

MONEY From Blog

MFB Blogging Phenomenon

Version 2008A

Blogging business is just another typical businesses, it is about understanding how the game is played and believing in it, preservers until you see your first success! You determine the success, we show you the path!
-Jack Lan



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Published By: Jack Lan Zijun (Singapore) Contact: support@moneyfromblog.com

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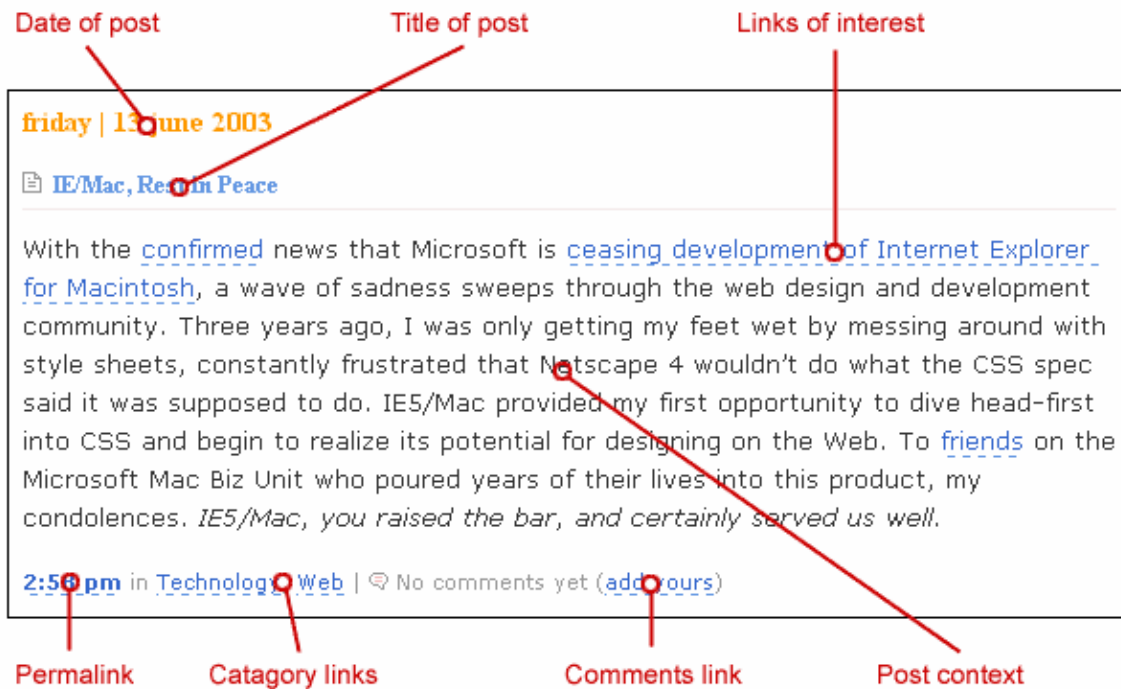
Chapter 1: What are Blog and Blogging Phenomenon?

What is a Blog?



A blog is a website made up of short, frequently updated posts written by the website owner. The person who blogs is known as a blogger.

“Blogging” is the act of writing and publishing blog posts. These actions had a huge impact on the way information is presented, published and consumed on the internet. Unlike many online developments that turn out to be just fads, blogs are most definitely here to stay.



History of Blogging

The first few blogs appeared on the web at the end of 1990s, no one could have predicated the amazing growth they would experience over the next few years.

Blogs started as a simple, user-friendly way for people to publish on the Net and regularly update their thoughts and views, information that are relevant to their readers and also links to other websites. However, these early blogs were mostly produced by people with a lot of Programming knowledge and they catered to a narrow audience of technically minded people.

Finally, in 1999 an easy to use online application called blogger made blogging accessible to anyone, and this new technology really started to take off. When mighty Google bought Blogger in 2003, the search engine secured the future popularity of blogging as an online activity for millions of people. The number of blogs on the internet soared and blogging officially become an online phenomenon.

Blogging had arrived and arrived with a bang!

Since then, blogging has continued to grow in leaps and bounds becoming more and more popular as time goes by. There are no signs of this incredible trend slowing down.

Here are some of the blog-related statistics;

A search for “blog” on Google in November 2005 showed 475 million results



Blog directory Technorati was tracking more than 21 million blogs by November 2005.

A new blog is created every second.

Bloggers add more than 33,000 new blog posts every hour.

Plus the internet big boys have all joined in. Yahoo, MSN and AOL are all joining Google Blogger in taking blogging to the masses.

The result of this blog explosion is that everyone from millionaires to work-at-home mummy to carpenter to directors of fortune 500 companies can now have their own blog.

What is the New Age Blog?

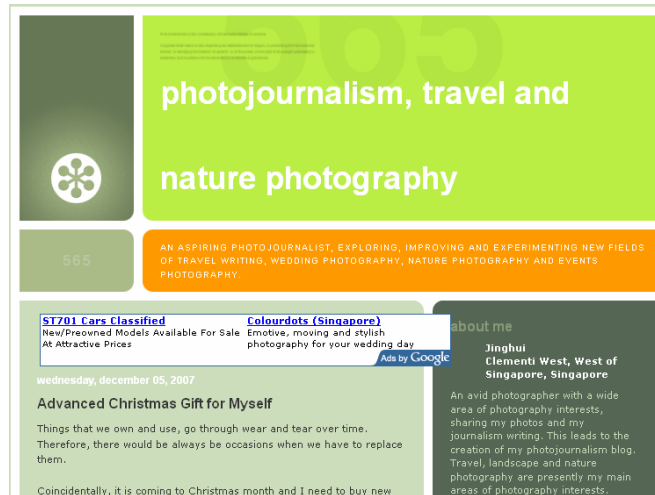
A blog can be a stand-alone website or part of a larger website which made up of short articles of pieces of information that usually contain links to other relevant articles or website.

These posts are written by the website owner or by an appointed person on a regular basis with the most recent post appearing at the top of the page. Blogging software automatically archives each post by date and often by category, so it is easy to find

older posts. This reverse chronological content system and automatic archiving make blogs different from regular websites.

Another difference is that the comments system common to most blogs which allows bloggers to have conversations with their readers by letting visitors to post their own comments or views on the topics being discussed.

Blogging allows anyone and everyone to have a voice online, no matter what is their level of technical knowledge. This influx of fresh voice onto the internet combined with the open communication, blogging has thus helped to stop web from being dominated by large corporations.



Blogs have become flexible tools with many different uses. Most importantly, for our purposes - Blogs have become a highly effective business tool. Both online and offline businesses can use blogs to take their products and services to a wider audience, increasing their traffic, leads and sales. There are even bloggers today whose sole source of income comes from blogging.

However, before we start to explore on how blog can benefit your business, it is important that you understand the reason why blog have become so popular.

Why Blog & Blogging?

Bloggers and their readers love to read blogs, for a number of reasons.

One of the key reasons is that there are a lot of very good blog writers out there; all sharing their opinions, knowledge and advice on topics people are interested in reading about.

It is the human aspect of blogs that draws many people to them. Bloggers tend to write in a very personal and informal style, which is in contrast to the many more corporate and faceless websites out there.

Another very popular feature of blogging is its conversational aspect. Many blogs allow visitors to leave comments on what they had read and other readers can then reply to these comments and continue the discussion. Popular blogs often create a sense of

community because the same people return again and again to post comments and connect with other people interested in the same topics.

Blogs also offer people with new fresh opinions, a change from the main stream media and online news websites. Since blog posts are usually brief, regularly updated and easy to read, many people now read their favourite blogs everyday as much as they could just like an online newspaper or magazine.

From the point of view of bloggers themselves, the incredibly user-friendly content management system offered by blogging is a major factor in blogging rapid ascent. People jumped at the chance to publish their thoughts and views on the internet without needing any special technical knowledge or even their own website.

The services or providers like blogger, typepad, wordpress and Yahoo 360 make blogging easy to use, quick and inexpensive or even free, which resulted in blogging now plays a major role in today's online communication today.

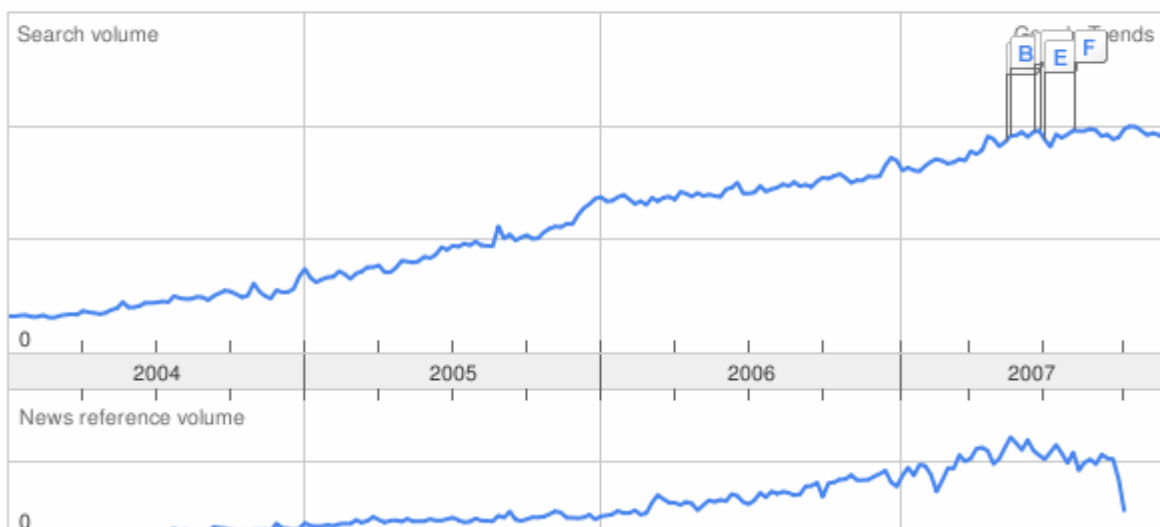
That is why if you have an online or offline business or even no business at all. Blogs are one online development that you simply cannot ignore.

The Growth of Business Blogging

Everyone from the one-person business to the huge corporation has joined the "blogosphere". What is particularly interesting to internet business owners and offline business owners large and small is the way blogs are fast developing into a very useful business tool.

Trend history

● blog



For example, if you are currently having an online business and you can add a blog to your website you can:

- Attract more traffic to your web site
- Encourage your customers to return to your site more often
- Build better customer relations
- Reach a wider audience

Ultimately, generate more sales and more profits on the internet!

Many other businesses have also started blogs and have been enjoying great success with them. Of course, this is very good news for you, because there are a lot of successful blog models out there to learn from. We now know what works and what doesn't - so you don't need to waste time on ineffective tools and strategies.

On top of the growing number of successful business blogs, more people than ever before are aware of blogs and what they are. In fact, there is probably no better time to start a business blog than right now because

Blogging is easier than ever with improved services from the likes blogger.com and wordpress.com

There are tons of great tools and blogging resources you can use, such as blog directories, RSS feeds and dedicated blog search engines

There are more way to make money with your blog than ever before, such as AdSense and Blog Ads

In this eBook, we will show you step by step on how you can create your own business blog and capitalize on this exciting phenomenon.

We will give you the best strategies and tools you can use to promote your blog and use it to meet your objective, whether that means increasing your sales, presenting a more human face to your online customers, reaching out to a wider audience or just generating some extra income.

And because the vast majority of bloggers don't use these tools and strategies effectively, just reading this eBook will give you head start when it comes to launching your first blog

Chapter 2

How a Business Blog Can explode Yours Sales & Profit

Benefits From Blog and Explode Your Sales and Profits

Benefit 1 - Reach a Wider Audience

If you make your blog interesting enough to your target audience, you can use it to reach far more people than a static sales web site ever could. A blog works so well because it takes advantage of the fact that most people are searching for information online. They are not necessarily looking to buy something right away.

However, by providing people with valuable information you increase your credibility in the eye of your target audience. That will put you in an excellent position to convert your readers into paying customers or the very least make them aware of your products or services.

Many regular websites provide their visitors with useful information by adding informative articles to their sites but because a blog is so easy to update, it is very efficient tool for creating and presenting fresh content that your target audience is interested in. These frequent updates also attract a lot more repeat traffic than a static web site could.

Even if you have an offline business that doesn't directly sell anything online, like a coffee shop or a movie theatre, a well written blog can also help to spread the word about your business and bring more foot traffic to your place of business.

A static web site would have difficulty attracting such attention from people returning again and again to read the latest update but that is what blog are made for.

Benefit 2 - Generate Better Search Engine Rankings

If you do business in the internet, whether by selling products online or by using the web to promote your offline store or services, you will need to make sure that your target audience can find your web site among the millions of others.

One of the best ways is to make sure you can be found by people for what you have to look for is to show up at the top of the search results in the free search engines like Google and yahoo.

That's why search engine optimization has become such a key internet strategy. Everyone wants to become the top of the free search engine rankings. This is especially important when you consider the fact that there are more than 200 millions searches on Google everyday.

A blog is an extremely effective tool to help you rise up the search engine ranking with a very little cost.

There are 3 main reasons why blog are an excellent tool for Search Engine Optimisation (SEO):

Keywords: keywords are the words people use to search for information in the search engine. The more relevant keywords you have on your website or blog, the more chance you have to attract the people searching for those words.

Link: Short for hyperlinks, links are highlighted words or phrases that people can click to move from one blog to another or website to another. If popular blogs or websites link to your blog or website, the search engines will decide that your site is also popular and give you a boost up their rankings. f you have high traffic blog and you link your blog to your sales website, you can increase the search engine ranking of your website.

Fresh content: The third factor in how search engines rank your website is the freshness of your content. Google and other search engines want to provide web searchers with the most up-to-date and relevant content they can identify. That is why their technology is constantly gathering information about new web sites and updates to existing sites. The more frequently a site is update with fresh content, the more often the search engines will visit to index the pages and the better chance those pages will have of climbing higher in the rankings. Since a blog format allows you to add fresh content every day, a regular updated blog can give you yet another boost in the search engine rankings. Every blog post gets its own unique URL, therefore, the more you post the more you can increase your search engine ranking.

Benefit 3 - Boost Your Revenue

The ultimate goal of any business blog is to increase the profits of the business as a whole. A well managed blog can certainly provide a couple of additional revenue streams for your business. The most obvious being through the extra traffic a blog can drive to your online or offline store.

If your blog showcases new products and includes subtle marketing messages, you can drive people from your blog to the sales and product pages on your website with a little effort. As a result, you are able to close more sales. If you have an offline store, you can drive more traffic to it by showcasing your products and offers and generating interest and excitement on you blog.

The other potential revenue stream is third party advertising on your blog. As you now know, a good blog can attract significant volume of traffic. One benefit is that heavy traffic can make your blog attractive to advertisers. There are a couple of options available to you which we will cover later.

Benefit 4 - Develop Relationships with your Audience through Open Communication

Another great benefit of blog is that it allows you to develop a rapport with your visitors by posting advices, tips and updates on your products, services and industry as well as addressing any particular customer concerns or queries.

Benefit 5 - Build a Community of Interested Followers

Communicating with your customers through a blog can be completely one-way by you simply writing regular new updates or posting information of interest for your audiences to read. It can also be two-way, with you posting a topic and then allowing people to leave comments or ask questions.

The functions also provide another benefit with the ability to create a community of like minded people on a topic specific blog. By leaving comments, readers can interact with other people interested in the same things, as they would on an internet forum or message board.

Community building aspect of blog keeps people coming back to leave more comments or to view replies to their previous comments. The ease of open dialogue facilitated by blogging is a major factor in its huge rise in popularity as being able to discuss topics of interest with like minded people is very attractive to many internet users.

By allowing people to leave comments, you are encouraging discussions related to the topic of your website, which means that your blog site will be constantly updated with fresh new keywords related to your business, meaning better search engine ranking for you.

Benefit 6 - Humanize your Business to Let Your Potential Customers feel Comfortable buying from you

One of the major benefits of a blog is that it allows you to give your business a personal voice. Blogs answer the public's cry for a less sanitised style of business/consumer interactions and let people know that there is a living, breathing person behind that website.

This personal touch helps to create trust which in turn can help to build a loyal customer base. This encourages repeat customers, builds your reputation and ultimately increases your overall sales and profits.

For small businesses, it is fairly easy to write in a personal way, write as if you are speaking with your customers in person. This approach has worked very well for small

business, however large businesses and corporation have seen blogs as a perfect way to get in touch with their customers and present a more human image.

Benefit 7 - Establish Yourself as a Leading Expert in Your Industry

Establishing your credibility in the eyes of your target audience is a very important part of any business but particularly an online business. After all, with an offline business, anyone can walk in off the street and ask questions to gauge your expertise.

However, web business owners have to work much harder to build their credibility because they cannot reply on this personal contact.

Here again, a blog can be invaluable. Not only can it humanize your online business by allowing you to write in an informal style, but it also gives you the opportunity to write posts that position you as an expert. This is a technique commonly used by people who offer their services online, like writers, business coaches and public relations professionals.

Benefit 8 - Blogs Offer Easy to use, Cost Effective Web publishing and Content Management Tools

Another reason for the stratospheric rise of blogs is that they are so easy to set up and manage. People who may have previously been put off from building their own web sites because of worries about their level of technical knowledge jumped on blog as a way to create their own presence online and this led to an explosion in diary style blogging.

In addition to that, a business blog is just as cheap and easy to create as a personal diary style one.

Any business owners can set up an effective blog for between zero to ten dollars a month depending on the provider you use and how advanced you want your blog to be. You don't need any programming knowledge to start and to maintain your own blog, and you can be up and running in minutes.

You can post your blog instantly. This allows you to update your readers and customers with important information as soon as you get it. This is to show them that you ahead of the game.

Additionally, the archiving feature that is common to blog software will automatically store all the contents that you had created allowing you to keep a history and group posts into categories

These will make blog great information resources for visitors to your website. Many good blogs also have search functions allowing visitors to find the topics that interest them most.

Whether you are a small business owner or the CEO of a large corporation, a blog can help you to achieve key objectives such as communicating more personally with your customers, reaching a wider audience online, boosting the search engine ranking for your website and selling more of your products and services.

Chapter 3

Bloggging Advantage to Online Business

Create a Blog to Generate Traffic and Sales for Your Online Business

Like any new technology, blogging took some time to become firmly established. However, now blogging has matured to the point where we can fully understand its marketing potential and develop proven system so you can use blog effectively to promote your business on the internet.

There are many blogging strategies techniques and tools that have now been tested and proven to work. These ranges from traffic strategies to writing techniques and from promotional tools to tips on how best to generate profit with your blog.

What this means to you is that you don't have to waste time trying out lots of different tools and strategies to find the one that work. We have already analysed hundreds of successful blogs for you, tested our own ideas and discovered exactly what techniques and approaches generate the most interest traffic and sales for you business. All you have to do is simply follow these proven formulas for success.

Of course how you use these tools and strategies will depend very much on the blog model you choose to follow. There are 3 main business blog models:

- A blog that promotes your online business
- A blog that promotes your offline business
- A stand alone blog that generates its own revenue

The Benefits of a Blog

You can promote a blog through search engines and directories specifically designed for blogs, where there is less competition than in a regular search engine.

- A blog is more of a two way to discuss between you and your readers which gives your audience a voice and facilitates a community environment
- A blog is much more informal way that gives your business a friendly face that readers are more likely to trust and relate to

- Blog content is more frequently updated which prompts visitors to return frequently
- Create value added content to attract more visitor to you website

A blog contains so much contents, thus, it can be a great tool to use if you sell a product online. Through the posts on your blog, you can give your visitors useful information relevant to the needs of your target audience.

For instance, if you are selling an eBook on motorcycle maintenance, you can post news items on motorbike related topics and tips on keeping your bike running smoothly. Remember, this type of relevant content gives you a leg up in the search engine rankings and attract more visitors to your blog and web site.

Alternatively, if you are running a website selling scuba gear, you can write a blog entry on tips for maintaining your equipment. You can also blog about diving news and destinations and create a way for your visitors to connect with other divers.

Build a Buzz around New Products

You can also use your blog to tell your potential customers about any new products or services you had offered. In fact, this strategy is now used by some authors and publishers of eBooks and other information products who release selected parts of their working in progress to build some buzz before they actually launch the product.

But this strategy isn't just for information products. You can virtually take any new product and release snippets of information about some of its new features and benefits to build up a sense of anticipation within your market.

A blog which can easily be updated daily which is ideal for this process. By timing it well, you could create a virtual line up of people wanting to buy your product on the launch day!

You can even involve your readers and customers in the development of new products by asking for their comments and suggestions.

As long as you are not duplicating content, running a couple of blogs and linking between them, it can be an excellent traffic strategy.

There is a blog setup specially to sell one particular product by providing interesting and relevant content that will appeal to the eBook's target audience. By involving the readers in the book development, the author is generating a ton of interest in his book before he releases it.

In fact, this request for help with designing the cover had generated nearly 150 responses, with many readers leaving long, detailed feedbacks.

Collect Your Blog Visitors' Email Address and grow your opt-in Email List

One of the best ways to turn your blog visitors into potential customers is to collect their email address so that you can follow up with them and market to them by email.

If you already use an opt-in form on your main sales site to grow your opt-in email list, then it will be easy to simply add another opt-in form to your blog. In this way, your blog's visitors can sign up to receive your newsletter report or whatever you are offering and you will have a way to keep in touch with them after they left your blog.

Most importantly, you will have a way to drive those subscribers to your sales website and ultimately convert your blog visitors into paying customers.

If you don't have an opt-in form on your main sales website, now is the time to create one. By offering your website visitors something free of charge of value for free, you will be able to collect their names and email addresses. Once you have this crucial information, you can get in touch with them again and again to offer them free information, maintaining your relationship with them and promoting your products and services to them.

Then you can add a similar opt-in offer to your blog, and use it to add your blog visitors to the mailing list for your sales site.

You can use opt-in to:

- Let your subscribers know about your latest blog posts
- Create previews of up and coming hot topics in your blog
- Send a monthly free newsletter to your subscribers
- Announce new products and services you offering from your sales website
- Promote any special offers or discounts on your products

Additionally, you can drive both your website traffic and blog visitors to your sales site where you can convert them into paying customers.

The best part is that you can handle all your opt-in automatically using software like 1shoppingcart. With auto-responders, your email marketing campaign will be 90% hands free.

Of course, before you are able to email your visitors, you have to collect their email address first. In order to do this, you will need to place an opt-in box or subscription box prominently on your blog. To get this auto-responders program, we highly recommend you to use one [shoppingcart](#); this is a very reliable web base auto-responder program which have every feature that you need. [Click Here To Get One!](#)

Email marketing is one of the most successful online marketing strategies.

Offer Paid for Content

If you are selling information such as stock tips that you have to regularly email to your customers, you can use blogging software to create a password protected content hub and there is a chargeable fee for you to access to it as an alternative or addition to the email service.

If you are selling information product like an eBook, you can offer one year free access to a blog containing valuable extra information as a form of bonus when selling your product.

The key here is to offer some of your information for free as a taster that will invite readers to subscribe for the full text and access to the complete archives. Many online news organizations and research websites do this, as do online businesses that offer members only areas of their site.

Create a Community around Your Blog

If you sell products such as camera, a blog is great for posting content like product reviews, photography tips and news that is all aimed at a very specific target audience.

A community encourages people to return again and again and you can even use this community to help you to generate ideas for new products. For example, if you sell a software application that you had developed. You can invite readers of your blog to contribute suggestions as to show how the software can be improved for the next version.

If you sell a product that is updated regularly, a blog is perfect for generating invaluable customer feedback as to how you can improve your products.

Improve your Customer Service

You can use a blog to provide answers to the questions your customers have about your products, services and other aspects of your business. When you allow your customers to post questions making your blog a kind of interactive FAQs, or you can simply post answers to common questions that you receive through customer's email.

When you are attentive to your customers' needs and are willing to go that extra mile to provide them with excellent service. These will make existing customers more likely to buy from you again and will encourage potential new customers to do business with you. You don't even have to call it a blog.

Humanize your Business

One of the challenges when you are running an online business is that you have very little face to face contact with your customers. Hence, it can be lacking of a human element. A blog with an informal style is a great way to humanize your business and

inject some of your own personality into it. Ultimately, you are able to make potential customers feel more comfortable buying from you.

Of course you can do this with your regular website by adding a photograph of yourself and a personal message. However, that fixed message is very much a one-way communication from you to your customers.

A blog allows you to initiate and maintain a rapport building dialogue with your audiences. It allows you to stamp some of your own personality onto your business and talk about topics and issues that are relevant to you and your target market.

Boost Our Credibility and Establish your Expertise

By offering informative and relevant information to your target audience, you will boost your credibility in the eyes of your readers. This will allow them to see that there is a real person behind the web site on their computer screen.

By talking knowledgeably about your subject area, you will also be able to build your reputation as an expert in your field, something that you can only help you to attract more customers and generate more sales.

Once you gain your readership, you can even release an eBook made up entirely of a collection of your posts and sell it on your blog for some cash.

There is even a service called Blogbinders that allow you to turn your blog into a printed book. Cafepress is another site that allows you to create and sell your own books.

The beauty of using a blog is to promote your online business is when you add more and more posts; you are effectively creating a dynamic and constantly changing content section for your web site. Additionally, by including important keywords in the content, the ones used by your target audience to search for information on your subject area, your blog will continually act as a magnet to draw traffic into your site through the search engines.

The content of your blog is not just a useful information resource for your visitors; it can also boost your credibility by showing off your expertise in your industry. You can also incorporate subtle marketing strategies such as creating a buzz around for a new product by releasing information on your blog before it launches. You can also announce the release of new products or services with a link to your website of course.

The comments feature of blogs also enables you to create a community around your online business by hosting discussion revolving around the topics you write about. The informal and personal tone of a blog can humanize your business, reassuring your customers that they are dealing with a real person and not just a website or computer.

Most importantly, there are tons of new free resources with all the features above, you will ultimately increase your traffic and sales.

Chapter 4

Blogging Advantage to Offline Business

You have seen how a blog can benefit your online business in many ways. But what if you run a business that hasn't yet ventured onto the Internet? Maybe you own a small bookshop or maybe you are an insurance agent, a real estate agent, a writer or car dealer.

The fact is, if you ignore the Internet, you ignore the fact that:

10 Billion Adults are using Search Engines on a Typical Day

Chances are some of those 10 billion people are using the web to search for your products and services in your country or city. And because so many people now turn to the internet to research products and services before they make their purchase, almost any business can benefit from some sort of presence online, whether you actually sell online or not.

However, many offline business owners find creating a website for their business daunting. So they don't do anything about it or they pay thousands of dollars to have someone else do it. We always recommend that you learn how to do it yourself- it is easier than you think.

A very cheap and very easy shortcut to creating an online presence for your offline business is to simply start a blog.

Starting your own blog is a great way to gain some experience on the Internet and get an idea of how an online presence can benefit your business. Specifically, a blog can

- Allow you to tap a whole new market for your products or services
- Help you communicate with your customers
- Drive buyers to your offline store
- Establish you as an expert in your industry
- Help you develop new products

Attract People Searching Online for Your Products or Services

A blog is a great tool for attracting online traffic and then converting it into foot traffic for your offline business. It doesn't matter if you don't sell anything on the internet, as most people are actually searching for information - very possibly information related to your subject area, products or services

Research shows that 80% of the internet users had researched a product or service online, only 67% actually made a purchase online. So, although spending is predicted to grow to a massive \$329 billion by 2010, not everyone who searches on the net necessarily want to buy on the internet, which mean your offline business can definitely benefit from an online presence.

In addition, many people use search engines like Google instead of referencing an offline resource like the Yellow page or even a local directory. By creating a blog, you can pit your business in front of people looking for the kinds of products and services your business offers. And the beauty of a blog is that you can do this without spending a dime on advertising fees, website development.

Keep in Touch With Your Customers

If you regularly hold sales events and other promotions at your offline business, a blog is a great way to keep your customers up to date. You can also use it to tell your customers about any seminars you are giving or provide details of other speaking engagements your customers might be interested in. Many people who offer public relations consulting and other advice-base services make good use of blog for this.

And if you offer a service that involves travelling to different cities or countries, you can let your readers know when you are going to be in town. One of the most exciting benefits of having a blog is that you can keep in touch with your customers from just about anywhere, anytime even if you are not connected to the internet. You can blog by remote internet connection, by email or even by telephone.

This means that you can blog while you are on the road or even on vacation.

Position Yourself as an Expert

One of the best reasons to use a blog is to boost your credibility in the eyes of your current and potential customers. The blogging format is ideal for posting short, punchy items of interest to your target market, as well as longer, insightful articles and comments on your industry.

There really is no better way of showing your target market that you know your stuff and many people have used blogs to establish themselves as experts in their industry. If you have a slightly unusual, less well known business, a blog can be an excellent way to demystify it for your customer. By talking authoritatively about issues in your industry and providing valuable information ca help you built up an excellent reputation and a large readership.

Great Alternative Streams of Income

Not only is a blog an excellent way to promote your offline business to a new online audience, but many business owners who had not previously considered adding an online presence to their business have found that their blog opens up a whole new range of new and exciting possibilities.

Chapter 5

7 Key Strategies to Drive Every Successful Blogs

Post Often – Over an Extended Period of Time

No doubt, the most important element of every successful blog is the frequency of posting. Thus, it is recommended for you to have a daily posting if possible. With this habit over a long period of time, it will be the best way to build a large, loyal audience. This large readership provides the base for you to make good money from your blog. Thus, posting often is crucial to making your blog profitable.

Make Your Content Relevant to Your Target Audience

There is no point posting frequently if your contents is not relevant to your target audience. By providing valuable information and links to other websites and resources that they can explore for more information, you will keep your readers coming back for more.

To generate sustained level of good traffic, it is not good enough for your content to be just relevant to your audiences. It also needs to be insightful, informative and even controversial at times. You don't have to be greatest writer, if your voice is your own, your tune is genuine and your content is worth reading then you will be able to attract audiences.

Encourage Dialogue and Debate through Your Blog

As we mentioned, the most controversial blogs often attract the most traffic. Political blogs are prime examples of this trend. Obviously, if you are running a business blog, you will need to be careful on what you are writing but there is no doubt that there is a great way to generate large spikes in traffic is to write something new, fresh and if not controversial then at least noteworthy.

Not only does this generate interest in the blogosphere, which results in other blogs linking to you. It also encourages debate. People will leave a comment and then invariably return to read the responses to it and maybe leave other contributions. However, blog comments can be managed and there is no doubt that this dialogue is one of the stands.

Promote Your Blog Everywhere, All the Time Both Online and Offline

In order to make your blog a great tool to generate traffic for your online business, you will need to start by driving lots of traffic into your blog. The most successful blog will

use every tool, directory and promotional technique they can lay their hands on. Blogs are so popular online now; there are a lot of these tools available for you to take advantage of.

We will go into detail about the best traffic generating tools later in MBF Traffic Generation Guide because they are such a vital part of creating a profitable blog.

Make Friends, Link and Connect

Blogging is not solitary activity community dialogue and linking are words you will hear constantly in blog related discussion. The best blogs will make full use of the linking features available to link to other relevant websites or blogs.

By marking friends and connecting with other blogs that your target audience may hang out on, you can get those blogs to link to your blog. Therefore, this provides a bridge from their blog to your blog. This will generate more traffic for you.

Every time you post a comment on a blog you like or drop the blog owner an email you are effectively give out your business card. Cimokete with an instant link to your blog. It is really no different from networking at a trade show, party and seminar to build mutually beneficial partnerships.

Be Active in the Blogosphere

Just as blogging is a social activity, it is also an active one. The blogger who really put themselves out there, who link with other blogs, who post comments on message boards, forum and blogs, who become recognized as an authority in a particular subject an the ones whose blogs pull in the really big traffic figures. Ultimately, they are the one who have the ability to make big money.

Like we mentioned, think of promoting your blog as working the room at your local chamber of commerce networking lunch. The internet is a large global room but if once you find out where your target audience is and the other businesses that cater to that audience spend their time, then that where you should spend your time networking and making sure they know who you are.

Make Your Blog a Great Place to Hang Out

Of course, attracting tons of traffic is pointless if you don't ensure that your blog is a fulfilling and worthwhile experience for your visitors. We had already mentioned the importance of the content itself but your blog should also be well designed, easy to navigate and having home in order to feature the categorized archives and image folders we talked about earlier in this chapter.

The most successful method will be combining the best element of chat room, online forums and information and news websites. With all these held together by a template, it will be pleasing to the eye and easy to navigate.

Many blog readers treat their favourite blogs like their favourite coffee shops, comfortable places where they can hang out to read, chat and socialize.

Chapter 6

Create an income generating blog as a profitable new business

Do you want to quit your job to follow your dream and earning a full time income from an online business?

Well, all this is definitely possible with a blog. Just like any business, it is a matter of finding a market and implementing the right strategies. Some people are already earning a six figure income from blogging.

The key is to monetize your blog effectively and there really is no better time to do this than now. With new options and opportunities arising all the time, so let jump right into the most effective techniques you can use to make real profits with your blog.

Attract Lucrative Online Advertising by Signing Up for Free Ad Program

Many companies have seen how blogs are targeted to specific markets can build up huge loyal readership and they had started trying to reach this audience through blog advertising

This had led to the creation of ads program designed specifically to put bloggers and advertisers together allowing advertisers to reach the blog audience while giving blogger a way to earn an income.

It is usually very quick and easy to sign up for these programs and once you do, you can effectively create a product blog without actually selling anything yourself.

It is the best to specialize in a certain product category, such as digital cameras, ballet shoes or office supplies but you can also target specific products on a monthly basis.

Google AdSense: The most well known advertising program is [Google AdSense](#). Google program makes contextual text ads or image ads appear on your website next to relevant content. Every time someone clicks on of the ads on your page, you are paid a percentage of the advertiser fee to Google. So for example if the advertiser is paying 20 cent per click, you might receive 50% of that. It is not a huge amount but multiplied by hundreds or thousands of clicks, your Adsense revenues can really add up.

Try targeting popular keywords that cost advertisers more per click. These are commonly found in the most competitive industries such as electronic and travel.

It is certainly possible to create blog containing articles that target the keywords. But you will need to attract lots of traffic to make it pays and you will face a lot more competition for this traffic.

If you generate lots of traffic especially traffic targeted to a particular niche market then you are able to generate a very respectable income with AdSense. Some bloggers earn several thousands dollars a month from AdSense but you must need very high levels of traffic to get to that level. A handful of bloggers even earn as much as six figures annually through their various blogs monetized with AdSense and other ad program. Initially, you may at least be able to earn enough to cover any blogging expenses you had incurred and built from there as you add more content.

BlogAds: Another potential source of advertising dollars in BlogAds. BlogAds is an advertising network through which members earn anywhere from \$10 to \$5000 a month from individual ads. Many high traffic blogs such as the political blog are their members. Like all online advertising, the more traffic you pull in, the more advertisers are willing to pay to place their ads on your site.

Unlike Google AdSense, BlogAds does not use contextual advertising and it doesn't pay by click. Instead a company pays to appear on your blog for a set period of time. Again, you need god traffic to be able to persuade advertisers to pay money to be featured on your site.

Chitika emimalls: A relatively new option is chitika emimalls. These service works on the same principle as Google AdSense, the ads that appear on your blog are related to the content of your blog. However, Chitika are all selling products unlike AdSense advertisers whose ads also promote services and information websites. [Click Here Sign Up](#)

Yahoo and MSN advertising program: Another couple of services definitely worth looking at come from Google two big rival, yahoo and msn.

Get Paid To Sell Other People Products

Another way you can use your blog to make money from someone else products is by signing up for an affiliate program.

An affiliate program is an internet marketing strategy that you can use to expand your reach on the web and generate more sales.

When you become an affiliate, the affiliate program operator provides you with unique ID numbers that allow them to track the sales that come from your blog. They will often also provide you with all the advertising tools you need to promote their products on your blog.

By creating an affiliate program, internet businesses are effectively recruiting you as part of their online sales force, so it can be a very profitable strategy for them, even after the referral fees they have to pay to their affiliates. They don't pay you a penny until a visitor you refer to them makes a purchase, so it is risk free and a win-win situation for both parties.

Most of these programs especially digital information products pay very well. To make the most out of these strategies, it is best to focus on one or two high paying affiliate programs that sell products that will appeal to your blog's target audience.

Here are some types on how to profit from using affiliate programs on your blog

- Only sell products that will appeal to your target audience
- Only sell quality products
- Target high paying programs that convert well
- Make sure all of your sales are tracked
- Position your affiliate links carefully

There are a number of affiliate programs that have become very popular with bloggers. In my monetization guide I will share more about it. Example of places you can register to sell affiliate products is [Dealdotcom](#), [Clickbank](#) and [CJ](#).

Create your own information product and sell it through your blog.

A step above from promoting or selling other people products on your blog is to create and sell your own.

The good news is this is not as difficult as it might sound. That is because information products are hot items on the internet. By saying information products, we mean electronic books or eBook and other packaged information that can be downloaded from the internet

The great thing about product like eBook is that your customers receive their purchase almost immediately and you don't have to worry about printing cost, production and mailing cost eating into your profits.

So if you are an expert in digital photography for example and are already blogging on this subject, you could put together a product like "beginner guide to taking great digital photo". The important thing is to provide credible, useful information that you know your target audience needs and wants.

Places you can sell your own product [Clickbank](#) and [Paydotcom](#). Or register a [Paypal](#) account to manage your own sales

Charge People for your "Premium" Blog Content

An alternative or addition to writing an eBook is to sell your expertise in a particular area through a subscription only blog. Most blog providers like Wordpress allow you to password protect your blog so you can write about your subject area and invite your readers to subscribe to a members only area for the complete version for a Premium or for FREE!

Types of Monetization Methods

1. Contextual Advertising
2. Display Advertising
3. Targeted Advertising
4. Text Link Advertising
5. Affiliate Links
6. Selling Your Content (eBooks, Videos, DVDs)
7. Consulting
8. Donations
9. Selling Products
10. Selling Your Blog

Some of the above monetization platforms are [Text Link Ads](#), [Chitika](#), [SponsoredReviews](#) and [Widgetbucks](#). Register them now for FREE now!

Conclusion

As you can see, it is certainly possible to earn an income from blogging, even if you don't have an online or offline business to promote. The key is to combine a few programs and techniques, while at the same time keeping your site focused and relevant to your target audience. In our MFB Monetization Guide 2008 we will be sharing more ways that you can monetize your blog. Not only we will give you more tactics and strategies, we also selected the top 10-15 monetization platforms and reviewed all of them. Best of all, we have short listed the 5 most lucrative platforms and will coach you how to make full use of it to get maximum income from each of them. We have also design a MFB Monthly Income Monitor Chart so that you can set appropriate income goals and see how it process towards it.

If you haven't join our MFB Coaching Club, [Register Now!](#)

Chapter 7

Blog Marketing and Monetization

Traffic Generation Is the Key

Assuming you feel qualified to take on the challenge of generating income from blogging, the most important thing you need to monetize your blog is TRAFFIC Generation. It is also known as Blog marketing.

Why is Traffic so Important?

For most methods of online income generation, your income is a function of traffic. If you double your traffic, you'll probably double your income. Traffic is the primary fuel of online income generation. More visitors means more ad clicks, more product sales, more affiliate sales, more donations, more consulting leads, and more of whatever else that generates income for you. And it also means you're helping more and more people.

You have heard before the rich always get richer. Same applies to blogging, when you get more traffic, you will be able to get more traffic. Some of the top bloggers are generating from unexpected sources which we cannot teach you here. For example, while your blog is so popular, journalists will be finding you for interview by doing a Google search on topics you have written. Radio and TV stations will invite you for live interview. This is when you get richer by getting more exposure and marketing. Popular sites have a serious advantage. The more traffic you have, the more you can attract.

If you're intelligent and follow our strategies closely, you should also be able to eventually build a high-traffic web site. And you'll be able to leverage that traffic to build even more traffic.

Beautiful & Attractive Blog Design, Does It Matter?

No matter how attractive and interesting your blog is, if you don't market it and attract readers to it, you won't make any money. Basically, blog marketing is any activity that publicizes or advertises products, services, a website or business through the use of blogs. However, before you can market on a blog, you have to successfully market the blog itself. If you can't generate a healthy amount of traffic to your blog, you won't be able to directly or indirectly market to them.

Consistency and Effectiveness

The key to marketing your blog successfully is consistency and effectiveness. This means that you have to consistently post new, interesting articles to your blog that are relevant to your targeted audience as well as consistently engaging in activities designed to drive traffic to your blog. However, there is a caveat on this last suggestion. Your traffic generation activities have to be effective. To ensure the effectiveness of your blog marketing strategies you need to become well informed about the types of strategies that typically get the best results, consistently apply them and consistently monitor them. You must be willing to drop strategies that do not work and replace them with hopefully more effective ones. It is important that you are not attached to your strategies but to your outcomes. If it doesn't work, change it. Flexibility is an essential element to blogging success.

Once you have created your blog and have submitted some interesting and unique posts that are designed to pique interest and engage your reader in conversation through the comments facility, you need to get your blog pages indexed in the major search engines such as Google and Yahoo. This process is not automatic and if you don't take the necessary steps you will have little chance of benefiting from search engine traffic. Generally speaking search engines require you to submit a sitemap, however if your blog is hosted by a service like Blogger you won't be able to access the root directory to obtain the information. Instead you will need to submit code in a meta-tag. Your blog provider will direct you on how to do this.

Once you have submitted your blog for indexing with the search engines, the next most important step you can take to generate traffic to your blog is to submit it to as many relevant blog directories as possible. This can be a time consuming process so if you can afford it you may find it beneficial to pay a service to manually submit the blog for you. Automatic submission services should be avoided as they do not make allowances for the visual confirmation that is usually needed when submitting a blog to a directory. Blog directories can really pay off in terms of attracting visitors to your blog as long as you list your blog in the correct category and you take care to write a description that accurately describes your blog and appeals to your targeted niche.

These steps may generate one time visitors but it is up to you to keep them. If your blog is not updated regularly with new material it will stagnate. Regular posting is not only important in terms of attracting a loyal readership, it is essential if you want to improve your search engine page rank. The best search engine results tend to go to blogs that are tightly focused on a single niche and give their readers unique information and excellent value.

Building Relationship, Retaining Traffic Is More Important Than Generating

Once you have followed these basic steps to getting your blog up and running successfully, you can encourage readers and promote loyalty by subscribing to a feed

service such as Feedburner. Submitting individual posts to social bookmarking sites such as Digg and Del.icio.us can also bring your blog a decent amount of additional traffic.

How to Build Traffic?

Now if traffic is so crucial, how do you build it up to significant levels if you're starting from rock bottom?

I've already written a lengthy section on this topic, so please refer to my Blog Marketing Guide. That article covers the general philosophy of traffic-building, which caters on creating content that provides genuine value to your visitors. No games or gimmicks.

Below are some of the traffic generation strategies used by top blog earner.

- Social Bookmarking
- Forum Marketing
- Social Networking
- SEO and Blog Search Engine
- Youtube Marketing
- Classified Marketing
- Web 2.0 Marketing
- Commenting Marketing
- Banner Traffic
- CraigsList Traffic
- eBay Traffic
- Facebook Traffic
- Facebook Traffic
- Join Venture Traffic
- Podcast Traffic
- Social Shopping Marketing
- Directory Marketing
- Affiliate Marketing

All of the above strategies will be shared in our MFB Traffic Generation Guide and MFB Marketing Action Plans Worksheet. Some of it will only be shared in our Advance Marketing Guide.

Examples:

Article marketing is another very effective way to drive traffic to your blog. It is a free strategy and produces naturally increasing traffic to your blog over time. However, it is a time consuming strategy which requires regular submission to article directories of articles closely related to the theme of your site and designed to encourage readers to click on your link beneath the article. It is also important that you do not put the same articles on your blog as you do not want your blog to be penalized under Google's duplicate content rules.

Finally, take a bit of time and **post comments** on other related blogs that already have solid monthly traffic figures. Make your comments relevant and interesting and include a link to one of your own posts. You can also interact with others on high traffic forums and use your blog address as your signature link. Over time, these links can generate a decent amount of traffic.

Pay per click programs can also be very effective ways to drive traffic to your blog. However, these programs can be costly so you will need to conduct a cost benefit analysis to determine whether the potential profits to be made from the goods or services you are marketing are worth this expense.

If you follow these steps you will be best placed to generate traffic to your blog from which you will gain a growing base of loyal readers. Effective blog marketing will result in visitors to your blog who are interested in what you have to say and therefore who will be more open to the related products and services you are offering. A loyal readership provides you with a source of potential customers for your products, services and affiliate offers. When it comes right down to it, if you have monetized your blog well and you market it effectively, it can make you a lot of money. Register [Google Adwords PPC](#).

How to Monetize Your Blog Effectively?

In my coaching program, I will be sharing with you the top 10 ways used by most successful bloggers to earn an income from \$500 to \$8000/mth from blogging alone. Monetizing your blog is simple, you just need to sign up the right programs and integrate into your blog or website to start generating an attractive income from it. The difficult parts are actually generating targeted traffic and also how to integrate the available monetizing platform strategically. All these will be taught with hand-on video in my MFB Online Coaching Program.

Firstly, before I go deeper into how to monetize your blog. I felt that it is necessary to share with you shortly why most people failed to earn money from their blog or website. It is important to understand the common mistakes and error made by most blogging failure so that you will not repeat their mistake again.

Getting Your Mindset Right! Do You Really Want to Monetize Your Blog?

Some people have strong personal feelings with respect to making money using their innocent blogs. If you think that by commercializing your blog is unethical, uncool, lame or anything along those lines, then don't do it, don't commercialize it.

If you have the above mixed feelings, then you should first sort out those feelings first before thinking about monetizing your blog. It is seriously important to sort them out and tidy your mindset before starting implementing any steps to monetize your blog. If you want to succeed, you must be congruent. Generating income from blog is challenging enough, you don't want to self sabotage yourself and only release it when you give up on this business again.

You need to have a mindset to feel genuinely good to earn an income from your blog. You should be driven by a healthy ambition to succeed.

If your blog provides genuine value, you definitely deserve to earn income from it, and much more than your expectation. However if you find yourself full of doubts over

whether this is the right path for you, you might find this want to ask yourself this: How Selfish Are You. It is about balancing your needs with the needs of others.

Don't ever be shy about you want to generate an income from your blog. If you are going to put up an ad, then really put up ads. Do not just sticks a puny little ad square in a remote corner somewhere in your blog.

If you are going to request donations, then really request donations. Don't place it in a place where no one will see it. Put the word DONATES and pray for the best. If you are going to sell products, then really sell them. Create or acquire the best quality products you can, give your visitor compelling reasons to buy. Of course, it must come with good intention, create value must be your ultimate first mindset. Don't destroy your credibility by selling for the seek of selling. If you are going to do this, then fully commit to it. Perseverance leads to success. Just like now I am typing this eguide, it is not easy but I preserved and write with the mindset to value add as much as possible. Do you know, you can get tons of thank you from buyer for selling them, for asking them to take out their credit card to pay you? Just does it with a mindset to value add as much as possible? Selling will make you rich.

Complain from readers? You need to expect that when you begin commercializing a free site, some people will make noise, depending on how you do it, but it is really no big deal. As long as the ratio is reasonable, like out of 1000 comments, only 1 give negative feedback. Most people who sent feedback were surprisingly supportive. Most that complaints will leave your blog and never return after a few weeks. Adsense and Text Link is still my most profitable income generating tools, although they are not my only source. You will learn more lately in this section.

Can You Make a Decent Income Online?

Yes, absolutely. At the very least, a high five-figure annual income is certainly an attainable goal for any individual working part-time from home. I'm making a healthy income from 5 blogs, and these sites are only a few months old. If you have a day job, it will take longer to generate such an attractive income, but it can still be done part-time if you're willing to devote a lot of your spare time to it. Keep in mind, I am still working as a financial consultant servicing my 100 clients and doing coaching part-time.

Can Most People Do It?

I am not going to share about mindset here, but if you really want to achieve a success in this blogging business, I like to request you to feel "equip" yourself with 2 things. Believe this system and preserve till you success. If you can hold yourself accountable and push through all mental obstacles, you will be able to do it. So if most people can do it, than this business is for everyone. But if you are not prepared, than even I give you the most successful business, you will also fail it, not to say a proven e-guide.

Thriving On Change

Your greatest risk isn't that you'll make mistakes that will cost you. Your greatest risk is that you'll miss opportunities. You need an entrepreneurial mindset, not an employee mindset. Don't be too concerned with the risk of loss — be more concerned with the risk of missed gains.

It's what you don't know and what you don't do that will hurt you the worst.

Blogging is cheap. Your expenses and financial risk should be minimal. Your real concern should be missing opportunities that would have made you money very easily. You need to develop antennae that can listen out for new opportunities. I highly recommend subscribing to Darren Rowse's ProBlogger blog — Darren is great at uncovering new income-generating opportunities for bloggers.

The blogosphere changes rapidly, and change creates opportunity. It takes some brains to decipher these opportunities and to take advantage of them before they disappear. If you hesitate to capitalize on something new and exciting, you may simply miss out.

Many opportunities are temporary. And every day you don't implement them, you're losing money you could have earned. And you're also missing opportunities to build traffic, grow your audience, and benefit more people.

I used to get annoyed by the rapid rate of change of web technologies. It's even more rapid than what I saw when I worked in the computer gaming industry. And the rate of change is accelerating. Almost every week now I learn about some fascinating new web service or idea that could potentially lead to big changes down the road. Making sense of them is a full-time job in itself.

What is Your Overall Income Generation Strategy?

I don't want to insult anyone, but most people are utterly clueless when it comes to generating income from their blogs. They slap things together haphazardly with no rhyme or reason and hope to generate lots of money. While I'm a strong advocate of the ready-fire-aim approach, that strategy does require that you eventually aim. Ready-fire-fire-fire will just create a mess.

Take a moment to articulate a basic income-generating strategy for your site. If you aren't good at strategy, then just come up with a general philosophy for how you're going to generate income. You don't need a full business plan, just a description of how you plan to get from \$0 per month to whatever your income goal is. Again in our coaching program, we have already build a customize monetization plan with checklist for you to follow, yes to follow and not for you to create one again.

Are you going to generate income from advertising, affiliate commissions, product sales, donations, or something else? Maybe you want a combination of these things. However you decide to generate income, put your basic strategy down in writing. I took 15 minutes to create a half-page summary of my monetization strategy. I only update it about once a year and review it once a month. This isn't difficult, but it helps me stay

focused on where I'm headed. It also allows me to say no to opportunities that are inconsistent with my plan.

Refer to our monetization strategy (or philosophy) when you need to make design decisions for your web site. Although you may have multiple streams of income, decide which type of income will be your primary source, and design your site around that. Do you need to funnel people towards an order form, or will you place ads all over the site? Different monetization strategies suggest different design approaches. Think about what specific action you want your visitors to eventually take that will generate income for you, and design your site accordingly.

When devising your income strategy, feel free to copy. Don't re-invent the wheel. Copy someone else's strategy that you're convinced would work for you too. Do NOT copy anyone's content or site layout (that's copyright infringement), but take note of how they're making money. I decided to monetize my site with advertising and affiliate income after researching how various successful bloggers generated income. Later I added donations as well. This is an effective combo.

Will Putting Ads on My Blog Site Hurts My Traffic?

Here's a common fear I hear from people who are considering monetizing their web sites:

"Putting ads on my site will cripple my traffic. The ads will drive people away, and they'll never come back."

Well, in my experience this is absolutely, positively, and otherwise completely and totally FALSE. It's just not true. Guess what happened to my traffic when I put ads on my site. Nothing. Guess what happened to my traffic when I put up more ads and donation links. Nothing. I could detect no net effect on my traffic whatsoever. Traffic continued increasing at the same rate it did before there were ads on my site. In fact, it might have even helped me a little, since some bloggers actually linked to my site just to point out that they didn't like my ad layout. I'll leave it up to you to form your own theories about this. It's probably because there's so much advertising online already that even though some people will complain when a free site puts up ads, if they value the content, they'll still come back, regardless of what they say publicly.

I do avoid putting up ads that I personally find annoying when I see them on other sites, including pop-ups and interstitials (stuff that flies across your screen). Even though they'd make me more money, in my opinion they degrade the visitor experience too much.

Multiple Streams of Income

You don't need to put all your eggs in one basket. Think multiple streams of income. On my site I actually have six different streams of income. Can you count them all?

Blogging Software and Hardware

I use WordPress for this blog, and I highly recommend it. Wordpress has lots of features and a solid interface. And you can't beat its price — It is free!

I don't recommend using a hosted service like Blogger or Wordpress.com if you want to seriously monetize your blog. You don't get enough control. If you don't have your own URL, you're tying yourself to a service you don't own and building up someone else's asset. You want to build page rank and links for your own URL, not someone else's. Plus you want sufficient control over the layout and design of your site, so you can jump on any opportunities that require low-level changes. If you use a hosted blog, you're at the mercy of the hosting service, and that puts the future of any income streams you create with them at risk. It's a bit more work up front to self-host, but it's less risky in the long run.

Web hosting is cheap, and there are plenty of good hosts to choose from. I highly recommend [HostGator](#) for a hosting account with domain registration. They aren't the cheapest, but they're very reliable and have decent support. I know many online businesses that host with them, and I myself transferred all my domain and hosting from Yahoo to [HostGator](#) a year ago.

Cheap Domain Registration at [GoDaddy](#) , [Yahoo Small Business](#), [1&1 Netowrk](#)

Conclusion

Marketing is the most important part in all internet business including blogging business. Therefore we have spent lots of effort in our MFB Traffic Generation Guide and MFB Marketing Action Plan Worksheet. These guides not only will give you details overview of each strategies but also the secret, untold actions and tactics used by successful internet marketers. Many of us know about all those strategies but why we are not successful in it. Simply because there are still something not told to you that you do not know. In our Action plan worksheet, we compress only details actions, NOT THEORY, into 1 page for each strategies, yes 1 page of FULL INSTRUCTION to follow and guaranteed results. I can boldly tell you each pages I can sell them for USD49 and total cost is USD 490 worth of direct hardcore instructions from 10 strategies. This is something you really won't want to miss out again.

[Get the MFB Marketing Guide Here!](#)

Chapter 8

Why Cause Blogging Business to Fail?

There are over 70 million blogs on the internet right now. This number keep going up as more and more people get the writing and information bug and want to be able to make money from home. While there isn't a given number on how many of those 70 million plus blogs make money, I would venture to say that more then half of them do not. I would even go as far to say that for every ten blogs that are created today, only 1 of them will make money.

Don't Know What is the Real Problems?

Write about what you know

If you're a lifelong resident of the city, don't think you can get away with writing about living in the country. People will be able to read between the lines and determine that you probably don't know what you're talking about. It would be like that salsa commercial--"New York City!" Ahem... anyway, back on topic. If you write about what you know, you shouldn't have any problems coming up with content. You will likely have formed a point-of-view about a subject that others would probably be interested in. For instance, if you're a dog lover, you have likely formed an opinion on what type of flea spray works best to keep the pests out of your house (and boy could I have used you a few months back--they were biting us like crazy!).

Use good punctuation and grammar

I probably should say attempt to use good punctuation and grammar, as my grammar isn't perfect. Use a spell checker, and make sure to read your posts before hitting the "Submit" button. If you have another set of eyes nearby, have them take a look and see if they can spot anything you might have missed. Try not to use run-on sentences even though it is very similar to the stream-of-consciousness idea I will be mentioning below because although it may sound good in your head, it may not be the best way for your readers to understand your point and you may change topic and that should probably be handled in another sentence instead of the same one and I like chocolate ice cream. Dude, wait--what?

Look elsewhere for inspiration

Sometimes it is a good idea to take a look around for a topic to add to your site. Sometimes I'll do a search on AdSense, or blogging, or occasionally something completely unrelated looking for ideas to write about. The key here is to not waste too much time doing so--I can easily waste an hour in front of the PC accomplishing nothing

and forget my goal of looking for an idea. Make sure to read books and magazines about your topic. If there is any kind of social group that gets together regularly that is related to your topic, make sure you join up. You may even be able to post their meetings online.

Just Write!

One of my biggest mistakes when writing an entry is ponder too long about what I'm going to write about. Sometimes it is a good idea to put these thoughts that cause you to procrastinate on hold and start typing. I made that mistake today. I'd been thinking about what to write and was browsing other sites looking for ideas, when I decided to stop wasting time and now words are flowing onto the page. If you don't have an idea of what to write about, a good tactic is to start writing in a stream-of-consciousness style, which is writing about any fleeting thoughts that you may have. Many times these fleeting thoughts turn into several different topics that would make great blog entries. Make a note of these and start writing about one of them. Save the other ideas for future posts. Instead of no ideas for an entry, you now have several! (This is the inspiration for the picture in this post--hopefully the words will flow like water--water on Mars to be exact!)

What is the Reason for Failure to Monetize?

What is the reason for so many people failing at making money using their blog? Well there isn't just one reason there are several. To better understand why people fail you need to understand that building an internet business is not easy. It takes time, effort, energy and consistency. That is only the start. All of these places promising to make you hundreds of dollars a day in twenty four hours are unrealistic. No one builds a successful business on the internet or elsewhere that quick. So let us now take a look at a few reason people fail.

Poor Planning & Mindset

Too many people think that all it takes to make money with a blog is to write one and post products on it. You need to have content, not just any content but good content. Creating good content takes time. You need to build credibility with your viewers, and this is done with good content and if you are going to use affiliate links make sure that they are with good companies for products that deliver what they say they will. You can have great content that promotes a bad product and you will never make a cent.

Perseverance & Determination

Building a successful money making blog takes time. Face it your first idea may not be a smash hit. It could take reworking. You have to stick with it. You can not write a blog

one day, leave it alone and expect it to make you money. It doesn't work that way, sorry.

Improper Market Research

I believe that there is a market for just about anything. Find that niche though takes a little research on your part. If you are going to blog about getting rid of man boobs and other health problems men face, then you need market your blog in that area. Find sites that deal with male health problems, or other blogs that talk about the same issues and link swap. With over 70 million blogs do you honestly think that your idea is all the unique that you can not find someone with similar topics.

Writing Reluctance & Bad Contents

I already stated above that you need content. Good content so that you can build a relationship with your reader, preferably a good one. This means you have to write. I highly recommend having your writing proofread. If you don't like writing or you aren't any good at it, hire some one to do the writing for you. There are many different sources available if you need a writer. Find one and use them to help you build content.

No Guidance & No Right Coaching

As a beginner in blogging it is absolutely vital that you have some one that can teach you how to blog successfully. Having a good mentor or coach can help cut out half of the headaches and most of the frustration associated with building a blog. This may cost you some money, but if it helps you make money and become successful isn't it worth the investment?

Don't make a mistake like me started internet business all by myself and lost \$10,000 in a short 3 months in online business. After which I got an opportunity and make a fortune but it didn't last long enough before I hit another tragic. This time I realise my mistake, and I got myself a mentor, Stephen Pierce. His course is not cheap but is definitely worth it. Since than, with his great guidance, I restart right from the bottom again till today being a successful internet marketer. I am not saying you MUST have a mentor in order to succeed but having one will have you lots of time and money. If only I understand this much earlier, I will be more successful by now. So I urge you if you haven't join my coaching club, please go and register it, if you are industry for long, you should know \$97 is dirty cheap price, so cheap that people doubt my materials. I am selling so cheap because this is my first products and I want to build my relationship with as many people as possible, and most importantly value add as many as possible.

[So register now here if you a haven't make up your mind.](#)

Chapter 9

Choosing the Right Blogging Tools

The first step to creating a successful blog is to choose the best blogging platform for your needs. A blogging platform is simply the blogging application you choose to use. There are a number of popular blogging platforms available on the internet, both free and paid. Popular blogging platforms include Wordpress, Blogger, Typepad and Yahoo360. The two most popular of these are Wordpress and Blogger which both offer free blog hosting. Blogger is generally considered easier to set up and use for new bloggers, however for serious bloggers Wordpress is the preferred choice. This is because Wordpress offers upgrades that allow you to host your blog on your own domain and to access a significant range of plug-ins and tools that are not available on their free service or at Blogger. However, even the free service at Wordpress provides more service, templates and plug-ins than Blogger does.

Introduction of Varies Popular Blogging Platform

Blogger



The image shows the Blogger homepage interface. At the top right, there is a language dropdown menu set to 'English'. The main header features the Blogger logo (an orange square with a white 'b') and the word 'Blogger' in white text. To the right of the logo is a sign-in section titled 'Sign in to use Blogger with your Google Account'. It includes input fields for 'Username (Email):' and 'Password: (?)', a 'SIGN IN' button, and a 'Remember me (?)' checkbox. Below the header, there are two sections: 'BLOGS UPDATED AT 12:35 PM' with a link to 'Palavras ao vento', and 'BLOGS OF NOTE' with a link to 'GreenBase' and a 'more »' link. The main content area is a large box with a light beige background. On the left, it says 'What's a blog?' and has a 'TAKE A QUICK TOUR' button. Below this are four icons with labels: 'Publish thoughts' (a notepad and pencil), 'Get feedback' (two speech bubbles), 'Post photos' (a stack of photos), and 'Go mobile' (a mobile phone). On the right, it says 'Create a blog in 3 easy steps:' followed by a numbered list: 1. Create an account, 2. Name your blog, 3. Choose a template. At the bottom of this section is a large orange arrow button that says 'CREATE YOUR BLOG NOW'. Below the icons, there is a short paragraph: 'A **blog** is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for **FREE**.'

Blogger is a free, hosted blogging tool. It's one of the oldest blogging tools around and today has millions of users. Blogger promises that you will be blogging within 10 minutes of coming to the site, and in fact does deliver on that. This tool is about the simplest one around, and though free, nonetheless has an impressive array of features.

The biggest hole in Blogger's offerings is the **lack of post categorization**, followed closely by the need to know HTML and Cascading Style Sheets to make custom changes to the templates provided. Unlike some of the most complex hosted services, Blogger doesn't make customization easy, though it does provide some attractive skins to choose from.

One unusual feature of Blogger is the integration with the Audioblogger service. Program the Audioblogger number into your phone, and you can put audio recordings on your blog quickly by simply calling the number and recording yourself. This offering is unique among blog software packages.

Of special note is that Blogger does allow you to FTP the files generated for your blog to your own Web site. Used together with customization of the Blogger template, this fairly unique functionality means that your readers may never realize that you are using Blogger. It also means that you can publicize your own domain name, rather than the more usual Blogger URL: blogname.blogspot.com.

Blogger is perfect for the future blogger who's in a hurry and less than interested in design customization. If your priority is to start blogging now, you can't do better than Blogger. Clearly, it's also a great tool for those on a budget, since there are absolutely no costs. In fact, you need not even have a Web site or a domain name, so you can literally get started using Blogger without spending a penny.

Very few professional Bloggers stick with Blogger for very long, if they even start there. Because it is so simple, and perhaps because it is free, most professional bloggers choose to use blogging software that has more prestige (read: is harder to set up and install). However, it is an ideal tool to use when first beginning, especially if you want to test blog for a couple of weeks before devoting any serious time or money to a blog.

Cost: Nothing

Time to launch: 10 minutes

Typepad



Members Sign In | Support

WHY BLOG?

WHY TYPEPAD?

FEATURES

PRICING

SIGN UP



TypePad is the premier blogging service for professionals, hosting many of the world's most popular blogs and small business websites. TypePad's ease of use enables you to create a blog in minutes.

LEARN MORE

FREE TRIAL

Need advanced administration tools, priority tech support or custom invoicing? • [Learn more now](#) »

Typepad is one of Six Apart's hosted half blogging software services (read about Movable Type below) and one that has proved very popular with journalistic blogging efforts. Jim Romenesko uses Typepad for his *Obscure Store* blog; Joel Achenbach of the *Washington Post* writes *Achenblog* using Typepad.

The Typepad pricing scheme and features are divided into three levels: Basic, Plus, and Pro. Design customization is extremely limited at the Basic level and only fully accessible at the Pro level. If you want to run a group blog, or give some people editor access and others publishing access, you must go with the Pro account.

At all account levels, Typepad has a built-in feature called Typelists that allows you to build lists, associating each item with a URL. These lists can be added with a minimum of fuss to the left- or right-hand column of your blog – no need to touch the templates. Use a Typelist for your current reading list, links to other blogs, or links to new stories.

In some ways, it is actually more usable than its elder brother Movable Type. Typepad is a good option for users who want to get started quickly but still want all the bells and whistles. Customization is possible, but complicated, so it's also a good option for those who just want a blog that works without fussing too much over how it looks. However, Typepad Plus and Pro do a better job than most blog software at allowing you to configure layout options without having to go into the templates.

Cost: \$4.95 - \$14.95 monthly, depending on level of service chosen

Money From Blog Coaching Club – MFB Blogging Phenomenon 2008

	Basic	Plus	Pro	Premium	Business Class *
Pricing					
Monthly	<u>\$4.95</u>	<u>\$8.95</u>	<u>\$14.95</u>	<u>\$29.95</u>	<u>\$89.95</u>
Annually - <i>save over 15%</i>	<u>\$49.50</u>	<u>\$89.50</u>	<u>\$149.50</u>	<u>\$299.50</u>	<u>\$899.95</u>
Free Trial	✓	✓	✓	✓	<u>Contact us</u>
Customer Service					
Professional customer service	✓	✓	✓	✓	✓
Priority Support				✓	✓
Custom Service Level Agreements					✓
Publishing					
Multiple weblogs		Up to 3	Unlimited	Unlimited	n/a
Photo albums	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Built-in photo uploading	✓	✓	✓	✓	✓
Podcasting & video support	✓	✓	✓	✓	✓
Post by email, phone, or mobile device	✓	✓	✓	✓	✓
Scheduling posts		✓	✓	✓	✓
Category and date archives	✓	✓	✓	✓	✓
Rich text editing (WYSIWYG)	✓	✓	✓	✓	✓

Free trial: 30 days

Time to launch: 20 minutes

Blogware

Blogware

Share what you want, when you want, with who you want

Home  Get a blog  Our Blog  Search  Contact Us

Already have
an account?
Login.

username:

password:

Go!

Get a Blog!

Features

Who's Blogging

FAQ's

Sell Blogware

About Blogware

Create a community. Exchange ideas. Share photos. Stay in touch. Be heard.

The possibilities for blogging are endless – for personal communication or building your business. Your **Blogware** blog can be updated **whenever you want** with text, pictures and links. You do not need to know HTML or buy special software – just type and post. Invite others to comment. Blogs are the fast and easy way to get on the web and Blogware is the better way to blog.

Blogware lets you easily:

- Stay connected with friends and family
- Create and publish articles, photo albums and other medias
- Post anytime – even from your cell phone and emails
- Choose who can see your content

Create your blog with Blogware - the possibilities are endless!

[Check out our sample blogs](#)

[Read recent posts](#)

Get
a blog!



Look
who's blogging!



Sell
blogware!



Tucows is the creator of the Blogware blog software package, a robust system with a great selection of the top blogging tools. Blogware, like Typepad, can be difficult to customize, even for an experienced HTML jockey. However, it also provides a fair number of options within the administration interface to let you set up layouts and styles without getting into the templates.

Purchasing a Blogware blog is a little different than some of the other blogging software packages; you must get your Blogware blog through a reseller, so expect prices and packages to vary. It's a good idea to shop around to get the best package for your needs. A good reseller to start with is Blog Harbor.

It's unusual – and useful – that Blogware permits you to upload files via FTP to the server where your blog is hosted. If you're looking to create a blog that has a few non-blog pages, this is especially helpful.

Cost: varies by reseller, but expect to pay from \$8-\$15 a month

Free trial: usually offered for 30 days

Time to launch: 20 minutes

WordPress.org

WordPress is a solid, powerful blogging system ideal for publishers who are on a budget but who don't want to give up any functionality. Professional blogger Darren Rowse maintains nearly 30 blogs using WordPress, from his popular ProBlogger to an Athens Olympics Blog. In two weeks the Athens blog received close to 2 million readers, said Rowse – a real testament to WordPress' ability to handle heavy traffic loads.

Each WordPress post is formatted with search engine friendly URLs that also look good to humans. Comments can be extensively moderated: you can review them before they go live. You can also filter comments containing certain words or more than a certain number of links.

WordPress' built-in blogroll management tool allows you to categorize blogs, set criteria for the display order of the links, and turn off and on visibility. You can also import an existing blogroll from some link manager services.

This software has inspired numerous developers to write plugins and extra features for use with WordPress, which makes plugin installation a quick and painless affair. You will find that the selection of additional themes (or skins), for instance, numbers in the hundreds, and that WordPress fans and friends have developed tools for adding photo galleries, a music player, an event calendar, and even geo mapping.

WordPress promises a 5-minute installation, but for that to be true you do have to have some familiarity with uploading files to a Web server and using an FTP client.

Cost: Free (You Need to Get Your Own Hosting and Domain Name Which Cost Around \$12/mth)

Time to launch: 20 minutes

Highly Recommended for MFB Students and to all readers!

Note Wordpress.com is different from Wordpress.org.

We are recommending WORDPRESS.ORG which is host by your own hosting server.

Movable Type

Movable Type.ORG

BLOG PLUGINS DOCUMENTATION WIKI OPEN SOURCE DOWNLOAD

Movable Type is a professional publishing platform.
This is our community.
Find out more

Download It, Free!
Movable Type 4.01
4.1 MB - 9/17/07
System Requirements - Release Notes

Community Blog

Jim Ramsey on Designing for Flow
Anil Dash - 4 December 2007 - Post a Comment

Jim Ramsey, our lead designer on Movable Type (and the guy responsible for the gorgeous design of [Movable Type.com](#)), has just published [Designing for Flow](#) over at A List Apart. Jim eloquently describes the idea of "flow" in his essay:

Flow, as a mental state, was first proposed by psychology professor Mihaly Csikszentmihalyi and is characterized by a distorted sense of time, a lack of self-consciousness, and complete engagement in the task at hand. Software engineers might feel it when they're writing code, gamers might feel it when playing Guitar Hero III, Christopher Cross felt it when he went sailing. For designers, it's exactly the feeling we hope to promote in the people who use our sites.

We've been proud of the huge number of talented designers that have been members of the MT community from day one, and hope that talking through a little of our design process can inspire even more creative work from all of you.

Movable Type 4

- Download MT4
- Installation
- Plugins
- Documentation
- Screenshots
- Screencasts
- What's New in MT4
- Send Us Feedback

Movable Type, created by Six Apart, is perhaps the best known of all blogging software tools. Built by a husband and wife team looking for a better tool for blogging, the system is powerful, but not simple to install or use. Although it has been used to create Web sites that don't look entirely like blogs, doing so requires quite a bit of code tweaking. Movable Type is used by blogger Joshua Micah Marshall to create Talking Points Memo, and by Kevin Roderick who writes the L.A. Observed blog.

As a blogging tool alone, Movable Type has nearly every feature you might desire, and continues to add more. Many of their users are highly technical themselves, and have created additional plug-ins that can be added to the standard installation. You might say that Movable Type is the blogging package chosen by bloggers who care what other bloggers think, and who notice and appreciate other Movable Type blogs. If you are looking for street "cred" in the blogosphere, this is the software for you.

The least attractive functionality of Movable Type is the need to rebuild the blog whenever you make a change to a template, a configuration setting, or add a new category. Waiting for the rebuild is annoying, to say the least, and certainly slows down any customization work you do to the design or layout. This can be addressed by turning on dynamic page-building, but some users have found that the server load that occurs as a result is unacceptable to their Web host.

For the non-technically inclined, installation of this software can be quite a challenge. Don't attempt it all if you aren't already comfortable with uploading and downloading files to a Web server. There are several Web hosts that offer Movable Type installation as part of their package of services.

There is no trial period for Movable Type, but there is a free version of the software that you can download and install. The paid license entitles you to support, some promotion, and discounts on future upgrades.

Cost:

[Download/Buy](#)

[Free Personal License](#)

[Purchase](#)

[Enterprise Sales](#)

Purchase

[International Pricing](#) | [Pricing FAQ](#)

Commercial	Education	Nonprofit	Hosted Solutions
5 User License \$235.95 - save 20%			
12 months of support for one contact. Buy Now!			
10 User License \$475.95 - save 20%			
12 months of support for two contacts. Buy Now!			
20 User License \$795.95 - save 20%			
12 months of support for three contacts. Buy Now!			
More than 20 User License Custom License			
Contact us for custom Licensing Contact us			

Download & Purchase

Try it today! Take Movable Type 4 for a test drive.

 [Free Download](#)
MT4 Personal License

 [Buy it Today!](#)
MT4 Commercial License

Customer list

Some of the world's top companies rely on Movable Type for reaching customers and internal communications.

[More](#)

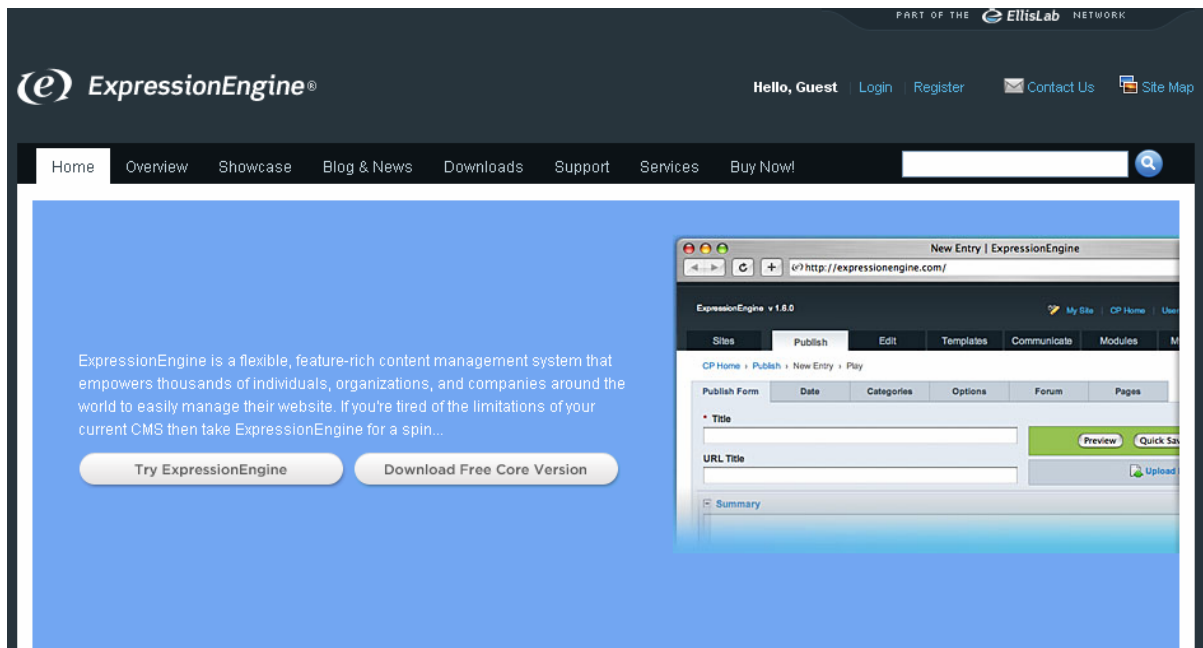
Get More Information

Want to know more about Movable Type and how it can work for you?

[Contact Us](#)

Time to launch: 2 hours

Expression Engine



pMachine's Expression Engine isn't well-known, but that shouldn't stop you from giving this powerful and extensible software a try. It is technically more accurate to call Expression Engine a content management system, rather than just a blogging software tool. However, it grew out of blogging and has all of the blogging bells and whistles: moblogging, Trackbacks, archiving and so on. Dennis Lloyd uses it for the independent information resource iPodlounge.

In addition to the usual set of blogging functionality, Expression Engine has incorporated modules for image galleries and a mailing list. Uniquely, you can crop, resize, and rotate images in the Expression Engine photo gallery tool, in addition to batch processing a set of images. The people and search engine friendly URLs the system generates are of particular interest to bloggers looking for good search engine listings. You can run multiple Weblogs through the same installation of Expression Engine, and each "new post" page can be customized exactly to fit the use. Most blog software limits you to title, entry, extended entry, and excerpt fields. With EE, you can rename those to suit your publication and add more as needed.

Templates are editable online through a simple textbox interface, but you can set up the system to generate files you can download and edit with an HTML editor. Learning how information relates and how to link across the site is a challenge: expect to spend several hours learning how to use this system. Your reward will be incredible flexibility in building a site that has constant updating needs, blog or not.

Expression Engine is ideal for publishers that need to do more than just blogging; this system is ideal for handling hundreds of members, multiple user groups with different editing privileges, and sites with several blogs. Technically speaking, it's not for the faint of heart.

Cost: \$149 for a non-commercial license, \$199 for a commercial license



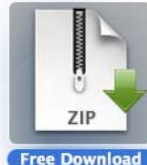
Control Panel Demo

Explore the Control Panel to get a feel for ExpressionEngine's interface.

Username: demo
Password: tester

Username

Password



Free Download

ExpressionEngine Core

ExpressionEngine Core is a feature-limited free version which you can use for non-profit and personal use or as a way to evaluate ExpressionEngine for use in your business. You can easily upgrade from Core to the full version at anytime, without losing any work you've done.



30-Day Hosted Demo

Experience the full version of ExpressionEngine (includes the Discussion Forums) hosted on our servers for only \$10.00. This instantly available trial includes full support and will allow you to transfer all of your work to your personal server if you decide to purchase.

30 Days for \$10

Ten dollars will be credited to your purchase if you decide to buy ExpressionEngine. FTP access is not available with the Hosted Demo.

Time to launch: 2 hours

So How To Select The Right Platform?

What are Your Goals - Probably the most important thing to do when starting the process of choosing a blog platform is to consider your aspirations for your blog. Of course complete first timers might struggle a little with seeing the future of their blogging, but to the best of your ability attempt to answer some of these questions:

- *Is blogging something I see myself doing long term?
- *What will the main purpose of my blog be?
- *Is my blogging more of a hobby or does it have some professional application?
- *Do I foresee putting ads on my blog?

Of course there are many other questions you'll want to ask but the answers to these sorts of questions are worth keeping mind as you research blog platforms as some platforms are much more suited to the hobby blogger and others to more professional blogging applications.

What is Your Budget? - As with most things in life, blog platforms come with a variety of price points ranging from free through to more expensive options. There are three main things that you might pay for:

- The blog platform itself

- **Hosting for your blog**
- **Domain Name**

Different blogging platforms offer different levels of service. Some like Blogger.com and WordPress.com offer both the platform, domain name and hosting for free. Others like Wordpress.org (note this is different to WordPress.com) offer the platform for free but you then need to find and pay for your own hosting and domain name. Others still, like MovableType charge for a license for the platform (depending how many blogs you have and whether they will have a commercial, personal, educational or not-for-profit use - they do also have a free version) and then you need to arrange and pay for your own domain name and hosting.

Other costs you might like to factor in at an early stage include:

- Design - all platforms come with free templates (some more professional looking than others) but if you want a more individual look you'll either need to have some design skills, know someone who does or be willing to pay for a design.
- Blog tools/Metrics - there are any number of tools you can pay for to help you in your blogging. These might include stats packages (again you can get free ones but can also pay for more features), offline blog posting tools etc. If you're a beginner you might not need any of these - but down the track you might find them useful.

How technologically able are you? - This is a crucial factor to consider when choosing a blog platform. If you've never had any experience in creating a blog or website before and are not a technologically minded person then there are some blog platforms and set ups that will be much more suited to your needs than if you know a few of the basics, or at least are willing to learn them.

The other option of course is to find someone who is a techie to help you out (either paid or as a friend). One of the great things about blogging and most of the platforms out there is that there is a wonderful communal knowledge out there and many forums dedicated to helping people get the most out of their chosen platforms.

An additional benefit offered by Wordpress is that you own the blog and can transfer it wherever and whenever you want. This is because Wordpress is a complete program which you can upload onto your own server. By contrast even if you host a blogger blog on your own domain, only the data is actually stored on the server. Everything else is still controlled by Blogger which means less flexibility than offered by Wordpress.

There are many advantages of using Wordpress over Blogger. Here are five of them:

1. An extensive choice of thematic blog templates.
2. Wordpress allows for automatic tag creation.
3. It provides the ability to use PHP coding

4. It offers social networking plugins rather than having to manually code/use 3rd party widgets
5. It offers spamming protection and contact form plugins

If you are serious about building a professional blog, it is important that you host your blog on your own domain and own it. This way as you optimize and monetize your blog and generate blog traffic, you will own your own work and the page rank you will earn will be yours. Basically, you will have a business to sell should you wish to do so. The inability for you to do this is a serious downside of Blogger.

So which Platform Do We Recommend?

To sum it all up I generally advise this. If you want to develop serious blog and have aspirations for it to be used on a professional sort of level (whether as a business or corporate blog, as a blog to build your own profile or a blog to earn income from advertising) I'd recommend you go in the direction of a stand alone blog, Wordpress.org. Even if you are not highly skilled in this area it's worth spending a little money to get it set up with a designer or even better still, to learn how to do it yourself.

If you just want a blog for fun and to keep a record of your life for your friends and family and you don't have the time, money or patience to put into it then a hosted option might work well for you too. They are instant (it'll take 5-10 minutes to set up) and while they might not have quite the same level of features, in effect they may well suit you every need. Of course many hobbyists also go the stand alone option because tweaking their blog is part of their interest.

Once you have chosen your blog platform, you need to spend some time planning the blog itself. The most effective and successful blogs tend to have a single main theme which allows them to target a particular niche audience. Focusing on one main topic area also means your blog will be easier to locate social bookmarking and blog directories. This theme should also influence the design and layout of your site. What is the impression you want to give visitors to your blog? For example, a corporate blog will look different to an artist's blog. The color, style and layout of your blog needs to support the theme of your site.

After you have decided on the theme and design of the site, it is important to organize your blog page for easy navigation. Unless you make it as easy as possible for readers to find information they are seeking, they will move on quickly. An effective way to keep a visitor engaged on your blog is to provide links to related posts at the end of every blog post. An equally successful strategy is to provide links to your most popular posts on the sidebar. According to experts, these articles are by far the most read on many websites. Another helpful decision would be to put a Google search bar on your blog page so that visitors can search for information on your site. You can also provide additional value to your visitors by linking to other blogs and websites in a blogroll (permanent sidebar).

The titles or headlines of your individual posts (as well as your overall blog) need to be carefully considered. It is not only important that they appeal to readers, it is also necessary that they are written to appeal to search engines since you will be largely dependent on search engine traffic for the success of your blog. Furthermore, different blogging platforms use your blog title as a part of the filename in which they store the

post. Search engines take file names into consideration when they calculate page ranks making blog titles even more important than otherwise.

As well as the choice of blog platform, theme and layout, a very important element of any blog's success is the knowledge and skills required to maximize its potential. A coaching club or mentor can be extremely beneficial for people desiring to learn how to create a successful business blog. Of course, all due care should be taken to select a reliable support system at an affordable price. However, as anyone who has spent countless hours trawling through the internet looking for information on how to successfully market and monetize a blog will tell you, the right advice at the right time is priceless.

Many people are profiting from cleverly using blogs to market products and services. Far more are failing. The difference between success and failure lies in making the right choices and decisions which in turn are the result of having the right information. You now have information that can set you on the path to blog success. Choose a good mentor and your pathway will be all the smoother.