

Issue #6

How To Turn A Blog Into Big Bucks

By

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Introduction

If you've ever wanted to make money with a blog, you're reading the right report.

And here's the good news:

You do NOT need to be chained to your blog in order to make it profitable!

**That's right, all you need is just 90 minutes per day
to create a blog that brings in a steady income for you!**

In fact, I've created a weekly system that you can use to turn a profit with your blog. Here it is:

- **Brainstorm** – Here you'll spend one day (90 minutes) at the beginning of each week to plan what type of content you'll create.
- **Build your Blog** – In just three days (90 minutes each day) you'll work on building your blog by creating all the content you need for the week... and beyond!
- **Bring in Visitors** – You'll devote two days (90 minutes each day) to bringing in eager readers to your blog. Yep, we're talking traffic here!
- **Boost Income** – On the final day of the week you'll spend 90 minutes monetizing your blog!

See how easy that is?

Just set aside 90 minutes each day and you too could have a profitable blog!

The purpose is two-fold:

- 1) First, you can make money as you go. That is, the system is designed to help you profit all along the way as you build the blog into a revenue generator.
- 2) Secondly, you can sell the blog after it is developed. Not only will you have already made money from it, but you can then sell it for big bucks. Then, you simply repeat the process!

Read on for all the nitty gritty details...

Brainstorm

You only need to spend one 90-minute session at the beginning of each week brainstorming and planning.

While you can use this time to brainstorm and plan any feature of your blog (including concepts you'll be learning about later, such as monetization), primarily you should use this time to plan your content.

You see, one common fear among bloggers is that they'll run out of content ideas. They think that maybe they can blog for six months, a year, maybe even two years... but eventually their ideas will dry up (and so will their blog).

Guess what?

It's NOT true.

If you use the following methods for brainstorming and coming up with content ideas, you'll *never* run out of things to blog about! Here they are...

- **Use keyword tools** (like WordTracker.com or Google's Keyword Tool). Simply type in words related to your niche (like "Christian homeschooling" or "Persian cats"). Then look at the hundreds if not thousands of possible content ideas.

Example: "Christian homeschooling math lesson plans" or "homemade diets for Persian cats."

- **Survey your readers.** That's right – just post a message on your blog asking your readers what they want. Alternatively, you can use a tool like Survey Monkey to conduct a more formal poll. Just leave some of the questions open-ended so that your readers can give you options that you never considered.
- **Look for "hot" forum topics.** Visit the most popular forums in your niche and look for patterns. Which topics get brought up repeatedly? Which ones get a lot of views and discussion?
- **Search popular products.** Go to Clickbank.com and the Amazon.com marketplace and type in your broad niche topic (like "organic gardening"). Then browse the table of contents and/or the sales letters of the most popular niche products to get plenty of blog post ideas.

- **Scan popular articles.** Go to EzineArticles.com, click on the appropriate category and then look at the most popular articles in your niche. This should give you dozens if not hundreds of ideas!
- **Read similar blogs.** Visit the other blogs in your niche and take note of which topics typically generates lots of discussion. Then come up with your own unique take on the topic and blog about it.
- **Go to Google.** Start typing in a search using your broad keywords... but don't hit enter (yet). Instead, see what other words Google suggests for you. This should give you plenty of content ideas. (Then hit enter and visit the top 5-10 sites in your niche to see what others are writing about – if you see patterns, then you may want to blog on those same topics.)
- **Recycle your old posts.** As you start blogging more and more, you'll quickly discover that some of your posts generate more views, discussion and excitement. You can recycle these popular posts in several ways.

Example: If you had a "top ten" list of tips, you can elaborate on each of those tips to create ten new blog posts. Or if you created a case study post, you can extend the study... and then create new blog posts about this extension.

- **Go to Yahoo! Answers.** Search for niche keywords and/or browse the appropriate categories to see what people are asking about in your niche. In particular, see which questions come up repeatedly. You can even create a FAQ (frequently asked questions) post based on the questions you see repeatedly asked on this site.

Example: "Raising Healthy Puppies: Your Top 10 Questions... ANSWERED!"

Simple, right? So go ahead and set aside 90 minutes (maybe on Sunday nights).

Then get ready to spend the next three days building your blog...

Build Your Blog

On the first day of the week you set aside 90 minutes to brainstorm content ideas.

Now that you know what you're going to write about this week, you'll set aside 90 minutes each day for the next three days in order to actually create this content.

Now, while you know what topics to write about (based on your brainstorming and planning in the previous step), what we haven't yet talked about is the format for these posts.

And that's why in this step you'll learn about 10 different types of posts you can create.

But first, let me make one suggestion:

Vary the length of your posts.

You see, some people write the same-length posts every time they blog (which should be at least once per week, but preferably you should post two to three articles per week). And usually these posts are "standard" 400 to 600 word posts.

Now, there's nothing wrong with these sorts of average-length posts. But you can make your blog more interesting by adding more variety.

Example: Sometimes you may want to post a 100-word tip. At other times you may want to post an in-depth 1500 word article. And yes, sometimes you'll post those typical 400 to 600 word articles. Just mix it up to keep it fresh.

In addition to adding variety in terms of length, you'll also want to add variety in terms of what types of content you're posting.

Tip: Sometimes you may want to create more than one post on a particular topic idea.

For example, let's say you have a weight-loss blog. And let's say the topic of drinking protein shakes is hot right now. You can create a research article that examines whether protein shakes are effective for those wanting to lose weight. Then you can also create a personal case study where you examine if a protein shake every day for 14 days has any beneficial effects for you.

Read on for ten different types of articles you can create out of your topic ideas...

1. Top 10 Posts

This is just what it sounds like – a “top 10” list. It can be a top 10 list of tips (see next article type). Or it can be a top 10 list of niche-relevant tools, resources, books or products. (Which is why it’s a good article format to use if you’d like to insert affiliate links into your post.)

Examples:

- Top 10 books every aspiring copywriter should read.
- Top 10 tools every home mechanic should have in his toolbox.
- The 10 best ways to save for retirement.

2. Tips Posts

As the name implies, this is where you share one or more tips. For example, you can just share a quick tip to create a short blog post. Or you can share five tips... or 10 tips... or even 101 tips.

Examples:

- 101 ways to de-clutter your house.
- A little known trick for getting rid of cravings.
- 7 weight-loss tips that will melt 10 pounds of fat.

3. How To Posts

A “how to” posts is used to teach the reader how to do something. Usually, these instructions are posted in a step-by-step format (e.g., “Step 1, do this... Step 2, do that”).

Examples:

- How to teach a dog to sit.
- How to get rid of aphids in your organic garden.
- How to use Google AdWords.

4. Motivational and Case Study Posts

Motivational and case study posts are actually two different types of posts. But since you can combine them, I've included them together.

A case study post is where you take a scientific approach to testing something – such as a new product – and then reporting your results.

Examples:

- Do protein shakes really work? Here are my results after 14 days.
- Can a technophobe use [software name]?
- Putting [product name] to the test.

In all cases, your article focuses on providing detailed results, facts and figures.

The motivational post is different because it focuses on emotions rather than focusing on the hard science, facts and figures. Whereas a case study is designed to let readers know if a product or strategy works, a motivational post is designed to inspire readers.

To that end, a motivational post shares someone's "journey" – meaning how they overcame a problem. The post would also note if the person used a particular strategy or product to overcome the problem. This post is designed to motivate the reader to solve their problems too (and to show them it is indeed possible).

Examples:

- How a former fat girl became a beauty queen.
- How I went from \$0 to \$124,983 in less than a year.
- How Suzy got rid of her acne in just 7 days.

5. Research Posts

This is another "facts and figures" type post. But instead of doing any studies or experiments yourself, you turn to academic and scientific literature to come up with an article.

This is basically like a research paper that you did back in college or high school. You come up with a question and then answer that question using scientific sources (perhaps two to four scholarly sources for an average article). You can then offer your opinion and other comments on what you discovered.

Example: You may ask the question: What is the best exercise for weight loss? Perhaps your research indicates that high intensity interval training burns the most calories over an extended period. You can cite your sources, discuss the studies and then you can add a "how to" section at the end of the article telling people how to do high intensity exercise.

Example: Here are two more examples:

- Which antioxidants are proven to make skin look younger?
- What is the smartest breed of dog?

6. Response Posts

A response post is also called a "trackback post," because you use trackbacks to reply to another blogger's post. If the blogger has trackbacks enabled on their blog, then a link to your blog post will actually show up on their blog – and that means this type of post can be a good way to get traffic.

Examples:

- A blogger rants about a particular problem. You respond with a solution.
- A blogger offers a "top ten" list of tips. You offer ten of your own tips.
- A blogger takes a strong opinion stance on a topic. You respond with an opposite stance/opinion.

7. Rant Posts

A rant is just what it sounds like – an emotional post, often one where you "complain" about a problem. And although this sounds pretty simple, these are often the most popular posts on your blog.

You see, people tend to have strong feelings about emotionally charged topics. So when they see someone posting about that same topic, they can't help but feel "charged up" again. This tends to create a bond between you and the reader. And it often creates a lot of discussion and comments on the post.

Tip: Look on popular niche forums at some of the posts with the most views and replies – I bet at least one or two of the top ten are actually based on "rants" or other emotional topics!

Examples:

- Why [name of sports coach] should be fired!
- Why the gurus got it all wrong.
- Why I hate [some niche-relevant topic/product/other thing].

8. Presell Posts

You want your blog to make money. And while you may have ads and links in your sidebars, for best results you should have links within your actual posts (at least occasionally).

You can slip links in a subtle way into all of the types of posts we've talked about so far. But there's no harm in stepping away from subtle from time to time – and a presell post is one such way to do it.

A presell post is basically an advertisement. This is where you tell your readers, "I recommend this product and here's why..." (followed by a list of reasons and benefits why it's a good product). You can even copy and paste bullet points directly from the sales letter, if you have permission.

Tip: For best results, write from the heart rather than hyping it up. If your readers know, like and trust you, then they'll buy the product just based on your honest recommendation.

9. Review and Comparison Posts

Another rather direct way to sell a product is by writing a product review (or a comparison, if you'd like to review and compare two or more products).

Again, the key is to write from the heart and be honest with your recommendation. For best results, be sure to list both the bad points (product weaknesses) and the good points. Then tell your readers whether you recommend the product.

Examples:

- Warning: Don't buy [product name] until you read this...
- The best product on the market since [name of another good product]...
- [Product Name]: Hot or Not?

10. Multi-Part Posts

This post format can be used with just about any other format. Basically, the idea isn't just to make one post – it's to make a series of posts (at least two posts, but preferably more).

The reason is because you want your readers to get "hooked" on the initial posts... and then eagerly return to your blog again and again for the next post in the series.

Tip: You can make this a permanent feature on your blog. For example, on a Mondays you can offer a "tip of the week." Or, on Friday's you can offer a "product of the week" post.

Examples:

- Ten part series showing people how to write a sales letter.
- Three part series describing how to housetrain a dog.
- 52 part series (once per week) showing people how to lose weight.

Quick Recap

Now that you know how to write content for your blog, go ahead and start building that blog with several posts (and be sure to commit to adding two or more posts each week). Then read on, because in the next step you'll find out how to bring targeted traffic to your blog...

Bring In Visitors

Your blog is just a bunch of words floating around in cyberspace... at least until people know it exists. At that point it becomes a source of information and solutions for your readers... and a source of income from you!

And that's why you'll spend two days (90 minutes each day) using the methods below to attract targeted traffic to your blog.

Read on...

Use Search Engine Optimization

To use search engine optimization, you need to first find out which exact words and phrases your market is typing into search engines. You can do this by typing in your broad keywords (like "homeschooling") into a tool like WordTracker.com.

Tip: Your goal is to choose longtail keywords, which are typically four or five word phrases. These keywords have very little competition in the search engines, which makes them easy to rank for. Look for WordTracker.com KEI (keyword effectiveness index) values of at least 100 - but 200, 300 or more is better.

Now choose one of your keywords and write a blog post around it. Be sure to include the keyword in the title of your post, as well as two to three times for every 100 words of content.

So if you have a 400 word post, your keyword should show up within the article eight to twelve times.

Then upload your post to your blog, publish it... and watch the traffic roll in!

Tap Into Other People's Blogs

There are five main ways you can tap into other peoples' blog traffic:

- 1. Trackbacks.** See the previous section on how to create trackback posts.

- 2. Commenting.** This is where you go to other people's blogs and join the discussion by commenting on the post. Be sure to post thoughtful additions to the conversation. You can then leave a link pointing back to your blog.
- 3. Blog rolling.** This is where you swap links with another blogger. If you see a blogger has a "blog roll" (list of links) on the main page of their blog, then simply write to them, tell them a bit about your blog (what niche and how much traffic) and ask to swap links.
- 4. Buy an ad.** Use a service like blogads.com. Also, look for "advertiser" links on relevant niche blogs where you can purchase your ad space directly from the owner of the blog.
- 5. Guest blogging.** This is where you swap content (articles) with other bloggers in your niche.

Below you'll find a sample email you can send to other bloggers to request article swaps...

Subject: I'd like to feature you on [your blog], [name]

Dear [Blogger's First Name],

Hi, my name is [your name] and I publish [your blog]. The reason I'm writing is to see if you'd like to get more traffic by exchanging blog content. Let me explain...

Since you're the niche expert on the topic of [topic], I can think of no one better to share your expertise with my readers. In exchange, you'll get a link back to your blog plus the opportunity to promote your products and services to my [number] daily visitors and readers.

In return, you can publish one of my [topic] articles on your blog. Your readers will enjoy the fresh content, useful information and unique viewpoints that I can provide. In other words, I'll be sure to make you look good. ☺

Please hit reply and email me right now to let me know when you'd like to swap articles. You can also call me at [number] if you have any questions or comments.

[sign off/name]

P.S. As an added bonus, I'll add your blog link permanently to my blog roll. Be sure to tell me how you'd like this link to appear!

Article Marketing

You're a whiz at creating content for your blog. But now you can take this same content (or slightly different versions of it) and distribute it to article directories and elsewhere.

Here are some of the best places to post your articles:

- EzineArticles.com
- GoArticles.com
- ArticleAlley.com
- ArticleCity.com
- Buzzle.com
- iSnare.com
- Squidoo.com
- HubPages.com
- Secondary blogs like Blogger.com, WordPress.com and LiveJournal.com.
- Social media sites like Facebook.com and MySpace.com.

Tip: You can use Camtasia Studio and a program like PowerPoint on your computer to turn your text articles into videos. Then you can upload your videos on sites like YouTube.com!

You may want to optimize this content for the search engines (see the SEO tips presented a few pages ago).

The other important thing is to create a byline that compels people to click through.

Usually, this means you need to give readers a reason to click through, such as a big benefit.

Example #1:

If you enjoyed this article, then you'll want to read part 2 by clicking here. You'll discover how to [insert benefit here, such as "lose 5 pounds of fat in two weeks"] - free!

Example #2:

Are you tired of [bad thing]? Frustrated because [of another bad thing]? Then click here to discover the secrets of [good thing] - it's free!

"Are you tired of being fat? Frustrated because those other diets just leave you hungry? Then click here to discover the secrets of losing weight without hunger pangs - it's free!"

Example #3:

Who else wants to discover how [group] [gets benefit]? Now you can - for free-- by clicking here...

"Who else wants to discover how the world's most famous magicians do their best tricks? Now you can - for free! - by clicking here. Prepare to be amazed..."

Buy Ads

Earlier I mentioned that you can tap into other people's blog traffic by using a service like blogads.com. But that's not the only place to buy ads online. Here are others:

- ➔ **Directly.** See if the most popular forums, newsletters and websites in your niche have "advertiser" links where they sell email solo ads, banner ads and text ads directly to advertisers.
- ➔ **Use ad brokers and CPA sites.** These sites include blogads.com, payperpost.com, blogsvetise.com, bloggingads.com, adgitize.com, buysellads.com, textlinkbrokers.com, linkadage.com, kontera.com, clixgalore.com and revenueads.com.
- ➔ **Use other venues.** You can use services like the previously mentioned [Google AdWords](http://GoogleAdWords) (including the content network, so that your ad appears on other people's sites). You can also use venues like Facebook.com PPC marketing and adbrite.com.

In all cases, the key is to start small.

That means testing out the ad network or the ad placement by purchasing a small number of impressions, clicks or emails – perhaps as few as 10% of the number that you eventually wish to purchase. If you get good results, buy more ads on the site. Otherwise, move along and try a different advertising venue instead.

Harness the Power of Viral Marketing

Another name of viral marketing is word-of-mouth marketing. That's because your prospects, readers, customers and marketing partners help spread your marketing message.

There are several ways to do this, including:

- **Creating a "link bait" post.** This is where you create a post for your blog that's so extraordinarily useful, controversial, funny or even outrageous that people in your niche link to it on forums, blog about it and share it on social media sites.
- **Offering a rebrandable ebook.** This is where you use a tool like ViralPDF.com to create your ebook, which allows people to "rebrand" it with their own links. Thus when they pass along your ebook, they get the benefit of enjoying increased traffic and sales.
- **Posting a viral video.** This is like a link bait post, except you're creating a video and putting it on YouTube.com. The video should be funny, controversial, extremely useful or otherwise unique enough that people want to share it with others.

Example: People will say things like: "Did you see that video of that trained dog getting a soda from the fridge? It's awesome – check it out here..."

The key in all cases is that your content needs to be unique. It needs to be "buzz worthy" (i.e., worth sharing). For ideas of how to do this, consider these examples:

- **YouTube videos.** Just think of all the funny or inspirational videos that end up in your email inbox from friends and family who couldn't resist sharing them. Now think about how you can create something similar for your niche.

- **"Shock jock" comments.** Think about how political commentators and shock jocks make highly polarizing, controversial statements – and EVERYONE talks about it. Can you do the same?

Example: Maybe you're in the dog niche and you can say something controversial like , "traditional housetraining methods are CRUEL and do not work!"

- **Useful and unique.** If you offer tools or content (for free) that people can't get anywhere else, they'll share it with others.

Example: A blog post that lists the 101 best tips for your niche. Or an ebook that shares a niche-specific strategy that's not taught anywhere else.

For best results, get your viral content in front of as many people as possible right after you publish it.

That way, the viral effect will take hold immediately!

Quick Recap

You can get some traffic using the above methods. Don't stop there. Use all of the traffic generation techniques that you can get your hands on.

Now you know how to create content and get traffic. Your next step is to learn how to turn this content and this traffic into cash-paying customers! Read on...

Boost Income

Great content and targeted traffic don't mean a whole lot if you can't convert these assets into money in the bank. In other words, you need to "monetize" this traffic.

Below you'll find some of the most popular ways to do it.

Note: You only need to spend one day (a 90 minute session) working on this task. You can use these 90 minutes to find new products to advertise and/or to test your current offers.

Post Affiliate Links

An affiliate link is where you earn a commission for every product or service you sell. Here are popular affiliate networks:

- Clickbank.com. This is the best place to go if you'd like to sell ebooks and other digital products. Plus, most commission are set at 50%.
- Amazon.com. Commissions are much smaller here (sometimes as little as 5%), but you can sell a wide range of physical products. Plus, conversions are high because Amazon is a trusted and well-known brand.
- CJ.com and ShareASale.com. This is the place to go if you'd like to work with big companies (like 1800Flowers) to sell physical products. Commissions vary, but range from 5% to 20% on average.

Note: You can place these affiliate links in your blog's sidebar (perhaps even featuring them). Or, you can place them directly into your articles. For example, write an article called "Top 10 books every horror writer must read," and then put 10 Amazon affiliate links for these books directly into the article.

Display Third-Party Ads and Offers

You can display ads in your blog's sidebar, such as Google AdSense ads or adbrite.com ads.

Another option is to offer CPA (cost per action) ads, where you get cash every time someone performs a specific action, such as filling out a form. You can find niche-specific CPA offers on sites like:

- MaxBounty.com
- ClickBooth.com
- RocketProfit.com
- LinkShare.com
- Azoogle.com
- MarketLeverage.com
- ShareASale.com

Sell Advertising Space Directly

Another option is to work directly with advertisers. The benefit is that you can approve advertisers and ads, meaning you can make sure you're only displaying relevant, high-quality ads.

Tip: You'll also get more money if you're selling the ad space yourself (rather than going through a broker).

If you want to go through an ad broker, then use a service like blogads.com. Otherwise, place a page on your blog that tells advertisers your rates for blog posts, sidebar ads, banner ads and links. You'll also need to provide information such as how much traffic your blog gets and where this traffic originates.

Tip: If your blog is small yet growing, use an ad broker. Once your blog is big and popular, then sell the ad space directly yourself. That's because advertisers will generally come looking for you if you have a popular blog.

Promote Your Own Offers

The above options center around building other peoples' businesses.

One way to build your own business is to promote your own products and services in your articles and within the blog's sidebar, header and/or footer.

Build a Mailing List

Whether you're promoting your own products or someone else's, you should be building a mailing list.

That's because you can follow up with your subscribers any time you want, earn their trust and then promote products and services to them. Thus even if people don't buy anything directly from your blog, you can still make money via your mailing list.

Here are the steps you need to take:

- 1. Get a mailing list manager.** Aweber.com, GetResponse.com and iContact.com are all good choices.
- 2. Give people a reason to join your list.** For example, offer a free viral report. Or offer the password to a highly-valuable post on your blog that's password-protected.
- 3. Paste the subscription form into your blog.** You can include the form on every page of your blog (in the sidebar), as well as on its own special page where you tell people the benefits of joining your mailing list.
- 4. Build a relationship with readers.** Finally, upload 7 to 12 messages into your autoresponder as a means of keeping in touch with your new subscribers.

Example: Offer "7 Ways to Lose 7 Pounds" or "12 Tips for Making Your Dog a Better Houseguest." Then send each of these messages one to three days apart.

Test Your Offers

So which monetization method is right for you?

Chances are, a combination will work best (such as a mix of AdSense ads, affiliate offers and your own offers). However, the only way to know for sure is by rotating your offers and testing to see which ones get the best response.

You'll need a tracking tool like Google Analytics in order to do this. Then simply place different offers in your blog's sidebar and track the response. Which ads get the most clicks? And more importantly, which ones put the most money in your pocket?

Tip: Placement matters! Not only should you test different ads, you should also test to see which spots on your blog generate the most

revenue. For example, perhaps ads at the top get the most clicks and sales, while ads in the footer hardly get noticed.

Once you've determined the winners, then you can feature these revenue-producing ads and links in the best placement locations on your blog. Now let's wrap things up...

Conclusion

And there you have it – my surefire system for blogging your way to big profits in just 90 minutes per day! Let's quickly recap the blogging system:

- **Brainstorm** – On day 1 (usually at the beginning of each week) you take 90 minutes to plan what type of content you'll create.
- **Build your Blog** – On days 2, 3 and 4, you'll spend 90 minutes building your blog by creating all the content you need for the week... and beyond!
- **Bring in Visitors** – Days 5 and 6 are devoted to bringing in eager readers to your blog.
- **Boost Income** – On the final day of the week you'll spend 90 minutes turning the traffic and content into money in the bank!

After you have fully developed the blog (and made money from it yourself!) follow the steps from a previous issue of Infoproduct Pipeline (Creating And Selling Websites) for selling the blog.

Your next step is ridiculously simple: Get started blogging!

If you don't yet have your blog set up, simply go to WordPress.org to get the software, templates and all the instructions you need to get your blog up and running. Then set aside 90 minutes per day to use my formula – and enjoy the profits!