How to Monetize Your Blog
to Make $1000 + Per Month

by
Rick Butts

Let me read this book to you?

Download the mp3 of this ebook and enjoy learning while you walk, drive, or have your hands busy?

http://members.1Cat.biz/ **membership is FREE and you'll find all sorts of great resources inside that will help you monetize your blog!**

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Is This Ebook Written for You?

> **"For most people, buying an expensive Internet marketing course is like going from elementary school to college."**

Let's put an end to the relentless frustration experienced by people who spend their hard earned money on outrageous offers to "Make a Million Dollars in Internet Marketing."

Plunged into advanced strategies that over-focus on traffic, you can struggle and often fail – simply because you missed the fundamental basics of online marketing – essential to building a business on the Internet.

Without these basics, you can find yourself doing this dance:

1 – See an email or sales page offering an Internet marketing profit system, strategy, technique, software or method "so easy a monkey could do it."

2 – Buying the product.

3 – Spending at least a month trying to make it work.

4 – Failing and not understanding why.

Then you experience a version of Kubler-Ross's Stages of Dealing with Grief and Loss.

I call this…

The "Stages of Purchasing an Internet Marketing Product"

Emotion	What You Say	What You Do
Elation	"At last I've found the answer!"	Tell everyone
Enthusiasm	"Look – I have a website!"	
Shock	"WTF is going on?"	Try harder
Anger	"The guy who sold me this is a rip off artist!"	Bitch on forums
Denial	"This can't be happening to ME?"	Surf the web – bitch on forums
Depression	"Maybe I'll just get a job. Maybe it's me. Maybe I'm bi-polar like Uncle Ed was."	Look at your loser website – surf dating and employment sites
Surrender	"Okay, that happened."	Look for new Internet marketing product/solution.
Hope	"Dang! All these people are kicking butt! I can do this!"	Buy something really expensive you can't afford
"Anticipation"	"This one looks really good"	Buy Next Internet Marketing Product

Along with the anxiety, frustration, spousal nagging, and low self esteem you experience – is the gradual draining of funds.

This produces a strange mix of faith and skepticism that can be hard on your nerves.

On one hand you you say, "I believe it is possible to make money online – but whatever I'm doing isn't working and the next big thing probably won't work either." This is cognitive dissonance.

Why is this happening?

Once you understand the basic fundamentals of the online marketing process – you'll soon see how every new system out there is really just a tweak or twist on the core formula.

This formula is based on the fundamental transactional selling process – which has been the same for thousands of years.

I'm going to give you this formula now.

"Once you consume this tasty ebook you will understand what most people who try to make money online never learn. "

"For lack of knowledge, my people perish," said Moses. Equipped with these two major pieces of the puzzle, I pray you find your success, happiness, and fulfillment in online marketing.

The Secret To Internet Marketing Profits, Overheard At A Cocktail Party…

You are at a reception, and find yourself in a quiet corner talking to a a very nice, and very experienced Internet marketer, someone who has been making money online consistently in different markets for a long time. What would you ask them?

"How do you do it?"

If they are honest, they will not tell you a "flavor of the week" or a black hat SEO technique that is currently working.

The top marketers don't chase gimmicks and fads. When they do test and experiment with a new strategy – it is rarely in a vacuum. In other

words, the fundamentals of web marketing will always be the foundation of any new traffic or monetization strategy.

The fact is, if you kept asking expert after expert you'd get THE SAME SYSTEM with SMALL TWEAKS!

The essential system is less a secret than a blinding glimpse of the obvious. Here it is:

> **"You MUST focus on capturing the maximum number of email addresses and following up with them."**

Frank Kern, in a fit of clarity, once said, *"If you don't capture email addresses and follow up, then you don't have an online business, you just have an ad."*

Could this be true? Let's say that you have a blog that is doing a good job of making money from first time visitors. This means, by industry standards, that approximately 1% - 3% of the visitors to your blog makes a purchase or clicks an ad that earns you money.

A good site will then waste upwards of 90% of the traffic it gets. If you had a colossal 10% conversion rate – by this I mean 10% of the visitors to your site made you money – then if you had 100,000 visitors to your site you might as well not wasted the bandwidth on the other 90,000!

90,000 customers came to your site – and you let them walk in the door, and out the door without so much as a "top of the morning" to ya.

And they will never come back. There are just too many other sites on the web, and everyone feels too busy.

> **The fundamental, core skill of running a web based business is to capture email addresses and follow up to build trust. This will result in infinitely higher conversion rates for every single monetization method you may choose to use.**

Here Are The Top Blog Monetization Methods:

- Google Adsense (Contextual Advertising)
- Affiliate Marketing
- Selling Your Own Digital Product
- Selling Your Own Physical Product
- Selling Your Services
- Drop Ship
- Membership & Subscription Site
- CPA Offers and Lead Generation
- Selling Ads
- Pay Per Post
- Selling Links
- Selling the Entire Site

KNOW THESE 3 FACTS:

1. Every single one of these monetization strategies will be dramatically more effective when combined with the formula I am about to share with you.

2. Choose to ignore this extremely powerful formula and you have chosen to settle for less than ½ the money you could be earning today from each blog or website you own.

3. If you do not take the time to follow this formula – the day you stop getting traffic – you will be out of business – dead in the water.

The good news…

If you DO take these simple steps, you'll see huge increases in profits fast in any one of your chosen strategies – **and even if all your traffic sources die – you will still have a profitable business for years to come!**

Ready?

Of course you are!

Rick's 12 Step Formula for Monetizing Your Blog

1. Find out what your current visitors are looking for

2. Find out what they want - (not what they need)

3. Use this information to create a valuable free download

4. Capture their name and email in exchange for the freebie

5. Use the capture "process" to take visitors through a series of soft sell offers

6. Follow up with a specific kind of short teaser email

7. Include a "sponsored by" affiliate link in the teaser email

8. Bring your email list members back to your site for valuable info, where they can buy stuff, click AdSense ads, or any number of profitable actions

9. Create a series of email follow-ups that bring them back to your site again and again

10. Now that you have a profitable system - turn on the traffic

11. Split test different conversion factors on your site to increase your conversion rate, in other words, more profits from the same number of visitors with a goal of making at least $1000 per month.

12. Start another site - repeat the process above until you get 10 sites making about $1000 per month. You do the math from here!

1. Find Out What Your Current Visitors Are Looking For

If you already have a blog that is getting even a small amount of traffic, this is easy.

Simply log into the stats for your website and take a little bit of time to study the information that is already there.

If you are using a Cpanel server this is as easy as typing YourDomain.com/cpanel and entering the username and password for your site.

Then select Stats and click on AWSTATS.

Here you'll find all sort of information, like the difference between "hits" which is the number of files that are pulled up by a visitors –vs- unique visitors, which is the actual number of different people coming to your site in the time frame shown.

You'll also fine out what people typed into a search engine to find you as well as the pages that people look at – and stay on the most.

You should add Google Analytics to your website right away. It is absolutely free and incredibly powerful.

For a video on how to add Google Analytics to your site go to http://1cat.biz/

For a great hosting company with cpanel built in and a price so low there is no reason not to have your own hosting – an excellent resource is Host Gator http://1Cat.biz/hosting

If your site is new – or you haven't built a site yet – you can do keyword research for your topic by simply typing it into Google and seeing what words, topics and product names are being discussed on those sites

You can pick up a lot from forums and blogs and by subscribing to free email newsletters – all of which you should do to become an expert and stay up on your market.

Keyword research can also be done by using tools such as WordTracker.com, or SEOBOOK.com's great tools.

But, by far the best way to find out what people want is to ask them.

This can be done by putting a question form on your site and asking people to tell you what they are looking for in your topic – or asking them to send you questions.

A survey can be very helpful, too.

With a survey you can ask your visitors to choose among multiple topics to help you narrow them down to a top choice you'll focus on for a product or free download.

http://www.SurveyMonkey.com provides a free survey creator that is very full featured, and will run surveys for up to 100 respondents. For a small monthly fee you can activate the pro features and get unlimited respondents.

2. Find Out What They Want - (Not What They Need)

One of the most difficult marketing realities to get your head around is this:

> **"People will usually buy what they WANT before they buy what they NEED."**

This is particularly true online – where temptation and opportunity lurk around every page corner.

A woman may need to get from her house, to work, and back.

But, she wants a Hummer H2.

Fulfilling the need to get to work and back could be a bus pass. But, the Hummer H2 – fulfills her wants – though the Hummer is serious overkill for meeting a transportation need.

Add to this counterintuitive concept, the filter that "wants" and "needs" are dominated by is our own personal perception. If you've ever spoken the words – "you don't know what's good for you," then you have some idea of how murky our understanding can be of our own situation.

"I need to get to bed and get some sleep" has frequently been trumped by "I think I'll have another beer."

So, if you come to the marketplace seeking to fulfill someone's needs, you run the risk of missing the mark and setting up a sales system that won't convert to very many sales.

This is not an exact science, but an aspect of your marketing that you should pay attention to. People will often TALK about what they NEED and dream or think about (or even do Google searches for?) what they WANT.

When you start to examine a market look carefully at what people are saying and the WAY they are expressing their desires and questions.

Words mean things. They have a meaning that begins in the mind of the searcher and are expressed in the context we find them online. Pay attention and when you are looking at discovering your client needs and wants – always ask yourself to look deeper.

Consumer-society has trained us to "eat your dessert first" and it is not uncommon for a truly useful product to sit in the shadows of a sexier one that is just fun.

This is something that divorced people can often relate to.

Keep an open mind here and be willing to challenge your assumptions about your market as you look for the pony in the pile. You may need to start with a cheaper fun product – and evolve the customer toward a more profitable needs based purchase after they have begun to trust you more.

Don't wait around forever doing research. Reach a reasonable conclusion and go to Step 3. If what you are offering to your market is not what they want – they will vote by not taking you up on the offer and you can learn from that and get better.

3. Use This Specific Information to Create a Valuable Free Download

As the questions come in from your visitors, patterns will begin to emerge. You'll notice that some topics will be more frequently brought up than others. Some of these will surprise you.

Look carefully at these questions and look for:
- Keywords they may type into the search engines
- Brand names and product specific terminology
- Slang and buzzwords for your niche
- The ideas that seem to carry the greatest emotions and passions

If people are highly emotional or strongly wording their questions this is a giant CLUE. Even fear can be a very strong buying motivator and is for sure the key to a problem people want to solve or know more about preventing.

At this phase of your marketing you are looking for what triggers people will respond to best, so you can create a FREE download, audio, video, or other type of information that they will gladly trade their email address for.

> **NOTE**: *If you see people with strong opinions on different sides of an issue – pay close attention to this. It is a great opportunity to recognize a topic that people will respond to, come back and read blog posts, comments, or forum posts.*

Facilitating – and even inciting this cyber-riot can be very profitable for you.

<div style="border:1px solid black; background-color:#ffffcc; text-align:center; color:red; font-weight:bold;">

Do people love their dogs too much?

Yes or No?

Do people love their cats too much?

Should talking on cell phones in restaurants be illegal?

</div>

You can use these types of debates to get people to your site – to vote and to buy stuff while they are there.

> **NOTE:** *You may even be able to see a differentiation and segment into two totally different market segments, two totally different websites, and even two totally different identities for the "author" of your site and email.*

Organic Natural Pet Food vs Traditional Dog Food websites is a good example of splitting a market and niching down. While your market may be smaller – your market AFFINITY will be greater, resulting in more loyal customers who know you are for them when they see you.

When Barry and I built 1Cat.biz it was to help online marketers to monetize their websites. As we began to do the setup work, it became clear to me that we should focus on monetizing your BLOG.

Does this leave out someone with a static website? Not really. Does it do a better job of catching the eye of someone who is looking to make money with a blog when they see the logo?

You tell me?

The more specific your niche offering is – the more clearly you can see your market tell you "yes or now" and the sooner you find the no's, the sooner you'll find the yes. And the YES is where the money is hiding.

Okay – I got carried away on that whole thing but the important point here is to find out what your readers want – then create a free download (ONLY mail something physical if you absolutely have to, if your market demands it, and if your conversion numbers bear out that this is profitable.)

Some of the many reasons to use a digital download are:

- They are incredibly easy to create
- You can make ebooks or special reports with a word processor and convert to .pdf
- You can make an MP3 audio with just a microphone
- You can make a video with a simple screen capture software or a talking head video via the YouTube live recorder
- You can even just put the information on a web page

If you just ask for your visitors email address to "subscribe to my newsletter" you'd better have a really compelling newsletter on a super hot topic or no one will do it.
Nobody wants more email unless it really is valuable.

Offering an "ethical bribe" as Alex Mandossian calls it, is a simple quid pro quo. "I'll give you something valuable – in exchange for the ability to contact you."

If you assure the user they can unsubscribe at anytime, (I'm really starting to like the phrase "1-click unsubscribe") and you have a privacy policy on your site – and test different headlines and offers to see what works best, you can expect to see 20% and up of your visitors opting into your email list.

There are many more ideas both about how to do this – and how to leverage this part into even greater profits – but we must move along.

Now that you have some questions from your customers, you can take these questions and bundle them into a group of answers and turn that into a free download, audio, video, whatever works best for you.

Using the questions that your customers asked, you can easily create a special offer based on their questions. For instance, if your visitors are asking "how do I get my dog to bark?" simply come up with the answer in your PDF.

Then put, "Have you always wondered how to get your dog to bark?" and a few other questions on your offer. You can be sure that plenty of visitors will want to know the answer, too, and you'll begin increasing your optins.

4. Capture Their Name And Email In Exchange For The Freebie

Several years ago I heard online marketing pioneer Terry Dean make the following statement:

> **"The number 1 purpose of any website is to capture an email address."**

I thought about this for several days and then put it in a word document in giant font, printed it out, and taped it to my wall.

This single statement has helped me to make more money, in more ways, than all the other website monetization strategies ever.

The #1
Purpose Of
Your Web Site
is to Capture
Email
Addresses!

1Cat.biz
Monetize Your Blog

If you think for a moment about all the web pages you have ever looked at once – and never, ever, saw again – you can understand the wisdom of figuring out a WAY to capture those email addresses.

I've created this poster for YOU to print. It is the last page of this ebook.

It is easy to make the case for building a list and building a relationship with the people ON that list. Here are a few great reasons.

When you have a niche email list:

- You can send follow up emails that bring thousands of people to your web site or blog where they can purchase your products, click and AdSense link, or follow an affiliate link and make a purchase that will earn you a commission.

- You can send follow-up e-mails and request people fill out a survey that will tell you what you need to know to create a product you already know they will buy.

- You can send an e-mail with an affiliate link and drive traffic directly to a hot new offer.

- You can break your list up into segments and test different offers before you send it to the whole list. This can greatly increase your conversions.

In fact, there are so many reasons to build an e-mail list that this strategy alone totally eclipses any other Internet marketing activity.

Every monetization strategy mentioned in this e-book, or anywhere else, will be greatly enhanced by the ability to drive traffic back to where they can encounter this monetization strategy one more time.

For instance, let's say you monetize your site with Google AdSense. If you are relying on traffic coming for the first time to your website and clicking one of these ads, you are completely at the mercy of getting ranked well in the search engines.

If you capture name and e-mail address in a niche like fishing, and offer them seven tips on how to be a better fisherman, you can send them an e-mail every day for seven days, telling them that the next tip is available on your website or blog.

Of course not every person will click on the link in every e-mail. In other words, you won't get 100% of the people on your list to come back every day, but even at your worst possible expectations. You can quickly see how this strategy would recycle your existing traffic over and over.

Many times I have opted in to an e-mail mini-course and visited every single one of the messages on the author's website. I know that I clicked a few ad sense ads; because it was on a subject I was very interested in.

Remember, in other niche markets, prospects are likely to be less sophisticated than you are as an Internet marketer, and much more likely to click a contextual advertising ad below the subject line of an article or embedded in the article copy.

So don't be afraid to use these types of strategies for fear that they may be overdone. Most people will never notice anything unusual about your contextual advertising alongside a good article.

How to Capture Name and E-mail Address.

The biggest mistake that I see people make on their website when it comes to capturing name and e-mail addresses, is that they simply don't ask.

Even when people do put an opt-in form on their website, it is often buried in a funky location where no one's going to see, unless they're really searching for it. **Don't make it difficult for people to get your good information. And, make it EASY to give you their email.**

If you take to heart, my advice about the most important function of the website being capturing name and e-mail addresses, then you need to get aggressive about this process.

I can hear people right now saying, "But Rick, I don't want my website to be a hard-core marketing, e-mail grabbing, money-grubbing, landing page! I want my website to be beautiful, and for people to be happy when they come there and not feel threatened.

If your goal is to make your website beautiful at the expense of making it profitable, this is your decision. However, if you want your website to be profitable there are some simple basic fundamentals that you owe it to yourself to employ.

"Successful Internet marketers know clearly that a single action website is more effective at getting results than a cluttered crowded website with dozens of links."

The single action website is a page that is structured in such a way as to get one single precise action from the visitor. When you're trying to capture an e-mail address, the fewer links and distractions that you put on your page, the greater the likelihood that people will follow the path of the page to the opt in form and complete it.

Declan Dunn, a veteran of Internet marketing and a man who has worked with many top corporations made this statement. *"We don't make websites, we make landing pages designed to get people to take specific actions."*

You are in the *business* of Internet marketing, and that means you need to treat your blog like a business. So please hear me when I tell you that the most important thing that you can do with your website is to structure the pages that people will come to naturally, or from your paid advertising, to accomplish the primary purpose for which you've sent them there.

If that purpose is to capture their name and e-mail address, then by all means reduce the number of distractions that could prevent success.

The most important thing that you can do on your blog to get more e-mail addresses is to ask for them. The second most important thing that you can do is to put this request in an extremely visible place on every page of your website that visitors are likely to click on.

On your blog you should have an offer at the top of the sidebar. Place a very clear call to action, where people can opt in to get your important information. On the home page of your blog, make sure

that the offer to trade something valuable for their name and e-mail address can be clearly seen.

There is a lot of technology available today, that will allow you to very easily ask for a website visitor's name and e-mail address by popping up this offer on your homepage or other key pages of your site.

"But, everybody hates pop-ups." Well the truth is, everybody hates annoying pop ups that have nothing to do with what you're looking for on a website. If I'm looking for information on baby ducks and a pop-up comes on that tells me how to enhance that certain part of the male anatomy. That is annoying.

But if I'm on a baby duck website looking for information on baby ducks and a special box appears on that page offering me a free e-mail mini-course filled with information on baby ducks, and how to raise a happy healthy one, I'm interested in that, not annoyed. And I'm very likely to put my name and e-mail address into this box and look forward to the information.

Now the pop-up, pop over type e-mail capture device is just about the most aggressive form of asking for a name and e-mail address that you can get.

There is however, one that is equally aggressive and highly effective. And that would be the type of page you landed on that offered to trade you this super cool e-book, that you're learning so much from, that you love dearly, and that you are probably aching to write a testimonial for!

This is called the name squeeze page. The name squeeze page got its name from Jonathan Mizel who was the first person, I ever knew, to come up with the idea that you would first require your website visitor to give you their name and e-mail address before viewing and online sales letter.

This is a simple strategy that embodies the key fundamentals of any good e-mail capture plan. By using a single action webpage that gives a clear offer of exchanging something of value like an e-book, an audio download, a web directory, a list of resources, a sample

chapter, or even a physical product like a CD in the mail, the main squeeze page presents a very simple and easy offer that anyone can understand, and a huge percentage of people respond to.

Once the user fills out the name and e-mail address, the fun begins!

QUESTION: Should I use a "squeeze-page" for the home page of my blog? I mean, I want to create an authority site – and want people to see my content when they arrive?

Well, none other than Jack Humphrey – the creator of the term "Authority Site," uses this exact strategy, with a twist (of course!)

If you notice the URL for Jack's Friday Traffic report is at http://www.JackHumphrey.com/fridaytrafficreport/.

But, if you go to the actual ROOT of his site http://www.jackhumphrey.com/ you'll see a very nice single action squeeze page.

Jack's smart. Really smart. He knows that most of his Web 2.0 traffic will come to the site from the post pages, then navigate vertically to the home page, which is in the folder /fridaytrafficreport/.

By clicking a link to subscribe, or if they just go to the root of the site in the address bar – they land on his squeeze page and get an offer to sign up for his email list.

It took me a long time to figure out what in the heck Jack was doing – since he wasn't TECHNICALLY creating a static home page – the home page is the root of the folder /fridaytrafficreport – if you are clicking around and navigating on his blog you only see the blog.

This is a bodacious strategy that combines all the components of good smart site design – while maximizing opt-in opportunities.

There is even more to Jack's diabolical strategy that is not immediately obvious – and to learn it – you only need to go to http://www.1cat.biz/asc and see the big squeeze worked to perfection.

That should settle, once and for all, how and why you can and should use a squeeze page and do everything you can to capture that email before your visitors leave forever.

In this next section, I'll show you how to use the path that you create to take your website visitor, who may well have simply hit the back button and left your website if you hadn't have captured them, through a series of logical fun and highly profitable encounters with you, your affiliates, and multiple monetization opportunities!

FREE 6 Landing Page Secrets
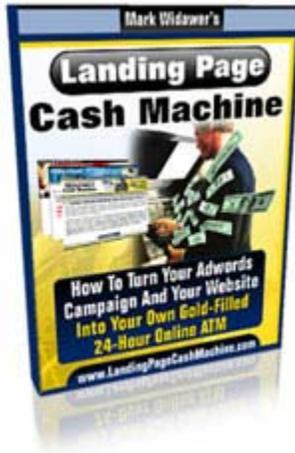
SPECIAL: I recently caught Landing Page expert Mark Widawer on an awesome 90 minute Webinar.

Go to this "landing page' opt-in, and study his whole process – he's good! When you do – you'll be taken to the page where you can replay the webinar – and TAKE NOTES.

Of course, I got his Landing Page Cash Machine and it has already helped me increase conversions - - - A LOT!

http://www.Visitors2CashTemplate.com

5. Use the Capture "Process" To Take Your Visitors Through A Series Of Soft Sell Offers

I am on your website about baby ducks and I've just entered my name and e-mail address into the form that you have on your website

to request a seven-day e-mail mini-course about how to have a happy healthy baby duck.

Once I press the submit button, the e-mail collection software that you are using sends me to a thank you page. A thank you page is simply the next page in the sequence that you've designated in your e-mail capture system.

Some people will use this page to place the free download and make it easily available to anyone who fills out the form. **This is a big mistake.** If this page can be accessed by putting anything in the form, a user can input a fake e-mail address and get your free download, and never come back.

I have even seen valuable purchased downloads get posted in forums and the author get ripped off by unscrupulous people. The internet can be a very nasty place to do business.

> **Note:** this is a very good place to stop and mention that any free download that you do offer should be loaded up with links back to your site to affiliate offers and to mention in multiple places where this information came from. A bounce back offer, an offer that the user can get for free if they simply returned to a certain webpage or call a telephone number, is a good idea, too.

This helps to increase the number of people who come back to your website and purchase something, even if they used a fake e-mail address to get your information. Don't forget that people will often share your PDF download or audio with someone who's never been to your website at all. So just take some extra time and include your contact information and a reason for them to come back to the site and you'll increase your profits.

Back to the thank you page. Before e-mail spam was such a problem. We really didn't have a hard time getting e-mails through to people. But now it is more and more difficult to get your e-mail delivered because of blacklisting, spam filters and general deliverability problems.

We recommend that you use the thank you page to sell the user on going to their e-mail program, finding the confirmation e-mail that your program would have sent them and clicking the link to **confirm that they do want to receive e-mail from you.**

When you entered your confirmation information to get this e-book and audio this is exactly what we asked you to do. The page that you landed on after you requested this information did not even have a link on it to any other place on the site except to go and ask your question about monetizing your blog.

By forcing the user to give an accurate e-mail in order to get the PDF download and the audio we did more than just capture an e-mail address, **we were able to confirm that the e-mail address we got was accurate**, thereby avoiding spamming someone.

These days, it is very easy for junior to put grandma's e-mail address into the opt-in form and now you're sending your follow-up e-mails on baby ducks to grandma.

And guess what, grandma doesn't want your e-mails, in fact, she reports you for sending her spam! Not good.

So the first step in the system, or path, begins with a thank you page that is designed to sell the user on confirming their e-mail address so that you can continue with the rest of the path.

Today, no one should be attempting to do e-commerce by sending e-mail from their own server. If you are even thinking of e-mailing your customers from your own Outlook account, Hotmail account, or other free e-mail account. You are making a tragic mistake.

Not only will your deliverability be awful, you'll be spending way too much time copying and pasting and responding to all sorts of messages, you'll soon find yourself getting 1,000,000 tons of spam.

For only about $19 a month you can have access to one of the most powerful e-mail marketing programs in the world.

After using nearly every one - we recommend the software found at: http://1cat.biz/email

The confirmation page, the thank you page, and the emails themselves are all "touches" or opportunities to soft sell your visitors by simply mentioning your own products – or others that you recommend.

6. Follow Up With A Specific Kind Of Short Teaser Emails That Invite Visitors Back to Your Website or Blog

This section will be short and to the point. You can argue my philosophy and will do what you please – but at least do so with an understanding of the facts:

You get long emails – and you get short emails.

Short email gets through spam filters easier – is more likely to get read – and if you tease the reader – they will click to go to your website.

Nobody can make a purchase in their email program – so you want them to go online anyway.

The longer the email – the greater the risk it will get blocked by spam filters partly because you are more likely to use, and reuse "trigger words" that can get your message filtered.

Most spam email you see today is very short for this reason.

While you can still get the word FREE through spam filters (no need to type f*r*e*e* or other silly iterations – they know about those too) if you use the word more than once – you are flirting with trouble.

There are other word combos like "make money" and even "click here to unsubscribe", because it is nearly always used by spammers to create what is in actuality an email confirmation link, that add to a negative score.

But, even if all the delivery issues were not true and they are, you should send out a teaser copy email with just enough information to get the user to click the link and go to your site – or through an affiliate link and go to a product page.

Forcing yourself to keep it brief will also bring the important information up "above the fold" where the user can see it in their email inbox in preview mode and choose to open the message.

The first few words of your message show up in some programs like Gmail and make for a good place to tease the reader.

By teasing I don't mean you should necessarily use tricks like incomplete sentences:

> *"I was shocked when I stepped into my neighbor's bathroom and saw…" Click here to see the picture I cannot shake from my mind!*

Although, these do work REALLY well – you need to build trust with your readers before you do this – and if you do use it – do so sparingly and preferably with a sense of humor.

For more information on the tone of your email – please go to http://qqqpsychologyqqq

7. Include A "Sponsored By" Affiliate Link In The Teaser Email

One of the simplest and most profitable strategies you can employ with an email follow up list – is to simply put:

This post is sponsored by ["Affiliate Marketing Formula"](#) – go to the [Affiliate Marketing](#) Formula to learn the secret to risk less profits!

It sits nice and pretty at the bottom of the email – right where free mail ads sit anyway on Hotmail and Yahoo. In other words it is not a horrible shocking intrusion on the reader.

If someone sees the copy and is interested – they click it and off they go, directly to the sales page THROUGH your affiliate link.

These emails can sit in someone's inbox for months and even years then one day BOOM they open it up and click the link and you get paid.

They are very lucrative and only take a few moments to create.

Even if the affiliates available to you in a small niche market are very limited - you can easily recycle the same offers over and over. The more times your prospect sees them – the greater the odds they will feel comfortable clicking them.

Here is an example of how easy, and unobtrusive it is to include a "sponsored by" link in an email.
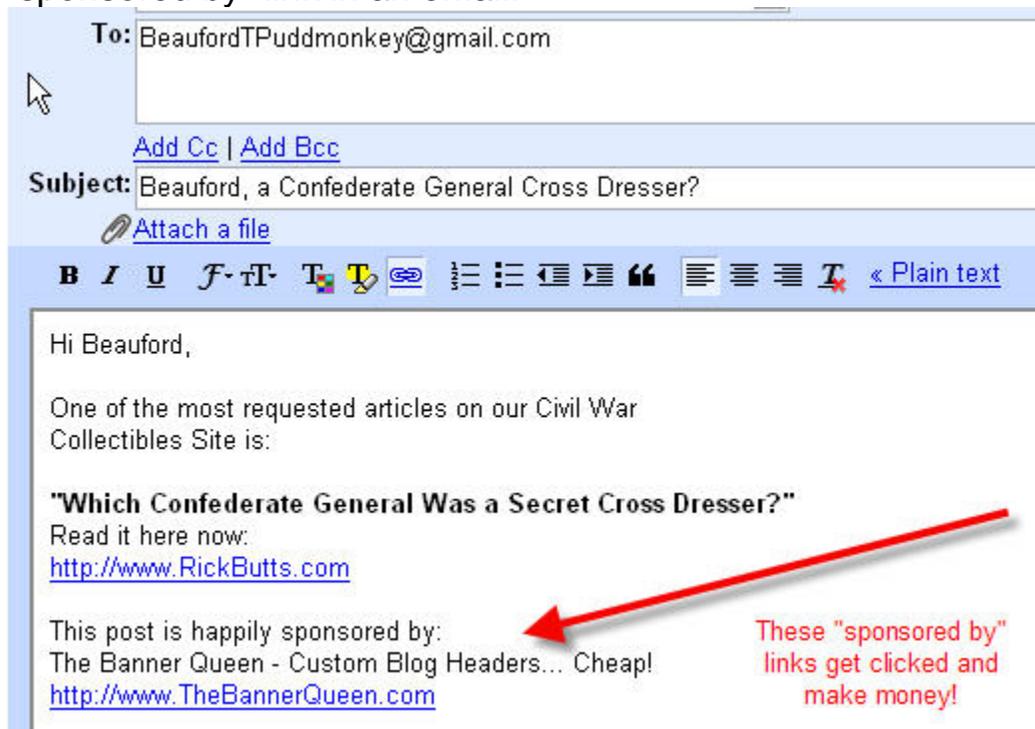
The "sponsored-by" link can be used in a long form sales email, or in a text or html newsletter if placed properly.

Because of the brevity of an "update" email (above) they work particularly well because they are very visible above the fold.

Start using this technique right away and get your readers used to seeing these helpful resources. Even DVDs now have sponsors!
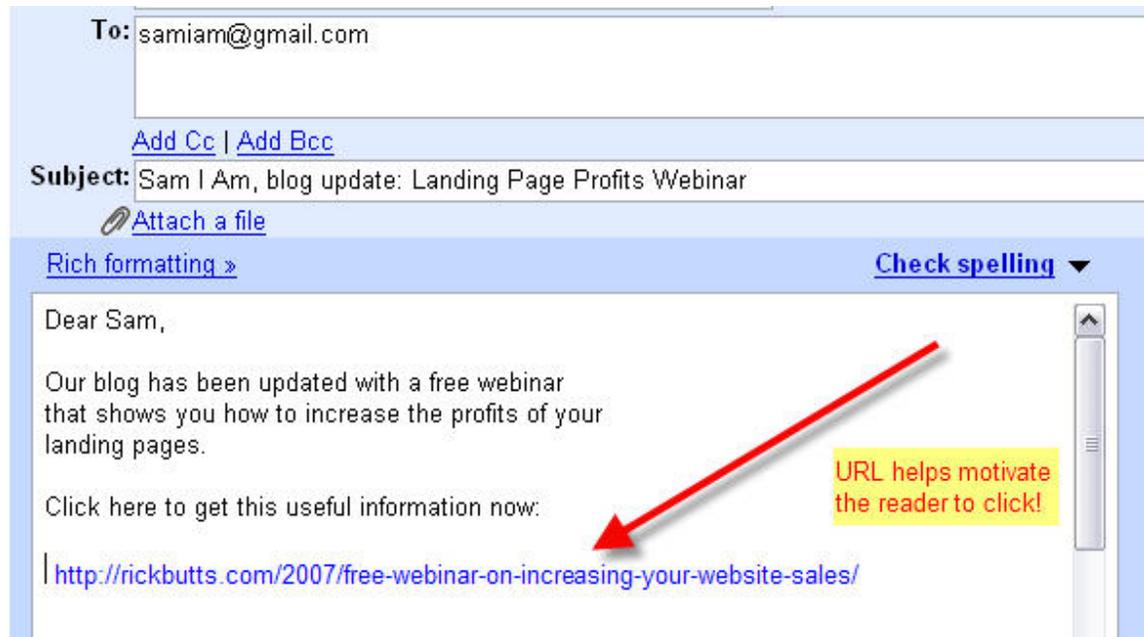
8. Bring Your Email List Members Back To Your Site For Valuable Info, Where They Can Buy Stuff, Click Adsense Ads, Or Any Number Of Profitable Actions

The purpose of the teaser email vs long copy email – is to get your visitors to come back to your site.

Once they are on your site lots of good things can happen like buying your products, clicking your contextual advertising links, or an affiliate link and buying a product that earns you a commission.

While a static site can work for this – I particularly like a blog as the content side of the equation. A blog is easy to setup – easy to post to, and great for distributing content across categories. With your permalinks set to display the post title in the URL – you can put the link to the exact article or blog post in your email – and it does double duty.

For instance, you can put this text in your email:

To: samiam@gmail.com

Add Cc | Add Bcc

Subject: Sam I Am, blog update: Landing Page Profits Webinar

Attach a file

Rich formatting »   Check spelling ▼

Dear Sam,

Our blog has been updated with a free webinar
that shows you how to increase the profits of your
landing pages.

URL helps motivate
the reader to click!

Click here to get this useful information now:

http://rickbutts.com/2007/free-webinar-on-increasing-your-website-sales/

See how the name of the post in the URL gives you some extra boost in the look and nature of the email – since it will be hyperlinked (blue) and underlined in many email programs – the call to action is the post name and increases conversions.

With a blog you should have your ads in the sidebar – other posts that have affiliate recommendations – and links to your own products or whatever monetization strategy you have on your site.

Once the visitor gets on your site – *(remember they gave you their name and email address because they were interested in your topic in the first place)* they can surf around and look at other articles, posts, and follow profitable links.

Returning to your site – based on an email, or a sort of conversation with you – your visitor is in a different state of mind than when they found you while surfing the web. This can often result in a sale, or profitable action, and begins the process of building more trust as you deliver on your promise to provide useful information, fun, or whatever your model is for your visitors!

9. Create A Series Of Email Follow-Ups That Bring Them Back To Your Site Again And Again

The greatest invention of Internet marketing has to be the sequential autoresponder. This software solution is your key to literally making money while you sleep 24/7 – 365 days a year.

Using an autoresponder email program like [A Weber Email Systems, www.aweber.com](www.aweber.com) you simply create an email subject, body text, and tell the system how many days from optin to send the message. You have your entire follow up strategy in a "sequence" that is automatically run for you.

It is beyond the scope of this ebook to explain how this works. For our purposes, just imagine that you wrote a series of email that you'd want to go to a prospect - that sequence of emails will be automatically sent to each person, with each email message arriving the precise number of days from their subscription.

This all happens behind the scenes. If you have 10 people sign up each day for a month – each group of 10 would be on the same day based on when they signed up. Each person will feel like they are getting specialized sole emails sent to them (you can easily personalize these messages with their name), and it works like magic.

How often do you set your autoresponder to email your optins? The sequence that I use to send emails to new signups is something that I only share at http://www.PsychologyofEmailMarketing.com

This helpful ebook/audio is packed with ideas about voice, tone, persona, attitude, and creating trust and connection with your users. The subtitle is **"10 Questions You Must Answer BEFORE You Capture Your First Email"** and I'm shamefully plugging it because

1. Everyone ought to be building an email list.
2. If you start your list with these answers – you'll be much more effective.

3. Once you've started you will pay a price in lost subscribers and confused readers if you suddenly change any of these factors – even if it is for the better.
4. If you have a clear picture of your answers to the 10 Questions – it will be a whole lot easier to write the messages for your follow up. If you have to sit down and reinvent the wheel each time, writing those follow ups can be a chore.

Your frequency of mailing is really based on your philosophy and the market you are trying to reach effectively.

At a minimum you should be mailing your list at LEAST once per week. If you pony up these follow up teaser emails with blog posts, you'll have 52 articles or posts in a year – and THAT is a powerful resource.

POWER TIP: Once your readers have been through all 52 weeks of your auto-responder follow up messages – guess what? Just start them again on the SAME 52 weeks of messages!

Believe it or not – 99% of your readers will never notice – and since your messages drive them to your site for a variety of articles – and since you mix things up by broadcasting solo emails to the entire group – resending the same sequence is a great time saver and a very profitable strategy.

10. NOW That You Have a Profitable System - Turn On the Traffic

Just look at the machine you've created.

- Capture your visitor's emails and most important questions
- Created valuable content to get more emails
- Each person goes through your profitable system path
- Each week your email follow ups bring more and more people back to your site
- Each week your emails get passed to new prospects, and generate direct sales

You've created a powerful sales funnel – and it is 100% automated!

Now you can send traffic to your site with Pay-Per-Click like AdWords, MSNLive, or Yahoo, and when you establish a conversion rate (sales divided by visitors) and how much profit per visitor you are making – you can know clearly how PPC works for you and how much you can profitably spend for new traffic.

When your PPC model works EVERYTHING ELSE WORKS! If you can make money with paid traffic, your search engine optimization will be even more profitable because you don't technically pay for the visitors it brings you.

Using the http://www.EasyAuthoritySite.com your content will turn into very attractive pages for the search engines and your site becomes a true Internet business asset.

Once you have this money machine in place, turn on all available traffic resources, and you are ready for the next step, testing, tracking and tweaking.

11. Split Test Different Conversion Factors On Your Site To Increase Your Conversion Rate. (In Other Words - More Profits From The Same Number Of Visitors)

The concept of testing and tracking to increase conversion rates is discussed in detail in the next section of this ebook.

There are also more videos and "how-to's" on *http://1Cat.biz* that will show you how to implement split testing strategies.

For now, you need to know that the answer to nearly every question you may ask about your website is answered with two words:

"Test It."

Webmasters will tell you horror stories of customers relentlessly making one change after the other in font, color, images, no images, video, audio, and a thousand other tweaks – all based on the opinions of relatives, friends, and co-workers who don't have the faintest idea if any of their ideas will actually result in the site making money.

The more experience you get in putting up sites and tweaking them to make them more profitable will only really make you a better guesser! The truth is that not until you split test your traffic between a known control page and a test page to see which one converts best – in your market – will you know for sure which one you should use.

The good news is that once you do this process you will increase your profits without increasing your traffic. So, if you increase your traffic to a site that converts better your income can go up in a hurry.

WARNING: Testing and tracking your results to get incremental improvements has a shelf life; – or at least it ought to. It can be kind of addicting to constantly fritter away trying to get a tiny fraction increase in conversions – but there comes a point of diminishing return on your time investment.

Since testing can only really happen over time, and checking your numbers only takes a few moments, you should have already moved on to your next site.

Once you get your site doing pretty well – and you've tested a few things that have your conversion working better than when you started, you'll plateau.

At this point you should set it aside, consider automating your customer support and outsource new content creation, and focus your energy on your next site.

Don't cry, now. You can always come back and play with your site, and add new tweaks and other affiliate items, but you've done the hardest part – and now you can get paid for years to come.

12. Start Another Site and Repeat the Process

Now that you know HOW to do it, you can do the next one a LOT faster, and cheaper. You own the software, you know how to use all the tools, and you are a whiz at things like ftp, pdf, and all those acronyms.

Your experience will make this next project a lot easier.

When Jack Humphrey created his awesome Social Powerlinking – http://1cat.biz/socialpowerlinking he made the case for doing it right, building quality sites, getting so many inbound links because of your content that you will get traffic even if the search engines banned you – which is the opposite of what will happen if you build quality – you'll continue to get an unstoppable flood of traffic from your links.

If you get one site making $1000 per month, you can get two sites making money using the same strategy. Stay with it until you get 10 sites making $1000 and you wake up one morning and realize you've got $10,000 a month flowing in, and most of it is automated.

This is a very good place to be, with affiliate checks arriving in your mailbox and Paypal account all the time, and your good quality sites rising in the search engines with less and less work from you over time.

That's the formula!

Now you know the blueprint.

A Final Reality Check From Rick

This process, like life, never goes in a straight line.

The journey to your $10,000 a month income will be yours alone, and unlike any other.

Your first site may make a lot more, or a lot less, than $1000 per month. Your subsequent sites will be all over the place in earnings, and each one will teach you important but, different lessons.

It is absolutely essential that you stick with the process and that you learn to solve the problems you face, as you go.

Resist the temptation to jump ship and buy some new strategy or big production software membership unless it fits in with what you are already trying to do.

The surest path to ending up broke and frustrated is to jump from new opportunity to new opportunity, plunking down increasing amounts of cash, and climbing up new learning curves. This will only put you further and further behind.
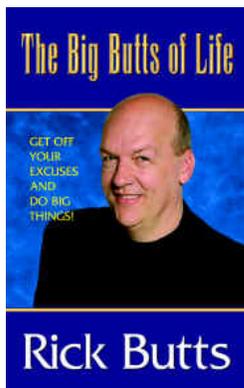
There are many roadblocks to success, real and imagined. This is why I wrote a short punchy book called The Big Butts of Life – Get Off Your Excuses and Do Big Things!"

Go to http://www.RickButts.com/free and get the powerful free sample chapter from this ebook and find out how "other people" can be the biggest obstacle to your success – and what to do about it.

Best wishes to you in Monetizing your Blog,

Rick Butts
Denver, Colorado
September 2007

Your Next Step

If you do not have a website

Don't bother fussing about trying to create a static website – make your site a WordPress blog. Get The Authority Black Book to learn how to get traffic to your blog.

If you have a static website

Put a Wordpress Blog on your site or contact Melissa and Kevin at NicheSiteDomination.com to convert it to an Authority Site

If you have a blog and want to increase your monetization

Print this ebook out on 3 hole punch paper, study it carefully and implement the steps using Aweber as your email capture, follow up, and autoresponder system.

Help us to help you…

If you have any questions about Monetizing Your Blog please submit them at http://1Cat.biz/question and we will answer them in the blog.

Thanks!

Rick Butts

PS: We are planning a detailed training course of step by step techniques and strategies for monetizing your blog. Stay tuned, subscribe to our email notification list, and watch the blog for announcements!

http://www.1cat.biz

Recommended Resources Mentioned in This Ebook for Monetizing Your Blog

The single best resource for learning how to easily build high traffic sites

[Easy Authority Site](http://www.EasyAuthoritySite.com) http://www.EasyAuthoritySite.com

I have been making money online since 1995. Without question the single best, most reliable method for building an internet business is Jack Humphrey's Authority Site Center. The [FREE Black Book](#) is a must read!

When everyone was barfing out page generated scraped results pages, Jack was already putting up article content sites. When the rest of the market scurried over to articles (and their jumbling cousins) Jack was teaching his members how to create valuable blogs. And when the world leaped to blogs, Jack was already miles ahead in harnessing the power of Web 2.0 (which some big time marketers scoffed at before – and now are scrambling to learn).

The tiny pittance of a monthly fee to have access to Jack, his brilliant team and the seasoned members and coaches at Authority Site Center is the single best investment you'll ever make in building a high traffic blog.

A Total Solution for Email Capture – Unlimited Sequential Autoresponders – Multiple List Management that gets your emails through for the highest delivery. They also happen to be the easiest to use and have the most features.

[A Weber Email Marketing – http://1Cat.biz/email](http://1Cat.biz/email)

There are many fine solutions for handling your email capture, autoresponder follow up, and list management. All of them are better than you trying to do it yourself or using some software application on your own server.

Don't be a fool and try to scrimp on this area.

For $19.95 a month A Weber Email Marketing is our favorite for features, price, and most of all they have the best record for deliverability. This means that the maximum number of emails you SEND will actually get through all the spam filters, blocks, blacklists and end up in the Inbox of your customers.

http://1cat.biz/email

Their features list of things you'll actually use is gigantic, and their blog is so good and full of excellent content they should actually charge non-members for access to it.

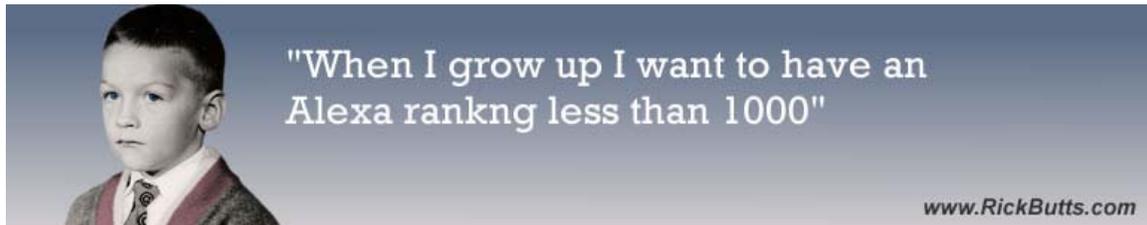Take their free trial – and see why we love it!

http://www.JamminDomains.com

I was listening to Bob Marley when I named this domain registrar. Get .com domains for as low as $7.85 and other TLDs even cheaper!

Host Gator http://1Cat.biz/hosting

About the Author

"When I grow up I want to have an
Alexa rankng less than 1000"

www.RickButts.com

Rick Butts has been making money online since 1995. He is the author of 4 real books and has been an internationally in demand professional speaker for the top corporations and associations in the world.

After meeting far too many people who were not making any money online since the AdSense bust – Rick, along with his partner Barry Ochsner, has devoted his full time and energy to building 1Cat.biz to help people to monetize their blogs.

This site has tons of excellent resources (like this free ebook) and is the key resource for thousands of bloggers who are happily increasing their profits!

The Author in Machu
Piccu Peru

How would you like to earn big bucks by GIVING AWAY this ebook?

You can obtain INSTANT BRANDING rights to this ebook, where you can replace the affiliate links contained in this ebook with YOUR OWN. That way every person who buys from the ebooks that you've given away will be putting money into YOUR pocket, not ours.

Best of all, you can have COMPLETE Branding rights for only $35.

There's no complicated branding programs to worry about either. Just go to our simple ONLINE web form, fill in your affiliate Ids and INSTANTLY download your own pre-branded and ready to go copy of this ebook.

Don't hesitate long, every moment you wait is a moment that someone else is collecting YOUR potential commissions.

http://1cat.biz/branding

The #1 Purpose Of Your Web Site is to Capture Email Addresses!