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**MAKE SURE  
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MONETIZATION  
PLAN**



## **Make Sure You Have a Monetization Plan**

Monetization means to make money from your efforts. This is the goal of the majority of online senior marketers. But far too many of them think about the money they're going to make after they're done setting everything up.

They don't realize that the time to bring in cash is from the moment you decide to start a business. It requires you to think strategically with every decision and action step you implement.

There are many who go through the motions of conducting marketing every day, and fail to monetize their efforts. They might publish a blog post and forget to include an affiliate link, or send out an email and not monetize it with something of value for their readers.

### **The Irony of Learning How to Make Money and Forgetting to Monetize**

It's exciting to be your own boss and have a business. If you're new to being an entrepreneur, one of your biggest fears may have to do with the fear of failure. Because of this, maybe you work practically non-stop to find ways to avoid failure.

With that in mind, you spend a lot of time on the learning aspect of setting up and running the business. You spend time learning how to blog. You learn about which content is best and how to present it.

You learn about uploading images and creating eye-catching headlines and subheadings. You study material on how to make videos. When it's time to make the videos, you buy a background screen or software so that you look professional.

You invest in a good microphone or headset. You practice the material that you're going to share in your video. Networking is something that you think is a good way to avoid failure.

So you spend a lot of time making sure you make the right connections. You've created a list of people that you can turn to if need be for advice, for future joint ventures and more.

You've worked hard to create your products and you're proud of the efforts that you've put in. While all of these are good things, they're lacking one important aspect. If you do all of these things, but fail to monetize anything, you won't have an income.

This is the step that causes some people to falter. They've worked so hard, so they can't understand why they're not making any money. That's because the efforts that you do along the way of building your business must include ones that pay more often than not.

As many tasks as possible should be ones that you can monetize. That means that when you're blogging, you need to understand how to make that pay off for you now. You can easily do something like adding affiliate links to your posts.

This way, you can be earning affiliate income while you're still working to create your business. Get some content ready that's going to pay you now. This might be selling how-to information filled with your expertise in the form of a guide.

You can put that up for sale as you're building the business so that you have money coming in. The networking that you do should include opportunities to make money for you now.

Instead of focusing on networking for things like future joint ventures, look for JVs that you can get involved with at the moment to make money. Set up and sell digital products.

Host an e-course and charge for your knowledge. As you work on your business, always ask yourself how you can make money on the task that you're performing. It's not always going to happen.

For example, if you're spending time updating WordPress plugins, that won't bring in income now - but it will in the future because it can prevent your site from getting hacked and causing you to lose income later on because your site went down.

## **Earn Affiliate Income on Anything You Recommend**

You might be setting up a business and find that some people are asking you for recommendations on what to buy to help their own business or personal life. So you tell them what products you've found useful.

That exchange is exactly how affiliate marketing works. You find a helpful product and you recommend it. Without affiliate marketing, you don't earn on what you recommend. Some people don't consider themselves to be affiliate marketers, but you are when others turn to you for advice on products and you guide them on which one to buy.

When other people are asking for your opinion on the stuff they want to get, it's because they consider you to be an authority or a trusted expert on the subject. They want to know which products or tools you use because they've seen your results and they want to duplicate that.

If you use affiliate marketing as part of your monetization plan for something you're already doing, which is giving out recommendations, then the amount of money that you can earn will add up.

Look at all the stuff that you use in your business or the stuff that you know is good and would be useful in business. Then sign up as an affiliate everywhere for the things that you use yourself or that you know can be beneficial in your niche.

You can do this with digital tools such as Camtasia, but you can also do it for tangible products. For example, if you've been using microphones for awhile and you've discovered a few that are better to use, then you can recommend these for people who want to record a podcast or do something like record a video.

If you've taken a course for your business that's helped you in some way - such as a course that teaches business strategy - then you can recommend that course and get paid for recommending it as an affiliate.

It's something that you would suggest to other people anyway, so why not make money on it? Maybe you've created a blog focusing on why it's important to use videos as part of your marketing.

Your reason for creating the post might be because you're offering valuable content to your audience. But there's no reason why you can't also include an affiliate link for the tools that you recommend people get for their videos.

This might be an affiliate link for video editing software or a green screen. If you do intend to have a career as an affiliate marketer, then create a plan on how many product reviews you'll write.

Track how these reviews perform. This can help you to discover if having a top 10 product list earns better than a solo review of one product, for example. Pay attention to commissions you earn and find ways to boost that number - including asking for a higher commission - especially if your site is one that's bringing in the sales.

## **Plan Your Info Product Creation Profits**

You've done it. You've created a product to sell to an audience. While you're excited about it, you don't plan to do a big launch. Instead, you plan to quietly launch - because you're worried about the spotlight being on you.

Maybe that's because you're an introvert or because you may feel like you don't quite have the hang of this online business world yet. If you set out to quietly launch a product, you can end up shooting yourself in the foot.

Quiet launches fade away quickly, which doesn't help you in terms of generating a substantial income. Every time you have a product launch, you want it to be big. Always work to maximize your profits.

This might mean networking in order to recruit affiliates. Having a solid number of affiliates can increase the number of people who see your launch and in turn increase the amount of profit that you'll make.

When you're working to create a product launch, make that product huge. Don't make it something small that people won't pay good money for. You want people to see what you're offering and immediately recognize that it's a good value and something they must have in order to further their goals.

When you're creating products, you don't want to just focus on the front end. You need to have a plan for an entire funnel. This way, the product will continue to be a money maker for you after the initial purchase.

For example, if your product is a course that you're offering, then make sure that along with that, you plan to offer 1-2 upgrades for the course as well. Once someone buys your product and you have them on your list, then you need to know what to do to continue to deliver what that customer needs so that they'll become a loyal repeat buyer.

Have ideas for an expansion on the original product that keeps them interested. An example of this is a marketer who sells planners. If your original launch is a new planner in the lineup, then you also need to have other related products such as pages, new dividers, stickers and more.

In addition to making more products, you can also boost profits by recommending things as an affiliate that can tie in with the product that you offered. You can also offer classes or coaching for your buyers.

## **Free Offers Can Be Big Money Makers**

You may have seen product offers from others online promoting a product for free. Often, you'll see it within your own niche as well as in other niches. It might be something that others have had to pay for because it's a decent product and has a good track record.

Something that has a track record of being a money maker might cause you to wonder how the product creator can possibly be making any profit, if all they're doing is just giving away their item for free.

The reason they're doing that is twofold. For example, over time, a content provider has created a lot of PLR material for their store. They have many different content packs already waiting for buyers.

These packets sell for a specific amount. This amount can vary, but say you see someone selling a pack of articles for \$55. Another marketer sees what they have in

their store and thinks the product is something that could be beneficial to their subscriber list.

They reach out to that PLR creator to let them know they've seen what their store has. They mention that they have a list of thousands of subscribers and ask if the creator will do a special promotion just for their list of subscribers.

You might think that the other marketer is the only one benefiting, but that's not the case. Both parties will benefit. The PLR store owner agrees to this and allows the other marketer to offer their subscribers the product free of charge.

So anyone on the marketer's list can get this \$55 article pack without paying a penny. If you look at it from a profit making point of view, at first, without knowing there's a second part to the offer, then it might not make any sense.

It just looks like a bunch of people are able to get a freebie and the vendor loses out. But along with this free offer, there will be an upgrade offer. Anyone who downloads the original deal will then be informed about a paid offer.

This second offer may include content that's already in the PLR store that sells for between \$27-\$47. The content in the store has already been created, so there's no additional work for the owner to have to do.

Next the people who subscribed in order to get the original free offer will then get a confirmation email from the seller indicating they joined their list. This means that their subscriber list has grown, which in turn means that there are future opportunities to sell products or earn affiliate sales thanks to that original free offer.

So by giving something away for free upfront, you can turn around and make more profits on the backend. All of this can be done with courses, too. Not just private label rights content.

You might give away a short course on one very narrow aspect of a task, such as how to install WordPress for a blog. Then the upgrade can be the full course on how to make your blog a success.

## **Repurposing for Added Profits**

Some people have the mindset that they'll create a product and then it's done. They think it serves one money making purpose. They don't realize that they can repurpose content in order to bring in more money.

When you're creating something for your content needs, it can be monetized over and over again. Don't just use the product to focus on bringing in income with a single purpose.

It doesn't matter if it's text, video, images or audio content, you can make each of these serve as multiple profit earners. An example of this is that you might have written a blog post that was well received and earned well.

This blog post contained an affiliate link. The way to repurpose this blog post for added profits is to add it to your follow up emails. You'll expand your buying audience. Or, you can ask another blogger if he'd be willing to use the post you write as a guest post, keeping your links intact.

Many bloggers are very open to guest posts - especially one that did well. But you can also take this same blog post and turn it into a viral PDF. Instead of charging for it, let people give it away.

If they want to rebrand it, then allow that as long as they leave your original link intact. You might wonder how this helps you in any way. This is means of promotion for you. It's gaining a new audience that may not have seen the material before.

They're seeing the original link and following that back to your blog. There, they see your affiliate link and will often click on that, buy a product - and you've just earned additional commissions.

In addition to that, you can repurpose the blog post by selling private label rights to it. Or you can use the text as part of a video promo. If you wrote something that had more content such as eBook, you can break that apart.

Divide the content chapters and chop them up to create a series of blog posts. But you can also use the content as part of your email to talk about other similar or related products or for part of a campaign or launch.

You can turn some of the eBook into a series of reports. Or, you could turn around and add more monetization links in the original eBook while leaving it whole, so that you make more money.

If part of your content production included making videos, turn the video content into transcripts and add monetization links. Then give these to your list or put them on your site.

You wouldn't believe how many bloggers are failing simply because they aren't paying attention to the monetization aspect of their business. They're so busy learning things and taking action that they overlook one of the most crucial aspects of becoming a successful online marketer – profiting from their efforts!

It's easy to avoid this if you simply make monetization a habit in everything that you do. Before ending your task, you should ask yourself the simple question of, "Is there any other way I can monetize this task before I move on to something else?"