

FIVE QUICK WAYS TO MONETIZE YOUR BLOG

**DISCOVER HOW TO GET THE MOST FROM YOUR BLOG
SO YOU'RE EARNING FAR MORE THAN
YOU CURRENTLY ARE NOW!**

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BREAKDOWN OF CONTENTS

Introduction..... 4

METHOD ONE: Google AdSense 5

METHOD TWO: Affiliate Products 7

METHOD THREE: Promoting your own product..... 9

METHOD FOUR: Promoting your skills..... 11

METHOD FIVE: Selling your blogs - flipping 13

Concluding Comments 14

INTRODUCTION

Blogging is fast becoming one of the most popular ways of setting up a new site that Internet Marketers can use. With its ease of installation on self-hosted sites; its huge range of plug-ins that can help with everything from listing building, to advertising to SEO and a user friendly way of creating pages and posts if you are looking to start a business online then creating your own blog can be the most effective, simple and cost effective ways of getting started.

In this free report we are going to look at five quick and simple ways that you can monetize your blog. Regardless of the niche, or theme of your blog, it can be valuable virtual real estate when money making efforts have been included. What is more, thanks to the ease of the Wordpress platform, you do not need any programming skills or anything else to make some money from your blog.

So let's get started.

METHOD ONE: GOOGLE ADSENSE

I thought it best to include this method first because it is known as the most common way of monetizing your blog; although not necessarily the fastest in terms of getting paid. For those of you new to Pay Per Click advertising (PPC),

Google AdSense is the publishers side of the Google Adwords scheme. With AdSense you can set some code on your blog and Google will post Adword advertisements on your pages in pre-set positions. If any of your readers click on those links then you get a commission on those clicks.

The amount you get paid depends on the value of the keywords the advertisement is targeting. With popular niches you can easily make a \$1 a click; however competition for high ranking keywords is very high and it may not be easy to get a lot of traffic to your blog because of this.

Obviously if you already have a good readership on your blog then adding some discrete advertising panels will not do your readership any harm and you can pick up a good little income from this method.

The key to remember about Google AdSense is that Google will place advertisements on your blog related to the content on it. You will not be able to try and trick the search engine into placing higher paying advertisements on your site by

stuffing your blog with tags or meta keywords. However, if you ensure that your content is keyword rich (without being heavy) and informational or entertaining then your blog will be a good fit for AdSense.

To get started with Google AdSense simply click this link to submit an application. You will be asked details about your blog and your contact details so you can get paid and then your application will be considered. The application usually takes 24 - 72 hours to be approved depending on when the application was submitted.

Once your application has been approved you will be able to set up the type of advertisements you want to show on your blog page (text, picture or both) and then you will be given a piece of code which you can add to your blog's side bar (use the text box function in widgets) and your advertisements will show within minutes.

For more information please visit <http://www.google.com/adsense>

METHOD TWO: AFFILIATE PRODUCTS

You may already be promoting affiliate products in your blog, but if you are not then you should seriously consider it. You can promote affiliate products in your blog in two ways - through banner advertisements and other types of adverts; or through the content on your blog.

The most effective way to promote affiliate products on your blog is to either write a review of the product for your readers, and/or to write quality information that relates to the niche your products are in.

So for example you could have a lot of readers who are interested in helping the environment. On your blog you could include news items that match that niche and you can also write about products that will help the ordinary consumer to reduce waste, energy consumption or do something else to promote saving the environment.

You can put your affiliate links in the text and also as a banner advertisement on your sidebar.

What is really exciting about adding affiliate products to your blog, even if your blog is more personal than informative is that the types of products that you can promote are endless. You can promote physical products like sports equipment,

gaming, household products, gadgets, tools or technology to name just a few.

Or you can promote digital products, also known as information products, based on your niche, or the things you like to do and write about.

The two best places to find affiliate products when you are starting out are Clickbank and Amazon. There are a lot of other places that offer affiliate programs as well - you can just search in Google for "your niche or interest" plus "affiliate" and you will find thousands of responses. For example just today I put "saving the environment" + "affiliate" into Google and got over 330,000 responses. But back to Clickbank and Amazon.

Clickbank sells information products - ebooks and e-courses written by publishers who want to promote their products through affiliate sales. Clickbank has a lot of different categories for different products and it is free to sign up to be an affiliate with them.

Your new Clickbank account will be created immediately. Once you sign up you just find the product you like, create your own unique URL for the product (so you get credited for the sale) and then promote that link on your blog.

Amazon is great for just about any other type of product. If you want to promote Amazon products on your blog then sign up for their Associates program - it is free and the application process only takes a few days at the most.

METHOD THREE: PROMOTING YOUR OWN PRODUCT

Blogs are an absolutely fabulous way of promoting your own product - especially in the arts and crafts niche, or if you write information products of your own. Your blog posts allow you to create a relationship with your readers so they learn to trust your skills and the information you have in their niche. Or they can see examples of your art works, or the craft items you make that are available for sale.

If you are promoting your own physical products - like art and crafts then you need to be sure that your goods can be posted safely to basically anywhere around the world. There is no point in trying to sell custom glassware if they are too fragile to freight. Your blog can easily gain an international readership so think about that before you sell anything and you will save yourself a fortune in refund fees.

A blog is a great way of selling your own information products too. You can write on anything and any niche you like and if your target your blog posts to the information product topic then your readers will buy from you because they know the information you are selling is relevant to them, and that you know what you are talking about.

A lot of internet marketers will tell you that you that the only niche you can make money in is the make money niche but that is not true at all. Say for example your passion is quilting

and this is something that you blog about regularly. Your readers will be others who are also interested in the quilting niche and this means that there are a wide range of products you can make money from using your blog posts and advertising space.

For example in the quilting niche you can:

- ✓ Write reviews on the equipment and tools you can use in quilting and promote the physical products as an affiliate or direct seller
- ✓ Provide links and comparison charts on where to get quilting supplies (and make money as an affiliate or a direct seller there)
- ✓ Provide "how-to" ebooks and/or videos that show people different techniques in quilting (selling your own information products)
- ✓ Create and sell your own original quilt designs for others to follow
- ✓ Sell your own quilts or quilt-making kits so others can make quilts based on your designs

As you can see your expertise in just one niche can create a lot of earning opportunities - now think of all of the other information you have that could be useful or interesting to others.

METHOD FOUR: PROMOTING YOUR SKILLS

We have already mentioned this in the previous method, but a blog is a great way to showcase the skills you can use to make money by providing a platform for your online portfolio. You can put up pictures, slide shows, audio files and videos as well as text posts on your blog, so you have a wide variety of ways of showing your next customer what you can do for them.

For example if you can write funny, entertaining or informative blog posts then show your client that you can through your own blog posts - a living is example is the best example. You can promote the idea that you will write for others with a simple little graphic or text ad in your side bar, or underneath each post.

Link the graphic or the text to a static page on your same blog (or another one you have) that outlines your services, your pricing plans and how your skills will benefit the reader when he becomes a customer - clients are always interested in what benefits you can provide for them so tell them about it.

If you are a graphics person then you can showcase some sample work through flickr plug-ins or a slide show or screen capture video. Provide screen shots of your best work and then create a static page that is linked to your blog posts that

explains the type of skills you have to offer and what you are charging for them.

Video is a really popular marketing tool and if you are able to create wonderful videos, have a good voice that is easy to listen to and can create a whole video package for a client then you can make some serious money.

Showcase your talents on your own blogs but don't forget to upload sample videos to places like YouTube as well where you can reach a wider audience with your skills.

Don't want to create products but have really good organization and administration skills? Promote yourself as a virtual assistant. There are so many tasks that marketers look to outsource such as posting on blogs and forums; updating Twitter and Facebook pages, conducting research and so on, that you can easily make good money doing all of those little things for an hourly fee.

Again showcase your skills wherever possible, and create a static page on your blog to outline the process of placing an order with you; pricing and other important information.

METHOD FIVE: SELLING YOUR BLOGS - FLIPPING

Blog flipping, the term commonly used for creating blogs for the purpose of reselling them, is becoming big business since so many now appreciate the value of having a blog as either a marketing or making-money tool. If you enjoy blogging you can easily set up a ten page/post blog on a specific niche and list it for sale by the afternoon.

When it comes to pricing your blog, buyers look for key things;

- ? ***Whether the blog has made any money*** - if you are selling one you have just created then this won't be the case. However you can have the blog optimized for AdSense or affiliate products which will increase their value
- ? ***A domain name that is keyword related if possible*** - this makes it easier to get the blog indexed by search engines and is something that prospective buyers will look for
- ? ***Original content*** - really content is king and if you have taken the time to write and schedule ten posts or more of original content then your blog will be worth more than if you used PLR products to create content for your blog
- ? ***Traffic figures*** - again not something you will have if you are selling a new blog; but your established niche blog

could be worth some good money if it has some proven traffic figures.

? **Original or Premium theme** - if you can provide an original theme for you blog that is relevant to the niche then you can increase the price you want for the blog. You can check out sites like Fiverr.com for cheap original blog themes.

When it comes to selling your blog you can use Ebay or a site like Flippa.com or even Internet marketing forums like Digital Point and Warrior Forum. Before you list your blog make sure that you look at the other blogs available for sale and price your blog so that it will sell, rather than over price it and be forced to hang on to it for longer than you need to.

Ideally older blogs will sell better than brand new ones, because they will be ranked in Google and Alexa and may even have Page Rank. But again there are different markets for different blog types and if you have something unique or popular in your blog, such as unique content or a high selling keyword focus then you should be able to sell a brand new blog without too much trouble.

CONCLUDING COMMENTS

Blogging is a lot of fun and I don't believe that it should be done solely for monetary purposes. But if you are having a lot of fun interacting with the readers on your blog then there

is no reason why you can't monetize it as well and make money while you are having a good time.

There is no one way of making money with your blog that works faster than, or more effectively than others. You can see results from Google AdSense and affiliate products in less than a week if you have a lot of visitors to your site and of course once you create and promote your own products you can make sales fairly quickly too - especially if you have pre-promoted your product to your readers so they know when to expect it.

The single biggest key to making this work for you is to take ACTION. Try out one or all of these methods as you continue blogging and I am confident that you will make money doing something you enjoy doing - blogging.

Here's to your success!

How To Successfully Take Blogging To The Next Level!

This New Report Reveals The Hidden Money-Making Tactics
That You Should Be Utilising With Your Blog!

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