

"Monetize Your Blog Instantly"

10 Ways to Monetize Your Blog

A Detailed List of 10 Easy to Use
Tools to Start Making Money With
Your Blog Today...

**Nathan
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Introduction

You Can Get Started Today

Creating quality content on a consistent basis takes enough of your time, so finding ways to monetize your blog shouldn't. In this guide I've made it simple, quick, and easy for you to start monetizing your blog immediately. I've used nearly all of these methods for my websites at some point or another, and as you begin to use these networks you will be able to find which work better for your content.

You will need to take the time to set up these programs, but once you do, they should run on autopilot for you. Pay attention to what works on your site. Fine tune your efforts to maximize profit while minimizing the time spent to maintain it. I hope you enjoy this guide.

[Nathan Hangen](#)

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Chapter 1: Why You Should Monetize

Time is Money

If you are like me at all, you started blogging because you were excited about an idea or a topic and you just wanted to share your thoughts with the world. Maybe you saw everyone else blogging and wanted to join in the fun, or maybe you just had a lot to say. And then it hit you...

Blogging Is Not Easy

Sure, you can put a new post up in an hour or less, hit it with some social bookmarks and call it a day. But let's face it, if you want to have anyone read your work it takes a lot of time and effort to make it happen. Your time is precious and it is hard to find motivation to blog every day if you aren't seeing anything positive out of it. I know your pain, I've been there!

Monetization Works

Making Money Is Not Evil

Don't view monetization as a bad thing. If you choose your ads with care, you'll realize that you are helping share good products and not simply spamming your community with ads.

Ads Can Show Professionalism

Well placed ads can increase the professionalism of your blog by showing readers that you aren't just some fly by night blogger. Ads give the illusions that your blog is popular enough for people to buy ads from you.

You Deserve It

John Chow took his blog from making a few hundred a month to well over [\\$30,000 a month](#). [Shoemoney](#) made over [\\$100,000 in one month](#) from Google. Why shouldn't you get a chunk of that change for your hard work?

Chapter 2: AdSense

The Basics

You will find Google AdSense advertisements all over the web marked with the trademark “Ads by Google” footer. You probably know what they look like, but in case you don’t know how they work I’ll break it down for you.

Pay Per Click

AdSense ads pay you every time someone clicks on them. The pay can range anywhere from a few cents to a few dollars per click. Google uses the keywords on your site to find ads to match your content so that your users are more likely to click on the ads. The reason AdSense is so popular is that it is very easy to set up and it essentially runs on autopilot for you. The only major drawback to using AdSense is that it only pays you when you make \$100. Google knows most people won’t reach \$100 before they give up, so they are essentially getting free advertising.

Another issue with AdSense is that keywords in your content can make the difference between some nice cash and some spare change. You can get an estimate of how much the total payout per click is by picking keywords in the AdSense setup, but you’ll never really know how much the payout is until you get some clicks. Still, Google wants to make money too so they try to show only the highest bidder’s ads on your site.

There are advanced strategies on maximizing AdSense profit, but for now we’ll stick with the basics. To get started, head over to the site and [sign up](#) for an account. If you have a Google account of some type already, this should be a very speedy process. When you are ready, we’ll talk about some different setups and ad types.

Ad Types

To keep things simple, I’m only going to talk about 2 ad types, content and search. Content ads are the ads you see in the middle of pages or on sidebars of websites. They can use images, text, or both and will show external ads.

Search ads are a little bit more complex and involve setting up Google searches within your site and displaying AdSense within the results. You can set it up to search outside of your site (externally), or within your site (internally).

Strategies

For people new to AdSense, I recommend sticking with content ads until you get the hang of it. You will want to experiment with ad placements to see what works for you, but I tend to like putting Ads in 3 places (you can only show 3 ads per page):

- Under the Header
- Within the middle to bottom third of an article
- On the sidebar about halfway down the page

Generally, you want to place ads where people will have to move their eyes past them to get to your content. Ads in the middle of the text seem to do best for me, but it may differ for you. The key is to find a way for your ads to fit into the text as seamlessly as possible. You should keep the ads neat and clean in appearance. Lastly, don't try to trick your audience.

Chapter 3: AdBrite

Basics

[AdBrite](#) is very similar to AdSense in that it places ads on your site based on keywords in your content. However, AdBrite also places a link at the bottom of the ads where advertisers interested in placing ads on your site can do so. This helps people target your webpage if they choose to, and allows you to essentially sell ads on your site without having to manage them on your own. The best part is that there is no minimum payment with AdBrite, which means you can get paid MUCH quicker.

To sign up for AdBrite, [click here](#) and select the link for publishers.

Standalone

AdBrite installs the same way AdSense does, you simply set up the type of ad you want and insert the code. You can use it on its own or with another ad network, such as AdSense. You will find that you will be paid either by the click, by the impression, or a combination of both.

With AdSense

AdBrite is unique because it allows you to integrate other ad networks within the code. You can set the CPM (cost per mille, or cost per 1,000) to a minimum amount based on what you are accustomed to making, and AdBrite will only show their ads if they can beat that number. This allows you to play both sides of the coin and keep the "Advertise Here" banner at the bottom of the ad.

This is why I recommend that you install both AdSense and AdBrite on your site. They can be integrated into the same ad block and you'll have a chance to see which pays better.

Chapter 4: Commission Junction

How It Works

[Commission Junction](#) is an affiliate network that contains thousands of advertisers, each with their own individual programs. Unfortunately, CJ's payout minimums are \$50 by direct deposit, and \$100 by check. Still, if you chose the programs right for your blog, then you should have no problem making that number in a hurry.

When you accepted into a program, you will be able to select between banners, image ads, and text ads. I use a combination of all of them.

Applying For Accounts

Head on over to [CJ](#) and sign up for an account. You'll have to give them your SSN for tax purposes, but don't let that scare you. Once you are signed up, browse through the programs and pick a few that you think will work with your blog and apply. Some will accept you automatically, some will decline automatically, and some will go through a manual review. I've been accepted and been declined for a variety of programs. I'm not exactly sure what criteria some of them use for acceptance, but I've been accepted by enough of them to make it work for me.

Normally, the larger and more popular your site is, the better chances you will have of being accepted. However, that isn't always the case. Don't get disappointed if you are declined; just find another program or ad network to use instead.

Choices

Now that you've been accepted into a few programs, you will be able to browse their ads and get the associated html/JavaScript to install on your blog. You have all sorts of choices with the links, so take your time setting up the ads to make sure you get what you want with the ad and its link.

CJ also has a very cool program called SmartZone that allows you to select a variety of ads from different companies and place them into a rotating queue. I use this feature for rotating banners to test them for

productivity and to keep my site showing fresh ads. Once you get accustomed to using CJ, I highly recommend using this feature to test drive ads without fully committing to them.

Chapter 5: Linkshare

How It Works

Linkshare works just like Commission Junction does, but rather than having a minimum payout they simply send you a check or direct deposit after every month is over. I've had payments as small as \$7.50, so I know they will pay even small amounts on a monthly basis. Their interface is a bit more confusing than CJ's, but they give you access to programs that CJ does not. On the whole, CJ seems to have many more of the big players, but those aren't always the best option.

Applying For Programs

Same thing as CJ here, simply [sign up](#) and then start applying for programs. I've found that it is much easier to get accepted into Linkshare's programs than CJ's, but your experience could vary.

Easy Way to Cash

Who doesn't like to make money blogging, right? Well one of my favorite ads to display on my blog is a banner from [Linkshare's](#) own program, which advertises to other bloggers looking for monetization ideas. Currently, you can get \$1.50 for every referral that signs up from your link. It may not seem like much, but when you multiply that number by a few hundred or a thousand per month...well I'm sure you get the idea. So make sure that you sign up for [Linkshare's own program](#) and see how that works for you. I found that making a few quick bucks right off the bat gave me enough positive feedback to keep blogging my tail off.

Chapter 6: Amazon

Applying

Here's the truth about my relationship with [Amazon](#), its one of those love/hate relationships that I can't seem to get out of. Amazon carries nearly every product known to man and is an amazing tool for bloggers, but at the same time their commission structure sucks! You are looking at capping out at less than 8% commission and most of the time lucky to get 6% starting out. However, don't let that stop you from [signing up](#) because they offer a minimum payout of only \$10. Just like the other ad networks, you simply enter your info and wait for an email to activate your account.

Types of Links

One reason I can't seem to quit Amazon is they provide more variety than any other ad network. You simply have an arsenal of tools available at your disposal. You can use text links, single products, carousel widgets, featured product widgets, dedicated pages, and more. You can choose to feature 1 product or you can choose to feature hundreds, the choice is up to you.

The only problem I've had with Amazon is their scripts don't always work well with [WordPress](#), so you have to be careful when you insert the code on your blog. Sometimes it saves, and sometimes it doesn't. This is especially frustrating with the product image links that use iframes. Still, I've found that if I insert them and save, they will remain until I try to edit the post again.

Strategies

There are as many strategies with Amazon as there are products, but I'll share a few of my favorites with you.

- Add a widget on your sidebar and throw a selection of books that match your blog content in there. Readers will be motivated by your posts and want to learn more...books are the perfect option.
- If you blog about an author or a topic, share a few links in your post that link back to [Amazon](#). I often link

to my favorite authors and products. This not only gives me commissions, but also shares my favorite items with my readers. It works out for both sides.

- Offer reviews of Amazon products and include your affiliate link in the review. You can even create a review section on your blog for such articles.
- Create a list of 10-20 products in your niche that your readers could benefit from and create a carousel widget. These look fancy and tend to get plenty of clicks. This adds professionalism to your blog.

Chapter 7: Clickbank

Signing Up

[Clickbank](#) is one of the kings of affiliate marketing because they have a large library of products, offer huge payout percentages, and often come with great landing pages ready to sell for you. Seriously, I have seen people make a personal fortune using only Clickbank.

A downside to Clickbank is that they really only offer E-Books and other information products, which may or may not work for your blog. However, unless your niche is something out of the ordinary, you will generally be able to find a product to promote. As an example, I own a running blog where I offer an E-Book for Marathon Training that is fairly successful.

You can set the minimum payment threshold between \$10 and \$1,000, which is nice for affiliate rookies, and the set up is just as easy as the rest of the networks.

Finding a Product

Once you've signed up, looking for a product is fairly straightforward. Click on the Marketplace link and search by keyword. Pay attention to the figures below each product, which will tell you your payout, your commission, how much the product sells for, and a few other figures such as gravity and referral percentage. You can get more information on that [here](#). Lastly, take a look at the landing page to see what type of pitch and professionalism they offer.

How to Advertise

Once you've selected a product, simply select the "create hoplink" button and copy the URL. Use whatever text or image you need from the landing page and insert the link where you see fit. Use the landing page as an example of how to pitch them and go for it. You don't have to create a sales page either. You can simply use an image with an affiliate link if you are short on space or time.

Chapter 8: eBay

Signing Up

[eBay](#) is an interesting way to do business because you don't have to do any work to sell anything. You can link to a product, search, or category if you like, but you can also insert auctions into your page. Their minimum payout is only \$5, and you can choose to participate in nearly every country they do business.

Using eBay in Squidoo

If you use [Squidoo](#), you will find that you can add eBay auctions on your lenses, while using Squidoo's popularity to help drive traffic to it. There are a lot of non-bloggers that use Squidoo as an alternative because it is easy to set up and start using immediately. I don't use this method myself, but only because I can make more money on my own sites.

Strategy

I use eBay sparingly because I prefer other networks, but when I do use it I prefer to link to specific categories or searches. For instance, I found a great deal on triathlon gear and posted a link to that specific vendor's shop. The same strategy can be used for any niche. You can link to electronics, books, clothing, cars, or anything else that fits.

Chapter 9: Private Affiliate Programs

If you look hard enough, you can find private affiliate deals to promote that don't require signing up for an ad network. Many times, these are better deals and easier promotions. Another benefit to this route is that you can promote the products of friends in your network, which gives them incentive to promote yours when the time comes.

Bloggers

Bloggers offer all type of affiliate products. I've seen custom [WP themes](#), [E-Books](#), [marketing programs](#), and all sorts of other interesting products for sale. Look around your network and the blogs you read to find products that might benefit you or your readers. I love this option and use it on more than half of my sites.

E-Junkie

[E-Junkie](#) is a platform that hosts private affiliates and can be used to find programs using a method similar to Clickbank's. I find that E-Junkie products are much more targeted and professional for my niche or my brand. I don't like selling junk, and contrary to the name, E-Junkie has some really great products.

Products You Use

I've found a large number of affiliate programs simply by visiting the sites of products I use and looking for an affiliate program. For example, my favorite webhost, [1and1](#), offers an affiliate program. I use them to host every single one of my websites and feel good offering a product that I use myself.

Chapter 10: Your Products

If you feel willing and able, you can also create your own products to promote. I love this method because I don't have to share any of the sales revenue. I also enjoy sharing my products with my readers and because I am not sharing the sale, I can afford to offer my products at a fair or discounted price. I like being in control of how and where my products are sold.

E-Books

You can write an E-Book, just as I have, and offer it for sale on your site, through [E-Junkie](#), or through [Clickbank](#). I've seen E-Books priced anywhere from a few dollars to well over a hundred dollars. Gather up some of your best content and create an E-Book. The price is up to you, just make sure you are offering value and aren't going after a quick buck. Readers know the difference.

Audio/Video Products

I have a friend, [Chris Guillebeau](#) that has released an audio and E-Book course about creating small businesses. I have other friends that release entire video courses. You can offer subscription products or one time download/shipping products. You can offer digital or physical copies. People love audio/video products and I am a firm believer that they are much more effective than simple E-Books.

Physical Products

I include this only as a reminder that the sky is the limit in creating products you can sell. We are entering an entirely new realm with this option, but I want you to know that it is there. Just to give you an example, I sell Pashmina Scarves imported from Afghanistan at my website [AfghanScarves.com](#). I could incorporate these products on my own blog, but I prefer them to stand alone because my blog isn't about scarves. If your site is about guitars, don't stop at affiliate products. Who says you can't sell your own branded guitar picks or cleaning kits. I use that as an example, but the options are endless.

Conclusion

I hope you've found this E-Book to be of some value. Feel free to share it with your friends, but promise to share it for free. I spent a year blogging before I really understood affiliate networks and monetization. It is hard to predict how much money I missed out on during that time, but I'm sure the number wouldn't be pretty. I know life isn't about making money and blogging isn't about schilling products, but who says that hard work shouldn't be rewarded? If you are choosing good products, then you have nothing to fear because you are spreading good ideas. People are going to be sold to every day whether by you or not, so why shouldn't your readers benefit from your product preferences? In the end, I see monetization as a tool for the blogger to make some spare cash and his audience to be exposed to products they may not have ever found. Maybe the E-Book on your site could help someone else live their life better. So I encourage you, spend some time experimenting and trying out different programs to see what works for you. As you learn to refine your strategy, you'll realize that monetization is simple and runs on its own over time. Don't forget to stop by my [blog](https://NathanHangen.com/blog) at NathanHangen.com/blog and let me know what you thought about this E-Book. I love reading your comments. Good luck in your blogging and thanks for reading.

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