



**BLOG IT RICH:
CREATING A GREAT INCOME
WITH YOUR BLOG**



DawnMarrs.com

Blog-It Rich: Creating a Great Income With Your Blog

By Dawn Marrs

This ebook is dedicated to my incredible partner Marco. Your love and support are what made this book possible. Thank you.

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From: Dawn MARRS



Hello!

Thank you for downloading my book, and welcome to *Blog-It Rich*. I'm truly glad you're here...

The information I've included in this e-book is the culmination of *many* hours of training, study and trial and error, and this is what works from my personal experience. Up until now I have only shared this information with my closest colleagues, who have also been able to use the knowledge to create great additional income using their existing blogs. It is my greatest hope that *Blog-It Rich* exceeds all of your expectations.

I can say with some confidence that if you follow the steps I outline in this book, you will very quickly begin getting paid for your blogging efforts. After all, you don't blog because you have to; you blog because you love to. And like Confucius said "find something you love to do and you'll never have to work a day in your life."

Now grab a highlighter, curl up in your favourite chair and make this thing glow in the dark!

Warm Regards....

Dawn



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Blog-It Rich: Secrets to Creating a Great Income With Your Blog

By Dawn Marrs

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An Introduction:

Hello there...

My name is Dawn Marrs. I wrote this e-book.

What I'm going to share with you is going to completely change your attitude toward your blog forever if you put it to use.

You're going to learn a lot in a relatively short period of time, so make sure you pay close attention. I recommend you read each chapter in sequence, since each section builds on the last. You can't make money without traffic (visitors) to your blog, so we'll start from there.

Here's my confession to you, so that you know I'm nothing special; just another struggling would-be entrepreneur who wasn't willing to accept defeat. I've worked my butt off and spent a lot of money to learn these skills... I was not willing to quit.

Here's my story in a nutshell;

- It's 2007... my government job is making me ill. When my alarm goes off every morning, the thought of going to work is enough to make me nauseous. I feel like I'm stuck in the movie *Ground Hog Day*... I want to quit, but I'm held captive by car payments and mortgages. I feel hopeless and consider going on stress leave. My ethics don't allow me that luxury so I keep on battling through my days, each one longer than the last.
- A friend introduces me to Network Marketing. The idea of making money from home intrigues and excites me, so I dive in with both feet. I make just enough money to cover the cost of my products, and that's enough to get me fired up... I'm now on a mission to make a living from home.
- I start surfing the web to find some money making ideas and read somewhere that having a blog was a great way to pull in some extra cash, so...
- In 2008 I set up a blog – the ugliest blog you've ever seen. It didn't really matter though; *no one was looking at it anyway*. I cover the blog in pay-per-click ads, just like the instructions say and *don't make a dollar* (seriously, my PPC account was at \$0.79 after three months).
- Still unfazed by my lack of results, I start researching internet marketing. I spend literally *thousands* of dollars and hundreds of hours on courses to learn all I can about online marketing and monetizing websites.
- I am now making negative money. I remortgage my house to pay off my credit cards. I'm even further away from financial freedom than when I started.

Even though I was making *negative* money, I had reached a breaking point; I *quit* my government job – yep, flat out quit. I rent out my house, move in with my mom and sell my car (for \$15,000 less than it was worth). I alienated a few friends during this period. Everyone said I was crazy...

Fast-forward a few years...

- I work from my golf-course-view condo in sunny California;

- I write a successful blog that allows me to express myself and meet like-minded people, while bringing in money every day;
- My network marketing business is growing like never before and my team has been recognized for having some of our company's fastest business builders;
- I make a living teaching my team how to attain the same success I have by applying the exact same techniques I've used;
- I'm happier and more content than I've ever been. I do what I love, and I love what I do.

The real story is what happened between 2007 and 2010... what in that time period could have made such a huge difference?

Well, you're about to find out – because that's exactly what I'm going to teach you in this book.

First we'll talk a little bit about the mindset behind blogging; how writing with a "heart of service" to others needs to be your starting point. Next we'll make sure your blog is equipped with the basic tools to actually make you money. Finally we'll discuss your readers; how to get them to your site, what they want and what you're going to give them.

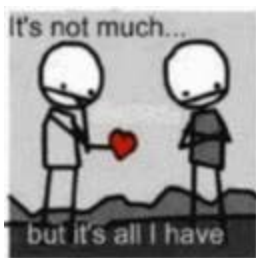
Read this book from front to back... then implement. I'm looking forward to hearing your success story!

Let's get started...

Chapter 1: Blogging Mindset

For all of my research, this isn't a topic I've seen covered in other training material, but I think it's super important to be in the right frame of mind before you start. You'll never reach your destination if you don't know where you're going.

A Heart of Service



First of all, you need to be writing in service to other people. Yes I know, this seems counter intuitive – you started the blog to talk about your thoughts and feelings, not to make other people happy. And that's fine if you want to use your blog as a journal, and don't ever hope to make money.

If you do want to make money (which I assume you do, since you've downloaded this book), you're going to have to take your thoughts and feelings a step further... make them of benefit to others. When you tell a personal story, leave it open for questions, or tell people how you solved your problem.

People are attracted to leaders – you can admit your faults and tell people when you're having a bad day, but if you can't solve your own problems, how can you solve anyone else's?

Understanding Your Purpose

You need to be clear on *why* you're blogging in the first place. In the beginning the answer was likely "because I like to." But now you're doing it to make some money. That doesn't mean you completely change the tone of your blog to become a sales pitch from here on out. But what it does mean is that you need to remember, with every keystroke, that you are *writing to gain new customers*.

You can do this by being a thought leader in your market, reviewing books you've read relating to your market or blog about real-life discussions you've had with leaders in your market. This will let your readers know you're invested in the market, are committed to continuous learning about the subject and are connected to other people who understand the subject matter.

What not to do in your blog



Don't be negative! Negativity repels people – at least the right type of people.

Remember, like attracts like. If you spend your time blogging about men being jerks or how life isn't fair, you are going to attract people who love to bitch and moan about how sorry their life is. You want attract positive people, who have an abundance mentality. These people are great customers, and if you provide them with value they'll endorse you to others.

Negative people tend to be the opposite – they're rarely happy with the products they order, no matter how good they are. You'll get lots of returns and if anything remotely upsets them, they'll be ranting all over the internet about how much you suck.



Do not allow negative people to comment on your blog. Or your Facebook wall, or your Twitter page. This will bring down the tone of your blog, even of your entire online persona and damage your credibility. My rule of thumb is to block all haters... if they don't like what I have to say they don't have to visit my site.

One nasty comment and you should end that relationship immediately, by removing the offending comment, disallowing future comments and removing them from your friend list. One idiot has the power to damage your personal brand and *they are not worth the trouble*.

Chapter 2: Blog Basics

If you've been blogging a while, you probably think you have a pretty good handle on the basics, but I suggest you read this section very carefully, **particularly if you have a free blog**.

Free Blog vs. Self-Hosted Blog



Free blogs are awesome if you just want to write an online journal and not make any money. However, if you want to make money for your efforts, you need to have a self-hosted blog... this is not negotiable. There are dozens of reasons why, but the bottom line is a self-hosted site has much more potential to make you money, and you own it so no one can ever shut down your account, *which can happen if you're using a free site*. You can read more about the differences on my blog by [clicking here](#).

One of the best reasons for owning your own domain is that you will own a little piece of internet real estate that no one can ever take from you. Imagine for example you have a free Blogger blog called www.blog-awesomeness.blogspot.com that becomes wildly popular. One of your opportunistic readers thinks your concept is amazing and notices you don't actually *own* your domain. They go out and register www.blog-awesomeness.com for \$10. **Now people who are looking for you find them instead.** *People can and will steal your traffic if you let them.*

Your best defence is to register your domain and self-host your blog. It's cheap (\$10 for the domain and around \$0.20 per day for hosting), easy to set up and allows you to monetize your blog in a way that free blogs will not. If you are really looking to make an income with your blog, this is a must.

I've registered lots of URLs with [GoDaddy](#), but I use [BlueHost](#) for my hosting. The customer service is great either way, but if you think you might call and ask me for help one day, go with [BlueHost](#) – that's what I use on a daily basis, and I can likely help you the most if you have the same hosting account.

Email Marketing or Lead Capture



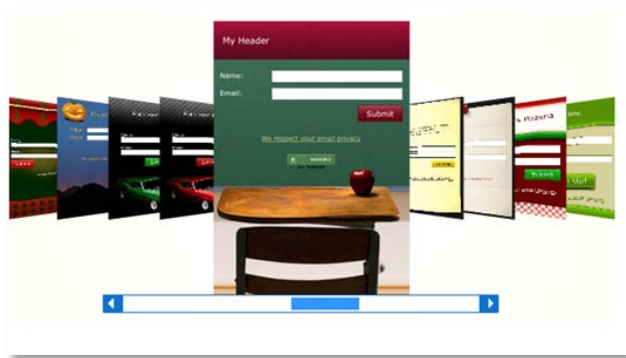
This is a really simple, yet incredibly powerful tool that allows you to keep in touch with your readers and turn them into customers over time. Here's an example of how it works...

Have you ever visited a really cool site then a few days later can't remember the URL or where you found it? Ya, that sucks for you because you'll likely never find it again. But it sucks even more for the person whose site you were looking at... you loved what you saw but forgot to bookmark and never came back.

Now imagine that same site – we'll pretend it was a cooking site – had offered you free weekly recipes just by leaving your name and email address. *Of course* you're going to take that offer... it's FREE!

That cooking site is now going to send you a free recipe every week with a link back to their site, so even if you forget the URL, they're going to remind you weekly. Now when they send you an offer about a \$20 cookbook, **you can't not buy it** – their content is always so good, you just know the book will be worth every penny!

Building an online business is all about building relationships – you can't build a relationship with someone who visits your site once and never comes back. Give them a powerful reason to leave their email address. Now you can communicate with them at will (notice I said communicate... **not spam**).



To do this properly you need an autoresponder service. I've tried a number of different services including [Constant Contact](#), [iContact](#), [Mail Chimp](#) and [GetResponse](#), but my hands-down favourite is definitely [aWeber Communications](#). They are cost effective and have excellent customer service. But more importantly, they have beautiful webform templates that are sure to capture the attention of your visitors. They

are also super easy to add to your blog, even for a complete beginner. You don't need to have any knowledge of web programming to use these guys. Just look at some examples of free contact forms here – you'd pay a designer a lot of money to create these!

You can always try building your own contact form, but unless you're a programming wizard (hell, even if you are a programming wizard) save yourself time and money by investing in a good autoresponder service.

A Good Template



WordPress is known for its speed and ease of use, which is why many pro-bloggers call it their choice platform. It also has literally thousands of free templates to choose from, many that are great for a beginning blogger. The problem is that many free templates are created by amateur designers – most are difficult to modify and you'll be stuck with the designer's choice of font, spacing, the number of columns etc. and you'll find they won't lay-out properly when you're adding things like side bars and inserting graphical ads.

If you have some budget for this, invest in the [Thesis Theme](#). It's super easy to modify every aspect including fonts, colours, content and column number and width. At \$97 it's a good business investment – after all, you wouldn't want to open a sloppy store. Why should your blog (your store front) be any different?

A Way for Your Audience to Share Your Content:

The best way to get more readers to your site is to allow readers to share your content with others. Installing a social media plug-in (once again, **only possible on a self-hosted site**), is one of the best ways to do that. As I said before, I use WordPress and here are some of the best plugins that I've tried (and I've tried LOTS):

Sexy Bookmarks: Encourages your readers to post your content to their own social media circle, which in turn gets more people checking out your site.



Share This: Another great sharing plugin, just not quite as visually appealing as Sexy Bookmarks. However Share This is somewhat faster to set up.

Disqus Comment System: A great way to create conversation within your comments. Disqus allows you to moderate and reply to your comments by email (very cool if you're on the go a lot and access your email by smart phone). It also sends an email notification to commenters who request notification when someone replies to their comment... allowing them to return and comment again! This is a great way to increase exposure and readership!

Chapter 3: Understanding Your Target Audience



In order to sell to someone you must identify which of these things is most important to them, and find an offer that matches their needs. I'm going to assume you've been blogging for a while now, but you can do this practical exercise even if you're new to the blogging world. Answer the following questions about your readers:

1. What problems are foremost on your readers' minds?
2. What desires do they have?
3. What are their frustrations in solving problems, fulfilling desires?
4. How can you help in one small part of any of those things, to make their lives better?

Knowing the answers to these four questions will help you easily transition to the next step – providing value to your readers.

To provide real value you need to blog about things your audience will find helpful or interesting. If you keep those four questions in mind when you're writing or shooting a video, you'll have no trouble with this part. Make sure you post consistently (a minimum of at least once a week or you'll lose readers), and strive to provide value in *every single post*.

When you're constantly providing value, your audience will subconsciously feel that if you're offering this much awesomeness for free, anything you're selling must be of greater value.

I can not stress enough how important it is to make sure this is true. *Never sell your readers junk.*

Chapter 4: Make Them an Offer They Can't Refuse

You know who's visiting your site, you know what they want. Now it's time to give it to them.

There are literally hundreds of thousands of things you can offer your customers that will result in a paycheck. These three are the most common when it comes to blogging income:

1. **Google ads** – place Google ads on your site and get paid when someone clicks on them. You need **a ton** of targeted traffic to make this one work since each click pays about \$0.02. You can use the space more wisely using the following three methods.



2. **Affiliate marketing** – you promote links to products on your blog, or in your follow up messages to your readers for a product or service owned by someone. If someone buys a product through your affiliate link you receive a commission (usually 30 – 70% of the sale price). A great place to start is ClickBank. Their affiliate program is free (the good ones are), the payouts are good on a lot of their products and they tend to have something for everyone. Another good free one is Commission Junction, although you have to apply for their affiliate programs, so it can take longer to get started.

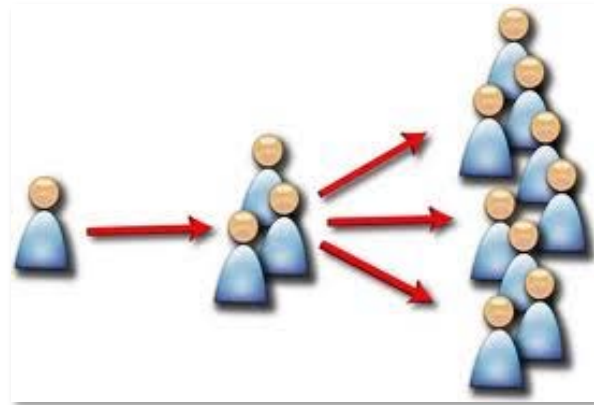
3. **You sell your own product** – you promote a product or service that you have created or own the rights to. You get paid when someone buys something. What's the problem with this model? **You have to create an information product... very time consuming.** You're better to start off selling someone else's products so you have an income to lean on while you're writing your ebook. You need to be especially careful with this one if you're selling physical goods (like cookware for example).



If you follow this manual and end up with a ton of traffic, and then a ton of customers, will you physically be able to keep up with demand? What happens if you get 300 orders for your widgets next week? Who is going to ship them, deal with customer service and inevitable returns etc. If you're going to sell your own product you might consider an information product to start with (this ebook is an example of an information product), that you can ship automatically via email.

4. **Network Marketing** – you promote the product or service of a company that uses a multi-level compensation plan. As you can see in **Figure 2**, as you sell to more people, and those people love the product and share it with more people you will be receiving a commission on an increasing number of products being sold, not just the products you sell yourself.

Apply this payment structure to a *consumable* product (like a drink or a food that people constantly need more of), and you're on your way to financial freedom. For more in-depth information on how that works [visit my website](#).



This is called “leveraged residual income” because you will continue to get paid for the efforts of others long after the initial sale.

Network marketing is my personal favourite of the three ways to make money, but it's wise to use a combination of all three to increase your chances of making sales – not everyone is going to go for every offer.

The most important thing to remember: No matter what you sell, make sure you are providing value for the money your customers spend. *Give them crap and they'll devalue anything you have to say or sell for the rest of time.*

Chapter 5: Getting Targeted Traffic

Now that you've identified your audience, here is how to get that targeted traffic to your blog.

Social Media:

Social media is a powerful and fast-acting way to get visitors looking at your site. Social media profiles are extremely fast and easy to set up, and not only do they get more people to go to your site, they also build valuable back-links (something I'll describe in more detail in the Search Engine Optimization section). I'm only going to cover a few here, but you can find other great sites listed at the end of this book.



Twitter Is a micro-blogging site, which just means you get to post updates up to 144 characters in length. Doesn't seem like much, but you'll get used to it. You can build up a huge following of people on Twitter because there is less exchange of personal information and people are more comfortable following or being followed (as it's called in the Twitter universe).

The more people who follow you, the more people who will see your mini-blogs when you post them. Therefore it is best to be followed by people who are likely to buy what you're selling. For example, if you are in real estate, a good search would be "I can't sell my house." With that search you'll find anyone who has typed that exact phrase recently – someone likely to need a real estate agent.

There are all kinds of software you can buy that will claim to automate the following for you, but the only ones I recommend are [Tweet Adder](#) and [Social Oomph](#). Tweet Adder is a one time cost of around \$50 – huge value for the price. Social Oomph has a monthly fee, but it's also got a lot more features and is web-based so it works whether your computer is turned on or not. Each is great in its own right.



Facebook I'm willing to bet you've already got this one covered, but something you might not have is a Facebook Fan Page. If you don't then you should... [Click here to see mine as an example](#). (Don't forget to "Like" me! ☺) You create a Fan Page using your existing profile and can then invite your friends. [Click here to create your very own Fan Page!](#) *You must be logged into your Facebook account to do this.

My Space A lot of people are jumping off of the My Space bandwagon, but my advice would be "not so fast." The people at My Space are currently reinvesting in the site to make it more "socially relevant" and for some niches (including art, music and recording), My Space may end up being the place to be. Set up a free account and [become my friend](#) – it's a start!

LinkedIn is a great site for showcasing your talents and your blog. It's also full of excellent and very active forums that you can become a part of. This site takes a little longer to set up because they're looking for more in-depth information on you (think online resume). Well worth the time it takes to get set up. [Look for me there!](#)

Search Engine Optimization:



This is a huge topic that really requires an entire book of its own. But the basics are simple; Google and the other search engines are interested in three things;

1. Content (keywords, domain name, tags, etc.)
2. Links (inbound, outbound, authority, etc.)
3. Activity (traffic, RSS subscriptions, comments, updates, etc.)

Here are some easy tips to make that happen as quickly as possible:

Optimize your blog:

If you're serious about getting a lot of traffic to your blog you're going to have to carefully select your keywords and analyze your site against your competitors. The name of the game is **Out Rank...** which means when someone searches for your key words **you want to place higher on Google than your competitors do.** [Traffic Travis](#) is the perfect tool to help you do this. but the Professional version provides some advanced features and more indepth analysis of your competitors so that you can see exactly how to tweak your site to beat them in the search engine rankings. The [basic version is fully functional](#), but if you want to make serious money based on SEO, you're going to want [professional - they have a deal right now where you can try itfor only \\$5.](#)

- If you're just registering your domain name, ensure that your keywords (the words that people looking for your topic are searching for) are in your domain name (.com extensions get more traffic than any other). That's low-hanging fruit.
- If you're using WordPress, install the [All In One SEO Plugin](#) (once again this only works on a *self-hosted WordPress site*). when you complete a post, scroll to the bottom of the page and enter all of your keywords as well as the description you'd like people to see and the title exactly as you'd like it to appear in the title bar. **This will take care of the next point.**
- Be sure your keywords show up on the title bar of your blog (the bar on your browser above the URL).
- Use "pretty" permalinks. This just means your keywords show up in your URL. To do this in Wordpress, simply go to Settings/Permalinks and select Custom Structure. Now enter this in the box: **/%category%/%postname%/**. Now the name of your post will show up in your url.
- Place your keywords throughout your content.
- Place your keywords in your meta tags.
- When you're creating a link to your site, make sure your key words are in the text hyperlink. For example I don't link back to myself by using [Dawn Marrs](#) as the text for my hyperlink. Instead I would use [learn how to blog](#). This tells the search engines what the site is about... use the words you would like people to find you for.

- Use a FeedBurner RSS feed (just google feedburner and you'll find it). Google owns Feedburner, and this allows them to see how many people opt-in to view your blog on a regular basis... remember, *they want to see activity*.
- Be specific and ask for comments at the end of your post... once again, the search engines love to see more traffic. Comments are proof of that.
- Be sure to reply to your comments – this will encourage discussion and give people a reason to keep coming back.
- Notify the search engines of your new post – In wordpress, go to Settings/Writing and cut and paste the following text exactly into the space at the bottom for Update Services - this will “ping” or notify every search engine that there is a new post on your site the minute you publish it, so you'll get found in the search engines for your keywords almost immediately:

<http://rpc.pingomatic.com/>
<http://blogsearch.google.com/ping/RPC2>
<http://1470.net/api/ping>
<http://api.feedster.com/ping>
<http://api.moreover.com/RPC2>
<http://api.moreover.com/ping>
<http://api.my.yahoo.com/RPC2>
<http://api.my.yahoo.com/rss/ping>
<http://bblog.com/ping.php>
<http://bitacoras.net/ping>
<http://blog.goo.ne.jp/XMLRPC>
<http://blogdb.jp/xmlrpc>
<http://blogmatcher.com/u.php>
<http://bulkfeeds.net/rpc>
<http://coreblog.org/ping/>
http://mod-pubsub.org/kn_apps/blogchatt
<http://www.lasermemory.com/lsrc/>
<http://ping.amagle.com/>
<http://ping.bitacoras.com>
<http://ping.blo.gs/>
<http://ping.bloggers.jp/rpc/>
<http://ping.cocolog-nifty.com/xmlrpc>
<http://ping.blogmura.jp/rpc/>
<http://ping.exblog.jp/xmlrpc>
<http://ping.feedburner.com>
<http://ping.myblog.jp>
<http://ping.rootblog.com/rpc.php>
<http://ping.syndic8.com/xmlrpc.php>
<http://ping.weblogalot.com/rpc.php>
<http://ping.weblogs.se/>
<http://pingoat.com/goat/RPC2>
<http://rcs.datashed.net/RPC2/>
<http://rpc.blogbuzzmachine.com/RPC2>
<http://rpc.blogrolling.com/pinger/>
<http://rpc.icerocket.com:10080/>

http://rpc.newsgator.com/
http://rpc.pingomatic.com
http://rpc.technorati.com/rpc/ping
http://rpc.weblogs.com/RPC2
http://topicexchange.com/RPC2
http://trackback.bakeinu.jp/bakeping.php
http://www.a2b.cc/setloc/bp.a2b
http://www.bitacoles.net/ping.php
http://www.blogdigger.com/RPC2
http://www.blogoole.com/ping/
http://www.blogoon.net/ping/
http://www.blogpeople.net/servlet/weblogUpdates
http://www.blogroots.com/tb_populi.blog?id=1
http://www.blogshares.com/rpc.php
http://www.blogsnow.com/ping
http://www.blogstreet.com/xrbin/xmlrpc.cgi
http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php
http://www.newsisfree.com/RPCCloud
http://www.newsisfree.com/xmlrpctest.php
http://www.popdex.com/addsite.php
http://www.snipsnap.org/RPC2
http://www.weblogues.com/RPC/
http://xmlrpc.blogg.de
<http://xping.pubsub.com/ping/>

It's a long list, I know. But do this one thing and you'll be able to find yourself on the search engines within minutes of posting. One of the best kept secrets in the bloggers' arsenal.

Blog commenting:

- Leave valuable, relevant comments on blogs in your market and include a link back to your site.
- Find blogs to comment on here: <http://blogsearch.google.com/>

Article Marketing

- Write an article about your market, filled with your keywords and links back to your site.
- Submit it to as many article submission services as possible.

Video Marketing:

Film a video about your market, branded to you and your blog (make sure you mention your blog name a few times throughout the video). Ensure you put your keywords in the metatags

Submit the video to as many video upload sites as possible (eg. [YouTube.com](http://www.youtube.com)) **Traffic Geyser is an excellent service that will do this step for you if you're serious about video marketing.*

Pay-Per-Click:

People can get rich on pay-per-click (PPC), but if you don't know exactly what you're doing it's an expensive trial and error process. Until you've got a really good marketing system in place don't even consider using this method to drive traffic or you will lose money.

If you are bent on using pay-per-click, invest in a course that will teach you how to do it properly, like [Magnetic Sponsoring's PPC Mastery](#). Otherwise you are doomed to lose a lot of money fast. Don't say I didn't warn you.

Google, Yahoo and Facebook all have PPC.

Traffic Exchanges:

These are a cool concept. You get credits for checking out other people's sites, and you can use the credits to let other people look at yours. The problem here is that you will be absolutely overloaded with amazing offers written by true copywriting masters – you may find yourself sucked in.

If you're going to venture into a traffic exchange, you need to go in with the mindset that you are only here as a means to promote your site. Understand right from the beginning everyone is there to promote their business too, and a lot of them are **really good at it**. Start opting into offers and you'll waste a lot of time and money, not to mention you'll get spammed to death. Not everyone has as much integrity as you do.

Some good traffic exchanges to check out are [Traffic Swarm](#) and [Traffic Splash](#). There are dozens out there but I've found these ones to get a lot of free traffic.

Chapter 6: Caring for Your Readers

Readers (or viewers, if your blog is a video blog) are the lifeblood of your business and it's important to treat them right.

Consistency

Consistency is the name of the game when it comes to blogging. An active blog is absolutely vital if you hope to keep your readers attention, and keep them coming back for more great content (and to click on more of your offers). That being said, even great bloggers get writer's block every now and then. Here are a few ways to pull through for your readers if your creative juices are a little stagnant at times:

5 Ways To Provide Value and Avoid Writer's Block

1. **Borrow content.** Other bloggers love when you use their content, so long as you give them credit for it and a link back to their blog. Just be sure they aren't selling the same products – if so you might be directing your customers' money right into your competitor's pocket. You'll be able to find all kinds of good stuff at <http://blogsearch.google.com/> Believe me, this is a great idea – the blogger will appreciate the link and the extra traffic, and you'll have a shiny new blog post!
2. **Do an interview on a leader in your niche.** The more connected you seem to your content the more valuable you become, and having good connections gives you additional clout.
3. **Do a search for your niche on [Yahoo! Answers](#)** and see what questions people are asking. Write an article that answers one or more of those questions.
4. **Watch the Trends.** Twitter is a great place to see what people are talking about, but I've also found BlogTrends.com to have useful info on who or what is popular at this minute. Try and find something that you can tie into your blog – since people are searching for that information already this will also increase your chances of being found by random new visitors!
5. **Go Do Something.** People love pictures, and the best way to provide quality with a personal touch is to go do something interesting and post the story in picture (or video) format. Use of different types of media will keep your blog fresh, while getting out and doing something other than blogging will give you something interesting to talk about. *Just make sure it's relevant!*

Keeping in Touch

If you're going to offer something free, and do start getting some people on your list, be consistent in talking to them. There are wildly varying opinions on how often you should be in touch, but a good rule of thumb is once a week. And you should be providing as much value as possible with each and every email. Once again keep it relevant – if they opted in for a free ebook on real estate and you start talking about your pet cat Mittens, you'll have subscribers dropping like flies.

Chapter 7: Cash for Life

You now own a very profitable chunk of real estate on the world wide web. People are enjoying your blog; they want to hear what you have to say and are returning on a regular basis to soak up your awesome content.

You'll have formed personal relationships (via comments, Twitter, Facebook, your autoresponder etc.) and as a result people won't hesitate to buy from you. Not only that, but they'll enjoy the value of the products you're offering them, because they suit your audience.

Not a bad business model.

But this is where I would encourage you to take it a step further. *Allow your customers to partner with you.* Here's what I mean...

If you've done everything right you're going to be making some money – there's no doubt. If you've found affiliate products and ads that match what your audience's interests, they'll be clicking and buying all over the place. But at this point, *they're only consumers.* You haven't given them an opportunity to make money, only to spend it.

*“Lets face it, no matter what demographic or audience you're speaking to, everyone needs or wants three very basic things; more **time-freedom**, more **money** and **good health**.”*

Seriously, make a list of every single person you know, and every single person who might be reading your blog – who on that list doesn't want one of those three things? If you could offer it to them, don't you think they would want it?

The best gift anyone has ever given me was the opportunity to have these things in my life, and because someone was willing to share that with me, I am now the living embodiment of an abundant lifestyle. I live where I want to live, I have the money to travel and take my family on vacations, and best of all I have the time to do all of those things.

So here is where I'm taking care of you, my reader, by offering you the same life of abundance that I enjoy today – the time freedom, the money and the health. If you are truly ready to welcome these things into your life, there's a very good possibility we would make great business partners.

I've already determined that you are open to learning, being coached and have a leadership mentality. Otherwise you would not have downloaded this book.

Work with Dawn

I hope by this point I've provided you with enough value to know that a partnership with me would be well worth your time, especially if health, a great income and time-freedom are the things you value and would like to have in your own life. But just in case you need more incentive, here is what your partnership with me will include:

- ✓ A detailed analysis of your blog, to convert all of your visitors into paying customers and put more money in your pocket.
- ✓ One-on-one coaching with me to ensure you get maximum growth and profit from your new business partnership with me.
- ✓ Support *seven days a week* to help you create an excellent customer service experience to find and maintain new customers who will continue to pay you long into the future.
- ✓ Your very own million-dollar website and back office to track all of your sales and commissions (*because you'll be getting lots of sales and commissions!*)

Just my analysis of your blog alone would cost \$250, and if I were to accept coaching clients outside of my personal team (which I don't), I would charge a minimum \$150 an hour.

But if you are ready to get started right away and hit the ground running, **you can have it all for free.** The blog analysis, the coaching, the customer service team – everything.

All you have to do is contact me directly, either by phone or [email](#) to schedule some time to chat. If it turns out we are a fit to work together, I'll even pay your \$39 membership fee into the opportunity!

Just imagine that I'm not exaggerating (and I'm not) what this could mean for your future... say the following sentences out loud and see how great it feels:

- ✓ I am my own boss. I set my own hours and work when and where I decide.
- ✓ I don't spend time commuting and I have more time to spend with my family and loved ones.
- ✓ I have extra money to travel, buy nice things and take my family on vacation.
- ✓ I don't worry about losing my job or the economy. My economy is thriving – I have money in the bank, a steady and increasing income, and I have everything I need.
- ✓ I get paid for helping others to live their best life and have more satisfaction than I've ever had in a traditional job.

Didn't that feel good? I know it did because I say it every morning... *it's the story of my life*. Give me a call and all of those things can be a reality in your life too. What have you got to lose?

To your success my friend,



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Resources

Here is a list of recommended services you may want to use to transform your blog into a money-making machine. I have starred my top picks in each category, but all are good:

Blog Themes:

- [Thesis*](#)

Email Marketing:

- [aWeber Communications*](#)
- [GetResponse](#)

Webhosting:

- [Bluehost*](#)
- [GoDaddy](#)

Twitter Tools

- [Tweet Adder](#)
- [Social Oomph*](#)

Keyword Tool

- [Traffic Travis Professional*](#)
- [Traffic Travis Basic](#)

Social Networks You Should Belong To:

[Facebook](#)

[Google](#)

[MySpace](#)

[Yahoo](#)

[Twitter](#)

[Digg](#)

[LinkedIn](#)

[YouTube](#)

Remember, the more social networks you belong to, the more chances you have to be found online. Most give you an opportunity to post a link back to your site as well – **free and easy backlinks!**

Thank You So Much!

I hope you've enjoyed this eBook as much as I loved writing it for you. I can't thank you enough for your continued support of DawnMarrs.com and everything I do.

I appreciate each and every one of you for taking time out of your day or evening to read this, and if you have an extra second, **I would love to hear what you think about it.**

Please leave a comment at <http://www.dawnmarrs.com/ebook/>, or if you'd rather reach me in private, don't hesitate to shoot me an email. I read each and every single comment and email, so don't be afraid to say hi!

Lastly, if you haven't already, you can follow me on Twitter ([@dawnmarrs](https://twitter.com/dawnmarrs)), and join in on the conversations going on right now on my [Facebook Fan Page](#).

Thanks again, and I wish you nothing less than success!



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