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## INTERNET MARKETING HOW TO TURN BLOGGING INTO A SUCCESSFUL CAREER

Many people blog. In fact, there are more bloggers out there now than ever before. What seems to fascinate many about blogging is that it can actually become a career, believe it or not. However, just sitting down at your computer and typing is not going to make you rich. So how do you make a living blogging? There are a number of things you can do that will help. Here, though, are a few tips that will get you started and show you how to turn blogging into a successful career. First of all, you have to have a blog in order to make money from a blog. There are a number of sites out there that will set you up with a blog for either a fee or a portion of your advertising proceeds. If you are truly serious about making blogging your career, then you need to consider not using these services. If you are going to try to make money in blogging, then it would make sense to share the money with as few people or services as possible. Instead, start your own website and keep the money. You will pay a monthly hosting fee, but if you are serious about blogging you know that this money will be considered a business expense as if you were to rent a storefront for a clothing store or something similar. So your first step in turning blogging into a successful career must include starting a blog and doing so on your own website. Secondly, you have to figure out how you are going to derive revenue from your blog. There are a number of ways to do just that. The easiest and perhaps most popular way is to use some sort of advertising. Many of the search engines and other services on the web will place ads on your blog site and then pay you for every time someone clicks on one of the ads. Another way to do it is to sell something from your site and use the blog to bring in customers. Or, in a similar strategy, advertise someone else's product on your site and then get some sort of commission from that person. No matter which strategy you use, or even if it is another strategy you come up with on your own, you need to find a source of revenue if you are going to make blogging into a successful career. Third, once you have a way to make money off the blog, you need to get people to the blog. The key to most anything that happens on the internet is to drive traffic to your site. No matter what, whether you are using an ad service or selling a product, internet money is a game of percentages. You want to draw as many people as possible to your website. The larger the overall number of hits your site gets is the lower percentage of those clicks that have to be profitable you need. So how do you draw traffic? The key is, to turn a phrase, keywords. You need content on your site that is going to bring traffic from search engines to you as much as possible. There are a number of ways to do this: through software programs designed to find the best keywords, websites that perform a similar service, or just coming up with them on your own and crossing your fingers. No matter how you choose to do it, though, just bare in mind that you cannot turn blogging into a successful career without getting people to your website. Blogging can certainly be fun, but what if you want to turn that fun into a profit? There are hundreds of people out there who have turned blogging into a successful career. It is a great way to make money from home doing what you want, when you want. However, there are some things you need to consider before diving into a blogging career. First of all, you have to get yourself a blog, obviously. Next, decide how you are going to generate revenue from that blog. Then, finally, work hard to drive traffic to your website. Remember, the internet is a game of numbers and percentages so promote and update your blog as often as possible.

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