



# 6 WAYS TO MONETIZE YOUR SITE

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@somorganashley



# RAISE YOUR HAND IF...



# RAISE YOUR HAND IF...

You're already making money  
from your WordPress site



# RAISE YOUR HAND IF...

You have a site, but haven't  
monetized it yet



# RAISE YOUR HAND IF...

You're brand new to all of this!





# HI. I'M MORGAN RYAN.

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- Editor-in-chief of Layout, a blog by Flywheel
- My expertise is in content strategy
- Worked with WordPress for 6-ish years
- From Omaha, NE
- @somorganashley

**THIS TALK IS A  
FRAMEWORK.**

# KNOW WHAT YOU'RE SELLING

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## ACTIVE

- For a specific client
- Think services  
(writing, design, etc.)
- Can usually charge more,  
but harder to scale

## PASSIVE

- For any visitor
- Think tangible  
(physical/digital products)
- Easier to scale, but harder  
to charge premium prices





**GROW YOUR  
EMAIL LIST.**

SUBSCRIBE!



# ONCE YOU HAVE A LIST

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1. Thank them for signing up
2. Provide them value
3. Tell them what you're selling!
4. Rinse & repeat



**DITCH THE  
BANNER ADS.**

# LET'S TALK ABOUT BANNER ADS

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## PROS

- They CAN work
- They're easy to set up
- You might promote a cool site on your blog!

## CONS

- You don't have control over the message
- You might not believe in that product or company
- It's linking away from your own site

**FORGET TYPICAL  
BANNER ADS.  
CREATE YOUR OWN.**



**ADVERTISE  
AFFILIATE LINKS.**

**ONLY BE AN AFFILIATE  
FOR PRODUCTS YOU  
LOVE & BELIEVE IN.**





# WHERE TO PUT **AFFILIATE LINKS**

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- In emails
- As your own banner ads
- In blog posts
- On social media
- Within passive income channels
- Within relevant information to clients



**EXPLORE CONTENT  
PARTNERSHIPS.**

# TYPES OF PARTNERSHIPS

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## FREE PROMOTION

- Think guest posts
- Get in front of another audience
- It's free!

## SPONSORED CONTENT

- Think paid articles
- Get in front of another audience
- You can also charge for it!



**CREATE PREMIUM  
CONTENT UPGRADES.**



# CONTENT UPGRADES

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1. Can be passive income
2. Can promote passive income
3. Can help grow your email list
4. Can include your affiliate links
5. Make wonderful banner ads
6. Can be promoted in partnerships

**THE GOAL OF CONTENT  
IS TO CONVERT VISITORS  
TO CUSTOMERS.**



**RELAX. DON'T  
OVERTHINK IT.**

**WHAT YOU'RE SELLING**



**CONTENT UPGRADES**



**EMAILS**

**BLOG POSTS**



**BANNER ADS**



**SOCIAL**



**GUEST POSTS**

**AFFILIATE LINKS**  
**SPONSORED CONTENT**





# THE **BEST** TOOLS TO USE

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1. OptinMonster
2. SumoMe
3. HotJar
4. ShareASale
5. Canva
6. Adobe Products
7. Buzzsumo

**THAT'S IT!**  
**ANY QUESTIONS?**