



The Top 10 Reasons Your Blog Isn't Making Money

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Wondering why your blog isn't ringing up sales? Here is our list of the 10 most common, major obstacles new bloggers encounter that keep their blogs from ringing up sales.

#10. You haven't built an email list

- An email list is the absolute best way to create an easy-to-tap source of high-quality customers.
- Email list subscribers have given you permission to speak with them and are open for relevant offers.
- Start building this list as quickly as possible.

#9. You don't make it easy – and enticing – for people to subscribe

- Most likely you've buried your email subscribe form below the fold or you force readers to scroll down to subscribe.
- Also people are protective of their emails. They want you to give them an excellent reason why they should hand over access to their inbox.
- [Offer something of real value to gain their trust and jumpstart your relationship.](#)

#8. You don't promote your posts and you aren't driving traffic to your blog

- Traffic will not magically arrive at your blog. There are millions of blog posts published every day. You will need to promote your post to get noticed.
- Learn how to use Twitter and Facebook to spread the word and attract visitors.
- Consider [guest posting](#) to audition in front of a new audience. Get aggressive.

#7. You aren't pre-selling your product's benefits

- Every blog post is a chance for you to tell a "benefit" story about your product or service.
- Your goal should be to "implant" a reason for considering your product. You do this through rich, relevant, and well-written blog posts.
- I call it [blogging on purpose](#). Every blog post has a goal. In this case, your goal is to sell a product.

#6. You haven't made it easy to purchase ("buy" buttons, Paypal, etc.)

- If you are selling directly from your blog then make sure that it's a hassle-free transaction.
- Use a third-party processor that is respected and well-recognized
- Show which credit cards you accept (should be all of them)
- Think twice before forcing readers to call you, submit forms, or jump through any other hoops.
- Make sure your payment buttons look and act like payment buttons!

#5. Your site doesn't look professional.

- Professional sites are clean and uncluttered, with a clear title and tagline that explain what the blog is about in the 2-3 seconds you have to captivate new visitors.
- Know that having .blogspot or .wordpress in your URL brands you as an amateur – pay for a URL with the name you want.
- Remove noisy, flashing, or pop-up ads, garish colors and multiple sidebars.
- Add photos of you that are clear and businesslike. This is especially important on your About page.
- Remove anything your visitors don't use ([check Google In-Page Analytics](#) to find out what doesn't get clicked).

#4. You don't know all the ways to earn from blogging.

- Many bloggers think monetizing consists of putting up Google ads or an Amazon cart...but that's only two of about 15 common [ways to earn from blogging](#).
- One of the most effective ways to earn is to develop your own unique products and services such as ebooks, courses, Webinars, or [coaching](#). Your products don't just make money for you – they help build your brand and publicize your blog, leading to more sales of other types, too.
- Earning from blogging is a trial-and-error process. Start trying different earning methods until you discover what works for you.

#3. You are not writing strong headlines with key words.

- Without key words in headlines, readers searching Google will not click on your post and visit your blog. They won't click over from Twitter, or anywhere else. Your headlines *must* be compelling and useful to grow your audience, build your credibility with those readers, and enable monetization.
- Your headline should tell readers who the audience is for the post, and the topic they will learn about.
- Try creating mystery with a question.
- For more about how to write useful headlines, see [Why Writing Killer Headlines Will Change Your Life](#) and [Why Vagueness Causes Headlines to Fail](#).

#2. You don't offer a lot of highly useful, unique information.

- Stick to your niche topic – don't meander and talk about the weather, March Madness, or Libya.
- Take polls, send emails, [ask questions](#)...and find out what your readers want to know most. Then, deliver exactly that.
- Ask yourself what information you can offer that's not found elsewhere – then, provide it.

#1. You didn't choose an easily monetizable niche topic.

- When you're starting your blog, think about your topic. Is there a set of lucrative products that naturally would be of interest to the audience for that topic?
- Design your blog so that the topic leads naturally to some type of sales. If needed, reorient your blog or start over with a new topic.
- Example: A site about Halo II has no monetizing strategy – everyone has the game and an Xbox already. A broader site about gaming could sell games and gaming systems.

Thanks for participating in our free call! We hope you found the information useful for growing your blog income.

Parting gift:

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. Just our thanks for being part of our class.