

Monetizing Blogs

Your Host: Darren Rowse

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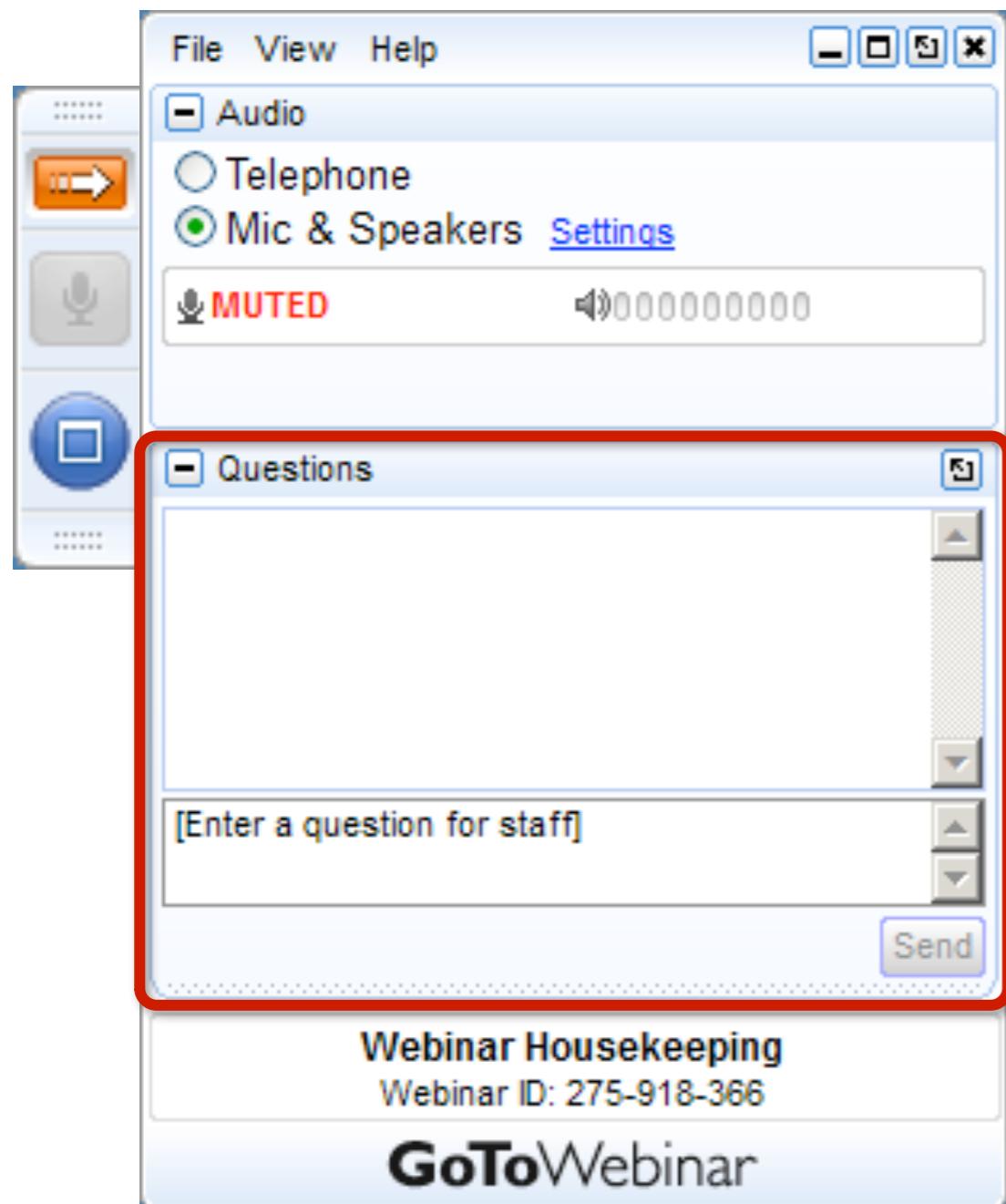


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Questions?



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Please submit your text questions and comments using the Questions Panel

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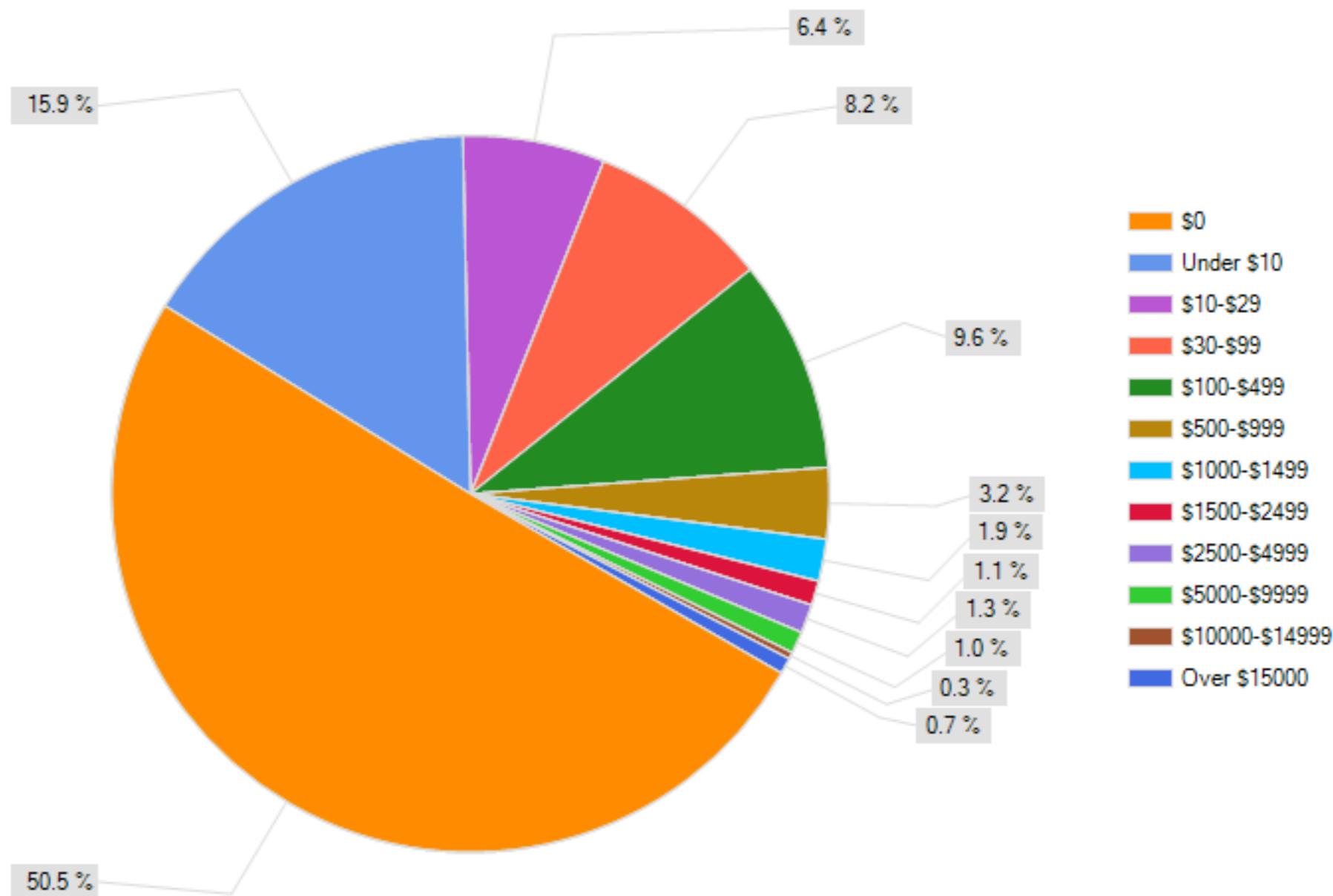
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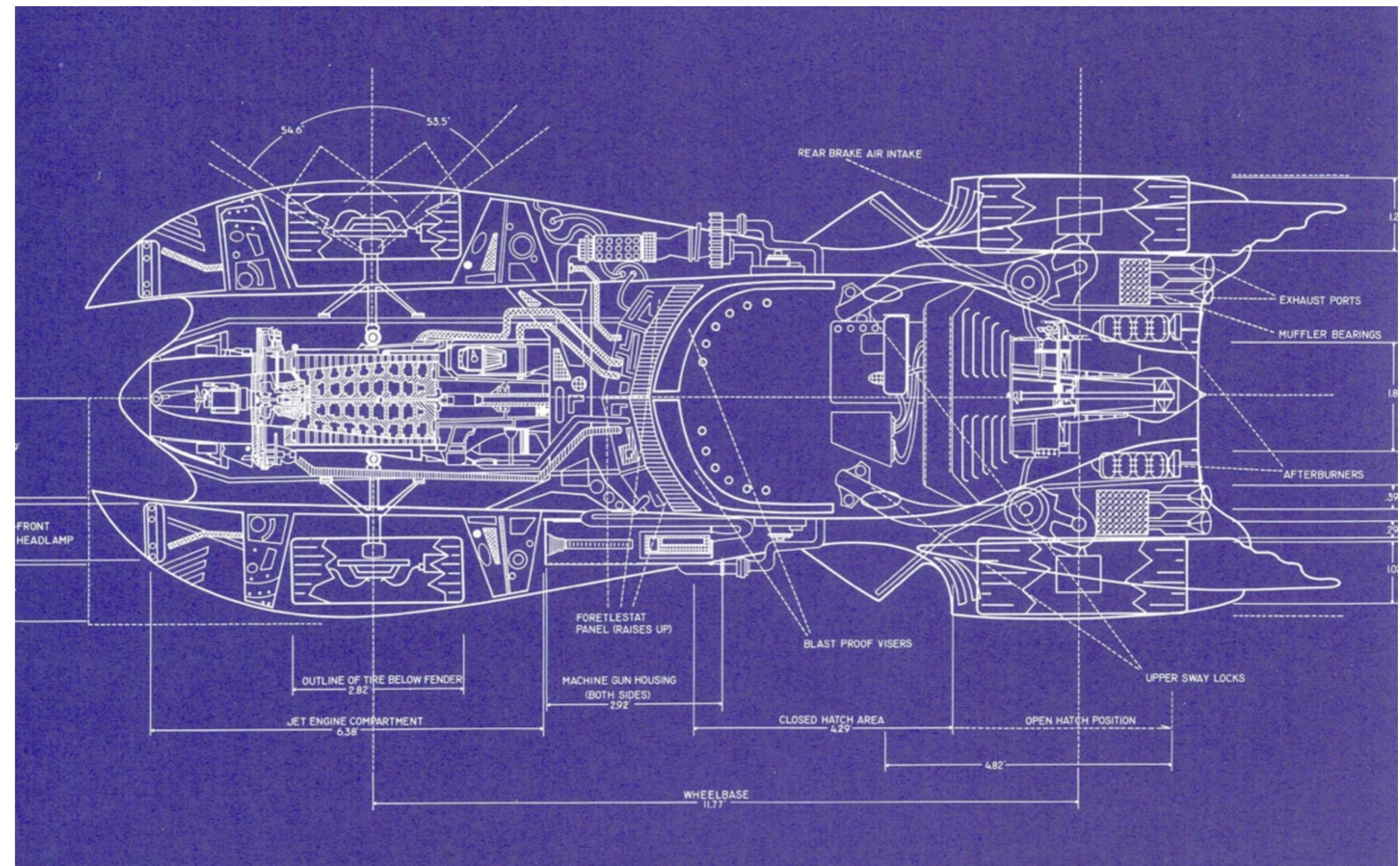
Monetizing Blogs

**Is Making Money
Blogging Realistic?**

How much would you estimate Your Blogs makes per month?



- Results based upon 2628 responses
- 27.8% of respondents indicated that they don't try to make money blogging



How to Make Money Blogging

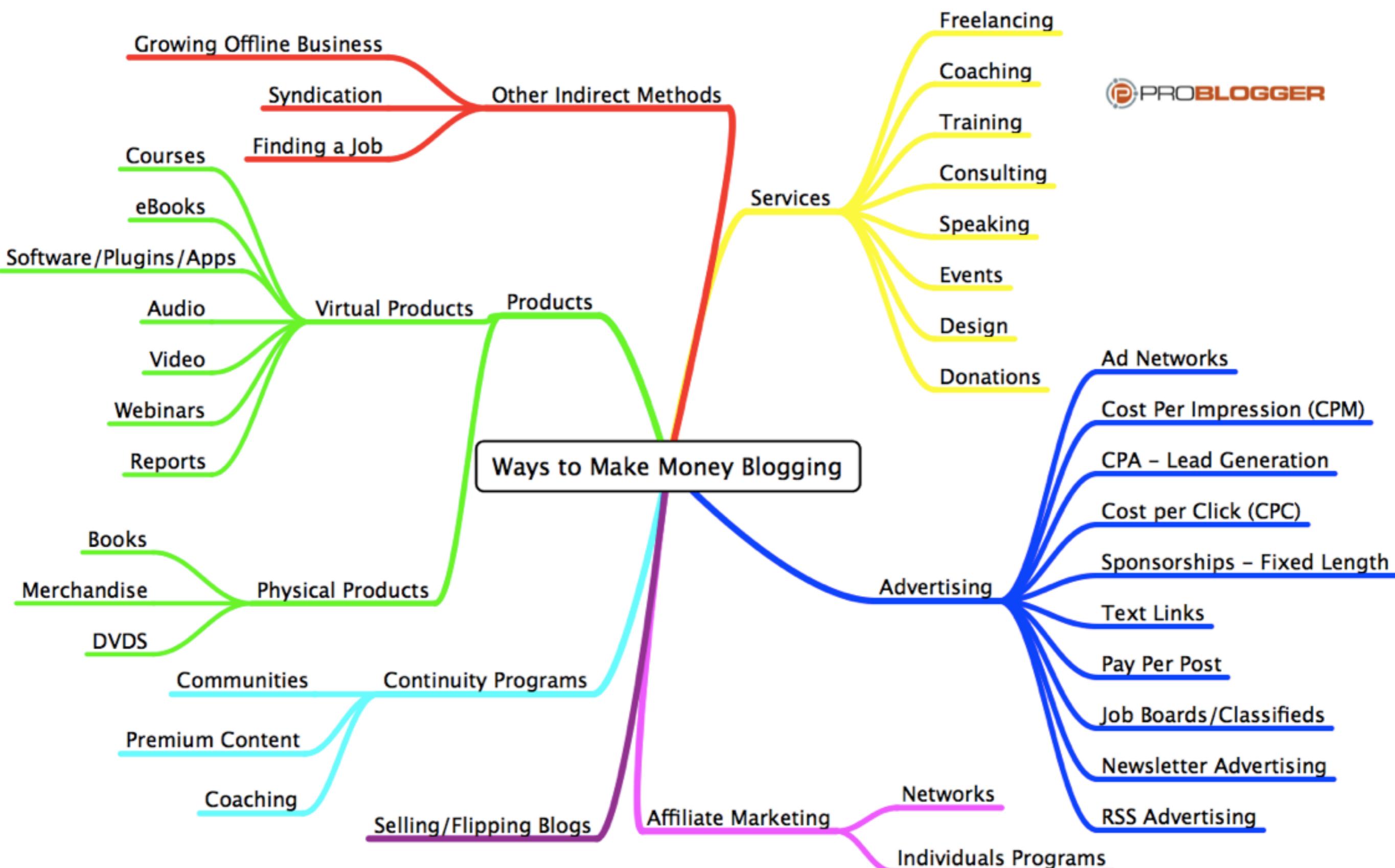
If you want
your blog to
be a
business
one day....

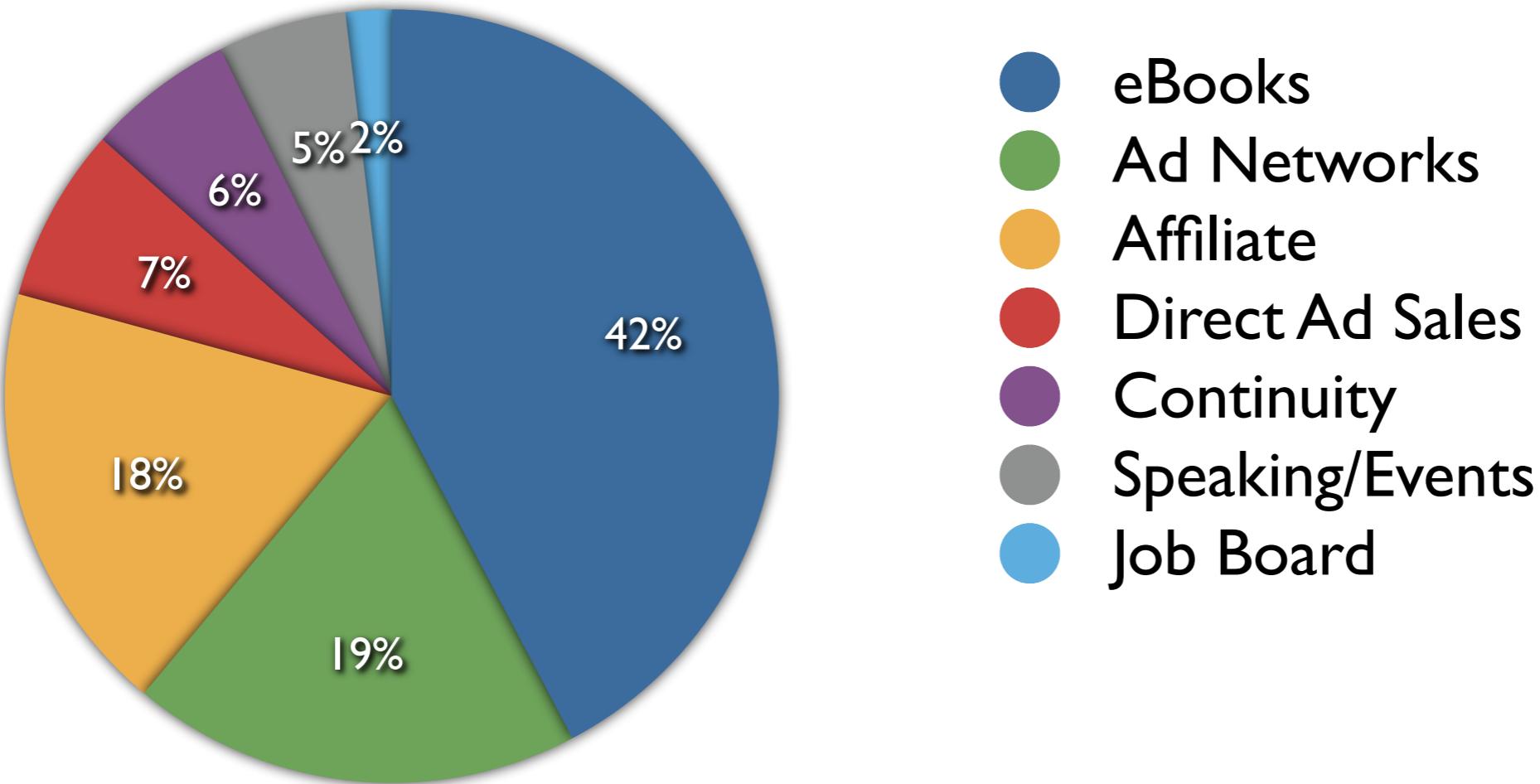
Treat it as
one Today



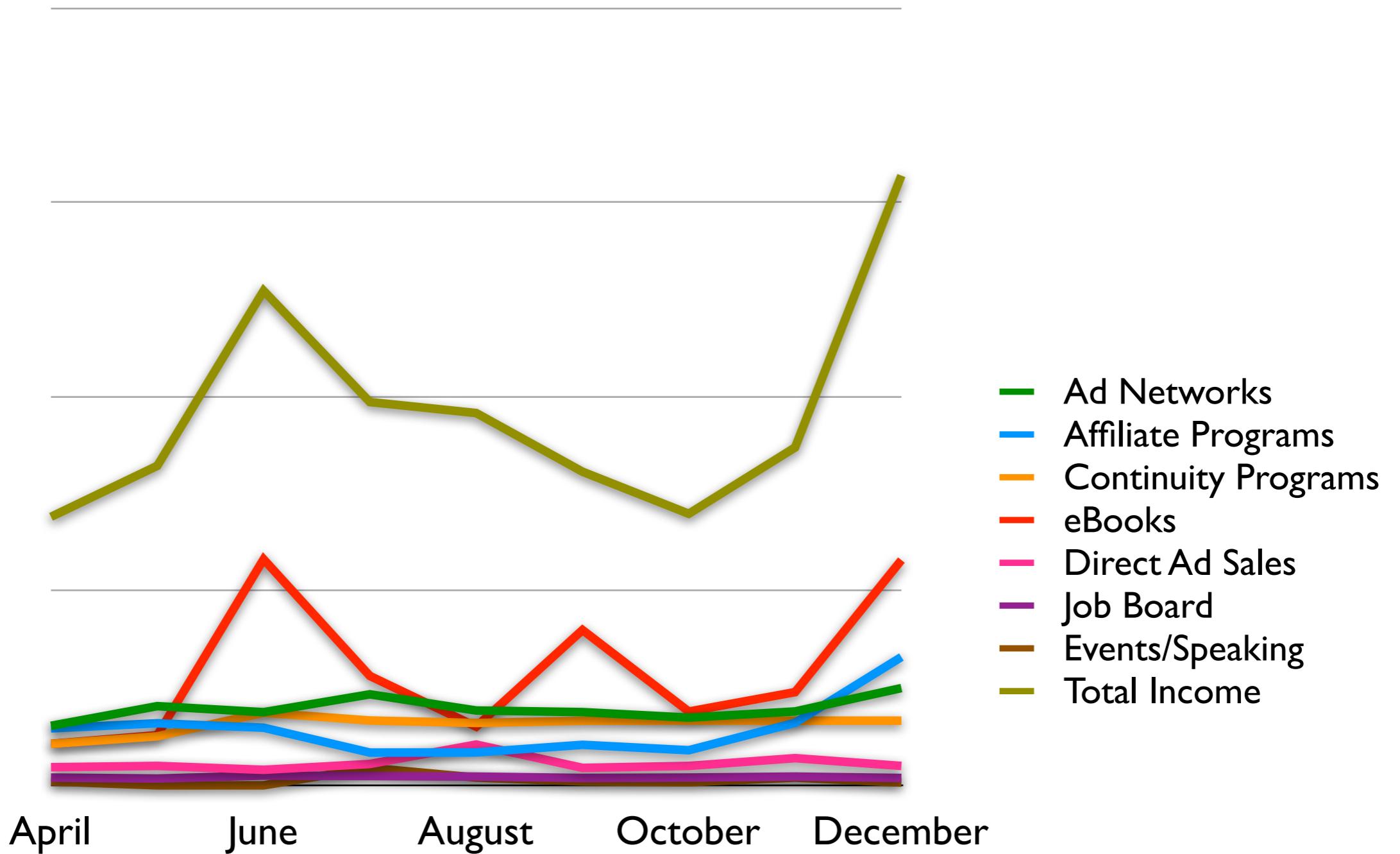


3 Foundations of Profitable Blogging





How I Make Money Blogging



How I Make Money Blogging



a Case Study

digital-photography-school.com

Today



- ✿ 4.6 million visitors (monthly)
- ✿ 900,000+ subscribers
- ✿ 220,000+ forum members
- ✿ 200,000+ social media connections



LATEST DIGITAL PHOTOGRAPHY
DEVELOPMENTS



INFO ON LATEST MODELS
GROUPED BY MANUFACTURER



TUTORIALS FOR CREATING
BEAUTIFUL DIGITAL PHOTOS



Go with the best

smugmug

The ultimate in photo sharing
and we'll prove it...

Ads by Google

Camera Nikon

Nikon D300

Canon DSLR

CAMERA TECHNIQUE
RESOURCES

DIGITAL PHOTOGRAPHY
SCHOOL

THE ESSENTIAL GUIDE TO
PORTRAIT PHOTOGRAPHY

PHOTO NUTS AND BOLTS

XML

BEST DIGITAL CAMERAS
AND GEAR

CONTACT

ABOUT

TOP TEN DIGITAL
CAMERAS

Nikon D70s DSLR

Canon Powershot S2 IS

Canon Rebel XT DSLR

Nikon D50 DSLR

Nikon Coolpix S1

Casio Exilim Zoom EX-Z750

Canon EOS 20D

Canon Powershot SD400 -

XUS 50

Panasonic Lumix DMC-FZ20

Digital Camera Reviews and Ratings By manufacturer:

[Canon](#) | [Casio](#) | [Fuji](#) | [HP](#) | [Kodak](#) | [Minolta](#) | [Nikon](#) | [Olympus](#) | [Panasonic](#) | [Pentax](#) | [Samsung](#) | [Sony](#) | [Misc.](#) | [Accessories](#) | [Lenses](#)

Nikon D700 DSLR

zintel

SAME DAY CONNECTION ON A
NEW 1300 NUMBER
a professional solution for your business

30 DAY FREE TRIAL

Recommend this on Google+

"The Nikon D3 has taken the [action photography](#) industry by storm, motivating many pros to change brands and we expect the D700 to continue this trend," said Mark Thompson, managing director of Nikon Europe. He added: "The D700 excels in the extreme low-light and high-contrast conditions under which today's cameras are judged and a

D3 DNA

The D700 inherits the 'must have' image quality of the D3. Using the same core technologies such as the highly-sensitive 12.1 effective megapixels, the D700 affords bright, clean files across a broad ISO range. The D700 also features the same innovative EXPEED high-speed image-processing system



Nikon D700 News Release

Nikon broadens FX-format DSLR camera range with the new D700

Nikon Europe is pleased to announce the introduction of an all-new FX-format DSLR camera, the Nikon D700. This camera allows photographers to enjoy the acclaimed image quality of the Nikon D3, but in a more compact and portable body.

The [Nikon D700](#) is a 12.1 megapixel camera with a 1080p HD video capability. It is virtually the same as the [Nikon D3](#), but with a smaller magnesium alloy body.

The Nikon D700 features the first professional DSLR with a 24.0 megapixel sensor (25600 and down to 100),

The Nikon D700 will have a

Learn more about the Nikon D700 camera below as they come out.

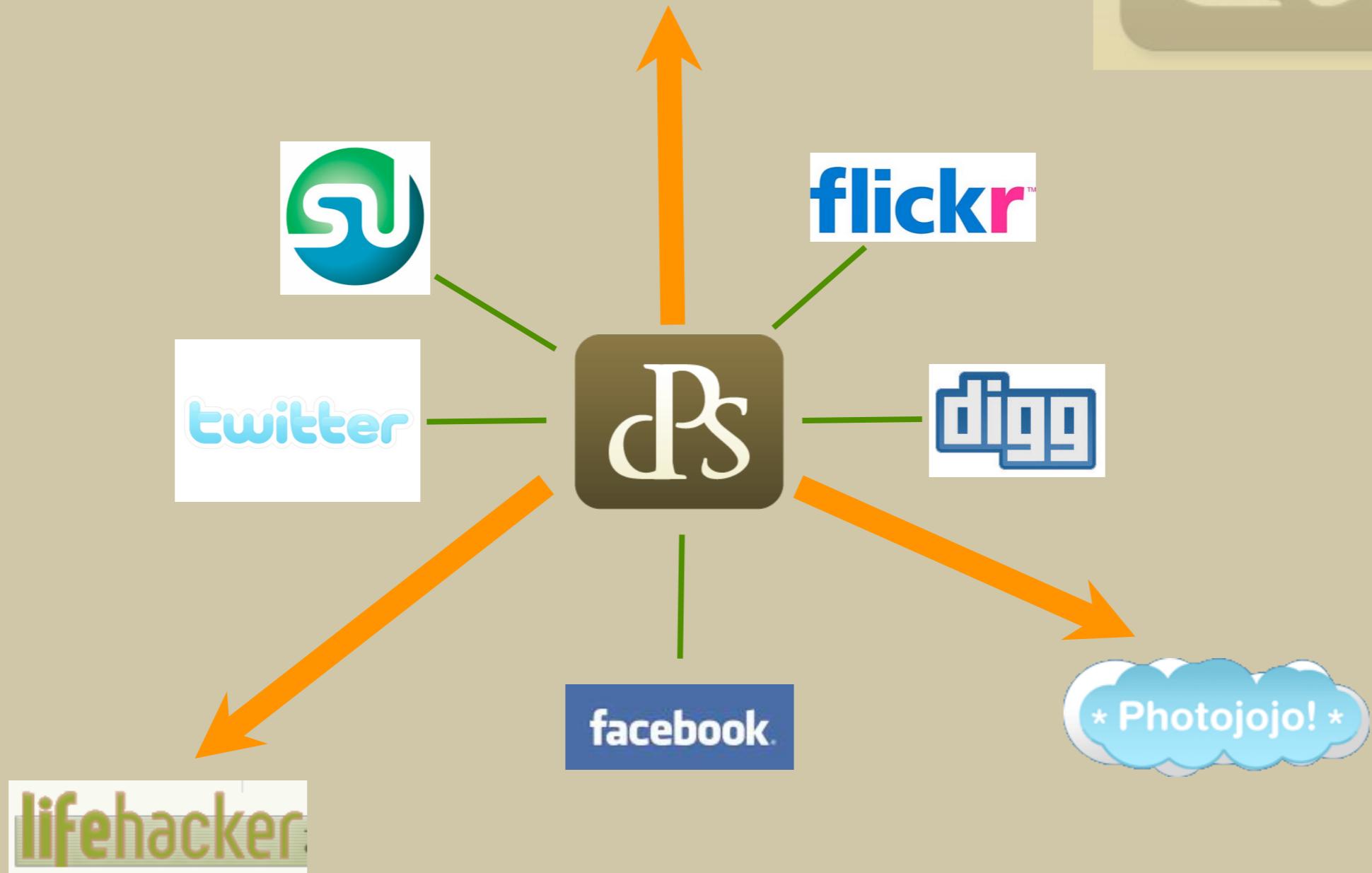
Foundations - Years 1-2



Content



Promotion



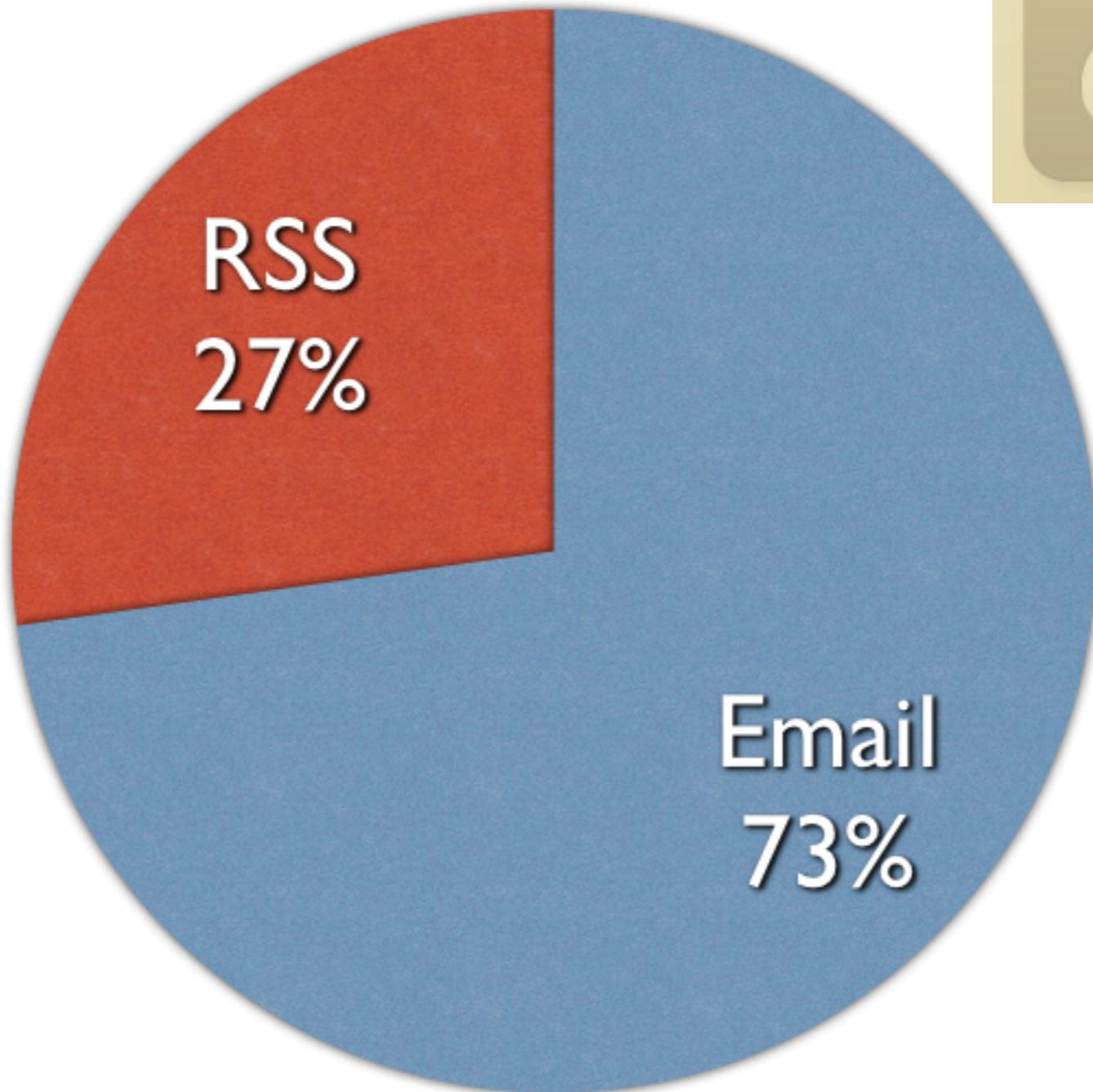
Community

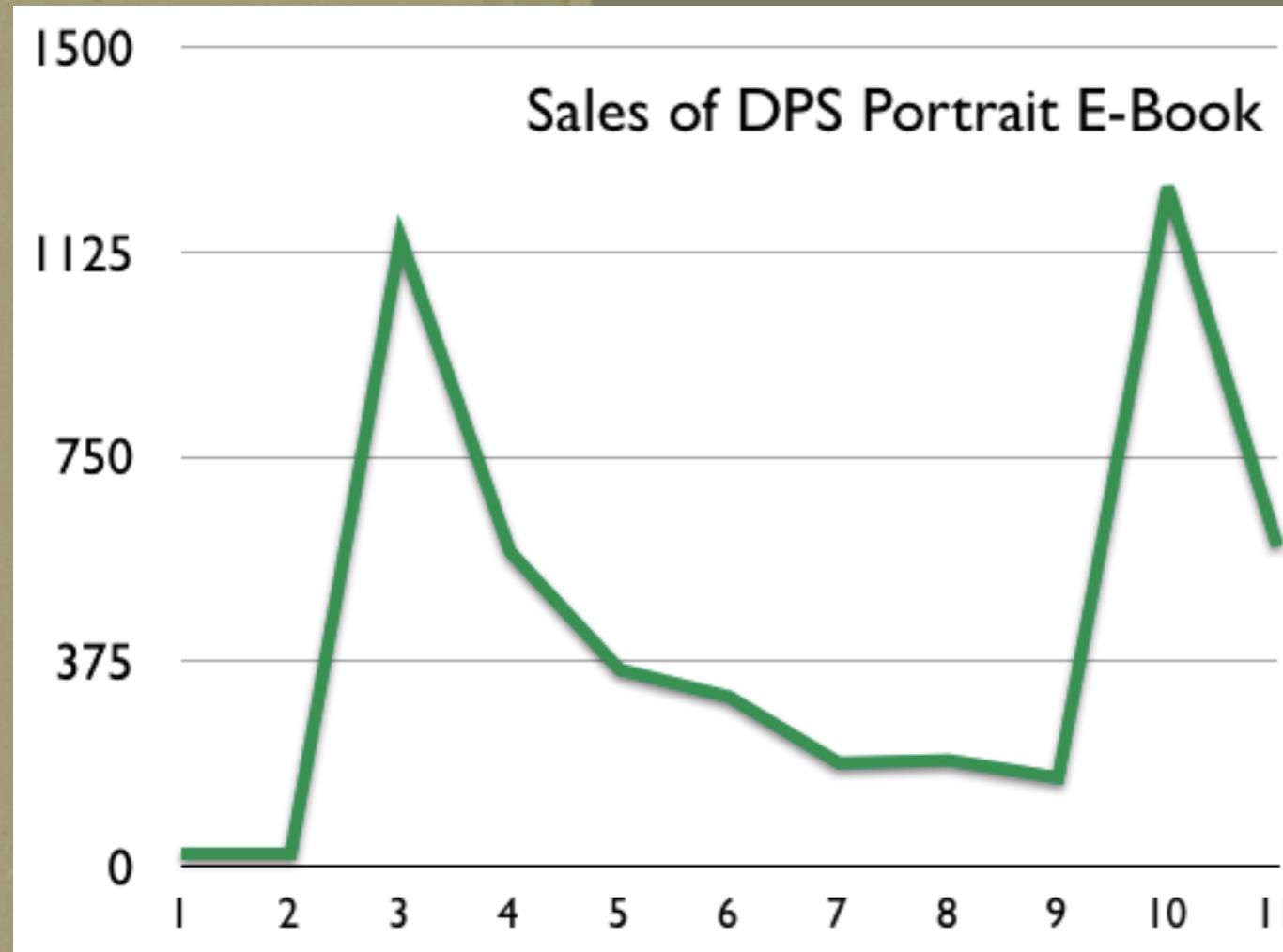
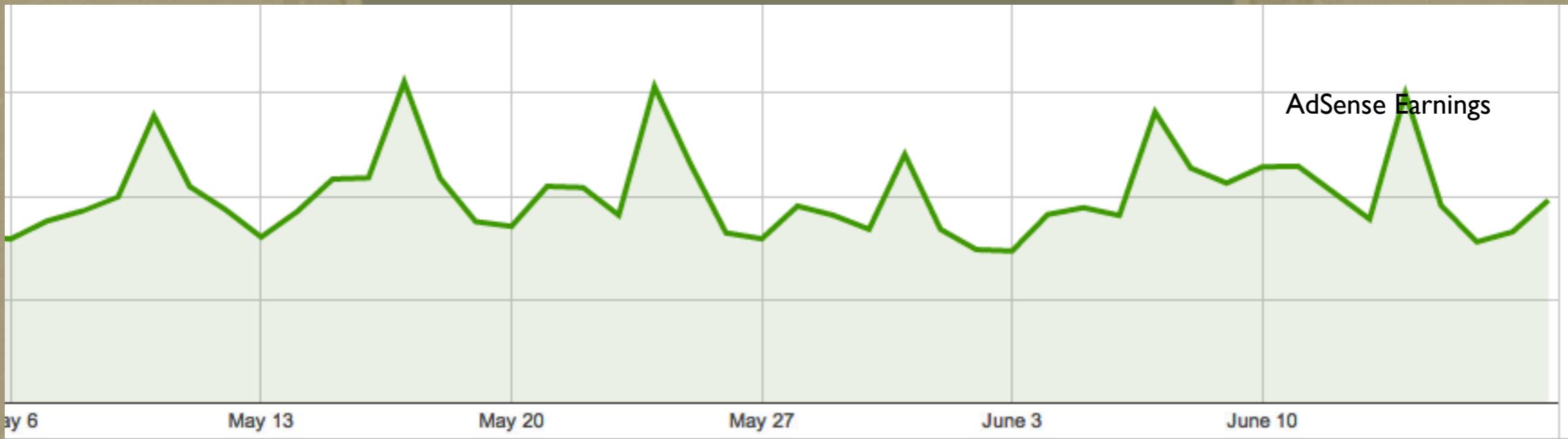


Capture



Contacts





The Impact of Email on Earnings, Sales and Traffic

Foundations - Years 1-2



- ✿ Content
- ✿ Promotion
- ✿ Community
- ✿ Capturing Contacts

Monetization - Years 1-2



Ad
Networks

Low Level
Affiliate
Marketing

Building - Years 3-5



- Staff Writers
- Expansion of Topics
- Design
- Social Media

Monetization - Years 3-5



Ad
Networks

Direct Ad
Sales

Affiliate
Marketing

eBooks

Discover How to Take Stunning Portraits

 Like  159 people like this. Be the first of your friends.

Do you want to take Portraits with the WOW Factor?

Whether it's taking pictures of our friends, kids, partners or even ourselves – people are what we're looking at through the viewfinder (or on the LCD) when we line up a shot.

Yet so many of us struggle to take portraits with the 'WOW Factor'.

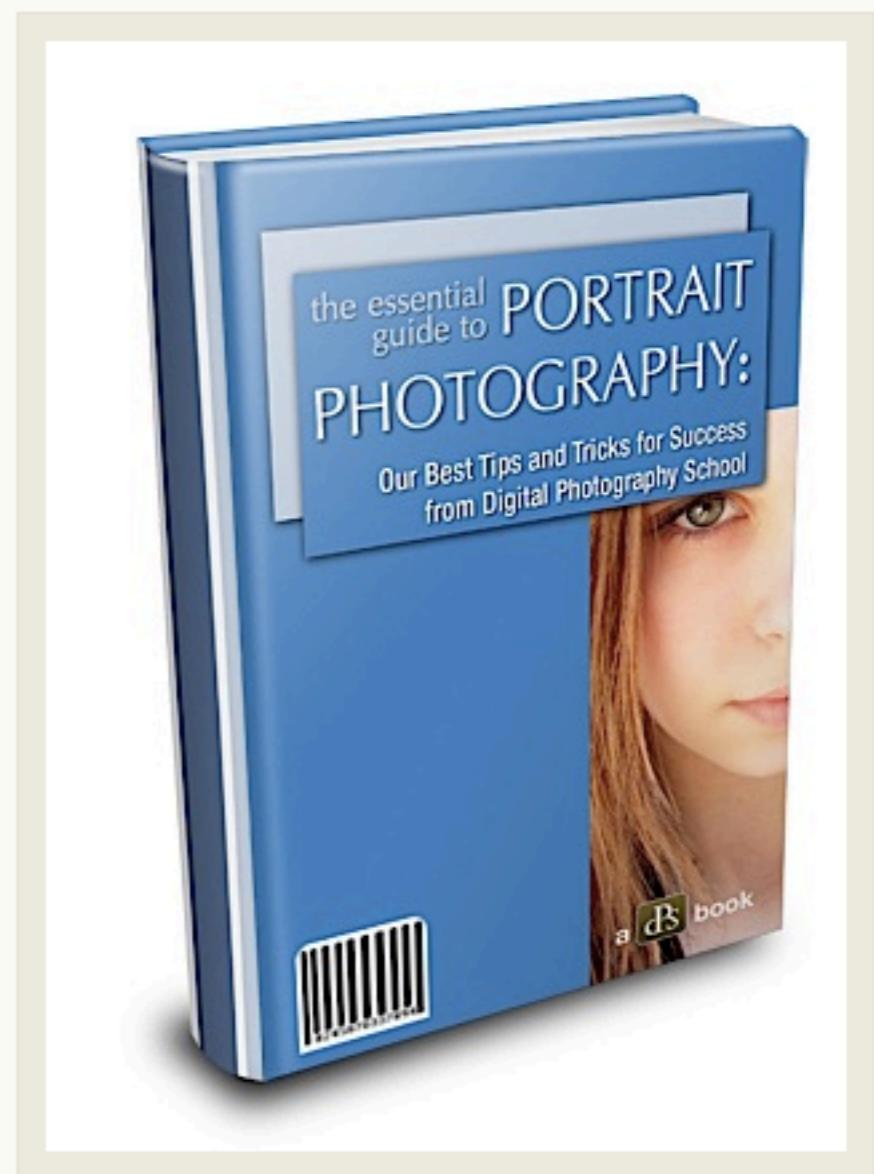
We wanted to help you achieve your true potential as a portrait photographer, so we've released a comprehensive 78 page **downloadable e-book** (this is not a hard cover book – it is a PDF e-book) to teach you the secrets of stunning portraiture.

The Essential Guide to Portrait Photography is brimming with portrait photography advice, tips and imagery. It's a collection of some of our best previously published tutorials which have been updated for this edition – plus some new previously unpublished content.

 ADD TO CART

The main section of this ebook covers 25 topics including:

- How to bypass portrait mode on your digital camera and get great portraits
- Photographing Children
- Travel Portrait Photography
- Environmental Portraits



Monetization - Years 3-5



Monetization - Years 3-5



Ad
Networks

Direct Ad
Sales

Affiliate
Marketing

eBooks

Individual
Products

Seasonal
Promotions

Guerrilla Travel Photography – Get \$10 off This Great New eBook

by [Darren Rowse](#)



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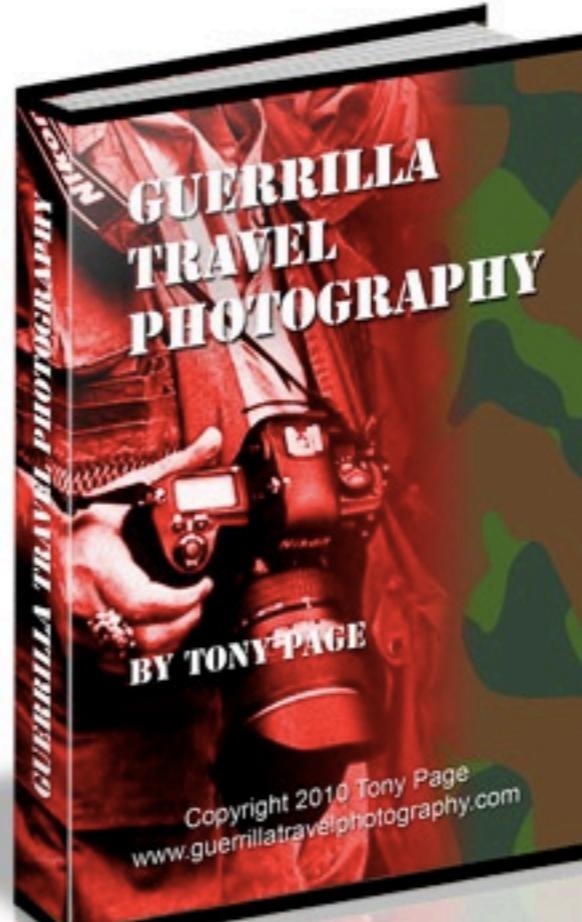
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This 259 page eBook (pdf) is very practical and is packed with tips that cover many aspects of Travel Photography including:

- packing the right gear
- preparations for travel
- making the most of your time when traveling
- light and how to take great photos when you don't have much of it
- making decisions about subject matter
- shooting different topics – portraits, landscapes, urbanscapes, interiors, night shots

This is a guide to Travel Photography that gets





12 DAYS OF CHRISTMAS

12 days, 12 great deals on digital photography products

DON'T MISS A DEAL!

Enter your email address and be notified when a new deal is released.

your email



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On the twelfth day of Christmas dPS brought to me.



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UNTIL 1ST JANUARY!**



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to see that deal.**

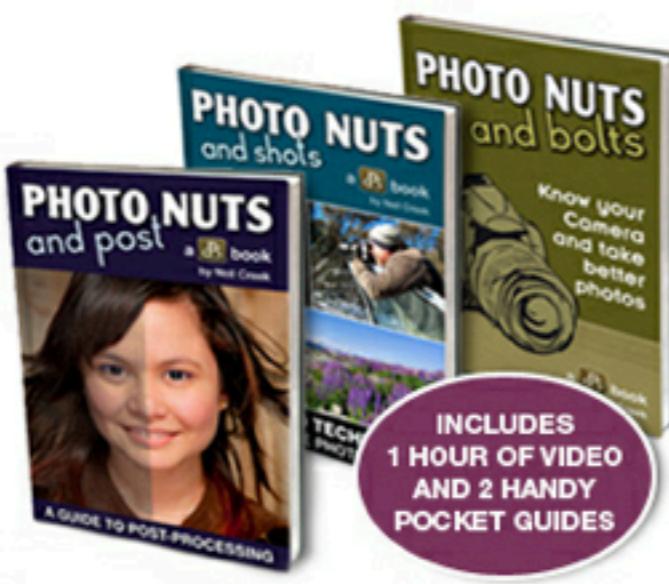
Deals are all done.





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DEAL ENDS IN: **10** Days **23** Hours **12** minutes **04** seconds

\$90
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Buy now!

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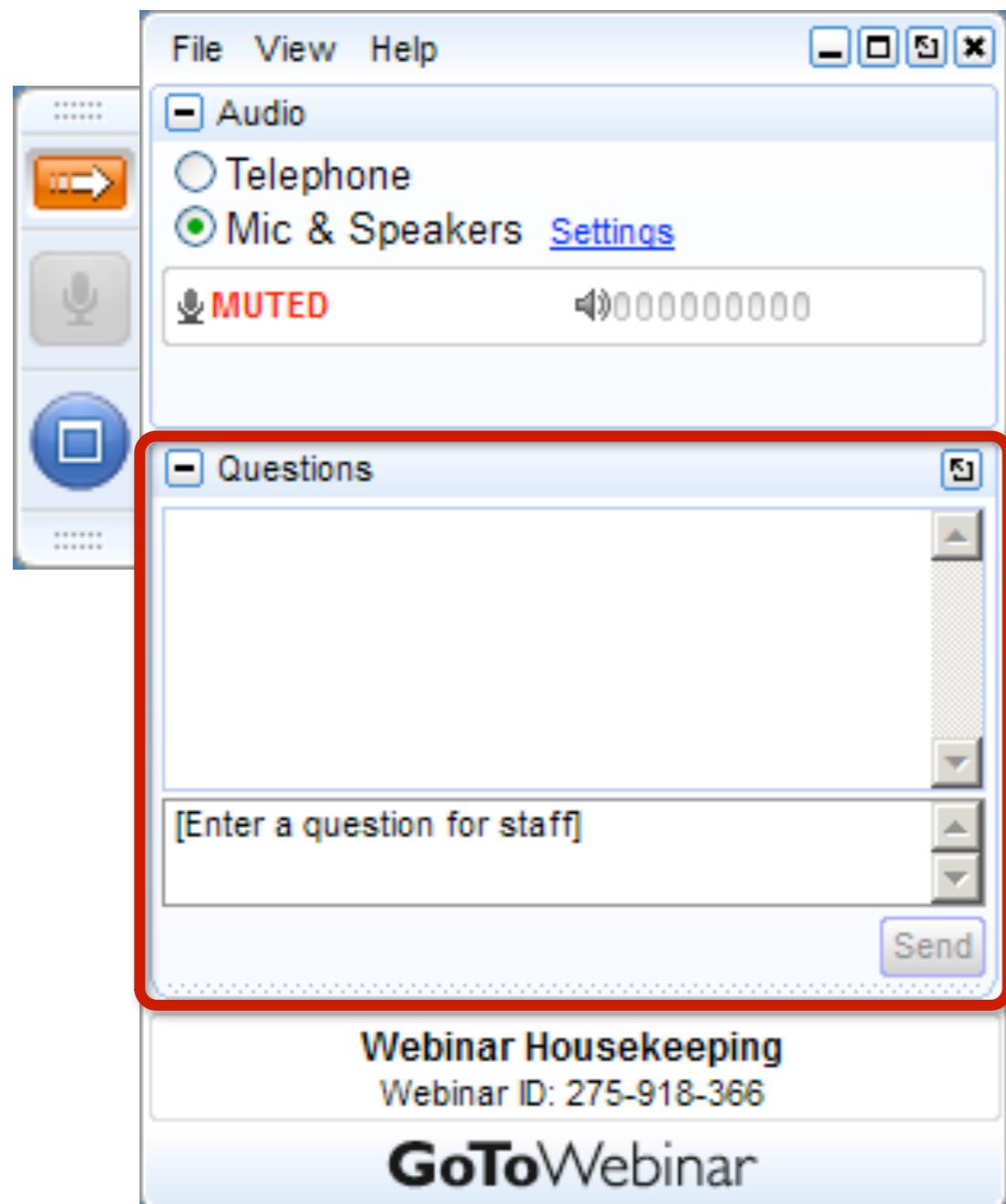
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Q&A

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Affiliate Marketing

Tips for Affiliate Marketing on Blogs

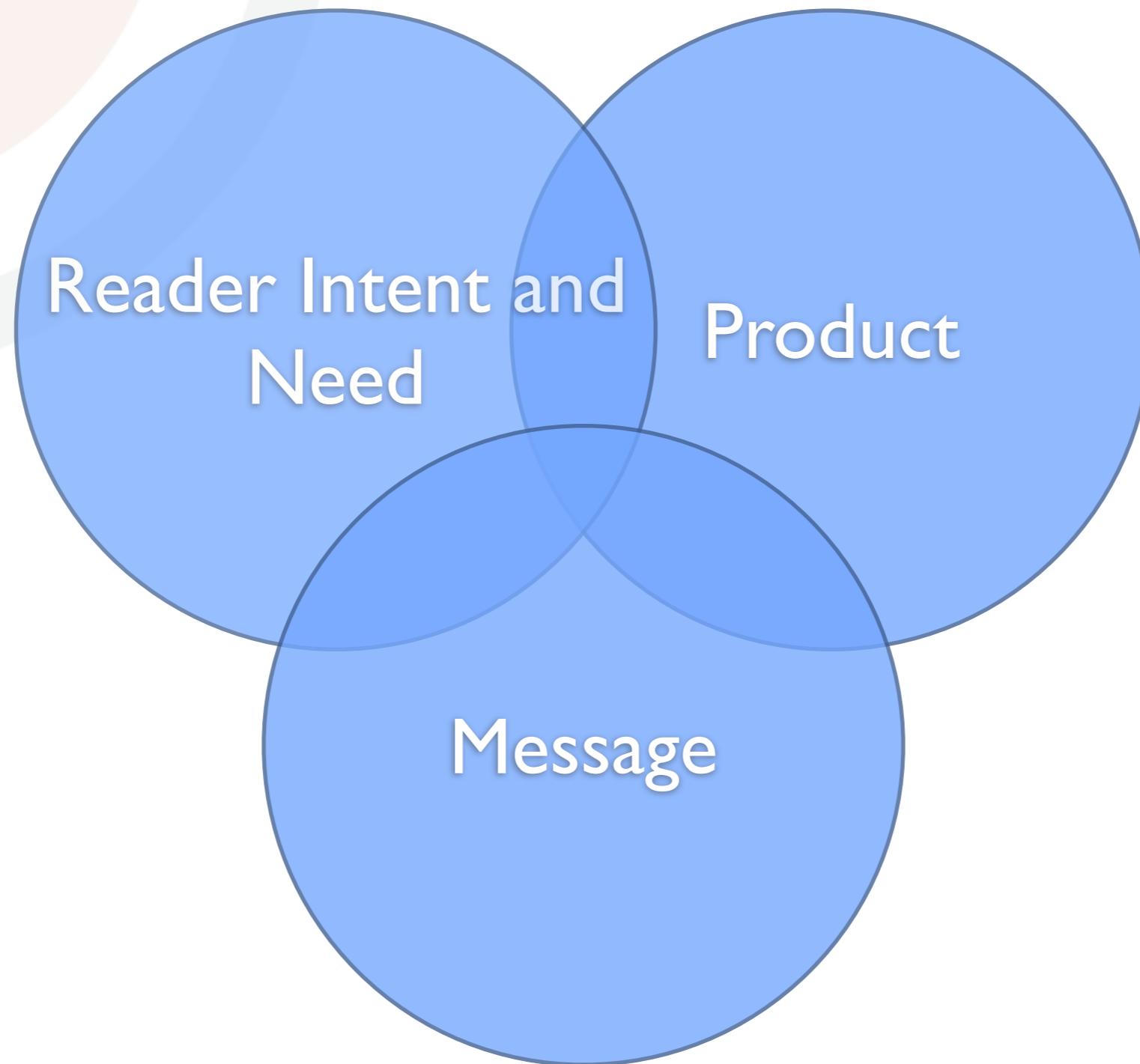
Tips for Affiliate Marketing on Blogs

- Trust is Key

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- Relevancy - between product - reader intent and message

The Affiliate Promotion Sweet Spot



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- In post promotions

Guerrilla Travel Photography – Get \$10 off This Great New eBook

by [Darren Rowse](#)



3 people like this. Be the first of your friends.

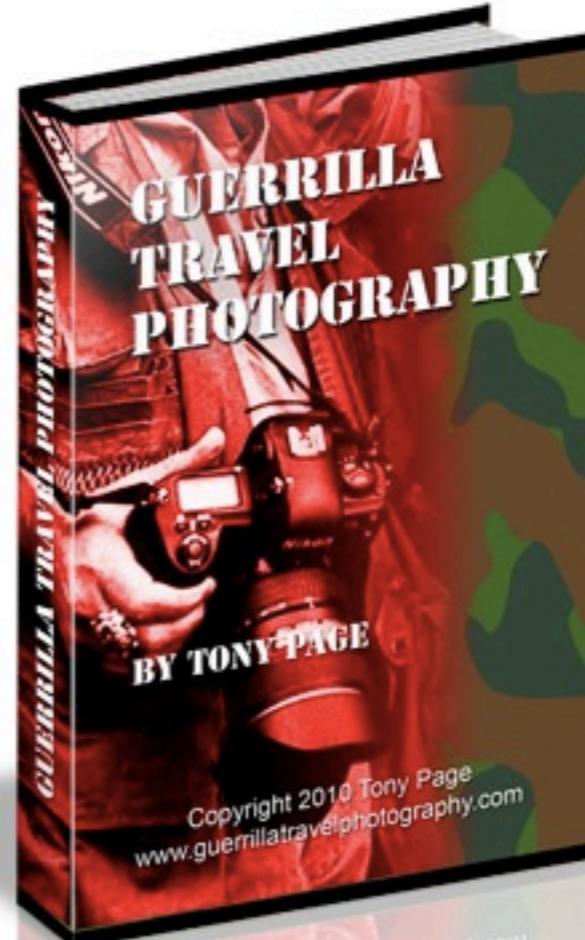
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- Quality Products
- Genuine Recommendations and Personal Endorsements
- In post promotions
- Social Proof

Popular Digital Cameras and Gear

by [Darren Rowse](#)



300 people like this. Be the first of your friends.

It is that time of the year when we take a look at what Digital SLRs, Point and Shoot Digital Cameras, Lenses, Digital Camera Accessories and Digital Photography Books have been popular among dPS readers over the first quarter of 2010.

Popular DSLRS

This last quarter saw the usual dominance of Canon and Nikon DSLRs in this category with only one Olympus just scraping into the list. Of note is the Nikon D90 which rose from 9th place on the list last quarter to 2nd this one.

1. [Canon EOS Rebel T1i](#)
2. [Nikon D90 DX](#)
3. [Canon Digital Rebel XSi](#)
4. [Canon EOS 7D](#)
5. [Canon Rebel XS](#)
6. [Nikon D3000](#)
7. [Canon EOS 50D](#)
8. [Nikon D5000](#)
9. [Nikon D700](#)
10. [Olympus Evolt E420](#)



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Tips for Affiliate Marketing on Blogs

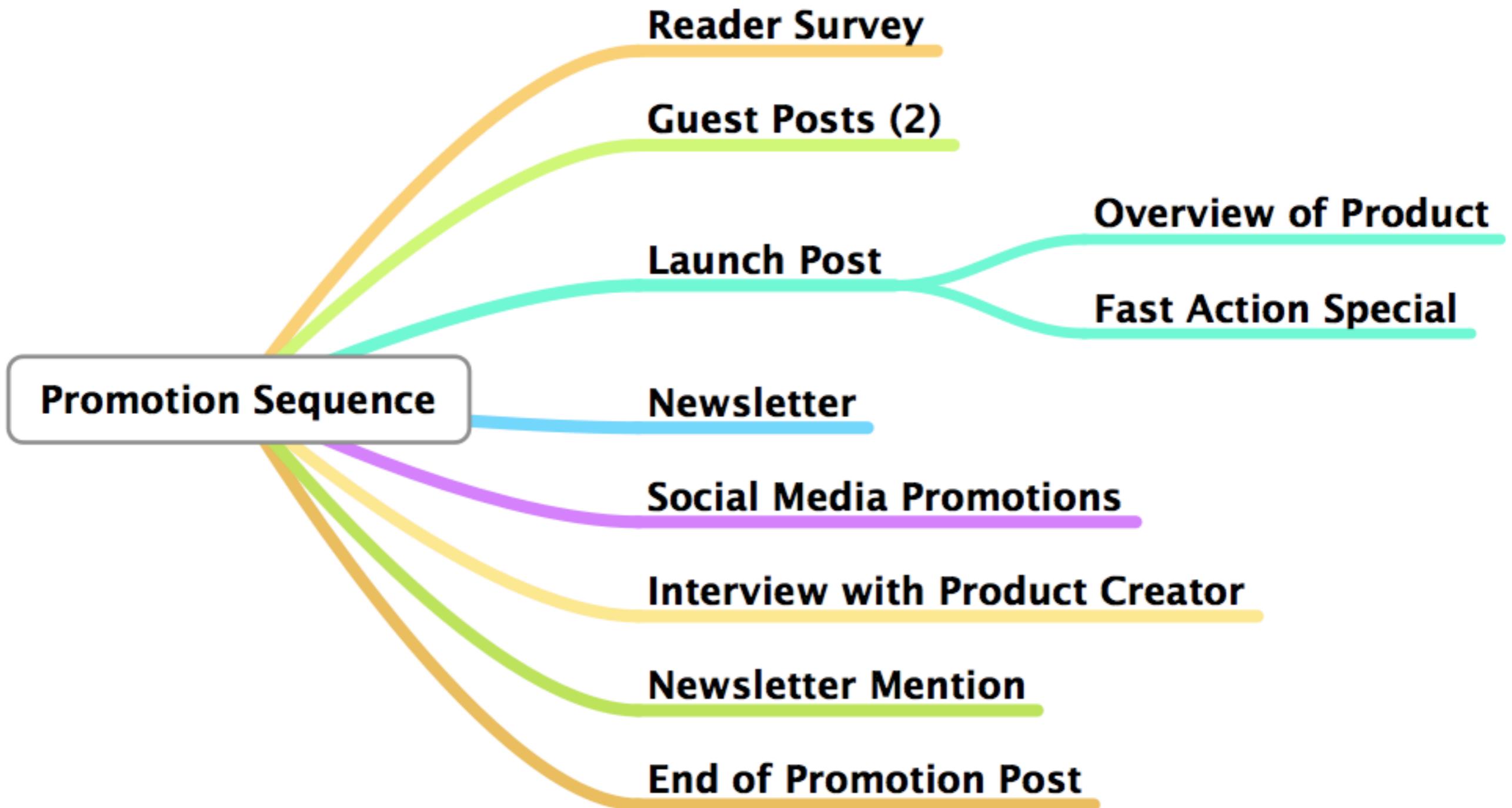
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- Social Proof
- Traffic is important
- Transparency and Disclaimers

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- Transparency and Disclaimers
- Track your results

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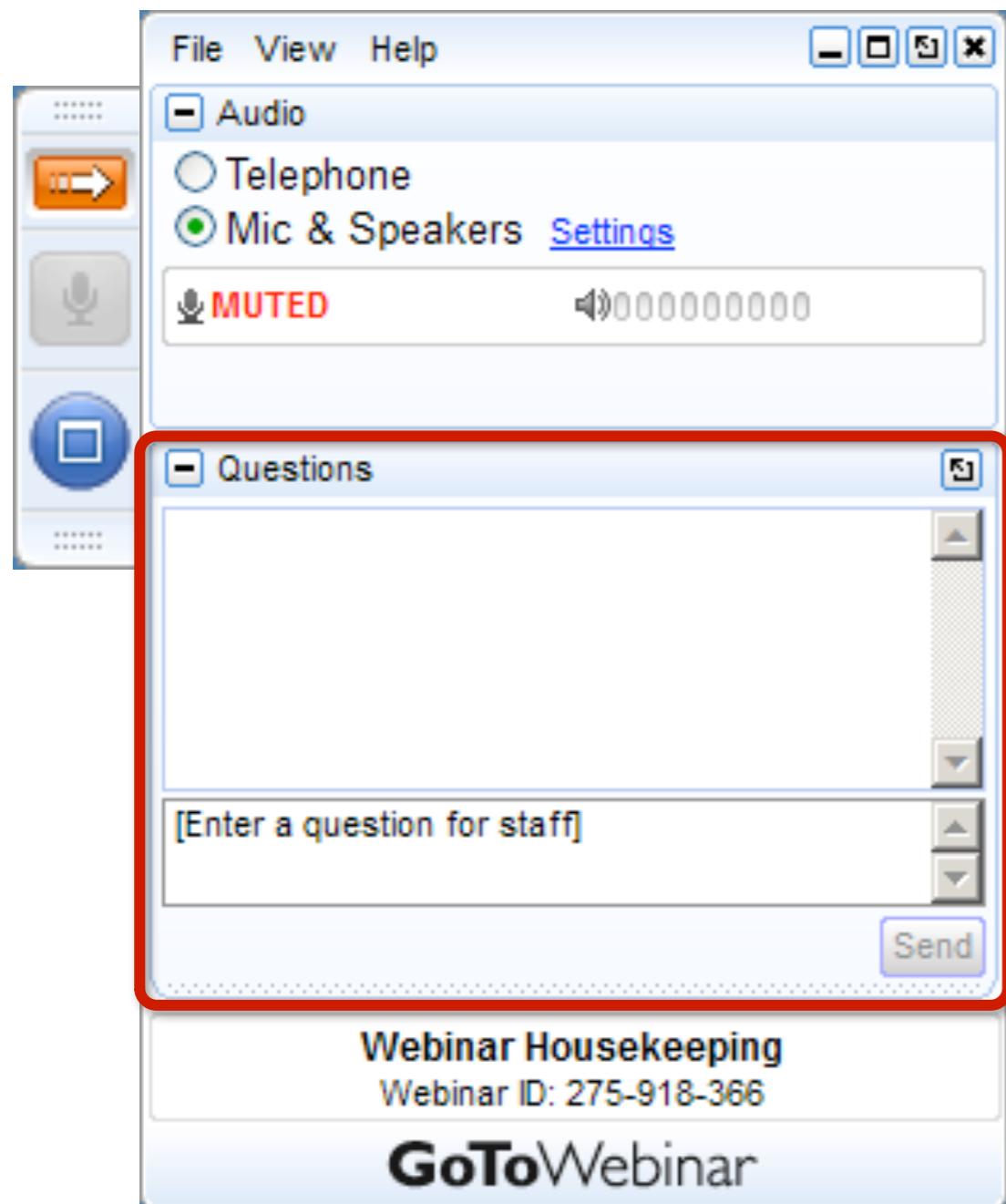
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- Track your results
- Multi pronged promotions



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- Social Proof
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- Transparency and Disclaimers
- Track your results
- Multi pronged promotions
- Balance Promotion Frequency

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Advertising

Tips for Selling Advertising on Blogs

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- Build a Brand, Audience and Community

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- Build a Brand, Audience and Community
- Be Contactable

Tips for Selling Advertising on Blogs

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- Build an Advertiser Page and/or Media Kit

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- Know your Metrics

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- Be Selective in who you partner with

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- Know How Your Ads Convert

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- Positioning is Key

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 - high on page

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 - pause points

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- Offer Packages

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- Start with Small Advertisers

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- Sell in packages with other bloggers

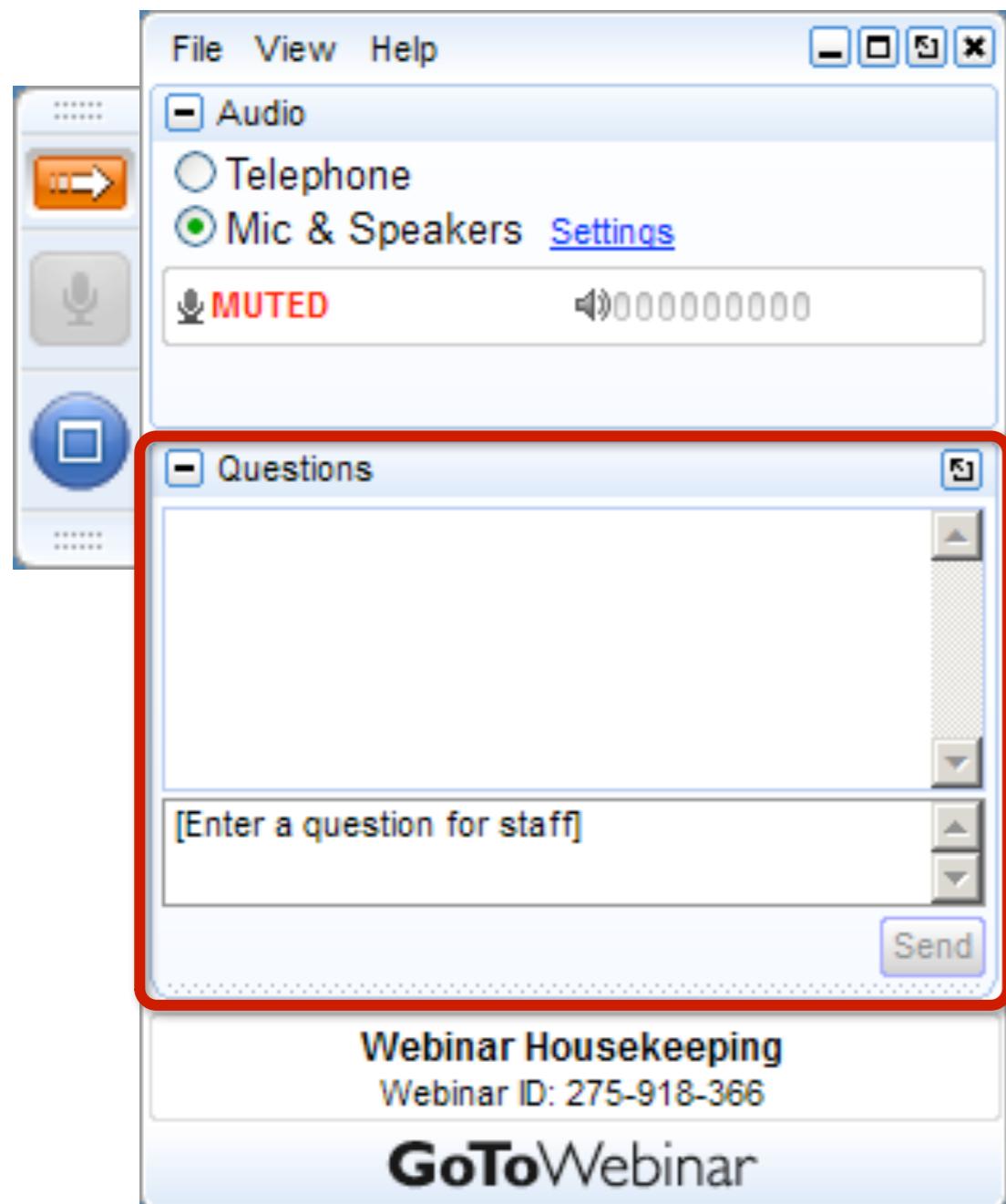
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- Be Proactive - Approach Brands

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- Be Proactive - Approach Brands
- Get Creative with Campaigns

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