

BIG BUCKS BLOGGING

EXPOSED: INSIDER SECRETS - BUILD A HIGHLY PROFITABLE BLOG



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Introduction

Do you want to **make money in the world of profitable blogging**? Are you itching to become one of those 6-figure bloggers that you've heard so much about?

If so, you'll want to read *every single word* in this special report because I'm going to show you **exactly** how you can join the ranks of those who have cultivated a following of regular buyers through a network of highly-targeted blogs.

We've eliminated the fluff and discarded the filler in order to take you deep into the heart of successful blogging without over-complicating the process, or forcing you through a long, drawn out learning curve.

Because the truth is; **blogging doesn't have to be so complicated.**

Making money with carefully crafted niche blogs isn't all that difficult to do. In fact, if you are looking for a fast and easy way to set up shop so that you can start to make money online without a great investment, blogging is the way to go.

Creating high-quality blogs in your niche or industry that generate traffic, and provide valuable content and information to your market. It

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is also one of the most effective methods of building an authority presence and establishing yourself within your industry. Incredible potential profit margins aside, blogging puts you in a great position within your market.

And guess what? The best part about this strategy is that it's also **easy to do and is very cost effective**. It doesn't cost a lot of money to set up a blog. In fact, the majority of work will involve your time – not your dollars. That being said, we're including links to optional products and services that will dramatically improve and speed up your results, should you choose to go that route.

So, without further delay – let's jump right in!

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Blogging for Bucks

While blogging and your blog *can* be mostly automated -- and this is where you want to be in the future -- you shouldn't expect this to be possible in the short term, or income to be passive from the get-go. You'll have to work at it, especially when you're launching your blog and building a platform that you want to be recognized in your market.

So while it's true that there are many different kinds of "auto blog" software out there which will pull in content for you, either to curate it or even to "spin" it and make it 100% unique (if not necessarily high quality anymore), it is critically important that you put the time in to build your blog. That is, one that is **unique and has it's own personality**. You are not going to build a popular "million dollar brand" (or even a thousand dollar one) by simply duplicating somebody else's work.

Worse yet, if Google sees that you're **taking short cuts** (some would say "cheating") it may penalize you. In fact, I would go so far as to say it *will* penalize you, but nobody can say anything for sure about SEO other than Google itself.

Getting organic traffic from the search engines is not what this report is about, or even what you should be striving for right now (though if you know SEO, it's not a bad thing, either). However, one of the **big**

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advantages of having a popular blog is that it will start to rank for keywords on it's own.

Again, SEO should not be the main concern right now, but if you are interested in the long-term benefits of getting an **ever increasing amount of highly targeted free traffic**, then it's just another reason you want your blog to have original, hand-crafted, foundational content, so that Google sees you as unique, original and important.

When I first started blogging I was spending **30-50 hours a month** creating content, converting visitors into email subscribers, and selling products and services (none of which I created myself – I focused entirely on affiliate marketing). More on that later.

While I **eventually outsourced most of my content** to skilled creators, I still spend time evaluating advertising options, reviewing products that I might like to promote, building my mailing list and creating ad campaigns to boost traffic and keep my blogs at the forefront and in people's sights.

Eventually, you can delegate tasks, such as content creation, social media and syndication, SEO work, etc., to a team. But you will want to be directly involved in the **initial building phase**. You have to be!

It's your brand, after all. You need to make sure every piece of content

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has your voice, carries your message and represents your business in the best possible way.

No one will ever be as careful and professional with building your blog as you are. It's that simple. So, **dig your heels in and commit to spending the first few months building your blog** from the ground up. Then, and only then, should you begin to create a team that will help you manage your blog and eventually, expand into other avenues with other niche-based blogs (if you choose to do that).

Again, in no way is blogging a hands-free method of making money during the initial stages. You must be prepared to put in some time and effort if you truly want to succeed.

But the good news? ***Your hard work will pay off.***

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Your Blog Platform

In this report, we're not telling you how you should blog, or what platform you should use. Believe it or not, there's so many options out there today that it's a whole report unto itself. But we are going to give you some of the bare-bones basics right here, because it's foundational to the subject, and important info you need to know.

These days, blogging platforms can also (somewhat confusingly) be known as CMS -- Content Management Systems. This is because all the big platforms have all evolved, due to market pressure, into far more than just blogging services. Most allow you to set up shops and do ecommerce, as well.

However, this report does not get into the "larger" question of blog platforms as CMS. If this is something you want to do down the road, we suggest **doing more detailed research**. Bear in mind, though, that most of the top systems will now work, to some degree, as CMS. The notable exception being Blogger. Also, because this report is not about CMS systems that can double as blogs, we're not going to look at Shopify, Magento, Squarespace, etc.

To Be Free, Or Not To Be

There are two basic approaches to starting a blog: **free or not free**.

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- Free probably sounds great, and it's certainly viable, but you should be aware of some of the potential down sides, which we'll cover later. Some of the biggest and most popular free blogging sites are:

[Blogger](#)

["Free" Wordpress \(Wordpress.com\)](#)

[Tumblr](#)

[Ghost](#)

[Medium](#)

Note that some of these free platforms *do* have paid options (you can add your own domain name, for instance). But in all cases, they are **limited by their very design**. That is, you don't own the platform and do not have total control over customization. There will be "do's and do not's" and "can's and cannot's" you simply have to live with.

- "Not free" blogging would be what is known as "self-hosted" or "hosted" blogs. That is, you're **paying for a domain and hosting**. This doesn't have to be expensive (these days, it can literally cost you only a few bucks per month), and it is the preferred way to go, no question about it. We don't know of a successful, professional blogger who uses a free blogging platform (though some did start out that way). The top hosted blogging platforms, in order of popularity, include:

[Hosted Wordpress \(Wordpress.org\)](#)

[Joomla](#)

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[Drupal](#)

[Magento](#)

[Wix](#)

[Squarespace](#)

Free Blogging

OK, to begin, if money is really tight, you *can* start your site using a free blog platform. Some, like [Wordpress.org](#), will allow you to use your own domain, too, so that you can give out a “cleaner” URL (“mysite.com” vs “mysite.wordpress.org”). This is a big consideration, so be sure to check it out.

Before picking a platform, we strongly recommend that you **check out the features available** and be sure they’re what you want and think you will need going forward.

Note that building a list is much harder with a free blog, as most **will not allow you to embed a lead capture form** or opt-in box. You’ll have to do that off-site, which requires yet more software (we’ll cover that below). So, given that list building is one of the most important things you are going to do with your blog -- in a way, it’s the whole point -- you’re going to want to give this some careful consideration.

To be clear, we *don’t* recommend using a free blog platform which

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doesn't support private domains; you absolutely want to have this capability, even if you're not using it now. Buying a domain from a domain company (our favorite is [Namecheap](#)) will cost you around \$10 for one year of a .com.

The big downside of going from a free to a hosted solution later is the **difficulty of transferring your old content** to the new site. It's either a huge chore, or it doesn't happen at all. Either way, it's a problem, and it will probably **hurt your overall "footprint" on the web** (i.e. your site SEO). This is why, in a perfect world, we recommend starting with your own domain and hosting, rather than going the free route.

On Domains

If you go the domain route -- which you should -- **get a .com domain if you can**. Failing that, try for .net or .org.

Make the domain name as short and sweet as possible, and try to incorporate the business name and/or a relevant keyword. It all helps.

Today, we live in a world with **dozens and dozens of domain extensions**, and some are perfect for very specific activities and trades, even if they're harder to remember. However, when it comes to domains, most people continue to think "dot com." Secondly, they may think "dot net" or "dot org." This is why we recommend you stick

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with those.

Nobody thinks about “dot guru” and extensions like it, which is why they should be avoided. Many of these newfangled domain extension are called **vanity domains**. More than anything, they’re made to serve puffed-up egos. In that regard, they’re a bit like vanity license plates.

Again, though, if you’re on an extremely tight budget, **bargains are available**. For example, you can

get a .info for \$.98 and a .win for \$.48! Check out the “Discount” column at [Namecheap](#) if you want



to see what you can get for a buck (or even less).

Once you’ve secured your domain, you need to point or “redirect” your domain from where it’s pointing right now (at the company you bought our domain from) to the blog platform (if using a free blogging option) or at your hosting company’s servers (if using a self-hosted option).

Either way, setting this up only takes a short while. However, it all could take as long as 24 hours for your domain to “go live,” depending on how long it takes for the global DNS servers to update; typically these days, it only takes minutes.

Follow the instructions on your blog platform to do this task, and if you

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have questions/issues, consult the documentation, look for “how to” videos on YouTube, or contact your domain provider for help.

Once done, your free blog will look much more professional, and you’ll be able to use normal looking URLs (web addresses), instead of ones which feature the name of your blogging platform (i.e. “mysite.com/blog” vs. “blog.mysite.blogger.com”). This method also has the advantage of allowing you to simply re-direct your domain to a hosted solution when the time comes.

For a self-hosted solution, you’ll now to be “good to go,” and be able to create posts and content as you should.

On Hosting

Some hosting companies will **give you a free domain** when you pay for

hosting, so this another route you can go. We recommend [Siteground](#) or [A2Hosting](#), especially if you’re going to use “paid” Wordpress. At the time of this writing, neither is doing a free domain, but shared hosting (including Wordpress hosting)

starts at around \$4.00 per month. That’s a ridiculously low price, considering what hosting used to cost, even a few years ago.



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If you need a domain too, [Namecheap](#) is normally our choice. Their prices are good, the customer service is great and they support domain types not found elsewhere (though it's always a good idea to get a .com if you can). Recently, they started offering state-of-the-art hosting (including Wordpress), so you can **get it all (domain + hosting) in one place** if you prefer. Doing so would simplify things for you enormously.

As far as [Namecheap](#) hosting goes, **there's good news and bad**. The bad news is, we've never tried their hosting, so we can't comment on how good it is. The good news is, you can get what appears to be very good shared hosting (roughly comparable with Siteground and A2) for one domain... **for \$8.88 per for the first year!**

Yes, that means a year's worth of hosting **for less than the cost of a domain**. Add in a .com domain at \$10.98, and you're out the door, done and ready to go, **for about \$20**. We think that's pretty sweet!

If I was just starting out, I'd be tempted to try this offer. You can always switch hosts later if you need to, but I would think, based on my years of dealing with [Namecheap](#), that their hosting is at least decent. They certainly don't want to lose you once they've got you.

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Not Free (Self-hosted) Blogging

In short, this is the way you want to go, assuming you can afford to do it. And as you see from the section above, you can get a **free year's worth of high-quality shared hosting** (on SSD servers) and a domain for about \$20. On this, you can run just about any type of self-hosted blog platform you prefer (Wordpress, Joomla, Drupal or countless others).

Can you swing \$20 for your business?

Bear in mind that unless you go 100% free, you're going to spend around \$10 to get a domain anyway. So why not go all the way?

Hosting your own blog takes you out of the ranks of amateurs and **into the realm of pros**, but lest you think it's just about snob appeal, that's the least of the perks.

First, **Google takes you more seriously** when you own your own site and pay for the hosting. This is not a big consideration right now, but it will be as you start posting and driving traffic. It gives you a bump, improving your SEO (i.e. page rankings) over a purely free blog.

Second, when you don't own your own blog, **you are the mercy of many forces beyond your control**. First, there's the blog platform. Second, Google and other search engines don't think as much of free

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blogs as they do of “real” sites. Third, there are **many things you simply can't do** (such as upload custom plugins, run ad networks like Google AdSense, install lead capture software, etc.).

When you do own your own site and pay for the hosting, **there's virtually nothing you can't do**. And given the rate of change in the online space, not having this capability means you may lose out on incredible new opportunities and be unable to compete effectively. Don't let this happen to you.

Self-hosted blogging is the way to go!

TIP: Most hosting companies have free installers (Softaculous or equivalent) which will **set up your site software** for you in minutes, no matter what platform you're using. You can ignore the download/upload/install instructions the platforms talk about on their respective home sites.

Our Recommendation

As we stated above, we're not in the business of telling you which blog platform to use. There are many good choices. That being said, however, there is **one dominant platform** which, because of its market share, offers the most options overall -- and by a wide margin.

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It's Wordpress. And by this, we specifically mean [self-hosted Wordpress](#) -- the version you run on your own hosting account. It gives you the **maximum level of customization** possible, short of a scratch-built site. There's just about nothing you see online that you can't do with the self-hosted flavor of Wordpress.



If you're not convinced the platform is for you, consider the following:

Wordpress is far and away the world's most popular blogging, site building and CMS platform, with approximately **90% of all blogs** worldwide being run on it (free and hosted). Blogger, the next biggest dedicated blog platform, comes in at around 6%.

As a CMS, Wordpress **controls 60% of the marketplace**, with its first competitor being Joomla, at only about 7% of the market!

Recent data has it that Wordpress is running on **30% of all the world's websites**, and that includes all the ancient old legacy sites built on HTML, Flash, etc.. as well as custom coded sites and all the other website builders and software solutions out there (of which there are

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hundreds, if not thousands).

Finally, **most bloggers love Wordpress**. We're pretty sure you will too.

The Two Flavors of Wordpress

One confusing aspect of Wordpress is that there are actually **two versions** of the platform. Two flavors, if you will. We mentioned this above, but to be absolutely clear for all readers, let's go over the differences once again.

- [Wordpress.com](https://wordpress.com), aka "free Wordpress" **provides a platform on which you can blog without cost**. In that regard, it's like Blogger or Tumblr.
- [Wordpress.org](https://wordpress.org), aka "hosted Wordpress" **requires a domain and hosting**. In this case, you install Wordpress on your own server, rather than use it on theirs.

In both cases, **the Wordpress part of the equation is free**. The difference is whether you pay for hosting, which determines whether you have ultimate control over your site -- or not.

In short, we believe you should **get your own hosting and domain**. Failing that, at least get a domain and point it at your free blog so that you're using your domain name, instead of the platform's.

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More on Wordpress

So while it's unlikely Wordpress is going to go away any time soon (and therefore there's little risk of outright losing your free Wordpress site), hosted Wordpress gives you **total control over your work** -- and far more options for customization and monetization than free Wordpress.

With self-hosted Wordpress (Wordpress.org), you have the absolute last word and, best of all, you're **building equity on an asset you own**. On the contrary, in the case of Wordpress.com, you're **sharing your equity with Wordpress itself** -- and millions of other bloggers -- and are extremely limited in expansion and customization options.

Start up costs aside, what you want is to have your site **100% under your control**. For this, you'll need your own domain and hosting. Period. End of story. And Wordpress is, in our collective opinion, the only way to go.

As far as the specifics of installing and setting up your blog go -- regardless of what platform you pick -- this is a huge subject well beyond the scope of this report. We recommend you consult the help sections of the appropriate sites, your hosting company and/or go to YouTube and search out the appropriate "how to" videos.

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The One Must-Have Plugin for Wordpress

If you're going to use hosted Wordpress, there's **one plugin we absolutely recommend** you get. In fact, we'd twist your arm to get it, but we can't do that -- and doing so wouldn't be nice. But that's how strongly we feel about this plugin.

It's called [Squirrly](#). And yes, it has a funny name, but here's why you need it:

Squirrly will allow you to **create Google friendly, SEO ready blog posts** right out of the starting gate!

You **don't need to be an SEO expert** at all, because the plugin will guide you through the process of finding great keywords and then writing content that will get you ranked for said keywords (and many related ones).



Better still, as you learn to use the plugin, **you're learning SEO** like a pro. So if you don't know anything about SEO and dread the time it will take to learn it, fear no more. [Squirrly](#) is a nearly painless way to kill

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several big birds with one stone.

Squirrly is more than just “an SEO plugin.” It is **like having a blogging expert** in your back pocket, who mentors and advises you on virtually every aspect of your site (not just the blog part) and makes sure that you **adhere to industry best practices**. In other words, you can be a complete ignoramus -- even a willful one -- and succeed at SEO! Just as long as you do what Squirrly tells you to do.

The plugin is in constant development and has undergone major upgrades on a regular basis. In our experience, it's far better than any other similar product on the market, including the famous (and rightfully so) Yoast SEO plugin, which we used to use.

We've been using [Squirrly](#) for several years and love it (our clients too) because it helps even SEO experts stay on the “straight and narrow.” In fact, it's **helped us enormously**, because now SEO is one less thing we have to stress about with every blog post.

The folks at Squirrly **monitor the latest Google changes**, and integrate them into the plugin. So even if we miss something along the way (and it's easy to do with all the crap we marketers have to stay on top of), Squirrly has our back. We simply follow the steps Squirrly recommends, and we know we're in good shape.

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You can experience the same -- if you use [Squirrly!](#) And if you're worried about your budget, you **use the plugin for FREE**. Cool, huh?

Thanks for Reading!

This excerpt contains **only the first two chapters** from the full report. We hope you enjoyed it to this point and want to continue reading. After all, you won't get to the **really good stuff** unless you do. ;-)

You can get the full report, for FREE, by clicking the following link:

<http://wms.bz/bbb>

You can watch a video excerpt here:

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