

# Secrets of a Money-Making Blog



Presented by

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# Overview

**There are two basic things you need to do if you're going to have a money-making blog.**

**First, you need to know all the possible ways your blog could earn money, so you can design your blog to maximize your earnings.**

**In our first section, we discuss 14 different ways to earn.**

**Second, your monetizing knowledge isn't going to go very far unless you can draw a substantial audience to your blog who might buy things from you.**

**Our second section goes over 15 strategies for marketing your blog.**

## PART 1:

# 14 WAYS TO EARN FROM YOUR BLOG

### 1. Sell online ads

- You can [sell ads on your own site](#).
- Google AdSense is easy and free.
- Another approach is to sell individual ads yourself.
- Some even sell text-link ads – US News & World Report does it.
- Other ad networks include [Chitika](#) and [EntreCard](#).

### 2. Sell others' products through affiliate programs

- Affiliate Programs let you advertise someone else's products on your blog and earn a commission every time you sell something.
- Probably the best known is Amazon's – it's free to join. For example, when you [buy a book from Anne's Reviews page](#), she earns a bit.
- There are tons of affiliate programs out there – you probably won't make a fortune, but over time small payments add up. Example: Anne's deal with Suite101 was an affiliate arrangement that paid her for every writer who signs up and writes.
- Carol's strategy is to focus your affiliate sales on products you personally have used and can recommend. You can do this in a low-key way by grouping these offers on a 'Products I Love' page.

Ads by Google

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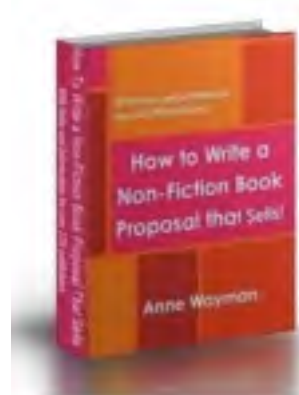
#### Hyatt Gold Passport®

Stay 5 Nights & Get 10,000 Points. Join Now & Enjoy Exclusive Benefits  
[Hyatt.com/GoldPassport](#)



### 3. Sell Your Own Products

- Any product you create can be sold from your blog. Quilters can sell quilts, potters can sell pottery.
- Anne is a writer so [she sells ebooks](#), webinars on writing and audios from webinars.
- When you sell from your website, it's ecommerce. You need to be able to accept credit cards – PayPal, 2Checkout and [ClickBank](#) allow you to sell for a fee but with no monthly charge.



### 4. Sell services

- Many people use their blog as a platform for selling their services. Carol sells [writing mentoring](#), while others sell online cooking or art classes.
- A blog can be a great platform for “selling hours,” or selling your expert advice and your time to others. Your posts help establish your authority.
- You can also use your blog to figure out the services you want to sell, by polling readers and learning what they would pay for.

### 5. Let others affiliate sell *your* stuff

- This turns affiliate selling on its head – instead of profiting from others' products, you let others sell your products on their sites, bringing you additional sales you'd never get otherwise
- Offer affiliates a hefty cut to attract sellers – 50% is good  
Stress that they cannot discount your prices
- You can solicit affiliates through your blog, or submit your products to ClickBank and other platforms and let people find them
- Pay affiliates regularly – some do monthly, others when you hit \$100



## 6. Partnership deals

- Teaming up with others in your niche can be a great way to grow your audience and create more products quickly.
- This presentation is a partnership between Carol and Anne, for instance.
- When you team with a partner for an event, your signups will be partly from the other person's audience. This can be a great way to grow your list – make a subscription offer after the event to all the participants who were from the other person's list.
- Be sure to get your agreement in writing. Understand who owns the product you create and how you may each use it.

## 7. Blog as audition piece

- This is far and away [Carol's biggest money-earner](#). Add a 'hire me' tab to your blog site and let people know you do freelance work.
- Show you understand the technical aspects of blogging – have social buttons, add images, use strong headlines.
- Stick to a niche topic – anyone seeking to hire you will want you to do that for their blog.
- Create strong content and show good audience engagement. Write every blog post like it was a \$1,000 magazine article – you're creating clips here.

Entrepreneur  
DAILY DOSE



## 8. Subscriptions and memberships

- You can sell subscriptions or a membership to your blog or – more likely – to a service you offer through your blog. For example, Anne has a 9-session class on getting a book written – each student is automatically billed \$x for 9 months and participates in an online class.
- Darren Rowse of ProBlogger started his forum by charging \$1.99 a month – now it's \$5.99 a month. Do the math. If you've

got the audience, a subscription or membership can make good sense.

- Anne uses a WordPress Plug-in called [WishList Membership](#) to manage subscriptions. PayPal, ClickBank, 2checkout, e-junkie and others allow recurring billing for your membership site.

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## 9. Sponsorship deals

- As your audience grows, you may be able to attract a sponsor that would pay for the right to advertise exclusively on your site, or to be the only advertiser on a specific page, or to be your most prominently featured advertiser.
- Some companies actively look to market this way – you can proactively reach out to marketing departments at big companies and ask about their sponsorship program.
- Sponsors also might pay to be associated with a particular event you present.

## 10. Email ads

- If your email list is substantial, you may be able to sell advertising that appears exclusively in your emails.
- A great example of this is the *Writer's Weekly* newsletter – Angela Hoy sells ads on her newsletter which do not appear on her site.

## 11. Speaking fees

- If you become known as an expert in your field, your blog may help you land paid speaking gigs.
- ProBlogger's Darren Rowse always counts this as [one of his revenue streams](#).



## 12. Donation button

- You can ask your readers for donations.
- ZenHabits.net, a big site started with just donations – now he's moved on to sell ebooks and the [AlistBloggingBootcamps](#).
- Bottom line – don't count on donations to bring in much.

### 13. **Sell your blog**

- Yes, blogs actually can be sold.
- Some bloggers create blogs with the express purpose of selling them.
- Traffic is one key, the more the better – think 100,000 or more a month.
- Have a sought-after domain name – it wasn't Coca-Cola that originally bought coke.com



### 14. **Personal promo blog vs niche blog**

- One decision bloggers need to make is how to position their blog. There are basically two directions you can take it:
- Design your blog as a showcase for your writing that will get you gigs, OR
- Design your blog with a premise that will monetize well – such as doing product reviews – that might also help you get freelance gigs through the writing quality.

## PART 2:

# 15 WAYS TO MARKET YOUR BLOG

Imagine you go down to the hardware store and buy a tool – let's say a hammer. When you bring it home, you don't expect it to get up and start hammering nails for you by itself, do you?

You should think the same way about your blog. When you write a blog post, you've created a tool like that hammer. Next, you need to get out there and use that tool. You need to market your posts to bring in readers and build an audience who might buy from you.

Readers will not magically appear at your blog after you create a post – at least not at first. You'll need to promote your blog. Here are 15 different ways to do it:

### 1. Celebrity friends

- You can do a lot to create a great blog, but progress will be slow unless some influential bloggers notice and tell people about it
- You can connect with celebrity bloggers online – target tweets to them with useful posts, comment on their blogs, join their forums, or meet them at conferences.
- Also – watch their blogs and forums for requests for help. This can be a great opportunity to develop a relationship with a big blogger.



### 2. Blogging platforms

- Like any website, your blog has to be somewhere so it can be 'served' to readers when they type in your address.
- Both Blogger.com and WordPress handle the hosting and are free, but are not as flexible as you may want.



- Consider buying space, having your own domain and using software like WordPress. More info on getting your own website [here](#).



### 3. Email subscribers

- You want to be able to contact your regular readers for two reasons – to let them know when you write something new, and to offer them products or services.
- Offer a free report or ebook to encourage signups.
- The best way to build your list is by collecting emails and take my word for it, it will work better if you use a service like [AWeber](#). Anne uses Get Response, and Carol uses Mailchimp.

### 4. Newsletters

- An email newsletter or 'zine is probably the best way to let your readers know when you've written something new.
- Some people publish the whole article in their newsletters, others just the link.
- You'll be best off with an email service like Aweber, MailChimp or Get Response.

### 5. Comment on and link to other blogs



- Blogs are about community and conversation through comments and linking. Well done, this will help build your traffic.
- Ideally, each post should have two or three links to other blogs – as you do this, you'll find they do the same.

- Make comments on related blogs – comments that contribute to the conversation.

## 6. Join a community

- Communities like [AListBloggingBootcamps](#), ThirdTribeMarketing, [BecomeABlogger](#), and the forum at ProBlogger are great places both to learn, and to get help with your blog. You don't have to do it alone.
- You can meet helpful people in communities, and find new readers.



## 7. Guest posting

- You write an article on a (hopefully well-known) blog. The resulting backlinks and added credibility can result in huge uptick in traffic, some of which may stick.
- Don't expect to be paid.
- Do expect to be edited.
- Some big sites solicit posts and have writer's guidelines – they're a great place to start pitching guest-post ideas.

## 8. Having guests on your blog

- Someone (hopefully well-known) does an article for your blog – this increases your authority and helps build your audience.
- Be daring about who you ask – they can only say no.
- Make your terms clear.
- Sometimes, ask an interesting regular reader to guest post – these often become raving fans of the blog.

## 9. Quality content

- Quality content is often touted as [the key to blogging success](#). Write something people want to read – make it highly useful information, ideally something not found elsewhere.
- Write it as well as you can, but don't expect perfection from yourself.

- Do your best. Know that the more you blog, the better you'll get at it.

## 10. SEO

- SEO=Search Engine Optimization. These are key words and phrases that help readers find you through search engines.
- People who promise to get you to the top are mostly scams. You don't need them.
- [SearchEngineLand](#) is Danny Sullivan's site – learn from him.
- [ScribeSEO](#) is a plugin for your blog that can really help – costs about \$30 a month.

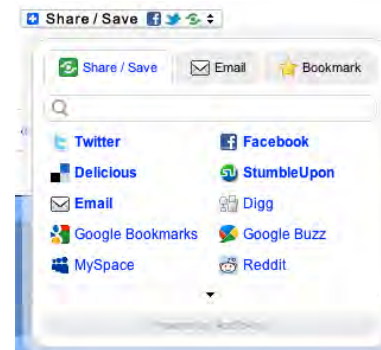


## 11. Strong headlines

- Online headlines must tell the reader who the post is for and what they will learn about if they click.
- Try asking a question to draw readers in.
- Weak headlines are an epidemic, so if you can master the art of strong headline writing, you will gain an edge.
- Learn more by reading [Why Do Most Headlines Fail?](#) from Psychotactics.

## 12. Social media:

- **Twitter** – Lurk and learn the etiquette, then use it to target influential bloggers and connect with them. Connect with new fans, make them offers, and drive them to the blog.
- **Facebook fan page** – This can be another great platform for engaging your readers. Offer contests, ask questions, make special offers, take polls. Tap into Facebook's huge audience to draw more readers to your blog.



- **Facebook ad** – If you have an upcoming event or new ebook release, consider a targeted ad on Facebook. You can set it to only charge you if people click, and you can target your ads to people who've mentioned your key words in their profiles.



- **LinkedIn** – This platform is all-business, and has many great features for bloggers. One of my favorites – use their tool to pull your blog onto your page, and it'll also show on all your connections' pages, too. Here's more about [how to use LinkedIn](#).
- **Reddit** – The best social bookmarking site for new bloggers. If you have an interesting headline, it may get a lot of votes and stay in front of readers a long time. There are subgroups within Reddit, so you can target it to the right readers – the Writing group is a good one for Carol, for instance.



### 13. Product Landing Pages

- If you're going to sell anything, you need to learn how to create landing pages. The landing page sells the benefits and defuses objections so that readers want to buy.
- Basic features of a landing page include discussion of the problem your product solves for readers, testimonials, author bios, detailed disclosure of everything they get with the product, and incentives that compel immediate buying.
- You will convert more readers into buyers if you sell through landing pages than if you try selling just through a small ad or by squishing all your products onto a single page.
- Check out the '[How to Failproof Your Business](#)' videos by Naomi Dunford of ittybiz and Dave Navarro The Launch Coach for lots more on how to convert and sell your readers without feeling sleazy or spammy.

## 14. Go to events

- One powerful strategy for building your blog that's little-used is to get out in the real world and talk about it. Attend BlogWorld or other industry conferences. This year, for instance, Carol's going to [SOBCon](#), a limit-150 exclusive blogger event many top bloggers will attend.
- You can talk your blog up to attendees – and connect with influential bloggers here.



## 15. Public speaking

- If you get invited to speak to a group about your blog, do it.
- One speaking engagement may lead to more – and may help you develop a paid-speaking money stream.
- Great way to connect with fans and find new ones.
- Build your credibility and authority through your public appearances.



## Parting gifts:

If you'd like to purchase any of the [ebooks](#) or [Webinars](#) on the *Make a Living Writing* blog, you can use the code FIVEBUCKSOFF at checkout to get a \$5 discount.

Subscribers to the *Make a Living Writing* blog also receive the free report, [40 Ways to Market Your Writing](#).

Subscribers to *Abundant Writing News* receive a free ebook – [The 3 Secrets To Making Your Writing Pay](#).

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