

The Rideshare Renegade

Guide To Earning BIG

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1. General Car Maintenance Costs

In the past, it wasn't so common to see a car on the road that had already traveled hundreds of thousands of miles, but these days, cars can easily reach up to half a million miles and still function as normal. All you need to have is some technical knowledge, and you too can keep your car in practically mint condition.

In fact, if you end up maintaining your car the right way, it can outlive newer cars whose owners don't take care of. And to add to that, it doesn't actually take a lot of work to maintain a car as it involves small things like checking your lights, the battery, the brakes, and some other details that make a big difference.

The first thing that you need to do is to check your car's maintenance schedule, which you can find in the owner's manual to see when and which services you need to do. Most older cars will need more work, while newer models have a lot of mechanical improvements in their engine design and increased computerization which means less work.

But there are some basics that every car needs:

1. Oil and filter change - should be done every 5,000 to 7,000 miles and costs between \$20 and \$100.
 - You should be changing your car's oil every three months, or every time you rack up 3,000 miles, but if you have a newer one, you can go up to 7-10,000 miles without needing to change it. Just make sure you check your owner's manual.

2. Tire rotation - should be done every 3,000 to 7,000 miles and costs between \$20 and \$50.
 - You need to get your back and front tires changed with each other to avoid wearing them down unevenly because the front of a car tends to take on a lot more weight. It's best to do it when you're changing the oil, but you should still check your owners manual.
3. Multipoint inspection - should be done at every car servicing visit and the cost depends on the car and what it needs.
 - Depending on the mechanic you take your car to, the service varies in price and scope, and sometimes you can even get them for free. But a general rule of thumb is to get the fluid levels, air filters, hoses, battery, belts, tire tread depth, and the inflation pressure when you're changing the oil - and you can also check these things yourself!
4. New tires - this depends on how worn your tires are, but you can get a new tire between \$50 and \$300 per tire.
5. Wiper blade replacement - should be done every 6 months to a year, and can cost \$7-\$15.
6. Engine air filter replacement - should be done every 20,000 to 60,000 miles and the cost varies between \$20 and \$75.
7. Brake pad replacement - should be done every 30,000-50,000 miles and can cost from \$100 up to \$350.

2. Car Maintenance Basics

As we mentioned in the last point, all cars are different, and the best thing to do first is to read your owners manual. Whatever your car requires, there's bound to be a warning light for it on the dashboard, but you have to know what they mean so that you'll understand what your car is asking for and what's the right course of action.

Dashboard Lights Basics

- Check engine light - this is also known as the malfunction indicator, and it tells you if the sensors in the engine have found a problem that needs to be fixed. Although most owners manuals don't have a specific issue that this light refers to, you can always talk to a mechanic or use an OBD2 scanner to find out what's causing the issue.
- Service engine light - this is the main light that tells you your car is due for scheduled maintenance.
- Brake warning light - this either means that the brake pads are worn out or that the brake fluid level is low - or, if you've engaged the parking breaks.

- ABS Warning light - just as the last light was an indicator of an issue with the breaks, this is a sign that there's an issue with the anti-lock braking system. And if both the last one and this light are turned on, do not drive your car until you have the issue fixed.
- Coolant warning light - this one means you have to pull over and let your car cool off because the internal temperature of the engine is too high and you can end up damaging the engine if you keep driving. And don't open the radiator cap if you've just turned off the engine because it's still too hot.
- Electrical fault light - this means there's a problem with the electrical charging system and you need to run a diagnostic to figure out what's causing the problem, but it's usually the alternator.
- Oil warning light - this one turns on if your oil level is lower than it's recommended, if there's an oil filter blockage or an oil pump malfunction, and you should not drive your car until this is fixed to avoid damaging the car's engine.

How to Reduce Car Maintenance Costs

- The main thing that's going to bring your car maintenance bills down is if you drive carefully. If you don't try to ride the clutch when waiting at the traffic light or at a stop street light if you

don't "burn rubber", and if you brake gently, you can easily make your brakes, tires, clutch and, most importantly, your fuel, last double than the amount of time they would have last otherwise.

- The other thing that you can do, as we keep reminding you with this guide, is to read your car's owner manual, because it has a lot of valuable information, from when you should do car maintenance, to what types of things you can do yourself, rather than paying a mechanic to do it for you.
 - And when you are looking for a mechanic or a car workshop, you should always hop online and look up any promotions, special deals, or vehicle service specials in your location, on places like DealZone or Gumtree. Pick the workshops that are owner-managed if you want to get a lower price because these are businesses that usually have less overhead.
- You should also learn to do some of the small maintenance tasks by yourself, such as changing the air filter, the oils, the bulbs and fuses, and the windscreen wiper blades. You can also rotate the tires by yourself.

Other tips to lower your bills

- You should drive at speeds between 30Mph and 50Mph, which usually means around urban areas.
- Avoid overloading your car, because at best, it can cause a car imbalance, and at worse, it's going to trigger a tire breakdown - you can see how much weight your car can support in the owner's manual.
- Drive your car regularly so that the battery is always charged. If you leave it in the parking lot for a few weeks, the battery might fail when you start your car up again. The best schedule would be to start it at least twice a week and then leave the engine running for about 30 minutes to charge the battery. If you're leaving your car somewhere for a long time, you can always disconnect the battery first.
- If possible, during the winter, you should park your car inside an insulated garage, because it's bad for your car and the battery to be exposed to really cold weather.

Other Car Care

- Any component that ends up damaged or broken in any way should be repaired or replaced as soon as possible, especially under your car or under the hood. Because it doesn't matter how small the issue is, it's going to end up[causing a lot bigger

problems down the road and end up damaging other systems of your car.

- Whenever you're driving your car, the exhaust system is being exposed to high pressure, heat, and vibrations, which is the perfect combination for leaks. However, the source of these leaks can come from anywhere, but whatever the source is, it should be fixed as soon as possible.

3. DIY Car Maintenance

After everything that we listed that needs to be done on a car regularly, you've probably noticed that it's quite a bit of work, that takes both time and money. Fortunately, there are a bunch of things that you can do yourself, that can be a great help for your wallet, and there's no need to get a headache over them because these are fairly simple to do. All you need is a few basic tools, and you'll be all set.

- You should be cleaning your headlights every week with a damp microfiber towel, to keep them at their best visibility level. And if the headlights have any yellowing on them, or look a bit cloudy, you can restore them with the headlights restoration systems.
- Another thing that you can do is check the lights' illumination and the alignment. Every so often, you should get out of your car, while it's turned on and parked, and check the illumination, to see if both of the headlights are working well because it's difficult to see this when you're behind the wheel. But while you are behind the wheel, you should check if your headlights are misaligned by parking in front of a wall and see if everything is okay.

- You should also be replacing the wiper blades every 3 to 6 months, depending on how often you're using them, and make sure you clean them when you're washing your car.
- There's no need to get a mechanic to inspect the fluid levels in your car because it's a lot cheaper to do it yourself. The radiator fluid, transmission fluid, power steering fluid, brake fluid, air conditioning coolant, and the windshield washer fluid are all things that you can check and refill yourself.
- If you don't run the A/C system regularly, it's going to lose its full capacity, which is why you should be running it for about 10 minutes every week, and adjust it to the coldest and strongest setting when you do this - and the same thing goes for the defroster.
- The bottom of the windshield is the perfect place for leaves during fall, and every other type of debris during the rest of the year, which means you should be cleaning it regularly to avoid causing problems with the air conditioning system.

4. Interior Car Care

- To avoid making a mess in the backseat and leaving it that way forever, try to clean the interior of your car at least once a month - if you can't, take it to a car wash or find someone else that can do it for you. And get a small vacuum cleaner that can reach the parts you can't get into, like under the seats or the carpet.
- To avoid damaging the interior due to sun exposure, make sure you apply protective creams on the surface.
- You should also be fixing any tears or small rips that you notice on the visor or headliners before they turn into big holes that a professional will have to fix.
- If you don't want to get stuck in the middle of nowhere during the bad weather, you should always have an emergency kit that includes canned food, water, blankets, flashlights, jumper cables, a shovel, power bank, salt, emergency flare, and a backup phone battery.

5. Exterior Car Care

- The main routine habit you should have with your car is washing it, and you should do it weekly to get rid of all of the dust, dirt, and mud, and make sure you're only using a cleaning detergent designed for washing cars to avoid damaging the paint.
- To protect your car from UV rays and make it extra attractive and shiny, you should wax it twice a year.
- A car's paint job can fade off after being exposed to all types of weather throughout the years, as well as the oxygen from the air itself, so you should spot check the paint often and get everything fixed when something is wrong.
- Aside from that, you should also schedule to get your car professionally detailed every year.

6. Cheaper Cars to Run

If you're planning to get a new car, you should always take into account all of the running costs for the car first, because that's what's going to cost you to have and use your car in the long run. It's important to be thinking with your head instead of your heart or your eyes when doing a purchase like this one, to avoid getting any headaches down the road. That's why we made this list of economical cars you might want to get if you're looking for a cheaper option.

- Toyota Prius is a great hybrid car that's many people's first choice because it's cost-effective for any frugal driver.
- Ford Fiesta hatchback is another great option for people looking to spend less money on a smaller car.
- Hyundai Ioniq Hybrid was inspired by the Prius when it was being developed, and it's a faster option than the Prius.
- Skoda Octavia hatchback is a bigger car that's more expensive than the older model but it's a great value for the money because of its great range of cost-effective engines.
- Peugeot 508 hatchback is a plug-in hybrid model with a gas engine.

7. Gas Mileage

With the prices of gas constantly rising with no end in sight, you should be smart and save as much as you can on fuel costs, which is what these tips are made for.

- Driving steady and below the speed limit not only avoids damaging your car, but you can use the gas more efficiently too.
- If possible, you should always avoid the gas stations that are near highways, so if you find a gas station after a long stretch of highway, avoid it and go to the next one, because those are more expensive.
- You should always fill up your tank more than necessary, and avoid fulling up when it's almost empty, otherwise, you'll have no choice but to go to the nearest gas station which might be more expensive.
- Fill up the tank in the morning, because you're going to get more gas for your money, thanks to the gas being cooled off and having a higher density, compared to when it's warmed up during the day.
- Keep the windows closed when possible, and don't use the AC too much, because open windows mean more drag that wastes fuel, and using the AC - especially on a high setting is also wasting fuel when you use it too much.
- Finally, make sure that you're always choosing the fastest route to get to your destination, and we don't mean that only for distance, but for time as well. You wouldn't want to get stuck

in traffic for 15 minutes when taking the shortest route when you could have arrived earlier even though you took the long road to get there.

8. The Basics of Gig Economy

The “gig economy” is a term that’s typically used in the freelance world to describe the different ways that people view and perform work these days, and it’s a growing industry with many lucrative gigs, including driving. All of the workers are paid by the “gig” that they do, instead of getting a salary or an hourly compensation, and platforms such as Uber or Lyft are there to connect the workers with the clients - they work as sort of mediators.

There are many examples of gig workers, including some that used to be very popular back in the day, even though they weren’t referred to as “gig workers”, including musicians that are hired to play at a specific event or venue, tutors on specific subjects, babysitters, photographers, videographers, and basically, any professional service you might need, but you only need it once, or a few times at most. These days, over 50 million people in the USA are a part of the gig economy, and that doesn’t take into account people that have side gigs from time to time.

Thanks to the internet, and freelancer apps that pop up every day, people have a lot more options for work and can do practically anything. All you need to do to become a part of this growing economy is download the Uber or the Lyft app on your phone - provided you’re over 21 and have a valid driver’s license, have a car, and some free time, and you’re basically done and can start driving.

There's no need for you to learn any new skills to start this lucrative economy, and the best part about it is that you can choose when and where you work, no one is looking over your shoulder, you can choose how much you want to work, and choose your own rates.

9. Becoming A Lyft/Uber Driver and Requirements

Now that you've decided you want to become a driver for Lyft or for Uber, the first thing that you should know is all of the requirements.

UBER

The minimum requirements for Uber are that you have to be the minimum age to drive in your location, and you have to have at least one year of licensed driving experience. If you're under 23, you'll need three years of licensed driving experience. You'll also need a valid US driver's license and an eligible four-door car.

To apply, you'll need to fill out an application form, and submit your driver's license, proof of residency, proof of car insurance and registration, and a driver profile photo.

LYFT

The minimum requirements are a valid driver's license - even if you have an out-of-state or a temporary one, it's okay. You'll have to be an adult or older, depending on your location, pass their screening, and get the app. You'll also need to submit proof of your car's insurance and registration, a driver profile photo insurance, and there are some other documents that tend to vary by location around the country.

There are some vehicle requirements for Lyft, which tend to vary by location, but essentially, you'll need to have a four-door car - or you can rent one that has all of the requirements instead.

You'll need to fill out the application and wait to get approved after you submit all of the documents and you're good to go!

10. Know Your Income and Expenses

There are plenty of stories out there of people ending up with a lot of cash after driving around passengers in their spare time. However, how much money you can actually make with ridesharing largely depends on you as a driver - how much time you have, as well as your location in the USA.

You can figure out how much you'll be spending by driving your car around by calculating all of the different costs for it, such as the insurance for the car, all of the maintenance costs, any payments you have to make, as well as the amount you'll be spending on gas.

You should make a chart where you calculate all of these expenses on a per year basis, based on the type of car you're going to be driving. Then, you can decide on your base fare for driving people, as well as how much time you're going to spend driving passengers. Multiply these two numbers, and then subtract them from the expenses, and you'll know how much money you'll be earning.

For example, let's say that the total costs for your car are around \$9,000 per year, and you're located in Chicago, and decide to drive passengers full time. You'll end up making about \$33,000 per year, on average, which leaves you with \$24,000 per year, provided there are no additional costs, such as accidents. If you take that sum and compare

it to how much the minimum wage jobs pay in Chicago - about \$17,000 per year, you're way ahead of the game!

Remember that you'll have to pay taxes with that sum, and you'll need to do some more math to calculate the percentage of business use of your car that's needed to claim expenses. Record your odometer reading on your car before you start driving, and then check the total number of miles you've spent driving on the ridesharing app. Check your odometer reading at the end of the year again, and subtract the year-end number from the first number on the odometer.

This way, you'll know how much you've driven for work and your total mileage so that you can claim your car expenses on your tax return. You can also claim all of the operating expenses, such as snacks for the passengers, or the cost of your phone plan.

11. Car Insurance

It doesn't matter if you're driving for yourself, or if you're driving passengers around, you're going to need car insurance. Most of the time, it's fine to have a personal auto insurance policy, but you should know that some companies might increase the insurance policy premiums if you're planning to drive for these ridesharing companies.

And when you're online, Uber also provides insurance coverage, during the rides you're working -whether you're available or waiting for someone to request a ride, or if you're en route during a trip.

For your peace of mind, you should get some extra coverage options when you're getting the personal auto insurance policy, aside from the minimum comprehensive and collision coverages, including uninsured motorist collision deductible waiver, uninsured/underinsured motorist, bodily injury, and property damage liability, roadside assistance, comprehensive, collision, rental reimbursement, and loan or lease payoff.

And these additions aren't going to increase your monthly payment too much - you can expect an increase between \$10 and \$25, depending on the insurance company you get the personal insurance policy from.

12. Driving Essentials

To make the entire ride sharing experience a lot more enjoyable for both you and your customer, there are certain things you always need to have in your car - even before you start your first ride. You should make sure that you have the following things on hand whenever you're driving, to maximize comfort and avoid any uncomfortable situations on the road with clients, or by yourself.

- A charger for your phone - to make sure you're always online when you need to be, for working.
- A phone mount - you don't want to be holding your phone and looking at it for directions.
- 3-Port USB Charger - 3 ports for your phone, the dashcam, and a passenger's phone, should they need to charge it.
- A backup phone - in case anything happens to your first phone, you'll want to have a backup ready.
- Text shortcuts - don't text and drive, so set up shortcuts to be able to respond to clients quickly.
- Bluetooth earpiece - if you want to make a call, it's the best way to do it while driving.
- USB charging cables - to go with your USB charger, in case one of the passengers forgot to bring their own.
- Aux cords - most people love playing their own music while in a car, especially during the weekend evenings.

- A weather app - to know what's happening around town and drive efficiently.
- GasBuddy app on your phone - to know where the nearest and cheapest gas stations always are.
- Navigation App - so you'll always know where you're going.
- Surge Chaser - to place pins on a map and get notified if there's a surge of orders.
- Dashcam - easily document any sort of situation.
- Air freshener - keep your car smelling fresh, even if the last passenger got in your car with a full meal in their bag.
- Wet wipes - to keep everything clean, it's the best way to wipe down things.
- Lint Roller - great for cleaning up seats between rides, especially to people with pets.
- Car Seat Covers - if you want to really keep your car as clean as possible, and maintain the car's value.
- First aid kit - hopefully you'll never use it, but in case you or a passenger has an accident.
- Trash can - the best way to keep a car clean is to make it as easy as possible for everyone inside.

13. First Ride Tips

Once you've got everything from the list in your car, and you've familiarized yourself with the app, it's time to start driving. You'll have to mount your phone so that you can easily navigate the streets hands-free, and your Bluetooth headset in place to take any calls.

Make sure your phone is charging so you don't run out of battery and put an Uber decal or a sticker on your car so passengers can easily find you. You'll find out any local regulations in your email inbox when you sign up for the ridesharing app.

- Press the button to start and set a destination, so that the app can find passengers in the location where you're headed.
- Once you get pinged, you'll have to accept the request and be directed to a map, leading you to the address you're supposed to go.
- When you arrive, you can notify the passenger - they have two minutes to get in the car, and they'll get charged with a waiting fee if they're late. After three minutes of a no-show, you're free to cancel the ride and get your cancellation fee.
- Now that the passenger is in the car, you're ready to start the ride and follow the app's directions.
- Finally, you can complete the ride, rate the passenger, and then choose whether you want to stay online and keep receiving requests, or go offline.

Congrats on finishing your very first ride!

You'll receive your payment via the Instant Pay feature or with a weekly direct deposit.

14. Becoming a Five-Star Driver

Receiving low ratings is completely normal - sometimes it's just not a good day for the passenger. However, even if you don't worry about every single low rating, you can still strive to get as high a rating as possible, and even get to and maintain a five-star rating.

- The first thing to know on your way to becoming a five-star driver is that most ridesharing apps ask the passengers to rate the drivers on a scale from 1 to 5, and then the app takes the average of the several hundred last rated trips and comes up with the rating.
- Improving the rating as a new driver is not easy, but it's achievable with time - don't be afraid to let the passengers know that you're new at the job and they'll be happy to cut you some slack.
- Once you've made a few hundred trips, the individual ratings aren't going to be affecting your score as much, but there are still a few things that you can do to get a good rating, and they're very simple.
- All you need to do is be nice to the passengers - greeting them and saying farewells, and reading their body language to see if they're open to chatting or not.
- You should always be driving like you have a small child in the backseat - this way you'll be sure you're always driving safely, and the passengers will know that.

- Be sure to keep track of what the navigation is telling you - in the beginning, it's not going to be easy to know how 0.1 miles is for the next turn, but you'll learn after a while.
- Understand the basics of navigation and your location's landmarks to avoid getting lost when there's no GPS signal or phone service.

15. Maximizing Profits

The great thing about ridesharing apps is that not only can you earn money through driving, but you can also get tips from passengers who are very satisfied with your service when you end the ride. And you'll get 100% of them, with no commission! And there are several ways that you can earn those tips, including:

- Having snacks and water for yourself and your passengers.
- Plastic bags for passengers that are not feeling well after parties.
- Gum or mints for the passengers and for yourself.
- Passenger referral cards so that other passengers can recommend you to their friends and you can make more money.
 - Make signs letting passengers know that there are plenty of things available to them, including chargers, aux cords, or anything else they might need during a short ride, and display those signs prominently to remind the passengers.
- Surge pricing - this is when there are a lot of passengers in a location and the app wants to encourage more drivers to go to that area so that the amount of time passengers are waiting for a ride is low. During this time, the passengers agree to pay a higher fare than usual, and drivers are usually encouraged to stay on the road longer than they planned to earn some extra money. But make sure you're not following the surge if you're far away - the location with a lot of passengers - because all of

them are going to find rides before you get there and you'll miss out on the surge.

- Driving during events is another way to make extra money because this is usually a time for surge pricing - follow local events that are happening in your area that week and plan accordingly.
- Know the best driving locations and times of day when passengers are looking for rides, so that you can be there first - the best times are early mornings for people who are going to the airport or to work; the afternoons when people are headed home; and at night when people are going out.

16. Other Great Driving Opportunities

Aside from the regular ridesharing options, there are plenty of other ways that you can drive around and earn money. These options are similar to the basic ones we already covered for you, and the great thing about them is that they're also available on your phone!

- UberXL is similar to the basic Uber ridesharing option, however, this is for people that have larger vehicles. So if you have a car that can fit a group of 6 people in the back or even extra luggage, this is a great option for you.
- UberSELECT is another option from Uber, for people that want to ride in style, but still, ride at an affordable price. This is for drivers that have higher-end sedans or a luxury SUV car that is newer, with leather or vegan leather seats as well as an A/C and heating that works.
- Uber Comfort is a newer ride option for drivers that are made with the passenger's comfort in mind. This is for drivers that have good, newer, midsize vehicles with a lot of legroom and space, and can provide a certain temperature for the passengers, as well as allowing extended pickup periods for passengers.
- Lyft Lux/Lux Black/Lux Black XL - all of these are different ride types that Lyft offers to drivers and passengers that include different luxuries with newer cars from premium black cars to big SUVs.
- Uber Eats/Grubhub/DoorDash/ - these are all different apps for people who are looking to deliver food at the customer's location. It requires the drivers to pick up the food at the

restaurant and deliver it to the client's location, and you get paid for the entire time.

- Amazon Flex is another great option for drivers who don't want to bother with driving passengers around or delivering their food, and instead, you get paid by Amazon to deliver packages for the e-commerce giant.

17. More Business Opportunities With Ridesharing

Now that you know everything there is to know about ridesharing and having a great car while doing it, as well as earning the most amount of money, it's time to think about other business opportunities you can take advantage of. The world is your oyster, as they say.

- One of the things that you can start doing is sharing your perspective as a rideshare driver with the world through the internet. There are countless stories and videos of passengers sharing their experiences and making guides on how to best use these platforms, but there is very little content from the perspective of the drivers, and these are the people that are always looking for information and tips. So if you want, you can start a blog or a vlog, sharing your driving experience, build an audience of fellow drivers, and then diversify your income.
- If you have another job aside from driving, you can always advertise your side job to your passengers. There's no need to be overt and ask them to make a purchase, but if they're interested give it a go. You can also always try passing along your business card and some info on what you do which is always a great way to expand your business.
- There's a rising trend in advertising right now, that many drivers aren't taking advantage of, and that's adverts. We're talking about both in-vehicle and on-vehicle ads. You can make

a deal with a company like Go Vugo or Wrapify, and get paid to promote ads with your car while you're driving.

18. Companies to Keep in Mind

Aside from Uber and Lyft, which are the current ridesharing giants, it's a good idea to always keep an eye on any other rising competitors in the industry, and note if they offer better things for their drivers - from better fares to better driving opportunities. Right now, there are companies such as Arcade City and Alto, which are also into the ridesharing business that you can keep an eye out for, in case they really rise in popularity. And it's a great idea to be one of the first people that joins these platforms as you'll have more experience when they become even more popular and have an advantage over the other drivers.

There are also other competitor food delivery platforms, like Postmates and Instacart. With Postmates you can deliver both foods as well as other items that the customers might order, and with Instacart, you can deliver groceries to people from select retailers - don't worry, all of the shopping is done with a personal shopper.

19. Other Ways to Earn

If you're looking to earn more money by using the internet, there are plenty of other ways to go about it, aside from ridesharing. With everyone looking to make some money on the side, some people have managed to turn their profitable side-gigs into full-on careers and have made a lot of money in the process.

Affiliate Marketing

The best way to go about affiliate marketing is to first establish an online presence and gain a following - you can either do this on your website's blog or through YouTube videos. The downside to filming videos is that you'll also have to learn how to edit them, while with blogs, all you need to do is talk about a topic that you know something about, or are interested in discussing with others.

Then, you can mention products, or promote things that you like and get affiliate links to market those products. When the readers/viewers click on your link and make a purchase, you'll end up with a commission because you were the one that promoted that product to the public.

Selling Skills

If you're skilled at something and you know there's a market for it - such as translating, transcribing, tutoring, translating, or even working as a virtual assistant - there are plenty of companies online where you

can apply and work for, from the comfort of your own home! All you need to do is have a good internet connection, and invest a little time.

Blogging

If you're really interested in writing or talking about a particular subject, you can always start a blog about it. Setting up a blog is really easy these days, thanks to a number of platforms from WordPress to Blogger. There are bound to be people who are interested in the same subject as you are, and who want to talk about it or read your opinion on the topic. After you gain an audience, you can register with Google AdSense and start making money from the ads that are going to be placed on your blog.