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TEN ++ WAYS TO MAKE MONEY AS A DEVELOPER

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Ten Ways to Make Money as a Developer

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About this book

Coding is a fantastic skill. It opens doors to exciting new opportunities. This is what it did for me and for lots of people that I know!

In this book, I'm going to share everything I have learned along my journey about monetizing my development skills. Going from freelancing to having a job to becoming a content creator, writing articles to creating videos on my YouTube channel, and much more.

In this book, you're going to learn about TEN++ ways to generate income with your development skills.

I will walk through each of these methods, explain how you can apply your coding skills to succeed, and offer tips to help you get started.

You might be familiar with some of these ways, and that's perfect! But in case you'd like to try out

something else I want to simplify the process for you as much as possible.

It took me over 7 years to learn everything I'm going to share with you in this book, and above that, for some of the chapters, I've reached out to other experts in the field and got them to share their journey and experience as well.

I'm doing all of this because I want to make sure that you'll get the most value out of the money you spent buying this book!

I want to believe that this book offers a 100x Return on Investment (ROI) because it's definitely helped me earn over six figures in the past 7 years!

Was it easy? No. Was it fast? No. It took time and effort. I spent thousands of hours learning. I love to learn which made this journey even more enjoyable (and I hope you'll love it too!).

How to read the book?

As this book has unique chapters that let you read what you are interested in without having to read sequentially, you can start reading any chapter you wish. Feel free to jump to whichever section you seem fit.

If you want to read the entire book and get the most out of it, then just simply go page by page as with a usual book.

What's up with the “++” thing?

I don't claim to have all the knowledge in the world therefore I'm always learning and this book is in a “continuous development” mode. I'm going to keep adding more information to the book as I experiment and learn new things myself.

It might be just updating a chapter with new information or it might be even adding a brand new chapter in the future.

I'll continue to work to make this book better and better! That's what the `++` stands for.

Don't worry! You'll get access to all these book updates for free as a token of appreciation for trusting me and purchasing this book in the first place.

My programming journey

I started my career as a freelancer back in 2013, kind of. I say kind of because the projects I was working on were small and it was more of an experiment than something I planned and wanted to do. Even though these projects were small, they laid the foundation for my first “real” programming job as a professional developer.

I landed my first part-time development job during college, working as an XPages developer. I don't even remember what XPages is anymore! What I can remember is that we had some JavaScript too, which was cool. Nevertheless, I stayed in that job for around 8 months until the company had to cut the development department. I was one of the two people who remained but they wanted me to switch my focus to design and because I wanted to pursue my passion for programming, I resigned.

For the next few years I worked again as a freelancer, but this time I took it more seriously and worked on some bigger projects.

I got married after finishing college and soon after that I got a high-paying job offer and worked there for

almost 2 years as a ReactJS developer and CSS ninja! (The latter was not in the job description, I added it myself to look cool).

I accepted the ReactJS position for mainly two reasons:

- *First*, because I wanted to get a feel of how it is to be working in a big company with multiple co-workers and big projects. I've learned a lot along the way and met some amazing developers!
- *Second*, the steady paycheck. We saved up some money and after 2 years I resigned and started my journey as a content creator (blogger, YouTuber and streamer).

To be honest, I didn't feel that I could be employed for the rest of my life and I wanted to try my hand at being self-employed.

Note: *Just because standard employment wasn't for me, it doesn't mean that it's not for you either. Try it out and who knows, maybe it is the right thing for you as it is for a lot of people. You never know until you try.*

Since I began my journey as a content creator I have grown a following of over 150k followers across different social media platforms (Twitter, YouTube, blog) and had the chance to help hundreds of thousands of people through my blog posts, YouTube videos, live streams and in some cases directly through DMs and emails.

Doing all of the above brought me a lot of joy and I'm very grateful for everything that has happened to me since I started this journey!

As of now I can't imagine doing something else than learning and sharing what I'm learning with those who are following me. Seems like the perfect job for me.

Speaking of sharing what I've learned, let's get into the business, shall we?

CHAPTER 3

BLOGGING



Why start blogging?

There are multiple reasons why having a blog is a great idea and why we can see more developers going down this road. For some, it might be daunting at first but let's go over some of the benefits and you might change your way of thinking about it.

Improve your own skills

Whenever you write about a topic, you will most likely find yourself in need to do some research as you want your article to be great so that's the perfect moment to learn the topic more in-depth. They say that *"the best way to learn something is to teach it to others"* and that's exactly how it works when you're blogging.

It also encourages you to step up your game and stay up-to-date with what happens in your niche. It might just be the push you need to stay relevant and even be one step ahead of the crowd.

Guess who's the one that's going to be contacted when the next new, fancy startup which is working with the newest technology, will be hiring? Well... it could be you!

Market yourself

Blogging can set you up as an expert in your field and it allows you to get in front of various networking and business opportunities that you might not find otherwise. This can help you find your next big opportunity, be it either a great job or even the start of a successful collaboration with someone.

Blogging helped me meet some amazing developers. With some of them, I'm currently working on some exciting projects. This would have not been possible if I wouldn't start blogging.

Extra \$\$\$

Although blogging might not be paying your bills when you're starting out (spoiler alert), it can definitely turn into a good source of income down the road. Consistency is the key for that to happen.

We'll talk more about the ways to make money as a blogger in a bit.

How to start blogging?

First, let's clarify one important thing. Do you have to be an expert programmer to start blogging? **No!**

Even if you just started out on your journey there are people who haven't started their journey yet. They can definitely learn from the things you are writing. Everyone started at some point, right?

Also, don't worry if the topic you want to write about was already covered. You are unique and you have your own unique perspective. Some people will love your way of writing and explaining concepts while others won't, but that's fine! We can't please everybody!

As long as you're helping at least one person, I call that a win. With this out of the way, let's see what you need to start blogging.

Pick a niche/topic

When starting out it's highly recommended to focus on one niche. That way you can build an audience of people who are interested in the topic and they will more likely start to perceive you as an expert in the field.

You should not jump from writing C++ tutorials to CSS hacks mixed with some articles about Go. At least not in the beginning as that might just confuse people.

Also, people who would read your CSS hacks probably wouldn't be interested in reading about C++ which will slow down your momentum.

As soon as your blog gets more popular you can start diversifying your content. Then you can try out all the "crazy" ideas mentioned above.

How to pick a niche

In order to find that out, you might want to answer a couple of questions:

What are you good at?

What are you passionate about?

What do you want to learn more about?

These are some of the questions you can ask yourself when picking a niche.

It wouldn't hurt if you did market research in order to discover what people would like to learn. Then you can find the "winning combination" of what people want to read about and what you want to write about.

Although if I would have to pick between the two, I would more likely go with the niche I'm passionate about. Why?

Well, I find it easier to write a topic I'm excited about and it's more rewarding. Also, even though at the beginning it might look like people don't care about a topic, I'm pretty sure that you can find an audience for it. You might just have to search a little harder.

How to create a blog

Once you have a niche in mind, it's time to create your blog. When it comes to creating a blog, there are so many ways you can approach this. As a developer, you can create your own blog from scratch. This is what I did.

I created my own blog using **Gatsby** which is a free, open-source framework built on top of **ReactJS**. It's a powerful static site generator and on top of that, it's also blazing fast!

It has a wide range of plugins that can help you add all kinds of features to your blog. Markdown support, analytics, meta tags for SEO, image optimization, just to name a few. Because it generates a static website you can simply create a GitHub repository to push your files there and then use **Netlify** to deploy your website without having to purchase a server to host your files on.

This is what I did and ended up saving the \$120 which I was paying for hosting per year and now I don't have to worry about maintaining the server either. That's a win-win. All I have to do now whenever I want to publish a new article is to create a new markdown file, write my post, and then push it to GitHub and it's done! In a few minutes, the live website is built by Netlify and people can start reading the article. As simple as that.

Other ways to create a blog

If you don't want to build your blog from scratch you can use some existing platforms like **WordPress** or **Ghost**.

WordPress has a gazillion themes and plugins available online. Some of them are free but if you want something good you might need to pay for it. I personally was never a big fan of WordPress but I can't deny the fact that it might make blogging easier, especially for those who don't know a lot of coding.

Blog on existing platforms

There is also another option. This option is getting more popular nowadays. You can start blogging right away

using an already existing platform. All you need is to create an account and you're good to go.

Some of these platforms are:

- Dev.to
- Hashnode
- FreeCodeCamp

Dev.to keeps growing in popularity. Here you can find all sorts of dev related articles and it's used by almost 500,000 developers. It's a great way to get your first articles in front of an already existing audience.

Hashnode allows you to start your personal dev blog very fast. You can publish articles directly on your own domain while also being promoted in their community. It is like a platform of blogs with the added benefit of helping you find your audience as each article you publish on your domain gets shared on their homepage.

FreeCodeCamp is probably the biggest tech blog out there. It gets millions of views monthly and it can help jumpstart your blogging career as it did mine. Keep in mind that their curators and editors are working hard to provide the best content they can for their audience and because of that you need to get accepted before

publishing an article on freeCodeCamp. There's a form you have to submit and you need to have some previous work examples to showcase. But once you are in, the sky's the limit!

Finding an audience

If you are starting out on your own blog you need a way to find an audience. Ranking on Google is great but it requires time. It might take up to 6-12 months until you can see a steady flow of traffic coming from Google. There are ways to help speed up the process.

One way is to share your article on Social Media platforms like **Twitter**, **LinkedIn**, and even **Reddit** (be careful of Reddit, there are a lot of trolls lurking there). This is how I started and although I didn't get a lot of attention at the beginning, I slowly built an audience there and more people started visiting my blog.

Another way to get in front of an audience is to **cross-post** your articles to other blogging platforms like **Dev.to** or **Hashnode** or to write content for **FreeCodeCamp** and let people know that you have your own blog they can visit. It will take a little time to find and grow a community around your blog but the payoff is definitely worth it!

Growing your audience

Now you have a blog and you also get visitors, GREAT! But there are still some important things you should do in order to increase the chances of having a successful blog.

Have a schedule

This helps on two fronts.

First, it helps you build a habit which will make it easier to get into a “productive state” and you’ll end up producing content easier and faster.

Secondly, this will act as a reminder for your audience to check out your blog because there should be a new article on day X. This should turn into “free traffic” as some people will visit your blog without you having to do something extra for it.

Find out what schedule works best for you *and* your audience and try to stick to it. It can be once a week or twice a week or whatever you find to be working for you. Start by testing it and see how it goes.

Create an email newsletter

There are a lot of visitors you might lose forever if you don't have a way (a reminder) to contact them to let them know that you have a new article on your blog. That's what you can do by sending an email to your email subscribers.

When it comes to platforms, I've used Mailchimp and Convertkit. Started with Mailchimp but I moved to Convertkit now. Try them out and see which one works best for you.

Having people subscribe to your newsletter is also an important step in building a good relationship with them. A relationship that can bring a lot of benefits down the road.

A following on Social Media is not a guarantee that you will get heaps of visits to your articles because everyone wants to keep people on their own platform. Only a fraction of your followers will even see your articles. This is where having an email list shines (one of the reasons). People who already subscribed to your mailing list are more likely to want to read your articles because they already gave you their consent.

Also, by sending out an email you can drive sales to your products and/or services or if you don't have those yet, you can promote affiliate products. This is a great way to start earning money through your blog.

How to make money blogging

There are multiple ways you can monetize your blog:

- Ads
- Affiliate
- Sponsored Posts
- Promoting your own products/services
- Getting paid to write for other publications

Keep in mind that it is a slow grind. You might not see a lot of progress in the beginning, but consistency is key!

I still remember when I first got contacted to write a post for a publication. They offered me **\$35 USD**. After a month or so another publication contacted me. This time they offered **\$100**. Then **\$200** and then **\$350**.

Slow grind. Keep pushing and you'll see results.

Have a schedule. For example: **2-3 articles / week**. Something simple enough that you can manage without burning out.

You don't want to be pushing 7 articles a week for a month and then suddenly go to 0 because you burned out, but rather try keeping it at 2 articles per week for a year.

Ads

I'm sure you've seen them. They're pretty much everywhere and for a reason. It provides a bit of extra income.

A bit? Extra? Why are you saying that?"

, I wouldn't rely on ads as my main source of income from a blog. You need a high viewership in order to make a decent amount of money. In my experience, you'll be getting between **\$1-2** for **1000** impressions.

An **impression** is when an ad is fetched from its source and is countable. So basically whenever someone sees an ad. Now let's say you want to make **\$1000** a month from blogging. That means you need between **500k-1M** impressions. This is not an easy feat.

There are also the **PPC ads** (Pay-per-click) which can pay between **\$0.25-\$1** per click. These types of ads pay a bit better but not a lot of people click on them.

On my blog, the two ad types mentioned above pay almost the same. Half for clicks and half for impressions.

Please keep in mind that ads might be obtrusive so don't overdo it. Don't sacrifice the viewer's experience in exchange for some money, might not be worth it.

In case you want to try out ads, I'm using **CarbonAds** and I'm pretty happy with them. They provide ads specifically for developers and/or designers.

Before applying for them make sure you have around **10k Monthly Pageviews** on your blog. Last time I checked this was the amount you had to have in order to get accepted.

Affiliates

You can make money by promoting other people's products and/or services and in exchange, they'll give you a commission. The commission can range a lot. From **5%** up to **60%** or even more. It really depends on the service or the product. This can also be negotiated

with the owner(s). If you manage to bring in a lot of sales you can ask them to raise your commission.

“What should I promote?”

Find products and/or services that you used and enjoyed before and send the owners an email. Ask if they would like to collaborate and see if they have an affiliate program.

You can also contact individual creators as they might have an affiliate program too. That’s what I did and it worked out well.

After they set you up with an affiliate link you can find a spot on your blog where to place it. In the sidebar, above-the-fold, after the article. Test and see what works best for you. You can use a URL shortener like bit.ly to track the number of clicks and based on that decide which is the best spot to place them.

I’d also suggest having a *Disclaimer* on your blog somewhere, letting your readers know that some of the links on your blog might be an affiliate and that you’ll earn a commission at no additional cost for them. Let them know that this is a way for you to continue to work on your blog to provide great content.

Sponsored Posts

When your audience grows you'll notice that you'll get contacted by different companies to write about their products in your articles. There are "scammy" looking products out there so make sure you check them out really well before accepting anything.

Your test should be: *"Do I like this product? Would I use it?"*

If the answer is not 100% yes then it's a no.

Remember: you are in for the long run which means that keeping your audience is more important than some quick bucks you could make. Appreciate your audience and they will appreciate you in return..

When it comes to: *"How much should I charge for a sponsored post?"*. It depends.

It depends on the number of readers you have. It depends on the topic. It depends on the type of collaboration you have with the company that wants to sponsor a post.

Do they want to sponsor only one post? Charge more.

Do they want to sponsor a series of posts? Charge less per post as you'll get a bigger sum overall.

At the end of the day, it's all negotiable. There isn't a fixed amount I can give you. Do what feels right for you.

Promoting your own products/services

This one goes without saying, considering that we talked about affiliates and sponsored posts. Once you created your own products you might want to drop some of the affiliates and promote your own products instead.

Keeping 100% of the income from your product(s) is better than the 50% commission you might get from affiliate products.

Affiliates are great when you are starting out but the goal should be to have your own products, sooner or later. That's when the "real money" comes in.

"Real money" because this is your product.

By now you should probably have an audience that knows and trusts you and you also know what they need so the product would most likely be tailored for them.

A great way to sell your own products is through **Gumroad**. This is what I'm using to sell this ebook and

it's great! They take care of many things like payment, VAT, sending the product once someone bought it, and much more.

We'll be talking more about having and creating your own products in the **Digital Products** section.

Getting paid to write for other publications

After your articles start getting some traction you might soon be contacted by different publications that would like you to write for them.

These publications are always looking for new content as their income is based on that so they will often reach out to people to write for them.

You can leverage this to:

- Get in front of a new audience
- Get even more experience for writing for a publication as they might have their own "methods"
- Make some money

Again, the amount you can be paid will depend on the publication, the topic, your experience, etc. Do what works best for you. Keep in mind that money isn't the

only thing you might be getting. The opportunity to reach more people is valuable too as some of those readers might just stick with you longer, which is a great thing!

When it comes to payment, you can start by charging less at the beginning (\$200-300) and as you're getting more experience, grow your prices.

Thank you for reading!

However, this was just a sample...

If you want to continue reading, you can purchase the full eBook, and all future updates here:

<https://gum.co/makemoneydev>