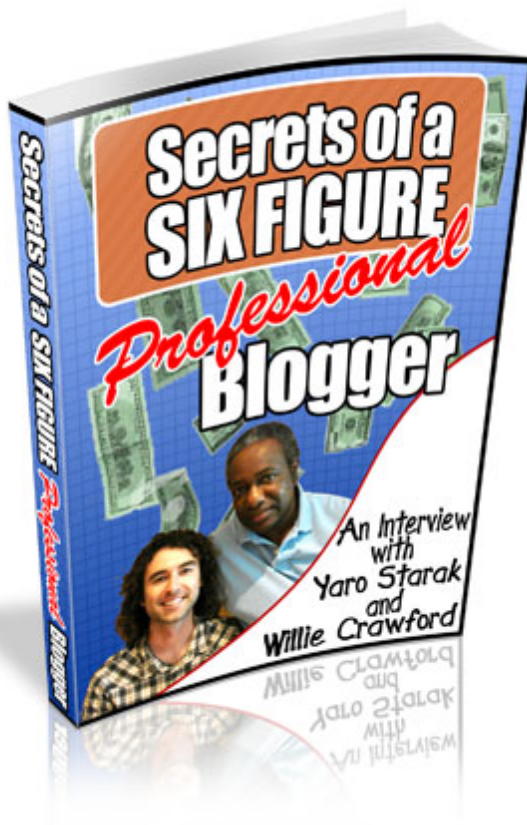


# Secrets Of A Six-Figure Professional Blogger



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Host: "Willie Crawford Teaches Real Internet Marketing"  
<http://BlogTalkRadio.com/WillieCrawford/>

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## **An Interview Between Willie Crawford & Yaro Starak**

### **Willie Crawford - The Internet Marketing Inner Circle**

<http://TheInternetMarketingInnerCircle.com>

### **Yaro Starak - Blog Mastermind**

<http://BloggingPaysBig.com>

#### **Willie**

**Crawford:** Hi, everyone! This is Willie Crawford. I'd like to welcome you to another edition of "Willie Crawford Teaches Real Internet Marketing." It could be an exciting show since I have a thunderstorm passing through my area right now. Today I'm joined by Mr. Yaro Starak. We'll be discussing earning a fulltime income from blogging. Yaro shares on his site and his blog that **he earns from \$10,000 to \$35,000 per month blogging just a couple of hours per day.**

I'd heard about him and visited his blog many times in the past. Then, I finally got to meet him in person just over a month ago in Las Vegas where we were both attending a mastermind meeting that my friend, Jeff Walker, sponsored.

Yaro is a professional blogger. If we were to tell someone in the offline world with the regular 9-to-5 job that you could earn a six-figure income from just periodically posting your thoughts, opinions, and recommendations on a blog, they would politely look at you, think you were a little crazy, and just smile at you. They wouldn't get it.

I invited Yaro onto the show today so that you can actually find out how he manages to do this. If you're listening to the show via the Web, feel free to type your questions and comments right into the chat room. If you want to phone in with a question, you can do that at 347-215-8784. That's 347-215-8784.

As I said, I've got a thunderstorm moving through, so if for some reason I drop off, you guys can keep typing questions in the chat

room.

Yaro, welcome to the show!

**Yaro Starak:** Thanks, Willie. Thanks for having me.

**Willie:** Thank you very much.

For our listeners who don't know you, can you share a little about yourself? I've read a lot about you. You have a whole section there on your blog. Why don't you share just what you'd care to share with our listeners?

**Yaro:** Okay. Sure. I've been doing Internet business in some shape or form since about 1999, so there's a very long version of this story, which I won't go into now. It is available on my blog. It's one of the first posts I actually wrote. It ended up being six pages long. It's ridiculous.

I started in the beginning with a Website, just like anyone. This was before blogs were around. It was on a hobby I had at the time called "Magic: The Gathering." I played that card game as a student at my high school and a little bit at university as well. I started a hobby Website about that. I didn't expect it to necessarily become anything that made me money. However, eventually, I built up an audience. I started putting a few banners on it and money — about \$500 a month.

That meant I never had to get a part-time job while I was going through school. I eventually sold that Website and later started a proofreading business called "Better Edit." I actually sold that business last year. I ran it for about five or six years. It was pretty much my full-time Internet business for quite a while. Towards the end of it, I heard about blogging from a friend of mine who told me that blogs are really good for search engine rankings.

I didn't even know what a blog was at the time. I had to get out there and figure out what blogging was. I learned about it. I started a blog for the proofreading business. It turned out to be a really dry and boring topic. I didn't continue to write that blog on

proofreading. However, I switched it over to a blog on something I was really passionate about, which was entrepreneurship and Internet business. That's when my blog "Entrepreneur's Journey" was born. That was late 2004.

Since then, I've been writing to it. I am where I am now because of that.

**Willie:** Okay. That's at [www.Entrepreneurs-Journey.com/](http://www.Entrepreneurs-Journey.com/). Right?

**Yaro:** That's right.

**Willie:** That's [www.Entrepreneurs-Journey.com/](http://www.Entrepreneurs-Journey.com/). It is an excellent blog. It is interesting that you build businesses and then sell them. You haven't really been doing blogging that long. A lot of people think that you've been doing it.

**Yaro:** No. No one has, to be honest. There are a few people out there, the real pioneers, who have been doing it. Most people are at one, two, or three years. That's it.

**Willie:** My blog has been up for about two years, so that's about right.

I described you in e-mails as **a professional blogger**. Is that an accurate description?

**Yaro:** I guess so, in the sense that I do make most of my living from something related to my blog. I think some people look at that more as a job blogger, a career blogger, or you're getting paid money to write for someone else's blogs. That's not what I'm doing. **I am running an Internet business that generates incomes and leads from my blog.** It's fine. We can get into semantics. It would be boring, I think.

**Willie:** I think when I think of professional bloggers, I think of the people who get paid perhaps by politicians to create buzz. There are the purists who think that there's something wrong with making money from your blog. There are a lot of different places we could go with that.

You actually sort of bridge the gap between bloggers and affiliate marketers. I've read on your blog and have seen in your videos that you say that bloggers don't necessarily get affiliate marketing. Affiliate marketers don't get how to earn money from their blogs without making them total pitches.

They are very different worlds, aren't they? The world of just pure blogging and then the world of affiliate marketing.

**Yaro:**

Yes. Not only just affiliate marketing, I really think the whole world of Internet Marketing. The people that are specifically building Websites and landing pages and so forth trying to sell products online as pure Internet marketers. A lot of them are just plugging in their blog to be another way to try and make affiliate sales or make some kind of sales. They aren't really leveraging the blog for what it can be, which is a tool for not just the money and the conversion but also for creating preeminence, credibility, brand exposure, and all those slightly more intrinsic things that you don't necessarily see the specific outcome from. It doesn't correlate specifically, but you know in your marketplace, because of your blog and the exposure it has generated for you, that people look at you in a different way. They see you as an expert. They trust you. They like you. All these things are really important if you want to make sales.

They really go into the big picture of having a successful blog. I think the Internet marketers need to start using blogs for more than just another tool to try and pitch product after product. They need to start using it as a branding and a business-building tool.

On the flip side, bloggers — the people who enter the world of blogging as pure bloggers. They aren't necessarily starting to make money from it or perhaps they're planning on making money from it but they're not doing it yet. A lot of those people are looking at blogs more as a job. They're writing every day and trying to make a little bit of money from showing advertising. They're not thinking any farther than that. Because of that, they sort of create a situation where they have a very linear relationship between how much they make and how much they work. If they stop working, their money drops very quickly.

I think both worlds have something to gain. The bloggers need to learn how to better build a business that has multiple layers of products and become better affiliate marketers so they can get more conversion. All these things that Internet marketers do really well.

The Internet marketers need to learn what bloggers are great at doing, which is getting their content out to so many people. That really helps them become experts in their fields.

**Willie:** That's why I said that I see you as sort of a bridge between the two worlds. Is what you're doing getting noticed more by the bloggers, as far as how you monetize your blog? You talk about what they're doing being largely linear.

**Yaro:** Certainly, in the recent months in particular because of the video I released called "Conversion Blogging," which we might talk about later. I've been a blogger to start with, in terms of that's how I built exposure for what I do now. As I told you in answering the first question you asked me, long before I was blogging, I was building Internet businesses. I was studying all of this Internet Marketing. I needed to know how to retain customers, how to improve conversion, and most importantly, I was trying to figure out ways to not work so hard and yet, keep my income growing. That was really important to me.

I could see what was happening with my own blogging and the way people were being taught how to make money from blogs. **It's just this horrible cycle of "work more to earn more." That's not something I was prepared to do.** I was looking for ways to get around that and build a real business based on a system that was focused on blogging as well. Obviously, I love blogging.

**Willie:** Excellent. We met at the mastermind group in Las Vegas. It was a gathering of Jeff's top affiliates from the Product 2.0 launch. You obviously are a master at affiliate marketing. How did you learn affiliate marketing? Did you take any courses, study any particular people? How did you learn affiliate marketing?

**Yaro:** A couple of ways. A lot through osmosis, watching what other

people were doing and replicating their success. I can't actually remember the first time I saw what affiliate marketing was. It would have been around the time I started blogging. I did see quite a few gurus. I didn't know what a guru was, but someone who was good at Internet Marketing. They were talking about how they had these lists. They could send a message out and instantly, they saw the checks come flying in or the "money made" e-mails come flying in. I really liked the fact that you could make product sales and not have to do customer service, not have to worry about deliverability of the product. You could basically make the sale and walk away with your money. That was it.

Then, I saw the commissions that some of these affiliates were getting from products — 50%, as high as 75%, even 100% sometimes — I thought, "Wow! You don't have to create the product. You don't have to support the product. You just sell the product, and you can make money."

Of course, like most people, translating that idea into a real result, for me, took a lot longer than I thought it would. You're told to build a list. It took me a long time to build a list from my blog. I didn't really see the connection. My very early attempts at affiliate marketing were on my blog. The first thing I promoted was a \$50 e-book by Perry Marshall, his "Definitive Guide to Google AdWords." I think I sold one or two copies after doing a blog post about it. I had about 500 readers, so I didn't understand why only one person of every 500 people reading this blog bought it. I thought the book was great and I had a good offer for it. I didn't understand what was going on.

From there, I understood a lot from experience. Certainly, most of this came from experience. Just also seeing yourself and a lot of people like you who might offer bonuses or the way they present the offer, the way they market it, what language they use. All those sorts of skills that you don't really notice if you're just a passive observer. When you actually try to do it yourself, you realize, "It's really clever the way they put three links in that e-mail instead of just one. The words they used when they actually present the offer."

It's a lot of trial and error and replicating what seems to be working for other people.

**Willie:** You are like me in that you're, to an extent, a copywriter. You have to employ the standard copywriting tools — not tricks, but tools.

**Yaro:** Definitely. Although, I've always said I'm not a copywriter because I would never try to write a sales page from scratch myself. At least, not from start to finish. You're quite right, though. You definitely have to have some skills with words in order to make this work for you — if you're the one writing the words for your business. If you're writing your own blog, it really helps if you can get some sort of basic copy skills going. It will help you make sales. It will help you get people to read your content. That's really important, too.

People talk about writing headlines for landing pages or sales pages. It's just as important when you're writing headlines for blog content. I definitely agree with that. You need to have copywriting skills, maybe not be a copywriter, but you need copywriting skills.

**Willie:** You need a basic understanding of the copywriting principles. You use storytelling, for example, a lot in your writing. It's those things that connect with your readers. You do have to understand some of the basics, rather than just posting things on your blog.

**Yaro:** Definitely. Storytelling is great. I think that's the staple for most of the writing I do.

**Willie:** Yes. I've noticed that.

You talk about teaching bloggers and Internet marketers how to profit more from their blogging. You also recently opened up a coaching program that you call your "Blog Mastermind." I encourage our listeners to check it out. They can do that by visiting a link I set up which lets you know that I sent them over to your site. That's at [www.SageMarketer.com/yaro](http://www.SageMarketer.com/yaro). That will let you know that I sent them over.

Why did you start a coaching program? What will you be covering? What will you be teaching in this blog mastermind?

**Yaro:** I just want to clarify how to spell my name. People have trouble with that. It's Y-a-r-o. It's not the herb. You can spell it Y-a-r-r-o-w, but that's not correct. Y-a-r-o.

Why did I start the coaching program? There are a few reasons. As an evolution of my own business, I felt that I had something to teach. After having some good results with my own blogging, the natural progression is to start a coaching program. I think a big motivation for me was to help two groups of people. I want the bloggers to stop working as hard and hopefully find a way to create some type of dependable income stream that's not so labor-intensive. That was a big thing for me in the way I presented my coaching program.

Obviously, I wanted to have something that took everyone by the hand and gave them step-by-step instructions. Once again, I'm really big on storytelling. A lot of my coaching program is explaining what I went through, what I did wrong, what I did right, and what I recommend other people do to learn from my experience and replicate the good things without the bad things.

Of course, the other side is for the Internet marketers. **I really would love to see more Internet marketers make use of blogs how I think they should be used and not just for a pitch-fest of product after product.** I'd like to see that at all levels, **not just the beginning Internet marketers, but also some of the gurus.** **I would really like to see them have a presence.** They're smart people.

I would hope my coaching program would help both groups to see how to combine the elements of Internet Marketing.

Of course, when push comes to shove, the root reason the coaching program is set up is to teach other people how to make money from blogging. I hope that once they've gone through the program, they will get to the point where they have a full-time income — \$3,000; \$4,000; \$5,000 a month — coming through their blogging business. That is the end goal.

**Willie:** Excellent. I appreciate the fact that you're basically saying to your

brother and sister bloggers, “Listen. You don’t need to work quite so hard if you just do it this way.” Also, you’re saying to the Internet marketers, “It’s great that you have those blogs out there, but you’re doing a few things that need tweaking. It would be so much more effective.”

I like that. I studied the videos that you have online. We can get into those in a minute. I did wonder about something. There is that natural progression that you talked about. When you start teaching a lot of other people what you do, you’re also creating competition for yourself. Aren’t you worried about the competition?

**Yaro:** You know this very well. In our market or any market that teaches this sort of training, there are ridiculous amounts of competition. There are so many people presenting how to make money online, that the good people generally rise to the surface, simply because of the quality of their teaching. That, for me, has never been a worry. I’ve never been worried about teaching people what I do and, as a result, creating competitors. I just know there are a few things that only the best people do, which is put in enough effort to get a reward, give away so much great content that they can build a real business, and have the quality of information.

There are so many people who enter my market that never have made a cent from the Internet. Yet, they’re trying to teach how to make money online. I don’t mind if I’m telling people the smarter way to make money from blogging, even if they do enter my market.

Frankly, if they become really good at it and they become competitors of mine, I expect we’d probably start working together to help grow our businesses. Rather than being competitors, we would be collaborators.

**Willie:** Excellent.

**Yaro:** That’s the atmosphere in the blogging world. Bloggers always link to other blogs that are of a similar nature. It’s very hard to find competition in the blogging world. It’s more like a bunch of friends, really.

**Willie:** Okay. The Internet Marketing world is sort of like that. The “enlightened” Internet marketers understand that we live in a universe of plenty. Just because there’s more competition doesn’t mean that you’re going to make less sales, especially if you can somehow stand out in that marketplace.

**Yaro:** Yes. In fact, I’ve written articles on something a lot of bloggers do, which is what I call “insular blogging.” This is not interacting with other bloggers, because they’re too scared someone is going to steal their ideas. They’re too afraid of people. You have to start learning how to talk to people and be friendly if you want this to work for you.

**Willie:** I noticed that a lot of top bloggers aren’t afraid of linking to each other. You just touched on that. As long as the other person has a quality blog, it’s worthwhile to link to them. You’re not worried about losing listeners.

**Yaro:** In fact, you gain listeners, usually. Or readers, whatever it is. They start to see you as an authoritative resource, even for referrals. Some of the best blogs out there doesn’t have much more content than referrals to other content on the Internet. Because they’re so quick with getting that information and so reliable and always get the best information, that’s become that USP, that thing they’re very good at.

You can be fantastic at linking to other good content and build a great blog around that. Quite the contrary, you can usually enhance your relationships and reputation *by* linking out to good content.

**Willie:** When I think of that, I think of Matt Drudge’s blog, which is nothing more than a site that links to news stories, but he breaks them first. He makes millions from doing that.

**Yaro:** Exactly.

**Willie:** I watched your videos. **In the videos, you actually share how you make a living from your blog. You share the different sources of revenue. You show people inside your e-mail**

**account where you've earned commissions. You show, for example, that you make money from advertising revenue. People pay you for banners or text links on your site. That sounds like incredibly easy money. Someone paying you a couple hundred bucks or whatever every month just for a banner on your site.** How hands-free is something like that?

**Yaro:**

Again, most bloggers get the idea. It does seem pretty straightforward. You find an advertiser, they put a banner on your blog, and you get paid. However, there are two big stumbling blocks to get that process working and make it hands-free. The first one is having enough exposure so that there's actually value for the advertiser. That's an issue of building traffic.

We could probably talk on that topic for an entire call. If you have some time, maybe later we can talk about building traffic to a blog. Assuming that you do some work to build an audience, then you have something of value to give when it comes to advertising and sponsorship.

To then translate that to an automated income stream, there are a couple of things I like to do. The first thing is to have a really fantastic sponsorship page. That's just a page on your blog that lists your advertising rates, how much it costs, how much traffic your Website gets. It lists packages that people can buy and then tells them what banners they get for that package, how much it costs, and most importantly, a "buy now" button so they can pay you for that package immediately.

In that case, you get the money via PayPal. You just put up their banner.

For me, that's almost hands-off. You still have to put the person's banner up. At least, there is no negotiation of price. There's no explaining everything through e-mails. It's "here's the page; read the information; if you like it, buy." There are no quibbles about how much it costs because the price is written there.

I do see a lot of bloggers who put up an advertise page saying, "E-mail me if you're interested in sponsoring this blog." This just

creates a whole new layer of work for you because you have to negotiate, find the real people who are interested, explain the prices.

This way, if they're really interested, they'll pay money right then and there, without even talking to you first.

**Willie:** I suppose the concern is controlling the quality of what's posted on your blog. They want to screen them before they accept an advertiser. You're sort of doing the same thing anyway. Aren't you?

**Yaro:** Yeah. In this case, you just don't put their ad up if you don't like what they're selling. Refund their money. Unless you're getting bombarded by 10 to 15 new sponsors all selling spam products and you don't want any of their ads, I don't think any blog is going to have that. No one is going to throw money at you that easily!

I have knocked back a few advertisers; in particular, if they're promoting something that I already have a banner for. I'll just refund their money. There is no risk of something going onto my site that I haven't approved.

There is **one last little trick to make this completely hands-free**. This, of course, involves **outsourcing**. I have my customer support person who actually manages the entire advertising system on my blog. They do the screening. They confirm that the payment has gone through. They take the banners and add it to the system. We have a banner rotation script called "OpenX" on my blog, which rotates the banners and so forth. We have an automated system for selling it. They just do the final checks and put the banner up. All I do is see the money go into my PayPal account.

It is quite good, assuming you've got the traffic to begin with. Sometimes, like I did early on when my blog was small, you do have to go out there and find the sponsors. If you're not getting a lot of traffic to begin with, you have to go and find the people who would potentially benefit from what audience you have. Then, of course, you charge less if you've got a small amount of traffic. You don't charge as much money.

**Willie:** I know in your course that you show numerous ways of finding sponsors.

I got a question in the chat room from Tony. He's wondering how much traffic you need before you can begin to attract sponsors in the first place.

**Yaro:** I have a general rule of thumb. This is very flexible. I say to my students that if you can get to 500 readers a day — for some people, that's hard; for some, that's easy — if you can get there, that's when you can start making at least \$25 to \$50 per banner. If you can get three to five sponsors, you're making close to \$500 a month from that.

I've had some people who try to monetize and get sponsors from day zero. They have no traffic, but they're already promoting advertising positions. As a result of doing that, the chances are that they won't get any sponsors. Maybe someone will stumble by their blog. They're only charging \$10 a banner.

To be honest, I find that there's an issue with where you're focusing your mind. If you're focusing your mind on making money, you're generally not focusing enough on the marketing and putting out great content. That's where you should be focusing your energy. If you get that right, the sponsors will naturally come to you anyway.

I tell people to hold off until you've 500 people. That forces you to focus on building those 500 readers. At that point, you've got the basis for everything you do moving forward. You can start building e-mail lists; you can start trying all kinds of affiliate programs. You have enough base as an audience.

As I said before, my first affiliate promotion was when I had 500 readers. I didn't do an affiliate promotion until I had reached that point. I didn't think it would be a good test. How can I know, if I only have 100 readers, if that is a successful product. I don't have enough of an audience to get there.

There are no rules with this, though. You can try early. If you get great results, then that's fantastic.

**Willie:** The follow-up question from the guy in the chat room was 500 hits. You said 500 readers, though. Are these people that are subscribed to your RSS feed and come back day after day or is it random traffic?

**Yaro:** I wouldn't say RSS because not every blog is built for RSS subscription. It depends on your audience. What I say with that is just unique visitors. If you're running something like Google Analytics to check your stats, as long as they're coming from somewhere and you're getting about that each day. This is a testing thing. Test earlier; test a little later.

**What I did find is that once you reach about 1,000 readers a day, you can usually make the equivalent of \$1 per reader per month. If you've got 1,000 daily readers, you can make about \$1,000 a month. It's not a hard rule, but I've been surprised how many times it seems to hold true. Once you have 500 readers a day, you seem to be able to make about \$500 a month; 1,000 readers a day, \$1,000 a month.**

Once I hit about 3,000 readers a day, I seem to be making about \$3,000 to \$4,000 a month. I was quite surprised how linear that relationship can be if you're doing the monetization process right.

**Willie:** I noticed that a part of your traffic formula is similar to mine in that you realize that you do need to remind people to come back to your site. You do build a list as a part of your strategy. Do you want to touch on how you build a list from a blog?

**Yaro:** Certainly. Again, we haven't talked about that conversion video yet, but it goes —

**Willie:** Why don't you go ahead and mention that? That video is on your main site, correct? The one that talks about your coaching program.

**Yaro:** Actually, the video is at [www.BlogMastermind.com/video](http://www.BlogMastermind.com/video). You might have a link for them. I'm not sure.

**Willie:** It's at [www.BlogMastermind.com/video](http://www.BlogMastermind.com/video). You can check out that video there.

**Yaro:** It's on conversion blogging. I think my phone just beeped. It might die. If it dies, I'll call you back on Skype. I'll keep going.

With that video, you'll learn how I put the opt-in box on my blog. That creates the place to get the name squeeze.

**Willie:** Yaro is using his mobile phone in his house. He told me that it would possibly go out because he wasn't sure how long the battery would last. We're prepared for this.

Again, **he generates revenue from affiliate product sales, from selling advertising, from getting paid to comment on specific products, and things like that. He covers all this in his course,** which you'll find at the link I typed in earlier — <http://www.SageMarketer.com/yaro>. He covers all that stuff in his course.

**You can earn six figures a year from just a couple of hours a day blogging...** To many people, that's a very comfortable lifestyle, a very comfortable income. It's not a lot of work. I'll keep picking his mind as soon as we get him back on the line. We'll find out more about how he does this, how he gets traffic, how he tracks results, and things like that. He should be joining us shortly. He's dialing in via Skype.

For those of you on the chat room, feel free to type in a question. If you have questions I don't get to, you can type them into the blog on the site later. I'll get back to you from that, too. You can even e-mail me.

Yaro is back with us now.

**Yaro:** I'm here. Can you hear me?

**Willie:** Yes, I can hear you just fine. It's a wonderful tool.

**Yaro:** It sure is. I'm sorry about that. One of the great benefits of blogging is you get to travel the world. I'm currently on a six-month voyage. I'm in Toronto. I do short-term rentals in different cities where I stay. The house I'm renting now has a portable phone. The battery conked out on me.

**Willie:** I understand completely.

In your coaching, I imagine that you teach all of the things that we just talked about earlier plus affiliate marketing in general and how to find the right products. Things like that. Is that correct?

He dropped back off again. We'll wait for him to dial back in. He may be in an area where Skype is a bit of a challenge.

We are getting a question in the chat room about where to find the video that Yaro mentioned. On his site at <http://www.SageMarketer.com/yaro>, he has three or four segments of videos. He's also put together a couple of twenty-minute videos that are the ones we're talking about here.

You're back with us now, right?

**Yaro:** I'm back with you. I'm hoping it won't cut out again.

**Willie:** It's not a problem. I've hosted shows where people calling in were on the side of a mountain, in a valley, or on a boat. I'm accustomed to that. I'm sort of good at rambling while I wait for the guest to come back on.

I imagine that in your coaching program you teach people all about affiliate marketing, choosing products, finding sponsors, and all those things. Is that correct?

**Yaro:** Correct. We go right from the beginning, which is —

**Willie:** He dropped off again.

In his videos, he also mentions that there are companies that will pay you for posting about their products. He shows you how to

find these companies. He shows you where to go to find companies. You can read a list of descriptions on companies that are looking for bloggers to specifically review their products. They pay x number of dollars per review. To me, that's amazing.

I was going to ask him about that as soon as he comes back on.

Again, he prepared me. He told me that he never talked on his mobile for an hour nonstop, and that I should be prepared for it to go out. Hopefully, he can get back on the Skype. If not, I'll adlib it to an extent. We're still waiting for him to come back on.

I do encourage you to go check out his site and find out more about his course there. I have a whole list of things I wanted to ask him. It looks like he's dialed back on with his mobile.

**Yaro:** I'm on the mobile. It should hold out permanently, I think.

**Willie:** Okay. Did you just swap out the battery?

**Yaro:** No. I called in with my cell phone.

**Willie:** I hope that won't be too expensive for you.

**Yaro:** If it costs money, that's all right. I can live with it.

**Willie:** Okay. In your videos, which I am encouraging people to go check out, you actually talk about the fact that there are companies that will pay you for posting a review on your blog. Some people, on hearing that, would wonder, "How can you do that and keep your blog visitors' best interest at heart? It sounds like you're getting paid for what to say."

I'm sure that's not the case, though.

**Yaro:** Yeah, you're right. With those services, there are a couple of things. Some of them force disclosure, which means you do have to say that you're writing a paid review. Obviously, there's an issue of possibly damaging your credibility by writing about something. There's also an issue of transparency. You don't want to be

promoting products and services just because someone is paying you to do so. There's a fine line there. Some bloggers have no issue with doing it without disclosure. Some will not do paid reviews at all because they want to make their blog as credible as possible.

I've, in the past, written paid reviews. I've always done disclosure with them. I've said, "This is a sponsored review." I tell this to my students: if you are doing paid reviews and your blog is based on your credibility, at least do some form of disclosure. A lot of people run blogs like we talked about before with Internet marketers who put product after product on blogs. Some bloggers will set up a blog that won't ever get massively popular, but they'll get paid \$10 or \$20 to write paid reviews. They'll put as many of those out as they can and try to build up to a few hundred dollars.

In my opinion, however, you're not going to get yourself a stable business using that model. If you really want to do it, I suggest to use paid reviews, have the disclosure. It's just one method that can make you some money. There are a lot of other methods that are really good ways to make stable income. I'd try and veer towards those. Certainly, long term.

**Willie:** You're not a big fan of making paid reviews your sole model.

**Yaro:** No. You have to write the reviews, so it's, by nature, not a passive income source. It really means you get paid for writing content. I much prefer a leveraged outcome where every post you make to your blog can result in multiple sales of your product, multiple sales of someone else's product, or massive increases to your e-mail list — all those things that can magnify what you get from your entire business rather than writing one blog post and getting \$20. To me, that's too linear a relationship.

**Willie:** In looking at your blog and at what you do, I noticed that you often make multiple posts about a product or service that you're promoting. Then, you'll link those together. Yet, many of my contemporaries and I will often just make one post about something. It's basically saying, "Go buy this."

The system that you use of multiple posts to promote something and then not being so “in your face” about it, is that something you learned from testing and tracking? Did you compare just making a blatant promotion to something more subtle?

**Yaro:**

There are a couple of things that played out. I do have to be honest with you. A lot of it just comes from my natural style. I do prefer to sell with content whenever I can. I think if I suddenly just started writing promotional pitch and writing about nothing but products, with one post for each product without teaching anything, I’d have a bit of a problem retaining my audience. There is an element there of maintaining your traffic through providing content and value first, making sales a secondary outcome as a result of that. I’ve always got that in my mind when I’m writing my blog posts that are selling products.

It’s funny. Whenever I write a post that is selling something, inevitably, there are one or two people who will say, “I wish you’d stop trying to sell stuff on your blog.”

That hurts on the inside, but I just let it wash off. In today’s world, if you want to make a living from what you’re doing, at some point, you are going to have to try to sell something. It doesn’t matter if it’s through advertising or affiliate promotions.

In terms of marketing with content, I think it’s a great way to market. Long term, I believe it’s just much more stable. It will help you with your expertise, your credibility, and your exposure. Maybe it won’t make you as many sales right then in that moment, but overall, it will mean that word-of-mouth when people talk about you. Someone will say, “There’s great content on this person’s blog. Go check it out.” Then, they may become a customer.

I don’t know many people who get that kind of word-of-mouth when your blog is just a pitch after a pitch.

**Willie:**

I actually write quite a few e-books. I write a lot of articles. In those articles, I do at times recommend services where I’m getting paid a commission. I deal with the same issue of credibility. If you’re recommending something and people know you’re getting paid for

it, some of them question if you recommended it just for that reason. I'm certain that you only recommend stuff that you really believe in because you do want to first of all, not harm your relationship with your subscribers, listeners, and readers. At the same time, you know that they'll eventually go away if you don't treat them with respect and take care of them.

**Yaro:** I really like the way that Internet Marketing has grown into a content-focused industry in terms of whenever a product is launched, there is so much great content coming along with the launch. Even if you don't buy it, you get some amazing videos, amazing reports, and so forth. Even if you're an affiliate marketer trying to sell these products, you can actually build stronger relationships by referring someone's promotional video just because of how much great content there is.

Not to state the obvious, but in a way, you're doing that right now. You're helping me by telling people about my video, which is obviously great content. You don't face the issue of a forced sale by telling people about it.

**Willie:** Right. Absolutely. Not only that, but the recording from this show will be archived on the BlogTalkRadio platform. People can tune into this potentially months later, go check out your site, and some will purchase from you. You'll know that it was from being on the show. It's just one of many ways that I create lots of content.

That led me to another thought. I wonder how much you test and track. You said that your writing style was just natural and you just stumbled into that. Do you test and track your results now?

**Yaro:** I certainly test the e-mails. The blog posts, not as much, simply because it's an organic environment. You can know if a sale came from a blog post or if it came from an e-mail, but I'm not testing blog post titles on the fly. Simply put, when I put the blog post up, it's the traffic that comes in the next hour is it. That's the nature of blogging. It's not the way with e-mail where you can send out 50% of the messages with one title and 50% with the other one.

There's probably a great opportunity there for split-testing software

that lets you post alternative titles on blog posts to see which one gets the most reads. I'm not aware of anything that does that now.

**Willie:** I'm not either. I have gone in and changed things on my blog from time to time just as testing. I actually have my main blog on the Movable Type platform. I'll go in and change the title of the blog itself from time to time just to make it look better for SEO purposes. I do test things like that myself.

**Yaro:** I certainly agree with that. I remember once I wrote a blog post about something John Reese did. I used a terrible title. Another blogger wrote a post about the same thing, wrote a much better title, he got ten times the traffic. I went back and changed my title. Obviously, it was too late. By then, he had grabbed all the traffic. There was a big lesson there. You really want to nail your titles preferably the first time, but don't be afraid to go back and change them.

**Willie:** I mentioned that I have blogs on Movable Type. I use WordPress more than any other platform. Do you have a preferred blogging platform?

**Yaro:** **Definitely WordPress. It's been pretty much the only one. Very early, I did use Movable Type, which is the same as TypePad, but the installed version. I switched to WordPress shortly after, and I haven't gone back. I recommend it almost completely in the coaching program. You can get about 95% of the value on TypePad or another platform, but there are certain plugins you recommend that only WordPress has. That's the advantage of WordPress.**

**Willie:** Right. Everybody and his brother are developing plugins for WordPress now. It's just so easy to install, too.

I mentioned your coaching program earlier. How long do you plan to keep this open? You did a launch, which is still underway. You had some fast-action bonuses that were a part of the early launch that aren't there anymore. How long did you plan on keeping your coaching program open? Are you looking for a certain number of members?

**Yaro:** This time, actually, we're not doing a cap. We had a cap on the first two times it opened, where the program was in a beta. I was working with the development of the course. Now that we've had over 500 people take the course, graduate, and get results, what we're doing is leaving it open perpetually. You can get in.

Right now, however, it's only just opened for the first time. We've had a bunch of students all join now. They're going to go through the course together and obviously get the benefit of working as a group, progressing at the same time. That's the only advantage of joining now. As well, I'm working with the students personally. We're doing teleconferences. I'm reviewing all the materials again just to make sure it's all updated.

We're doing some new stuff to cover the conversion blogging system where we're building e-mail lists with our blog, too. That wasn't covered in the previous system to a great degree. I want to go over that a bit more. The biggest advantage you get is that it's live right now. It really is fresh right now.

**Willie:** My buddy, Joe Vitale, had an expression in one of his e-books, which is "Money likes people who act fast." I believe that. I do think it's important that if you're thinking about taking your course, for example, that you do it now because if you do it two months from now, a lot of your competitors may have already taken it. They'll be ahead of you. They'll be in the search engines first. They'll be getting more of a foothold in the marketplace first.

Even though I believe in the law of abundance, I believe that first movers have a definite advantage.

**Yaro:** I'm living proof.

**Willie:** Yeah.

**Yaro:** I'm one of the first people to start writing about this subject in the blogging world. It's paid off big time. **If you have an idea and it's not super saturated yet, definitely jump on blogging, and get that blog set up straightaway.**

**Willie:** Are there a lot of others coaching blogging for a living now?

**Yaro:** I'm sorry. What was that?

**Willie:** You said you were one of the first ones to teach what you're teaching. Are there a lot of others that are noticing what you're doing and getting into, too?

**Yaro:** As I said before, one of the most crowded marketplaces I think there is right now is about how to blog. There are blogs about how to blog, about how to make money, blogs about Internet business. Being an older blogger — I know it sounds funny when it's only been three to three and a half years — I was still one of the first people to really start committing themselves to getting content out on a regular basis on my subject in the blogging world.

There were a few people that started around the same time. A lot of people know about Darren Rowse who is the ProBlogger. He started shortly before I started. We've all sort of grown together. You know the top four or five blogs in his market because they've all been doing this about the same time. Our market is a little bit crowded. It's still possible to get into it if you're good at what you do. Some of the other markets are amazing.

I don't know if you've heard anything about Gary Vaynerchuk.

**Willie:** He's from the UK, right?

**Yaro:** I believe he's American. He does wine videos.

**Willie:** Okay. Yes. I've seen that. I think Rich Schefren did an interview with him.

**Yaro:** Yes. He made a comment on one of his television appearances about how such an opportunity exists in most markets for a maven, a top-level thought leader, to emerge simply by using the social media tools, like blogging, video blogging, and what we're doing right now. They'll get there simply because they're consistent. It's a passion for what they do. They're being prolific. They're getting

enough good content out there that it's hard to beat them.

He gave a silly example. I use this example sometimes too. Is there a top plumber blogger right now? Is there someone writing about how to fix toilets, taps, and so forth? If they did, they could so quickly become the preeminent plumber on the Internet.

**Willie:** It sounds silly, but I recently had some work done to my house. I instantly noticed that my water pressure had dropped so much in an hour that my wife was complaining. I went online and visited forums to figure out why my water pressure dropped. I couldn't find what I was looking for so I ended up calling the plumber back. He pointed out that in the process of doing some work to the pipe, he'd broken loose some debris in the pipe. It clogged the filters at the faucets. That was the problem.

Had there been a plumbing blog out there that answered my question, I would have certainly tapped into it. Had they had products that would teach me how to do something like get rid of mold in my water system or whatever, I would have probably been a customer for it.

**Yaro:** Exactly. If you have a passion for anything right now and you're prepared to put content out on that subject, do it as soon as you can. You really can become the leader.

**Willie:** I know that there are radio shows that I used to tune into all the time on talk radio where people specialized in car repair. They would get questions like, "My car is making a certain noise. What's the likely problem?"

They made millions just from answering questions like that on the radio. I'm sure bloggers could do something very similar. Actually, I know in your video you show one of your friends who has built a blog that's on cars. Is that right?

**Yaro:** Yeah. I have an interview with him. **He's got a blog valued at \$5,000,000. It's doing about \$50,000 a month in advertising.** He loved cars. He lives in Australia. He started this car blog. A couple of years later, he's got 20,000 daily readers, \$50,000 a

month in income, a team of writers, financial backers. It's a crazy story.

There are plenty of similar stories where you've got a person who's just really good at, for example, team building within organizations. They start a blog. They have a report or an e-book. They have a course, a home study system. They use their blog to build an audience, start selling that product, and now they've built a funnel around that product base. They have a six-figure business a couple of years later. It's not unrealistic to do that sort of thing.

**Willie:** You mentioned your funnel and you mentioned affiliate marketing and list building. I know you teach in your system that it's not just a blog. It's also e-mail marketing. What do people get when they join your list? Why would they want to be on your list as well as a reader of your blog?

**Yaro:** I've been accused of giving away too much stuff. I sometimes wonder if that actually hurts my sales. I get a lot of people who say, "I'll just read your blueprint and watch your videos and see how I do with that." That's the core free resources I give. One of them is called the "Blog Profits Blueprint." I'm sure you've got a link for that somewhere, Willie. It's a pretty solid, 50-page guide on how to start making money with blog. Then, there are those videos we talked about. From there, if you get on my newsletter, I'm just throwing out either more tips on how to do great blogging or more tips on how to do better Internet business using your blog as a tool for that. That's what I do everyday. For me, it's not hard because I'm learning about this everyday and I pass on that knowledge to my e-mail subscribers.

**Willie:** What frequency do you publish your newsletter on?

**Yaro:** I'm somewhere between one or two times a week, maybe a little bit more when I'm doing something a little particular like releasing great content on my blog. You might get up to a message every second day. Usually, it's roughly weekly, maybe twice a week.

**Willie:** Okay. I do encourage our listeners to go over and check out your coaching program. My link is at

<http://www.SageMarketer.com/yaro>.

We mentioned traffic earlier. We've got about ten minutes. I want to make sure that I cover the things that you'd like to share with the listeners. We did talk briefly about getting traffic to a site. Do you want to take that branch now?

**Yaro:**

Sure. It's a huge topic. There's a little description I use. If you grab that report I talked about, the "Blog Profits Blueprint," I go into more. There are two ways to build traffic. You may have covered this before, Willie. I call them "traffic streams" or "traffic rivers." In other words, lots and lots of traffic from really high powerful techniques. That's the rivers. There are also little streams of traffic. You don't get a lot, but they're easy to do. You get streams of traffic. If you build enough of these streams, you can build a successful blog.

However, you want to aim for both. Little streams, and if you can, hit a few of those rivers. Just to make that practical, here are some of the stream-type techniques. Early on with my blogging, I used posting in forums. I know you do that like crazy, Willie. Go into forums, provide great content there, have a link in your signature. That drives a little trickle of traffic back to your blog. It's a stream.

If you build up enough of a profile in a forum and provide great content there, those streams can really build up. You can be getting 10, 20, 30, 40, or 50 new visitors a day just from that one forum. If you do it in three or four forums, the numbers add up.

Similar to that is leaving comments on other blogs. Again, if you provide real value when you leave a comment, people are more likely to click the link. Whenever you leave a comment on a blog, you link back to your own Website if you fill in the right field. If your content has value, they're going to think, "This person knows something. I might go check their Website." They click that link.

Especially if you can be the first to reply to a new blog post on reasonably popular blogs, you can get a little bit of a steady stream of traffic. Again, you might get five or ten visitors from one post or one blog. If you do it on enough blogs, you form habits around

this. That's very important.

It's what I did. I started spending an hour every night before I went to bed leaving comments on blogs and posting on forums. That built up over time.

Those are the streams. A river is when you do something more significant. You release more significant content — reports, videos, doing some sort of Podcast with someone famous, an audio interview with someone famous. Anything like that usually takes more effort to actually execute just because of the amount of time it takes to create the content. That, in general, will result in more traffic for you.

You want to work on one or two of those big traffic events every month. While you're doing that, every night, go out there and do the easier things to build up the traffic. Outside of blogs and forums, there are all those social media tools out there. A lot of people are using their Facebook profiles to build traffic. They're submitting stuff to Digg to build traffic. They're using MySpace profiles. They're using the StumbleUpon toolbar to make friends and help drive traffic to their blogs.

If you pick one or two of these things, you get good at it, and that's how you can build your first incoming source of traffic. In my case, the best sources of traffic have come from other blogs in my marketplace when they link to me. That outcome has come from my building some kind of relationship with that blogger. That could simply be leaving a great comment on their blog or writing about them on my blog.

That's a great way to get someone's attention. Write about them on your blog. **They're doing keyword look-ups in search engines like Technorati to see who's talking about them everyday.** If you talk about them in a blog post, they're going to click.

**Willie:** Do you get trackbacks there, too?

**Yaro:** If you can. If you're using WordPress, trackback will happen automatically. That's a great way to get attention. My favorite

technique for doing that, though, is to grab someone on a call like this, do an interview with them. Even if you take away the audience, the relationship being built between the interviewer and the interviewee is great. Right now, we're having the longest conversation straight we've ever had about this subject. Our relationship is stronger now. If I tap you on the shoulder one day to do an interview, I'm sure you'd say yes.

You can build traffic just by the power of those relationships you open through interviews like this. That's one of my favorite ways of doing it, too.

**Willie:** You touched on something important there. We, as Webmasters, have technology. Our visitors come to our Websites, hang around as long as they want to, and then they're going to go some place else. We may as well encourage our visitors to visit someone who is encouraging their visitors to visit us, which is essentially what we're doing by linking to other blogs. This is what I'm doing by inviting you as a guest on my show. I know my listeners will love what you have to say so you're adding tremendous value, credibility, and leverage for me to be able to say I know you personally.

It is all about relationships. I can't fear losing my visitors to you because they're going to go some place else as soon as they leave the show anyway. Why not send them to someone who has a reciprocal relationship with you of some sort.

**Yaro:** Right. It's not really a loss, though, is it? It's more like a recycling. Everyone is expanding their awareness of all of your friends as well as of you. It's really important to build those relationships.

**Willie:** We're down to about three minutes to go. I only see one person on the phone line, but we have dozens of them in the chat room. We've answered most of the questions that they've typed in. we did have people asking whether you do any type of auto posting or things using software. You do most of it manually, right?

**Yaro:** The only thing you might call auto posting is scheduling a post to go out in the future. I think the question may refer to some sort of

scraping or getting content from other places and just setting it up to go out automatically. Maybe taking PLR articles or something like that. I don't do anything like that. My content production has either been done by myself or in the past, I've had volunteer, guest, or paid writers on my blog.

In fact, I used to have a blog that was entirely driven by volunteer writers and one paid editor who looked after them. That was a blog that brought in about \$1,500 a month. It's quite possible to build successful blogs without being the content creator yourself.

**Willie:** You talked about outsourcing earlier. I like the fact that you do outsource a lot of things, like managing the advertising. With the guest blogger idea, if you wanted to go on holiday for an extended period of time, any blogger out there in your niche would be honored to fill in for a short time and keep things going. They know the power of being on your blog and being linked to from your blog.

Again, that takes time to build up to. I appreciate the fact that you shared that you built up a lot of little traffic streams, rather than just going for one huge traffic stream all at once. Do you do article marketing, too?

**Yaro:** I did do some article marketing tests early on. I wasn't very good at it. I have to admit, I was sort of taking parts of my blog content. I found out that's not a good idea because of the duplicate content issues. I have done some. Again, it's a small stream. It's never been a massive source of traffic for me. I do talk about it in the coaching program. It's something worth testing, especially if you have a means to create content both for your blog and for the article marketing.

**Willie:** We're down to about a minute to go. First of all, I want to thank you for joining us on the show today. I'm hoping that maybe sometime in the future, I can get you back and we can talk about other things, maybe your other projects, or maybe how the coaching program is going. You can share some of the results with some of the students you've had.

Right now, I do want to encourage our listeners to go over to [www.SageMarketer.com/yaro](http://www.SageMarketer.com/yaro) and check out your coaching program. Again, because I'm a very proactive person, when I look at something, I don't spend a lot of time thinking about it. I realize that if I do, very likely, when I log in a month or two from now, I'll see that somebody else from my niche acted a little faster than I did. I've just seen that happen so many times. I'll get an idea for a new project, for example. I generally act on it, but I've seen a lot of my coaching clients who spend a month or two thinking about it. By then, someone else has "stolen their idea."

It's important to do it now if you're thinking about doing something like this. Again, go over and check out Yaro's site at <http://www.SageMarketer.com/yaro>.

I also want to encourage our listeners to mark my show as a favorite. That's one of the options on the screen on BlogTalkRadio site. That helps us with our ratings.

I'll ask if you have any closing remarks in the last 15 or 20 seconds.

**Yaro:** I'll be quick! If anyone does join the coaching program, they'll get direct contact with me. I'd love to see you guys on the inside there. I'm on the private forum where you can ask any question you'd like on a daily basis. We do calls like this where people can call in live and ask their questions as well. I really do enjoy talking about blogging and working with the specifics of each person's blog.

If you've got an idea but you're not sure whether it's the right one, you're welcome to join and ask that as your first question. Maybe we can help refine the topic that you're thinking about starting and get it to what will potentially be the one that works for you.

Otherwise, thanks for having me, Willie.

**Willie:** It was my pleasure. It's always a pleasure to have someone who is walking the walk. So many people wonder about topics like this. I do thank everyone for joining us. We are out of time. Have a great day.

**Yaro:** Thank you. Bye.

## **Related Additional Resources:**

“Conversion Blogging” Video <http://BloggingPaysVideo.com>

WordPress Tutorials - The Quick Cash Injection System which you get free with TIMIC membership, has videos that step you completely through setting up and optimizing a WordPress Blog. Join TIMIC at: <http://TIMIC.ORG>

Blog Profits Blueprint : <http://BloggingPaysBig.com>

Willie Crawford’s Radio Show:  
<http://BlogTalkRadio.com/WillieCrawford/>

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## About The Author



Willie Crawford first discovered the Internet and Internet marketing back in 1996, while assigned to HQ Pacific Air Forces, where the young Air Force Major was in an office overflowing with networked Mac computers, almost all tied into the Internet. Willie discovered a world that led him to build his first websites that same year, and he never really look back.

By the time Willie retired from the Air Force in 2003, he had created ebooks, videos, audios, teleseminars, courses, software, spoken at several seminars, and even hosted him OWN live seminar.

Willie retired from the Air Force and stepped right into a six-figure home-based business that now affords him a lifestyle most people only dream of. Many days Willie grabs his laptop, his Verizon wireless card, and works sitting in a beach chair overlooking the beautiful Gulf of Mexico, not more than 5 minutes from his house.

Willie now teaches aspiring Internet marketers what actually works in building a home-based business via his free ezine, and through his private membership site at The Internet Marketing Inner Circle. Willie has also taught at dozens of workshops and seminars in The U.S., Malaysia, Singapore, and The U.K.

Willie has written a critically acclaimed biography, “Git Off The Porch,” and a best-selling cookbook “Soul Food Recipes - Learned On A North Carolina Tobacco Farm.”

Willie is host of the popular internet radio show “Willie Crawford Teaches Real Internet Marketing.” The ebook is essentially the transcript of one episode of his show. You’ll find his show at <http://BlogTalkRadio.com/WillieCrawford/>