

## LESSON 2 WORKBOOK

# How Blogs Make Money

## Module 1: Blogging Foundations

|                |  |        |                                        |
|----------------|--|--------|----------------------------------------|
| Name           |  | Date   |                                        |
| Blog / Project |  | Status | ■ Not started ■ In progress ■ Complete |

## Lesson Purpose

Use this workbook while completing Lesson 2, How Blogs Make Money. Write your answers in your own words and turn the lesson into practical steps for your blog.

### Before You Begin

|                          |                                                        |
|--------------------------|--------------------------------------------------------|
| <input type="checkbox"/> | I have opened or completed the lesson.                 |
| <input type="checkbox"/> | I understand that blogging results are not guaranteed. |
| <input type="checkbox"/> | I will focus on useful, original, reader-first work.   |
| <input type="checkbox"/> | I will complete the action step before moving on.      |

### My Main Goal for This Lesson

|                                                  |
|--------------------------------------------------|
| <b>What do I want to understand or complete?</b> |
|                                                  |
|                                                  |
|                                                  |
|                                                  |

## Guided Exercises

### Exercise 1

List four ways blogs can earn money.

| Your notes |
|------------|
|            |
|            |
|            |
|            |

### Exercise 2

Which income model fits your future blog best? Why?

| Your notes |
|------------|
|            |
|            |
|            |
|            |

### Exercise 3

What must happen before monetization becomes realistic?

| Your notes |
|------------|
|            |
|            |
|            |
|            |

# Action Plan and Reflection

## Key Takeaways

Write the three most important things you learned.

|  |
|--|
|  |
|  |
|  |
|  |
|  |

## My Practical Action Step

What will you complete before the next lesson?

|  |
|--|
|  |
|  |
|  |
|  |

## Completion Checklist

- |                          |                                           |
|--------------------------|-------------------------------------------|
| <input type="checkbox"/> | I completed the lesson exercises.         |
| <input type="checkbox"/> | I made one clear decision or improvement. |
| <input type="checkbox"/> | I saved my notes or updated my blog plan. |
| <input type="checkbox"/> | I know what I will do next.               |

## Reflection

What is still unclear, and what should I review?

|  |
|--|
|  |
|  |
|  |

## Next Step

Continue to the next Blogging Academy lesson after completing your action step. Keep this workbook as part of your long-term blogging plan.

Educational note: This workbook provides general educational guidance. Blogging income, traffic, rankings, and business outcomes are never guaranteed.