

# How Much Money are Bloggers Really Earning?

**living for naptime**

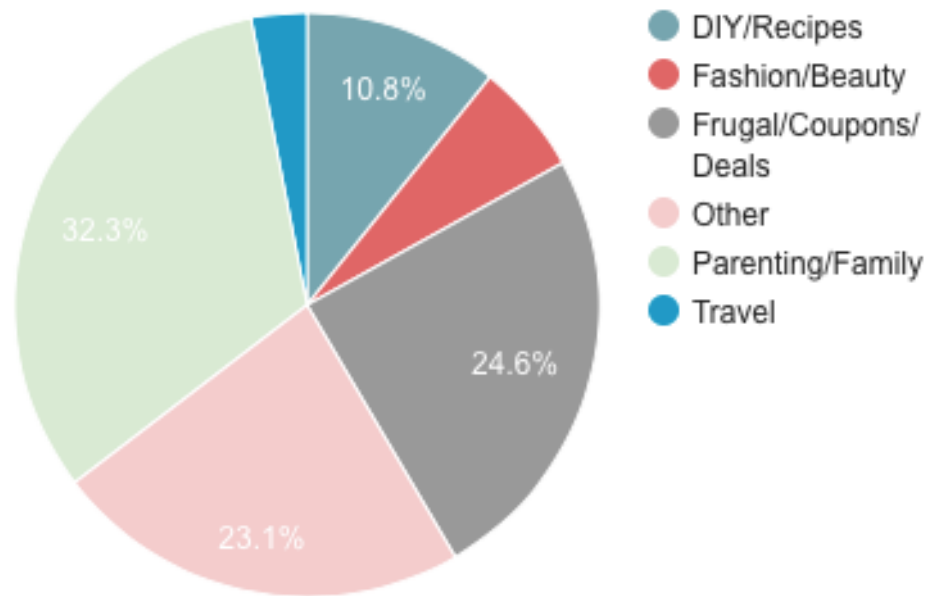
LEARN HOW TO BLOG ♥ WHILE YOUR BABY SLEEPS

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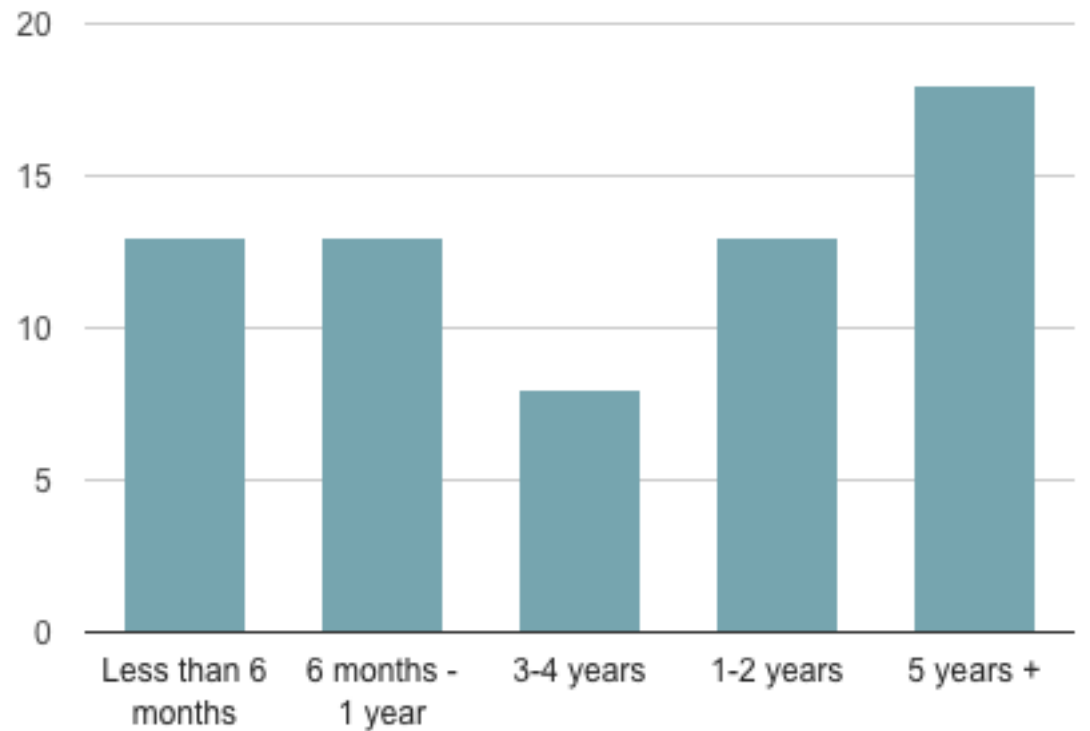
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# Blogger Salary Survey

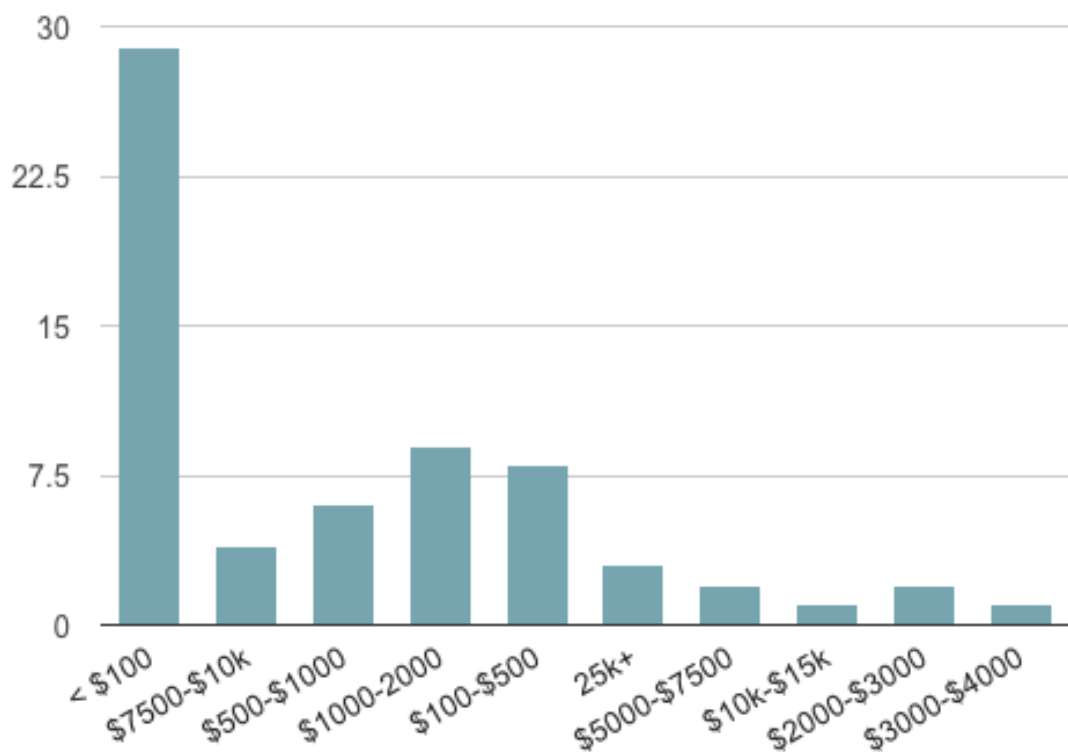
### What Niche do you blog about?



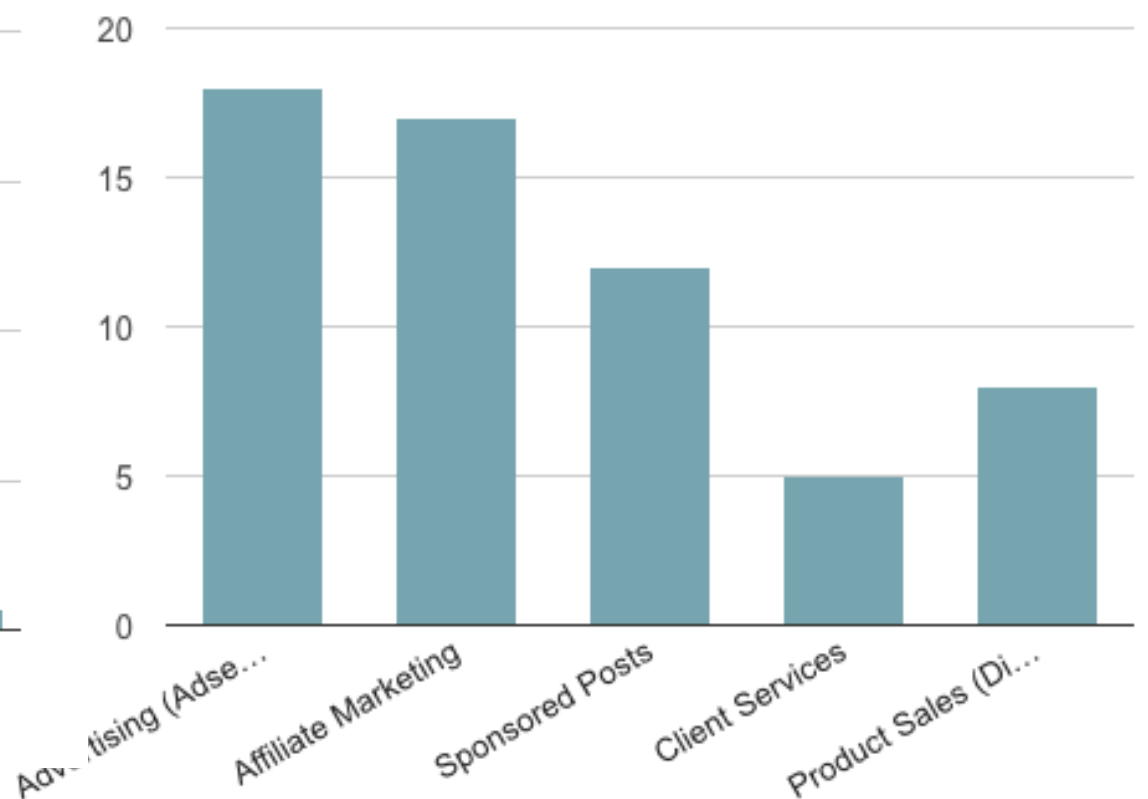
### How long have you been blogging



### What is your average monthly revenue



### Largest Source of Income

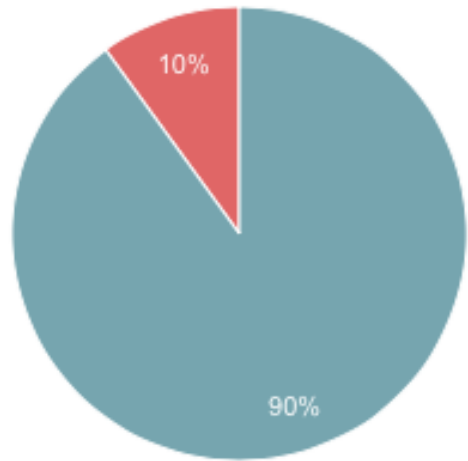


## SURVEY NOTES

- 67 Bloggers offered up their salaries and insight into their monetization efforts.
- 64% of respondents make less than \$1,000 per month
- 10% of respondents make more than \$5,000 per month
- Advertising, Affiliate Marketing & Sponsored posts were amongst the most popular monetization strategies

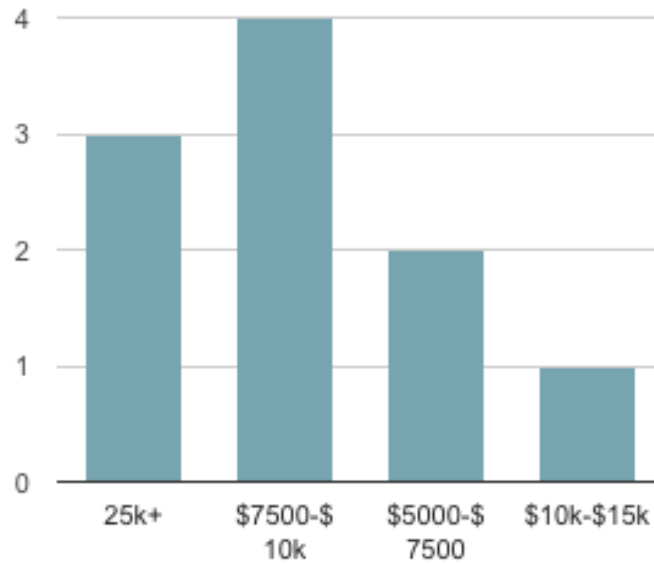
# Bloggers Earning \$5k+

What Niche do you blog about?

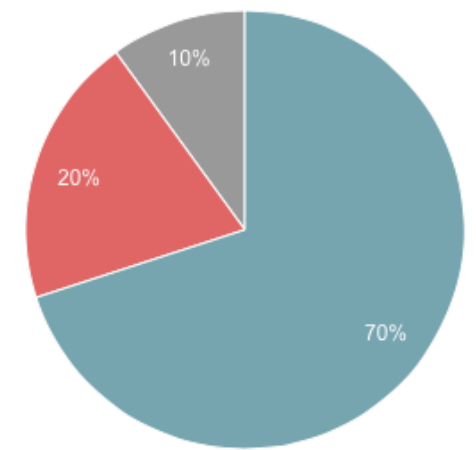


● Frugal/Coupons... ● DIY/Recipes

What is your average monthly revenue

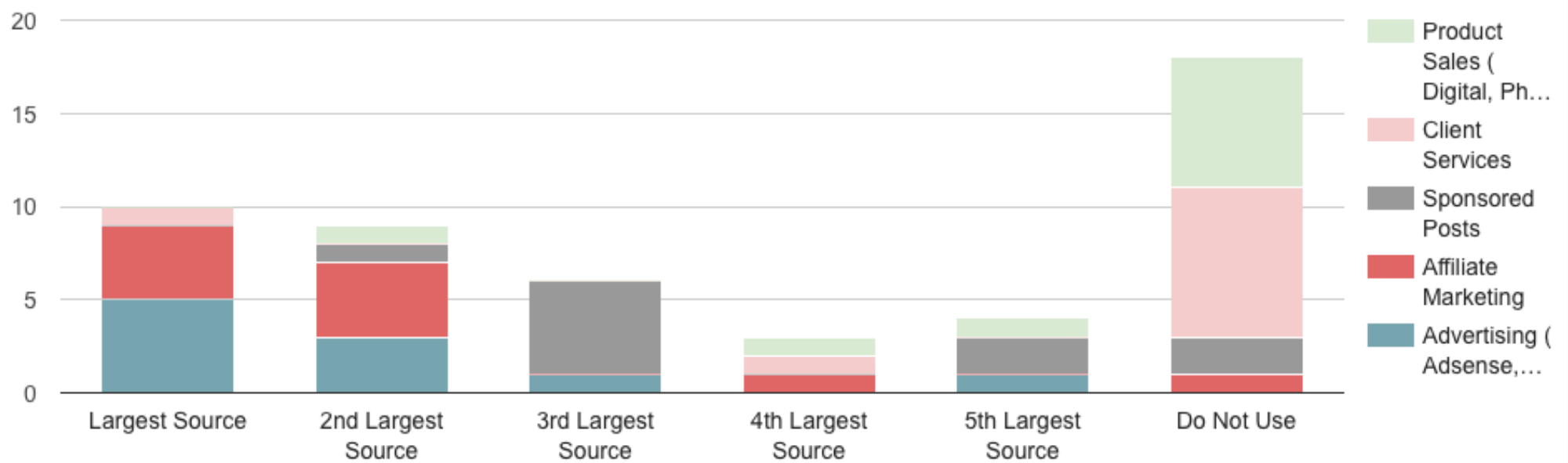


How long have you been blogging



● 5 years + ● 3-4 years ● 1-2 years

Revenue Sources

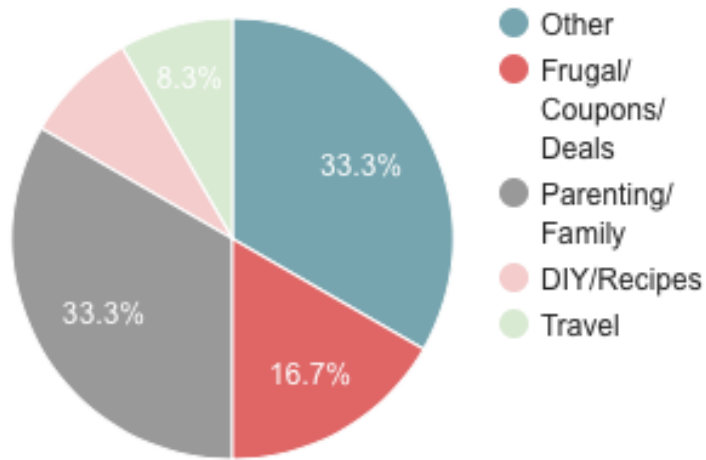


## KEY TAKE-AWAYS

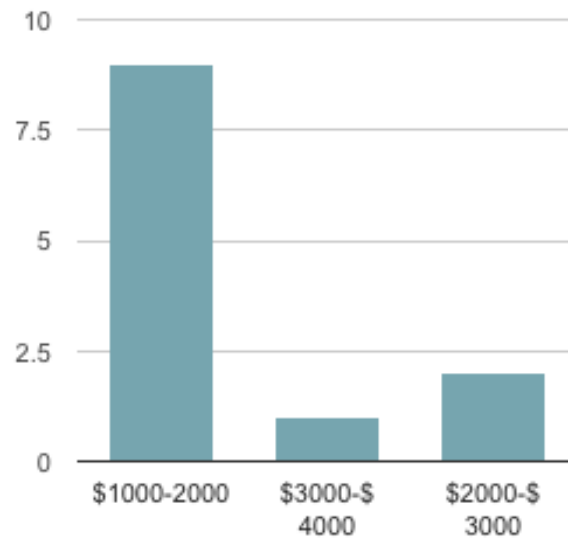
- Out of a total 67 respondents, 10 bloggers reported making over \$5,000 per month including 3 bloggers who are making over \$25,000 per month
- 90% of the bloggers making more than \$5,000 were in the Frugal Living, Coupons & Deals niche
- Average \$5,000+ earner has been blogging over 4.35 years
- 50% of the respondents stated that Advertising was their primary source of income
- 40% stated that Affiliate Marketing was their primary source of income
- Sponsored posts did not account for anyone's primary source of income (on average it ranked #3)

# Bloggers Earning \$1-5k+

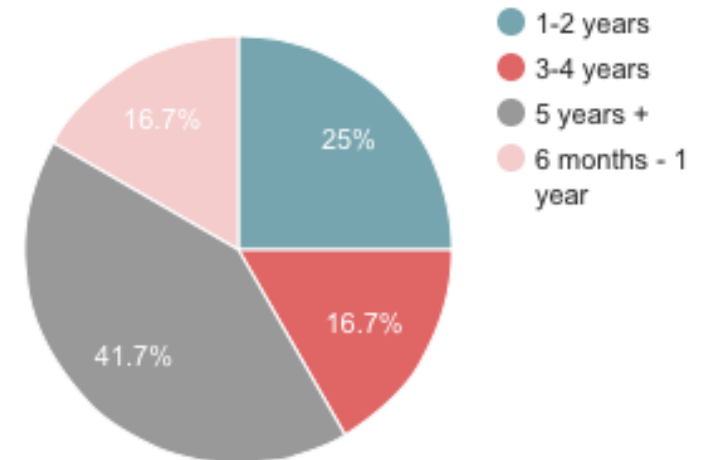
What Niche do you blog about?



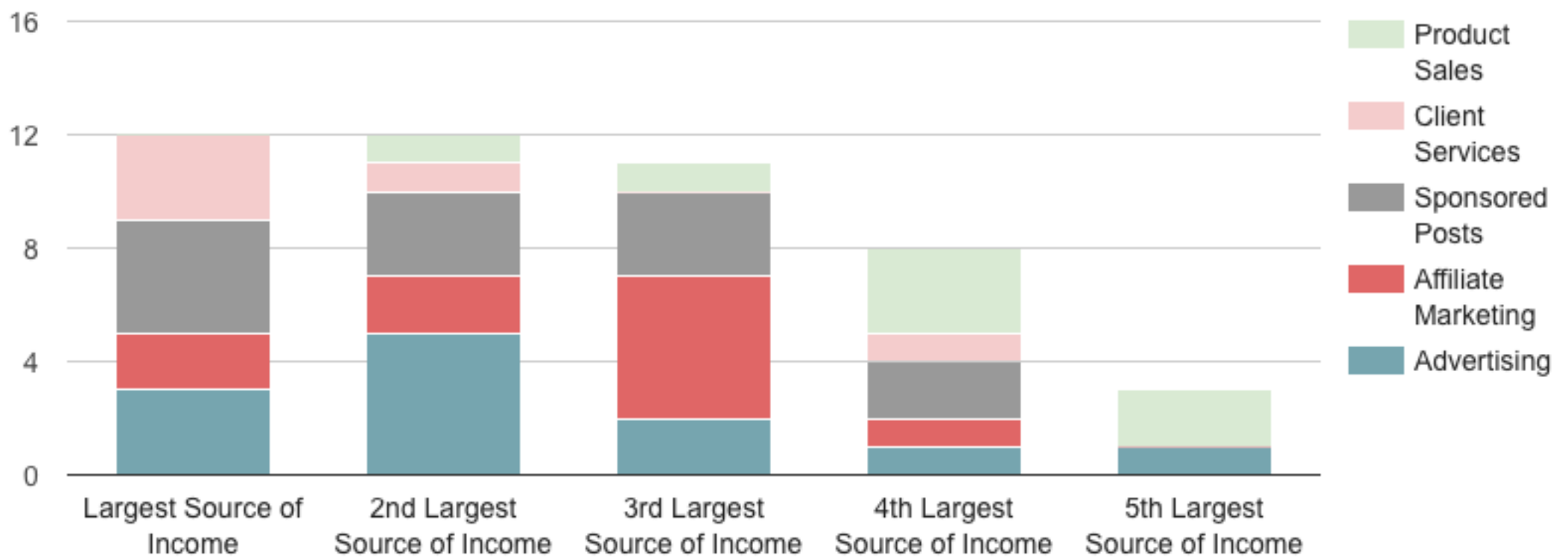
What is your average monthly revenue



How long have you been blogging



Revenue Sources

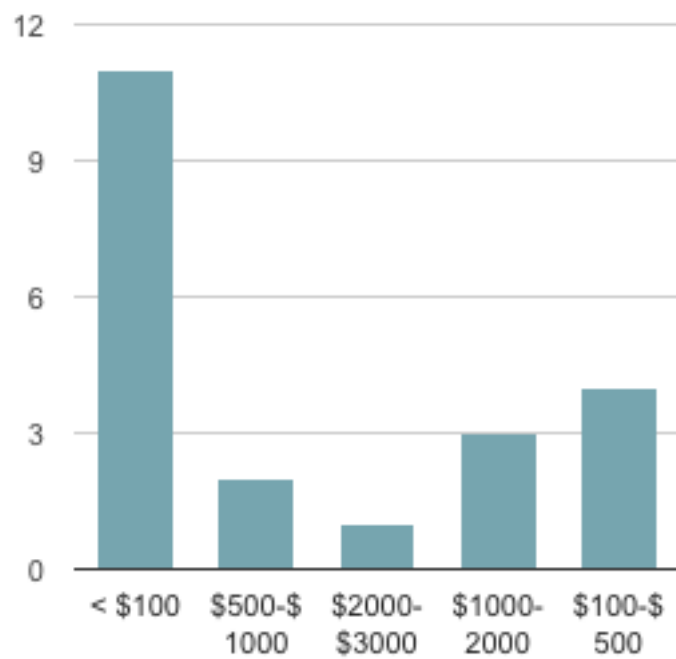


## KEY TAKE-AWAYS

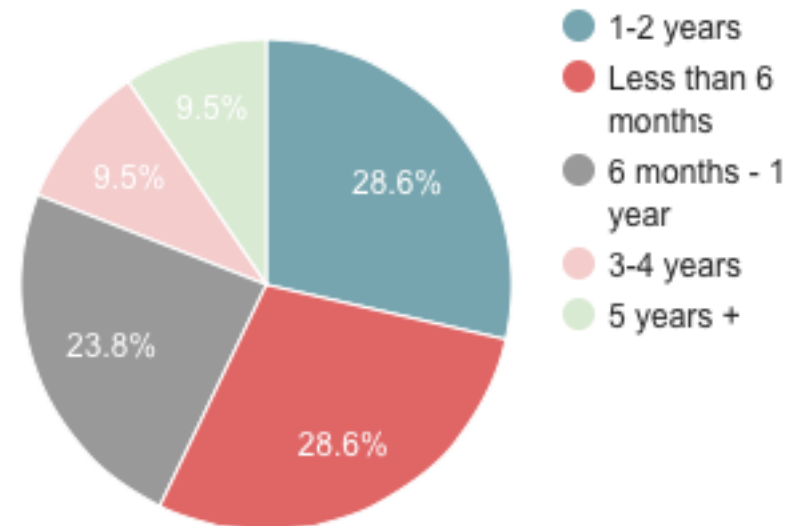
- Out of a total 67 respondents, 12 bloggers reported making between \$1k- \$5k per month
- 25% of the bloggers making more between \$1- \$5,000 were in the Parenting niche, 33% Other & 33% were in the Frugal Living, Travel & DIY niches
- Average \$1000+ earner has been blogging 3.125 years
- 25% of the respondents stated that Advertising was their primary source of income
- 33% stated that Sponsored Posts were their primary source of income

# Parenting Bloggers

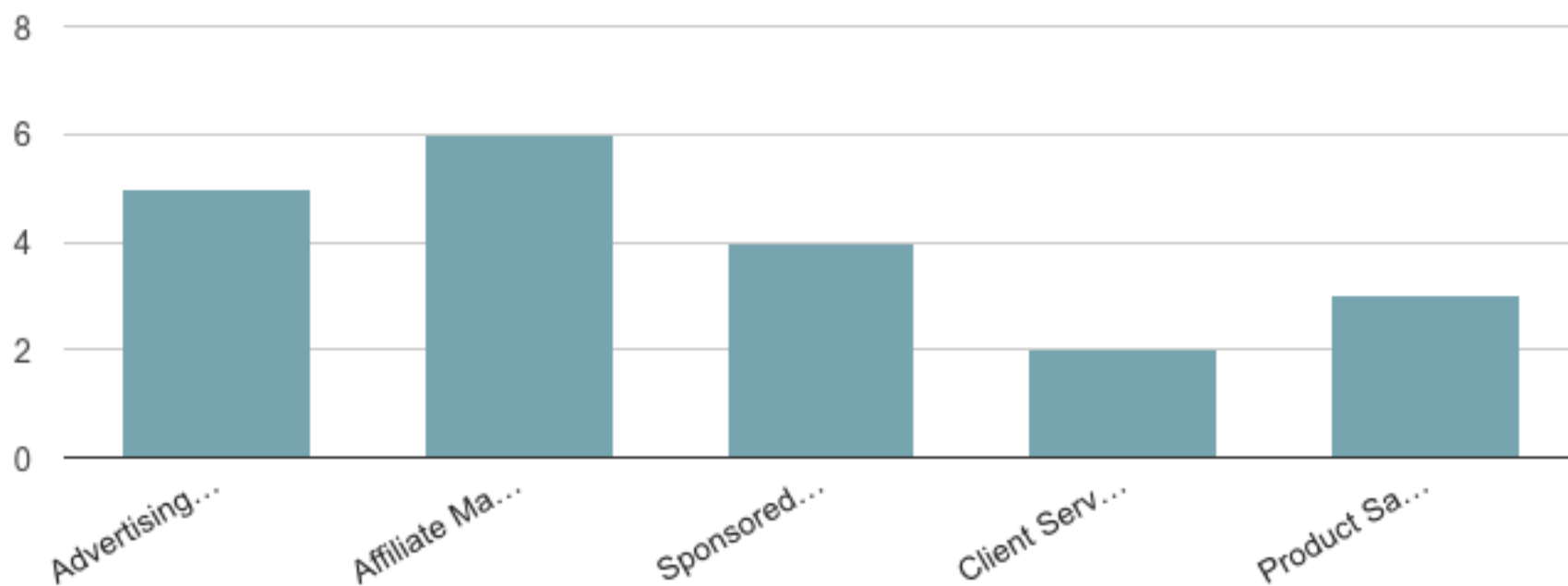
What is your average monthly revenue



How long have you been blogging



Top Revenue Sources for Parenting Bloggers

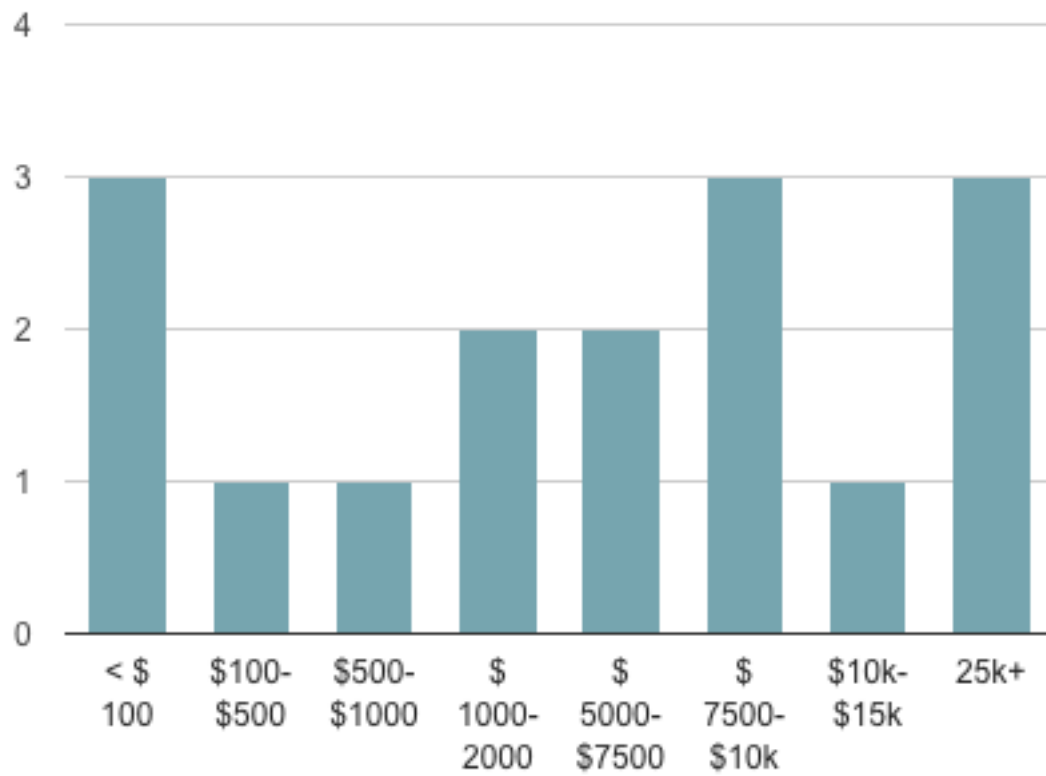


## KEY TAKE-AWAYS

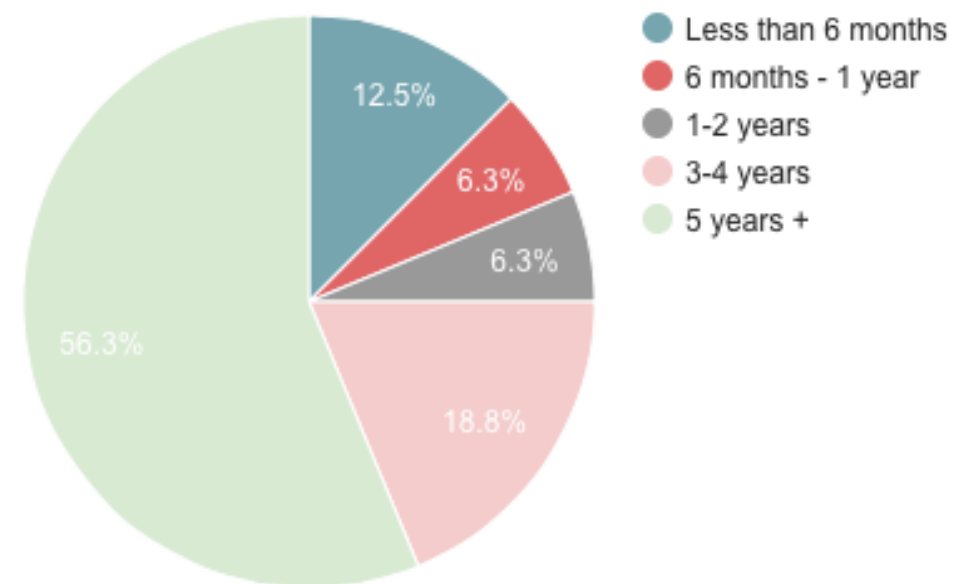
- Out of a total 67 respondents, 21 bloggers identified themselves as parenting bloggers
- 71% of parenting bloggers surveyed made less than \$500 per month
- Affiliate marketing was the top revenue source amongst parenting bloggers
- Top earners in this category used at least 3 monetization strategies

# Frugal Living/ Couponing Bloggers

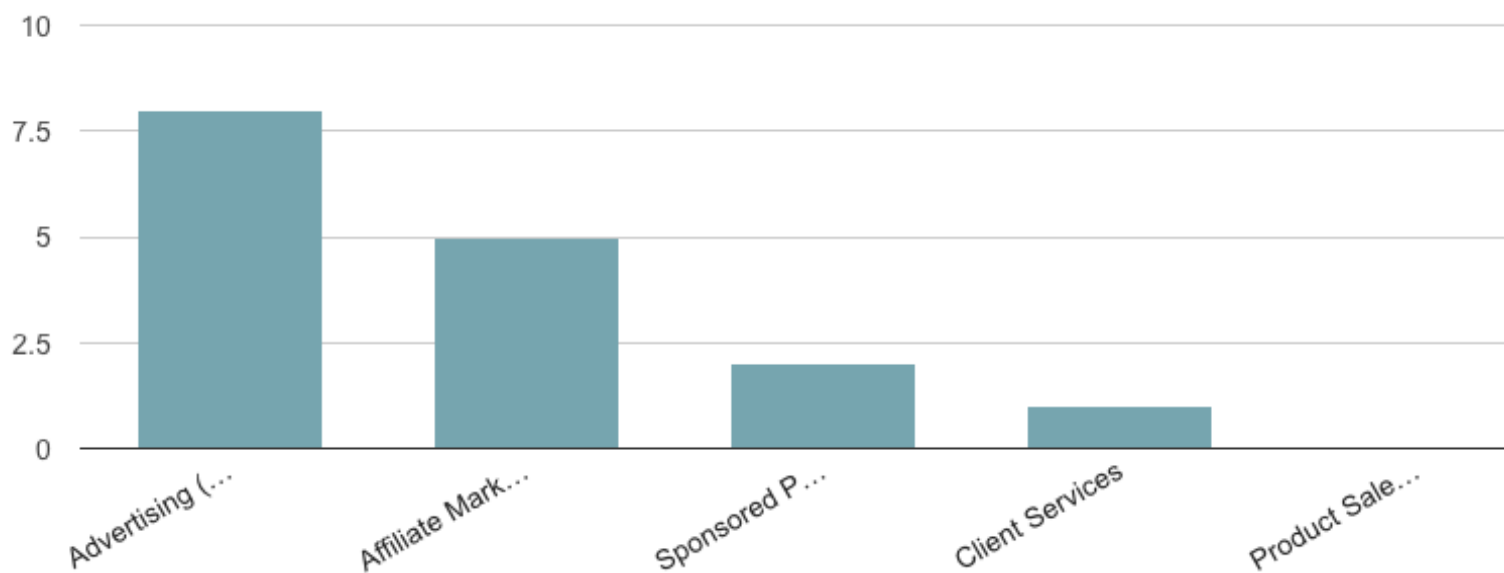
## What is your average monthly revenue



## How long have you been blogging



## Top Revenue Sources for Couponing Bloggers



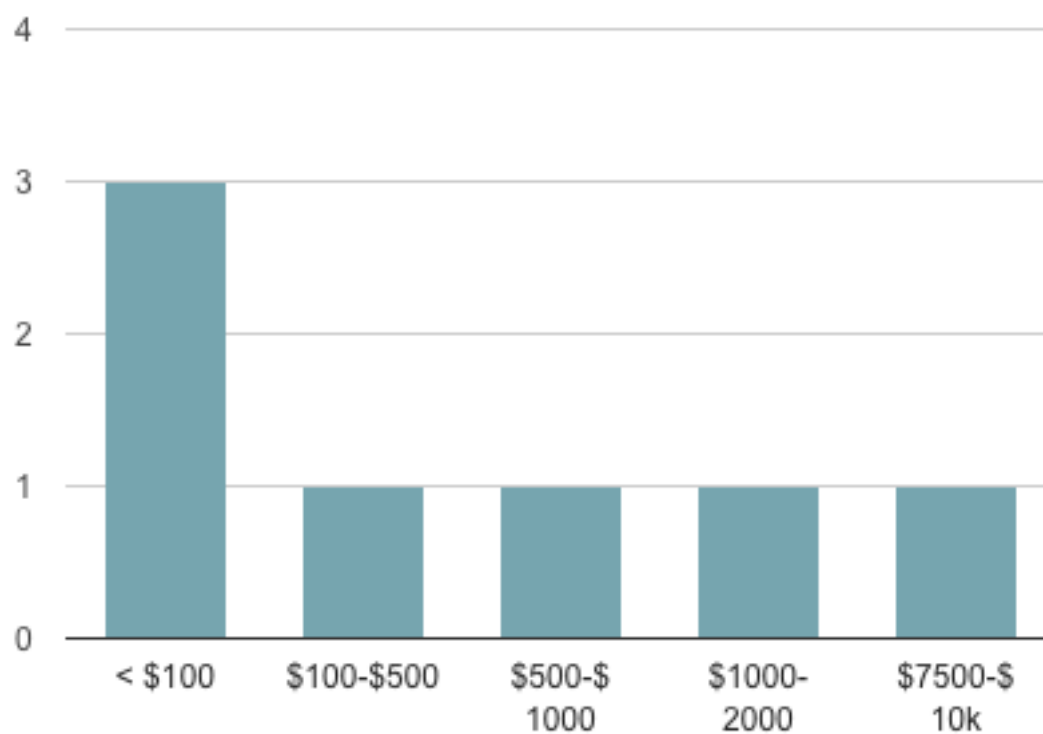
## KEY TAKE-AWAYS

- Out of a total 67 respondents, 16 bloggers identified themselves as couponing bloggers
- 56% of frugal living/couponing bloggers surveyed made more than \$5,000 per month
- Advertising & affiliate marketing were the top revenue sources amongst these bloggers
- Top earners in this category averaged 5 years of blogging

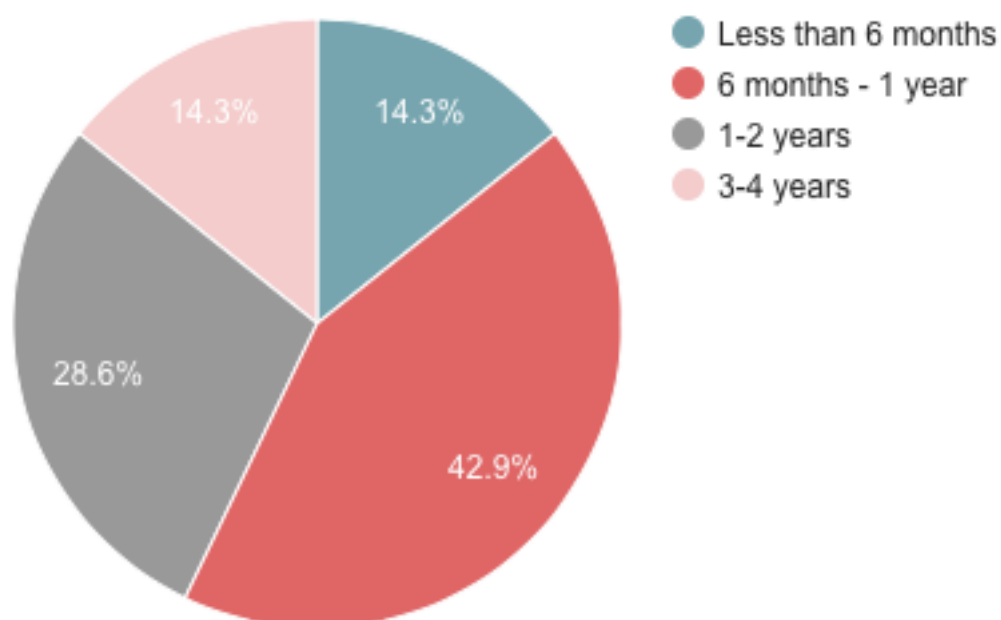


# DIY/Recipes Bloggers

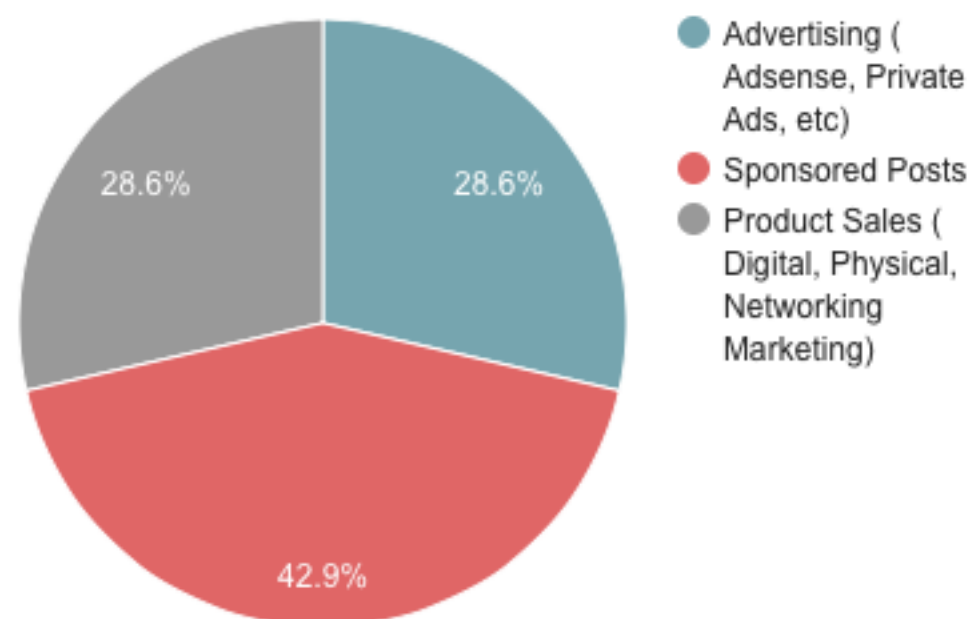
What is your average monthly revenue



How long have you been blogging



Top Revenue Sources for DIY/Recipe Bloggers



## KEY TAKE-AWAYS

- Out of a total 67 respondents, 7 bloggers identified themselves as parenting bloggers
- 43% of DIY/Recipe bloggers surveyed made more than \$500 per month, with one earning over \$7,500 per month
- Sponsored posts was the most popular type of revenue source amongst these bloggers
- Top earners in this category averaged 3 years of blogging



# What tip would you give a new blogger starting out?

We asked all participating bloggers to give advice to new bloggers, here are their responses:

- **BE YOURSELF!**
- Content is the key. Quantity and quality.
- Focus on honing your craft **BEFORE** you focus on monetizing. If you create very high quality content (and photography), monetizing will come more naturally. Brands will be attracted to the high-quality content you create and you'll also be able to build a good traffic base which will allow you to work with quality ad networks.
- Work hard!!
- Don't make any decisions about your blog or the future of your blogging when you're tired or discouraged. Keep pressing on, wait for the energy to return, then ask yourself the questions that matter!
- Take it one day at a time. Know you will not make \$\$\$ right away.  
Build a fanbase
- Find a niche and do it well!
- Be unique - and **DO NOT COPY** other's work. Befriend someone who has been blogging for a little while and listen to what they say.
- Be prepared to work -- really work -- if you want to make money off your blog. 12 to 14 hour days six or seven days a week isn't uncommon when you're launching a new site. I blog on family vacations, on Christmas, and even blogged on my honeymoon.
- Never stop learning. Google is your friend.

# What tip would you give a new blogger starting out?

- Research, read about how other successful bloggers are making it work, don't be afraid to ask other bloggers questions, find someone to help mentor you, don't be afraid to pay someone to do the design work behind your blog.
- Keep writing
- Be patient, choose a subject/niche you love, use social medias to grow a platform/community
- Stop desperately looking for magical answers from "experts" on how to do things. Stop obsessing over how often to post, what platform to use, etc, and just start doing. If you're not willing to deal with uncertainty, you're not willing to put yourself out there and screw up, and you're not willing to be resourceful and test things out on your own, you are going to have a bad time.
- If you are planning on monetizing start early and buy your own domain name.
- Join Facebook Groups & Read Blog posts about how to start blogs, etc.
- Blogging is hard work but is worth it. Maintain your integrity and create a realistic schedule to avoid burnout.
- Monetize from the very first post and don't sell your best content to other bloggers.