

Ever since blogging became popular, people have been trying to make a living at it. A few have been successful, but many eventually give up, or if they actually do continue to blog, they aren't making anything. In a session I attended about blogging at SXSW last month, one of the panelists asked the question, "how many of you have a blog?" Nearly everyone in the room raised their hands. Next, they asked, "how many of you are earning with your blog?" Very few people raised their hands.

**That does not mean it can't be done.** It's just going to take some work. We talked to Darren Rowse, one of the most famous people in the Blogosphere for making blogging profitable (he runs [ProBlogger](#)), who shared some tips on how to do it.

=====

### Get Better Hosting - Get A Human: [Check out hosting solutions](#)

More than 20,000 customers trust our dedicated and managed hosting services, because they're backed up with The Planet's people: people with the technical chops and training to give you the best possible hosting experience.

### Try our screaming fast network

<http://aj.600z.com/aj/55129/0/cc?z=1&b=55127&c=55128>

=====

### Going to Take a While

It's

As Rowse notes, a lot of people jump into blogging thinking they're going to start earning quickly. That is very likely not the case. He says it's about finding a good niche - something you're passionate about. Ask yourself what your interests are, and if your topics are things you can see yourself writing about regularly for years.

The Twitter Yellow Pages. **FREE**

# Twellow.com

More than 1,000,000 Users!

Twellow is *the* Premier Directory Service for Twitter

- Connect with people who matter
- Over 1,000 Categories
- Local Search with TwellowHood

[Click Here](#)

When looking for a niche to take on, Rowse suggests doing some research on how many people are searching for that type of content. Use tools like Google Trends. Look at how many people are advertising on this type of content. Is there enough content to write about on the topic or will you eventually run out of things to say?

### Frequency

As Rowse says, there's no rule for how often you should blog. People have been successful writing a post a week or less. Still, your chances of growing success are increased along with your frequency. Think about it.

**"Every post you write is a doorway into your site,"** says Rowse. "If you're only writing 52 posts a year, that's 52 places people can connect with you through Google or through Twitter. If you're writing 365 (one a day), then you've exponentially increased the amount of places that people can find you."

Despite the beliefs of some, blogging is not dead, and it's not dying by the hands of social media. Social media can be the blogger's best friend for sharing content, and attracting more readers.