



## **JAH Episode 16**

# **Sue Dunlevie on: 7 Things You Shouldn't Do If You Want To Make Money Blogging**

<http://www.justaddhustle.com/session16/>

Sue Dunlevie's career as a sales manager was firing on all cylinders.

She was earning good money doing work she enjoyed, and as a bonus her company sent her to exciting destinations to teach and give seminars.

But the long hours and hectic travel schedule started taking a toll on Sue's health.

She got a stress-related illness and her doctor gave her an ultimatum: change what you're doing or your health could get worse -- a lot worse.

So Sue made a BIG change.

### **From Sales Manager to Successful Blogging**

Sue wrote a book and built a blog around stress management. And within six months she was generating a full-time income through her blog.

Three years later, Sue started Successful Blogging.com, a blog dedicated to teaching people how to make money blogging.

Today, Successful Blogging.com is one of the world's most popular sites for beginning bloggers.

Sue is a fantastic teacher. In our chat she reveals 7 things you ***shouldn't do*** if you want to make money blogging. And the money-making things you should do instead.

### **Sue Dunlevie's 7 Things You Should Stop Doing If You Want To Make Money Blogging**

**1. Don't expect Google AdSense to pay for your next vacation:** If you've got a new blog and you think wallpapering it with Google banner ads will make you money, think again.

One of Sue's clients was making \$98 a month with Google ads -- on a blog that got 54,000 pageviews **a month**.

**Do this instead:** Build a strong relationship with your readers by offering them valuable content that isn't buried beneath a mountain of tacky-looking ads.

Then, market **your own** products and services (or meaningful affiliate offers) to your audience. More on how to do that below.

## **2. Don't count on sponsored posts as your primary source of revenue:**

A sponsored post is any content you publish on your blog that's been commissioned by a major company or brand.

This can be a fine way to make a little side income, but it has a couple of big drawbacks:

First, companies want to work with bloggers who have a massive audience. If you're first starting out, you're just not going to have the traffic you need to make it happen.

Second, sponsored posts are, at best, a sporadic source of income.

You'll want to do 1 or 2 per month -- max. Why? Because unless you run a dedicated review site, you'll turn off your audience if every post you publish amounts to a commercial.

**Do this instead:** Publish a post on your site about a product or company you genuinely love. Then, share your post with the company. You might not get paid, but you'll be on the company's radar.

As your audience grows, you can transition into paid posts from the companies you've developed a relationship with.

**3. Don't be afraid to sell to your audience:** Provide value upfront, yes, but never forget that selling a high-quality product or service is one of the BEST ways to help your audience.

If you wait too long to sell, one, you won't be making any money and, two, when you do go to sell something your audience will be so trained to receive freebies from you they'll be more likely to turn up their nose at your paid offer.

**Do this instead:** Sell something to your readers as soon as possible.

This doesn't have to be a full course. It could be a great affiliate product or, even better, a small, value-packed offer you created yourself.

Sue talks about doing a "Pocket Launch" -- a tiny, speedy product you can launch in days, not weeks or months -- [in this blog post](#).

**4. Don't sell something your audience doesn't want:** You might have the world's best dog walking leash, but you'll be hard-pressed to sell it to someone who can't stand dogs. (I'm told that, yes, such heartless individuals do exist...)

Your priority is to make sure there's a red hot desire within your market for whatever it is you plan to sell.

So how do you know what your readers want? Simple...

**Do this:** Send your list an email with this question:

*"What's your biggest challenge when it comes to [your market here]?"*

EX: *"What's your biggest challenge when it comes to blogging?"*

Create a product or service that solves that challenge and, not only will you make your reader's life better, you'll be making money with your blog.

**5. Don't publish the majority of your writing on your own blog:** If your blog is only receiving a handful of visitors a day, all the time and effort you spend on creating amazing content is wasted.

When you're just starting out, one of the most important things you can do to make money with your blog is increasing your traffic.

And the best way to do that is with guest posting.

**Do this:** Aim to publish two posts on your own blog per month and two guest posts on popular blogs in your market.

Getting these guest posts is easier than you might think.

Sue recommends sending popular bloggers the following pitch email:

*"Hey [Popular Blogger's Name],*

*"I love [Blog Name]. I thought your recent post on [reference recent post] was one of your best ever.*

*“I’ve got an idea for a post that I think would be a good fit for [Blog Name]. Can I share the ideas with you?”*

*Just let me know!”*

Keep it short, simple, and SINCERE. (Seriously, make sure you actually **know something about the blogger** before reaching out -- don’t B.S.)

You’ll be surprised at how many big name bloggers and/or blogs will take you up on your offer to write a guest post.

Once you’ve written that first guest post contact everyone you know -- your list, your loved ones, your librarian, EVERYONE -- and ask them to go and comment on it.

Then, get back in touch with the blogger who published your guest post and say, “Hey, I noticed the post I wrote for you received a lot of comments and shares. Could I write another one for you?”

Your goal is to establish a regular guest posting gig on a popular blog.

**6. Don’t sell affiliate products that don’t fit with your audience:** This is similar to #4, only instead of selling a product or service you created, you’re selling an affiliate offer.

For example, let’s say you have a natural health blog. An affiliate offer for organic coconut oil sounds like, ahem, a natural fit for your readers.

Trying to sell these health nuts gift cards to McDonald’s, on the other hand, is probably not a good idea.

Make sure EVERYTHING you sell on your blog meets your reader’s needs. Which brings us to...

**7. Don’t write to everyone or you’ll write to no one:** You need a clearly defined niche for your blog, or you’ll struggle to find your audience.

You may not know your exact niche when you’re first starting out. That’s okay! Or, you may decide to narrow or even change your niche focus as you go along. That’s cool too.

But as you build your blog you should look for the ONE niche that resonates with you and your audience.

Maybe it's the craft of writing. Or marketing yourself as a writer. Or travel blogging.

Choose one niche. And once you've found it, stick with it.

Then offer niche-specific products and services you know your readers will love.

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Avoid these seven common pitfalls and you'll have an easier time making money from your blog.

Personally, I plan on getting serious about guest posting on other popular blogs.

What about you? How many of Sue's recommendations sparked an idea for your own blog or writing career?

You can get more of Sue's strategies for building a successful blog right [HERE](#).

**Sue's big takeaway for you:**

*"Want to build your blog? Pitch yourself all over. Guest posts. Expert round ups. Podcasts."*

**Learn more:**

- <http://www.successfulblogging.com/>
- <http://www.justaddhustle.com/session16/>

Until next time...

Stay hungry and keep hustling!

-- Paul