



\$2,200

## PERSONAL FINANCE 2233 EMAIL SUBSCRIBERS, 250 ARTICLES

<https://nicheinvestor.com>

This 5-year-old personal finance site aims to help millennial women crush their financial goals. offering tips, resources and tools for better money management, the seller is looking for a new owner to nurture its following and scale the site. My Worthy Penny comes with: 250 articles multiple revenue streams with room to expand Digital product...



**Lisa Mason-Drake**

Niche Investor

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## Overview



- Finance
- Established Sites For Sale, Starter Sites For Sale
- Available

**Date added:** Added 2 weeks ago

**Category:** Established Sites For Sale, Starter Sites For Sale

**Niche:** Finance

**Status:** Available

**Website live since:** 2019

**Pageviews Per Month:** Under 10,000 Pageviews

**Earning Per Month:** under \$100/mo, under \$1000/mo

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## Revenue & Expenses

**Revenue Details:** Ezoic, Amazon, Shae-a-Sal

**Monetization:**  
Ad revenue,  
Affiliate Links

**P&L:**

[https://docs.google.com/spreadsheets/d/17O4nfs1Mhi41COMRLHAGtDN\\_TNzRyRSZE5MZGEj\\_lvw/edit?usp=sharing](https://docs.google.com/spreadsheets/d/17O4nfs1Mhi41COMRLHAGtDN_TNzRyRSZE5MZGEj_lvw/edit?usp=sharing)

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## Listing Details

**Platform:** WordPress

**Domain:** myworthypenny.com

**Approx. Number Of Articles:** 250 **Social Accounts Included:** Facebook Page, Pinterest

**Approx. Social Followers:** 11000

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## Seller Q&A

**What are the operating procedures for running this business?:** Haven't done anything with it for almost a year now

**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 more posts and create more pins

**How often do you email your list?:** I have an automated email series when someone signs up. 12.53% click through rate

**What is your current open rate and click rate?:** 12.53% click through rate

**Where does most of your income generate from?:** Pinterest

**Who wrote the content?:** me/seller

**If you were shopping to buy a website, what about this site would stand out to you?:** the theme



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# Submit an offer

Contact Listing Agent:



**Lisa**

[SUBMIT AN OFFER](#)

