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THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

The Blog Monetization Checklist

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The Blog Monetization Checklist

While it's nice to get an eager audience praising you for your wonderful blog, it's even better when they take out their wallets and support your work with their dollars.

That's why you'll want to use this blog monetization checklist to be sure you're getting maximum profits for your blogging efforts.

Check out these ways to make money from your blog...

Define Your Monetization Strategy

First off, you need to figure out how you'll make money from your blog. While you may use numerous methods, you should have one primary method.

Possibilities include:

- Selling your own products or services. This is the preferred and usually the most profitable method.

TIP: This includes selling related products, as well as eventually turning your best blog posts into a book that you sell either directly from your site or via a marketplace platform such as Kindle.

- Selling affiliate products or services.
- Selling advertising spaces on your blog.
- Inserting AdSense ads, CPA offers, or similar items where you get paid per the click or action.
- Selling leads (by selling co-registration leads). ***Not advised.**

- Selling access to your mailing list.
- Selling guest-author spots on your blog.

For this checklist we'll assume that you're selling your own products and services as well as perhaps incorporating secondary monetization methods such as selling affiliate offers too.

Next step...

Capture Leads

No matter what your primary monetization method is, you should be seeking to capture leads on your website. If you don't do this, then the vast majority of your visitors (perhaps up to 99%) will leave without taking action, and most of them won't be back.

Here are best practices for capturing these leads:

- Give prospects something enticing in exchange for their email address. This could be an in-demand report, gear list, video, access to a webinar, access to a membership site, app or something else your market really wants.
- Create a compelling lead page. This should be a benefit-driven page with a headline, a bulleted list of benefits, and a call to action. The goal is to tell your readers why they should join your list, and then specifically encourage them to take action now.
- Use exit redirects. The idea is to send people to your lead page so they join your list before they leave your site.
- Set up an initial autoresponder series. This is a series of five to twelve messages where you offer a mixture of content and promotions to build relationships, drive people back to your site, and generate sales.

Next...

Pick a Primary Offer

Whether you're selling your own offers or affiliate offers, you need to create a sales funnel. This is a suite of related products and services you sell at a variety of price points. However, you want to pick ONE primary offer—a core offer—with a goal of getting all your visitors to purchase that core offer.

Once they purchase your core offer, you can promote your other offers on the backend.

Generally, this core offer is going to be a low to mid-priced product (about \$10 to \$50), since it will often be the first paid entry point into your sales funnel. **It should pack a lot of value, so that prospects feel like they're getting a good deal.**

This offer could take the form of an:

- Ebook.
- Video.
- Audio.
- Live event.
- Membership site.
- App.
- Home study course.
- Coaching course.
- Toolkit.

Or similar high-value, in-demand product or service. Again, be sure to do your market research in order to determine what your prospects really want.

Next...

Promote Your Offer

Now that you know which offer you're going to focus on, you need to get on with the task of promoting it on your blog along with any secondary offers.

Here's how to do it:

- **Insert soft sell recommendations within informational articles.** Here you mention an offer without hard sell. E.G., *"If you're looking for a great way to create blog content more quickly, then you'll want to check out [Profit Swipes](#)."*
- **Publish the occasional direct advertisement.** This is where you create a promotional piece that serves as a mini sales letter to presell prospects. Your piece should identify the problem, introduce the solution, showcase the benefits of the solution, and then provide a call to action to buy the offer now.
- **Insert ads between posts.** Typically, these are text ads, banner ads or other graphical ads. You can insert these ads manually, or you can use an advertising plugin to do this automatically. You may even use an ad Rotator plugin to test out different ads to see which gives you the best response.

(Try Ad Rotate: <https://wordpress.org/plugins/adrotate/>.)

- **Place ads within posts.** You'll see this strategy used a lot on big sites like Slate.com, where text, graphical or even video ads appear within the content.

- **Pin a “featured product” ad at the top of your blog.** Many blog themes allow you to have a “pinned post” at the top of your blog, which is a great place to highlight a product. Be sure to include an attention-getting headline, a list of benefits and a call to action. Bold graphics will also help draw readers’ eyes into your pinned advertisement.
- **Place an ad in your sidebar, header and/or footer.** These could be graphical or text ads, or you might offer a combination. For example, you might put a banner ad in your header, and a text ad in your sidebar.
- **Place a link in your navigation menu.** This link could be labeled “Products,” “Special Offers,” “Recommended Resources,” “Shop,” “Storefront” or something similar to highlight what’s behind the navigation link.

Let’s wrap things up...

Conclusion

So now you have a great overview of how to monetize your blog. Once you put all these pieces in place, then you can start driving traffic, tracking your response, and improving your conversions and profits!