

## The Write Way To Make Money Online

One money making opportunity everyone should have a go at is blogging for profits. There are literally millions of blogs today, dealing with everything from serious technical stuff to the daily experiences of ordinary teenagers. Simply put, a blog is an electronic journal (diary) that you can update anytime, anywhere as long as you have an internet connection.

Here's a couple of reasons why you should try blogging for profits :

### **Starting a blog is easy**

There are lots of online tools that allow you to build a blog by simple clicking a few buttons and making a few selections. Sites like Blogger and Wordpress offer free blogs to anyone who wants to have one. They make the set up procedure painless, and you can have your blog up and running in a few minutes! Take time to learn the basics of running your blog. With time, you will be a real pro and ready to take on the next challenge - setting up your own blog with your own domain name!

### **Write about any topic under the sun**

Think about what you're passionate about - that topic that you could talk about for hours on end. That's your topic! There IS no right or wrong topic for a blog. You'd be surprised that even blogs about everyday "mundane" stuff like cooking and cleaning house can attract a large audience. If you're not used to writing, it's okay. Just write as if you were talking to your best friend. Don't worry about not knowing everything you write about. Every blogger learns as he/she goes along and interacts with his/her audience.

### **Lots of money making opportunities for bloggers**

The easiest way to make money with your blog is join a pay-per-click (PPC) program as a publisher. It won't cost you anything. You paste a small piece of "code/script" into your webpages that will display advertisements on your blog. You will earn money every time someone clicks on these ads. The amount you earn for each click depends on the type of ads that are displayed. The more competitive ad categories will earn you more. There are many types of PPC programs that you might want to consider, but I would recommend the Google AdSense program. Thousands of web publishers are making good money simply by letting Google place relevant ads on their websites or blogs.

PPC is not the only way to make money with your blog. You can sell advertisement space directly to advertisers or through a broker (which is easier), or you could place advertisements that link to products or services that relate to your blog. You make money if the person clicks on this ad and purchases that product. This is called affiliate marketing.

### **Blog at your own pace**

The beauty of blogging for profits is that you can treat it like a part-time hobby, a freelance cash earner or a serious money making business. There's no right or wrong way to blog. But chances are, when you see the money coming in from your blogging efforts, you are going to want to find out how you can make more! Many blogging moms are content to post every other week, satisfied with the income they derive from this pace. Then there are the mom-turned-professional bloggers who actually build a solid and steady income from blogging. It's up to you!

### **So is it that easy?**

Yes and no... (Don't you just hate these kinds of answers?)

Yes because, with money making programs like PPC, you CAN make extra money.

No because you won't make ridiculous amounts of money overnight.

Like any other business or website, blogs take time to reach their full potential. The larger your audience, the better your prospects of making more money. The key is to write about stuff that you love, yet interests and excites your audience. Eventually, as you let your personality shine through your blog, you will get a faithful group of readers who probably will end up being your friends! It's going to take patience, but if you love the topic that you write about, it's going to be lots of fun blogging for profits.

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### **About the Author**

Andrew Shim is the owner and editor of PositiveMoneyIdeas.com a website which offers home based money making ideas to Make Money for those interested in starting their own freelance or home based business and PositiveTones.com a FREE resource website for Positive Living. He and his wife run a successful home catering business.