

# What Is A Blog?

*& How Do I Make Money running one?*

**"A complete  
beginners  
guide to  
what it is...  
And how you  
can make  
money  
online**



**Created by Diane Corriette**

<http://www.howtobooklets.net>

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**“We will receive not what we idly wish for but what we justly earn”  
Earl Nightingale**

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## Outcome Of This Guide

Our free guides provide you with knowledge, skill and attitude. When you take the time to read this guide by the end of it you will be able to :

### Knowledge:

- Outline different areas of a blog
- Identify the key elements needed to succeed online with blogging
- Explain the benefits of developing your own blog

### Skill

- Identify the 7 mistakes that people new to blogging make
- Understand how to avoid those 7 mistakes
- Create 3 short-term goals to continue moving forward

### Attitude

- Explain what it takes to be a blogger
- Identify whether running a blog is a viable option for you

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## What Is A Blog?

I think this quote from blogger (Googles Blog system) says it all

### What is a blog?

*"A blog is a personal diary. A daily pulpit. A collaborative space. A political soapbox. A breaking-news outlet. A collection of links. Your own private thoughts. Memos to the world. Your blog is whatever you want it to be. There are millions of them, in all shapes and sizes, and there are no real rules. In simple terms, a blog is a web site, where you write stuff on an ongoing basis. New stuff shows up at the top, so your visitors can read what's new. Then they comment on it or link to it or email you. Or not. Since Blogger was launched in 1999, blogs have reshaped the web, impacted politics, shaken up journalism, and enabled millions of people to have a voice and connect with others. And we are pretty sure the whole deal is just getting started."*

[http://www.blogger.com/tour\\_start.g](http://www.blogger.com/tour_start.g)

### A Journal

Think about a journal, only electronic so it's online and the world is reading it and that is what a blog is. Simple! Just like a journal you can write about whatever you like, whenever you like, as often as you like. But unlike a journal a blog isn't private – it is open to the world to read your thoughts, comment on what you have to say and share it with their friends.

### A Content Management System

A blog is also called a content management system because that is exactly what it does.....manages your content! It allows you to write a subject line and content then "file" your entry under date, under a particular topic (called categories) and to "tag" each entry with relevant words so that people can find you.

Because your content is saved in date order your most recent blog post appears at the top of your blog and the other posts are filled under it.

## **A Business Builder**

A blog is business – not on its own – but when used with other tools. If you are a professional speaker or life coach your blog becomes your audience attractor, allowing your potential audience to get to know you through your work.

When running a blog as a business you will want other systems in place like

1. A landing page or some way to build your list. I am sure you have seen these one page websites that provide very little information and invite you to sign up to receive a free gift. This is a landing page or squeeze page
2. Your own products or affiliate products. You can use your blog to help you sell your own product, your book, your DVD programs and even if you don't have your own you can sell other people's product for a commission.
3. You can start a membership site and use your blog as the tool to promote your site.

Those are just three examples of how you can use a blog to build an income for yourself. The blog becomes an important part of your business but it is not YOUR BUSINESS – the products you promote/sell are.

## **Why Blogs Are Loved**

The world loves to read, read about personal stories, about product reviews, about film reviews, read stories from authors, motivational text from life coaches, amusing and entertaining speeches from speakers.

Whatever you do for a living or hobby/fun chances are there is a blog out there some where and someone in the world is writing about it.

**There are two types of blogs personal and professional.** Before you start your own blog it is important to spend time deciding which one you want to focus on. Of course even a professional blog will benefit from personal stories too but you should make one or the other the overall focus and theme of your blog.

Professional blogs focus on a business owner, their services/products and how it can help the reader (always remember that you write for your audience not for you)

A few of my professional blogs include

<http://www.inspirationalguidance.com>

<http://www.start-online-business.biz>

<http://www.makemoneyblogging.tv>

Personal blogs are a little more self indulgent and you write about yourself, your life, your hobby or all three!

A personal blog I started and write in occasional is

<http://www.weightlossfooddiary.co.uk>

You can start a blog in minutes by joining a blogging community like Blogger at [www.blogger.com](http://www.blogger.com) or Wordpress at [www.wordpress.com](http://www.wordpress.com)

You choose the name of your blog, complete a simple form and you are good to go!

There are also paid services like Typepad – [www.typepad.com](http://www.typepad.com)

You pay because its easy to use (although most blog platforms are if you are willing to learn)

My personal preference is a self hosted blog. With a self hosted blog you use your own domain with your own hosting account (recommended for flexibility, professionalism and freedom to do as you please ☺) and you have full control over what content is added.

If you have a website that isn't getting much attention add a blog on the same hosting account and you will soon notice a change (more on that later)

### **So now you know what a blog is**

*"A blog is an online journal that can be used to make money on the internet. I can use my professional business, my personal life or both because people enjoy reading information from both. Blogs are free to start in most cases and I can start a blog in minutes!"*

This is what makes running a blog so powerful, they are easy to start, you can use them to sell and they don't take a lot of work like a website does to maintain. Plus the search engines love them (and let's face it when someone is looking for something it's the search engines who decide what shows up!) so it means the more popular my blog gets the more chance there is of me being found.

### **Blog, Blogging, Blogger**

If a blog is a system you use to express your thoughts, knowledge and expertise. Blogging is the act of creating a new blog post and writing about your topic and a blogger is the person doing the writing (you!)

### **More Than Just Writing**

A blog can hold so much more than just words. You can create audio and allow your members to connect to you using your voice. You can put together videos and allow your audience to watch you as you entertain them with what you know. You can add images (great for photographers) and allow the picture to say a

thousand words for you. Never think you have to limit yourself to just writing when it comes to keeping a blog because there is so much more you can do.

## **Benefits of Developing Your Own Blog**

The main benefit is just how easy it is and how quickly you can get started.

It is low cost. For the price of a domain name (\$5-15 a year) and hosting (\$7-20 a month) you can start your own internet based business.

Blogs are low maintenance so unlike a website where you have to keep linking pages and know how to upload them you don't with a blog. Once it is set up you just start blogging.

You can build your online reputation with a blog and build your audience, which is important if you are in business. You need people to know who you are and what you do without reading boring text on a website!

You can add audio and video to your blog to make it more exciting. It has been shown that people remember what they hear and see more than what they read so getting your audience to remember you becomes easier with audio and video.

It's a way of interacting with your audience because they can leave you comments, share links and it is as "live and in person" as people can get to you.

You can share your expertise so people see you as the person to go to for support in your area.

You can sell a host of different things from a blog from your own products, to products on behalf of other companies, you can add advertising (very popular) like banners, use Google adsense, and so much more.

If you are running a business, running a home, running a social life you don't want to spend loads of time running your online business and blogs provide you with a perfect platform to just write-and-go!

If you are a struggling author who has not been able to get a publishing deal you can start a blog and write (or read) extracts of your book. Stories of authors who have been given book deals as a result of their blog and the audience they built are all over the web.

Here's a great blog post about turning your blog into a book

<http://lifehacker.com/software/books/geek-to-live--turn-your-blog-into-a-book-part-i-227707.php>

Juno film writer Diablo Cody was found thanks to her blog "Candy Girl" which was about a year in her life as a stripper. Her blog helped her to get noticed and after releasing Candy Girl as a book she then went on to re-write and release Juno.

You can talk politics, report the news, keep up with celebrities and their lifestyle, highlight upcoming fashion trends, share your music with the world, save the whale, travel the world.....

The list goes on... there are so many great things about blogs and blogging, which is probably why it is still so hugely popular.

## Different Types Of Blog Platforms

I mentioned this earlier, when it comes to starting a blog there are a few ways you can do this.

**Blogger** – Blogger belongs to Google and is a free place to start a blog. If money is tight right now this is a great way to get started. They have loads of different things you can add automatically like videos, adsense (advertising that makes you money), photos etc. You don't have to know how to add them. Just click a button and it's added! Your blog url will be `blogname.blogger.com`

**Wordpress** – The king of blogs in my opinion! Again you can go to the site and start a free blog. Your blog url will be `blogname.wordpress.com`

**Typepad** – Typepad is a paid service so they make it very easy for you to use and provide you with loads of help and guidance. When I first started using blogs at the beginning of 2006 you needed to know html to use wordpress/blogger. Typepad made it easier and it was just like using Microsoft Word. So my first blog – and a blog I still keep – is with Typepad.

When you start a blog with typepad your url will be <http://passiveincome.typepad.com> (passive income is my name by the way!)

With all three of these platforms you can use your own domain.

So whichever you type in it will take you to the same place.

**Self Hosted Wordpress** – Wordpress allow you to download their blog system for free and host it using your own domain name and hosting account. This is a great system if you already have a website because the extra activity from blogging will help that website (assuming you host them both on the same account of course)

Plus if you are looking at making blogging a business you want to make sure your domain is the one getting recognized by the search engines. With blogger, wordpress and typepad unless you use your own domain it is those platforms being built up and made to look important.

But you want to build YOU and make YOU look important to the search engines and the best way to do that is to buy yourself a domain (around \$10 for the year) and buy yourself hosting (around \$50 for the year) and install wordpress. You can visit <http://www.wordpress.org> to download it.

Depending on your hosting account Wordpress has become so very popular that you can now press a button to instantly install wordpress on your domain.

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## 7 Ways To Make Money With Your Blog

There are so many different ways to make money blogging and it is important to focus on one or two and do them well rather than try eight or nine and do none of them well! The easiest one to start with is....

**Google AdSense** - Google provide adverts that can be placed on your website, when someone clicks on this advert you get money (don't get any ideas about clicking it yourself, Google monitor that and ban you forever!). What has become popular is to have a site that contains articles on a topic, e.g. Looking after a kitten and the adverts will reflect the topic, so there may be adverts on vets, insurance, food especially for kittens, etc etc. As this information site will help people they are more likely to read the article and then click on one of the adverts. The key to succeeding with adsense is to provide quality information and get a large volume of visitors coming to your site.

"What makes blogging such an attractive option for people who want to make money from AdSense is that you can be up and running in minutes.....and **Google loves blogs.**

The company loves the fact that the pages change frequently. They love the fact that a good blog builds a loyal fan base. And they love the fact that most blogs focus on one particular topic.

All of that means good search engine rankings, well contextualized ads and plenty of good revenue that can start flowing in within just days of launch."



**Joel Comm**  
*Dr. AdSense*  
Author Of Bestselling  
Ebook "AdSense  
Secrets"  
[AdSense-Secrets.com](http://AdSense-Secrets.com)

Want to know how to make money with blogs and adsense?

<http://dianecorri.gobala.hop.clickbank.net/>

**Add articles** from other authors who have an affiliate program. Join their program, add their article to your blog and include a banner in the article. If anyone clicks on the banner and buys something you get paid an affiliate fee. Visit my site for an example of this, the banner is half way down the article

<http://inspirationalguidance.com/brain-entrainment/tap-into-your-subconscious-mind-power-with-brainwave-entrainment-technology>

**Add other affiliate products** – The most popular site for affiliate products is Clickbank. You can visit <http://www.clickbank.com> and you will find a large range of digital products you can promote based on the topic of your blog.

You can also join other affiliate sites like <http://www.cj.com> – Commission Junction – in this site you can promote everything from insurance to digital cameras and more! To find other sites offering affiliate programs search for “affiliate marketing programs” or if you have a particular niche “travel affiliate marketing programs” in the search engines and you will find different ones to join

**Create reviews.** A great way to promote an affiliate product is to write a review about it. When you create a review of a product that you have used and sell the product as an affiliate - make sure you highlight strengths and weaknesses to balance it all out. You can also invite people to pay you to write a review of their service/product or blog.

**Write your own information products** - You can write ebooks, special reports, booklets - anything from 5 pages upwards can be sold for \$1 upwards! Give away free ebooks and include links to products. You can write information products and then give them away free but include links to products that you sell as an affiliate. You can use them to build your list which is an important part of being a blogger.

Here's a great product that will show you how to make money writing your own information products

<http://infoprofitshare.com/go.php?offer=dianecorri&pid=5>

**Write articles** distribute them using a distribution service like Submit Your Articles - use those articles to get more visitors to your blog so you can build your list (see next option), you can also add your affiliate link to an article so that people go straight to the product and you get paid when people buy (much better to build your own list though)

### **Building Your List is THE Most Important Part Of Your Blog Business**

I left building your list to last because it is so very important and so very overlooked. People think they can blog and people will buy based on what they include on their blog. While that is possible you need a huge volume of visitors to make that happen.

Everyone knows that in order to sell people must know, like and trust you. The only opportunity you get to make that happen is if you get them to sign up to hear from you often.

The key here is to give **something OF VALUE** away for free in exchange for the person's name and email address. Examples include

- A weekly newsletter
- A special report
- An eCourse spread over 1 week, or 4 weeks (one each week) or even one year
- Daily motivational messages (in text, audio or video format)
- A piece of software that they can use

- A screensaver or wallpaper that they can add to their computer/laptop

The list is endless. Just think about something you can put together that really helps people when they read it so that you can build your list.

Starting your own list.

You are going to need a professional email management system and the one I use and recommend is Aweber <http://www.aweber.com/?285662> because it provides you with everything you need and step by step instructions that even a complete beginner can handle.

When you join Aweber it will take you through how to set up your own email management system so that from the moment someone enters their name and email address right up to the end of the process where they receive your free gift, the whole thing is automated so that you do not have to do a thing. It happens 24/7 even while you are fast asleep!

Once you have set up your system and you have added details of what you will give away Aweber will provide you with a code which you then place on your blog. I have a video here that will help you with that

<http://www.youtube.com/watch?v=tzpwO3UsRbo>

### **Why is building a list so important?**

Well firstly it gives you the opportunity to stay in touch with people like I mentioned earlier in this report.

If you get 10 people signing up to receive your free gift every day that is 70 people in a week, and 3,640 people in a year. Those three thousand people are listening to your messages and enjoying what you are sharing. At any moment you can send them a message recommending a product.

Let's say you promote a product that provides you with \$37 in commission when anyone buys the product.

You send out an email to your subscribers and only 1% of them purchase the product.

That is 36 people buying one product for which you get paid \$37.

**In total that is \$1,332 for doing nothing but sending out an email message.**

Now think of the guru's who have lists of 40,000 people. Most experts say that only 3-5% of your list will buy something when you promote (on average.)

5% of 40,000 is 2,000 people.

So if 2,000 people buy something that you receive \$37.00 commission for you just made \$74,000

**Now can you see why you need a list of people?**

Imagine if 7-10% of your list purchased something you recommended and you had a list of 40,000 people! Without a list you really do not have a business. You will spend all your time blogging and wondering why you are not making any money or why your income when compared to your effort is so low.

Learn how to build a list fast here

<http://list.buildyourlist.com/?myid=89>

## **Build Your Blog & Your List For Profits**

When you have a list you can choose to never do anything else but build your list and use your blog as the tool to attract people to you.

People come to your blog, love the information you provide and are attracted by your offer to sign up to receive a free gift and stay in touch. They sign up and you have another person on your list.

Keep blogging and building your list and before you know it you will have your first 100 subscribers, then your first 500 and it will just continue to grow.

Send out your newsletter each week, month (or however often you want to) and include a product promotion inside your newsletter so that when anyone buys the product you make money.

You can stick to doing that for years and years and never doing anything else and in time you will have a huge following of people. It is the most simplistic online business model I know and it needs nothing more than a blog and a list.

## **Have more than one list**

The great thing about being part of Aweber is that you can start as many lists as you want to so you can build a list on different topics and give away free information then keep sending out follow up information that provides value and promotes a product too.

## **People will leave if you do not provide great content**

When people join your list they are asked to confirm they want to hear from you. This is called an “opt in” and you make sure they want to opt in to hearing from you! This is all done automatically through the Aweber system.

The other automatic process is if they want to leave. At the end of every email is a link that will allow them to unsubscribe from hearing from you. This means if you want them to stay active subscribers you must provide information that they find useful, that provides a solution and/or that solves a problem.

You may also want to vary your information by providing an audio newsletter or an email showing them how to do something.

Think about what you can provide that will be exclusively for your opt in subscribers. At one time I was actively promoting teleseminars with experts. Once a week I would get on the phone with an expert and invite my subscribers to listen in to the call (you of course promote a product of the speaker as an affiliate so you get paid too if anyone buys)

The replay was only available for those on my list and so were the call details. That made it worth signing up for people who really wanted to listen in. I would talk about upcoming teleseminars on my blog and invite people to sign up.

What can you do to provide exclusivity to your subscribers? Something they can not get any place else which will ensure they stay subscribed to your newsletter?

## 7 Blog Mistakes That You Can Avoid

To get off to a great start with your blog you want to avoid doing any of the following:

### Mistake #1

**Not blogging regularly.** Blogs are powerful because they are used on a regular basis (daily is good or at least 3-4 times a week). When you start out you may need to put blogging into your diary like you would a meeting but eventually the more you blog you soon get into a habit and it becomes natural and consistent.

### Mistake #2

**Writing very little and advertising a lot.** Blogs work because people love to read content. If you don't provide value on your blog and just have a lot of advertising/banner links you will not build an audience of regular readers/contributors. You want people actively commenting on your blog not just reading it so ask questions, provide debates and keep people entertained.

### Mistake #3

**Covering too much.** Do your best to stick to topic. Don't cover how to train your dog one week, then how to play golf the next, how to succeed in business after that. It confuses people and will confuse you. Decide on the overall theme and topic of your blog and stick to it.

### Mistake #4

**Having too many blogs.** When you first start out it's a good idea to start one blog and enjoy making money with that blog before moving on to start another. There are people who make their living just starting blogs, adding information to them and having advertising/products on them that earn them money. You can do that too but take it easy. Don't rush off in your first week and start 17 blogs!

#### Mistake #5

**Thinking you have to write all the content for your blog.** Remember there are other people who write articles that will compliment what you cover. So if you write about health and fitness you may want to find writers who focus on gym equipment. All you do is find article sites and use their articles (always keeping their contact information in place). A good place is [www.ezinearticles.com](http://www.ezinearticles.com)

#### Mistake # 6

**Not optimising your blog.** Your blog should contain content that your readers want to read (or watch if you create video or listen to if you create audio) so you want to focus on providing value to your reader, but you always want to make sure you make it easy for the search engines to find you. So add your blog to blog directories (a search will find several) and if you are on other networks always leave a link that points back to your blog (because links back to your blog means more visitors and your blogs importance is ranked by search engines by the number of links you have pointing to it). So remember it's readers first but also search engines need to be taken into account too.

#### Mistake # 7

**Believing the hype!** When you are new to blogging it's a good idea to learn about how to get traffic to them and how to build them so that the search engines love them (although always remember you are building your blog for your readers!). So you don't need expensive training or equipment to make this work. You just need your regular contribution and valuable information.

Of course it's important to remember that your business growth will directly relate to how much time and commitment you put into learning. Starting online brings a HUGE learning curve with it and you can greatly reduce the time it takes you to succeed by getting people to do what you don't know how to or by learning how to do it.

So now you know what a blog is, how you can benefit from running one, the different blog platforms you can use and what it takes to succeed the question is are you ready to start your own?

One of the best learning membership sites I recommend is Blog Success. Inside this membership site is everything you need to know about becoming a professional blogger. <http://www.todiane.com>

Now you have completed this eGuide I hope you can use this information to make a decision about whether blogging is for you. If it helps I will tell you that blogging is for everyone and there is nothing you couldn't blog about (or find other people who blog about it if you don't want to write it yourself).

## **Set Yourself Three Short-Term Goals**

If you are serious about starting a blog create three short-term goals that you are going to set yourself to ensure you get started. For example:

### **Short term goal 1** – Learn more about blogging

- Book onto Blog Success training 😊
- Decide on the focus of my blog (personal or professional)
- Decide on whether I want to use a platform like blogger or self host my blog

### **Short term goal 2** - Decide how I want to make money from my blog

- research other blogs in the area I want to write in and look at what they do
- decide on the types of advertising I want or how I will make money (e.g. selling products)
- decide on whether I create my own products/membership sites or sell as an affiliate.

### **Short term goal 3** – Learn about getting visitors to my blog

- Book onto Blog Success training 😊
- Find blog directories and add my blog into them
- Discover at least five other ways I want to use to get people visiting my blog (here's a quick hint, article marketing, leaving comments on other people's blogs, video/audio and using social media like Twitter/Facebook – all low cost and easy to do right now)

Make sure you set yourself some goals and plan how you are going to get started. Planning helps you to start. Miss this out and you may never get going. Once you have started set yourself some new goals, make them all short term for now until you are comfortable with your blog then do some long term planning.

Take action NOW! Otherwise you will close this eGuide and starting your own blog will become something you "must get round to doing one day." Create your plan and take the action to make that plan come alive.

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- What is a podcast?
- What is an online business?
- What is a teleseminar?

You can do that by visiting my blog at

<http://www.howtobooklets.net>

## About Diane Corriette

My online activities started in 2005 and now in 2009 I have decided to start helping people build an easy to maintain business that provides an opportunity for high profits using blogs, podcasts & membership sites.

If you already have a blog and you would like more information on becoming a full time blogger visit <http://www.todiane.com>

**I am available for interviews, motivational talks to your group, and aspiration building talks to young people.**

I am a qualified Master Practitioner of Neuro Linguistic Programming (NLP). A professional certified Life Coach and a trained teacher of adult education (C&G 7407 Stages I and II). **My work involves moving people TOWARDS what they desire.**

### My Main Blogs

<http://www.inspirationalguidance.com> – personal growth for women

<http://www.gettingitback.co.uk> – reconnecting to passion and purpose

<http://www.makemoneyblogging.tv/> - how to start a Wordpress blog (videos mainly)

<http://www.start-online-business.biz>

<http://www.howtobooklets.net> – information products and how to create them

<http://www.dianecorriette.net>

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