



# Blogger's Ultimate Guide

Make \$2000 to \$3000 Using ONE Simple Blog On  
Any Kind Of Niche!

Written by John Yeo  
Author of [Blogger's Paycheck](#)

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## About the Author...

### John Yeo



John Yeo is a Pro Wedding Blogger who started off his blogging empire from a wedding blog ([Romance-Fire.com](http://Romance-Fire.com)). He currently holds a day job helping children from single-parent families as he has a passion to reach out to the children who are in need of help and motivation.

Internet Marketing Joint Venture Broker Reed Floren says:

*“Hi John,*

*I just had to say that as a blogging newbie myself your new product BLOGGER'S PAYCHECK really makes blogging sound like an easy business that anyone can get started in right away and start seeing some results online.*

*I struggled for many years online before I cracked the code and it looks like you've cracked the blogging code and are passing it on to your readers. Keep up the great work!*

*Thank you so much for your advice and I'm looking forward to what all your student's blogs will look like. I think you're going to be leading in the next generation of money making bloggers.”*

John now plans to reach out to the Internet Marketing community to help other bloggers as well as newbies and wannabes to start their business online and spend more time with their family.

**Bloggers Paycheck** – John Yeo’s latest project features 5 Volumes of Easy Step-By-Step Guide which offers Internet Marketing foundation building, blog set up, traffic mastery, marketing online tips, profit and money-making strategies and 6 Figure earner’s mindset.

## How You Can Earn Money By Blogging

This may not be the first time you heard that you can earn money online, otherwise you may not have downloaded this report and check out how this whole business system works exactly.

It sounds simple as it seems - you set up a blog, create content, drive traffic, attract your readers, put up AdSense and some other ads, sell related products, sit back and your bank account will continue to grow. Many new bloggers started their new blogs, only to realise that what they face is a different story.

The thing is most marketers are only looking for hit and run opportunity. They just want a money generation system that is easy to create and takes little time to set up. The real money only comes in when your customers trust and like you and are always ready to buy from you again and again. In this case, a trusting relationship has to be built and time and effort have to be spent.

Yes, money can be earned online using a blog. Personally, I have made \$3000/month from my wedding blog. But more importantly, I'm going to show you how I first started so that you can start right now after reading this report. Even if you are a newbie starting from scratch, the good news is you can start off for free and I will tell you more on that.

Now how long do you need to take to make this amount of money each month?

If you start off right now and follow your plan consistently, you can make this amount of money in 2 to 3 months' time. Let's make your success come true.

Are you ready to embark on a journey which will reward huge amounts of online profits in times to come?

I'm glad you are. Blogging has rewarded me handsomely for the past few months and I've been collecting thousands of dollars of passive income since I started blogging.

You can be like me too.

I just need 2 things from you.

1. Your commitment to your own success, and
2. Your belief in yourself

Ok? Now we're set to go!

## **What is A Blog?**

A blog is an online personal journal. It is like a diary with information, opinions, comments, reviews and so on. You can post new content onto your blog on an ongoing basis. You share some new stuff, your readers post their comments, link to you from their blogs or email you. Blogs have indeed reshaped the world wide web. Even big corporations like Microsoft & Google have blogs to get closer to their consumers.

Blog is the new **IN** thing. Whether we like it or not, blog is here to stay and for a very long time.

So can blog make money? I am sure it can. Now let me explain to you what you can start with...

\* \* \*

## **Type of Blogs**

There are in general 4 types of blogs:

### **Personal Blog:**

It is a personal blog. Personal bloggers usually take pride in their blog posts, even if their blog is never read by anyone but them. Only a few blogs rise to fame due to the extensive readership.

### **Corporate Blog:**

These blogs are owned by corporations. Some of the blogs are private while others are meant to be a more informal platform to get closer to their customers.

### **Question Blog:**

This is a type of blog that answers readers' most daunting questions. Most are use for readers to submit questions and the bloggers will answer the questions in the form of posts.

### **Media Blog:**

They can be video blog, music (mp3) blog, or photo blog. Their blog posts are shorter as their main focus is to share multimedia contents.

(It really depends on your interest. If you want to express your own feelings and thoughts in terms of words, you can start a personal blog and still make money. You can also add videos and mp3.)

\* \* \*

## **Choice of Blogging Platforms**

There are many blogging platforms available such as [Blogger](#), [WordPress.com](#), [WordPress.org](#), [Movable Type](#), [Typepad](#), [LiveJournal](#), [MSN Space](#) and so on.

On determining which blogging platforms you want, here are some questions which you can ask yourself:

- \* Is blogging something I see myself doing long term?**
- \* What is the main purpose of my blog?**
- \* Is my blogging a hobby or a business?**
- \* Will I be putting ads in my blog?**

(If you are using WordPress.com, take note that bloggers are not allowed to monetise or sell ads in their blogs.)

The **top 2 most popular** ones are Blogger and WordPress.org

## **Blogger:**

Blogger is owned by Google and if you own a Blog, you can get free skins from <http://blogskins.com/>

To make money, you can put up Adsense, paid links and other advertisements. If you are a total new beginner, Blogger is suitable for you. However, no matter how popular your blog is, in my own opinion, it is still owned by Google. Your blog can be removed if Google does not agree with the content you are putting up.

## **WordPress.org**

In my honest opinion, using [WordPress.org](http://WordPress.org) is the most popular and viable option if you are thinking of building your blogging business for the long term. Yes, you can start off with Blogger. If you are considering on building a business, you need to consider a domain name and a hosting for your blog so that you can eventually move from Blogger to WordPress.org

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## **Parts of a Blog**

Now, let me share with you the different parts of a blog so that you can understand their purposes.

They are:

1. Blogroll
2. Recommended Links
3. Pages
4. Top Navigation Bar
5. Blog Post
6. Sidebar
7. Footer Navigation Bar

### **1. Blogroll**

A blogroll is a list of other blogs placed in the sidebar highly recommended by the blogger for his readers to refer to.

### **2. Recommended Links**

It is a list of related websites or other resources which the bloggers feel can benefit their readers.

### **3. Pages**

“Pages” section is a list of internal pages which are linked within your blog. They can be “About me” page, “Contact me” page and so on.

### **4. Top Navigation Bar**

This is a collection of internal links that readers can access with convenience. An example is the “Home” link for the readers to navigate back to home page wherever they are on the blog.

### **5. Blog Post**

Blog post is the content portion where the blogger shares information, opinion and the readers can comment and give their point of views.

### **6. Sidebar**

Sidebar is the vertical column of a blog, where the “Pages”, “Blogroll”, images, banner ads, blog resources and so on are located.

### **7. Footer Navigation Bar**

It is similar to top navigation bar and it contains the “Sitemap” of the blog.

\* \* \*

## **A Passionate Subject You Can Blog About?**

Before you start building your blog, you need to know what you want to blog about. It should be a hobby or interest you have lots to babble about.

## Here are 2 questions to get you started:

1. What do you like to do most?
2. What is a topic that you can talk to someone about for hours without ever getting tired of?

Give it a thought, but it shouldn't take too long. Seriously, if it does, then that topic you've thought of wouldn't be your passion, would it? So have you thought of what you want to blog about?

You have? Good. Now we're going to find out if there's a "demand" for your passion or niche.

What do I mean by "demand"? Well, it simply means the number of people who have the same interest as you in that particular niche or topic you're going to blog about.

Without demand, there would probably be insufficient readers who would be interested in reading your blog. And without readers, your blog is good as dead.

So how do you know if there's a "demand" for your niche?

Easy, by finding out what other people are searching on the internet. You can use a very basic free keyword tool at <http://freekeywords.wordtracker.com> to see the number of searches for the topic you intend to blog about.

You need to bring in traffic into your blog, and you need lots of it before you can start bringing in the CASH!

And one zero cost method is submitting articles to article directory.

An article directory is a site which house thousands or even tens of thousands of articles. You can spin your blog posts and re-write and submit them.

One of the well-known directories where you can submit your articles is:

=> <http://ezinearticles.com/>

In each article, you can create a resource box which allows you to briefly describe who you are and allows you to link back to your blog. When people read your articles and find them interesting, they'll want to visit your blog, simple as that :-)

Try to submit 10 articles at the beginning and a new article every week thereafter.

\* \* \*

## **Start making M.O.N.E.Y from your blog**

Are you reading to make some serious dollars?

Go apply for Google AdSense account at

=> <http://www.google.com/adsense>

AdSense is a pay-per-click program where you are provided some codes to place on your blog. These codes display text ads which are relevant to the contents on your blog.

If a visitor comes to your blog and clicks on these ads, you'll get cash. You can request for payment at the end of every month through bank transfer (US only) or a paycheck mailed to your address. For non-US citizen, you will be issued checks.

Once approved, you'll need to add the AdSense code into your blog. This is how you can do it.

Go to wordpress dashboard => design => widgets

=> text box and insert the code

Try to make your adsense ads blend in with your blog theme by choosing a text color that matches closely to that of your blog. This will increase the probability of people clicking on your ads.

But let me warn you. Do NOT ever click on your on adsense ads as this will get you banned from the program.

Hope you earn your first dollar soon! Now it's time to get in the advertisers!

And as a Bonus, I am going to share with you another easy and fast way of making money online.

## **1. Text Link**

Apply for a free account in [Text-Link-Ads.com](http://Text-Link-Ads.com)

=> and insert their plugin and widget into your blog

=> and wait for advertising requests to come in!

\* \* \*

**\*\*Your Bonus**

## **2. Affiliate commissions**

This is another highly recommended way of making money by selling other people's products. It is fast and easy.

First, sign up for a free ClickBank.com account here:

=> <http://www.clickbank.com/accountSignup.htm>

Then, follow their easy step-by-step guide on how to sell their products listed in the marketplace.

In their marketplace in their website, you can find tons of products which you can promote.

The best thing is there is no need for you to create these products and all you need to do is to promote your affiliate link.

Now you have a blog, you can promote by inserting your affiliate link in:

1. Your blogroll
2. Your blog post
3. Your blog review
4. Your sidebar as a banner ad
5. Your email broadcast to your list.

\* \* \*

## **A Faster Way To Get More Sites To Link Your Blog.**

When you have shortlisted some blogs for your link partners, do read through their blog posts and give relevant comments in their blog posts.

You'd be glad to know that most comments allow the bloggers to leave their blog address behind (which means more links for you, YIPPIEE!!)

As a rule of thumb, post at least 10 different comments in 10 different blogs. Try to make them as genuine and sincere as possible.

\* \* \*

## **How To Track Your Blog Traffic (You have to do this!)**

Now you have built all the inbound links.

These links are like highways bringing traffic to your blog.

So now, how do you track it? Do you know where they are coming from in the first place?

To do this, you sign up for a free account in

⇒ <http://www.google.com/analytics/>

Remember to insert the tracking code in your footer file under

"Design -> Theme Editor" in your dashboard.

## **My Final Thoughts & What to Do Next**

Blogging is a long term journey.

As bloggers, we add value to our readers. So to build up your blog into a business, we first must continue to add value to our readers.

Carry on with your passion and continue to thrive. Your business will definitely explode before you know it.

If you'd like more step-by-step help in earning from your blogging, sign up for my comprehensive [Blogger's Paycheck](#) course.

It comes with 5 instantly downloadable manuals...



...that cover everything you need to know about blogging for profit:

1. Foundation & Setting Up
2. Traffic Mastery
3. Marketing Online
4. Profit & Monetisation Models
5. 6-Figure Earners Mindset

You can find all the details about the course and even read more about my journey to blogging success at my [Blogger's Paycheck](http://BloggersPaycheck.com) website.