

# How To Make Money **BLOGGING**



by Michael Dunlop

# How To Make Money **BLOGGING**



*“The longer you’re  
not taking action,  
the more money  
you’re losing”*

Earnings Disclaimer



## Day 1

### Installing Wordpress and Start Blogging

Before we can get started and I can show you how to make money online, we need to sort the essentials out, that means we have to get you online! Today I will show you how to build your first blog, which is surprisingly easy!

Make sure you take action as you read through my emails or you will find yourself a month down the road and you still haven't started! If you do have any troubles with the eCourse, then hit the reply button and I will be happy to respond to your email.

#### First thing you need is a Domain

I am always creating websites and it is super important to choose a good domain, I often see long winded domains like, RobertSmith4CentralOregonHomes.com? It's really long, boring and has so many words you will spend so much time just typing the domain that you will give up.

Here's what I do, I put a twist to my domains to make them more interesting, for example, I could of had YoungEntrepreneurs.com instead of Retireat21.com, but the name Retireat21 is really catchy and something no one forgets, its even a speaking point for a lot of people. It's all about being creative and not trying to get every keyword under the sun in your domain. Another way you can come up with new domain names is by putting the benefit and your keyword in a domain. My friend was creating an outsourcing website and was thinking of domains like OutsourcingDistrict.com but it doesn't stand out to you and say what's its about, I advised him to buy the domain, SaveTimeOutsource.com, it tells the reader straight away the benefit of Outsourcing and why you should use the site.

For all my domains I use **GoDaddy**, it is the largest domain registrar in the world and that's for a reason! For IncomeDiary readers you can get 10% off now if you use the coupon code "**cjcsave10**".

#### Hosting your Domain

The most important thing about running an Internet Business is that you have a reliable host, without one, you are wasting your time. I recommend to everyone always to use **HostGator**, it's cheap, reliable and I have never heard a bad word said about them. If you do decide to go **TRY find a better deal** then please research who you are getting hosting with, the worst thing is to find your website goes offline and they don't have a recent backup of your server. I have personally lost some really big website's due to hosts who just don't seem to care for their customers.

If you do decide to use **HostGator** then you can use the coupon code Retireat21 and you will receive \$9.94 discount which is a no brainer! Get It!

If you have any trouble with your Domain or Hosting, check out my **FAQ page**.

# How To Make Money **BLOGGING**



## **Connecting your Domain and Host**

So to host your domain is really simple, login to you **GoDaddy** account and click Domains > My Domains and then click on your domain. Now click on the Nameservers Icon and change the custom nameservers to the ones HostGator would of emailed you, they would have been something like:

NS1.HostGator.com

NS2.HostGator.com

Once this is done, you will now be able to upload and install your blog!

## **Installing Your Blog**

I will show you how to install Wordpress in about 30 seconds using Fantastico, not all hosts have Cpanel and Fantastico but if you are using HostGator like I recommended, they do!

So to start, go to YourDomain.com/cpanel and login with the admin details your host provided, scroll to the bottom and click Fantastico, now on the left hand side is a link to Wordpress, click that and click New Installation, fill in the form and then click Install Wordpress and you are done, now go to your domain and your blog will be installed.

I created a short video for you guys just to make it even easier for you, I show you exactly how I do it and it takes only a fraction of the time you would spend doing it if you had to do it manually.

To view the video: <http://www.screencast.com/t/9LPIHl2f>

## **Adding Posts To Your Blog**

If you now go to your blog on the right hand side of your blog, there will be a link called Login (yourdomain.com/wp-login.php), click that and now login with your username and password. You will be presented with the Wordpress Dashboard, on the left side you will have a link to Add New under Posts. Click this and you will be able to add your first blog post.

In the lesson for Day 2, I will show you how to add a theme to your blog to make it look "nice" and will show you around the blog admin. I will also show you a few tricks I use to get the most out of my blog and making money!



## Day 2

### Adding Your Design and Plugins

Hopefully by now you have bought your **domain, hosted it** and installed Wordpress! Today I will share with you how I made IncomeDiary look so good and user friendly!

#### Finding a Premium Design For Your Blog

When you saw IncomeDiary.com you probably smiled and thought, WOW and then thought to yourself, just if I could create a blog like that! Well I have to be honest with you, I paid \$80 for my **Wordpress Theme** and it's not just that theme, they have dozens with lots of great features to personalize it yourself! The huge benefit of buying a premium theme is that you don't have to spend 100's of hours and thousands of dollars to get the same results as the professionals!

So where did I get my Wordpress Theme? **Woothemes** of course!

Once you have purchased your theme, uploading is simple. Upload the file to your FTP folder marked Themes which is in the Wp-Content folder. There are two ways to upload a theme, I personally use a FTP client called **FlashFXP** which you can get a FREE trial from Download.com

The other way is to upload via your hosting control panel. Login to your cpanel and click File Manager and go to the folder Themes which is in Public HTML and then WP-Content. Next, click upload which is in the top navigation and upload the zip file of your theme, once it is uploaded, unzip it.

Once you have done this, login to your Wordpress Admin and click Appearance and you will see your theme, click it and a preview will open up and then in the top right corner is a button saying Activate, click it and your theme will now work!

If you bought your theme from Woothemes, then you can play around with all their really cool settings by logging in to your Wordpress Admin and scrolling down to the bottom of the sidebar and click the name of your theme. We recently interviewed the founder of Woothemes about the importance of great blog design, check it out by **clicking here**.

#### Wordpress Changes

One major thing I see a lot of new blogger's do is not make their website URL's search engine friendly which is the easiest source of traffic. If you look at your first blog post URL, it will be Domain.com/?p=1 when you really want it to say Domain.com/how-to-make-your-links-seo-friendly. You want your URL's and blog post titles to be what you expect people to be searching in Google, not something that always sounds good, a mix of both usually goes down well!

To make your links search engine friendly like I just said, go to your Wordpress Admin and click Settings and then Permalinks on the left side. Change the settings to Custom Structure and use the code `/%postname%/` - This will now make your blog post link's SEO friendly.

Another important SEO change is your page title and description, I personally use a FREE plugin to do this called **All in One SEO Pack** but as you guys are just starting, you may just want to edit these details from your

# How To Make Money **BLOGGING**



Wordpress Admin by clicking General under Settings. It is really important to choose the right page title, if you look at [Retireat21.com](http://Retireat21.com) you will see the title is "Young Entrepreneurs Making Money Online" - it says what the website is about and it has my 5 more important keywords and you should do the same. If your domain is [55street.com](http://55street.com) and is about Street Dancing, then you don't want your title to be 55street but instead Learn to Street Dance.

You also have a Blogroll on your blog, this is a great way to start building links and traffic to your website. Find 5 to 10 blogs just like yours and ask them to link to your site and you will do the same for them. You can add or edit your blogroll by clicking Links in the sidebar of your Wordpress Admin. It is also important to have a SEO friendly link, so instead of getting them to have the link as "55street" ask them to put the text as "Learn to Street Dance".

If you are interested in learning more about Search Engine Optimization, then check out this interview that we did with a leading SEO expert!

## **RSS Feeds and Building Your List**

A RSS Feed is basically a reminder for regular readers to alert them when you have a new blog post, this is one of the most important parts of a blog. I use **Feedburner** to manage all our feed updates, sign up and create a code and update your RSS link to the feedburner one. Feedburner also has an email update script that you can use, when you are logged in at [Feedburner.com](http://Feedburner.com) click Publicize and then Email Subscriptions, they will give you some code and then you can add it as a widget on your blog. To edit your RSS widget is really simple, login to your Wordpress Admin again and click Appearance and then Widgets, then click on RSS and paste your email code in and then save the changes. Your readers will now be able to subscribe for updates, when you add a new post and they will get an email or RSS message alerting them to check your blog out.

Ask any Problogger what their biggest blogging mistake, they will tell you they wish they started building a list sooner! Creating a list is so powerful and a great way to make money online. Say you had 100 people visit your site a day, you want to get around 10 of them to sign up for your list, that means you can promote your website and products to them in future. What I do is create an auto responder series which automatically sends them an email every day to encourage them to work harder and make more money online - then I will promote them a product or two. Don't be scared to promote products to them from day one, after all you only want people who are willing to spend money on your list.

I have built my lists to over xx,xxx now and my number one tip for getting readers to opt-in is to offer them something, for example "7 Ways You Can Use Outsourcing To Save Your Company a Lot Of Money" - anyone on an outsourcing website will want to read that and would happily give you their email address to get it. My friend has built a list for his blog and every time he needs money he will find a product he likes and send his list an email about it and he will earn thousands of dollars! For those of you who will be using your blog to earn money I recommend you look at getting yourself an auto responder to do this. I personally recommend **Aweber** and **iContact** which both have a great service! If this is something that interests you, then set up your Aweber today and I will show you in the following emails how I make thousands of dollars from my mailing list.

The lesson in Day 3 will be a big day, so make sure you have everything ready and I will share my secrets with you ;-)



## Day 3

### Making Money Blogging

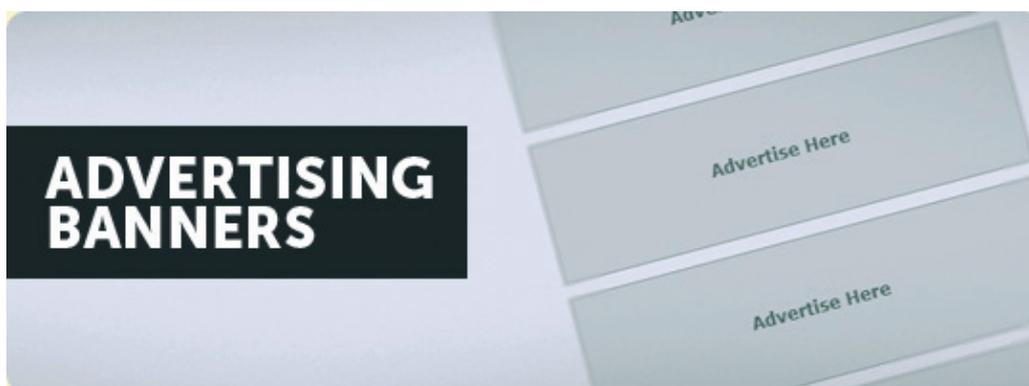
Most of you will probably think making money from your blog is all about throwing up adverts on your website, well sadly you're wrong! Today, I will share with you how you really make money online!

If you are lacking inspiration, check out this post I did about the **top 30 earning blog's** that I read!

### How I Make Thousands Of Dollars Each Month Blogging

I am sorry to say that I won't be showing you how to make money from your blog selling physical products, that just sounds like a job to me, not the Internet Lifestyle! Here is how I make proper money on auto pilot from my blogs!

Don't take any of these tips for granted, I actually turn away a large amount of advertisers now from my blogs because I just don't have room for them anymore and don't need the money!



The secret to advertising deals is to not treat them like advertisers but to treat them as partners. Most bloggers will find advertisers and will add the advert to their blog and that's it, then at the end of the month they have to find a new advertiser. What I do is I reach out to every advertiser, I express to them how important they are to me and see what else I can do for them. By doing this I usually manage to up sell them with more advertising and create a long term partnership. The benefit of this is every month I don't have to look for new advertisers because they are happy and get results. The biggest loss in revenue for bloggers is the time where they have no advertisers, so keeping every advertiser for as long as possible is really important! Some of the advertisers on Retireat21.com have been advertising with me for 8 months now!

You also want to make sure you get every advertiser on a subscription payment so each month they automatically pay via PayPal and you can sit back knowing the money will be there every month. Another thing I do is when I reach out to my new advertiser, I offer them something for FREE, perhaps a review, text link or a mention on my website just to make advertising on my website look superior to advertising on any other website.

A really popular Wordpress Plugin for managing advertising and statistics is **OIO Publisher**. It is an ad manager with a focus on performance, control and ease of use. Serve advertising on your blog or website and keep 100% of the revenue you bring in. This software is a no brainer for any new or advanced blogger because you don't need to know any coding, it is all done automatically for you!

# How To Make Money **BLOGGING**



Finding those first time advertisers can be a real problem for some bloggers, I have an amazing advertising page which shows all to my potential advertisers exactly what they can expect to get and include testimonials from other advertisers letting them know just how great I am. To find other webmasters who want to advertise on your website I use marketplaces for webmasters such as Sitepoint, WebmasterTalk and DigitalPoint. About 70% of all my advertisers have come from doing this, and about 90% of advertisers should stay every month if you are offering them value for money. What I do is under value and over deliver, this way I make sure I always have advertisers and have one less thing to worry about.

I wrote a couple of great articles on Retireat21.com for selling more advertising on your blog, check them out here:

**Sold My Advertising, Now What?**

**Making More Money Online With Less Time**



Every time you are recommending a product or service, you could be earning money! Over 60% of my income comes from selling products on commission, it's so easy but the only down side is you are not guaranteed to make money but with advertising banners you are. A good thing to do is to have multiple sources of income for your blog, I split it up into 3 or 4 methods.

A lot of my readers hate me to just tell them to buy one product and not give them choices. So when I promote affiliate products I will do a comparison chart like on my Blogging Resources page and they will be able to see what product is the best and then make the decision for themselves! You could do this for all sorts of products, protein shakes, business cards and hotels.

Finding affiliate programs to run on your site is also easy, I use two affiliate networks, **Commission Junction** and **Click Bank**. Signing up is FREE and once logged in you can search the marketplace for products in your niche to promote! They provide you with banners and suggested text links to help selling a lot easier! If you are looking to sell physical products such as Books, DVD's and Computers etc then you can actually sell on behalf of Amazon using their **Associate Program**. This is great for review websites because every time you do a review of a product, often people will go out and then buy it, well now you can be rewarded for doing that!

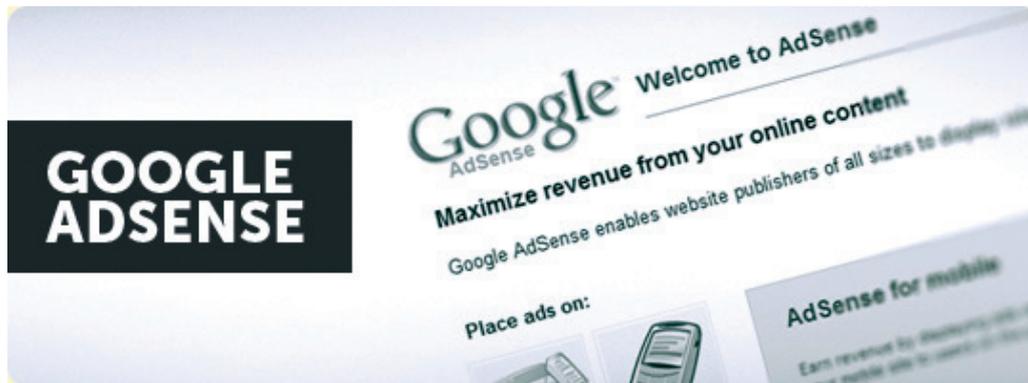
A cool tool I am using to get more affiliate sales is a Wordpress Plugin called **Wordpress Link Cloak** which allows you to automatically make words in your blog posts link to a affiliate product. For example, if you had a health blog and added a link so that every time you mention the words Healthy Food on your blog then it will automatically link to your affiliate program. What is also great about this plugin is it will cloak the link so that it doesn't even look like an affiliate link.

Two of our top bloggers mentioned how Affiliate Sales account for the highest percent in revenue, check out their interviews on how to make money with affiliate products on your blog.

**John Chow Interview - Blogging His Way To Millions**

**Rachna Kingston Interview - Making Money Online Selling Website Templates**

# How To Make Money **BLOGGING**



Depending on your niche, **Google AdSense** and other PPC networks can be your saviour! For those of you who don't know PPC means Pay Per Click and so every time someone clicks on an advert on your website, you will be paid for it, this could be from 5 cent to \$5 depending on your niche. I also run a web design blog and I had sold adverts on the site which brought in around \$300 a month. I decided to change and use Google AdSense and instead earn \$1500 a month from the website. It's all about testing and seeing what works best for your readers.

The trick with PPC adverts is where you place them on the website. You will get more results if you place them right above each blog post and at the top of your side, take a look at my business blog and see how I have my adverts placed. I highly recommend copying that model.

Another tip that I have recently picked up is if you have AdSense on your blog and you see the same advert promoted, time over time it's because they are getting results. What you could do is sign up for their affiliate program and try to promote it yourself and see if you get better results than the PPC.



CPM advertising is when you get paid per 1000 impressions. This can be a valuable monetization technique for a blog with huge amount of traffic struggling to bring in any advertising revenue at all! There really isn't much to say about this method, just that it's easy, typically large companies will use this type of advertising because it builds on their brand and will get them sales later down the road. I have a 16 year old friend who owns a Film blog and as you can imagine, he has a little amount of time, being at school and having exams. He uses CPM advertising on his blog which earns him around \$4,000 a month for his 100,000 monthly visitors. It may not seem like much but his blog niche is a hard one to monetize but driving traffic to it is easy! The film companies will often buy out his advertising for just the day before a film is launched to create some buzz!

In lesson Day 4, I will show you how to bring in those first visitors to your website and share with you how I went from zero to 2,000+ visitors a day on my new blog within a week!



## Day 4

### Driving 1000's of Visitors To Your Blog!

There are dozens of ways you can be promoting your websites, these are the techniques I use and if you use them right you will jump straight from 0 to thousands of visitors a day.

#### Content Is King!

If you write great content, the traffic just comes! People will regularly visit your website looking for more great posts and other bigger sites will link to you. I used to try to write 5 blog posts a week and had a good following but found if I did two really good posts a week, spent two or three times the amount effort and time into making sure the post would make their jaws drop, then my following would be incredible. Think about it this way, you create a blog post called "7 Ways To Get More Traffic", sounds alright and you would probably check it out. But now imagine you created a post called "7 Traffic Secrets That Made me 6 Figures Last Year on Autopilot", you would be getting linked to all over the place, the difference in the two titles is that one is used daily and one isn't. You have to provide something new and make sure it's 10x better than anything else people are providing. This may sound really hard but it isn't, instead of just offering a post about how to become a pro poker player, you could also include a list of top earning poker players, poker tricks and how to shuffle cards like a pro. The big thing is just keep offering more value, time after time!

#### How To Get 1000's of Twitter Followers and Visitors To Your Blogs

Twitter in the last month has been a result of around \$4000 of income to my blog and I just can't get enough of it! It sends so much traffic and allows me to dominate any niche overnight! I see my Twitter followers as my open source mailing list, the really important people who love my work and buy my products and it's the same for everyone. What I did to get over 30,000 followers on my **Retireat21** Twitter account is went to the biggest guy in my niche which is Pro Blogger and every day add his most recent 1000 followers, they will then come to my profile, check out my website and see what great content I offer and then they don't just follow me but also become regular readers of my website! I typically see on average half of the people I follow on twitter check out my website. So overnight you can start driving 500+ people to your site every day that are really targeted and interested in your niche! What I have also noticed is these type of visitors are the best, they stay on my website for 3 minutes longer than people do when they come from Google and 9 minutes longer than Stumbleupon!

I am going to share with you the FREE software I use to automatically add 1000's of people a day, please do not share this with anyone! You need to firstly have Firefox and then install a plugin called **Greasemonkey** and once you have done this, [click here](#) and it will automatically add the twitter software. Now go to anyone's followers and it will automatically start adding them for you. I usually do this first thing in the morning when I go for a shower. Just to show you how powerful this is, my friend owns a new clothing website and I added his first 2000 people for him while we went out for lunch, when he came back he already had a few sales!

It's not just when they click your website URL on your profile that brings you traffic, you can also keep doing updates to drive traffic to your blog. What I do is Tweet Bait them which I will go over more below but it is basically when you do a creative blog post that everyone will want to share with their friends on twitter!

Make sure to follow my personal profile on Twitter [@michaeldunlop](#)

If you need any further help with your Twitter, I did an advanced guide on the blog which you can view by [clicking here](#).

# How To Make Money **BLOGGING**



## **Creative Content and Link Bait**

Creative content and link baiting has sent me 100,000s of visitors to my website, gave me number 1 Google Rankings, features in top newspapers, Yahoo News, AOL and some of largest websites in the world. More money means more traffic, PERIOD!

Creating link bait is really easy, in fact I will share with you just how powerful it is and why I use it! Being dyslexic I struggle to write great content, the benefit of doing creative content is that it's basically lists of interesting things such as "**Top 30 Earning Website's**" and "**Top 30 Earning Internet Entrepreneurs**". The benefit of this type of content is its really interesting, everyone loves to see some thing inspirational and everything in one place. The best thing is that it's all research, you don't have to write anything and my top tip is you can outsource it! On IncomeDiary.com we do two top lists a week and on those days we bring in 5x more traffic!

Another name for this is Buzz Marketing where you create a buzz about your website or product and drive huge amounts of visitors to your website. My dad and his business partner Dean Hunt have created a **great membership website** teaching everything about how to create a buzz and drive huge amounts of traffic to your website.

## **Search Engine Optimization**

Work with the search engines in mind, every time you create a blog post make sure you call your blog post something that people will be searching for in Google, for example don't write a post called "I just got scammed" but instead have "Steve Jone's eBook a Scam or Not?".

I am nowhere near an expert at SEO but I do rank very highly and even number 1 for crazy competitive search terms in my niche, such as: Young Entrepreneurs, Young Entrepreneur, Website Ideas, Top Entrepreneurs and I even rank on the front page of nearly 100 entrepreneurs names such as the founder of Wordpress, CEO of Zappos and Sean Belnick the 22 year old making \$50 million + a year selling business chairs online. The point I am trying to make is SEO is still important, remember to include keywords and have good URL's and the search engines will reward you.

A lot of the time you find it's a bit of everything in this email that results to driving a lot of traffic, I rank number 1 for some search terms because of creative content which then went and got featured on 1000s of others websites.

If you want to know more about SEO for blogs then check out this great post by **Darren Rowse**.

## **Be The Authority**

There are 1000's of blogging websites and people trying to teach you how to make money online but you landed on mine and took action! This is because I made myself look like I am a guy you have to be listening to and following. Don't ever settle to be as good as your competitors, you need to be working every day on something to get one over on them, show them how its done now ;-)

### **A few things that are really important:**

Be personal! Make sure to include a picture of yourself on your sidebar, paste your name every where on your blog and let everyone know you're going big! Look at the difference between **John Chow** and **SlyVisions**, the difference is they both have equally rubbish content, the only difference is John has 100,000's of visitors coming to his blog making him over \$40,000 a month! This is because John has made himself look aspirational and is showing off how he makes money while he sleeps, it's all about how you make yourself look.

# How To Make Money **BLOGGING**



## Great blog design and branding

In the Day 2 lesson I spoke about blog themes, It is so important for your brand that you have a good theme. So often I see great content on rubbish designed websites, what's worse is they aren't prepared to invest \$80 in themselves. If you haven't already got your **Wootheme**, order it now!

## Inspire People With Your Story

Everyone has a story, but most don't use it. Make sure to tell people why you are important, what's happened to you to make this website. Every day I see a new weight loss blog created but the difference between the successful ones and the failures is the successful ones are personal, they include progress reports, pictures of themselves before and after. They inspire people, make it so anyone can have the same success as they did. Look at me, I am dyslexic, a high school drop out and really lazy yet I work 1 hour a day and earn 6 figures a year online, surely If I can do it, you can to? See.... ;-)

## Finishing Touches

A huge part of my traffic comes from all the small things I did at the beginning such as starting a mail list, RSS feed, link exchanges etc.

I spoke about how important my mailing list and RSS feed are to me in the day 2 email. So many people will come to your website and never come back because they don't have anyone to remind them. That's why RSS and mailing lists were invented, so they could be! Make sure you get everyone on your list and prompt them often to come back. They won't mind as long as you provide them with value! I actually get people emailing me saying "Michael, its been a few days, where's my newsletter!" - crazy but it's true, people actually look forward to your emails, like you probably have been waiting for this one.

You have a blogroll, use it! Go to your favourite 10 bloggers and offer to exchange links, its not huge traffic but its great for branding and finding new readers. The other thing I recommend is blog commenting, I am not a huge fan of it but it can drive you a lot of traffic. Go out and comment on all your favourite blogs every day and other readers will click your link, they will also see you featured on the right hand side of the website as you could well be a top commenter!

I even still get traffic to my website because when I started I got myself some business cards, as I was about to order, I noticed I could have magnetic cards, so people could stick them to their fridges. Later that month I went to a seminar, 3 years later and people still have my card up and reading my website. Actually it can be a pain in the butt because they still are ringing me up ha..

If you are wondering where I get my business cards from, try **VistaPrint!**

Yan who writes for my other website has done a great post sharing all the top tips for **creating a great blog**, well worth checking out!

Day 5 will be a big day, so make sure you have everything ready and I will share my secrets with you ;-)



## Day 5

### Making Your Blog Sticky and Creating a Community

To make your website “sticky” means to use techniques to ensure your readers come back day after day! Sticky websites make more money so in this email I share with you how I make my website sticky and add value to my blog to drive the price up.

#### Adding Value To Your Blog

Creating a profitable blog isn’t just about making more money while you sleep than from your day job but to also create an asset you can one day sell. Perhaps you want to retire one day and go on a trip around the world, buy a villa in the south of France or you just want to feel financially safe. When you sell a website you can sell it usually for 12 months revenue, so if you are making \$200 a month, you can then sell it for \$2400. On some occasions the site can sell for a lot more, I have seen blogs sell for more than \$10 million with monthly earnings around \$10,000.

When you signed up for my eCourse, I mentioned that you should “Have the end in mind and make sure every day you are working towards it” - you need to be thinking from day one who you want to sell your website to years down the road. For example if you are starting a tech review blog, then you may consider selling it to Microsoft one day.

The best type of competition is your own and so once you have mastered one successful blog, you may want to consider launching another blog related to your first. Someone who has done an amazing job with this is Collis Ta’eed, he first launched a freelance blog, less than a year later he found his readers also wanted to learn more about Photoshop so launched a new blog for that and within a couple years, he now has over a dozen blog’s earning upwards of a million dollars a year. He was only able to do this so successfully because they were all related and so every time he launched a new blog everyone jumped on board and started reading it.

One thing which I am a huge believer in, is reinvesting your money into your projects. So many bloggers earn thousands of dollars from their blogs and never put anything back into it. It comes to a point where your blog can’t improve much further without you investing some of your money. I really wouldn’t be where I am today if I didn’t invest in myself and my business. One of our interviewees, 21 year old Jon Wheatley **explains in his interview** how he has built websites as assets to get to where he needs to be:

*I see so many people work hard on a project for months, sell that project for a non trivial amount of money (let’s say, \$5,000). Then they’ll go and spend that \$5,000 on a new iPod and a holiday. If they reinvested all of that money, their next project would be worth a lot more than \$5,000. If you keep doing this and “levelling up” it’s hard not to be successful. (Not that I consider myself to be successful).*

So in the future when you sell your blog, you may want to consider reinvesting your money into a even better blog. I often think when companies invest millions into websites because they want a piece of the pie, what if they invested it into their own website. With the Internet, business is totally different. It’s hard not to be successful and so when you invest money, if you don’t get a return, then it’s not a bad investment, you just got scammed.

# How To Make Money **BLOGGING**



## **Adding a Forum to Your Blog**

Adding a forum to your blog can be a great way to make your website sticky and to add value to your blog. Usually by adding a forum, you can double your revenue and by doing that, you double the value of your site. A few other benefits include:

- Readers Write The Content
- Readers Reply To Questions
- Possibility Of Charging for Membership
- Building a Community helps you Build a Larger Readership

Usually I only recommend what I use and recommend but from feedback I have found not everyone can invest much money so I will give you a FREE and a PAID option.

**PAID OPTION:** Every website I create I always add a forum and I do it the same way. The software I use is **vBulletin** and it does blow me away each time I use it. When I started blogging and creating communities I was silly enough to use another software which wasn't secure, not SEO friendly and customizing created a lot of issues. We all want our forum and blog to look alike and styling your vBulletin theme is a lot simpler than any other paid software. **vBulletin** costs \$100 which although sounds a lot, it will make a huge difference to your blog. Once purchased, to install unzip the folders and rename the file "upload" to "forums" and upload the folder in your Public HTML folder. Then proceed to this page and follow the simple instructions <http://yourdomainname.com/install/install.php>. Replace yourdomainname.com with your actual domain name.

**FREE OPTION:** Wordpress has launched a blog plugin that allows you to add a forum to your blog. The benefits are, customizations aren't required because its built straight into your blog, its FREE and installing is easy. The software is called bbPress and can be **downloaded here**.

You can take a look at my vBulletin forum I recently added to IncomeDiary.com, **click here to check it out!**

## **Making Your Blog Sticky**

The whole idea of making your blog sticky is to make them take action and participate in your blog and to keep returning, below are the techniques I use.

### **Get Readers To Subscribe**

The best way to get your readers to keep coming back every day is by telling them to. RSS feeds are created to do this for you and although I have touched on it in previous emails, I haven't mentioned how to get the most sign ups possible. What I did was I ran a heat map on my blog to see where people looked at most on my blog and then placed the sign up there. The best place to include a RSS sign up is at the top of your sidebar, also offer an email sign up here using Feedburner email. You can see I have done this on IncomeDiary.com although I use **Aweber** for my email opt-in as it gives me more control over my email readers.

The next place I found a lot of people were looking was directly after a blog post, this is somewhere you may want to also include an advert or related blog posts. While we are on the subject of subscriptions, sign up for our **RSS feed**.

### **Reply To All Comments and Emails**

This isn't something that I learned till recently, so many bloggers ignore their readers and their comments. I make it my personal mission to answer everyone because it shows I care and because of that I have 1000's more

# How To Make Money **BLOGGING**



readers than my competitors. My readers know they will always get their answers here and if I can't tell them what the answer is then I will send them to someone who will.

## **Post Frequent Blog Posts**

Why would someone come to your blog day after day if there isn't anything new to read. This was something recently brought up by Stuart Wooster who is one of the eCourse members, he posted on our forum the effects of his traffic when he stopped posting daily. **Check that out here!** Pretty self explanatory, post daily and you will be much more likely to be successful. What I do is prepare several weeks of posts in advance and pre publish them so that every day a new one is published on the blog. This means I can be doing anything I want, anywhere I want and still know my readers are getting fresh new exciting content!

## **Social Proof**

Social proof is really important, everyone wants to know if the website they are reading is dead or not. One thing you can do to show it's an active website is by showing your RSS readers, you can do this by going to your feedburner account and click publicize and then you can add a stat counter to show how many RSS readers you have. Another thing I do is to try and build up my comments, you can do this in a few ways, you can ask friends to comment, you can also ask readers questions in your posts and so they reply to you. If you took my advice and decided to reply to everyone's comments, then that will also boost your comments greatly and make your blog look hugely more popular.

Also if you did decide to add a forum to your blog, I use a plugin for vBulletin which shows the members who have visited today. This will show the readers if the forum is active and if they should expect a reply.

## **Auto Responder Series**

I have touched on building your mailing list several times over the eCourse but I can't stress to you enough how important it really is! Take for example my FREE eCourse, you get an email every day for 7 days where I teach you for FREE but I have the opportunity to keep referring back to my website. So when you visited my website and signed up for the eCourse, there was a huge chance you would have never come back but now you have probably come back every day for a week now.

Check out this **interview with James Schramko** he doesn't just share how he gets a huge amount of sign ups but also how he makes \$100,000's a year from them! For your auto responder series, I recommend **Aweber** and **iContact**, they both offer a great service!

## **Blog Competitions**

This is a great technique you will see a lot of readers using, if you offer a blog competition, your readers will return more often to see what's up for grabs and how the contest is going. When seeking prizes for your contest, there is no reason for you to be out of pocket, contact your competition or someone high up in your niche for FREE give aways, 9 times out of 10 I get what I want. ;-)

## **Building Relationships with the Competition**

One other really important thing to getting decent repetitive traffic is to build relationships with your competition. My competition often include me in their weekly roundups and put my link in their blogroll. You really need to reach out to your competition and make sure you do something for them, then they will feel they have to do something for you. This works with so many things, if you comment on someone else's blog, they will comment back 9 times out of 10. If you mention them in a post then they will remember you next time they want to do a weekly round up post. Another way to build great relationships and have a chance to network with competition well above you is by asking them for a Interview. For example **Rachna Kingston** is much more successful then I am and she sure is making a lot more money but when I asked her for a interview, we started

# How To Make Money **BLOGGING**



being friends and now I know if I ever needed something, should would be able to help me. Actually another benefit was, Rachna included a mention of the interview on her blog and this is really common. If you took a look at my about page you would see that I link to all of my interviewees and let me tell you, they would get plenty of traffic from that!

Another great example is **Adriaan Pienaar**, I reached out to him for a interview for this blog and now 3 weeks later I sent him a email asking for 5 FREE Wordpress themes worth \$400 and without hardly anytime passing, he emailed me back saying, Definitely Michael, just name it and it's yours! I am sure if I didn't ask him for an interview and start talking to him, then he wouldn't be so eager to help me out. You don't just get to be their friends but the huge other benefit is you get the content and this type of content, is KING! ... Ooo and don't let me forget, they do all the hard work for you by answering your questions!

Actually just for that reason, I want to give you guys a challenge today, go off and find one of your biggest competitors and ask them for an interview, once you have done this, leave your interview link on our forums and I will make sure to check it over and give you any feedback possible. Just to help you guys out even more, below is the email I use to send to my interviewees, it never fails!

*Hello Craig,*

*My name is Michael Dunlop and I work for Midascode LTD representing the young entrepreneurs network of websites.*

*We have recently begun doing interviews with successful entrepreneurs and we would love to invite you to be one of our main interviewees.*

*Our two main sites are: [www.retireat21.com](http://www.retireat21.com) and [www.retiredat21.com](http://www.retiredat21.com) they offer business, webmaster and life advice to young entrepreneurs.*

*You have been on my wish list for a while now, and I was particularly impressed with the success you have had with Craigslist.*

*I appreciate you are very busy, but please get back to me if you would like to go ahead with this.*

*Also, we will include links and promo material for your site, and we have a combined readership of over 100,000 readers per month on our webmaster/business sites.*

*Kind Regards,*

*Michael Dunlop*

I hope today's email has opened up your eyes to some new ideas and hopefully made you think about what your end in mind actually is!



## Day 6

### Your Questions Answered

Recently I emailed everyone asking them what they have been struggling with on the eCourse and if they had any other questions related to blogging. I got 100's of responses from people with some great questions and so today I would like to cover them. If I haven't answered your question, feel free to ask more **questions on our forums**.

Something I often say is take action and you will be successful, yesterday I was sitting with a bunch of well known guru's and realized it's not about "Taking Action!" It's about Taking The Right Type of Action. So make sure you check out these tips and advice I provide below and then make sure you act on them.

### Design and User Optimization

**I have existing URL's that I want to move over to wordpress, how do I keep the same URL's as my none Wordpress Blog?**

Under the Page Title form is your website URL, click EDIT and you are able to change what the URL is.

**I want to make my blog look like it has been around for a lot longer then it has been by changing the date of my posts, how do I do this?**

If you go to edit or add a new post, in the top right corner there is a box where you publish your post, above that button is an option to predate your blog posts. I did this recently on an old blog where I switched it over to Wordpress. We wanted to show readers that it was in fact 4 years old and not created yesterday.

**How to customize the site in order for it to look a way which is relative to my particular blog?**

I recommended a company called **Woothemes** to you all on the second day, the reason I choose them over any other company is because they give you so many options to customize your blog, its amazing! If you go ahead and purchase a **Wootheme**, login to your wordpress admin and scroll to the bottom, on the left side you will see a button with the name of your theme. Click that and you will see a lot of options to customize your blog, different colour schemes, different image sizes, different homepage features, different sidebar options and the list goes on. Another great thing about Wordpress is widgets, it lets you easily with no HTML knowledge, edit your sidebar and move different features around. You can see a link to widgets on the sidebar as well.

**How do I change the header image from the wordpress theme into a image of my choice and have it resized accordingly?**

I recommend you check the Wordpress help files for this, you can see them by **clicking here**.

# How To Make Money **BLOGGING**



## **Can I use a FREE blog hosting site such as Wordpress.com or Blogger.com?**

This is one thing I want to get very clear. This will be your biggest blogging mistake if you go ahead and do that. Definitely go and use a good hosting company and buy your own domain. It will make you look 100x more professional and give you so much more control. Also, so many people get really far and then find they need their own domain and hosting and lose a lot of followers and search engine love because they have to move over to their own domain. Another thing to mention is, no one will buy a FREE hosted blog!

If you want to buy a domain, see **GoDaddy.com** - you can have 10% off if you use the coupon code: **cjcsave10**

If you want to buy hosting, see **HostGator.com** - you can have your first month for 1 cent if you use the coupon code: **Retireat21**

## **Legal Questions Answers**

**NOTE:** I cannot provide any legal or financial advice - you must get that advice from a properly authorized professional.

### **What guidelines should I follow towards creating a privacy policy and terms of use doc on my future site?**

If you collect any "personally identifiable" information on your site, you must have a privacy policy to explain what you do with that information. Terms and conditions are optional. They can certainly improve visitors confidence in you if you have them, but they aren't absolutely necessary.

### **Is there any legal documents to get or pay taxes etc. after advertisers pay me?**

As a generalization - circumstances will vary from country-country but in most places you will be required to declare all sources of income (employed or self-employed) usually at least once per year in the form of completing a Tax Return.

Again, this varies from country to country, but in the UK you can "earn" a certain amount of income before paying Tax. But in any case you will be required to complete a tax return (even if no tax is due). Also in the UK if you decide to trade on a self-employed basis you will need to let the HM Revenue & Customs know and make what is called NIC payments. The other option is to set up a Ltd Company - and again there are rules that apply to that.

As I said, get proper advice - that is applicable to where you live, but the short answer is that you will need to complete a Tax Return and Pay Tax on your income. Therefore it is essential that you keep proper documented records of all your trading.

### **All the top blogs use great images for their blog posts, can I use Google Images, if not, where do I find images?**

You are not allowed to use Google Images or any other images, however everyone does it. What I personally do is use a company called iStockPhoto which has millions of professional images you can use for your website at a cost of between \$1 and \$3 for images.



## **Making Money With Your Blog Questions**

**Every where I go, people are buying and selling things in dollars but I am in England. What do I have to do to take dollars and should I be taking dollars?**

If you don't take dollars then yet again you will only be limiting your success. The Internet is global and your customers are around the world. To take dollars all you need to do is have a PayPal account and they will transfer the money into pounds when someone sends you dollars. For those who are not familiar with PayPal, what they do is allow you to take and send money online. Once you have money in your PayPal account, you can either withdraw it to your bank account or send it to other people online.

**My blog is about a million and one things, how do I monetize my website if every page is about a different niche?**

The best thing to do is run a CPC advertising network on your website such as Google AdSense. They will display different adverts on your blog depending on what the post is about.

**Is it possible I venture into the niche that is profitable but which I lack the knowledge on?**

Like I mentioned earlier, if you blog about your passion and provide value then the money will come. You won't be able to do this in a niche you know nothing about. Stick to what you know!

**I would like to know where I could find advertisers for my blog?**

One thing I say a lot is provide value and the money comes. This is so true with finding advertisers, they will find you if you have a valuable website so I would concentrate on content first. If you are still struggling to find advertisers, I recommend going to webmaster forums and marketplaces such as **Digital Point** and **Sitepoint** where you can offer your advertising for sale to other webmasters, this has always worked for me.

**How do you know which affiliates to go with and which make the most money per conversion?**

A lot of the time it's down to testing. Quite often I will try something for a month and find it either works or it doesn't. Depending on which affiliate network you work with, most will have a top converting affiliate program section to show you how well they convert, I usually pick from here. Something that is important to remember is pick things that are good products and not because they make you the most money. There is nothing worse than a great website, promoting rubbish products because it makes them look bad and their readers lose trust.

If you want to find good affiliate products to promote, I recommend you try **ClickBank**, they even show you what products convert the most.

**How do I know the companies I am affiliated to know that the traffic I send them is from my site?**

What happens is when one of your readers click on your affiliate links and go to the website, it stores a cookie on their computer which recognizes who sent them there to order. Affiliate programs are not always perfect, I have missed out on sales in the past because the process isn't always 100% safe, it's just a risk we have to sometimes take to make money. My affiliate income is about 80% of all my income so it seems to work fine for me.



## Content and Optimizing it for the Search Engines

**I work a 9 - 5 job right now and don't have the time to produce much content. I don't want to use an article writing service as they seem not to do a good job?**

Great question and something I completely agree with, I hate to see websites use article writing services because they don't provide the quality you need to become an authority in your niche. What I do is I ask top people in my niche to answer questions for me. I do this in two ways:

- I ask them to do an interview for my blog where I ask them questions over email and they will respond. For this, you want to ask the top people in your niche for an interview, for example if you have a cooking website, you may want to ask Gordon Ramsey to do an interview or the inventor of some cook wear. Preparing the question usually takes only 5 minutes and because of this, people will now associate your blog with these big names and it will make your blog look like an authority.

- The second thing you can do is ask top people in your niche to do guest posts. I have often done this with my interviews. Once they have done an interview and if it gets a good result, then I will ask them to actually spend some time once a month to share more of their knowledge with my readers. Usually they agree because it can be great for marketing and ego.

This question came up a lot so I decided to **create a video** on it for you guys:

**Should I have lots of content to my blog before trying to actually get traffic to the site?**

Nope, I started IncomeDiary a couple months back with 3 articles. The biggest mistake people make is by waiting till their website is perfect and often it never will be. Just aim for 70% and your site will go far. Get your blog online and start promoting once you have your first couple articles online.

**Do you personally outsource some of your content writing?**

I won't lie to you, all my best content is outsourced. I mentioned above I hate getting articles written up for me, so what I use instead is an outsourcing company to do research for me. For example I ask them to research the top 30 earning websites, this usually takes them around 5 hours costing me \$50. With this information, I simply insert it into a blog post and do a short introduction. I recommend everyone tries this out, most of these types of articles send me at least 5,000 visitors which would cost me around \$2000, so the return is huge!

**Where do you come up with all your blog post ideas?**

Creating content is really easy, everyone can just copy my articles and bring them to their own niche. For example I did the **top earning websites**, well you could do, the top 30 earning golfers, or top 30 earning race drivers and so on. Another bit of creative content I do is 10 Reasons Why It Sucks To Be A Young Entrepreneur, you could do the same for your niche, 10 reasons why it sucks to be a golfer. Once you have done that post you can do 10 reasons why it rocks to be a golfer. Top lists are so easy to do and take very little time so try it out!

# How To Make Money **BLOGGING**



## **Should you look to write specifically on one topic-area only?**

Often by doing this you limit the level of your success although it's best to be the best at something small than just alright at lots of things. If you are blogging at Sports then you may want to start with F1 Racing and then move over to Bikes and Water sports once you are at the top of the F1 niche.

## **My blog will be about myself and my business, should I call the URL my name so for example, JohnSmith.com?**

I love reading personal blogs but at the end of the day it only allows you to go so far. There are blogs that earn upwards of \$40,000 a month and if they were to sell they could get over a million dollars, problem is their blog is their name which makes it next to impossible to sell.

## **Driving Traffic To Your Blog**

### **Should I be using social bookmarking like Digg and Stumbleupon to drive traffic to my blog?**

I often don't but when I do, the effects can be huge! I have often reached the homepage of DIGG which has got me features on other websites such as Yahoo news, AOL news, PCworld and even newspapers around the world totalling to xxx,xxx's of visitors to my website in a very short amount of time. Not only that but you get really good search engine rankings because of it which can effect your business for ever. See my **Dad's website** for more information on getting to the front of websites like Digg and having the same effects I have had from it.

### **I want to rank number one in the search engines for my keywords, how do I out rank all my huge competitors and become number one?**

This is by no means an easy task but I will share one tip I know that has let me rank on many occasions number 1 for hugely competitive search terms. That is Digg! By hitting the front page of digg, it automatically tells Google that you are an authority for that keyword or phrase. I will show you a couple examples of the results. We rank number 1 on Retiredat21.com for the term "Self Improvement Advice" over night, some of you know how hugely competitive that niche is but for those who don't, that sent us 250,000 visitors in 10 days and drives us 1000's of visitors a week for that term. Another example is I rank number 2 for "Young Entrepreneurs" because I did a top young entrepreneurs post and posted it on Digg. This sends me 100's of visitors a day and made me an authority for my niche, I am 100% sure, if I didn't get front page on Digg for that, then I wouldn't be anywhere near as popular in my niche.

### **I often try to get to the front page of social networking websites such as Digg because I hear the effects can make me a lot money very quickly, how do I do it?**

You are right, the day I hit the front page for the first time I earned around \$1000 but because of hitting the front page, I have probably earned an additional \$10,000 through long term traffic and search engine rankings.

*The problem is, it's not easy! A few things I recommend you do to increase your chances:*

- You make lots of friends on Digg, add everyone you can so they see your Digg submissions and messages.

# How To Make Money **BLOGGING**



- Become friends with a top digg user, often called Power User. When they submit an article to digg, that is usually enough to get to front page, attracting usually 150+ Diggs in the first 24 hours, which is usually what you need to get front page.
- The other hugely important thing you need is creative and quality traffic! So often people do this wrong. What I suggest you do is join my father's and Dean Hunt's membership website, **Buzz Profits** - where they cover this in great detail. It costs \$47 a month and even if you only get front page once a year, you will be \$xxxx's ahead of the rest, so in my opinion, well worth it!

## **I often read that I should be commenting on all blog posts and forum posts in my niche to drive traffic, is this true?**

I personally don't do it because I don't see much results, having said that, if you do it on a high level then you will see higher results. It's worth giving it a couple days and seeing how it goes. I often comment on blog posts, not for traffic but for brand awareness, so people realize I am still alive and kicking!

## **When you covered how you drive traffic to your website, you didn't mention Stumbleupon and some other social network websites. How come and should I be using them?**

Just like the quality of content, you also want quality traffic and that's something Stumbleupon doesn't provide and also so many other social sites don't. You only want to be working on bringing quality traffic such as Search Engine Traffic, Paid Traffic and Twitter Traffic.

## **The Twitter software you shared with us for FREE has blown me away, should I be focusing on making money directly from Twitter or use it to drive traffic to my blog and make money there?**

You have to remember, you're building an asset by creating a blog, something you can hopefully sell one day for a lot of money. If you are not promoting your blog on twitter then you are not going to be getting as good results from your blog, so it won't earn as much money. Although it is easy to make money directly on twitter, it is frowned upon and will end up getting you banned. What I do is promote my blog posts and then monetize them instead, for me, this works best!

I hope today's lesson has opened up your eyes to some new ideas and hopefully made you think about what your end in mind actually is!



## Day 7 Have You Taken Action?

### Congratulations From Michael

Today I just want to show you a quick video to say thank you for joining my eCourse. Completing this course is an awesome first step to online success. If the video doesn't appear, **please click here to view it in your browser!**

You've got to just get to it. Stop procrastinating. I've had so many people say they're going to do something, and then months down the line they still haven't done it. It's just a big mistake, so take action right now. You've got your links.

The second thing I wanted to tell you is I'm going to email you every week now with something new, something unique, something you can't find so much on the Internet.

The first thing week I'm going to email you is how I autopilot my blogs so I can still be making money without having to do one little thing to them for maybe a month or even six months at a time.

One of my blogs I actually didn't even update for nine months, and it was still getting 30,000 visitors every month. That's because of the strategies I was using.

I will show you how to autopilot your income so you don't have to talk to any advertisers - you just keep collecting money each month - how to autopilot your content so it updates to new content, and also your traffic. There's a few traffic-generating techniques I'm going to share with you on that.

There are going to be a little more emails every week. I won't bombard you with too much stuff. I won't be selling you anything. I'm just here to help, really.

Once again, thanks for doing my eCourse, and if you'd like to contact me, my email is at the end of this eBook. You can follow me on Twitter and Facebook, and also join the IncomeDiary forums. I'll appreciate chatting to you on the forums.

### eCourse Download Links

**Day #1 - Installing Your Wordpress Blog:** [\*Download\*](#)

**Day #2 - Installing Your Blog Theme:** [\*Download\*](#)

**Day #3 - Making Money From Your Blog:** [\*Download\*](#)

**Day #4 - Driving Traffic to Your Blog:** [\*Download\*](#)

**Day #5 - Making Your Blog Sticky:** [\*Download\*](#)

**Day #6 - Your Blogging Questions Answered:** [\*Download\*](#)

# How To Make Money **BLOGGING**



## **Where To Go Now? Is There Still More To Come?**

The first 7 days was just a quick education in making money online blogging. Over the next few months, I will email you once a week with much more advanced stuff that I do to make money online and more importantly, with only an hour a day. I know it sounds unrealistic to be able to make more while you sleep than everyone else does in a full days work but it can be done and I will help you. In the next couple day's you will get your first email from me where I share how I autopilot my blog so I can still earn money from it for months and months to come.

## **Further Learning and Resources**

From the looks of things, some of you are already doing really well online. You all seem to of really appreciated my twitter tricks I taught you so I will make sure to do more content like that in future. Below is a few products I personally recommend and use to help me make a lot more money online. These are really solid products or like my mate would say, Top Draw! The Best Of The Best.

**Blog Mastermind By Yaro Starak** - Yaro teaches how you too can master the exact SYSTEM he uses to make a minimum of \$10,000 to as much as \$35,000 per month, blogging part time. Yaro is the go to man for anyone who wants to learn blogging, he sets a high standard and his blog has no doubt made me a better blogger.

**Blogging To The Bank** - Rob Benwell, a UK millionaire bloggers reveals in this step by step blueprint how he makes as much as \$90,480 a month from just a few hours work. I first met Rob back in 2006 when he spoke at Yanik Silver's underground seminar and he shared a wealth of information about blogging, some stuff people haven't even heard of yet! When it comes to blogging, this guy knows his stuff!

**Atomic Blogging** - Is run by Alvin and is one guy you can count on. He is just a normal person who in 2006 decided he didn't want to work for "The Man" and decided to go about making money online blogging. Alvin includes everything you need to make money online including loads of great tools, Wordpress themes, interviews with top blogger's and is also recommended by big name guru's such as John Chow, Carl Ocab and Yaro Starak!

I even had the opportunity to interview Alvin on our blog, [you can check that out here...](#)

I hope you have enjoyed my eCourse and it has opened up your eyes to some new ideas and hopefully made you think about what your end in mind actually is! If you would like to keep in touch with me and see what I am doing, you can follow me on [Twitter](#) and [Facebook](#).

To our success,

**Michael Dunlop**



## **BONUS CHAPTER**

### **Making Money with Email Marketing and an Autoresponder Series**

Making money online isn't always easy and nothing is for certain in business, however when you have a good email list, it can be like printing money!

Today I want to share with you how to create your own email list and to make money from it. The great thing about having a list is you can always be making money, all you need to do is find a offer that you can sell to your mailing list and then send it to them. For example, last month when I was in Cyprus I emailed my list a promotion and was able to pay for my whole entire trip two week trip, all it took me was 5 minutes. **The thing with blogging is that your traffic can drop and advertisers can come and go but if you look after your 'list' it is yours forever.** If you were to lose your blog today you would have nothing to show for it, your advertisers won't carry on paying and readers will quickly realise you no longer exist, however if you had an email list you would carry on making money. Personally 80% of my income comes from sales generate from my email marketing and eCourse and is by far the best approach to making money blogging I have come across.

*Below is my step by step guide to email marketing:*

***The only choice you need to make is, how much money do you really want!***

#### **Creating a "hook" so people sign up for your list**

When I created WebDesignDev back in 2006 I got my programmer to create some custom newsletters software which worked to the extent I thought that newsletter software should work (send emails and that's it). There was many things wrong with this, the biggest problem was I didn't get my sign ups to double opt in which meant I wasn't legally allowed to email them. When I started my next site in late 2006, I made sure to get this right and get some email software that I could rely on and worked. After researching I found most big Internet marketers where using a service called **Aweber** and so I invested \$19/month and bought it. **Frankly working with Aweber is probably one of my best business investments ever.**

When I first started I simply said, "Sign up For Retireat21's Newsletter", I think I got around 4 or 5 sign ups weekly doing this, not very good. A couple months later I decided to offer a FREE eBook about making money online and opt-ins went up straight away to around 4 or 5 per day and it grew from there. I realised that to get more people on my list I had to almost "bribe" them to sign up, a few examples of good incentives would be, FREE reports, eBooks, eCourses, Design Templates, Software, basically anything you can give over the Internet that holds value. A lot of people aren't keen to give away something too good but you've got to remember, the better it is, the more sign ups you will get and so the more money you will make.

***A few things to remember when offering a hook:***

- Make it stand out with a good title, copy is one of the most important things because if people can't see the benefits of signing up, then they simply won't!
- Add a eBook design, this helped a lot to make it stand out and make it look like there was value to the FREE eBook. For those looking to get a eBook design, I recommend you check out Digital Point webmaster forums because it's the cheapest place to go for small design work like a eCover.

# How To Make Money **BLOGGING**



■ Social Proof, if you have several hundred or a lot more, then show it off with a **Aweber** List Counter, if your readers see you have a lot of sign ups, they will think they should to because everyone has.

## Setting up your email list and adding an auto-responder series

Once you have decided what type of list you want to have, you have to create it. Like I mentioned above, you should use the service called **Aweber**, by far the best and has some great features to work with. Once you have ordered **Aweber**, login and we can start.

If you have done that, here's what to do next: In the top left corner, below the logo you will see a link to **Create and Manage List**, click this and then click Create a New List. Fill out the form and click **Save List Settings**. Now we need to create a opt-in form so people can sign up for your mailing list on your website, in the header, click Web Forms followed by Create Web Form. Fill out the form and click **Next**, an example of one of my forms is below:

### Creating a Opt-in Box For Your Blog

**1: Form Details**    2: Design Form

Form Name:  Appears only to you.

Type:

- In-line - Appears within the current web page body.
- Pop-up - Pops up in a new window.
- Pop-under - Opens a new window underneath the current window.
- Exit Pop-up - Like pop-up, but the new window appears when the visitor leaves the current page.
- Pop-over/Hover - Appears to hover within the web page. Usually unblockable.
- Lightbox Hover - Fades over entire webpage.

Thank You Page:   
 Open in new window?

Forward Variables:  Post CGI variables to the thank you page? (If you don't know what this means, leave it unchecked.)

Already Subscribed Page:

Ad Tracking:

Start on Message:

Subscriber Chicklet:  Include current subscriber totals. 2000 HEADLINE BY AWEBER

**Next**

You will notice that I have added a custom thank you page URL, I recommend you all do this. A easy way to set one up is to go into your Wordpress Admin and click Pages, followed by Add New, now add a page to thank your new subscribers. Now you will see a preview of what your opt-in box will look like, click on the text to change it and style it. Once you have done all the edits, click Save. Now click the link saying Get HTML, you either have the choice to get Javascript Snippet code or Raw HTML Version. I personally use the RAW HTML so my designer can custom it to fit in with my website, if you won't be customizing it then just take the Javascript version. Now go to your blog and login to your Wordpress Admin, on the left side click **Appearance** and then **Widgets**. Drag the widget called Text to the right side next to your other active widgets and where it says Title, put the text you want to be seen above your opt-in box, for example "eCourse Sign Up". Now in the other box paste in the code **Aweber** gave you and click Save, it will now of been added to you blog. You can see an example of this in action by looking at the top of my sidebar where I offer the opportunity to subscribe via email.

# How To Make Money **BLOGGING**



## Add Your Newsletter Opt-in Box To Your Blog

re to deactivate them and delete their settings.

**Calendar**  
A calendar of your blog's posts

**Categories**  
A list or dropdown of categories

**Mint Popular Posts (Commented)**  
Mint Popular Posts (Commented)

**Mint Popular Posts (List)**  
Mint Popular Posts (List)

**Mint Popular Posts (Statistics)**  
Mint Popular Posts (Statistics)

**Mint Popular Posts (Watchlist)**  
Mint Popular Posts (Watchlist)

**Polls**  
WP-Polls polls

**Recent Comments**  
The most recent comments

**Search**  
A search form for your blog

**Similar Posts +**  
Similar Posts +

**Woo - Flickr**  
Woo - Flickr

**Woo - Search**  
Woo - Search

**Text**

Title:  
eCourse Sign Up

```
<script type="text/javascript"
src="http://forms.aweber.com/form/07/1144453407.js">
</script>
```

Automatically add paragraphs.

Remove | Close Save

## Autoresponder Series

The next you want to do straight away is set up your first autoresponse email for when people sign up. To set up your first autoresponse, go back to **Aweber** and put your cursor over Broadcast and a drop down box will appear, click Follow Up. Now click Add New Follow Up Message, you will now be able to set up your first autoresponse email, it's all quite self explanatory, you can choose to customize it in a few ways such as use code like {!name\_fix} to input the name of the person on your list who will be receiving it. A good thing to do on your first email if it's not a eCourse is to just simply introduce yourself and mention all your important pages on your website.

There is a big difference between offering a FREE report or eBook and giving away a eCourse. You see with a eCourse, the reader knows that you will email them regularly and so they won't get annoyed when you email them daily. So often once someone signs up for your mailing list they will unsubscribe because they have got what they want and don't want to be spammed. Even if you don't intend to create an autoresponder series, you **MUST** set up at least one autoresponse email to welcome them when they sign up. This is the time when they are most interested and have showed that they want something from you. **A good idea is to create a email to say who you are, where they can connect with you and your favourite posts from your website.**

Autoresponders can be used in lots of different ways, myself I use it to provide my FREE eCourse to teach everyone how to create a blog. Some people set up a year worth of emails to be sent out, some daily, some weekly but each time it refers them back to their website to have another chance at making them money. I have one friend who uses his list quite often to promote affiliate promotions, every time he gets a good response

# How To Make Money **BLOGGING**



from a email, he will add it to his autoresponder as he knows it performs and will likely make more sales when new people sign up for his email list.

## Michael Setting Up Day 1 Of The Make Money Online eCourse



## **Making Money From Your Email List**

You see I make it a slight mission to get people to sign up for my eCourse because this way I know they really want to be on it. Before I even get them to sign up I make them know they need to spend money on Domains, Hosting and a Web Design. Typically a lot of people buy before they sign up because I make it feel like the course is conditional on them buying the products. Once they buy they sign up, even if they do or don't buy the product they will then go to a thank you page. This is where a lot of people go wrong, your thank you page is probably the most important page because they have already taken action and are interested right now! This is where I make sure they know to confirm their email address but also I let them know again to buy a domain and hosting. On this page I always cut out the navigation which is on the main site so they have to scroll through the page first to see what I have to say before there is a link to go back to the main site.

## **Sending Out Affiliate Promotions**

Here is where you can make more in a single day (actually 2 minutes it takes to send) than your blog makes in a month. I recently sent out a couple promotions for related products to my site, both had up sells and both had

# How To Make Money **BLOGGING**



recurring revenue built in, two things you want to look for when choosing something to promote as that can bump up your earnings a lot. I made around \$2000 from the two emails and both had recurring payments so since then I have earned several thousand dollars. It's super easy and your list doesn't have to be big, mine was a 4 month old list I built from a new blog. **Another great thing about participating in product launches are the affiliate contests where you can win prizes if you perform well as an affiliate.**

## One Email I Sent Out Made Me \$1,500!

06:46	CBF*****		VISA	USD	Sale -RB	4	\$21.24	BABDOTCOM
11:20	XSX*****		DISC	USD	Sale -RB	4	\$21.24	BABDOTCOM
23:26	ZSR*****		VISA	USD	Sale	7	\$113.74	BABDOTCOM
20:59	EJM*****		MSTR	USD	Sale -RB	4	\$21.24	BABDOTCOM
19:56	SRR*****		MSTR	USD	Sale	7	\$113.74	BABDOTCOM
19:48	SNR*****		PYPL	USD	Sale	7	\$112.96	BABDOTCOM
19:40	COE*****		VISA	USD	Sale	7	\$113.74	BABDOTCOM
19:28	BSH*****		PYPL	USD	Sale	7	\$113.74	BABDOTCOM
14:01	XJE*****		DISC	USD	Sale	7	\$112.94	BABDOTCOM
08:15	GGY*****		PYPL	USD	Sale -RB	4	\$20.98	BABDOTCOM
08:10	CGY*****		PYPL	USD	Sale -RB	4	\$21.24	BABDOTCOM
16:59	EKD*****		PYPL	USD	Sale -RB	19	\$14.38	ATOMICBLOG

## Rules to Follow When Finding and Send Out Affiliate Promotions

- Always look for the best offer, for example you can sell a eBook were you will get a commission, but you would be best to find a offer that has a recurring revenue program built in so you don't just earn today, you earn for months and years to come. For example the promotion I talked about that I did in Cyprus just over a month ago, I have since earned around \$1000 in follow up payments from the recurring revenue program. Another great thing to look out for is up sells, on some promotions I make more money from just the up sells then the course itself.
- Don't send to many promotions out, typically you can get away with around 3 a week and no one gets to cross but I try to limit to once if it's a direct promotion but most of the time I don't send out ones at all because I know my eCourse performs well.
- Make sure you send promotions for target products, if you can't send many emails because you are worried people will drop out then you want to get the best results possible. Wait for a promotion that fits 100% with your business.
- Send out emails before the launching offering the affiliates FREE reports, this is huge! Basically they give you an affiliate link which you can promote to your list and when they sign up for it and get a FREE report or eBook they are now signed up through your affiliate link so when they email the there list about the launch of the product and anyone you send for the FREE eBook buys, then you make a commission, this way you don't look like your pushing the sale yourself.
- Be the first to promote, so often dozens of affiliate will email a new promotion on the same day, the first person is more likely to get the most sales. This is because a lot of lists have the same people on them so you want to be the first one to let your mailing list know.

## No Leakage Means More Money

This is something I picked up from **James Schramko** who was one our my first interviewees on this blog. We sat down on the last day at Yanik Silvers underground seminar and we compared blogs, I had double the amount of

# How To Make Money **BLOGGING**



traffic as him so naturally thought I would be making more money than him, surprisingly he told me he made around 20x more than me! After I went through his website I didn't quite understand how, he had no text links, no paid reviews and no advertisers, he later shared with me that it's all in the list. He explained if your list is so much more profitable than selling adverts on your blog, then why bother selling adverts? You see he worked out that instead of sending people to other peoples websites through adverts and reviews and instead getting people on his list, he would make more money. This is where "**No Leakage**" comes in, if there is a way for your reader to leave your website, then there is less chance they will sign up for your mailing list. A great example of this is IncomeDiary, the only way you will leave is if you go through an affiliate link or if you get bored and press the X in the top corner, so my chances of getting you on my list are greater than say someone like John Chow who has 100's of different websites you can leave his website too. Now if John concentrated on his list and getting people on his list instead of having all those banners and links up, he could earn more money in my opinion. *(But to be fair, I know John does make a lot of money with his site - but hopefully you can see the point I am trying to make)*. Another great benefit of using the no leakage rule is you don't devalue your content, readers typically hate adverts and do get turned off so your blog will stand out as being a nice one.

## **Email Marketing Rules**

You now have all the information you need to set up and start earning from your mailing list. I thought I would finish by offering a few rules I run my list by to make sure I make the most out of my list and get the best results.

**Rule 1:** DON'T SPAM!

**Rule 2:** Try not to share your list, often for new product launches they will get you to send pre launch emails to get them to opt-in for a FREE report, this is a bad idea because then they basically get a copy of your list although it's a great way to convert more sales. OK, not everyone will agree with that one and there are times when I will share the list, but the above point is well worth remembering - at least some of the time.

**Rule 3:** Be personal, your a human being (I hope) so come across like one and not a spam bot.

**Rule 4:** Be consistent in what you offer your readers, if you are offering great blogging tips then don't just "wack" up a post about blogging just because you have to, make sure everything to provide has true value.

**Rule 5:** Be consistent in how often you email your readers - I get some readers who actually email me saying "Hey Mike, I haven't heard from you in a while, when is your next update?". I try to update them Monday, Wednesday and Friday.

**Rule 6:** It's not all about the money, don't promote something just because you want to make money but because your readers actually need it - and you would personally buy it!



## **BONUS CHAPTER**

### **Twitter Tips and Tricks**

### **To Drive Traffic To Your Sites**

Every month I receive around **100,000 visitors** to my websites just from Twitter alone and so can every single one of you! I know a lot of you enjoyed the tips I shared in my **FREE eCourse** about making money online blogging and driving traffic to your blog from Twitter so today I decided to do an updated twitter guide so you can benefit more from Twitter like myself. The great thing with Twitter is the people using it are so diverse, whatever your business is about, you can find people related to your business. I remember a friend was talking to me just before we went for dinner about how he thought Twitter was just for Internet Entrepreneurs and he wouldn't be able to get people related to his business to follow him on Twitter. He runs a clothing company online offering some of the top brands for great prices. I quickly started a fashion focused Twitter account and before we went for dinner I started adding some followers. When we returned from dinner he had already had sales from being on Twitter for 1 hour. I was happy because he let me pick some shirts from his warehouse for showing him how to do it.

**Got you interested now? OK, let's take a look at how I did it for FREE:**

### **Driving Traffic From Twitter To Your Blog**

When I use Twitter, I use it so I can update my readers about what's new on my websites and what I'm doing, just like everyone else seems to do. The different, everyone else has around 100 followers and so it doesn't really make much of a difference to the traffic that goes to their website. I have around 80,000 followers now and I will share how you can quickly catch up.

Now before I go too far, I think it is important to say that while I am a huge fan of Twitter (being able to search real time about current happenings or events is awesome) - I should say that of late, Twitter has also been the subject of spammers or automated accounts set up to drive traffic to less than good websites. What I am about to reveal is not about being a spammer, it is about legitimate business people getting the best out of twitter and also about legitimate business people being fully up to speed on the techniques other Twitter users are using.

#### **Lets get Started:**

The first thing you need to do to get more followers is add more people, but adding 80,000 people must take for ever... Luckily there are tools you can use to automatically add people, now most of these range from \$80 to \$200, some even charge that monthly and well I'm not that kind of guy. So here is how you set up Twitter Friend Adder, firstly you need **Firefox Browser** and then you need to have the plugin, **Greasemonkey**. Once you have that, **click here and down our FREE Twitter Friend Adder**. Once you have done this you are all set to go to start adding people.

This is the way I add people, it doesn't mean it's right, it's just how I do it. Firstly find some big names in your industry that will have people following them that will also be interested in following yourself. For example if you have a Celebrity blog, you may want to go Perez Hilton's twitter profile, then click on followers, now in the top left will be a button saying "Add All Followers". It will automatically start adding one of his followers every 2 seconds till its added 1000. Then after 1000 people it will stop adding, this is because Twitter has a limit to only being able to add 1000 friends a day. Now you do this every day, usually at the same time, I recommend between 4 - 6pm (that is UK time) as this usually is the most active time on Twitter and you're more likely to get

# How To Make Money **BLOGGING**



people follow you back if they are online at the time you add them. Usually from adding 1000 people, I will get around 400 view my profile and click my website URL which means I get 400 highly targeted visitors in 24 hours. Bare in mind this is just the first point of contact, they will also revisit when I tweet and more people will visit when my followers retweet my tweets to their followers.

## Perez Hiltons Twitter Followers



Finding Twitter profiles related to your niche can begin to get hard, when I struggle to find people related to my niche's I use a website called **WeFollow** which basically lists top Twitter users in different groups, for example in Social Media category Mashable is the top profile, he runs the top blog about social media which means if you also have a blog about social media, you would do good to follow his followers.

## **Deleting People On Twitter Can Be Important**

A lot of the stuff I'm about to share with you is stuff I don't use myself because its not necessary for me but it is definitely something you should know about, even if you don't use it all. The first thing about adding 1000 people a day is that you will be following 600 people more every day then will be following you back so your account will have a lot less people following it then your following which will not make you look very popular. With Twitter, you want to make yourself look as popular as possible so people will be more likely to follow you, think about it this way, would you follow someone who is following 500 people and only has 200 people following him back? Probably not. But if the person is following 500 people and has 50,000 following him back then he will look like he has something good to say so you will be a lot more likely to follow him, so social proof is really important! **Below are some tips and tricks you can use to cut down the amount of people you follow on Twitter.**

Automatically un-follow everyone who doesn't follow you back is the first step to getting down the amount of people you follow. Now I don't recommend you do this every day as it won't give your new followers enough time to follow you and check your profile out so you should do it perhaps twice a week. The script you should use for this is **Twitter Mutuality**, you can unfollow everyone not following you or choose to unfollow everyone.

The next thing I do and do recommend you all do is use a site called **UnTweeps** which will allow you to automatically un-follow anyone you are following who hasn't updated their profile in a few days, you may choose any amount of days you like but I think a fair amount of days would be 7 because for some reason they

# How To Make Money **BLOGGING**



could just not of been able to get online. This is a great tool because if they haven't updated then they won't be seeing your Tweets, a lot of them will be following you back so it will make you look even popular because they won't un-follow you because they don't use anymore.

If you do get to the point where your following 40,000 people and you realize you really don't want to be following all these people, then to delete everyone is really simple. Its something I don't 100% agree with but I do see this happen a lot and then people will think your super popular. If you want to do this, the tool to use is **Twollow** which will allow you to delete 2000 people at a time.

## Using Twitter and Blogging Together

As I mentioned above, using Twitter to drive traffic to your blog is super important and is one of the reasons for my success. To get more out of Twitter, you want to promote Twitter on your blog in a few different ways. One of the most well known ways is to add a TweetMeMe button which includes a counter of how many times people have retweeted your blog post and it allows other people to automatically retweet it themselves. To use this counter and others TweetMeMe have, [click here](#).

For those lazy people or for those who like everything automated this next resource is really good. If you pre-publish your blog posts like me when you go away on vacation or when you have guest posters and won't be around then you can automatically tweet when new posts are published on your Wordpress blog. **Twitter Poster** will take the title of a new post and will submit it to the Twitter account specified in the options. It will also add the link back to the post, allowing your twitter followers to access the post details

## Other Twitter Tools I Use

Managing 80,000 Twitter followers is impossible, you can't see what your real friends are doing and the updates that are important. For me its important to see what Young Entrepreneurs, Gurus and Web Designers are saying so I set up a group for each and added the necessary people to each group so I don't miss a tweet - you can do this using **TweetDeck**.

As a lot of you know, I went away for a couple weeks and didn't really update my sites for a month, over that time I still wanted to boost my traffic so I asked my VA to pre publish 100 tweets, a new tweet had to be sent every 2 hours and once the 100 tweets have been published, just repeat. To do this I used pre-publishing software, TweetLater. You can also use **TweetLater** to send automatic messages when someone new follows you, welcoming them and recommending your website. Although this is great to do, it isn't really effective anymore as it seems everyone does it (I have over 10,000 messages, I guess 9,950 are automatic).

### Earnings Disclaimer

While we make every effort to ensure that we accurately represent all the products and services reviewed on this website and their potential for income, it should be noted that earnings and income statements made by IncomeDiary.com and its advertisers / sponsors are estimates only of what we think you can possibly earn. There is no guarantee that you will make these levels of income and you accept the risk that the earnings and income statements differ by individual.

As with any business, your results may vary, and will be based on your individual capacity, business experience, expertise, and level of desire. There are no guarantees concerning the level of success you may experience. The testimonials and examples used are exceptional results, which do not apply to the average purchaser, and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation.

There is no assurance that examples of past earnings can be duplicated in the future. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the internet that we cannot foresee which could reduce results you experience. We are not responsible for your actions.

The use of our information, products and services should be based on your own due diligence and you agree that IncomeDiary.com and the advertisers / sponsors of this website are not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information, products and services reviewed or advertised on this website.

# How To Make Money **BLOGGING**



## About Michael Dunlop

*Young Entrepreneur, Internet Marketer, Adventurer and Blogger Michael Dunlop invites you to start making an additional income online today, full-time or part-time.*

I am only just 20 years old and earn a full time income from the Internet on barely half time hours. I launched my first profitable website when I was 16 years old and have been fortunate to hang out and interview some of the biggest names online such as Mark Victor Hansen, Tim Schmidt, Ted Nicholas, Ryan Lee, Joel Comm, Yanik Silver, Craig Newmark, (founder of **Craigslist.com**), Perry Belcher, Cameron Johnson, Yaro Starak, Bob Parsons, (Founder and CEO of GoDaddy), Carrie Wilkerson, Russell Brunson, Matt Mullenweg, (founding developer of WordPress) Andrew Lock, Ewen Chia, Jerry Gillies and my good friend - Dean Hunt..

**Whether you are a student, a stay at home Mom or in a horrible 9 - 5 job working for "The Man" I challenge you to start earning an additional income from the Internet.** But how are you going to do this - you are probably thinking? The easiest way I know is to get online and start earning money is from Blogging (writing) about something you know about and are passionate about.

Below you will find out some more information about me, about my websites and my success online.

Follow Michael On: **Facebook, Twitter, Myspace** and **Linkedin**

## Young College Dropout Conquers The Internet

I now run several very successful websites including **Retireat21** and **WebDesignDev** which both can work on autopilot which means I don't need to work for the next couple of months and still will make way more than all my friends, perhaps more than all of them put together.

## Michael In The Press

Apparently I am going to be worth \$10 Million by 25!  
(From a Brazilian Newspaper that ran a story about me)

Local Newspaper Interview:  
**East Preston youngster's dot com success**

