



# DEFINITIVE GUIDE

to earning

# MONEY

from your blog



**WP SUPERSTARS**  
WORDPRESS. SIMPLIFIED.



## Introduction

At this very moment, if you looked up “How to make money with a blog” in Google, there are 3 reoccurring methods you will read about in the top 10 results:

- Affiliate marketing
- Selling ad space
- Selling an ebook

But are those the only ways you can earn money from your blog..?

Absolutely not!

There is a ton of ways that you can use your blog to generate income and build your brand. Some methods might be less lucrative than others, but they’ll make you money nonetheless.

We didn’t want to cheapen this post by listing 3, or 5 methods for earning money with a blog.

We really dug deep and tried to come up with just about every method possible for making money through your blog — thus the words “Ultimate Guide” in the title.

In no particular order, and without further ado, here is the definitive guide to building a blog that will make you money.



# 18 WAYS

t o t u r n y o u r b l o g

# INTO AN EPIC

i n c o m e g e n e r a t i n g m a c h i n e





## #1 - Choose a profitable niche

Okay, okay.

This one isn't strictly a monetization idea per se, but it's definitely a good idea for more than one reason.

Your blog is the base that you'll be building your online business upon. So picking a profitable one just makes sense.

What defines a profitable niche, exactly?

Well, that kind of depends on what you plan to do with your blog.

Folks like Tung from Cloud Living have built blogs on low competition keywords so that they can rank high in Google and sell products via affiliate marketing.

Others, like myself, use blogs to promote premium services like web design or copywriting services — both of which are in high demand (i.e. a profitable niche).

A lot of determining what will be profitable or not will depend on your marketing and the keywords you're targeting, but it's all a bit relative.

Here are a couple posts to help you get started on the right foot:

- [How To Find The Perfect Niche For Your Blog](#) by WP Superstars
- [How To Hit The Bullseye With Your Blog's Niche](#) by Blogging Wizard
- [How To Pick A Profitable Niche & Blog For A Living: 56 Experts Share Their Secrets](#) by Niche Hacks



## #2 - Affiliate marketing

This is one of the most popular avenues that many people take under their belt when they want to make money with their blog.

And even though you probably shouldn't use this as your only monetizing strategy, you likely shouldn't ignore the option either.

Mainstream blogs like Blogging Wizard, ProBlogger, Pat Flynn's blog Smart Passive Income, and many more, maximize their earning potential using affiliate links.

Pat Flynn regularly makes [\\$70,000+](#) a month from his BlueHost affiliate link alone — and that's not even his main income stream.

While some bloggers like Pat, and [Melyssa Griffin](#) lightly season their personal blogs with affiliate links, others like [Spencer Haws](#), [Matthew Allen](#), and [Tung Tran](#) spice it up a bit by focusing on specific keywords and building sites that can get organic SEO reach and high affiliate payouts.

All three of those links above are great sites to learn more about affiliate marketing and keyword research as a whole, so if this is a method you've considered exploring try perusing those blogs to get some help along the way.

### The best way to get started with affiliate marketing

If you've never tackled affiliate marketing before, all the information you consume on how to use it to make a profit can leave your head spinning.

Thankfully, getting your toes wet really isn't too difficult.



One of the best ways to get started is to take a look at all the tools and products you use to run your business:

- Themes
- Social Media Management Tools
- Emails Tools
- Smartphone apps
- Photo Editing Software
- Host Providers

The list can go on and on.

Make a list of the things you use and products you love, and then check to see if they have an affiliate program.

Sign up for all the ones that have a program and then use those affiliate links on your blog whenever you talk about that product.

Also, ALWAYS be transparent about affiliate links.

If you use a link that will generate commission for you when someone purchases it, then disclose that somewhere readily apparent on your blog.

Not only is it a good practice, but not doing that can get you locked out of certain affiliate programs... yikes!



## #3 - Selling a Service

Now here's a fun one you might want to try out.

Selling a service might not be up the alley of passive income that you were hoping for, but you might be surprised at how much you can make and what constitutes as a service.

Freelancers like myself are in the business of selling services.

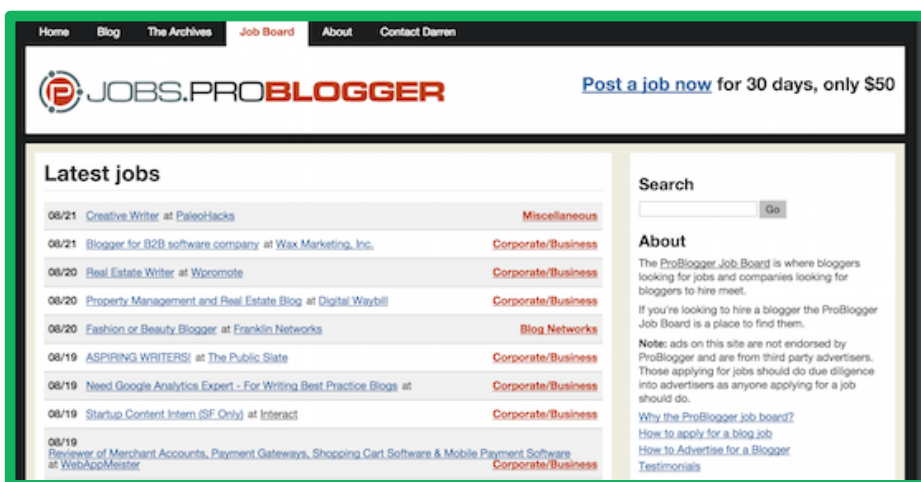
For example, I offer Content Creation and Email Autoresponder Copy as a service through my blog.

My friend, Gina Horkey, offers [Coaching services](#) for new freelance writers.

The list of services to be offered are unending, but I think you catch my drift.

However, these type of services are not the only things you can offer.

You can offer a premium job board as a service on your blog:





Darren Rowse of ProBlogger launched [Jobs.Problogger.com](http://Jobs.Problogger.com) where people in need of writers could pay to place an ad in exchange for having writers apply for their position.



Tom Ewer launched a premium freelance job board called [Paid To Blog](http://Paid To Blog) where writers pay to have access to a non-junk job board.

The good news is that creating your own job board is easier than ever thanks to the [plugins and themes available](#).





## #4 - Sell your time (consulting, coaching, mentoring)

To go along with the thought of selling a service, another service based option you might want to try is consulting.

If you love teaching and helping others succeed, then **consulting and coaching** could become one of your favorite money makers. And if you get really good at it, it could be your more lucrative venture yet.

Depending on your personality, what you're good at, and what you know, what you can offer for coaching or consulting can vary.



My gal pal, Camilla with No More Hamster Wheel, [coaches people](#) who want someone to push them towards their full potential — be that in business endeavours of all types, life, or whatever fits the bill.



Linda Formichelli with The Renegade Write [mentors a select few](#) who what to become successful writers but aren't sure how to take things to the next level.



Michael Hyatt offers [one-on-one coaching](#) for a hefty sum, but (I expect) he's worth every penny.

Even if you're not sure anyone will take you up on it, offering your time to help mentor others or consult can be largely lucrative.

It's not for everyone, but so many people love it because it feels good to help others achieve their full potential (not to mention the money to be made).



## #5 - Sell a physical product

Selling a physical product might sound like a feat, but that really just depends on your niche.

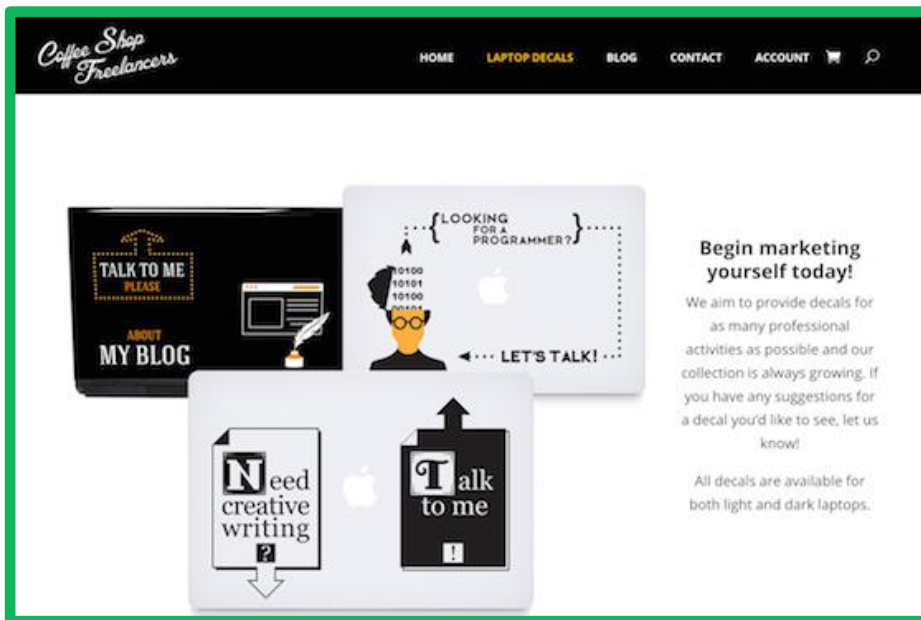
Many in the arts and craft niche sell their own handmade products. But other blogs like [Tumbleweed Houses](#) sell physical products in the form of tiny house blueprints, DVDs, and even tiny houses that they will build and ship to your desired location.

Selling a physical product isn't the best approach for every blog, but if you haven't considered the option before, then why not take some time to visit the idea? You might be surprised by what you could come up with to sell.



Neville Medhora with the Kopywriting Kourse put together what he called [The NevBox](#) — a 3-day copywriting course that gets sent to in the mail along with Swipe Files and a Cheat Sheet.

He sells it for a cool \$97. Not bad considering most this stuff was just sitting in a file on his computer.



And [Coffee Shop Freelancers](#) sell laptop decals to help freelancers market themselves when they're working away from home.

And still others like ManageWP and even WordPress sell products like t-shirts, coffee mugs, and iPhone cases. (And yes, I own *many* WordPress tees... #girlgeek)

Basically, do a bit of brainstorming and see if you can sell a deliverable product that your audience would want. If you think the ROI (return on investment) is there, then jump on the chance and market like crazy!



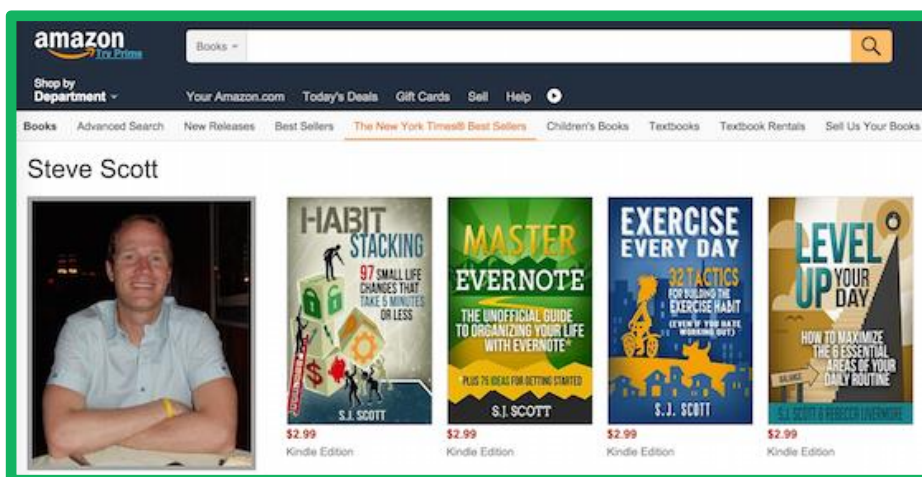
## #6 - Sell a digital product

Nowadays, digital products are where it's at.

Just about every online entrepreneur is trying their hand and creating and packaging a digital product to sell.

The great thing about creating a digital product is that you can a lot you can create and sell.

Neville from the Kopywriting Kourse also sells a **video course series** — aptly named The Kopywriting Kourse.



[Steve Scott](#) writes and sells his own e-books on Kindle and makes a killing.

Devesh Sharma with WP Kube sells [a theme on ThemeForest](#) and launched [Fancy Themes](#), which offers a collection of themes and several plugins.

The great thing about creating a digital product is that once you've created it, it is something you always have and can use to generate a somewhat passive income.



## #7 - Sell Ad Space

Generally speaking, selling ad space isn't the most lucrative way to monetize your site. But that can vary on a case to case basis.

Depending on the amount of traffic your site receives or even your specific niche, there is money to be made and it can make you a nice chunk of change.

There are basically two ways to do this:

1. Use a third-party service like [BuySellAds](#)
2. Or sell ad space on your own (aka Private Ad Space)

Using a third-party service is easier since they act as a middle-man, save you time and can connect you with bigger brand names, but it can cost you a portion of the amount you make when you sell ads through them.

[Selling ad space on your own](#) can help you keep the full amount you charge, but there tends to be a lot of back and forth and you'll be the one handling the emails, transactions and ad placement/upkeep.

Selling your own ad space also means that you probably need to spend some time crafting a Media Kit and Price Card that you can send to prospects.

WPBeginner uses BuySellAds for their blog and have had a great experience with them (and they have [a nice tutorial on how to get you started](#) in doing the same).



You can even mix it up and do a bit of both. You can even sell ad space on your email newsletter to give your prospects an even better reach — and for you to make a bit more.

So really, the choice is up to you as far as what you want to do.

Selling ads isn't for everyone and it might not be the best move for your blog depending on what it's about.

If your goal is conversion — then ix-nay the ad space because ads are a distraction that can take away from your own goals.

But if you have other goals or think that selling ads might be a great area to monetize, then give it a go. You can always say no to an advertiser, but at least you're not shutting the door on a way to make money.

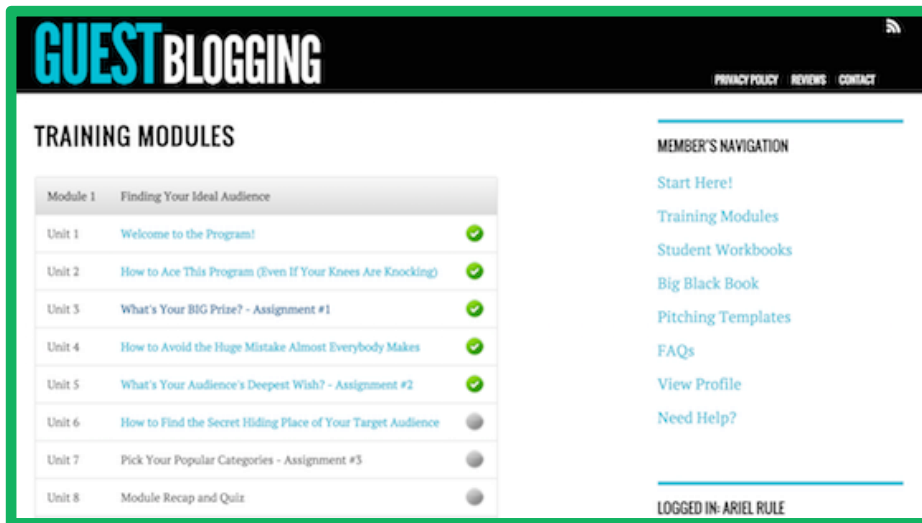
## #8 - Add a Premium Membership to Your Site

This is probably one of the best ways to make some serious moolah. [Premium Memberships](#) means recurring revenue on a monthly or yearly basis and can help you to generate a decent amount of passive income.

There are tons of examples of people and businesses who do this.



Copyblogger offer a free membership in return for access to some pretty awesome (free) e-books. But if you want more epicness and access to their full Authority benefits, then you have to pay \$399 per year.



Jon Morrow has a few premium membership sites including [GuestBlogging.com](http://GuestBlogging.com) where you pay a fee to give you access to a training program that can help you land content on huge networks like Huffington Post, Fast Company and more.

Carol Tice runs a [membership site](#) for freelance writers looking to break into their own.

The list can go on and on, but the point is that this monetization method is feasible. It will take time, effort, and dedication for sure, but the payoff has proved worth it for more than one person.





## #9 - Accept Paid Promotional Blog Posts

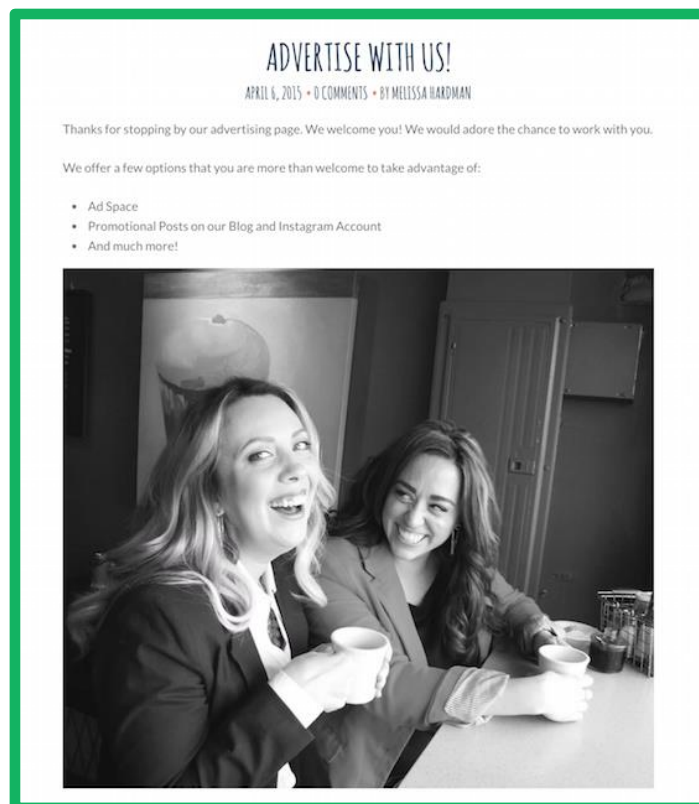
Here's a nice little money maker that you can easily tack onto your blog today:

Paid Promotional or Sponsored Blog Posts.

It's not anything new, but the idea might be new to you.

If you run a magazine type blog or a review based one, then depending on your niche, there are likely quite a few advertisers who will want get in front of your audience.

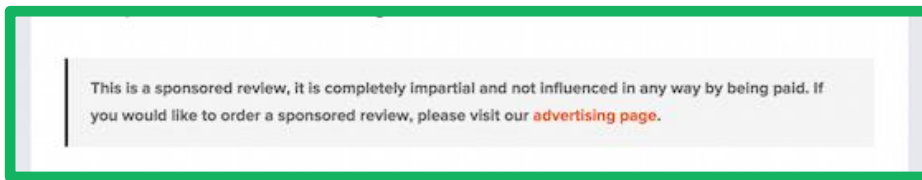
Offering sponsored posts at a reasonable flat fee isn't too hard to set up.





The girls at Gold Dipped Chaos simply added an “[Advertise with Us](#)” page on their blog that lets advertisers know that they’re open to working with them.

This keeps the door wide open for promotional posts and other advertising opportunities.



Just make sure that when a post is promotional that you’re clear in stating that. You can place a brief mention somewhere in your post (*like the one above by WPKube*) to let your audience know that the post is sponsored.



## #10 - Accept Promotion Posts for Your Blog's Social Media Channels

You may not have even thought about it, but all those hundreds or perhaps thousands of social media followers could make a nice chunk of change.

Much like promotional blog posts, there are advertisers who could see your social media following as just as valuable to them and you might be able to charge a lot more than you think.

If you have a couple thousand followers in a certain niche on a platform like Instagram, you could easily charge \$50 for a post to your account. If an advertiser want to run a contest through that channel, you could even more like \$200.

This is just an example, and pricing is more up to you since there's no real cut and dry price for this sort of thing.

Not only can you create a page on your site that mentions that you accept these types of promotional posts but you can also sign up for services like [SponsoredTweets.com](https://SponsoredTweets.com) where you can connect your social media accounts and let advertisers come to you or you can bid on projects.



## #11 - Start a Podcast

Podcasting is all the rage these days. Not only can it be faster and easier to record a podcast than write a 2,000 word article on the same topic, but it can also be a great way to build your brand while making some money.



Podcasters like John Lee Dumas not only [teach how to start a great podcast](#), but in July of 2015 alone, he grossed over \$100,000 in [sponsorship income](#).

Granted that amount of money has a lot to do with the popularity of his podcast, but the point is that there is money to be made here.

If you're someone who is great at talking and get can keep things interesting while doing so, then exploring the idea of launching a podcast could be that next big step for you.



## #12 - Start a YouTube channel for your blog

This is an area I've personally be want to explore a little bit.

There are quite a few bloggers who have found success use YouTube to make some money and give their business a bit of a boost.



Spencer Forman at [1WD.tv](https://www.youtube.com/channel/UC1WDtv) has a [YouTube Channel](https://www.youtube.com/channel/UC1WDtv) that teaches people how to become a web designer and other useful WordPress tricks.



Jay Baer from Convince and Convert has his [Jay Today show](#).

There three main ways you can use YouTube to make you money:

When you post videos, you can create teasers to your products or talk about products on your videos.

The second way is by turning on the monetization feature on your video to help earn some extra cash from YouTube Advertising.

Promote your blog/products by creating an ad that [YouTube will advertise](#).

Plus, the SEO benefits from this can pay off quite a bit too. Overall, this method seems like a great and well-rounded marketing strategy.

Not to mention that you could also sell sponsored parts to your videos that could also make you a bit of cash.



## #13 - Premium communities

Communities take a few different forms in the online world. However, the one that tends to be the most lucrative is private and premium mastermind groups

These premium communities are often add-ons (which cost a bit extra) to an existing product, but some people offer them as separate product altogether.

John Dumas also does this well by offering a premium mastermind ground through his site called [Fire Nation Elite](#).

Paying for this membership type of community gives you access to John, all his insights, and connects you with others on the same track as you, as well as a whole bunch of other exclusive content.

Chris Ducker takes a slightly different approach to the way he does his mastermind groups.

Chris [takes his mastermind groups on the road](#) with him and schedules a 1-day bootcamp for a small group of ten people. (I am soooo envious of those select few \*gah!\*)

With these type of groups, your experience is worth its weight in gold — pun intended.



Even if you're not funnelling in the cash as a blogger, if you managed to make any type of breakthroughs or success in your online endeavours, then there are likely people who will pay to pick your brain.

If you like this idea but have no idea how to do it, then your best way of learning what makes a great mastermind group is to join one. (I'm a part of one and I'd love to join a couple more to help up my online game.)





# B O N U S

5 m o r e w a y s t o  
**MAKE MONEY**  
w i t h y o u r b l o g



**WP SUPERSTARS**  
WORDPRESS. SIMPLIFIED.



## #1 - Paid webinars

More than one blogger has found success with hosting premium webinars.

For example, WP Sessions hosts these premium webinars on a regular basis. Though watching the webinar live is free, after it has aired you need to pay a fee in order to view the recording.

WP Sessions uses Google Hangouts to host their webinars, and it seems to work rather well for them. There are other avenues of doing this, but using Google Hangouts is free and makes the most sense for many budding bloggers.

If this is an area you'd like to explore, then be sure to check out [Mary Jaksch's guest post on Smart Passive Income](#) where she walks you through how to use Google Hangouts to create a webinar.

## #2 - Paid events

Putting together an event or live conference sounds daunting, and it most certainly can be.

But it's also likely one of the most lucrative monetization strategies if you can do it right.

If you're really good at organizing and you have contacts just spilling out of your address book (not like anyone uses those anymore), this could be a great way to make some money.



Though, this isn't something to just throw on your to-do list for the day.

Planning an event or conference takes a lot of detailed planning, and generally needs a lot of money to get started.

Making money from these comes from what you charge per ticket to the conference.

For example, you may need to spend \$10K to get everything you need ready to get the conference from idea to a live event. But, if you can get 500 people to attend with the ticket price set at \$100, the you're going to make \$50K in total revenue.

That means that as the event planner, you get to walk away from the conference with \$40K in your pocket.

Not bad, right?

Those are just rough numbers, but you see what I'm getting at.

Smashing Magazine has a very informative post on [how to plan and run a successful conference](#). It's a must read.

If you want to wet your toes a little bit, then why not consider hosting a WordPress WordCamp in your area. There are many people who would love the chance to collaborate and that would take a lot of the stress your back while you explore this avenue for making money.

Plus, if you're the one putting things together, then you and your blog are going to be getting a lot of attention.



## #3 - Turn your product into a Udemmy course

Now here is a fun idea:

Take a course or product and create a [Udemmy](#) course out of it.

Why Udemmy?

Because it's huge.

People flock to the site to find courses to teach them things that they really want to know.

Putting yourself on this particular platform will maximize your exposure and help with the footwork that comes with marketing.

As a plus, creating and hosting your Udemmy course is totally free.

You get to set your rate and keep 100% of what you make if you promote it (if Udemmy promotes, then they get to keep 50% of the money made.)

Not only can this be a great way to make some passive income, but it helps to get your name and face out there to build your authority.

If you've tossed around the idea of creating a course, why not try Udemmy?

Even big names like Guy Kawasaki and Seth Godin have used uDemmy to create and sell courses that rock the house.

You should be getting in on that action.



## #4 - Get paid to speak

Do your knees knock together at the thought of public speaking?

You wouldn't be the first.

But perhaps your feelings might change if you realized that you could get paid \$500-\$5K+ to speak at conferences or in house at a company.

Sounds crazy, but if you can take a interesting/complicated topic, break it down, and speak in a way that both educates and inspires, then you've got something you can sell.

No joke.

If you've explored other avenues of speaking, like YouTube videos or something like that, then the chances are that you already have some skills when it comes to speaking and educating people about something.

Truth be told, it can be a little hard to land these gigs at first — especially if you don't put yourself out there, but it's not impossible.

People like Pat Flynn and Michael Hyatt speak at conferences on a regular basis. But even if you think no one would hire you, you may be surprised what would come of it if you simply use your blog to state that you're a speaker for hire.

Instead of jumping into something like this right away, you can work towards it as a goal.



Little things can really help you learn to become a better speaker with high fees:

- Start a Podcast (this can teach you to speak and breathe)
- Create YouTube Videos (this can teach you how to speak and stay on topic while talking at something)
- Watch other great speakers and study them
- Start speaking with smaller groups like live workshops

You can start exploring this and practicing and then, when you're ready, put it up on your blog that you're a speaker for hire and go from there.

## #5 - Build your email list

Though this is the last one on our list, it is likely what many would consider as the most important.

It's a bit cliché, but the saying 'the money is in the list' rings very true.

An email list is something that many bloggers swear by as one of the absolute best ways to make money.

When you build a list, **that list becomes yours**; it's a viable product that you own and can continually harvest for monetary benefit.

There is a lot that comes with try to building a list, and it's an entirely different topic that would take this whole thing off on another direction.



But you can't really build a list if you don't have a way for people to actually sign up for it or if you don't give them a good reason too.

To build your list, you can follow a semi-easy formula to help boost your signups.

It's a simple **1-2-3 step** that works for many others and can work for you.

- Write a resourceful blog post
- Offer a Content Upgrade that takes viewers to a landing page
- Optimize your landing page for opt-ins

This works amazingly well on just about every blog that uses it.

[Read our post on list building plugins for WordPress](#) to get a head start.

It's not too late to start, and even though it might be time consuming, putting some thought into this can really pay off — literally.

We hope you enjoyed these 5 extra methods for making money with your WP blog.

There are so many ways to make money with your blog.

The biggest factor as to whether you will or not simply boils down to the effort you put into things and the variety of methods you try and stick with.



## Wrapping it up

Holy Frijoles!

That's a lot of ways to make money with your blog, right?

I think your biggest takeaway from this post should be this:



***Don't focus on passive income. Focus on progressive and actionable ways to make money.***

Affiliate marketing, selling ad space, and things like that can be great ways to make a somewhat passive amount of money, but your blog shouldn't take the lazy course.

Be passionate about what you do.

Be passionate about your blog, and don't rely on only on one method for monetizing it. If you want you blog to make you money then treat it like a business have a plan to make it succeed.

Trust me. Building a consistent income with a blog is a lot of hard work, but the payoff is worth it.





## About Ariel Rule



Ariel is a freelance blogger [for hire](#) and online marketer.

She enjoys copious amounts of coffee, eating too many cookies and watching way too much TV.

When she's not writing on her Mac, she is spending time with her amazing boys. Follow her on [Google+](#).

