

Sunday

The Asian Age

MUST READ



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BLOGGING BOOM

BLOGGERS ARE NOW CONSIDERED INFLUENCERS AND TRENDSETTERS, WITH SOME OF THEM ENJOYING CELEBRITY STATUS, AND EARNING SIX-FIGURE MONTHLY INCOMES

● ROHINI NAIR

From starting off as online journals for individuals to share their experiences, opinions, samples of work, blogs have seen a huge evolution in the way they are perceived. Their creators are now considered influencers and trendsetters in their fields, many of them enjoy celebrity status, and as per statistics released recently, the top 10 blogs in the country are earning their authors anywhere between \$10,000 and \$2,000 a month.

Several of the high-earning bloggers are those who write about technology, but there are others who write about entrepreneurship and finance, parenting, health and lifestyle. And those who blog about travel, photography, food and fashion enjoy a cachet that even those who deal with the same subjects on more conventional, mainstream media may not be able to boast of: some food bloggers, for instance, have a fan following that is comparable to that of a celebrity chef, while at fashion weeks across the country, prominent fashion bloggers are assured of coveted front row seats.

Honesty, a distinct style, fun personality, integrity and experimentation will set your blog apart

— SCHEREZADE SHROFF

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