**Introduction**

**Глеб:** Blogging is about creating and sharing content online to attract an audience and interact with them. Bloggers can write texts, shoot videos, take photos, or create audio content on various topics.

**Настя:** The profession of a blogger has long been established in our time. However, many still do not recognize blogging as a way to make money. By doing so, they miss the opportunity to earn a lot of money, promote their business, and become popular.

**Рита:** Today we will talk about what it takes to become a professional blogger and what ways there are to make money. (slide with a plan)

**What does it take to become a professional blogger?**

**Рита:** To become a professional blogger, you need to follow several important rules.

**Артем:** First, you need to decide on the topic of your blog, then focus on your target audience to create content that will be interesting and useful to your followers. Second, produce high-quality content because otherwise, people won't watch you. Third, build your audience, grow your blog, meaning you need to be active on social media, interact with your audience.

**Глеб:** Remember that you should have a passion for the content you create and be willing to invest time and effort into developing your blog. Also, your blog needs constant analysis of results and improvement of content promotion strategy.

**How to earn money as a professional blogger?**

1. Monetization

**Рита:** Monetization is the main way for bloggers to earn money. It's income based on the number of views. Additionally, it includes income from advertisements. For example, you find a partner, place their advertisement in your video, and get paid. Partners can be other professional bloggers or companies selling some products

2. Streaming.

**Настя:** Many bloggers in our time are starting to stream. It's interesting and very profitable. Twitch is the most popular platform for streaming. There, you can earn from people's donations. If you can make your stream interesting, people will notice you

3. Make your product.

**Артем:** Also, in our time more and more bloggers are creating their own courses, merchandise, and books, to become well-known. However, these things are often not very good, so it's important to be careful when choosing such products. Because some bloggers don't make money honestly.

**Conclusion**

**Глеб:** To sum up, blogging can make a lot of money. However, it's important to understand that competition is high. Getting your first followers is an incredibly challenging task. You need to be different, have connections and specialized knowledge. If you have all of this, then the path to becoming a blogger is open to you.