
Making Money From Your Blog

— Matt Campbell - Las Vegas Bloggers Meetup —
June 25, 2020

Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- lasvegasbloggers.com

- **Facebook Group:**

- www.facebook.com/groups/lasvegasbloggersmeetup/

Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
 - Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.
- **Presentations**
 - Attendee Introductions
 - Slide Show Presentation (Organizer or Guest Speaker) with discussion
 - Review blogs for recommendations and feedback

Intro

- **Organizer: Matt Campbell**
 - Owner of MyWeddingSongs.com
 - Started my online business in 2003
 - Website receives over 4 million annual visitors
 - Elevator pitch - I help couples, wedding planners, and DJs plan their wedding songs.
- **Sponsors**
 - Innovation Center & My Wedding Songs
- **Attendees:**
 - Tell us if you have a blog, what it is and about you in under 30 seconds (to make connections and save time for the presentation)

Future Presentations

- **June 25, 2020**
 - Making Money from Your Blog
- **July 30, 2020**
 - Questions & Answers Happy Hour via ZOOM
- **August**
 - How-to SEOize a Blog Post?
 - Make a Video of your Top Posts?
 - How-to Update an Old Blog Post?
- **Submit your suggestions on lasvegasbloggers.com**
- **Want to present? Submit your idea on lasvegasbloggers.com**

How to Make \$\$\$ from Your Blog!

1. Sell ads privately
2. Join an ad network
3. Join affiliate programs
4. Sell products: Be a wholesaler or sell own products
5. Create a newsletter and sell ads in the newsletter
6. Sell digital products: eBook, book, training courses, etc.
7. Sell memberships to exclusive content
8. Create a business directory and sell listings
9. Product reviews
10. Flip your website

Where to begin?

Read this guide to making money online:

<https://www.wpbeginner.com/beginners-guide/make-money-online/>

Read this Blog Statistics Data:

<https://growthbadger.com/blog-statistics/>

Blogging Stats

1. Average blogger makes ~\$24,000 per year.
2. HALF of bloggers making money from ad clicks make less than \$1,000 per year.
3. 70 million blog posts being published each month
4. Bloggers who earn over \$50,000 per year from their blogs are 5.6 times as likely to sell their own product or service as bloggers who earn less.

Sell ads privately

Sell Ads on your website with one-on-one relationships.

Wordpress users read this article:

<https://kinsta.com/blog/wordpress-advertising-plugin/>

Recommended Wordpress Plugin: Advanced Ads -

<https://wordpress.org/plugins/advanced-ads/>

Join an ad network

Show ads on your website and earn income from clicks and ad impressions.

- Google Adsense
 - <https://www.google.com/adsense/start/>
- Ezoic
 - <https://www.ezoic.com/>
- Mediavine (50,000 sessions per month minimum)
 - <https://www.mediavine.com/>

Join affiliate programs

Promote other people's products on your blog.

- Amazon Associates
 - <https://affiliate-program.amazon.com/>
- ShareASale
 - <https://account.shareasale.com/newsignup.cfm>
- Rakuten
 - <https://www.rakuten.com/>
- CJ aka Commission Junction
 - <https://www.cj.com/>

Sell products: Be a reseller or sell own products

Sell Your Products. Sell other people's products.

Create a store on your website to sell your physical products: t-shirts, make-up, souvenirs, etc.

Create a store on your website and sell other people's products by being a reseller.

- <https://www.montanacreativegifts.com/>
- <https://www.uncommongoods.com/>

Create a newsletter and sell ads in the newsletter

Cost per 1,000 impressions can vary widely: \$15-\$50.

The ad sale price will depend on how relevant the advertiser is to your audience.

If your subscribers are segmented into specific groups will help in the sales process.

Sell digital products: eBook, book, training courses, etc.

Digital products you can sell:

- eBooks - make it specific and desirable
- Video training classes for how-to's
- Training courses
- Coaching

Don't write a book to make money! But, you will get an authoritative profile on Amazon.

Sell memberships to exclusive content

Offer exclusive content that people would be willing to pay a one-time fee or subscription just to see it.

Marie Haynes offers a free newsletter and a paid version with exclusive SEO tips not available on the free version for \$18/mo.

<https://courses.mariehaynes.com/search-news-you-can-use/>

Create a business directory and sell listings

People want exposure for their business (marketing).

If you have valuable website visitors to other niche businesses, you can have a successful business directory.

<https://www.partyslate.com/>

Product reviews

Companies pay for you to promote their products. This could be a nominal fee or sending you the actual product.

Research networks to join that will make the business connections for you.

Reach out to companies you wish to work with in your industry.

Flip your website

Uh Oh. I said it. Sell your website! Never!

- Empire Flippers
 - <https://empireflippers.com/>
- Flippa
 - <https://www.flippa.com/>

Buyers want to know monthly visitors, monthly revenue, how much time do YOU work in the business per month, etc.

Word of Caution!

Selling Sponsored Blog Posts

This is against Google Guidelines. Be very careful.

If you sell guest posts, utilize the `rel="nofollow"` code on any links in the article including the author section!

The article must be designated as a "Sponsored Post".

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Any questions?

Facebook - @myweddingsongs

Twitter - @mywedsongs