

LESSON 34 WORKBOOK

Display Advertising

Module 5: Monetizing Your Blog

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

Lesson Purpose

Use this workbook while completing Lesson 34, Display Advertising. Write your answers in your own words and turn the lesson into practical steps for your blog.

Before You Begin

☐	I have opened or completed the lesson.
☐	I understand that blogging results are not guaranteed.
☐	I will focus on useful, original, reader-first work.
☐	I will complete the action step before moving on.

My Main Goal for This Lesson

What do I want to understand or complete?

Guided Exercises

Exercise 1

Estimate the traffic needed before ads become meaningful.

Your notes

Exercise 2

Compare ad-network requirements.

Your notes

Exercise 3

Choose when you may introduce ads.

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

- | | |
|--------------------------|---|
| ☐ | I completed the lesson exercises. |
| ☐ | I made one clear decision or improvement. |
| ☐ | I saved my notes or updated my blog plan. |
| ☐ | 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.