

How to Make Money Blogging

Making money blogging is a common way of earning money these days. Blogging is quite fun and can give you something creative to do in your free time, but it doesn't just have to be a hobby; instead, you can monetize your blog to start earning cash with it, too!

You're probably thinking, "I just started blogging! How do I even think of making money from it?" Yes, the process requires a lot of patience and consistency to gain followers and enough traffic for people to see your content. However, you don't have to be intimidated by that at all!

Just pick your niche and take it from there to start making money with your blog! Your niche can be anything from travel, health & fitness, nature photography, to writing.

If you're reading this article, then you're probably here looking for ways to make money blogging, and guess what? You're in the right place!

How to Make Money Blogging

Take a peek at my 5 tips to make money blogging below. I'm confident these ideas will help you move forward with your mission to turn hobby blogging into a real money-making opportunity.

Add Sponsored Content

Selling private ads and adding sponsored content is something you should look into from the get-go to make money blogging. The best place to start for selling ad space is to find advertisers, such as local retailers or online shops that pertain to your niche.

As your blog starts to expand, there will come a time when advertisers will contact you themselves - and that's what you're aiming for!

Selling private ads can be achieved through adding links, buttons, or banners. Another option is to create a full blog post about the advertiser. This full blog post ad is called sponsored posts. You can make a bit more money upfront for

sponsored posts, but be careful with this step as some advertisers may request do-follow links, which is a big no-no these days.

You can incorporate the sponsors' ads in your blogs to create sponsored content. This way, you can earn money just by mentioning them. Be confident with your rates, and in time you'll find that the right advertisers will find you to pay you for ad and sponsored content placement.

We see bloggers use sponsored content all the time; it's your turn to do the same!

Incorporate Affiliate Marketing

Making money blogging is a long and somewhat difficult process, but it's certainly attainable! Another way to make money blogging is to incorporate affiliate marketing.

There are many platforms you can sign up to get affiliate links through. ShareASale is one, then there's Commission Junction, or Amazon Associates Program. Just ask in the blogging community and they'll gladly share some affiliate marketing sites with you.

The term 'affiliate marketing' sounds a little scary, I agree. But it's a really simple concept. Affiliate Marketing is the process of earning money from commissions, much like a car salesman.

Now how do you get this commission?

A seller will collaborate with you and give you an affiliate link to sell their product through your content. This link can be provided directly from an advertiser or through one of the affiliate marketing platforms I shared above.

Your job is to attract buyers and direct them towards your affiliate link to buy the product. For each buyer you send from your blog to the seller, you'll get a commission. Your affiliate link will allow sellers to see how many customers are coming from your end. In short – you send buyers to sellers and get a commission for that.

Create a Membership Plan for Your Audience

Having membership plans sounds tempting and impressive on the viewer's end and at your end. Creating a membership plan is another excellent way to make money blogging.

With this, you have to be extra creative and ensure that your membership plan is of good value for your audience. Furthermore, be sure that your membership content or products are not something regular viewers can access for free elsewhere.

You can set the membership plan up with varying levels of membership options. For example, if your blog's niche is health and fitness - then your membership plans can offer customized meal and exercise plans. To add a cherry on top, offer to deliver cooking ingredients, as well, to the customers. The delivery option would cost more than the basic first-level membership.

Make Guest Appearances on Other Media Platforms

You can create blog posts as a guest for other media outlets and then earn money for your contribution. This is one of the methods bloggers use to make money blogging.

This will require that you approach media platforms first and then gain enough popularity that they start approaching you themselves instead. While this may sound intimidating, most media outlets love having another expert's voice in their niche share their knowledge on their site.

You can create a little introduction post or appear in their videos for a moment. You can contribute to their work by pitching in your professional ideas on it. For example, if your niche is traveling, you can offer to make a budget-friendly travel plan for a tourist website.

Making guest posts demands your work to move outside your blogging site, and being able to expand your work is a useful tool for all professions. So look for such opportunities and get going!

Use your Blog to Sell Digital Products

Lastly, create a digital product such as an e-book and sell it using WooCommerce through your self-hosted WordPress blog. Branching your offering from affiliate products for a commission to digital products substantially increases your revenue so that you can make more money blogging.

When it comes to making money blogging you do not have to just create blog posts all the time for yourself and others; instead, you can create digital products to cater to your users' needs. These digital products can be e-books, video tutorials, workshops, images, music, and apps.

However, this can be a tough task for the beginner blogger to take up since you have to make sure that you have something extra special to offer to your buyers. This can be in the form of advice, educational content, or just something different.

You'll want to evaluate what your readers are reading on your site. See if there's a digital product you can create to help them in this area. For example, if your audience seems to read a lot about gardening on your country life blog, then make a gardening e-book that dives deeper into the topic so your audience can just buy the e-book and learn more!

In conclusion, if you started a blog as a hobby writing opportunity it's pretty simple to transform it into a money making blog. Just follow my 5 tips listed above and you'll find that you slowly start making money blogging within the next 18 months.