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Blogging Mastery Introduction

Welcome to the profitable world of niche blogging! You should be very excited at the opportunity to be able to develop laser-targeted blogs for some of the most profitable markets online.

Not only is blogging one of the fastest ways of making money and building an online business, but it's also one of the easiest strategies ever revealed.

With blogs, you don't have to be proficient with HTML, have technical knowledge of web development, nor do you ever have to outsource development to seasoned freelancers. In truth, you have everything you need already, just by taking advantage of free tools and resources that are available to you.

Blogs work on the basis of delivering content to your target audience. The most important component of a successful blog isn't in the design or template, but rather in the kind of content you feature on your site, and how targeted your information is.

Choosing a topic for your blog is the very first step, and in order to ensure that your website is as profitable as possible, you never want to rush through this process.

That being said, niche selection is actually quite easy when you know what to look for, and how to effectively gauge a market's viability and demand.

Plus, when following the strategies revealed within this guide, you will be focusing on "evergreen" markets, so that you can develop a profitable niche blog that is set up for long-term success.

So without further delay, let's start building your very first profitable niche blog!

Niche Research Simplified

If you really want to make the most money possible from your niche blogs, you absolutely need to research markets, verify the viability of niches and know, with certainty, what people are interested in, searching for and willing to buy.

Without proper research, you have little idea as to what products or services you should include within your website, but more importantly, you aren't sure WHAT people are entering into the search engines when searching for these products.

This is where niche and keyword research comes into play. By defining the most popular keywords used by your target audience, you can incorporate them into your blogs optimization strategy and content to attract organic traffic from the search engines.

Your blog will be thoroughly optimized and VERY targeted towards hungry buyers.

(Plus, you can swipe commissions by piggy backing off of successful marketing campaigns that others have created!)

For example, you decide you are going to include the ClickBank product "*Acne Free In 3 Days*" on your niche blog, as a way of generating commissions from referrals, so you set to work implementing affiliate campaigns into your blogs content..

You know that people who are likely to purchase this product are suffering from acne and want a quick and pain free solution so you've already finished half your research: You're able to define WHO your market is.

In order to optimize the content on your niche blog, you will want to include the product name AND author name in both your content and your title, so that your page quickly ranks in the search engines, and is directed towards people who aren't just searching for an acne cure, but who are interested in this specific product.

By including author names, website URL's and product titles in your content you are able to create laser-targeted pages that will boost your position in the search engines, while making it easier for you to "swipe" commissions from people who are already interested in the product but need a bit more information or reassurance before making the purchase.

Each page on your niche blog should always include relevant keywords, but to better optimize your site, include SPECIFIC keywords involving the products and services you are writing about.

As we begin our journey into finding profitable niche markets, stop to ask yourself. 'What are people desperate for?' or 'What do people REALLY need?'

By answering that question, you'll be able to tap into countless profitable niche markets, because when it comes to what people NEED rather than what they WANT, you've got yourself some hungry, desperate buyers who will anxiously

purchase instant solutions or remedies to their questions and concerns.

You've probably heard of just how profitable 'desperate markets' is and there's good reason for this. Markets that are considered desperate are not only easier to target but easier to sell to.

- *That person desperate to get rid of her acne quickly!**
- *That mother frustrated by not being able to potty train her toddler.*
- ** That guy who will do anything to win his ex back.*

When NEED is there, rather than just desire, you've got a winning niche. Combine that with a laser targeted campaign that provides a solution to their problem and you'll never struggle to make money again.

One of the most important things you can do is first evaluate and identify niche markets that encompass three major elements:

- 1) You can easily identify exactly who your audience is.
- 2) There are motivated, active buyers in the niche market.
- 3) You are able to get your marketing message across to your audience.

There's no sense in trying to find an untapped niche market. There are few of them out there and those that exist would take a lot of work in order to penetrate.

Then, you'd have to condition buyers, research angles and test out different campaigns and approaches before you determine what was successful.

Forget about that! It's always easier to make money in niches that are already proven to be profitable, and that is what you need to focus on.

You always want to conduct as much research about your markets as possible however, so that you can really understand what your target audience is interested in and create compelling campaigns that 'speak their language'.

You want to know:

- What people are currently buying
- Where there are any potential market gaps for products you could create
- How much of a demand exists in the market.
- What your customer base is most interested in, concerned with, needing help with.

In other words, pay attention to who you are selling to before you determine what you are going to sell and your campaigns will be successful.

It's likely that you've already got most of the research you need right in your own memory bank. Think about the general health market and then dissect it so that you have 10-15 health related niches to evaluate.

Health – General / Broad Market

Segments include:

- How to lose weight
- How to prevent /cure acne- Gout
- Menopause
- - Pregnancy

Rinse and repeat this formula with any broader topic and you'll likely find a handful of desperate markets.

Relationships – General/Broad Market

Segments include:

- Get your ex back
- * Avoid Divorce/ Repair Marriage
- * Improve Sex Life
- * Pick Up Women / Men

These are desperate markets that consist of highly motivated prospects who are anxiously looking for a solution or answer to their problem.

Keep in mind that the best markets consist of buyers who are looking to relieve their pain whether emotional, physical or mental.

Another easy way to find and evaluate niche markets is by using a handful of free resources online, including:

Yahoo! Buzz

<http://buzz.yahoo.com>

Google Zeitgeist

Offers access to Google Trends, Trends for Websites, Hot trends and more:

<http://www.google.com/intl/en/press/zeitgeist/index.html>

You can choose to research specific areas or locations (if you were interested in targeting the US market, you could adjust your search query to only include US results), or you can search globally. You're simply looking for broad ideas and potential niche markets that you can later evaluate closely.

Don't overlook other resources for finding hot niche markets including popular magazines through www.Magazines.com , books via www.Amazon.com, hot searches through www.pulse.eBay.com and through digital marketplaces including www.Clickbank.com

You'll be able to come up with enough niche ideas to keep you busy for years!

Choosing Targeted Keywords

When it comes to evaluating niche markets, you also have to pay attention to relevant 'keywords'.

Keywords help you define who your customer base really is.

If you created a website featuring a product on starting a Cake Decorating business from home, simply focusing on the keywords "Cake Decorating" wouldn't necessarily draw in targeted traffic because not everyone looking for Cake Decorating tips is interested in starting their own home based Cake Decorating business.

Some may just want to explore new cake decorating techniques or recipes and would not be part of our target market.

However, if you know what keywords people who are really interested in creating a Cake Decorating business are entering into the major search engines, you can separate those people from the rest of the herd and effectively target your customer base by matching your keyword based marketing campaigns with the exact keywords they are using.

That's the importance of keywords; to drill down into your niche market so that you are **directly targeting your customer base**, rather than just a broader niche market.

When it comes to evaluating the profitability of a market before you set off to create your own info-product or promote existing products as an affiliate marketer, keywords can also help you determine exactly how **profitable the market** is, as well as how much competition exists within the market.

In order to know WHAT keywords to use throughout your niche blogs, you need to conduct quick "keyword research".

One of the easiest ways to find hot niche markets is by using Google's Adwords. Since Adwords is a PPC search engine used by advertisers, it's easy to determine what niches are profitable based on the level of existing advertisers, as well as the CPC (cost per click) of ads.

You can also use Adwords as a way of defining your keywords, based on the overall monthly search volume.

You start by visiting <http://adwords.google.com/select/KeywordToolExternal> and entering in your primary keyword.

You will quickly learn how popular different keywords are, how competitively targeted they are, as well as being given alternative (long-tail) keywords that you could use in your reviews for easier ranking in the search engines.

Here are a few other keyword tools worth checking out:

<http://www.WordTracker.com>

<http://www.WordStream.com>

So, begin by evaluating potential markets. Then, work towards evaluating the products featured within each niche market and finally, evaluate the level of competition.

Determine whether the niche is penetrable and if there is a fresh new angle that you can take to stand out in the marketplace.

Then, build targeted campaigns around promoting niche products or develop your own original information product to cater to the ever-growing demand.

Use keywords to better target your customer base, and to serve as the foundation for all of your marketing campaigns.

Tools Of The Blogging Trade

Before you can build a profitable blog, you'll need a handful of tools and resources that will both establish your blog, and help you promote it.

It all starts with choosing a domain name and hosting account. Your domain name must be keyword-rich, meaning that you register a domain name that incorporates relevant keywords relating to your niche market.

You do this for a couple of reasons:

- 1) Domains with keywords rank better within the major search engines (and you

want as much organic traffic as possible!)

2) Domain names help you build a brand and establish credibility in your market. (you can't develop a professional presence without one!)

3) Domain names tell your market what your site is about (so you can target the hungriest buyers in your niche!)

Your domain name is one of the only costs associated with setting up your niche blogging business, and with one, you can instantly develop an online presence, which is important when establishing yourself as a recognized authority in your market.

One of the biggest mistakes that "rookie" bloggers make is in using free hosting and domain names to build their business. Not only will this put you at risk of losing all of your work in the event your hosting company decides to pull the plug, but you'll find it exceptionally difficult to develop credibility in your market if you rely only on free domain names.

People want to know that you are here to stay and that if they get used to visiting your website and making it a regular part of their day, that it will continue to be there, providing fresh, quality content based on their interests, passions and desires.

In other words, your domain name is the first building block in establishing a relationship with your niche, so it's important that you not only register a proper

one, but that you make sure it's relevant for what your blog is about.

You can register your domain name anywhere you like, keeping in mind that there are coupons available that will further reduce your registration costs. You can browse for available discounts and coupons on community sites like <http://www.RetailMeNot.com>

Retail Me Not provides updated coupons for many of the popular domain registrars, and you could easily save up to \$10 on both domain names and hosting costs, so be sure to check it out.

Here are a few domain registrars that I personally use:

<http://www.NameCheap.com>

<http://www.Moniker.com>

<http://www.GoDaddy.com>

When choosing a domain name, focus on a top level extension (the .com) because it's the most widely used domain extension and it will ensure that you get the most type in traffic possible.

Remember, not everyone will come to your site by clicking a link. Some people will manually enter in your domain name, and you never want to lose traffic by having your domain on another extension.

You also want to first evaluate keywords to determine what people are entering

in the search engines when looking for blogs on your topic. That way, you can register a domain name that includes primary keywords, driving in even more traffic.

If you have trouble finding the perfect domain name for your niche, consider using "domain research tools" including <http://www.instantDomainSearch.com> or <http://www.NameTumbler.com>

One thing to consider, regardless of the domain name you choose is that it is memorable, easy to spell and can be used to build a brand or future network.

Tip: You will also use these keywords when creating the content for your blog as well as in optimizing your blog for maximum positioning in the major search engines!

I'll show you how to effectively research keywords in your niche market in the next chapter, for now, let's take a quick look at how you can set up your hosting account.

A hosting account houses your website files and pages, so that people can find your site. When it comes to choosing a hosting provider, there are many reputable ones that are easy to use and affordable. My favorite resource is <http://www.HostGator.com> where you can set up a "starter" account for as little as \$10 a month!

Tip: With HostGator, you can purchase a reseller account for \$25 a month that allows you to add dozens of websites and domains to one account, so be sure to

thoroughly evaluate your options and carefully consider your long term objectives before moving forward.

After you have your domain name and hosting account set up, it's time for you to install the blog software that will power your website and allow you to set up a fully functional, feature laden community where your visitors can interact by posting comments regarding your posts and content, and give feedback on the information you create.

To start, depending on your hosting provider, you may be able to use cPanel's built in Wordpress integration, where you can click on a single link and have Fantastico install a fully functional copy of Wordpress.

If you are interested in locating a hosting company that features Fantastico, and fully supports WordPress, you can review the hosting directory located at:

<http://www.Wordpress.org/hosting>

Dreamhost.com offers instant Wordpress installation, and offer affordable packages for new bloggers. Simply click on the Wordpress installation link from within "Fastastico" and Wordpress will be installed.

If your hosting provider doesn't come equipped with Fantastico, you can manually install a copy of Wordpress by downloading it from their main website, <http://www.Wordpress.org> and uploading the files to your server.

If you need help with this, Wordpress provides a step by step installation guide on their website (view the "Docs" section for details).

http://codex.wordpress.org/Installing_WordPress#Famous_5-Minute_Install

Quick Optimization Strategies

Installing a blog is exceptionally easy, regardless whether you use the automated install feature or manually create your blog, but it's only the first step in an important process that you need to follow if you want to ensure that your blog is fully optimized and tweaked so that it's functioning at its best performance.

This includes taking advantage of pre-created plugins that will enhance your website and optimize it for search engine rankings, as well as help automate content creation and management.

To begin, log into your Wordpress admin panel and click on the Settings tab. Under General Settings make sure that you enter in your blog title and tagline.

For your blog title, do not just enter in your domain name but instead focus on entering in keywords that relate to the theme of your blog based on the content you intend to create.

For example, if I was creating a blog that focused on the acne niche, my blog title might be something like this:

Eliminate Acne Forever – Powerful tips and techniques to effectively combating acne for good!

Just the same, my tagline would also incorporate my keywords:

Example: Getting Rid Of Acne Quickly And Permanently!

Under the “Membership” option click both fields, “Anyone Can Register” and “User Must Be Registered And logged In To Comment”. Then, click Save Changes.

Next, click on the Writing tab to configure this area. Within the Writing section, you will want to add a list of blog ping services.

Pinging your blog simply means that each time you update it, you are able to send an alert out to blog directories and news sites telling them that your blog has fresh content.

Copy and paste the following ping service list into the text box at the very bottom of the Writing sections’ page.

http://blogdb.jp/xmlrpc
http://bulkfeeds.net/rpc
http://coreblog.org/ping/
http://ping.blo.gs/
http://ping.cocolog-nifty.com/xmlrpc
http://ping.rootblog.com/rpc.php
http://ping.syndic8.com/xmlrpc.php
http://ping.weblogs.se/
http://rcs.datashed.net/RPC2

http://rpc.blogrolling.com/pinger/

http://rpc.pingomatic.com/

http://rpc.technorati.com/rpc/ping

http://rpc.weblogs.com/RPC2

Blog Page Titles

There are a few things to keep in mind when you are entering in titles for your blog posts and pages.

Search engines like Google.com only show the first 70 characters of your title within search results, so be sure to include your most important keywords within each title, stripping away any extra words that you just don't need.

Focus heavily on your primary keywords, and make sure that your blog's page titles vary, so that each one contains a different set of keywords and phrases, relevant to your niche market..

Meta Tags

Meta tags are very important in ensuring that your blog ranks well within search engines. The All In One SEO Pack plugin that we activated will make this exceptionally easy to do. From within your Wordpress admin panel, click on "Settings" and look for the All In One SEO link.

Click it to load its option page.

Here you will be able to enter in the Home Title.

If you want to use the main title that you entered earlier, just leave this blank and it will use your default blog title.

Home Description

Once your pages rank within the search engines, potential visitors will see your description and title, so be sure to enter in a detailed, relevant description about the subject matter of your blog.

The tag plugin is available from: <http://code.google.com/p/simple-tags/>

When creating content, including page titles, meta tags and even category titles, be sure to always focus on including relevant keywords relating to your niche.

To do this, create a keyword swipe file that includes a broad range of keywords that target your market, and do your best to always include a handful of keywords with every post or page you create.

Search engines will place more weight on keyword phrases that appear within the first few lines of each individual blog page or post, so be sure to keep that in mind when constructing your categories and content so that the most important keyword phrases are used at the beginning of the content.

Keywords

The All In One SEO plugin can generate these based on the categories that you will create, or you can enter them in manually. Choose relevant keywords and

separate them by commas’.

Example:

making money blogging, blog money, blog cash, monetize blogs, blog payment, pro blogger, etc.

Next, click the “Rewrite Titles” option so it’s activated.

Scroll down until you see “Use Categories For Meta keywords” and tick this on to activate this feature as well.

Select to use noindex for Categories and Archives. Click to activate Autogenerate Descriptions. Leave everything else as is, and click Save Changes.

The next step is to ensure that your blog is included within search engines like Google, but also blog based communities such as Technorati.

In order to do this, click on the Privacy tab and click the link that indicates your blog will be visible to everyone, including search engines.

Next, I set up permalinks in settings. Setting your permalinks correctly will help you rank better because they will contain relevant keywords based on the different page content that you create.

Click on the “Custom” option and paste the following into the text box (double check for accuracy to ensure it matches with no extra spaces!)

/%postname%/:

To include the category, you change it to:

/%category%//%postname%/.

Doing this will modify your website URL's so that they are search engine friendly, featuring your category titles and post / page title with your chosen keywords.

This makes the URLs on your blog look like this:

<http://www.yourdomain.com/category/this-is-the-name-of-your-post>

If you had already created posts, you will want to ensure that those who visit your older URL's are instantly redirected to your new pages. You can use the free "Redirection Plugin" to ensure that people are not directed to nonexistent pages.

Redirection Plugin: <http://urbangiraffe.com/plugins/redirection/>

The next step is to ensure that your blog is included within search engines like Google, but also that it is featured within blog-based communities such as Technorati and Feedburner.

In order to do this, click on the Privacy tab and click the link that indicates your blog will be visible to everyone, including search engines. Click "Save Changes" to complete this step.

Let's take a look at a handful of other elements that you need to pay attention to

in order to create the best website that you can.

This includes:

Template Customization

With Wordpress, there are literally hundreds of free templates and themes to choose from, giving you the opportunity to use different themes relating to niche markets that you are focused on.

You can download these templates from various directories online and use them 'as is', or take it a step further and hire someone to customize the templates, or take a shot at it yourself if you are proficient with editing CSS and HTML.

Regardless what you choose, you need to make sure that the theme is fully functional and provides adequate space for advertisements, affiliate product offers, and allows for a clean interface with well managed categories and pages.

Take some time to explore the different themes that are available before making your selection and don't be afraid to download multiple themes and installing them to see exactly how they look and function.

Here are a few theme providers and directories worth checking out:

<http://www.themes.wordpress.net>

<http://www.wordpress.org/extend/themes>

<http://www.FreeWPThemes.com>

<http://www.ThemeLab.com>

From within the “Design” area you can access different controls including Widgets, Themes and the Theme Editor (I do not suggest editing your themes code unless you are familiar with HTML and CSS). Go ahead and download a theme, and upload it into your Wordpress wp-content directory.

I would suggest sticking with one theme so that you can begin to brand your website so that when visitors return to your site they instantly recognize that it’s your blog, rather than confusing them with different styles or color schemes on a frequent basis.

Any time you would like to log into your Wordpress’ administration interface, you would visit:

<http://www.yoursite.com/wp-admin>

If you install your blog into a different folder other than your root directory, you simply include the folder name: <http://www.yoursite.com/blog/wp-admin>

From within the “Design” area you can access different controls including Widgets, Themes and the Theme Editor (I do not suggest editing your themes code unless you are familiar with HTML and CSS).

In addition to customizing the look and feel of your blog, you can also choose to add plugins to your Wordpress blog that will enhance your website and work as

extensions of the blog software that can make your blog more interactive as well as easier to manage.

In order to put these plugins to work for you, you simply download them from the developers website and upload them into your wp-content/plugins in the same way that you uploaded your themes.

And just like a theme, you need to activate each plugin from within your Wordpress admin center before it becomes active and visible on your blog.

Sometimes a plugin will require more than just activating it. For example, a popular plugin that helps blogs do better in the search engines requires that you configure the settings before using it.

If ever a plugin requires additional information in order to function properly, you will see a new link appear in your navigation menu (from within the “Plugins” area) that will give you more information about that specific plugin.

One example of a useful plugin is found at <http://www.CodeBanter.com> who features a free Wordpress plugin that will instantly add an autoresponder opt-in box to your blog. Since it's important to start building a list, integrating this plugin makes capturing subscribers a breeze.

We'll talk more about list building in a future chapter, but in the meantime, head on over to CodeBanter.com and download a copy of the plugin, so you have it ready for when we focus on building a targeted list of prospects.

Plugins are exceptionally useful, especially when optimizing your website for the search engines.

I have created a swipe file of the top plugins that I add to every blog that I create, and I suggest that you add these to a folder on your desktop so that you can use these on your websites as well.

All In One SEO Pack

<http://wp.uberdose.com/2007/03/24/all-in-one-seo-pack/>

This plugin ensures that your blog is well optimized for the title, meta description, and meta keywords. It should be a required plugin with every installation of Wordpress.

Google XML SiteMap

With every blog you create you will want an auto-generated sitemap. This is important so that the search engines can get a clear guideline regarding the pages from your site that you would like indexed.

<http://downloads.wordpress.org/plugin/google-sitemap-generator.3.1.2.zip>

Related Posts Plugin

<http://www.w-a-s-a-b-i.com/archives/2006/02/02/wordpress-related-entries-20/>

No Ping Wait Plugin

<http://onemansblog.com/2007/04/15/no-ping-wait-wordpress-plugin/>

Privacy Policy Plugin

Every blog you setup should have a privacy policy in place. This is to ensure that you inform your readers of what they can expect from visiting your blog.

It's also very good to have this page setup since a few affiliate programs do request that you have a privacy policy page in place if you are going to be advertising their products. <http://www.synclastic.com/privacy-policy-1.0.zip>

Google Analytics

This plugin is useful for reviewing the stats of your blog and viewing any patterns regarding your traffic. It has a wide range of features that will enable you to have a complete traffic breakdown:

<http://downloads.wordpress.org/plugin/google-analytics-for-wordpress.2.7.zip>

Once you have downloaded these plugins, upload them into your Wordpress wp-content/plugins directory.

Then, log into your Wordpress admin panel at <http://www.yoursite.com/wp-admin> and click on "Plugins" to load the listing of plugins and the activation link that will appear next to each one. Make sure to activate every plugin, otherwise they will

not begin to function until you turn them on.

You can also explore other plugins at <http://Wordpress.org/extend/plugins/>

A widget is basically a little piece of software that allows for a user to interact with the blog. Placing widgets keep viewers longer and can create more traffic flow. Creating a widget of the blog allows it to be placed on other web sites, if the rules allow.

Widgets have the potential of driving more traffic to the blog simply by interacting with your visitors and keeping your blog fresh and entertaining.

Here are a few resources to help you get started:

Kick Apps: <http://www.KickApps.com>

KickApps is a widget creation web site. Designed to work with video applications, it has an easy interface system. Best of all, the sign-up is free of charge. It user friendly and can be placed on the social networking sites. The fun interaction will keep readers coming back.

WidgetBox: <http://www.WidgetBox.com>

Widgetbox provides thousands of different types of widgets that can be used in a blog. Readers are more likely to stay longer, if they are having fun!

Monetizing Your Niche Blogs

When it comes to finding products and niches that you can promote throughout

your niche blog, you can search through popular affiliate directories and online marketplaces, including:

<http://www.CJ.com>

<http://www.ShareASale.com>

<http://www.ClickBank.com>

<http://www.Amazon.com>

You want to pay attention to both the quality of the products you are promoting, as well as the price range, based on what your target audience is comfortable spending.

Keep in mind that choosing high ticket items with a large commission payout should never be the criteria for choosing products, but instead, base your product pricing on what your target audience is willing to pay.

You can gauge the average selling price by reviewing different products within each niche market you are interested in.

Tip: If choosing products from the ClickBank marketplace, you can use <http://www.CBEngine.com> to create a snapshot of the top products selling in various niche markets.

It's important to take a specific focus with your niche blog, so that you are catering to a segment of a larger market, rather than the market as a whole.

For example, 'fitness' is a market, whereas "muscle building" is a niche within the fitness market, and it's important that you identify your niche so that you can target your niche blog towards a specific demographic.

When choosing niche markets, don't be afraid to focus on smaller (micro) markets, as they are not only easier to penetrate but can be just as profitable.

Apart from monetizing your blogs with affiliate products through direct linking, you can also take another approach by creating keyword-rich reviews around the products you are promoting.

When writing your review, you need to think about two things:

- a) *The search engines who read it*
- b) *The people who read it*

Obviously, you first write for your visitors, after all, it's them that will make the decision to purchase through your affiliate links after reading your content but you also have to write your reviews so that they are fully optimized within the search engines.

You do this by incorporating your keywords (including product titles) into your content and page title but also keep in mind that you should integrate keywords into:

Title Tag

Page Descriptions

Meta Descriptions

Anchor Text

Alt Text (if images are used)

That's it for the basic anatomy of your reviews, but let's touch down on the actual STRUCTURE of your reviews.

You want to make sure that your reviews are easy to read and attractive. You need to capture and retain attention, so consider incorporating product images (such as physical box images, or for digital items, eCovers).

Not only will this give your visitors a visual of the products you are promoting, but will also increase perceived value.

Your review site should also include contact information as well as a privacy policy, demonstrating your commitment to safeguarding your visitors information, while providing potential customers with the ability to quickly contact you should they have any questions.

When creating your reviews, you want to keep in mind that your job is to 'inform your reader'. You want to cover as many important benefits and features of each product as possible, while keeping it targeted and straightforward.

Consider writing casual style reviews that make your readers feel as though you are talking directly to them (like a friend, recommending a product that they genuinely believe will help them in some way).

You want your reviews to come across as if they were written exclusively for the person reading them. After all, it's likely they've already been hard-sold on the product, and they're at your site because they need more than just a sales pitch, they need answers and advice.

So use conversational style writing for your reviews whenever possible.

Be honest. It's important to push the positives in order to maximize your profits, but you also want to come across as genuinely looking out for their best interests.

You want to provide potential buyers with a safe place to come to for thorough, honest and straightforward reviews, so write your reviews in the same way you would be satisfied with if you were looking for information on a product you were personally interested in buying.

If you find there is room for improvement with a product you are promoting, include that in your review, while highlighting the products strengths and benefits as well. People will see you as an honest source of information and as someone who isn't afraid to be upfront and direct.

You also want to write very detailed reviews, rather than basic summaries. People can find those anywhere and it's likely they've already read the products salespage. Again, they want more than that.

So go through the product with as much detail as possible, and really break down the product into segments so you can touch on important benefits and different aspects of the products.

Leave them with a rock solid conclusion! You never want to end your review with a “if” scenario, meaning don’t say “IF you purchase the product you will be able to finally shed that weight and experience self confidence once again”, but instead say “When you purchase the product”.

You are reaffirming their decision to purchase, not questioning it. Make sure that your conclusion highlights key points and clearly sends the message that the product is important to your readers.

Creating powerful reviews isn’t rocket science, but it takes time to learn how to create compelling reviews that really touch base with your visitors.

The more you practice writing them, the better they’ll get so start by evaluating and choosing your niche, and get started!

Tip: You can create “ClickBank Review Sites” quickly using pre-made scripts that will pull products and descriptions from the Clickbank marketplace and create complete review pages for your site.

Here are a few resources:

<http://www.reviewsscript.com/>

<http://www.instant-sites-launcher.com/>

<http://v2.readymadereviewsites.com/index2.php>

You can also make money by promoting products from within the Amazon marketplace!

By becoming an Amazon affiliate, you'll gain instant access to thousands of products in over 50 different markets that you can base your review site around.

From music, to movies, books and even electronics, toys (and in some countries, food!), there is no shortage of products to promote.

You can create an Amazon review site just by using the same HTML review templates that you are already using, or you can once again; use Wordpress as the foundation for your site.

You will need an Amazon Associates account before you can choose products to promote, and you can sign up at:

<https://affiliate-program.amazon.com>

Amazon makes it very easy to set up review pages, including:

Create an aStore

AStores feature various products from hand-chosen categories, so you can really customize your astore to appeal to specific niche markets.

All you need to do is log into your Amazon Associates account and create your

store by choosing either specific products or complete categories. You then integrate a snippet of code into your blog or HTML page and your aStore will appear instantly!

Create your aStore:

<https://affiliate-program.amazon.com/gp/associates/astore/main.html>

Create Links & Banners

It's easy to advertise Amazon products by building banners and links for various products, and then adding them throughout your website navigation as well as within your content pages. You can earn up to 15% of all purchases made during a visitors shopping session.

Create Banners & Links:

<https://affiliate-program.amazon.com/gp/associates/promo/buildlinks.html>

Use Widgets

You can build powerful Amazon widgets quickly right from within your Amazon Associates account. Widgets are interactive mini-applications that bring Amazon functionality to your website.

Check it out: <https://widgets.amazon.com/>

Pay Attention To Stats

Make sure that you take advantage of the "Reports" section within your Amazon Associates account.

It will provide you with important information regarding your earnings, as well as extensive data about the activity of your Amazon links, aStores and campaigns (including traffic details, conversion rates and more).

Stats: <https://affiliate-program.amazon.com/gp/associates/promo/reports.html>

Building An Email List

One of the most powerful methods of making money with your niche blogs is by integrating an opt-in form and growing a targeted list of prospects!

To do this, you need two things:

1) Code Banter's autoresponder plugin available free at

<http://www.CodeBanter.com>

2) An Autoresponder Account, available at <http://www.GetResponse.com> or

<http://www.Aweber.com>

With these two resources, you will be able to start growing a list from the very first day that your website is developed. All you need to do is consider what "subscription bait" (also referred to as your "opt in bribe") you are going to use in order to motivate your visitors into becoming newsletter subscribers.

The easiest way to do this is by purchasing rights to a high quality report from places like <http://www.PrivateLabelTreasury.com> or in outsourcing the

development of a free report or ebook from an experienced freelancer on websites such as <http://www.Elance.com> .

If you are capable of writing yourself, you could save yourself time and money by developing a short report that specifically caters to your blogs theme. You NEED to make sure that what you are offering is relevant to your topic.

Once you have a report ready, you can log into your autoresponder account and create your welcome email, which is the introductory email automatically sent to each subscriber upon confirmation of their request to join your list.

This email will thank them for subscribing and will include the download link to your report.

Just like in monetizing your website, you need to first work to build a relationship with your list so that they trust your recommendations and look to you as a sound source of advice, tips and information relating to the subjects that interest them.

Spend some time engaging with your subscribers, offering them free material, information, tips and resources that will help them.

If you do this, it won't be long before you have a loyal following of people who will eagerly open up your emails, respond to your offers and genuinely investigate the products that you promote.

When it comes time to promoting products, don't worry if you don't have the

ability to develop your own product line. Using services like the Clickbank marketplace, you will be able to instantly locate dozens of high quality products worth promoting.

The Clickbank.com marketplace is filled with thousands of products that you can promote. It's free to setup a Clickbank.com affiliate account, so you can begin exploring potential products and services instantly.

Another element to monetizing your blog that you can implement even before you begin to generate traffic is **Google AdSense**.

With AdSense, you are paid for every click made to advertisements featured throughout your blog. It's free to join as an AdSense advertiser, and you are able to generate code that you simply copy and paste into your blogs pages that will feature advertising boxes from various merchants.

To sign up, visit <http://www.Google.com/adsense> and create your account. Once you have it all set up, you will be able to customize the size and color scheme of your AdSense advertising boxes so that it blends well with your existing blog's theme.

This is an easy way to start making money with your blog even with little traffic, because rather than selling directly to your target audience, you are simply making money each time they click on your ads, costing them nothing in the process (you earn money even if they never purchase anything from these external websites).

You can also create campaigns within your AdSense account so that you can have a number of different advertisements across a network of blogs, which will give you the ability to determine what advertisements are converting and working well, and which ones may need to be tweaked to better perform.

From personal experience, larger square ad boxes convert better, with the colors modified to blend well with your website. You don't want these advertisements to intrude on your visitors experience navigating throughout your website, but instead focus on creating advertisements that fit well within your template and use a similar color scheme.

Start with the 250x250 square ad boxes or the 300x250 medium size if your blog's theme can accommodate it. Otherwise, the tower advertisements can be integrated into the side panels of most blog themes.

The 728x90 leaderboard ad box is great for the upper portion of your blog's theme, right under the header, or at the very bottom, featured within the footer area of your website.

Just be sure to avoid overloading your website with AdSense advertisement boxes.

Remember, that you want to provide your visitors with the most experience possible so that they return to your site frequently!

You will also want to create individual channels for each blog that you plan to feature AdSense on, so that you can determine what campaigns are working well, and track the CTR of each advertisement.

If you find that a particular ad isn't performing well, you can choose to change the placement, color scheme or size of the ad, as well as the general channel so that your advertisements are highly targeted to your audience.

Tip: There is a free plugin available for Wordpress that will help you integrate Google AdSense advertisements into your blogs pages.

You can download it from:

<http://www.wordpressmax.com/plugins/adsense-deluxe>

And finally, you can also make money by taking part in “paid blog assignments” and opportunities where you are paid to create content, post reviews and more!

Here is a break down of the different options available to you:

Pay Per Post

<http://www.PayPerPost.com>

Pay Per Post is one of the larger services available that offer bloggers the opportunity to get paid for blogging about specific subjects. In fact, they are one of the pioneers of “paid to blog” opportunity-based marketplaces.

Blogitive

<http://www.Blogitive.com>

This is a super program for start up bloggers as you can earn \$5.00 per post regardless of your current traffic, or how new your blog may be. I joined this network immediately after setting up my blog and have experienced great success with it. It's really a lot of fun!

Loud Launch

<http://www.LoudLaunch.com>

This works similarly to Pay Per Post where you can browse and accept opportunities.

Review Me

<http://www.ReviewMe.com>

The Review Me program works differently than the Pay Per Post one because with ReviewMe.com, potential advertisers will contact you directly offering to pay you to review their website or blog.

Sponsored Reviews

<http://www.SponsoredReviews.com>

This site includes aspects of both Pay Per Post and Review Me, in which you can browse and accept offers as well as allow advertisers to contact you directly with project offers.

Blogger Wave

<http://www.BloggerWave.com>

Blogger Wave can pay you up to \$10.00 per post and have very few

requirements, making this is a great choice for new bloggers.

Smorty

<http://www.Smorty.com>

This company will pay you \$6.00 + per post with the payments increasing as your blog grows in popularity.

BlogVertise

<http://www.BlogVertise.com>

Blogvertise works very differently from that of Pay Per Post and Review Me in terms of how opportunities are offered and completed.

Final Words

Creating profitable niche blogs is an enjoyable and lucrative endeavor and if you're willing to put the time and dedication into evaluating niche market, developing laser targeted niche blogs that showcase quality, informative content and you do your best to engage your audience and encourage interaction, it won't be long before you are able to generate a full time income from your blogs.

But it takes work!

Don't expect your blogs to make money instantly. Creating quality blogs takes time but it WILL pay off if you create your plan of action and stick to it!

Spend time promoting your blogs within blog networks, social media sites, article directories and forums. Engage your audience and communicate your message of quality and authority wherever you go.

Spend time learning about the different functions of your blog, how you can consistently optimize it, grow it, expand it, and work towards building a dynamic community of targeted visitors who will subscribe to your feeds, join your newsletters and purchase the products you promote.

Create a content schedule that keeps you focused on consistently updating your blog with fresh content that will bring visitors back to your website day after day.

Be active! Post surveys, polls and ask your visitors about the questions that are

burning on their minds. Give people a place to interact, to share their thoughts and to communicate with others in your market.

Not only will this help you build brand awareness and establish a relationship with your target audience, but this information is invaluable at helping you come up with targeted content and products that your visitors are most interested in!

And above all else, never give up! It takes time to develop an authority blog, but it's well within your reach if you have the dedication and commitment to succeed.

To your upcoming success!

Sincerely,
Your Name