, so I spent ten minutes asking around for them. I ended up getting tipped \$L 500 and got a positive rating for my avatar) to helping out newbies (gave a new player building tips (positive rating for my avatar).

More often than not, if you create or host something cool, a passerby might want it. There are lots of ways to sell what you create, but more on that later.

3. Supply and Demand Made Simple

3.1. Linden Economy Fundamentals

The Linden Economy is driven by the Linden dollar, which is also worth a little in terms of the US Dollar. The LindeX is a method of trading these dollars for real money and can be found at <https://secondlife.com/currency/>. This is important for a few reasons.

- It's the easiest way to get Ls. You can buy to your heart's content, at the going exchange rate. (\$USD 3 – 4 for \$L 1000)
- Be a trader. Buy \$Ls when they're low relative to the dollar, and sell them when their high vs. the dollar. You can then use your profits to buy more \$Ls or use the \$USDs to do the laundry.
- Drives in game prices for what you sell. For instance, let's say you make furniture, and your Cherry Armoire sold for \$L 500 a month ago. Today, the \$L is worth half as much as it was a month ago. You should adjust your prices to be near \$L 1000. This shouldn't be done in a vacuum – you should take into account what your direct competition is doing as well.

If you're willing to put up your own, cold hard cash as an investment to buy land or sell the \$Ls later, or you're just willing to pony up the dough whenever you want to buy something, the LindeX is something you should become very familiar with. Historically, the Linden has only gone down vs. the USD, so I wouldn't recommend buying and reselling currency to make your profits.

Every once and awhile, Linden Labs takes certain actions to control the supply of Lindens and make it more valuable. Pay attention to any action by them that results in less \$Ls in the marketplace. For example, a system that rewarded folks for having a positive rating with money was removed recently, which caused less \$Ls to be paid out. The currency exchange jumped a full dollar. Use caution, as in the stock market, there are no guarantees.

3.2. Selling What People Want to Buy

Since avatars have zero physical needs in SL, all the products and services sold in SL are completely emotionally and logically driven. Like in real life, people like having unique, good looking items in their home. People like to be entertained. People want to have fun in SL. What you sell should meet those basic needs. You could make a really cool broom

that does the Macarena whenever an avatar comes within a few steps of it...but does anyone really want that?

3.3. Recognizing Demand

To figure out if people will actually want to buy what you're going to sell, a little analysis of demand is necessary. Is there a big market for your product? Since everyone has an avatar, there is a huge market for hair, skins, clothes, etc. Is the market fairly small? A missile launcher that rains flowers on a region would be an example of something that only a few people would like to buy. Here's a table that outlines the different types of products/services that exist in SL, how hard it is to get started within them, and the price level you can expect to charge.

Price level

\$0-500 Low

\$500-1500 Medium

\$1500+ High

Product Type	Effort Required	Market Size, Difficulty to Enter, Price Level
Art	Low	Large, challenging, low
Avatar Animations	High	Medium, challenging, medium
Avatar Creation	Medium	Large, challenging, medium
Avatar Skins	Medium	Large, challenging, medium
Clothes	Medium	Large, challenging, low/medium
Furniture	Low	Large, easy, low, medium
Game Creation	High	Small, hard, high
Hair	Medium	Large, challenging, low
Homes	Medium	Large, challenging, low/medium
Land Terraforming	Medium	Medium, challenging, low
Music	Medium	Small, easy, low
Pets	Medium	Small, challenging, low/medium
Scripting	High	Medium, easy, medium/high
Textures	Low	Large, challenging, low/medium
Vehicles	High	Small, hard, high
Video	Medium	Small, easy, low
Weapons	High	Medium, challenging, low/medium

*For this table, I assumed you know how to create these elements outside of the game. The effort required is a measure of how hard it is to either import your content into the game, or how hard it is to get the in-game skills required to create these products.

3.4. Taking Advantage of Freebies

If you're trying to make \$Ls to trade them back in for \$USD, then a good way to make the most of your money is to take advantage of freebies whenever you can. Amassing lots of \$Ls also means not spending a lot of it, unless what you're doing requires an up-front investment.

Mine yard sales for decorations for your event, shop or game. Click "Find" and then search the "Events" tab for "Yard Sale". Another great spot to get stuff for free is the junkyard. Click "Find", "Places" tab, and search for "Junkyard." You never know. You might find something great and then be able to turn around and sell it.

Visit any of the public sandboxes, you'll find people experimenting and willing to let you try out their creation for no more payment than feedback. You'll also make some friends that can help you spread the word about your money making efforts.

There are numerous "Money Balls" or "Money Trees" in SL. If you are less than a month old in the world you can get \$Ls from a money tree. Money trees are trees surrounded by 4 pillars and are very distinctive; you should be able to spot them easily. You can take up to \$L 25 per tree, and then you must wait for your name to scroll off the list of recipients. Bills are \$L 1, bananas are \$L 5, apples are \$L 10 and cherries are \$L 20. There are different variations; some balls randomly hand out money to anyone in the area. It's a relatively effort free way to make money, but the payout is relatively small and the task itself is pretty boring. Go to "Find", "Places" tab, and type in "Money Tree." As of the publishing of this guide, these are the money tree locations.

Money Tree Name	Region	Coordinates
Picnic Money Tree and Park	Picnic	(216,173)
ThiNC Money Tree	Ontario	(22, 85)
Lily's Pad and New Money Tree	Mowry	(31, 55)
Taber Tudor Village Money Tree	Taber	(133, 47)
Meribel Money Tree	Meribel	(207,219)
Mavericks Money Tree	Mavericks	(60,99)
Powda's Palace Money Tree	Callisto	(158, 86)
Dark Secrets Castle Club Money Tree	Belmondo	(26, 46)
The Edge! Money Tree	Da Boom	(58,26)
Kojin Casino Money Tree	Kojin	(176, 140)
The Original Money Tree	Selby	(9,11)

Money trees can be usually found at the locations listed under "Popular Places." This is because of a phenomenon called "Dwell". Basically, the more traffic (avatars hanging out) your land generates, the bigger a bonus you get from Linden Labs. More information on this is located in Section 7. The point is "Popular Places" hand out \$Ls more liberally to attract avatars to their land, giving them higher returns. Take advantage of this.

If you're trying to make \$Ls so that you can buy more things in-game, finding freebies are still great resources to tap, but you won't need to spend hours searching for that great free furniture to spice up your club, you'll have enough \$Ls to pay for a custom job or buy it in a shop.

There are also some good ways to make money by doing nothing in the "Miscellaneous" portion of this guide, Section 9.

4. Land

4.1. Land Basics

Some of the best money in the game can be made through land ownership. Of course, in regards to land, the old adage, “You have to spend money to make money” is certainly true here. First, you’ll need to get a premium account to even own a small 512 sq. m plot of land. Owning more than that not only costs the Ls to purchase it, but monthly “Tier” fees to own more land.

Tier fees

Listed below are the Tier fees for land above and beyond your first 512 sq. m

Extra Square Footage	Fraction of Region (sim)	Price per Month (\$USD)
512	1/128	\$5
1024	1/64	\$8
2048	1/32	\$15
4096	1/16	\$24
8192	1/8	\$40
16,382	1/4	\$75
32,768	1/2	\$125
65,536	1	\$195

4.2. Finding a Deal (or Steal!)

4.2.1. First Land

Luckily for you, Linden Labs gives you a steal on land right off the bat. It’s called “First Land”, and it’s available for only \$1L per sq. m. You pay no tier fees on it, and you can do a number of things with it.

Build On It

512 sq. m isn’t much, but it’s enough to set up a small house or shop. If you want more for your store or lair, check with your neighbors and see if they are selling.

Rent It

The first thing I did when I bought my first land was to create 4 rooms, 400 sq. m each, stacked on top of each other. Then I went out and bought a “Rent Cube”. If you don’t

know how to script, search for “Script” under “Find” and look for a shop selling scripts, like “Scripts Unlimited.” All the script shops I visited had one. I set up four rent cubes in each of my rooms, and put them on the market for a market rate of \$100L/week. After a couple days, I had all four rented out, and generating an extra \$400L/week in income.

Rent Cube Script

If you need one, here’s a script that you can attach to whatever object you create in the 3D modeling tool that represents your rent cube. As a rule, you might want to make a cube, and then texture it with images that say “Rent This Space”.

Create a new note card with the exact text on the following page in it. Name the note card “Settings.”

```
#Rent This Space
#Options Notecard
#All lines beginning with "#" are comments, and are ignored
#DO NOT CHANGE the order of the options!!!

#Spot Name
This Place for Rent!

#Rental Cost
#The weekly rate to rent this space
100

#Prim Count
#The number of prims allowed by the renter in this space
20

#Rental Size
#The volume of the rental space, in square meters
600

#Refund Fee
#The fee charged to obtain a refund on the currently paid rent
50

#Rental Offset
#The relative position of the prim when rented, when compared
#to the non-rented position
#e.g. 6.75m above the rented spot: <0,0,6.75>
#e.g. 15m above and 5m to the West: <5,0,15>
<0,0,0>

#Info Notecard Name
#The name of the notecard to give to someone
#who clicks the cube. Note: case-sensitive
Rental Info
```

Then, in the editing window, click the “Contents” tab. Drag your “Settings” note card into the “Contents” tab. Then click “New Script” and copy and paste the text below into the script editor. Save your script, and it should compile successfully with no errors. Easy as that, you’re ready to start collecting Linden dollars!

Instructions for Rent Cube

To modify the rental price and other settings, open and edit the "Settings" note card.

To accept any changes you have made to the Settings, reset the script using the Admin options. Just click the Rent-This-Space cube and choose "RESET". You may have to "touch" it once the first time.

To "gift" additional time to someone's cube, simply pay the cube more \$L (it will pay you as the owner).

```
//Rental Script v1.5.3
//by Hank Ramos
//Options
vector rentalOffset = <0,0,10>;
float updateInterval = 60.0; //seconds
string infoNotecard = "Rent This Space Info";
//Variables
string tierName;
float rentalCost;
integer primCount;
integer rentalVolume;
float refundFee;
key renterID;
string renterName;
float rentalTime;
integer listenQueryID;
vector initPos;
vector initScale;
integer count;
integer lineCount;
key readKey;
string rentalGrade;
integer primAllotment;
//Constants
float ONE_WEEK = 604800.0;
float ONE_DAY = 86400.0;
float ONE_HOUR = 3600.0;

dispString(string value)
{
    llSetText(value, <1,1,1>, 1);
}
sendReminder(string message)
{
```

```

    IInstantMessage(renterID, "Your lease located in " + IGetRegionName() + " (" +
(string)initPos.x + "," + (string)initPos.y + "," + (string)initPos.z + ") will expire " +
message);
}
saveData()
{
    list saveData;
    vector storageVector;

    saveData += renterID;
    saveData += renterName;
    saveData += IIRound(rentalTime);
    storageVector = initPos * 1000;
    saveData += "<" + (string)IIRound(storageVector.x) + "," +
(string)IIRound(storageVector.y) + "," + (string)IIRound(storageVector.z) + ">";
    storageVector = initScale * 1000;
    saveData += "<" + (string)IIRound(storageVector.x) + "," +
(string)IIRound(storageVector.y) + "," + (string)IIRound(storageVector.z) + ">";

    ISetObjectDesc(IIDumpList2String(saveData, "|"));
}
string getTimeString(integer time)
{
    integer days;
    integer hours;
    integer minutes;
    integer seconds;

    days = IIRound(time / 86400);
    time = time % 86400;

    hours = (time / 3600);
    time = time % 3600;
    minutes = time / 60;
    time = time % 60;
    seconds = time;

    return (string)days + " days, " + (string)hours + " hours, " + (string)minutes + "
minutes"; // + ":" + (string)seconds;
}
integer setupDialogListen()
{
    integer chatChannel = (integer)IIFrand(2000000);
    IListenRemove(listenQueryID);
    listenQueryID = IListen(chatChannel, "", NULL_KEY, "");
    return chatChannel;
}
updateTimeDisp()

```

```
{
    dispString("Leased by: " + renterName + "\nTime Remaining: " +
getTimeString(llRound(rentalTime)));
}
dispData()
{
    llSay(0, "=====");
    llSay(0, "Rental Space Information");
    llSay(0, "=====");
    llSay(0, "This space is currently leased by " + renterName);
    llSay(0, "The current rental price is $L " + (string)((integer)rentalCost) + " per week.");
    llSay(0, "This space will be open for lease in " + getTimeString(llRound(rentalTime)) +
".");
    llSay(0, "Memory Free: " + (string)llGetFreeMemory());
}
default
{
    state_entry()
    {
        state initialize;
    }
}
state initialize
{
    state_entry()
    {
        llSetTimerEvent(300);
        llOwnerSay("Waiting to obtain Debit Permissions.");
        llRequestPermissions(llGetOwner(), PERMISSION_DEBIT);
    }
    run_time_permissions(integer permissions)
    {
        //Only wait for payment if the owner agreed to pay out money
        if (permissions & PERMISSION_DEBIT)
        {
            state loadSettings;
        }
    }
    on_rez(integer start_param)
    {
        llResetScript();
    }
    timer()
    {
        llRequestPermissions(llGetOwner(), PERMISSION_DEBIT);
    }
    touch_start(integer total_number)
    {

```

```
integer x;
for (x = 0; x < total_number; x += 1)
{
    if (llDetectedKey(x) == llGetOwner())
    {
        llResetScript();
    }
}
llSay(0, "Waiting to obtain Debit Permissions from Owner.");
}
state_exit()
{
    llSetTimerEvent(0);
    llSay(0, "Initialized.");
}
}
state loadSettings
{
    state_entry()
    {
        integer found = FALSE;
        integer x;

        count = 0;
        lineCount = 0;

        list savedList = llCSV2List(llGetObjectDesc());

        if (llGetListLength(savedList) == 4)
        {
            rentalGrade = llList2String(savedList, 0);
        }
        else
        {
            rentalGrade = llGetObjectDesc();
        }
        for (x = 0; x < llGetInventoryNumber(INVENTORY_NOTECARD); x += 1)
        {
            if (llGetInventoryName(INVENTORY_NOTECARD, x) == "Settings")
            {
                found = TRUE;
            }
        }
        if (found)
        {
            llOwnerSay("Reading Settings Notecard...");
            readKey = llGetNotecardLine("Settings", lineCount);
        }
    }
}
```



```
else
{
    llOwnerSay("Settings Notecard Not Found.");
    llResetScript();
}
}
dataserver(key requested, string data)
{
    integer integerData;
    float floatData;

    if (requested == readKey)
    {
        if (data != EOF)
        {
            if ((llSubStringIndex(data, "#") != 0) && (data != "") && (data != " "))
            {
                integerData = (integer)data;
                floatData = (float)data;

                if (count == 0)
                {
                    tierName = data;
                }
                else if (count == 1)
                {
                    if (integerData >= 0)
                    {
                        rentalCost = integerData;
                    }
                    else
                    {
                        rentalCost = 0;
                    }
                }
                else if (count == 2)
                {
                    if (integerData >= 1)
                    {
                        primCount = integerData;
                    }
                    else
                    {
                        primCount = 1;
                    }
                }
                else if (count == 3)
                {

```

```
        if (integerData >= 16)
        {
            rentalVolume = integerData;
        }
        else
        {
            rentalVolume = 16;
        }
    }
    else if (count == 4)
    {
        if (integerData >= 0)
        {
            refundFee = integerData;
        }
        else
        {
            refundFee = 0;
        }
    }
    else if (count == 5)
    {
        rentalOffset = (vector)data;
    }
    else if (count == 6)
    {
        infoNotecard = data;
    }
    count += 1;
}
lineCount += 1;
readKey = llGetNotecardLine("Settings", lineCount);
}
else
{
    llOwnerSay("=====");
    llOwnerSay("Settings Loaded");
    llOwnerSay("=====");
    llOwnerSay("Space Name: " + tierName);
    llOwnerSay("Rental Cost: $L " + (string)llRound(rentalCost));
    llOwnerSay("Prim Count: " + (string)primCount);
    llOwnerSay("Space Volume: " + (string)rentalVolume + " sqm");
    llOwnerSay("Refund Fee: $L " + (string)refundFee);
    llOwnerSay("=====");
    llOwnerSay("Ready for Service!");
    list savedList = llParseString2List(llGetObjectDesc(), ["|"], []);
    if (llGetListLength(savedList) == 5)
    {
```

```

        renterID = IList2Key(savedList, 01);
        renterName = IList2String(savedList, 1);
        rentalTime = IList2Integer(savedList, 2);
        initPos = (vector)IList2String(savedList, 3) / 1000;
        initScale = (vector)IList2String(savedList, 4) / 1000;
        state rented;
    }
    else
    {
        renterID = NULL_KEY;
        renterName = "Nobody";
        rentalTime = 0;
        initPos = IIGetPos();
        initScale = IIGetScale();
        state idle;
    }
}
}
}
}
}
state idle
{
    state_entry()
    {
        IISetObjectDesc("");
        IISetTexture("rentthinspace", ALL_SIDES);
        IISetScale(initScale);
        IISetPos(initPos);
        IISetTimerEvent(updateInterval);
        dispString(tierName + "\nLease this space for $L " + (string)IIRound(rentalCost) + "
per week.\n" + (string)rentalVolume + " sq meters\n" + (string)primCount + " prims\nPay
this Sign to begin your lease.");
    }
    moving_end()
    {
        initPos = IIGetPos();
    }
    changed(integer change)
    {
        if (change & CHANGED_SCALE)
        {
            initScale = IIGetScale();
        }
    }
    touch_start(integer num_detected)
    {
        integer x;
        integer chatChannel;

```

```

    for (x = 0; x < num_detected; x += 1)
    {
        if (llDetectedKey(x) == llGetOwner())
        {
            llDialog(llGetOwner(), "Owner Options. Select one of the options below...",
["Info", "Reset"], setupDialogListen());
            return;
        }
    }

    llSay(0, "Lease this space for $L " + (string)llRound(rentalCost) + " per week. " +
(string)rentalVolume + " sq meters. " + (string)primCount + " prims. Pay this Sign to
begin your lease.");

    for (x = 0; x < num_detected; x += 1)
    {
        llGiveInventory(llDetectedKey(x), infoNotecard);
    }
}
listen(integer channel, string name, key id, string message)
{
    if (message == "Reset")
    {
        llResetScript();
    }
    else if (message == "Info")
    {
        llListenRemove(listenQueryID);
        dispData();
        llSay(0, "Lease this space for $L " + (string)llRound(rentalCost) + " per week. " +
(string)rentalVolume + " sq meters. " + (string)primCount + " prims. Pay this Sign to
begin your lease.");
        llGiveInventory(id, infoNotecard);
    }
}
money(key id, integer amount)
{
    if (amount >= rentalCost)
    {
        renterID = id;
        renterName = llKey2Name(renterID);
        rentalTime = ONE_WEEK * amount / rentalCost;
        saveData();

        llSay(0, "Thank you " + renterName + " for leasing! Your lease will expire in " +
getTimeString((integer)rentalTime) + ".");
    }
}

```

```

        state rented;
    }
    else
    {
        llSay(0, "This space costs $L " + (string)rentalCost + " to rent. Refunding paid
balance.");
        llGiveMoney(id, amount);
    }
}
}
state rented
{
    state_entry()
    {
        llSetTexture("infosign", ALL_SIDES);
        llSetScale(<0.5, 0.5, 0.5>);
        llSetPos(initPos + rentalOffset);

        updateTimeDisp();
        llResetTime();
        llSetTimerEvent(updateInterval);
    }
    touch_start(integer num_detected)
    {
        integer x;
        key    detectedKey;

        for (x = 0; x < num_detected; x += 1)
        {
            detectedKey = llDetectedKey(x);
            if (detectedKey == llGetOwner())
            {
                llDialog(detectedKey, "Lease Options. Select one of the options below...",
["Refund Time", "Info", "Release", "Reset"], setupDialogListen());
            }
            else if (detectedKey == renterID)
            {
                llDialog(detectedKey, "Lease Options. Select one of the options below...",
["Refund Time", "Info"], setupDialogListen());
            }
            else
            {
                dispData();
                llGiveInventory(detectedKey, infoNotecard);
            }
        }
    }
}
money(key id, integer amount)

```

```

{
    if ((id == renterID)|| (id == IIGetOwner()))
    {
        float addTime;

        addTime = ONE_WEEK*amount/rentalCost;
        rentalTime += addTime;

        IInstantMessage(id, "Adding " + getTimeString(IIRound(addTime)) + " to your
lease. Lease Time is Now: " + getTimeString(IIRound(rentalTime)) + ".");
        saveData();
        updateTimeDisp();
    }
    else
    {
        IInstantMessage(id, "Refunding Money...");
        IIGiveMoney(id, amount);
        IInstantMessage(id, "This space is currently leased by " + renterName + ". This
space will be open for lease in " + getTimeString(IIRound(rentalTime)) + ".");
    }
}
listen(integer channel, string name, key id, string message)
{
    integer refundAmount;

    IIListenRemove(listenQueryID);
    if (message == "Info")
    {
        dispData();
        IIGiveInventory(id, infoNotecard);
    }
    else if (message == "Refund Time")
    {
        IIDialog(id, "Are you sure you want to TERMINATE your lease and refund your
money, minus a $L " + (string)refundFee + " fee?", ["YES", "NO"], setupDialogListen());
    }
    else if (message == "YES")
    {
        refundAmount = IIRound((rentalTime/ONE_WEEK)*rentalCost - refundFee);
        IInstantMessage(renterID, "Refunding $L " + (string)refundAmount + ", which
includes a $L " + (string)refundFee + " termination fee.");
        IIGiveMoney(renterID, refundAmount);
        IInstantMessage(IIGetOwner(), "LEASE REFUNDED: leased by " + renterName
+ " located in " + IIGetRegionName() + " (" + (string)initPos.x + ", " + (string)initPos.y + ", "
+ (string)initPos.z + ") has ended. Refunded $L " + (string)refundAmount + ".");
        state idle;
    }
    else if (message == "Release")

```

```

    {
        llDialog(id, "Are you sure you want to TERMINATE this lease with NO
REFUND?", ["Yes", "No"], setupDialogListen());
    }
    else if (message == "Yes")
    {
        llInstantMessage(llGetOwner(), "LEASE TERMINATED: leased by " +
renterName + " located in " + llGetRegionName() + " (" + (string)initPos.x + "," +
(string)initPos.y + "," + (string)initPos.z + ") has ended. Refunded $L 0.");
        state idle;
    }
    else if (message == "Reset")
    {
        llResetScript();
    }
}
timer()
{
    float timeElapsed = llGetAndResetTime();
    if (timeElapsed > (updateInterval * 4))
    {
        timeElapsed = updateInterval;
    }
    rentalTime -= timeElapsed;

    saveData();

    updateTimeDisp();

    //Process Reminders
    if (rentalTime <= 0)
    {
        llInstantMessage(llGetOwner(), "LEASE EXPIRED: leased by " + renterName + "
located in " + llGetRegionName() + " (" + (string)initPos.x + "," + (string)initPos.y + "," +
(string)initPos.z + ") has expired.");
        state idle;
    }
    if ((rentalTime <= ONE_DAY)&&(rentalTime >= ONE_DAY - (updateInterval*2)))
    {
        sendReminder("in one day.");
    }
    else if ((rentalTime <= ONE_HOUR*12)&&(rentalTime >= ONE_HOUR*12 -
(updateInterval*2)))
    {
        sendReminder("in 12 hours.");
    }
    else if ((rentalTime <= ONE_HOUR)&&(rentalTime >= ONE_HOUR -
(updateInterval*2)))

```

```
{  
    sendReminder("in one hour.");  
}  
}
```

Sell It

Since First Land is so cheap to start off, it also makes sense to flip it right after you sell it. An attractive First Land lot can be auctioned or sold for at least triple its initial purchase price of \$1L per sq. m I recently sold my canyon-side first land for \$3000, nearly 6 times the initial purchase price. Not bad.

All you have to do is right-click your plot and select "About Land." Then edit the name, description and price of your land. Click the options tab and post a snapshot of your property. Find an attractive angle of your land, encompassing the whole lot. Make sure your avatar is not in frame. Then click the "Snapshot" button on the bottom menu. Save it as a texture and then go to the "Options" tab in "About Land." Use the snapshot you just took as your picture. Most people will not even consider your land if there isn't a snapshot, and most people selling land without one do so for a reason. Their land is unattractive.

Go into the "Land Sales" tab and find your land by searching for the title you set (you can sort by your selling price to find it easier.) Make sure everything appears correctly and you're good to go. Read on for tips on how to make your land attractive and the different market forces that incite people to buy land.

4.2.2. Attractive Land

Land Type

There are two land types, PG and Mature. Like the movie rating system, PG means that no violence, sex or anything of the like can happen on that land. Mature means anything goes. Usually, the market will pay more for Mature Land, so look for steals of this land type if possible.

Terrain

Like in real life, the type of terrain surrounding your land is important. Land on the beach, on the edge of cliffs, islands and hilltops will sell for more than land that's surrounded by landlocked, flat terrain.

Land that isn't snow-covered will sell for more, usually. There are a few buyers in the market for snowy terrain.

Land that is underwater will sell very cheaply, for obvious reasons. Some people will even scam others by placing thick foliage on top of water covered land and then sell it as an island. If the water is shallow enough that it can be raised above the water line by terraforming, a hearty profit could be made from it.

There's also nothing stopping you from building on top of the water and renting the space either. For someone not looking to spend upwards of \$195 USD and all the \$Ls required to buy an entire region, I would recommend underwater land as a good way to get some solid rental properties for a cheap price.

Location

Location, location, location. Where land is located in relation to telehubs also affects the purchase price. Businesses and event hosts will usually like to rent or buy up land close to telehubs so their customers can have easy access to their merchandise after teleporting. Farther away from the hubs, where there's not as much lag, people will buy or rent smaller plots of land for their homes or personal sandboxes.

Network and Research

And never forget to tap your social network or to spend some time hunting through the land sales area. You can rely on your friends to let you know if they've found a good deal, and they'll be more likely to sell to you at a lower price.

Land that is listed cheaply (\$L 3 per sq. m) is usually being sold by someone looking to get out of the market. This is the bottom price you can expect to pay for land. Look for plots with the attractive qualities discussed above, and they should have potential for getting you a higher selling price.

Land baron

If you are absolutely serious about owning a lot of land and managing it, then go to the land auctions at <http://secondlife.com/auctions/>. You'll find entire regions on sale for \$USD 1000. If you sell off the smaller lots at market prices, you should clear around a 30% profit. Renting could work too, but it'll be harder to attract renters and you'll have to pay tier fees month after month. Sell it all, and you'll just have to pay a month of tier fees and the rest of the Ls are yours.

Now, how do you sell all that land?

4.3. Get a Great Market Price

Always see what the market can bear before you sell your land. A little research goes a long way, and will help you not undersell your property. Remember all the things you looked for when looking for a steal? Remember what made it attractive for you to buy it, and promote that when selling it.

There are a few things you can do to make your property more visually appealing. If the terrain is uneven and unsightly, you may want to spend a little time flattening it out. Someone looking to buy who doesn't want to spend the time terraforming may look at your lot and just move on. If there are any unsightly white splotches (a lot of these are caused by programming, cover them up with some plants. Just right-click, choose "Create" and there is an easy little plant creation tool under the magic wand button.

Terraforming

To get started, right-click your land and select "Create." The button all the way to the right is the land terraforming button. You can find all the tools for editing your land there. Any foliage you want to add can be found under the "Create" button, which looks like a magic wand.

Editing land's shape is an inexact science, and can be frustrating. The tools you'll use the most are Flatten, Raise and Lower Land. The others are even harder to work with and not worth the effort.

When you edit land a small grid of white dots appears around your mouse. This is the area you are affecting. The best way to flatten land is to get an entire section that fits into that grid at your ideal elevation. Then, work your way outward, always making sure a majority of what's under your grid is at that ideal elevation. Work your way across the whole lot until its uniform.

To create a slope, lower all of one side to your lowest elevation. Then, using even strokes, raise the highest side of your land. Play with the tools over the middle part by using even strokes and you should get an uniform slope.

Also, make sure that passersby know that you're selling your lot. You'll need a sign. Create your own by building a 5m x 5m x 5m cube. Then texture all sides of it with a texture that says "Land for Sale." Go to Section 6 for tips on building and texturing.

4.4. Flip Your Properties

In SL, you might be tempted to move at a faster pace than you normally would in the real world. Remember, if you own enough land to incur a tier fee, you're going to be paying that fee regardless of whether you own that land for a second or for the whole month. So if you think you can sell for higher or if you want to play on your own land and see if you can create more income than by just selling it, by all means do.

If you excel at building, practice on plots of land. Build a castle, house or airship. If someone passing by thinks it's cool, you can get that much more for selling your land and your creation.

Or, just go to the junkyard, yard sale or search for "Houses" under the Find menu. You can find a free house pretty easily, and once you have it plop it on your land to make it completely care-free for the next owner. If they don't want it and will build over it, they'll just return it to you or delete it.

The only hard and fast rule for flipping properties is to buy low, and sell high. If buying a whole region and selling it piece by piece looks profitable to you, do it. If renting small plots of land to individual shop owners can give you a steady stream of cash, do it.

4.5. Renting Land

If you own lots of land and don't plan on selling it, renting it out is a good way to make Ls, pay off your tier fees and hopefully have a bit left to play with. When you rent land, there are a couple extra dimensions to think about. Remember to get a rent cube! See page 9 of this guide.

Renters usually don't want to have to do a lot of set up. They want to find a nice shop or home already set up for them, move in their belongings or goods, and then get going. So if you're thinking of renting, you may want to consider if you have the skill to build a mall, condos and the like. You could always hire out the work to an experienced builder.

You could also just rent out pieces of your land, and let your tenants create their own space. This is a less attractive option, and you'll probably have to charge less rent because you are only providing land, not a set up space.

Knowing that you'll help them generate traffic for their business is also an attractive little selling point. Section 7 in this guide is all about hosting events and getting people to your property. Shop owners will pay more to set up in an area that already has lots of traffic. Ice Dragon's playpen is a great example. They've got games like Tringo and Slingo set up, completely funded by those playing the game. They're regularly at the top of the "Popular Places" tab, generating lots of dwell and rent drawing traffic. You get all the benefits and bonuses from the traffic by generating dwell, and the renters get an already existing customer traffic base. It's win-win!

Another nice touch you can add to your rental to get cash flowing in is to add some avatar animations to the property. A beach house with some massage, dining and adult animations would look attractive to a couple looking to get away and live out a fantasy. Renting out a club with dancing animations is another possibility. You can usually buy these at a reasonable price or learn how to create them yourself. See Section 6 for more information on animations.

All this may sound intimidating, and it can be for somebody just jumping into the game. Joining a group to learn, pool resources and share the work load is a good way to go. Section 9 is all about groups and their benefits.

5. Get a Job, You Bum!

5.1. Working in Second Life

5.1.1. Unskilled

Unskilled jobs in SL don't require you to be a Photoshop wiz or be a technically saavy scripter. Some require a little up front investment, and others just require that you be social.

Model

If you're into a good looking avatar, investing in some sexy catwalk moves and being famous, being a model might be the perfect job for you. You'll need a great avatar, great hair (not the hair you can make by changing your appearance, fancy prim hair that you actually wear like a hat), and a steady updated stream of unique and interesting animations.

For the really good looking items, you'll probably need a custom job. Ask around the forums and in SL to find out who the good designers are, and tap them for your skin, hair and body shape.

You can get hired as a model either by going to one of the few modeling agencies, or by approaching fashion designers directly. The agencies organize big fashion show events that usually draw big crowds and can be a lot of fun for the models and for the designers showing off their goods.. Not to mention the tips, salary and word-of-mouth you get. Just like in real-life, its a hard industry to break into. Find out who the top players are by asking around in the forums, and then approach those people in a professional manner. If you don't meet them in person, be sure to give them easy access to a picture or video of your avatar.

Bouncer/Security

In a free-form, anything goes world like SL, there are always people out there whose sole mission is to wreak havoc on anyone and anything around them. From raining objects out of the sky to nuclear missile attacks, troublemakers can cause headaches for the honest citizens of SL trying to host Events. Some people will offer you a job as a security agent or

bouncer, and it's your job to keep these hooligans away from the people having a good time.

Vendor/ Salesman

Being a salesman is also a good unskilled option if you've got a natural knack for getting product out there. Either by working in a shop or by venturing around the world peddling your employer's wares to whoever will listen, putting a human face to the product seems to be more effective than just an automated purchase process. Therefore, some shop owners are willing to put a body behind the counter. To get paid, you either agree to a percentage of everything you sell, or they might pay you a flat fee if they expect you to work in their store.

To get started, perfect your sales skills and then approach a shop owner to inquire about employment. Usually, the bigger stores can afford sales people. You also will want to try asking around in the forums to see who employs vendors already. They should be your first stop.

Dancer

One type of unskilled job is to be a dancer at a club. The club owner benefits from dwell, or traffic at his establishment. Having entertainment to draw in crowds and help keep them as long as possible through events or 24/7 dance parties is what drives them to hire dancers.

There are multiple ways to become a dancer. You can check "Classifieds" under the "Find" tab to find dancing jobs. The forums are also a good resource to become familiar with, not only to find jobs in the Classified section, but to market yourself, your products and to build a network that can answer your questions about the game or give you tips. Also keep an eye on the "Events" tab for clubs that are having contests or an open call to hire dancers. And there's always the option of showing up at the club and asking the club owner for a job. Making the rounds of the clubs by teleporting and making an impression yourself seems to be the most effective way if nothing is listed in classifieds or events.

As a dancer, you can get paid a fixed salary or by tips. Getting a fixed salary usually means you'll have to be at the club at specific hours during the week, most likely when

they have events and are looking to get a full house. At other places, you can dance for money paid to you directly from the patrons or through tips boxes the owner has set up.

Unlike RL, not too many unskilled jobs are out there, and they usually don't pay well. You may just want to pick one up temporarily while you build your network or get the hang of the game.

5.1.2. Skilled

The skilled jobs in SL are the ones I've already alluded to, the builders, the texturizers, the fashion designers...anyone creating content for others to buy and use in SL. Some you can take advantage of using just the tools created by Linden Labs, some you'll need an external program like Photoshop or Poser.

Scripting

If you already know programming languages and are technically savvy, working as a scripter is an outstanding way to make money. Created objects are usually scripted in some way, and pairing yourself up with an architecture group can earn you a share of the profits when they sell their items. A huge niche in SL that I found to be missing was a good script shop. One with high-quality, low-lag scripts and rates for custom work is virtually non-existent in SL. Check out Section 6 of this guide for tips.

Animator

This is another job in SL that has HUGE potential. There are very few good animators, and adding them to a house, club or object really makes the world come alive. A program called Poser from Curious Labs is a good option here, it costs some money but you'll get a professional, powerful tool that imports into SL fairly easily. There are open-source options like Blender, but the animation might not look exactly right when you import it. Check out Section 6 of this guide for tips.

Builder

A builder can use the in game 3-D modeling tool to create nearly anything. Buildings, vehicles, weapons, rings and even hair are possibilities. It's important to have a good eye for design and creating all things aesthetically pleasing. Someone who's been in world for a year and knows the tool in and out won't make as much as the talented architect who

has a moderate grasp on the SL tool. It's because of this that good buildings and homes can be sold, so if you have talent, check out Section 6 of this guide for tips.

Textures

Builders would be useless without texturizers. Without a really good texture to apply to the things they create, builders end up making huge chunks of familiarly shaped wood. Photoshop or Paint Shop Pro are both programs that you can create textures in fairly easily. If you know how to use these programs, and can gauge how to apply them to 3D objects, money can be made by teaming with a builder or by selling your own texture packs to amateurs. Check out Section 6 of this guide if you're interested.

Fashion Designer

A variation on texturing is fashion designing. You can download free templates from <http://secondlife.com/downloads/templates.php>. You'll need a program that can import Photoshop files, handle layers and export .tga files. A good eye for design, the patience to play and make all the seams line up, and a unique flair, this is the job for you. You can sell your products at fashion shows, malls or by doing custom work. Check out Section 6 of this guide for tips.

Event Host

Some SLers will pay you to organize events and draw people to their property. You can host educational events that Linden Labs will pay you for. Or you can set up your own small events and draw people to your own property. If someone else is hiring you, they often give you a budget for giveaways or items. Check the classifieds and the forums for the Event host jobs, or check out Section 7 of this guide for tips.

DJ

If you know the turntables or if you have Winamp (Windows music program available for free download at www.winamp.com) and access to a streaming server, you can use your skills to stream live music into clubs or properties for fairly little effort. A good DJ must know how to entertain and keep the crowd engaged, and they'll adjust their music accordingly. Check out Section 7 for tips.

Find Your Niche

For a talented individual, the possibilities are endless in SL. Think about what you're good at, and then do it. I work as a copywriter in advertising, so I applied the skills I learned in RL to pick up some freelance work proofreading note cards, writing announcements for events and classified ads, and even entered a few movie trailer contests. Think about what's fun, what you're good at and what need that can fill in SL. You'll be having fun and making some cash in no time.

5.1.3. Freelance

Even if you don't have a regular job, the creative nature of SL supports freelance opportunities. Hone your skills in any of the crafting areas, and then hang out around the newbie sandboxes and welcome areas, located at the corners of Ahern, Dore, Bonifacio and Morris (247,3). Newbies have extra starting money, are green in the ways of SL and are anxious to get off on the right foot. There's a virtual gold mine in the welcome area for those selling avatars and clothes. Many will pay more for custom jobs, and doing excellent work for someone will build your word of mouth and get you more sales as your skills become hot and sought after.

5.2. Classifieds

Listing your products and services in the classified section used to be a "must-have." Then, it started costing \$250L every 2 weeks to list things in the classified section. Listing is still valuable, as some people turn here to learn about the new interesting content in SL.

When determining if you want to list your product, keep in mind there is a classified section in the forums for announcements and classified ads. Word-of-mouth, events, setting up shop in a high-traffic area and making sure your business can be found when people search under the "All" tab in Find are just as, if not more important than a classified listing.

To create a classified listing, go to your profile under "Edit" in the top menu. Click the "Classified" tab. A good ad should include:

- Compelling subject line that describes your product and its benefit
- Brief description of the product
- Your business name

- Location
- Price
- Any constraints/specifications (i.e. how many prims)

6. Crafting

Next to being a land baron, creating content for other people to buy and use in SL is the next best way to go in terms of making money. It's what most people find enjoyable in the game, it's the reason \$Ls have actual monetary value (people spend time creating great content) and it's what makes SL so unique.

6.1. Building

SL has an in-game tool that allows you to create, edit and texture 3D objects. To create something, right-click anywhere and select "Create." A small but powerful menu will pop up. From here, you can create many basic shapes, and then use the "More>>" function to really manipulate your shapes and make nearly anything you want.

If you already know 3D modeling, then this is really just another tool you can apply the basic principles and design sensibilities you already have to. It should be relatively easy for you to pick up.

For beginners, there is a fantastic tutorial located in SL that will take you from beginning to end and educate you in all the basics of using this tool. It allows you to create and learn at the same time, and is often updated and filled with others learning like you are. Just go to "Find" and click the "Places" tab. Type in "Ivory Tower" and search for it. You could also just teleport to Noyo (209, 187). It's a far better learning tool than I could ever include in this guide. All the tips that follow will assume you have a basic knowledge of how to get around this 3D modeling tool.

A basic function not explained in the tower is texturing. You'll need it to create a lot of the items here, so I'll discuss briefly how to do it and avoid repeating myself.

Texturing

What follows is the number one, most important tip for texturing and creating 3D objects in SL. You'll keep your prim count very low, and thus your objects will be worth more. Prims are the individual building blocks you use to create your objects.

Always use textures to achieve 3D effects, holes and complicated objects like plants.

They look just as good, and you won't need to create 100 fence posts to make a white picket fence. Just make a long, flat rectangle. Then create a fence in your graphics program using alpha channels and the drawing tools.

An alpha channel tells SL what parts of your fence are "empty" and which parts are "blocked". After you make your image of a fence, select all the areas that are "empty." Create an alpha channel with these areas as black, and then save your .tga file.

Upload it to SL and apply it to the flat surfaces. You now have a one prim picket fence. This is huge. It can be applied to all your objects for realistic and practical objects.

Once you've created a texture in Microsoft Paint or a high-end graphics program like Photoshop, you'll need to get it into SL. Save your creation as .tga, .bmp, .jpg or .jpeg into a folder you'll remember. In SL, go to "File" and click "Upload Image \$L 10." This puts it in your inventory and now you're ready to apply it in-world.

In the create menu, check the "Select Texture" box and pick the surface you want your image to appear on. Then, click the texture tab and drag the art you just uploaded to your inventory into the "Texture" box. You can create different color versions of your texture easily by uploading a black and white texture, and then using the "Color" square on the texture tab to overlay different colors on the same piece, avoiding the \$L 10 charge to upload each separate image.

6.2. What to Make

Some things sell better than others, and I suggest you refer to the table in Section 3.3 to determine where there's money to be made. Also consider what type of skills you'll need to make the following items. I've broken down the following sections in this way:

Skills Needed

External Programs Needed

\$USD Cost to Get Started

Tips

Packaging

6.2.1. Art

Skills Needed

Visual design and basic knowledge of graphics programs.

External Programs Needed

Microsoft Paint or a higher end graphics program that can output .tga, .bmp, .jpg, or .jpeg. Like Photoshop or Paint Shop Pro.

\$USD Cost to Get Started

Free to \$1,000

Tips

You can get ideas for creating art by simply asking around or getting inspired by what other people have done in SL or in real-life. Don't copy, but some of the world's greatest ideas are off-shoots of another idea.

Once you've created something someone wants to hang on their wall or display in a gallery, import the .tga, .bmp, .jpg or .jpeg into SL.

The simplest art board can be made by making a cube and set an X and Z dimension that's proportional to the dimensions of your art. (i.e. Your art is 1000 pixels high by 2000 pixels wide. Your art board should be twice as wide as it is high.). Then set your Y dimension to be .001. This will create a flat, vertical surface to place your art texture on.

Of course, making a frame for your art would help sell it quite nicely. Add one in whatever graphics program you are using and upload it as one texture. One prim, one L \$10 fee for a piece of framed art. Who wouldn't want to buy it?

Packaging

Sell art with homes and furniture as part of a complete living space.

6.2.2. Avatar Animations

Skills Needed

Animation key framing or motion capture

External Programs Needed

Poser from Curious Labs or open source animation tool like Blender

\$USD Cost to Get Started

Free to very, very expensive.

Tips

First download the sample avatar animations at <http://secondlife.com/downloads/avatar.php>. Dancing, walking and any other type of complex animation might require expensive motion capture equipment and several cameras – not very economical for the average user. And since the sky is the limit for motion capture spending, it can get very costly.

If you're good at animation and can get realistic results without motion capture, this is a great option. There are few animators, and with over 75,000 potential customers, animations selling for around L \$500, and relatively little competition, you could almost make a real life living out of this.

Blender, an open-source, free program that's fun to use and learn for simple animations, can be found at <http://www.blender3d.org/cms/Home.2.0.html>. They've got forums, a great product and some educational support material that you can use to get good at this lucrative practice.

You can mine ideas from other places in SL, or your real-life experiences. What's fun for you to do or watch other people do? Create an animation for it! The simplest animations, like sitting down and drinking a beer at a bar really add a nice touch of realism that people will enjoy.

Packaging

Sell animations with avatars, homes, furniture, games and vehicles to really add a unique feel to your products.

6.2.3. Avatar Creation

Skills Needed

Visual design, intermediate knowledge of graphics programs and basic knowledge of 3D principles.

External Programs Needed

Graphics program like Photoshop or Paint Shop Pro that can output .tga files.

\$USD Needed to Get Started

\$100 – \$1,000

Tips

First, you should download SL's clothing, skin, eye and avatar templates from <http://secondlife.com/downloads/templates.php> and <http://secondlife.com/downloads/avatar.php>. Avatar creation not only involves creating skins and shapes, but often the clothes and hair that go with it. (i.e. a Jack Sparrow avatar comes with pirate get-up and gun.)

Once you decide what avatar you're going to make, the first step will be to create the rough shape that you want. Right-click your avatar and select "Appearance." Use the sliders and tools there to get the shape you think you need.

Then use the templates and instructions that come with them to create the clothes, skin tattoos, eyes and hair you need. Upload them and place them onto your avatar. Chances are, they won't match up right or will look funny. Tweak the shape or tweak the .tga file to get the results you need.

For ideas on unique avatars, you can look no further than pop culture's movie characters, celebrities, musicians, newsmakers, monsters, animals, fantasy and sci-fi creatures – literally anything. People will pay for custom avatars, ones that are as unique as their own personality.

For the most part, sexy avatars will sell to the masses. There are niches for the weird, off the wall creations. And when you do your custom jobs, you'll find an idea that's too good to ignore and you'll be able to sell it to lots of people.

Packaging

Sell avatars with avatar skins, animations, hair and clothing as part of a total package. They can just buy it and be ready to show it off.

6.2.4. Avatar Skins

Skills Needed

Visual design, intermediate knowledge of graphics programs and basic knowledge of 3D principles.

External Programs Needed

Graphics program like Photoshop or Paint Shop Pro that can output .tga files.

\$USD Cost to Get Started

Free - \$1,000

Tips

First, you should download SL's clothing, skin and eye and avatar templates from <http://secondlife.com/downloads/templates.php> and <http://secondlife.com/downloads/avatar.php> Use the templates and instructions included to create the skin tone and any tattoos. Save your file as a .tga and upload it into SL.

When creating skins, you're basically creating an image that lies on top of your avatar's shape. You may want to try your skin with various body types to make sure nothing funny happens.

A lighter skin pigment setting on your avatar's appearance is good for testing to get the general placement and look of a skin you create down. Then, play with alpha channels to blend your skin into the system generated skin tone.

Keep in mind that unless you're creating an erotic or scantily clad avatar, your skin will be mostly covered by clothing. Often times, the in-game appearance sliders are sufficient to get the look you want, unless lots of skin is going to be shown.

Packaging

Sell avatar skins with avatars, animations, hair and clothing as part of a total package. They can just buy it and be ready to show it off.

6.2.5. Clothing

Skills Needed

Visual design, intermediate knowledge of graphics programs and basic knowledge of 3D principles.

External Programs Needed

Graphics program like Photoshop or Paint Shop Pro that can output .tga files.

\$USD Cost to Get Started

Free - \$1,000

Tips

First, you should download SL's clothing, skin and eye templates from <http://secondlife.com/downloads/templates.php>. Use the templates and instructions included to create your clothing. Save your file as a .tga and upload it into SL.

Trying to make baggy clothes is quite a challenge, as getting the subtle nuances of shadow and garment texture can be tough to pull off. Making tight clothes will save you a lot of headaches, and will more than likely look better.

To get realistic looking fabrics and textures, go to www.gettyimages.com and search for free pictures of clothing and fabric. Import it into your graphic design program and use those images as starting points to create the look you want.

To create different colored clothing, make all your .tga files grayscale, and then upload the images into SL. You can use the sliders in your Avatar's appearance control to adjust the tint of your clothing. This means you'll only have to upload your clothes once at \$L 10 a piece instead of uploading separate colored outfits. You won't have the same color control you'll get in a high-end graphics program, but it should be enough to suffice.

Hats, robotic hands or anything that sticks off your avatar will need to be made as a 3D object, textured, and then attached to an avatar. As you develop your object, attach it to the desired spot on your avatar to see how it looks, and tweak it as you go. There's nothing more frustrating than creating something complex, having it attach wrong, and then going back to the drawing board to fix a problem that could have been caught early.

What sells well in clothing is really tough to nail down, but take a look at current trends in SL and in real-life as well as looking at retro styles. Recreating an eighties line or a flapper-style of clothing just might get really popular! Experiment and see what happens.

Packaging

Sell clothing with avatars, avatar skins, animations and hair as part of a total package. They can just buy it and be ready to show it off.

6.2.6. Furniture

Skills Needed

Visual design, basic knowledge of graphics programs and basic knowledge of 3D principles.

External Programs Needed

Microsoft Paint or a higher end graphics program that can output .tga, .bmp, .jpg, or .jpeg. Like Photoshop or Paint Shop Pro.

\$USD Cost to Get Started

Free to \$1,000

Tips

Always shoot to have as few prims as possible in your furniture. Remember the golden rule of texturing and achieve your effects that way instead of having a piece that will send the owner well over the allotted prim limit for their land.

A great idea for furniture is to design rooms that function together. A coordinated set of couches, chairs, tables and lamps will complete a room nicely and make it more attractive to the buyer. Look around in architecture books or in houses that you think have a unique style, and try to recreate those. Like with clothing, try creating furniture that plays to a certain time period, like medieval furniture.

Attaching an animation to your furniture will make it more valuable and desirable. Go to Section 6.2.2 for tips and information on animations, hook up with a talented animator in SL, or buy some animations. Going to bed and getting a massage is far more fun in real life and the same holds true in SL.

Packaging

Sell furniture with homes, animations and art as part of a complete living space.

6.2.7. Game Creation

Skills Needed

Visual design, intermediate knowledge of graphics programs and basic knowledge of 3D principles, programming

External Programs Needed

Microsoft Paint or a higher end graphics program that can output .tga, .bmp, .jpg, or .jpeg. Like Photoshop or Paint Shop Pro, for texturing.

\$USD Cost to Get Started

Free to \$1000

Tips

Like Avatar Creation, creating games will require you to use several different skills to succeed. You'll need to be good at 3D modeling and texturing. You'll need to be fantastic at scripting. And you'll also need a good sense of what's fun. The rewards can be big, the inventor of SI-ingo (A mix of slots and bingo) sold his game for development outside of SL.

To get started, first think up the game you'd like to make. Is it something like Texas Hold 'em or Bingo, where players sit and are served choices? Or is it fully interactive, where an avatar goes into a cave and battles monsters? Will users win money from you, or will the participants provide funding for prizes (i.e. betting). What items do you need to create? What events and actions are possible? Up-front planning goes quite a long way once you actually begin making the game.

Once you have an idea, start getting creative with how you execute it. Hire someone else to create your game if you don't want to take the time to learn yourself. (Or if you do, learn it and then others can hire you to make their games). If you need a complex item that you don't want to build, see if you can find something comparable in a yard sale or in a shop.

You'll need to know how to use SL's scripting tool. If you already know programming, it should be fairly easy to pick up, again, just another tool you can use. Go to the Section 6.2.13 for resources and tips. It has a host of tutorials and information about the nuances of the language. If you run into problems with your game, turn to the forums for help and you can always ask around in SL for help.

Once you've created your game and have it working roughly how you want it, get your friends (you should have some by now) to test it and give you honest feedback. Not only will you catch bugs you never knew were there, you'll get tips on how to make your game even more fun.

A good game is easy to use and fun to play. If you want to sell it to others to use in their clubs or Events, be sure to play up any admin features or ease of use that it has. Those are the most important qualities club and Event hosts look for in games. It won't hurt if the game makes them money too.

Packaging

Games could be sold with buildings like clubs, but for the most part will stand alone nicely.

6.2.8. Hair

Skills Needed

Visual design, intermediate knowledge of graphics programs and basic knowledge of 3D principles.

External Programs Needed

Graphics program like Photoshop or Paint Shop Pro that can output .tga files.

\$USD Cost to Get Started

Free - \$1,000

Tips

First, you should download SL's clothing, skin and eye templates from <http://secondlife.com/downloads/templates.php>. Use the templates and instructions included to create the standard hair you can make using the appearance sliders on your avatar. Save your file as a .tga and upload it into SL.

Prim hair is what people are usually looking for. Techniques for getting started vary, but I like to create a sphere roughly the size of my head and place it in front of me. Then, using prims, I create the hair shape I want around that sphere. Texture it, and link all the prims together by selecting them all and hitting CTRL-L. Then take that object and attach it to your skull. Play around with rotations and settings of your prims to get your hair looking just the way you want it. Then, delete the sphere from the linked group and sell your hair!

Here's a rudimentary tutorial on creating hair that you might find useful if you're a beginner in 3D modeling or texturing. <http://www.comet-cartoons.com/toons/3ddocs/hair/>

Packaging

Sell hair with avatars, avatar skins, animations and clothing as part of a total package. They can just buy it and be ready to show it off.

6.2.9. Homes

Skills Needed

Visual design, basic knowledge of graphics programs and basic knowledge of 3D principles.

External Programs Needed

Microsoft Paint or a higher end graphics program that can output .tga, .bmp, .jpg, or .jpeg. Like Photoshop or Paint Shop Pro.

\$USD Cost to Get Started

Free to \$1,000

Tips

The same rules apply to building homes as to building furniture. The fewer the prims, the better. So if you want a really cool spiral staircase, try to do it with textures, chances are doing it with prims is unnecessary.

Do a little planning before you get started. Keep plot sizes in mind when you're creating your house. Most people buying a small house will probably have a 512 sq. m. lot, so check one out if you don't have one to get the dimensions. An owner gets 117 prims per 512 sq. m. lot as well, so keep that in mind when creating the house. Bigger houses need bigger lots, and always try to create buildings that are roughly square or rectangular so that someone doesn't have to get a weird shaped lot or rack up tons of tier fees to buy your house.

Once you know how big the house is going to be, do a sketch of the floor plan. You can be as detailed or as rough as you want. Identify any windows, doors or holes you need. Identify which ones can be textures and which ones need to be prims. Planning for them now and building or texturing them in as you go will save you headaches.

Then, start creating a rough skeleton of your house. The biggest shape you can create is 10m by 10m, which can be limiting sometimes. Always create your rooms with hollow

cubes, and use the “Cut Begin and End” tool to get rooms with two or three walls, or no ceilings, or whatever you need.

Then, start working on the details, adjusting your skeleton where appropriate, adding in prims if you absolutely need them. Texture your shapes as you go, it'll be easier to keep track of the surfaces that get covered up and become hard to see.

It's a good idea to create some furniture, outlined in Section 6.2.6, to go with your house. It'll increase the value somewhat and make it more attractive to buyers who don't want to spend the time or Lindens finding and buying furniture. If they want their own pieces, you can always take them out, or they can just delete them once they find their own piece.

Packaging

Sell homes with furniture, animations and art as part of a complete living space.

6.2.10. Land Terraforming

Skills Needed

Basic knowledge of 3D principles

External Programs Needed

None

\$USD Cost to Get Started

Free

Tips

Terraforming land involves raising, lowering or flattening the terrain to suit the needs of the owner. This can be a great tool for making the land you own more attractive to buyers, and you could also be hired by other land owners. Land can be edited by using the “Land” icon after you right-click on the land and select “Create.”

Mainland can only be raised or lowered 5m, and you're tied to whatever land textures SL has set for that plot. Some people like flat land, for ease of building. Some people like sloped land on a hill for a view.

Private islands have much more flexibility. You can raise or lower the land 100m, and you can apply your own textures to the land. You can even make the island invisible. Explore the “Estate tools” menu. Create distinctive, unique features like volcanoes, rivers or fiery pits and it'll add a whole dimension to your property that couldn't be achieved without terraforming.

Packaging

Selling terraforming with homes, furniture and art is a good way to make land look attractive to buyers.

6.2.11. Music

Skills Needed

Basic web programming skills

External Programs Needed

Winamp (Free download at www.winamp.com)

\$USD Cost to Get Started

Cost of access to streaming server

Tips

Creating music can be done offline or live, depending on your style. It can then be sold to a property owner by giving them the URL for the streaming server your music is located on.

Clubs and fashion shows will probably want a live DJ, which would require you to set up a live show and stream it as the event is happening using software like Winamp (www.winamp.com). Venues that rely more on a continuous stream of people will be more interested in a set of songs or music that is pre-recorded, so that you don't have to be in SL constantly.

You can either mix existing music or create your own. Mixing popular songs and recognizable tunes will appear more to the masses in SL, while creating your own is more of a niche audience that could be tough to attract.

Packaging

Selling music can be combined with video or other Events put on in SL.

6.2.12. Pets

Skills Needed

Visual design, intermediate knowledge of graphics programs and basic knowledge of 3D principles, programming

External Programs Needed

Microsoft Paint or a higher end graphics program that can output .tga, .bmp, .jpg, or .jpeg. Like Photoshop or Paint Shop Pro.

\$USD Needed to Get Started

Free – \$1,000

Tips

Creating pets is like creating avatars, you'll need a whole gamut of skills to pull it off. There really aren't any templates to use for creating pets, unless you want them to be humanoid. In that case, download the avatar templates here <http://secondlife.com/downloads/avatar.php>.

First decide what type of pet you want to create. What does it look like? What can it do? Will it act on its own, or does it respond to the actions of the owner? Once you've pre-planned your creation, get started by using the 3D modeling and texturing tools to create your shape.

You can animate your pet using either LSL programming language, or by creating animations in Poser or Blender. Using LSL will probably make most of your movements stiff, so I'd recommend Poser or Blender to get a more realistic look. Use LSL to set up all the different actions the owner can take on their pet. For help with scripting, go to Section 6.2.13. Poser can be purchased from Curious Labs, and Blender can be downloaded for free at <http://www.blender3d.org/cms/Home.2.0.html>.

For ideas on pets, look no further than household pets. Mine the movies or literature for ideas, like a Yoda or a Tribble pet. Pets become more valuable if they do tricks or perform functions like fetch a paper or urinate on a wall. Get creative and unique with your creations.

Packaging

Sell pets with animations to make them unique and interesting. If your pet fits with an avatar you've created, (Harry Potter and Hedwig) then it makes sense to combine them.

6.2.13. Scripting

Skills Needed

Programming

External Programs Needed

None

\$USD Cost to Get Started

Free

Tips

If you already know programming, it should be fairly easy to pick up, again, just another tool you can use. I suggest going to the LSL Wiki at <http://secondlife.com/badgeo/wakka.php?wakka=HomePage> whether you have a programming background or not. It has a host of tutorials and information about the nuances of the language. If you run into problems, turn to the forums for help at <http://forums.secondlife.com/>. Lots of people post their scripts in the “Script Library” sections of the forum, and you can copy and paste them into your own script, and then tweak as necessary.

If you want to learn how to script in LSL, go to “Find” and search the Events tab for “Script.” There are some scripting classes out there that can help point you on the right track.

This is also a great, thorough document, provided by Linden Labs. <http://secondlife.com/download/guides/LSLGuide.pdf>.

The LSL editor is basically like any text editor, except for it highlights certain terms and phrases to make things easier to identify. It doesn't have a search or find and replace option, so it can be a challenge to work with your script in SL. I suggest working both in SL and in Notepad or any other text editor, using SL to insert commands and to test the script, then copying and pasting it to the text editor for troubleshooting specific pieces.

An important factor to consider when creating your scripts is how much lag they'll create in the area around them when they're run. Here are a few examples:

- Avoid having your script listen to everyone on public chat channels. Listeners in general cause lag.
- Avoid having things that trigger very quickly, and often. (i.e. Checking for e-mail every 0.1 seconds, or triggering a 96m sensor every second.)
- Always seek to have the script do the fewest amount of things to reach its goal.
- Try to contain your script to being "asleep" 99% of the time. If you must do scans or use sensors, try to spread out their activity to keep the load on the server down.

Packaging

Sell scripts with homes, pets, weapons, games, furniture, avatars and miscellaneous items. You won't be selling the actual script, but merely its function within an item you create. If you don't want your script to be copied, make sure you comment it appropriately.

6.2.14. Textures

Skills Needed

Visual design and basic knowledge of graphics programs.

External Programs Needed

Microsoft Paint or a higher end graphics program that can output .tga, .bmp, .jpg, or .jpeg. Like Photoshop or Paint Shop Pro.

\$USD Cost to Get Started

Free to \$1,000

Tips

See Section 6.1 for the actual mechanics of uploading textures.

The textures that will sell to the majority of people are textures that go hand in hand with building homes. Brick, cement, rock, wood and the like appeal to lots of people, because everyone can build objects in SL for free, but not everyone has access to the high-end graphics program that give you the control to create really nice textures.

A possible selling point for textures is to create grayscale images, import them once, and then give the color control to the person buying them from you. The SL color picker isn't as extensive as the high-end programs, but the buyer might like the fact that he can change his walls from pink to green to blue without having to buy new textures.

Packaging

Sell textures with everything. Unless you sell them as stand alone, textures are a part of the object you are creating and give it a unique feel. They also create less work for the buyer since they don't have to pay to upload the texture and then lay it on the object themselves.

6.2.15. Vehicles

Skills Needed

Visual design, intermediate knowledge of graphics programs and basic knowledge of 3D principles, programming

External Programs Needed

Microsoft Paint or a higher end graphics program that can output .tga, .bmp, .jpg, or .jpeg. Like Photoshop or Paint Shop Pro.

\$USD Needed to Get Started

Free – \$1,000

Tips

Creating vehicles is also a unique challenge, much like creating pets or avatars. You'll need to use multiple skill sets to come up with a product that looks good and functions properly.

First step, as always, is to plan your design. What kind of vehicle are you making? Does it fly, roll, glide, etc? Will it go without an avatar on it (i.e. remote control jet) or is it something you can drive? Other than moving, will it perform any other functions? (i.e. spouting off exhaust or shooting a gun)

The next step is to create it using the 3D modeling tools in SL and texture it. Remember the golden rule of texturing. Something else to remember about SL is that any prims attached to your avatar count towards the land owner's prim count, and your own prim

count if you want to park the vehicle on your land. Keep the prims low, and you'll have a vehicle people will like to keep in their garage and drive around.

Next, use LSL to give your vehicle the gift of motion. If you need help scripting, use any of the resources talked about in section 6.2.13.

Test your vehicles yourself and have a few friends try it out to make sure there are no bugs and it functions properly. Nothing worse than sending a bunch of vehicles out for sale and then having to do a recall.

If your vehicle shoots or can do damage to other avatars, you might want to consider having a note card that outlines the terms and conditions of using your vehicle. (i.e. weapons can only be fired in combat zones, etc.). It brings up the age old debate of whether the gun-maker or the gun-user is responsible for gun violence, but better be safe than sorry. You don't want Linden Labs banning you from Second Life because your customers shot up the local Quik-E-Mart.

Packaging

Sell vehicles on their own, but there is an opportunity to sell them with avatar elements as well. (Han Solo with the Millennium Falcon).

6.2.16. Video

Skills Needed

Basic web programming skills

External Programs Needed

None

\$USD Cost to Get Started

Cost of access to streaming server

Tips

Creating video can be done offline or streamed via webcam, depending on what kind of content you want to serve up. It can then be sold to a property owner by giving them the URL for the streaming server your music is located on.

Most of the money to be made in video is in trailer contests or by movie showings. For the contests, the subject matter can vary from mocking movie trailers to parodies of SL. If creating video is your forte, let your creativity run wild, express yourself and you'll probably make a couple bucks winning a prize while you're at it.

To create a trailer, you'll need at the minimum a video camera, Firewire (or some equivalent method for importing video), and a movie editing program (iMovie or Windows Movie Maker). After you're done creating your trailer, you'll need to check with the contests to see how they want you to enter your video. Most will require you to post the streaming video to a website and then give them the URL, so they can play it for others to view. For a good tutorial on how to stream video, go here: <http://www.mediacollege.com/video/streaming/overview.html>

To play movies for others to watch, you'll need to have your own land, access to a streaming server, and permission to distribute the content.

First, create a movie screen with the 3D modeling tool. 10m by 10m is the biggest you'll get it, and it should be proportional to the size of the video. Then, apply a texture you've created to the surface you want the movie to play on. Right-click your land and select "About Land." Hit the "Media" tab. There is a box under the words "Replace this texture". Select the texture you picked to surface your movie screen. Then, copy and paste the URL where your streaming video is located.

Once you've got your movie set up and playing correctly, create an Event announcing your screening. For more on Events, see Section 7. Most of the money you make off playing video will be from dwell, which is also outlined in Section 7.

Packaging

Sell your video content with music or create an easy-to-use object that allows others to simply link their own video to your object and play it.

6.2.17. Weapons

Skills Needed

Visual design, intermediate knowledge of graphics programs and basic knowledge of 3D principles, programming

External Programs Needed

Microsoft Paint or a higher end graphics program that can output .tga, .bmp, .jpg, or .jpeg. Like Photoshop or Paint Shop Pro.

\$USD Needed to Get Started

Free – \$1,000

Tips

Everyone has an innate desire to destroy and wreak havoc, and the best way to cash in on that is to create weapons. The same skills you use to create vehicles and pets apply here, and you can market your products best in the combat zones where people are actually using weapons.

First step, as always, is to determine what kind of weapon you are making. Is it carried, placed on the ground, fly or on a vehicle? Does it shoot or does it do close contact damage. Is there a visible effect in the world (mushroom cloud)? Does it damage other avatars or is it all for show?

Create it using the 3D modeling tool. Since most weapons are relatively small, carried by avatars and carry a high premium for looking cool, feel free to break the usual low prim rule. No one wants a boxy bazooka. They want a futuristic looking rocket launcher.

Next, use LSL to give your weapon the gift of destruction. If you need help scripting, use any of the resources talked about in section 6.2.13.

Now comes the fun part. Get a few friends together in a combat zone and go ballistic with your weapons. If they cause damage, you might want to turn that off for most of the testing. If your avatar dies in SL, you will resurrect at your home location, and if you haven't set one yet, you'll be returned to the welcome area. This can be a pain if your group is constantly killing each other.

You might want to consider having a note card that outlines the terms and conditions of using your vehicle. (i.e. weapons can only be fired in combat zones, etc.). It brings up the age old debate of whether the gun-maker or the gun-user is responsible for gun violence,

but better be safe than sorry. You don't want Linden Labs banning you from Second Life because your customers shot up the local Quik-E-Mart.

Packaging

Sell weapons with vehicles and other avatar elements (Jack Sparrow with a sword).

6.2.18. Miscellaneous

The content you create can often be entered in contests. Just search for "Contest" under the "All" tab in "Find."

Pick up all the free stuff you can. Pick it apart. Edit it. Make it your own. Study scripts you find in the "Script Library" section of the forums. Read the LSL Wiki. The best way to learn is to see what others have done and figure out how they did it. Once you have the tools, you're only limited by your own creativity.

Lots of objects, games, events and places come with note cards that contain information. I've seen numerous postings in the classified section of the forums for writers, and that is a craft can be turned into \$Ls.

6.3. Where to Set Up Shop

Once you've got some great content, you're going to need a place to set up shop. Where you are isn't as important as what you make, but it's still good to maximize your location.

As a general rule, you'll want to be as close to a telehub as you can get. People don't want to have to fly far to get your products and they'll be more likely to return as customers if they remember you're easy to get to.

Renting space in a mall is a good option, because you'll get the additional traffic that comes with it and a network of businesses you can pool resources from.

Getting your shop set up in an area that's consistently on the "Popular Places" listing like Ice Dragon's Playpen (77,50) is an optimal solution for a business owner. Not only will you

get the same benefits as a mall, but you'll also get the increased traffic and free advertising that they run to draw people to their land.

If you own land, make sure all the information about your business is listed in the "About Land" section. If you rent, Make sure your shop is listed in the "Classifieds" section. See Section 5.2. This will help make sure if someone searches for "Clothes" or "Scripts", your business will be on the list of places to go. Post in the classified section of the forums as well. Check back regularly to see if any potential customers have responded with questions.

7. Hosting Events

7.1. Event Basics

Hosting events can be a great moneymaker if you do it right. You'll need just the right mix of entertainment and prizes to pull it off.

The primary way you'll make money right off the bat is by earning dwell. Each night a pool of \$L is paid out to landowners in proportion to the number of avatars visiting and the amount of time spent on any of their parcels. The dwell that any one avatar triggers in a day is divided up proportionally to the time spent on any given parcel. The total dwell generated by an avatar is the same whether they spend 5 minutes or 24 hours in SL on a particular day.

An avatar must spend at least 5 minutes on a parcel for any dwell to register. Landowners who own several parcels next to each other benefit from joining them in case some avatars spend less than 5 minutes on any parcel.

And every month Linden offers a \$US reward to the 2% of landowners who receive the most dwell - in proportion to the dwell their properties received.

Dwell on group land also counts. The nightly \$L that results from dwell on group-owned land is distributed equally to all members. However, the dwell "points" that count toward the monthly \$US awards are distributed to the members who contributed land allocations to group land, in proportion to their contribution. This offers a better chance for someone in the group to receive some of the \$US awards.

Both visible and invisible Private Islands receive dwell.

The nightly \$L pool and the monthly \$US pool increase regularly, based on the growth of Second Life.

Dwell also determines which "Popular Places" are selected each night. You can see these by clicking on the Find button and selecting the "Popular Places" tab. They also appear on

the Map as a "thumbs up" icon. This will drastically improve your traffic, dwell and increase sales if you're selling content on your property as well.

The dwell of all avatars count, including the 7-day trial accounts. To figure out how much dwell you can earn, use a general rule of *Traffic/50=Dwell Bonus*. The Events you host can often times generate income beyond dwell, but more on this later.

To create an Event, just click on the "Events" tab in Find, and then click "Create Event" in the lower right hand corner.

7.2. Be What People Are Interested In

When scheduling events, remember that people are in SL to be entertained. Many of them work full-time during the day, and are recreational players in the game. You'll want to create a fun, social atmosphere that will draw in a variety of people.

Most people respond well to the idea of free money, so if you set up a money ball or a random raffle giveaway on your property, you should attract quite a few folks. Make sure to mention that you are giving away free money or prizes when you list your event.

The amount of money you can make by hosting events is somewhat smaller than the money you can earn by crafting or selling/buying land, so you'll want to stick to the simpler Events in order to get the most return on your investment.

If you've made a game, raffle or some type of Event where people "pay in" to a pot to win money, make sure whoever writes your script (yourself included) adds in some lines of code that take a percentage of what's donated and pays you.

Any event you host should also have some mechanism to collect donations from people attending. Whether it's a tip jar or ball that pays you directly, or if you take a portion of whatever people are contributing to a prize money pot, there's no reason not to make it as easy as possible for people to give you money.

Tip Jar Script

If you need one, here's a script that you can attach to whatever object you create in the 3D modeling tool that represents your tip jar. In the editing window, click the "Contents" tab, then "New Script" and copy and paste the text below into the script editor. Save your script, and it should compile successfully with no errors. Easy as that, you're ready to start collecting Linden dollars!

You can edit the thank you messages to say whatever you want, but unless you know the scripting language, I'd stay away from the rest unless you're trying to learn. Also, if you mess with the script, mess with a copy in case you rewrite something you don't know how to fix.

```
list g_DONATORS;
list g_AMOUNTS;
list g_TIMES;

key g_OWNER;

default
{
    state_entry()
    {
        g_OWNER = llGetOwner();
        llSetObjectName((string)llKey2Name(g_OWNER) + "'s Tip Jar");
        llOwnerSay("Your tip jar is ready to go...");
    }
    on_rez(integer int)
    {
        llResetScript();
    }
    touch_start(integer int)
    {
        if(llDetectedKey(0) == g_OWNER)
        {
            integer total = 0;
            integer x;
            integer Length = llGetListLength(g_DONATORS);
            if (Length == 0) llOwnerSay("You have had no donations yet.
Work a little harder!");
            else
            {
                llOwnerSay("Here Are The Stats From Your Tip Jar");
                for (x = 0;x < Length;x++)
                {
                    string name = llList2String(g_DONATORS,x);
                    string amount = llList2String(g_AMOUNTS,x);
                    string times = llList2String(g_TIMES,x);
                    total += (integer)amount;
                    llOwnerSay((string)(x+1) + ". " + name + " - $L " +
amount + " (" + times + " times)");
                }
                llOwnerSay("Your Total So Far is $L " + (string)total);
            }
        }
    }
}
```

```
money(key giver, integer amount)
{
    string name = llKey2Name(giver);
    integer Position = llListFindList(g_DONATORS,(list)name);
    if (Position == -1)
    {
        integer times = 1;
        g_DONATORS += name;
        g_AMOUNTS += amount;
        g_TIMES += times;
        llInstantMessage(giver,"Thank you for your donation " +
name + ". It is appreciated!");
    }
    else
    {
        integer amount = llList2Integer(g_AMOUNTS,Position) +
amount;
        integer times = llList2Integer(g_TIMES,Position) + 1;
        g_AMOUNTS =
llListReplaceList(g_AMOUNTS,(list)amount,Position,Position);
        g_TIMES =
llListReplaceList(g_TIMES,(list)times,Position,Position);
        llInstantMessage(giver,"Wow! You have donated " +
(string)times + " times for a total of $L " + (string)amount + "! Thank you!!!");
    }
}
}
```

7.3. Entertainment

Organizing a successful entertainment event can be one of the more challenging feats to pull off. You'll need great atmosphere, something fun and interactive going on, maybe some freebies, and good marketing skills to get the word out. Here are some examples of entertainment events

- Dances (Clubs, Ballroom dancing, etc.)
- Theme Parks
- Themed Parties (Pool party, sex party, etc.)
- Holiday Events (i.e. Haunted Houses, Christmas Walk, etc.)

For example, let's say you were going to make a club. The same principles can be applied to the other types of entertainment events.

You'll want to find attractive land. Close to a telehub, hopefully in an already low-lag area (not a lot of other crazy things going on nearby). If you can afford it, a private island is ideal, because it gives you the most control over the landscape, you get your own telehub, and any lag problems you'll have will be created by the enormous amount of traffic you're going to be generating.

Use the 3D modeling tool to create your club. You'll need a dance floor, a lounging area and a bar at the bare minimum. Cages for dancers, a stage, video screens, and cool artwork and sculptures are just a few examples of what can make your club unique. Make sure the areas where people will be congregating are wide open and easy to move around in. Make sure the high traffic paths are all clear of objects. (i.e. from the telehub to the dance floor. When you're creating, take note of the coordinates for each point of interest in your club. Include those when you list your event.

Once you've got it all created and textured, put in some animations. If newbies come to your club, chances are they won't have dance animations. They'll probably get frustrated and leave. Either hire an animator or teach yourself the skills necessary in Section 6.2.2 to make animations. You'll need dancing, lounging and drinking animations, and maybe throw in a few complimentary reaction animations so people can react in a fun, unique way in your club. People will have fun exploring what animations you have to offer, which you'll get more dwell points, which means more money. They'll also be more willing to come back if you keep the animations fresh every once and a while too.

You can either hire a DJ or put together your own mix and post it to a streaming server to have it play continuously. People will enjoy coming back for events there if they hear different music every time. Keep the tunes upbeat, popular and fun. Unless you're going for a jazz lounge appeal, music that puts people in an excitable mood is always a crowd pleaser.

Don't limit your club to just dancing. You can feature fashion shows, movie trailers, avatar contests – you name it – to draw people in. The high traffic times for SL are usually at

night after a majority of the country is out of work. Be sure to schedule events during that time to take advantage of a bigger audience looking to entertain themselves.

Money Ball Script

If you have a money ball in your club, set it up in the center in a prominent location so people know its there. Be sure to have the ball announce the free money giveaway. People might think it's not working! To create a money ball, just make a brightly colored sphere and then attach this script that Neo Rebus created.

In the editing window, click the "Contents" tab, then "New Script" and copy and paste the text below into the script editor. Save your script, and it should compile successfully with no errors.


```
// AUTORAFFLER version 1.1
// by Neo Rebus
// Copyright (c) 2004 by Johnson Earls, All Rights Reserved
// See end of file for license information
//
// This is an automatic raffling system. Once started, it will
// periodically conduct a raffle on its own and give the prize to the
// winner. The winner must accept the prize within 15 seconds or the
// autoraffler will choose a different winner. (This allows the owner
// of the object or property to decline accepting a prize)
//
// SETUP:
//
// Create an object that fills the volume in which the raffle attendees
// will be standing. The object can consist of multiple prims. Once
// the autoraffle script is put on the object, it will become phantom.
// The object should be named something descriptive (as it will say
// things to the world), and should be transparent since people will be
// standing inside it.
//
// Put the autoraffle script into the raffler object, then put the
// objects to be raffled in. Everything being raffled must be an
// *object*, not a texture or landmark or anything. If you want to
// raffle other types of things off, put them inside their own object
// and raffle that object. If you want to raffle money, make an object
// named "$L ### ..." and the winner will be given ### linden dollars
// rather than the object itself.
//
// at this point, the autoraffler accepts voice commands to control it:
//
// autoraffle reset
//   to reset the script
// autoraffle list
//   to list the people entered in the raffle
// autoraffle list winners
//   to list people who have won the raffle since it was reset
// autoraffle stop
//   to stop an ongoing raffle
// autoraffle start [ <interval> [ <count> ] ]
//   to start a raffle. <interval> and <count> are optional. If
//   interval is not given, it will default to about 30 seconds.
//   If count is not given, it will raffle off all the objects in
//   the autoraffler's inventory.
//
```

```
// example: autoraffle start 20 5
// this will start the autoraffler with a raffle every 20 minutes
// (starting 20 minutes from now), raffling off 5 random prizes.
//
```

```
integer raffleAcceptTimeout = 15;
```

```
integer runningRaffleCount = 0;
integer runningRaffleInterval = 0;
```

```
integer runningRaffleListenerChat = 0;
integer runningRaffleListenerPrivate = 0;
```

```
list runningRaffleEntrants = [];
list runningRaffleWinners = [];
```

```
key thisRafflePrize = NULL_KEY;
string thisRafflePrizeName = "";
key thisRaffleWinner = NULL_KEY;
string thisRaffleWinnerAccepted = "";
list thisRaffleEntrants = [];
```

```
integer PRIVATE_CHAT = 1316110706 ;
```

```
list remove_from_list(list src, list what)
{
    // find 'what'
    integer idx = lListFindList(src, what);
    if (idx > -1)
    {
        list pfx; // the list before 'what'
        list sfx; // the list after 'what'
        if (idx > 0)
        {
            pfx = lList2List(src, 0, idx - 1);
        } else {
            pfx = [];
        }
        if (idx < lGetListLength(src) - lGetListLength(what))
        {
            sfx = lList2List(src, idx + lGetListLength(what), -1);
        } else {
            sfx = [];
        }
    }
}
```

```

        return pfx + sfx;
    } else {
        return src;
    }
}

raffleWinner(key winner)
{
    // if the winner is not NULL_KEY, give them the prize.
    // if the winner *is* NULL_KEY, give the script owner the prize.
    // remove the prize from the inventory, decrement the raffle count, and call
    nextRaffle().

    if (winner == NULL_KEY)
    {
        lISay(0, "No one accepted the prize!");
        if (lGetSubString(thisRafflePrizeName, 0, 1) != "$L ")
        {
            lGiveInventory(lGetOwner(), thisRafflePrizeName);
        }
    } else {
        if (lGetSubString(thisRafflePrizeName, 0, 1) == "$L ")
        {
            lGiveMoney(winner, lList2Integer(lParseString2List(thisRafflePrizeName, [" ",
"$"], []), 1));
        } else {
            lGiveInventory(winner, thisRafflePrizeName);
        }
        runningRaffleWinners = runningRaffleWinners + [ winner ];
    }

    lRemoveInventory(thisRafflePrizeName);

    thisRafflePrize = NULL_KEY;
    thisRafflePrizeName = "";
    thisRaffleWinner = NULL_KEY;

    runningRaffleCount -= 1;

    nextRaffle();
}

nextRaffle()
{

```

```
llSetTimerEvent(0.0); // just in case

// if the raffle count is 0, announce the end of the raffle and reset running variables.
if (runningRaffleCount == 0)
{
    runningRaffleInterval = 0;
    thisRafflePrize = NULL_KEY;
    thisRafflePrizeName = "";
    thisRaffleWinner = NULL_KEY;
    thisRaffleWinnerAccepted = "";
    thisRaffleEntrants = [];
    llSay(0, "The raffle is over! Thank you for attending!");
} else {

    // compute the timer value. if < 5, set it to 5.
    float timer_value = runningRaffleInterval - llGetTime();
    if (timer_value < 30.0)
    {
        timer_value = 30.0;
    }
    llSetTimerEvent(timer_value);

    // initialize raffle params.
    thisRaffleWinner = NULL_KEY;
    thisRafflePrize = NULL_KEY;
    thisRafflePrizeName = "";

    // announce the raffle.
    if (timer_value < 120)
    {
        llSay(0, "The next raffle is coming up!");
    } else {
        llSay(0, "The next raffle will be in " + (string)(llFloor(timer_value / 60.0)) + "
minutes.");
    }
}

chooseWinner()
{
```

```
integer nument = lIGetListLength(thisRaffleEntrants);

// if no valid entrants, call raffleWinner(NULL_KEY) to give item back to owner.
if (nument == 0)
{
    raffleWinner(NULL_KEY);
} else {

    // pick a random person from the entrants. Announce that they won.
    // give them a dialog to allow them to decline the prize, and set a
    // timer for the timeout.

    integer winner = lICeil(lIFrand(nument)) - 1;

    thisRaffleWinner = lIList2Key(thisRaffleEntrants, winner);
    lISay(0, "The winner is " + lIKey2Name(thisRaffleWinner) + "!");
    lISetTimerEvent(affleAcceptTimeout);
    lIDialog(thisRaffleWinner, "Do you wish to accept the raffle prize " +
thisRafflePrizeName + "?", [ "Yes", "No" ], PRIVATE_CHAT);

}

}

default
{

    state_entry()
    {
        // turn off the timer
        lISetTimerEvent(0.0);

        // get permission to give money
        lIRequestPermissions(lIGetOwner(), PERMISSION_DEBIT );

        // reset the running raffle parameters
        runningRaffleCount = 0;
        runningRaffleInterval = 0;
        runningRaffleEntrants = [];
        runningRaffleWinners = [];

        thisRafflePrize = NULL_KEY;
        thisRafflePrizeName = "";
        thisRaffleWinner = NULL_KEY;
```

```

// turn volume detect off, then back on, to force collision_start events
llVolumeDetect(FALSE);
llSleep(0.1);
llVolumeDetect(TRUE);

// remove listeners and re-add them
llListenRemove(runningRaffleListenerChat);
llListenRemove(runningRaffleListenerPrivate);
runningRaffleListenerChat = llListen(0, "", NULL_KEY, "");
runningRaffleListenerPrivate = llListen(PRIVATE_CHAT, "", NULL_KEY, "");
}

on_rez(integer start_code)
{
    // reset script
    llResetScript();
}

collision_start(integer total_number)
{
    integer i;
    for (i=0; i<total_number; i++)
    {
        // in order to be an avatar, the detected item's key must = the item's owner.
        if (llDetectedKey(i) == llDetectedOwner(i))
        {
            // check if the detected person is already in Entrants. if not, add them.
            if (llListFindList(runningRaffleEntrants, [ llDetectedKey(i) ]) == -1)
            {
                runningRaffleEntrants = runningRaffleEntrants + [ llDetectedKey(i) ];
            }
        }
    }
}

collision_end(integer total_number)
{
    integer i;
    for (i=0; i<total_number; i++)
    {
        // remove the person from Entrants
        runningRaffleEntrants = remove_from_list(runningRaffleEntrants, [
llDetectedKey(i) ]);
    }
}

```

```
    }  
}  
  
listen(integer channel, string name, key id, string msg)  
{  
  
    // convert msg to lowercase  
    msg = llToLower(msg);  
  
    // on chat channel, listen for "autoraffle" commands.  
    if ((channel == 0) && (id == llGetOwner()) && (llGetSubString(msg, 0, 10) ==  
"autoraffle "))  
    {  
  
        if (msg == "autoraffle stop")  
        {  
  
            // turn autoraffle off by setting the runningRaffleCount to 0 and calling  
nextRaffle()  
            runningRaffleCount = 0;  
            nextRaffle();  
  
        } else if (msg == "autoraffle list")  
        {  
  
            // generate comma-separated list of entrants with 'and' between last two  
integer i;  
integer num;  
string entrants = "";  
num = llGetListLength(runningRaffleEntrants);  
for (i=0; i<num; i++)  
{  
    string name = llKey2Name(llList2Key(runningRaffleEntrants, i));  
    if (i == 0)  
    {  
        entrants = name;  
    } else if (i == num - 1)  
    {  
        if (i > 1)  
        {  
            entrants = entrants + ",";  
        }  
        entrants = entrants + " and " + name;  
    } else {  
        entrants = entrants + ", " + name;  
    }  
}
```

```
    }  
  }  
  llSay(0, "The current raffle entrants are " + entrants);  
  
} else if (msg == "autoraffle list winners")  
{  
  
  // generate comma-separated list of entrants with 'and' between last two  
  integer i;  
  integer num;  
  string winners = "";  
  num = llGetListLength(runningRaffleWinners);  
  for (i=0; i<num; i++)  
  {  
    string name = llKey2Name(llList2Key(runningRaffleWinners, i));  
    if (i == 0)  
    {  
      winners = name;  
    } else if (i == num - 1)  
    {  
      if (i > 1)  
      {  
        winners = winners + ",";  
      }  
      winners = winners + " and " + name;  
    } else {  
      winners = winners + ", " + name;  
    }  
  }  
  llSay(0, "The raffle winners so far have been " + winners);  
  
} else if (msg == "autoraffle reset")  
{  
  
  // reset script  
  llResetScript();  
  
} else if ((msg == "autoraffle start") ||  
           (llGetSubString(msg, 0, 16) == "autoraffle start "))  
{  
  
  // split message into params, set interval and count,  
  // and call nextRaffle()  
  list params = llParseString2List(msg, [" "], []);
```



```
integer npar = llGetListLength(params);
if (npar > 2)
{
    runningRaffleInterval = llList2Integer(params, 2);
} else {
    runningRaffleInterval = 0;
}
if (npar > 3)
{
    runningRaffleCount = llList2Integer(params, 2);
} else {
    runningRaffleCount = llGetInventoryNumber(INVENTORY_OBJECT);
}
llResetTime();
nextRaffle();

}
}

if ((channel == PRIVATE_CHAT) && (id == thisRaffleWinner))
{

    // on the private chat, set the Accepted string and reset
    // the timer to go off as quickly as possible
    thisRaffleWinnerAccepted = msg;
    llSetTimerEvent(0.1);

}

}

timer()
{

    // unset the timer
    llSetTimerEvent(0.0);

    // if we don't have a winner, then we're still selecting one.
    if (thisRaffleWinner == NULL_KEY)
    {

        // if we don't have a prize key, then we need to announce it.
        if (thisRafflePrize == NULL_KEY)
        {
```

```
// reset the time so the next raffle is based on this time.
llResetTime();

// if we don't have any entrants, then skip this raffle attempt
if (llGetListLength(thisRaffleEntrants) == 0)
{

    nextRaffle();

} else {

    // if we have no items, let the raffle owner know via IM
    integer n = llGetInventoryNumber(INVENTORY_OBJECT);
    if (n == 0)
    {

        llInstantMessage(llGetOwner(), llGetObjectNeame() +
            ": No items left to raffle!");
        nextRaffle();

    } else {

        n = llCeil(llFrnd(n)) - 1;
        thisRafflePrizeName = llGetInventoryName(INVENTORY_OBJECT, n);
        thisRafflePrize = llGetInventoryKey(thisRafflePrizeName);
        llSetTimerEvent(10.0);
        llSay(0, "Now raffling: " + thisRafflePrizeName);

    }

}

} else {

    // we have a prize key, find a winner.
    thisRaffleEntrants = runningRaffleEntrants;
    chooseWinner();

}

} else {

    // we have a winner. therefore they've already been offered
    // the win dialog. if they accept, call raffleWinner(); otherwise,
    // remove them from thisRaffleEntrants and call chooseWinner() again.
    if (thisRaffleWinnerAccepted == "yes")
```

[illegible]

Lottery Script

If you want to have a free lottery, here's a script you can use on a money-ball like object or whatever clickable 3D model you make.

Make sure you have a texture or something near the object instructing people to click on it and be entered in the lottery. Everyone who wishes to enter simply clicks the object the

script is on. To find a winner the owner of the object says 'Find Winner' (case-sensitive). This can be repeated as often as needed to find as many winners as possible. After a name has 'won' it is removed from the pool. Once a winner is selected, you'll need to award the prize to that person.

In the editing window, click the "Contents" tab, then "New Script" and copy and paste the text below into the script editor. Save your script, and it should compile successfully with no errors.

```
list names;
integer i;
integer j;
integer count;
string name;

integer find(string name)
{
    for (i=0;i<count;i++)
        if (llList2String(names,i) == name)
            return i;
    return -1;
}

default
{
    state_entry()
    {
        llListen(0,"",llGetOwner(),"Find Winner");
        count = 0;
    }

    touch_start(integer total_number)
    {
        for (j=0;j<total_number;j++)
        {
            if (find(llDetectedName(j)) == -1)
            {
                name = llDetectedName(j);
                names += name;
                llSay(0,name + " has been entered.");
                count++;
            }
        }
    }

    listen(integer chan, string name, key id, string mes)
    {
        names = llListRandomize(names,1);
        i = llFloor(llFrand(llGetListLength(names)));
        llWhisper(0,"And the Winner is " + llList2String(names,i) +
            "! There were " + (string)count + " participants.");
        llDeleteSubList(names,i,i);
    }
}
```

}

Now that your club is built, has animations, scripts to get you money, music and maybe some video, its time to start drawing people in. Have a grand opening of your club with free giveaways or a contest. You might want to bring some dancers on your payroll so people have something to look at or be entertained by, but I don't think paid dancers add that much to a club. Save the money you spend on them for your free money giveaway. It's a better draw. Plus, if you have animations, people will enjoy seeing their own avatar move than someone else's.

Keep your club in the news. Make sure you've always got a mention in the events tab, even if it's just for dancing and social interaction. Schedule contests, fashion shows, etc. for the peak times when more people are on SL.

Another good thing to have at your club is a feedback mechanism. The people coming to your club could have some great ideas on what they'd like to see in entertainment, and if they want it, you can give it to them. Either encourage them to IM you or leave an email address by posting a texture with that information on one of your walls.

7.4. Education

If you've been in SL for two-months, like communicating and meeting new people and you know quite a bit about a subject - a good way to earn \$L, get some dwell and hone your skills is by teaching and learning from others.

Linden Labs will pay instructors \$500 L to teach a class on anything, from land Ownership, to building, to animating...basically anything people want to learn. Go to <http://secondlife.com/community/volunteer.php> to apply with the class description you want to appear in the Events listing. You'll have to be a two-month veteran to be eligible for this program and be in relatively good standing with Linden Labs (i.e. no late payments, not an in-game troublemaker).

There are places that Linden Labs has set up for instructors to teach classes, and they are located at Stage 4 - Dore (247, 7) or Oak Grove (170, 170). If you don't own land and

don't want to, they're servicable. If you do own land, you'll want to run classes at your place so you can reap the additional benefits of dwell.

You'll want to find attractive land. Close to a telehub, hopefully in an already low-lag area (not a lot of other crazy things going on nearby). You'll probably need to get a lot that's larger than 512 sq. m., but you could probably squeeze a podium and some seats onto a 512 sq. m. lot. Just be sure to leave extra prims for the avatars coming to sit on your lot. Also, make certain that anything you build sits on your lot. It's not only impolite to be on someone else's land, you don't want your guests generating dwell for your neighbor's land.

Create a podium and some seats or bleachers in the 3D modeling tool. An ideal number of seats for a smaller lot is 20. It allows for a good group of people, but not so much that you're going to have huge amounts of lag. The seats should face the podium, and up near the podium I suggest you place a note card dispenser as well. You can also dispense your own note cards at the end of the class, but I find this to be a big time saver.

Note Card Dispenser Script

Create an object you want to represent your note card dispenser. In the editing window, click the "Contents" tab, then "New Script" and copy and paste the text below into the script editor. Save your script, and it should compile successfully with no errors.

You'll also need to place your note card in the "Contents" tab. After you've done this, change the words "My Notecard" in the script below to whatever name it is you've give the note card you want to distribute. Make sure there's a texture posted on or near the object instructing people to touch the object to get the card.

```
default
{
    touch_start(integer total_number)
    {
        llGiveInventory(llDetectedKey(0), "My Notecard");
    }
}
```

New people are joining SL every day, and they'll be interested in getting around the world and learning as much as they can quickly. Think of the questions you first had when you joined. How do I get around? Where are the best places to go? How do I build objects? How do I script? How do I animate? How do I sell my content? How can I meet people? These are just some of the voids that could be filled by your knowledge.

Once you've got a subject, it's a good idea to outline what you want to cover in your class. It doesn't have to be complicated, just a point-by-point summary of what you want to go through. Then, start fleshing out that outline. Actually type in the information you want to communicate. By the time you're done, you should have an entire transcript of your class.

In SL, go to your Inventory, click "Create" from the menu and select "New Note." Copy and paste your transcript into a note. This will make your classes much more efficient and valuable. You won't have to re-remember every thing you know for every class. You can copy and paste two or three lines at a time rather than typing it all in. And, at the end of the class, you can distribute an organized transcript of the class for people to keep with them and reference.

When conducting the class, keep it moving at a brisk pace, but don't go too fast that people feel like they can't ask questions. Be friendly and personable. Above all, make sure you've got a tip jar on your property. If you're likeable enough and you provide valuable information, people will tip you. I know someone who runs a land ownership class, and she usually gets an additional \$L 500 or so depending on how busy her class is. That's on top of what Linden Labs pays her. You can find a tip jar script at the end of Section 7.2.

Discussion events also fall underneath the category of Educational, and they can be on any topic you decide. Hot ones are usually land, the currency exchange, or controversial real-life events. You probably won't be able to charge money, get tips or make any money off it other than dwell.

7.5. Hosting Games

Games can be the simplest event in SL to host, and they can also be abnormally complex, depending on the game. If you want to create your own, refer to Section 6.2.7. If you want to host an established game that was invented in SL like Tringo or SI-ingo, you

might be better served by actually working for the landowner putting on the game. For casino games, there are vendors that will sell poker tables and slot machines all scripted and ready to go. Just go to “Find” and search “Game”. You’ll get quite a few results but pick through them to find the game vendors.

Trivia

One of the simplest games you can run is a trivia game. All you’ll need is a podium, some seats and a tip jar. If you want to get fancy, you can set up a buzzer system to make answering a little bit more fair (not rewarding fast typers) but just giving a point to whomever gets the right answer is perfectly acceptable.

Next, you’ll need to come up with a list of questions and answers. Possible topics include movies, music, current events and sports to name a few. To attract a bigger crowd you’ll want to hit topics that appeal to the masses. Use your own personal knowledge and the internet to get semi-obscure facts so that when people hear the answer they’ll feel like they learned something unique.

For prize money, you’ll want to also create a copy of your tip jar that’s called “Prize Donations.” Keep track of how much is donated so that you pay out the correct amount. I’d recommend the following structure for trivia payout so that people like playing your game and feel like they can win at it.

- 1st Place – 60% of pot
- 2nd Place – 30% of pot
- 3rd Place 10-20% of pot
- If you opt for the lower option on 3rd place, and you have enough, reward each right answer with \$5L. You can also lower the prize payouts and keep some for yourself if you want more money.

You can either require the participants to supply prize money or you can kick in some yourself. You can make the game more popular by offering more, but that’ll cut into your dwell profits. I’ve also seen a trivia game that was sponsored by businesses in SL. They donated prizes and got their names up on a board behind the podium, a win-win situation for the trivia host and the businesses.

Casino Games

There seem to be a whole wealth of casinos in SL, all with slot machines, black jack tables and money balls. It's probably fairly tough to break into this market. The upside is that all the prizes are completely funded by those playing the games, and you're perfectly justified and expected to take a rake from the money coming in.

Creation Games

Since SL is primarily a game of creation and creativity, why not make a game of it within the game? Create an event where everyone plays everyone and competes in a game of 3D Pictionary.

All you'll need is a flat piece of land with plenty of prims available. One person from a team gets an object to build, IMed to them by you, and the rest of the group has to guess what they're trying to build.

Prizes here can be donated by the participants or you can pay up for the pot. You can also offer any type of content as a prize as well.

You can also make a holiday themed contest or any other type of creation contest. I've seen float creation contests, Halloween costume contests, best avatar contests, etc. etc. If I was running a club and I was short on contest event ideas, I would make sure I had some sort of holiday themed contest for:

Holiday	Type of Content to Create
New Years	Countdown device, party favors, avatars
Valentines Day	Valentine's Candy, valentines cards, adult toys
Easter	Easter eggs, easter egg hunt
Fourth of July	Fireworks, floats
Halloween	Costumes, scary avatars, pumpkins, trick or treat (people bring content to hand out)
Thanksgiving	Food, floats
Christmas	Floats, best presents, best decorations for house, holiday themed avatars

People like getting into the holiday spirit and if you can become the leader in holiday themed events, people will begin to look forward to your event, the content will get bigger and better, and more people will come to your club, generating more dwell for you.

Scavenger Hunt

This could be a combo educational event (which means Linden Labs will pay you \$L 500 to run it, see Section 7.4) and game. This game appeals to newbies, because it's a fun way to discover and explore SL, as well as get some cool stuff.

Task them with finding content, taking screenshots, learning how to create something, or talking with a certain celebrity in SL. The prizes are the items they pick up along the way, and you should offer a special prize of money or a cool piece of content to the person who finds all the items the fastest.

You'll need to do a little legwork yourself to figure out the off-the-wall and interesting spots, the free, unique content, etc. You'll probably get some gifts and Ls along the way from people who are more than happy that you're directing potential customers and potential cash their way.

7.5.1. Participating in Games

For those that don't want to spend the time or effort creating their own content or events, you can still make money in SL by playing the games put on by other landowners. You won't need to invest the time or money necessary to get your own business or event off the ground. As a result, the payoff isn't as high.

Tringo and SL-ingo

These are two of the most popular games in SL. You can always find a game, and the pots can range anywhere from \$100 L during slow times to \$3000 L during busy times. The big pots are more likely to occur at night or on the weekends, when most people are playing. It's also a little bit harder to win at those times, since more people are playing.

The most popular spot to play Tringo or SL-ingo is Icedragon's playpen at (77, 50). It's often listed under the "Popular Places" tab after you click "Find." There are always people playing, and there's always some sort of pot to win. The area is also relatively lag-free and they've got other stuff going on as well. Any "Tringo" or "Slingo" under the "Events" tab after you click "Find" will work though.

To play Tringo, get a seat and click on the big scoreboard to get your game piece. You should also be able to click one of the other big boards to get a note card with the rules on it.

Tringo is basically a game of making shapes. There are 35 different pieces that you must play on your 5x5 board. Once you begin placing pieces, you must make certain shapes to clear space for more pieces on your board.

- 2x2 square = 5 points
- 2x3 or 3x2 rectangle = 15 points
- 3x3 square = 30 points

If you cannot place a piece on your board, you lose 7 points. The following are some key strategies you can follow to win more at Tringo:

- Always place pieces as close to the outside of your board as you can. You want to fill up the outside first and then work the middle to make your shapes.
- Don't try too hard for the 3x3 square. If you get caught up in it, you'll wind up with a board you can't play pieces on and you'll lost points. If you play the outside, pay attention to what pieces are still out there, and create situations conducive to getting a 3x3 square, it will happen on its own two or three times a game. That's all you need. Go for the 2x3 or 3x2 square in favor of holding out for a 3x3. You'll get more points and won't lose any for not being able to play a piece.

To play SL-ingo, get a seat and click on the big scoreboard to get your game piece. You should also be able to click one of the other big boards to get a note card with the rules on it. There's usually more money in SL-ingo than Tringo, but the game is entirely based on luck rather than skill.

To play SL-ingo, you are randomly given 5 numbers or symbols per round of a 20 round game. If your board has those numbers, you can mark them off. Like bingo, you are trying to make horizontal, vertical, diagonal rows, or fill up your board completely. There is also a pattern of light blue squares that changes from game to game. If you fill that, you get bonus points.

Some symbols you get are worth points, free squares, or a reduction in score. To make the most of your luck, always use the free space jokers and super jokers to fill your light blue pattern. Then, always use them to make rows and columns if you can.

Casino Games

There are many casinos in SL, and they'll all have slots, blackjack, Texas hold 'em, and many other popular gambling games. They'll often also have free money balls and other incentives to get you to come out and spend time at their casino.

If you're good at any of these games, you might want to check them out. The nice thing about blackjack and Texas hold 'em is that players always have to kick in money to play, which is not always the case in SL-ingo and Tringo.

Keep an eye out for tournaments. There are usually more players and more money involved. Also keep in mind that most people are looser with their \$Ls in SL than they would be in real life. So adjust your gambling strategy accordingly.

Quintzee

This game is exactly like yahtzee, and involves more luck than skill. You roll 5 dice as many as three times per round. There are 13 different combinations you can make to score on. You'll see them all on your scorecard.

To play Quintzee, get a seat and click on the big scoreboard to get your game piece. You should also be able to click one of the other big boards to get a note card with the rules on it.

When making combinations, try to think in multiples. That is, go for a full house (3 of the same number and then a pair) in numbers that you have open for scoring. For instance, if I can score in ones, threes and sixes, if I go for my full house I want to try and collect ones, threes or sixes as well. That way, if I fail at my full house, I can still score relatively well on one of those numbers. I may even get four of a kind!

Role Playing Games

If you thought that by playing a MMORPG that was outside the norm would mean no opportunities for killing monsters or collecting items, think again! Most are just for fun, but there are Lindens to be made in one of them.

Minerva is an RPG that encourages making Lindens. It takes up a whole sim and there are locations related to the game throughout SL. Just go to “Find” and click the “Places” tab. Search for Minerva.

Minerva is a RPG game costing only \$L 50 to join (get a backpack) and normally pays \$L for every item you mine (depending on demand). This is paid by other players who want to use these base items (iron ore, charcoal, limestone) to make into more complex items (of course worth even more). The base items take time to mine from locations around SL, hence the payment.

If you want to make some cash by mining limestone, charcoal, grain or other raw materials for the people playing Minerva that don't want to spend the time doing it themselves, head to one of the following locations and stock up after you've been to the Minerva sim and get your backpack.

Collect a few of the items and then take them back to the Minerva sim. Use them and other vendors to figure out market prices for the items. Then, compare those to the amount of time you spend mining the items. The item that yields the most Ls or gold for the least amount of time spent is the one you should go after. Head back out and focus on your best moneymakers, and then return to the Minerva sim to peddle your wares.

Resource	Description
Cattle	Minerva Cattle Ranch - little black and white cows run around the ranch, clicking on them adds one point to your backpack, get 5 points and your backpack gets 1 CATTLE - Pickerel (195, 91)
Charcoal	Minerva Charcoal Mine - Medium sized black charcoal appears in the mine building, clicking on them adds one point to your backpack, collect multiple points and your backpack gets 1 CHARCOAL - Celerio (170, 212)
Limestone	Minerva Limestone Mine - Small sized limestone ore appears in the mine building, clicking on them adds one point to your backpack, get multiple points and your backpack gets 1 LIMESTONE - Chamonix (197, 80)
Wood	Minerva Forest - There is a big log out side the building, keep clicking on it till you get enough points to get a piece of wood, takes multiple clicks (touches). But after a number of clicks (random) the log disappears for a period of time. - Jewell (88, 152)
Iron Ore	Minerva Iron Mine - Small sized Iron Ore Rocks appear clicking on them adds one point to your backpack, get 50 points and your backpack gets 1 Iron Ore. Minerva (East Mountain).
Fish	SE Lake of Minerva – You need to purchase a fishing rod from the fishing shop. Go to the lake and make 20 catches and receive a box of fish to eat or keep.
Grain	Farm in the NE corner of Minerva. You'll need to obtain some gold to purchase grain.

If you want to make better items out of the base items, then you'll need to buy a maker in the Minerva sim. If you head due south from the teleportation point, the building that sells the makers is the second to last one before you leave town on the right.

Maker Type	Needed Resources	Yields
Furnace	2 Iron + 1 Limestone	Pig Iron
Steel Crucible	2 Pig Iron + 1 Charcoal	Steel
Mill	3 Wood	Lumber
Meat Abattoir	1 Cattle	1 Meat
Skins Abattoir	1 Cattle	1 Skin
Leather Tanner	5 Skins	1 Leather
Fur Tanner	5 Skins	1 Fur
Wool Weaver	3 Wool	1 Cloth
Granary	3 Grain	1 Bread
Fermenta	5 Grain	1 Beer
Jeweler	3 Gold Nuggets + 2 Silver	Jewels
Meat Abattoir	1 Cattle	1 Meat
Weapon Maker	X steel + Y lumber + Z leather (weapon specific)	1 Weapon

Each maker takes a period of time to create a product. This can be reduced by upgrading the maker. It costs 500 gold to increase from Level 1 to Level 2 and halves the time it takes to create the product. As the levels get higher, each upgrade costs 100 gold more than the upgrade before it, and the time reduced actually gets smaller because you are halving a smaller number.

To sell your items, you will need to purchase space in the Minerva sim to sell your goods. Just look for the blue “I” cubes at the top of entryways in the village to get a space.

You’ll place your items in the space, and then set either a price in gold or a price in \$Ls. Other players will purchase your item directly from the store, and once they do, that item is gone and will need to be replaced by you making another one. There is a \$1 L commission paid to the creator of Minerva for every purchase.

You will also need to purchase one “sellor” for every item you want to sell. Go to the upper floors of the building you purchase makers in (due south from the telehub, second to last building in town on the right.) and right-click on the sellor you need.

7.6. Cover or No Cover – The Eternal Question

Never charge a cover. If people see that your event has a charge to get in, they won't come. Period. There are far too many free Events in SL that you'll be competing with.

That being said, there are ways around it, and you can get entry fees if you get a little creative.

If you're creating a game, make an extremely useful, critical item necessary to play the game. (Like the backpack in the Minerva RPG). If you're having an event with dancing, charge a small fee for cool dance animations. Make the cover charge more than just an "entry fee." Give people something valuable and they'll be willing to pay for it and attend your event.

8. Groups: Power in Numbers

8.1. Group Basics

Why do something alone when you can do it in a group? Groups in SL have a variety of benefits and drawbacks. They can be an invaluable resource for learning, selling and marketing your content. They can be a source of fun and entertainment. They can also be a financial drain or hold you back from your full earning potential.

Group Land

Being part of a group and owning land means you can save significant amounts in tier fees. Two people can combine their free 512 sq. m. of land for 1024 sq. m. of land, and because they're in a group, they get a 10% land bonus. Meaning they can hold an additional 102.4 sq. m. of land at no additional tier cost. Get quite a few people together and that can add up to extra rentable land.

Land owners with parcels larger than 512 sq. m. can combine, and the tier fees are still paid for by the individual owners.

Group land is good if you're building a large structure, renting out spaces, or hosting events on it.

The nightly \$L that results from dwell on group-owned land is distributed equally to all members. However, the dwell "points" that count toward the monthly \$US awards are distributed to the members who contributed land allocations to group land, in proportion to their contribution. This offers a better chance for someone in the group to receive some of the \$US awards.

A downside to group land is that the dwell is divided equally. Good for those contributing small proportions of land. Bad for those contributing large portions. Also, the group officer has control the land, meaning he can sell and buy at his discretion. I've heard stories of the group officer getting a big group together to pool lots of land. Then, when no one was online, he sold it to himself for \$1, and then resold it in the market for a tidy sum. He then cashed in his profit at the LindeX and cancelled his account.

8.2. Projects Worth Combining Resources For

Once you've got some group land, its time to explore what you can do with it. Or, if you don't have group land, what are the ways you can earn money within a group.

Builds

Builds can be done whether you're part of group land or not part of it. It could be anything from building a giant haunted house on the group lot and then attracting people to it, or it could be creating a MMORPG on someone else's private island with a team of builders, scripters and animators.

Being part of a group that works on builds for others can be rewarding. Not only could you make money off the builds that you participate in, some groups pay dividends to their members regularly. Often times this is noted up front, but don't hesitate to ask the group officer. Ask the other group members how much the dividends are, and how often they are paid. Do your research before you join a group. Some let you join for free, but will charge you \$Ls to get out once you find a better deal.

Always weigh what you personally can get out of being part of a group if you are totally focused on finances. Sometimes, it's just not worth it for the time and effort you'll be putting into a massive build. But, if you have fun working with others, making less money may not be as much of an issue.

Events

Events are often held on group owned land, to reap the additional benefits of dwell. If you're part of an entertainment group of dancers, DJs or hosts, then the Events you run could be held on other's land.

For tips on running Events successfully, head to Section 7 of this guide.

Education

One aspect of groups that doesn't yield immediate rewards, but can give you a wealth of knowledge over time is learning. A lot of groups that are out there and listed in the "Groups" tab under the "Find" menu are merely gatherings of people with like interests.

You can tap the resources of the masses for help on scripting, building, animating, etc. There are even real-life benefits too. Lots of groups exist for real-world interests.

Groups that are focused on education can also pay dividends to their members. A small group of elite members do all the work, and the rest reap the benefits. These types of groups are rare, but if you find one while searching under the “Groups” tab in Find, join it immediately. You’ll basically get money for doing nothing, and if you are good enough to join that elite circle, the money you get for working on paying projects will be greater.

9. Miscellaneous Tips

Make money by doing nothing

If you get a premium account and sit on it for a while, you're stipends will add up, and if the exchange rate stays higher, you'll be making more money than you pay in monthly subscription fees.

Monthly

+\$L 2000 (month worth of stipend)

+\$L 1250 (intitial balance)

+\$L 1536 - \$L 3072 (current range of value for selling first land)

-\$L 512 (cost of first land)

\$L 4274 - \$L5810

\$US 3.50/\$L 1000 exchange rate = \$US 14.96 - \$US 20.34 profit

Cost of account = \$US 9.95

Profit in 1 month = \$US 2.87 - \$US 13.29

Do the math and you can extend this out one year and make about \$US 24 – \$US 140 per year. Buy your Ls when they're cheap (\$US 3 for \$L 1000) and that translates to \$L 8000 - 46,000 per year. Of course, this is an extremely boring option and requires you to buy low and sell high.

Make Money by being an idiot

Go to the "Edit" menu and select "Group." Create a group and name it "Gimme Money." Click the "Info" button and then choose the "Titles" tab. Replace the Officer Title with "Gimme Money." Go to a club, yard sale or shop and get a dance animation. Now go to the Welcome Area, located at the corners of Ahern, Dore, Bonifacio and Morris (247,3). Start dancing, and you'll be surprised...people will give you money. I made some to the tune of \$L 2000 in two hours.

Special Delivery

Sometimes random acts of creativity and silliness will get you some cash. Get your hands on or build a van, a pizza delivery outfit and an object that looks like a pizza box named “Piping Hot Pizza.” Throw in a dance animation for spice. Then, go around to random people handing out pizzas, and dancing after you give them the item. I also made about \$1000 L in 45 minutes doing this.

Some other options for surprise acts of creativity include strip-o-grams, newspapers, a game of tag where someone else passes along a copy of an item, snowball fights, etc. Use your imagination.

10. Appendix

In this appendix, I've included all the links and resources I've listed throughout the guide for easy reference and use.

Second Life website – www.secondlife.com

Second Life Forums - <http://forums.secondlife.com/>

LindeX Exchange - <https://secondlife.com/currency/>

Land Auctions - <http://secondlife.com/auctions/>

Fashion Design Templates - <http://secondlife.com/downloads/templates.php>

Sample Avatars and Animations - <http://secondlife.com/downloads/avatar.php>

Blender - <http://www.blender3d.org/cms/Home.2.0.html>

Getty Images - www.gettyimages.com

Wikipedia - www.wikipedia.com

LSL Tutorial - <http://secondlife.com/download/guides/LSLGuide.pdf>.

LSL Wiki - <http://secondlife.com/badgeo/wakka.php?wakka=HomePage>

Beginner 3D Hair Tutorial - <http://www.comet-cartoons.com/toons/3ddocs/hair/>

Video Streaming Tutorial - <http://www.mediacollege.com/video/streaming/overview.html>

Be a Volunteer or Instructor - <http://secondlife.com/community/volunteer.php>

Winamp – www.winamp.com

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