



# 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.