

7 Ways to Make Money from **BLOGGING**



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Blogging is no light undertaking. If you're serious about making money with your blog, you need to understand that it takes dedication and commitment. But that being said, once your blog is set up and running and you've gotten into the groove of production, you'll be in your own big, shiny bubble. It gets easier. And easier. And (dare we say it) fun.



Running a blog is exactly like running a magazine: You need to set deadlines for yourself (and meet them). There's a schedule to be created and followed.

And, of course, there's promotion. Your daily blogging plan may well look like this:

<i>Look through VA's research for post ideas</i>	<i>Promote yesterday's post on Facebook</i> <i>Send out Tweet on yesterday's post</i>	<i>Contact guest for next month and confirm this month's guest</i> <i>Thank yesterday's guest (on blog and in social media)</i>
<i>Send last podcast to VA for transcription</i>	<i>Get infographic for Tues. post back from designer; check and pre-schedule it as post</i>	<i>Check results of blog contest; announce winner</i>

<i>Write 2 posts</i>	<i>Check LinkedIn, FB and Twitter</i>	<i>Create SlideShare presentation</i>
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And that's a full day's work!

Knowing your goals for your business, the gaps in your niche and the products you'd like to create or promote is a good, solid start to monetization.

Digital products

Creating digital products is the easiest way to start bringing in an income as you build a community through your blog. You can create all sorts of digital products, including:

- eBooks
- Reports
- Template collections or individual templates
- Workbooks and checklists
- Email or video courses
- Podcasts (series)
- Videos (single or series)

It is also the safest way to avoid the problem of supply and demand. You can fulfill the order via any of the following methods:

- Third Party Network such as ClickBank – you pay a one-time fee, upload your product, set up your affiliate resources, landing page and sales page on your website, and ClickBank handles all sales, refunds and paying affiliates
- Amazon – you can create goods as digital only for the Kindle market... or contract Amazon's product fulfillment

Or you can collect money directly through PayPal or your shopping cart.

Membership site

This is another relatively easy monetization option for your blog. Your public content draws people in and provides easy resources on your blog topic: To get further or more specialized information, the real enthusiast should be only too happy to sign up for your blog Membership site and

pay for private access to unique resources, your personal attention, expert guest speakers or other perks.

The beauty of membership sites lies in the fact that you are not making one-time-only sales: Instead, you are creating recurring, repeat income. Say you only sign up thirty members at \$10 per month: That is a guaranteed \$300 a month, every month.

Of course, there is attrition: People come and people go – but if your site is a good one, there are always people to replace those who graduate. And of course you are not limited to making your membership site or “V.I.P club” any set price. You can charge what the market will bear.

You can use software such as [Wishlist Member](#) to set up a private area on your blog, automating key functions and making it easy for both you and your members to access the Membership site.

The image is a promotional banner for 'WishList Member'. At the top, it says 'Quickly Protect Your Content With WishList Member™' and 'Trusted by over 46,151 online communities and membership sites worldwide.' Below this is a large, stylized 'WishList MEMBER' logo with a blue play button icon. To the right of the logo is a blue button that says 'Get Started Today' and a smaller line of text: 'Try it risk free with our 30-day guarantee.' Below the button are two certification logos: 'CERTIFIED BY TRUST GUARD' and 'SECURITY SCANNED TRUST GUARD'. At the bottom of the banner, a white box contains the text: 'Unzip, upload, and within minutes you'll have your own membership site!'

Review Blog

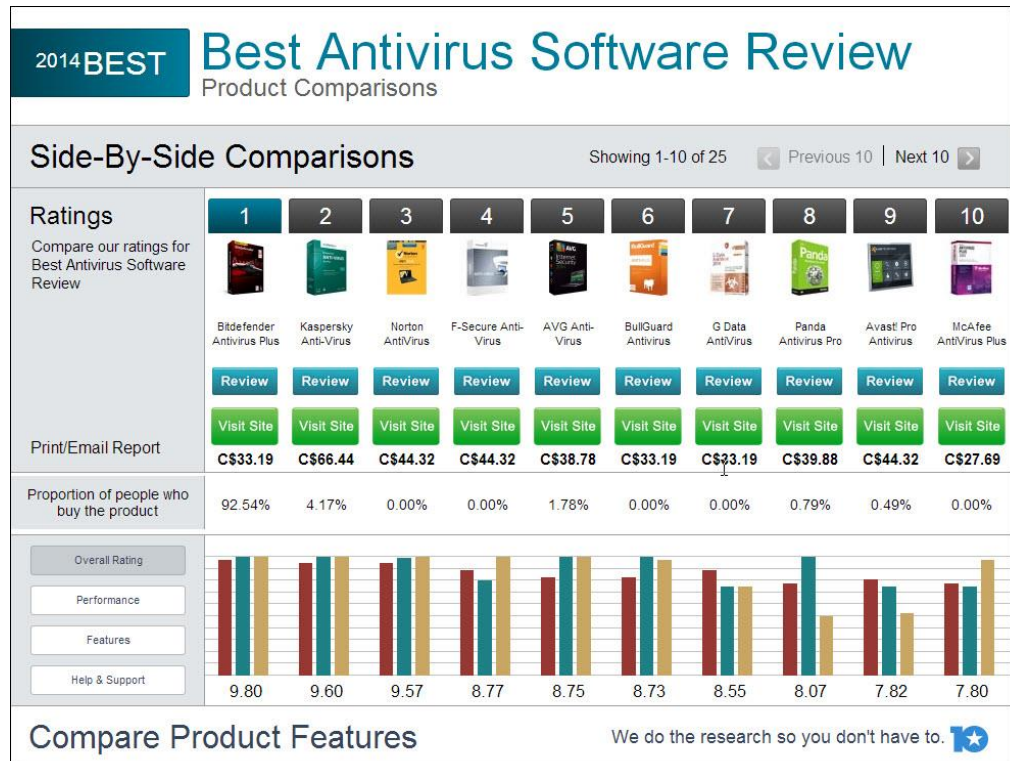
The net is full of review blogs – and the majority of them are empty and value-less: The moment you access them, it becomes obvious that the author is promoting an affiliate product in the guise of “reviewing” it. That is how **not** to run a review blog.

What the net is short of are Review blogs that are truly:

- Honest
- Objective

There are two “right” ways to do this:

- Run a review blog that compares strictly features, without any personal input whatsoever (though a “rating” helps people to gain a better feel for the results)



- Review a product that you have actually purchased and used, giving both the pros and the cons – along with your ultimate conclusion – as objectively as possible.
- (Note: You should still consider including an affiliate link: What may be a “con” to you may be the very quality a reader is actually looking for.)

You provide a valuable service when you run a true and honest, objective review blog. You also become the review blog people access first, as soon as they discover how valuable your reviews really are.

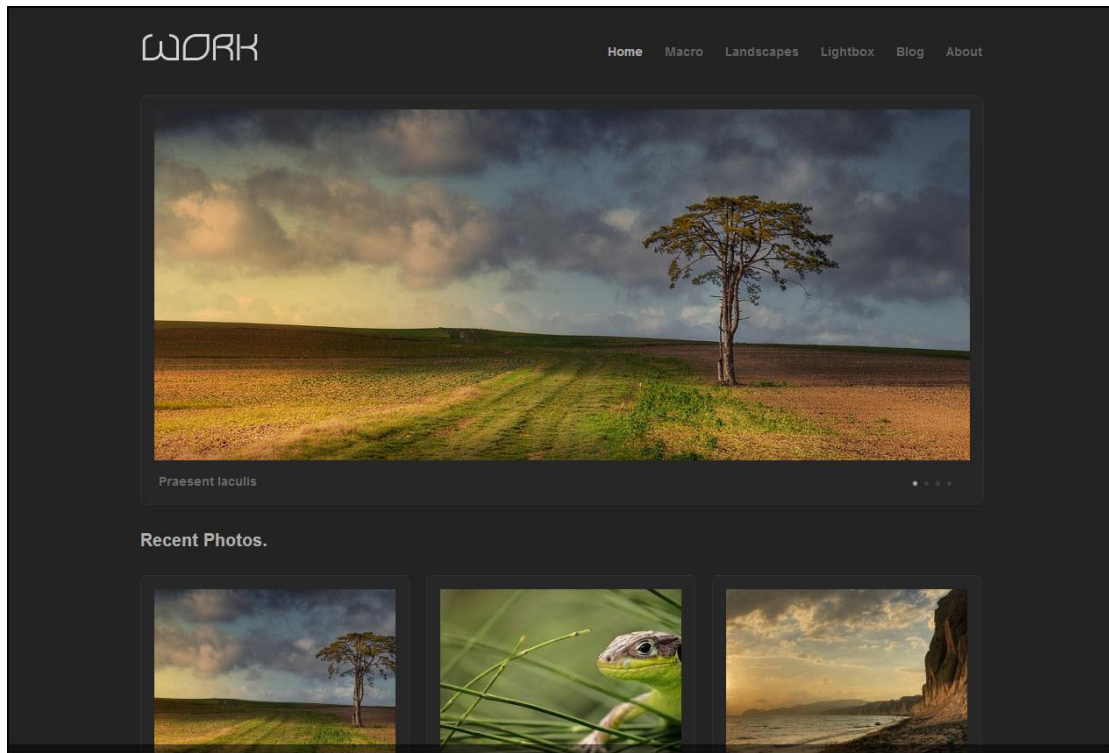
And these are the people who will buy through your link.

Add your own product, for extra validation and status-building. Sell your digital eBook – and do be sure to include a “sample chapter” in your book or author Facebook Page as you cross-promote.

Think also about building some reward into your blogging plan – and ask your clients and subscribers to share the news.

Portfolio Blog

If your business involves visuals, you can use your blog as a portfolio, using a WordPress theme like this one from [ThemeTrust](#), optimized for portfolio presentation.



(With high-quality portfolio blog themes, you can sell right from your blog.)

Service Blog

Whether your business is offline or online, maintaining a blog is a great way to help people decide if they want to review your services.

You can neatly section your blog into areas people can instantly select, so they don't have to waste time hunting through posts. For example, you can be generous and provide a list of resources that you find helpful – and that your potential clients will too.

You can include estimate or quote forms – as well as posts that are helpful to your potential clients. (Investing time in providing helpful posts and resources builds trust very quickly.) Consider also interviewing experts – the exposure you get can help build your business very quickly.

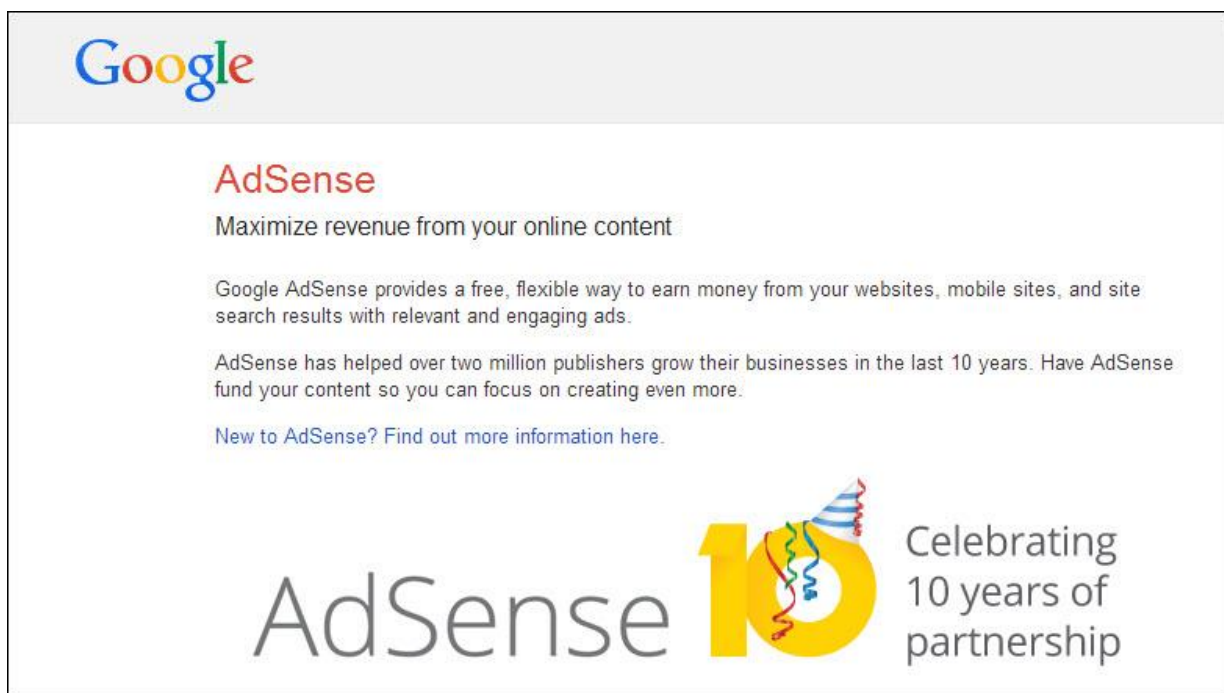
And if you can also include a “Pricing” tab or a “Services” tab – and even set up or take payments.



Affiliate Marketing

Affiliate marketing blogs come in all shapes and sizes. We've already discussed the “review” blog. You can also choose to create an affiliate-marketing based blog that:

- Is AdSense optimized for a very narrow niche. (This is usually what people mean when they talk about “niche blogging” – and usually you need to create multiple blogs, to make real money.)



- Promotes products related to one highly specific aspect of a niche
- Promotes a particular system, product or person

Affiliate marketing requires the right personality – not necessarily someone who can “sell”, but someone who can enthusiastically talk about a passion and present these sensitively, in a way that makes people thank the blogger for helping them find what they want.

If you do decide to run an affiliate blog, do your best to find out how to do it – and what legal (and Google) requirements you have to observe.

A Personal Branding blog

Are you a coach? An author? Then this is the type of blog for you. Write about your topic: For example, if you write mysteries, you can talk about the craft of writing; or about specifically about mystery writing or even a particular mystery genre.

If you're a coach, you can present a series of articles helpful to your potential clients. Make sure they are high-value. Include free resources,

FAQs, or any other digital offering you can think of – and that includes links and ads for your paid courses, membership sites and eBooks.

Making money with blogging is really limited only by your imagination (and the occasional law), but if you want the freedom to work at home it can be a fantastic way to make a living or simply boost your business.