

Blogging To The Bank 3.0

Rob Benwell has released his third edition of *Blogging To The Bank* and if you have never read his book, now is the perfect opportunity. It's precise and to the point. I think you will like it. However...

There is something in Rob's sales process I really don't like. I know I preach that you should watch the successful and do what they do. But don't do this. When you go to the sales page, you can order *Blogging To The Bank* at what I would consider a very reasonable price. But if you try to leave the page you get an automated chat popup that will give you a discount! This tactic really bothers me.

I think the reasons are obvious so I won't rant on my soapbox. Bottom line - if you want to order, attempt to leave the page and take advantage of the \$10 discount offered by the botgirl. (I don't like the bragging on the sales page either, but he's young so I'll let it pass for now.) You should order *Blogging To The Bank* in spite of these irritations. Now, with that said, lets move on.

You don't have to take my word for it. Here's what Yaro Starak, the guy that runs *Blog Master Mind* has to say:

"The strategy Rob applies is about leveraging multiple blogs in multiple niches to make a lot of money. This is not about becoming a dominant player - an expert - in one niche subject area that you are passionate about, which is more the "Blog Mastermind school of blogging"."

"Although the overall strategy might be quite different between what I teach and do and what Rob does, if you break things down, the fundamentals remain the same."

Yaro goes on to say, "Rob's system for profitable blogging still relies on the same principles to make it work...it's all about the process."

So what does this mean to you? If you want to use blogs to create income, you need a couple of resources. One is free from Yaro himself. It's called *Blog Profit Blueprint* and is a great tool. Even more "make money blogging" info is available in the free video tutorials at BecomeABlogger.com. These, coupled with *Blogging To The Bank* should set you up.

Rob is pretty blunt and to the point in this 50 some-odd page book. "Just the facts, ma'am" for monetizing your blog from somebody who has done it (although there are no personal examples from Rob). He recommends list building, affiliate marketing (using ClickBank although any decent paying affiliate program would work), and of course

describes the proper techniques to use.

Problems

One of the things that is a plus can also be a minus. The brevity of the book means it is all meat. You won't waste any time here. But I would like to see some more anecdotes and personal examples - hey, any example- of how this has worked in the real world. Yes, I know it works. Show me a case study or two.

Some of the screen shots may be a bit dated (eg. old versions of Wordpress) but it's no biggie. I already mentioned the discount price problem above (thought you should know that up front, quickly). However, none of the problems should keep you from purchasing.

BOTTOM LINE

Blogging To The Bank 3.0 is about making money with blogs. Rob's formula is basically:

Research - Build a WordPress Blog - Optimize - Provide Content - Promote

Monetize with ClickBank (or other affiliate program) , Adsense, and Advertising.

And although the formula seems simple, don't try to do it just from this post. You need Rob's insight and step-by-step approach to do it. And then you do it again.

Order blogging To The Bank 3.0

And don't forget to grab Blog Profit Blueprint while you're at it. It's free. Makes for a great combination.