

My Professional Service-based Blog Monetization Strategy

How to make money from your blogging while creating more value for your audience – without relying on automatically-generated, third-party ad block revenues.

In my PageCoach [Problogging 101 Tutorial](#), I list the 13 Most Popular ways to generate revenue from blogging. Most of them are *cumulative income streams* – meaning they bring in a lot of pennies and spare change that **can** add up, over time. If you're just beginning or relatively new to blogging (your blog is under a year or two old) many of the monetization methods hardly seem worth the trouble and have enormous downsides – such as Google AdSense, which is directly incompatible with site stickiness, requires you to litter your pages with off-putting adspace, and does absolutely nothing to serve the self-publisher's bottom line – to build a highly targeted, loyal list of regular readers and subscribers.

There are three income streams that continue to dominate my monetization methods:

- none of them relies on high-traffic
- none of them are randomly generated, selected, or controlled by a third-party robots
- all of them have the ability to produce more significant amounts of income from a single action by one happy reader

Here are the Top Three, in order of which ones produce the largest amount of blogging income for me:

- offline professional services
- selling my own information products
- promoting hand-selected products and services as an affiliate

If you haven't read my post [Why You Only Need Three People to Read Your Blog](#) I encourage you to explore this overview of why High Traffic/ Advertising Monetization is **not** your best option for making money from your blogging efforts. Are you following all the cookie cutter Personal Development bloggers out there, thinking a Steve Pavlina – style blog marketing and monetization plan is the only way to go?

I make a full-time income as a professional blogger – I've supported myself as a writer, blogger, self-publisher, and blog marketing coach for five years now. I teach my marketing clients how to make money out-of-the-gate, with or without high-traffic, and with zero automated advertising. I'm not just blowing my own horn, here—I'm genuinely motivated to correct all the fumbling and stretching and misguided, misdirected efforts I see so many bloggers making.

Most of what you are trying is working, just a tiny bit, right? Enough to keep you plugging away at it – but you're scattering your energies, and it's unnecessary! Sure, I have a head start, because I've done this over and over again for other people's

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businesses, other people's blogs, and other people's investments. I was able to launch [Shift Your Spirits](#) with my eyes wide-open and a lot of hard-won experience.

My mission with [Slade on blogging](#) is to give you a comparable leg-up – to graduate you, to upgrade your knowledge by sharing my own, and bring you up to at least where I am. I deserve it – you deserve it too!

The best news I have to share with you here is that my most successful online marketing project to date happens to be the one I am most passionate about, the one I began with the least financial motivation, and the one that makes a spiritual impact in my readers' lives.

I make more money – I receive and manifest more meaningful abundance – blogging about the things I would gladly give away. The income is all a direct result of creating the best content I can – not the other way around.

I keep saying it “Focus on the content, the mission, the highest sense of purpose, and let the money be a by-product – just one of many forms of pricey and priceless abundance you will receive as a result of putting your best self out there, for all the right reasons.”

Are you familiar with the 80/20 rule? You'll often hear this discussed in the contexts of Time Management, Prioritizing, and Business Resource Investing. Jeff Lilly and Adam of Adam's Peace, when I mentioned 80/20 to those guys, both were quick to point out examples of the truth behind this principle, in places and contexts I'd never imagined it to show up—like the Rule of Thirds in sacred geometry and design, the magic Spiral pattern found all over Nature, or the Law of Accelerating Returns. 80/20 is a valuable spiritual and financial phenomenon to learn and apply.

In the context of business and marketing efforts, the 80/20 Rule, also called the Pareto Principle, means that 80% of your revenue comes from the top 20% of your products, clients, etc.

80% of your reader response will come from 20% of your blog posts.

I don't want to research and fact-find and preach a sermon here and now on 80/20 – I encourage you to study more thorough sources than me. [Google the 80/20 Rule](#)

Yaro Starak of Entrepreneur's Journey is one reliable source that caught my eye in those Search Returns. [What Is The 80/20 Rule and Why It Will Change Your Life](#)

Steve Pavlina fans can start with the post [Do It Now](#).

My point with all this is to encourage you to reel in all the kitchen-sink, blog-cluttering, reader-overwhelming, sidebar-clogging marketing strategies and focus your time and energy on the few things that really work – and won't make your blog look and feel like a

wannabe Picadilly Circus, Times Square, or the back pages of a Sunday newspaper sales section – screaming “Desperate Money-Needy Blogger Here – Click Something, Anything, Please!” Because your mission and your writing and your reputation revolve around meaningful content – spirituality, self-improvement, personal development, healing arts, life coaching, philanthropy – it’s that much more important that you aren’t motivated by every little get-rich-quick, nickel-and-dime monetization strategy you run across.

You especially don’t want to **look** like you’re *just trying to make a buck*. And trust me on this: if that’s where your motivation is coming from, it seeps into your power, your mission, it comes through in your content—it can be **felt**. This mindset poisons your power and over time has the exact opposite impact of your best intentions.

Align your best intentions with your bottom-line motivation – to serve and to lead your readers with what you have to offer and deliver on that promise in a big way. But don’t let your fear and your inverse manifesting habits tell you that you must buy into the Starving Artist scenario, either. Your highest self, your truest calling, your best intentions, your most selfless motivations are **not** incompatible with the form of abundance called money or other forms of compensation.

If you’re struggling with this *Nice Person Guilt and Shame*, and demonizing your concept of money and material wealth, now might be a good time to explore the articles I’ve published about my financial epiphany:

[If Money Was A Person Who Would Money Be?](#)
[Your Meaningful Money MakeOver](#)

Morgana Rae’s brilliant concept of [Financial Alchemy](#) changed my life. Well, actually, it changed my perspective – I changed my life. The impact my best intentions have had on my readers has truly changed my financial situation. Money is a way that your readers compensate you for what you give away. Focus on what you give and let them control the way that returns to you. I realize that this is a control issue – if you’re spending more time Googling every traffic scheme and monetization method out there, and submitting your pages to social bookmarks more than you are simply addressing your mission by creating original, valuable content on your blog, then you are seeking power *over* your readers.

Power *over* is not power *from within*. Power from without – the karma you generate – is not within your power. It belongs to your readers. Give that power to them, and provide only a select, incredibly laser-focused means for them to reflect what you’ve given them back to you.

Okay, enough with the ball-busting sermon, but so many of you guys are struggling, and you’re spending and, in some cases, wasting your energy in the wrong way. You’re clutching and penny-pinching and pick-pocketing your readers’ greatest gift – their

attention. Back off and create a strategy for receiving the love they want to return to you, for all the right reasons.

Much of that appreciation and thanks will be expressed in money – it's the easiest way, for many people, to communicate value to one another. Your readers may have no other form or source of wealth – you are already beyond that.

Back to the Top Three Ways to Make Money with Your Blog

1. Promotion of Offline Professional Services – Many businesses already use blogging simply as a means to advertise their professional services. *Check out my blog, learn about me, become familiar with what I know, what I do, then contact me and hire me to share my expertise with you, one-on-one.*

My Number One most financially lucrative form of income, generated entirely by my blogging activities, continues to be the personalized, unique, highly valuable, one-on-one, professional intuitive consultation, coaching, and teaching services I provide.

One-on-One jobs – professional services – whether performing Spirit Guide Readings or Blog Marketing Consultation, or Red Penning spiritual author's manuscripts – are extremely labor-intensive. It's a huge commitment of my time and attention, and I attach price-tags accordingly.

Private, personalized services are the highest potential value you can provide your readers/clients. Selling products may be *passive*, but in order to work for a lot of people, they need to be extremely *general* – my experience has been that applying information in a general way that speaks to a lot of people is much more difficult than applying my knowledge and skills to an individual. And I require fewer clients to support myself.

Do you see how you truly only need to reach a few people to support yourself professionally as a blogger? How many visitors do you need to make just tens or hundreds (still a long way from thousands) from a Google AdSense payout?

Now, you may look at my work and say “Yeah, but you're a psychic – I can't give readings.” Well, that's not true, at all. If you feel called to work as a professional intuitive, you can learn to do so. I am a “self-taught” intuitive, and I'm still a ways off from being able to teach others my quirky personal system, but my fellow intuitive Andrea Hess of Empowered Soul has created a system for training others to do the work she does – the [Soul Realignment™ Practitioner Program](#).

But what if you don't want to work as a medium or intuitive consultant? I realize that many of you would benefit from having some type of professional service that revolves around other forms of advice, coaching, or one-on-one consulting. I encourage you to develop and offer this as a paid service if it feels right to you because even one

modestly-priced client service will produce more income for you than a shift waiting tables or three month's worth of advertising revenue.

Whatever it is you blog about can potentially be developed as a professional service of some kind – it could be some form of individualized healing, tutoring, teaching, critiquing, coaching, or consulting. If you can write about it for a general audience of thousands, then you can walk one private client through it.

I don't only do work as a psychic, I also offer personal professional services on the other end of the spectrum – providing technical blog marketing consultation, strategic business and self-publishing advice.

The format is similar even if the subject matter is wildly different – professional services for me are the number one source of income – they are the reason you won't be jumping Google Adblocks trying to get to the next paragraph in my articles on [Shift Your Spirits](#) anytime soon.

At the end of this tutorial, I'm going to share the skinny with you on how to set up a [payment system](#) that integrates with your free verified PayPal account, and for \$5 a month will power the income streams I'm discussing here – professional services, as well as digitally downloadable products, and your own affiliate program.

If you want to sell phone consultations of some kind, as a service, check out the free [Ether.com](#) system.

There are some popular, established healing arts and professional services in the personal development market that you could pursue through training and certification programs – a few examples that peers and clients are using include:

- Life Coaching & Goal Setting
- Neuro-linguistic Programming
- Relationship Advice
- Emotional Freedom (“tapping” on energy meridians in the body)
- Natal Charts (astrology) or Tarot readings
- Name Analysis and Numerology
- Guided Meditation and Visualization
- Weight Loss, Nutrition, and Exercise – Personal Trainers
- Reiki, Yoga, Massage Therapy, Energy Healing
- Design and Web Development Services
- Marketing Consultations
- Editing and Professional Blogging (blogging for others)

Some modalities may exist as part of accredited degree and graduate programs, but many have paths that are relatively brief, and much more modest in terms of your investment.

Some professional services may require that you be physically present, which could limit your potential clientele, but many can be effectively performed at a distance – such as by email or phone.

If you're a passionate consumer and expert in a specific field or subject area, you don't have to create or invent your own professional service – you can adopt an existing practice or simply work with other providers.

Step back and look at the niche in which you're blogging and ask "What are the modalities, techniques, and services already in existence which I could seek training and certification in order to provide my readers?"

Look also at inventing or creating your own, based on your existing blog topic. I promise you, if your blog's topic can generate readers and subscribers, there is a potential private professional service lurking there. You must be creative enough to connect the dots, but the dots are already in front of you. If you'd like some help developing a professional service of your own, by all means, contact me – I am very adept at brainstorming from several perspectives – as a seasoned advisor of spiritual life purpose and as a business marketing consultant.

Donations – Alternative Method to Paid Professional Services

One of the first monetization methods you probably installed on your blog was the PayPal donations button, right?

For the first year I published *Shift Your Spirits*, I used donations as a step in developing, practicing, and fine-tuning my professional services. Don't **rely** on donations, but don't discount them. I'll share a little secret, behind-the-screens donations statistics with you: One weekend, several months ago now, my donations were *over the top*. Although my readership's generosity consistently delights and amazes me, in one day I received a donation for \$50 from a first-time visitor to Shift Your Spirits, who was not, to my knowledge, even a subscriber. This was followed by a \$100 donation twelve hours later from a subscriber who had been on my list for three months. Three hours after that, I had another \$50 donation from a reader who only became a subscriber that day.

That's \$200 in donations in less than 48 hours. The best part about donations is they result from the best, highest intentions of your blog. You don't jump up and down and splash products or services or ads in your visitors' faces. You don't litter your blog with third-party content – you simply give your reader the option to express her thanks for your efforts.

Don't depend on donations, don't have high expectations. Stick the code up there and forget about it, continue creating the best content you can, and be incredibly surprised and grateful when you receive donations like this.

Create a Donation Incentive – As my professional services were in development, I performed them for those who made donations. The readers decided how much my Professional Intuitive Readings were worth to them. They consistently offered me more money, when given the power, than I would have intentionally priced the services, at that time.

How much comparable traffic and Google click-thrus do you need to generate a few hundred dollars a month?

When you're developing a professional service, you need clients to practice on, even more than you need the income.

- You need to work out the kinks in your process
- You need to know how long it takes you to deliver the work
- You need insight into what your clients want from you
- You need a practical sense of what the service is worth to your readers

Using Donations as a kind of Professional Service Beta Testing also benefits you by:

- Generating constructive feedback
- Producing testimonials you can use for promotion
- Getting the word-of-mouth ball rolling
- Performing services are a great source for content ideas and material you can repurpose

Once you've gained confidence about the work you're doing, you can take your service to the next level of professionalism. At what point do you make the jump? I waited until my schedule was so consistently full that I could not afford, time-wise, to complete all the requests for work. I decided how many one-on-one clients I could realistically serve in a given week or month, and I priced the services to maintain the frequency of the jobs. Once you've made this transition, your schedule will begin to fill up again; when you reach a ceiling, consider raising your prices another notch to maintain your ideal schedule/ work load.

Honestly, for me, it's not a question of giving readings to everyone who wants them, but a matter of how many readings I can realistically do. Pricing becomes an effective means of weeding out the curious, the tire-kickers, and helps ensure that only people who are truly invested, truly interested, and who truly value my time and effort get on my schedule.

2. Sell Your Own Information Products

Some of the steps involved in print publication directly overlap with the steps you need to take to create digital products as well. Say, for instance, you have a collection of written pieces or a book you want to self-publish.

Because of the relatively low net profit margin per book, I'm personally holding out on self-publishing printed books until I have an audience I feel large enough to warrant the work involved. A mainstream publishing contract would obviously be ideal because of the larger marketing and distribution involved. I have already secured an agent for at least two potential titles and my greatest motivation for blogging [Shift Your Spirits](#) is to build an audience in anticipation of selling the books to larger publishing houses. My agent presented me with the task/challenge of establishing 10,000 regular readers (subscribers) as a *bargaining tool*. Having an established audience and a community surrounding your writing, not to mention the resume of your commitment in time and archives, moves your proposals to the top of the editor's slush pile. In today's fast-evolving publishing industry, your blogging efforts and the audience already supporting the work with their attention, could be the one factor that tips the scales and gets your manuscript actually *read*.

I'm not in a position to advise you about mainstream publication and book deals beyond this point, at this time. But I do want to share with you where I'm coming from, where I'm at, where I'm going, and the conscious strategy behind it. If and when I feel that I have the audience to support book releases, even if I can't sell the books to a publisher, I will still be in a better position to self-publish. Incidentally, there are a few titles that I will self-publish for other reasons – simply because I want to.

Because PDF is the universal standard for documents, you need a PDF of your book to offer it in print publication. Print-on-Demand publishers like Lulu.com and Amazon's BookSurge allow you to set up and sell your own perfectly-bound books at no initial overhead cost – but, there are production costs involved with physical print products, and any book deal (even your own self-publication with a POD service) takes a huge chunk out of your net profit per book.

Once you have that PDF, you essentially have an e-book you can sell with a much healthier profit margin. Not every kind of book works as an e-book, but nearly all books are attractive as audiobooks. If you've already written and edited a book, for God's sake, skip on to the author's dream and the mainstay of book promotion – the live speaking gig. Get yourself a copy of Audacity, my favorite open source sound editing program, a computer microphone, record yourself reading that sucker and sell the MP3 as a digital download.

You can use the same [payment processing system](#) to sell audiobooks and ebooks at \$5 dollars a month. More on this in the resources toward the end of this report.

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Selling a D.I.Y. version of my PageCoach Problogging Marketing Consulting creates a passive source of that service that requires no additional investment of my time. The price point is a lot more attractive to potential clients on a budget, especially those who are web savvy enough that they don't need to spend \$3000 to have me do everything for them.

Selling your own digital product can change your financial life forever. You put the work into development, one time – and getting it done is a doozie, believe me, it's a lot of work – but once you've completed your ebook or audiobook, you can sell it an infinite number of times.

This is literally creating money out of thin air. The absolute priority investment of your time and energy, besides blogging and building your subscriber list, and providing a professional service, needs to be getting your own products out there. The time and energy you're spending searching for easy fixes and tinkering with third-party advertising programs, or submitting your blog to every freaking directory you can find – consider that time you could have been spending on your product development...

Shift this priority immediately. The sooner you do, the sooner it will be working for you. Again, ONE visitor to my blog who buys ONE Problogging Tutorial puts \$80 in my PayPal account – right then and there, not after I reach a minimum, not when I hit the quarterly or monthly payout cycle. Instantly. \$89 bucks from ONE reader response.

How many visitors have to find and **leave** your blog via Google AdSense before you make \$89?

3. Membership in Top Quality Affiliate Programs

I use extremely high criteria for selecting products and services to promote as an affiliate.

- Have I personally used the product or service and found it beneficial?
- Would I recommend the product or service to others for free, even if I did not benefit financially from doing so?
- Is the product or service 100% appropriate for my audience and in perfect alignment with my own content?
- Is the product or service something I would personally aspire to author or produce myself?
- Does it represent something I want to offer my readers and currently don't or can't?
- Has the author/producer beat me to something on my own product development list?

If someone offers an affiliate commission for a product or service I would gladly shout from the rooftops about, I'm all over it. I've considered and then dropped more affiliate memberships than I've maintained.

Currently, I promote several items as an affiliate:

[My Web Hosting Company LivingDot](#)

They are a phenomenally customer-service oriented hosting company in a sea of crappy hosting options. In five years of working online and dealing with my own hosting as well as business clients, I've had horrible-hosting-experiences after nightmare-hosting-experiences after nothing-to-write-my-readers-about hosting experiences. [LivingDot](#) is the exception – I reward LivingDot, my fellow bloggers, and myself by displaying an affiliate link on my blogs – everybody wins.

This is not a huge source of income – it does, however, consistently pay for my own operating costs. With 75% of my business overhead covered by this one little relationship, I consider this *seriously lucrative*.

[My Shopping Cart System E-junkie](#)

I also currently recommend e-junkie as an affiliate. I've already written a post about how much I adore them: [How to Sell Ebook with A PayPal Account](#)

My overhead costs for payment processing are 100% paid for, plus a small profit.

I recommend that you look for high ticket affiliate programs that are really relevant to your readership and that you can recommend without reservation. Don't stick a bunch of links up there, or waste a bunch of time on ClickBank looking for anything that *might* work. It likely won't. The fewer affiliate programs you promote, the more value each of them carries.

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I recommend you generally consider affiliate programs that offer at least 15% or more commission, unless it is tightly bound to your content, your mission, or some serious personal relationship.

I am truly looking forward to upcoming product releases by my peer bloggers – I am encouraging them to [use e-junkie](#) and set up an affiliate program. I already have a relationship with these authors/ editors/ bloggers, and making a buck here and there while helping them make money is a win-win in which I am 100% eager – for all the most meaningful reasons – to participate.

[Jeff Lilly's Druid Journal Guided Meditation Series](#)

Deciding to help promote Jeff's audio downloads was a no-brainer – Jeff has been one of my strongest peers in the blogosphere since very early on in the development of both our domains.

Other than my personal friendship with Jeff, the quality of the content is unique and of great interest to my readership. Meditation techniques are not my strong point as an author or a teacher, yet they are integral to my audience's personal and spiritual development.

I have listened to, used, and experienced fantastic results with the Druid Journal Guided Meditations. I have no immediate plans to develop or offer comparable or competing products, but I can extend the range of tools available to my readers through this affiliation.

[Adam Kayce's Inner Peace Audio](#)

I promote Adam's collection of Guided Meditations for many of the same reasons that I do Jeff's.

Again, these are excellent, quality, original products that represent something my audience desires that I can't personally provide for them. I've used them with great success and would recommend them even if I wasn't getting a kick-back.

[Soul Realignment™ Practitioner Program](#)

Andrea Hess of Empowered Soul works very much within a shared niche. Our content and professional services are very similar. More than any other fellow blogger with whom I've developed a personal friendship, Andrea is literally a colleague.

The beautiful thing about the Internet is that competition doesn't exist in the same way that it does in the physical world. McDonald's and Burger King built right across the street from one another may be seen as competing entities, where shared potential customers are choosing between the two. In the blogosphere, it's much easier for our readers to choose both – our work supports and complements one another.

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The main reason why I promote Andrea's practitioner program is that it perfectly represents something I'd ideally like to offer my audience and simply can't, at this time. Long on my To Do list is not only providing spirit guide readings to my audience, not only teaching them to connect with their guides on their own, but also teaching those who are called to do so how to become professional intuitives.

I am a *self-taught* psychic, with a certification in Angel Therapy® -- I believe that intuition can be learned. I would very much like to teach others my process one day – Andrea has already produced an amazing course that teaches others her process. While our processes differ in many ways, they also overlap in essence.

By offering Andrea's program to my readers, I'm fulfilling one of my greatest goals on many levels. My readers don't have to wait for me to develop a course like this.

[WordPress SEO Secrets](#)

After working with this tutorial for less than six weeks, I've gained an entire point in terms of PageRank and doubled the percentage of search engine referrals I receive from Google and Yahoo.

I'd been quite lazy about working on Search Engine Optimization, outside of the obvious content creation. SEO can be such a mysterious can of worms... Michael Martine's SEO Secrets, specifically for users of WordPress, is worth every penny.

Start Your Own Affiliate Program

After setting up your own digital products with [e-junkie](#), it takes an extra five minutes to copy+paste the button code that turns your products into your own affiliate program. Consider this returning the favor and sharing your abundance with those who deserve to be rewarded for all that they do to build your list and send you traffic.

You may want to think carefully before offering affiliate commissions on leads that result in professional services – unlike a digital product where you've already done the work, a professional service requires the same time and work load whether your own web site refers the client or someone else does.

For this reason I don't currently offer affiliate commissions on readings – I couldn't manage the demand on my schedule that would create. I do offer 25% to 50% commissions on my digital products (tutorials), but I prefer to work out private agreements with potential partners. If you are interested, please contact me by email contact@sladeroberson.com

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So, there you have it – the full disclosure of how I make a full-time income blogging about subjects I truly love. I have learned from these past few life-changing years publishing *Shift Your Shifts* – passion powers the most meaningful abundance.

I want you to do this too! I want you to transform who you are and what you love into what you do for a living – into a career that not only brings abundance into your life but into the lives of thousands of other people around the world.

A handwritten signature in black ink that reads "Slade". The letters are cursive and fluid, with a large 'S' and a long tail on the 'e'.

Slade Roberson

[Shift Your Spirits](#) | [Automatic Intuition](#) | [Slade on Blogging](#)

The remainder of this report describes an overview of how to implement all these income streams (except for Donations) with [one \\$5 a month service](#).

Trust me when I tell you, that after 4 years of using every crappy expensive shopping cart tool out there, I wept with joy when I discovered e-junkie.

E-junkie

Do me a favor and use my affiliate link:

<http://www.e-junkie.com/?r=3579>

E-junkie is a web-based shopping cart system that seamlessly integrates with a free PayPal account for processing payments. You can sell any type of downloadable file – zipped folders, PDFs, mp3s – anything you can upload.

E-junkie offers a free trial; to store and sell 10 products/files is only \$5 a month. And it's built with modern architecture, unlike all the crappy \$75 a month tools—which are not only expensive, but 10 years behind the rest of the internet.

- Do you want to sell Guided Meditation audio downloads?
- Audiobook-style recordings of your writing?
- PDF ebooks or articles collections?

Use E-junkie's Digital Download Architecture for Professional Services

Or perhaps you want to sell some type of professional service – such as Intuitive Readings, Spiritual Advisement, or Coaching Sessions. To give you an idea of how to think outside the box and use e-junkie to process payment for services, let's use paid Email Readings as an example potential service.

Even though the “product” is not instantly downloadable, I use the e-junkie architecture in tandem with my free PayPal account to process sales for Spirit Guide Readings:

For products – PDF ebooks and MP3 audio downloads – it's obvious the formats you need – the files themselves. But if you want to use e-junkie to process sales for personal services, this is my work-around:

I create a **PDF Invoice** – a set of instructions regarding the reading that includes:

- A Thank you message
- A special email address only for readings
- An explanation of the reading process
- The personal information I require from the client to conduct the reading
- how long the reading should take

I essentially sell this set of instructions as a Booking.

The client clicks the payment button, purchases the service booking, and immediately receives an email/ with a download link to the instructions for how to proceed.

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Most people still experience some anxiety about making online purchases – did the payment go through correctly? Did the necessary information “end up in the right place”?

When I receive the client’s information, I always respond to the email personally, as soon as possible, to assure her that I received her information, have her on my schedule, and when she can expect the completed reading.

All you need to set up the e-junkie cart system is:

- A free verified Paypal account
- An e-junkie account subscription -- (they pull recurring payments straight from your PayPal account, so I just always leave \$5 sitting in my PayPal account to cover it -- essentially some portion of what I sell goes right back to them.)

The e-junkie architecture automatically pulls up your Paypal checkout for you when someone clicks your payment button.

Seamless Look-and-Feel Integration with Your Blog

To customize and mask your PayPal payment screen with your personal logo/information (so it looks like part of your site) you can opt to be a Reseller/Affiliate of e-junkie – which is free – you just post their button on your site. I have one in the bottom/footer of my blogs.

I receive enough affiliate click-throughs that my e-junkie system totally pays for itself.

Once you have your account set up, you simply upload the file/files you're selling, assign a price, and they spit out the payment button code.

Create a sales page on your site – or an individual post dedicated to describing and selling your service – copy+paste/insert the button code generated for you by the system—and that’s it.

A couple of notes about PDF creation:

I use Adobe Professional and consider it a worthy investment if you’re going to be creating a lot of PDFs. But, if you have the latest version of MS Office programs, such as Word, you can now save as/export straight to PDF.

Free PDFs

OpenOffice.org is the open source MS Office alternative that has had PDF exports standard for years now. You can also process three free PDFs at Adobe.com, just by uploading the file.

There are also a ton of free programs that place a PDF export as a printer option.

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Is this enough to get you going?