



Making PFFA Pay for College...

Hi, I'm Phil Basten, developer of Profit from Free Ads, and I don't usually do...

Now you're all wondering what I don't usually do.

I don't usually do many webinars. I let Jane take care of these while I answer questions in the chat box.

But since we are going to look at the PFFA blog today, Jane suggested I do this one because technical stuff is not in her bailiwick.

After a period of thought I decided to do the webinar. It was either that or spend the rest of my life trying to figure out what her bailiwick was.

Now I said all that to say this.

Consider this a rare treat, for both of us.

I may do more webinars in the future if there are more cheers than booing... so sit back, relax, and let's have some fun.

Oh, and don't forget to applaud loudly.

First let me tell you what this webinar is not.

This is not a complete walk through of Profit from Free Ads. We already did one of those and you can see it here...

<http://cashinnow.info/webinars/2017/feb/pffa/>

This webinar is about Blogging...

Bloggging for Profit!

Here are the areas we are going to cover today...

- ✓ So, you have a blog, now what?
- ✓ How to make money with your PFFA Blog.
- ✓ How to setup your blog.
- ✓ How often should you blog?
- ✓ What type of content should you post?
- ✓ Cool bloggging tips.

So, you have a blog... now what?

If you are a PFFA member, and you paid for an Ad Pack (any

level), you are the proud owner of a blog.

And you can use your blog to make money, build a list, and communicate with your list members and visitors in completely unique and powerful way.

Blog.

Terrible word, isn't it?

Bit like blah, bilge, bunk, codswallop, claptrap, malarkey, poppycock, twaddle. Well, you get the idea.

Unfortunately a lot of blogs are like this - filled with drivel and incoherent rubbish.

In reality a blog is a place where you share quality content with your readers. This could be the latest news, product reviews, news bulletin, new service being offered, marketing or sales tip tips, and so on.

We'll discuss the content part later, for now let's get started by showing you...

How to make money with you PFFA Blog...

Let me show you a blog I setup just for this webinar.

<http://profitfromfreeads.com/blog/ujam2>

Now I want you to notice some key things about my blog.

1. It promotes my PFFA affiliate link...

On the right side of the page you will see 2 orange and yellow banners that tell you how to get your own money making blog like mine. These link to my PFFA affiliate link. The powered by PFFA link at the bottom of the page also links to my PFFA affiliate link.

2. It promotes my banners...

On the left side of the page you will see 3 banners. These are the banners I entered on the control page. They rotate here, 3 banners at a time.

My banners also rotate on the right side of the page. But here's where it gets really powerful, they rotate on all other member's blog pages as well. That is on hundreds of other pages and this number keeps growing day by day.

In the middle of the page my banners also appear if I add them. Large banners 250x250 or 300x250, or smaller banners 468x60.

3. My blog posting pages also make me money...

They promote my banners and text ads on hundreds of pages, they promote whatever I am sharing on my post, and they promote my PFFA affiliate link.

See my post - [Build a Community to Increase Your Free Traffic...](#)

4. Each post gives me a unique and powerful SEO link...

<http://profitfromfreeads.com/blog/5/Build-a-Community-to-Increase-Your-Free-Traffic>

I can take this link and promote it everywhere and because it is search engine friendly it will get picked up by the search engines and deliver me free organic traffic for as long as my post remains live on the web.

5. Here's how I created this post...

Now I have already created a post so we will just look at the edit tool and I'll show you what I did.

Notice that my post title tells my readers exactly what

the post is about.

In the message area I have scattered keywords that I use below in the keyword section but I limited these to those that made sense to include in the story I am telling.

The message area also has no links. It is pure content. I call this hidden selling. I have placed my link in the resource bio which appears at the bottom of my post.

No you can place links in blogs but it is always best to link to relevant words instead of adding a direct link.

You don't want to make your blog look overly salesy.

Are you beginning to see the power of your blog?

How to setup your blog...

Most of the setup is done in your profile area so I will now login and show you just how easy it is to set up your blog.

The first thing you need to do is give your blog a title.

A title is something that tells your visitors the type of information you will be talking about on your blog.

To do this we need go to **My Blog Name** to give my blog a title. I can also select a header image for my blog here.

User Data

Personal Data

Payment Data

Profile Image

Blog Bio

My Blog Name

My Videos

Custom Header

Programs

Blog Banners

Areas Of Interest

Change Password

Manage Account

My Blog Name

Enter the blog name

35/40

Custom Blog Top Yes No

Choose background image for blog header

 (Default)









Submit

If I want to upload a custom header image then I need to select **Custom Header** and I can upload a header I created that is 1600 x 267 pixels.

- User Data
- Personal Data
- Payment Data
- Profile Image
- Blog Bio
- My Blog Name
- My Videos
- Custom Header

Custom Blog Header

Need help with your blog header - [Click Here](#)

Custom Blog Top Yes No

Upload Header Image
Image Size : 1600 X 267

Text Color

Background Color

The next thing I need to do is add 4 of my favorite programs to the Recommended Programs section of my blog and to do this I go to my profile and the menu item **Programs**.

User Data	
Personal Data	
Payment Data	
Profile Image	
Blog Bio	
My Blog Name	
My Videos	
Custom Header	
Programs	
Blog Banners	
Areas Of Interest	
Change Password	
Manage Account	
Terms	

Recommended Programs

Recommended Program 1

Text 1

URL 1

Recommended Program 2

Text 2

URL 2

Recommended Program 3

Text 3

URL 3

Recommended Program 4

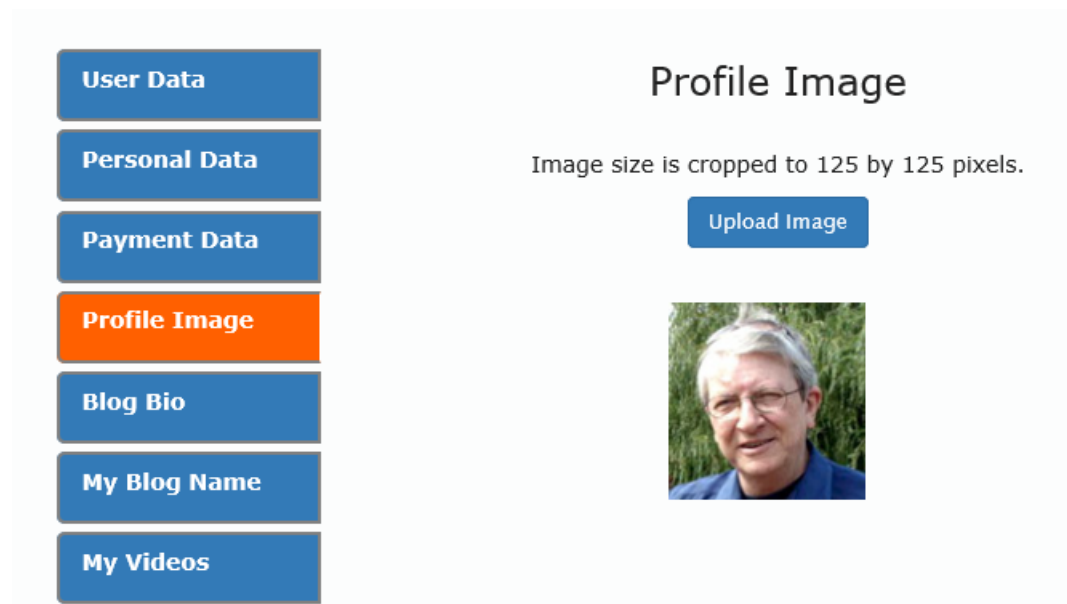
Text 4

URL 4

Now my blog is starting to take shape.

Next, I want to add my image to the blog so people know who I am. This give my readers a level of comfort and it helps them get to know me quickly. People like to put a face to the content you write and it helps to make more sales.

To do this I go to the menu item **Profile Image**.



Now I want to add some banners. I can add 3 types of banners. 125x125, 250x250, or 300x250 and depending on which banners I want to upload I need to do this in 2 different places.

For the 125x125 banners these are picked up from the main login page or the control panel page.

[My Banner Ads](#) **Need Help With Your Banners** [Click Here](#)

Ad Size	Ad Title	Views Added	Views Used	Views Left	Ad Clicks	Manage Ads
125x125	Sokule	10007	10007	0	21	+ - 📄
125x125	A100DollarBill	10010	10010	0	4	+ - 📄
125x125	Kule Spin	10012	10012	0	11	+ - 📄
undefined	Banner Ad 4	0	0	0	0	+ - 📄
undefined	Banner Ad 5	0	0	0	0	+ - 📄

For the 250x250 or 300x250 banners I add these via My Profile, menu item **Blog Banners**.

User Data

Personal Data

Payment Data

Profile Image

Blog Bio

My Blog Name

My Videos

Custom Header

Programs

Blog Banners

Areas Of Interest

Change Password

Manage Account

Blog Page Banners

You can add your own banners to the blog page.
You can upload an image from your PC or laptop.
Image size should be **250x250** or **320x200**
You can add maximum **3** banners.


Image Size 250x250 Pixels 300x250 Pixels

Upload Banner

Image Size : 250 X 250 Or 300 X 250

Website Link

Your Existing Banners



Now there are two other things you can add to your blog page.

The first is Videos.

If you have created any videos you can add them to your blog page by clicking the menu item **My Videos**.

The screenshot shows a dashboard with a vertical menu on the left containing the following items: User Data, Personal Data, Payment Data, Profile Image, Blog Bio, My Blog Name, My Videos (highlighted in orange), Custom Header, Programs, Blog Banners, and Areas Of Interest. The main content area is titled 'My Videos' and contains the following text: 'Please enter your youtube url below.' followed by 'INSTRUCTIONS :'. The instructions are: 1) Click on share button on the youtube video. 2) Copy the highlighted link - it should look like https://youtu.be/Msw9tF4OVzg. 3) Enter the youtube link below. 4) Click Submit. Below the instructions are four input fields labeled 'Video URL 1' through 'Video URL 4'. The first three fields contain the following URLs: 'https://www.youtube.com/embed/Msw9tF4O', 'https://www.youtube.com/embed/yD1K-zUvC', and 'https://www.youtube.com/embed/l27d6OCO'. The fourth field is empty. A blue 'Submit' button is located at the bottom right of the form area.

The last area to setup is my **Blog Bio**.

This is where you can add your Facebook, Twitter, and LinkedIn usernames, a 500 word biography and website link if you want to add one, plus add a location map if you want people to know you are a real human and not a robot.

User Data

Personal Data

Payment Data

Profile Image

Blog Bio

My Blog Name

My Videos

Custom Header

Contact Information

Facebook Username

Twitter Username

LinkedIn Username

About Me

Show map on blog

Submit

248/500

So now that your blog is setup. The next thing you need to know is how you can use your new blog to make money.

The next question that needs an answer is...

How often should you blog?

This depends on a number of things...

a) How many things you have to talk about.

How much knowledge do you have?

How much expertise do you have to share?

How many topics do you want to cover?

How much traffic do you want to generate?

b) How often you want your visitors to come back.

If you write good content that people want to read they will often come back every time you post. It's like reading the newspapers online. You wouldn't read them daily unless the news changed daily. Your blog content should change frequently.

c) How high you want to rank in the search engines.

This depends on the quality of your content. Search engines are always looking for good quality content to share with their readers and customers. The more original and well written your content is the more chance you have of having your blog page ranked highly.

d) How fast you want your blog to grow.

There are different schools of thought on this but the general consensus is if you want good steady growth post once or twice a week at most.

The key to blogging success is consistency.

Try to blog around the same time of day, on the same day of the week, so you train your readers to expect your new content.

You want them to develop the habit of coming back at the same time, on the same day of the week because, as we have all experienced, habits are very hard to break.

Choose the routine that suits you best.

What type of content should you post?

Always try to make your content informative and unique. Look at the way newspaper editors present their stories because that's what you are doing on your blog, sharing a story.

Write the way you would normally talk to a friend who was sitting across the kitchen table from you. You are excited and anxious to share something you discovered and you want them to feel how you feel.

How will you convey this in words?

What words will you use to spark their interest and tantalize their feelings?

Cool blogging tips...

- a) Focus on lasting, evergreen, content and products so your posts stay relevant for years. You want to earn income for a long time not just the next few weeks.
- b) Try to determine which content your reader respond to the most so you can make each post successful.
- c) Write an outline for your post so you have a coherent message that leads the reader from point A to point B.
- d) Use an online thesaurus to pick new words to replace more common ones like great. There are only so many times you can say great in a single post before it loses its power.
- e) If you don't or can't write well, hire someone to write your blog posts for you. You can often get a 500 word post written for \$10-\$20.
- f) Simplify your posts. Whatever you're trying to explain, keep it simple and conversational. Your readers will love you for it.
- g) Never say in 20 words what you can say in 5 words. Keep your points short and to the point. People want to get the meaning of the story in the shortest time possible.

h) People love clicking pictures so make sure you link all the images in your posts.

I) Use internal links in your posts. People click these more often when you link to words in post instead of just posting a link.

J) Tweet your posts on Twitter. This is valuable especially if you write great information everyone needs. If they like it they will retweet it and you'll get free traffic.

K) Try to avoid tweeting things like New Blog Post. No one will bother clicking on your link if you enter a boring title like that. If you are writing a blog on losing weight, or health and fitness, try asking a question like - "Need to lose a few pounds before you throw on your swimsuit?" or offer some advice like - "5 cool tips to help you lose weight in 30 days or less."

L) Post your blog updates to Facebook too. Facebook is all about sharing and who your readers share it with can have a large impact on your readership.

M) Post your blog updates on Google +. Blog posts on Google+ can get shared with a wide section of people and it's good for your search rankings too.

N) Make sure you link your posts in popular sites like Digg and Reddit. These sites have millions of active users. If users like your posts they will promote it for you by voting up your site and commenting on it.

Other Advertising Resources

[KulePing](#)

Takes you blog post and pings it to more than 30 high traffic sites called weblogs. These are sites search engine crawl many times a day looking for new content.

[My Favorite Traffic](#)

You can try different types of marketing here ranging from targeted traffic, to email marketing and much more.

[Onyalist](#)

Simplest capture page build ever.

[You Can Reach Everyone](#)

Send your offers to 15,000 engaged members daily.

[Kule Blaster](#)

Get your offers seen by thousands daily.