



HOW TO MAKE MONEY WITH YOUR BLOG

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Bloggers write on niche blogs, which are specialized websites that allow readers to participate. There are many kinds of blogs: business, personal, political, and celebrity gossip sites. Business blogs are authored by professionals and business owners who want to be known on the Web, or by corporate executives who want to put forth a personal voice. Bloggers can work for themselves or write for someone else or for a company. In many cases, bloggers are promoting their business, their products, and services and consulting. More and more, however, companies are hiring bloggers.

Let's be clear: there are now "jobs" for bloggers. However, this is a new and growing profession. As more companies and corporations realize the power of blogs for communications and staying in touch with customers, they need help from professional bloggers. These companies will hire you to be their blogger and write for them. Excellent writing skills are the key here.

There are also ways to make money reviewing and promoting products online as an "independent" blogger. That's a tricky path because to maintain a loyal audience of readers you have to be transparent about what you promote and offer more than mere endorsements.

Then there are professional marketer/bloggers who maintain hundreds of niche blogs that generate Google AdSense revenue on a large scale. There are a few bloggers we know of who generate six-figure incomes from this method, but they are rare. In addition to AdSense, there are dozens of other blog ad networks.

The majority of full-time professional bloggers are people who have products, services and books to sell. For example, our blog is a marketing tool for our consulting business on Internet marketing and blogging. We have attracted hundreds of customers and clients with our blogs.

If you expect to make money from ad revenue or by selling your own products or affiliate products, traffic is key. Without adequate traffic and readers, you may earn a few cents. Traffic is the primary driver for income. Additionally, consider diversifying your income stream so you are not dependant on one source of blog revenue.

If you own or operate a business, the best way to make money from your blog is to post relevant content that is perceived as valuable by your prospects and potential customers. Post often and educate your readers about how you can solve their problems. Your company blog needs to look professional, reflect the quality of your business, and match your brand. Make sure you have links to your website, products and services, both in your content and your sidebars. Your "About", or bio, page should give readers a clear idea of what you do, how you can serve them and how to contact you.

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Attract. Sell. Profit.

The Blog Squad

By positioning yourself as expert in your niche, you will attract people who will hire you, invite you to speak, or propose joint venture projects. This alone, has tripled The Blog Squad's business in two years. See www.BuildaBetterBlog.com for tons of tips for optimizing and driving traffic to your blog.

The following list of resources is by no means complete. New advertising and money-making opportunities crop up every day.

ADVERTISING ON YOUR BLOG	BLOGGING FOR DOLLARS & REVENUE SHARE	REVIEW SITES	AFFILIATE PROGRAMS	MORE IDEAS
Google AdSense	Scoopt.com	PayPerPost.com	Amazon.com	Tip Jar (Typepad.com)
BlogAds.com	Bloggersforhire.com	Reviewme.com	Linkshare.com	Donation button (PayPal.com)
Chitka.com	Problogger.net (job board)	Creamaid.com	Commission Junction (cj.com)	Private ad deals
Pheedo.com	B5media.com	Blogitive.com	Clickbank.com	Café Press merchandise
Feedburner Ad Network	Weblogsinc.com	SponsoredReviews.com	aStore (Amazon.com)	Sponsorship
Kanoodle.com	Squidoo Lens (ad sharing)	PayU2blog.com		Syndicate your content (Newstex.com)
Crispads.com	Bloggerparty.com	Money4blogs.com		Craigslist.org for blogger job listing
Grokads.com	WritingUp.com	Loudlaunch.com		AboutFreelancewriting.com
Tagword.com	Blogcharm.com			Revver.com - ads in videos
BlogKits.com	Senserely.com			Amazon Honor System
TextLinkAds.com				
Feedvertising.com				
Blog-linking.com				
Qumana.com				
Adbrite.com				
Federatedmedia.net				

More ideas for making money with your blog are at The Blog Squad's site:
http://www.buildabetterblog.com/making_money_with_blogs

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