Article #3

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Why do Most Blogs Fail to Make Money?

If you're thinking of blogging to make money, you might want to think twice. I don't say this to discourage you. I don't say this to crush your dreams. You may be all excited about a particular topic or you think you might have a lot of interesting things to say about several subject categories.

That may all well be true, but let me tell you, if you are looking to blog for money, you have to understand that the vast majority of blogs fail. That's right. They go belly up. A lot of them don't even make one red cent. That's how bad blogging can be.

The Reason Why

Now, you may be thinking that it would be foolish to come up with some sort of black and white universal reason why blogs fail. After all, different people from all walks of life put up blogs every day.

People have a million and one reasons for putting up a blog. How can anybody say with a straight face that there is one unitary reason why all these blogs fail to make money or flat out fail? You might be thinking that it's just logically impossible to come up with some sort of bright line reason that explains all this failure.

Well, I've been around blog publishers and affiliate marketers for a long time. I have launched and sold my fair share of blogs. I can tell you that, regardless of how many reasons people offer for their failed blog, it really all goes back to one reason.

I know that's a bold claim, but hear me out. The number one reason why most blogs fail to make money is because the owner of the blog did not target their niche properly. That's the bottom line.

Even if you're really passionate about your particular niche, if you don't know how to target it properly, you're not going to make any money.

I know this sounds crazy, but even if you become an authority in your niche and people from all over the world want to hear your pearls of wisdom regarding your niche, you still won't make any money. Why? You're not targeting your niche properly.

This goes beyond great content. That's actually a given. You know you're a great blogger if you produce great content. You shouldn't actually put up a blog if you do not know how to give people value in the form of your blog's content. That's not going to cut it.

What matters most for your success is how you target your niche with your content. You have to use a conversion tool that would turn whatever perception of value your readers have about your blog posts into cold, hard cash.

Most bloggers are completely blind to this. They think that they just need to post all sorts of ads. They think that they just need to play all sorts of tricks and somehow, some way, they will make money.

Well, they've done that and the vast majority of them fail. They have very little to show for the modifications that they've applied to their blog. They sign up for program after program and they don't make any money.

Turn Your Blog's Income Generating Power On

So how do you make your blog make money? Well, it all boils down to how you position your content.

If you have a successful blog, this means that you are able to use your content to draw traffic from the internet and, at the same time, push your readers to do something that adds dollars to your bank account. That's the bottom line.

You're targeting your readers to convert. You can do this through your mailing list, you can do this through specialized content that you create to push affiliate products. Best of all, you can do this to sell your own products and services.

This is how you target traffic. Everything has to be about conversion, conversion, conversion. Otherwise, your blog, regardless of how authoritative, credible and beautiful it may be, will fail to make significant money.

Sure, you can make a few dollars here and there, but beer money gets old very quickly. There's nothing more soul crushing that the realization that you have been putting hundreds of hours into your labor of love only to see a few bucks in return. That gets old quick.

Do yourself a big favor, target your niche right to turn your blog's income generation power on.