

# Insider Report

## How To Build A Million-Dollar Blogging Business

**Blogging is one of the easiest and fastest avenues to make serious profits online**

**Year after year blogging has been gaining more popularity, features, and opportunities for increased profits!**

As with any business model, money doesn't fall from the sky with blogging, but after just a short time, it sure can feel like it!

Blogging has been a marketing technique that has been used for years. The ease of use and the ability to really communicate with the visitors has lead to more bloggers than ever becoming millionaires from their blogging ventures.

Have you ever heard the phrase that “customers LOVE to buy from personal stories?”

It's true, there's been studies done that personal stories, particularly on hardship or rags to riches sell best. Blogging is the perfect platform for a smart marketer to really express themselves in a way that's easy, fun, and an opportunity to drastically experience popularity and profits!

Blogging is just like any other online business approach – you won't be wealthy right away. The bloggers who become extremely wealthy are those who are able to influence large groups of people.

If you can learn the art of appealing to and influencing a large audience then you can have a tool that can help you to build a million dollar business very quickly.

The best aspect of blogging is that unlike many other avenues in internet marketing it's practically FREE to setup and extremely easy to create and maintain. Let's get started!

## What Exactly Is A Blog?

A blog is a type of website that is usually maintained by one individual. The entries are usually shown from newest to oldest.

The actual entries usually contain text, graphics, and even videos. Each blog usually has a common theme and are designed to be inviting, exciting, and easy to follow.

Here's an example of one of my blogs:

The screenshot shows a blog page with a navigation bar at the top containing links for 'PAGE', 'CATEGORIES', and 'ARCHIVES'. The main header features the text 'Free Internet Business Training' in a large, bold, black font, followed by the 'Internet Wealth.com' logo which includes a laptop icon. Below the header is a red banner with the text 'How To Make Money On The Internet!'. The main content area is titled 'Truth About Internet Marketing - Part 1' and includes a 'listen now' button. A video player is embedded, showing a man in a dark shirt speaking, with the 'Internet Wealth.com' logo at the bottom of the video frame. Below the video is a link: 'Click Here To Get Flip MinoHD Camcorder From Amazon'. To the right of the video is a search bar and two product images: 'Internet Wealth System' and 'Guaranteed Free Traffic System'. At the bottom of the page is a red banner with the text 'Click Here For Multiple Streams Of Income!'.

This particular blog is great at attracting visitors and producing profits because:

- I have an attractive domain name, InternetWealth.com
- My graphics are exciting, enticing, and tell you exactly what you want to see

- I make meaningful posts and give away valuable free information and reports
- I use video as a way of communicating to those visitors who enjoy watching instead of reading
- I have added many of my top systems, programs, and courses on the right hand side to create profits

Bloggers understand that their job is to find the most effective route to communicate with their readers. They recognize that the key to attracting visitors is through posting viral content that people honestly want to read.

**To create an attractive, popular, and profitable blog you need to have the following:**

- An attractive and catchy domain name
- A niche with a market
- Originality and a hook (what do YOU provide this niche that nobody else can provide)
- A well designed blog
- Original and interesting content
- Offers that appeal to the readers (affiliate offers, your own products, etc.)
- Ability to keep your visitors coming back

If you can do this then you're well on your way to creating a multi-million dollar blogging business.

The great aspect of blogs is that through studies we've determined that visitors are **more likely** to stay and read a blog than a standard website, message board, or sales page.

Just like anything else, to really build wealth from blogging you need to learn how to replicate your success.

**To build a million-dollar blogging business you must be able to do the following:**

- Learn how to replicate your success from one niche to another
- Build a profitable business model from day 1
- Provide fresh, new, and continuous content for each of your blogs

- Learn how to properly market through article marketing, link building, viral marketing techniques, social bookmarking, contributing to other blogs, and more.
- Implement video marketing into your blogging efforts
- Keep up with new blogging trends

**Let's start your quest to building a million-dollar blogging business!**

## **Step 1: Creating a List of Niches to Blog On**

Before you can build a multi-million dollar business on the internet you **HAVE** to plan. You have to know where you are going to be a week from now, a month from now, and 10 years from now.

Having a set list of where you are going next will motivate you from move to one project to the next in a fast-paced fashion that will allow for your business, profits, and overall income to grow.

Now, there's no set strategy for creating a list of niches to blog on. It's really just going to take a day or two of you doing a number of different activities.

Here's a list of tasks you should perform when devising a list of niches to blog on:

1. **Sit down and think!** Think about hot niches you've heard people talk about, think about what you're good at, think about a niche you believe you can build a blog around, just think! You'll be amazed at what your own creative mind can come up with.
2. **Browse places such as eBay and Clickbank!** What better place to find out what's hot and has a huge market then searching around on places like eBay and Clickbank. **Did you know that eBay actually ranks what's searched most?** They do! Simply, go to <http://pulse.ebay.com/> to see what's hot on eBay right now!

POPULAR SEARCHES	LARGEST STORES
by number of searches	by number of active listings
<ol style="list-style-type: none"> <li>1. <a href="#">cursor</a></li> <li>2. <a href="#">ipod touch</a></li> <li>3. <a href="#">ipod</a></li> <li>4. <a href="#">iphone</a></li> <li>5. <a href="#">xbox 360</a></li> <li>6. <a href="#">verizon cell phones</a></li> <li>7. <a href="#">coach</a></li> <li>8. <a href="#">cricut cartridge</a></li> <li>9. <a href="#">ipod nano</a></li> <li>10. <a href="#">wii</a></li> </ol>	<ol style="list-style-type: none"> <li>1. <a href="#">Buy's Internet Superstore</a> buy ( 659760 ★)</li> <li>2. <a href="#">Burbank Sportscards</a> burbanksportscards ( 34798 ★)</li> <li>3. <a href="#">Red Tag Market</a> redtagmarket ( 538804 ★)</li> <li>4. <a href="#">SupermartUSA</a> supermartusa ( 66960 ★)</li> <li>5. <a href="#">MovieMarz</a> moviemarz ( 744326 ★)</li> </ol>

**Clickbank has a similar feature in which you can see what products in each category are the most popular:**

Simply go to <http://www.Clickbank.com> and click on “Marketplace” to view the top products ranked by popularity:

Search the ClickBank Marketplace

Category: <input type="text" value="Business to Business"/>	Subcat: <input type="text" value="All Sub-Categories"/>
Keywords: <input type="text"/>	Sort by: <input type="text" value="Popularity"/>
Product Type: <input type="text" value="All Products"/>	Language: <input type="text" value="All"/>
Show: <input type="text" value="10"/> results per page	
<input type="button" value="Go"/>	<input type="button" value="Reset"/>

3. **Perform Keyword Research!** The best way to see what people are actively searching for online is to perform keyword research. You can do this by using two handy and free keyword tools:

#### Free Keyword Suggestion Tool From Wordtracker

URL: <http://freekeywords.wordtracker.com/>

This tool gives you the top 100 search results. I’ve been using this for years to do general keyword research on what are good keywords to look into for any niche I enter. It’s not advanced by any means, but it’s free and gives you accurate results for the top 100 searches.

## **Google Keyword Tool**

**URL:** <https://adwords.google.com/select/KeywordToolExternal>

What better place to get keyword ideas from than Google itself! This tool gets more in depth as to what's actually happening in your niche. Google will display related keywords, advertiser competition, the approx search volume for the month prior, and the approx average search volume you can expect. This type of information can really give you insight as to whether or not a keyword is worth targeting or not.

Picking the right niche to blog in should be dependent on factors such as your knowledge in the niche, active traffic in the niche, and your ability to market in the niche.

### **Here is a list small of good niches to get you started:**

- How to make money online
- Investing Related Topics (day trading, options trading, general investing)
- Computer Related Topics (hardware, spyware removal, adware removal, etc)
- Health Related Topics (losing weight, depression, anxiety)
- Skin Related Topics (acne, stretch marks, anti-aging, etc.)
- Saving Money

Any of the above niches have the possibility to turn into great blogs that can attract massive amounts of readers, profits, and sales! I'd recommend creating at least 2 new blogs every month and aim to have a full network of 50 money-making blogs.

Now that you have your list of niches let's make sure you have all the necessary tools!

## **Step 2: Getting All The Necessary Tools**

First off, you are going to have to acquire a domain and hosting.

The easiest and cheapest place to get a domain name and hosting is at

[www.EwenRecommends.com](http://www.EwenRecommends.com)

When choosing a domain name you need to be sure to pick one that is easy to remember, catchy, and will make you look like a leader in your niche.

For example, in my niche of internet marketing I was able to find the domain name [www.InternetWealth.com](http://www.InternetWealth.com) – while you may never be able to find a domain name as good as that one today I assure you there are still very good domain names for any niche you are considering starting a blogging business in.

As for hosting, you should pick hosting that's reliable, fast, and will support a large blogging business. Make sure that your host supports Wordpress blogs! For example many marketers use [www.ProfessionalHosting.com](http://www.ProfessionalHosting.com)

Now, if you already understand how to download and install Wordpress on to your host then you can go ahead and move to step 2, but for those of you who have never used Wordpress before you are going to have to download Wordpress and install it on to your hosting.



The screenshot shows the WordPress.org website. At the top, there is a search bar and a navigation menu with links for Home, Showcase, Extend, About, Docs, Blog, Forums, Hosting, and Download. Below the navigation, there is a section for 'The Lorem Ipsum Blog' which displays a dashboard with various statistics: 503 Posts, 3 Pages, 39 Categories, and 155 Tags. To the right of the dashboard, there is a promotional banner for WordCamp San Francisco, which includes the text: 'WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. WordPress is both free and priceless at the same time.' and 'More simply, WordPress is what you use when you want to work with your blogging software, not fight it.' Below this text, there is a button that says 'Download WordPress 2.7.1'.

Here are the steps you need to follow in order to download Wordpress as well as install and

configure it properly:

1. Download the latest version of WordPress at <http://www.Wordpress.org>
2. Follow the direction at [http://codex.wordpress.org/Main\\_Page](http://codex.wordpress.org/Main_Page) to properly install Wordpress on to your host.
3. Configure Wordpress exactly how you want it

Now, some of you may ask, why do I not recommend just using Wordpress's blogging service at <http://www.Wordpress.com> Well, the reason being is that you cannot have Wordpress on your own domain using their service. Instead, you will always have to create blogs and your URL will look like this:

<http://InternetWealth.wordpress.com>

Now, what looks better, the URL above or just

<http://www.InternetWealth.com>

You can have much more overall control of your blogging network as a whole by downloading the software, installing it on to the hosting, and creating custom themed blogs.

## Step 3: Getting A Custom Designed Wordpress Theme

A custom designed Wordpress theme can really turn your blog into a "super blog."

The reason being is it really gives your blog individuality over every other website and blog in your niche.

There are some themes that are so well put together that a person

Sponsored Links

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[www.Elance.com/Programming](http://www.Elance.com/Programming)

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Download All 15 Themes Right Now  
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visiting your website wouldn't even be able to tell it's a Wordpress blog at all.

You can either choose from already designed Wordpress themes or you can get a designer to completely put a custom one together for you. As you can see, just from a quick search done on "custom wordpress themes" there are tons of eager designers ready to put together a custom design for you.

The average price from what I've seen is around \$199 for a full custom designed Wordpress theme. If you ask me, it's well worth the price if you've really dedicated yourself to putting in the time and effort necessary to build up, market, and make the blog profitable.

In addition to searching for one on Google, you can find designers that put together Wordpress themes at any of the following places:

<http://forums.digitalpoint.com>

<http://www.elance.com>

<http://www.warriorforum.com>

**Quick Tip:** If you're new to Wordpress and implementing Wordpress themes it wouldn't hurt to ask the designer if they'd mind installing and implementing the theme for you on your hosting. They might ask for an extra small fee but it could save you a lot of headache down the line. Just be sure to change your cpanel password when they are done installing the theme!

## **Step 4: Setup Your Blog For Maximum Profit!**

The whole point of blogging is to profit, right? Well, to get ready to bring in the profits you need to understand how to properly present your ways of making profits and sales without intruding on your visitors goal of viewing the free content in your blog.

If your blog starts to look like a sales page it's not going to do much good and you will find that the readership of your blog will start to dramatically decrease. On the other hand, if you can

provide sound and good content on a continuous base while trying to softly sell your visitors you will find that you will more and more loyal readers and as the trust begins to build, profits!

Let's take a look at one of the main ways I sell my signature courses on my blog:

The Truth About Internet Marketing - Part 1  
★★★★★

Click Here To Get Flip MinoHD Camcorder From Amazon

As mentioned in the video above, download the "Internet Wealth Newsletter May 2009" below:

[Click Here To Download Your FREE Newsletter \(PDF\) - Get It Now, Don't Ever Miss This!](#)

Love to hear your comments about the newsletter. Let me know if you want me to continue publishing it by posting your comments below...

That's it! Talk soon.

Ewen

ShareThis

Share and Enjoy:

**WAIT!** ...Before You Go... [Click Here For Multiple Streams Of Income!](#)  
Complete Money Making Website Setup FREE!

Internet Wealth System

Guaranteed Free Traffic

The Ultimate Free Directory

Right next to every new blog posting I have allowed easy access to my top courses on internet marketing. Many times my blog postings are directly related to one of the courses I am promoting on the right hand side.

For example, if I was making a blog posting on free traffic techniques you can be pretty sure that a person interested in this blog posting is going to click on my ["Guaranteed Free Traffic System"](#) once they are done reading the blog posting.

**What if the reader isn't ready to buy? Is there any way you can capture the lead?**

Yes, through an autoresponder you can capture all of your leads. The only reason I don't have my autoresponder directly on this particular blog is that because all of my courses and systems to the right are designed to capture the person's name and e-mail directly upon entering the website. This is how my particular business model works.

You should always work on building a list whether or not if it's through your blog or on the next page where you are trying to sell them. The same phrase goes for blogging "the money is in the list!"

### **How much is too much? When does my blog start to look like a sales page?**

As long as your visitor can clearly read your blog postings you can add as many sales opportunities as you desire. Once your sales opportunities start to impede on the readers ability to read your blog postings you know that you have a problem and you should scale back a bit. Always remember, the whole point of blogging is to make sales and profits!

### **How can you setup your blog to implement money-making opportunities?**

There's two ways. You can either do this inside of Wordpress's admin panel or you can have the custom theme designer take care of this for you. No matter what you should have your methods of profiting setup before you even make your first blog posting.

Once you have the ways of profiting setup you will start actively adding content, blogging and marketing! Then the money will roll in...

## **Step 5: Safeguarding Your Blogging Empire From SPAM!**

If you've ever browsed around various blogs before I'm sure you've noticed that many of the most successful blogs allow their visitors to comment on their posts.

The #1 problem with blogs is that it attracts a flock of spammer. Spammer's target blogs due to the fact that they are easy targets, SEO friendly, and for the most part have amateur webmasters running them.

Using a nifty plug-in I discovered a long time ago you'll never have to worry about spammers hitting your blogging network.



**Plug-in name:** Askimet

**URL:** <http://www.Askimet.com>

**How It Works:** Askimet is really the best tool out there when it comes to keeping your blog clean, fresh, and spam free. When I first started using it I was skeptical but then I saw how effective it was and I never questioned the tool again.

If you've ever owned a blog before and have allowed commenting then you know how much of a hassle it is to keep the spammers away. This plug-in is easy to install, relatively inexpensive, and really works better than any method I've seen out there.

All you have to do is download the program, upload the file into the plug-ins folder, and then activate it through the key that you can purchase on Askimet's website. If you want to avoid this

step for now you can, but as your blogging network begins to grow I highly suggest considering this necessity.

## **Step 6: The Blogging Begins!**

Can you believe that the actual blogging is now going to begin? Yes, that's right This is your time to shine! If you follow my method devised out in this step you will be well along your way to maximum blogging profits.

First off, you should find exact the problem or needs your niche faces. **For example, in the “how to make money niche” people struggle a lot with anyone of the following common problems:**

- How to really make money
- How to avoid scams
- How to get targeted traffic
- How to put together websites
- How to find the best affiliate offers
- How to create information products
- Common work at home mistakes
- and much more

Once you identify all of the problems you can start actively blogging on a weekly basis.

A good blog posting should be around 300-500 words and should flow nicely. You are going to want to eventually outsource the blog postings to a good content writer because otherwise there is no way you are going to be able to write blog posting after blog posting.

You can easily find a good content writer at Elance, the digital point forum, or the warrior forum. (the URL's are in step 3).

I truly believe to keep your blog fresh and up-to-date. In order to keep visitors coming back you should try to add at least one new blog posting every week.

Daily blog postings for 50 blogs can be quite hectic so that's why I prefer to make it a weekly task. Plus, once you see what I highly recommend doing for the next step you'll understand why I only advise adding one new blog posting per week.

Your blog postings should be personal, directly to the point, and conversational.

## **Step 7: Turn Every Blog Post Into A Video!**

The best and easiest way of super charging every blog post is to follow my method of turning every blog post into a video. When I first started my blogging network I got into this habit.

If you've never done any video marketing before then you have two options. You can either buy an inexpensive Sony Handycam to record videos of you talking in person or if you prefer to record actual on-screen videos (powerpoints, tutorials, etc,) you can get an excellent video screen capturing software called Camtasia.

**So, for example purposes let's use my blog at [InternetWealth.com](http://InternetWealth.com):**

## Truth About Internet Marketing - Part 1

FILED UNDER FREE REPORTS BY EWEN CHIA

 listen now



[Click Here To Get Flip MinoHD Camcorder From Amazon](#)

As mentioned in the video above, download the "Internet Wealth Newsletter May 2009" below:

**[Click Here To Download Your FREE Newsletter \(PDF\) - Get It Now, Don't Ever Miss This!](#)**

As you can see, for one of my latest blog postings I made a video titled “**The Truth About Internet Marketing**”. After each blog posting you should record a short video talking about everything you’ve posted in the blog. You can then upload the video to many high traffic video sites using a free tool I like to use called TubeMogul.

You are creating ample amounts of free traffic and creating blog postings at the same time.

### **The Truth About Internet Marketing - Part 1**



Can you imagine the possibilities of making a blog posting either a video of you talking or an on-screen video for your blog every week? 4,470 views from one video I uploaded on “The Truth About Internet Marketing”

A good portion of those views are going to my blog to learn more about my blog and offers. The end result of this free technique is free traffic and sales!

So, let’s go over the steps you should take (I recommend performing this once a week for each

blog)

**Step 1:** Make a normal blog posting from 300-500 words

**Step 2:** Immediately record a video with you talking about exactly what the blog posting is about. Always invite the viewers of your video to come to your blog.

**Step 3:** Upload the video to TubeMogul.com which will then blast your video to all the major video sites for free. (go to <http://www.TubeMogul.com> for more information on this)

**Step 4:** Embed the video into your blog

**Step 5:** Watch the free traffic and sales roll in!

What I've just described is the **single best traffic generating technique** I've seen work for bringing in tons of free traffic through blogging.

## **Step 8: Market, Market, Market!**

The more you actively market your blog, the more success you will begin to see. You should perform activities such as article marketing, link building, and using free pinging services.

### **Article Marketing:**

Chances are you've already heard about article marketing a million times before but it still is the single best tool out there to drive free traffic.

Make 1-3 new article posts and post them on places like Ezinearticles.com, GoArticles.com, ArticleDashboard.com, and even a mass submission service like iSnare.com – This will help you to build links and drive free traffic to your blog.

Once you start to really make income from blogging you can outsource the article marketing to really supercharge your traffic and profits.

## **Link Building:**

Link building is great at helping you to increase your SEO ranking. You can do this by exchanging links with webmasters in your niche and commenting on other blogs in your niche that allow links to be placed on each comment.

The more you exchange links, the higher you will see your blog rise in the search engines. The goal is to gain as much free and organic traffic as possible.

## **Free Pinging Service:**

Free pinging services will update the search engines that your blog has been updated. My favorite free pinging service is <http://www.pingomatic.com>. I'd use this free service after each and every blog posting. It's easy to perform and is very effective!

## **Social Marketing:**

Social marketing is hot and it's here to stay! I recommend creating profiles for each new blog and niche you enter. My major and three favorite sources to use are:

<http://www.MySpace.com>

<http://www.Facebook.com>

<http://www.Twitter.com>



You can make a lot of friends in each and every niche you are involved in through these three major social networking sites. With MySpace and Facebook you can create groups, post bulletins, and really get your friends involved.



Just be sure to be creative and not to spam! Social networks hate spammers and will ban your accounts, but if you are smart with your marketing and really try to make worthwhile

contributions to your account and niche you will be just fine!

## **Final Thoughts**

As with anything on the internet, there's a lot of potential money to be made in blogging. Your success will come from the time and hard work you put into building a profitable blogging network that addresses that the wants and needs of the people in each niche.

My final recommendation to you is to invest and learn about outsourcing as much as possible.

Once you learn to properly outsource you will begin to watch your profits grow beyond your expectations.

**Now, get out there and build your blogging empire!**