

Blogging For Profits

Module Three - How To Make Money With Blogging



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How To Make Money With Your New Blog

The Two Easiest Ways To Make Money, Ads and Affiliates

Blogging makes it possible to go from almost nothing to huge profit with very little work. Blogs are growing all over the internet and almost every blog is making money by showing ads and selling affiliate products or their own products.

- **You'll Go From Blog To Money Maker**
- **You'll Know The Secrets to Successful Ad Revenue**
- **You'll Be Able to Easily Promote Affiliate Products**
- **You'll Know The Techniques For Alternative Revenue Streams**

The power of blogs is the content. Search engines such as Google or Yahoo absolutely love blogs, because they provide the content they need to give to the people who are searching for content or products to buy!

Content Drives Traffic To Make Money

Imagine owning a blog set up right now and there was a major real estate boom and people were searching for real estate boom and they found your blog. They all went through your content and exited through ads to real real estate websites and you made \$100,000 in 3 days!

Ok, I did say imagine! The reality is that this would not happen very easily, but this happens all the time with smaller keywords. A perfect example is Apple iPhone. Apple had most search key terms for iMac and iPod, but right when iPhone became popular there were blogs set up to make money. The popularity caused Apple search terms on Google & Yahoo to be iPhone. So many people searched it in Google and went through blogs to exit through ads or to buy iPhone related products.

Targeted Traffic is Should be The Only Traffic

Make sure when you are writing the content to always target keywords that your blog is based on to receive targeted traffic. If you have too much traffic not seeking your blog for your keywords, meaning you lose ad revenue and affiliate product sales. Targeted traffic will more likely buy affiliate products and click on ads.

The Most Popular and Easiest Ad Provider - AdSense

The ads that are shown on blogs are Google AdSense ads. There are many other ad producers such as AdBrite, Yahoo and Text Ads. They all provide clean text links that easily blend with website sidebars. Setting up Google AdSense is easy and to install ads on blog is just doing small wizard and copying and pasting text into HTML.

To get started with AdSense, go to www.adsense.com and sign up. It is free to use AdSense and if you have an existing Google account you can use it as your AdSense account as well. Signing up with AdSense is free, but you must provide tax information and report your earnings.

You then choose what type of ads you want displayed on your blog. You have the choice of text ads that run along the top, side, or bottom of your blog or graphic ads that display an ad with a picture on your blog, either in a size like a banner ad or in a smaller size.

How Does AdSense Work?

AdSense is a cost per click advertising program, which means that every time that a visitor clicks on an ad in your blog you get paid. Google does not disclose exactly how much you make for each click before you sign up, but you can track your daily, weekly and monthly earnings once you have started running AdSense and calculate how much you are making per click.

Adsense is Only One of Many

Adsense is not the only Ad provider there are many more. Using more than one Ad provider allows you to be creative ad placement and maximize profit. Here's a list of other Ad providers. These Ad providers all provide text link ads and image advertisement.

More Ad Providers



Clicksor – This advertising solution serves contextual ads within the body of your blog. These ads are simply words that are underlined twice and when clicked, send users to the sponsor's website.



TargetPoint – Cost per click ads that display ads relevant to your content. They claim to pay out 50% of click revenue and offer many customizable features.

Adbrite – They have a few different advertising options including text ads, banner ads, inline ads, and full page ads.



Chitika – This advertising option is designed specifically for blogs and there are different advertising programs to choose from including text ads, inline ads, and graphic ads. Most of them operate on a cost per click basis.



Veoda – They also have different ad options including text, graphical, flash and inline ads. The good thing about Veoda is that they do not require a minimum number of visitors to sign up and do not require tax information which is good for small blogs that are just starting out.

Even More Ad Providers

The advantage of using more than one Ad Provider is that they appear different to increase conversion and make unique ad placement.



Kontera – This is another inline advertising source where ads are placed as highlighted words that display a message when they are hovered over.



Text Link Ads – This site allows purchasers to buy text ads on blogs for a fixed monthly fee. The more popular your blog is, the more your ads will cost and the more money you will make.



Affiliate Sensor – This advertising solution combines the best of text ads with affiliate marketing. You earn revenue through Clickbank, an affiliate marketing program, without having to market directly in your blog. Text ads are placed, matched to your content, on your blog that link to Clickbank products.



AllFeeds – You can display a variety of ads through AllFeeds, from contextual ads, popaway ads, and text links. You can also display news and whether right form your blog with this service.



Bidvertiser – You only display ads from the highest bidder with this advertising solution and you can block ads that you do not want to appear on your site. The payout level is set relatively low at just \$10.

Are Ads A Good Choice? Of Course!

JoiniAs you can see, there are plenty of other advertising solutions for your blog, and there are plenty more out there besides the ones mentioned here. You can always sell ad space directly, to companies or businesses that are related to your blog topic.

There are a few things you should remember before placing ads on your blog, however. Unobtrusive ads will seldom drive traffic away, but too many tacky ads will cause visitors to leave. You want to find a good balance where you can earn income but not chase off visitors. Make sure your ads are relevant and not annoying. Make sure that they do not take up too much space or become the focal point of your blog.

Make Money With Affiliate Products Too!

The second best way to make money by blogging is affiliate sales. It's very easy to find products to promote and make sales with. Signing up to an affiliate system such as Clickbank or PaydotCom you can find products to get images and affiliate link to make commissions.

Affiliate marketing does not have to be blatant "hey buy this" advertising, rather bloggers can subtly slip in a review or recommendation for a product and include their affiliate link in their blog.

Selling Affiliate Products Is Easy

The best way to make sure readers purchase the affiliate products you market is to pick products your audience will be interested in and that are relevant to your blog. If you blog about outdoor living, chances are no one will respond to your affiliate marketing attempts at selling PSP downloads.

Make sure the product you are trying sell will appeal to your readers and that you can do a good job of including it in your blog without seeming to preachy or desperate. Keep your marketing attempts natural and make sure they fit in with the flow of your blog.

Affiliate Products And Systems



Clickbank – The most popular affiliate marketing website, Clickbank offers bloggers a dizzying array of products to market as an affiliate. All of their products are digital products, such as e-books and reports. You can find things on virtually every product, arranged by category. So no matter what you blog about, chances are that you can find an affiliate product.



VivaVideo Affiliate Marketplace – This affiliate marketplace showcases many affiliate videos that are easiliy shared and posted onto to your website. The player uses VivaVideo technologies so you can make affiliate commission. Highly recommened approach to affiliate video promotion.

More Affiliate Systems



Commission Junction – This affiliate website operates in much the same way as Clickbank. Companies add their products to the Commission Junction marketplace and publishers add links to these products in their blogs. Commission junction offers a wider variety of products, however, some require visitors to buy a product for you to get paid and others require visitors to sign up for newsletters or fill out a form.



Link Share – Another affiliate website that connects affiliates with products to market. You can pick from a wide variety of products to market on your blog and like Commission Junction, you do not always have to sell something in order to get paid. Sometimes the required action is to get visitors to sign up for a newsletter or fill out a form in order to get paid.

How To Make Money With Affiliate

Affiliate marketing can be a great way to make money from your blog. Remember to keep your marketing attempts natural and try not to “sell,” rather rate or inform. Most affiliate websites that connect you with products to market will keep track of your earnings and statistics which makes them very convenient.

Both of the ways to make money with blogging is just simple wizards and copying and pasting text. This takes very minimal computer technical skills.

Making Money With The Content

Alternative making money techniques are PayPerPost which is a service that pays you to post about a product. You can also find product owners and proposed that you promote their product in posts for commission. This approach is more intrusive and more complex than just promoting affiliates and showing ads.

Some bloggers do not participate in paid reviews and product inclusion because it can be misleading if you do not state that you are being paid for your testimonial or recommendation. If you feel as though reviewing products or recommending them to your readers without disclosing that you are being paid is dishonest, then the practice is not for you.

There are a few different websites that will connect you with companies that will pay you to include their product or service in your blog. The pay ranges per assignment and you may be required to write a few sentences about a specific product or a few paragraphs, or even a whole blog entry.

Generally your blog has to receive a good deal of traffic to get accepted by these websites, and depending on how much work you do for them payment can be slight or substantial.

Product Review



Creamaid – While this site is not solely dedicated to reviewing products, many of their opportunities are for posting your opinion in your blog for payment.

Different “conversations” are started on the site and you pick the ones that look interesting to you. Some require you to review a product or website in your blog and other require you to post comments elsewhere; of course you can always include a link to your blog which will bring it more traffic.



Reviewme – This site is dedicated to connecting bloggers with companies who want reviews written. You submit your blog and if it is accepted, companies will request that you write a review for them depending on the content of your blog.

Reviewme states that you get paid between \$20 and \$200 per review. Your blog does have to have a minimum number of readers to qualify but you can always resubmit if it does not meet the criteria the first time.



Pay Per Post – Pay Per Post is similar to Reviewme. You submit your blog for approval and when it is approved you can start reviewing products and websites in your blog for cash.

Pay Per Post has a market place where you can pick which opportunities you want to write about and payment varies according to the assignment you choose.

More Product Review Websites



Sponsored Reviews – This site lets you submit your blog and then pick from a listing of review opportunities or lets companies contact you directly and request a review. Payment varies by assignment.



Smorty – Smorty is all about providing your opinion in your blog about an available advertiser's campaign. You may not be reviewing a product per say, but you will be giving your opinion. Your blog has to be indexed by Google, older than three months, and have at least two new posts per week.

Posting your opinion or review for advertisers is a good way to make cash from your blog. You should remember, however, that like affiliate marketing blatant attempts to advertise to readers does not usually work as well.

The advantage to using ads and affiliate products is that you don't need to do any work at all you just need to collect a cheque. By the end of this training course you will be a money making blogger and you will not have more work to do after your done.

The more work you put into your blog the more money it will make. The more targeted your blog is the better the conversion rate. Remember to know your audience and make sure all ads, affiliate products, and product reviews are relevant and desirable to your blog audience.

Action Plan To Success

Remember These Quick Tips To Make Money

Put Ads On Your Blog

Using a variety of Ad providers allows you to position them in effective locations, like under the blog post, in sidebar and in side the blog post. Using a combination of text ads and images ads will convert best.

Promote Popular Affiliate Products

Always promote the newest and most relevant affiliate products about your chosen niche. You can capitalize on popular products and make a lot of money by doing it. Remember to be creative with your affiliate promotion.

Capitalize on Affiliate Video

Use the Affiliate Video Marketplace to promote affiliate videos and make comission, by just copying and pasting an embed code. Videos convert more than any other form of marketing.

Write Product Reviews for Quick Cash

You can easiliy write quick product reviews with seVICES like Pay Per Post, and you'll be able to make quick cash. To benefit most you should write about relevant products so you can link to blog posts that are selling affiliate products.

Grow Your Mailing List

Remember your mailing list can make you the most money. You have to always recommend to your readers to sign up to your mailing list. Offer a free PLR product to get more sign ups. Once they sign up you can send them content from your blog that is promoting products.

When you have a strong mailing list you can send out a promotion for a popular affiliate product and make a lot of money really quickly. So it's important that you join aWebber and create a huge mailing list on all your blogs.

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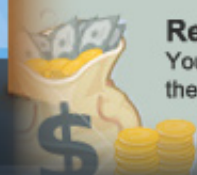
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