

A white laptop keyboard is shown in a close-up, slightly angled view. The keys are white with black text. The keyboard is set against a white background. A teal horizontal bar is at the top and bottom of the image. The text is overlaid on the keyboard.

HOW TO

Make Money
Bloggging

A BEGINNER'S GUIDE

How to Make Money Blogging

Whether you're brand new to blogging or you already have a blog, this eBook will give you ideas of how you can make money blogging.

I've especially tailored this information to busy wives and moms who want to earn an income while still being able to keep their homes and families as their first priority.

As a blogger for over 10 years, I've learned some tricks of the trade that help me to earn money in the cracks of my time as a homemaker.

Are you ready to learn?

Let's go!

Advertising

Ads are probably the easiest and most passive way to earn money on your blog.

You can place advertisements on your blog's sidebar, header, footer, or even inside of blog posts. The more people who visit your blog (and therefore see the ads), the more you will earn. Depending on the ad company, you can get paid just by the number of views the ads get; people don't necessarily have to click on them for you to get paid.

If you are just starting out, you can use Google AdSense to manually place these advertisements yourself. You'll have to place a code in the various places on your blog where you want your ads to appear.

Pro tip: Load the url for each new post into your Google AdSense dashboard so you can see which posts are producing the highest earnings. Promote those particular posts regularly to increase your ad income.

Advertising

Once you have established some regular traffic to your blog (generally 30,000 to 100,00 visits per month), you can apply to an ad network like Mediavine or AdThrive.

In general, most people's ad income increases dramatically with an ad network. The networks have access to a larger, more competitive network of advertisers (which means the prices they are willing to pay you for advertising space are higher.) Also, they are professionals at optimizing ads on your site, placing just the right number of them and in just the right places for the maximum earning potential.

Advertising

Pros and cons of using advertising as an income source for your blog:

Pros: Requires minimal work so you can focus on writing about what you love while earning passive income.

Cons: If you do not have much traffic to your blog, you will not see much earning from ads until you do. You will also need to be diligent about ensuring that no inappropriate ads are showing up on your site.

Advertising

Tips for making money with advertising when your blogging time is limited:

1. Spend your time creating quality content that people will want to read and share. Remember, the more traffic you have, the more you earn from advertising.
2. Set up an automation strategy for sharing your content on social media.
3. Use Pinterest and automate your pinning with a tool like [Tailwind](#). You'll be able to continue promoting your content without spending any extra time doing it!

Sponsorships

There are many different forms of sponsorship, such as:

Product reviews and Giveaways

Sponsored posts

Newsletter eblasts

Social media promotion

There are many, many networks that will connect you with sponsors who will pay you to promote their product or company on your blog or social media channels. My favorites are [IZEA](#) and [Tapinfluence](#).

You can also reach out directly to companies to pitch your promotion idea. You will earn more by pitching directly because there is no middle man involved.

Sponsorships

Some pros and cons for using sponsors to earn money from your blog:

Pros: You can tell your readers products and companies you love and earn money at the same time. You can procure items you need or want in exchange for sharing about them. You can bring in additional traffic to your blog if the companies share your post on their social media channels.

Cons: It can be time consuming to pitch sponsors. You will be tied to deadlines and guidelines from the sponsor. You may be tempted to accept sponsorships from companies you wouldn't genuinely recommend simply because they are paying you.

Sponsorships

Tips for making money with sponsorships when your blogging time is limited:

1. Hire someone to pitch sponsors for you on a commission basis. You can pay them a commission of whatever payment they are able to negotiate for you. This frees up the time you would spend sending emails so you can focus on creating content.
2. Pitch sponsors who naturally fit into blog posts you're already planning to write. This saves you from spending time writing about things you don't enjoy or aren't a perfect fit for your blog so you can focus your time on the things you already know work the best for your blog.

Affiliate Marketing

If you use a product regularly and would recommend it to others, you might as well check to see if that company has an affiliate program and get paid for recommending it!

I do not suggest becoming an affiliate for products you do not already love. It is hard work to promote something you are not passionate about, but very easy when it's something you like and would tell your friends about in everyday conversation. Find a list of my favorite affiliate programs [here](#).

Affiliate Marketing

- Amazon.com

If you are eligible to be an affiliate for amazon.com (some state laws make it impossible for amazon to accept residents as affiliates) you can earn money by sharing links to products on Amazon. There are thousands (millions?) of products available on their site and you can grab your affiliate link very quickly and easily. Also, if you recommend a product, the person who clicks on your product does not have to buy that particular product. They can buy anything from amazon.com and you will earn a commission if they make their purchase within 24 hours of clicking your link.

Affiliate Marketing

- Other affiliate networks

There are many affiliate networks (Shareasale, Commission Junction, and Linkshare are a few that I use.) You can search for merchants within these networks, promote their products within blog posts, newsletters, or on social media and all the payments will be processed through the network.

So, for example, if you wanted to mention a product from Dayspring.com in a blog post, you can go to your Shareasale account and sign up for the Dayspring affiliate program. Use the provided affiliate tracking links when you link to it in your blog post, and Shareasale will keep track of how much commission you have earned.

Affiliate marketing

- Individual affiliate programs

These are usually products designed by other bloggers or small businesses. If a blogger has produced a course, eBook, etc. that would be a good fit for your audience, check to see if they have an affiliate program.

Pro tip: Many times these individual affiliate programs are the most lucrative. Bloggers and small businesses often pay as much as 50% commission on their products.

Affiliate marketing

- Referral programs

Some companies do not pay you in cash money to refer their products, but will instead give you store credit. However, I still find many of these to be very worth my time since they are products we use in our home. Being able to get store credit and then get what we need for free saves our family hundreds of dollars each year.

Pro tip: If you can find referral programs that also give those you are referring a free sign up credit, you can get a lot of sign ups very easily.

Affiliate marketing

Pros and cons of affiliate marketing:

Pros: Almost every company has an affiliate program, so no matter what you are blogging about, you should be able to earn affiliate income.

Cons: It can be time consuming to sign up for all the programs and you will need an organized way to keep track of all your affiliate links.

Affiliate Marketing

- **Tips for earning money with affiliate marketing when your blogging time is limited:**

1. Use affiliate links in your blog posts. Evergreen posts (posts that are always relevant and will receive traffic year after year) that have affiliate links within them will always be earning commissions for you, long after the initial work is done (especially if you are using smart automation strategies for Pinterest and social media.)

2. Use affiliate links within your email automations. Email automations are a massive aspect of earning money as a blogger. I use [ActiveCampaign](#) for my email automations. I have found that it offers the biggest bang for my buck in regards to its capabilities and price.

Product Sales

- Creating and selling digital products such as printables, eBooks or eCourses is another great way to make money from your blog.

You can go deeper and expand on the topics you write about on your blog.

You can use many of the same strategies that you would use for promoting affiliate products to promote your own products, but you will get to keep 100% of the price.

Product Sales

Pros and cons of earning money with product sales:

Pros: You keep 100% instead of just a small commission. You are in control of how much your product sells for. You control the marketing calendar (offer a sale or discount in your shop when you need some quick cash flow.)

Cons: There is a good bit of work that goes into creating a product and setting it all up for sale. You will also be responsible for your shop maintenance and customer service (although you can hire someone to do this for you so you can focus on producing more great content and products.)

Product Sales

- **Tips for earning money from product sales when your blogging time is limited:**

1. Create products from content you have already published. Many times people will purchase an eBook that is based off a blog series you wrote. It is valuable to them to have the information all packed neatly into one package. You can also develop your course outlines from content you have already published.

2. Use email automations to promote your products on autopilot to your email list.

What's Next?

You're at the point now where you know *in theory* how to make money blogging, but maybe you need some step-by-step hand holding.

You need someone to tell you exactly what to do, and the order in which to do it.

In 2014, I enrolled in [Elite Blog Academy](#), and as a long-time alumnus I can wholeheartedly recommend it to anyone who is serious about making money from a blog.

From step A to step Z, it will tell you exactly what to do and how to do it. Enrollment only opens a couple times a year, so [be sure to get on the waitlist now](#) so you'll not miss open enrollment.

Ready to get your blog started? [Go here for step-by-step instructions for setting up your blog!](#)

Happy blogging!