

Niche Success Blueprint

“Start to Profit” Training Course

Module 8: Revenue Sources & Monetization Exercise

You’ve made it to the 8th Module of the NSB course! We covered A LOT of ground in the first seven modules, so your niche site should be trucking along quite nicely by now. :)

In [Module Seven](#) we discussed “*training your visitors to take action on your site*” along with several ways to craft a relevant call-to-action that matches your readers frame of mind.

Following that topic, it’s time to start planning other ways to monetize your niche site...

You’re In For A Fun Monetization Exercise!

In this week’s Training Module, you’ll be doing another *fun brainstorming exercise* that will help you create “money content” and target buyers in your niche. This exercise will also help you come up with a variety of creative revenue sources you can tap into as your niche site (and your audience) grows.

But before we dive in, a quick note to answer some of the most common questions about creating *great* content, and a super fun and handy resource you’ll love...



FAQ: Content Tips + A Fun, Cool Resource!

In order to monetize your niche site, *and actually see good results*, you'll need to create great content your market will love! And of course, as I've been teaching you all along: content your market is *specifically searching for*. ;-)

What is the ideal word count for a blog post?

This is a common question. The answer is: there is no right answer. Your content, whether it's an article or a blog post or even a short report, should be as long or as short as it takes to make your point. *Period*. No shorter, no longer.

Some of my blog posts are [really short](#) and only include a video and a paragraph or two of text. Some are [longer](#) and more "essay style."

Word Count is not your goal anyway. Your goal is to target a keyword phrase, approach it as a question, and answer that question with your content and/or your call to action.

How much content do I need?

This question is generally related to monetizing and/or getting approved for affiliate programs. As mentioned in Module Seven you want to go ahead and train your readers to take action on your site from day one. You can also use Google AdSense to monetize your content when you're just starting out - and also a "lead generator" as I taught you in that same Module.

Getting approved for affiliate programs is less about the number of pages of content in most cases. You'll find that some merchants and networks have requirements such as your site being at least 30 days or 90 days old with consistent content. Some affiliate programs don't have any "site age" requirements at all. That said you'll have more luck getting the attention of merchants, and getting approved for affiliate programs, if you have consistent quality content - along with great reader engagement. So the goal is to *keep publishing optimized content*, and *keep increasing your reach* in your market.

The cool resource I wanted to share with you: Last week I mentioned Quotes are a great source for content & ideas. See: [Create Beautiful Quote Graphics - Free & Easy!](#) :-)

About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 17 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

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Choose Revenue Sources That Serve Your Market

While your niche site is still new, profit potential and monetization ARE important. That's why we started the niche brainstorming process looking at the buyers in your market and researching commercial keyword phrases.

There are many ways to monetize a website, but the key is to monetize *your* site in the ways that make the most sense for your market.

*"That's niche marketing in a nutshell. Creating a site or presence on the web **of value** centered around a topic you can actually contribute value on - and then **helping your audience find the products, services and solutions they need.**" -Rae Hoffman, Sugarrae.com*

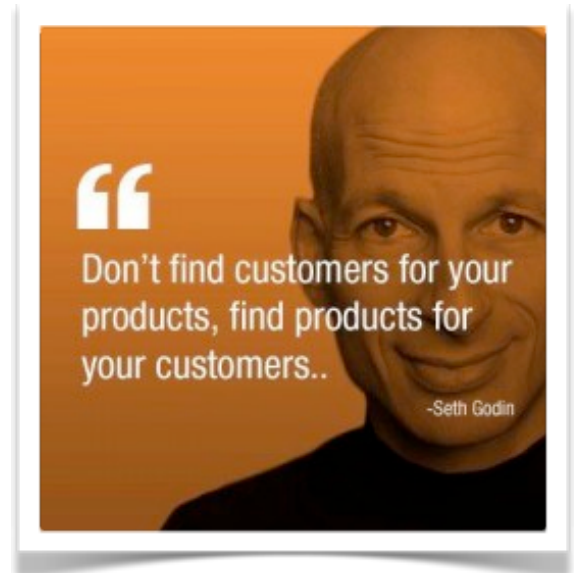
Ideally you'll have a variety of revenue sources - based on the market you are targeting, and how you're targeting it.

Tip: *Never* create a website around a single product or a single merchant. Your online business *should be independent of your revenue sources*. As a bare minimum you want at least three merchants or sources of income. Otherwise you're setting yourself up to potentially lose ALL of your income should that one merchant go out of business, close their affiliate program, or remove you from their program. (*That's happened to me!*)

Your targeting is the KEY. You'll sell products when you're targeting buyers. You'll [frustrate](#) buyers by NOT offering products. You'll see low conversions on products when you target informational searches - so you want to give them exactly what they're looking for: *information*. You can do this by inviting them to join your mailing list, you can monetize informational content with Google AdSense, and you can use informational content to increase engagement with your audience (*ie comments, likes, shares, etc*).

Even if you're in a purely informational niche, there are still ways to monetize a niche site without selling or recommending products. Besides AdSense there are other sources for revenue such as sponsors and advertisers that want to reach your audience.

Again, the key is in your targeting. Always make sure your call to action (or the "next best click" you offer) is a **strong match** for the mindset or needs of your ideal reader.



Monetization Brainstorming Exercise

This is SUCH a fun exercise, and it can be so enlightening! You're going to enjoy it. :-)

For this exercise, I want you to put the thought of "making money" to the side. Don't think about profit potential, market depth, whether or not "it" has an affiliate program, commission rates, your financial goals - none of that!



Grab your favorite note-taking / brainstorming items, whether that's pen & paper or [Evernote](#) (*my pick!*), or take your laptop/tablet to your favorite "thinking spot" where you can let the creative ideas flow freely.

With all distractions turned off, and a blank screen or page in front of you, think about the products and services you use yourself that are related to your target market. No matter where or how you buy them, consider *anything* you use/consume yourself.

Here are some idea starters:

- ☀️ Make a list of all the **products** you've purchased yourself, related to your niche. It may be a recurring item you consume and replace, or a one-time purchase.
- ☀️ Make a list of your favorite **brands**.
- ☀️ Do you read any **magazines or books** on your topic? Make a list of those.
- ☀️ Have you purchased or subscribed to any **services** relevant to your niche?
- ☀️ Put your thinking cap on and consider any products, services, brands, books, magazines, etc that you would recommend to your target market - and why.

Now that you have a base list created, **pay close attention** to anything you use or consume yourself over the next few weeks, and add those things to your list. Also add things that interest you, things you'd like to try or buy, things you run across online, etc. Consider what you read, what gets your attention, products you're using, etc, and keep adding to the list. This will give you a great **list of "commercial topics"** to work with, which will make for content that is very easy to monetize!

When *you are your own target market* it's easy to make recommendations, because they're based on your own research and/or personal experience. This is exactly what people are searching for online, and the kind of content they LOVE - and *take action* on.

It Doesn't Matter If You're An Expert Or Not.

What most people want is *a real recommendation from a real person*. We all ask our friends or social groups for advice or recommendations. We want to know what "real people" have to say before we make our decision or spend our hard-earned money.

That's what most people want when they search online. They want help making a buying decision and/or they want validation for their buying decision. This is why you see so many searches for "as seen on tv" products. They're interested in the product, they want to buy it, but first they want to see what other people had to say about it - or what their personal experience was with the product or merchant. (*"Other People" = You!*)

A Great Non-Expert Example...

When I first started my low carb blog, I had only been on the Low Carb Diet for a couple of months. I was brand new to the diet and the topic. I shared what had worked for me (so far - and very quickly) and continued to share what I found and learned along the way. People joined me on the journey to learning more and losing weight together, so it made for a fun "personal journal" with a great community to share the experience with!

I would test low carb products. Some were GREAT. Some were AWFUL. I shared all the details with my readers along the way, and they enjoyed my candid reviews and positive recommendations as they were making the change to a healthier diet themselves.

Negative Reviews Make Good Content Too!

While doing your Monetization Exercise, be sure to make a list of all the things you DON'T recommend. Negative reviews let your market know that you're objective, and that you'll tell them the truth - or give your honest opinion.

It's good to point out any "negatives" in your product reviews. Maybe the product is great but the sales page is confusing - explain that, and tell them how to order. Maybe the product is great, but there's a recurring charge that isn't obvious - tell them that and let them know how to avoid those charges, or what they'll get and how much it costs.

Recall the Conversational Selling tips in [Module 7](#)? *Build rapport with your readers!* :-)

Monetization Examples And Creative Ideas

Sometimes it helps to see live examples or visuals, and can spark your creativity for the brainstorming exercise.

A great example is the photo to the right, which Sherry of CubScoutIdeas.com captured of her son obviously engrossed in the Boy's Life Magazine. This is a great illustration for her target market (scout parents) because it shows just how much boys that age can enjoy reading!

Sherry had [a blog post](#) about the magazine buried in her archives, but it wasn't optimized for anything relevant - not even the name of the magazine, even.

I suggested she write a new post featuring the magazine and targeting *people searching for it* specifically.

I also recommended she place this awesome photo in her sidebar, hyperlinked with her affiliate link to the magazine - which is much more visually appealing to her market than any "advertisement" she might place there instead.

This image can also be shared on her social media channels with a question like: *"Do your scouts read Boy's Life? What are their favorite parts of the Magazine?? Mine love the ABC and XYZ"* (and include "If you want to get Boy's Life for your boys, you can subscribe here:" with her affiliate link to the magazine).

This is more than just a straight up affiliate promotion - **it's a discussion starter!** When you can **get people to talk about** their experience with a product or service, other people in your market will take interest and may want to try it too. It's a great way to let your market create the "social proof" for you. :-)

You can even repurpose that discussion later by embedding the social media update into a blog post and/or quoting some of the "testimonials" in your recommendation post.

That's several great ideas... for a single product! Interestingly, Sherry said the magazine recommendation converted very well with her audience - when she originally published the post. But she hadn't sold many since. **When something works**, figure out how to scale the success, and continue putting that product in front of your market!



Here's A Live Example At My Low Carb Blog:

I run a [90 Day Low Carb Challenge](#) Facebook Group that has really taken off! **Tip:** Facebook Groups are a lot more active than Facebook Pages. I don't suggest you give up your Page for a Group, but that it's a great **addition** to your social media marketing. Anyway...

During zucchini season, it became a **HOT topic** in the group. People were looking for zucchini ideas and recipes, and group veterans were sharing their best.

Phrases like "how to shred zucchini" and "zucchini pasta" were also seeing increased search volume.

I can't tell a zucchini from a cucumber half the time, and hardly know my way around the produce section, much less a Farmer's Market. *Go ahead and laugh. I told you I was a non-expert! :) lol.* However, it was obviously a "hot topic" so I repurposed those group discussions into [a blog post](#) - targeting the relevant search phrases:



Zoodles! How to Shred Zucchini Pasta

LYNN TERRY JULY 26, 2013 [8] COMMENTS



Zucchini Pasta has been a hot topic in our [Low Carb Challenge group on Facebook](#) lately. (That photo was taken by Emily Drew, who helps me moderate the group.)

The big question is *How to Shred Zucchini Pasta* easily for fun low-carb meals and side dishes. There are two easy ways!

The easiest, safest and most popular option is to use a **Paderno Spiral Vegetable Slicer** which ranks #1 on Amazon in Kitchen & Housewares. It's only \$34.81 with FREE shipping.

Give Proper Credit When You Share Content!

In that last example, the Facebook Group belongs to me, and the members were happy to get featured on my blog. I don't recommend you quote or copy content from around the web without proper credit, as you may find yourself in violation of copyright - or even reported for content theft. *Not good!*

That said you CAN quote snippets from public sources such as articles, blog posts, public groups and forums, etc. You shouldn't copy the entire text, but simply quote a relevant snippet and link back to the source for credit.

In my post about Zucchini Pasta for example, I shared an image and idea from another blog post - and I linked to her post as credit to her AND as a resource to my readers:

Oh, and I mentioned a second option... Personally I would prefer to use the [inexpensive spiral slicer](#), because it has SO many uses and creates such a beautiful end result - and we do want our dishes to be gorgeous, right?! I love food art. 😊

But here's another idea you can try too [from the Top With Cinnamon blog](#):



😬😬 *That looks a little scary!* 😬😬

When I wrote the post I didn't own that gadget or make Zucchini Pasta. I simply shared a topic of interest using a variety of sources - and the top recommended product. **Easy!**

Proof, Conversational Selling & Disclosure

How about one more live example? :-) This is from my blog at ClickNewz.com where I share tips from my 17+ years (*successfully*) in business online. This post is a straight up product review and a great example of “proof” and conversational selling.

I targeted the keyword phrases people were searching, relevant to the product I was recommending. In this case “infographic maker” and “infographic templates”:

The screenshot shows a blog post interface. At the top, the title is "Easy Infographic Maker | Infographic Templates". Below the title are social sharing buttons: "24" (views), "23" (likes), "14" (shares), and "23" (comments). There are also buttons for "Tweet", "Like", "g+1", and "Share". The main content area features a dashed box containing an advertisement for "INFOGRAPHICS IM EDITION". The ad includes a banner with the text "10 CUSTOMIZABLE INFOGRAPHS ON MARKETING TOPICS" and an image of a product box. Below the image is a "Download Now" button. To the right of the dashed box is a text block: "If you've ever wondered 'how do you make an infographic?' then you're going to love this brand new package that just came out! It's called the [Infographics IM Edition](#). You get infographics you can use as-is immediately, plus source files you can edit to create your own eye-grabbing engagement-building infographics. These are *great* for Viral Share Bait. 😊 Not interested in 'IM' infographics, or looking for graphics & templates you can use in ANY niche?" Below the dashed box is the text "Me too! Keep reading, because you are going to LOVE this...".

TIP: Target a very specific search, with a very specific recommendation! General topics and multiple recommendations don't convert very well. Focus on writing **micro-topics** that serve a very specific market - or *respond to very specific search phrases*.

You'll notice a few things by [analyzing this post](#): I am my target market. I obviously purchased the product myself - and I show **proof** of that with the screen shots. I am very **conversational** about the product and what I like about it. I give ONE very clear call to action (here's where to buy the product for yourself). And I end the post with proper disclosure about being an affiliate and using my referral link in the post.

I hope those live examples gave you some interesting ideas, and will come in handy while you're doing the Monetization Brainstorming Exercise this week!

Be sure to make note of every single thing (or brand or service or whatever) you can possibly think of. There are more ways to monetize your niche site than just through affiliate marketing. Creating "commercial content" will be *key* to your profit potential.

I'll be sharing a variety of ways you can monetize your commercial content in future modules, in addition to the Google AdSense program - which is a great start.

For now just keep making notes on that list you started, as you'll be referring back to those for new potential revenue sources as your site continues to grow.

Your Homework:

- Create visually appealing [Quote Graphics](#) relevant to your niche or topic. Use them to illustrate blog posts or share them via social media to increase engagement.
- Continue publishing keyword-optimized content.
- Continue using your social media accounts to share your content and increase your reach. *Tip:* search your base words on your social networks and find other people talking about or interested in your topic!
- Analyze the targeting and the call-to-action on content you've already published. Can it be improved? *Improve it!*
- Go through the live examples shared in this module, and make note of any ideas or angles you can use from those examples to improve your own content or marketing.
- Do the Monetization Brainstorming Exercise. :-)

Keep that list handy and continue adding to it as you notice things you're using, things you buy, or things that interest you. It's an ongoing process. I'm still adding to mine!

Get creative and have FUN with the Monetization Brainstorming Exercise!

If you have any questions you can reach me on [Facebook](#) or at my [Forum](#).

I'll see you in Module Nine. **cheers**

Have Questions?

If you have questions, join us on the [ClickNewz Forum](#):

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If you would like hands-on help brainstorming your business or setting up your website, contact Lynn at: AskLynnTerry@gmail.com to discuss low cost private or group coaching options.