

Monetize Your Blog

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Questions? Comments? If there's something in this book that you find confusing, email me at adam.nawroc@gmail.com and I'd be more than happy to help you out.

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Introduction

Since August 2012, I've been reviewing books for Blogging for Books, Booksneeze, among other programs. I've reviewed almost 30 books, often treating the review process as a job. My mind has undergone positive changes – reading a book knowing that you're going to write a review afterwards certainly exercises whatever is responsible for critiquing.

Let's face it though; as it stands, receiving a book in exchange for a review is just not a fair trade from the reviewer's side of the table. The amount of conversation surrounding a book is critical to its success and we're the ones generating the noise. We put several hours into reading and reviewing a book for something that amounts to a total of 10 to 15 dollars. On occasion, I've done the math and calculated that I'm basically making \$1.50 an hour for reviewing books. I know many of you participate in these programs because you love reading but \$1.50 an hour? At that rate it's better to spend more time with your loved ones or read The Bible instead of books that are based on it.

I'm writing this book to show you that there are ways to make reviewing books more worthwhile. Affiliate programs allow you to make advertising revenue if people buy through your links. In the following pages I'm going to discuss Amazon's affiliate program: how to apply, creating links, and more.

Setting Up

Amazon Associates is an easy affiliate program to get into. Once you're accepted, you'll be able to generate custom links for products. Say you've reviewed a book for Booksneeze and you put a custom link at the bottom of your review recommending the purchase of the book. If someone clicks through your link and buys anything within the next 24 hours, you get a 4 to 10% commission off the sales price. This does not increase the price of the product for the buyer. I'd like to reiterate that it's not necessary for an individual to buy the exact product you link to. I'll be talking more about this later in the book.

Walkthrough

The hardest thing about applying to Amazon Associates is getting started. Before applying and being accepted in the program I had only reviewed one book. I had 29 other blog posts that were either images or posts about what book I was currently reading. I think you could get accepted into the Associates program with as little as 10 blog posts. I would say that 99% of the people reading this book will face no hurdles to becoming an affiliate for Amazon.

You likely already have an Amazon account so I won't discuss how to obtain one. Google "Amazon Associates" and the first result will bring you to its main page. The link is <https://affiliate-program.amazon.com>. Next, click the "Join Now for Free" button, which is near the top right hand corner of the page. I've circled it in the image below.



The next screen will ask you to confirm your address. If you've used Amazon at all, your address should already be listed. After this, the website will prompt you to give some information about your blog, as seen in the image below.

The screenshot shows the 'Your Website Profile' step in the Amazon Associates onboarding process. At the top, there are three numbered steps: 1. Your Account Information, 2. Your Website Profile (current step), and 3. Start Using Associates Central. Below the step indicator is the title 'Your Website Profile' with a help icon. A note states: '* All fields required unless otherwise noted'. The main section is titled 'Website Subject & Content'. It contains three required fields: 1. 'What is the name of your website?' with a text input field and a note: 'We will use this name to generate your unique Associates ID.' 2. 'What is the URL of the website(s) you will use to send traffic to Amazon?' with a text input field, a plus icon, and a note: '(Add additional URLs*)'. Below this is a sub-note: 'Your website, your blog, your Twitter feed, etc. If you have more than one website, please include your top 5 by traffic volume.' 3. 'What is your website(s) about?' with a large text area and a note: 'What can users do on your website, who is it for, and what kind of products do you intend to promote?'. At the bottom, there is a dropdown menu labeled 'Which of the following topics best describes the topic of your main Web site?' with the option '-- Primary Topic --' selected.

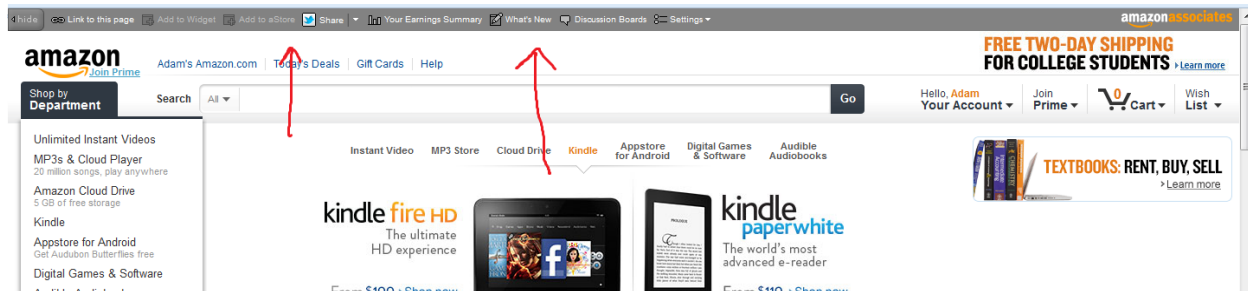
Fill in all the required information. Don't stress out too much with the accuracy of fields like "How do you drive traffic to your website?"

It's been a while since I applied for Amazon Associates. After you complete your website profile, that might be all you need to do. But you may have to verify your identity via telephone. Amazon would call you with an automated message giving you a 4 digit code to enter online.

That's it! You'll receive an email thanking you for applying. You'll later receive another email telling you whether you've been accepted into the program. I received both emails on the same day and it's likely you will, too.

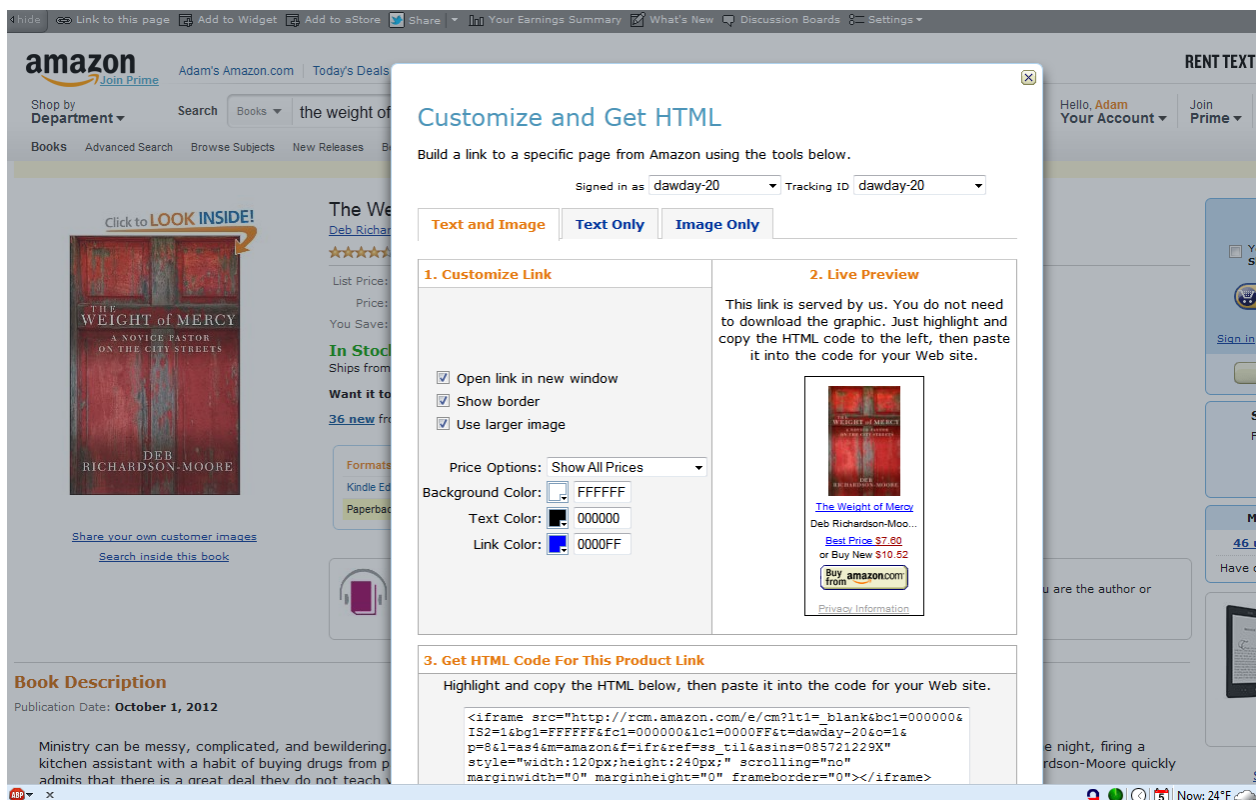
All About Links

Once you've been accepted into Amazon Associates, a banner will appear on the top of any Amazon page you visit. This is shown in the image below.



This banner is your key tool to crafting custom links. Links can come in different shapes and sizes. They can be text or banners. I'm going to cover text links.

Say I want to make a review for *The Weight of Mercy* by Deb Richardson-Moore. I find the book on Amazon, then on the banner I click "Link to this page". A window pops up like the one pictured below.



Click on the "Text Only" button. Then you want to look where it says "3. Get HTML Code For This Product Link". Below that box is a long link, which you only need a part of. The entire code provided is the following:

```
<a href="http://www.amazon.com/gp/product/085721229X/ref=as_li_ss_tl?ie=UTF8&tag=give0dc-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=085721229X ">The Weight of Mercy: A Novice Pastor on the City Streets</a>
```

But you only need the bolded part. Taking the bolded part, you can create a link to put after your book review. Using basic HTML principles, you can create a hyperlink that says something like “Buy the book on Amazon”. To do this take the bolded part from above and add the text you desire like so:

```
<a href="http://www.amazon.com/gp/product/085721229X/ref=as_li_ss_tl?ie=UTF8&tag=give0dc-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=085721229X ">Buy the book on Amazon</a>
```

When you’re crafting your blog post, make sure to insert the above code while in HTML mode. Otherwise it won’t work. The final product should look like this: [Buy the book on Amazon](http://www.amazon.com/gp/product/085721229X/ref=as_li_ss_tl?ie=UTF8&tag=give0dc-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=085721229X)

That’s all there is to it. If someone clicks on your link and buys the book, you’ll earn a commission. You’ll also earn a commission if someone clicks your link and buys something else within 24 hours!

Closing

Simple, right? Now it's possible for you to make money while you read the books you love. Get free books, get paid to read, what could be better? Once you have a good grasp of Amazon Associates, you should check out other affiliate programs like Clickbank. The latter pays higher commission but the products are of lower quality.

If you found the information in this book useful and would like to support future free books like this one, buy through my Amazon [link](#) when the opportunity arises. What goes around comes around!

Questions? Comments? If there's something in this book that you find confusing, email me at adam.nawroc@gmail.com and I'd be more than happy to help you out.