

## Niche Success Blueprint

# “Start to Profit” Training Course

## Module 19: Monetizing With Advertising & Brand Networks

In Module 17 you created a Media Kit and in Module 18 you set up Ad Space on your niche site to monetize. Sponsors and Advertisers should be knocking your door down with offers by now, right? Hmm. Probably not. :) Or not yet anyway. In this week's Training Module you'll discover easy ways to *find them...* until they start *finding you!*

Some Brands and Advertisers will do their own outreach, so with a great Media Kit and your contact info easily available you'll start getting ad inquiries.

Many of them will go through a network to simplify the process though, and also to reach more bloggers at once. By using a network, they know they are browsing bloggers and site owners that are set up and *ready to accept advertising* and other types of deals & offers. It's also an easy way to search organized site information by topic, reach, etc.

This makes it super easy for you to get in front of companies that are looking to pay for exposure - by simply getting your profile and site/blog listed in those networks they are actively browsing and using to set up paid opportunities!



# Are Brands & Advertisers Right For MY Niche?

How you choose to monetize your niche site is completely up to you, but I highly recommend you have a variety of revenue sources - and at least keep your options open to opportunities that may provide new ways to serve your market even better.

Refer back to the Monetization Brainstorming exercises you did in Modules 8 and 9, as well as the Strategic Connections section in Module 10 (Page 8) and the Networking List in Module 11 (Page 10). Analyzing these lists will give you great Brand & Product ideas.

Also consider any major retailers, events, trade shows, etc that serve your market. If you position yourself well, you may get a "press pass" to cover events/shows - which will boost your credibility and your connections.

There are independent merchants in many markets as well that you can introduce to your readers. "Advertising" takes on many forms, but it basically boils down to connecting markets and merchants, or introducing products to people.

Obviously you can make recommendations as an affiliate for these companies or products, and earn a commission on sales or referrals - which is a great way to get started.

Many brands and companies will sponsor giveaways or contests for exposure to your readers - and that connection or association is great for your credibility as well. As I mentioned before, you can also negotiate exclusive discounts or special offers for your readers, which is always a plus.

*"Most people are motivated by the key desire to feel better about themselves. If you can have your messages/products/business/you provide that to people, you'll likely prosper."*  
-Dan Kennedy

Consider ways you can use Advertising or Brand associations to better serve your market. The more you offer, the more reasons people have to stay tuned in to you!

Obviously if you have your own products or services, you don't want to compete with yourself. But there are many complimentary products/services you can consider. If you're not sure if Advertising/Sponsors is a good fit for your site or niche, let's discuss it! Send me details on [Google+](#), [Facebook](#), [Twitter](#) or at my [ClickNewz Forum](#). ;-)

## About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 17 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

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# Step 1: Apply for Brand/Advertising Networks

There are a lot of options out there for Advertising Networks and working with Brands. I'll share some of my favorites with you, networks I've worked with personally with good results, and encourage you to go ahead and register for or apply to these networks.

Some of them require you have Google Analytics installed, others don't - but you'll get more offers if you do have it installed. Go ahead and do this step first as it takes time for your site statistics to start appearing. Here is a setup checklist if you don't already have it installed: <http://www.google.com/intl/en/analytics/learn/setupchecklist.html>

*If you have any technical questions about the installation or setup, you can reach me at the links on the previous page. The most common question is where to place the tracking code. Simply edit your footer file in WordPress and paste the code there. I placed the code from Quantcast.com (free demographics info) there as well.*

One of the first Brand Networks I tried first, and have had the most positive experience with so far (meaning: *results!*) is [Social Spark](#).

You simply sign up and submit your site, and companies that are looking for reviews and exposure will choose relevant niche blogs for sponsored blog post opportunities. Payouts are based on your reach and traffic, of course.

## Four Steps to Making Cash ▾

- 1 Set your price per post
- 2 Pick your advertisers
- 3 Write your post
- 4 Get paid via **PayPal**

I'll give you examples of posts I've done through the Social Spark network, to give you a better idea of how it works. One is [this post for Logo Mojo](#), where I was paid \$150 to write the post. As you can see, it's written like any other blog post of mine - in my own voice, conversationally, and simply introducing a great resource to my readers.

Another great example was the [Fellowes Shredder Giveaway post](#). Not only did I earn \$150 for writing the post, but I also received a FREE shredder to review (\$239.99 value) AND they gave one away to one of my lucky readers! Contests and Giveaways can bring in a lot of traffic, so it was a very beneficial opportunity in addition to the payment.

You'll get both Leads and Offers through Social Spark, and you can accept or decline (and even negotiate) as you please. Sign up with my referral link: <http://izea.in/r7uo>

As you can see from the two examples I gave you already, these networks can be a very easy way to bring in additional revenue. If you're blogging regularly anyway, accepting the occasional Sponsored Blog Post opportunity is a great way to come up with new content ideas to write about - and you get paid to write the post too!

**Tip:** Don't sell yourself too cheap, but don't be afraid to take lower paying offers in the beginning if they are a good match for your market AND they are a brand or company you may want to do more work with in the future.

Keep in mind that it also gives you great reviews/connections to add to your Media Kit to increase your credibility with other potential advertisers and sponsors. Would I accept a little less than I really want for the opportunity to add a big name brand or company to my Media Kit? In most cases: yes! It just makes good business sense. ;-)



Social Spark also has a Blog Display Advertising Network that works similar to Google AdSense. You can sign up for this inside [your Social Spark account](#).

I was actually one of the beta testers for their ad network when it first launched, until they required Google Analytics (which I wasn't using at the time), and passively earned almost \$80 just by displaying the code temporarily (literally, for just 2-3 weeks!).

You simply put the code in your sidebar, just like you would for an affiliate offer or a sponsor. It rotates relevant advertising, and you get paid every month. It's like having a site sponsor... except you don't have to worry with the management details!

Joining their ad network will help increase your chances for Sponsorship opportunities too, as they use it to connect Brands with relevant Publishers (that's you!) so that's a great reason to apply for and set up their Ad Network once you [join SocialSpark](#).

Recently they came out with a new **Sponsorship Marketplace** under their IZEA brand, which is still getting off the ground. I signed up for it, and recommend you check it out as well. All they've told us so far is, "Izea is connecting bloggers with brands for money-making opportunities!" Click here to [sign up for the Izea Sponsorship Marketplace](#).

# Tap Influence, formerly known as Blog Frog

Another great Brand Network I've worked with personally is Tap Influence, formerly known as BlogFrog. I am getting more involved with them now that they've rebranded as they are offering some cool new features and their Brand connections are promising.

You can sign up for Tap Influence at:  
<http://www.TapInfluence.com>

All you have to do is sign up and fill out your profile information and site details, and you'll be added to their Influencer Marketplace. This is where advertisers search for bloggers or sites that are relevant to their campaigns.

A cool feature they added since rebranding is the option to create a dynamic Media Kit in your profile. It allows you to showcase your best work, highlight your traffic and reach statistics, and really grab the attention of relevant brands that are screening results.



It was all very simple to set up. The Media Kit connects with your Google Analytics and your Social Media profiles so the information stays updated automatically. If you haven't yet finished creating your Media Kit to publish on your website, you may find this very helpful - as it gives you some great ideas (for your own) as you go through the process.

Tap Influence advertisers will pay you for a variety of things including Twitter Parties, YouTube videos, and of course the traditional Sponsored Blog Posts.

Here are two examples of paid blog posts I did for them when they were still BlogFrog:

[Intuit Small Business Grants Competition](#) (I was paid \$200 for this post)

[Gluten Free Low Carb Bread Recipe](#) (I was paid \$100 for this post)

While these are on the lower end, I've been paid as much as \$750 to write a single blog post, sponsored by an advertiser through a network ([Social Spark](#)). Both of the paid posts above were for contests/giveaways though, which do also help bring in traffic.

# Escalate Media (Using CPA Networks for Leads)

Another company I've had a great experience with is Escalate Media. While they are a CPA Advertising Network, which means "Cost Per Action" (or pay-per-lead) they have a strong focus on working with Publishers & Bloggers.

[Sign up for Escalate Network](#)



**ESCALATE NETWORK™**

CPA offers are short-term but they tend to convert *exceptionally well*, and you get paid for "actions" (such as contest entries, email sign-ups, free downloads, etc) instead of conversions. Advertisers use networks like this to generate quality leads, and pay marketers and bloggers (like you) to bring them those targeted leads.

## **Leads For Them = Leads For You!**

Since these offers tend to convert so well, you may choose to use your stats from certain advertisers at Escalate Media in your Media Kit. If you have a particular offer from a great (relevant) Brand that converted well for you, you can simply add their logo alongside a screenshot of your stats - showing off your conversion rate for their offer.

Since the offers are short term, this means you'll need to update your blog posts when the offer ends - so you don't have "dead links" in those posts. The first thing you should do is see if that merchant has an affiliate program. If so, simply swap your Escalate links for your affiliate links (and update any details about the offer).

If not, you can simply link directly to the site (as a great resource for your readers) then add Google AdSense to the post to monetize it.

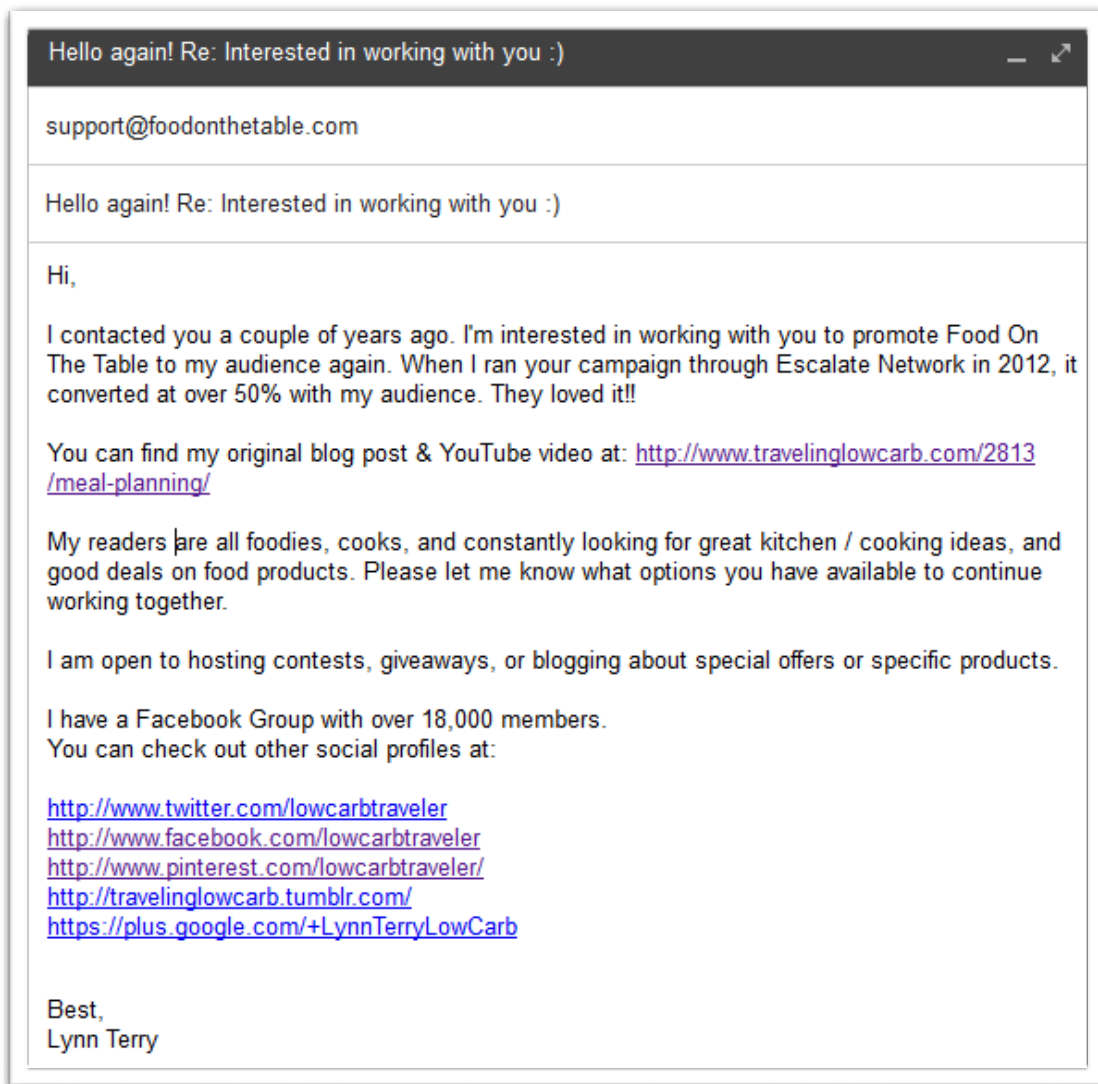
If I can't find an affiliate program for the merchant, and it's obviously an offer or product my readers really enjoy, I contact them directly about options to work together.

This is not a "cold lead" but rather a merchant you've already worked with, and one you've established "statistics" with. You **know** they have an advertising budget since they ran a CPA campaign, right? *Right!* This is the step most people totally miss, but it's an absolutely brilliant (and simple) method of finding great sponsors and advertisers. I'll show you live examples of this follow-up strategy on the next page...

# Following Up With CPA Advertisers

CPA Advertisers are a great source for potential advertisers and site sponsors, or even as merchants who may sponsor giveaways or contests that will help you drive more traffic to your site. As I mentioned, you already know they have an ad budget and are actively looking for exposure and leads. And if you work with them through a CPA or advertising network, and establish a relationship (or statistics) with them, you will already have your foot in the door to negotiate profitable joint ventures.

To give you a live example, I did really well with the "Food On The Table" promo through the **Escalate Media** network, an offer that converted at over 50% with my audience. When the temporary CPA offer ended, I went to their website to find contact information and sent them an email. They didn't have an affiliate program that I could find, and didn't respond to my initial email, so I recently sent them this follow-up message:

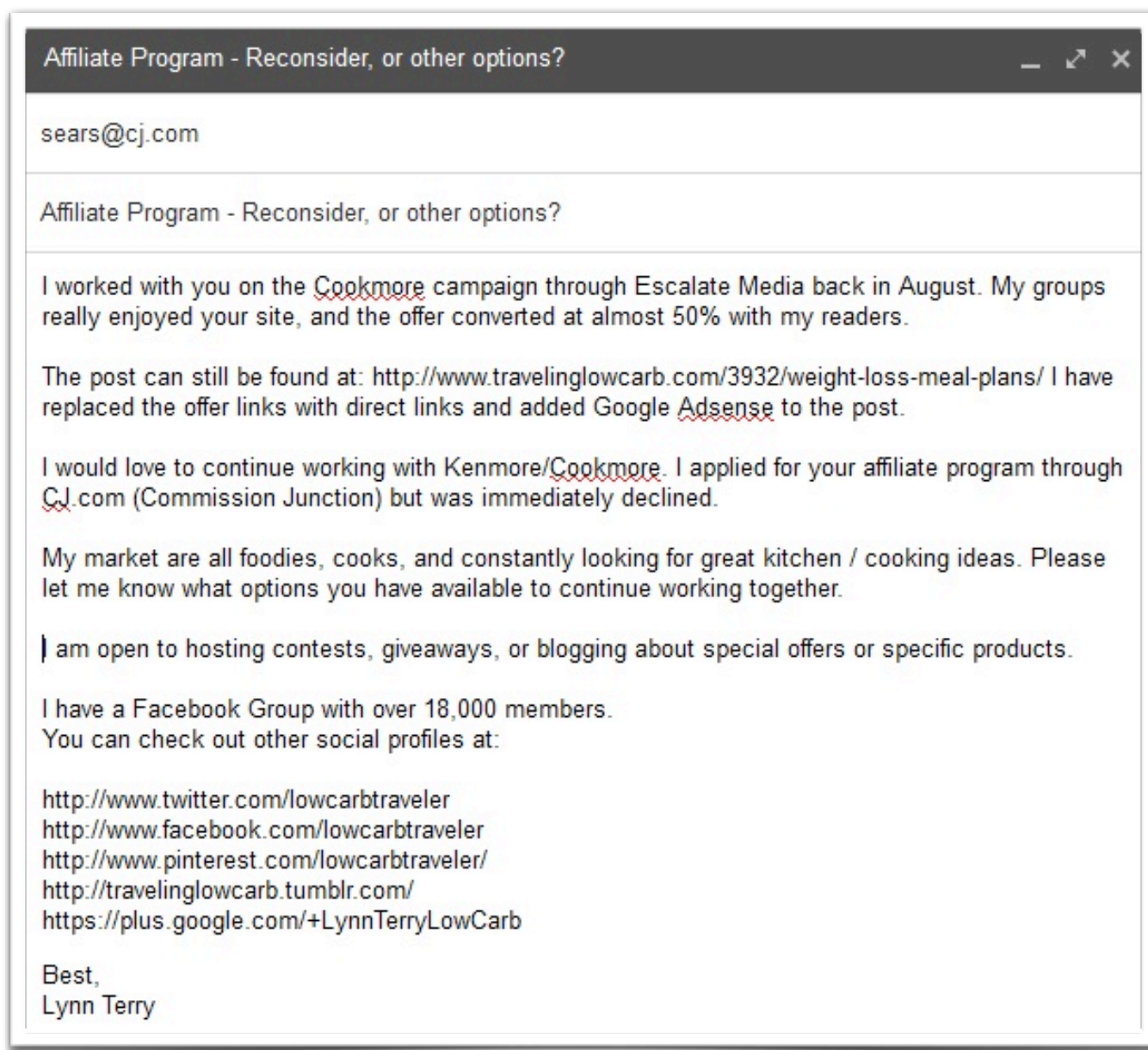


Obviously you could (*and should!*) attach a copy of your Media Kit and/or give them a link to it when contacting potential advertisers or site sponsors.

In this next example, there was no contact info on the Cookmore site, which is a brand owned by Sears, and one I also promoted through the [Escalate Media](#) network.

I discovered through a quick search at Google that Sears has an affiliate program through Commission Junction ([www.CJ.com](http://www.CJ.com), a great affiliate network to join).

I applied for the affiliate program, but was instantly declined. Many merchants have their programs set to auto-decline, in which case I always follow up with them directly:



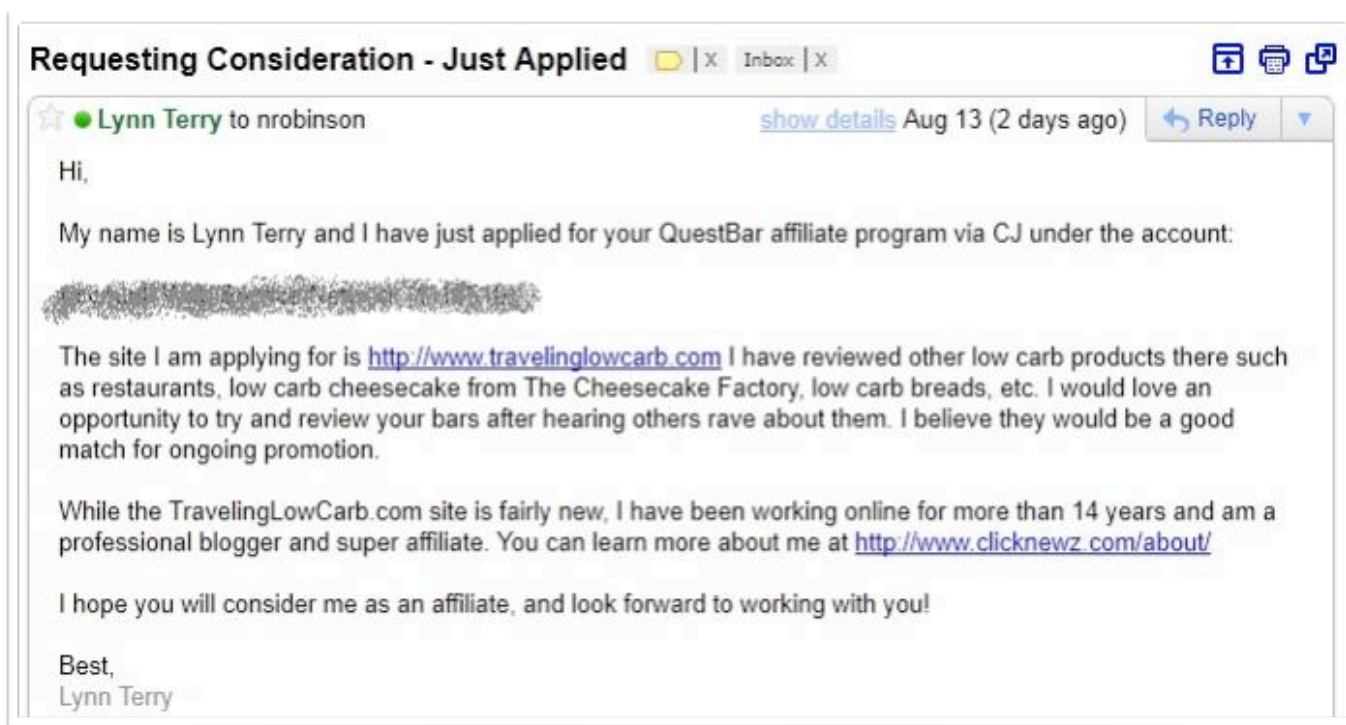


Just like with your Media Kit, you should highlight your positive points when contacting merchants - and always leave things open for negotiations.

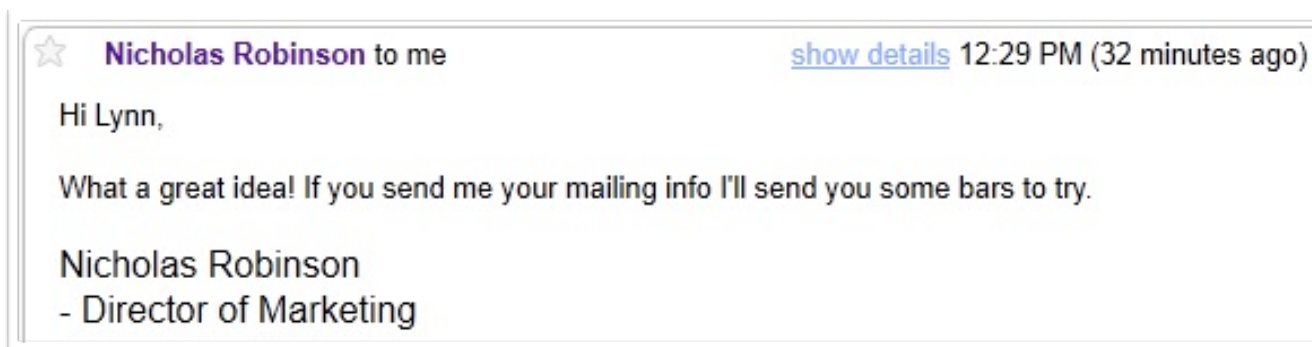
**Anytime you can work with a merchant directly, you open up options to stand out from the other affiliates promoting that same product.**

As an example, I found Quest Bars were a popular product in my low carb niche so I applied for their affiliate program through the [www.CJ.com](http://www.CJ.com) network. It's common to get automatically declined, or for your application to be set to "pending" - which was the case when I applied for the Quest affiliate program.

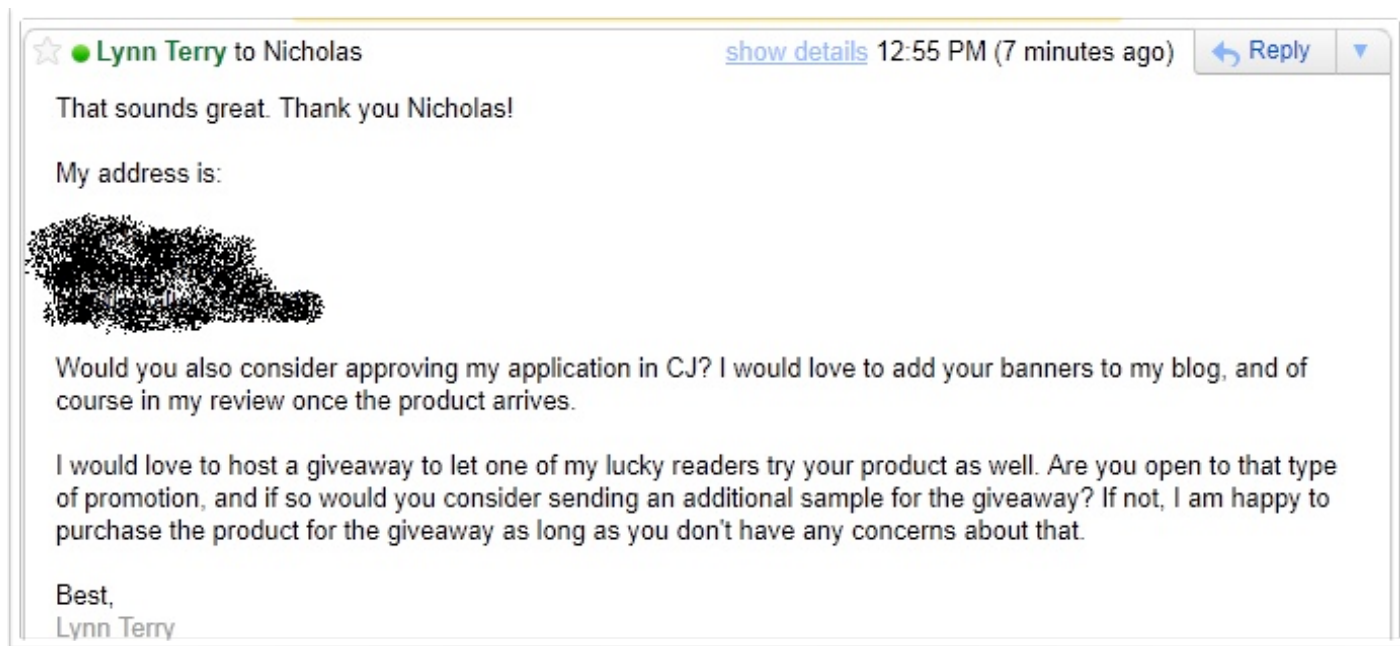
**I immediately sent them an email, and made personal contact:**



**They replied, and also offered to send me free product to review:**



Remember, when contacting merchants you're doing **them** a favor by reviewing / promoting / recommending their products to your readers, so don't hesitate to request products to review or ask them about other options to work together. So when I replied to Quest with my shipping address for the product they offered to send me to review, I reminded them about my affiliate application - and also brought up the idea of hosting a contest or giveaway of their product on my website:



They replied back and were happy to host a giveaway! So not only did I get approved as an affiliate, and get 12 free bars to review on my niche site, but they shipped a box of a dozen free bars to a lucky winner from my giveaway - which brought in nice traffic. :-)

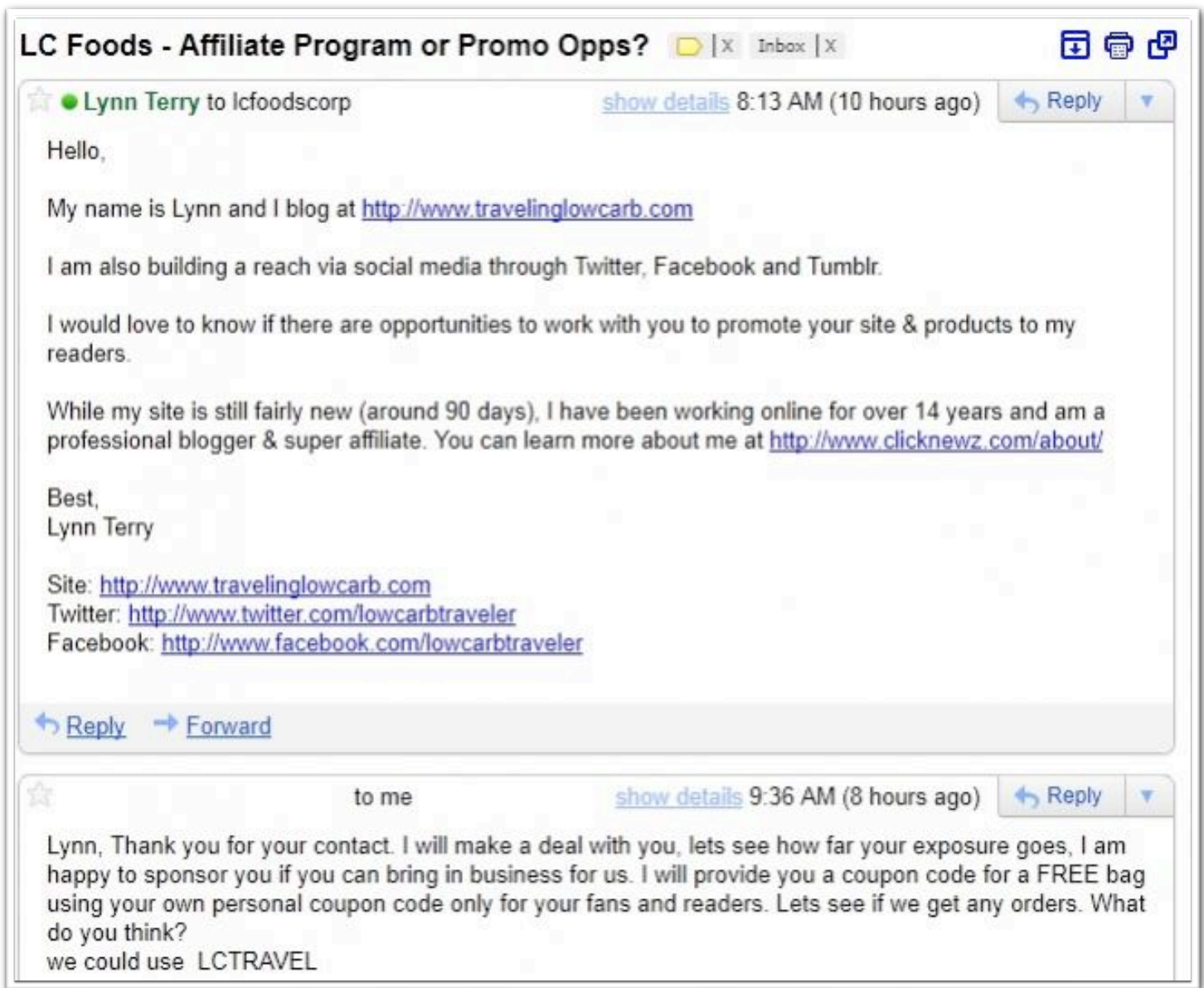
## Seeking Out Site Sponsors & Advertisers

When it comes to searching out potential site sponsors, you can look on sites or blogs similar to yours for merchants that are spending ad dollars. Look for "sponsored by" or look for links or banners in the sidebar that are direct links (not affiliate links).

While the research takes a bit of groundwork, it's well worth it if you land a great sponsor or negotiate some good deals with merchants. In addition to site revenue, consider ways you can better serve your market - which can bring in nice traffic (such as giveaways, contests, exclusive interviews, etc). Also consider how the association will benefit your credibility, or give you something positive to add to your Media Kit.

## My niche site was only 2 months old when I landed my first site sponsor.

I found them advertising on or sponsoring a low carb blog similar to mine, went to their site and located the contact information, and sent them an email:



I took them up on the deal, they were happy with the targeted traffic and orders that I sent their way, and we negotiated advertising rates. While the ad rate was somewhat low at the time given how new my blog was (8 weeks old) - and the fact that I was still building traffic and reach - it put me "in profit" and also gave me "an exclusive coupon code" to offer my readers, which they loved! The merchant also sent me quite a few free products from their store to review, which gave me fresh things to blog about.

My point here is that while you want to sign up with Affiliate Networks, CPA Networks and networks that connect brands & bloggers, **you should always be looking for ways to build on those relationships and connections.** You never know which of your merchants may be interested in offering exclusive discount codes, hosting contests or giveaways, or working with you more long-term as an advertiser or site sponsor!

## Networks To Join...

I've already mentioned these five networks that I've worked with personally and highly recommend, so go ahead and join these first:

[Social Spark](#)

[Izea Sponsorship Marketplace](#)

[Tap Influence](#)

[Escalate Media Network](#)


[Commission Junction](#) (Affiliate Network)


Another network I've worked with in the past is [Sponsored Reviews](#).

They connect advertisers and bloggers, specifically to write reviews - and get paid for it. You can set your own rates for writing paid reviews, but they do take 50% for negotiating the deal.

It wouldn't hurt to set up an account and see if you get any paid-to-blog offers that appeal to you.

And of course you can always search the [Sponsored Reviews](#) network for relevant advertisers to work with personally - *outside of the network.*

**Link Pop.** <sup>Ⓜ</sup>: 

**Alexa** <sup>Ⓜ</sup>: 

**Category** <sup>Ⓜ</sup>: Health



[Create a Free Account to view 22828 Health Blogs willing to Write Sponsored Posts](#)

**Description**

A weight loss blog focusing on the Low Carb Diet with tips for losing weight with a busy lifestyle, and overall health. I'm "traveling low carb" so I also discuss travel, destinations, and how to maintain a healthy diet on the go.

**Tags/Keywords**

weight loss, low carb, diet, travel, food, restaurant, health, healthy, lifestyle

 **\$150.00** 

**Sign up to buy a review on this blog!**

## ☀ [Matomy SEO Media Group](#)

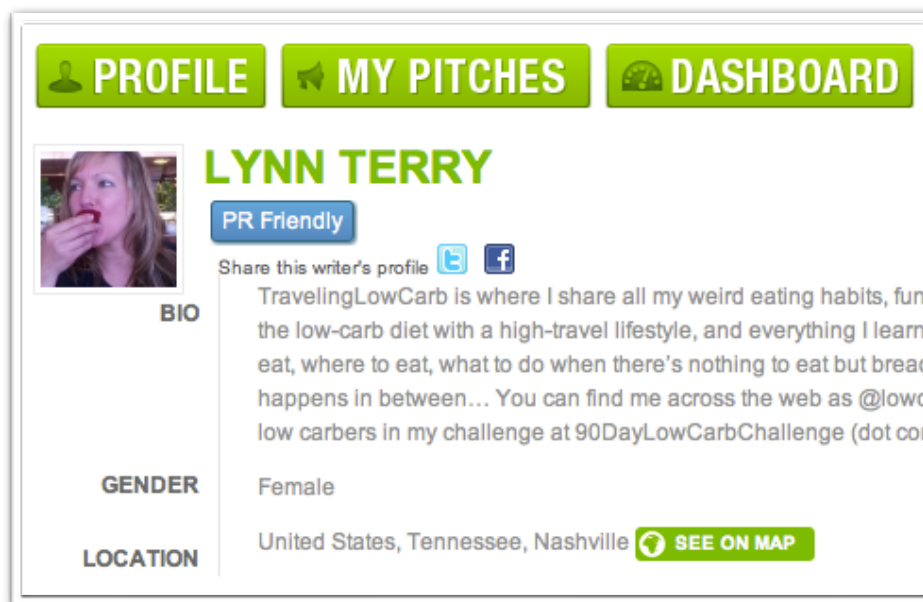
If you've been around for awhile you may remember Text Link Ads. I worked with them several years ago myself. They've now rebranded to Matomy SEO Media Group and offer a variety of new solutions for both advertisers and publishers, including connecting you with advertisers to monetize to your website. [Read More...](#)

## ☀ [Federated Media](#)

I've applied at Federated Media but haven't yet been approved. It may take awhile to get approved for this network, but I've been told it's worth it if you can. ;-)

## ☀ [BlogDash](#)

BlogDash is another network that connects Bloggers with Brands and Advertisers that are specifically looking to do **paid "blogger outreach"**. You set up your profile and photo, your bio and site info, connect your social accounts and site stats, and fill out all of your preferences for things like: giveaways, guest blogging, reviews, etc:



This allows merchants to find you and decide if they would like to work with you on their advertising campaign. [Click here to sign up for BlogDash and get pitches!](#)

There are many affiliate & advertising networks you can sign up with, but I recommend you start with a few great companies and do some testing to see what works best for you - and specifically for your site. The networks I shared with you in this Module are those I am personally familiar with and have had a good experience with so far.

In addition to working directly with advertisers or sponsors, I've found affiliate links or banners to perform very well compared to ad or link networks such as Google AdSense that pay you for click through's.

Google AdSense is a great way to monetize informational content though, a good additional source of revenue and the most popular network - which means there are plenty of ad options to display on sites in practically any niche.

### **Reminder: Test, Test, Test!**

Whether you monetize your site via advertising, AdSense, affiliate programs, or your own products/services it pays to constantly test & tweak for the best (\$\$) results. CrazyEgg has a free trial you can use to test. Also check out the extensive testing at [Heat Map & Color Psychology](#) for very simple changes that can make a huge impact on earnings.

### **Your Homework:**

- [Sign up for Escalate Media Network](#)
- [Sign up for Social Spark](#)
- [Sign up for the Izea Sponsorship Marketplace](#)
- [Sign up for Tap Influence](#)
- [Sign up for BlogDash](#)
- Sign up for [Federated Media](#), [Matomy Media](#) and [Sponsored Reviews](#)
- Fill out your profiles, bios and site info on each of those networks and explore them a bit to see if there are any options or opportunities that are a good match for your site.
- Continue writing Optimized Content & stay active on Social Media! ;-)

We'll continue in Module 20 with even more resources, tips and ideas for attracting and working with relevant brands in your niche.

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**If you have questions about this week's tasks you can reach me on [Facebook](#) or at my [Forum](#). Otherwise I'll see you next week in Module 20. *\*cheers\****

## Have Questions?

If you have questions, join us on the ClickNewz Forum:

[Join the ClickNewz Forum](#)

You can also post questions for Lynn Terry on one of the following social networks:

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If you would like hands-on help brainstorming your business or setting up your website, contact Lynn at: [AskLynnTerry@gmail.com](mailto:AskLynnTerry@gmail.com) to discuss low cost private or group coaching options.