

MONEY ONLINE BLUEPRINT

**How Much Can You Earn
From A Blog**

**The Ultimate Blog Training Package
How To Quickly Make A Full Time Income Blogging**

BY CHRIS CANTELL

In this document, I am going to show you what can be achieved in the way of financial income from a blog.

First of all though, I need to make things clear right at the start:

1. The figures and income I'm going to highlight are for guidance purposes and they will vary from niche to niche
2. The figures are realistic and achievable by following the advice within Money Online Blueprint and this document. However, it will take a few years to build your income to the higher monthly figures shown.
3. The figures are dependent on your own input in to making your blog a success

How Much Can I Earn From My Blog Each Year?

This is a great question, and one that almost every new blogger wants to know. Before I go into any figures of how much you can earn from your blog, I will cover something that your income will be hinged upon, and that is traffic. If you do everything right with your blog (by that I mean that you follow all the steps I outline in the Money Online Blueprint), then the amount of money you can make will be dependent on one thing, and that is the amount of targeted visitors you can get coming to your site every day.

Traffic

To make money from your blog requires visitors to your blog. These visitors are known as traffic. Imagine that you have a shop in a busy shopping mall. That shop is likely to get a lot of traffic. If, however, your shop is up a side street that gets very little passing traffic, that shop will get very little traffic. If both shops sell the same things, which do you think would make more money? Clearly, the one in the busy mall would sell far more than the other store.

Traffic is essential therefore for your blog to make any kind of income, but not just traffic. It has to be targeted traffic. That is, traffic that wants what your blog is offering. Where your blog and products address that visitors' problems or need for information. The more targeted traffic you can get the more money you can make if you do it right.

Initially, as you are starting out, you won't be getting much traffic. This is something that will take a few months to build up as you follow the Money Online Blueprint "Traffic Blueprint Module".

Blog Income Examples That You Could Achieve

Any figures you put together to determine the amount of money that can be made with blogging need to be realistic and achievable. I have put together a projected income analysis below to give you an idea of what you could achieve by putting the Money Online Blueprint strategy to work: -

It all starts by getting traffic to your blog. Without traffic, you can't make any money.

I have provided some information about bloggers that have published their incomes online. From their figures, I will calculate the profit per visitor. I will be able to get approximate traffic numbers from similarweb.com

Case Study #1

Blog: Local Adventurer

URL: <https://localadventurer.com/>

Income Report URL:

<https://localadventurer.com/blog-income-report-march-2019/>

The site is a travel blog. They have published numerous income reports. At the time of writing this document, their last report was published for income for the month of March 2019. According to their detailed income report dated March 2019, they made a typical income of: - **\$17,708**

The traffic the site received during March 2019 totalled 502,781 visitor sessions (traffic stats below taken from Similar Web): -



We can calculate the value of each visitor by dividing the income by the total number of visitor sessions: -

$\$17,708 \text{ Divided by } 502,781 = \0.035

So each visitor is worth \$0.035. You can get a crude calculation from this, and it will give you a very rough idea of how much money you could potentially earn by evaluating your own traffic.

You would get a better income indication by doing this calculation over more than one month. For example, I have listed the data for the last few months where they have published other income reports: -

Month	Income	Visitors	Income Per Visitor
August 2018	\$32,778	359,907	\$0.090
September 2018	\$12,428	355,203	\$0.035
October 2018	\$28,729	364,630	\$0.078
November 2018	\$26,433	310,922	\$0.085
December 2018	\$29,907	353,197	\$0.084
January 2018	\$26,888	418,396	\$0.064
February 2019	\$24,707	274,064	\$0.090
March 2019	\$17,708	502,781	\$0.035
April 2019	\$21,714	463,778	\$0.046

Over the 9 months of reported income and traffic, you can see the results that have been published across the 9 separate income report posts. We can average the 9 months income per visitor to determine a more accurate amount of income per visitor.

The average income therefore = \$0.06

You can do this exercise from other blogger reports. All the results will vary, but the exercise will show what is achievable

I have to say, that the results the blog “Local Adventurer” are getting are nothing special from an average income per visitor. The reason they could be making a lot more money is down to their monetization methods. If they followed the Money Online Blueprint strategy, their income would be way higher.

Case Study #2

This blogger is applying a monetization strategy that is only part similar to the Money Online Blueprint strategy. As a result, her income could have been greater. She is missing a key aspect, namely, the lead capture / email marketing. She is creating her own products and selling them on her site which is good, but she has not taken up anywhere near the sales potential by developing her own products even further

Blog: Root and Revel

URL: <https://rootandrevel.com>

Income Report: <https://rootandrevel.com/january-2019-monthly-income-report/>

I have income reports for January 2019 and have the traffic statistics from Similar Web as follows: -



Month	Income	Visitors	Income Per Visitor
January 2019	\$20,764	180,000	\$0.115

What You Could Earn By Following The Money Online Blueprint

Case Study #3

This blogger follows the Money Online Blueprint Strategy. I will cover the details below. However, the blogger below doesn't want me to reveal his or his blogs identity, so I will just show what he has provided for me to show you.

His blog is in the content writing niche

I have an income report for February 2019

Total: **\$41,440**

Month	Income	Visitors	Income Per Visitor
February 2019	\$41,440	391,337	\$0.115

His income breakdown is as follows: -

\$9,000 Offering his content writing services to clients

\$2,072 Digital product sales (his own products)

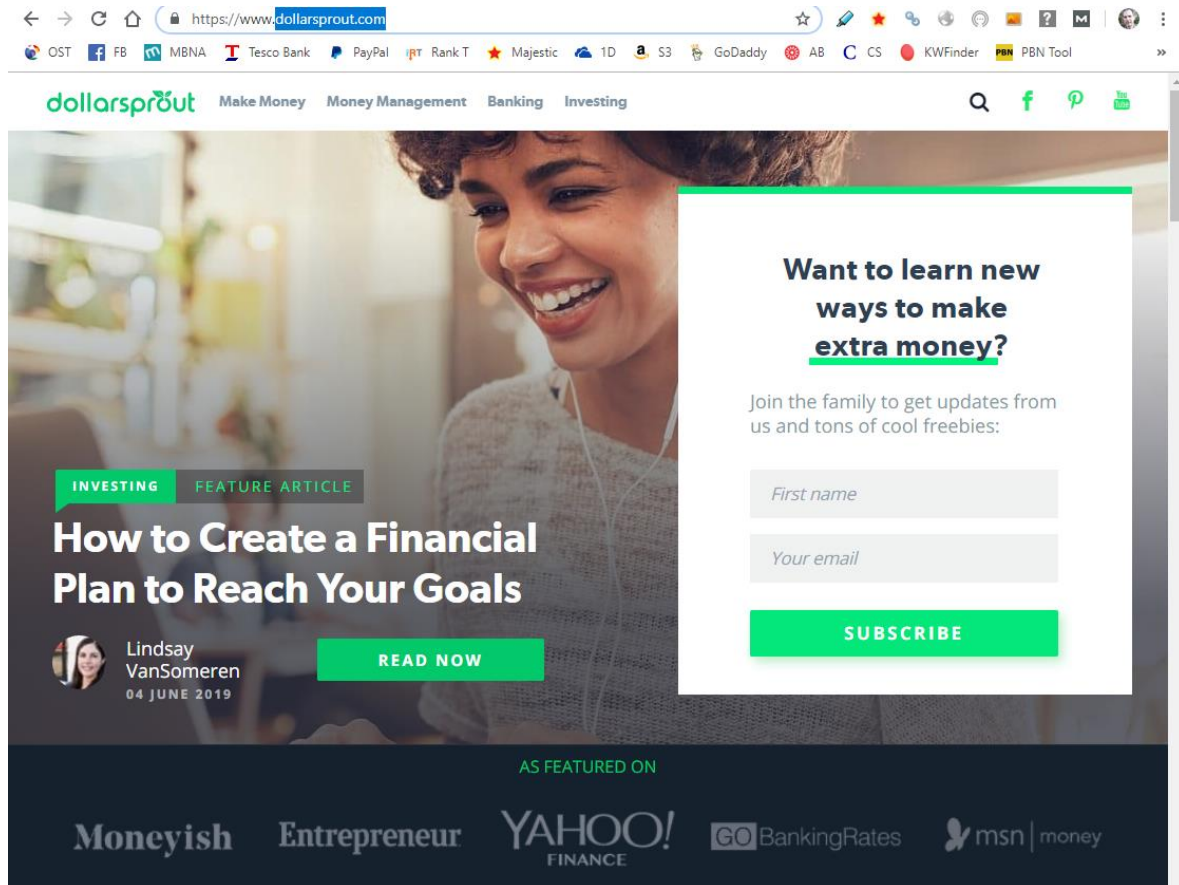
\$1,901 Other sales & Ads

Marketing / Monetization strategy

- Email marketing. This is his main emphasis
- Selling his writing service to acquire new clients
- Selling his own training courses via email and directly through his blog
- Promoting affiliate products and services via email and directly through his blog

Case Study #4

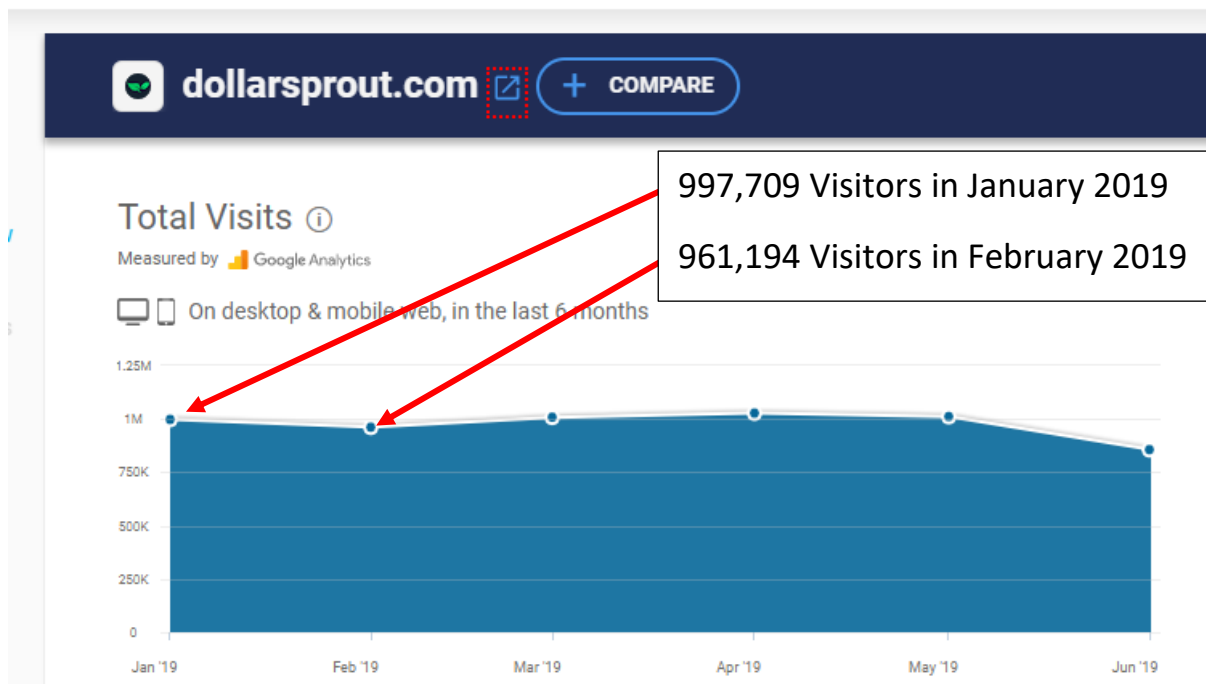
The next blogger is Dollar Sprout. A blogger working in the personal finance niche



This blogger implements a blogging strategy that is very similar to the Money Online Blueprint strategy. The results they achieve are therefore very impressive.

I have income reports for January 2019 and February 2019. For privacy reasons, I cannot disclose the source of the income.

Here are the income and traffic statistics (the traffic statistics are from Similar Web as follows: -



Month	Income	Visitors	Income Per Visitor
January 2019	\$180,285	997,709	\$0.180
February 2019	\$167,390	961,194	\$0.174

The income reported from this blog when compared with the traffic is not only significantly more profitable per visitor, but the strategy has made the income consistent.

In addition to this, the work is less effort for this blogger, because she doesn't need to drive anywhere near as much traffic to get the same level of income as the others I have showcased here.

Other Real-Life Income Examples

Here are some examples of people that share their income as a result of their blog. They are good examples of blogs and I recommend that you take a look at how they present everything. Make special notice at the emphasis they have on collecting your email address and also at how they are monetizing their blog.

In the examples below, I detail roughly how they are monetizing.

Take a look: -

SimpleGreenSmoothies.com

Jen Hansard and Jadah Sellner run a smoothie blog. Their main emphasis is to monetize with email marketing. They have a couple of cook books and have a recommended products page where they link to an Ecommerce site where they get an affiliate commission on any sales made from their referral.

In an interview with a marketing blogger (Nathalie Lussier), the Smoothie bloggers said they earn a multiple 6 figure income

Source: <https://nathalielussier.com/blog/multiple-six-figure-income>

MasterSketchup.com

Matt Donley is the creator of this blog. Sketchup is a complex 3D Mapping software. Matt built his blog teaching people how to use it. He started off using Adsense to monetize but that made virtually no money. After 14 month had gone by, he decide to write a book on how to use this software. It took him 4 months to write it and he launched it as a digital download for sale on his site. He also has affiliates selling his product for him.

He makes around \$8,000 per month in sales of his product. He is working on a video tutorial package now, and that will take his income skyrocketing.

His income is currently well in excess of \$96,000 per year

Source: <https://www.smartpassiveincome.com/podcasts/quit-to-go-full-time/>

ArtOfManliness.com

Brett McKay runs the artofmanliness.com blog which is a men's lifestyle site. He has a lot of blog content, and he tries to capture email addresses where ever he can throughout his site.

He has a heavily monetized ecommerce store on the site where he sells his own products including books he has written, posters and stationary. He has his own apparel for sale too.

In an interview, he said that he currently makes well in excess of \$400,000 per year.

Source: <https://mixergy.com/interviews/brett-mckay-art-of-manliness-interview/>

OrlandoDateNightGuide.com

This blogger (Kristen Manieri) focusses on email marketing and presents his optin form in several places on his blog. His main source of income is ads that he has all over his site. For this blogger, ads work for him because all the ads are other businesses in his niche that are based in Orlando. In his instance, ads are probably the best way to monetize. He could create a book and sell it to his list, and maybe he does.

He gets around 80,000 visitors per month, so that is a big number as far as local based business are concerned, so he can make some good money from those ads. He almost certainly will have had to contact each of those local businesses and sell ad space on his site.

In an interview, he said that he makes over \$100,000 income a year from his blog

Source: <https://problogger.com/podcast/226-passion-project-100000-advertising-revenue-dating-ideas-blogger-shares-story/>

The Importance Of Monetizing The Right Way

In the monetization blueprint module, I cover the ways you should monetize and the ways you should not monetize. If you choose to use any of the methods that I don't recommend, your income will drastically drop. However, if income optimization is not your main target and you would rather have a more passive income strategy, then the methods I talk about such as Google AdSense would actually be a good choice.

You will have noticed the emphasis I have placed on creating and selling your own products. This is without doubt the path to make the most income. It requires more effort than affiliate marketing for example. However, if your goal is to create a big income, creating your own products is the way to go. If, however, you want a lazier blogging life and still make a half decent income, then affiliate marketing is the way to go where you review affiliate products on your blog and where you sell affiliate products to your email subscribers.

If you are not bothered about the money and just want an easy life where blogging is more of a hobby, then you can monetize with the methods I said I don't recommend.

Income Potential Conclusion

From the data I have laid out on this document, you can see the income potential available to you if you follow the Money Online Blueprint strategy is huge. It is designed to provide best results for least effort.

Being Realistic

I'm sure you will see other blogging packages that promise a six-figure income from blogging. My comment to that is that you can absolutely make a 6-figure income or even a 7-figure income every year from your blog. However, you are unlikely to achieve that level of income in your first year. You might do, but most people won't. Most people that follow this blueprint and work hard building their blog may earn the kind of income I have shown above. In the 2nd year, it is then realistic to be able to grow your blog to a 6-figure annual income.

Income Summarized

As a blogger following the Money Online Blueprint, you can expect to make anywhere between \$0.08 to \$0.20 per visitor depending on the profitability of the niche you are in. Some niches lend themselves to be a perfect fit for creating your own medium to high ticket products. Those niches will tend to make more money than other niches where product creation is more challenging.

With this in mind, I have created a table below showing what you could earn based on driving given amounts of traffic to your blog. For this example, I have gone for a mean average of \$0.14 per visitor. This should give you an indication and help inspire you to master the art of driving traffic: -

Visitors Per Day	Visitors Per Month	Monthly Income	Annual Income
30	900	\$126	\$1,512
60	1,800	\$252	\$3,024
100	3,000	\$420	\$5,040
200	6,000	\$840	\$10,080
500	15,000	\$2,100	\$25,200
1,000	30,000	\$4,200	\$50,400
2,000	60,000	\$8,400	\$100,800
5,000	150,000	\$21,000	\$252,000
10,000	300,000	\$42,000	\$504,000
20,000	600,000	\$84,000	\$1,008,000
50,000	1,500,000	\$210,000	\$2,520,000

The key to wealth with blogging is to implement a powerful content, monetization and traffic strategy and set yourself a 3 to 5 year plan. I am not saying you will have to wait that long before you make any decent income. I am saying this so that you can be realistic about your income and so that you have a goal, a target to reach.

Disclaimer

I now need to add the legal bit.

The earnings I have laid out in this document are real earnings achieved by the people I have highlighted. However, these results may or may not be achievable for you. I don't know your circumstances or to what level you would apply the Money Online Blueprint strategies. For that reason, the figures I have provided are indicative and not what I think you will achieve.

I wish you all the best as you build your blog and your income.

Chris Cantell