

# BlogProfitCamp

PRESENTS

# ULTIMATE

# BLOG PROFIT MODEL

Are you tired of making peanuts from your blog? Kick it into high gear with the **Ultimate Blog Business Model**. This is a step by step guide inside the business model that allows my blog to make **over \$40,000 per month**.



**John Chow dot Com**

The Miscellaneous Ramblings of a Dot Com Mogul

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# Resource List

Throughout this eBook, the following products or services are mentioned or discussed:

- [Aweber](#)
- [Action Comments](#)
- [Ultimate Footer Ad](#)
- [Ninja Affiliate](#)
- [WordPress](#)
- [Blog Profit Camp](#)
- [Google Analytics](#)
- [Squeeze Theme](#)
- [Keyword Elite](#)
- [Stats Junkie](#)
- [Bluehost](#)

# Why Is This eBook Free?

Many Internet marketing associates have told me that I am nuts to be giving away this valuable eBook for free. They feel I should sell it and make money from it. However, they are being shortsighted and are not seeing the big picture. One of the main reasons my blog, [John Chow dot Com](http://JohnChow.com), got so big in the first place was because I was willing to give away a ton of information that others would charge for.

I can easily sell the information in this eBook but like my first work, I am giving it away for free as well. You are holding in your hands the **operations manual for John Chow dot Com**. How many mega bloggers are willing to show you exactly how their blog makes money and do it for free?

If you are looking to get rich quick, this might not be the eBook for you. The fact is there is no such thing as a get-rich-quick scheme. I am not a get rich quick guru, nor do I do want to be associated with them. I do not make money selling people on stupid schemes that lead to nowhere. I make money on the Internet with real websites that offer real value and that is what I am going to teach you. The single greatest piece of advice that I can give you after reading this eBook is to **take action now**. Not tomorrow. Not next week. Right now.

Your comments, questions and testimonials are always welcome. Feel free to contact me on [my blog](#), [Twitter](#) or [Facebook](#). I look forward to hearing from you.

John Chow

# Who Is John Chow?



If you have a blog, then chances are you already know who I am or at the very least you have heard of me. I run one of the biggest and most profitable blogs on the Internet. John Chow dot Com started in December 2005 and went from making zero dollars a month to making over \$40,000 a month in a little over two years. Today, the blog has over 60,000 RSS readers and over 50,000 people follow me on Twitter.

My first eBook, **Make Money Online with John Chow dot Com**, has been downloaded over 200,000 times and helped tens of thousands of bloggers worldwide to increase their traffic and make more money online. I teach by doing.

Everything I write about in this eBook, I have done and I will teach you how to do the same.

I am sure you have read many worthless eBooks that all say the same thing. I guarantee you that this eBook is not like the rest. If you have read **Make Money Online with John Chow dot Com**, then you already know what kind of quality you are getting from me. I did not get to be one of the biggest bloggers in the world by rewriting the same crap that everyone else rewrites.

In this eBook, I want to show you the **Ultimate Blog Profit Model**. This is the model that has enable my blog to make the income that it does. What is more important, I will show you how to apply this model to your blog. If you are tired of blogging for peanuts, I will show you a way to drastically increase the amount of money your blog is making.

Let's get started.



# Blog Income Case Study

The screenshot shows the homepage of John Chow dot Com. At the top left is the logo 'JC John Chow dot Com' with the tagline 'The Miscellaneous Ramblings of a Dot Com Mogul'. To the right is a 'directCPV' banner with the URL 'WWW.DIRECTCPV.COM' and a 'CLICK HERE FOR \$25 IN FREE TRAFFIC!' button. Below the banner is a navigation menu with links: Home, Blog, About John Chow, Contact, Archives, Top Posts, Advertise, Make Money, Photos, and a Google Custom Search box. The main content area features a 'FEATURED ARTICLES' section with a post titled '10 Tips To Make More Money with Sponsored Tweets' dated September 27th, 2009, by John Chow, with 177 comments. The post text reads: 'You've signed up for Sponsored Tweets and now you're waiting for the advertisers to order some paid tweets from you so you can start making the \$300 to \$7,500 an hour I talked about in the easiest way to make money with Twitter post. However, you haven't gotten one single offers. What's going on? Here [...]'. Below the text are page numbers 1, 2, 3, 4, 5 and a 'CONTINUE READING' button. To the right is a 'MAKE MONEY ONLINE' section with a sub-header 'Learn How I Went From Zero To \$40,000 a Month By Blogging and How You Can Too with my free eBook! Get your FREE copy of my eBook by signing up.' It includes a form with fields for 'What is your first name?' and 'What is your email?', and a 'I Want To Start Making Money Online with John Chow!' button. The page also displays various affiliate logos like TIZMedia, pepperjamNETWORK, clickbooth, AzooglesAds, and Kontera, along with social media stats: 52k Followers on Twittercounter.com and 87093 readers by Feedburner.

John Chow dot Com started in December 2005. Before then, it was nothing more than a static home page with my picture on it. I started the blog so I would have a place to ramble about whatever was on my mind. There was no central theme or focus. It was just a personal blog like the hundreds of millions of other personal blogs in the blogosphere. The main topics of the blog were technology, car, fine dining, the Internet and making money online.

Before starting the blog, I made my Internet income with advertising supported content-based websites and I enjoyed writing about how I made money with those sites. It was these moneymaking posts that caught most people's attention and I started getting many emails and comments asking how to monetize a blog. So over time, the posts started shifting to blog monetization.

Monetizing a blog is not much different from monetizing a normal site. The marketing that works on one also works on the other. However, as I wrote more about making money by blogging, I started receiving emails and comments that went something like this.

*"You talk a good talk about making money by blogging but your blog doesn't make any money so why should I listen to you?"*

It was never my intention to make money off my blog but those emails and comments had a valid point. I should be teaching by doing. So in September 2006, I decided to turn the blog into an income case study to prove that you can make money by blogging.

The goal of the case study was to make **full time income with part time blogging**. I defined full time income as \$3,000 per month. I believe that is the average income of a typical single Canadian or United States tax payer. I defined part time blogging as two hours per day, which was how much time I spent on average updating the blog. I figured if you can make \$3,000 per month on two hours per day, you are not rich, but now you have choices.

Chances are, you will still have your normal job so this \$3,000 per month is on top of what you are already making. If you had an extra \$3,000 coming in every month, it can have a positive impact on your life. You can live in a nicer place or drive a nicer car. You can send the kids to a private school or make bigger donations to charity. Whatever you want to do it.

In September 2006, the first month John Chow dot Com became a moneymaking blog, it made about \$352, which was not bad for the first month. Three months later, the income level hit the \$3,000 per month goal.

After achieving the goal, I decided to see what would happen if I pulled out all the stops and really try to make money by blogging. So, the income case study continued and the results were amazing.

- Income for December 2005 to October 2006: \$0
- Income for September 2006: \$352.94
- Income for 2007: \$180,000
- Income for 2008: \$360,000
- Projected income for 2009: \$500,000

The really great thing about the above figures is it is still being done on an average of two hours per day of blogging.

At this point, you may be thinking, “That’s great John, but can I do this?” I believe that it is possible for anyone to make a lot of money online use the **Ultimate Blog Profit Model**. However, I am not going to mislead you by saying this takes no effort. You will have to do some real work.

Before I show you the inner workings of the **Ultimate Blog Profit Model**, we need to talk about something just as important.

# Why Bloggers Don't Make Money

According to the 2009 Technorati State of the Blogosphere report, the majority of blogs do not make any money. Of those that do, only a handful are able to make enough for its owners to live on. If your blog makes more than \$100 per month, you are doing better than over 90% of 120+ million blogs out in the blogosphere. Pretty sad, huh?

Why is it that so many bloggers fail to make money from their blogs? One thing is for sure. It is not from a lack of information. There are tons of information on the Internet, both free and paid, that can teach you more than you want to know about making money by blogging. However, the vast majority of bloggers will not make anything. Why is that? I came up with six major reasons.

## They Are Bloggers, Not Internet Marketers

The number one reason I feel that bloggers do not make money by blogging is because they are bloggers and not Internet marketers. Technically, I am not a blogger. I am an Internet marketer who happens to blog. There is a big difference between the two.

Most bloggers know how to blog. However, very few bloggers know how to market their blog so they end up with a blog that is read by only close friends and family members. You can have the best blog in the world but if nobody reads it, what is the point?

In the movie Field of Dreams, the voice said, “If you build it, they will come.” While that may make dead baseball players appear in a cornfield, it does not work online. Millions of people every week try to “build it” because they think that is all it takes to make money online. They build the site, add content to it everyday and wonder how come they are not coming? Building it is not enough. You need to learn how to market it.

## **They Do Not Take Blogging Seriously**

Most people start their blogs for fun and not to make money. That is how John Chow dot Com started. I created my blog as an outlet for me to ramble about whatever was on my mind. I never intended for the blog to make money. In fact, I donated all the income the blog made in 2006 to charity because making money from a personal blog seemed strange at the time.

Because most bloggers work on their blogs for fun, they do not take it as seriously as they should. Many are doing the “Let’s give this a try and see what happens” approach. If the blog makes money, great! If not, oh well. With that kind of attitude, it is not hard to understand why so many bloggers do not make money by blogging.

## **Extremely Low Barrier of Entry**

One of blogging’s biggest advantages is also one of its biggest liabilities. With services like Blogspot.com and Wordpress.com, you can literally start a blog with zero dollars. If you want a more professional look, a new domain name cost only \$8.95

and professional web hosting from a company like [Bluehost](#) can be had for as little as a few dollars a month.

This extremely low barrier of entry also means you do not have much, if anything, to lose. Should the blog fail to make money, you curse me, say I do not know what the hell I am talking about and move on with your life. This brings us back to point number two. It cost you nothing to start so you do not take it seriously.

If blogging cost \$100,000 or more to begin, would you be running your blog the way you are running it now? I highly doubt it. Yet, a blog can provide you with much more than a traditional \$100,000 brick and mortar business. You are not tied down to a location, you can blog from anywhere in the world and the time freedom is unmatched.

Knowing that commitment increases with money, the solution is simple. **Put some money into your blog!** Buy that domain name, get that professional web hosting account, invest in a custom design, spend some money on promotions, etc. Once you have some money tied into your blog, you will take it a lot more seriously.

## Easy In, Easy Out

Because of the low cost of entry, most bloggers take an easy in and easy out attitude. It cost nothing to get in so if it does not make any money, it cost them nothing and they can get out just as easily.

## **They Blog For Money Only**

Blogging is not a get-rich-quick scheme. It takes a long time before you can establish the traction needed to build up a readership. It takes consistency and a lot of passion for your topic. However, many people will get into blogging because they see me make hundreds of thousands of dollars from it.

What usually happens is they end up blogging about a topic not because they enjoy it or are passionate about it. They choose the topic because it is the current hot niche topic and can make them the most money. This is a sure fire recipe for failure.

If you do not enjoy what you are writing about, you are not going to stick with it long enough see your blog become a success. For the first eight months of my blog's life, it made zero and I was posting two to three blog posts per day. Now that the blog is making five figures each month, I am still posting two to three blog posts per day. If the blog income were to go back to zero tomorrow, I would still be posting two to three blog posts per day. I write what I want to write about. What I am passionate about. I do not blog for the money only.

## **They Do Not Treat It Like a Business**

Most blogs never get out of the hobby stage. A moneymaking blog is a business and it should be treated as such. Yes, I still consider John Chow dot Com as my hobby but I run the blog as a full blown incorporated business. The blog has its own set of books and bank accounts. All incomes and expenses are

tracked and accounted for and it files a yearly tax return. In other words, the blog is a real business.

If you really want to make money by blogging, you need to get serious about it and treat your blog like a real business. Blogging is not a fly-by-night or get-rich-quick scheme. Like any business, it takes time, money and commitment to build. My blog made zero and barely got more than 1000 page views a day for the first 8 months of its life. However, I kept at it.

I treated my blog like I treated my other businesses. I invested in it and I spent thousands of dollars improving it and promoting it. Success is never by accident. All the big moneymaking bloggers did not get there by luck or taking the attitude of easy in and easy out. They got there by taking their blogging seriously and treating their blog like a real business. You should too.



# The Average Blog Business Model

The average blog business model, the one that nearly all bloggers trying to make money online use, is to produce a lot of content and then monetize that content with Google AdSense Ads. They may add a few other ad networks here and there but for the most part, this is the extent of the monetization.

Unfortunately, this blog business model cannot produce enough income for the average bloggers to live on. This is because it requires too much traffic. The average blog gets less than a thousand page views per day. Google AdSense pay an average of \$1 to \$2 per 1000 ad views (if you can make more than \$5, you are laughing). That means you are making \$30 to \$60 a month, which may buy you a lunch a month, but not much of anything else.

You can improve the cost per 1000 by optimizing the ads and my first eBook talked a lot about how to do just that. However, most bloggers will not do it because they feel that optimizing ads is just a nice way of saying get in your readers' face by sticking the ads right in front of them. Many bloggers won't do this because they do not want to upset what few readers they have.

Getting more traffic is not necessarily the key to making more money. Traffic is important and it is something you must always work on. However, most bloggers simply do not have the resources it takes to bring their blog to the traffic level of

an Engadget or Gizmodo. What is more important than traffic is how you monetize the traffic.

There are two ways to increase blog income. The first is to increase your blog traffic. The second is to increase the amount of money you make from your current traffic. It is a lot easier to increase the amount you make on your current traffic than it is to increase your traffic. This is especially true as your blog gets bigger.

Blog monetization efficiency is measured in eCPM (Effective Cost Per 1000). If you are running Google Ads only, you are making \$1 to \$2 eCPM and not being very effective. If you can increase the eCPM to \$100 or more, things start to look up.

Going from \$1 eCPM to \$100 eCPM has the same effect as increasing your traffic 100 times. Very few blogs can create a 100 fold increase in their traffic. However, it is not that hard to create a 100 time increase on the income your blog is currently making.

Instead of making peanuts for your 1,000 page views per day, you could be making upwards of \$100 or more for the same number of page views. How do you do that? That is where the **Ultimate Blog Profit Model** comes in.

# The Ultimate Blog Profit Model

The **Ultimate Blog Profit Model** is what powers John Chow dot Com. I developed the model over the past two years through a lot of trail and error. The model is made up of five parts.

1. Capture the leads coming to the blog
2. Build a relationship with the leads
3. Put the leads through a sale funnel
4. Work out the average revenue per lead
5. Add PPC advertising at a rate below the average revenue

Using the Ultimate Blog Profit Model, I am able to make well **over \$100 per 1,000 page views**. This is an unheard of CPM rate. With the Ultimate Blog Profit Model, even an average size blog can make full time income.

## The Money Is In The Backend

When most people view my blog, they assume all the money is made from the advertising because they see many ads on it. The ads and contents on the blog is known as the front end because it is what every reader sees. The stuff that they do not see is known as the backend and the backend is where the real money is made in blogging.

The front end ads on the blog accounts for only one-third of total blog revenues. The other two-third comes from the backend sales system that makes up the **Ultimate Blog Profit Model**. It is this backend system that accounts for the majority of the blog profits.

Over the past year, I never raised my advertising prices or added any new advertising locations. Yet, my blog income kept increasing because of the backend sales system. With the **Ultimate Blog Profit Model**, it is possible to make money from a blog without advertising on the blog itself. Bloggers who do not like to put ads on their blog will love this system.

The reason the backend is more profitable than the front end is because readers in the backend are opted in. They took the time to subscribe to your blog and that makes them far more valuable than a reader who is not opted in.

To make big money in blogger, you need to reduce the time you spend on the front end and increase the time you spend on the backend so you can set up your own Ultimate Blog Profit Model. Set up correctly, the average blog could see over 90% of their income coming from the backend. Yet, nearly all bloggers concentrate their monetization efforts on the front end, even though that makes the least money. You need to stop doing that and work on the end that will give you the biggest reward.

Let's look at each of the five parts that make up the **Ultimate Blog Profit Model**.

# Part 1 - Capture The Lead

If you want to make big money from blogging, you **MUST** have a system to capture the leads coming to your blog. This is the center piece of the **Ultimate Blog Profit Model**. Capturing the lead means getting your readers' email address.

Email Marketing is something that most bloggers overlook. They will work on building their RSS, Facebook, Twitter and all other forms for social media contacts but do nothing about email. Most blogs do not even have an email list. The email list is the biggest factor separating the big moneymaking bloggers from all the little guys. All the big bloggers have a mailing list and a system in place to capture the leads.

## You Email List Is Your Foundation

Many bloggers think their blog is their foundation and everything else (Twitter, Facebook, RSS, etc.) builds around that. This might be true if you are just a blogger. However, if you are a blogger looking to make a pile of cash, your foundation is your email list and everything else builds around the list.

When you have a big email list, you have a foundation that is so strong that not even Google can break you. The main purpose of my blog is to capture the leads coming to it. This is why new readers are hit with a big Lightbox Hover signup box the first time they visit. I am building my foundation.

## Email Makes The Most Money

Email marketing may seem very old school and not as glamorous as the latest social media craze. However, email marketing has one huge advantage over social media channels like Twitter and Facebook – **email makes the most money.**

In my post on [Email Marketing Vs. Blog Marketing Vs. Twitter Marketing](#), email came out on top by a wide margin. Email is still the most responsive medium for getting your offers in front of your readers. I know that if an offer does well with a blog post, it will do five to ten times better when I send out an email about it.

Do not let all those social media marketing experts fool you. Email is still where it is at. Hell, most of those social media gurus use email marketing to sell you their social media course!

## Your Email List Can Leverage Other Sites

The great thing about email marketing is its versatility. You can use it for almost anything. My blog email list was used to help launch [Twitter Follower](#). Yes, I blogged about the new site to get people to sign up but the signups really started to roll in when I sent out an email to the list about it. Twitter Follower is getting over 100,000 page views per month now and it is largely thanks to the email list.

Twitter Follower has no advertising but it is making money because of the backend sale system. Are you starting to see how powerful the **Ultimate Blog Profit Model** is?

## Start Your List From Day 1

The biggest blogging mistake I made was not starting my blog mailing list from the beginning. Because John Chow dot Com was a personal blog back then and I had no intentions of making money from it, I never applied my normal marketing methods to it. Had I started the Email list from day one, the blog would be making over \$100,000 per month instead of only \$40,000.

The best time to start a mailing list is the day you set up your blog. I cannot stress this enough. **Start it today!** The longer you wait, the more money you lose.

## Choose The Right Email Provider

Choosing the right email marketing solution is even more important than choosing your blogging software. When you switch your blog software, say from Blogspot to WordPress, you can transfer over all your post without losing any.

However, switch email host provider and you will lose up to 80% of your subscribers. This is because the new email host provider will require your subscribers to opt in to the list again.

This was my second email marketing mistake. I was hosting my own email list and decided to move it over to [Aweber](#) because they are the best in the business. Because of the CanSpam rule, Aweber required everyone on my list to re-opt in before they can host it. Those subscribers were already double opted in but that does not matter. If you change providers, your subscribers need to opt in again. Only 20% of my list did that

when I switched to Aweber. Had I gone with Aweber from day one, my email list would be twice the size it is now and I would be making a lot more money.

## Being Penny Wise and Pound Foolish

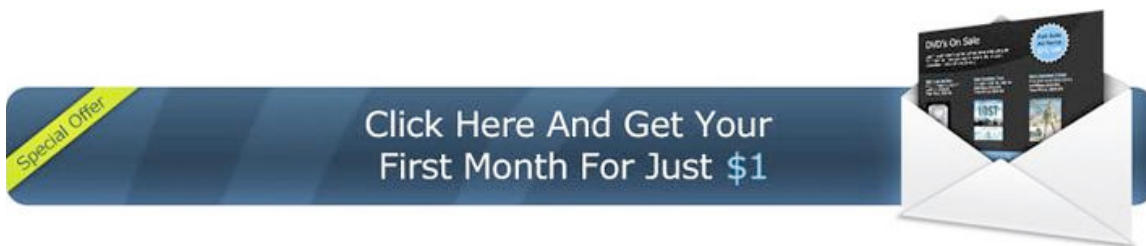
This is a mistake I see new bloggers make all the time. They try to save some money by hosting their own list on some free software with the hopes of moving to Aweber later, “After they have made some money.” I guess they forgot my point about email marketing being the biggest moneymaker.

Waiting until you make some money before using a service like Aweber is just being penny wise and pound foolish. You can build a list for free but the instance you try to import that list to a service like Aweber, you are going to lose 80% of the subscribers because they will not opt back in.

Big moneymaking bloggers treat their blogs like a business and businesses have expenses. Hosting the email list is one of them. If you do it right, there is no way you cannot make the \$19 a month that it takes to host your list on Aweber.

If your blog does not have an email list yet, **RIGHT NOW** would be the time to start one. Everyday you wait is money flying out the window. [Aweber](#) is my recommended email list solution. You can test them out for the first month for just \$1.





## The Free Incentive

By far the easiest way to get readers to subscribe to your mailing list is to offer them something of value in exchange for their email address. In my case, I offer my eBook, **Make Money Online with John Chow dot Com**. The eBook did not cost me anything to produce but it has a high perceived value among the readers visiting my blog. It is something that they want and they are willing to give me their email address for it.

Always keep the “What is in it for me?” way of thinking when it comes to capturing leads. Your readers does not care what is in it for you when they subscribe to your newsletter. They only care about how it will benefit them. When you offer something that is of an immediate benefit to them, your signups will increase dramatically. If all you have is a newsletter signup box, readers will have a much harder time gauging the value to give you their information.

The free incentive has been the cornerstone of my list building strategy. I was only getting a handful of signups per day before the eBook. My daily signups increased over ten times when I started offering my free eBook. Offer the right incentive and watch your leads skyrocket.

## Multiply Ways To Capture The Leads

Most new bloggers make the mistake of having a newsletter signup box and leaving it at that. Just as running more ads on a page can net you more money, having multiple sign up methods can increase the number of leads per day. I employ a total of six sign up opportunities to capture the leads coming to my blog. Combined, they bring in over 200 new signups per day to my email list.

Current List: johnchow

List Stats:

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total
johnchow	230	172	22,551	4	22,555

If you want to maximize your email marketing return on investment, then you need to take every opportunity to present your free offer in front of your readers. Just having a single newsletter signup box in a highly visible location is not enough. Here are the six methods I use to bring in over 200 lead captures per day.

## Newsletter Signup Box

This is the standard signup box that everyone is used to. It is placed at a highly visible location and high up on the blog so readers do not have to scroll down to find it. The box should explain very clearly what you are offering and how the reader can get it.



The location of the signup box will affect performance greatly. The box should be placed at the most visible part of your blog. You can find the ideal placement by using a service like CrazyEgg.com to find where readers are clicking the most by checking the Crazy Egg heat map. Then place the newsletter signup box near that area.

## Aweber Lightbox Hover



The Lightbox Hover is a feature of Aweber and another reason why I love their service. The Lightbox is a signup window that fades into the blog after a preset time. It is very in your face and impossible not to notice. Because of its intrusive nature, Aweber allows me to set how often a visitor sees the Lightbox. I have it set so new readers see the Lightbox only once and then never again. The Lightbox Hover is my number one source of new email leads.

Many readers tell me that they feel the Lightbox is too intrusive and will turn away readers. Most of the time, this concern is just in their heads. You will amaze at how much advertising a reader can handle.

Because I have the Lightbox set to show only once per new visitor, I have not received many complaints on the signup box.

You should test the Lightbox on your blog and see for yourself. The key is to always be testing and experimenting because you really do not know what will and will not work until you try it.

## Ultimate Footer Ad



The [Ultimate Footer Ad](#) is a script that slides a newsletter signup box up from the bottom of your blog after a present time. Because the ad moves, it is impossible not to notice it. Signup rate is not as high as the Aweber Lightbox but it is not as intrusive either. I have the footer ad set to show once every ten visits. The frequency is adjustable from all the time to once in a lifetime.

For bloggers who feel uncomfortable about running the Aweber Lightbox, the Ultimate footer ad represents a nice compromise between preserving the using experience and getting your message across.

You can try mixing and matching the Ultimate Footer Ad with the Aweber Lightbox. For example, you can use the Lightbox for your blog homepage and the Ultimate Footer Ad for all inside pages. The main thing to do is to test and keep testing to see what works best.

## Signups From New Blog Commentators

This is a fantastic way to capture **engaged readers** of your blog. If a new reader makes a comment on my blog, he will receive the following thank you email with an offer for my free eBook.

*Hello [Commentator name]*

*Thank you for commenting on John Chow dot Com. I would like to offer you my free eBook, Make Money Online with John Chow dot Com as a gift for making the comment. To receive the book, simple sign up to my newsletter by clicking the link below.*

*Thank you and I look forward to reading more comments from you.*

*John Chow*

The WordPress plugin I used to do this is call the [Action Comments](#). The plugin works with Aweber and other email service providers. Installation is very simple and setup is a breeze. This is a great source of email leads because a blog commentator is much more likely to sign up for a newsletter than a visitor who has never commented.

Action Comments gives you multiple options to get commentators to subscribe to your mailing list. In addition the example above, you can place a check box where the comment submit button is. Checking the box will allow readers to opt in to your email list at the same time they make a comment.

The readers are extremely receptive to the free eBook offer because they have just commented on my blog and know who I am. You know the old saying, “Strike when the iron is hot?” Well, it does not get much hotter than someone who has just made a comment on your blog.

## Signups From RSS Readers

Your blog RSS is another source of email sign ups. If someone is subscribed to your blog RSS, there is a good chance he may subscribe to your email newsletter as well.

I use a WordPress plugin call [Feed Footer](#) to send a message about my eBook at the end of each posts in my blog RSS feed. You can make the message as short and simple to as long and detailed as you want. I run this Feed Footer message on my RSS feed.

*Discover the SECRETS I've Learned to go from zero a month to over \$40,000 a month from blogging. Download [Make Money Online with John Chow dot Com](#) for FREE!*

The best thing about the Feed Footer plugin is the cost. It does not cost anything. You can download it for free.

Feed Footer has many other uses beside getting your RSS readers to subscribe. I have used the plugin to sell RSS text ad and to run RSS only promotions. This is a great way to get readers to subscribe to your RSS feed because Feed Footer links only show up in the RSS and not the blog.

I run all my Feed Footer signup links through the [Ninja Affiliate Plugin](#) to track the click rate and signup performance. The

Ninja plugin also provides an extra level of branding because it shows your domain name instead of the domain name of the service you are using. For example, by using the Ninja Affiliate Wordpress plugin, my Twitter address is JohnChow.com/twitter instead of Twitter.com/JohnChow.

## Signups From Facebook

Another great source of email marketing leads is Facebook. If you have a [Facebook Fan page](#), it is very easy to add an Aweber signup box to it. I have been really impressed and happy with the signup rate from my Fan page. This is the second highest converting page after the Aweber Lightbox. If you have a Fan page, you must add this feature. If you do not have a Fan page yet, then **you must create one now** because Facebook is a great source of traffic and leads.

To create a lead capture box in your Facebook Fan page, you will need an application call [Facebook Static FBML](#) that turns your HTML codes into FBML (Facebook Markup Language). What you do is add your Aweber opt in codes and have Static FBML render it. The result will be an email newsletter signup box in your Facebook Page. Here is a [step-by-step video](#) on how to do it.





John Chow dot Com Please become a fan of John Chow dot Com 6 hours ago clear

Wall Info **FREE EBOOK!** Photos Discussions +



**John Chow dot Com**

The Miscellaneous Ramblings of a Dot Com Mogul

PRESENTS

## How To *Really* Make Money Online

By The Original Make Money Online Blogger

*Learn How I Went From Zero To \$40,000  
a Month By Blogging and How You Can  
Too with my eBook!*



Get your **FREE** copy of my ebook!



What is your first name?



What is your email address

**Get Your Copy Now!**



We respect your privacy. Your information will not be shared with any third party and you can unsubscribe at any time.

To increase the performance of your Facebook signup page, I recommend you make a really good looking signup box that clearly shows the benefit to the user for signing up. You should also make the signup page the first page a new user sees.

You can select your default landing page in your Facebook Fan page view settings. You will not have to worry about your current fans seeing the signup page every time they check your

Facebook page. Fans will get the wall posts as their default landing page. The newsletter signup page will be the default landing page for users who are not fans yet.

## **Why Employ So Many Lead Captures**

At this point you might be wondering why I run so many lead capturing methods. The answer is simple. Getting people to sign up for your email is like advertising. You need to put your message in front of them repeatedly and in many different channels.

Just because a reader does not sign up from your blog signup box does not mean he will not sign up when you send him a thank you email for commenting on your blog. If all your blog has is a single newsletter signup box, you are leaving a lot of subscribers on the table.

## Part 2 – Build The Relationship

The main purpose for capturing the leads is so you can build a relationship with them. It is very hard to build a relationship with just a blog because you do not know if the reader will ever visit you again. However, if you can get the reader to sign up for your mailing list, you can create a series of email auto responders to help build that critical relationship.

As the name implies, the auto responder sends out automatic responses to readers who subscribe to your email list. Most bloggers make the mistake of not using any auto responders with their email marketing. Instead, they use their list to send out blog updates or additional “subscriber only” content. If that is what you are doing, then you are missing out big time.

The auto responder is the foundation of the **Ultimate Blog Profit Model**. It is a fully automated relationship building tool that will help establish you and your blog as an authority in your niche and help to build reader trust. Get it set up properly and the payoff will be huge.

### Setting Up The Auto Responder

When readers subscribe to my email list, they are sent a series of automatic emails over the course of several weeks. These emails are design to do three things.

1. Build a relationship with the subscriber
2. Promote my blog and brand

### 3. Recommend products and services that help solve the reader's problem

All email service providers offer some kind of auto responder system. However, most bloggers with email lists do not take advantage of them.

The screenshot shows the AWeber interface. At the top right, there are links for 'My Account', 'Help', and 'Logout'. Below these are navigation tabs: 'Home', 'My Lists', 'Messages' (which is selected), 'Subscribers', 'Web Forms', and 'Reports'. Under the 'Messages' tab, there is a dropdown menu with options: 'Follow Up', 'Broadcast', and 'Blog Broadcast'. The 'Current List' is set to 'johnchow'. Below this, the 'Follow Up Messages' section is visible, with a note stating: 'Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 7 messages. To move or reorder follow up messages simply click and drag it to the new location.' There is an 'Actions' dropdown menu with 'Select Action...' and a 'Go' button. Below this is a table of messages:

Msg	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text/HTML	06/24/09	on	Welcome To John Chow dot Com - Than...	0	Test	Copy	X
2	4	Text/HTML	06/30/09	on	{(name)} Let's Get You Making Money...	0	Test	Copy	X
3	7	Text/HTML	06/24/09	on	{(name)} Here's How To Make Money wi...	0	Test	Copy	X
4	7	Text/HTML	06/24/09	on	{(name)} Your Blog Needs a Mailing L...	0	Test	Copy	X
5	7	Text/HTML	06/24/09	on	{(name)} Here's How To Build a Huge ...	0	Test	Copy	X
6	7	Text/HTML	06/27/09	on	{(name)} Here Are The Tools I Use To...	0	Test	Copy	X
7	7	Text/HTML	06/25/09	on	{(name)} How To Get The \$497 Blog Ma...	0.9	Test	Copy	X

At the bottom of the screenshot, there is a green button that says '+ Add New Follow Up Message'.

Setting up the auto responder is extremely easy – the hard part is writing the contents for it – and is no different from sending out a normal newsletter. If you are using Aweber, all you have to do is click “Follow Up” in the Message tab. This will allow you to create a follow up message to be sent to your new subscriber at a later date. Aweber allows you to set up an unlimited number of auto responders.

Checking the screen shot above, you will see that my first auto responder email goes out the instant a reader signs up to my mailing list. The second email out goes out four days after the

first and the rest goes out in one week intervals until there are no more follow ups.

What you put in each auto responder emails is up to your but keep it mind that the main purpose of the first few emails is to build the relationship with the reader and establish yourself as an authority on your subject. The more personal you keep the emails, the better.

I write all my auto responder emails as if I was talking one on one with the reader. When a new reader subscribes to my newsletter, this is the first auto responder email he will receive.

*Hello {!name}*

*I want to thank you for downloading my free eBook, Make Money Online with John Chow dot Com. I hope it helps you achieve your blogging goals. I started my blog back in December, 2005 and it was amazing watching the blog grow from making zero to making over \$40,000 per month in just two short years.*

*How I achieved this is detailed in my eBook. However, if you have any questions, feel free to email me and I'll try to help you in any way I can. You can also connect with me on the following social media sites.*

*Twitter: <http://www.johnchow.com/twitter>*

*Facebook: <http://www.johnchow.com/facebook>*

*FriendFeed: <http://www.johnchow.com/friendfeed>*

*Linkedin: <http://www.johnchow.com/linkedin>*

*YouTube: <http://www.johnchow.com/youtube>*

*Flickr: <http://www.johnchow.com/flickr>*

*I hope to connect with you soon! Please visit <http://www.JohnChow.com> for latest information on making money from blogging.*

*John Chow*

Future emails carry the same tone and are designed to push the subscribers through the sales funnel so when they come out the other end, they have a solution to their problem and I have been rewarded for helping them solved it.

## **Part 3 – The Sales Funnel**

The sales funnel is part of the email auto responder. You should set up a series of five to ten emails to send to all new subscribers. Keep the three goals of building the relationship, promote your brand and recommend products that solve your readers' problem in mind when writing the sale funnel emails.

Ideally, the recommended products or services should offer you an affiliate commission but that does not always have to be the case. Recommending a product that you do not make money on can help build more trust.

### **Find Targeted Products To Recommend**

The key to the success of the sales funnel is finding products and services that are targeted to your subscribers. The best product to sell is your own product but you can use affiliate products as well.

There are many affiliate networks you can join that will give you access to thousands of different products to recommend. The key is to find products or services that are truly valuable to your readership. Don't choose a product just because it offers the highest commission.

### **The Sales Funnel Emails**

There is no need to go for a hard sell in the sale funnel. That will only drive away your readers. My sales funnel is put together as a teaching sales funnel. Each email helps the

reader become a better blogger. Because I had built a relationship with my subscribers, they will be more inclined to buy from me or accept my recommendations.

Here is my schedule of auto responder emails at the time this eBook was written.

1. Welcome to John Chow dot Com
2. Let's Get You Started Blogging
3. Ways To Make Money with Your Blog
4. Why Your Blog Need a Mailing List
5. How To Build a Huge Twitter Following
6. Here Are The Tools of The Trade
7. Special Offer for Blog Mastermind Program

To maximize the income from your auto responder sales funnel, you have to test and keep testing. Little changes to the email copy can make a big difference.

I do a review on all my email auto responders once a month to see if there is anything I should add or subtract. The cool thing about having a teaching sales funnel is many subscribers reply to it and provide me with valuable information on what I need to do to improve conversions.



## Part 4 - Revenue Per Lead

While I would love for every subscriber who signs up for my newsletter to buy everything I recommend in my sales funnel, I know that is not going to happen. A few readers may sign up for everything but most will take advantage of only a few offers. Some will not do anything at all.

After having the sales funnel up for a month or two, you will be able to work out the average revenue per lead. For example, say you have 500 subscribers go through your funnel and generated \$5,000 in revenues. Your average revenue per lead would be \$10.

Once you know the revenue per lead, the next step is to figure out how much each visitor to your blog is worth. If everyone coming to your blog signs up for your email and you average \$10 per subscriber, then every visitor to your blog is worth \$10. However, everyone is not going to sign up for your newsletter so you will need to do a bit more tracking. This is where Goals come in.

### Doing Some Goal Setting

Goals are a feature of [Google Analytics](#). Goal conversions are the primary metric for measuring how well your site fulfills business objectives. A goal is a website page which a visitor reaches once they have made a purchase or completed another desired action, such as a registration for a newsletter or a download of an eBook.

Once you have set your goals in Google Analytics, you will be able to see conversion rates and the monetary value of the traffic you receive. You can also define a "funnel path" for each goal. Examples of goals include:

- Thank you for registering page
- Receipts
- Flight itinerary confirmations
- Download completed page

## The Funnel Path

The funnel path is a series of pages through which a visitor must pass before reaching the goal conversion. The name comes from a graph of visitors who reach each page – the first page counts the most visitors, and each successive page shows less visitors as they drop off before reaching the final goal.

The purpose of tracking these pages is to see how efficiently your pages direct visitors to your goal. If any of the funnel pages are too complicated, or not designed to be user-friendly, then you will see significant drop off and lower conversion rates. You can track drop-off rates on pages leading to a goal using the Funnel Visualization report in the Goals section.

You can choose to make the first step in the funnel mandatory, by selecting the 'Required step' checkbox next to the funnel. If this checkbox is selected, users reaching your goal page without traveling through this funnel page will not be counted as conversions. Only users who reach the goal URL after viewing this first page will be counted as conversions. This is

especially handy when someone finds the secret location for your free eBook and tells all his friends. Those friends who download the eBook will not be counted in the conversion data because they did not view the landing page first. This prevents skewing of the results.

## Setting Up Goals and Funnels

In order for Google Analytics to calculate goal conversion metrics, you must create one or more goals. Before setting up a goal, you need to make sure you have the following requirements.

- The name of the goal: Specify a name that you will recognize when viewing the goals within each set of your reports. Examples of names you might use include "email sign-up" or "eBook download."
- The defined funnel: You may specify up to ten pages in a defined funnel. Although funnels are optional, defining one can help you map where visitors drop off during the path to completing a goal.
- The value of the goal: Google Analytics uses an assigned goal value to calculate ROI, Average Score, and other metrics. That goal value is how much each subscriber makes for you (\$10 in our example).

After you have thought of what your goals will be, start setting them up by following these steps:

1. Sign in to your Google Analytics account.
2. Select the account that contains the profile you'll be creating goals in from the Overview page.

3. Find the profile for which you will be creating goals, and click 'Edit' under the 'Actions' column.
4. Under the 'Goals' section, select one of the four sets to create your goal in (each set contains up to five goals) and click 'Add goal.' You can create up to 20 goals if you use all four sets.
5. Enter the goal's name so that you can quickly recognize it when viewing reports.
6. Turn the goal 'On' or 'Off.' If you choose 'On,' that means you want Google Analytics to track this conversion goal at this time. Turning it 'Off' will only make the goal inactive without deleting it.
7. Select the goal's position. The pull-down menu lets you select a goal's position from within a set so that you can control the order in which it appears from the 'Goals' tab in your reports, or lets you move a goal from one set to another.
8. Decide one of the three types of goals you want. This can be URL Destination, Time on Site, or Pages/Visit. In our case, it will be URL destination.
9. Once you select the radio button for the goal type, a field for 'Goal Details' should appear.

## Defining The Funnel

After you have entered your goal information, define a funnel if you have selected a 'URL Destination' goal type:

1. Click 'Yes, create a funnel for this goal.'
2. Enter the 'URL' of the first page of your conversion funnel. This page should be a page that is common to all users working their way towards your goal. For example, if you

are tracking user flow through your checkout pages, do not include a product page as a step in your funnel.

Please note: Funnel URLs are treated as regular expressions. For this reason, you can include wildcard characters and use other regular expression methods if you want to match more than a single URL.

3. Enter a 'Name' for this step.
4. If this step is a 'Required step' in the conversion process, select the checkbox to the right of the step. If this checkbox is selected, users reaching your goal page without traveling through this funnel page will not be counted as conversions.
5. Continue entering goal steps until your funnel has been completely defined. You may enter up to 10 funnel steps, or as few as a single step.
6. Click Save Changes to create this Goal and funnel, or Cancel to exit without saving.

For most of my goals, I only have two funnel steps: the goal page and the required page. The required page is my landing page with the free eBook offer. The goal page is the download page a subscriber it sent to after he confirms his subscription.

Using Goals in Google Analytics, I am able to see how many people who view my blog or eBook landing page are signing up to my newsletter. With this information I am able to work out my average revenue per lead. For example, if one in ten reader signs up for my newsletter and I make an average of \$10 per signup, then my average revenue for each blog reader is \$1.

## Enter Goal Information

Goal Name:   
Goal name will appear in conversion reports.

Active Goal:  On  Off

Goal Position:

### Please select a goal type

Goal Type:  URL Destination  
 Time on Site  
 Pages/Visit

## Goal Details

Match Type <sup>?</sup>:

Goal URL <sup>?</sup>:  (e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html")  
To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Case Sensitive:  URLs entered above must exactly match the capitalization of visited URLs.

Goal Value  optional

## Goal Funnel optional

A funnel is a series of pages leading up to the goal URL. For example, the funnel may include steps in your checkout process that lead you the thank you page (goal).

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report.

**Note:** URL should not contain the domain (e.g. For a step page "http://www.mysite.com/step1.html" enter "/step1.html")

	URL(e.g. "/step1.html")	Name	
Step 1	<input type="text" value="/signup.php"/>	<input type="text" value="Signup Page"/>	<input checked="" type="checkbox"/> Required step <sup>?</sup>

Once you have this information, you can work on increasing the signup rate. Try changing the ad copy or using different graphics. Maybe offer a different incentive or hold a contest. You have to tweak and keep tweaking. When I first started, my signup rate was really bad – less than 1 in 50. Now I can get as high as 1 in 4 readers subscribing to my newsletter.

With Goals, you are not guessing. The data it gives you will instantly tell you if the changes you have made are working or not.

## Part 5 – Buy Targeted Traffic

If I told you that you could make \$2 for every \$1 you spend, how much would you spend? The answer would be every dollar you got plus whatever you can borrow because you cannot lose. Well, this is the situation we are about to set up.

If you know your blog readers are worth \$1 each then as long as you are not paying more than \$1 to acquire the reader, you are in the money. This is where Pay Per Click and Pay Per View or Cost Per View advertising comes in.

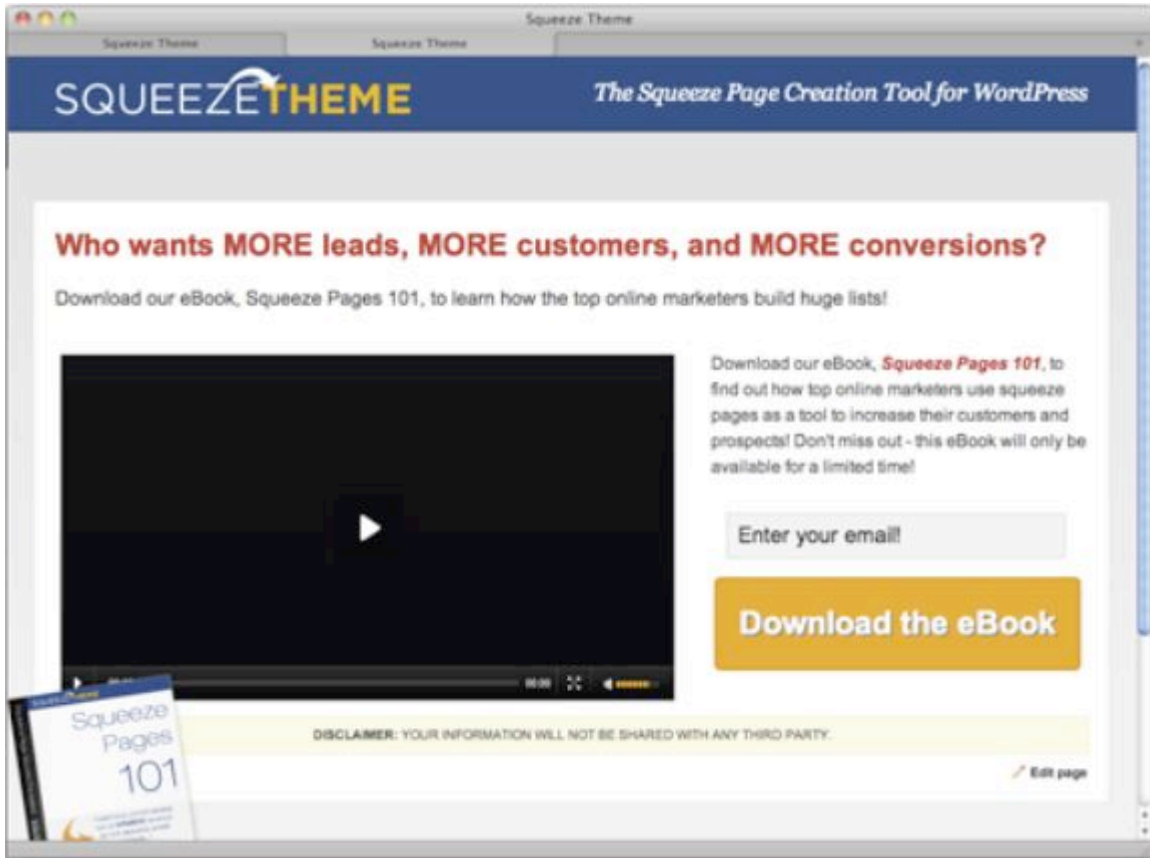
It is beyond the scope of this eBook to teach you how to run an effective PPC or PPV/CPV campaign (maybe that will be my next eBook). However, I can offer you a few tips that will greatly improve your results.

### Send The Traffic To a Squeeze Page

When sending PPC or PPV/CPV traffic, do not send it directly to your blog. Instead, send the traffic to a separate landing page known as a squeeze page. A squeeze page is a landing page that is created solely to act as an opt in for information – primarily email addresses – from potential subscribers.

My goal is to get people coming from paid traffic to sign up for my newsletter and that is harder to do if I send them to my blog since there are so many things to see and read. The conversion will be a lot higher if the traffic goes to a page with one goal – get them to sign up to the newsletter – in mind. This is where the squeeze page comes in.

## How To Create a squeeze Page



The easiest way to create a squeeze page is with [Squeeze Theme](#) by Unique Blog Design. Squeeze Theme is powered by WordPress and will allow you to create custom squeeze pages in minutes.

To use Squeeze Theme, all you need to do is choose the theme you want to run, add the text, photo or video, your Aweber email codes and let Squeeze Theme do the rest. This is the fastest method for creating a high converting squeeze page. Before Squeeze Theme came along, I had a designer do all my squeeze pages. Now, Squeeze Theme does it for me.



## Track Performance To The Keyword Level



While you can use [Google keyword tool](#) to create your keyword list, [Keyword Elite](#) is a much more powerful tool with a lot more features. If you read the [Keyword Minute report](#), then you already have an understanding on just how powerful this software is.

However, that report is just the tip of the iceberg. There are so many ways to use Keyword Elite to make money online. For example, a blogger can use the software to quickly build a PPC keyword list or find the best keywords to put in their post to ensure it ranks well on Google.

Once you have generated your keyword list, you need to **track the conversion on every keyword**. The main problem many new Pay Per Click marketers face is they do not know which keywords are making them money and which keywords are costing them money. This is where [Stats Junkie](#) comes in.

Affiliate Program	Impr.	Clicks	Sales	Leads	Refunds	EPC / CPC	Conv. Ratio	CTR	Conversions	Earnings (\$\$)
<b>Affiliate Earnings</b>										
Azoogoo Ads										
Colon xR	0	186	0	25	0	\$3.63	13.44%	0.00%	0	\$675.00
Acai Burn   Secrets Of The Amazon	0	445	0	37	0	\$2.49	8.31%	0.00%	0	\$1,110.00
Smiley Central I International - Zibc...	0	2	0	0	0	\$0.00	0.00%	0.00%	0	\$0.00
*Exclusive* Acai Berry Edge *HOT*	0	34	0	5	0	\$5.15	14.71%	0.00%	0	\$175.20
<b>Total Income</b>	<b>0</b>	<b>667</b>	<b>0</b>	<b>67</b>	<b>0</b>	<b>\$2.94</b>	<b>10.04%</b>	<b>0.00%</b>	<b>0</b>	<b>\$1,960.20</b>
<b>PPC Spend</b>										
Adwords - jamie										
SJ - pamsnewdiet.com										
weight watchers - exact										
[weight watchers]	120,153	2,948	0	0	0	\$0.48	0.00%	2.45%	0	-\$1,414.84
[weight]	1,033	2	0	0	0	\$0.91	0.00%	0.19%	0	-\$1.81
[weight watcher]	2,156	71	0	0	0	\$0.37	0.00%	3.29%	0	-\$26.06
[weight watches]	261	19	0	0	0	\$0.35	0.00%	7.28%	0	-\$6.74
[weight watchers]	58	3	0	0	0	\$0.30	0.00%	5.17%	0	-\$0.91
[weight watches]	177	13	0	0	0	\$0.18	0.00%	7.34%	0	-\$2.33
[weight watchers]	523	27	0	0	0	\$0.24	0.00%	5.16%	0	-\$6.35
Campaign #1	0	0	0	0	0	\$0.00	0.00%	0.00%	0	\$0.00
SJ - jodydiet.com - Google S										
weight watchers										
[weight watchers]	10,033	247	0	0	0	\$0.29	0.00%	2.46%	0	-\$71.90
[weight watcher]	35	3	0	0	0	\$0.16	0.00%	8.57%	0	-\$0.49
[weight watches]	6	1	0	0	0	\$0.15	0.00%	16.67%	0	-\$0.15
[weight watchers]	3	1	0	0	0	\$0.11	0.00%	33.33%	0	-\$0.11
[weight watches]	15	3	0	0	0	\$0.09	0.00%	20.00%	0	-\$0.27
[weight watchers]	1	1	0	0	0	\$0.21	0.00%	100.00%	0	-\$0.21
<b>Total Expense</b>	<b>134,454</b>	<b>3,339</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$0.46</b>	<b>0.00%</b>	<b>2.48%</b>	<b>0</b>	<b>-\$1,532.17</b>

If you are not tracking PPC down to the keyword level, you have no clue whether you are losing money, just breaking even or when you could be making easy profits with a few bid tweaks or keyword adjustments.

With Stats Junky, you will not only be able to see which keywords are sending the traffic but you will also know which keywords are converting. So if you see a group of keywords that are sending traffic but no conversions, you can kill them

and put the money into the keywords that are converting. This could turn a money losing campaign into a moneymaking one. Stats Junkie is one of the best PPC tools in the Internet marketing space and every Internet Marketer should have it.

I have seen countless bloggers and website owners spend money on advertising and promotion without setting up any system to track their performance. They would just buy an ad or set up a new PPC campaign and hope for the best. They might as well be throwing their money out the window. Without proper tracking, the chances of making money with your Pay Per Click advertising is near zero.

Using the right tools is one of the most important factor in your success as a blogger and Internet marketer. Too many bloggers think all they have to do is build it and they will come. We both know that is not the case. We know that we need to market and promote to build our blog readership. More important that, we need to know that our marketing and promoting efforts are paying off.

Tools like Google Goals, Keyword Elite and Stats Junkie gives you the information you need to fine tune to your marketing efforts. Having the right tools can make the difference between a money losing site and one that is laughing all the way to the bank. For a complete list of tools used by the **Ultimate Blog Profit Model**, see the resource list on page six.

# Summing It All Up

If you have read this far, then congratulations, you now know the key ingredients to running a blog using the **Ultimate Blog Profit Model**. If you are an advanced blogger and understand all the ideas and tools that I have talked about in this eBook, then you are ready to transform your blog into a huge profit center. I did not hold anything back in this eBook. I have given you all the pieces to turn your blog into a moneymaking machine and I hope you get out there and make a ton of money with it.

Like all fields of study, there are many levels and there is always more you can learn. My system for creating a highly profitable blog is reasonably straight forward and one I feel all bloggers can take advantage of. However I also know that everyone is coming at this from a different background and some people require more help than others.

If you are motivated to create your own Ultimate Blog Profit Model and want more training and resources to help you realize success online, then I would like to offer you exclusive support in my new **12-week Blog Profit Camp coaching program**.

Blog Profit Camp is unlike any other blog coaching programs. How many other programs offer you one on one access to one of the most successful and famous bloggers in the world? Over the 12-week course, I will be detailing each part of the Ultimate Blog Profit model down to its very essences. Nothing will be glossed over. Every detail will be covered.

Blog Profit Camp is a **complete blogging course** and will cover everything from the best way to set up your blog to lowering your blog tax bill and everything in between.

<http://www.BlogProfitCamp.com/signup>

## What You Will Get

The core 12 modules are released one per week, for 12 week. Each module contains:

- 20 to 30 page downloadable PDF covering that week's lesson
- 1 to 2 videos to explain or demo more technical elements
- A daily action plan on what you need to do next to prepare for next week's lesson

In addition, you will have access to the private members only forum where you can ask questions and network with other members. **This membership is for life.** You will not have to continue paying for it after the course is over. There will also be live biweekly group calls where you will be able to ask your questions and have it answered by me or one of the many special guests I will be bringing to the calls.

## When Does Blog Profit Camp Start?

Blog Profit Camp is a 12-week course. You can check this page for the date when the next program begins.

<http://www.BlogProfitCamp.com/signup>

Make sure you mark the dates in your calendar because the window to take the course is **open for one week only**. After then, I shut it down and begin teaching.

Blog Profit Camp is covered by a full **60-day no questions asked money back guarantee**. You have to nothing to lose. Try the course for a full 60 days and if it is not everything you hoped for, send me an email and I will send you your money back.

## **Blog Profit Camp LIVE**

**Blog Profit Camp LIVE** is a day long live event done in the same format as a Wordpress Camp, except it is for blog profit. If you have ever attended a Wordpress Camp and got sick and tired of the “Wordpress and Social Media should only be used to connect people and making money from it is evil” crowd, you will love Blog Profit Camp LIVE.

<http://www.BlogProfitCamp.com/LIVE>

The first Blog Profit Camp LIVE will be held in Vancouver with more cities to be added. Students of Blog Profit Camp will receive special discounts to attend Blog Profit Camp LIVE. Students who cannot make it to Vancouver will be given free access to the live webcast. You will even see the webcast from the after party!

This is an event you do not want to miss. I have lined up a fantastic list of speakers and together, we are going to take your blogging to the next level and beyond.

## Good Luck and Profitable Blogging!

That is it from me! I hope you enjoyed the **Ultimate Blog Profit Model** and now have a much greater understanding on what it takes to have a really profitable blog. From here on out, it is up to you to do the work to make the dream a reality (yes, you actually have to work).

If you decide to [join Blog Profit Camp](#), then congratulations! I am looking forward to working with you real soon. If you decide Blog Profit Camp is not for you, then no problem. Just remember to never let go of the dream and keep working everyday towards your goal.

To your blog profit success.

John Chow  
BlogProfitCamp.com

## Part 6 – Bonus Lesson

I just could not let you go without giving you a bonus lesson. I have always believed in giving people more than they expect and to under promise and over deliver. So, with that in mind, I like to offer you the a little something to brighten your outlook on life.

### You Are Already Rich

As hard it may seem to believe, you are already rich. Now, you may not feel rich because the rent, car and credit card payments are coming due and you have no idea where you are going to get the funds to pay for it. How can I possibly say you are rich given those circumstances? Well, let us look at the big picture.

### To Most, You Live The Dream Life

Thanks to the power of the [Dot Com Lifestyle](#), I had the opportunity to travel for over 100 days last year and visited many places. If you lived in America all your life, you may not see how people in other parts of the world live. The terrible reality is the world is filled with people who do not have anything. To most of the world, you live the dream live.

Three billion people live on less than \$2 per day while 1.3 billion get by on less than \$1 per day. Seventy percent of those living on less than \$1 per day are women. Did you know that the kid making minimum wage working at McDonald's makes more than 75% of the world's population?



In many parts of the world, there are people who do not have food, never mind a Big Mac. They do not have access to medicine and cannot see a doctor. They do not work in an air-conditioned office. And as scary as it sounds, they do not have access to the Internet!

You may be struggling. You may be worried about your family finances. You may be making yourself sick thinking about the cost of your child's education. You may be living from paycheck to paycheck. The credit card companies may be hounding you. You may think there is nothing you can do about it. But there is something you can do about it. And you can do it starting right now.

## **Appreciate What You Have**

You can appreciate and be grateful for what you already have. To most of the world, you are living the dream life. You may think your life sucks but there are billions of people who would gladly trade places with you right now.

Take a look at all the things you have already – food, shelter, clothing, friends, family, toys, etc. I am sure you have enough food for dinner tonight and breakfast tomorrow morning. You probably got enough change in your pocket to get a Grande Mocha at the local Starbucks. You are living in a place with heat and maybe even air-conditioning. Your closet probably has a few outfits and if you are female, I know you have got more than one pair of shoes! I bet you got a cell phone, a color TV and a computer with access to the Internet.

I was born in a small farming village in Mainland China. This gives me a different perspective on life. China was not the mega powerhouse back then as it is today. My family's house had no electricity. There was no running water. I had to use a leaky bucket and pull it out of a well. An open fire did cooking. There was no eclectic stove and no one knew what a microwave was. I walked the streets barefoot because I had no shoes.

When my family immigrated to Canada, we did not have any money. We lived in the Downtown Eastside, the poorest neighborhood in all of Canada. I only watched CBC on the TV because we did not have cable. I was a latch key kid because both my mom and dad had to work to make ends meet. You could say my childhood sucked, but you would be wrong. It may sucked compared to what other kids may have had. From my point of view, I did not have any problems. I only have blessings.

## **Negative Thinking = Negative Results**

Stop dwelling on the negatives and start focusing on the positive. Have you noticed that when you think about bills, all you get are more bills? That is the law of attraction at work.

You attract to you what you are and you are what you think. Change your thinking and you will change your life. If you are always thinking, "My life sucks!" you will attract things that suck. If you appreciate the things you already have and start thinking, "My life is great!" you will attract things that are great. It does not seem to make sense but that is how the universe works.

I recommend you take a few minutes each day and count your blessings. Then say, "Thank you" that you have blessings to count. Many people in this world do not. It really is a sad fact that most people do not appreciate what they have until it is gone. Do not let that happen to you.

Start counting your blessing and appreciate what you already have and you will start to feel better. Your spirit will be lifted. Your fears and anxieties will go away. You will feel less stress and will not be in such a bad mood all the time. Most important, you will open yourself up to all the blessings that the universe has waiting for you.