

Module One - Introduction To The Blogging Profits Workshop

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Blogging is Really Easy! It's Just a Simple Website!

Don't be fooled with the new buzzwords and trends related to Blogging. A Blog is really just a simple website that is updated regularly. It's really easy for anyone to start a Blog and get traffic to it, it's even easier to start making money with it!

In this training course you will learn how to run a successful money making blog!

The First Secret of A Successful Blog is Content

One of the great things about blogging is that you do not have to be a professional writer to have a popular blog. You do have to obey common grammatical rules and at least be able to put together coherent sentences, but you do not have to be a highly skilled writer.

Blog readers are looking for interesting, relevant topics to read, not the next work of Shakespeare. Make sure what you write is interesting, edgy, or even controversial. Popular blogs are never boring and add value to reader's lives either through information or entertainment. Make sure your blog adds something of value to your reader's life otherwise you will not develop a large fan base.

The Second Secret of A Successful Blog is Popularity

It's true, creating a popular blog is the key to success. If your blog receives very little traffic, you will not have much success monetizing it. No matter which method you use to make money from your blog, you will find the most success if you have a large readership. Making your blog popular and growing readership should be one of your primary concerns.

There are many ways to make your blog more popular. The first thing you should consider is who your audience is and who you are writing for. You should always write about something that interests you, and that will interest others. It is best to find a niche audience that is large enough to support a wide readership but not too vague.

The Third Secret of A Successful Blog is Design

Whether you blog on a blogging network or you have an independently hosted blog, you need to make sure your blog is designed well. It is true that content is king and if a blog has great content it may receive lots of traffic even though it is ugly, having a well designed blog that is not ugly or annoying will help to drive repeat traffic. You want your blog to look unique, but not too unique. Keep with internet formalities and typography standards to guarantee easy readability.

Professionally Designed Blogs Convert Best!

You should break your post up into small paragraphs each with a headline if possible as internet readers tend to scan the screen looking for relevant information rather than reading everything word for word. Make sure your colors do not contrast too harshly and that the text is easy to read. Using good design will make your blog aesthetically pleasing and make readers more likely to come back and remain on your page.

Included in this Workshop are Professionally designed Wordpress Themes that will guarantee that your blog is readable and well designed so your readers will stay and come back.

Why Blog With Wordpress?

In this Workshop we will be focusing on Wordpress, a powerful blogging solution available for free to download and install on your web host. You can download Wordpress [Here](#). Included in this module is a Wordpress Installation guide.

Using Wordpress to Blog is almost essential, because it allows you to have complete control and optimize your Blog to make MORE money! Wordpress provides the power and functionality to get the most traffic and make the best blog.

Don't Have A Web Host? Blog for Free!

Bloggng Networks allow you to sign up for free and start bloggng. The best part is that you can still easily make money with these free bloggng websites! This is the easiest way to start making money to afford a web host to install Wordpress. ;)



Weblogs, Inc – Weblogs is one of the most popular bloggng networks. Sign up is free although you do have to apply for an account by submitting a few sample entries to make sure they are suitable for the site.



Blogger – Blogger is easy to use and free, and allows you to create your blog in a few easy steps. You can customize the look of your blog easily from the Blogger website and gain traffic from being a part of the Blogger network.



451 Press – Although they are still in Beta, 451 Press accepts bloggers who want to gain exposure and write about their passions. You can make money right from the site with your blog and there are plenty of bloggng categories to choose from.



Wordpress.com – Wordpress offers a free bloggng solution to start bloggng. You just need to sign up and you can start bloggng.



Live Journal – Live Journal is a free bloggng website that is used more personally than with bloggng for money. It's a simple sign up and easy to edit.

Joining Free Blogging Network Is The First Step

Joining a Blogging Network may be the best thing for you, especially if you are just starting out with your blog. You should consider all the benefits of joining a blogging network.

If you already have a blog, but it is not receiving much traffic, you can consider switching to a blogging network where your blog will receive more attention. A blogging network will help you to gain traffic but it may limit you in the long run if you want to make changes to your blog or if your blog becomes wildly popular.

If you already have a successful blog, then joining a blogging networks is probably not a good idea for you. You will be limited by the bandwidth your blog can receive and may not be able to carry over your existing design elements.

How Limiting Are Free Blogging Networks?

You will find with free blogging networks that you can make money through ads and affiliate product promotion, but you don't have much power with important aspects such as the URL and functionality increase to increase conversions.

Using a Free blogging script is the best way to optimize your blog to make money.

The Best Free Blogging Scripts

Blogging with free blogging scripts allows you to really take control of your blog. In this workshop we will focus on Wordpress, but 90% of the information can be used to effectively make money with all blogging scripts.



Wordpress – Wordpress is the leading blogging system that is installed onto a web host. It provides powerful features over your blog. Easily add Ads, blog posts, and advanced plugins to increase functionality.



Joomla – Joomla is a powerful Content Management system that allows for content heavy blogs such as News websites like CNN.



Drupal – Drupal is a powerful Content Management System that can be used for complex Blogs that require a unique approach.

Are Scripts Better Than Networks?

Blogging scripts provide more power and Blogging networks provide quick exposure. With blogging scripts you can get more traffic and make more money. With blogging networks you will get more readers quickly, but overall you won't make as much money. Blogging scripts allow you to highly optimize your blog.

Three Step Action Plan

It's Time To Get Your Blog Up and Running

You are now going to get familiar with blogging by creating your first blog on a free sign up blogging network, Blogger. This is so easy that it will take you less than five minutes.

Action Plan Step #1

Sign up to Blogger! This is really easy, just go <https://www.blogger.com/start> and go to Create New Blog. If you have a gmail account the process is better as Blogger is owned by Google. Once you sign up and get the dashboard you will need to Create a Blog. After you will name and make URL for the blog.

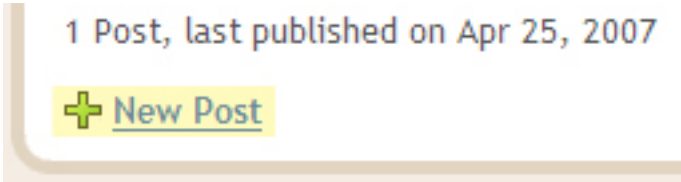


Action Plan Step #2

Remember, “*Content is King*”

Now for the best part of blogging, writing the content! Blogging is essentially just writing new content on a regular basis. Right now you can just write about anything and don't have to worry about making money. In future modules we'll go through getting great content to make money with targeted keyword and specific niche.

Once your blog has been set up you can add a new post and start writing content.



1 Post, last published on Apr 25, 2007

[+ New Post](#)

The Blogger Post editor is easy to use and to format the content. At any time you can preview to see what your blogs looks like. As you write your first you should write about your chosen niche that you'd like to make money in to get ready for the modules ahead.

Action Plan Step #3

Make Some Money With This Free Blog

Blogger is owned by Google and Google owns AdSense. See where this is going? Blogger makes it really easy to start profiting with AdSense by displaying ads on your blog. You can set up AdSense in your Blogger account. Go to Templates by clicking the “Layout” link on the dashboard, or clicking the “Template” tab from the posting or settings page of the blog.



You will need to sign up to AdSense, and then add your customizations to the Ad block as it will appear on your blog. Once you are done you will have AdSense on your blog. You can now successful start making money with your Blog. Start adding great content and away you go.

Where do you go from here? **Module 2 - Let's Start Making Money**