



affiLORama
LESSON NOTES

Marketing Ideas

5 ways to monetize your blog

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1. Subtle Affiliate Promotions

A blog is a great way to promote affiliate products to your subscribers who trust and respect your opinion. The key to doing it successfully is to employ a subtle touch.

Here are some general guidelines:

- » Ask yourself what types of products your readers might be interested in.
- » Think about the quality of the product — promoting just one or two inferior offerings (and there are plenty available) could be enough to destroy months of work building up trust and credibility.
- » A good promotion educates readers on the problem and how the product solves it. Consider 'building up' to a promotion but talking about a problem one week, and providing a solution the following week.
- » Spread out your promotions to avoid making your readers feel like they have subscribed to "1001 Ways to Part with Your Hard-Earned Cash"!

2. Inserting Google AdSense

There is some money to be made from placing Google AdSense within your blog posts.

Google AdSense is a risk-free way to make some money as it costs nothing to sign up. As with AdSense generally, the more targeted the content and the better your use of keywords, the more relevant the ads are likely to be, and the more money you will make.

The easiest way to insert AdSense blocks into your posts is via the Wordpress AdSense Deluxe plugin.

This application provides shortcuts for automatically inserting AdSense code into your blog. All you have to do then is add simple HTML comments wherever you want the three ad blocks to show.

3. Writing product name reviews

Writing product name reviews can be extremely lucrative as they are easy to get ranking highly in Google searches on "product name" + "review". And because people are already thinking of purchasing a product when they search for a review, blog reviews usually convert very highly!

The secret to writing successful product name reviews is to be honest — and place the product name throughout the post three or four times.

Just because you are trying to make a sale doesn't mean you have to be glowing. In fact, reviews are more believable when the author is clearly taking an objective view and commenting on the negatives as

well as the positives. Everyone knows that there is no such thing as pure perfection (outside of the Affilorama course anyway) and trying to make something appear that way smacks of insincerity and motives that are blatantly financial.

4. Become a Reviewme.com writer

This isn't exactly affiliate marketing, but it's still a pretty decent way to make some money, which is why we are giving it a mention.

Reviewme.com is a site that brings bloggers and product owners together for mutual benefit. It's widely recognised that blogging is extremely effective as advertising that isn't advertising. The power of reviews, recommendations and general opinion pieces is huge and product owners are willing to pay bloggers good money to mention their widgets to readers with their ad defences down.

Your blog is reviewed before being accepted by Reviewme so it's a good idea to get it in good shape before applying. Once you're accepted however, you can earn anything from \$20 to \$200 for each review you write.

5. Sell your blogs

A site with a large readership is valuable in itself. So valuable in fact, that some people make a living as 'blog professionals', setting up blogs, getting them ranking well and then selling them for anything from a couple of hundred to several thousand of dollars. If you enjoy the challenge of creating the buzz and building traffic but find that you lose interest the moment things plateau, becoming a blog professional could be a good career move.