



# NEWS

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A RESOURCE FOR THE FRIENDS & PARTNERS OF LIBERTY JANE CLOTHING

## Exactly How We Make Money Blogging (And how you can too)!

**D**o you want to make money online and love to write? If so you might want to consider adding a blog to your online efforts.

Can you make money blogging? There are lots of people who do, but can you? I think so!

In this edition of the newsletter we'll share exactly how we do it and how you can too. Please note - we are sharing actual financial details not to impress you, (in any way), but to provide details and proof - so you know exactly what we are talking about. We hope you don't mind.

### Let's begin with a story...

In December of 2011 I launched [www.marketingonpinterest.com](http://www.marketingonpinterest.com). The site cost me less than \$25 to create using the [Wordpress platform](#). I started posting blog articles several times a day on the topic. My goal was to provide Pinterest marketing information for you - our Liberty Jane partners.

Two weeks later I got an email asking me if I'd like to write a book about that topic. Shortly after we finalized a major book deal that ended with a five-figure payday (more than 10k less than 100k). [Pinterest Power](#) was published with McGraw Hill and has gone on to be the #1 bestselling book about Pinterest marketing.

Before I started the blog I had no agent, no book industry contacts, and no book proposal. I didn't even know that much about marketing on Pinterest! I had no special advantages, just a desire to document what we were learning and share that information. Here are the lessons I learned from that process.

### Offer Big Value To Get Noticed

Blogs are profitable depending on the level of **utility** they offer the reader. In other words - how useful is your information to the reader? Useful content gets noticed. Opinions are worthless -

how-to guides are frequently very valuable and get a lot of attention.

Mommy bloggers, like [Money Saving Mom](#), who publish "daily deals" and other money saving ideas, provide big value by organizing and summarizing information for busy moms. They get paid well for it.

My marketing on Pinterest blog provided big value in the form of a marketing plan for people who were just learning about how to do marketing on Pinterest. It was valuable because it was new information - and (believe it or not) no one else was providing it online at that point. I had a window of opportunity to add big value. Timing matters. The freshness of the ideas matter. The niche or industry you choose matters. Your goal is to find niche topics that are under-served and in need of valuable information.

### Blogs Position You As An Expert

The result of blogging in a valuable way is that people perceive you as an expert on the topic. You can turn that into longer-term income by considering related revenue options like speaking, book writing, course creation, and consulting.

### The Pay Day Is About Products

You make shorter-term money blogging as soon as the convert your valuable information into a product that people can buy. So consider your blog writing your "archive" of valuable ideas. The archive has to be converted into buyable products in order to make money. Here are two related examples,

A few years ago I blogged about a set of start-up topics for crafters - I called it the *"startup Success Guide"*. It delivered value, but I got no payday. Then I turned those blog posts into [Craft Business Power](#) and have received \$500 to \$1,500 per month for it from the Amazon Kindle Program since January of 2013. Same content - different packaging.

In 2010 we wrote about twelve layers of design in our newsletter. Good content, but no payday. Then we turned those articles into [The Design Academy](#) ebook and we sell it for \$29. We make around \$400 per month from that ebook, (on average). Same content different packaging.

We took the Design Academy concept to another (product) level by creating The Design Academy month long program. It is \$79 to enroll. The last time we offered it we had 190 people enroll, (that's just over \$15,000). It was the same information as the ebook and the articles in our newsletter - just with hands-on assistance and a bit more explanation. Same content different packaging.

### An Email List Is The Key

An email list is the key to ringing the cash register. The best way to create ongoing income from a blog is to use it to develop ideas and document your concepts about a niche topic. Then collect email addresses using a tool like [Mailchimp](#) and offer a newsletter to readers. Then periodically create a new product out of your archived topics and share it with the people who have signed up for the newsletter.

Blogs can be a profitable online venture if you work hard to find the right topics, follow the process, and continuously learn new things. So, should I turn this article into *Blogging Power* and sell it as an ebook? If you say "yes" - then you're thinking like a profitable blogger!

### Do You Have A Question?

This newsletter is written for you! We'd love to write about a topic of your choosing - so feel free to submit a question today. [Submit it here](#). We are honored to partner with you!

Jason & Cinnamon