



TOOLS/TIPS/SECRETS OF THE TRADE

THE BUSINESS\$ OF BLOGGING

BY OKEMINI OTUM



WHAT YOU WILL LEARN

01 **CREATING KILLER HEADLINES FOR YOUR BLOG POST**

02 **HOW TO NEVER LACK CONTENT FOR YOUR BLOG**

03 **MONETISATION**

04 **MY ADVICE / OPINION**

05 **GIFT**



WHO AM I ?



OKEMINI OTUM

**DIGITAL STRATEGIST . SOCIAL MEDIA CONSULTANT.
MESSENGER BOT CREATOR. APP DESIGNER. SOLUTION
PROVIDER**

facts

**CONTENT = ENGAGEMENT,
ENGAGEMENT = MONEY
SO, CONTENT = MONEY**

Engagement means you are grabbing the attention of your audience. Attention is the currency of the internet. Your blog has to be engaging: the ability to capture and retain your audience attention.

this can be achieved by creating or curating great content.



CREATING KILLER HEADLINES FOR YOUR BLOG POST.

Headlines are your first line of attack to pull people, to your blog posts.

Here are two tools I use to create killer headlines

1. Coschedule headline analyzer
2. Hook line dynamic



HOW TO NEVER LACK CONTENT FOR YOUR BLOG

This can be achieved through content curation. content curation is the process of gathering information relevant to a particular topic or area of interest.

I will mention some tools that top blogs and brands use to stay ahead of the pack in terms of getting fresh and hot content to curate.

In no particular order, here are some :

1. getpocket.com
 2. feedly.com
 3. flipboard.com
 4. Google alert
- 



MONETISATION

SOME WAYS TO EARN MONEY FROM YOUR BLOG

- 1. GOOGLE ADSENSE**
 - 2. FACEBOOK AUDIENCE NETWORK**
 - 3. DIRECT AD PLACEMENT**
 - 4. ETC**
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MY ADVICE

- find a niche, and own it.
- Don't be a copycat: Avoid plagiarism
- Get creative,
- Invest in relative tools and equipment.
- Try other forms of blogging: Vlogs.



okeminiotum

Edit Profile



666 posts

10k followers

2,890 following

Okemini Otum

Digital Products Hacker. Egghead. Human. Strategist. Public Speaker. Preacher's So

Trained for : Google, Facebook. Get freebies Here 🖱️🖱️🖱️

linktr.ee/okeminiotum

I left two gifts for everyone here on my instagram bio :

1. One is a course worth 20,000 naira but you will get it free for today. (digital product hack)
2. shows you how to design and animate videos in 60 seconds: good for vloggers

THANKS A LOT

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