



## Prospectus: DrillWarrior.com

- **Price:** \$19,314
- **Site Established:** November 27, 2018
- **Published Posts:** 67 (Only 23 of the posts are older than one year, which means the site is likely to grow in 2020. Also, there are about 20 posts written but not published. There are about 20 unpublished posts that have been written but are not yet being utilized.)
- **Posts less than 12 months old:**
- **Monthly Pageviews:** Up to 43,560 pageviews per month
- **Included Assets:** Site with all traffic and content
- **Platform:** Wordpress with standard plugins and no custom code
- **Industry:** DIY, woodworking, home improvement (minus Tim Allen)

*IMPORTANT LEGAL INFORMATION: Reasonable effort has been given to ensure the accuracy of the information in this prospectus. All information has been given in good faith, but there likely are some inaccuracies. Buyer is responsible to verify all information relied on to make a purchasing decision. This site is owned, operated by, and offered for sale by Income School LLC, and Idaho Limited Liability Company.*

## Overview

Drill Warrior is a DIY and home improvement site we built mostly in 2019. The content of the site has grown extremely fast in a category that is known for easy monetization through affiliate links.

In 2019 we added the bulk of the content, which means most of the good posts aren't even a year old. To us, that's a good indication that spring, summer, and fall 2020 will see a marked increase in traffic, but we have no crystal ball so we can't make that guarantee.

The only reason we are selling this site is because we simply don't have the time to focus our efforts on our portfolio of sites.

There is so much low-hanging fruit on this site that it drives us crazy to see it not implemented, but we don't have the bandwidth to go after everything in our business with our small team. Also, we feel a sense of duty to frequently start over from scratch to prove out our concepts that we teach, so we need to start new sites in our portfolio. Consequently, it makes sense for us to sell them.

Quite frankly, we'd make a lot more money if we spent several months optimizing the income on these sites and then selling them, but we have ambitious goals for our business this year and we need to focus, so we're clearing out our portfolio to make room for new projects.

## **Valuation**

DrillWarrior currently has no monetization. It has no ads, no affiliate links, nothing. So it has no way to earn money simply because we haven't made the time to do so with our many other projects.

To value this site, we applied a low \$12 EPMP to the site's traffic. EPMP is "earnings per mili (thousand) pageviews". A typical EPMP for an established site would be in the \$20+ range as it represents all earnings from all income sources (affiliate, ads, info products, lead gen, etc) earned from the traffic. So the \$12 EPMP is conservative, but not insanely low.

Given that this site is well above 30,000 pageviews per month, it's likely this site would be approved for Mediavine in our experience, which means the \$12 EPMP could be exceeded immediately depending on a number of factors.

Applying the \$12 EPMP to the 43,560 pageviews the site received in December, it would equal \$522 in monthly earnings. If that is multiplied by 37 which would be a reasonable multiple for selling a site, it would mean the site is worth \$19,314.

It wouldn't surprise me if the new owner were able to get an \$18 EPMP pretty quickly and also see the site increase substantially in traffic this year, and result in a quick ROI for the new buyer.

## Earnings

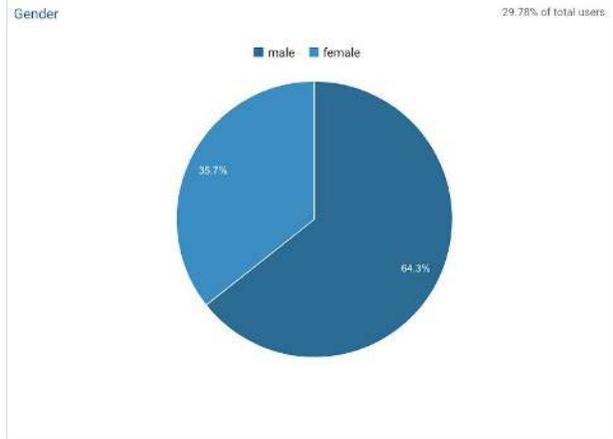
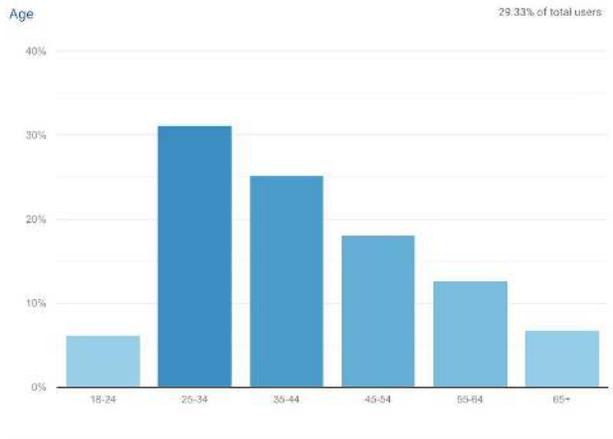
Currently, DrillWarrior is earning nothing, nada, zilch. We have no ads on the site, and no affiliate links on the site. Why? Because we have too many sites, too many projects, and too many other things going on.

That's good news for you because you can pick this site up for a SONG and then turn on monetization. Many of the articles are targeting potential customers of Amazon's Ring Video Doorbell and security system, or the Nest Video doorbell and security system from Google. We think that could mean this would be a great affiliate site for those items, but we haven't had the time to do the monetization yet.

Given the traffic on this site, we don't see why it wouldn't be accepted by Mediavine, which usually delivers very strong RPMs. Simply turning on ads in a single day could generate significant revenue.

DrillWarrior's largely US audience makes it a good match for advertisers.

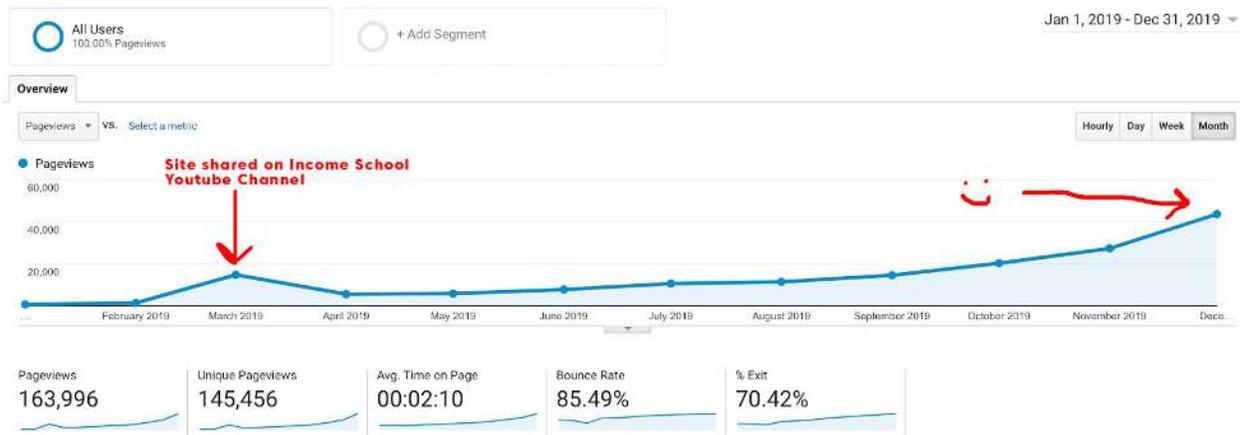
Language	Users	% Users
1. en-us	76,334	77.12%
2. en-gb	12,245	12.37%
3. en-ca	3,021	3.05%
4. en-au	1,608	1.62%
5. nl-nl	498	0.50%
6. en	400	0.40%
7. de-de	370	0.37%
8. es-es	293	0.30%
9. fr-fr	289	0.29%
10. sv-se	237	0.24%



The fact that this site isn't monetized at all makes it more of a risk since you don't know how well it will do, but the very low valuation of this site and the easy low-hanging fruit on monetization make this a fantastic investment for someone who recognizes the potential and get a very fast ROI (thought we make no promises as we don't have a crystal ball).

## Traffic and Followership

Traffic on Drill Warrior isn't looking good. It's looking downright AMAZING! The traffic is shooting up consistently each month. In fact, except for March when we got a bump from sharing the project on Youtube, each month has received more traffic than the previous.



Page	Pageviews	% Pageviews
1. Home Page	21,106	12.87%
2. Question about Ring doorbell (From Amazon)	14,530	8.86%
3. Question about Ring doorbell (From Amazon)	13,872	8.46%
4. Question about Ring doorbell (From Amazon)	13,505	8.23%
5. Home security items	10,974	6.69%
6. Home security items	6,639	4.05%
7. Self-defense in the home	6,170	3.76%
8. Question about Ring doorbell (From Amazon)	5,195	3.17%
9. Home security items	4,478	2.73%
10. Question about Ring doorbell (From Amazon)	3,161	1.93%

December 2019 saw the highest month of traffic, which was 43,560 pageviews. I was concerned in seeing the December spike that it was just because people were considering Ring and Nest products for Christmas, so I dove into the numbers. In the first 13 days of January (the day I'm writing this), the site received 1,337 pageviews per day on average, which means the projection for January 2020 will be 41,447 pageviews. This would be in-line with December and shows that traffic is likely to continue strong (although, again, we have no crystal ball).

In 2019, the Income School Creator Studio wrote a significant amount of new content on the site. The following shows posts published in 2019.

- January 2019 - 9 new posts
- February 2019 - 3 new posts
- March 2019 - 21 new posts
- April 2019 - 11 new posts
- No posts have been added since April 2019, and traffic continues to climb.

Given the amount of content produced in 2019 that is not yet even one year old, it is our hope that traffic will see a year-over-year increase in 2020 compared to 2019.

## **Included Assets**

The purchaser will receive DrillWarrior.com with all content on the site, the DrillWarrior trademark rights, and the logo.

## **Opportunities and Low-Hanging Fruit**

By far, the best opportunity on this site is monetization and simply waiting for the new content to rank. We would focus our efforts on finding good affiliate programs other than Amazon as the primary monetization, launching an info product, and also adding Amazon links.

Once monetization is done, you can start writing new content to grow the site, or keep it as-is and earn passive income.

## **Short-Term Issues**

We don't want to just put rose colored glasses on this prospectus and make it seem as if these are golden investments which will magically triple in value over night. Every investment has risk, requires work, and should only be made after careful analysis by a qualified professional.

Having said that, Income School has built a brand and reputation on integrity and authenticity. I would have no qualms whatsoever about seeing a close friend or family member purchase any one of these sites as I feel very confident that they are solid investments. However, all buyers must recognize that every online business comes with risk.

Amateurs without a working knowledge of internet marketing should be extremely cautious and prudent in choosing whether or not to purchase an existing website. There are certainly ways you can mess up the site and lose traffic and income.

The biggest problem on the site today is that the new owner should go through the steps in Project 24 in the E-A-T course to establish credibility. However, the DIY niche is generally not at all YMYL, so it isn't as critical as it would be on some other sites.

## **Purchasing Process and Transition Plan**

Please do not pursue the purchase of this site until you have liquid cash ready to go for the purchase. Many potential purchasers of sites expect to be able to easily obtain bank financing, and quickly realize that it is extremely difficult to get a bank loan for an online business.

We can't have the site tied up for months for a potential buyer only to find out that the deal will not go through. Once you are to the point that you could make the full purchase price transfer to Income School LLC within 7-10 days, then you can go ahead and hit the "Apply to Purchase" button on the listing at [incomeschool.com/marketplace](http://incomeschool.com/marketplace).

If you are a serious buyer with the funds to pursue the purchase and have a pre-purchase question, please feel free to reach out with questions. We're glad to have lurkers and those who are just curious to see the sale and learn from these sites, but please don't submit questions unless you can realistically have the money in an account ready to purchase quickly so that our customer service isn't overrun.

With a site of this size, we will go to great lengths to ensure we aren't being scammed. We may even require the purchase to be in-person for an asset of this size. We've been around

the block and won't allow the site to be transferred out of escrow until we have verified and confirmed all funds, have a signed contract, and extensive verification of the buyer's identity.

We will take care of the transfer of the site and content to your hosting provider after payment has gone through and all funds have been verified. You won't need to lift a finger.

The site really is very straightforward and anyone with knowledge of internet business should have no trouble getting going. It's not a very complex investment compared to many other sites of this size.

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