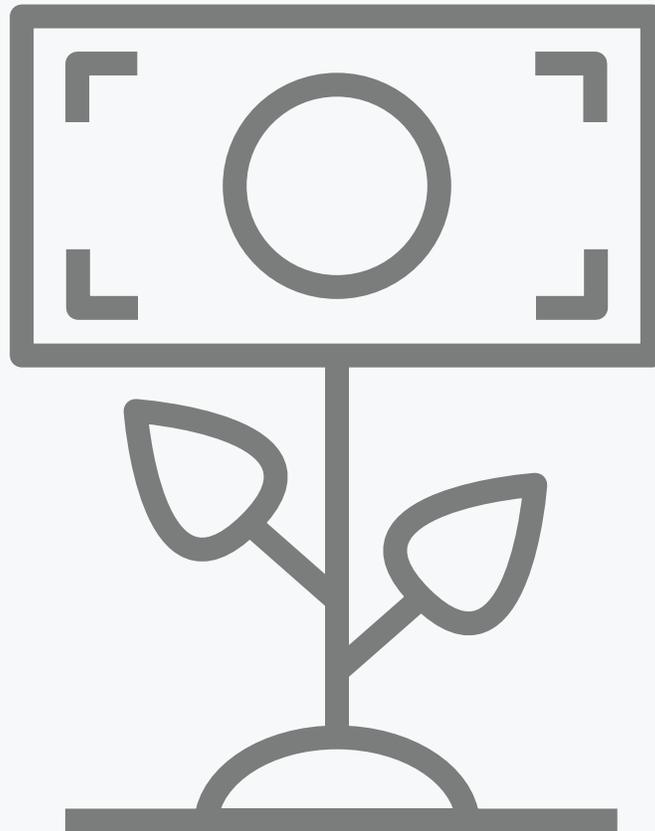




7 Easy Ways To

Monetize Your Content



You work hard on your website.

Your content, whether you write blog posts, create videos, make podcasts, etc., has value. People love it. But yet, you're pretty bummed with the amount of money that it makes for you.

Believe it or not, it's a very common story. Your audience loves you because you solve a problem in their life. That might be something real, like losing a few points or how to find the right credit card.

Or, it might just be curing boredom or a frustration that they're facing. Our point is that your audience loves you for a reason. And you don't want to alienate them by 'selling' something! We will say, selling them something like a digital course or ebook is your fastest path to cash - but you might prefer a slightly less 'direct' method of monetization.

That what we're going to cover in this report... We'll walk you through 7 different ways of monetizing your traffic - some more profitable than others - but ways you can make a lot more money than you currently are.

We're biased. We think everyone needs to have a course or an ebook that they're selling through Kajabi, but there could be an equally great path in something else!

You see, there are 7 different ways that you can monetize the pages of your site, from selling stuff to posting ads to sponsorships. Website owners tend to be myopic in their thinking that you JUST sell courses or you ONLY post banner ads. What ends up happening, though, is we cap out our revenue because we aren't diversifying our cashflow generators!

That, my friends, is a big mistake.

So, let's get into it.

7 Easy Ways to Monetize Your Content

Admittedly, there are hundreds of ways to make money from your site. You can sell high end consulting or Kindle books or protein powder. What follows is stuff we do and what our Kajabi members do to generate revenue from their website, so they can grow and scale their brand...

1 Selling Your Own Products

Selling your own products and services is (almost) always the most profitable thing you can do on your pages. Firstly, you aren't splitting the money with anyone else like an ad network or an affiliate. Secondly, you have an audience and distribution, so you know what they want and what they'll buy.

We've read a lot lately about information and how it's dying. We don't think that's quite the case – but it IS changing! Gone are the days of Clickbank ebooks making a killing for \$47 a pop. Sure, some of that still works but we're seeing far fewer stories like that.

Now, it's all about building an audience (good news - you already have one either as an email list or a social network!) and then help them solve problems through your products...

The types of products that are selling: ebooks, multimedia courses (video and audio), memberships, and higher end hybrid courses (course plus coaching).

If you need proof of that, [check out our #KajabiHeroes here...](#) These users are people just like you who made at least \$1000 on their website selling courses and products. Now, the bad news. Running your own offers is awesome, but there are things that you'll need to be successful.

You'll Need:

- A website with a members area to protect your content
- A way to host and display videos and audio without crashing your website
- Sales material to sell your offers to your audience on demand
- Shopping cart for processing credit card payments
- Email marketing to communicate with both your buyers and non-buyers

Here's the cool thing... All of that functionality is already waiting for you inside Kajabi. You just need to plug in!

2

Selling Services

Another type of offer you can make to your audience, if products and courses don't make sense, is to sell services. That might be events, webinars, consulting, coaching or masterminds. Your audience will tell you what you need to sell. They're usually pretty vocal about it.

Here are some examples of services you can offer through your blog:

- Coaching on something you are exceptionally experienced in (or what your blog topic is about!)

- Consulting for individuals or groups based around the topic you write on
- Starting a mastermind for like-minded people who all share the same purpose and would benefit knowing each other.
- Hourly services for smaller, freelance types of projects.

There are lots of different ways to take this one. Just listen to your audience and figure out what you want to do in the years to come... Then, use Kajabi to set up the offer, sales copy and the shopping cart. You can even add in videos and training for your folks to simplify the on boarding process.

3

Memberships

As a content creator, you have lots of material. Much of it is VERY good but falls by the wayside after you publish something new (sound familiar?) In applying the 80/20 rule, it basically states that 80% of your traffic or your audience, is following you because of only 20% of your content. 20%! That's 2 out of 10 blog posts.

What happens to the other 8 posts? It's great content but no one even knows it's there; why not pull it into a membership site and sell it? Or why not survey your audience and figure out what additional content they'd like to see from you?

Memberships, by and large, are a collection of material that's locked behind a login screen. It must have value and it needs to be protected.

The beauty of them though is you can charge monthly! Hello, recurring revenue!

It used to be that you needed a developer to set everything up for you too, but no more. Now, you can set up your members area, shopping cart and sales material in a few clicks.

Here are some ideas to get your creative juices flowing:

- A ‘fitness trainer’ with videos of exercises members can do to tone their bellies
- A business membership with how-to material on advertising
- A stock trading membership with a focus on penny stocks
- A gaming membership with in depth gameplay videos
- A challenge that works a whole community through to some desired result...

The sky is the limit on memberships. And if you want to supercharge your revenue, add a group coaching or a coaching element to it.

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4 Affiliate Marketing

Affiliate Marketing is where you sell products that aren’t your own, but you get a commission. Sometimes, that commission is 75% to 100% of the purchase price. Other times, it’s only 10%. It’s all set up by the product owner.

At the end of the day, affiliate marketing is about solving a problem for your audience. It doesn’t matter that it’s not your product – if it’ll help it should be in their hands! You still get paid for it! As an affiliate, you usually make the lion’s share of the money and you deal with next to zero of the hassle.

The downside? You don’t have any control over the product or the sales material. You can’t change it unless you convince the product owner to do it. From a purely financial standpoint,

the affiliate commission that you get is less than what it costs you to send the sale if it's the initial offer. What we usually recommend is selling your own products first, using Kajabi, and then drip out affiliate offers through the email sequence!

5 **Banner Ads / Ad Network / Private Sales**

By putting ads from [AdSense](#), [DoubleClick](#) or one of the other native or contextual ad networks you get paid.

Sometimes, you get paid on a cost per click (CPC) basis (every time someone clicks, you get paid). Other times, you get paid on a cost per thousand impressions (CPM) basis, where you make money every time someone sees your ad..

You'll typically make far less than you would selling your own product or selling affiliate products, but you aren't directly selling anything to your audience. Instead, you're monetizing the traffic. The drawback is that visitors are directed off your site, so you'll most certainly need good content to keep them coming back.

What we encourage our members to do is put banners up on their website promoting their own products. That way you're not waiting 45 or more days for a check from the ad network and you're making as much money as possible.

6 **Podcast Advertising**

Everyone's got a podcast it seems. They've been around a long time but they seem to be the rage these days. If you have one, you might as well be selling sponsorships!

[Revision3](#) started with one show – [DiggNation](#). They stumbled on how lucrative podcast

sponsorship was. They were drinking a type of tea on the show and the place that carried it ended up selling out, so...

DiggNation started accepting cash for sponsorships. Since, Revision3 has grown to be a HUGE brand, with millions of podcast viewers every month with their shows.

There's no reason why you can't start selling advertising blocks on your podcast! Will it be as lucrative as selling your own products? Perhaps. Not at first, but it might in time.

7

Video Advertising

This last one is something we'll see a lot more of. With so much content being created and consumed online, it only makes sense that a lot of those videos will start having ads that the creator is paid for.

Now, YouTube and the video creator split the ads that play before the content. But, ads IN the content are solely paid out to the creators themselves! Like podcasting, we'll start to see in-video commercials, like what's on TV, rather than letting YouTube suck up all that space.

If you're into video, then start thinking of creative advertising packages that you can offer sponsors! And, there's no reason why those videos can't be in your memberships... Advertisers LOVE to advertise in places that they know 'buyers' collect.

Next Steps

There is tremendous opportunities in selling your own products, services and memberships, as well as posting ads and getting sponsors for your site. You don't need to be a master publisher to sell courses online - but you do need to make the decision to get started.

In our experience, selling your own stuff will make you about 300% MORE MONEY year over year than just posting ads or doing sponsorships alone.

It doesn't require any more work from you. Create the course. Your audience buys it - everyday. Every once in awhile you can add to it or update it, but that gives you another launch opportunity!

The #1 reason we built Kajabi was to help experts - people like you - share their courses and their experience with the world to create lasting change, both for themselves and for others. That's why we're passionate about helping you create products that sell online.

A lot of the stuff that we cover in this eBook is simplified inside Kajabi's interface, all with point and click simplicity:

- *Creating courses on demand, filled with PDF's, audio files, video files, etc.*
- *Processing credit cards from your buyers on the fly without any tech know-how or programming!*
- *Locking all of your content behind a membership login screen.*
- *Hosting your website and your products without needing to know about databases, coding or any of that.*
- *Writing blog posts and content that'll bond your prospects to you and your brand.*
- *Sending email to your buyers and prospects building a relationship and selling your courses.*
- *Choosing a sales page template that's perfect for your product.*