

Influencer

Build a following on TikTok or Instagram and get paid by brands to post. Most earn little, a few earn a lot.

TYPICAL INCOME

\$3,000

a year, varies widely

INCOME RANGE

\$0 to \$100k

most to the successful few

TIME TO QUALIFY

1 to 4 years

after high school

DEMAND

Limited

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Home, out and about, events, wherever the content is

How you get there

- 1 Pick a niche** Weeks
Skincare for acne, budget travel, one sport. Brands pay for a specific audience, not a big random one.
- 2 Post often and learn what works** 6 months to 2 years
Most growing accounts post several times a week. Study saves, shares and watch time, not likes.
- 3 First small deals** 1 to 2 years in
Free products and small fees, usually once you have a few thousand engaged followers.
- 4 Build a media kit and rate card** Ongoing
Your audience, your results, your prices. Pitch brands yourself instead of waiting.
- 5 Replace a wage, if it happens** 2 to 4 years in
Usually needs several regular brand partners plus affiliate income. Many keep a job for years.

Pros and cons

- + Free to start and open to anyone
- + Creative control and a flexible schedule
- + Brand deals can pay well once you have an audience
- Most people never earn a living from it
- One algorithm change can halve your reach
- Burnout is widespread, and you are always on

Good to know

9 in 10 creators report burnout

In a Vibely survey of 150 creators, 90% said they had experienced burnout and 71% had thought about quitting social media. The top cause was changes to the algorithm.

Half earn under \$15,000

In Influencer Marketing Hub's 2025 survey of more than 3,000 creators, about half earned under \$15,000 a year from creating. These are people who already call themselves creators.

Optional boosts

Negotiating. Usage rights. Short-form video editing. Reading contracts.

Where these numbers come from

Federal Trade Commission: Disclosures 101 for Social Media Influencers
TikTok: Creator Rewards Program
Influencer Marketing Hub: Creator Earnings Report 2025
Net Influencer: CreatorIQ survey finds creator pay skews to the top tier

Numbers checked October 2026. Pay figures are typical full-time annual amounts in United States dollars, based on Bureau of Labor Statistics wage data and published pay scales. They vary by state, employer and experience. Tuition is for in-state students at public schools unless the card says otherwise. Sources, links and the click-through version: <https://career.help/us/careers/influencer>



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