

# How to make Money in BLOGGING

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# BLOGGING 101

Blogging 101 is mostly about the blogging vocabulary. To understand blogs, you need to know the terms blog, platform, domain, and web host. Once you have mastered these key elements of blogging, you can enter any conversation about blogging with confidence. After you know what exactly a blog is, you will be on your way to passing the final exam of blogging 101.



# HOW TO GROW YOUR ONLINE PRESENCE

Blog is short for weblog, which simply means a series of online posts presented in reverse chronological order. That's all! Most blogs are text, but there are also photo blogs and video blogs. The rest of blogging 101 has to do with the technical side of things. If you are setting up a blog, you will need a platform, a web host, and a domain. A blogging platform is a computer software program that allows you to write posts and to update your blog. Your platform is also what you use to design the look of your blog, from color scheme to font size. The web host is sort of like the virtual file cabinet where your blog is stored. Your computer communicates with the host when you upload or edit a post. The domain is the online address of your blog, and usually ends in 'dot com'. Now that you know what a blog is, what a platform is, and what domains and hosts are, congratulate yourself! You have passed blogging 101.



# LEARNING HOW TO MAKE MONEY BLOGGING

There are two major types of business models that entrepreneurs use to make money blogging. The first and most common way to turn a blog into a profit making machine is to sell advertising to different companies and brands who want to reach that blog's readers.



The second kind of money making blog is one that helps a single brand improve its image by creating positive associations between the blog and the product in the mind of consumers. Both kinds of blogs can make a lot of money, especially if the creator has a keen mind for marketing.

If you are blogging with the goal of selling advertising, there are two basic ways that you can go about recruiting sponsors who want to put ads on your site; you can let someone else do all of the legwork, or you can do the work yourself and keep all of the revenue. Within the first group, many people make money blogging by selling space through Google's AdSense program.

The advantages of this program are numerous, as it requires very little effort on the part of the blogger or webmaster to begin raking in profits. However, most people discover that they make less money through this method than they had hoped that their blog would earn.

Selling advertising directly to companies who want to put banner ads or sponsored links on your blog can take quite a bit of time, but it is often fairly lucrative. If you have a lot of contacts in industries that are related to the topic of your blog, you may want to try to go this route. People who have a strong background in sales and are experienced at pitching proposals can make quite a bit of money by renting blog space to interested companies. The most serious problem with this model is that you often have to build quite a sizable readership before you can attract advertisers, which can mean that you have to do several months of work before you start to make money blogging.

## **BLOGGING: CONSOLIDATION, DEBT, AND NEW INFORMATION TECHNOLOGY**

If you are interested in blogging, consolidation, debt, and other financial topics are sure to appear in many of the blogs that you regularly read. Techniques to make and manage money are some of the most popular topics for bloggers to explore on the web, so it is little wonder that so many bloggers turn their attention to dealing with debt. Falling into debt is all too easy, and getting out of debt can be very difficult for people who do not have a lot of financial expertise. For people who have a knack for dealing with finances, blogging about their insights and knowledge can be a great way to literally and figuratively share the wealth.

If you are considering getting into blogging, consolidation, debt, savings, and investment topics can prove to be very fruitful things to write about. Many professional bloggers who make a living off of their blogs spend their days writing about money. If you know how to court advertisers and build a blog fan base, you can make money just by talking about money. If you are familiar with loan consolidation, negotiating settlements with credit card companies, or any other financial topics, consider using your knowledge to create a successful blog. By sharing your expertise, you may be able to help your readers get out of debt while you reap sizable monetary rewards for your time and knowledge.

## **BLOGGING FOR BUSINESS OWNERS**

If you run a small company, you may find that the world of blogging for business owners is a world that you want to be a part of. Blogging is a great way to get the word out to consumers about your product or service, and it can even be useful for inspiring employee loyalty and helping you keep your workers at peak morale. If you are looking for a way to take your business to the next level, consider what starting a blog might be able to do for you.

Bloggng for business owners has a lot in common with all other types of bloggng, but it has its own unique pitfalls and strengths. The key to having a successful blog as a business owner is keeping your goals clear and concrete at every step of your bloggng adventure. It can be all too easy to get sidetracked, especially if you are just learning about the exciting possibilities of bloggng technology, but if you want your blog to succeed you need to stay focused. Write up a plan for how often you will update, how you will promote your blog and retain readers, whether you will feature photographs or video, and other aspects of your blog, and then stick to it with the same kind of determination that you used when you built your company.

## **BLOGGNG FOR PROFIT BEGINS WITH A LONG TERM PLAN**

Many people dream of bloggng for profit, and this goal is not far beyond the reach of someone with average intelligence, a willingness to work hard, and a basic grasp of bloggng technology. However, very few people manage to reap the profits they want from their blog. Most people who attempt to make money with their blogs do not succeed for two reasons. Often, bloggers have unrealistic expectations of how fast their readership will grow and how much money they will make, and when these expectations are not met the disappointment can crush the desire to continue bloggng. The other trap that many bloggers fall into has to do with lack of planning. If you want to turn a profit as a blogger, the key to success is to make a realistic plan and stick with it.