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The Basics

In order to make money blogging you need two things. You need something to sell or offer and you need someone to sell or offer it to.

Having anyone of these without the other will result in failure.

For many people the difficult part is figuring out what to sell. For others it is getting the traffic (customers) to sell to.

Well you're in luck because in this book I am going to teach you how to do both of these.

But first let's start with building your blog



Building Your Blog

There are many ways to build your blog. You can use a free web 2.0 site like blogspot, wordpress.com or livejournal. However if you are serious about long term success and ownership of all your content I recommend going with your own domain name and hosting account.

Choosing a domain name is one of the most important parts of the initial process. Having the wrong domain name can be overcome but why make things harder. When you choose a domain name choose a name that describes how you want readers to find you.

If you want to blog about Training Golden Retrievers you want to think about what people would type into Google if they were going to find your site.

You can research what people search for in Google by using [Googles Keyword Tool](#) which is free.

Once you have your name picked out, it's time to buy it.

I recommend buying your name through [Godaddy.com](#) or [Namecheap.com](#). Buying a name is pretty straight forward but just make sure you strive to get a .com domain. If a .com is not available you can get a .net or .org. If none of those are available I recommend choosing a different name.

Next you need to get a hosting account.

For this I use [Hostgator](#).

For \$10 a month you can get the baby croc package which will allow you to host an unlimited amount of websites at no extra cost.

In addition you can basically get you first month free if you enter this code **get30daysforfree**.

Once you have your domain name and hosting account you need to sync them together. This is a very easy process which is explained in depth at this link <http://smartdiversifiedincome.com/the-epic-beginners-tutorial-on-how-to-build-a-website/>

You can also chat with a Hostgator rep 24 hrs a day if you ever need any help.

Then Finally you simply upload Wordpress to your new website. The full tutorial on this can also be found at <http://smartdiversifiedincome.com/the-epic-beginners-tutorial-on-how-to-build-a-website/>

So now your website it all set up its time to get it designed and filled with content.

Designing and Content

I'm not going to go to much into designing your blog because that's not really the purpose of this book. I will tell you that I am a believer in free Wordpress themes. I have nothing against paying for a theme but everything I have needed could be done with a really good free theme

The minute this is no longer true I will gladly shell out the money to buy a theme if I feel it provides me something that I can't get for free.

The theme I use is a free Wordpress theme called Bloggie and I got it from [Mythemeshop](#).

The most important thing about creating a successful website is the content. Great content has the power to attract visitors in spite of anything else. If the content on your site is not great your entire online career will be an uphill battle.

What makes for great content?

Your content has to be useful, unique and targeted.

Useful meaning that people actually have to read, watch or look at your content and leave thinking "that was pretty good"

Unique meaning that it's is not the same thing that you have read somewhere else. If it is the same thing make sure that it is written in a unique way.

Targeted meaning that the content is written specifically for the person who searched for it. If you're blog is about Golden Retrievers you want to write about golden retrievers not Pit Bulls

You can write about Pit Bulls if you create a post about Pit Bulls. For example is you write a post titled The Difference Between Golden Retrievers and Pit Bulls. The person who found this post by searching for Pit Bulls may still find enough value to read your post.

Tip: Long posts tend to do better than shorter posts. Strive to get each post about 1K words, unless you have absolutely nothing useful to write about. It is always better to be shorter and more useful than to be longer yet rambling.

So now your site is set up and designed it's time to figure out what to sell.

What To Sell?

This is often the hardest part for many people but it doesn't need to be. Here are some really easy ways to find something to sell on your blog.

Sell Advertising Space

One of the easiest ways to make money from your website is to sell advertising space. The most popular way to do this is with AdSense. AdSense pays you every time someone clicks on an advertisement. They also pay you every time an advertisement on your site gets 1K unique views.

The problem with AdSense is that it is owned by Google which is one of the most powerful companies in the free world. This means that if you sneeze wrong you could be banned (maybe not that bad but you get my point).

There are AdSense alternatives though.

You can sell advertising space on your website through companies like. [BuySellads](#), [Publicityclerks](#), [Clicksor](#), [Adbrite](#), [Intellilinks](#), [Chitika](#) and [kontera](#) just to name a few.

Another option is to contact companies directly and simply ask them if they would be interested in hosting an advertisement on your site. The problem with this is that you need to have a lot of visitors for this to be worth anyone's time.

Sell Affiliate Products

Selling affiliate products is also a very common way to have a product to sell fast and easy.

Affiliate marketing is basically where you advertise another persons product and in return you get a percentage of the sale.

For example if you write a post about training Golden Retrievers you can search for an affiliate product that has something to do with this. Possible a training guide or maybe an electric collar (ouch!)

Just about every big company has an affiliate program. The most popular affiliate program for about any physical product under the sun is [Amazon's associate program](#)

The you send a person to a product on Amazon through your affiliate link and when they make a purchase you get a cut. The pay out is low for amazon so you might want to promote high priced items or a lot of low priced items.

Some other places to find affiliate programs are [Clickbank](#) (which is the largest) and [Ejunkie](#).

These sites specialize in digital products.

You can promote ebooks, software, video lessons and everything else in digital form. You can also sell digital products that you created and let affiliates sell your products for you.

This leads me to my next way to make money which is

Selling Your Own Products.

This may seem like a daunting task but it can really be quite easy. The easiest way to create a product is to make an informational product about something that you are knowledgeable about.

You don't need to be an expert you just need to be more knowledgeable about your topic than your customer is.

Everyone has something that they know more about than somebody else. If you feel like you don't it's just a visit to the library to get educated on a topic that interests you and you will soon be armed with enough knowledge to create an informational product.

One product you can sell is an ebook.

An ebook is probably the easiest way to get your own product.

To create an ebook you can simply use Microsoft word for windows users or pages for Mac users. You can write out your content add pictures and then print it to pdf format with a program like primopdf.

Once your document is in pdf format you have an ebook that is ready to be sold.

You can upload it to Clickbank or Ejunkie and let other people sell it for you, or you can sell it on your own website.

You can also make instructional videos.

Without getting too technical a simple camcorder set up at your desk or even your phone camera can be used to make your instructional videos.

A very popular way to make instructional videos is to use a screen recorder to show people how you do things on your computer. There are people with \$million businesses who do just this. The best software for recording your screen is screenflow. It's not only great for recording your screen but it's amazing at editing your video as well

The last and easy way to sell your own products is through

Selling PLR Products.

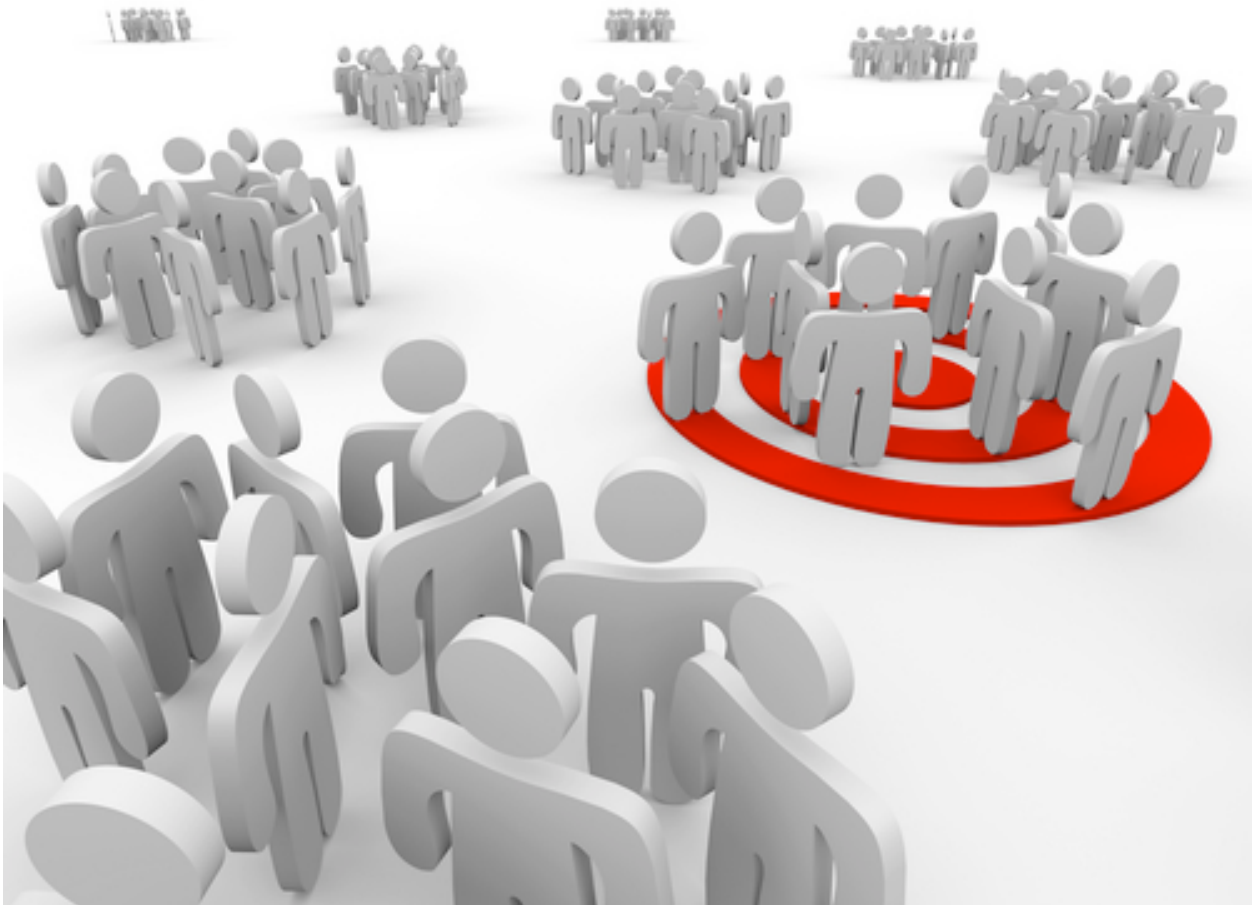
This is almost like the best of both worlds between promoting affiliate products and creating your own products.

PLR stands for private label rights. This means that you can purchase the product and change name and sell it as your own.

There are all sorts of PLR products. Ebooks, Software, Video programs, basically every format of item you find on Clickbank can be purchased as a PLR product.

The best place for finding a great PLR product to sell is at [idplr](http://idplr.com). They have one of the largest collections of products as well as the tools to personalize each product for resale.

Now that you have something to sell to your customer you have to have the final component which is someone to sell it too.



Getting Traffic

The first way to get traffic to your site is through offline media.

This would entail placing advertisements in the newspaper, magazine classifieds section, radio, billboards, and even TV.

The determining factor as to which method to choose is based upon your product and the conversion rate. If it cost you \$1K to place a local radio ad but it brings you 5K visits a month which in turn converts into an average of \$1.5 in sales then you are basically exchanging \$1k for \$1.5K. At this point its just a matter of how many more times you can do this again and how fast.

The key to converting traffic into sales is capturing your visitors email address. If you are getting traffic to your site and are not collecting their email addresses you are losing the fight.

Having the visitors email address gives you the ability to send that visitor helpful emails and products that you will in turn make money off of.

To capture leads you are going to need a service like [Aweber](#) or [MailChimp](#) the good thing about [MailChimp](#) is that is is absolutely free for up to 2K subscribers, thats a LOT!

The customer visits your sales page that you direct them to, and you convince them to buy your product or to enter their email into your autoresponder ([Aweber](#) or

[MailChimp](#)) to see your great offer. Once they enter their email they can then be directed to the sales page and you have the added benefit of having their email address to sell to even if they don't buy your product.

This process is called a sales funnel and should be implemented regardless of whether you get your traffic offline or on.

The next way to get traffic to your site is through purchasing online ads.

You remember all those websites I listed for you to use to sell advertising space?

Well you can also use those sites to buy traffic as well. Instead of placing ads on your site for money, you will place your ad on other websites and you pay them for it.

Another way to get traffic is through Article and Video Marketing

This concept is basically where you write articles and post them to different high traffic article directories. The thought process is that people will read your article and click the link which will take them to your site. In addition people will actually syndicate the content from the article directory and post them to their blogs.

Article marketing is not used as much for getting traffic this way like it used to be. But the best places to submit articles with the goal to attract visitors is Hubpages, Tumblr and Squidoo.

Also a great way to submit to a bunch of sites without all the work is to use Submityourarticle.com it's fast easy and cheap and best of all it's effective.

A better strategy and very successful one is video marketing. The concept is the same people click links and people syndicate your content. Obviously Youtube is the king of video sites and as a result it is incredible at driving traffic to your site. However there are other sites like Vimeo and Dailymotion that are great options as well.

Social Media Sites are great at building traffic to your website.

Sites like Facebook, Twitter, Google plus, Reddit, Digg, Pinterest, Tumblr etc.

Create an account with these sites and simply post your links with a description and people will start to click on them and get directed to your site.

A great plug in to add to your Wordpress blog is [po.st](#) whenever I write a new post I use this plug it to easily submit it to the different social media sites that I indicated above. Plus visitors can use it to share your site on there social media profiles as well.

Guest Posting is one of the most powerful ways to drive traffic to your website.

The success of many top paid bloggers can attribute their success (at least initially) to Guest Posting. The concept of guest posting is actually very old and is used across multiple industries.

How many new musicians have you learned about by hearing them featured on a song by another artist you listen to?

How many Youtube channels have you been introduced to by seeing them featured on a show that you already watched?

How many new movie stars have you started following because you saw them in a movie starring another actor you liked.

This is the power of Guest Posting.

Person A has an established audience and following. Person A endorses you and in turn you gain all of their followers.

It's not easy to go after a high profile blogger and get accepted for a Guest Post. However it's still worth a try.

A better option is to look for sites that actively accept Guest Posts.

You can do this by simply typing in google "guest post" or "write for us" use the apostrophes. This will return a large list of sites that allow guest posts.

To get you started here are a few you can try that are great sites to Guest Post on.

www.famousbloggers.net

www.websigmas.com

www.examiner.com

www.Hongkiat.com

www.getrichslowly.org

These are just a few but you want to do a search for blogs that are in your niche.

On a side note I also allow for Guest Posts.

www.smartdiversifiedincome.com

Just contact me through the contact page and we can discuss the details.

Last but not least the hardest but most long term way to build consistent traffic to your site is through off page SEO.

This is simply the process of building links that point back to your site.

The more links out there in the world wide web that point back to your site the more importance Google thinks your site is and in return will rank you higher in the search results.

The problem with building back links is that it is a very tedious and continuous process. Therefore I don't really do to much of it myself other than the back links that I get from the strategies I mentioned above.

My back linking process is done by a company that provides me continual high quality back links on a monthly basis. Slow and steady back linking is the best and most natural way to do off page SEO.

Google does not like massive amounts of links at once nor does it like stop and go linking.

Slow and steady wins the race.

The company I use is web2.0backlinks

and www.backlinksindexer.com

I use web2.0backlinks to provide me with 90 backlinks every month. I don't have to stress about my backlinks using them.

Maybe once a month I will actually purchase a backlink package from fiverr or [seoclerks](http://seoclerks.com). It is a very inexpensive way to get some great backlinks as long as you do your research and find reliable suppliers.

Once they send me the url report of where my backlinks are I submit all these url's to backlinksindexer to make sure that these links get indexed and are actually making a difference towards my sites ranking.

This is my no nonsense stress free back linking process.

Conclusion

The conclusion is that there is no conclusion. The business of making money online does not end here. It would be impossible for me to explain all the ways to make money with a blog in this one e-book and still keep it affordable.

I hope I was able to give you some information that you can start to implement right away.

To stay updated every time i post new information just click the link below to sign up for my email newsletter.

[Click here to sign up](#)

Here are your action steps to take right now.

1. Go buy your domain name
2. Get a hosting account
3. Design your blog and begin writing content
4. Find something to sell
5. Start building traffic

Thank you reading, I wish you the best of success. Make sure you stay in touch

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[View my recommended resources below](#)

Resources I mentioned

- Godaddy.com or Namecheap.com for purchasing your domain name
- Hostgator to host your website, use code get30daysforfree for \$9.95 off
- Aweber and MailChimp List servers to build and store contact information of your subscribers and customers.
- Mythemeshop. for your website design
- idplr. for obtaining your own items to sell with private label rights
- Submityourarticle.com for submitting article and seoclerks for purchasing backlinks and other SEO services for cheap
- Web2.0backlinks- automatic stress free high quality backlinks

Resources I didn't mention

[Huge Traffic Generator](#)

[Keyword plugin](#) (plugin that optimizes your on page SEO)

[Clickbank Engine](#) (find the top products to sell on clickbank)

[Best Blogging Tutorials](#)