

How to Build a Steady Income Source through Blogging

Newbie's Guide To the Secrets of Successful Blogging For Profit

Overview of Blogging for Profit

What is blogging, and how can it be your ticket to financial freedom?

Blogging is a method for writers, individuals, ANYONE really, to broadcast their thoughts and opinions for the whole world to read. Blogging allows you the opportunity to potentially get hundreds of thousands of people to read your stuff without having to be a celebrity or a published author.

Some bloggers have emerged from the depths of obscurity, starting out as nobodies. Now they're famous! (Perez Hilton is one example.) There are also many blogs that have become authorities in their niche, overtaking even media giants.

TMZ.com and DailyKos.com are two more examples. These types of websites garner visitors in the **millions** each and every month.

So it shouldn't come as much of a surprise to learn that blogging is also a highly effective way to make money online.

Countless bloggers all over the world silently rake in hundreds, thousands, even tens of thousands of dollars per month! The best part is that it's not particularly hard!

Dedicating an hour or two per day to working on your blogs and publishing new content should be more than enough to get your blogging income off the ground.

Curious to learn how to do it?

Then come along for the ride...

Choosing A Niche

Niche blogging means blogging with the intention of marketing to a particular niche. A niche is a subset of a market. Think of it this way:

Sports >> Fishing >> Fly Fishing (niche)

Cars >> Sports Cars >> Ferrarris (niche)

Why not just create a blog about sports or a blog about cars? Well, we could. But the reason why we want to narrow it down is because we want **focused content**. We want our visitors to be looking for something in particular-- and we want them to find it on our website.

A person stumbling on to a sports website could be looking for anything. Football scores, golf tips, etc. In that case it becomes very difficult, if not impossible, to cater to everyone.

But if you have someone curious about the best fly fishing rods and he happens to come across your blog aptly titled, "Fly Fishing Rods", then you have satisfied his need.

He has stumbled across a website that offers exactly the content he's looking for, and potentially the products that he wants too.

In this way, we don't need to drive TONS of traffic to our blog just to generate a few bucks – because we can make just as much, if not more, from a small amount of visitors because this traffic is highly **targeted**.

To break it down further, we'll be headed into micro-niche territory. An example of this would be "bamboo fly fishing rods". This is even more targeted than "fly fishing rods".

However, the key here is knowing whether or not this micro-niche is popular enough to warrant making a blog about it. It doesn't matter how targeted your blog is: if no one cares about this topic and no one is searching for it, then you won't make any money.

A good way to tell if your micro-niche is popular enough is by browsing Amazon.

By doing a simple search for “bamboo fly fishing rod” on Amazon, we can see that there are several popular books on the topic.

- Casting a Spell: The Bamboo Fly Rod and the American Pursuit of Perfection
- A Bamboo Artisan Fly Fishing on the Ruby River
- Bamboo Fly Rod Suite: Reflections on Fishing And the Geography of Grace
- Fishing Bamboo: An Angler's Passion for the Traditional Fly Rod
- Fundamentals of Building a Bamboo Fly-Rod
- Handcrafting Bamboo Fly Rods

How can you tell if a book is popular on Amazon? Overall, there are no hard and fast rules. Just browse through the selection and it shouldn't be hard to determine whether or not people are interested in the topic.

Just the fact that there are books written about the subject should tell you something.

Check to see how many reviews the book has-- the more the better (obviously). Also take a look at the book's rank.

[See all Editorial Reviews](#)

Product Details

Format: Kindle Edition

File Size: 820 KB

Print Length: 272 pages

Publisher: Random House (March 12, 2009)

Sold by: Amazon Digital Services

Language: English

ASIN: B000S1LJXS

Average Customer Review: ★★★★★ ([10 customer reviews](#))

Amazon.com Sales Rank: #38,713 in Kindle Store (See [Bestsellers in Kindle Store](#))

Popular in this category: ([What's this?](#))

#21 in [Kindle Store](#) > [Kindle Books](#) > [Sports](#) > [Outdoors & Nature](#) > [Hunting & Fishing](#) > **Fishing**

Would you like to [give feedback on images?](#)

The book above is ranked #38,713 in the Kindle Store, and #21 in the Fishing category. The Kindle Store has over 390,000 books, so its rank is actually pretty good.

Product Details

Paperback: 128 pages

Publisher: The Lyons Press; illustrated edition edition (September 1, 2007)

Language: English

ISBN-10: 159921217X

ISBN-13: 978-1599212173

Product Dimensions: 8.9 x 6 x 0.3 inches

Shipping Weight: 9.9 ounces ([View shipping rates and policies](#))

Average Customer Review: ★★★★★ ([5 customer reviews](#))

Amazon.com Sales Rank: #87,661 in Books (See [Bestsellers in Books](#))

Popular in these categories: ([What's this?](#))

#40 in [Books](#) > [Outdoors & Nature](#) > [Fauna](#) > **Fish & Sharks**

#46 in [Books](#) > [Outdoors & Nature](#) > [Hunting & Fishing](#) > [Fishing](#) > **Fly Fishing**

#65 in [Books](#) > [Outdoors & Nature](#) > [Hunting & Fishing](#) > **General & Anthologies**

Would you like to [update product info](#) or [give feedback on images?](#)

This book is rated #87,661 in books, which is pretty good for Amazon. Generally, anything under 100,000 is considered decent. It is also ranking pretty well in several categories.

To sum it up, just browse Amazon for a while to get a general idea of the popularity of a niche. But don't be too analytical-- it's easy to get bogged down in the analyzing/research stage, and once that happens, you start to hesitate and second-guess yourself.

What if this niche isn't a money-maker? Well, you won't *really* know until you try. So try! Even if you fail, at least it will be a good learning experience, so you will be better equipped for your next blog.

Another step you take to tell if a niche is profitable or not is to do a simple search on Google. In our case we're searching for "bamboo fly fishing rods":

f about 130,000 for **bamboo fly fishing rods**. (0.28 seconds)

Sponsored Links

[Cabela's - **Rods** and Reels](#)

For quality **rods**, reels and combos, set your hook at Cabela's.
www.Cabelas.com

[Bamboo Fishing Rod](#)

Buy **Bamboo Fishing Rod** up to 50% cheaper on best-price.com
www.best-price.com/Bamboo+Fishing+Rod

[Bamboo Rod Fishing](#)

3,000+ **Fishing Rods**
Shop, Compare and Save at Pronto.
Rod.Pronto.com

[Bamboo Fishing Poles](#)

Search for **Bamboo Fishing Poles**
Find **Bamboo fishing poles**
www.Ask.com

[Bamboo Fly Fishing Rods](#)

Vast Selection at Affordable Prices
Deal with Canadians and Save Money
www.ebay.ca

[Bamboo Fly Fishing Rods](#)

Looking for **Bamboo Fly Rods**?
Compare multiple retailers & save.
www.myzaak.com

[Bamboo Fly Rods](#)



To the right of the search results, you'll notice a bunch of Google Adwords advertisements. This is a very good sign, because it means that companies are advertising for this keyword, which in turn means that people are SPENDING MONEY in this niche.

If you don't see any sponsored links when you search for your niche, there's a good chance that there's simply no money in it.

Choosing Good Keywords

Okay, so now that you've chosen your niche, it's time to do some good 'ole keyword research and accompanying competition analysis!

Gasp! What do these crazy terms mean, you ask?

Well, it's really quite simple. **Keyword analysis** means taking a look at the actual keywords and keyword phrases related to your niche that people are typing into Google on a regular basis.

Your goal will be to pick one good keyword phrase, as well as several secondary keyword phrases (the more the better). Our intent here is to rank high in Google for these keyword phrases, and that will be the primary means of driving traffic to our blog.

Competition analysis means checking to see how many websites are going to be in direct competition with your blog as you try to rank for those keyword phrases.

We'll start with keyword analysis. There are many ways you can do this. You can buy programs that will perform keyword research for you, but we won't bother with that here. For now we're going to concentrate on one tool, the [Google Adwords Keyword Tool](#):

By inputting our keywords into this tool, we can see on average how many searches they get

per month. Scroll down a little further, and you can find related keywords-- “Additional Keywords to Consider”.

Keywords	Advertiser Competition [?]	Local Search Volume: November [?]	Global Monthly Search Volume [?]
Keywords related to term(s) entered - sorted by relevance [?]			
bamboo fly fishing rod		2,400	1,300
bamboo fly fishing rods		2,400	1,600
antique bamboo fly fishing rods		Not enough data	28
bamboo fly fishing rods for sale		Not enough data	36
Download all keywords: text			
Additional keywords to consider - sorted by relevance [?]			
fly fishing rods		74,000	110,000
bamboo fly rods		27,100	14,800
bamboo fly rod		33,100	22,200
fly bamboo		60,500	40,500
bamboo fly fishing		6,600	3,600
bamboo fishing rods		4,400	3,600
bamboo rods		40,500	27,100
bamboo rod		49,500	33,100
split bamboo fly rod		1,000	720
used bamboo fly rod		320	170
bamboo fly rod maker		390	210
antique bamboo fly rods		720	720
fly fishing rod		49,500	40,500
bamboo fly rod makers		Not enough data	480
horrocks ibbotson fly rod		Not enough data	110

As you can see, “bamboo fly fishing rods” gets about 2400 searches per month. That's not bad. Generally, for your main keyword phrase, you'd like to have atleast one or two thousand searches per month. If you can get more than that, it's even better.

Now let's go to Google and conduct some competition analysis for this keyword. Type your keyword phrase in quotes like this: “bamboo fly fishing rods”.

The screenshot shows a Google search for "bamboo fly fishing rods". The search bar contains the text "bamboo fly fishing rods" and the search button is labeled "Search". Below the search bar, it says "Search: the web pages from Canada". The search results are displayed on a light blue background. At the top right of the results area, it says "Results 1 - 10 of about 7,360 for 'bamboo fly fishing rods'. (0.25 seconds)". A red circle highlights this text. Below the search bar, there are several search results. The first result is "Bamboo fly fishing rods" with a link to "www.upon-bamboo-fly-fishing-rods-and-reels.com/". The second result is "Fly Fishing Rods, Fly Fishing Rod, Bamboo Fly Rod, Thomas and ..." with a link to "thomasandthomas.com/". The third result is "SpringWidgets : Widget Gallery - bamboo fly Fishing rods blog ..." with a link to "www.springwidgets.com/widgets/view/50698". There are also video results for "bamboo fly fishing rods" with thumbnails and titles like "Bamboo Fly Fishing Rods - Leland Fly Fishing ..." and "Making a Bamboo Fly Fishing Rod pt 1". On the right side of the search results, there is a "Sponsored Links" section with several advertisements for bamboo fishing rods, including "Bamboo Fishing Rod", "Fly Fishing Combos", "Bamboo Rod Fishing", and "Bamboo Fly Fishing Rods".

Notice how many search results pop up. Generally, anything under 30,000 is pretty good, and anything under 10,000 is great! So this keyword “bamboo fly fishing rods” has potential.

Now I like to conduct a couple more searches for good measure:

Search for **allintitle: “bamboo fly fishing rods”** . This gives you every website that has its title optimized for “bamboo fly fishing rods”. There are 4,040 results.

Next, input **inanchor:“bamboo fly fishing rods”** and you'll see how many websites have “bamboo fly fishing rods” in its anchor text (link text). There are 6,010 results.

These results make up your REAL competition: the people who are actively trying to rank for this keyword by using on-page SEO and using the keyword in the title and in anchor text.

Now, to dig up a little bit more information on these sites, I like to use an add-on for [Firefox](#) called “[SEO For Firefox](#)”. Once installed, a little icon appears in the extreme lower right corner of your browser. Click on it and you'll be able to see more data about the websites you go to.

(**Note:** If you're *serious about Internet Marketing*, you just **have to** use [Firefox](#) as your web




browser of choice - IE is just not suitable - trust me!)

Web [+ Show options...](#)

Results 1 - 10 of about 7,;

Bamboo fly fishing rods - Fishing

Each **bamboo fly fishing rods** is a unique piece. Bamboo rodmaking is witnessing a Renaissance. Vintage fishing reels are unique as well and sell well.

www.upon-bamboo-fly-fishing-rods-and-reels.com/ - [Cached](#) - [Similar](#) -   

#1 | PR: 3 | Google Cache Date: ? | Traffic Value: ? | Age: ? | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Digg: ? | Digg's Popular Stories: ? | Stumbleupon: ? | Twitter: ? | Y! Links: 206 | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: 141 | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | [Cached](#): 2 | [dmoz](#): 2 | [Bloglines](#): 2 | [Page blog links](#): ? | [dir.yahoo.com](#): ? | [Botw](#): ? | [Whois](#) | [Sktool](#) | [Yahoo position](#): ? | [Majestic SEO linkdomain](#): ?

Below the site description, highlighted in blue, you can see tons of information about the site. These are all factors that come into play when determining the site's rank. This site ranks #1 for the keyword “bamboo fly fishing rods”.

What you will want to do is try to determine WHY it ranks #1, and what you would have to do with your blog to try to compete with this site, as well as with all the other websites on page 1 of the Google search results.

I'm not going to go too in depth with competition analysis, because it's a wide topic that could comprise several ebooks on its own. If you need more info, do a quick Google search. There's tons of information that can be found all over the internet for free.

Once you've picked your main keyword phrase, go back to the [Google Keyword Tool](#) and select a whole bunch of secondary keyword phrases-- anywhere from 5 to 20. These don't have to have thousands of searches per month.

These secondary keyword phrases are meant to be the “low hanging fruit”-- they don't get tons of searches, but they also have very little competition, so they should be easy to rank for.

Get a Domain & Hosting

Okay, so you've chosen a niche and picked out some keywords. Now it's time to get your blog started, which generally means buying a domain name & hosting. A domain name costs around \$10 (for a .com) and about \$4 to \$8 per month for hosting.

“But, but, but... I don't have any money!”

Well, all right. You don't necessarily HAVE to buy your own domain name. You can use a free blogging platform like Blogger (don't use Wordpress.com, as they don't like advertising/marketing). There are many popular, high-ranking, money-making Blogger blogs.

However, keep in mind that using a free blog platform and having your own domain is like the difference between renting a place and owning your own home. When you rent, your place isn't really *yours*. You're just staying there.

You can't tear down a wall or remodel your kitchen or even paint your walls a different color without permission. All of your rent money goes into someone else's hands. And you can get kicked out for breaking the rules or breaching contract.

But when you own your own home, you can do whatever you want with it. It's all yours. You make your own rules. And eventually, your home becomes an asset.

When you use Blogger, you're pretty much handing over all control of your blog to them. They can delete it if they don't like it, and then all of your hard work will be thrown out the window.

Okay, my lecture is over. Do whatever feels most comfortable to you.

For registering a domain name, two of the most popular companies seem to be GoDaddy and NameCheap.

For SEO purposes, I'd recommend you buy a .com. Google seems to like .com's, and they

sound the most professional. (although they are more expensive than other TLDs, .info's are usually cheaper than a dollar, but they also don't seem to rank well at all).

It's also important to choose a domain name that has your main keyword phrase in the URL. For instance, www.bambooflyfishingrods.com. If that domain name is taken (it is), I like to put a word at the end of it, like bambooflyfishingrodsonline.com.

Or you could use dashes between two or more of the words. However there seems to be *some debate over whether or not that is a smart idea*. A domain name like bamboo-fly-fishing-rods-today.com sounds spammy, and *apparently Google doesn't like that sort of thing*. Just use your own discretion.

Next you'll have to buy hosting. Godaddy and Namecheap also offer hosting. Some other popular web hosting companies are BlueHost, Hostgator, DreamHost, Media Temple, and Just Host.

Follow the directions given to you by your domain name provider and hosting company and you should be up and running in no time.

Setting Up Wordpress & Optimizing Your Blog

Now that you've purchased a domain name and hosting, it's time to set up [Wordpress](#) and get the ball rolling!

What is Wordpress, and why should you use it?

Wordpress is a CMS (Content Management System) and blogging platform that is extremely flexible and easy to use. Total newbies can learn how to use it without any problem and more experienced web programmers will delight in its flexibility. It is extremely customizable.

It also has a “ping” feature and lots of cool plugins that make it easy to rank in the search engines. Simply put, Google loves Wordpress blogs, and most bloggers love Wordpress too.

So how do you set it up? By far, the easiest method is by accessing your Cpanel given to you by your hosting company. Most Cpanel interfaces have a feature called “Fantastico”.



Using Fantastico, you can install Wordpress in only a couple minutes with a few clicks of the mouse.

Another method is to install Wordpress manually, which you'll have to do if you don't have access to Fantastico (or if you don't want to use it).

We won't go into manual Wordpress installation here, but it's not really hard either. It just takes a bit more time and might be a little intimidating to “technophobes”. Do a Google search and you'll find plenty of tutorials.

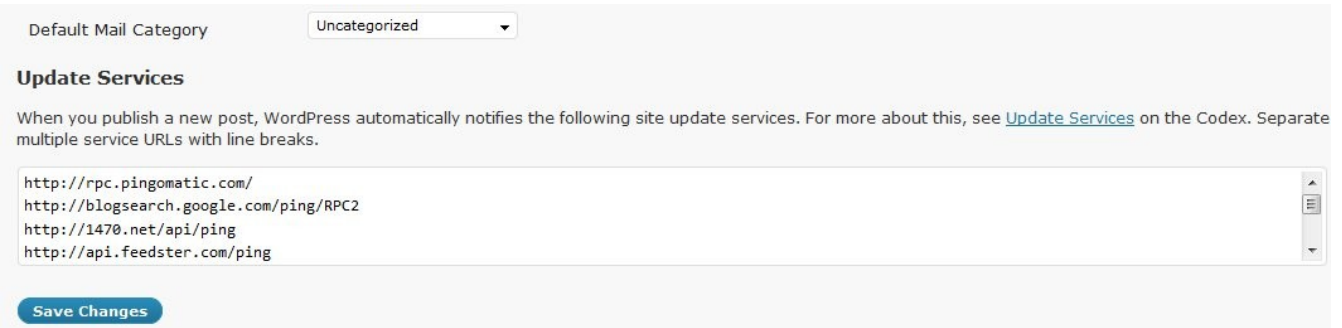
So, now that you have Wordpress installed, there are a few things we can do to optimize our blog. First of all, get rid of that boring Kubrick default theme. It's ugly and plain, and we want our blog to look nice. There are thousands of free Wordpress themes available.

Take the time to browse and choose one that really stands out and suits our blog's niche. You can even invest in a fancy premium Wordpress theme if you want, but it's definitely not necessary.

Next, go to the “Settings” tab. Under “General”, make sure that your blog title contains the

keyword phrase.

Next do a Google search for “Wordpress ping list”. Copy and paste this list into the “Update Services” text box located on the “Writing” page.



Default Mail Category

Update Services

When you publish a new post, WordPress automatically notifies the following site update services. For more about this, see [Update Services](#) on the Codex. Separate multiple service URLs with line breaks.

```
http://rpc.pingomatic.com/
http://blogsearch.google.com/ping/RPC2
http://1470.net/api/ping
http://api.feedster.com/ping
```

This will “ping” a wide variety of services every time you publish a post, thereby increasing your exposure on the web. It will also lessen the time it takes Google to index your site and your individual blog posts.

Finally, go to the “Permalinks” page and choose something other than the Default link structure. I prefer to select “Custom Structure” and put %postname% in the box. This makes it so your links look like this:

www.myblog.com/my-blog-post/

instead of

www.myblog.com/?p=176

This will help with your SEO as well.

Now we'll move on to plugins. Here are some of the best plugins for Wordpress:

Askimet -- Blocks spam comments. Very useful plugin that will save you a lot of headaches.

Google XML Sitemaps -- Builds a sitemap of your blog and submits it to Google. Basically, a sitemap is a list of all the pages on your website. Having one makes it easier for Google and

other search engines to crawl the pages and index your site faster.

SEO-All-In-One-Plugin – This is a great tool for your blog. It allows you to customize the meta tags for each individual blog post, so you can optimize them for their keywords.

Pretty Links – (optional) This is one of my personal favorites. It turns your ugly long affiliate links into something like this www.myblog.com/my-product/

These are the plugins that I use the most. However, there are tons of plugins available for just about everything, so take the time to browse through them. Don't go crazy and install 20 or more of them, because that will drastically affect the load time of your blog.

Writing Blog Entries

Okay, so a blog isn't a blog without content. You'll need to write some blog entries about bamboo fly fishing rods or whatever niche you've chosen.

“But, but... I don't know how to write! And I don't know anything about bamboo fly fishing rods!!”

Let's clear up some misconceptions. You don't need to be Shakespeare to write decent web content. Some of the most successful internet marketers, many of whom are popular bloggers, can't write very well. You just need to have a basic grasp of the English language, which includes decent grammar and spelling. If you can write emails and status updates on Facebook, then you can probably write short, simple blog entries.

And what about subject matter? Well, no, you don't have to be an expert on bamboo fly fishing rods in order to write about them. If you've ever written a report for school or a paper in college, then you should know the basics of research.

All you have to do is conduct a simple Google search. Spend some time reading about the

subject matter to gain some familiarity with it. Websites like Ezinearticles, GoArticles, Squidoo, Hubpages, and Wikipedia all contain useful information that you can use as a basis for your blog entries.

Whatever you do, *please refrain from just copy & pasting*. You want your blog to have 100% unique content. Google does not like duplicate content, and who wants to plagiarize other people's stuff anyway? Write your own content, even if you think it sucks.

Don't try to make your blog posts into masterpieces. Just write some content between 350-500 words. You want this content to be optimized for one or more of the keywords in your keyword list. A keyword density of around 2% is perfect. You can use the program [DupeFreePro](#) to calculate keyword density and do other cool stuff.

Also, make sure that your keyword is in the title of the blog post.

With a blog, you don't just slap some content on it, leave it sitting there, and expect to make millions. You have to update it on a continuous basis. Frequency doesn't matter so much as long as it's consistent. I would recommend updating your blog at least a couple times per week.

Fortunately, with Wordpress, you can write blog posts now but schedule them to be released at a later date. This is quite a nifty feature.



Now, if you REALLY doubt your writing ability, or you simply don't feel like writing, you can always outsource it. Of course, this takes a bit of start-up cash.

You can either hire a really high-quality writer for \$10 - \$15 per blog post, or you can find someone from the Phillipines to do it for \$2 an hour. Obviously, you won't be getting the same quality with the second option, but if you're really strapped for cash, it might be your best bet.

Of course, not all of your blog entries have to be in written format. You can post a related Youtube video, a podcast, photos, etc. Use your imagination.

What's most important is that you offer quality content for your visitors. If it's obvious that the sole intent of your blog is to make money and not really provide anything of value in return, your visitors will sense that and they'll go elsewhere.

Affiliate Marketing

Okay, so you've bought a domain name & hosting, set up Wordpress, chosen a theme, optimized your blog, and added some content. Now how do you make money from this thing?

One of the most popular and effective ways of monetizing a blog is by using affiliate marketing. Basically, you become a salesman for a particular company / product, and you receive commissions on everything you sell.

Many bloggers are affiliates for Amazon or Ebay. If we made a blog on “bamboo fly fishing rods”, this would be a good option because it is a physical product, and chances are good that people searching for that keyword might want to buy it.

It's extremely easy to sign up as an affiliate for these websites.

Another highly popular website is Clickbank. Clickbank specializes in digital products like ebooks and software. Affiliates love to promote these products because they usually offer high payouts (\$15+ per commission).

A quick search on the Clickbank marketplace and I was able to find “Deadly Fly Fishing Tactics – Revealed” which might be okay to promote to someone looking for bamboo fly fishing rods. However, it's not terribly targeted like an ACTUAL bamboo fly fishing rod for sale on Amazon or Ebay would be.

Keep these things in mind as you choose a product to promote. You want to be as targeted as possible.

Other websites where you can find products to promote are Commission Junction,

PayDotCom, and Share A Sale. Also, sometimes individual companies offer affiliate programs on their websites. There's also CPA (Cost Per Action), which is in a whole other ball park. Do

some research and see what you come up with.

When you find a product you want to promote, you'll receive an affiliate code to put on your website. It's good to put some kind of ad on the sidebar of your blog, which you can do by accessing the "Widgets" page and adding the code into the "text object" box.

The screenshot shows a WordPress dashboard sidebar with several widget categories: Calendar, Links, Pages, Recent Comments, RSS, and Tag Cloud. The 'Pages' widget is selected, showing a dropdown menu with 'Pages: Product Reviews'. A 'Text' widget titled 'Cleanse Pro X' is open, displaying the following HTML code:

```
<center><a href="http://www.cpaclicks.com
/secure.asp?c=collapwwwns&d=001-00.c-0p-00.subID1-0
subID2-0subID3-0subID4-0subID5-">
</a></center>
```

Below the code is a checkbox for 'Automatically add paragraphs.' and buttons for 'Remove | Close' and 'Save'.

(Your affiliate code probably won't look exactly like that).

Also include text affiliate links throughout your blog posts. But not too many, otherwise it'll look spammy.

AdSense

Another way to monetize your blog is by using Google AdSense.

As you've browsed the net, surely you've come across websites that contain these types of links:

Ads by Google

Philippines Photo Gallery

Free photos, screensavers & more! Browse our free galleries.

www.Away.com

Double Internet Sales Now

Increase your sales with Content based Advertising on AdWords

www.ScienceOps.com

Pay Per Click Mastery

9 Tips to Optimize Pay Per Click. Download This Free PPC Guide Now.

Lyris.com/Pay_Per_Click

Free Philippines Report

For people considering Real Estate Visiting,

Ads by Google

Kid Snack Recipes

Delicious Kid Snack Recipes Tasty Kid Snack Recipes

VeganChef.com/Recipes.htm

Recipes Panini Sandwich

Find Recipes For Panini Sandwiches at Great Prices.

www.Pronto.com

This type of ad is called AdSense. When a visitor comes to your site and clicks on one of these links, you get paid a certain amount, usually in the range of a few cents to a few dollars (although potentially much more than that, depending on your keywords).

The intent with AdSense blogs is to place the ads in a prominent area where they are likely to catch your visitor's attention. Basically, you don't want the visitor to stick around, you actually want them to click OFF of your blog, because you get paid when they do.

Generally, it's a good idea to place AdSense above the post area, and on the sidebar. Find a Wordpress theme that's designed specifically for AdSense and this will become much easier.

I won't get into the details of AdSense. Simply sign up for an account if you're interested in using this method. There are plenty of places to learn about AdSense all over the internet.

Selling Your Own Products

Another method of making money from your blog is to sell your own products rather than products that others have created. What's the benefit of this?

First of all, what if you can't find any good products to sell in your niche? Remember, we're trying to find TARGETTED products to sell, but what if there aren't any?

Naturally, the solution is to make your own product. This is also beneficial, because instead of making a commission, a percentage of every sale, you'll be making 100% of each sale, every single time!

With affiliate marketing, you might make a lot of money. But you'll always be making someone else even more money. With your own product, you don't have to worry about any of that. All of your profits go directly back into your pocket.

Once you have a product up and running, you can even recruit your own affiliates to do a large part of the marketing for you. In this way, you'll be making income on auto-pilot, and you

won't even have to work for it. Others will be working their butts off just to pad YOUR wallet.

“But how on earth do I create my own product?!”

First of all, research your niche to find problems that other products / ebooks simply aren't solving. Browse Yahoo! Answers and popular forums to see the common concerns and issues facing every day people when it comes to your niche.

Basically, you want to find a tiny sliver of the market that has a problem that hasn't been addressed by any other products out there.

Once you've pinpointed this issue, you've found a good basis for your ebook (or software, service, etc. – I won't be getting into physical products here)

Now, you can go in many different directions here. You can write the ebook yourself. I would only recommend doing this if you are already intimately familiar with the subject matter – don't write a book about bamboo fly fishing rods if you've never touched a fishing pole in your life.

Once again, you don't have to be some kind of literary genius to write an ebook. What you're particularly concerned with is addressing issues properly – you want to make sure that your consumers feel satisfied with your ebook and that it helped them solve a problem.

To make it a little bit easier, you could use PLR content as a basis for your ebook. Of course, you'll need to rewrite and rework it into good, fresh content for your readers, since most PLR content is pretty crappy anyway. I would recommend just using it for research purposes and to make the writing come a little bit easier.

You could also hire a ghostwriter to write the ebook for you. Of course, you need money in order to do this. A 50-page ebook can cost anywhere from \$200 to \$2000 depending on the quality and expertise of the ghostwriter.

But if you have the cash and you feel confident that you will profit enough from your ebook to recoup your losses, then by all means, go ahead.

Membership Sites

One method that many internet marketers use to make a boatload of cash is to turn their blogs into paid monthly membership sites. This is a great way to make residual, auto-pilot income. You only have to convince them to sign up once and yet you get paid every month like clockwork.

It's really quite simple: All you have to do is make some of your blog's content "confidential", only accessible to members. Obviously, you'll want to make this confidential information something that your readers will CRAVE.

For instance, if you have a blog about piano sheet music, allow the readers to access only the first page of each song. If they want the rest, they have to become a member at \$5/mo (or whatever you decide to charge).

There are many different membership site models, and what you choose to do depends on your particular niche. Many popular internet marketers turn their blogs into membership sites so they can offer their readers their particular "secrets for success".

Others choose to run PLR (Private Label Rights) Membership sites, in which they offer PLR content in the form of articles, ebooks, graphics, and even videos on a monthly basis.

I'm willing to bet that with enough research, you could even start a membership site based around fly fishing and different kinds of fly fishing rods.

Membership sites will take a lot of hard work in the beginning, but after you've mastered the initial set-up, you have the potential to make a full-time income for a comparatively small

amount of effort.

However, you must be committed to providing your members with steady, consistent, valuable content, because they're not paying you for nothing.

I won't get into the technical aspects, but there's a lot of (paid) software out there that makes it quite simple and straightforward to set up a membership site.

Before you try this method, I would recommend waiting until your blog has an active readership and you've started making some money through affiliate sales or AdSense.

Selling Advertising Space

This is another option for monetizing your blog: getting paid by others, usually on a monthly basis, to place ads on your site.

However, this method also requires that your blog is fairly successful to begin with. No one will pay to put their ads on a blog that gets 4 traffic hits a day.

But if your blog is doing well, receiving a steady flow of visitors every month, and making some money on its own, then it might be a good time to consider this option.

How do you get people to pay you for adspace? Well, assuming your blog gets a fair bit of traffic, you could simply place your own ad somewhere on your blog calling out advertisers.

ProBlogger does this.

You could also contact other blogs in your niche and ask them if they would be interested in displaying ads on your blog.

The amount you'll get paid will ride primarily on the amount of traffic you get. Your blog's Page

Rank and Alexa Rank may also affect the pricing.

Another option is to join an ad network. Ad networks serve as brokers between advertisers and publishers. In order to be accepted into an ad network, your blog will likely have to meet certain minimal traffic requirements.

Blogsvertise and Blogards are two examples of these types of ad networks.

However, if you do join an ad network, be prepared for them to take a cut of your profits.

Marketing Your Services

Besides affiliate marketing, Adsense, and selling ad space, what other ways can you make money from your blog?

Lots of people choose to market their services through their blog. These services may include freelance writing, web design, programming, graphic design, and more – virtually anything people do to make money as freelancers.

Showcasing your services through your blog is a great way to speak to clients – because they're not just taking your word for it. They can see your writing ability in the blog posts you've written. They can see your graphic and web design talent in the look and feel of your blog.

Often, many bloggers find freelance writing work through their blog without even advertising it. Other people see their writing and wish to hire them based on that. In a sense, their blog becomes somewhat of a portfolio.

Driving Traffic To Your Blog

Okay, so you've got your blog up and running and ready to make money! Now how do you get people to read this thing?!

Here is a brief overview of some of the things you can do to drive traffic to your blog.

Social Bookmarking

Social bookmarking is a way for web browsers to organize and share their bookmarks with each other. When a blog is bookmarked, it is referenced by a popular website, which increases its visibility on Google and also its exposure to web traffic.

Websites such as [Socialmarker](#) and [Onlywire](#) allow you to bookmark your blog to multiple bookmarking sites with relative ease. There are also programs like [Socialbot](#) that will automatically bookmark your site for you, without any effort on your part.

Article Marketing

A great way to drive traffic is to write articles related to your niche and submit them to article directories. Some of these directories include Ezinearticles, GoArticles, and ArticlesBase.

If you want to automatically submit unique versions of your articles to hundreds of directories, you need to use Unique Article Wizard. Go here to find more info: [Unique Article Wizard](#)

If you want to submit your articles to literally hundreds of blogs, the absolute best service today is [Article Marketing Automation](#). Be sure to check them out!

Article directory websites receive thousands or even millions of visitors per month, and every

article you write allows you to take a small chunk of that traffic and drive it to your website.

In order to be successful with article marketing, you need to submit lots of articles, preferably on a regular basis. Some bloggers drive their traffic SOLELY from article marketing.

Of course, it does require a bit of work. Some bloggers find it exhausting, after updating their websites with fresh content, to go back and write a bunch of unique articles on the same topic. If you join [Unique Article Wizard](#), though, you'll find links to a great, low cost article writing service

Forum Marketing

Forum marketing is one of the most effective ways of driving traffic to your blog. Register at forums related to your niche and put a link to your blog in your signature.

Post regularly and become known on the forums as an “authority” in your niche – someone who knows what they're talking about. People will naturally be drawn to the link in your signature because they'll want to learn more about you.

Don't actively promote your website in your posts and definitely do NOT SPAM. Just write intelligent, concise posts on a regular basis and soon you'll begin to notice an increase in traffic to your blog.

Guest Blogging

You can benefit from another blog's traffic by becoming a guest blogger. Many popular bloggers have used this method to drive traffic to their own blogs.

It's highly effective for bloggers who wish to rise from obscurity in the blogosphere.

Basically, you write a blog entry for another blog in your niche – preferably one that gets a lot

of traffic. If your blog post is interesting and well-written, naturally readers will follow the link to your own blog to check out more of your stuff.

Organic Search Engine Traffic

One of the best ways of driving traffic is by ranking organically in Google. This is where the keyword research and competition analysis discussed earlier in the ebook comes into play.

Your blog should be properly **optimized for your keywords** (*preferably, your keyword should appear in the URL, in the title, and around 2% density in your blog posts-- bolded or italicized*).

In order to rank for these keyword phrases, you'll need to build backlinks. A backlink is an incoming link to your website. The more backlinks to your site, the more important it appears to Google and the higher it'll rank in the SERPS. It's particularly important to gain backlinks with your keyword as the anchor text.

You can gain backlinks by writing articles, posting on forums, commenting on other blogs, and using the various backlink "packages" that are available for purchase.

The higher the site's PR (Page Rank), the more weight your backlink will hold in Google's eyes. So try to concentrate on getting high PR backlinks.

If you conducted proper competition analysis, ranking on Google for your keyword(s) should be a fairly manageable (although time-consuming) task. However, if you chose keywords that are too competitive, you'll probably have trouble getting anywhere near the first page of Google.

This is why keyword research is so important for niche bloggers.

In Closing...

You should now have a good general idea of what it takes to be a successful blogger. You should have enough knowledge to get your first blog off the ground and making money in a short amount of time.

This guide only skims the surface, but your knowledge and expertise will grow the longer you work on your blogs. You can read as many guides and ebooks as you want, but that alone won't be enough to make you any money. Only through taking action and learning by trial and error will you be able to become a truly successful blogger.

So what are you waiting for? Get off your butt and start blogging!

Need to put your effort on steroids?

For some excellent training, additional ideas, superb automation tools; in fact a complete pre-designed system, you just cannot do better than trying out [Consumer Wealth System](#).

Please feel free to share this document with your friends - they'll be friends for life! :-)