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## Bloggng for Profit Begins With a Long Term Plan

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Many people dream of blogging for profit, and this goal is not far beyond the reach of someone with average intelligence, a willingness to work hard, and a basic grasp of blogging technology. However, very few people manage to reap the profits they want from their blog. Most people who attempt to make money with their blogs do not succeed for two reasons. Often, bloggers have unrealistic expectations of how fast their readership will grow and how much money they will make, and when these expectations are not met the disappointment can crush the desire to continue blogging. The other trap that many bloggers fall into has to do with lack of planning. If you want to turn a profit as a blogger, the key to success is to make a realistic plan and stick with it.

To succeed at blogging for profit, the main thing that you will need is a large readership. The higher your traffic, the more advertisers will agree to pay you. However, cultivating the regular visitors that you will need in order to make a profit isn't easy. As more and more blogs appear each day, having a great idea or a wonderful writing style is no longer enough to get attention. You need to be able to market your blog effectively.

Too many bloggers spend all of their time writing posts and almost no time marketing their project. To be certain, updating as often as you can is a great way to keep your blog high on blogrolls and high in blog search engines like technorati, and once your readers know that you update frequently they will return to your site on a regular basis. However, it does not matter how often you update if nobody is reading your page, so don't skimp on the time that you spend drawing visitors to your site. To make your dreams of blogging for profit a reality, try decreasing your number of posts and using some of that time to draw new visitors by setting up link exchanges with other bloggers, making contacts in the blog community, and following other established modes of winning traffic.

Of course, even if you are a marketing genius or have a really great idea for a blog, success is not going to happen overnight. Building the kind of readership that blogging for profit requires takes time, and in all likelihood it will be at least several months before you are able to turn much of a profit. Try to stay committed to your blogging project during this initial rough period. To stay motivated, set goals for how often you will update and how many readers you want to attract, and then reward yourself for sticking with your plan.