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# Making A Living Off Your Blog



By

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## Table Of Contents

(Click on Chapter Names to Navigate)

<b>Blogging For Cash Is Easy.....</b>	<b>- 3 -</b>
<b>Setting Up The Cash Blog .....</b>	<b>- 5 -</b>
<b>AdSense For Your Blog.....</b>	<b>- 7 -</b>
<b>Selling Advertisement On Your Blog.....</b>	<b>- 10 -</b>
<b>Selling Links On Your Blog.....</b>	<b>- 12 -</b>
<b>Affiliate Marketing On Your Blog .....</b>	<b>- 14 -</b>
<b>Get Paid To Blog .....</b>	<b>- 16 -</b>
<b>Professional Blogging Tips.....</b>	<b>- 19 -</b>

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## Making A Living Off Your Blog Can Be Done!

With the numerous ways to make money on the Internet, making money with a blog has to be the easiest – and the most enjoyable. You can actually make money doing something that holds interest for you.

Blogging has been around now for a while. Other online activities have come and gone – but blogging has stayed, and more and more people start blogging each and every day. Some do it just for fun, while others blog for fun and cash.

There are very few steps to blogging for cash. Here is a short list of what one must do:

1. **Choose a topic to blog about.** Ideally, this will be a topic that there is a market for. No matter what topic you choose, there will be a group of people who are interested. That group may be large or small. The important thing is to choose a niche where money is being spent. At the same time, you don't want to be too broad with your topic.

For example, 'pets' is a broad term. 'Cats' is a more targeted term, and 'Persian cats' is an even more targeted term. In this example, you would want to choose Persian cats.

2. **Get a domain name.** While there are many free blogging options out there, you will find that you have more freedom – and that you do better, with your own domain name, and by hosting your own blog with a paid web hosting service.

Choose a domain name that is related to your topic. Ideally, it will be a domain name that is easy to remember. Shorter domain names are better. It costs approximately ten dollars to register a domain name for one year.

3. **Get Web hosting.** The best web hosting to get for a blog is one that offers a [CPanel](#) and has [Fantastico](#) available. Be sure to ask your prospective web hosting company if they offer this. The CPanel and Fantastico make getting your blog set up very easy. A web host shouldn't cost you more than ten bucks or so a month. [HostGator](#) is an excellent choice.

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4. **Install your blog software.** If you've followed the advice in number three above, you won't need to pay for [blogging](#) software. You just login to your CPanel, navigate to Fantastico, and look for the blogging software. Installing is very easy. Fill in a little information and press the button – you are ready to go.

There are many choices of blog software, but the easiest to install, configure, and use seems to be WordPress. WordPress also works well with Search Engine Optimization.

5. **Get your blog set up for revenue.** There are numerous ways to earn money from your blog. Later, we will be covering several of them. Note that you can easily (and should) have more than one source of revenue from your blog.
6. **Start blogging – and blog often.** Once you are set up, you will need to start populating your blog with blog posts. Some 'bloggers' pay ghostwriters to write their blog posts, while others write their own. Obviously, you will want to use certain keywords in each post for search engine optimization – and, depending on the revenue sources you have chosen, also to get the right ads to appear on your blog. You should blog daily, but never allow a week to go by without adding a new post.
7. **Promote your blog.** Once you've started posting, there are a variety of methods that you can use to promote your blog. Blog promotion is not covered in this report. However, some ideas include pinging, listing in blog directories, commenting on other people's blogs, search engine marketing, and more. It is a good idea to take a blog marketing course in order to really get your blog out in the public's eye.

That's really all there is to it. Of course, each step has its own little steps to complete. However, you could have a blog up and running in under an hour. It really is just that easy to get it set up. Within a day, you could have multiple sources of revenue for your blog. Within a week, you will have traffic to the blog.

## Making A Living Off Your Blog

One week? Is there any other business that can be started – completely up and running, with revenue coming in – in just a week? Is there any other business that can be started with so little money? Let's look at that list above and figure up the total yearly cost.

The total yearly cost, from the information above is around \$130.00. That does not include advertising costs, however most blog promotions can be done for free. I ask you again; can you start any other type of online business that fast for such a small amount of money? The answer is 'probably not.'

So, as you can see, blogging for cash really is easy. It's just a question of knowing what to do and taking action. Are you ready to start blogging for cash? Let's get started!

## Setting Up Your Cash Blog

You shouldn't have any problems at all setting up your WordPress (highly recommended) blog if you are using a web host with [Cpanel](#) and Fantastico. Again, this is the easiest and fastest way to set up a blog, and this section of the report assumes that you have used this method.

**If you need to install WordPress yourself (not recommended), you can always visit this [Site](#) and get the quick install directions. You can download the latest version [Here](#).**

Once the blog is installed, there are a few details that you must take care of. Here is a checklist that you can use.

**The following instructions are for the WordPress blogging platform.**

**Choose your template.** This is a source of great debate. There are experts that say that any entrepreneurial presence online must have a completely professional appearance. In the case of regular business websites, they are right. However, this is an interest blog. Therefore, you should choose a template that works with the topic of your blog.

## Making A Living Off Your Blog

For example, if you were operating a gardening blog, you would want a garden type theme for your blog. If you were running a blog for parents, you might want a baby theme. Don't worry about 'professional.' Just make the blog theme fit with the blog topic.

To change your theme, click on Presentation at the top of the Word Press blog administration page, and then click Themes. You will see that there are two themes available there, and instructions for adding more. One of the best places to find Word Press Themes is <http://themes.wordpress.net/>. You could also create a new theme, or have one created for you at one of the many freelance sites.

**Click on Manage, and then on Pages.** Here, you can add additional static pages to your blog. Links to these pages will appear in the side panels of your blogs pages. This is a great place put information about you or information that you want to remain static. It is also a good place to put pre-sales pages for affiliate products. You don't have to start adding static pages now. You can come back to this later – just remember that it is there.

**Click on Manage, and then on Categories.** Here, you can set categories for your blog. Remember the Pet niche? If you went with a broad niche like this, you could set categories for general information, pet supplies, cat information, dog information, etc. This helps to keep your blog nice and tidy – and easy to navigate for visitors, so that they can find the information that they want.

**Click on Blogroll.** You will see numerous links listed there, which you will most likely want to delete. You can add your own links by clicking on 'Add Link.' Use this section wisely. You can easily talk to other blog owners and exchange blogroll links. You could also sell those links, as discussed later.

**Click on Presentation again, and then click on Widgets.** Here, you can add, remove, and move widgets around to suit you.

**Click on Plugins.** This is the section that will really allow you to make your blog unique. You can find every plugin imaginable at either the Word Press Plugin Directory, at <http://wordpress.org/extend/plugins/> or at the Word Press Codex at <http://codex.wordpress.org/Plugins>.

Make sure that you visit those two sites to find great 'gadgets' for your blog. Particular plugins that you may want are video plugins, podcast plugins, Google plugins, and statistic plugins. Take your time and look at what is available. Follow the directions for uploading and installing plugins to your blog.

## Making A Living Off Your Blog

**Click on Users, and then on Your Profile.** Fill in the information here about yourself. You want to become 'human' to your readers, and this is the first step. Let them know who you are, and why you know what you are talking about.

**Click on Options, and then on the General tab.** Obviously, you will set your blog title and tagline to reflect the theme of your blog, and be sure to include keywords. Further down on that page, where it says Membership, you should check both of those boxes. This allows anyone to join your blog, and only allows those who are registered to comment. In most cases, you will leave New User Role set to subscriber.

**Click on Options, and then on Writing.** You have several options here, but the one that needs attention is the bottom box. Here, you list services that you want to ping after you've made a post. This is important for promotions, and any good blog promotions course will teach you what to put here.

**Click on Options, and then on Reading.** Again, there are many options here, but you have to decide whether a static page or the latest blog post will appear on the front page of your blog. The choice is up to you, and this can be changed anytime.

**Click on Options, and then on Discussion.** Here is where you control how comments are made and posted to your blog entries from other people. Read everything on the page carefully, and choose your options. It is a good idea to moderate all comments. Otherwise, you will be inundated with spam comments!

Now that you are set up, let's see how you will earn revenue with your blog.

## AdSense For Your Blog

First, let me say this: There are many alternatives to AdSense. Don't get me wrong, I really like the Google AdSense program, but there are alternatives that pay more. It depends on what subject (niche) you are targeting and in time you will be able to fine tune your income. With that said, check out this excellent alternative using Clickbank, PayDotCom or your own ads: [Click Here](#)

AdSense is a great way to earn revenue from your blog. Note, however, that it does require lots of visitors – and those visitors must click on the ads in order for you to earn revenue. It takes lots of clicks. But adding it is a source of revenue, and it is a good idea for now.

## Making A Living Off Your Blog

First, you need a Google AdSense account. Before you can open a Google AdSense account, you need content on your blog. Make at least five to ten posts before applying for Google AdSense, so that you don't get turned down.

When you feel that your blog is ready for Google AdSense, go to <http://adsense.google.com> to sign up. It can take up to 48 hours or more to get approval from AdSense, since each site is manually checked for compliance by Google's staff. Read the AdSense policy, and make sure that your blog complies!

Once you have been approved, login to your Google AdSense account. You will want to customize the ad colors to suit your site. Once you've done this, surf over to Wordpress and get the Google Ad Manager at <http://wordpress.org/extend/plugins/adsense-manager/>.

This little gem will save you a ton of time and work. It makes getting Google AdSense on your site much easier. You simply install it, put the requested information in, and it will do the rest for you. You can determine where the ads appear on your blog pages with the widgets.

Don't be intimidated by the plugin. Simply download it, and do not uncompress (unzip). Just download it to your desktop, and leave it as is. Next, you can use FTP or the File Manager in your Cpanel, and upload that file to the wp\_content/plugins directory.

Once the zipped file is uploaded, click on the file once, and look in the right side panel. Click on 'Extract File Contents.' Now, go back to your Word Press administration page. Click on Plugins, and you will see the plugin in that list. Click on Activate, and it will be activated.

To use the AdSense Manager, click on Manage, and then click on Ads. This is your AdSense Manager. You must click on Options, and then on AdSense Manager to enter your AdSense Account ID. Without this, the ads will not appear properly on your site. Note that you do not need to put your Google AdSense password anywhere on this page. This ID is a number, which is found at the bottom of your AdSense Account Settings page, in the AdSense control panel.

Now that you are all set up for Google AdSense, you need some basic information about being successful with Google AdSense. While it is fairly automated, once it is set up, this does not mean that it will be successful.

It really comes down to a question of generating the right ads on your page, and getting the traffic that you need to click on the ads. Google expressly prohibits incentives for clicking on ads. According to Google, you are not even supposed to

## Making A Living Off Your Blog

suggest that your visitors click on the ads. It is something that the ads must compel them to do on their own. Don't break these rules.

Again, taking a course on profiting with Google AdSense is a great idea. There are numerous good courses out there to choose from, and any good course will teach you how to figure out what the highest paying keywords are. Once you know which keywords you want to target, all you have to do is to write your blog posts in a way that gets those ads to your page.

Obviously, you don't want to write about the exact same thing everyday. You do, however, want to stay within your topic. It could be that the keywords for your topic are used everyday, but you may also want to use and target additional topic related keywords.

Some people really work at providing content that will generate the highest possible paying ads on their pages. Others use the 'set it and forget' it approach and just write as they normally would, without regard to whether or not the ads are high paying or not. Since you will have other sources of revenue from your blog, you can take either approach. However, if earning big money from AdSense is your goal, you must work at generating the right ads.

There are those who say that AdSense is dead because people have grown immune to the ads. This isn't so. AdSense makes Google billions of dollars a year. This happens because it works. People do still click on those ads. What you have to remember is why people are visiting your site in the first place. They are there because they are interested in your topic. If you are generating ads that are closely related to that topic, and you will with the right keyword usage, people will click those ads.

Overall, there is only one drawback to Google AdSense. When someone clicks an ad, they are gone. They leave your site, and you may or may not get them back. This is why it is a good idea to build an opt-in list from your blog visitors. Make sure that you get an autoresponder, and that you start collecting those names and email addresses!

Also, enable RSS for your site, and invite people to add your blog to their blog readers. When they click the Google AdSense ad, they are gone – make sure that you have a way to bring them back over and over again.

## Selling Advertisement On Your Blog

Aside from having Google AdSense on your blog, you can also sell advertising space to individual business owners and even corporations. What you should know, however, is that few businesses or corporations will be interested in advertising on a blog that does not have a large readership.

There are literally billions of blogs in the blogosphere. How will any potential advertiser find you? It could take years to become noticed by those who want to buy advertising space. Fortunately, even the little guy has options these days.

You don't have to wait for advertisers to notice your blog. You can use an advertising network instead, and get ads appearing on your blog in no time at all. This is not the same as affiliate marketing. You are not being paid when a product or service is sold. Instead, you are either being paid when ads are clicked on your page, or when they are viewed on your page.

Many of the advertising networks will not allow you to run their ads alongside other advertising network ads. When you sign up for an advertising network, make sure that you read their policies so that you don't get banned from any programs.

Now, where are these advertising networks, and what do they have to offer you? Here's a list:

1. **AdBrite** – <http://www.adbrite.com> - Offers text ads, banner ads, Inline ads, video ads, and full page ads. You have the ability to reject or accept ads. Advertisers must choose to advertise on your site, through their AdBrite account. You will be listed in their advertisers marketplace, and they have staff that will help you to attract advertisers. How you are paid for running ads varies from one advertiser to another.
2. **ContextWeb** - <http://www.contextweb.com/> - Allows you to set your own asking price. You have the ability to accept or reject ads. Has graphical, rich media, and text ads available.
3. **Chitika** - <http://chitika.com/> - Chitika has numerous options for publishers. One of the nice things about this ad network is that they offer tag-clouds. These are small boxes that smoothly appear on the page when the readers mouse is held over a keyword.

## Making A Living Off Your Blog

4. **Value Click Media** - <http://www.valueclickmedia.com/> - Offers numerous ad display options for publishers. The various different modes of advertising have different payouts.
5. **Expo Active** - <http://www.expoactive.com/> - Offers various ad formats and allows you to select the ads that you want to appear on your site. This advertising network operates much like Google AdSense, in that you are paid per click.
6. **Crisp Ads** - <http://crispads.com/> - This advertising network allows the publisher to name their own price. This is a great option for new blogs, because they allow you to participate in large sponsorship.
7. **Bidvertiser** - <http://www.bidvertiser.com> - Similar to Google AdSense. You put code in your blog template, and ads are generated based on your content. Pay-per-click.
8. **AdEngage** - <http://www.adengage.com/> - This ad network also works like Google AdSense. You must place code in the blog template, and ads are served based on content. Each month, you are paid 75% of the ad revenue generated from your site.
9. **AdGenta** - <http://www.adgenta.com/> - AdGenta offers lots of flexibility. You get to select where ads will appear on your blog. You can also choose when those ads appear.
10. **Bid Clix** - <http://www.bidclix.com/> - This works like an auction. You can actually auction off your advertising space. This system allows other ad networks on your blog, and gives you complete control over the ads that appear on the blog.

As you can see, there are numerous options for even the smallest blog to sell advertising space. Remember to read the policies for each advertising network to ensure that you can use more than one network. If one network provides all of the advertising options that you need, and they do not allow other advertising networks on your blog, go with that one network.

Pay special attention to how you will be paid, and compare the different networks and the different advertisers. Obviously, you want to get the most out of the advertising space that you have available. Make sure that you are!

## Making A Living Off Your Blog

Remember that in most cases, unless you are just paid for the use of the space (rare), you will only earn revenue when ads are viewed or clicked. This means that you need traffic – and the more traffic you have, the more you will earn through the advertising networks. Overall, if you must make a choice between Google AdSense and the advertising networks, you may do better with the networks. Many of them have greater payouts than AdSense does. However, it is often easier to get approved for AdSense. You may have to work your way up!

## Selling Links On Your Blog

In spite of the changes over the last couple of years for search engine optimization, links are still worth their weight in gold. You can think of your Blogroll as real estate that can be leased out to others.

Other website owners want to get their links on web pages and blogs around the Internet. They do this because inbound links carry weight with the search engine. The theory is that the more inbound links they have, the higher their page ranks in the search engines. Those inbound links give the site importance, and the presence of a high number of inbound links makes the site seem more important.

But search engines have gotten more particular about the practice of linking. Now, the inbound links must be on sites that actually have content. They cannot reside on link farms. Blogs have content.

So, where can you find these people who are willing to pay for your link real estate? Here's a list:

- **Linking Service** - <http://www.linking-service.com/> - Allows you to set your price and time limit. Listing your link on the service is completely free for you, however, they may retain a portion of the links sold on your site.
- **Link Adage** - <http://www.linkadage.com/> - Offers a link auction and an exchange program. If you are selling your links, the auction is what you will be most interested in.
- **Back Links** - <http://backlinks.com/> - Pays 50% of the revenue generated from your link sales. These are for text links, and you will have control over which links appear on your site, including the look and feel of those links.

## Making A Living Off Your Blog

You must use caution when selling links on your blog. You need to be very discreet. You aren't breaking any law, but your site could be penalized by Google if they know that you are selling links.

Do not ever state publicly that you are selling your links. Don't post it in a forum. Don't post about it in your blog. Don't put ad text such as 'your link here' anywhere. Make absolutely sure that you use a service, and that the service operates in a professional manner.

Too often, people think that Google can't legally control anything. They think that Google has no right to penalize them for anything – especially if they are not signed up for any of Google's services.

Those people are absolutely wrong. Google can do whatever they want with their company and their services – just as you can. You can sell links – and they can penalize you for it if they find out. Google is not the Internet Government. Google is a corporation, and they can completely exclude you from their listings if they want to, and there is nothing you can do about it.

So, you can do it, but be as discreet about it as possible. When you sell a link, and add them to the Blogroll, make a short post about it and recommend the site to your readers. Make it look as 'legitimate' as possible for Google's benefit.

How much are your links worth? This depends on your Google PageRank. The higher the page rank is, the more the link is worth. Here is a good guideline to follow:

Page Rank	Amount Per Month, Per Link
3	3.00
4	4.00
5	7.00
6	20.00
7	50.00
8	100.00

**You will probably have a hard time selling links if you have less than Page Rank 3. When you first start your blog, you should definitely work on search engine optimization for yourself to get your page rank up to the point where your links are profitable for you.**

## Making A Living Off Your Blog

Some of the amounts look small, but if you look at the bigger picture, you will find that it does add up nicely. For example, if you are a page rank 3, and you sell ten links, you are bringing in \$30 of revenue from your blog. However, as you continue to grow, those same ten links will eventually sell for \$100 each, netting you a profit of \$1000 per month.

Use caution when selling links. Not only do you not want Google to know about it, but you also have to be careful about the links that you place on your site. Yes, the objective is to earn money – but at the same time, your objective is also to keep your site useful for your readers. Don't post any questionable links on your blog. This is a disservice to your readers – no matter how much money that website owner offers you.

## Affiliate Marketing On Your Blog

Affiliate marketing is probably where you will earn the greatest amount of money on your blog – over time – unless you are selling your own products. While other forms of revenue from your blog are more 'passive' in nature, affiliate marketing is more active.

Let's look for just a minute about 'passive' activity and 'active' activity. Running Google Ads on your site is passive. You get it set up, and it pretty much takes care of itself, unless you are really into targeting those high paying keywords. Running ads from the networks is also basically passive. Again, you get set up, and you have to do very little after that. Selling links is even passive, as it takes very little of your time or attention.

Affiliate marketing, on the other hand, is not passive. Affiliate marketing on blogs is not done with banner ads and such. It isn't even really done with text link ads. Instead, you have to learn how to use your blog posts to pre-sell the affiliate product. These products are sold because you are recommending them, and your readers trust you. That takes work – don't let anybody tell you any differently.

After your blog is set up with various sources of revenue, this is where the majority of your work is done – making blog posts and recommending related

## Making A Living Off Your Blog

affiliate products in those posts. At the same time, you have to be careful not to turn a post into a sales letter.

The post has to be conversational, personal, and push the product without appearing to push the product. Nobody wants to be sold to, and they did not come to your blog for the purpose of reading a sales letter – they came to be entertained or informed.

I suggest that anybody who is starting a blog read and study a few writing courses. You should concentrate on writing for the web and creative writing. You must learn how to engage your reader, while getting your point across.

The other option is to choose your affiliate programs, let a ghostwriter know which program you want to push, and hire them to write your post. Ghostwriters already have the experience to engage a reader while pushing an idea or product in a smooth way.

When you post what you have written, make sure that the link to the affiliate product is 'clickable.' You don't want to use an ugly affiliate link that stands out for the entire world to see. It's a turn off for your readers. You should essentially create a text link.

Now, what affiliate products should you promote? You can promote any product that is related to your topic. Try not to get 'off topic.' It is a good idea to take an affiliate marketing course. It is an even better idea to know that what you are promoting is a quality product. Everything you promote will have a direct impact on how your readers view you. When you write your post, make sure that you apply the product to your own life or experience.

You can find affiliate products, in numerous categories, from the following networks:

1. **ClickBank** - <http://www.clickbank.com> – Has thousands of digital products, in numerous categories to choose from. Each merchant pays different percentages on sales.
2. **PayDotCom.com** – <http://www.paydotcom.net> – Has thousands of products, mostly digital. There are several categories to choose from. Percentages paid by each merchant differ.
3. **Commission Junction** – <http://www.cj.com> – Offers mostly tangible products. After joining Commission Junction, you must apply for the programs that you want to promote separately, from within the CJ control panel.

## Making A Living Off Your Blog

4. **Link Share** – <http://www.linkshare.com> – Mostly tangible products. Each merchant pays different percentages on sales.
5. **Share-A-Sale** – <http://www.shareasale.com> – Tangible and digital products. Each merchant pays out different percentages.

You will need to sign up for an account at each network. With the exception of [PayDotCom](#), your earnings are paid by the network – not by the merchant. PayDotCom merchants are responsible for paying their affiliates, and those funds are paid directly into your PayPal account.

Each network will have policies that must be followed, and additionally, each merchant in those networks will have their own rules as well. Make sure that you read and understand all of it. Make sure that you pay attention to how much you will be paid per sale. Some products simply are not worth promoting because they don't pay out enough. Look for products that pay out 50% of the sale price or more.

Affiliate marketing most likely will not provide instant income. You have to build a readership. You have to build trust and credibility with those readers, and then, you have to choose the right products to promote to your audience. Be patient – affiliate marketing and blogs is a match made in heaven, and this will pay off well for you in the end.

**[Finally - The Best Way To Build Your List, Earn Affiliate Sales, and Get Massive Traffic At The Push Of A Button Is Finally Here... And It Can Be Yours Free For A Limited Time](#)**

## Get Paid To Blog

You can get paid by others for blogging. In fact, in some cases, you don't have to write a single word – you just have to own a blog. In other cases, you don't have to own a blog – you get paid to write on someone else's blog. The possibilities are endless, and this is a great way to make a little extra cash, if you have the ability to write well.

## Making A Living Off Your Blog

Working through the paid-to-blog companies is often the fastest way to generate blog revenue. However, due to the requirements of some of the companies, you may be required to operate your own blog, independently, for a specific period of time before you can even apply.

There are numerous paid-to-blog companies out there. Here are a few that you might want to check out:

**Mochila** - <http://www.mochila.com/> - Mochila provides content for your blog. They pay you to display that content on your blog for thirty days – but they only pay \$5 per blog – not per post – per month. It would take a lot of blogs to make any decent money from this service. However, there don't seem to be any rules preventing you from earning revenue from other sources. So this may be a profitable way to fill your blog with content – without writing it.

**Pay Per Post** - <http://payperpost.com/> - The site states that you can easily earn \$500 per month or more with your blog. Once you select a topic from the marketplace, you have six hours to complete the requirements. Once you've submitted the post, it is reviewed within 72 hours. Payments are made via PayPal thirty days after the blog is approved. The amount paid per post is determined by the advertiser.

**Creative Weblogging** - <http://www.creative-weblogging.com/> - Creative Weblogging has two options for bloggers. The first option is called the Pro Blogger Compensation Package. This package pays bloggers \$225 per month, and requires that the blogger make seven posts per week, with 70 words per post. The second option is the Standard package, which pays \$125 per month, and requires five posts per week. You have to show the company that you are a passionate blogger, and you must show this by having your own blog (can be a free blog) for about two months. A notice on the site says that they are not currently accepting new blogs, but you may still apply for the future.

**Blogitive** - <http://www.blogitive.com/> - You must own your own blog, on your own domain, and it must be a WordPress blog. The blog must be in existence for at least 30 days before applying. You are paid weekly, for each post, via PayPal. You can post about things that interest you, from their available list. You do not have to advertise – you just post your opinions on the topic. You are free to run other revenue sources on your blog at the same time, such as Google AdSense. The standard amount paid per post is \$5, but this may vary from advertiser to advertiser. You can post as often as you like each week, but can only post for once per advertiser per week. This is one of the best paid-to-blog companies.

## Making A Living Off Your Blog

**Pay-U-2-Blog** - <http://www.payu2blog.com/> - With Pay-U-2-Blog, you must blog on your own blog. The company will assign you a topic, and their only requirement is that you not post anything 'negative' about their advertisers. The company pays out every two weeks via PayPal, but does not state how much bloggers are paid. You must apply, and your blog must be approved before you will get any assignments. As you continue to work with the company, you will get more assignments.

**Weblogsinc** - <http://www.weblogsinc.com/> - Weblogsinc looks nice, but does not state how much they pay their bloggers. There are over 90 topics to choose from, or you can suggest a new topic. You use their blog, and you write. Weblogsinc then becomes the copyright owner of whatever you have written.

**Blogging Ads** - <http://www.bloggingads.com/> - After applying for this blogging company, if you are approved, you will be sent a list of key phrases to use, as well as some code for ads. You can either post the ad, or write content based on those key phrases. It seems that writing the content pays more, with the standard pay per post being about \$5. You are paid via PayPal as soon as your blog post is approved, which is a plus. This is one of the better paid to blog companies.

Aside from blogging companies, there are also many businesses who are hiring bloggers. Usually, in this case, you will post on the company blog. Pay will vary from one business to another, and you will most likely have to submit writing samples to these companies before you are even considered.

There is a site where you can view blogging jobs, and even post your own services for hire. This site is Pro Blogger, located at <http://jobs.problogger.net/>. Another blogger for hire site is Blogger Jobs at <http://www.bloggerjobs.biz/>. You could also look at the freelance sites, particularly those that lean more towards writers.

If you plan to have your own blog, however, and you will be blogging anyway, you should definitely work with one of the paid to blog sites that allow you to earn revenue from other sources as well. Be sure to read the policies so that you know this for sure before you do it. Pay particular attention to Blogging Ads and Blogitive, as it seems that this is where you will make the most amount of money, with the greatest flexibility, when it comes to paid to blog companies.

## Professional Blogging Tips

Here are tips to help you blog professionally – whether you are operating your own blog or using one of the paid-to-blog companies. Many of these points are what separate the professional bloggers from the amateurs.

1. Never publish a post without ensuring that every single word is correctly spelled, that the words are used correctly in the sentence, and that the grammar and punctuation is perfect. Believe it or not, your readers will call you on poor spelling and grammar – and advertisers may as well.
2. Never publish a post unless you are absolutely sure that your facts are correct. Failure to do proper research can result in ruining your reputation – not only in the market that you are blogging in, but also in the blogging community as a whole.
3. While SEO is important, your first goal should be to turn out a great blog – a blog that people want to read, and can easily read. If you don't have the ability to produce a blog that has the potential to gain readership, your blogging efforts are a waste of your time – and theirs.
4. Pay careful attention to the template or design that you choose for your blog. You don't want anything on the page that may irritate or distract your readers. The page should be laid out in a clean and organized fashion.
5. Lighter backgrounds with darker text are easier to read. Experts recommend white backgrounds with black or navy blue text. You don't have to go with the black/white advice, however the lighter background is highly recommended for easier reading.
6. Use the category feature of your blog! If you don't use this feature, your visitors will not be able to find past posts that interest them easily – and in most cases, they won't even try. They may not be interested in today's post, but they may be highly interested in a post you made three months ago. Make it easy by setting up and using categories.
7. Make sure that your content is original. You can get free content from numerous sources. Unfortunately, it is content that is being used on other

## Making A Living Off Your Blog

- websites and blogs. This hurts you in terms of search engine optimization, and it fails to give your readers 'fresh' material.
8. Choose a tight niche for your blog. This will eventually provide you with a closer following of dedicated readers. It also makes it easier to keep your blog organized, and you will find that your blog makes more money this way. It also reduces the amount of competition that you have overall.
  9. While the niche for your blog should be tight, each blog post must be even tighter. Stick to one topic in each post that you make. Don't drag your readers all over your blog topic. Keep it tight and stay focused – so that your readers can also stay focused.
  10. Expert Opinions vary on the length of the post. Some say that you should keep it short – around 300 words. Others say that you should post between 750 and 1000 words per post. Research leans towards shorter posts, because of people's attention spans. However, this is really dependant on your topic.
  11. Keep paragraphs short and easy to read. A paragraph that covers ten lines won't do. Keep paragraphs under five lines, if possible, but avoid paragraphs that only contain one or two sentences as well.
  12. Spice up your blog with videos. You may even consider adding your podcast to your post. The videos and podcasts don't have to be your own – but they do need to be relevant, and you do need to add textual content as well.
  13. Make your content scannable. Many people don't want to take the time to read – but if they can scan the post, and see that it will interest them, they will take the time to read it. You can make the post scannable by making important words bold.
  14. Your blog should not be one bold page of advertisement. Use images that relate to your posts, but avoid the use of banner ads. If you use AdSense ads, don't overwhelm the reader with the ads. The blog should be useful to the readers first and foremost – not to the advertisers.
  15. Shoot for a lower amount of traffic. You may think this is an insane concept, but it really isn't. What you want is quality traffic – not unqualified traffic in droves. The qualified traffic is where you will make your money.

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16. Unless your blog does not have any other form of revenue, do not have buttons that ask for 'donations' or 'tips.' This works well only on blogs that are really not designed to be income producing blogs.
17. Know when to start a new blog, with a new topic. If after three or four months, your blog isn't earning enough revenue, you have a problem. Either the topic isn't profitable enough, you aren't promoting the blog in the right way, or you aren't producing a high enough quality blog. Either make changes, or move to a new market.

While this not meant to be a complete blogging course, I hope it has made things easier for you. When I first started, there were courses similar to this one, but they were packed with "too much" information. I wanted something easy and quick!

**I wish you the best in your online ventures and good luck**

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