



\$35,000

ART JOURNALING SITE + COURSES EARNING \$1230/MO 6519 EMAIL LIST

<https://nicheinvestor.com>

- Home And DIY, Lifestyle, Personal Development
- Established Sites For Sale
- Available

Looking to acquire a site in the creative niche? The Artful Haven shares resources, tips, and how-to's with everything you need, from courses to art journaling prompts for budding artists and journaling enthusiasts. Plus, a brand new workshop! This 6 year old site boasts multiple revenue streams generating over \$1600/month, impressive organic traffic, 6,519 email...



Lisa Mason-Drake

Niche Investor

Overview



Date added: Added 2 months ago

Niche: Home And DIY, Lifestyle, Personal Development

Website live since: 2019

Earning Per Month: over \$1000/mo

Category: Established Sites For Sale

Status: Available

Pageviews Per Month: 10,000 - 50,000 Pageviews

Revenue & Expenses

Revenue Details: mediavine, amazon, affiliates, digital products

Monetization:
Ad revenue,
Affiliate Links,
Digital
Products,
mediavine

P&L:
https://docs.google.com/spreadsheets/d/1IEj_ngkJryfCClb0hRjv5xyDRpO5D6GGqluNwm61f50/edit?usp=sharing

Listing Details

Platform: WordPress

Domain: artfulhaven.com

Approx. Number Of Articles: 102 **Social Accounts Included:** Instagram, Facebook Page, Facebook Group, Pinterest, Youtube

Email List Subscribers: 6349

Seller Q&A



If you were going to keep the site, what steps would you take over the next 3 to 6 months to grow the income and traffic?: Write blog posts based on current SEO practices Create Pinterest pins for those articles and regularly (daily) pin them to relevant Pinterest boards. Pinterest is a very fertile ground for this niche and pinning regularly with a good strategy can increase the traffic. For Pinterest pins and visuals, Canva is a great choice. Even the free account is more than enough to create pins, and it's very easy to use. My Pinterest account is already established and at the moment has around 800k monthly views. Collect new subscribers via opt-ins/freebies on the blog and send them through a funnel (welcome sequences, special time offers, discounted courses for new subscribers). Freebies and welcome sequences are already automated in the email provider. Collect new subscribers during summits and bundles (I have done this many times and my list grows during summits especially - then do the best to keep those new subscribers on the list by helping them with useful content) Collect new subscribers by other strategies like freebie-swaps with others in the similar niche Continue emailing my list with helpful content and sell online courses and ebooks on a monthly basis (flash sales, holiday sales, special discounts, etc.). I email them at least once a week, but often twice a week Refer subscribers to blog posts regularly (the ones that show highest RPMs in Mediavine dashboard) in order to increase daily income from ads. Create new workshops and sell them to the email list. I've heard from my email list many times that they wish I could create more products, and they show willingness to buy. I just created a new workshop and it's currently being promoted. Also, it's not a bad idea to use Youtube as well. I've got great videos on it already, most are faceless, so it would be easy to continue filming instruction videos like that. Share content and engage in FB groups. My main FB group has 3000 members and it's an active group. People post there daily. Engaging in the group and sharing blog content can also drive traffic to the blog.

What is your current open rate and click rate?: Open rate: 61.54 %, click rate: 3.82% ConvertKit

Who wrote the content?: I wrote the content, and I believe there are 3 guest posts on the blog. I created all the courses and wrote all the ebooks.

How often do you email your list?: I email my list at least once a week, but often two times a week. Newsletter days are on Mondays, and I also use Fridays to send something fun to engage them more and provide fun value like super quick quizzes, a freebie, a tip from a blog post, etc. (I call it Funky Friday)

Where does most of your income generate from?: ads and course sales

Submit an offer



Contact Listing Agent:



Lisa

[SUBMIT AN OFFER](#)

