



EINVESTOR.COM

\$21,000.00

• Education

## HOMESCHOOL SITE WITH 16K SUBSCRIBERS EARNING \$558.25/MO

<https://nicheinvestor.com>

Launched in 2020, this 3 year old education niche website focuses on homeschooling for children with topic verticals that include: Unit Studies, Free Printables, Resource Lists, and Books for Kids. The site has four (4) streams of income, with a majority of the income being generated from Ad-based revenue. There are over 16,000 email subscribers on...



**Josie Pena**  
Niche Investor

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## Overview



**Date added:** Added 2 weeks ago

**Niche:** Education

**Website live since:** 2020

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

**Earning Per Month:** under \$1000/mo

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## Revenue & Expenses

**Revenue Details:** \$585.25/Mo

**Monetization:**

Ad revenue,  
Affiliate Links,  
Digital  
Products,  
Services

**P&L:**

[https://docs.google.com/spreadsheets/d/1N\\_50\\_WKrdC5OUJ-o-WWkVY0t5X8u23LiTavaV07JYTY/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1N_50_WKrdC5OUJ-o-WWkVY0t5X8u23LiTavaV07JYTY/edit?usp=sharing)

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## Listing Details

**Platform:** Wordpress

**Domain:** affordablehomeschooling.com

**Approx. Number Of Articles:** 400

**Social Accounts Included:** Instagram, Facebook Page,  
Facebook Group, Pinterest

**Approx. Social Followers:** 3500

**Email List Subscribers:** 16000

**Additional items included:**

Printables Shop, Digital Goods

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## Seller Q&A



**What are the operating procedures for running this business?:** This is my secondary site. I spend 10-15 hours/week on it.

**How often do you email your list?:** I send out 3-5 emails/week to the entire list. There is not currently a welcome sequence. I manage all email content. I probably spend 2 hours/week on email. \* I have a contractor who manages the eBlasts for a 25% commission. So, I have this broken out into a separate category to stay on top of the numbers. She is willing to work with the new owner of this site. I pay \$49/month for up to 20K subscribers. \* I recently switched from Active Campaign to Birdsend. \* The subscribers all signed up on my website. None were purchased.

**Where does most of your income generate from?:** Ad Revenue. I currently monetize with Mediavine, but this site will not qualify for Mediavine as a new site

**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?:** There is not much customer support or sales related questions. I answer as they come in.

**What is your current open rate and click rate?:** This list has a 6% click rate and a 38% open rate on Active Campaign. • This list is not segmented.

**Who wrote the content?:** I write most of the content on the site myself. My daughter does my Amazon book round-ups and related images for \$20/post. She's willing to continue if buyer wishes. \* I have created most of the printables on the site. The ones I didn't create myself, I purchased with the rights to publish/sell on the site. I have another VA who does round-ups. She is \$60/post to add the content to CreateCards and create 1 image. Any other content purchased comes from content creator Facebook groups.

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## Submit an offer

Contact Listing Agent:

Josie



[SUBMIT AN OFFER](#)

