

BLOG DUMMY | Blogging Course

How To Make Money With A Blog

Thank You for signing up for the Money Dummy Blog Course.

Basically I will walk you thru a 20 day Course that you should follow in the exact way I lay it out.

First before we get started..you need to Take A Deep Breathe and RELAX!

At some point in time, every blogger has felt overwhelmed with the tasks and pressure of generating content on a regular basis. I know from experience, that starting up a blog is a lot of work in the beginning, but trust me, things will get much easier.

But...over time...things get much easier and – LIKE EVERYTHING YOU DO - you get better and better with practice.

This course will be about building and growing your blog readers and authority.

To get setting up a blog help, read thru the **20 Steps To Launching Your Blog Checklist** I sent you.

Now that you have the technical stuff of your blog all set up.. **Let's Get To Work!**

By John Paul Aguiar

Day 1 - Let's Get Promoting

The course is designed to be done in consecutive chronological steps. Although I have been careful to try and ensure that each day's tasks are doable in a day don't feel demoralized if it takes longer. It is much better to go at your own pace.

The important thing to remember is to follow the steps consecutively. Don't miss anything out and you'll be fine.

The instructions will fall into 2 main categories, as follows:

1. A daily list of tasks that will grow as the course progresses. These tasks must be done every day, for as long as you run your blog. To begin with this list has one task - write a new blog post. It is totally up to you how you arrange these tasks during your working day.

2. A number of task that are specific to a particular day in the 30 day period. Today's objectives are quite simple. First of all, in order to make sure that everyone gets the most from this course, and to help me o"er support where necessary.

This course requires you to make blogging a regular daily routine. However, since if you follow this course to the letter the next 30 days will be pretty busy you might find that finding the time to write your blog posts is a little tricky.

So, the task for today is straightforward but could be time consuming. I want you to write 5 blog posts, all at least 500 words long.

But, I want you to write them down on paper, not on your computer and not on your blog (not yet). This is very important - write your blog posts down on paper, preferably in a little notebook small enough to fit easily into your pocket. You'll have to trust me on this one for the time being but my reasoning will become apparent as the course continues.

It might take you longer than you think, it might take you no time at all. Whichever is true make a note of how long it takes you to write the posts. I suggest you use the front of the your notebook to write the blog posts and the back to keep little notes like this.

Now plan your categories and assign categories to your hand written blog posts. You will now have one weeks worth of blog posts and a framework of categories.

Your categories should be thought of as top level classifications. It's best if you have under ten. More than ten will cause navigation issues in the future.

Use tags to further classify your content, adding as many as you wish to each blog post.

Add those categories to your wordpress panel and then enter your first blog post, with it's category or categories assigned to it, add tags to further describe your post and hit publish.

Your daily task list is now simply this - make one blog post 5 times a week.

This will be easy for the next 4 days since you already have them written down. Don't get lulled into a false sense of security though. The daily task list is going to grow pretty fast as things progress.

Thats it for today. Remember, you get support on this course so ask any questions you have and I'll answer them. If you need help with anything to do with Wordpress then again, just ask.

Day 2 – Daily Task List

Start your day with your ongoing daily task list. At this point this is just making a new blog post. Take the next handwritten post and blog away.

The reason I ask you to blog each day and not blog all 5 posts in advance, changing the date so they go out each day is because of the way wordpress pings. If you add posts in advance they all get pinged at the same time. Not good news. Live blogging is the only way to go to ensure the correct response from the blog directories.

Next lets continue by opening a Technorati account and a Feedburner account.

Go to technorati.com and feedburner.com and follow the instructions to get an account. The instructions are really straightforward for these two services. If you get stuck send me an email and I'll help you out.

Next, it's time to add a few pages to your blog if they don't already have them. Got to your wordpress panel and click write / pages and add them one by one as follows...

Finally for today, using Technorati, find 20 blogs that are in your niche. Pick 20 that you like the look of and that have a high ranking, preferably less than 1000.

Visit these 20 blogs and, provided you find something that interests you, leave a comment making sure to leave your url in the url field.

This last step will take some time to be with. But it is very important. This will generate links back to your blog from relevant blogs. Google will take notice and so will the readers of the high ranking blogs.

Add the commenting ritual to your daily task list. Each day you should now write a blog post and visit and leave comments on your chosen 20 (or whatever number you find or can manage) high ranking blogs.

Day 3 – Daily Task List

As always, start with your daily task list, which at this point is...

- 1. Write a new blog post.*
- 2. Visit your 20 or so chosen high ranking blogs and leave comments.*

Today we are going to learn how to leverage social networking traffic using one of the most blogger friendly social networking sites around - virb.com.

Get your virb.com account now. sign up now. It's free and only takes a few minutes. The only important option to select is the account type.

You will need a blogger's account.

The first thing to do with your virb account is to change the page link from something non descriptive like 938485737462 (which is what you will originally be given) to something which describes you. If you have an online name that you usually use then put it here. If you are stuck for ideas just put in the name of your blog, or even your own name.

Make sure you add at least one photograph to your account so that your profile photo is not just a blank square.

Add some information about yourself under the personality section. Put in the things that you like - put as much as you can in here since people searching for things will find you using these tags.

Next, click on blog, then external blog, and put in the details of your blog. This will syndicate your blog to your virb account. And that is a very powerful thing that we are now going to use to grab some tra#c and exposure.

Virb makes it easy to network with like minded individuals who share a passion for your topic. And those are just the sort of people who will be interested in visiting your blog. So, lets make contact with some.

First, lets join some groups.

Click on the browse button at the top of the screen, select the groups tab and the everyone check box and type a keyword that applies to your blog in the criteria box, select sort by most members and click the filter button. Now pick a handful of groups that look interesting and join them. Immediately your profile will become active in those groups and all members of the groups will be aware of you. And, if you've added a photo to make your profile look interesting they will probably check you out. From there it's just a hop skip and a jump into your blog.

Second, lets get some friends.

Click on the profiles of the people in similar groups and send them friend requests. Tell them you are new to the group, you are looking for interesting contacts, you have a new blog they should check out etc. etc.

Try to grow your friends network by around 10-20 new friends per day. Find friends by searching for people in your area, in your niche, and in the groups that you frequent etc. etc. You will find that people on virb.com are cool and like making contacts. It's not like Myspace and full of spam, it's just genuine people looking to network and share things. If you make contacts on virb.com you will get tra#c.

How will this bring tra#c? Like this - Your profile photo is added to a recent updates post on all of your contacts pages when you update.

So, if you have a blog that updates every day, and your blog is syndicated to your virb account (which it is now if you've followed the above steps) then your profile photo will appear on all you friends pages ever single day. If you have 100 friends, that is 100 pages with links to your content, albeit indirectly. The more friends you have the more traffic you will get.

Spend the rest of the day playing with your virb account. There are more things that you can play with, like commenting on peoples profiles and approving the comments that you will get. You can also make announcements but you're syndicated blog will already be doing most of that work for you.

Add virb.com to your daily routine. It should only take 15 minutes to find and add 10-20 friends. Since virb automatically syndicates your content everything else is taken care of.

You can do this with other similar sites like..

www.blogged.com

www.blogcatalog.com

Day 4 – Traffic Stats

Time to get some feedback on your traffic which should by now be starting to trickle in. Go to <http://www.google.com/analytics> and follow the instructions to get analytics on your blog. Then install the analytics code in the footer of your blog template. It needs to be in the footer since this will make google count every page, since your footer is loaded with every page.

You can find your footer code by going to your wordpress panel, then presentation, then theme editor, then footer.php (on the right hand side). Add the code at the bottom of the php code, as instructed in the google instructions. Googles support pages are pretty good and you should find the instructions pretty easy to follow. If you get stuck, let me know.

Checking your Google analytics account will now become part of your daily routine. Once data starts being received you will be able to see what your traffic is coming from. Each day you can check to see whether or not your blog commenting is paying off and which blogs are sending you traffic. The ones that send you zero traffic should be dropped and fresh blogs used to replace them. There is no point in commenting on blogs that provide you with no traffic. That might sound a little ruthless, but this is a course designed to make you money!

Day 5 – More Traffic - Using Trackbacks

Now we are going to concentrate on adding some additional content to your blog that will absolutely 100% guarantee long term traffic.

You will need the list of blogs that you have previously commented on. Check this list using your Google analytics to see what, if any, traffic is coming from which blogs.

Choose one of the blogs that sends you the most traffic, take the most recent post and write a post for your blog that references it. This is pretty easy to do since the blogs you have in your list will probably be in the same niche as your blog. All you need to do is write something about what they have written, link back to that post in your post, and add something of value to it in your own post.

As long as you include a link back to the original post you will initiate a trackback on the other persons blog. This will give a link back to your site that will be seen as more clickable than just a comment since a trackback makes people want to see what you have written on your blog.

This technique is something that you can use when you see a blog post that interests you. Referencing other peoples blog posts by linking to them will always initiate a trackback and get you linked and send you traffic. The more you do it the more traffic you will get.

Add this to your daily task. If you see a blog post that interests you on another blog then reference that blog post in your blog post.

This does not mean that you have to write trackback bait every day. It simply means that you should check for the opportunity to do so each day and act upon it when you can.

Regularly checking the Google Analytics reports will help you evaluate how successful this technique is. Refine it in line with what you read in the reports. Don't waste time referencing blogs that don't throw traffic back to you.

Day 6 – List Posts

Start by writing another five blog posts in your notebook before we begin. Having your blog posts on paper at the start of each week will free up time and allow you to concentrate on promoting your blog. As the course continues you will find that on some days you will need to blog 'live' and create specific types of content. Use your hand written stash of blog posts as a guide as and when necessary.

Or, if you are happy to create fresh content on the fly just publish your handwritten content as and when you like to further flesh out your blog.

Today we are going to look at a certain type of blog post that will pull in long term tra#c. The numbered, non date specific, list format, guide post.

For every niche there is an ever growing list of potential guide posts. If, for example, you are an author, you could write a post about how to get published and call it "7 steps to a book deal". Or, if you have a blog that deals with technology you could write "12 must have laptop accessories". If you cannot think of a guide or set of instructions then simply turn the post into a list of "best" things. Such as, "10 comic books you must read before you die", "15 wordpress themes that will make your readers love you", "50 albums that you need in your collection to look cool" etc. etc.

Here is a post I wrote <http://www.johnpaulaguiar.com/top-15-firefox-plugins-to-make-you-a-better-blogger/>

It doesn't matter what you write. The important point is that the post must start with a number, it must be in a list format, and it must contain a series of instructions / hints / tips / suggestions that will be of use to your particular niche.

People love lists and bloggers love linking to lists. If you visit any of the real big hitters in the blogosphere, especially those who blog for a living, you will find that their most popular posts, in terms of tra#c, are the list based ones that start with a number.

Once you have written your post adjust your commenting schedule for the day and try to find ways to work a link back to your new list post in your comment. This is quite an aggressive tactic so be careful not to be too obvious. But, it works and will bring you tra#c.

Email the owners of any relevant blogs and tell them about your new post. This is perfectly acceptable and not considered spam. Indeed, many of the really big blogs like lifehacker.com have tip addresses which invite you to inform them of things that may be of interest.

Also, submit your list post to Digg and Stumbleupon and any other sites of their kind. Visit <http://www.onlywire.com> to get a free and easy way to submit your content (and anyone elses content that you like the look of) to a large number of similar sites at once. This will save you a lot of submission time.

You should aim to write this sort of post at least once a month, more if possible. Don't succumb to the temptation to make all of your blog posts like this however, otherwise your blog will lose personality and credibility. People will easily spot that you are writing deliberately to get tra#c rather than to add value to their experience and it is keeping your readers happy that is the key to making money from your blog.

Add this form of writing as an optional daily task, like writing the trackback bait that we covered on Day 5.

Day 7 – RSS Subscriptions

Today we are going to look at your RSS subscription numbers and how they can be driven up.

If you don't have one already, sign up for a Feedburner account and you can be happily watching your RSS numbers via your account panel at feedburner.com. Also, make sure that your blog is automatically referencing your Feedburner feed, not your standard blog feed. There are instructions, along with a link to a plugin that handles everything automatically for you, on the Feedburner site that show you how to do this. If you have any problems just send me an email and I'll be happy help.

Your RSS subscribers are the most important sources of traffic you have. Why? Because they are the ones who had actively made a choice to follow everything you blog. They are also the most likely to click on your adverts. And a healthy number of subscribers is something that can be used to win advertisers.

The question is, how do we grow your RSS subscribers?

Today I want you to pick a blog in your niche, preferably one who is at the same stage as you in terms of traffic / age / reputation etc. Technorati is a gold mine when you are looking for this sort of information.

Once you've picked a blog, email the owner and ask them if they would be interested in having a competition to see how many RSS subscribers they can add in a period of time. A week, a month, 6 months, it doesn't really matter. Its just case of setting some sort of contest.

Then, post a permanent message on both blogs, perhaps at the top of your sidebar, encouraging people to participate and vote for you by subscribing to your feed.

Blog about the competition and submit the announcement to digg and the other usual places that you use. Encourage the other blogger to digg his announcement.

Contact a few other blogs, ask them to take part, and ask them to digg / submit to social bookmarking and networking sites the same announcement (yours, since it was your idea). It doesn't take many submissions before you will have some decent interest in what's going on.

Your RSS numbers will then start to climb along with traffic to your blog via click throughs from your feed.

Day 8 – Link Bait – Blogroll - SEO

Today's task should give you a good reason to flex your creative muscles whilst clearing your mind of anything that is currently bothering you.

We are going to write an aggressive link bait post.

Link bait is simply described as any blog post that is deliberately intended to provoke a response.

The easiest way to do this is to write a controversial or provocative article about someone who is famous online. In the past I have taken shots at very well known pro bloggers such as John Chow and Jason Calacanis. And every single time I write a blog post where I point the finger at someone or call them out on something I get rewarded with a handful of Digg submissions and links.

Every time I write something deliberately provocative I get a boost in traffic.

So, for today, pick a target and write something controversial about them. Be brave. The more controversial you are the more attention you will get. Don't write anything libelous, make sure it is based in truth and don't burn any bridges that you may need to cross again. Apart from that, it's totally up to you.

Work aggressive link bait posts into your schedule in a way that suits you. Aim to write at least two every month. That will ensure you will be able to ride the wave of traffic to these posts as it grows whilst still making sure your blog stays on topic.

Search Engine Optimization

Work with the search engines in mind, every time you create a blog post make sure you call your blog post something that people will be searching for in Google, for example don't write a post called "I just got scammed" but instead have "Steve Jone's eBook a Scam or Not?".

I am nowhere near an expert at SEO but I do rank very highly and even number 1 for crazy competitive search terms in my niche, such as: Young Entrepreneurs, Young Entrepreneur, Website Ideas, Top Entrepreneurs and I even rank on the front page of nearly 100 entrepreneurs names such as the founder of Wordpress, CEO of Zappos and Sean Belnick the 22 year old making \$50 million + a year selling business chairs online.

The point I am trying to make is SEO is still important, remember to include keywords and have good URL's and the search engines will reward you.

A lot of the time you find it's a bit of everything in this email that results to driving a lot of traffic, I rank number 1 for some search terms because of creative content which then went and got featured on 1000s of others websites.

If you want to know more about SEO for blogs then check out [this great post](#) by Darren Rowse.

Finishing Touches

A huge part of my traffic comes from all the small things I did at the beginning such as starting a mail list, RSS feed, link exchanges etc.

I spoke about how important my mailing list and RSS feed are to me in the day 2 email. So many people will come to your website and never come back because they don't have anyone to remind them. That's why RSS and mailing lists were invented, so they could be! Make sure you get everyone on your list and prompt them often to come back. They won't mind as long as you provide them with value! I actually get people emailing me saying "John, its been a few days, where's my newsletter!" - crazy but it's true, people actually look forward to your emails, like you probably have been waiting for this one.

You have a blogroll, use it! Go to your favourite 10 bloggers and offer to exchange links, its not huge traffic but its great for branding and finding new readers. The other thing I recommend is blog commenting, I am not a huge fan of it but it can drive you a lot of traffic.

Go out and comment on all your favourite blogs every day and other readers will click your link, they will also see you featured on the right hand side of the website as you could well be a top commenter!

Day 9 – Guest Blogging

A very easy way to get your name on peoples lips, and to make them visit your blog, is to go to high traffic blogs (ideally ones that you have already commented on) and email the owner to ask about guest blogging.

Guest blogging is simply you blogging on someone else's blog. They get content, you get exposure. It's a win win. The trap that a lot of people fall into is they don't approach the A-List blogs fearing they will get ignored and that the A-List bloggers won't entertain the idea of guest blogging.

Nothing could be further from the truth. The busier a blog is the more likely the owner is to be in need of some free content. Target 10 blogs in your niche and email the owner to ask about guest blogging. The worst they can say is no. And even then they might throw you a link.

Bear in mind that you won't get a reply straight away unless you are very lucky. Make a note of every blogger you have contacted and arrange to follow them up with a polite email if you receive no reply in 7 working days. If, after that time, they still haven't replied then forget about them. You don't want to be dealing with someone who is poor at email management.

If you still don't get anywhere, either through refusals or through being ignored, widen the niche slightly and try again. This will be something that you will be doing as an ongoing task.

I assume that the majority of people taking this course are following it in weekly batches, 5 days at a time, Monday to Friday. If you are not already doing this it might be an idea to take a short break for a couple of days at this point since the work load over the next 5 days is quite substantial.

Day 10 – Use Photographs

Everyone loves photographs. And, what's more, there is a thriving community of photoblogs that all receive good traffic from good healthy blogs with high page ranks. How do they get this traffic?

Easy. They simply take photographs, upload them to their blogs, submit their blog to a photoblog directory and then sit and watch the traffic role in.

Today I want you to add a new category to your blog. Call it something like "photos" or "photoblog". The name is irrelevant as long as it suggests that there are photos in this category.

Next, start taking some photographs. If possible make them of things that are relevant to your blog whilst at the same time making them as attractive as possible. Don't worry if you don't like the results, there is an easy way that you can turn that into an advantage in a moment.

Upload the photo in a blog post making sure to put it in the new category.

If you are feel your photograph is something that others would enjoy looking at then simply add some blog text describing when you took the shot and how. If you think it's junk then add some text explaining that you are learning to use your camera and hope to improve with time - people love to watch other people learn and develop.

Now for the traffic part. Google the phrase "places to submit your photoblog" and visit the links that you find in the results.

Submit your photoblog url, which will be the category link for your new category to a number of photoblog directories. They will syndicate your content and traffic will start to roll in.

More importantly, the traffic that comes in will be high authority traffic since the photoblog directories tend to have high Google page rank.

Day 11 – Using Podcasts

Today we are going to add a simple podcast to your blog. In a similar way to yesterday's task this involves a few key steps...

- 1. Create some audio content.*
- 2. Upload that content to your blog*
- 3. Submit your content to a directory*

That's all there is to it.

So, to start with, record some audio. This could be you talking about something that interests you, something to do with your blog's niche, or maybe some music you have written. Anything as long as it is audio.

Convert the audio to MP3 format and the first episode of your podcast is ready.

That's a deliberate simplification to make things sound as easy as possible. In reality you may want to take a little time thinking of a specific topic and theme for your podcast. But, don't over analyze it nor waste time.

Download the podcasting plugin for Wordpress. The address of the latest and greatest plugin changes all the time so simply Google "podcasting plugin for Wordpress" and you will soon find the right one. Different plugins appear all the time, they pretty much do the same thing so any of them will do. Just make sure that the plugin you choose has iTunes support.

Follow the installation instructions and the usage instructions that will come with the plugin.

Create a new category called "Podcast" and upload your audio in accordance with the plugin's usage instructions. Make sure your audio blog post is in the podcast category that you have just set up.

That's it! You now have a podcast.

Next Google "submitting your podcast to iTunes" to find the current iTunes podcast submission page. Fill in the form and submit your podcast.

From time to time add more audio content to your blog using the podcasting plugin and traffic will continue to grow. Because other podcasting directories use iTunes as a reference you will also find that your blog gets traffic from those sources as well.

And that traffic will grow and grow.

Day 12 – Drive Traffic With Video

More content creation. This time with video.

The principle is exactly the same as the previous 2 days. Create, submit and be syndicated.

First of all we will need some video content. Grab your video camera (anything will do fine, even a mobile phone video camera) and start taking some video. What should you video? It's up to you. Make it relevant to your blog if you want to, or just make it fun or interesting in another way.

Go to <http://www.vimeo.com> and set up a free video posting account.

Upload your video, tagging it as appropriate.

Start a new category called "video".

Write a blog post and embed your video in it using the code that you will get from your vimeo account. Make sure to post this in the video category.

Search Google for "places to submit a vidcast", visit some of the results and submit your category link. The directories will syndicate your video content and traffic will roll in over time.

Day 13 – Don't Over Think It

You have probably wondered why the last three days instructions have been deliberately brief. People are often so confused with terms like podcasting, photoblogging and vidcasting that they become too bogged down in the theory and are therefore prevented from creating content, getting it syndicated and receiving traffic.

Of course, you may like to spend more time over the last few days tasks but the whole point of me being brief was to try and make the whole process more snappy and less intimidating.

Also, the plugins that you need will change over time as new and more efficient plugins are created. It is important that you stay abreast of developments and track down the plugin that you feel the most comfortable with. It is for this reason that the last three days have required you to do some research for yourself.

Creating content isn't difficult. Taking photos and recording audio and video are all very easy to do and great ways of seeding the web and getting decent and growing amounts of traffic.

Take as much time as you like, if you feel inclined, but don't, whatever you do, get bogged down with the details. If you are looking for traffic then the most important thing is getting your content out there and getting it listed in the directories.

Day 14 – Give It Away Free

By this stage your blog will be bristling with content. It's now time to add a new weapon to your tra#c arsenal, the downloadable freebie.

Create something, anything, that you feel will be of use to your readers.

This could be a brief eBook about a topic within your niche, possibly a guide to doing something.

For instance, if you run a car blog you could write a quick eBook on how to correctly clean a car.

If you are an artist give away a piece of digital art, if you are a musician give away some free tracks.

Whatever you do and whoever you are there will be something that you can create in the digital domain that you could give away.

Make sure that you include a link back to your blog in whatever your giveaway is. In a eBook this is easy, just add a link to the bottom of each page, in digital art just add a signature with your url, in audio simply add a description tag.

The bottom line is that you are giving something away that will give people the opportunity to come back to you blog, even when they are not surfing the internet at that time. They could be enjoying your free gift and then think "I'll just visit their blog and take a look".

You'll be surprised how well this works. People will redistribute your freebies to their friends and increase your exposure over time. Don't make the mistake that many do and get hung up about giving things away for free. It works. It may be hard to get your head around the concept at first but it really does work.

Day 15 – Get Blogger Luv

Two weeks in and you should, if you've followed every step, have a very well stocked blog with a good array of content. Also, you should be seeing the number of backlinks to your blog increase steadily over time, and inline this, traffic.

Now we are going to get other bloggers, perhaps bloggers who may not ordinarily link to you to give you some traffic.

Using the list of blogs that you constructed earlier in the course, the blogs that you regularly comment on, email the owners of each of these blogs with news of your latest freebie. O"er to email them a copy of the freebie. The next bit is important...

DON'T ask them for a link.

People, and bloggers, don't always like being told what to do. And since you are fishing for links you will find that you are more successful if you simply bring your freebie, whatever it might be, to their attention.

They are much more likely to write a blog post telling the world about the things you are giving away if you allow them to make up their own minds about who and what to link to.

Day 16 – Let's Make Some Money

Now the fun part...and one of the most talked about subjects in blogging...making money on your blog. Up until this point, everything has been centered around content and making sure that content gets read by more than just your mom.

Now...since you are slowly growing your following to your blog, you have to find ways to monetize that traffic so you can start to see a return on your time investment.

It is possible to obtain the income you desire online, but it is not this oasis of money growing on trees that some internet marketers want you to believe. It is hard work in the beginning, but the snowball effect from that hard work is huge.

I am going to let you in on a huge secret to making money for the long term today. This secret is a well known process that ALL successful entrepreneurs practice.

Diversify For Long Term Success

A lot of bloggers focus on making money online through one or two avenues. After awhile they start to see some monetary success, so they continue to beat that one avenue into the ground. All of the sudden, something bad happens. That market they have been focusing on for so long dries up and they are left with nothing!

Case in point...Adsense. When Google Adsense first hit the ground running, they were providing LARGE payouts per click. If you were not around several years ago...you didn't see this, but there were bloggers making an obscene amount of money with very little traffic. What this caused was a massive influx of new bloggers riddling their blog space with Adsense ads.

Over time, the market became saturated and you no longer see the gigantic checks of the past without a massive amount of traffic (*see Shoemoney.com for his 200k+ check from Google*)

So what did Shoemoney figure out that the rest of the Adsense wave riders didn't? He realized that the wave was not going to last for forever and he started diversifying his business so that...when it did go away...he had other aspects of his online venture pulling their own weight.

The reality of any successful business (why do you think Pepsi and Coke sell more than just cola) is diversification. The side effect is that...by diversifying your income streams online (affiliate, direct, pay per click, informational products), you do not have to make as much money from just one source! Just think...what if you were making just 600 dollars a week from each online revenue source...

Seems a lot easier than making \$2,400 a month from just one source doesn't it?! On top of that, if the well ever dries up on one source, you still have several others performing well to pick up the slack.

Warning: After reading that...you will feel the need/desire to go out and start several more projects. DO NOT take on more than you can handle at one time. Slow growth is the best growth and if you can not give all of the projects the attention they will need...do not start new ones.

Diversification is key, but spreading yourself too thin is worse.

Start experimenting with these methods and see which ones will bring you the best results. For best stat tracking, give them a month before you pull the plug and then try them again in the future as your readership and traffic grows. If it doesn't work now...it does not mean it will not work in the future when circumstances change.

And remember...keep your monetization methods relevant to your targeted audience for the best results.

Day 17 – Making Your Blog Sticky

To make your website "sticky" means to use techniques to ensure your readers come back day after day! Sticky websites make more money so in this email I share with you how I make my website sticky and add value to my blog to drive the price up.

Making Your Blog Sticky

The whole idea of making your blog sticky is to make them take action and participate in your blog and to keep returning, below are the techniques I use.

Get Readers To Subscribe

The best way to get your readers to keep coming back every day is by telling them to. RSS feeds are created to do this for you and although I have touched on it in previous emails, I haven't mentioned how to get the most sign ups possible. What I did was I ran a heat map on my blog to see where people looked at most on my blog and then placed the sign up there.

The best place to include a RSS sign up is at the top of your sidebar, also offer an email sign up here using Feedburner email. You can see I have done this on IncomeDiary.com although I use [Aweber](#) for my email opt-in as it gives me more control over my email readers.

The next place I found a lot of people were looking was directly after a blog post, this is somewhere you may want to also include an advert or related blog posts. While we are on the subject of subscriptions, sign up for our [RSS feed](#).

Reply To All Comments and Emails

This isn't something that I learned till recently, so many bloggers ignore their readers and their comments. I make it my personal mission to answer everyone because it shows I care and because of that I have 1000's more readers than my competitors.

My readers know they will always get their answers here and if I can't tell them what the answer is then I will send them to someone who will.

Post Frequent Blog Posts

Why would someone come to your blog day after day if there isn't anything new to read.

Pretty self explanatory, post daily and you will be much more likely to be successful. What I do is prepare several weeks of posts in advance and pre publish them so that every day a new one is published on the blog.

This means I can be doing anything I want, anywhere I want and still know my readers are getting fresh new exciting content!

Social Proof

Social proof is really important, everyone wants to know if the website they are reading is dead or not. One thing you can do to show it's an active website is by showing your RSS readers, you can do this by going to your feedburner account and click publicize and then you can add a stat counter to show how many RSS readers you have.

Another thing I do is to try and build up my comments, you can do this in a few ways, you can ask friends to comment, you can also ask readers questions in your posts and so they reply to you. If you took my advice and decided to reply to everyone's comments, then that will also boost your comments greatly and make your blog look hugely more popular.

Also if you did decide to add a forum to your blog, I use a plugin for vBulletin which shows the members who have visited today. This will show the readers if the forum is active and if they should expect a reply.

Auto Responder Series

I can't stress to you enough how important it really is! Take for example my FREE Social Media eCourse, you get an email every 3 days, where I teach you for FREE but I have the opportunity to keep referring back to my website. So when you visited my website and signed up for the eCourse, there was a huge chance you would have never come back but now you have probably come back every day for a week now.

! For your auto responder series, I recommend [Aweber](#) is a great service, the one 90% bloggers and marketers use.

Blog Competitions

This is a great technique you will see a lot of readers using, if you offer a blog competition, your readers will return more often to see what's up for grabs and how the contest is going. When seeking prizes for your contest, there is no reason for you to be out of pocket, contact your competition or someone high up in your niche for FREE give aways, 9 times out of 10 I get what I want. ;-)

Building Relationships with the Competition

One other really important thing to getting decent repetitive traffic is to build relationships with your competition. My competition often include me in their weekly roundups and put my link in their blogroll. You really need to reach out to your competition and make sure you do something for them, then they will feel they have to do something for you.

This works with so many things, if you comment on someone else's blog, they will comment back 9 times out of 10. If you mention them in a post then they will remember you next time they want to do a weekly round up post. Another way to build great relationships and have a chance to network with competition well above you is by asking them for a Interview.

Day 18 – Driving Traffic With Twitter and Facebook

Up until this point in the blogging eCourse, we have specifically targeted content and how to generate useful content for your readers. Now...we need to get into syndicating and promoting that content so you can attract new readers to your blog.

We are going to focus on the two fastest growing social media platforms on the net...Facebook and Twitter.

Facebook and Twitter are personal favorites of mine as they allow you to naturally connect with other people online and they give them insight into your daily life. This connection between blogger and reader also becomes viral as they help you spread your content around the web.

Twitter

If you are not already using the fastest growing social media outlet on the web...you need to start today. Twitter has become the #1 way for many bloggers and readers to connect online, and all niches are represented in a big way.

Create your profile and start Tweeting. I have found it most useful to follow the following guidelines as they relate to Twitter.

Be Personal - Let other Twitter users see into your daily life. While some people like to Tweet what they are eating...I like to stick to where I am going and where I am with pictures. Most of the time, I accomplish this with my iPhone, but you can take pictures and upload them from your computer later as well. I have also had a great experience lately with telling on myself. Check out this article for more info on that method.

[How I Built A 40,000 Strong Twitter Community](#)

Have An Eye Catching Avatar and Homepage Background - When I say eye catching avatar...I do not mean a sexual one like all of the spammers are using. Use something that shows who you are. My up close and personal avatar on [@JohnAguiar](#) stands out on the timeline. Your goal is to not look like the rest of the avatars that blend in...you need to be different. This also applies to your Twitter homepage background.

Syndicate Your RSS Feed On Your Twitter Account - This saves you from having to take the time to post every article you publish yourself. Go to [TwitterFeed.com](#) and set it up.

RT Other Interesting Articles - I frequently ReTweet other articles that I think my followers would be interested in...this is a practice you should get into as it brings value to your time line outside of your personal blog promotion.

Make Your Articles Easy To Spread - Use the TweetMeMe plugin to make your articles easily RTable. The easier you make it to spread your information online...the more it will be spread. If you readers have to jump through hoops to Tweet your content...they won't.

Did you know you can make money through Twitter too? As I mentioned in Ramped Blogging, you can monetize Twitter pretty easily. The problem is monetizing your Tweets without looking like spam. If you really want to make some extra income with Twitter and still provide value...

Here you can learn more about how I use Twitter To Drive Traffic - [My New Twitter Book Twitter Dummy](#)

Facebook

Facebook used to be reserved for college students, but with the opening up of Facebook to the general public (even my dad has an account now and he swore he never would!), Facebook has become one of the top ways to connect with friends that have the same interests.

Here are some ways that you can promote your blog through Facebook.

Install the Twitter App - By installing the Twitter application on your Facebook account, you can have your status automatically updated when you Tweet. This makes for easy status updates as you only have to update one site (Twitter) and it makes it so that your TwitterFeed hit Facebook as well...negating the need to post links to your latest articles.

Make A Facebook Fan Page - A Facebook fan Page for your blog is a way to keep your readers informed of events and another outlet for them to interact with each other. They can share pictures, videos and converse back and forth. This is great viral content for you and it creates another community around your blog.

Join Groups and Fan Pages - Join groups and fan pages in your niche. The manufacturers in my cycling niche all have fan pages and love it when I post information related to their brand on their page from my blogs. This also puts you in front of more possible blog subscribers.

Day 19 – Building Your Blog With Social Media

By now you know how important using social media sites and social bookmarking sites are to drive traffic.

So don't forget, you will be getting a new email every 3 days for the Social Media part of your training course.

Where we will cover all types of Social Media, Social Bookmarking, Branding, and Driving Traffic.

Day 20 – Have You Taken Action?

Remember the longer you're not taking action the more money you are losing.

You've got to just get to it.

Stop procrastinating. I've had so many people say they're going to do something, and then months down the line they still haven't done it. It's just a big mistake, so take action right now. You've got your links.

Once again, thanks for doing my Blog Dummy eCourse, and if you'd like to contact me, my email is at the end of this email. You can follow me on [Twitter](#) and [Facebook](#), and also join the IncomeDiary forums. I'll appreciate chatting to you on the forums.

Where To Go Now? Is There Still More To Come?

Over the next few months, I will email you once a week with much more advanced stuff that I do to make money online and more importantly, with only an hour a day. I know it sounds unrealistic to be able to make more while you sleep then everyone else does in a full days work but it can be done and I will help you. In the next couple day's you will get your first email from me where I share how I autopilot my blog so I can still earn money from it for months and months to come.

I hope you have enjoyed my eCourse and it has opened up your eyes to some new ideas and hopefully made you think about what your end in mind actually is!

If you would like to keep in touch with me and see what I am doing, you can follow me on [Twitter](#) and [Facebook](#).

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