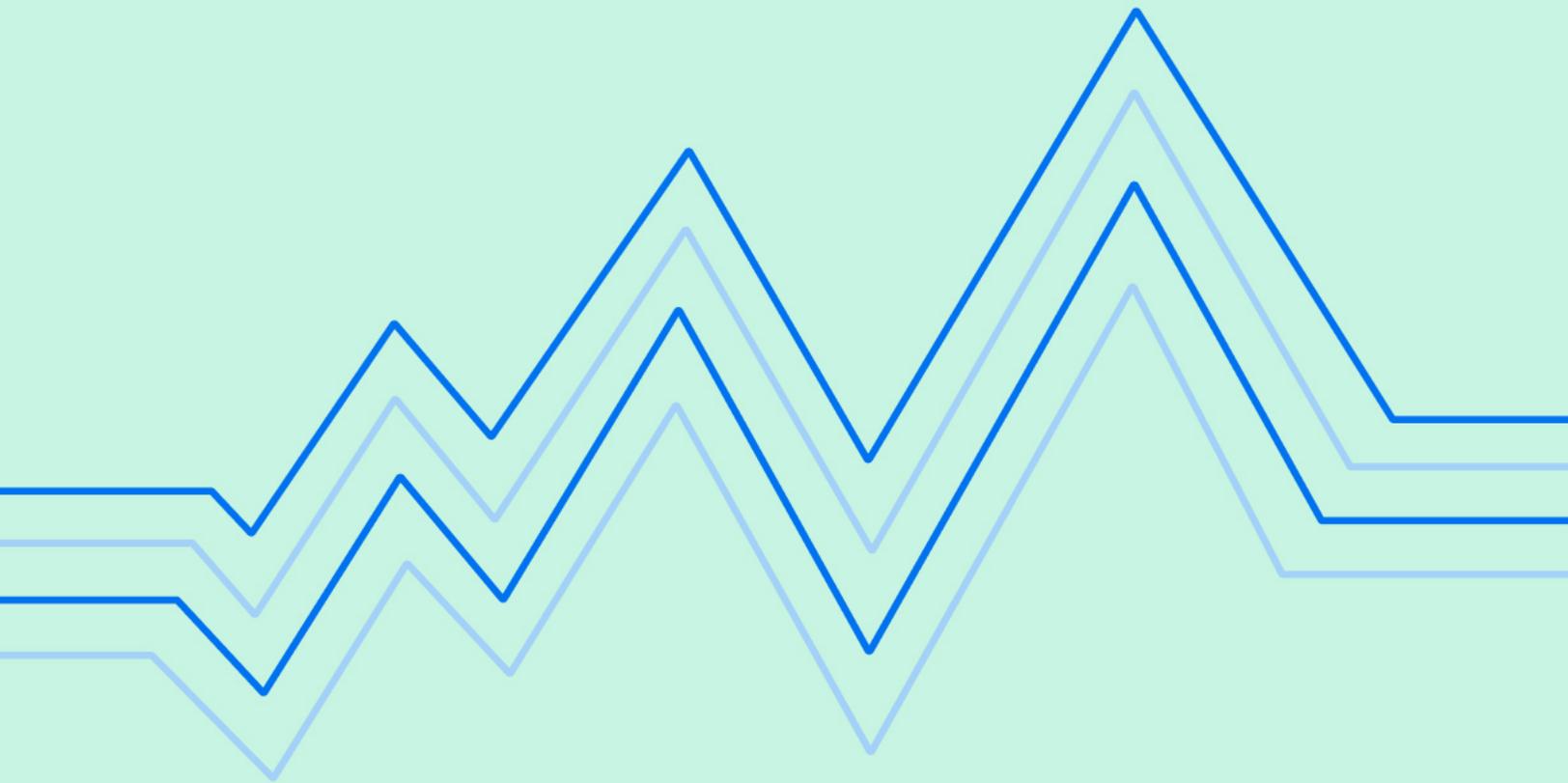


The Creator Pulse

An update on the creator economy



The Creator Pulse



There are [over 50 million creators](#) in the creator economy. Ever curious about how fellow creators are running their businesses or, how much creators are making? We thought so - that's why we surveyed active Kajabi customers to get a "pulse" on their businesses and experiences as a creator.

The Creator Pulse is a quarterly report based on first-party survey data from knowledge creators. The goal of this report is to give real-time updates on trends and challenges in the creator economy. In doing so, we aim to help current creators, future knowledge creators, and anyone with a stake in the industry stay informed and grow a successful business.

We asked creators about their online businesses including content they create, monetization strategies, and digital products they have. Below you'll find a full analysis of what the creators said.

Key Takeaways



Around **51% of creators** said they started their online business because they wanted to be their own boss.



One in three creators who worked full-time on their knowledge business made over six figures.



Seventy-four percent of creators said social media was where they interacted with their audience the most.

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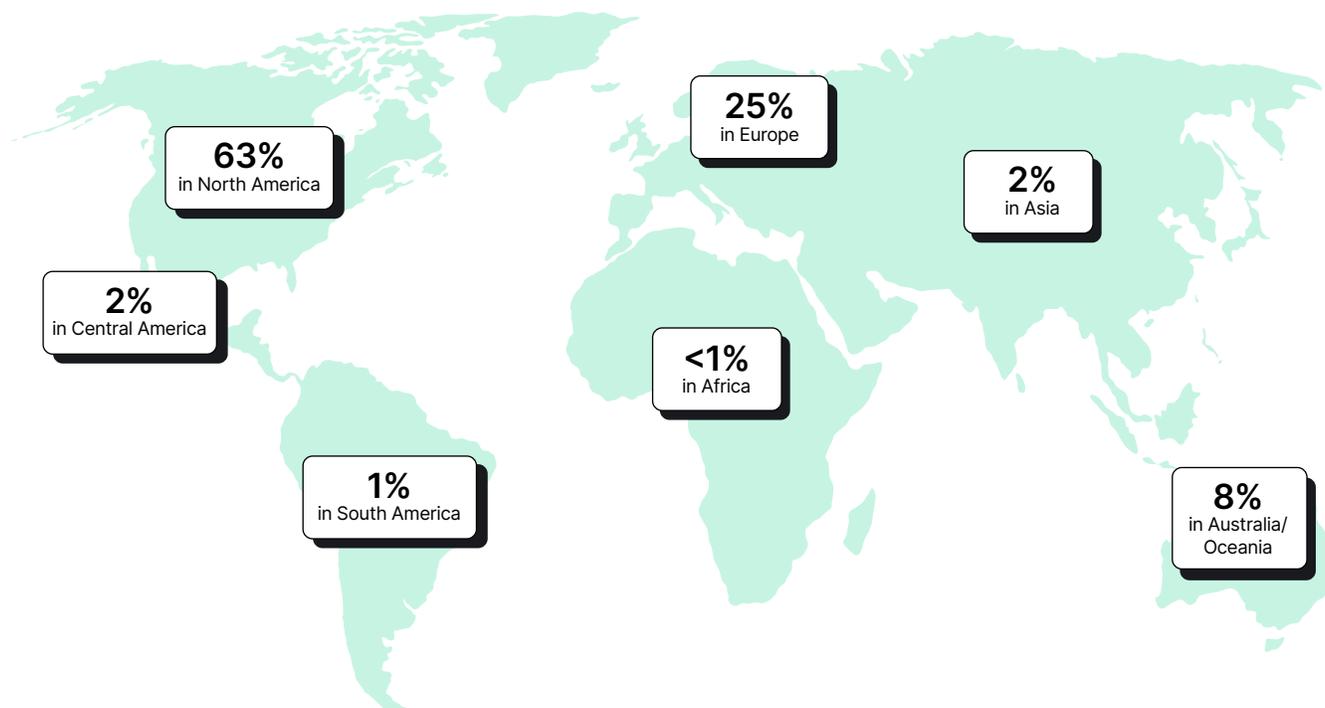
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About the Creators



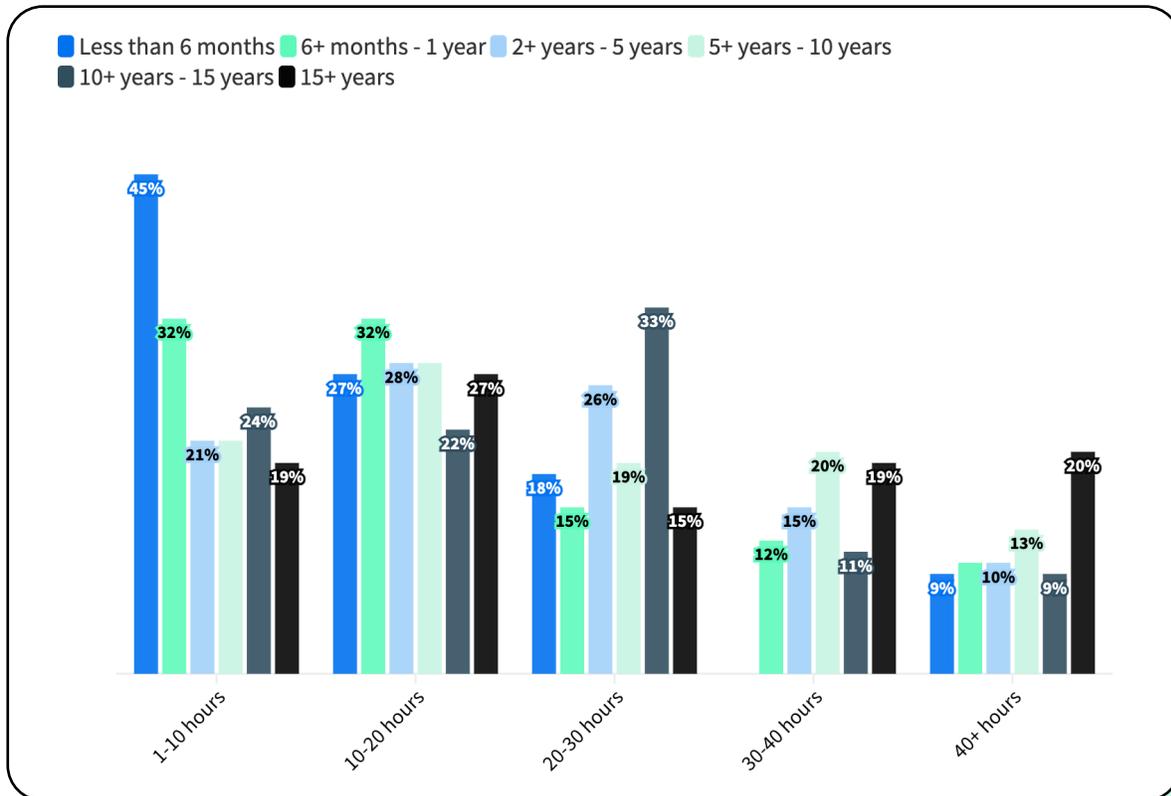
Creators weighed in on our survey from all seven continents. The majority of survey respondents reside in North America, where Kajabi is based, but creators all over the world shared their experiences with us.



Over half of the people surveyed have five or more years under their belt as a knowledge creator. Many of them approach their online knowledge business as a side job, working between 10-20 hours a week. But some creators with 15 or more years of experience are more likely to treat it as a full-time gig, operating between 30-40 hours a week.

Collectively, creators who responded **have over 4,000 years of experience** - it would be an understatement to say they have a lot to teach us.

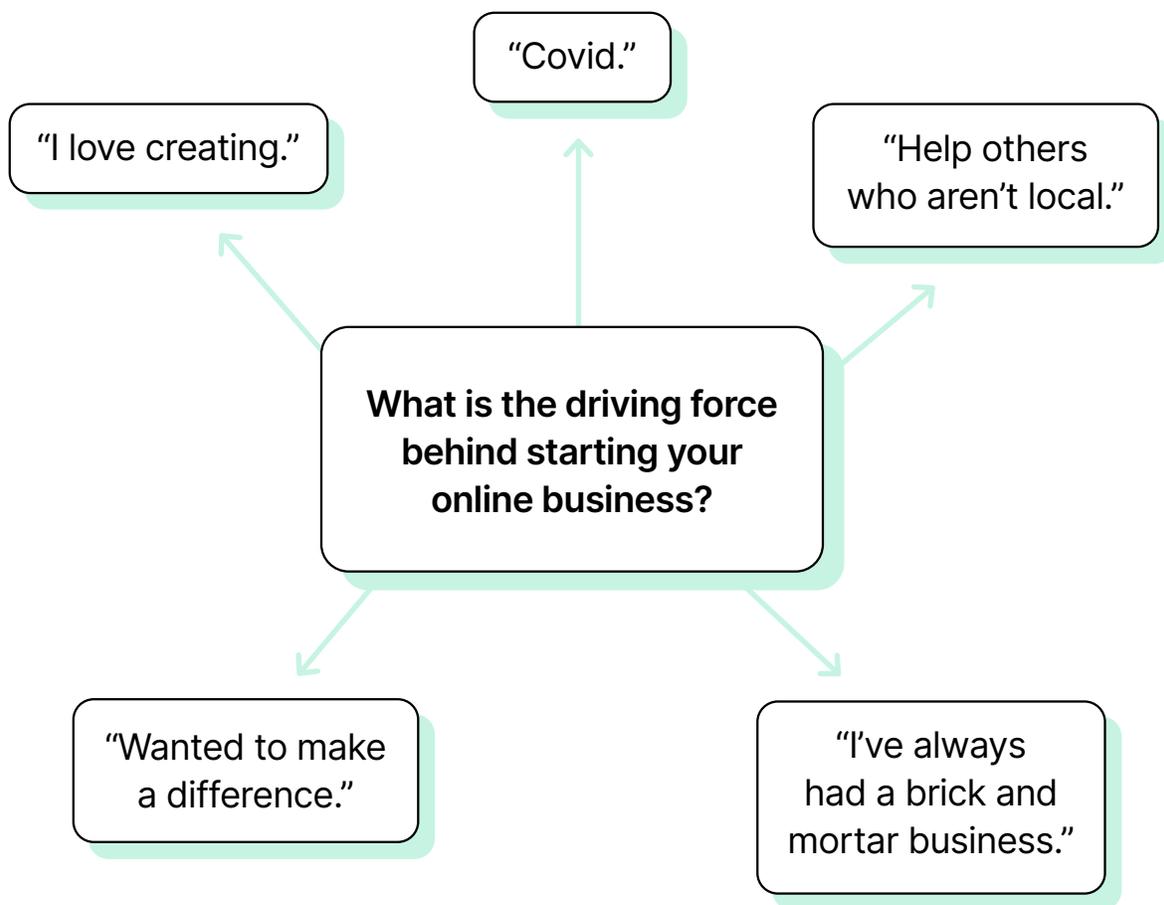
Time spent on knowledge business by years of experience:



For 51% of creators, the driving force behind starting their online business was **the desire to be their own boss**. But reasons such as wanting to work from home and having more control of their work schedule were not far behind:

- **43% said they wanted better control of their work schedule.**
- **42% said they wanted to work from home.**
- **37% said they wanted to explore a new career path.**

The answers didn't stop there - many creators kept it simple when asked why they started their online entrepreneur journey:



Sharing their knowledge is at the heart of what creators do. In the last 12 months, the creators surveyed have transformed their knowledge into a wide range of digital products and content, from newsletters and podcasts to social media and blog posts. **Online courses** were the most popular digital product, **used by 81% of creators**, followed by digital downloads and coaching.

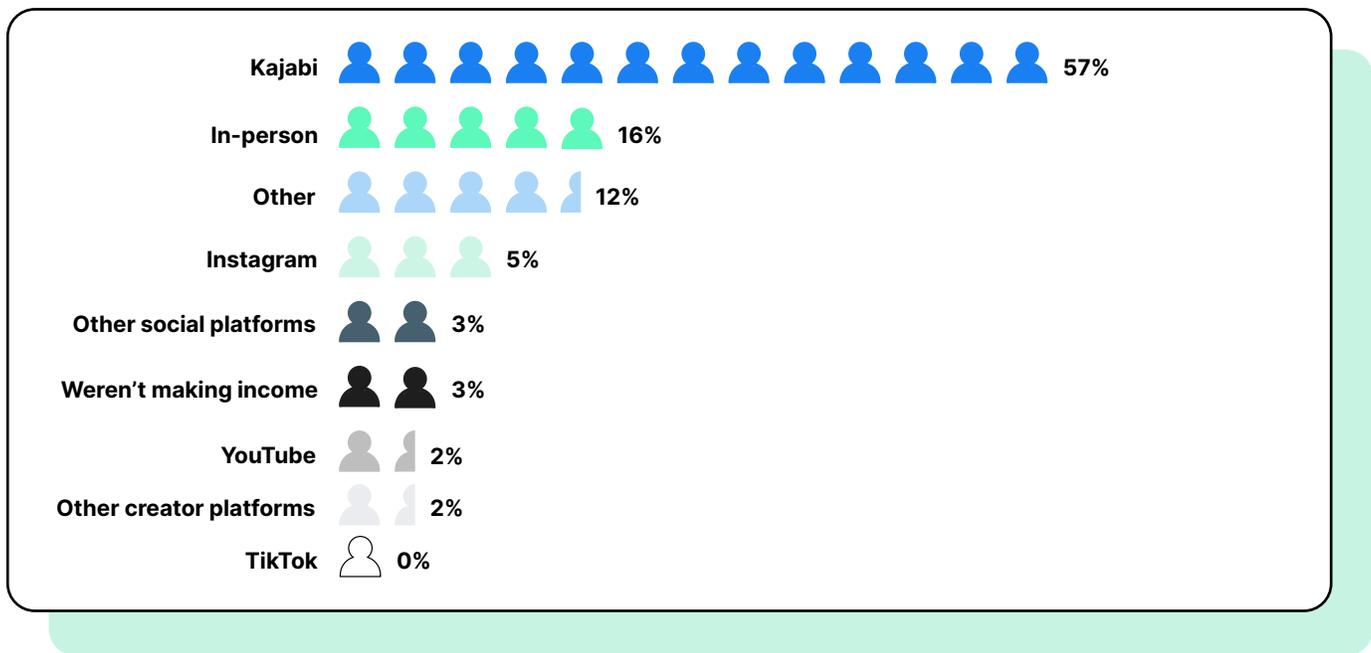
While the majority of creators' work lies **in the personal development, business and marketing, and health sectors** of the creator economy, the industries of survey respondents spanned fashion and beauty all the way to spirituality and worship.

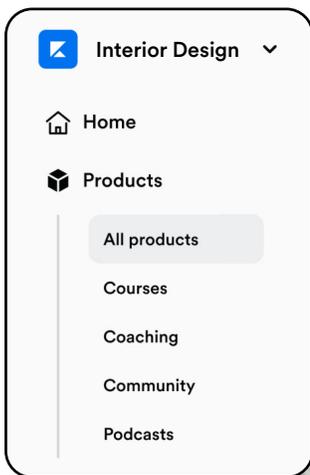
The top three industries creators are in:

- **40% said personal development**
- **35% said business and marketing**
- **27% said health and wellness**

But no matter how diverse their industries may be, they all still had one big thing in common: **Kajabi**. Over half of creators surveyed reported making the majority of their creator income on Kajabi. In-person events came in second at 16%. Social media platforms are lower on the list, most likely due to the fact that they have traditionally been difficult for creators to directly monetize on, unlike online platforms like Kajabi.

When asked where creators make the majority of their creator-related income:





Now that we've gotten to know the creators, let's explore trends and insights related to their knowledge businesses.



Creator Takeaway

Whether you've started your online business or hope to in the future, finding the right niche is key for success. [When choosing your niche](#) - don't forget the four Ps: passion, people, product, and profit. Choose something you're passionate about and that you know has a targeted audience - then decide the best products for that niche and how you can profit from it.

Creator Business Trends



Grief counseling, horseback riding, accounting, meditation - you name it, and one of our creators probably has an online business for it. Even though creators all over the world are in vastly different industries, there are several commonalities in how they run their knowledge businesses and communicate with their audiences.

With so many outlets to communicate online these days, we wanted to know where creators interacted the most with their primary audience:

- **Around 74% of creators said social media** was where they interacted with their audience the most - **email came in second at 59%**.
- Surprisingly, **27% of creators said in-person** was where they most frequently interacted with their audience.
- **Twenty-four percent** of creators said they interacted with their primary audience the most **on Kajabi**.

Some knowledge creators preferred classic means of communication and said over the phone was the way they connected most with their audience. And many tech-savvy creators used Zoom, WhatsApp, and even Slack to communicate with their people too.



Of those who reported having an online community, **68% said it was on Facebook, 30% on Kajabi, and 22% on other platforms** like Slack or even Instagram.



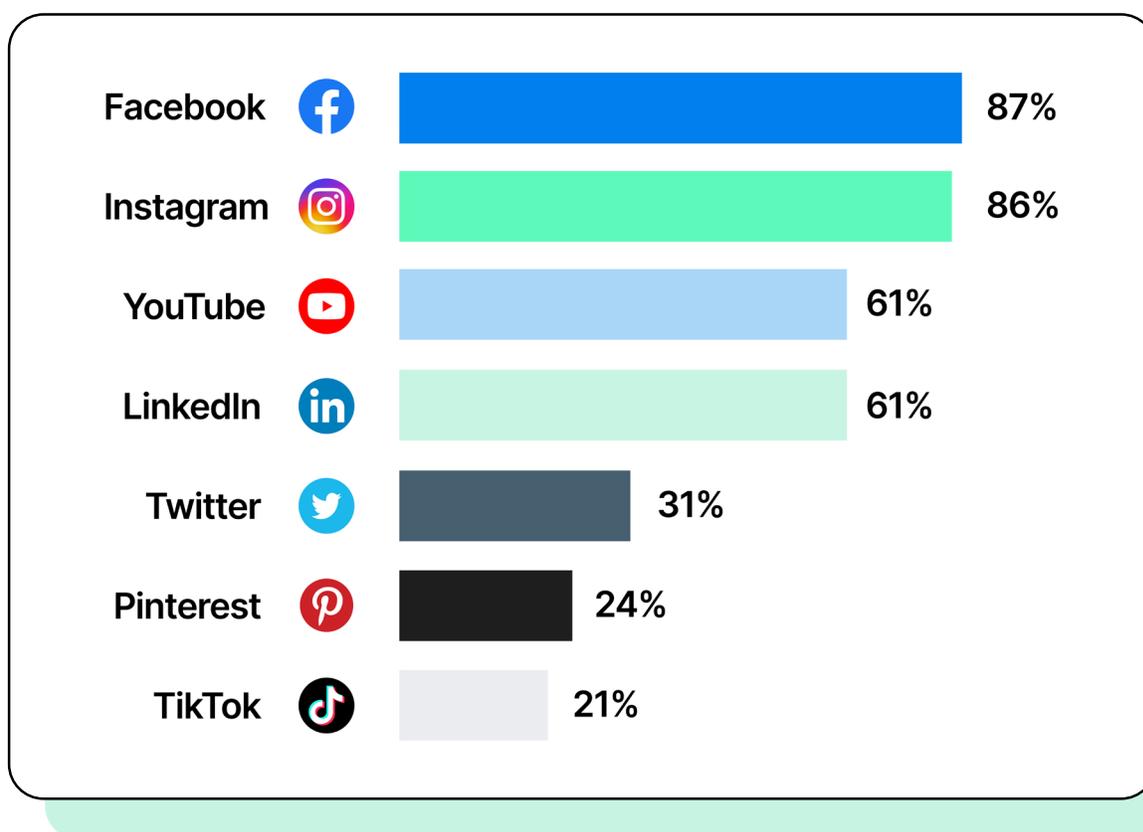
Creator Takeaway

[Communities](#) are a great place for your customers to interact and learn from each other. But, they are also the perfect place for you to gather feedback so you can refine your offerings and confidently launch new products. Try posting a survey or poll in your Facebook group or starting a conversation to hear what your audience wants to see from you.

Social Media Trends

Social media is the biggest elephant in the room (for creators at least). How to do it, what to post, what to not post, and how much? All valid concerns knowledge creators have to think about - of course, we asked about social media usage in depth.

Which social media platforms are you currently on?



Facebook was the most popular social media platform for creators at 87%, with Instagram coming in second at 86%; YouTube and LinkedIn were tied at 61%.

Surprisingly, TikTok was lower on the list with only 21% of creators saying they were on the video platform - although [TikTok has seen extreme growth](#) in the last two years, many creators have yet to embrace it.

Additionally, transitioning social media followers from apps to a creator's own environment is a common challenge many entrepreneurs are currently facing. With [limited ways](#) to make direct income on social platforms, creators turn to platforms like Kajabi to host digital products so they can directly monetize without having a percentage of their bottom line taken out.

When asked how they get their social followers to subscribe to their email list:

- **Around 77% of creators said they use a lead magnet tool, such as an ebook or webinar,**
- **Thirty-one percent said they use social media forms,**
- **And 9% reported they were not actively building an email list.**



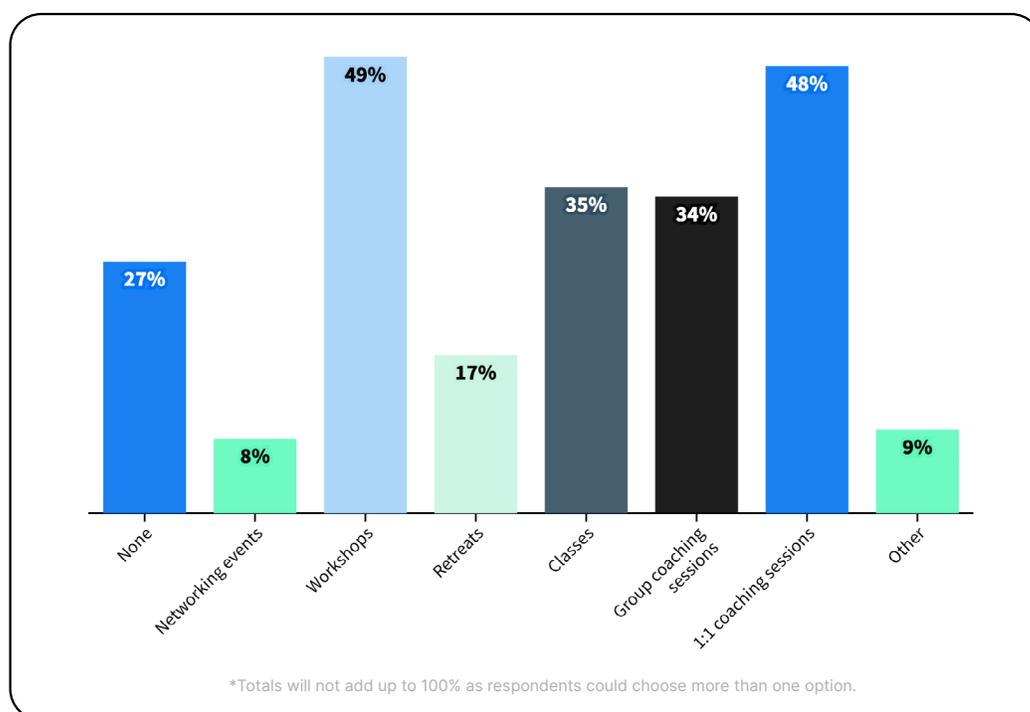
Creator Takeaway

Don't let your entire business be reliant on social media platforms. [Owning your audience](#) is becoming increasingly important as social media platforms become less reliable with crashes, changing algorithms, and even regulations. Whether it's on your website, through a newsletter, or via podcast, it's essential you have the ability to communicate with your audience in your own space.

In-Person Trends

In addition to their diverse online businesses, we can't forget the fact that some creators also offer in-person services and events to their audiences. Around 49% of survey respondents said they offer workshops, 48% said in-person coaching, and 35% said in-person classes - **27% said they do not offer in-person services at all.**

Which of the following in-person services or events do you offer?



Creator Takeaway

Let us be clear: selling your knowledge online is here to stay. But as the pandemic fades and in-person events become increasingly popular, it's important to think about how [you can diversify your marketing tactics](#) and aid your audience both online and offline.

Creator Income Trends



Now for the juicy facts, everyone wants to know - how much money are creators making?

One of the most attractive parts of the creator economy is the possibility of passive income or turning what you know into a lucrative business. No matter what industry a creator is in, with an established audience, *they can make an income with their knowledge.*

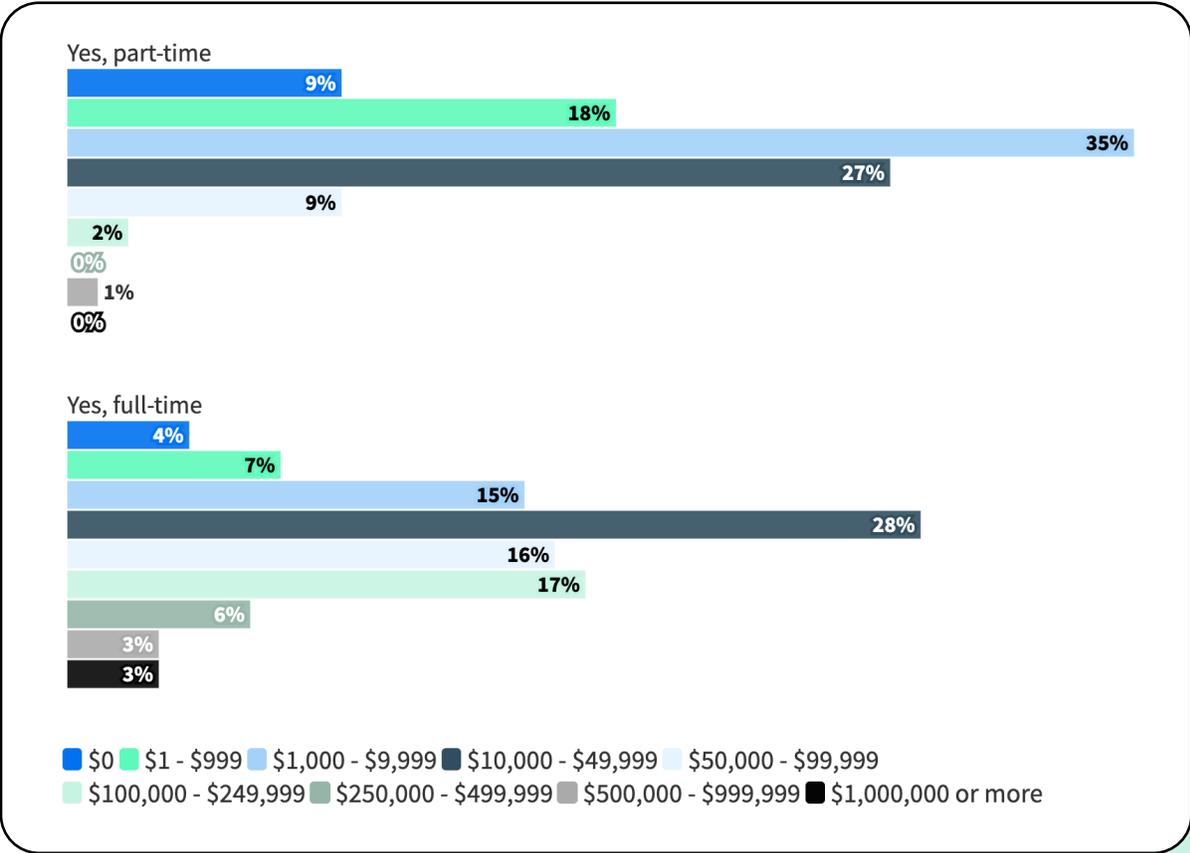
To start understanding how much creators make, we asked the total income they've made in the past 12 months from online products and if they worked on their online knowledge business full-time or part-time.

Unsurprisingly, one in three creators **who worked full-time** on their creator business made over six figures. Around 17% of full-time creators made \$100,000-\$249,000 while **only 9% of creators who worked part-time made \$100,000-\$249,999**. No part-time creators made over \$1 million while 3% of full-time creators did.

One in three creators who worked **full-time** on their creator business **made over six figures.**



Creators' online business income by full-time or part-time status:



Creator Takeaway

Ever feel like you don't have time to work on your online business? We get it. Sometimes not knowing where to start or what to do next is the biggest thing holding you back. Whether you are working full-time or part-time on your knowledge business, stay organized (yup, we said it), plan your content calendar in advance, and [repurpose content](#) to help you save time.

Creators' Income by Education Level

The creator economy is now one of higher education's [biggest](#) challengers - modern students of all ages have realized they can learn valuable skills for a career online without having to pay expensive tuition.

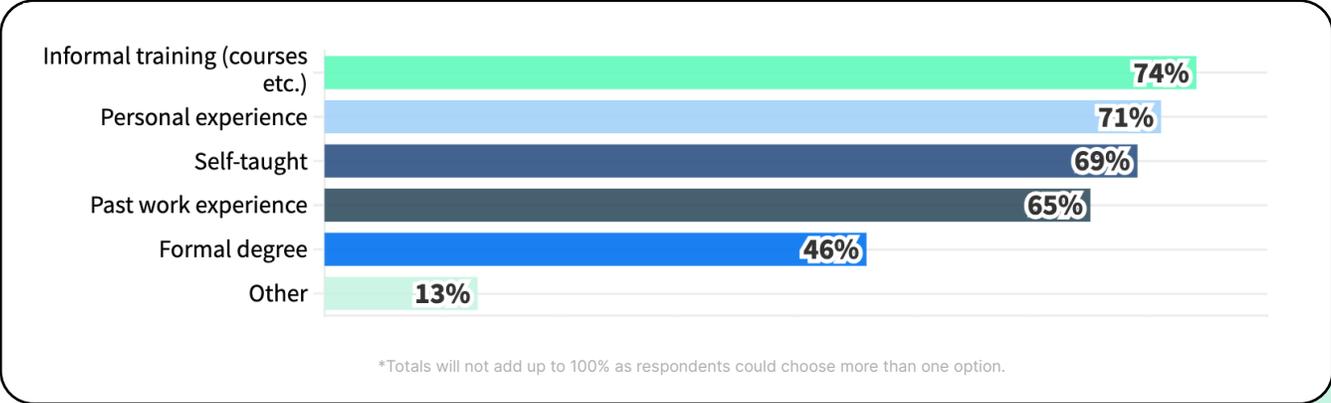
Plus, more people have discovered they can monetize the skills and knowledge they already have. In fact, 74% of creators said they developed their knowledge and expertise through informal training such as online or in-person courses. **Only 46% said they had a formal degree in their online business field** and 65% said they learned from past work experience.

However, when it came to education level and the amount creators were making from their knowledge business, it varied quite a bit:

- For creators who completed 12th grade or less, **75% made between \$10,000-\$49,999** and 25% made \$100,000 and \$249,999.
- Thirteen percent of creators **who made \$1 million** or more had some college and no degree, while **38% of customers** who made \$1 million graduated from college.
- Around **60% of creators who made \$500,000-\$999,999 completed graduate school.**

Many assume to monetize what you know, you need to have a fancy degree. This data disproves that misconception as many creators make five, six, and even seven figures without a graduate-level degree.

How have you developed your knowledge/expertise in your online business or niche?



Creator Takeaway

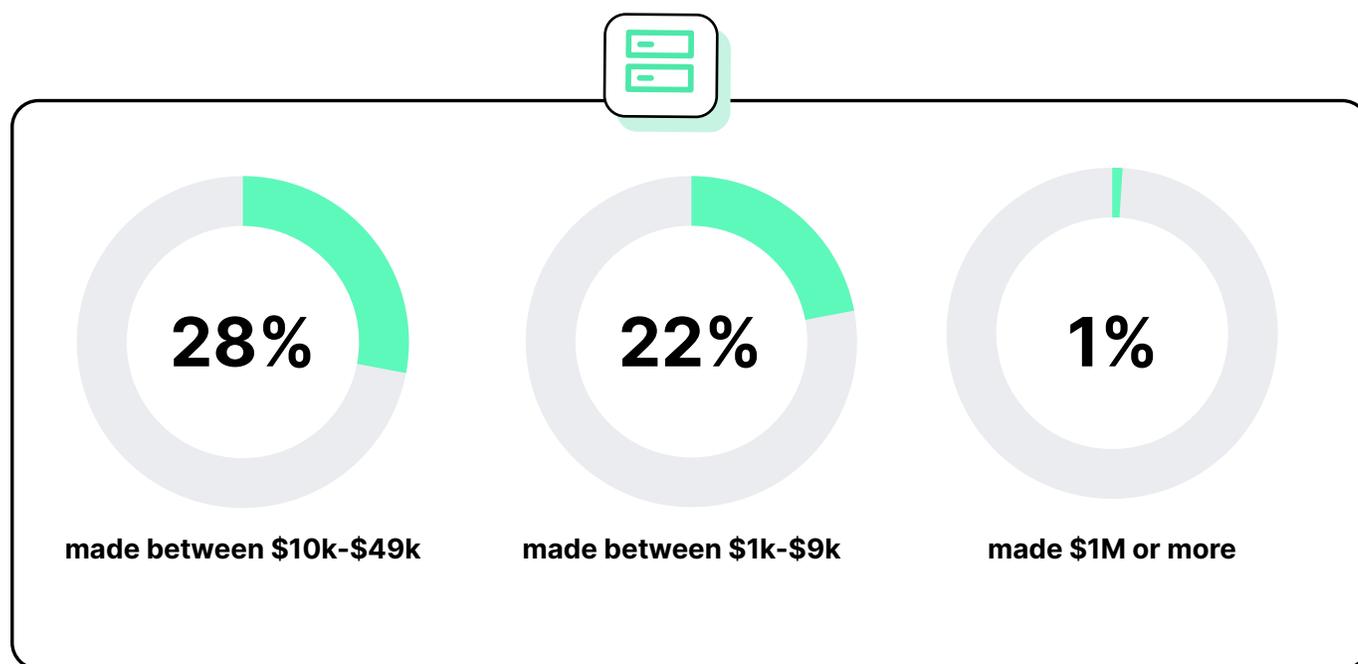
With or without a degree, as an expert in your field, constantly refining your knowledge creator skills is never a bad idea. Learn [how to write a blog better](#), [how to refine your brand strategy](#), or [a new way to make video content](#) - you'll build on your online business skills while attracting a broader audience.

Income by Products Sold

As a creator, you want to know what type of product will perform the best and, let's be honest, make the most money. While this number depends on several factors like niche, audience size, and direct monetization, the common theme is that creators make money from a variety of digital products. To dive deeper, we analyzed income in the past 12 months by the products creators offered:

Courses and coaching are some of the most popular products among knowledge entrepreneurs. Of creators who had online courses, **28% made between \$10,000-\$49,999**; 30% who offered coaching made this amount as well. For those who offered online courses, **4% said they made between \$250,000-\$499,999**, and **1% made \$1 million or more** - the same percentages applied to creators who offered coaching.

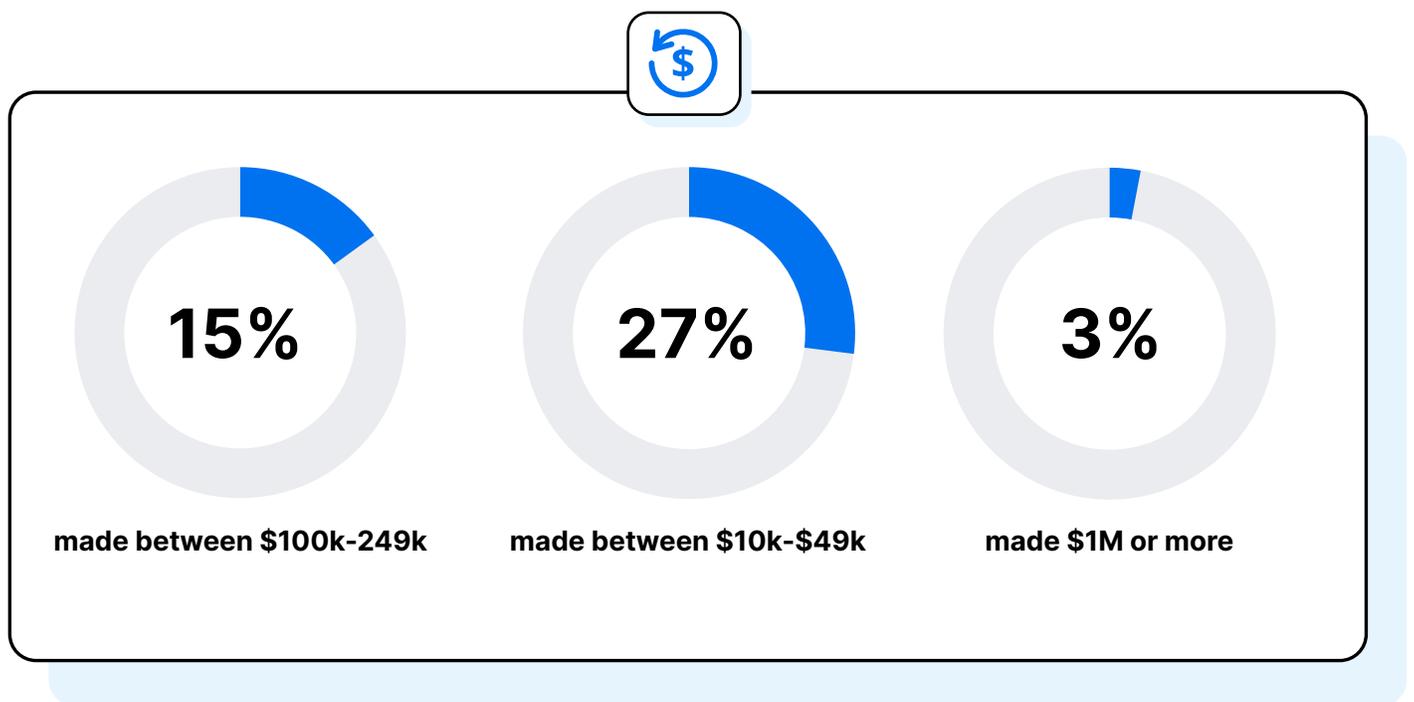
For creators who offered courses:



It's a well-known fact that [subscriptions](#) are an easy way to establish recurring revenue and it often leads to more cash in the bank. This rings true as **15% of creators with subscriptions made \$100,000-\$249,999.**

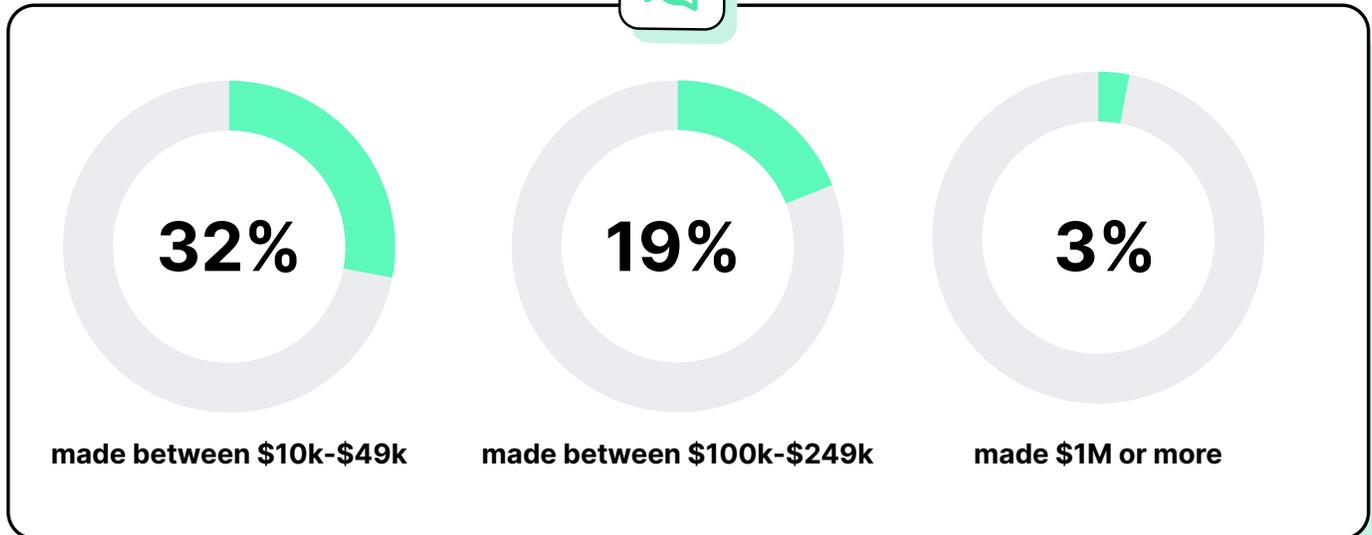
We've previously found that Kajabi customers who've launched podcasts [earn 26% more](#) than those without a podcast as it's a great way to engage with an audience regularly. Of the creators surveyed in June, **5% with podcasts made \$500,000-\$999,999.**

For creators who had a subscription:



Online communities and digital downloads shouldn't be overlooked as essential for a creator's toolkit. **Thirty-two percent** of creators who have an online community make \$10,000-\$49,999 while 19% with a community make \$100,000-\$249,999. **This is the largest percentage for that income tier for any digital product** (subscriptions came in second at 15%).

For creators who had a community:



This is a sign to all creators that having [a community](#) where your audience can interact, get to know you better, and learn from each other can lead to monetary success.



Creator Takeaway

If you [diversify your product offerings](#), you will establish more revenue streams, and simply put, earn more from your knowledge business. This is easier than relying on sponsorships. And, it doesn't have to be complicated - have an online course? Consider starting coaching sessions or even a membership-only newsletter to go alongside it.

Other Income Trends

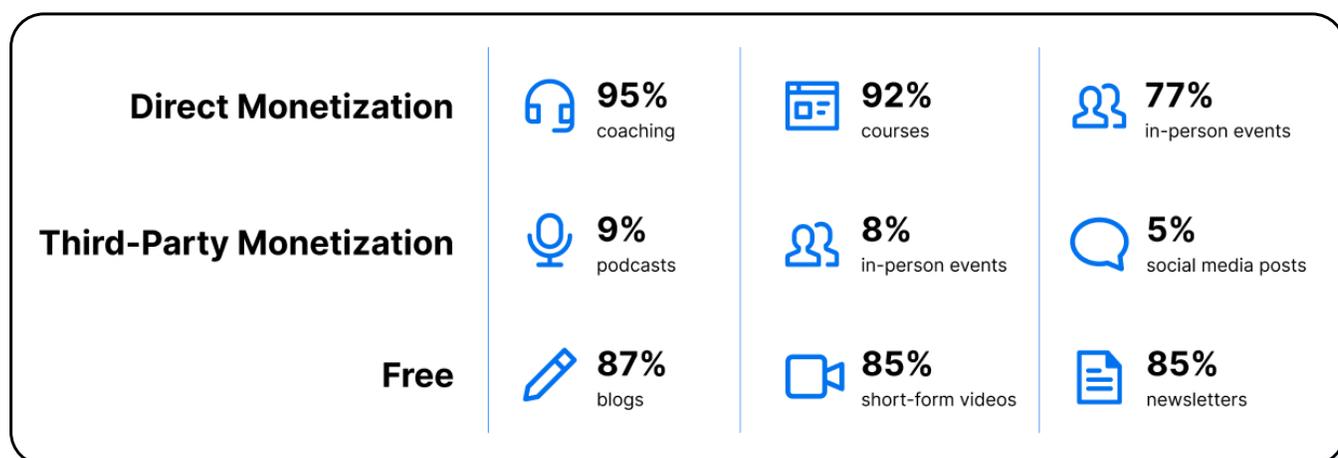
But, wait a minute - how are creators collecting all this money?

When it came to processing payments, the most popular method among creators **was a credit card at 67%** - PayPal came in a close second at 65%; crypto payments were the least popular (sorry, Dogecoin fans). When asked if they were interested in offering crypto payments in the future, **only 7%** of creators said they were extremely interested while **40% said they were not interested.**

Monetization method by product

Now, let's talk about monetization strategies. For each product a creator had, we asked them how they sell it. They could choose three options: **direct monetization** (charging customers through their own tools/website or through a platform like Kajabi), **third-party monetization** (brand sponsorships or ads for another company), or **no monetization** (free).

In our visualization below, we broke down what creators said for each product. For example, **95% of creators** who have a coaching program directly monetize it. Nine percent of creators with podcasts use third-party monetization methods, and 87% of creators who have blogs offer them for free.



Of those who created blog posts, **87% offered them for free**. The next most popular free products were short-form videos (e.g. TikTok) and newsletters at 85%.

The most popular product for direct monetization was coaching - **95% of creators who have a coaching program directly monetize it**. Next was online courses at 92% and the third was in-person events at 77%.

Many creators reported they do not use third parties to monetize their products. For those that did, **podcasts at 9% were the most popular product to use third-party monetization with**. This is common as many podcasts have ads throughout episodes. At 79%, the majority of respondents who had podcasts offered them for free.

While social media is a common way most creators connect to their audience, it can be difficult to make money on those platforms as an influencer. In fact, 82% of creators said they only post organic/free social media content - **only 5% take third-party sponsorships on social media posts**.



Creator Takeaway

Selling digital products [outside of social media](#) is essential to your success in the creator economy. Spending hours creating Instagram Reels or TikToks is good for audience building, but your courses, coaching programs, and membership sites are where you see the most cash flow.

Looking forward



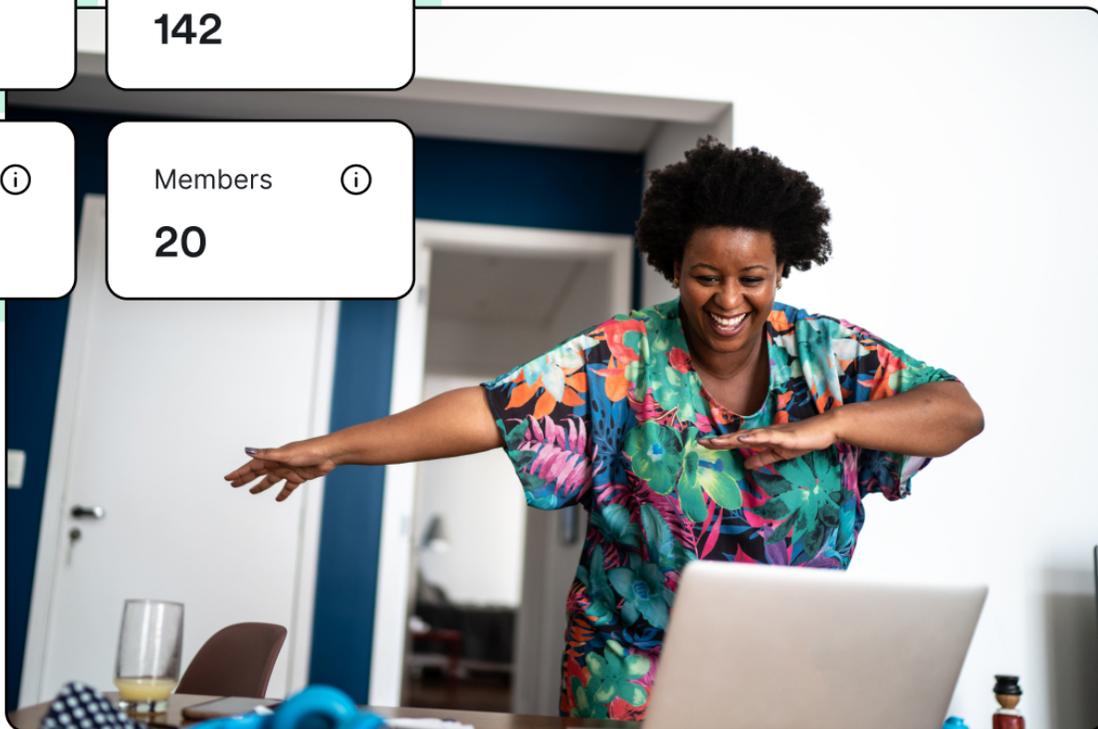
Thank you to everyone who participated in our survey. You've helped us "take a pulse" and gain valuable knowledge about your businesses and the creator economy as a whole. Kajabi aims to be a key part of the creator economy discussion - through data-supported findings and anecdotes, we hope to make the path to monetization easier for all knowledge creators.

Net revenue ⓘ
\$12,533

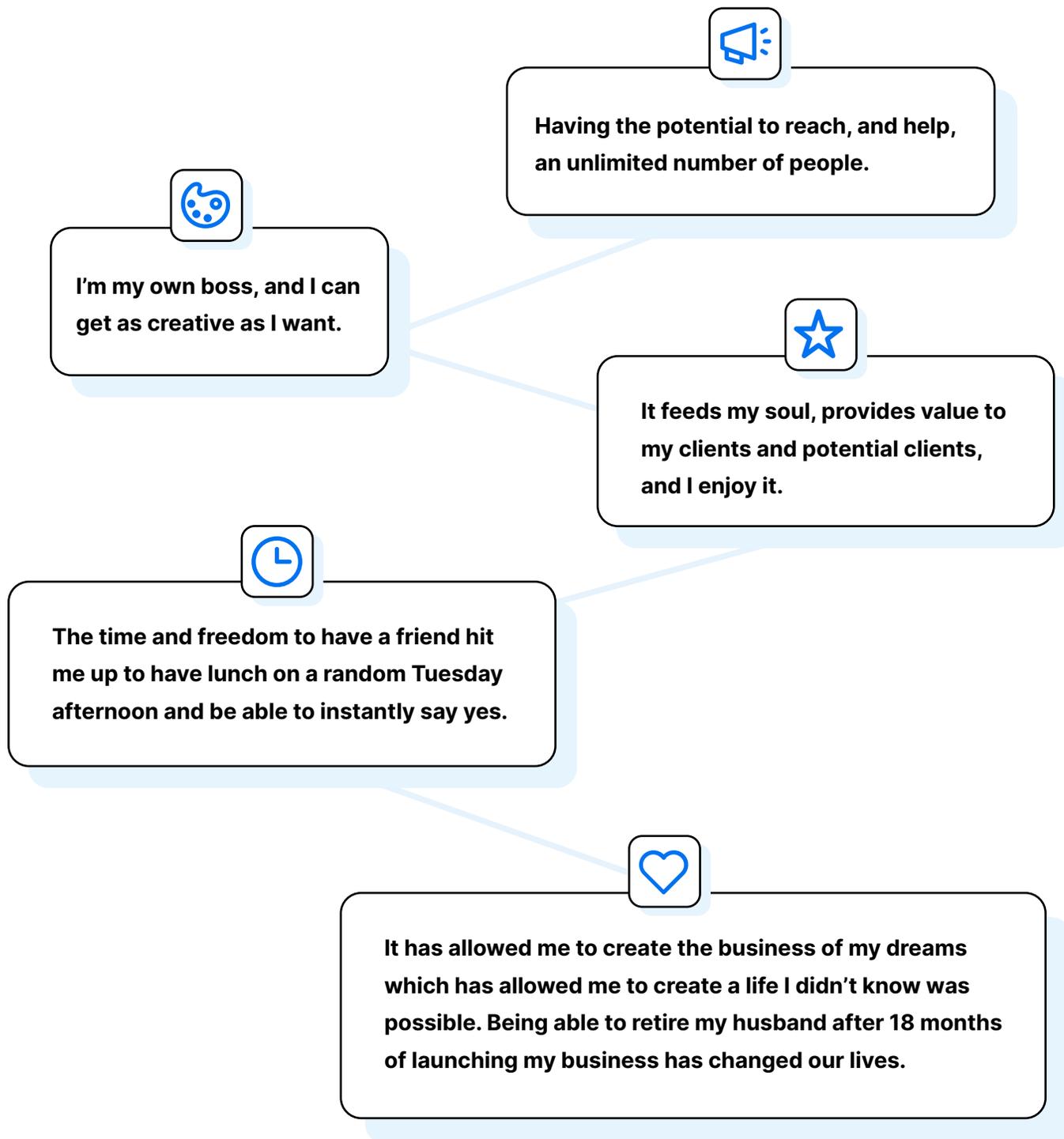
Offers sold ⓘ
142

Opt-ins ⓘ
653

Members ⓘ
20



If you're just getting started, taking the jump and entering the creator economy can be the hardest part. However, it is a fulfilling one. From helping others to following passions, creators are making a difference all over. Here is what some creators said the most rewarding part of their job is:



Looking to turn what you know into income?

Get started with our 14-day free trial!

[Start today!](#)

Methodology

The insights in this survey are first-party data. We sent a survey to over 10,000 active Kajabi customers June 2nd - June 7th of 2022. The sample size included 528 complete responses with a 95% confidence interval and a 5% margin of error. Please note we cannot access email data from customers using an alternative email marketing service, and we cannot capture revenue numbers for any transactions or revenue processed outside of the Kajabi platform. All data is for general analytical use only. Individual responses are confidential, and we do not share the identity publicly or with third parties. For access to data or to discuss a collaboration, please email media@kajabi.com.



Earlier this year, we published our inaugural [State of the Creator Economy Report](#) providing an in-depth overview of the industry as well as creator stories. Moving forward, the State of the Creator Economy will be an annual analysis including both qualitative and quantitative data adapted from the quarterly Creator Pulse reports.



Don't want to miss a beat? Sign up for [The KEN \(Knowledge Economy Newsletter\)](#) to stay up-to-date on all things related to the creator economy.