



The Geek Blogger's Guide To Your First \$1000

The Otaku Journalist Online Earning Course

Lesson 1: Blogging for Money 101

Thank you for signing up for **The Geek Blogger's Guide To Your First \$1000**. This is a five-part email course that will walk you through all the ways I use my blog to make money.

My First \$1000

Otaku Journalist is a blog where I share my experiences as a geek careerist, beginning with my work in journalism and branching out into copywriting and web development, all with a geeky focus. It may not look like much, but this little blog pays my rent. At nearly eight years old at the time of this writing, it is a major part of my career.

Over the years, I have experimented with several ways to earn money from Otaku Journalist, and each one will be a lesson in this course:

- **Affiliate blogging**, in which I refer products for a commission,
- **Advertisements**, in which I signal-boost another company for a fee,
- **Review copies**, in which I get free stuff in exchange for reviewing it,
- **Digital products and services**, like this course, that I sell on my blog for \$\$\$.

I have had varying luck with each of these income streams, but each of them contributed to the first \$1000 I made on Otaku Journalist.

Why Monetize Your Blog?

If you've signed up for this course, you've at least considered the idea of using your blog to make money. However, you might feel like it's scammy or somehow less noble than putting your work out there without expecting anything in return.

I heartily disagree. Monetization helps me immensely without disadvantaging my readers. Money is a great motivator that keeps me producing content, 99% of which is free to everyone. And I definitely create my best work when I'm feeling financially secure; who doesn't?

When I began blogging, monetization was a lot more intrusive, but now there are a lot of ways to subtly monetize without inconveniencing readers or losing your soul. I think it's totally possible for everyone who adds something to the Internet to make something in return for their work.

What's Realistic

However, notice I didn't say that it's possible for everyone to *make a living*. The people who support themselves wholly through a blog are rare, and those who get rich doing it are outliers. I certainly don't make my entire living through my blog, though recently I have made as much as two thirds of my monthly living expenses through Otaku Journalist. Even then, I don't live a life of luxury! I drive a 12-year-old car and comb [flight deals](#) in order to go on vacations.

I don't think it's realistic for a person to start a blog in 2017 and make a living at it by 2018. However, I think it's extremely plausible for that same person to go from making \$0 to \$100 a month through blogging in that time. With Otaku Journalist, it took me a year and six months to make my first \$1000, and it has increased every year from there.

How to Use this Course: Multiple Income Streams

It's clear we're not talking about six figure earnings here. More like... three figures. But if you're making three figures in a few different places, that can add up to four, even five figures. That's why I encourage you not to try just one of my monetization strategies, but all four.

First off, you don't know which of these will work for you. Every blog is different, and different monetization strategies embed better in some blogs than others. Secondly, you don't know which one you will most enjoy. Some monetization strategies feel like a slog to me even when they earn, while others make me feel like a skilled entrepreneur when I succeed. Thirdly, it isn't realistic to make a living at just one, so if you combine a bunch of monetization strategies you have the most likely chance of turning your blog into your primary income generator.

In each lesson, I've worked to make it as easy as possible for you to get started. Match my hard work with your own and give each lesson a try. You may be pleasantly surprised!

The Fine Print

Finally, let me just say this: results may vary. I am sharing real techniques I used to monetize my blog, and I am confident they work if you put the effort in, but you aren't going to become an overnight success just by reading this free email course. Obviously.

Thanks once again for taking a chance on my mailing list and signing up for this course. See you in 24 hours for tomorrow's lesson: **All About Affiliates**.

Lesson 2: All About Affiliates

Affiliate linking is a marketing practice in which a business rewards you for referring a sale. You refer sales by filling your website with tagged links that contain an identifier that's custom to you and your site. When somebody clicks on one of these links and buys a product from the company's site, you are rewarded with a small percentage of the sale.

You don't need to do anything but have the link present on your blog, which makes the fantasy of "waking up to money you earned while you were asleep" possible. Today, there are hundreds of thousands of affiliate programs for practically every business type, and even businesses that capitalize on setting up affiliate programs for you!

My Affiliate Experience

I have used several different affiliate programs, but the one I stick with is Amazon. Since you can buy practically anything on Amazon, it doesn't matter what link I refer people with; they may click on an anime DVD and end up buying a blender and I still make a cut.

I am writing this course in March 2017. In the past 365 days, affiliate links placed on Otaku Journalist have accounted for \$1,119.07 of my income.

Earnings Report Totals				Glossary
March 7, 2016 to March 7, 2017				
	Items Shipped	Revenue	Advertising Fees	
Total Amazon.com Items Shipped	243	\$4,771.48	\$310.22	
Total Third Party Items Shipped	646	\$11,630.10	\$823.83	
Total Items Shipped	889	\$16,401.58	\$1,134.05	
Total Items Returned	-8	-\$374.22	-\$14.98	
Total Refunds	0	\$0.00	\$0.00	
TOTAL ADVERTISING FEES	881	\$16,027.36	\$1,119.07	

A thousand bucks a year isn't nothing (imagine what you'd do with an extra grand!) but it's not the main success story of my affiliate linking income stream. After noticing that people mainly clicked on *Gundam*-related affiliate links on Otaku Journalist, I created an entire blog just about that, [Gunpla 101](#). Here's what that site earned in 2016:

Earnings Report Totals				Glossary
January 1, 2016 to December 31, 2016				
	Items Shipped	Revenue	Advertising Fees	
Total Amazon.com Items Shipped	1505	\$32,121.35	\$2,041.09	
Total Third Party Items Shipped	3642	\$63,655.54	\$4,554.96	
Total Items Shipped	5147	\$95,776.89	\$6,596.05	
Total Items Returned	-39	-\$1,791.12	-\$77.40	
Total Refunds	0	\$0.00	\$0.00	
TOTAL ADVERTISING FEES	5108	\$93,985.77	\$6,518.65	

Out of all the income streams in this course, affiliate linking is my favorite because it feels the most natural. I'm not shilling for anyone, just linking to products I already love. Today, I have several different affiliate sites that each focus on a specific topic I care about.

How to Get Started

There are just three steps to making money with affiliate links: start a blog, join an affiliate program, and put affiliate links on your blog. Let's go into detail.

Start a blog

I recommend that if you're going to monetize your blog in any way, it should be on a platform where you maintain total ownership. So not Facebook and not Tumblr. One of the reasons for this is that you need to prominently disclose that your blog uses affiliate links, in the footer, on the about page, or even in an affiliate-linked article itself.

I personally host all of my affiliate blogs with [Bluehost](#) (this is an affiliate link, which I am disclosing just like I'm telling you to do!) but there are plenty of hosting providers to choose from that allow you full ownership of your online properties. Different affiliate programs have differing levels of strictness, so it's best if you can fully control how links will appear.

Join an affiliate program

Now it's time to sign up for a program. I have already mentioned that I predominantly use Amazon's affiliate program, which you can join [here](#). However, there are several different programs that you can try:

[Skimlinks](#): an affiliate marketing tool which connects to dozens of affiliate programs. It'll convert your regular product links into their partners' links so you can be part of lots of different affiliate programs without individually signing up for them all.

[eBay Partner Network](#): Often mentioned in the same breath as Amazon, this affiliate program is almost as large. The difference is that commissions are much larger—from 50 to 80% of the eBay fees based on country with a 200% bonus for first-time customer purchases.

[Rakuten Affiliate Network](#): Owned by the Japanese shopping portal of the same name, this program is truly global, compared to others that offer preference to US-based affiliates.

For some geekier options, you can try [Right Stuf](#), [J-List](#), [Crunchyroll](#), or [Newegg](#). I've tried the first three and haven't made a cent, though I have friends finding success with Right Stuf now that they've completely revamped their program.

As with income streams, I encourage you to try several affiliate programs. Some people who are successful in other affiliate programs are baffled by my success with Amazon's, and it's likewise for me with them! Different programs work for different blogs.

Put affiliate links on your blog

This part sounds like a no-brainer, but stay with me. The way you use links definitely impacts your success. Affiliate linking sometimes gets a bad rap because you can be really scammy with it, just spamming links all over the place. You don't want that to be you! On the other hand, you don't want your links to go unseen, either. Inserting them into shopping guides with photos and big friendly buttons can go a long way toward encouraging readers to click.

Finally, I want to note that this isn't exactly passive income. Since readers click on old blog posts less than new ones, you're going to need to keep at it, adding affiliate links to your new and more popular posts frequently if you want to earn. That said, it's one of my favorite ways to

make money because you do it on your own terms. Put on your entrepreneur hat, sign up for some affiliate programs, and experiment with different techniques to see what works for you!

Further Reading

Interested in this income stream? Here's some writing I've done on the topic.

- [How to design and launch your niche affiliate blog](#)
- [How to make 2016 your year of profitable niche writing](#)
- [How to encourage clicks on your niche affiliate blog](#)
- [How to choose keywords and content for your niche affiliate blog](#)

For an extremely in-depth, illustrated guide to this income stream, check out my recently updated course in the Get Bullish shop: [Affiliate Linking for \\$\\$\\$](#).

Thanks for reading, and stay tuned for tomorrow's lesson: **Working With Ads**.

Lesson 3: Working With Ads

Welcome to Day Three of **The Geek Blogger's Guide To Your First \$1000**. Today we're going to talk about the oldest and most traditional way to make money from a blog.

Usually, advertisements display as images, but they can also be as simple as text links or as elaborate as video. They can sit quietly in the sidebar, or they can dominate a site with autoplay or pop-ups. When it comes to implementing ads yourself, you have to find a balance between an overly intrusive ad, and an ad that isn't seen (or clicked) at all.

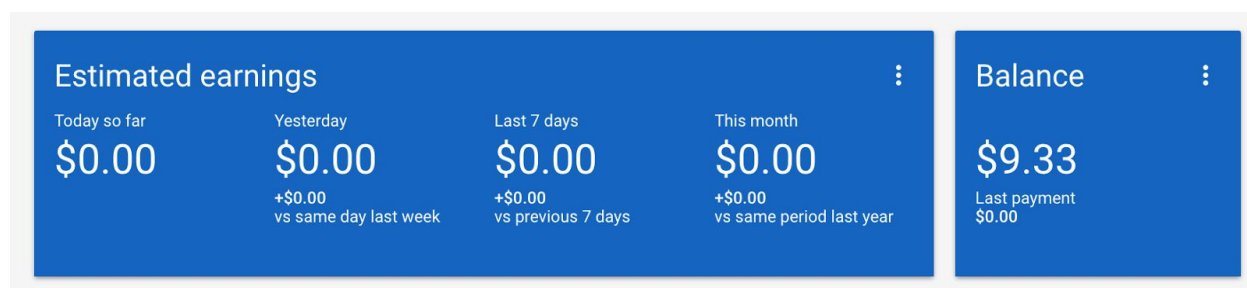
Because of their visual nature, I think it's vital to consider the fit of the advertiser with your native content. Not all ads are annoying. I personally find ads that fit my interests helpful, like when I visit anime blogs and see coupons for buying anime. On the other hand, I hate it when I see ads for high heels (which I never wear) and strollers (for the baby I don't have) simply because advertisers know I am a woman in the 25-34 age bracket. The more intrusive the ad, the more important it is to ask yourself "Will my audience find this useful?"

My Advertising Experience

My very first attempt at monetizing Otaku Journalist was signing up with [Project Wonderful](#), an ad service that pairs you with a specific niche of advertisers, like webcomics or anime. It also lets me set a rating (G through PG-13) on my ads, so I never got any embarrassing surprises.

I currently have \$0.24 in my Project Wonderful account, so you can see why I stopped. I made as much as \$5, but I funneled all the pennies I earned back into running my own Otaku Journalist ads on other sites. So really, it wasn't much of a money-making strategy for me so much as an advertising campaign of my own!

After giving up on Project Wonderful, I tried [Google AdSense](#) in order to host ads on my site in a different way. (Not Google *Adwords*, which allows you to *create* ads for other sites to host.) I currently have \$9.33 in my account, just shy of the \$10 minimum you need to get paid.



Date	Page views	Impressions	Clicks	Page RPM	Impression RPM	Active View Viewable	Estimated earnings
Sun, Dec 19, 2010	138	138	1	\$9.86	\$9.86	—	\$1.36
Mon, Dec 20, 2010	87	87	1	\$11.18	\$11.18	—	\$0.97
Tue, Dec 21, 2010	106	106	0	\$0.01	\$0.01	—	\$0.00
Wed, Dec 22, 2010	155	155	0	\$0.00	\$0.00	—	\$0.00

Here's how it worked. In 2010 I put some ads on my site, and got paid for clicks, not views. My issue is that in 2010, I did not have a lot of readers! From March 2010 to March 2011, I only got 8,000 unique visitors—all year.

Things are different now. From March 2015 to March 2016, I got 661,438 unique visitors. So I decided to give Google AdSense another try, in the sidebar on the main page of Otaku Journalist. By the time you're reading this, you may no longer be able to see this because even at the time that I'm writing about it, I have some concerns. Google ads are based on what it knows about my readers, so they feel more like machine output than suggestions from a helpful friend. The ones I'm seeing, for example, are about running shoes on Amazon, because I just shopped for running shoes on Amazon. (And bought them; and I don't need another pair, so stop trying to sell them to me!) There's a potential to make a lot more money now that my visitor number has more than quadrupled, but it's not worth alienating readers with ads that are more spammy than they are relevant.

So if ads can be intrusive, why do people use them? The hard truth is that they work, and the more readers you have, the more successful they will be. I think about this a lot when I put up

new articles on my [Forbes blog](#). There are so many ads on each of my articles that it's difficult to see my writing, but on the other hand, this is why Forbes is able to pay me for my work. It's a trade-off full of trial and error that I'm still grappling with today.

How to Get Started

There's a good chance that you, like me, have more misgivings about ads than any other kind of monetization effort, because you've probably been inconvenienced by them in the past. Now that you know my own pitfalls and possible concerns about ads though, you're ready to experiment with ads that are hopefully both useful to your readers and lucrative for you.

There are two ways you can approach advertising: use an ad service, or be your own service. You can either host ads a service chooses, or work with sponsors to choose your own.

Choose an ad service

Sign up for an account at Project Wonderful, Google AdSense, [Media.net](#), or another provider. (Google "AdSense competitors" to find a longer list.) Specify the size of the ad you want to host and where on your site the ad will live. The ad service will generate a code that you paste into your blog to make the ad appear. I usually paste it into the blog sidebar.

Sell your own ads

Or, you could cut out the middleman. Reach out to companies you like or small businesses you support and ask them if they'd like to put banner ads on your site for a fee. You'll need to give them some statistics about your monthly viewers so they know it's worth their while. A blogger I think does this extremely well is [Yes and Yes](#). Notice how on her [Sponsor page](#) she tells you everything you need to know, from how the ad will look to what it will cost.

The first one is easier to get off the ground. If you have a Google account, for example, setting up an AdSense account takes under a minute. But the second one gives you more control over just what you're promoting on your site. The choice is up to you.

Further Reading

I have not written very much about ads on Otaku Journalist—yet. So for your "further reading" list, I've compiled some places I've gone to learn more about advertising:

- [Banner Ads Advertising: How To Make Money Selling Banner Ads On Your Blog](#). This tutorial discusses both options: using networks and finding sponsors yourself.
- [Make Money With Google AdSense](#). Lisa Irby is a genius when it comes to this stuff.
- [Online Advertising Basics](#). The difference between CPM, CPC, and more.

If you found this helpful, stick around for tomorrow's lesson: **Getting Review Copies**.

Lesson 4: Getting Review Copies

Sometimes making money from your blog doesn't strictly happen in cash form. You may also receive products or services in exchange for writing about or reviewing them. The part that factors into earning is when you are reviewing stuff you would have bought anyway. You may not be receiving dollars, but you're saving dollars you were otherwise going to spend.

Another benefit of receiving payment in products is that you don't have to pay taxes on them the way you would for paychecks. While you shouldn't re-sell or profit on review copies in any way (more on that later), you don't have to get taxed on them either. A blogger who includes this income stream may report less money coming in, but they'll be richer in swag.

My Review Copy Experience

I was blogging for two years before anybody asked me to review a product. Then in 2012, an indie t-shirt company called Boomslank asked me to review one of their tees. It was peak cherry blossom bloom, so I went outside and had John [snap a few photos of me](#). Amazingly, I still have and wear this shirt, even though it's been years! Boomslank has moved on considerably as well. Instead of sending shirts to no-name bloggers, they do [collaborations with Crunchyroll](#).

I never got over that initial excitement. I've reviewed a [Japanese snack box service](#) (that went out of business) and plenty of anime and manga. But the reviews have never quite been regular at Otaku Journalist, which is all over the place—I talk about anime, fandom, journalism, careers, and a lot more. It's much easier for me to get review products for my [Gunpla blog](#) and my [candle blog](#), which are each about just one thing. And it's much, much easier for me to get products for larger sites with bigger followings. When I wrote for [Japanator](#), I got paid exclusively in review copies. At [Anime News Network](#), I occasionally get copies of the Gundam anime and manga I review. (That is, when I haven't already preordered a copy myself!) But nothing compares to [Forbes](#), where I have received thousands of dollars in free merch.

Last July, I got a package in the mail almost as big as I am! It was addressed to "Lauren at Forbes" from Hasbro. It was chock full of their Comic-Con exclusive items, some of which are worth up to \$500. I had previously given them my physical address so they could send me a Magic: The Gathering themed board game for review. I did not ask for this!



You can tell from the photos that this was a little like Christmas morning.

Some of the stuff was relevant to me, and I reviewed it. The Magic: The Gathering items became articles on my Forbes blog. I held a big party, served drinks with dry ice in them that looked like something wizard-y, and wrote up what my friends and I thought about the new game mechanics. (I'm pretty sure I've become more popular in my friend group because of this gig. People know that when I invite them over, it's inevitably because I want to get them plastered and have them review a game.)

But what about the rest? I don't have a big apartment. I had previously sold two items I'd gotten for review, but felt terrible about it. Even though I reported the income on my taxes, and hadn't asked for the items in the first place, it didn't feel right. After all, it's not exactly ethical to profit off of review copies, and I don't do it anymore.



Here's what happened to the bulk of this stuff: I exchanged it at my local hobby shop in exchange for a \$150 Planned Parenthood donation in the store's name. (Not an awkward political thing at all; the store owner actually ran Bernie Sanders' campaign here in VA.) And with that I've touched on how I'll get rid of the review stuff I don't review from now on.

Review copies have kept me from buying stuff, especially anime, manga, and Magic: The Gathering cards, that I would have spent money on anyway. But for the rest of the stuff I get, I've had to learn how to deal with it in a way that matches my ethical views.

How to Get Started

When you are a beginner blogger, you're at a disadvantage when it comes to reviews. You've heard of the companies with products you'd like to review, but they haven't heard of you.

So there's two things you can do to level the playing field: advertise your availability, and write good reviews of products you already own.

Advertise your availability

In my book, [Build Your Anime Blog](#), one of the most essential features I advise new bloggers to include on their site is a visible email address, and an entire "contact" page for your best bet. If

your blog is niche and offers something new to the world, there's no telling how soon you could start getting inquiries. With my candle blog, I began getting requests to review products around the three-month mark. However, if people don't know how to contact you, they won't.

To increase your chances even more, mention that you do reviews, and that you're available to review [certain type of] products. It's no coincidence that the Contact page on Otaku Journalist says "Have a tip for a story with my name on it?"—I worded it that way to encourage a certain behavior from people who reach out to me. It's subtle, but it does help.

To be even more assertive, you can reach out to companies, introduce yourself, and suggest a product of theirs that they can send you for a fair review. If you're going to take this approach, be sure to include writing samples of previous reviews, and to make sure that the company is either just as small and new as you are, or in a niche that doesn't get a lot of review offers.

Review products you already have

I don't believe companies are looking exclusively for positive reviews. (In fact, if they have *only* good reviews it looks bad for them, like they paid writers to create them.) However, they are looking for detailed, well-reasoned reviews that consider the pros and cons of a product based on different attributes (for a DVD, this might be visual and audio quality).

If you're not at a point where people are sending you products, you can still build up your review portfolio and prove you have the chops to write fair, awesome reviews. Try to work with a variety—chances are you don't *love* every DVD, board game, or blender you've ever bought in your life. Show you can write a positive review without resorting to breathless gushing just as evenly as you can write a negative review without resorting to rife profanity. Once you have a portfolio of the kind of reviews you want to do, it'll be easier to convince companies that they want to add their products to your repertoire.

Further Reading

Interested in this income stream? Here's some writing I've done on the topic.

- [How to request free anime review copies for your blog](#)
- [Want to write a helpful anime review? Answer these 7 questions first.](#)
- [Ethics in \(card\) game journalism](#)

For a *lot* more detail on how to write reviews that convince companies to send you various types of products for future review, check out my other free course, the [Niche Reviewer Crash Course](#).

One more lesson to go! See you tomorrow for **Digital Products**.

Lesson 5: Digital Products and Services

My father-in-law makes his own maple syrup. Every West Virginia winter he's out there tapping trees to extract the sap, and then cooking and bottling it. When spring rolls around, he hauls tons of boxes of bottled syrups to local festivals. It's all very labor intensive, and more importantly to me, very *heavy*. I've helped before.

It's experiences like this one that have made me an advocate of *digital* products and services. You don't need a warehouse or storage unit. Plus once you create them, there's an infinite supply for anybody who is interested in purchasing one.

Most of the content that you offer on a blog is something readers can consume for free. On top of that, you can offer digital products and services that offer something extra, for a fee.

My Digital Products Experience

I got into digital products quite naturally: I see myself as a writer, and writers write books, and books cost money. But writing a book is intimidating! First, I decided to release my book chapter by chapter as "geek journalism guides," in PDF form. Once I had done five of those, I felt ready to take the plunge, and announced my upcoming book in [this February 2014 post](#).

A month later, [Otaku Journalism](#) was available for sale in the Kindle store! I [released it for \\$2.99](#) in order to encourage more purchases. But that didn't work out for me. [It took a year before I made a profit](#). I was glad I had finally gotten my book out there, but I didn't do it right.

I fixed my mistakes with my 2015 book, [Build Your Anime Blog](#). This book only took 25 days to become profitable! What changed? I didn't hire an editor, but asked friends to beta read it in exchange for a free copy. I didn't offer such a huge discount. I promoted more, in part because the book includes 14 interviews with bloggers who were thrilled to share it on their sites.

Weirdly, neither book started doing *extremely* well until 2016. What changed? *That* year, my business coach suggested I raise the price of each book to \$9.99. I was flabbergasted. I wanted to keep my books affordable so more people would read them. Instead, the opposite happened! After raising the price of each book, I started raking in more sales than ever. Apparently this is a basic economics lesson. When something costs more, people assume it is more valuable. Since most books on Kindle go for \$9.99, people began regarding my books as valuable as the rest of the marketplace. Today things have slowed down and I make about \$50 a month in sales, or about 5 sales a month, which is really not bad for books that are two and three years old.

This has deeply affected how I price my products today. They're either pricey or completely free, like this course you're reading now. I've found that those are the price points that my readers appreciate the most—they either want the basics for free, or a complete in-depth account of everything I know, even if that means paying a little extra.

Services are much newer for me. Beginning in 2017, I started selling [my web design skills](#) on Otaku Journalist. Unlike books or courses, which involve labor up front and then never again, services always take up my time, and as a result I charge more for them. I definitely get fewer web design clients than I do book buyers, but they pay a premium for access to my time.

How to Get Started

So you'd like to give digital products and services a try. I think there are three steps to follow here: decide what you're going to sell, create a minimum viable product, and let people know.

Decide what you're going to sell

The big question here is: what is worth selling that people will actually want to buy? My advice: start with a skill you have. Then, think of a way to use that skill for other people, either by performing a service for them or creating a product with it.

Services are always valuable, because we love experts. There's something reassuring about hiring somebody else to solve your problem. I also think it's easier to find clients for services, because people are buying your experience and time. The downside is a service will never be passive income, because you are always trading your time for money while you implement it.

Products, on the other hand, are passive. You only need to create them once, and then you can sell them forever without any extra work. On the other hand, that work could take a while. I worked on *Otaku Journalism* over the course of two years, and that definitely did not pay off in a big way. I believe you should "fail fast" which brings me to...

Create a minimum viable product

Once you've got an idea for a business, it's time to come up with the smallest possible iteration of it that you can implement as quickly and painlessly as possible. In fact, I challenge you to come up with something you could create in an afternoon. If it's a service, get up that sales page detailing what you can do for people. If it's a product, think small. You don't need to write the whole book now; see if there's interest for just a guide on one topic.

The purpose of an MVP is to see if there's an audience and a demand for what you're offering as soon as possible. Some MVPs you attempt will do well, others will flop, and it doesn't matter

too much either way because you spent the minimum amount of time you could on it. Once the MVP proves itself with interest and sales, *then* it's time to invest in it with a fancy logo, a professionally designed website, a print edition, or whatever else you can dream up.

Let people know

Thanks to the Internet, there are a lot of cheap or free ways to get the word out about your latest offering. A website! Social media! And my personal favorite—email. You can write to former professors, former clients, friends and family, and anyone you think might be interested or know somebody who might be interested in your new business. I recently read [an article](#) about a woman who booked out her copywriting business for a YEAR by sending roughly 40 emails to people she already knew.

I know it may feel like an impossible task to go from unknown to known, but it's not about becoming famous overnight. Really, you just need to find a few people, your people, who are interested in what you're selling. They'll tell their friends, who will tell their friends, and before you know it, you'll have a considerable number of people who like what you do.

Further Reading

Interested in this income stream? Here's some writing I've done on the topic.

- [How to start selling books on Kindle](#)
- [How to create a profitable side income](#)

This is the final lesson of the course, but stick around for just one more email tomorrow—your free PDF of this course, so you can keep it all in one place.

Thanks for reading the Geek Blogger's Guide to Your First \$1000!

If you like what you saw here, I've got more for you:

- Check out my blog, which is full of information and inspiration for aspiring geek careerists. It's over at OtakuJournalist.com.
- Read one of my [books](#). *Otaku Journalism* is about building a niche reporting career you love, and it's targeted at geeky niches in particular. *Build Your Anime Blog* is half advice guide, half interview session with 14 of the Web's most successful anime bloggers.
- Let me know what you thought of the course! Drop me a line at lauren@otakujournalist.com. Better yet, use my handy [form](#)!

About me:

I'm **Lauren Orsini, the Otaku Journalist**. I believe that fans can use their geeky interests to launch careers, because I did that myself! Today I build websites and write for Forbes, Anime News Network, and plenty of clients.

See you around the web!

