

The Ultimate Guide to Making Money Blogging

When I tell people that I make money blogging, they're often a little skeptical (especially older folks who tend to be less tech-savvy).

In contrast, others think making money blogging is as easy as slapping a few blog posts up here and there and watching the money roll in. That's definitely not the case!

Making good money blogging is absolutely possible (and there are plenty of bloggers doing it), but it requires time, hard work, and a willingness to learn new things.

**Disclosure: This freebie contains affiliate links.*

So, how the heck do people make money blogging?! Here's a simplified answer.

Set up a blog -> drive traffic to that blog -> monetize that traffic

SETTING UP A BLOG

Of course, step #1 is setting up a blog. I highly recommend setting up a Wordpress blog on Bluehost. [This tutorial walks you through](#) step-by-step exactly how to do that.

Once you've signed up for Bluehost, you'll pick a theme for your blog (I use Divi and love it). Next, Wordpress will be automatically installed for you. Super easy!

The next step is to start creating content for your niche. Make sure you have a specific niche chosen. For example, my niche is frugal living. Yours might be home décor and organizing, health and fitness, travel, or something else.

Don't make it too broad or too narrow, and think about who your audience will be. For example, my audience is people who want to save money.

When you start creating content (blog posts), remember to make content that:

- Solves a problem that your audience has
- Is interesting and relevant
- Has an engaging, "clickable" title instead of a boring one

DRIVING TRAFFIC TO YOUR BLOG

Once you have set up a blog, you need to drive traffic to your blog. Many new bloggers don't realize this and instead take a "build it and they will come" approach. This likely will not work. It is very hard to make money blogging if no one is reading your blog!

To drive as much traffic to your blog as you can, focus on *search engines*. Many people focus on social media platforms like Facebook and Instagram, but these are not search engines and any traffic you receive from social media will be sporadic and inconsistent.

Instead, focus on top search engines like Google, Pinterest, and YouTube. What is unique about these sites is that people go to them *specifically* to look for content. Most successful bloggers emphasize the importance of Pinterest.

While learning SEO can help you to rank higher on Google, there is an insane amount of competition on Google. Pinterest is smaller and doesn't have as much competition (although there is still A LOT), so it's easier to rank higher on Pinterest than it is on Google.

I highly recommend [the blogging course Pinterest Traffic Avalanche](#). This course allowed me to take my page views from hardly any to 20,000-30,000 per month. The vast majority of my website's traffic comes from Pinterest.

In the PTA course, you'll learn about designing beautiful (and viral) pins, creating content that will succeed on Pinterest, how Pinterest SEO works, how to make group boards work for you, and so much more!

MONETIZING YOUR TRAFFIC

Driving a lot of traffic to your website won't make your site profitable unless you find ways to *monetize* that traffic. Here are some of the most common monetization strategies: ads, sponsored posts, freelance writing, affiliate marketing, and digital products.

Ads

Ads are often placed on a blog's sidebar and they are typically "pay per click". You may earn a few cents every time someone clicks on an ad.

Because the payout is low, you need to have a high amount of traffic (so a large number of people will click on the ads) if you want to earn a significant amount of income with ads.

- **Pros:** Relatively easy to set up, anyone can have ads
- **Cons:** low payout, only lucrative with high amounts of traffic (typically), readers may find ads annoying

Sponsored Posts

For a sponsored post, a company will pay you a flat amount to publish an article on your website. The article may be written by them or by you, and it will include links to their website.

The cost for sponsored posts ranges widely based on the amount of traffic you have and the budget the other company has. It could be anywhere from \$20 for a small blog, \$100 - \$300 for a midsized blog, or \$1,000 for a huge blog.

- **Pros:** you are paid a flat amount (it doesn't matter how many people click on the links), you can do sponsored posts with relatively small amounts of traffic
- **Cons:** your readers may be turned off if there's too much sponsored content on your blog; if someone else is writing the content, the quality may be poor

Freelance Writing

Many bloggers earn income by writing articles for other blogs and websites. They may occasionally submit paid guest posts for other sites, or they may regularly contribute to a particular website.

The amount of pay varies considerably based on the size of the website and the experience of the writer. A new freelance writer may earn \$30 per piece written for a small site; a more experienced freelancer could earn \$300 for each article written for a large website.

- **Pros:** your earnings don't depend on the amount of traffic on your blog, you're paid a flat amount (it doesn't matter how many clicks the article gets)
- **Cons:** there is a lot of competition for freelance writing gigs, you may not want to focus your energy on someone else's website and may prefer to spend your time building your own

Affiliate Marketing

When a blogger places an affiliate link in a blog post, and someone clicks on that link and makes a purchase, the blogger earns a commission on the sale. This is affiliate marketing.

For example, the link to Pinterest Traffic Avalanche (above, in the section on driving traffic to your website) is an affiliate link. If you make a purchase through that link, I'll earn a 40% commission on the sale (at no additional cost to you).

- **Pros:** you can earn "passive" income from your affiliate links while you're asleep or on vacation, the earning potential with affiliate marketing is enormous, you don't need to take the time to create your own products (you're selling someone else's)
- **Cons:** you need to have a relatively high amount of traffic because your earnings are dependent on how many people click and how many make a purchase, you're only receiving a commission on a sale *instead* of the full sale price (like you would if you were selling your own products)

Digital Products

Most six figure bloggers make a significant portion of their income through selling digital products, such as eBooks, online courses, or printables.

Successful courses, in particular, are very lucrative. Let's say you charge \$300 for an online course. If 20 people sign up for that class every month, you'd earn \$6,000 per month from that course alone.

- **Pros:** high earning potential, you'll receive the entire sale price instead of just a portion of it (commission), you can set your own prices
- **Cons:** digital products are time-consuming to create

MAKING MONEY BLOGGING

Making money blogging isn't easy and it isn't a get rich quick scheme. That being said, the overall process is actually quite simple to understand.

Set up a blog -> drive traffic to that blog -> monetize that traffic

Once your blog is set up, try to drive as much traffic to your blog as you can. I recommend focusing mostly on Pinterest for this as this is likely where you'll see the highest ROI.

The next step is to monetize that traffic. In the beginning, you'll probably want to focus on methods that don't require a ton of traffic, such as freelance writing and sponsored posts.

As your blog grows, you may focus more on affiliate marketing and digital products, which are two of the most lucrative ways to make money blogging.

Now that you know how to make money blogging, it's time to *get started*.

Stop putting off your dreams.

You've got this!