

## Blogging is the Latest Home Business Trend

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Work at home moms are getting online and blogging their way into home successful home businesses. Blogs are here to stay, and many Wahms are taking advantage of the trend. Making money with blogs is a popular choice for many work at home moms. Blogs are simple to set up, and relatively easy to update. This is especially true when you compare blogs to other types of websites. Within just a few minutes, you can set up a professional looking blog for free and start your Wahm blogging business.

A blog is an easy to update website that looks sort of like a journal. Entries are made at a minimum of each week, and the newest entries appear at the top. Entries are normally short articles of 200 to 500 words. Readers visit the blog or read the new blog entries through a blog reading program. Readers can also comment on entries and provide links between their own blogs and your blog. With blogs, the opportunities are wide open. Choosing a blog topic is as easy as looking at your own life for inspiration. There are blogs about everything from celebrity news to bathroom cleaning tips. Before you start a blog, do some research on the Internet to see if people are interested in your possible blog topic. Your topic doesn't have to be popular, but it does have to have a dedicated group of people who are interested in the topic.

When you pick a topic, make sure to stay within a fairly small "niche." The term niche is used to describe a group of people who have a similar interest. There are big niches - like working at home - and small niches - like tips for training your cat to sit on the toilet. Try to find a happy medium between a popular topic and a niche interest so your blog has plenty of readers. Some topics, like working at home or parenting, are too broad and have too much competition for readers.

You can set up your blog through a free blogging platform, like [www.blogger.com](http://www.blogger.com) or [www.wordpress.com](http://www.wordpress.com). There are also a half dozen others to choose from. The blogging platform will walk you through making your first entry into your blog.

After you've made a few entries into your blog, its time to monetize your blog. This means you'll be making specific changes to your blog in order to make money. One of the most popular ways to gain income from a blog is by using a contextual advertising program, like Google Adsense or Chitika. Contextual advertising pays you for each time a reader clicks on one of the advertising links on your page. The advertising program will scan your blog entries for keywords, and then place advertising on your page that relates to your page content.

For example, if you have a blog on children's television and write an article about Sesame Street, the ads appearing next to that article will have to do with that program. They might be links to shopping for Sesame Street items, or an ad for vintage Sesame Street collectables selling on ebay. One thing to note with contextual advertising is that you won't have to worry about placing the ads yourself each day. Once you enter the code on your blog, the program will automatically refresh the advertising when you make a new post. You will be paid several cents for each click. It doesn't seem like a lot per click, but it sure does add up quickly.

Contextual advertising is just one way to make money from your Wahm blog. You can also make

product recommendations and suggest information products (e-books) to your readers. Each time someone buys a product you recommend, you will get a commission. Many bloggers find that making gentle product recommendations throughout their blogs are a way to garner extra income. Finally, some companies will pay bloggers to create posts that suggest certain products or services. These companies pay a few dollars per post, and are fairly easy to use. The only drawback is that you will have advertising posts throughout your blog content. However, many bloggers have found a way around this by putting "And now a word from our sponsors" at the beginning of each of their required advertising posts. Doing this will help any advertising appear to be more natural.