

6 Simple Ways to Make Money with RSS feeds



RSSMASHER

**Home of the RSS Super Feeds
and the Money Hooks**

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There are lots of places you can get free RSS feeds, and you can use tools to get the information from them onto your social media accounts, automatically or manually.

But first, what exactly IS an RSS feed?

Put simply, an RSS feed is a way to present the information on a website in a standardised format. When you look at a website, the information on it can be formatted in lots of ways. This makes it hard for a computer program (such as a search engine like Google) to understand what is on the page. But when an RSS feed is created that stores that information in a standardised format, it can quickly and easily be read by other programs, because they know what to expect, and where to find what they need.

For this reason, a lot of websites create RSS feeds so that programs running on other sites can access the information easily. They WANT other sites, like search engines and other online tools to be able to read and use the information they contain. Often these RSS feeds are not made public, and are only submitted to search engines or other sites privately. But very often, there is a link to the RSS feed right there on the site, pretty much asking people like you to use it.

This is great, but how can you monetise this and profit from it?

(Disclaimer: These are all ideas that have worked for us and others. There is no guarantee, implied or otherwise, that you will make money from doing any of these things. How you use this information is your business!)

1. If you have an eCommerce site, you can boost your sales by taking the feed of the products on that site and sending them to social media accounts.

Finding the RSS feed for your site depends on what platform your site is built on. For a WordPress site, you will probably find your feed at `yoursite.com/feed?post_type=product`. For a Shopify site, you can find the RSS feed of any page by simply adding `.atom` to the end of the URL. For example, if the URL of your category page is, the URL for your RSS feed for that page is `.atom`

Once you have your RSS feed, you can use ifttt to get it onto your social media like Twitter. Go to <http://ifttt.com> and create an account, or log in if you already have one. If you haven't already done so, you need to add your Twitter account into ifttt. To do that, click on your username in the top right corner, then click on Services. Filter to find Twitter, and add your Twitter account.

Also on Services, you need to add your feed. Filter to find "Feed", then add the URL of your feed.

Then create an Applet (rule) that will trigger every time the feed is updated, to send out a tweet to your Twitter account.

This means that whenever you add a new product, a tweet will go out straight away to tell all your followers. Of course, you don't have to use just Twitter - you can link Facebook, Facebook Pages, Instagram - LOTS of social media accounts - in ifttt to the one eCommerce site feed.

2. Another thing you can do with the feed from your website is to sell subscriptions to a newsletter based on the content on that site.

Let's say you have a website with amazing up-to-date content on one specialist subject. Something that people would pay good money to be kept up-to-date on. You create the original content and post it on your blog. But you know your readers are busy people who want to be sent a summary of your posts once a week, and will pay for that.

So you set up a "Blog Newsletter" in aWeber, to read in the RSS feed from your website once a week and send out a summary of the posts to your followers. You can even link this up to PayPal and accept payments there, so that if someone stops paying they get unsubscribed. All automatically. See <http://www.aweber.com/blog-newsletters.htm> for more information about blog newsletters and <https://blog.aweber.com/new-features/paypal-paid-subscriptions.htm> for automating paid email subscriptions.

You can also send your subscribers (automatically) information taken from the feeds of other authority niche-specific sites, so your newsletter becomes the "authority" voice for your specialist topic. Which all helps position YOU as the go-to expert in that area.

3. Have you found a wonderful, obscure, source of content for your niche, and you want to share it with your followers? Or, even better, multiple sources? You can monetise that.

First, it is best to get permission from the site owner/s or they might get upset with you for making more money than they do from their content! You could always offer to give them a percentage. You then get the feed from their site and read it into your WordPress site using a plugin, protecting each post behind a pay-to-view interface. Here's the details...

Where the actual feed is on the source site will depend on what platform they are using. For WordPress, it is usually theirsite.com/feed. You may need to ask the site owner where their feed is located.

Then you read the feed contents into your WordPress site using a plugin like RSS Post Importer <https://wordpress.org/plugins/rss-post-importer/>. It is best to make each post Draft status when it is imported. This is because you want to check each post before releasing it to your readers. You also want to make sure some of the content is visible publicly, to tempt people to pay to read the rest (and also so there are some good keyword phrases visible to the search engines).

Then you protect the content with a pay-per-view plugin. I like <https://premium.wpmudev.org/project/pay-per-view> from WPMUDev.

4. If you have an Amazon affiliate account, you can use the RSS feed from a group of products there to drive traffic to Amazon and profit from the affiliate commissions.

To get an Amazon RSS feed, I like <http://www.rssfeedsgenerator.com> . You will need to create an account (it is free), and you will be able to create a link to a set of products on Amazon (or ClickBank or eBay). For example, here is one I created for this demo: <http://bit.ly/AmazonMasherDemo>

What you then do with that feed can vary. You can set up a brand new WordPress website using RSS Post Importer <https://wordpress.org/plugins/rss-post-importer> that has all the products on it as posts (you may need to do some formatting). You can have them sent to a Facebook Page via ifttt. Or you can tweet them, also via ifttt. What you do with the feed will be determined by where your target market is.

As new products are added to Amazon, the feed will be updated. So you can take advantage of that (and make more sales!) by using the feed in a place that will benefit from the updates, like social media.

5. Of course, if you have mastered any of these techniques, you can have other people pay you to do them for them. Or you can extend the concept and offer even more services.

For example, you can take the RSS feed from the client's YouTube channel or playlist and have blog posts created on the client's WordPress site automatically. This is a one-time service that you can set up, but you can charge for it either as a one-time fee or as an ongoing monthly charge.

Or something as simple as having the client's Twitter account tweet about their area of interest, taking the tweet content from feeds of high-authority sites in their niche, or news from Google alerts. This can help set them up as an authority in their field of interest, and get them lots of valuable followers. People will pay you to do this for them and it is a one-time setup thing with a recurring monthly income for you!

6. Another way to have someone else pay you to do these things is to set up authority sites for people to primarily use for backlinking to their own "money" site. This is often known as setting up a PBN, or Private Blog Network.

It doesn't take long to set up a WordPress site and populate it with high-quality curated content on any pretty much topic using RSS feeds, along with links back to the original sources of the content, and auto-updating. Set up a few of these and you can call them a "network" and charge clients to have their sites linked from within articles on these sites. And add social media syndication from your sites' feeds to add to the value for the client.

Plus you may be able to set up syndication from the client site feed to the PBN sites so that their new posts get automatically backlinked.

Don't forget that there are a lot more platforms for website building than just WordPress, and a PBN that is made up of a mixture of sites using other software such as Joomla or Blogger will be a much more robust and hard-to-detect structure. But all of these can use RSS feeds for importing content automatically.

But wait!

If you have RSS Masher, you can really crank up the monetization.

RSS Masher creates RSS feeds that can have content in them that come from multiple sources. What this means is for you that you can create "super feeds" that have automatically-updating content in them from a wide range of sources, and so the variety of content you can use in any of the methods above can be SO much more diverse.

The one-time-setup in RSS Masher brings all the feeds you want together, so you have just one feed URL to import to wherever you want ALL that content. This is a huge time-saver.

And in addition, you can use these monetisation strategies:

7. Every entry in every feed created in RSS Masher can have a link to your money site. This could be an affiliate product that earns you money, a site you want to rank where you are selling your own products, or a site that a client is paying you to rank for them.

8. In addition, these links can be in the form of Spintax! So you can create a spun list of lots of links (for example, Amazon products) and one version will be chosen at random to appear on each link in the mashed RSS feed. This is super powerful, because it means that you can get all your product links onto the destination (wherever you are sending your feed to, to be published), in a random, natural-looking way.

9. If you are providing SEO services to a client, or you want to rank your own money site, creating a super feed in RSS Masher with the feed of the site you want to rank, can get you noticed by Google. There is even a Ping button in RSS Masher so you can send your super feed right to Google. Remember Google loves RSS feeds, because they are in an easy-to-read standardised format. So, if you send to Google an RSS feed of a whole lot of entries on the one topic, including the site you want to rank, Google will know by the context of the feed that your site, like the other high-authority sites in the feed, is about that topic. And that is huge for Google ranking.

10. RSS Masher is also great for creating content sources for Minions, or fake profiles. You can monetise these by selling SEO services using them, such as video views - but that is really a topic for another webinar. But with RSS Masher, you can create a super feed using high-authority sources on a topic that your Minion is "interested" in, and then that feed can be used to keep your Minion's social media accounts humming.

For example, if you have a Minion that is supposed to live in New York, and be interested in sport, you could create a feed in RSS Masher that has news taken from NY newspapers, as well as sports news from a sports magazine, plus some relevant YouTube sports channel feeds that the Minion is supposedly interested in, and so on.

If you want to know more about Minions and their use, Damon has some great training on this that he can tell you about another time - but they are monetizable.

One last thing. The concept of RSS feeds is an old one. It was one of the earliest things developed and widely adopted across the internet, and is at the very heart of both search engines and content syndication techniques. If you can understand, and master their use, this makes you a very rare person, who can dazzle and amaze any potential client, and this knowledge makes you a very valuable partner for their business.