

BLOGGING

BEYOND

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## 2010 and Beyond - The Truth about Blogging in the Next Decade

In the first part of the decade, making money online was like taking candy from a baby.

You simply created a website, bought traffic with Google, and profited by selling ads, E-Books, and affiliate products.

At that point, people didn't know what Google ads were, and clicked on them all day long.

Hell, Google didn't even know how to price their own traffic, so you could buy it for less than you sold it for.

E-Books weren't a dime a dozen, sales pages didn't look immediately suspicious, and if you knew just a bit of SEO, you could dominate your niche in a matter of weeks.

### How things have changed

It's the end of an era. Unfortunately, paying for clicks on Google isn't as easy as it should be, and most people easily recognize ads, sales pages, and affiliate offers. We've all "been there, done that," and there's no way of getting around it.

The old tactics of using yellow highlighters, **big brick red headlines**, and outrageous testimonials are out of date, and thanks to the recent FTC ruling, which makes disclosure mandatory, even the simplest methods are now illegal in the eyes of the government.

### Some already made it

Those that built empires during this “golden age” are safe, because they’re sitting on stacks of money, traffic, or both. They don’t have to worry about the new climate, because they’ve got the cash and influence to work through it.

But what about everyone else?

What do you do if you’re just getting started and, looking at the scores of content on the Web, see no room to maneuver?

How can you compete with the scores of A-List bloggers that already exist?

### Hello, is there anybody out there?

I know what it's like to blog to an empty room. It isn't pretty, and it's discouraging.

If your experience is anything like mine was, then it probably seems like every day there are a dozen new bloggers in your niche, all recycling the same ideas, with some of them mysteriously catapulting ahead of you because they have friends in the business or find a spot of good luck.

Meanwhile, you're blogging your life away, spending time away from your friends and family, praying that it will pay off in the future.

When your husband, wife, or children ask you when you're going to get off the computer...you say "just one more post and I'll be finished." You say it to them with confidence, but deep down, you're not sure if you believe anymore.

### Why is it so hard?

They make it look so easy, those A-List bloggers...if only we could learn their secrets, we'd be set for life, right?

I mean, on the surface it seems simple.

- Build a blog
- Create good content
- Spread the word

Essentially, that's the right idea, but the problem is that there's so much competition, and so much bad advice, that those 3 steps might not work the way you planned.

I'm not blaming the messengers, because they're teaching you what worked for them, but there's also more to the story.

### Your Blog isn't Just a Place to Talk

Think of your blog like a platform...as a business that you have to develop. Creating dynamic content is part of the equation, but it's not enough if you want to make a living as a blogger.

You're competing with content farms, such as those manufactured by [Demand Studios](#), who can crank out millions of pages of content per month, on any niche, and in any format required to get the traffic.

You're also competing against the thousands of other bloggers that want to do the same thing, each following the same formulas that you are.

Now...the formulas aren't the problem...they work.

Seriously, if you follow the lead of the A-Listers, you'll probably get a lot of traffic and recruit a huge subscriber base. We can teach you how to do that.

But then what? Let's say you have 1,000 subscribers and get 200-400 visitors per day. What do you have?

In my opinion, you've bought yourself a job. These readers now depend on your new content, but haven't paid you a dime. It's not their fault, because you're giving it away...but now you're caught in a trap.

### Your Options Are Few

Sure, you can try to improve your numbers and find advertisers to join the effort, but you'll need a lot of traffic, and even then, you still won't be able to pay the bills.

What else then? How about affiliate sales? Would that work?

Well, it works for some people, but the problem with that model is that you still aren't building any assets. You're relying on other people's websites, other people's sales pages, and other people's products. What happens if they take their products off the market or when the launch buzz wears off?

You're stuck in another trap...constantly needing new offers in order to survive. That's no way to build a business.

Lastly, you can try to create your own products, which works if you have something awesome to sell. It works for Brian Clark and Chris Pearson, creators of the Thesis Theme for WordPress, to the tune of a few million dollars per year.

It can work for you too, but only if you know how to pull it off.

### **The Missing Ingredient – A Blueprint**

In the year 2010, and beyond, you'll need to have a business plan...a blueprint that guides your blog towards the life that you want to create.

Blogging can earn you a living, but not if you don't sell anything. It won't work if you keep springing the same trap and get caught treading water every week, every month, every year.

Your blog content should have a goal outside of gathering traffic and increasing subscriber counts. It should be leading your audience towards your business, regardless of what it might be.

### **This is why you need a plan**

The model works well for consultants, coaches, E-Book authors, membership site owners, and anyone else under the sun that has a product.

The key is in the strategy though, not in the blog. Without it...you're just churning content.

### So How Does it Work?

If you want to create a business, and not a blog, then you'll need to start with your goals in mind. What is it that you want? Do you want to make \$50/month for beer money, \$200/month for a new car, \$5,000/month to quit your job, or \$10,000/month so you can live like a rockstar?

Maybe it isn't money you're after, and instead you just want to sell books. Maybe you're just trying to **get** a book deal.

You can do all of this and more, but you need to map out your goals, from today, until the day of achievement so that you have a roadmap.

Next, you'll need to set up metrics in order to measure your success. If your goals are the map, then the metrics are the compass. They'll tell you if you're on the right path.

### Craft Your Content

From there, you need to craft your content with your plan in mind. Each post should guide your readers one step closer to your front door so that you can be there waiting to take their business.

If you're posting with the goal in mind, instead of just to satisfy the needs of your readers, then you'll be building an asset that attracts your perfect customer and turns away tire kickers and those that are a poor match.

You might have a smaller audience, but you'll have one that responds, and there's power in that.

### Take a look around

If you look around the Web and examine the blogs that have withstood the test of time, you'll find a successful business that runs behind the scenes. It might not be evident on first glance, but they always have a "hire me" page or an online storefront from which they can monetize their knowledge and expertise.

There's no way around it, without some sort of income or compensation, you will eventually fall prey to boredom, fatigue, or burnout. That's why there are **millions** of vacant blogs, sitting empty with their windows bashed out and their shingles falling off. They're left for dead, with no hope for restoration.

That's just sad...

### Go Beyond

Hopefully by now, you realize the importance of having something to sell and have already started to put an idea into motion...and that's awesome. You're going further than 99% of bloggers will go.

But it doesn't stop there.

If you want to build a business that can not only support your lifestyle, but will allow you to retire at some point in the future, then you will need to learn how to take things to the next level.

What does the next level look like?

- ✓ It means being able to make money at will.
- ✓ It means being able to go on vacation without having to worry about losing income.
- ✓ It means building wealth that allows you to invest in new opportunities.

### The opportunities are out there

Does this sound like something that interests you? Are you tired of treading water or feeling like you aren't getting anywhere?

Heck, you might be the blogger making a few hundred per month that can't figure out how to take things to the next level.

Guess what, we've got your back.

Here in just a few days, my friend Mike Cliffe-Jones and I will be putting the final touches on something that's been a long time coming.

With the blessing of 15 A-List bloggers, we're releasing a book that will answer all of these questions and more.

The book is called Beyond Blogging, and it contains some of the hottest and most closely guarded secrets in the blogging world.

These bloggers manage six and seven figure businesses, have book deals, and are paid thousands of dollars per hour to provide the information that we're handing over to you.

The book won't be ready for a few days now, and we're not going to pressure anyone to buy it, but if you want to be kept in the loop and learn how you can get your hands on it before anyone else (at a discount), then click the link below and you'll get the scoop.

[Click Here to Learn More](#)

Alternatively, you can head over to <http://beyond-blogging.net>, where you can read up on the featured bloggers, case studies, and latest news regarding the book release.

**Fortunes will be made**

Blogging in 2010, and beyond, is going to be awesome. Remember the “dot-com bubble?” Guys like Mark Cuban, owner of the NBA’s Dallas Mavericks, made millions without knowing the things that you and I know about making money online.

I believe the same things are going to happen in the upcoming decade. We’re still in the early days of this revolution, and those of you willing to step up and seize your future, will find that there’s a world of opportunity waiting to be seized. It’s yours for the taking. I hope you get all you desire and more.

Best,

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