

Pro Bloggers' Secret Formula to Earn Money With Your Blog

Frustration is a weak word to express your feelings.

It's a height of frustration.

It is height of frustration when you fail to earn money with your blog.

You blow out when despite of following all tips and tricks you fail to make money blogging.

You sometimes think its reason is time constraint.

Or someone reveals you are not investing much to earn much.

I have been following more than fifty money blogs for the last three years.

I can bet all of them passed through the same level of frustration that you have right now.

But they pointed out where they are failing.

Knowing why someone is failing has already been overdone. That's called reasons of failure.

You can find hundreds of reasons of blogging failure.

But very rarely any work has been done on where one is failing to earn money with his blog.

Is he doing something wrong or not doing something that is must to make money blogging.

So there are two main reasons of your failure to earn money with your blog.

1. You are doing something wrong somewhere in money blogging process
2. Or entirely not doing something important to make money with your blog

So let's check where you are failing to earn money with your blog.

Where you are failing to make money blogging?

The whole process of blogging begins from selecting a niche and ends at receiving money from your customer or commission from companies as their affiliate.

For completing this whole process you need to take three steps.

- Building a blog with high quality blogging products and services
- Bring traffic to your blog with your contents and convert it
- Finally monetizing it by selling ads, your own products and affiliate products

So these are the three major steps of money blogging where you might be doing mistake.

- Either you built your blog on weak foundation with low quality blogging products and services may be free or cheap
- Or you are failing to get traffic or wasting your traffic. By wasting I mean not converting it.
- Or you are not picking the right method to earn money with your blog.

So let's explore each step of the money blogging process to find where you are doing something wrong.

Also read: [10 most advance reasons why you can't make money blogging](#)

How you are failing to build a popular blog?

The main reasons of not building a blog on strong foundation to make it popular are:

Cheap hosting

Building it on cheap hosting just to save a few bucks and eventually face a lot of technical problems to make your blog a big success.

The downtime of cheap hosting is usually higher. Its speed is slow. And it does not offer efficient customer care to help you if you have any problem.

Solution

If it is so don't waste more time and change your hosting now. Pick the best hosting from below:

- [WP Engine](#)
- [Site Ground](#)
- [HostGator](#)
- [Blue Host](#)

Look into this topic in detail here: [How to select the best hosting for your blog?](#)

Weak domain

The second main reason is picking a domain that doesn't have potential to become popular. Or it does not have any word or keyword that reflects its topic.

Also picking a complicated word or not easy to pronounce word obstructs it to be popular.

Solution

Even if it's been long time since you started your blog you can pick a new domain and don't take risk by going ahead with a weaker domain.

You can redirect all your published posts to new domain with Redirect plugin. If you have a new blog with quite a few posts on it don't waste your time and buy the new domain.

Apply your judgment, get advice from friends and also check its quality through a free tool like:

- [Domains Boat](#)
- [Namemesh](#)
- [Bust A Name](#)
- [Panabee](#)

Also read: [What is domain name and how to select the best one for your blog?](#)

Wrong niche

The top most reason of your failure to build a popular blog is selection of a wrong niche. If your niche is not as much perfect as you earlier thought, it could be a fail.

Solution

You can change your niche by transforming it gradually. First pick another niche that is your real passion and equally has hot demand in the market.

Then slowly change your niche by publishing posts partially related to your older and newer niche both. Then fully cover the new niche. Learn this in detail by reading my post:

[How to skillfully change your blog niche for earning big money?](#)

Where you are failing to grow traffic?

Huge traffic on your blog is the stepping stone to move towards make money blogging.

You need to first attract people to listen to you then you can tell them what you want them to listen from you.

If you fail to bring traffic you would be simply listening echo of what you are saying in an empty hall. So while trying to bring traffic you might be doing something wrong in any of the following areas.

Trapped between quality and quantity

Earlier the common length of a post was 500 words. So it was quite easy to publish a post on your blog. Most of the bloggers published twice a day.

But after rise in competition the era of long post began. Posts were then created as long as 2,500 words. It was advised to post weekly and it should be a lengthy post with all details.

Then after further growth in competition those bloggers led the scene who published lengthy posts twice or thrice in a week. [Darren Rowse](#) is the thought leader of this style.

Still you are not sure what to do. If you create lengthy post you publish less. If you publish more so issue of quality arises. It is not possible for an ordinary human being to create more and control quality as well.

So you are quite confused and with this state of mind you have yet to set [your posting frequency](#) without compromising on quality.

Solution

Create a post when you have a new idea or new angle of an old idea. Forget about what others are doing just create as many post as you can but never ever compromise on its quality.

Also read: [3 true lies about frequency of blog posting](#)

Where to promote and where to not?

Just to bring more and more traffic you promote your post wherever you find a free place to share it. Sharing in so many social media like a machine can hardly bring a few clicks on it.

Solution

So staying focused is the best way to share it in places where your target audience is in big number. Also stay there for some time to interact with people there to let them realize you are not a promoter only but equally a human being.

For details read: [How to promote your blog on social media after flip in SEO rules?](#)

SEO madness

In a bid to get search engine traffic you sometimes grab a highly searched keyword and don't check if your target audience would really like it.

Solution

So reverse your keyword research. First check what your audience wants through their comments, activities on social media and Google trends. Then check if a highly searched keyword can be put into a topic that they want info on it.

Also read: [How to do SEO for your blog like an expert?](#)

Not engaging contents

Maybe you are creating great contents but not engaging.

A blog post can never be the best post if it fails to move people. It should move its readers so much so that at least half of them follow your call to action. They must subscribe your blog or reshare your post or buy your recommended products.

Solution

Search extensively what people really want. Search through:

- Comments on your blog and other blogs as well
- Social media and forum discussions by using free version of [Buzzsumo](#)
- Exploring your niche related questions on Q&A sites like [Quora](#) and [Yahoo Answers](#)
- Reading the roundup posts related to your niche and also how popular they are on social media.

Read: [100 seductive ways to get more comments on your blog](#)

Not targeted promotions

Did you observe sharing style of any newbie blogger on social media. He shares his latest post in hundreds of groups and communities.

He shares without any participation over there. If a post is on SEO he shares it in all content marketing groups as well.

This is absolutely wrong. A candy can't get huge response by a group of grown people. They love to eat snacks not sweets.

Solution

Divide your social media groups and communities into categories according to your posts categories. Then give every day five minutes to each category's groups to talk with their members. Promote their shares, appreciate it and be with them as their friend. Then your sharing would get huge response.

Also participate in forum discussions related to your niche. Make it your habit to visit such forums twice a week even for ten minutes but regularly.

Read: [12 decent ways to win friends and influence people on social media](#)

Looking at free things

Earlier many people started blog on free platform like Blogger and then shifted to paid hosting. But now many bloggers start a blog on paid hosting from the day one. Now blogging has been recognized as a profession though at a limited level.

But after buying a paid hosting and domain they think as if they have built their blog like a business person. Some of them also buy a premium template and think they have done everything to make a blog successful.

But in spite of that they fail to make money blogging. In every business investment doesn't have any upper limit. Higher the investment, higher the profit. It's simple.

Your hard labor and your investment in a good proportion can make you earn with your blog. Otherwise you would be just sweating to make money. You will earn but equal to those who sweat while earning. I am sure you got my point.

Solution

Other than hosting, domain and template there are a few tools that are must to earn money with your blog.

To create contents equally good for search engines and people you need to buy any keyword research tool like:

- [Long Tail Pro](#)
- [Semrush](#)

For automated social media sharing in bulk you should pick trial version and then buy any of the following tools:

- [Hootsuite](#)
- [Buffer](#)
- [Social Pilot](#)

Read: [How much you should invest to make a blog?](#)

Your main attraction of buying is discount

Also big discount is the main criteria of your buying a new product. If a low quality product is offering big discount you want to buy it by overlooking a high quality product that does not offer big discount.

Solution

Make your list of products you have to buy on the basis of their quality first and then look at their discount level.

Also explore the occasions when big discounts are offered like Black Friday. Then plan to buy as much high quality products on such occasions on discount.

ROI matters equally more

You buy every product or service you need by considering its price. Do you know a cheap product offers low return on investment (ROI) and high-priced promises a higher ROI?

Solution

Always make a final decision to buy a product not on the basis of its price and quality only. Also calculate its return of investment. If ROI of a \$100 product is 30 per cent and of a \$200 is 20 per cent per month, go for the latter one that's return is higher.

To calculate ROI, the benefit (or return) of an investment is divided by the cost of the investment, and the result is expressed as a percentage or a ratio.

Also read: [6 popular strategies to make money blogging](#)

Where you are failing to build your email list?

Why you want people to come to your blog and read your posts. Do you want them to must buy your product after reading it? It is not so easy to do.

Yours is a blog and not a shop where people mostly buy directly. If you have a shop and you call someone to come to your shop; will he buy from your shop? Obviously not and you would just tell him what awesome products you are selling. So he may promise to buy something on his next visit.

In a same way your blog visitors come to your blog on your request. You can't force them to buy on their first visit. If they happily buy, it's fine otherwise they are not bound to.

So what is the main objective of bringing them to your blog? You convert them or you bind them to come again. This you can't do with a request to come back. You actually get their email address to promise to send your contents to them directly.

Many bloggers try to convert visitors by just promising to send future contents directly to their inbox. Many other offer an incentive to submit their email and receive the gift. Both methods are working well. But you do fail while following this whole process.

List in cold storage

You halfheartedly created a list by installing a free or cheap email subscription plugin on your blog. Also you have yet to send your first email after a welcoming email. Your list is lying idle with your email service provider.

Solution

If you have nothing to send just send links of those posts which you like most. Also send mouthwatering offers given by other bloggers of your niche. Meanwhile plan to create something exclusive for them. It could be exclusive contents or a resource or some affiliate products.

Read: [9 Ways To Monitor Your Email Marketing Campaign](#)

Cheap list builder

All list building plugins apparently look equally good. But some of them are nicely built and don't slow the speed of your blog. They are a little costlier. Cheap plugins not only slow the speed of your blog but also not SEO friendly.

Solution

You can change the list builder without affecting your list. Your list is lying with your email provider. But actually it's your property. Even you can change your email provider without affecting your list. You can transfer it from one to another without paying any extra cost.

I suggest you to buy:

- WP Subscribe Pro
- Thrive Theme
- Optin Monster

No or weak incentive to offer

Many bloggers promise to send their contents directly into the inbox of a subscriber. This works well but it depends upon your skills to influence him. Your contents must be so engaging that he can't resist subscribing your email list.

The other option is giving him an ethical bribe to be your email subscriber. But this should be so attractive that one can't resist to refuse it.

For this purpose if you create an ebook on a topic that earlier covered by several bloggers it will not influence your blog visitors.

Many bloggers simply compile the posts of one category and display it as a gift in their email subscription form. This is good but can't work for achieving a higher rate of conversion.

Solution

If your conversion rate is 30 per cent it doesn't mean you are engaging 30 visitors out of 100. It actually means you are losing 70 visitors out of hundred.

So make your email subscription incentive as much attractive as you can. Not only its appearance should be attractive but equally its contents must convince readers to subscribe your list.

Whenever you conceive an idea of your next blog post just examine if you can convert it into a short report. If yes then create with a little details if the topic is unique or you can cover it with a new angle.

Or do an extensive research and create a list of valuable resources double than the one already available anywhere for free.

Free email marketing service

Start your email marketing seriously or skip it. If you do it on trial basis you may have to lose all those email subscribers that you got in your trial period.

There is no safety of your list with any free email service provider. Usually they do secure your list but it is not guarantee because it's free and free service never has any kind of after sale service.

Solution

Buy a service that initially offers free service up to a limited number of subscribers. But most of them don't handle your auto response. So pick the service very carefully from the best three as given below.

- [Awber](#)

- [MailChimp](#)
- [GetResponse.](#)

Where you are failing to monetize your blog?

You try every method to earn money with your blog. You clutter your sidebar with so many ads of affiliate products. Also your each post is full of Google ads in addition to so many affiliate links in your contents.

So your blog visitors would obviously be confused what to look at and what to skip. You instead of guiding your visitor to buy the best thing confuse him with multiple offers.

Solutions

It instead of showing you as money blogger creates an impression you are dying for earning money.

Without an appropriate strategy if you try to sell diamonds people would pay its price equal to that of peanuts.

So first make your showcase that is your blog worthy of displaying high quality products that must sell. Then try a few methods that are most fit to your blog and best one for your target audience.

The day you monetize your blog you actually declare that you blog to earn money. It means now you actually announce you are not worthless. So you have to prove your worth by offering everything of high quality.

Also read: [How to make money blogging with these 10 business tips?](#)

Be clear on what to sell and what to distribute

You should be very clear what to sell and what to offer free to your blog visitors. Else you will fail to sell and fail to achieve goals of your free offers.

What to offer for free?

You should offer free everything that is available free anywhere. If you try to sell it you would fail and be frustrated on earning no money with it.

What to sell on your blog?

It is equally unwise to offer free that you can sell easily. To know what to sell you must have complete info what is not being offered free anywhere in your niche.

Else you would be doling out a worthy thing and losing the money which you could have otherwise earned easily. It could be your own product or even your valuable and unique advice.

Top 3 ways to sell on your blog

The best three ways to sell on your blog are:

Selling ads of other companies by placing them on your blog. First of all create a page with the title “Advertise” and show it in your navigation menu. On this page mention your rates for charging an ad for different places of your blog in a given period of time.

To know how to calculate the advertising rates for your blog read this post of Yaro Starak: [How Much Should You Charge For Advertising On Your Blog?](#)

To sell ads on your blog you need to run your marketing drive to contact companies that display ads on blogs. To achieve this goal first you need to improve the analytics of your blog especially its:

- Page rank (check it from [here](#))
- Domain authority (check it [here](#))
- Page authority (check it [here](#))
- Number of visitors (check on [Google Analytics](#))
- Number of unique visitors (check on [Google Analytics](#))
- Number of subscribers (Your list building plugin mention it on its dashboard)

This could be done by following properly all the tips and tricks in first two stages of your blogging process as pointed above. If you have decent amount of traffic and higher ranks a company would hardly decline your offer.

You simply need to search those companies that sell products and services related to your niche and they advertise on personal blogs like yours.

Your campaign to hunt direct ads on your blog should not end in a few days. There are millions of businesses in the world that relates to a specific niche. You just need to approach them one by one.

For this keep searching on google with this kind of search words. Companies + name of region + your niche. Then make a list of all those companies that have website. Through their contact us form send them URL of your advertise page and a few word to convince why they should give you an ad.

PPC ads

Another method to get ads without running your ad hunting drive is displaying pay per click ads on your blog. This is the most popular method in which you earn with each click on ads by your blog visitors. It is so transparent and one can't do any over-smartness to earn money with it.

As you already know Google AdSense is the best company to create your account and display its ads on your blog. You need to publish first a few high quality posts with regularly updating them before applying for a Google AdSense account. This is widely covered topic so I end it here because covering it further would be duplication of a work.

For more details on it first login with your gmail account at www.google.com/adsense and read its all terms and conditions and methods and then apply for it. Usually those who take blogging seriously get approved their account in first or second attempt.

Read: [10 reasons why you must earn huge money with Google AdSense](#)

If you are an expert create your own product

If you are blogging for some time and have read something about it you are not the one who is blank in his field.

You at least have basic knowledge of blogging. So just check in which category of blogging you have more knowledge or you understand it more than others.

So pick it as your topic of next product. Be it content marketing, SEO, social media marketing or monetization.

Broaden your research and try to note down main information related to your interest area. Also point out which info is easily available and which one is not everywhere.

Once you have that much info on a particular area of blogging then decide what you can create with it.

- A special report in PDF up to 20 to 25 pages.
- A mini course with step by step tips and tricks on how to do a blogging chore
- A video or audio series of step by step guide (if you can create yourself or hire expert to create it)
- A tutorial lengthier than mini course with one video, one presentation and one infographics in it
- If you know programming a plugin or tool to make your interesting blogging chore easier to do and get fast results
- If you are web designer you can create a template to sell it on your blog or promote it by selling it through any template selling sites.

In short your decision to create your own product depends upon your skills to create a product:

- Unique in nature and no free product of that kind is available in the market
- Has lower price and higher value than products more or less like it
- Offers more benefits than other products like it

- Also your blog readers trust you that you won't sell them a product of no use or lesser benefits

If you think you don't meet above requirements don't try this option. Else you would be offering discounts over discounts on your product that people are not ready to buy. It would also hit your reputation and people would hardly take you expert in the field of your flop product.

Also read: [How to develop your own product and make money blogging?](#)

If you're jack of all trade, sell affiliate product

The other option is to sell affiliate products on your blog. Its success depends upon how engaging contents you can create. Also your email list should be huge to sell higher number of products with it. Else you would be just earning peanuts by selling a few products.

So first of all try to know which products your blog readers would buy without any reluctance. The products that must solve one of the biggest problems of your readers would never face any hurdle to make you big sales with it.

To find the best product serving a given need of your blog readers search it on Google with different affiliate names. Like "amazon best seller products on SEO" or "Commission Junction – best seller – content marketing".

It is not necessary you focus on one method of earning money with your blog. You can try more than one at a time. But you must follow a strategy while trying all or one of them.

No seller dumps his shop with a product available on credit if it is not genuine need of his customers. So sell those that are real need of your blog readers.

Thoroughly examine following places to know what your readers want to buy.

- Comments on your blog and try to find which one is the biggest problem of your reader for its solution they are ready to pay money
- Comments on other blogs related to your niche to check their concerns, dreams, desires, fears and hopes to convert them into buying your product.
- Discussions in groups and communities of social media about your niche and do check what they badly want to solve their any of serious problems.

Also read: [10 ways to make money blogging by selling benefits](#)

If expert in your niche start consultancy

If you have working knowledge of your niche to make others work on it you can start consultancy service as well. Becoming life coach, blogging mentor or online fitness coach does not require any specialization.

If you have developed your authority in your niche people will hire you as their mentor. For this you simply need to create a page Hire Me and start selling your services by mentioning features of each with its rates.

Do mention your previous work that is published on your blog and also others views about you. You can also make it your landing page with an offer of 30 minutes free consultancy to diagnose the problems your readers.

Then using that free consultancy as your lead magnet you can offer them three packages to buy to get solve completely a serious problem with your help.

So many templates of free and premium landing pages are available online to pick the one most fit for your niche.

Never delay this idea if you really have skills to coach people on your niche. If you don't prominently display your offer people won't ask you if you can coach them.

Also read: [Top 7 ideas to boost your blog consultancy business](#)

So this is all the areas where you may be doing a mistake and that is why failing to make money blogging. Do point out where you are failing and then follow the tips as I gave in solution section under each of the topic above.

I am sure you would by and by get rid of all your hurdles and bottlenecks and start earning money with your blog.

Still if you think you need some more advice I am all for to help you. You can contact me through Contact page of my blog. I would reply you within 24 hours.