

Bloggging for bucks

Bloggging has opened up a new avenue for people to make money out of writing about their hobbies and interests. By **Sonia Williams**

A FEW YEARS AGO bloggging was not a big online moneymaker, however today it is a different story. Not only is bloggging a social blessing for those looking to stay in touch with their friends and family, businesses have also found many uses for the blog as well.

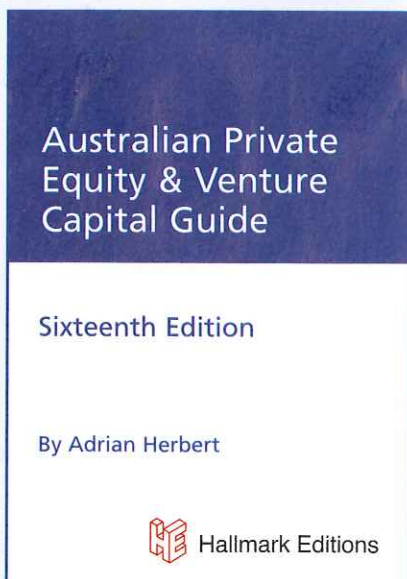
Those looking to make money can do so through bloggging on their own or for other companies. What some blogggers have found is that they not only attracted their friends and family, but also other

people looking for information and this has sparked the bloggging for money craze.

People who had knowledge or information about any and every kind of topic begin bloggging. Those seeking information visited the site and therefore boosted the blogggers ratings or traffic counts. Not only does this increase popularity, but also attracts other companies that wish to market or advertise to that particular fan base.

Marketing gurus like Seth Godin make it clear that bloggging can create a powerful income and still be something that the individual enjoys! Those looking to establish an online income can blog about anything: relationships, insurance, cooking, pets, kids – the list goes on endlessly! Find something that you're passionate about and get writing! Just remember to stay true to your 'voice', as people will see through a façade and you will lose credibility. Popular (and free) ►

Australian Private Equity & Venture Capital Guide 16th EDITION



The Australian Private Equity & Venture Capital Guide (previously the Australian Venture Capital Guide) is now available.

The Guide is an invaluable reference for identifying sources of private equity and venture capital funding in Australia and New Zealand.

Published by Private Equity Media, the Guide provides contact details of a wide range of funds and other investors plus details of capital available and investment preferences.

A total of 165 Australian and New Zealand private equity and venture capital firms are listed. A further 28 other sources of business funding are also listed. The Guide also includes full details of 19 managers of infrastructure investment funds. All entries have been revised and there are many changes from last year.

The Guide includes a fully revised introductory section outlining the private equity and venture capital raising process for capital seekers.

While the Guide includes Australian offices of overseas-based managers that invest only in large deals, most of the listings are local firms that primarily invest in Australian and New Zealand businesses. These managers each have their own specific investment ranges covering from less than \$100,000 to in excess of \$1 billion. The Guide identifies these ranges plus the industry areas and business stages preferred by each organisation.

This information enables capital seekers to target their efforts at the appropriate investors for their business.

The Australian Private Equity & Venture Capital Guide is available in print form or as an emailed PDF for \$100 including GST, or as a 12-month subscription to a regularly updated online version for \$200.

To order, visit: www.privateequitymedia.com.au or telephone 03-8534 5000

blogging platforms include blogger.com, or wordpress.com.

Marketing and advertising dollars

Once the blog has traffic established, there is additional money to be made through programs such as Google AdSense. Signing up for AdSense is free and it can be easily maintained on any type of blog. By signing up to AdSense you will give Google the right to advertise text-links on your site.

The system will help assign a particular niche or market based on the type of blog, making sure the ads are relevant to your audience so both you, the blog owner, and the advertiser will benefit. AdSense is cheap, and is one of the most effective ways to establish an even larger readership or to build traffic to your blog. In order to make additional money, some bloggers choose to set up several blogs as well as create their own product or service to market to those visitors.

You could also try affiliate marketing. There are several forms of affiliate marketing offered by a number of private companies. The ins and outs of affiliate marketing can become quite detailed,



Sonia Williams sheds light on the commercial aspects of blogging

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however it is set up in a manner that is easy for the blogger to install. Signing up is simple, free and this type of marketing is as easy as placing links, banners or text on the blog for visitors to view. A percentage of sales or a payment per click is made every time a visitor clicks those advertisements, meaning that money is being made just by the advertisement being there!

Products

Some bloggers choose to offer products or services for sale on their blog. Most choose products that are similar to the topic or theme of their blog. For example, if a blogger is writing about addictions, products such as self-help guides, natural supplements or even medication might be offered on their blog.

What is nice about this type of service is that most bloggers do not carry any type of inventory; they instead find a wholesale drop-shipper as a supplier. This eliminates the need to stock or even ship out the products as the orders come in, instead they place the order through the drop-shipper and it is mailed directly to the customer.

This saves a great deal of time and hassle because the blogger never physically handles the product; they are just simply acting as a middle-man! To find wholesalers, simply perform a Google search for the type of product and the word “wholesaler” or “drop-shipper”. That search might yield a great deal of results, however screen them carefully. Not all companies that claim to be a wholesaler are, just read the fine print and find out a little bit about the company before signing on!

Blogging for cash

Companies such as freelancewritinggigs.com and problogger.net have listings for those seeking employment as a blogger. There are numerous companies that have learned the benefits of having a business blog, so there is always someone looking to hire a blogger. This job can be done from home and basically consists of making daily posts to one or maybe several blogs. Other blogs may consist of detailing frequently asked questions or possibly a question and answer session between company officials and customers. At any rate businesses are looking for individuals to maintain those blogs for them, meaning that it is a good way to make some extra cash! ●



Author Sonia Williams has published several books including *Show Mummy the Money*, and more recently *Start Me Up!* (\$29.99, www.exislepublishing.com) which outlines ideas for making money, including chapters on emerging trends and spotting niche markets. www.showmummythemoney.com.au