

# Monetizing Blogs

**Your Host:** Darren Rowse

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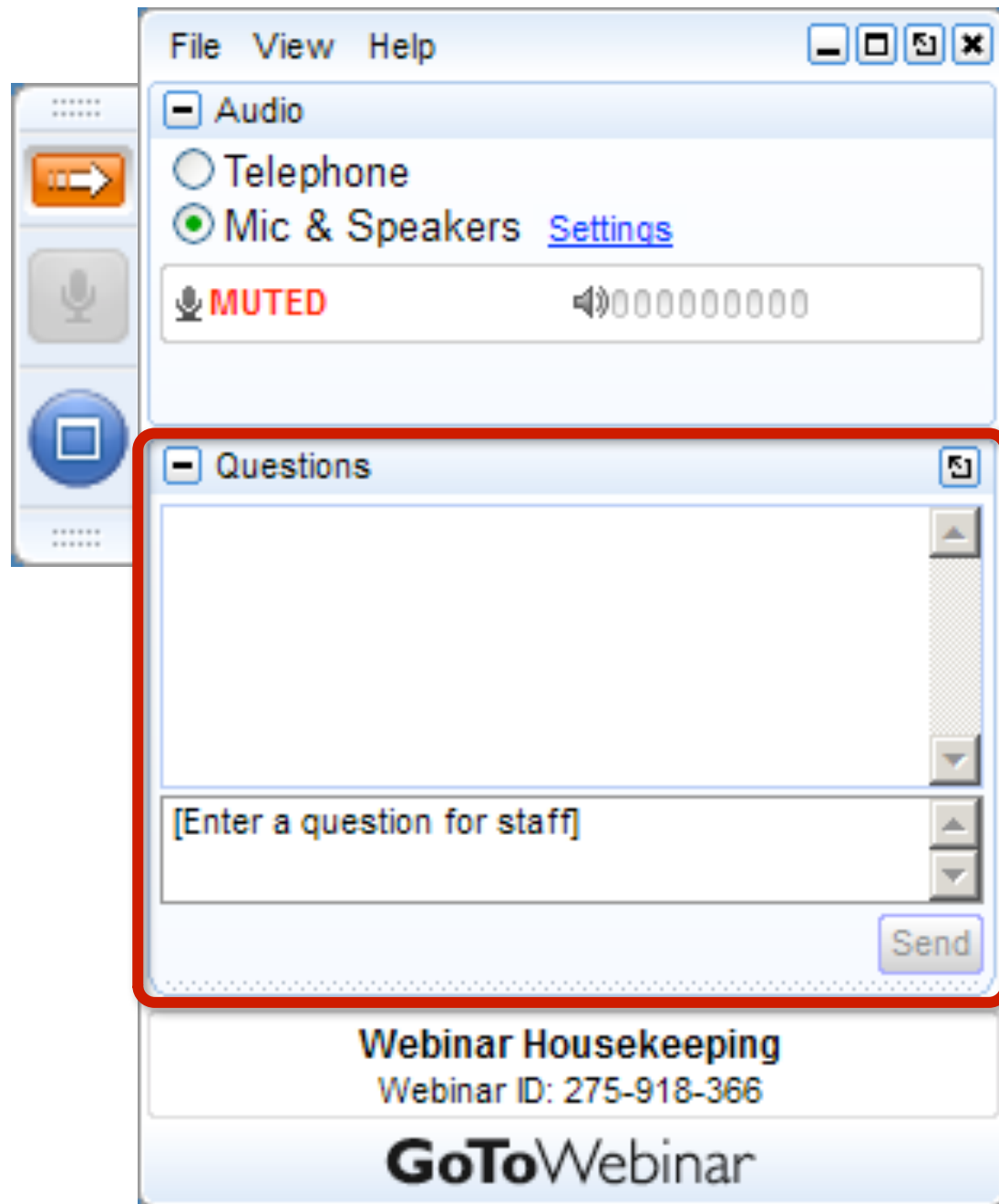


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# Questions?



## Your Participation

Please submit your text questions and comments using the Questions Panel

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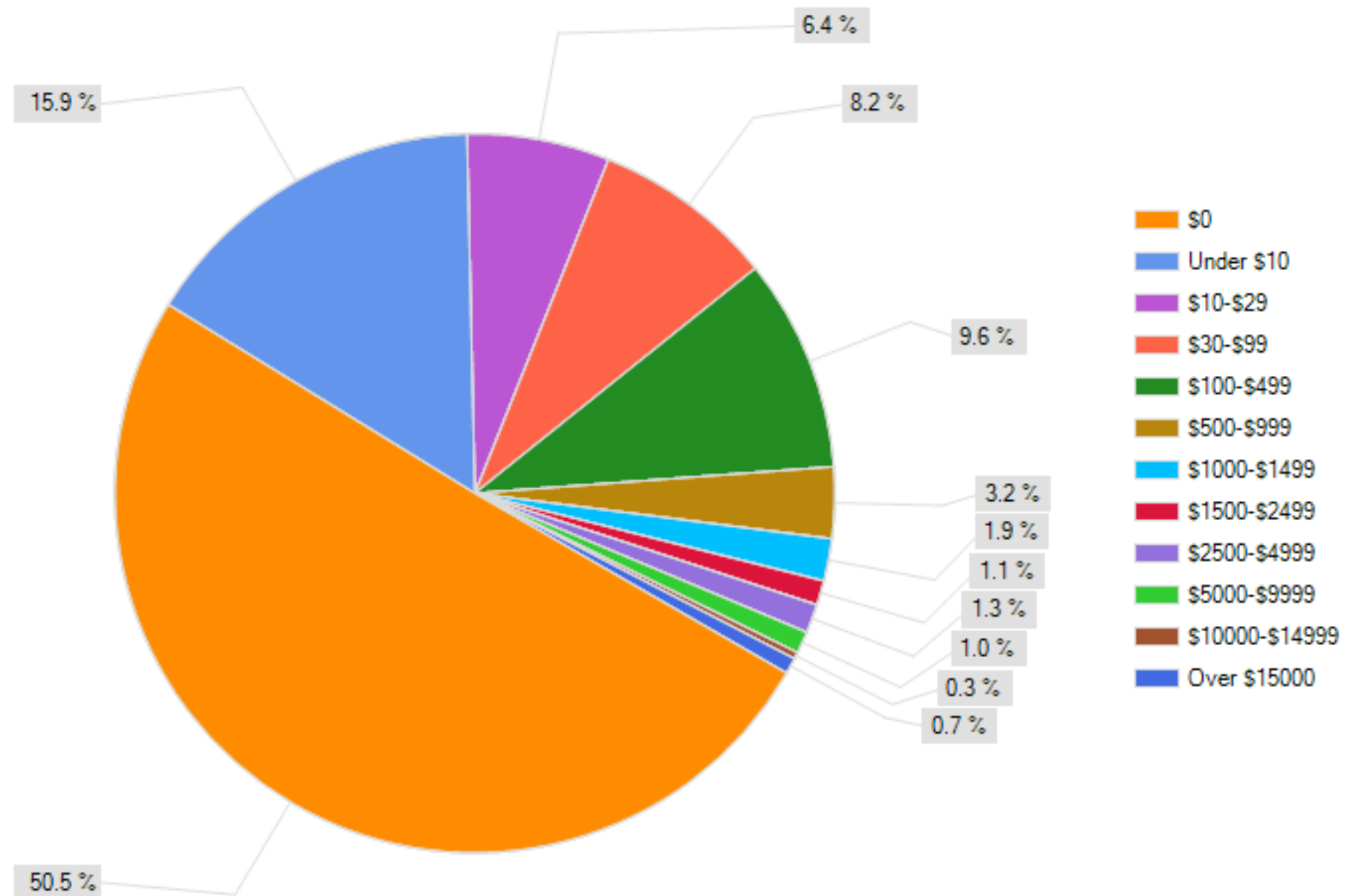
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# **Monetizing Blogs**



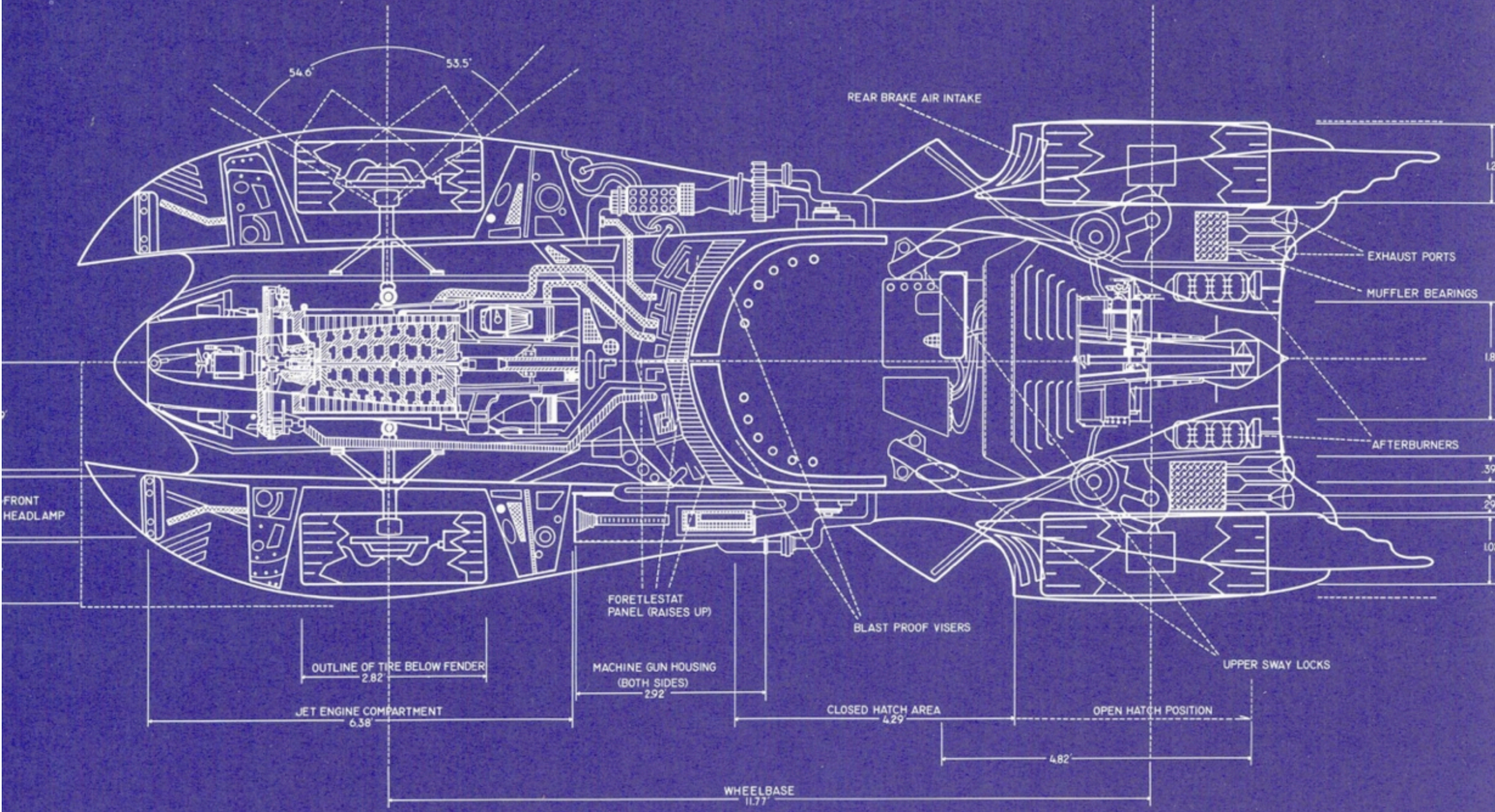
**Is Making Money  
Blogging Realistic?**

## 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**

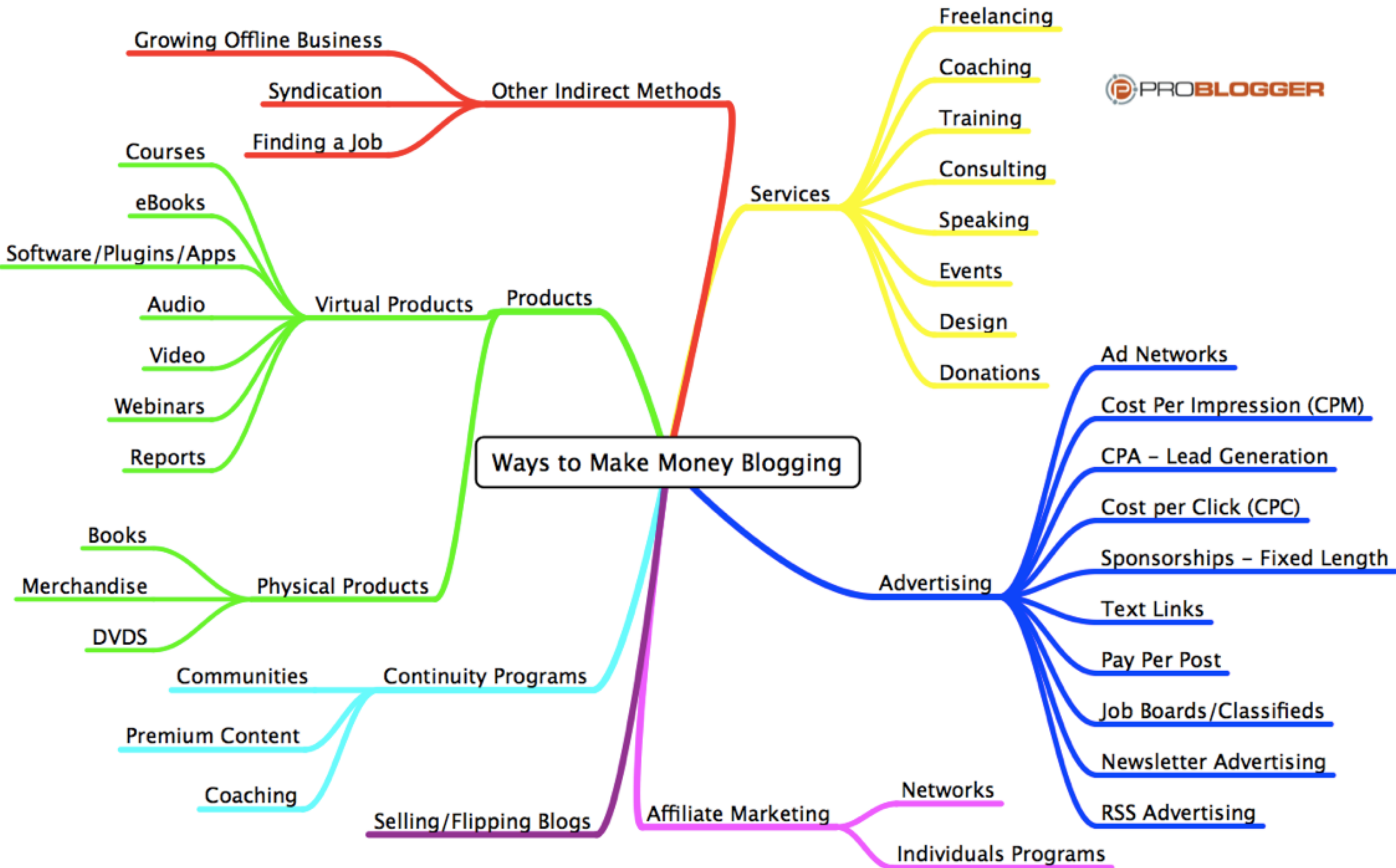
If you want  
your blog to  
be a  
business  
one day....

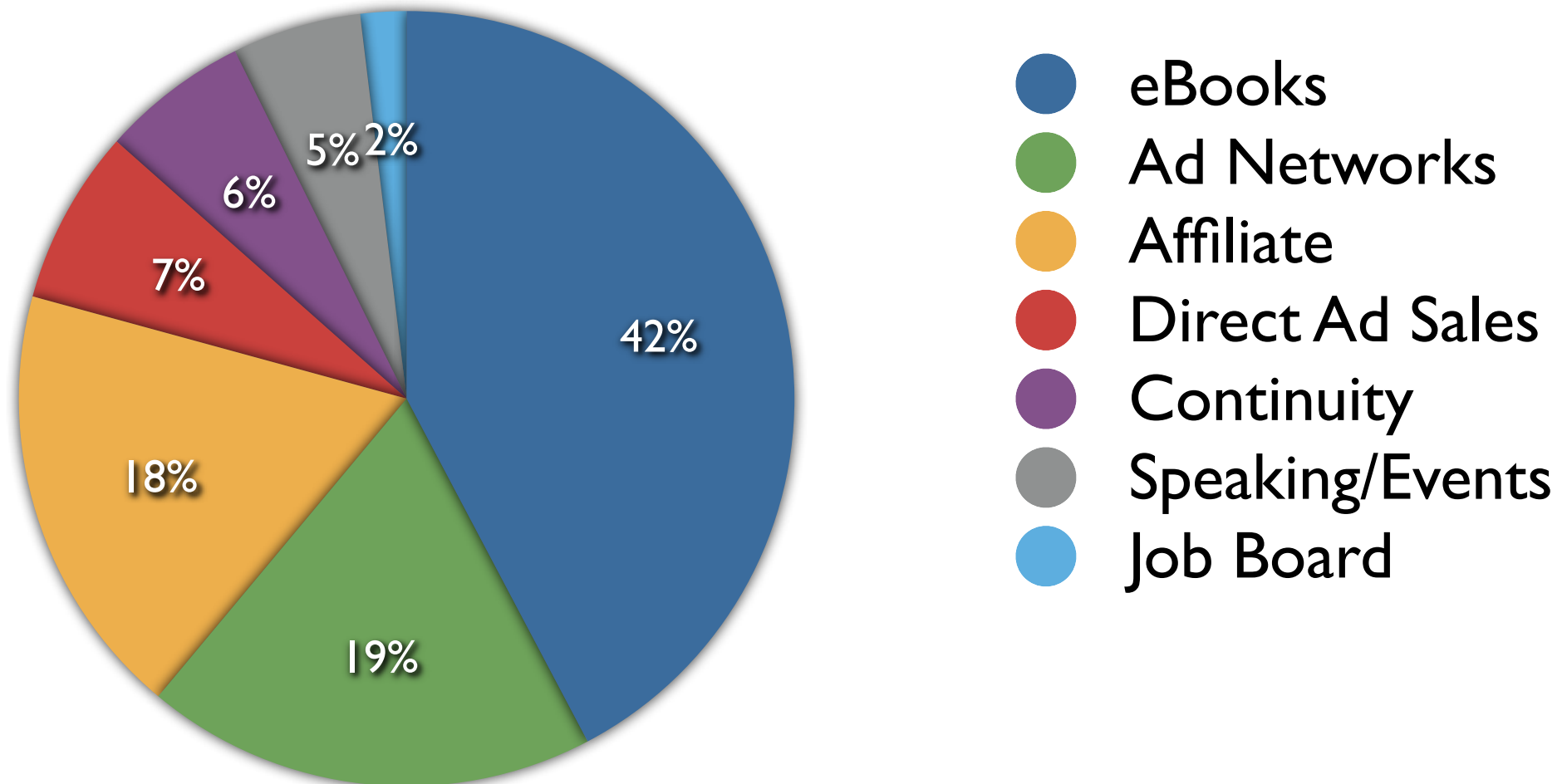
Treat it as  
one Today





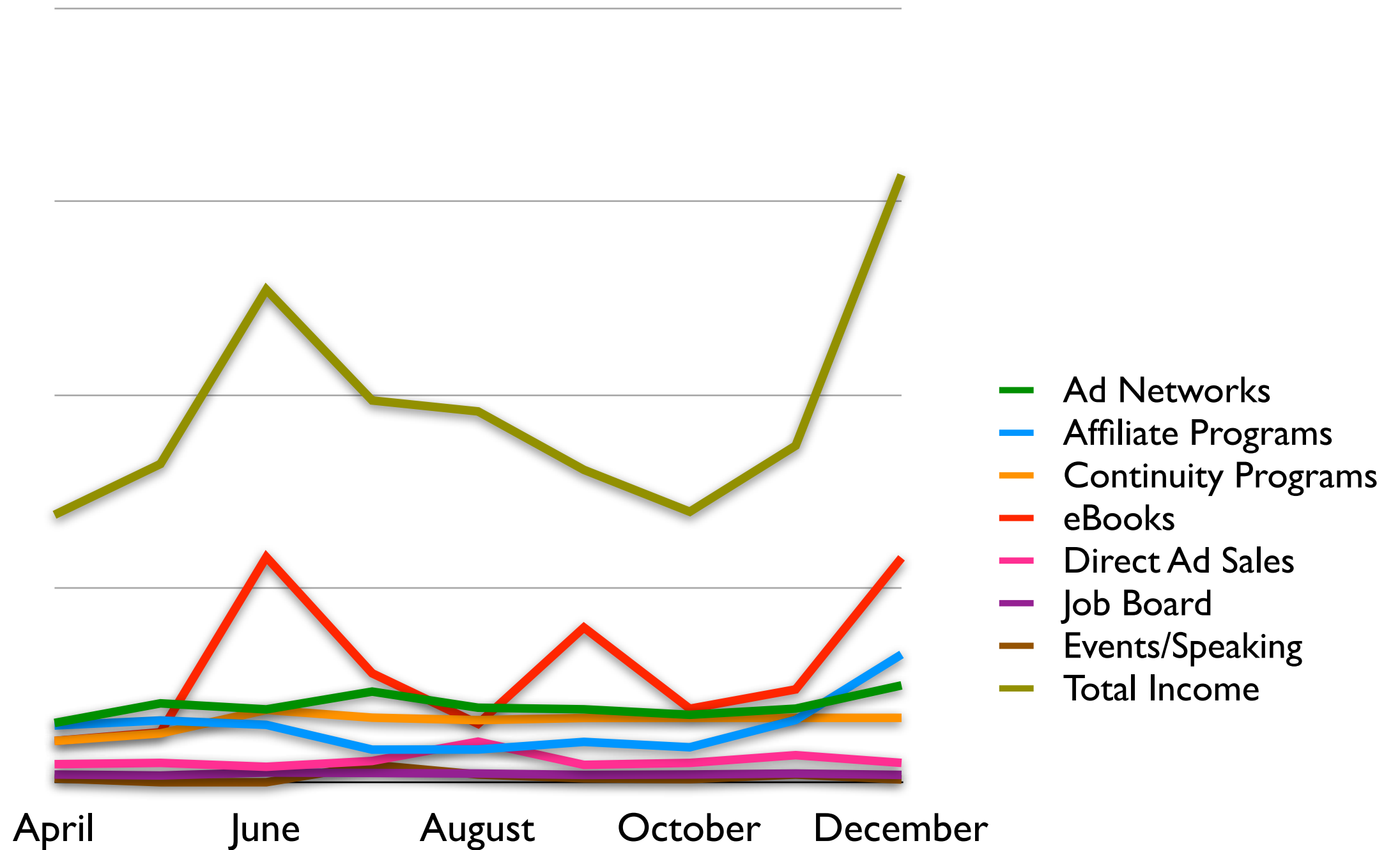
# **3 Foundations of Profitable Blogging**





# How I Make Money Blogging





# How I Make Money Blogging



# a Case Study

[digital-photography-school.com](http://digital-photography-school.com)

# Today



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





NEWS

LATEST DIGITAL PHOTOGRAPHY  
DEVELOPMENTS



REVIEWS

INFO ON LATEST MODELS  
GROUPED BY MANUFACTURER



TIPS

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



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**NEW 1300 NUMBER**  
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**30 DAY FREE TRIAL**



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The [Nikon D700](#) is a 12.1  
virtually the same as the  
a smaller magnesium alloy

The Nikon D700 features  
the first professional DSLR  
25600 and down to 100).

The Nikon D700 will have

Learn more about the Nikon  
camera below as they co

### 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  
photographers to enjoy the acclaimed image quality of the Nikon D3, but in

"The Nikon D3 has taken the [action photography](#) industry by storm, motivating many pros to change brands and we expect the D700 to continue  
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  
affords bright, clean files across a broad ISO range. The D700 also features the same innovative EXPEED high-speed image-processing system

# Foundations - Years 1-2

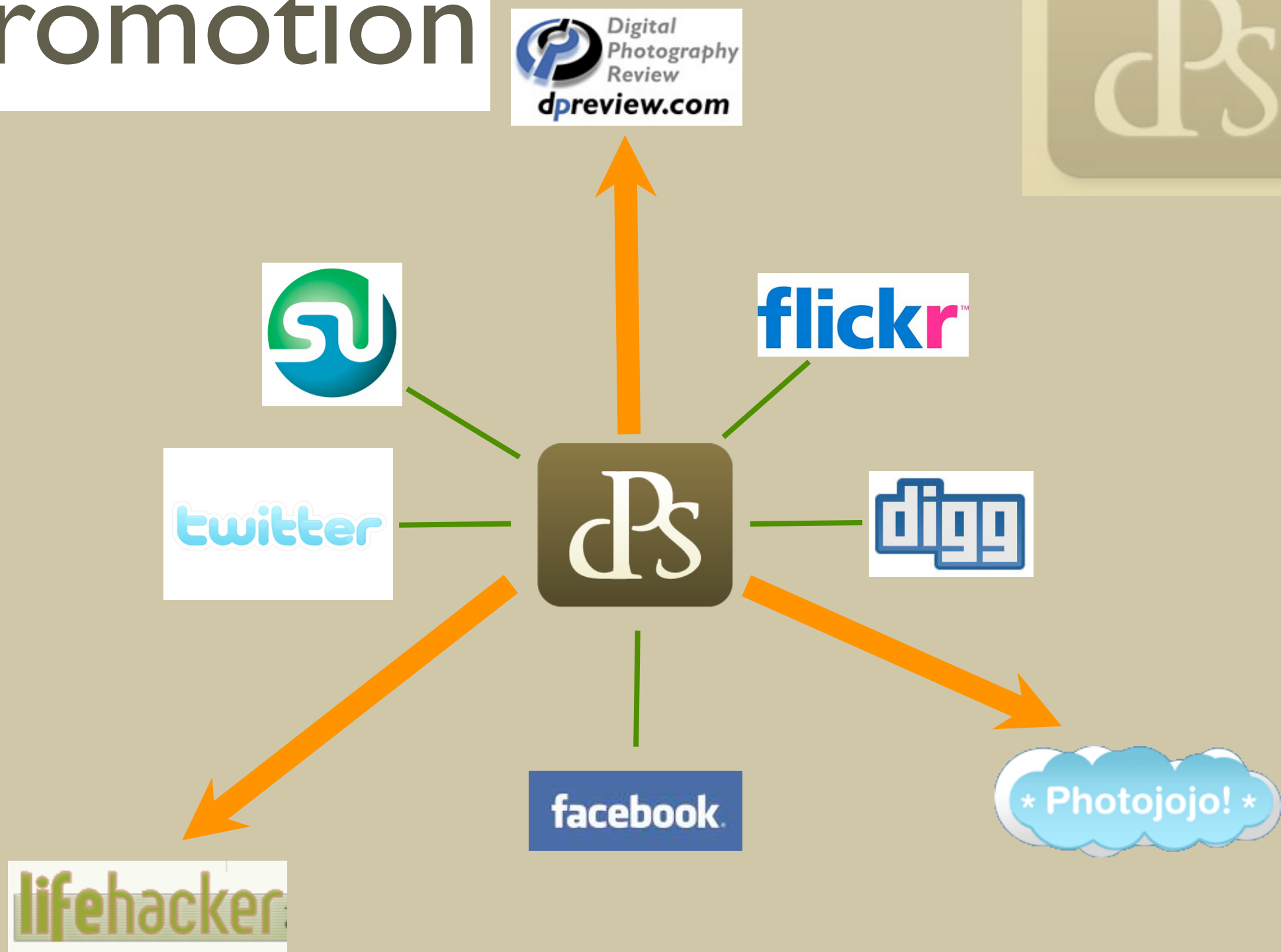




# Content



# Promotion





# Community



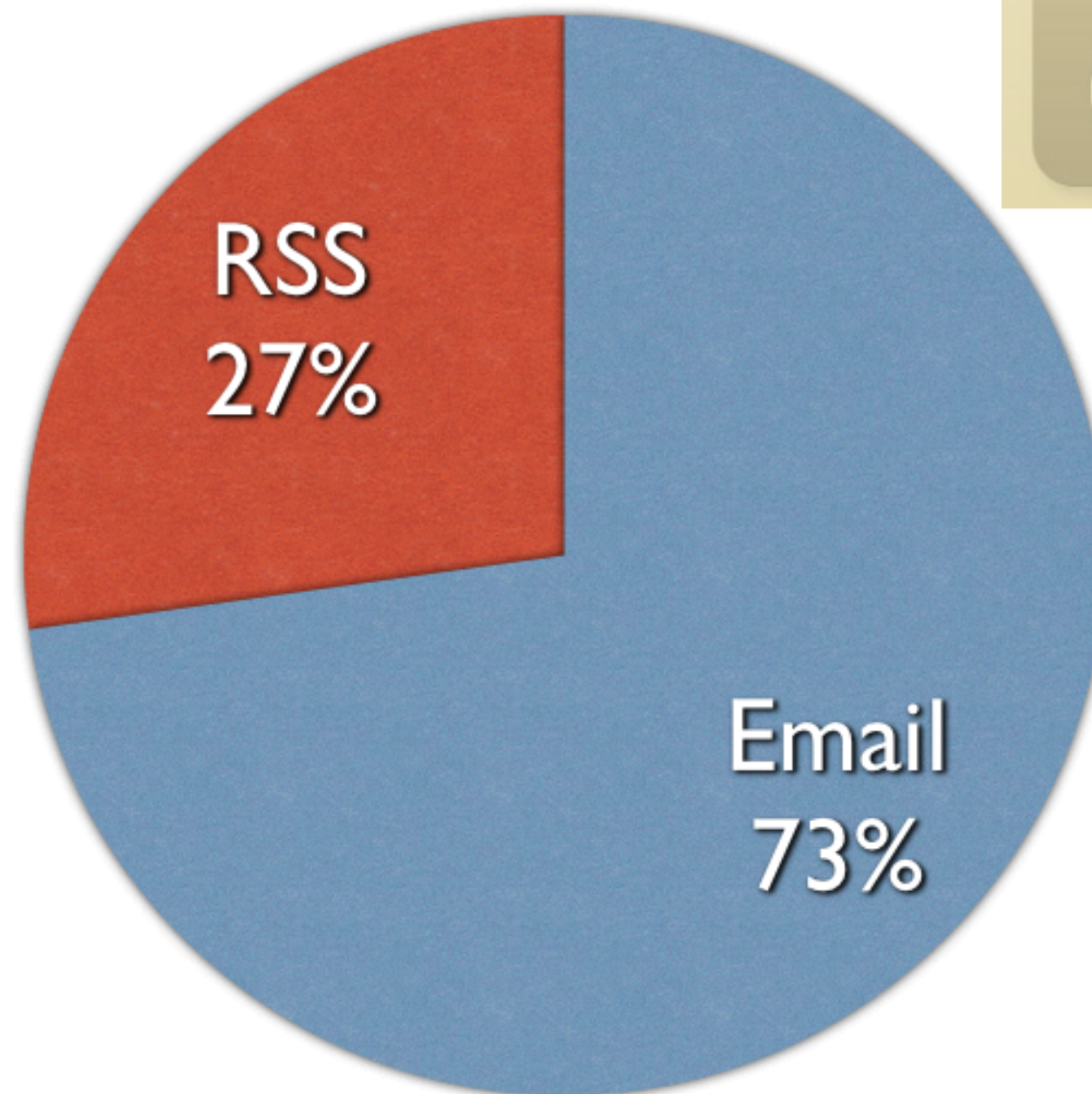




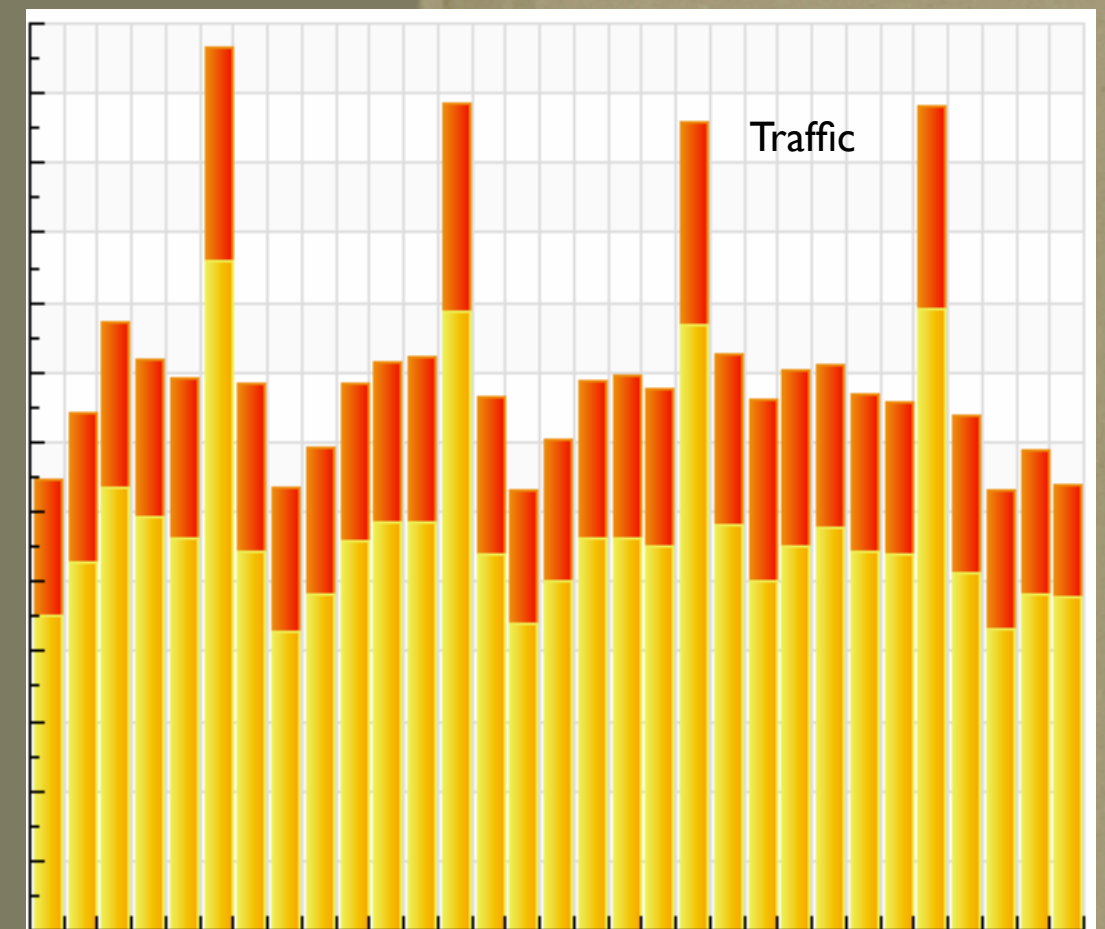
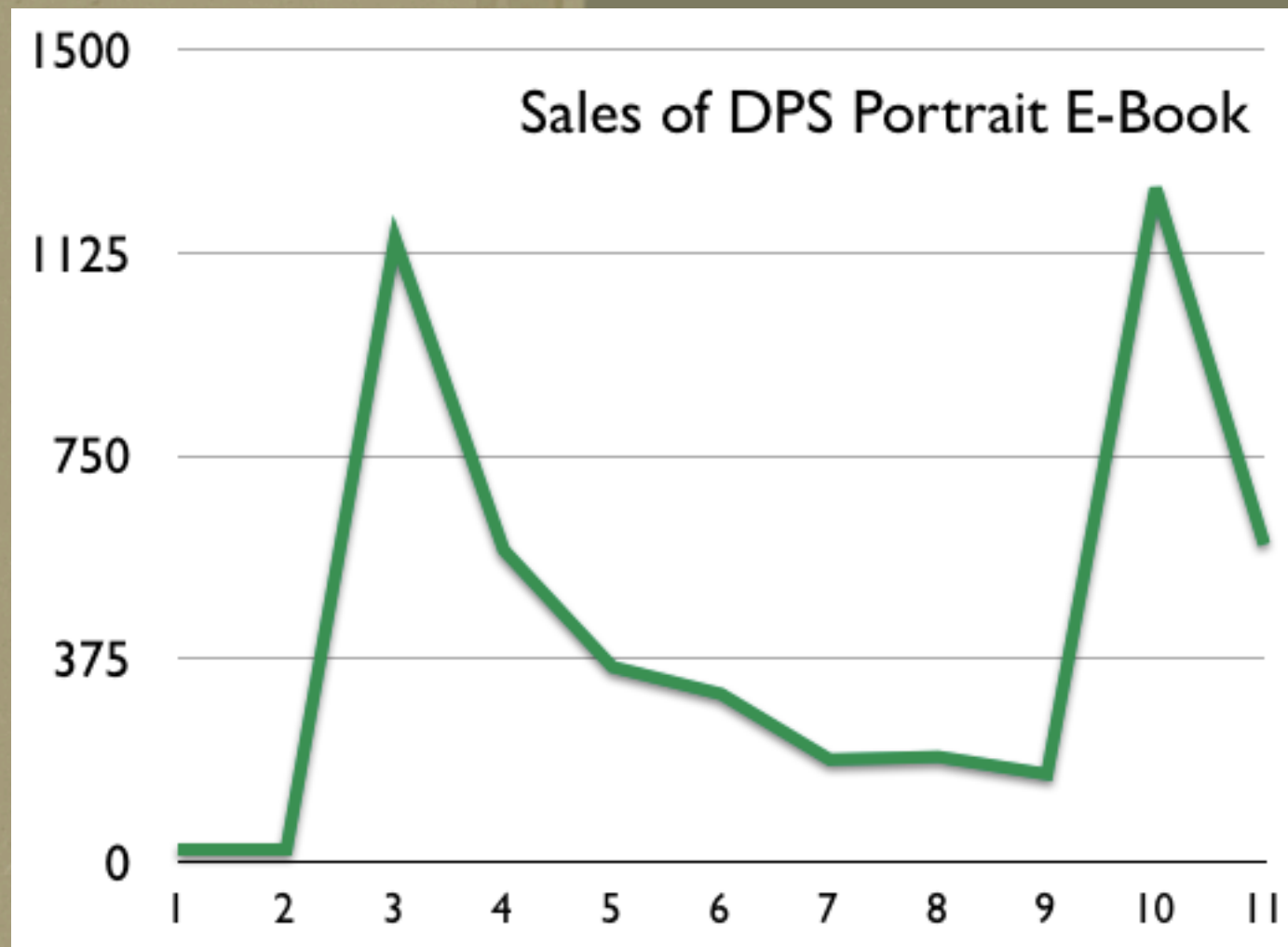
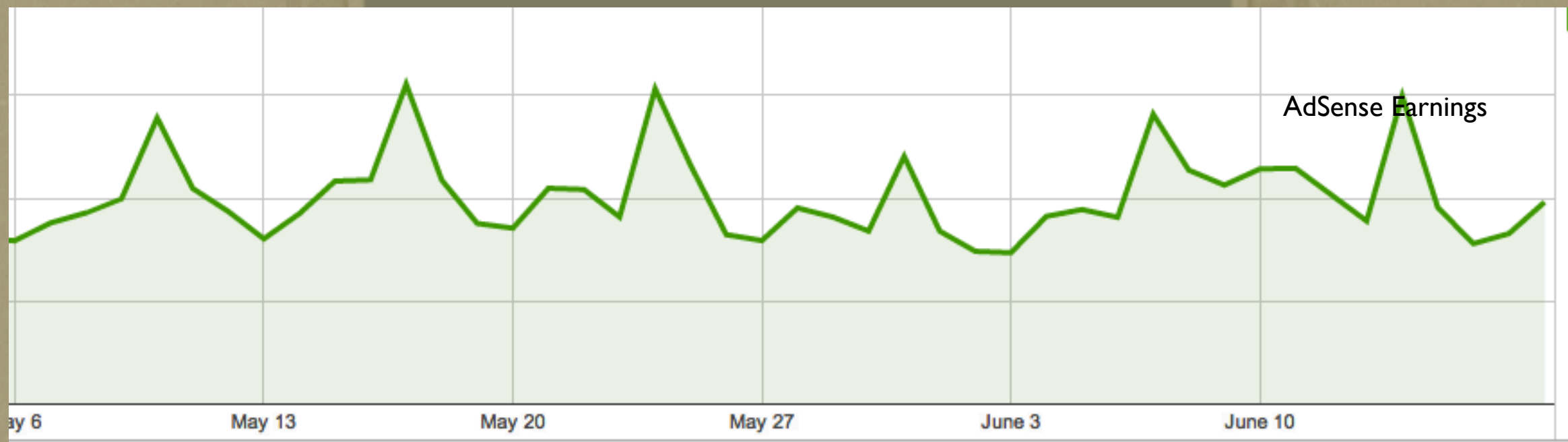
Capture



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'.

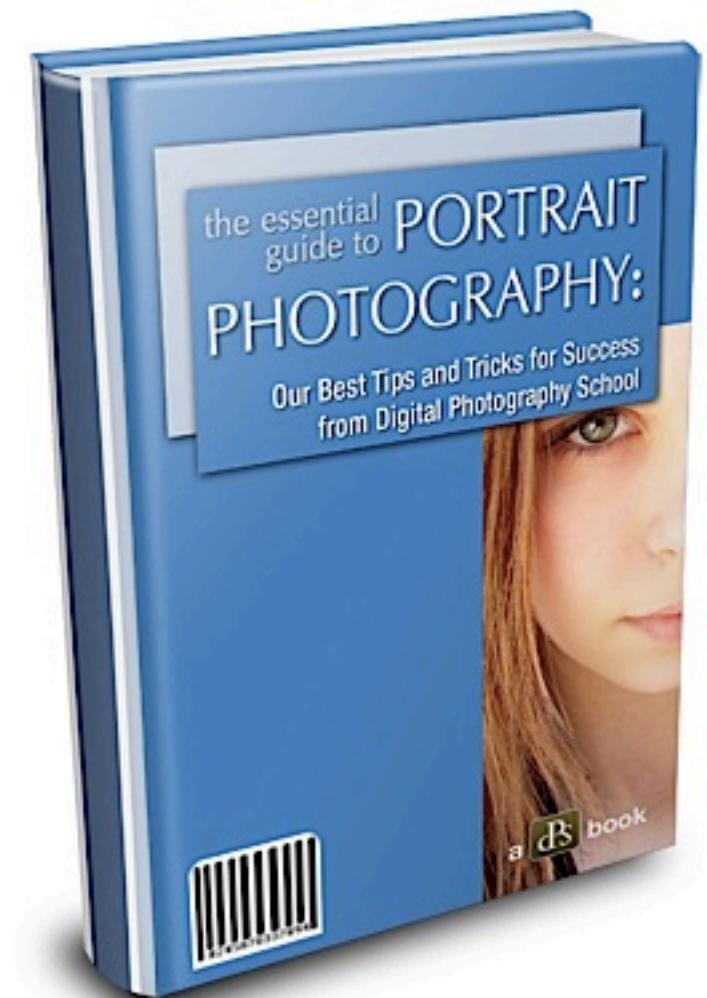
We wanted to help you achieve your true potential as a portrait photographer, so we've released a comprehensive 78 page **downloadable e-book** (this is not a hard cover book – it is a PDF e-book) to teach you the secrets of stunning portraiture.

**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





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

by [Darren Rowse](#)



Like

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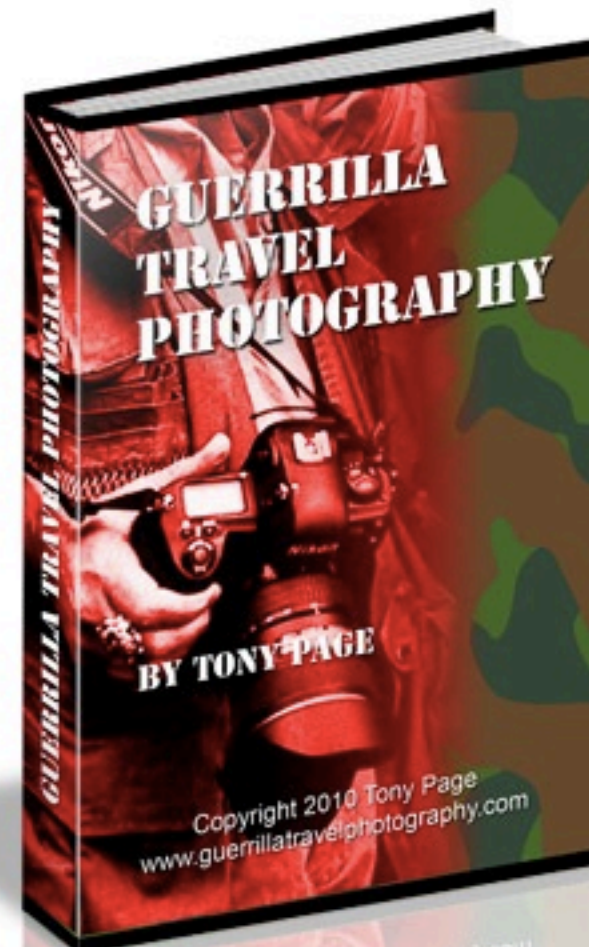
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This 259 page eBook (pdf) is very practical and is packed with tips that cover many aspects of Travel Photography including:

- 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.



SUBSCRIBE

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**ALL DEALS BACK  
UNTIL 1ST JANUARY!**

Click on a day  
to see that deal.



Deals are all done.



**Deal Over**

DAY 1



**Deal Over**

DAY 2



**Deal Over**

DAY 3



**Deal Over**

DAY 4



**Deal Over**

DAY 5



**Deal Over**

DAY 6



**Deal Over**

DAY 7



**Deal Over**

DAY 8



**Deal Over**

DAY 9





## Snapn Deals For Those Who Love Taking Photos

Super deals on training, software and gear. Brought to you by dPS.



Today's Deal • Provided by [Digital Photography School](#)

### Photo Nuts Series (Three Best-Selling Ebooks)

DEAL  
ENDS IN:

**10**

Days

**23**

Hours

**12**

minutes

**04**

seconds



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SOLD

**0**

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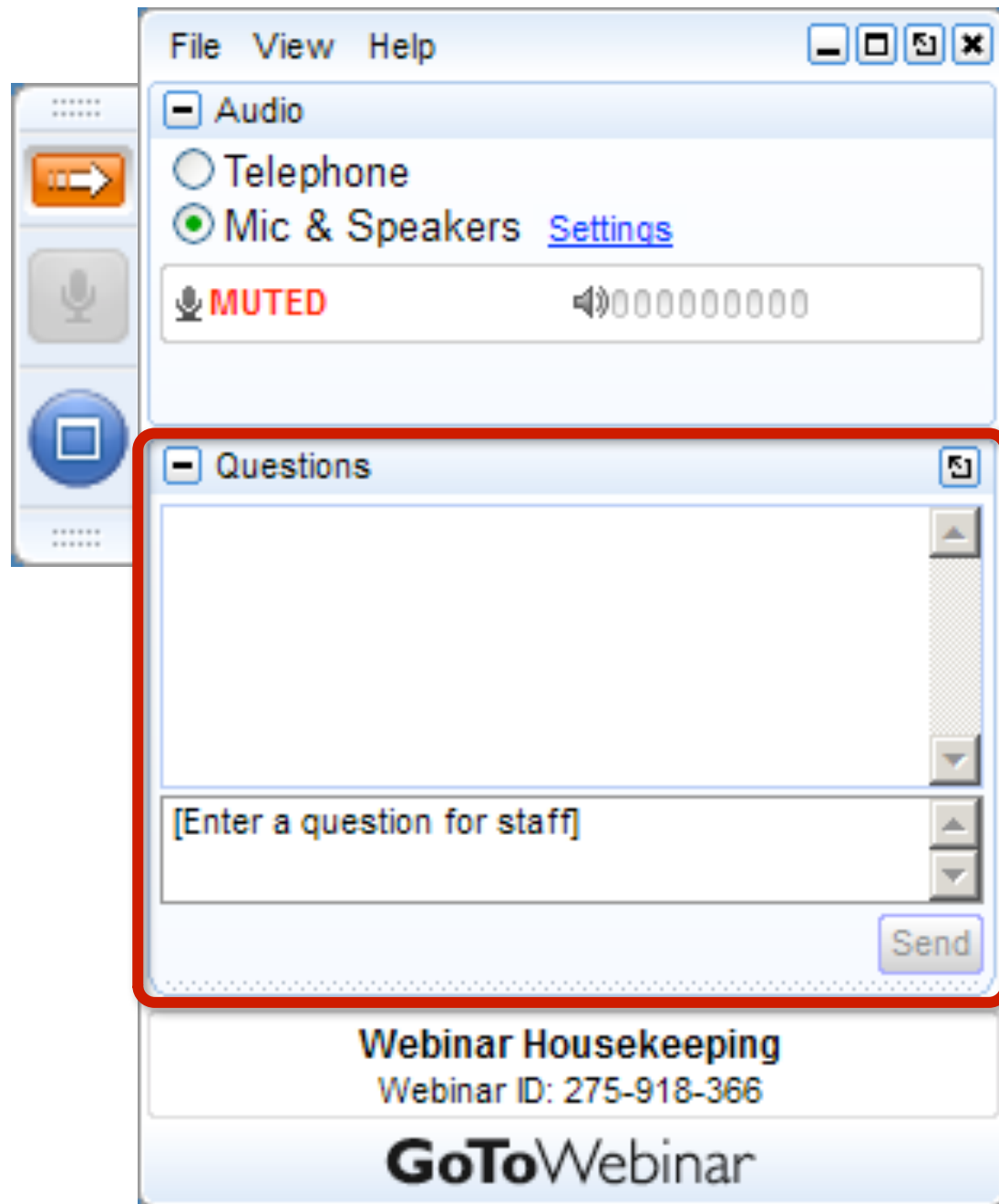
Subscribe and get alerts on new deals

Enter Email Address

**Subscribe Now!**

**Q&A**

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# **Affiliate Marketing**

# Tips for Affiliate Marketing on Blogs

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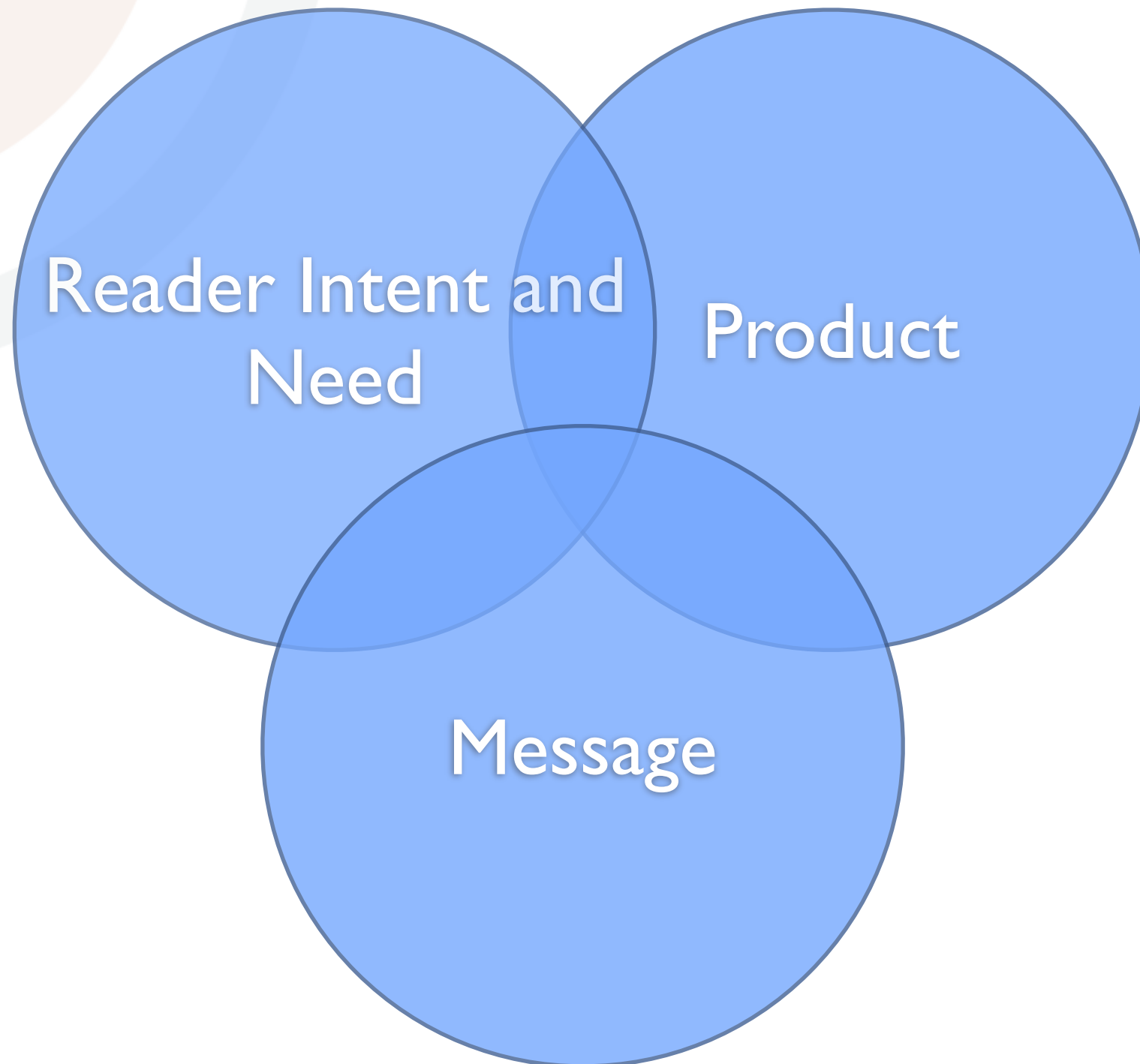
- Trust is Key

# Tips for Affiliate Marketing on Blogs

- Trust is Key
- Relevancy - between product - reader intent and message



# The Affiliate Promotion Sweet Spot



# Tips for Affiliate Marketing on Blogs

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# Tips for Affiliate Marketing on Blogs

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- Relevancy - between product - reader intent and product
- Quality Products

# Tips for Affiliate Marketing on Blogs

- Trust is Key
- Relevancy - between product - reader intent and product
- Quality Products
- Genuine Recommendations and Personal Endorsements



# Tips for Affiliate Marketing on Blogs

- Trust is Key
- Relevancy - between product - reader intent and product
- Quality Products
- Genuine Recommendations and Personal Endorsements
- In post promotions

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

by [Darren Rowse](#)



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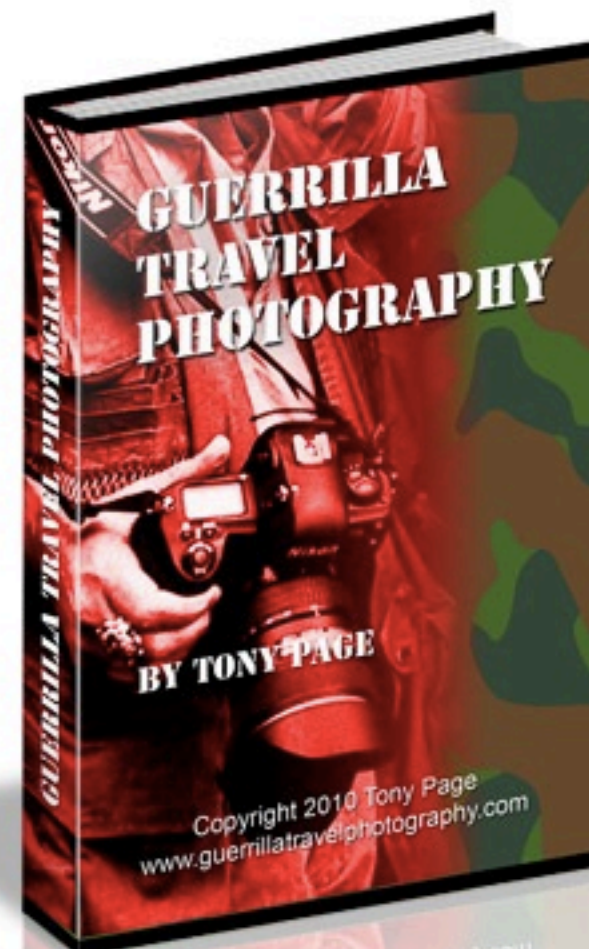
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- Trust is Key
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- Quality Products
- Genuine Recommendations and Personal Endorsements
- In post promotions
- Social Proof

# 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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- In post promotions
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- Social Proof
- Traffic is important

# Tips for Affiliate Marketing on Blogs

- Trust is Key
- Relevancy - between product - reader intent and product
- Quality Products
- Genuine Recommendations and Personal Endorsements
- In post promotions
- Social Proof
- Traffic is important
- Transparency and Disclaimers

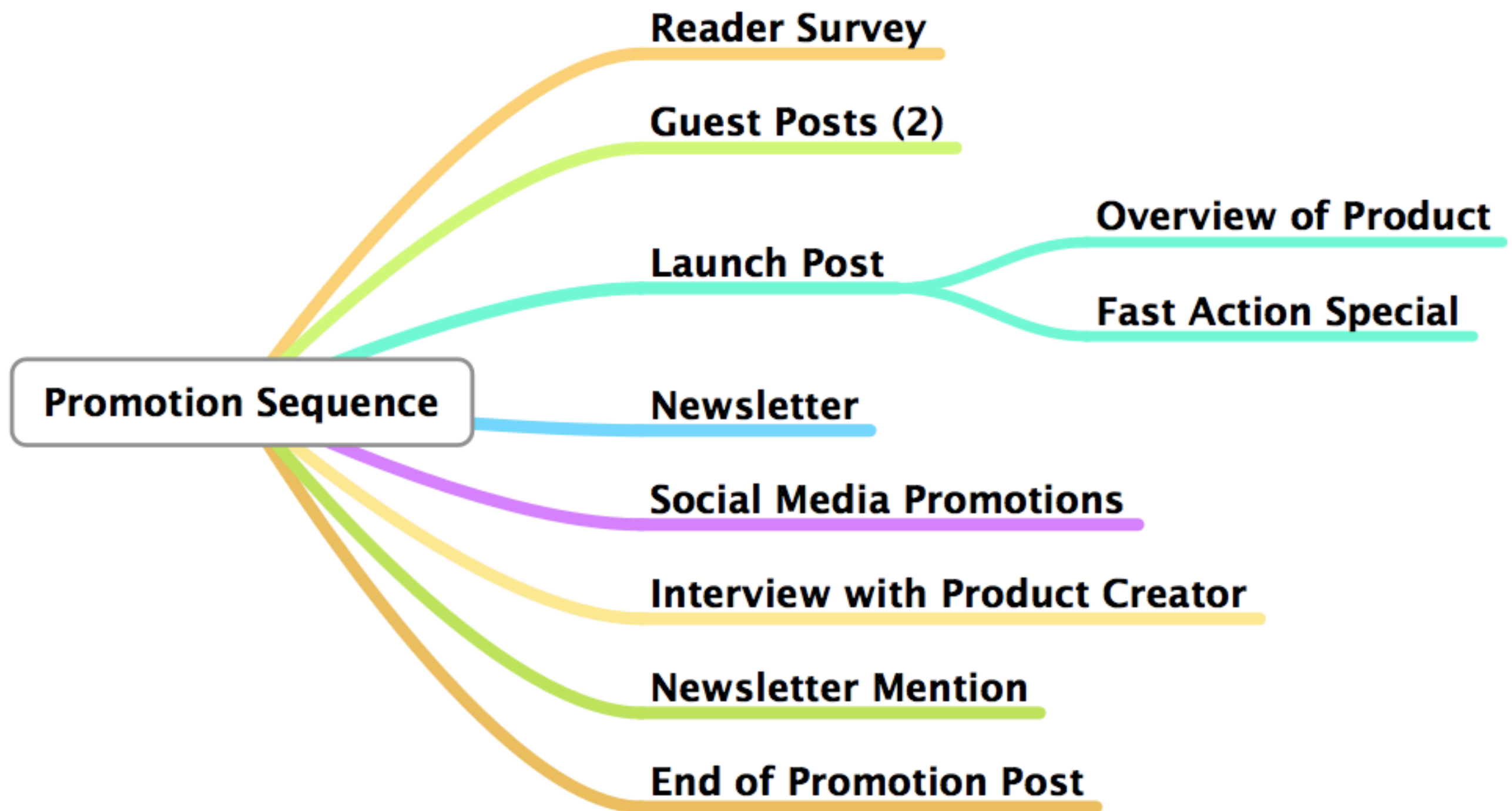
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- Transparency and Disclaimers
- Track your results



# Tips for Affiliate Marketing on Blogs

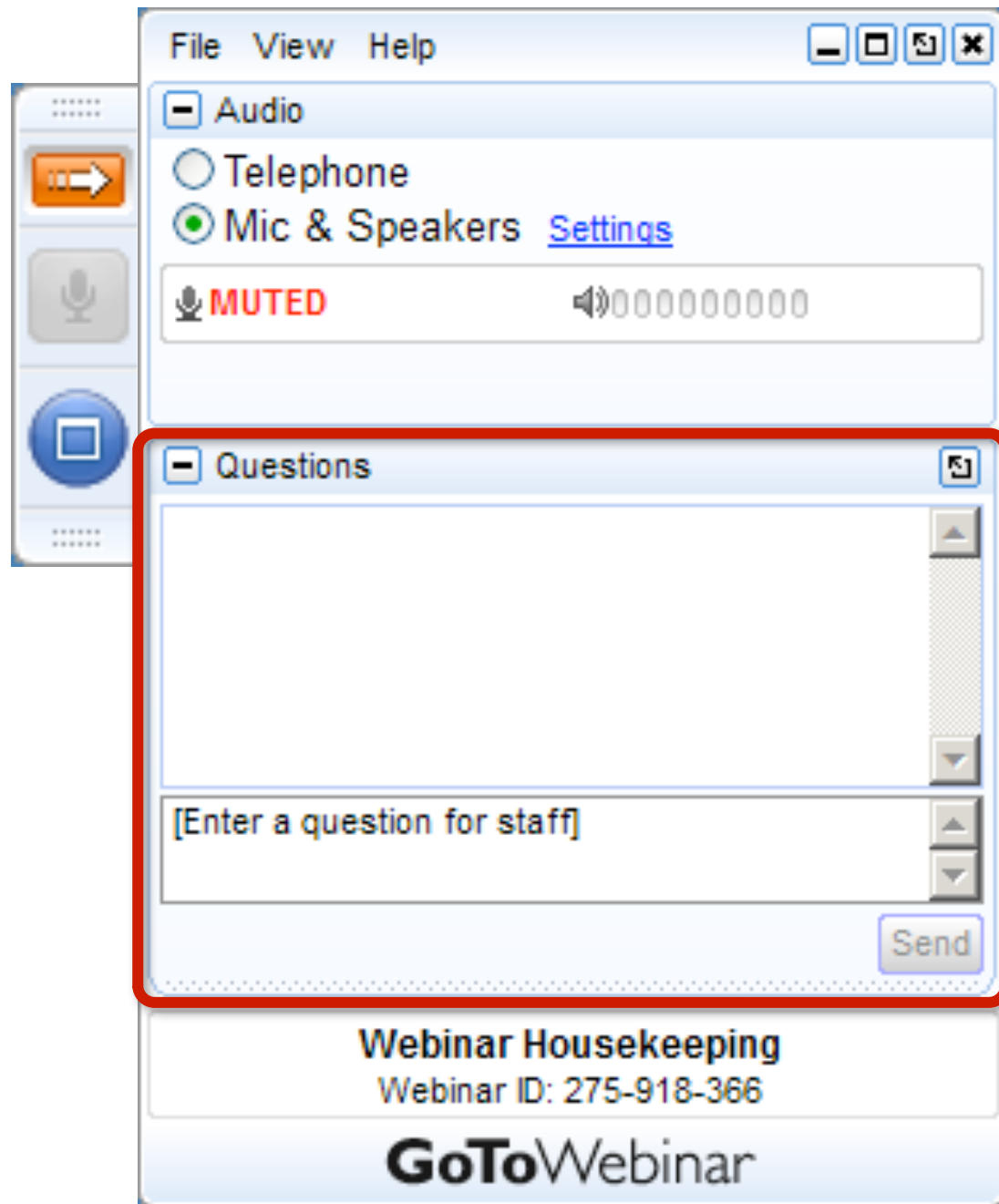
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- Multi pronged promotions



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- 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

# Tips for Selling Advertising on Blogs

- Build a Brand, Audience and Community
- Be Contactable



# Tips for Selling Advertising on Blogs

- Build a Brand, Audience and Community
- Be Contactable
- Build an Advertiser Page and/or Media Kit

# Tips for Selling Advertising on Blogs

- Build a Brand, Audience and Community
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- Build an Advertiser Page and/or Media Kit
- Know your Metrics

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- Know How Your Ads Convert



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- Know How Your Ads Convert
- Positioning is Key

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  - high on page

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- Offer Packages



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- Offer Packages
- Start with Small Advertisers

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  - pause points
- Offer Packages
- Start with Small Advertisers
- Sell in packages with other bloggers

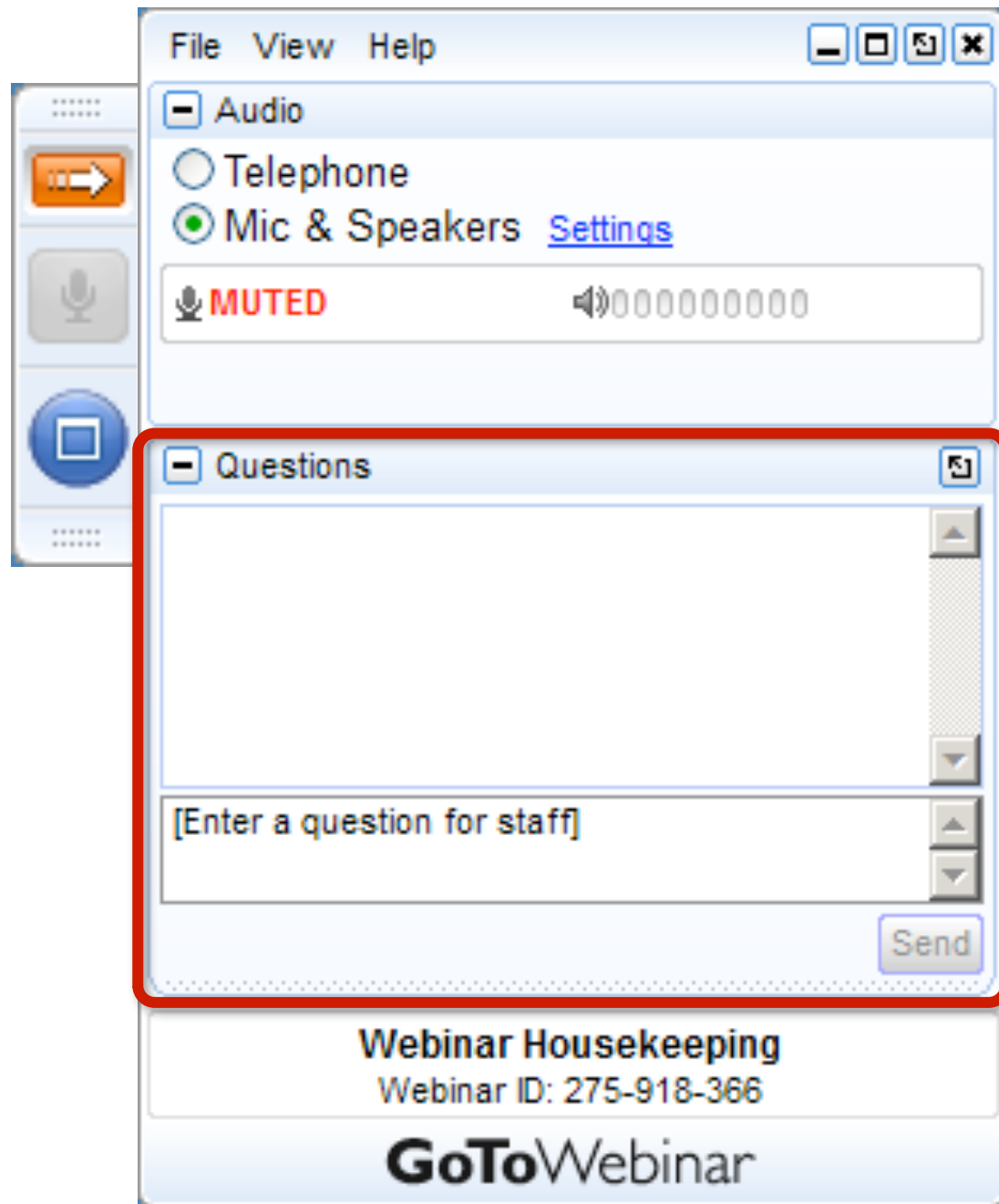
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- Be Proactive - Approach Brands

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- Sell in packages with other bloggers
- Be Proactive - Approach Brands
- Get Creative with Campaigns

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