

Monetisation

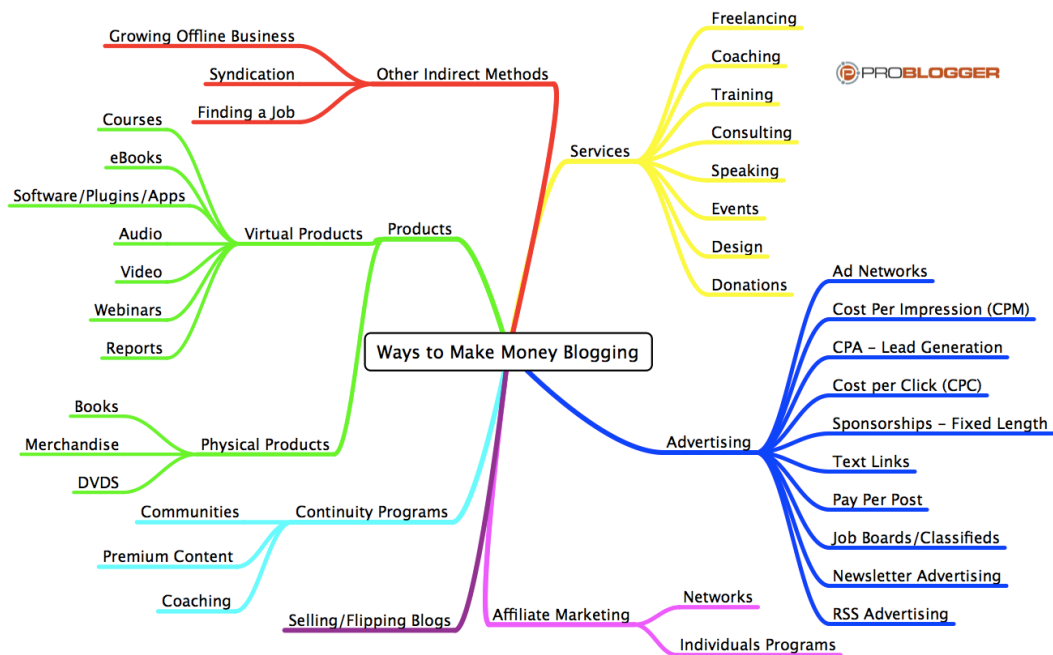
making an income online

by Stacey Roberts
for ProBlogger Training Event Perth, 2015

WAYS TO MONETISE

Limited only by your imagination! But remember: think of your talents, your season of life, what you enjoy creating, and what your readers are interested in.

Think also of how you can help your readers, and how much you want to make.



[ProBlogger.net Money Map](http://ProBlogger.net)

[Amy Lynn Andrews: How to Make Money Blogging](#)

[Webinar: Monetising Blogs](#)

ADVERTISING

Remember: Banner advertising works with the most traffic. Private ad sales are usually more lucrative than ad networks. Placement is everything!

[ProBlogger Advertising 101](#)

[How to Get Started Selling Advertising on Your Blog](#)

PRODUCTS

Products can be an incredible way for you to create, and for your audience to consume. What do your readers need? How can you provide a solution to their problems? Do you want passive or active income? How much time do you have to spare? What do you want to create?

[How to Create and Sell Products on Your Blog](#)

[How to Create Products on Your Blog](#)

[Which Product Should I Create?](#)

[What to do Before You Launch a Product on Your Blog](#)

[The Launch Countdown](#)

[The Evolution of Ebook Launches](#)

EMAIL MARKETING

One of the most intimate and direct ways of connecting with your audience, and telling them you've solved their problem with your products, services, or content.

[Why Email is a Richer Cousin to Social Media](#)

[How to Write Successful Emails and Improve Open Rates](#)

[Four Ways to Crush the Email Challenge and Build Your List](#)

AFFILIATES

Earn a commission for products and services you'd recommend anyway!

[The Book Depository](#)

[Amazon Associates](#)

[Bluehost](#)

[Booktopia](#)

[Biome](#)

[Commission Factory](#)

[The Iconic](#)

[Marie Forleo B School](#)

[Elite Blog Academy](#)

[Be Brandlicious](#) (affiliate link)

WORKING WITH BRANDS

Create targeted campaigns and branded content which meets the needs of the brand, you, and your audience. Creativity is key.



[How to Market Yourself to Brands](#)

[Ways to Collaborate with Brands to Earn an Income on Your Blog](#)

[What you Need to Know about Your Stats if You Want to Work with Brands on Your Blog](#)

[Be Brandlicious](#) (affiliate link)

[Blogger Guidelines: Working with PR reps and Brands](#)

[10 Ways to Get on a Brand's Radar in 2015 and Beyond](#)

PRICING

The million-dollar question – HOW MUCH TO CHARGE!

[The Remarkables Group Pricing Structure](#)

[Partnering with Brands \(incl. sponsored post rate\)](#)

[Secret Blogger's Business How Much Should I Charge for a Blog Post?](#)

MEDIA KITS

Your blog resume. Here's how to get it right.

[The Ultimate Guide to Creating a Media Kit](#)

KEEPING TRACK

The dreaded admin. The earlier you start, the better off you'll be.

[MYOB](#)

[Xero](#)

[Quicken](#)

[Quickbooks](#)

THE LEGALS

Stay out of trouble and above the law when making money blogging.

[Selling Products? What you Need to Know About EU VAT-MOSS](#)

[Your Income and Tax Requirements as a Blogger](#)

[Is Your Blog a Hobby or a Business According to the Taxation Department?](#)

[ACCC – What You Need to Know about Online Reviews \(disclosure\)](#)

[Key Elements of the Spam Act](#)