

Making Money Online

Earn money while doing what you love

About me:

- Adine
- 33 years old
- Entrepreneur for 11+ years
- Freelance translator/copywriter/blogger
- Love personal finance
- Very nervous about this presentation

Today's topics

- AdSense
- Collaborations/partnerships
- Products
- Affiliate marketing

Google Adsense

- Advertisements from the Google Adsense network
- Every click = money
- Every click = someone leaving your page
- Minimum payout 70 euros

Collaborations/partnerships

- No DO FOLLOW links
- YOU create the concept and the content
- Only RELEVANT partners
- MAX 2 outbound links
- DOUBLE your asking price ;-)

Products

- More effort upfront, 'passive' income later
- All your earnings are yours
- Great way to get more exposure and expand your reach

Affiliate marketing

- Sign up with an agency for more convenience
- Promote products you love
- Focus on being HELPFUL
- Use different promotion vehicles

Ways to promote your links

- Check your earlier content
- My Favorites page
- General articles on (related) topics
- How to guides (both online and as eBooks)
- Share experiences

Bloggging for FI

- Create your own rules and keep your integrity
- Only promote products/services you are really passionate about
- Be honest
- Focus on adding value and helping others
- Don't be afraid to make money through blogging
- Pay your taxes ;-)

Thanks!
Any questions?