

Blogging as a Revenue Stream for the Stay-at-Home Mom

There was a wonderful time during the founding days of the Internet when all you had to do was throw up a blog and you were making money. Very few people were blogging back then, and the laws of supply and demand dictated that if you had a web presence, it wasn't too difficult to develop an income stream.

While it is not as simple as it used to be for bloggers to make serious money online, the stay-at-home mom looking to develop a part-time or full-time income can still do so from the privacy of her home.

The best thing about blogging might be that it pays to be individual and unique. That means that rather than trying to fit some type of preconceived cookie-cutter mold, blogging with your original personality will probably pay the most dividends. You may have had a situation before where you were interacting with someone who didn't seem very genuine. People these days receive so many marketing messages that they have become very good at sniffing out someone who is trying to be something they're not.

The opposite is also true. We are drawn to people who seem comfortable in their own skin. When you start a blog as a stay-at-home mom and you present the "real you," warts and all, it is easier for you to develop a following than if you fake who you are and what you do.

How to Make Money with a Blog

You can make extra money as a SAHM through your blog a number of ways. The most common method for stay-at-home moms to get paid from their blogging efforts is affiliate marketing. You affiliate yourself with a website like Amazon or

Clickbank. You review and suggest quality products to your audience, and if they leave your blog and purchase a product or service from whatever company you are affiliated with, you receive a sales commission.

You can also sell advertising space on your blog. Build up your traffic and you can charge marketers for pop-up ads, sidebar ads, and header advertisements. There are more than a dozen ways to sell advertising space or content on your blog, and some established bloggers make quite a bit of money through advertising alone.

Additionally, you can create and sell your own products on your blog. Information courses and how-to programs are big online. As a stay-at-home mom, you no doubt have developed skills in the areas of budgeting, time management and raising children. You can create a simple PDF or series of videos teaching these or other skills you can sell as a course on your blog, keeping 100% of the money from each sale. These are just a few of the different ways you can develop a recurring income with blogging.

How Do I Start a Blog?

Wordpress.org and Blogger.com are two of the most popular free blogging platforms online. They are both incredibly easy to use, and you can literally have a blog up and running in less than an hour, even if you have little technical skills. Wix, Medium, and Weebly are other blogging platforms where you can get started for free or a very small investment.

Where to Turn for Stay-At-Home Mom Blogging Ideas

To awaken your creativity and fire up your inspiration, check out other successful SAHM blogs. The FeedSpot blog continually updates a list they call the Top 100 Stay-at-home Mom Blogs and Websites for SAHMs. The blog uses search traffic

and social media metrics to determine the 100 most popular blogs run by and/or for stay-at-home moms. These busy blogs are run by SAHM bloggers around the world and are listed at the following URL.

- https://blog.feedspot.com/sahm_blogs/

At that URL you will also find a link to the top stay-at-home mom blogs in the United Kingdom.