

Best Sites To Make Money Writing

This article looks at four different sites where you can publish your blogs and articles, and gives guidance on how to monetise your writing.



The four sites are Clippings.me, Medium.com, JournoPortfolio.com and Ghost.org, and these four sites are reviewed below:

Clippings

Clippings is primarily a portfolio site that helps you showcase your best articles, writing samples or published clips in one place. It is not a publishing platform in the sense of directly paying you for writing. It is more like a résumé or press kit for writers, helping you attract clients or jobs. The free tier is limited (e.g., a few articles). You can upgrade to premium for more features (custom domain, more clips, contact form), but again, it does not guarantee any income on its own. In short: Clippings.me helps you get freelance opportunities or clients (which might pay you), but doesn't pay directly.

Medium

Medium runs a monetisation scheme through the Medium Partner Program (MPP). Writers get paid based on how much time paying Medium subscribers spend reading their content. This means that with enough good content and audience engagement, you can earn money directly from writing on Medium. The upside is that Medium has a built-in audience, so you do not need to handle your own

website, hosting, design, etc. The downside is that income tends to be unpredictable, and many writers report it is hard to rely on Medium alone for stable income. For instance, some experienced users say that even with lots of articles and followers, non-boosted stories earn very little.

JournoPortfolio (or similar personal-portfolio sites)

Like Clippings.me, JournoPortfolio is primarily about showcasing your work as a personal portfolio to show editors, clients, or employers. It is helpful if you are a freelance writer seeking commissions or applying for writing jobs, but it does not pay you per article unless you use it as a “shop window” to land paid commissions.

Ghost (self-hosted blog/CMS)

Ghost is a platform for building your own blog or article site with your own domain and design, with complete control. Importantly, with Ghost, you can set up direct monetisation, memberships, paid content, newsletter subscriptions, and/or affiliate links or other revenue mechanisms. Because you control the site, you retain ownership and complete control over your brand and content, which can matter if you grow a loyal audience or want long-term value. However, building your income with Ghost typically requires more work, as you likely need to develop your own audience, handle marketing/SEO, and perhaps handle technical setup if self-hosting.

Choosing the Platform To Meet Your Requirements

If you want to attract freelance clients or jobs (writing commissions, journalism, content writing, etc.), you should choose Clippings or JournoPortfolio to showcase your best work and build a professional portfolio to send to clients/editors.

If you want to publish articles now, with minimal setup, and hope to earn from reading-time and a built-in audience, Medium is the easiest way to start monetising without handling your own site or audience building.

If you want long-term brand building, full control, and the potential to build a sustainable income (subscriptions, memberships, affiliate, and direct sales), Ghost is ideal as it lets you own your content, site, and monetisation strategy.

If you want to combine visibility, control, and exposure while building your own site/brand, a hybrid strategy combining Medium and Ghost gives short-term exposure and long-term assets.

Conclusion

If you were planning a writing career rather than a hobby, relying solely on Medium would be risky if your goal is a stable income. It can work, but many writers struggle to make more than a few dollars/pounds per article unless they become very successful. Using portfolio sites (Clippings and JournoPortfolio) alone will not pay, but they are valuable tools to help you win paying writing gigs. Ghost, on the other hand, if you are willing to put in the work to build an audience and monetise it (subscriptions, affiliate, direct offers), offers the best long-term potential. Over time, it could earn more, especially if you build a dedicated readership. Bottom line is, if you treat writing as a career, Ghost (or owning your own site) plus a portfolio site to get freelance gigs is the most promising long-

term path. If you want to test the waters or write occasionally and maybe earn some passive income, Medium is a simpler start.