

How To Add Additional Streams Of Income To Your Blog



**7 WAYS**

TO MONETIZE YOUR  
BLOG IN 2019

**SPECIAL REPORT**

# 7 Ways to Monetize Your Blog in 2019

Premium PLR Produced By **IMLeadMagnets** (Volume 1)



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# 7 Ways to Monetize Your Blog in 2019

## *Does Your Blog Require Immediate Attention?*

*'Never put off till tomorrow...'*

Honestly, it doesn't matter if you're fairly new to blogging or if you've been 'round the block' a few times and are a 'machine' with getting content out to the masses on a very regular basis.

*The fact of the matter is this...*

If you think that you can delay implementing current monetization methods on your blogs in order to make money from them, then you may as well leave now and go back to submitting 500 word articles to impractical directories of the past!

*Whilst this might sound somewhat harsh initially, it also happens to be extremely relevant.*

This is because the internet of today plays by its own rules. So if you're not up to moving with the times as quickly as change happens online, then you will have a hard slog ever making any *monetary progress* with your blogging content moving forward.

But blogging can be an extremely lucrative proposition when monetized correctly for your intended audience.

For example, relatively small but very well targeted blogs as [Making Sense Of Cents](#) generates \$100,000+ per months and [Pinch Of Yum](#) generates \$70,000+ per months!...

It's interesting to note that the successful blogs have the same features in common:

- ✓ Their blog design is clean and cohesive
- ✓ They publish regular, in-depth high value content
- ✓ Their blog posts have social media sharing icons for spreading their content
- ✓ The blogs include several list-building opportunities
- ✓ They monetize their blogs sufficiently and with methods that work today.

## *When to Monetize Your Blog*

### *The time to start is now...*

Now if you're thinking that you need to receive a lot of traffic to have a blog that is successful in producing the kind of revenue that's portrayed in the above image, then you'd be right...and wrong!

Where many bloggers 'drop the ball' in terms of initiating their blog's earning capacity is that they believe that making money from their blog requires a tremendously large number of fanatical followers.

So obviously, the more traffic that your blog receives, then the more money it will potentially make for you.

However, you should realize that as long as you implement *effective and current monetization strategies* with your blog, then

you should begin doing so right from the time that you commence with launching your new blog.

And whilst you will find that some monetization techniques work better than others for your particular blog, you can certainly try multiple ideas together in order to produce a diversified stream of income all from the one blog.

## *7 Highly Effective Ways to Monetize Your Blog*

### *Current blog monetization methods that work*

It will depend how far into your blogging journey that you are as to which of the following methods might appeal to you the most. Some will obviously be more 'hands on' than others, but each has the capacity to significantly increase the bottom line of your blog revenue.

#### **1. Provide a freelancing service**

If you use your blog to offer your services for the tasks at which you are proficient, this is hands down the fastest way in which your blog is bringing you in the money.

And the best part about this blog monetization method?

There is an endless supply of freelancing services that you can offer via your blog to avoid ever running out of work...or money!

Following is a list of what is really just some of the freelancing service monetization methods that you can run with as quickly as today;

Content Writing	Virtual Assistant	Facebook Ads	Pinterest Images	Blog Set-up	Niche Research
Coaching	Consulting	Videos	Posting	SEO	Design
Reviews	Support	Editing	Voiceover	Graphics	Translate

Using your blog as a lead-building mechanism for your services provides you with the opportunity to have a recurring income business where you manage your own clients directly and become known as an authority in your field.

You can [access a large list](#) of service-providing ideas that you can then advertise on your own blog, depending on your personal skill-set.

And remember, selling your services means that you are selling your time which, in turn, translates into significantly higher profit margins for you.

To get started, you can simply create a page on your blog that showcases your skills and place a link in your blog's navigation bar where it has maximum visibility.

## ***2. Engage in affiliate marketing***

Affiliate marketing will allow you to earn a commission every time someone buys a product or service based on your particular recommendation.

For such a simple blog monetization method, promoting affiliate offers can turn into an extremely lucrative income model once you gain some traction for each of your promotions.



Depending on the source of the affiliate offer, you can expect to earn upwards of 75 per cent (sometimes 100 per cent) when a person clicks on your assigned link and purchases the offer.

With affiliate marketing, you can typically join a program or offer for free, try it out for yourself and, if it impresses you, write a thorough review about it on your blog or a dedicated page that you have created on your blog specifically for it.

Affiliate marketing will enable you to make money directly from your blog without having to create your own products, stock products, ship anything to anyone, or deliver services of any kind.

The trick here in standing out from your competition is in allowing your honesty to shine through in your affiliate reviews. Your audience can and will spot a fake recommendation a mile away. This is what will give you the winning edge when your blog visitor reads your personal account of the affiliate offer.

The methods that you can use to promote affiliate offers on your blog include;

- Emailing your list about the product or service that you believe will benefit them in some way (tell them how)
- Placing banners in your blog headers and sidebar, as well as at the end of each of your posts
- Do special promotions about your blog recommendation on your other online assets.

For each promotion of every affiliate offer that you take on, don't forget to include your disclaimer that you will receive a commission when a purchase is made through your link.

Of course, you can [promote digital products, physical products, or both as an affiliate](#) on your blog, but keep in mind, you will

always gain the most passive monetary rewards by promoting offers that require a recurring payment.

Indeed, with affiliate marketing heading towards becoming close to a [\\$7 billion dollar industry by 2020](#), this is a monetization strategy that you really want to pursue as a near auto-pilot income from your blog.

### ***3. Create information products***

The information product, or 'e-learning' market, is one that's expected to reach near the [\\$38 billion mark by 2020](#) – so it's little wonder then that this method of monetization is how [almost 90 per cent of websites](#) make their income online.

So in case it hasn't yet quite sunk in with you, this is a highly lucrative monetization method that will work for your blog not only into this year, but also through the next and beyond.

And if you think that scaling your monetization efforts to the level of creating an actual product is outside the scope of your talents, then simply consider this...

You have in all likelihood already created a significant portion of the content for your e-Book or in-depth online course by way of the posts that you have published on your blog!

In other words, you are already teaching the information product to your audience. You now simply need to expand on the topics that your followers are learning from you and scale on what it is that you know they want to learn about in greater depth.

If you need confirmation on the content that you should create for your larger product, then simply ask your blog readers or reverse engineer the products created by your competitors and make yours better.

Sure, the content for your product might be available freely elsewhere online; however people will buy from you for 3 specific reasons...

- ✓ They know and trust you
- ✓ Paid products and courses have a greater perceived value
- ✓ Convenience is an important factor for making purchases.

With your own information product, you will also control everything from pricing to promotion, meaning you also benefit greatly from the major profit margins.

Then, once you have seen the success that your information product can bring to you directly, you simply then rinse and repeat for continued and future products.

To create your product, you can use Word or Google Docs for writing, and your smart phone can also be used for recording until you're ready to upgrade to more practical software.

You can also deliver your product with relative ease once it's ready to go. Your PDF can be sold from a sidebar on your blog, or you can convert it for Kindle to be sold on Amazon.

For your more in-depth information products, consider hosting them on sites made to deliver like [Teachable](#), [Thinkific](#) or [Podia](#) and promote the heck out of them from your blog.

#### ***4. Deliver paid membership content***

Increasing numbers of blogs offer premium membership areas. The content you provide will be 'next level' in terms of actionable quality or targeted learning. That could include case studies, execution plans, blueprints, templates etc.

Typically, you would update your membership site with new material every month. Membership sites can work well for just about any niche out there and are a great way to generate a consistent recurring income.

Of course, you then also promote this 'Premium Content' to your unpaid, regular followers through snippets of your best material and by providing sign-up bonuses to entice them even further.

One of the most common means by which to house a membership area on your blog is to have content pages that are password-protected, where you can have various layers of 'access' to the content based on whichever membership level your crowd has joined.

This set-up is made possible through the use of [plugins that have been created specifically](#) for this blog monetization purpose so that instead of having 'just' a blogging platform for interesting posts, you now have a 'business platform' where you can house every piece of content and all of your courses.

Along with the content that you provide to this component of your blog, the success from this monetization model will come in your ability to create personal and engaging connections with your members individually and as a group.

### ***5. Earn from sponsored posts***

Whilst predictably not the most passive means by which to monetize your blog, taking on sponsored posts is certainly one of the easiest ways in which your blog will make you money.

A sponsored post is one whereby a company actually pays you good money to write a post or article on your website about their product, service or offer.

The larger your blog following or the more targeted your branded niche audience, the more that you can expect to get paid per posting – several hundred dollars as a starting point is not unheard of at all with this money-making model!

As with affiliate marketing, this monetization method will depend on the level of your honesty shining through. You should advise your readers as to why you are writing the promotion, only agree to promote products that the company has given you to try, and always place a disclaimer about your paid or potential pay involvement in it and from the posting.

So how do you get started with such an exciting means by which to make blogging money?

- a company approaches you when they like what you have to offer in terms of your number of followers and content platform
- you make a pitch to a company to promote their product on your blog – you can find advertisers that work with your niche by researching your “sponsored” (keyword) competition.

Some of the companies from which bloggers have had reported success include the following;

- [Tapinfluence](#)
- [Blogger](#)
- [Izea](#)
- [Triberr](#)

In order to prepare for being approached or accepted by a blog writing sponsorship site, you will need to prepare a '[Media Kit](#)' which is a 'tell all' about your blog – what it's about, it's reach, it's social media influence, its demographics, and even a list of your passions!

Of course, to give your sponsored post its best chance of being successful, you need to be 'persuasive' in your approach, but also unique – be yourself, humorous, compelling, and even include video if it meets the needs of your paying sponsor.

Above all else, however, be true to your own blog that you are working so diligently to brand.

## ***6. Sell physical products***

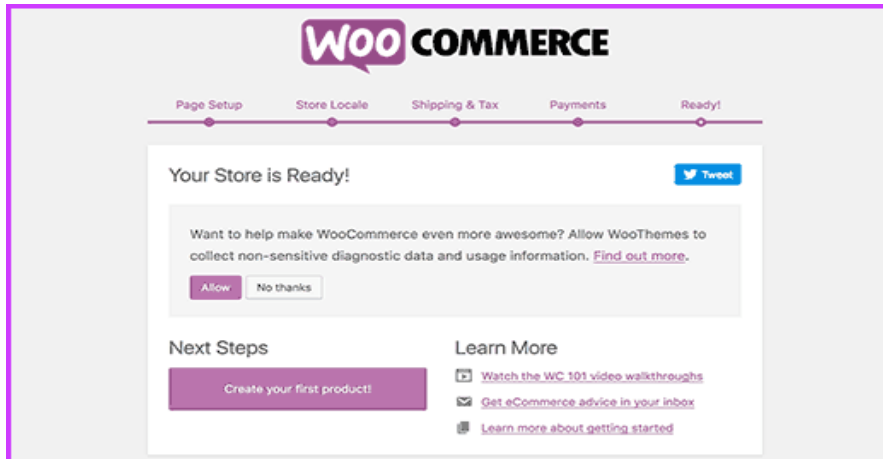
If you are looking for an extremely relevant means to monetize your blog that has very high profit margins, is almost completely automated, and requires no stock handling on your part, selling physical items through e-commerce might just be for you.

Running e-commerce allows you to promote a product on your blog, transfer the customer order to the supplier, who then packs and ships the item directly to the customer on your behalf.

And if the 'techy' side of setting up your own e-commerce site scares the 'sales' out of you, then there is a [plugin](#) for your blog that will provide all of the features that you need to get started and fully develop your automated new product business.

Having a thorough understanding of your targeted niche audience gives you the inside track on what their interests are and where their passions lie, along with their needs, pain points and buying habits. For you, this means a *potentially infinite scaling of the income* from your blog.

Using the [e-commerce store model on your blog](#), your business is 'always open', global, and tracking-ready for retargeting your customers in order to provide a personalized shopping experience for them.



The WooCommerce [plugin is easy to set-up](#), and is right for you if you want to add e-commerce functionality to your existing blog

domain. It has extensions available to [incorporate dropshipping](#) and particular drop shippers, so you have a range of options for monetizing to explore.

## ***7. Consulting and Coaching***

I know this may sound scary, and you will think “This is not for me”, but this is actually one of the fastest and easiest ways you can monetize your blog.

If you’ve been blogging for a while about a specific topic, it means you already have a set of valuable skills, knowledge or expertise. That puts you in the right position to offer one-on-one guidance to prospective clients, and you’ll be able to charge a lot while sharing information you already know.

Create a new tab on your blog menu and call it “Work With Me”, and link it to a page when you offer your coaching services.

Be as specific as possible as to how you can help your potential customers and offer different packages at different price points.

Make sure you also add anything that will position you as an authority and an expert. Even though the blog itself should help, adding social proof and testimonials can explode your conversions.

You will be surprised to see how many people are willing to pay premium prices for coaching.

### *Mastering blog monetization*

Not sure if you have noticed, but I have consciously omitted to mention AdSense as a way to monetize your blog. The reason is simple: in 2019 you cannot generate a decent income from AdSense unless you are bringing a huge amount of traffic to your blog and operating in some very specific niches.

The whole purpose of this report was to show you how to take the right mix of actions to monetize your blog even when you still have a small audience.

When it comes to making money from your blog, there isn't a single magic method for overnight or instant fortune or fame, nor is there a one method fits all strategy solution.

You should commit to constantly trying out the various 'what's working now' opportunities presented within this report and, when you find the method that works best for you, then master it to ensure that you continue the momentum of building and having a money-making blog.