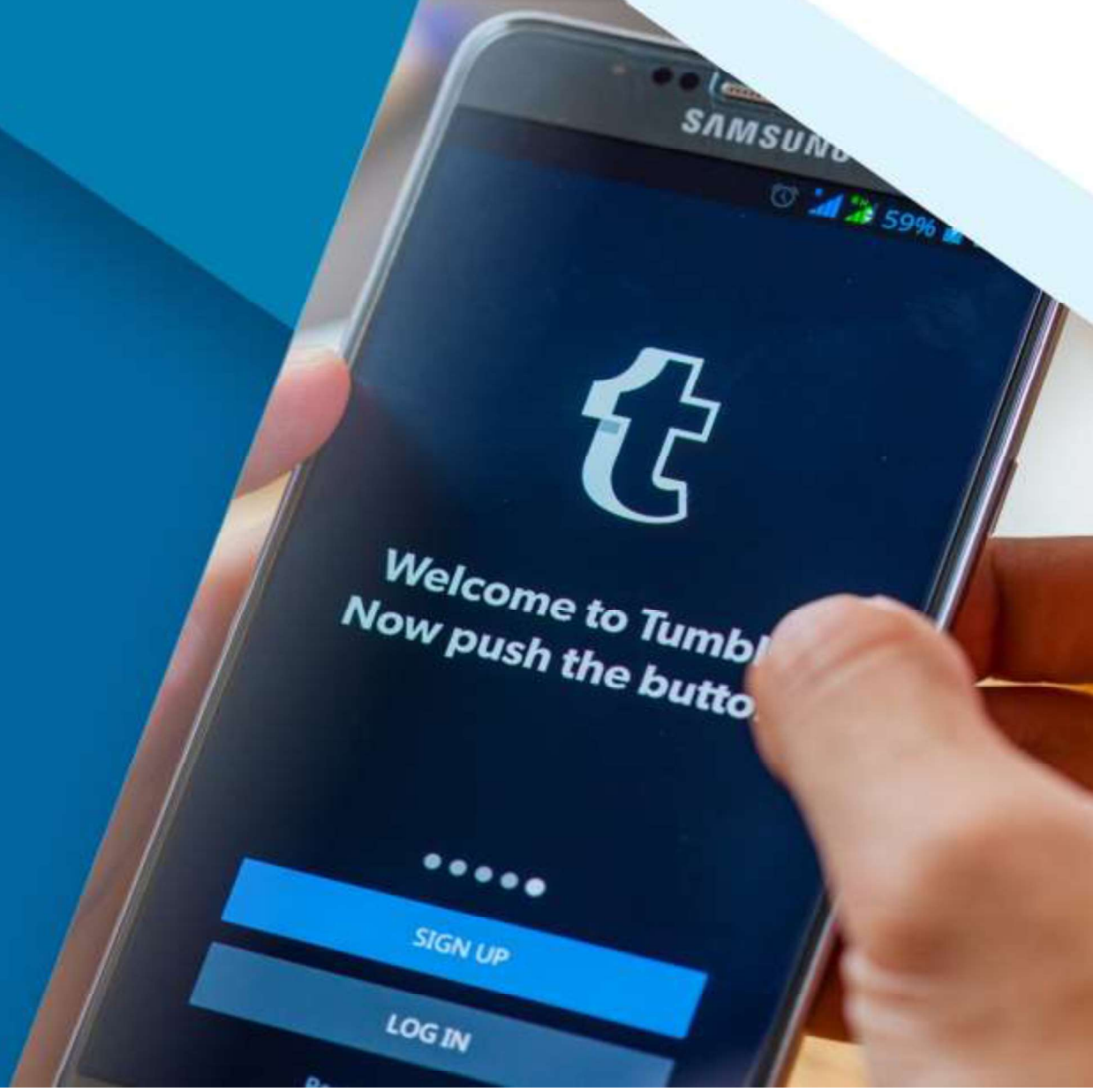


# tumblr Income Formula



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# **Chapter 1:**

## **Can You Really Use Tumblr to Make Money Online**

Tumblr, is a bit like the new kid on the block – everyone want to meet them, but no one is really sure what they will be like, how they will fit into their current environment, and whether they will want to get to know them better.

If you do nothing else this month, take some time to learn about Tumblr, because it truly is one of the easiest ways to make money online.

Blogging has quickly become one of the most effective ways to make money. That's because there is so much flexibility within the concept of blogging. Tumblr changes the way we blog in that it is a micro blogging site, which means your messages are shorter.

This means they can be more concise. It's long been proven that visitors are more likely to read shorter messages than longer messages.

Tumblr allows you to create short blog posts, post pictures, audios, videos, links, and more. Try to stay on topic, because you will build a much bigger following and people are more likely to stay with you. For example, if you sell Diet Solution A, then talk about it, the benefits, the risks, how to lose weight, how to exercise effectively, etc.

Share pictures that are crazy and memorable. Don't wonder off topic and start talking about the new Kia Rio or holiday destinations (unless they are related to losing weight), or you will start to lose your momentum and people will fall away from following you.

If you have an affiliate product you are selling, you can easily work it into your Tumblr posts. If you don't have a product yet, then it's time to find one. Perhaps you have a brick and mortar store, then use Tumblr to create interest in that business and make sure you post often.

Maybe you have a service based business, such as designing websites, then spend your time helping your visitors understand what's needed to be successful with your web page. Those are just some examples.

It doesn't really matter what it is you are selling as long as you stay on target and are patient.