

Marketing
Attention

Tactics

Pillars

Strategies

Topic Selection - Passions vs. Profits

Direct Ad Sales

BLOG PROFITS

Blueprint

Leverage

Compound Effects

Monetization

Content + Marketing = Traffic

Network Effects

Buying and Selling Blogs

Blog Networks

Communication Channels

Streams and Rivers

Recursive Affiliate Income

Peer Relationships

By Yaro Starak

Table of Contents

How To Make Money Blogging.....	3
Blogging as a Business, Not a Job.....	5
What's Next?.....	6
Who Is Yaro Starak?.....	7
What Is A Blog And Why Are They So Popular?.....	9
How Blogs Make Money.....	12
The Two Key Ingredients For Attracting Attention.....	13
Why Do You Blog?.....	14
How To Choose Your Blog Topic – Passions Vs. Profits.....	14
Let's Talk Tactics.....	16
Content + Marketing = Traffic.....	18
What Is A Pillar?.....	19
How Do You Create A Pillar?.....	19
How To Market Your Blog.....	23
Time vs. Reward.....	24
Most People Are Lazy.....	25
Communication Channels.....	25
The Power of Leverage.....	27
Compound Effects.....	28
Think Big Picture, Work Little Picture.....	29
Traffic Tactics.....	30
Peer Relationships.....	32
Network Effects.....	34
Start With Your Peers.....	35
Bigger and Better Content Pillars.....	36
It's Time To Make Money.....	38
Can Blogs Be A Stable Income Source?.....	39
The Holy Grail of Blog Monetization - Recursive Affiliate Income.....	40
The Next Best Option – Direct Advertisers.....	42
The Problem with Google AdSense.....	43
Other Monetization Options.....	44
My Top Blog Monetization Methods.....	47
Turn Your Blog Into A Business.....	48
Why Most Bloggers Fail.....	49
Do You Have Enough Information To Succeed?.....	50
Congratulations! – Now Get To Work.....	52
Advice For Beginners, The Lost And Confused.....	53
Would You Like Me To Coach You?.....	53
Thank You For Your Attention.....	54

How To Make Money Blogging

What you are about to read is the result of three years of blogging and eight seven years of *hands-on* Internet business experience. This advice is unique because it comes from someone who knows **BUSINESS** as well as blogging and who has applied business principles to make money from blogs.

Without the skills and commitment that come from building a business, most bloggers never get to the point where they can quit their job and become real professional bloggers. I believe this is THE major reason why most people who blog for an income fail.

Most people lack the right mindset and the necessary mental throughput to make professional blogging work. Without congruency between strategy and tactics, no amount of good advice, tips, techniques, case studies or even the holy grail of blogging wisdom – “write good content” - will get you there. You will be hitting your head against a wall or sitting in a corner paralyzed and over-stimulated.

It's my goal with this **Blog Profit Blueprint** to open the eyes and expand the mind of every would-be professional blogger who has ever wanted to make blogging their main source of income. Prepare to be shocked, disappointed and, finally, energized with a new workable attitude that will lead you to blogging profits.

Here's to your blogging success,



Yaro Starak
BlogMastermind.com



Darren Rowse from Probblogger.net says...

Yaro Rocks! - What more can I say?

I've been watching Yaro's blogging profile and expertise grow over the last couple of years and have had the pleasure to meet and work with him on a number of occasions.

Yaro knows what he's talking about and has built his blog into an authority on the topics that he writes about. Bloggers can learn a lot from him!

Evan Hadkins from wellbeingandhealth.net says...

I am quite new to blogging (I only started investigating it a few months ago). Yaro's advice helped me get started. After spending many hours searching for advice on blogging it is his blog that I came back to and make sure to check regularly.

Yaro's advice is hands on and immediately useful. He speaks personally and practically, about what he has done and what he has learned from it. He is also blessedly free of hype. To help you get started and for advice on what works and what doesn't in blogging I recommend Yaro and his site unreservedly.



Janet Davies from newlifenetwork.co.uk says...



I came across Yaro's blog traffic newsletter when researching a feature on successful blogging for beginners for my careers website, newlifenetwork.co.uk. I soon got hooked on his excellent advice and I now recommend him on my site to others as my favourite blogging thought leader and practitioner. Thanks to his advice, the traffic on my site is doubling every month.

How I Discovered Blogging

I began blogging in November 2004 as a means to market my Internet business, because I was told blogs are good for search engine rankings. As I continued to publish my blog and began my journey in the blogosphere I came to realize that blogs, while certainly fantastic for search engine rankings, are much more than a mere search engine marketing tool.

Blogs are outlets for creativity. Blogs influence people. Blogs are communication devices, educational resources and sources of entertainment. They connect people, spread ideas, foster friendships, sway political opinion and report news.

Blogs can be almost anything you want them to be, but what I came to experience as a result of blogging, is a **new way of life**.

Blogging empowers individuals with a tool that generates income and provides an outlet to communicate with the rest of the world.

For many people, starting a blog has completely changed how they live their lives – *and for the better.*

Every day I indulge in a hobby and communicate with like-minded individuals, and best of all, **I get paid to do it**.

How do I get paid? I *monetize* my blog.

Monetization can occur in many ways – and certainly how I do it today is different to how I did it a year ago or how I might do it next year. Monetization simply means implementing methods of making money from the content you produce on your blog.

What's important is that the opportunity exists now to jump on board the blogging bandwagon and get paid for writing about what you love.

Blogging as a Business, Not a Job

When I say am paid to blog I don't mean I am a paid writer.

Professional blogging to me is not about looking for freelance writing gigs, it's about building a business, an online asset, and leveraging that asset for cash-flow now, and long-term value in the future.

This blueprint you are now reading is your key to becoming a professional blogger and earning a full-time income from a blog you own and manage like a **business**.

Blogging in my life is not a full-time occupation and it doesn't have to be one for you if you do not want it to be. I earn a **consistent \$10,000 to \$20,000 USD** per month from my blog business. All I need to do to keep that coming is write for about one to two hours per day, or every second or third day. That's money I make **from my blog**, not from teaching people *how to blog*.

I won't lie to you, it's not *easy* to get to the point where I am, but it's not complicated either. This is not something that you have to work hard on, but you do have to work **consistently** and, most importantly, have the right mental fortitude and attitude to get you there.

What's Next?

The **Blog Profits Blueprint** teaches you the key ingredients, based on my experience, research and testing, that go into successfully making money from blogging.

There are two core categories of ideas – **Strategies** and **Tactics**.



Strategies are in place to educate your mind about why things happen. Strategy helps you understand outcomes and helps predict future outcomes as a result of particular actions.

Tactics are steps you take - *actions* - to achieve outcomes. Most of the tactics in this book are processes and techniques you implement through your blog that lead to making money, either directly or indirectly.



Developing sound strategies and implementing them with the right tactics leads to *blogging profits*.

It's my goal with this blueprint to lay it all out for you in an easy-to-follow guide. I've walked this path already and now I want to teach how you can walk with me and enjoy a life of freedom, creative expression, human interaction and financial stability, all through the power of blogging.

None of this is rocket science, it's a simple guide explaining what I have done and learnt on my journey as a professional blogger, laid out for you to follow.

Ready? Great! – Lets get started, but first, let me introduce myself...

Who Is Yaro Starak?

You might already know me from my blog, Entrepreneurs-Journey.com. Maybe you have heard me on a [podcast](#) about Internet business or blogging, perhaps listened to an interview with me, or seen my name mentioned on other popular and not-so-well-known blogs.

I've been featured on ProBlogger.net several times and know Darren Rowse personally. I am listed in Rich Schefren's [Internet Business Manifesto](#) and have been coached by him on how to develop business systems. I've presented about blogging at **Daryl and Andrew Grant's** workshop and have **Mike Filsaime, Jeff Walker, John Chow, Mark Joyner and Ed Dale** on my personal contact list. I've also interviewed many successful bloggers and entrepreneurs, including **Brian Clark, Andy Wibbels** and **Michael Cheney**, and been featured as a "top 10" blog in Australia.



I run a popular blog tips email newsletter, which you probably subscribe to already (if not, subscribe for free at Entrepreneurs-Journey.com), I help people set up their own blog through the free videos at BecomeABlogger.com and train people how to make a full-time income blogging part time in my coaching program, [Blog Mastermind](http://BlogMastermind.com).

I could continue to name-drop and impress you (*or not*) with all kinds of claims, or throw testimonials at you from the people I've helped with blogging, but chances are none of this means anything to you and you don't know any of these people, and may not have ever heard of me before either.

What's important is that I'm a blogger and that I make money from it. The best way to demonstrate this is for you to go to this entry on my blog –

[I Made \\$10,899.83 From Blogging In September](#)

Yes that title is true and if you click that link you can read about it. That article was published in September 2007, since then my income has risen to as high as \$20,000+ in one month, because I've become better at what I do.

When you have finished I'm sure your next question will be ***“How do I do it?”***

I offer a compact explanation including a list of each money-making method I use in the form of a video, which you can watch here:

[How I Make Money Blogging](#)

“How I Make Money Blogging”

Click to Play



Once you read the above article and watched the video you should have a good grasp of why I am here writing this report.

While you are visiting my blog I encourage you to [subscribe to my RSS feed](#) so you don't miss out on any of my future articles and audio podcasts that I make available in downloadable MP3 format.

I live in Brisbane, Australia. I've run a variety of websites and Internet businesses since 1998 and have blogged since 2004. I've made good money buying and

selling websites, I used to run a blog network, I built and then sold an editing and proofreading business. Today though, all I do is run my blogging business and yes, I do have big hair, which you can ponder in all it's glory on my [photo page](#).

What's important is I am passionate about blogging and teaching others how they can use blogs as a tool to create greater freedom and happiness in their lives. If that sounds like something you want to do, please read this report from start to finish. In this way you will gain all the important skills and education necessary to get started.

Now, let's get to work, starting right at the beginning. In the first place, **what are blogs** and what makes them different from any old website?

Even if you think you know blogs from back to front, it's important you read this section because I highlight the key reason why blogs work. You need to know this so you can leverage the powerful tools and concepts that blogs facilitate. This helps you to develop **the right mindset**.

It has to make sense for you from start to finish. Clarity gives you *purpose*.

What Is A Blog And Why Are They So Popular?

Everyone has a different opinion of how to explain what a blog is. I like to explain what a blog is by contrasting it to a "normal" website, since essentially a blog is a website (so there you go, that's all a blog really is – **a website**).

Blogs are websites with a few very key differences, namely:

1. Articles are listed in chronological order with the newest article at the top

This is a very consistent element of every blog I have ever come across. Articles are listed with a title followed by the body content, starting at the top of the page with the most recently published article followed by the next most recent, and so on.

This format is a legacy of the "journaling" aspect of blogging. The term blog is derived from "weblog" which essentially means online diary or journal. Diaries have entries made by date and that is how blog posts work too.

An important point to make, despite the journalistic style history, is that blogs today are not all diaries and are not only about the personal lives of the authors. Some blogs still are the thoughts of one author – my blog is, but I don't talk about my cat or what I had for breakfast. I stay on my chosen topics, Internet business

and blogging, and people who are interested in those two topics come to read my blog.

Blogs today can be about any subject, written by one or many authors and certainly are not all personal diaries. Personal reflection, opinion and tone all have a place in blogs, but that doesn't affect the breadth or scope of topics covered.

2. It's easy to add new content

Normal websites have one chronic problem that kept everyday people from creating one – they are just too technical. Even with sophisticated content management systems, website creation was out of the reach of your average web surfer.

Blogs changed things. They provide a content publishing system so easy to use that the average net surfer, with some practice, can become a blogger and publish content to the *World Wide Web*. When content publishing became as easy as writing email, the barriers to entry were lowered enough for it to go mainstream and we now have a world filled with millions of blogs.

3. Content is updated frequently

Another major problem that plagues traditional websites is their **static nature**. Most websites never change and you always come back to the same pages with the same content. The reason for this is point two above – it is too hard for the average person to add content to a website.

Sure, many popular sites were updated frequently before blogs came along, but they have the backing of large organizations with technical staff and writers, or are managed by people who understand things like HTML, FTP and web servers. Most people do not speak this language and until blogs became available it was hard for the *average person* to publish their ideas online.

Blogs lower the **barriers to publishing** enough so the average person can do it. As a result the Web is inundated with content producers (bloggers) writing and publishing articles on a regular basis, sometimes multiple articles per day. Websites have never been as dynamic as today's blogs.

A spin-off effect has been the rise of blogs in search engines. Search engines like Google reward sites that publish valuable content on a consistent basis. Blogs, by their nature, do this (assuming motivated bloggers are running them) and so rise high in search engine rankings.

As a result of blogs “stealing” top search engine rankings, they receive even more attention, capturing the focus of Internet marketers and business owners as they look to blogs as potential marketing tools for their products and services.

4. Blogs allow people to leave comments

A significant evolution when comparing a traditional website to a blog is the addition of the comments function. Each article published to a blog has an input box to allow any person from the public to leave a comment on that article.

This enhancement turned websites from one-way broadcasting devices, to two-way communication tools. Readers can directly communicate with the author of the content, carry on the conversation started by the article and essentially turn a blog into a community.

This last point is more powerful than you think, and here’s why...

5. People “trust” blogs more than normal websites because blogging is a conversation

If you combine all the elements above – the personal journal style of writing, the ease of adding content leading to frequent updates, and the ability to interact with your readers - you have a formula for a very natural **communication tool**.

Blogs, by their nature, are considered **trusted sources of information**. They foster a more human relationship and, as evidenced in countless blogs today, some bloggers are perceived as respected experts, whether they are or not, purely on the back of their successful blogs.

This final point is the most significant, yet subtle element that distinguishes blogs from normal websites. If people trust the words written on a blog, if people come to like and identify with the person writing the blog, you have all the elements necessary to create a popular community focused on the creative output of just one person.

This is why any person with a passion, a hobby, or a skill, and enough motivation to produce content on a particular topic, can build an audience, keep people coming back and ultimately, monetize that traffic, establishing the potential for professional blogging.

Much of what I just explained won’t be new to some people, but it lays the groundwork for the rest of this report. If the concept of “blog” is still a bit blurry for you, head online, find some blogs and seek examples of the five points I listed above so you understand the opportunity that exists.

You can start with my blog, Entrepreneurs-Journey.com, and then explore my blogroll and links to other blogs.

Now we know what makes blogs different, the next step is to understand **how we can make money from them**.

As I mentioned at the start of this report, it's important to realize the strategy before implementing the tactics. Later I will review the tactics – the methods of making money from your blog that are available to you today and what I currently use – but first you need to know the strategy behind making money from blogging.

It's actually more important to understand the strategy behind profitable blogging than the different ways you can get paid. Tactics and techniques for making money are always changing and new options open up on a daily basis. However, the fundamentals of why you make the money do not change, so make sure you pay particular attention to this next section.

How Blogs Make Money

Print magazines make money by selling advertising. The larger their circulation, the more influence they exert over people, and the demographics of their readers dictate how much money they make.

Blogs are essentially the same. The more traffic (circulation) you have, the type and quality of that traffic (reader demographics) and the influence you have over your audience, determines your profitability.

This is why bloggers are obsessed with building traffic. It really doesn't matter how you make money – it might be a contextual ad program like Google AdSense, affiliate marketing or direct ad sales – the more raw readers you have, *generally*, the more money you can make.

Quality of traffic plays an important part too. If you have a strong influence over your readers, when you ask them to do something, such as recommending they buy a product you promote as an affiliate, more of them will do so.

Traffic Addiction

Bloggers are obsessed with increasing traffic because traffic is the key determinant for income online.

Without traffic, no blog makes money.

If you break down the process of blog monetization, the following events occur:

1. A person (blogger) creates a web destination point (blog) that people want to visit, possibly on a repeat basis, because of the value it offers. Initially they find the blog by following a link from another blog or website, through a referral from friends or colleagues, or they come across the blog when it appears in the results of a search-engine query.
2. A proportion of that audience is funneled on to other sites that “pay” to buy the traffic. Payment might be in the form of a per-click fee, a monthly rate, an affiliate commission, or profit on a product or service sale.

The blogger works to attract attention and then sells that attention to advertisers for a fee or uses the attention to profit from their own product and/or service sales.

The key variable here is “**attention**”. Attention is traffic, influence and the potential to make money from blogging.

So how does a blogger attract attention?

The Two Key Ingredients For Attracting Attention

The first part of creating attention (traffic) to a blog, is the age-old advice you will have read over and over again if you study successful blogging:

“**Write good content**”

So yes, the foundation of a great blog is **good content**. Where people go wrong is deciding what good content is, given their goals (usually the error is made when determining exactly what the goals are and what strategies will be used to meet the goals) and assuming that just good content is enough.

The other key ingredient is **marketing**.

Did I mention that all professional bloggers need to have business skills? Yep, that’s right, *marketing* – the fine art of attracting attention and THE key component for successful business – is a paramount ingredient for successful blogging. **It’s through marketing that people find your good content.**

I’ll discuss how to market a blog in a moment, but first we have to make sure you avoid the first error I mentioned – not having a strategy in place for producing the *right type* of good content given your goals.

Why Do You Blog?

I bet right now if I asked you why you are reading this report you would say you want to know how to earn a full-time income from blogging and improve your lifestyle.

Those two things are *outcomes* of effective blogging, not the reason why you blog.

We want to make money from our blog, so we have to consider profit and the possibility of monetizing our audience. However if you spent all your time attempting to make money from your blog you would end up with no traffic, and no traffic means no money.

No one wants to read a blog that is made up of nothing but advertisements, paid reviews and affiliate promotions. They want to read a blog that **enhances their lives**.

Successful blogs all have one thing in common – they improve people’s lives.

If your blog is to do the same, you have to determine what it is you can offer that can improve the lives of other people – what is your gift to give to the blogosphere?

Your primary motivation when producing content is to focus on enhancing the lives of your readers. After reading your blog they should feel **good**. That’s a somewhat simplified way of thinking about what makes good content, but at it’s core, that’s all there is to it.

Focus on helping, educating and entertaining through your words and you will have the building blocks – **your pillars** – for a successful blog.

The strategic part comes in when you consider the *type* of reader your good content should attract. If you produce good content, but your topics are all over the place, you won’t have enough topic congruency – *a niche focus* – and consequently will turn people away.

Your goal is **to make a very small segment of the population very happy with your great content**, focused on a niche topic.

How To Choose Your Blog Topic – Passions Vs. Profits

There’s a lot of advice out there regarding how to choose a topic to blog about. Some will tell you to focus on profitability. Find the niches that people spend

money in and that are currently not serviced well by other blogs.

Others will tell you that it doesn't matter about the money, it's all about how much you care about the topic. If you focus on passion, things you personally enjoy and know about, creating good content will be easy and your motivation will be strong.

I don't have specific advice on whether either methodology is better. If anything, I suggest you consider both aspects, with a slight emphasis on choosing a topic you care about over the potential to make money from it.

People are very different. Some remain motivated because of the **process**, not the topic, and these people could run a blog about a topic they don't really care about because the process of profiting from it keeps them going.

That doesn't work for me. I only cover topics I enjoy, but that doesn't mean I haven't written content with profit as the main driver. Whenever you do an affiliate promotion – for example a product review – much of your motivation is the **affiliate commission**, yet you realize the importance of providing **value to your readers** as well.

This typifies the mesh in professional blogging between writing for writing's sake vs. writing for income. It's not *black and white* and all you can do is what works for you and you feel comfortable with.

Consistency is such a key component of successful blogging that I advise people to forget about profits for the first few months – even six months if necessary – and **focus on giving value**. This reasoning suggests you choose a topic that you personally could sit down and write something about every day without reward (that's a good question to ask yourself – can you write every day on the topic you are considering to blog about?).

On the flip side, you don't want to blog for 12 months only to earn a few pennies a day. It's important to, at the very least, consider the type of reader you are attracting, whether they buy things, whether you can sell them things, or find sponsors who would pay to advertise to your readers.

I'm inclined to believe that as long as you have **some traffic, you can earn some money**, but if you do this strategically and prepare in advance, a little research can help to avoid wasting time. As much as it feels great to build an

Passions Vs Profit

Do you pick a blog topic because of the potential for making money from it, or because you like it?

Consistent output is crucial, so if you can't see yourself writing about a topic in six months, don't choose that topic.

audience, we are also here to make money, and it won't feel great if you can't effectively monetize your audience.

The key is to understand your reader, their motivations, passions and spending habits. If you love the topic you blog about, you are in a much better position to understand your reader because you are part of the same niche. You know what you like, what you buy, and therefore what your readers enjoy and purchase.

If you are a good marketer you don't have to be a fan of the market to actually understand it, but for most people I suggest you gravitate to topics you enjoy. It will make two key areas of successful blogging – content creation and monetization – that much easier if you have an inherent insight into your topic and audience.

Let's Talk Tactics

To this point I've been laying out a lot of the strategy for profitable blogging, providing you with the insight and mindset necessary to understand how things work in professional blogging.

You might, however, be wondering exactly how all this comes to together in practical activities and what steps you can take to actually **make things happen** and start down the path to blogging profits.

Let's do a short recap.

We know that blogs are like magazines, and we can make money once we capture the attention of a segment of the population and "sell" that attention.

We know that **traffic** and **good content** are the key components to successful blogging. Good content is essentially using words to enhance people's lives and building traffic is all about marketing.

We also realize the importance of zeroing in on a refined target niche, preferably that you know and care about, but can also make money from.

Finding a niche from a practical point of view is an exercise in brainstorming, self reflection and online research. If you review your hobbies, passions,

things you do from week to week, things you have studied, experienced and lived through, you should come up with your passions.

Do You Have A Passion?

Travel	Sports
Hobbies	Studies
Music	Movies

Have you traveled overseas? Do you collect something, or participate in a sport or club? Have you worked in a particular area that you know really well? Do you have a strong desire to learn something new, which can also become the topic of your blog?

If your initial “passion list” is not sufficient for topic ideas, you can branch out and research online.

Browse through stores like Amazon.com and the auction site eBay and you will find a million ideas for blog topics on products which are great for making money from because you can sell the products as an affiliate. Try Yahoo Shopping and Google Product Search (was Froogle) as well.

Spend some time at your local newsagent browsing magazines. The magazine rack is a listing of all the different niches with significant audience size, enough to at least support a magazine. This is a great way to find profitable topics you could blog about, since they are already profitable offline in magazine format.

See what other bloggers are writing about and enjoying success with and start a blog that covers a sub-niche of their topic. An example of this is the topic “search engines”, which can be sub-divided into blogs about each search engine – Google, Yahoo, MSN Search, etc.

All markets break down into smaller niches if there is enough demand, with each new area catered to by a more specialized provider. There’s no reason why you can’t start a blog that is the best on just one aspect of a topic.

- Instead of “Cooking” you can cover “Tibetan Cooking”
- Instead of “Cars” you can cover “BMW’s”
- Instead of “Fashion” you cover “Shoes”

Most topics can be broken down over and over into ever smaller niches (for example, from “Fashion”, to “Shoes” to “Shoelaces”). If it seems every topic you currently know something about is covered by other bloggers, pick one aspect of the topic and make the best blog there is about just that aspect.

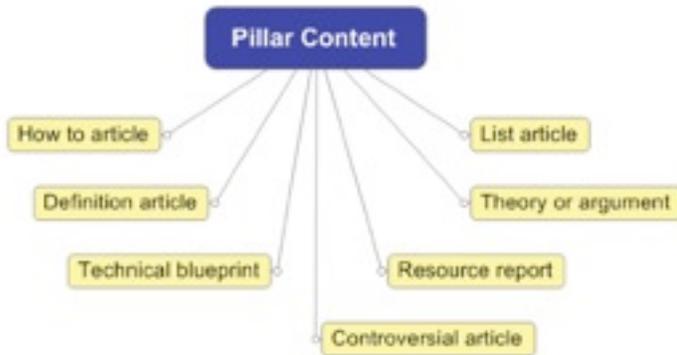
As an added benefit, it’s easier to monetize tightly focused blogs because you get a very specific type of reader who is searching for a very specific type of information.

There are literally hundreds of untapped blog topic ideas out there, you just have to find them. There is an element of luck involved with this process and you won’t really know the potential until you start. As a rule, avoid replicating what other very successful blogs cover and avoid topics that have a very small audience.

Content + Marketing = Traffic

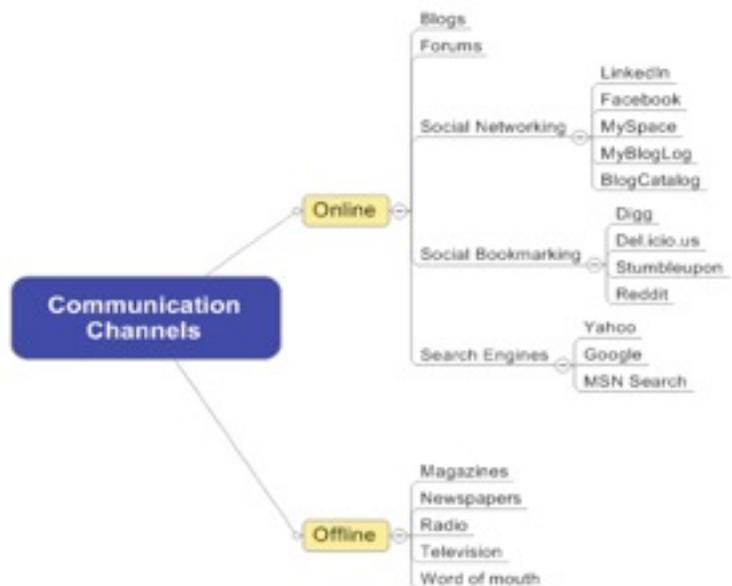
Once you have selected your topic the next step is to work on the two foundation elements of successful blogging – **building content and marketing content**.

I teach two core principles that are essentially all you need to know for successful blogging – **Pillars** (“Pillar Articles”) and **Communication Channels**.



Pillar content, or simply **Pillar Articles**, are the foundation of a good blog. This content is the reason why people want to read your blog in the first place. Content is the value you offer to the public.

Communication channels are what bring people to your pillar content. Marketing is essentially communication and I find looking at marketing as building communication channels – pathways and lures that bring people to your blog – is a simple way to conceptualize this idea.



If people don't know your blog exists, no matter how good your content is, you won't build an audience. You must have **both pillar content and communication channels** in order to succeed.

I believe the main reason the majority of blogs never build significant traffic and thus never make significant profits, is because **most bloggers are poor marketers**. If you just follow the advice, “*write good content*”, you are not going to succeed. You also need to learn how to be a marketer.

Now let's look at how you can implement these two concepts to build a successful blog.

What Is A Pillar?

A **pillar** is blog content, usually an article, which does some very important things:

- It will bring in a rush of new readers and backlinks (other sites linking to your blog).
- It will continue to bring in more readers over time as you and other people refer to it, even though it may be buried in the archives of your blog.
- Eventually it will bring in traffic from search engines (this is largely because so many other web pages link to it).
- You can list it in a separate area (like an [articles page](#)) with all your other pillars so your best content can easily be accessed and your value clearly demonstrated.
- It is not time dependent, so in twelve months' time it will still be relevant and popular.

How Do You Create A Pillar?

There is no exact formula for producing an article that will become a pillar, however there are definitely some key characteristics you can work on. You may be surprised when articles you write become pillars when you didn't expect it, or the reverse where you pour your heart into a great article and it doesn't do much for your traffic at all.

Here are typical pillar article concepts that you can post to your blog:

1. The "How-To" Article

This is a staple pillar article concept. Think about your industry and write an article that teaches how to do something in it. Be certain to only write how-to articles on topics you genuinely understand *how to do* and have experience with.

Some possible examples:

- If you are a marketing consultant, write some advice on how to market a business using no money.
- If you blog about dogs, write how to choose an appropriate dog name.

- If you blog about how to write a book, produce a how-to guide on approaching publishers.
- If you blog about food, write recipe guides on how to prepare popular dishes.
- If you blog about your life, write how-to guides on self development from the life lessons you have learnt (e.g. How you got a job, how you dealt with breaking up with your boyfriend, etc.).

It should be reasonably obvious which how-to topics are popular and relevant to your audience and which you feel capable of explaining well. Remember to tell a story if you can!

2. The Definition Article

Many industries have key concepts which new readers won't know. If a concept is complicated, produce a pillar article that defines the concept, clearly explaining what it means and how it can be implemented.

It may seem simple and obvious to you, but remember you are an expert in your field, so explain it to the newbies in simple terms and, of course, try and tell a story as an example.

A **glossary definition page** is a good pillar article. If there are a handful of key concepts in your industry, write an article that lists the concepts and provides a one-paragraph definition for each. A resource page like this is good as a reference piece and often referred back to by other bloggers and websites.

You may say why bother doing this if most terms are already defined elsewhere on the web at sites like [Wikipedia](#)?

It's okay to link to other websites for definitions, especially in the short term when you are just getting things set up, but it's a lot better if you write your own definitions. It keeps readers on your blog, increases your pageviews (the total number of pages of your blog readers view) and visitor length (how long readers stay at your blog).

You can describe a concept in your own words, using your own unique story and voice. This helps to build credibility and trust.

It's always smarter to include your own version of a definition if you are capable of explaining a term or concept, rather than link to other sites and drive traffic away from your blog.

3. Present a Theory or Argument

If you blog about politics, writing an article discussing your theories about communism, democracy or capitalism can make a great pillar article.

The important thing here is to present **some unique thought**. Give your opinion on a major issue in your industry, or even on a mainstream topic that you suspect your readers will take an interest in.

Try not to simply rehash what other people have said and clearly present your own thesis argument. Stimulate conversation, perhaps controversy, about a topic that is often discussed and is not time-dependent and you will draw traffic to your blog.

4. Create a resource like a free report, whitepaper or e-course

This is one of my favorite pillar concepts. A document such as a whitepaper (a small document, 2-10 pages, which teaches how to do something) or a series of articles combined to create a course, is a fantastic pillar.

You have a few options to present this information:

- Create a PDF which your readers can download, just like what you are reading now. The benefit of this method is that the file can be shared easily (forwarded through email for example – hint, hint ;-) and you may benefit from viral marketing effects, especially if you produce a top quality e-book or report.
- Type the content into several blog posts and interlink them together. You can also highlight them as a stand-alone series in your archives or articles page.

If you visit the [articles section](#) of my blog under the “Free Reports” heading, you will see an example of a PDF report that Brian Clark and myself put together, which is a good example of free resource pillar content.

If you can't decide what is the best method to distribute your free resource, my suggestion is to offer it in as many ways as possible. Make a PDF available for download, publish the articles individually and make them available from an email list too. That way you maximize your exposure and cater to the widest possible audience.

The important thing with this concept is to create a complete *all-in-one* solution to a common problem. Similar to the **how-to article**, a free resource is a powerful pillar concept because it demonstrates your expertise and brings in consistent **traffic**.

5. One of the most popular pillar concepts is a List Article

You have probably seen many of these at other blogs. The usual titles are “*Top 7 Ways To...*” or “*10 Tips To Improve...*” etc. These work well for a couple of reasons –

1. **Lists are easily digested by human beings.** It’s been tested and proven that articles in the 300-700 word range with lots of clear dot-point bulleted lists and a compelling headline are good traffic pullers. In this case it’s all about simplicity of consumption for people with short attention spans – i.e. most web surfers.
2. Lists provide directly actionable lessons and **people love to share lists with other people.** Consequently list articles are often linked to by other bloggers and added to social bookmarking sites that drive traffic.

Provided your list follows all the standard pillar concept rules – timeless, original content, problem solving ideas – and you keep it directly applicable to your audience, most lists will become pillars.

Be wary of doing lists of topics well covered by other people or on really simple concepts. As usual the more “you” included through stories and a unique style, the more likely your list will perform well.

6. A Technical Blueprint

A technical blueprint is very much like a how-to or a whitepaper, but is focused on the technical aspects of a problem. Technology-focused bloggers are good at blueprint pillar articles because they love to use graphs, spreadsheets and images to demonstrate how to do something.

A technical blueprint is a step-by-step, visually enhanced article demonstrating exactly how to complete a task. Often the pictures tell the story more than the words do. Designers and programmers use this style of blog post to show how they code a website, design an image using Photoshop, code software, or simpler activities like attach a file to an email.

You can apply the principle to almost any industry that has common tasks which may be complex to understand. In this case it’s more about the imagery and less about the story.

Personally, I find it easier to write an explanation using words rather than take lots of screenshots or photographs, but this may not be the same for you. If you have access to the necessary resources, making a blueprint-style blog post that clearly demonstrates how to do something is a perfect pillar concept.

That covers some of the most basic and powerful pillar article concepts you can apply to your blog and test. If you write an article each day using one of the concepts above, you will have a solid foundation for a successful blog. All you need to add to the mix is effective marketing...

How To Market Your Blog

Once you have pillar content in place and you have plans to release a continuous stream of such content, the next step is to attract people and show them how amazing your content is. This is when marketing is crucial and, as I said previously, blog marketing is all about building **communication channels**.

A communication channel is a way of flagging the attention of a person and causing them to take action, usually clicking a link and visiting your blog. There are literally limitless tactics you can implement to build communication channels, from the quick-and-easy to the complex and time-consuming.

Have you ever heard the phrase ***you get what you pay for?***

This phrase applies very well to blog marketing. Things that are easy to do are not powerful. Things that take more time and effort, *generally*, are better rewarded with more traffic.

Here's a brief example:

Tactic: Leaving comments on other blogs.

It's well known that leaving comments on other blogs is a method of attracting people to your blog. Each comment you leave has a link back to your blog. All you need to do is spend a few seconds, write a sentence or two, and *ta-da*, you have your first communication channel leading people back to your blog.

That's an easy tactic and consequently a lot of people do it. Comments are everywhere and while they are certainly an integral part of the blogging phenomenon, **the effectiveness of commenting as a marketing tool is poor**. They send a trickle of traffic at best.

There are more powerful ways to use comments as a communication channel. For example, spend more time on each comment you make so that you add significant value to the conversation, focus a lot of comments on a certain few key blogs and use comments to form a relationship with high profile bloggers.

These techniques can expand the communication channel from a trickle to a stream, yet it is very unlikely that commenting alone is enough to build a popular blog.

Tactic: Write a 30-page free report and release it on your blog, then email other bloggers to let them know about it.

A powerful technique is to spend a week writing a comprehensive report, release it on your blog, email several popular bloggers and ask them to check it out.

The results can vary, but if all goes well a lot of other blogs will link to your blog to recommend the report, driving a surge of new readers. If you have content pillars in place, you will convert many of the first-time visitors into regulars and *bam*, **instant audience**.

I consider this a communication channel with significant **breadth** and **scope**. It's like a large river rather than a small stream - a more powerful blog marketing technique that will continue to drive traffic for many months, even years to come.

If you are looking for an example of this technique look no further than the report you are reading right now. Be sure to forward this report to all your friends and make a blog post recommending your readers download it too, so you can help prove my point :-)

Time vs. Reward

The difference from one tactic to another is how much time and energy it takes to get a certain result. Easy techniques have a low barrier to entry, so lots of people do them and therefore the impact is small.

Techniques like *tag and ping* (a process of automatically telling websites when you update your blog), while once powerful, were quickly eroded as thousands of bloggers started doing them since they weren't hard to implement.

If something takes longer to produce and requires a more significant investment of resources, less people will do it and your efforts will stand out.

There's also a relationship between quality and effort. In most situations, something you spend a week on will be better than something you spend a day on. That's obvious, but it's important to make this point because...

Most People Are Lazy

Most people are lazy. Most **bloggers** are lazy.

This blogging blueprint you are reading now will circulate to many thousands of bloggers. People will understand my argument - if you put more effort into something you earn greater rewards - yet will go back and spend their time on activities that have less impact because they are *easier*.

People who read this report will understand how important pillar articles are, will learn all kinds of great marketing ideas, and will be inspired and energized to make professional blogging their ticket to a better life. Yet, even with this new awareness they will spend their time reading other blogs and websites, watching television and lamenting how much they hate their job.

These people, as much as they like to complain, have no one but themselves to blame for their current situation. How they currently live is a product of the choices they have made leading up to today. If you keep doing the same thing, you will continue to get the same results.

It's your responsibility not to become one of these people.

In order to avoid the fate of the lazy, psychologically-trapped person, focus on one very powerful idea – **taking action** – and not just any action, actions **congruent with your goals**.

If your goal is to make money from your blog, then wouldn't it make sense to write one pillar article every day and spend time marketing your blog every day too? Those are the only two actions you need to worry about if your goal is blog profits and you are just starting out.

Communication Channels

I've explained to you some practical formats for pillar content, now I want to do the same for marketing tactics. Before I list specific activities that I do to build traffic to my blogs, you need to understand the two categories I use to explain why some techniques work well and others produce poor results.

Traffic Streams	Traffic Rivers
Blog comments	Digg front page
Forum comments	Del.icio.us popular page
Trackbacks	Top blog links to your blog
Blog carnivals	Popular newsletter features your blog

As I said before, blog marketing is about communication channels and to simplify things I like to categorize communication channels into two groups – **little** and **big**, or *streams* and *rivers*.



Examples of little communication channels are leaving comments, posting in forums, uploading articles to directories like Ezinearticles.com, submitting to blog carnivals, doing link exchanges and submitting to directories. All these techniques *may* result in good traffic, but on average and for most people they never result in anything significant.

You can get better results with these easy techniques by working on them ceaselessly and doing them every day. This is like adding 1+1+1 and so on each day, a “*baby steps*” methodology.

There is nothing wrong with baby stepping your way to blogging success, but it’s slow and you work quite hard. I know this because I built my blog initially on a foundation of little streams of traffic. You learn a lot, but it’s frustrating too because **it takes so long to build significant traffic**.

What really made me excited was when one of my little streams of traffic led to a **river**, a flood of traffic coming in a short period when I opened up a **big communication channel**.

Big rivers of traffic come from events like a popular blogger featuring your blog, when you get to the front page of Digg or the popular page on Del.icio.us, or when you are interviewed on TV or radio to talk about your blog. A person with a large email newsletter recommending your blog, or a popular mainstream news site referencing your article can result in huge amounts of traffic. These are all much larger sources of exposure – **big communication channels** – the *rivers*.



The problem for most bloggers is that they start off without access to big communication channels. People with an existing celebrity status get access to big communication channels as soon as they start blogging. That’s why you will

always hear about it when someone famous starts blogging – that in itself is news.

You can buy big communication channels by spending money on advertising or publicity. There are smart ways to get publicity without spending big (**guerrilla marketing** is all about doing just that) but it can be a hit-and-miss activity.

I'm going to assume you are not famous and don't have cash to burn to get traffic to your blog, so you will need to start building smaller communication channels and work your way up to the larger communication channels.

The Power of Leverage

If you presently have 100 daily blog readers and you publish an amazing article, only those 100 people know about it. If you are "lucky" and one of those 100 people owns a popular blog, or has an email newsletter with 5,000 subscribers and decides to link to your amazing article, then *bam* – you just hit a big communication channel and you grow your readership significantly.

Once you have 1,000 readers then you have a better chance of hitting a big communication channel since your existing **leverage** is greater. That's why the biggest blogs grow quickest – they have great leverage in the form of their existing audience.

Once you have 5,000 daily readers and you post a great pillar article, those 5,000 people act as little and big communication channels for you, bringing more readers, possibly by writing about your article on their blogs, or linking to you in a forum post, or talking about your blog to a friend.

Effectively **your audience is your marketing**, which is why the largest blogs have to do little proactive marketing beyond keeping the great content coming. The top blogs have the attention of the other top blogs and they link to each other, sharing the wealth of traffic between them. The *rich* bloggers get *richer*.

Top blogs also have the advantage of a large enough foundation of readers to hit the top of social bookmarking sites like Digg and Del.icio.us, based purely on their existing readership.

If you have 10,000 readers it's a lot easier to trigger the necessary few hundred diggs to get on the Digg front page just by using your audience. No doubt there are many great articles that never make it to Digg because they are published by little-known blogs, while content that isn't as worthy makes it to the front page just because a top blog publishes the content.

Before you go off grumbling that you will never reach 5,000 daily readers, or even 1,000, remember that every great blog started with no readers. We all start at the same place – at the beginning with a big fat 0 on that traffic counter (or maybe a 1 since you read your own blog).

Your goal is to make it as a top blogger eventually so you can enjoy all the benefits I mentioned above. Best of all, when you do make it there you can focus your energies on great content instead of marketing because your readership will spread the word for you.

Compound Effects

Okay, so how do you become a top blogger with huge traffic?

You use the power of **compound effects**, starting with little communication channels, leveraging what traffic you have until you hit bigger and bigger communication channels.

The problem when you first start out is no one will give you access to big communication channels and you probably haven't built one of your own yet. Obviously if you already own a top blog or have a newsletter with thousands of subscribers you will use these tools – your existing big communication channels – to help with the launch of your new blog.

Most bloggers just starting out do not have access to large sources of traffic to begin with, hence **it is always hardest when you first start** since you have nothing to **leverage** (use this knowledge to motivate you, not discourage you – it only gets easier as you build your web assets).

The strategy to use is still baby-step methodology, but you focus on taking an ever-larger step each time – 1+1+2+2+2+3 etc - until one day you hit a **big break**.

Suddenly you're adding 100+90+70 new readers each day when you hit a large communication channel. It will die down again eventually, but you won't settle back to only adding two or three new readers a day, it will be five or ten because you opened up a larger source of traffic that keeps flowing and has a runoff effect.

Once you get to your first 100 readers it's just that little bit easier to get your next hundred. Each time you tap into a big source of traffic you will add a new chunk of readers to your base audience, making it even easier to get your next big source of traffic. This is the result of **compound effects** and it applies just as well to blog marketing as it does to saving money in a bank.

It is through compounding of the traffic you attract from multiple communication channels, starting with the small sources, that you increase your leverage and access to ever greater sources of traffic.

Think Big Picture, Work Little Picture

The key to gaining access to big communication channels is to really work the little communication channels. Blog traffic is all about building on your past success one step at a time. You have to have patience and consistency, and remember that in time the rewards will come.

Let's focus on what you need to do today. This is what you must aim for immediately:

1. Create a blog and start to populate it with good **pillar content** (you probably have at least started to do this already – if not, go get to work!)
2. Promote your blog across free **small communication channels**

What this does is create something of value and starts your traffic growth.

At some point something **exciting** will happen – a large site, blog, newspaper or magazine will link to you. Maybe a journalist will request an interview with you, a popular e-zine will republish your article, or you will be a guest on a popular podcast.

Whatever happens, it will only occur because there is a reason for it to occur. That reason is the value your blog (and you) represent – your **pillar content**.

After you get your initial big exposure you will notice that it becomes easier and easier to get traffic because you gain access to larger and larger communication channels. It still requires lots of ongoing work and you need to continue to demonstrate your value, but each additional reader you get makes it easier to get another reader because of word of mouth and networks (people telling other people about your blog, other bloggers blogging about you, etc.).

There is no way to get consistent results in this aspect of blogging. Some bloggers strike it rich within the first few weeks, release a great pillar article that is highlighted by a popular blog, gets dug and spreads all over the blogosphere.

Unfortunately this scenario is **rare**, and most bloggers have to work their way up through consistent work. That's why it's so important to celebrate the small traffic

growth events and expect that one day you will hit a windfall of traffic – it's only a matter of time.

Traffic Tactics

Before you attempt to implement any traffic techniques I **strongly** recommend you have some content in place, preferably at least **ten pillar articles**. If you head out and start driving visitors to your blog and when they get there they don't find anything compelling, you waste your marketing efforts. I'm sure you can see the sense in that, so let's move on.

Your goal here is to form relationships and demonstrate your value. Use easy traffic techniques to build small communication channels and build up to the point when you gain access to larger communication channels. Use your best content to drive more traffic. Once you have content worthy of significant attention, other bloggers and people will recommend it naturally – **viral marketing will start to take over** – you just have to work hard to get to that point.

Here's some surefire traffic tactics that are easy for new bloggers to begin with. These techniques will get you to your first few hundred readers.

Comment Marketing

Yes, it's common advice, but leaving comments on other blogs **works**. I've already discussed smarter ways to leave comments (add value, focus on a few highly targeted complimentary blogs), now all you have to do is get out there and do it.

When I first began blogging I had a little routine each night. Before going to bed when I was too tired to write anything lengthy, I'd leave at least ten comments on a handful of related blogs. It's worth forming a routine like this because consistency matters!

Forum Marketing

Just like commenting, a few value-adding contributions to relevant forums with links back to your blog in your signature file will bring visitors to your blog. Again, the more time and energy you invest in establishing a credible profile in a forum, the more traffic you will send to your blog.

Word of Mouth

Word of mouth is always the most powerful source of traffic.

When considering what content to produce next, ask yourself – will people naturally want to share it?

One of the first significant sources of traffic I attracted came from posting an article to three very popular forums related to my blog's topic.

I wrote a solid article about affiliate marketing, with references to my blog, and instead of posting it to my blog, I posted it in three forums. Consequently a discussion ensued in each forum after my article was published and a lot of people clicked through to see my blog.

Trackback Marketing

This technique isn't nearly as good as it once was, but it still brings in a little traffic. Send trackbacks to articles on other blogs whenever feasible in your own blog writing.

Trackbacks are placed in the comment area following a blog article and if you can be one of the first to trackback a hot post on a popular blog, some of the traffic will trickle to your blog as people look for more discussion of the hot topic. You also get the attention of the blog author when you send trackbacks.

If you don't know what a trackback is, issue #8 of my Blog Traffic Tips newsletter has an explanation, or do a Google search on how to send trackbacks. You can sign up for the free newsletter at www.BlogTrafficKing.com or find it in the newsletter archives in my [Blogging Forums](#).

Blog Carnivals

I had great success during the early days of my blog submitting my pillar articles to different blog carnivals.

A blog carnival is a post in a blog that summarizes a collection of articles from many different blogs on a specific topic. The idea is to collect some of the best content on a topic in a given week. Often many other blogs link back to a carnival host and as such the people that have articles featured in the carnival enjoy a spike in new readers.

Source: [Blogging For Beginners and 10 Blog Traffic Tips](#)

You can find a great list of blog carnivals at <http://blogcarnival.com>. You can also submit your articles to carnivals from this site. Just be sure to pick carnivals relevant to your blog's topic and submit your best articles if you want the most traffic.

That's It!

I could continue to list many more easy techniques for you to implement, but let's face it, you probably know most of them already and haven't spent concentrated time implementing any of the techniques often enough to get significant results.

I don't want to overload you with ideas, I want you to go out and implement the above techniques and do them often enough to experience real rewards. This is about **concentrated effort**. Spending your time working a few techniques repeatedly will reward you with better results than doing every technique you can think of just once.

- Go out **every day** and leave comments on complimentary blogs
- Contribute to 1-3 top forums **every day** – post full-sized articles if you can
- Every time you write a new blog article trackback other blogs
- Submit your best stuff to blog carnivals REGULARLY – not just once

During the first six month's of my blog's life I did nothing but write great content and focus on the above basic marketing techniques. I did at least one of these techniques **every single day** of my blog's early life.

You can substitute these techniques for any other ideas you have – press release marketing, blog link exchanges, content exchanges, writing guest articles for other bloggers, MySpace.com marketing, BlogCatalog.com or MyBlogLog.com marketing, social media marketing or article marketing – the important thing is to **do something often enough to get results**.

I don't concentrate on any of the above techniques anymore, but I have the luxury of an established audience who help me spread the word each time I write a pillar article. You don't - yet - but you can and will build up to enjoy the same benefits of the top bloggers.

Peer Relationships

The first **big traffic breaks** I received were when popular blogs linked to my blog. Why did they link to me? For two reasons:

1. I had made some form of contact with the blogger, or did something to get the attention of the blogger.
2. I wrote an article worth linking to.

The very first major traffic spike I received, effectively doubling my traffic at the time, was from a guy most of you know very well – Darren Rowse and his blog ProBlogger.net.

Darren linked to my series detailing my [business timeline](#), a huge article series reviewing all the different businesses I had run and things I had done previously in my life.

That was nearly two years ago as I write this and since then we have shared traffic between our blogs on many occasions.

Why did Darren link to that article? I made an initial contact with him when I first came across his blog. It helped that we are both Australians, but really all I did was say hello to make initial contact. From that point on I'm sure Darren kept an eye on my blog and when I posted something he thought would interest his audience, he linked to it.

Avoid Insular Blogging

Almost all popular blogs used the popularity of other blogs to become popular.

Unless you form relationships and proactively seek the attention of other bloggers, you will not build significant traffic.

Do not become an [insular blogger](#).

This is a classic case of establishing a **peer relationship**. Peer relationships are your key for accessing big communication channels and it's all about making friends online. Bloggers are more likely to read the blogs of people they know and like. If your blog isn't read by other top bloggers then you have no chance of them linking to you.

There's a few ways you can begin forming peer relationships. Here are some ideas that have worked well for me:

1. Send some links before expecting to receive any

One of the best ways to get the attention of another blogger is give before you receive. Send a link their way in one of your articles and your blog will appear on their "radar". Do this often enough and they will take notice and hopefully link back to you, especially if you have great content on your blog worth linking to.

2. Email to introduce yourself

Email another blogger, say hello, explain what you enjoy about their blog and that's it. Lay the foundation of a relationship first before asking for anything.

3. Email top blogs after publishing a truly good pillar article

Brian Clark, well known for his [Copyblogger.com](#) blog, once told me in an interview when he first got started blogging that he emailed 30 of the top related blogs, telling them about an article he had published.

It helps that Brian's content is fantastic, but you can see that even today's top

bloggers had to start by doing **proactive marketing**.

Be careful with this one – don't expect bloggers to respond if you email them asking for a link – it can work, but it's very hit-and-miss. You will get better results forming a casual communication line with the blogger first, then when you contact them asking for a link. It's like a friend asking, not a random stranger.

4. Do interviews

This technique works wonders. You interview a top blogger in your industry and then publish the article on your blog. In most cases the blogger will link to your interview to share it with his/her readers, plus in order to do the interview you can't help but form a relationship. Best of all, interviews are easy to do and most of the content creation comes from the person being interviewed. It's an easy way to create great content, get exposure from a top blog and form a relationship with a top blogger.

5. Do podcast interviews

Podcasting is more technically challenging than blogging, but if you can get beyond that challenge a podcast interview has all the benefits from the previous point, PLUS your own voice is heard during the interview, increasing your profile in the blogosphere.

If you don't know what a podcast is, read [my definition article here](#).

Nearly every single large traffic boost I received early on came from a popular blog linking to one of my pillar articles. Most of the bloggers that linked to me found out about my blog thanks to the work I had done building small communication channels.

They may have found my blog because I had left several comments on their blog, I emailed them to say hello, or I did an interview with them or with a blogger they knew. Maybe they read a post I did in a forum and followed it through to my blog, or they found my blog thanks to a blog carnival submission I made.

You have to put yourself **out there** if you want **attention**, and remember how important attention is if you depend on your blog for income.

Network Effects

The beautiful thing about peer relationships is **network effects**. When you get the attention of one blogger it's not just him or her that finds out about you. Their entire network of influence also learns about you and, better still, you receive an

implied or direct recommendation. This is a key factor because the recommendation creates **credibility**, which results in more attention sent your way.

Blogging, by its nature, is built on networks. When one top blogger links to you, then suddenly a whole host of bloggers also know about you. Chances are there are a few more top bloggers in that new audience you just acquired, some of whom may link to you in the future. This process continues over and over each time a link is sent from one blog to another – you just have to crack into ever-larger networks.

Start With Your Peers

I call this **peer** relationship marketing for a reason – you should begin with your peers.

A peer is someone in a similar situation to you. Generally speaking, in the world of blogging, a person is your peer if you cover a similar topic area or target the same audience, and your current level of exposure/traffic is around the same.

One of the mistakes new bloggers make when they hear the advice that they should go out and make friends with other bloggers is they shoot for the stars immediately.

The A-List, the really popular blogs, are swamped with contacts every day. You might get lucky and find a really nice A-List blogger who has the time to respond to every single personal email he or she receives, but let me tell you from experience, once your blog gets well known you become inundated with requests from the public and it's not realistic to personally respond to them all.

In most cases if you just email a top blogger out of the blue you won't get a reply. The very top blogs simply receive too many requests each day and can't respond to them all. You can get the attention of top bloggers if you are a peer (a top blogger too). Once you have traffic it's easier to get the attention of others who have traffic – **your credibility is already established**. Most people reading this report won't be in that situation.

Ignore:

**To refuse to pay attention to;
to disregard.**

It's a much smarter practice to shoot for relationships with people **like you**. Your true peers – bloggers with similar traffic and goals as yours – are more likely to be open to making contact with you, to doing traffic exchanges by linking to each other's articles and to making friends with other bloggers. Form friendships with

people like you, and work together to share traffic and build communication channels.

If you are having trouble convincing others of the effectiveness of peer relationship marketing and you find people are ignoring you, consider expanding their horizons by sending them a copy of this blueprint. They may just come back to you eager to share traffic once they realize how much you both can benefit from working together.

Bigger and Better Content Pillars

As great as small communication channels are, sometimes to really make a splash you have to roll up your sleeves, use some elbow grease and release something unique - a really special **content pillar**.

As I mentioned previously, the more you put in, the more you get out because of the *get what you pay for* rule and the general apathy of others.

Writing a large report like this blueprint you are reading now will bring in more traffic than writing just one article, and it is obvious why. Some content pillars provide significantly more value than others, so they are rewarded with more attention.

As the blogosphere has grown it's become harder to make a splash as the bar gets set higher and higher. This is the nature of marketing. The first time someone does something special by using a unique method of distribution, format or topic, it is the most powerful. The next person who uses the same technique doesn't make quite as big an impact and the technique becomes less effective over time as people become accustomed to it.

That being said, there are some techniques that generally work well and that can open up large communication channels even though they have been done before. Here are some techniques you can apply immediately.

Free Report

This one is a stock performer, especially if you cover some great information not available anywhere else. A short PDF document, 10-50 pages long, released via your blog and/or linking to your blog, is a fantastic blog marketing tool. If you strike a really popular topic you will build significant traffic.

Some free reports have been downloaded and read by more people than best-selling books and, like Hugh McLeod's blog [Gaping Void](#), can help make a good

blog jump into the *uber-popular* category. Hugh wrote a popular article, [How to be Creative](#), which was made into a free report downloaded over a million times.

Audio/Podcast/Teleseminar

Add a podcast to your blog and you create a whole new communication channel – audio. Some blogs are built on the back of a popular podcast using the power of podcast marketing tools such as [iTunes](#) (be certain to get your podcast into iTunes for maximum traffic – it's free and you can [follow Apple's guide to learn how](#)).

Another great form of audio is a **teleseminar**. Grab another blogger and come together on a telephone line linking you to the public. Talk about a specific topic, take questions from your listeners and record it for release on your blog. Try finding someone well known in your industry and invite them to do a teleseminar with you.

Try [freeconference.com](#) for running your teleseminars.

Video/Screencasts

Just like audio, if you add video you create another way to communicate to people. If you release a video, for example via [YouTube](#), and it links to your blog, or you distribute a video from your blog and lots of other bloggers link to it, you can dramatically increase your traffic.

Viral marketing events often occur on the basis of one great video, which may be watched by hundreds of thousands, or even millions of people in a matter of days.

If *movie-style* live action video is too difficult for you to create, start with screencapture software like [Camtasia](#), which you can use to record your computer screen. A good Camtasia tutorial is great pillar content. Camtasia is the software I used to create the videos you watched at the start of this report.

Software

Software released via your blog can be a huge traffic-generating tool. If your software becomes the de-facto standard to do something, then the rewards in exposure are massive.

Think about simple programs like plug-ins for blogs, or extensions for the Firefox browser, as easy software to have created. These will reward your blog with incoming links and waves of repeat traffic.

Remember, you don't have to do the programming. Just come up with the idea and head to elance.com, rentacoder.com or guru.com and have your software built for you at a very affordable price, or search for forums where programmers hang out and ask for quotes.

Pillar Series

The pillar content series is like a pillar article, except it takes a little more effort to create. Instead of just one article, you string together a series of articles on the same topic.

You might look to use a pillar series as a chapter in your book, or as a stand-alone free report that you initially publish as a series of articles to your blog.

Like good pillar articles, good pillar series are very effective attention-grabbers and open up large communication channels as the top blogs link to your posts.

If you want good examples of how I have put together series of pillar articles, take a look at the end of my [Article Archives](#), which contains the different series I have produced over the years (look in the yellow boxes at the end of the page).

Experiment and Innovate

The above are all ideas for pillar content I've seen other bloggers use and I've used myself to open up large communication channels. However this is not a science and certain actions do not guarantee certain results.

The best advice I can give you is to focus on value creation for your reader and use innovative techniques to deliver that value. Something delivered in a unique manner is better rewarded than the exact same thing delivered in a traditional, *been-done-before*, manner. **If you want maximum attention you have to get creative.**

It's Time To Make Money

There you have it. That's my best advice on creating a successful blog. You have my strategies and top tactics.

Pillar content, leveraging small communication channels and peer relationships to open up **big communication channels** to market your blog is the formula for success. I'm proof of this concept as my blog was built using the strategies and tactics you just learnt.

The final piece of the puzzle and the really exciting part is **monetization**. Monetization is the process of testing different ways of making money from a blog.

As always, I want to teach you my strategy for making money from a blog before I outline exactly what methods – the *tactics* – I use.

Can Blogs Be A Stable Income Source?

During my career building online businesses I established an attitude of avoiding self employment, seeking to remove myself as a key cog in the business system.

This principle has been hammered home by teachers like Michael Gerber and his [E-Myth book](#) and applied directly to Internet business by my mentor, [Rich Schefren](#). Rich teaches how to create online enterprises that run off systems, not your hard work (try his [Internet Business Manifesto](#) for a great read on this topic).

Consequently, as I began to consider my blog as a money-making tool, I focused on creating stability and generating income sources that were not solely dependent on me.

Blogs can be stable income sources when you concentrate on monetization methods that do not depend on your direct labor forever.

You don't want to work for your blog, you want your blog to work for you.

If your first goal is to create enough income from blogging so you can quit your job, then you **aim for stability through consistency**. You want to know that when you make \$3,000 in a month, in all likelihood you will make a similar amount (or more) next month. By establishing a dependable income source you finally “allow” yourself to quit your job and break through that mental fear barrier.

If your blog income is \$300 one month, then \$1,000 the next, then back to \$500 you probably don't feel secure in your decision to drop the monthly pay check from your job. You need to know that blogging is a real long-term income source. That's your first goal.

However, and here's a key point that most professional bloggers don't consider, even if your income is stable, if you must post a certain amount of blog posts every single day in order to maintain your income consistency, you have just created another job for yourself. This is not business freedom, it is **self employment**.

Don't get me wrong, blogging as a job is a good one. I'm sure many people would gladly quit their day job to work from home writing blog posts for a living. That's not a bad situation, but for me it's not good enough.

I like blogging. I love that people benefit from my writing and I have an avenue to communicate ideas with other people who share my interests. I want to blog and I choose to blog on a regular basis. What I do not want is to be forced to blog when I don't feel like it just to keep the money coming in.

Professional blogging is **not a passive income source**. You can build a blog that is a passive income source by leveraging other people to help with content creation, but that is not the topic of this report. If you want to do that, read my series on building a sustainable business model using blogs starting here – [Is Professional Blogging A Sustainable Business Model?](#)

What we are talking about is creating an asset (your blog) that makes you money AND grants you an **enjoyable lifestyle**. To me, that means blogging regularly because I want to and earning a good income as a side effect. More importantly, I have the freedom to **not** blog when appropriate – for holidays, for time with friends and family, for going swimming in the middle of the day if I choose to.

Stable income not dependent on article volume was a consideration for me from day one of blogging simply because I did not want to blog from 9-5 like an employee. It's okay if you do want to work that hard and you will earn great rewards if you do, but what you don't want is a financial obligation to keep up that pace, or you are heading for disaster.

- What if you get sick and can't blog for a while?
- What if you grow tired of your blog topic?
- What if you just don't like hard work?

These are all considerations worth thinking about from **day one**. If you want to build a lifestyle and a good source of income around a successful blog, you have to make some conscious decisions about **how** you will make money blogging.

The Holy Grail of Blog Monetization - Recursive Affiliate Income

In my opinion, there is one fantastic way of making money online that is by far the best way to monetize a blog – **recursive affiliate income**.

Affiliate marketing means you sell the products or services of another person or company in exchange for a commission for each sale. For example if you sell an

eBook that costs \$47 and has a 50% affiliate program you will receive \$23.50 commission per sale.

You don't have to do anything more than direct people through your affiliate link when recommending products or services. You don't deliver the item sold, or provide customer service or do anything – you just drive traffic and, provided people buy, you *make money*.

The recursive part of the formula is choosing to promote affiliate programs that sell a **subscription service**. This means when a person buys a program, they pay a recurring fee to remain a member or to continue to receive whatever it is they pay for (for example website hosting).

As an affiliate, each time someone you refer pays their regular bill you make your commission, so the money keeps coming long after you made the first sale.

Not every niche has recursive affiliate programs available for recommending from your blog, but it's definitely worth looking around to find them. You might be surprised what is out there. In my case, there are many subscription products and services online, so I choose the products and services I subscribe to and recommend them to my readers.

For example I use the [AWeber](#) email autoresponder to manage my email newsletters. When you received an email to download this report, it came from AWeber. AWeber charges a monthly fee to use their service and I am both an affiliate and a customer of their service.

Whenever someone goes to my blog, clicks my affiliate link recommending AWeber and signs up to a monthly plan, I receive a commission every month for the lifetime that person remains a customer of AWeber. At the moment that equals about \$200 per month and growing (whether I keep blogging or not), just from this one affiliate program - and that's just one of over 30 programs I promote.

I promote similar recursive affiliate products and services that, at the time of writing, add up to a minimum of \$2,000 USD per month and growing. **If I switched my blog off today that money would keep coming.**

Compounding

Compounding is a beautiful thing. You already know what it can do to your blog traffic, now see how it can create a stable income source.

Each new recursive affiliate sale you make is added to previous recurring sales you made in past months.

Over time the result is a stable income source that you no longer have to do anything to sustain.

Of course I choose to keep blogging with the goal of selling more recursive products, so in the future if I do decide to quit blogging I will have a nice passive income source.

The Next Best Option – Direct Advertisers

If you can't find affiliate programs for your blog, the next best option is to sign up **sponsors** who buy advertising on your site. This method of making money from a website has been available since the dawn of the Internet, and it's been a dependable income source for me since I launched my first website way back in 1999.

The idea here is you directly solicit sponsors who pay money to place banners and/or text links on your blog. By doing this you prevent any middleman company from taking a cut of your income, but you do have to source and manage advertisers yourself.

In my opinion, the extra revenue you can generate makes it worthwhile seeking private sponsors. The problem is the labor you create for yourself having to attract sponsors and make sure they keep paying.

The mistake most bloggers make is thinking that there is no way around this problem. I learned, through testing and seeing how advertisers react, that you can take a few simple steps to minimize the amount of work you have to do to keep private advertising income coming.

Here's what you do:

Charge by the month, not by the impression or click or lead. Charging by something like clicks or the number of times a banner is displayed means you have to audit your ad inventory each month and then invoice advertisers. If you have a flat fee no matter what you deliver, it's much easier to collect payment.

Sign advertisers up to subscriptions. I use [Paypal.com's](http://Paypal.com) recurring subscription tool that lets you set up an easy payment link for your advertisers to sign up to. There's no more chasing up payments with this method. Each month the money drops into your paypal account *automagically*.

Recurring Income

Recurring income provides stability.

Not only is this important for your livelihood, it provides you with the mental relief to know that you can go to work providing value without having to worry about making money.

That's why, whenever I look to generate an income online, I focus on locating recursive programs, or applying a recursive model to an existing monetization strategy.

Charge a premium price but limit the number of advertisers you take on so you can really deliver results. Obviously the more advertisers you have to deal with the more work there is, so instead charge a little bit higher than average and establish solid relationships with just a handful of sponsors.

These techniques work, however it really helps if you have an **authority blog** to begin with. Attracting advertisers and charging premium prices is much easier if you have a popular blog with solid traffic, above average [Pagerank](#), good [AlexaRank](#) and clear authority in your industry.

I've never proactively sought sponsors for my blog, they always came to me. I created a simple [advertise page](#) on my blog that makes sponsoring my blog clear and simple. Depending on the popularity of your blog, you might have to get out there and approach sponsors until your blog is big enough that demand outstrips supply.

If you look at my advertise page you will see that at no point is there a need to negotiate a price. If the potential sponsor is happy with the details and the price, then he or she buys. Again this reduces my labor since I do not have to haggle or sort out payment methods – it's all laid out on the one page.

The Problem with Google AdSense

Let me start out by saying I like [Google's AdSense program](#) (if you don't know what this is let [Google explain how their program works](#)). It's simple to apply, Google learns about your blog to increase how much money you make from their program, and there are many options for inserting Google ads into your blog design.

The problem with AdSense is it doesn't work for all blogs (it's an awful performer on my blog – a few dollars a day at best) and despite how well it's contextual matching is, you still don't control exactly what is displayed on your blog.

It's my belief that in order to truly profit from a blog you need to tailor your ads specifically to your audience so they are not *perceived* as ads. That's why affiliate marketing is so good – you create blog content, for example a product review, which also makes you money through affiliate sales, but your audience is entertained and educated, **not advertised to**.

Blended Advertising

Advertising, by it's nature, sucks (pardon my slang). No one really likes it and if you do, then it's not advertising, it's content.

Therein lies the key. When advertising is content, it entertains or educates and isn't perceived as advertising.

The more you can blend advertising with content, or use content as advertising, the better it will perform.

I consider *blended advertising* the future of online marketing, and blogging combined with affiliate marketing is a perfect example of this format. When ads are not perceived as ads you know you have a formula for keeping all parties happy – *advertisers, readers and you.*

All that being said, for most bloggers I suggest **you implement Google AdSense first** and test how it works for your unique situation.

If you are happy with the amount of money you make from AdSense, or you think the potential is there if you spend some time tweaking how you display the ads, then keep it. You can always combine affiliate marketing and direct sponsors with AdSense, and there is **no mutual exclusivity law** applied to how you monetize your blog.

If AdSense provided my blog with even close to the money I make from other methods, then I would use it because it's by far the easiest tool to implement. Set it up, do some testing of ad design and placement to maximize clicks, then let it make you money while you focus on blog content. Easy!

If AdSense isn't performing for you, then move on and try other methods.

Other Monetization Options

Here's a list of other methods you can consider applying to your blog to make money.

Remember this is about testing what works and combining the highest yielding monetization methods for maximum profit (or a profit level you are content with). Also look for low-maintenance monetization methods so you don't have to work hard to make the money.

Text-Link-Ads.com

[Text-Link-Ads](#) is a link brokering service that finds sponsors who pay to place text links on your blog. They have a very simple system that is automatic once you set it up and the income can be fantastic if your blog is popular. The only downside – they take a big cut of your revenue in return for providing the service.

A similar service is provided by [TextLinkBrokers.com](#) and [LinkWorth.com](#).

Paid Reviews

ReviewMe.com and PayPerPost.com are services that act as brokers between you and sponsors who pay for you to write a review of their website/product/service on your blog.

The income from these sites can be quite reliable and significant. Sometimes you receive a paid review request on a product/service you would write about anyway, so why not get paid for it?

What I don't like about these services is they are **not even close to passive income sources**. If you don't write, you don't get paid, so I'd never recommend you come to rely on these for your predictable income – they are nice “cash boosts” now and then.

Contextual Ads/Text Ad Brokers

Along with Google AdSense, Yahoo also has a [publisher's network](#) program you can use to place context-relevant ads on your site. [Bidvertiser](#) has a similar program, but ads are not contextual to your content, instead you can pick and choose what advertisers sponsor your blog.

Blog Specific Advertising Brokers

There is an abundant source of ad brokering services that offer to monetize your blog readership for you in exchange for a cut of the revenue. Here's a short list of some of the most well known.

- [AdBrite](#)
- [AdVolcano](#)
- [BlogAds](#)
- [BlogKits](#)
- [Chitika](#)
- [Federated Media](#)

These are great services because they are easy to implement, but you hand over a share of your revenues in return for the service.

General Advertising Brokers

These companies operate similarly to the above brokers, but they are not blog specific and have very large networks of advertisers that pay out in a variety of ways (*pay per lead, per action, per click, per impression or per sale*). These are also good websites to look into if you want to find an affiliate product/service to recommend to your readers.

- [Commission Junction](#)
- [AzooglesAds](#)

- [Linkshare](#)

Affiliate Marketing

Affiliate products and services you can sell from your blog are everywhere. Most programs are free to join and provide tools like links or banners you can add to your blog to make promoting the program very easy.

You can find affiliate programs by looking at the products or services sold online that your readers would buy. Go shopping online as if you were your reader and look for links that say “**affiliate**” or “**earn money**” on the product or sales pages, then sign up and start promoting.

There are sites that specialize in affiliate marketing that offer a marketplace of products and services you can sell as an affiliate. [Clickbank.com](#) is the largest and another good option is [PayDotCom.com](#) or of course, the good old [Amazon.com affiliate program](#).

In-Text Advertising

These services make certain keywords in the text of your articles into link advertisements. If a reader clicks the link you make money.

The most popular providers of this service are [IntelliTXT](#) and [Kontera](#).

Personally I draw the line at this method of blog monetization because I find it too intrusive to the flow of reading, but if it doesn't bother you and makes you money, then it's yet another way to monetize your content.

RSS Advertising

If you build up a good RSS readership, you can monetize this aspect of your blog using services like [Feedburner.com](#) (they also provide a fantastic RSS statistic package for free that tells you how many RSS readers you have).

Once you get above 500 daily RSS readers, Feedburner acts like a brokering service selling advertising on your feed in exchange for a cut of the revenues. They also provide this service for content on your site if you want to use them as a general ad broker.

If you want to monetize your feed without sharing the revenue, [Text-Link-Ads.com](#) has a function where you can place text links into your RSS feed articles called **feedvertising**. You can sell RSS text links direct to sponsors or place affiliate promotions in your RSS feed ([subscribe to my feed](#) if you want to see an example).

My Top Blog Monetization Methods

Of the above methods, **Affiliate Marketing** is my top recommendation (after **recursive affiliate income** and **direct ad sales**) because if you can find a good product to sell, even if it doesn't pay out recursively, you can make good money. Some products I have sold have made me as much as \$8,000 in a week - a very good result in a short period of time.

I have also made money from Google AdSense, RSS Advertising, Text-Link-Ads and paid reviews with ReviewMe.com and direct for sponsors.

As I've stated, I look for low effort, high yield monetization methods that preferably are highly targeted to my readership. Systems like Text-Link-Ads.com and ad brokers that pay by the month are good because they are not labor-intensive. Affiliate marketing is great because you can pick products that you use and directly relate to your audience that keep paying long after you first publish the article, thanks to traffic coming from search engines.

Contextual programs like Google AdSense, brokering services that pay by the impression, RSS feed advertising and paid reviews are not good because the amount of money you make is directly related to how many posts you produce. You may as well use these services as long as they don't impact your other, more stable monetization, but I would not want to become too dependent on them.

You can read a detailed breakdown of my top monetization methods based on what has worked for my blog in this article – [My Top 7 Blog Monetization Methods](#).

If you haven't watched my video on how I make money from my blog, now would be a great time to do so to crystallize how the monetization methods above work.

Here is the link again:

[How I Make Money Blogging \(Video\)](#)

Blogging Is Not Just A Hobby

Blogs are one of the most powerful online marketing tools I have ever come across.

Once you understand and can implement a successful blog, you have a unique skillset that can be leveraged in many ways to build a successful business.

Turn Your Blog Into A Business

I don't have space to adequately discuss this topic, but it should be clear to you that while blogs themselves are great income earners, there is real potential to use your blog as the foundation of a **business**.

You can do this in many ways, but for the sake of brevity the single most important piece of advice I recommend if you want to take your blog to the next level and build a stable business, is to create an **email list**.

You can do this in the form of an email newsletter or e-course, collect contact details in exchange for a free report, or a video download or access to a special password-protected area of your blog. It doesn't matter what you offer, the important thing is to build your list so you can stay in touch with the people you attract to your blog in **other ways**.

Once you have an email list, the opportunities to market to your subscribers are numerous. You could apply affiliate marketing and sell other people's products, or release your own products or services. Use your email list to provide more content to strengthen relationships with your audience, and you have another communication channel and valuable business asset.

A popular blog with an email list is a great *one-two* punch online marketing system to generate **leads** and **convert customers**. Using just these two tools you can establish **credibility**, conduct **market research** and develop a powerful **personal brand**.

If you need an email autoresponder to manage your list investigate [AWeber](#) (I use them) and [GetResponse](#).

If you really want to make blogging the focal point of your business, you can look to acquire other blogs or launch new blogs. Your strategy may be to develop a large blog network or a small cluster of similar topic blogs to enhance your online reach and exposure.

You might consider a *flipping strategy* using your knowledge of successful blogging to buy blogs, "renovate" them to increase traffic and income, and sell them for a nice profit.

All these strategies are ways to go beyond the single blog strategy, yet to make any of them work you must understand and be able to implement the fundamentals of successful blogging. You can take blogging as far as you want to, once you have the **keys to blog profit**.

If you have not built one great authority blog, I would avoid buying or starting new blogs or even starting an email newsletter if you are struggling to produce content for your current blog. It's important **to focus energy on creating one great blog first**, then once you have resources available, consider expanding.

Why Most Bloggers Fail

I've given you the tools to become a professional blogger. Before I end this report it's important to highlight what I believe are the main causes of **blog failure**. Understand these and you will have the awareness to move beyond them in your own blogging career.

1. Motivated by money

If you just blog for the money, as you head into month three of your blog's life and you have yet to earn a penny, chances are you won't be there in month six when you are still not making anything.

Focus your motivation on enjoying the process of writing about a topic you care about and interacting with others who share your interest. You will have more staying power, will enjoy the journey and will keep at it long enough to be financially rewarded as well.

2. Do not to start a blog about making money from blogging or making money online *unless* you already make very good money from blogging or Internet business and can present this information in a way that is not already being done by someone else (unique writing style, unique life experiences, etc).

The same rule applies to any topic that is already saturated with established experts. It is okay to blog about a topic you enjoy and may not be an expert in, but if there are a thousand similar blogs to yours the only ones that will do well are those with **credibility**.

Credibility can be established with proof or through the quality of the information provided, which generally comes only from people with experience. If this isn't you, don't make your life hard. Move on and find a topic you can dominate.

3. Choosing the wrong niche

Just like entering a crowded marketplace can spell doom for a blog, blogging about a topic that there is little interest in won't get you far either. I'm inclined to say you won't really know until you try, but if your topic is not mentioned **anywhere** else online – no forums, no websites, nothing – don't assume it's an untapped niche. It could be that there just isn't an audience.

4. Jumping from blog to blog

I am amazed how many good bloggers out there have a blog that is doing well and then suddenly decide to start another one and divide their output across two blogs. Or even worse, they shut down their good blog right when it's just gathering momentum to go start another.

If you want to be in the blogging game long-term you have to focus long enough on **one blog** to give it a chance to succeed.

5. Thinking blogging is *easy money*

Many people have entered the blogosphere thinking that with an hour or two a day they can become famous and earn several thousand dollars a month or more. I advocate part-time blogging for a full-time income, but that **is not an overnight outcome**. If you think it will happen to you within a week, a month or even six months, you are going to be disappointed.

It takes work, especially at the start, to build a successful blog, but the rewards make it worthwhile. If your timetable is presently full and you are not prepared to make room for regular, and I mean **regular** work on your blog, you probably shouldn't jump into the game just yet.

Do You Have Enough Information To Succeed?

You are almost finished the **Blog Profits Blueprint** and I hope you have learnt a lot and possibly feel slightly amazed that I was willing to give away this report for free.

Then again, there already is an abundant supply of great professional blogging information out there, so maybe it doesn't surprise you to see a report like this for free and you probably have read at least some of the ideas I present before.

As you consume all the free information about blogging, you have to ask yourself: *are you actually moving closer to your goals?*

This **Blog Profits Blueprint** contains the core strategies and tactics necessary to become a professional blogger, yet most people who read this document will never realize a full time income from their blogging.

Worse still, people will continue to browse other blogs and read more and more about what it takes to make money from blogs, and end up feeling overwhelmed, confused, frustrated and dissatisfied.

Why is that?

Why is there is so much free information online about making money from blogs, blogging tips, advice, techniques and resources, yet only a very small percentage can make it work?

- Is it because some people are just smarter than others?
- Is it because some people are harder workers?
- Maybe it's just plain luck that decides who makes good money and who doesn't?
- Or maybe you believe only people with technical skills, or people who have the right contacts or lots of money to spend on marketing can succeed and the rest of us are facing a constant struggle?

All the above things are contributing factors to successful blogging, but I believe the real problem is a case of **information overload** and a **lack of direction**.

Most bloggers consume so much information that they become paralyzed and end up doing nothing, or apply things so haphazardly that the results they get are equally random. This fuels their dissatisfaction and sense of hopelessness.

Information overload is a plague online and I know first hand how bad it is. If you work in the Internet marketing or blogging world you experience information overload every day. There is a never-ending supply of information coming from the millions of blogs and information marketers pumping out content.

It is just impossible to know **who to trust** or **what to read**, but there is a relatively simple solution.

To deal with information overload I've studied the advice of my mentors and then applied what I learnt to my own situation. Here's what works for me –

How To Avoid Information Overload

- **Focus on the one problem/task you have to complete today (or even better, during the next hour), consume only the information necessary to complete that task and then test it to see if it works. Repeat this process until the problem is solved.**
- **Note what sources of information tend to be more reliable and helpful for future reference.**
- **Do not consume content just because you feel you ought to, to procrastinate or because of a sense of needing to keep “up to date”, or to be entertained.**

For most of us an hour a week reading other blogs is enough to keep abreast of the major events and even that may be wasted time, filtering through content that does nothing to help you meet your goals.

You must focus and screen out excess information. 99% of what you consume every day, television, radio, magazines, conversations with people, blogs and websites you read, etc, is either entertainment or a distraction from what you should be doing if you want to meet goals, in other words, it's all **procrastination fodder**.

We act like this because of a **lack of direction and purpose**.

Information overload contributes to this feeling. Information claims to solve our problems, so we consume it only to find more compelling information referenced within. The cycle only ends when you stop consuming and start focusing on action and output. **Education alone is not enough.**

There is a time and a place for entertainment, and certainly reading blogs for this purpose is fine, but **don't let it stop you from working towards your goals.**

If all you do is read about other people's success, advice or experiences, you will never create your own success, or have experiences to generate advice from to give to others.

This may sound counter-intuitive, but you have to stop reading blogs and start writing your own if you want to succeed as a professional blogger. **Start creating your own ideas instead of consuming other people's ideas.**

This doesn't mean you block out the entire blogosphere. If your goal now is traffic and you decide to implement a blog-comment marketing tactic, then of course you have to read other blogs in order to implement it.

Determine your vision, sort out the steps necessary to get you there, and focus your energy on the immediate next step.

Congratulations! – Now Get To Work

If you read this book because you are ready to commit to working hard to earn a full-time income from blogging, then your next step is to take any of the actionable ideas I presented to you and, yes, action them!

If you need traffic, use the traffic techniques I listed. If you don't have quality content in your blog, produce pillar articles. If you have traffic but are not making much money, start testing different monetization methods. Pick one problem and

focus on solving it, given what you have just learnt, and understand the *strategy* behind the tactic you are choosing to implement.

I hope this blueprint has been helpful and I wish you luck in your professional blogging journey.

Advice For Beginners, The Lost And Confused

If you are reading this blueprint and you don't have a blog yet, that's great, you now have a better understanding of how to make money blogging than most people.

Your next step is to choose a topic, set up your blog and get writing. You can begin by following the free blog set-up training videos here -

<http://www.becomeablogger.com>

These videos will teach you how to set up a blog using the same exact system I use.

Would You Like Me To Coach You?

If all of this is overwhelming and you feel lost or you would like further help, I have a solution for you.

I'm the creator of a unique blog coaching program. It's a **private members only** program designed for a special group of people who want to work with me and other bloggers and start making serious money blogging.

The program isolates only the information you need to *earn a full time income from part time blogging*. I walk you through the entire process, including strategies and tactics for choosing a topic, setting up your blog, building traffic, monetization methods and advanced techniques.

The program is *step-by-step* with written classes and audio and video training designed to guide you through the process, plus you can ask questions directly and get advice on your specific **sticking points**.

The program is based on what I did with my blog, so it's not a magic formula or a guarantee of success, but it did work for me and it has worked for others.

It covers the core fundamentals, expanding on what you have just learned in this report, and offers more detailed action steps to get you there. The program will

help you **break through information overload** by presenting just what you need to know and do, when you need to know and do it.

If you enjoyed this ***Blog Profits Blueprint*** then I know you will enjoy my coaching program.

It's called **Blog Mastermind**, and over 500 students have already been through the program and successfully graduated. If you would like further information, please see the registration page here -



<http://www.blogmastermind.com/coaching/>

Thank You For Your Attention

In a world where attention is a scarce commodity I thank you for reading this report from start to finish.



Thanks again, and I'll see you in the blogosphere...

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The End.