



Prospectus: OutdoorTroop.com

- **Price:** \$62,520
- **Valuation Methodology:** Frankly, this site is nearly impossible to do a valuation on since it has only a few months of income, and the massive amount of content hasn't even had a year to rank. Yet, the traffic is growing very fast and the content is ranking quickly. Some buyers will recognize that this site is probably the most exciting listing of all the sites we have for sale.
- **Site Established:** November 5, 2018
- **Published Posts:** 719
- **Posts less than 12 months old:** Almost all of the content is less than one year old!!! Some posts were moved over from Cabin Freedom and a tiny rappelling site that were older, but except for about those 40 posts, the content is all less than one year old.
- **Monthly Pageviews:** 80,000 was the highest pageviews (August 2019, and then the traffic dipped to 63,000 and 67,000 in November and December which is the off-season for this outdoors site)
- **Included Assets:** Site with all traffic
- **Platform:** Wordpress with standard plugins and no custom code
- **Industry:** Camping, boating, hiking, fishing, skiing, all things outdoors

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

It's frankly incredibly stupid for us to sell Outdoor Troop. We spent a lot of money on writers to produce the massive number of blog posts (719!) on the site, and we haven't even given the site one year for that content to rank, and now we're selling it. It's likely that this site will explode with traffic in 2020 if the content performs how we've seen on our other sites (though we make no guarantees as no one has a crystal ball to see into the future).

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

Coming up with a fair algorithmic valuation for this site makes little sense, but I'll walk you through our thinking on the valuation.

Ads earnings have ranged between \$1,089 and \$1,563 per month over the last few months that we have had the site on Adthrive. Given that the site is not yet at 100,000 pageviews, it is unlikely that the new buyer will be approved to keep this site on Adthrive (since we have other sites on Adthrive, they let us in with a lower number). The new buyer will likely need to move to Mediavine, which has RPMS almost as good (and sometimes better) than Adthrive. So the ads earnings aren't a perfect metric.

We haven't even implemented affiliate on the site as we've been slammed with other projects and simply haven't gotten to it yet, so going off of those earnings doesn't work either.

Then we can look at the content. With over 700 published posts on this site, and almost all the content being under one year old, we believe it is very likely that this site will take off like a rocket in 2020 under the right direction of its new owner (though again, we make no promises).

So the valuation of this site is a hybrid. Given the massive traffic potential in 2020 on this site, and the fact that almost no monetization has been done on the site, we feel its fair to use the highest month of ads income times 40 to determine the valuation for this site.

This site isn't the right investment for every buyer. A purchaser of Outdoor Troop will recognize just how well set-up this site is for future success, and will be willing to recognize some element of risk since this site has a short history. For some buyers, this won't be the right investment, but for someone willing to assume some risk for the promise of an extremely nice ROI on the investment, this could be a good choice. Use your own discernment and invest wisely.

For me personally, I'd probably be more excited about this listing in the garage sale than any other.

Earnings

The display advertising on Outdoor Troop is sold through our broker, Adthrive. Adthrive generally only works with sites with 100,000+ monthly pageviews, but since we have other sites on Adthrive, they let us in early. While the new buyer can apply with Adthrive and it's very possible they'd accept the new buyer, we can't guarantee this.

I would plan on needing to move to Mediavine for your adbroker on this site until traffic picks up this summer. We usually see slightly higher RPMS on Adthrive, but we've also see sites earn more on Mediavine. Generally, the two are quite competitive with each other. Mediavine accepts sites with just 30,000 pageviews, while Adthrive requires 100,000.

The following shows Outdoor Troop's income and RPM numbers as reported by Adthrive for the previous year.

	Outdoor Troop Ad Income	Outdoor Troop RPM
December 2019	\$1563	\$23.28
November 2019	\$1413	\$22.25
October 2019	\$1126	\$15.95
September 2019	\$1089	\$14.26
August 2019	Not on Adthrive	Not on Adthrive
July 2019	Not on Adthrive	Not on Adthrive
June 2019	Not on Adthrive	Not on Adthrive
May 2019	Not on Adthrive	Not on Adthrive
April 2019	Not on Adthrive	Not on Adthrive
March 2019	Not on Adthrive	Not on Adthrive
February 2019	Not on Adthrive	Not on Adthrive
January 2019	Not on Adthrive	Not on Adthrive

The RPM that we get on Outdoor Troop is absolutely fantastic, but we're not reaching the site's potential. We have heard from many other owners of large sites that video ads (a small video in the sidebar that you produce and which has a video on it) can bring in as much as 20% of the ad earnings. We haven't had the time to implement this yet, so we're not even at the peak of what can be done. We've also asked Adthrive to tone down the number of ads, so you could turn that up as well.

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

Language	Users	% Users
1. en-us	269,852	 77.00%
2. en-gb	32,714	 9.33%
3. en-ca	17,465	 4.98%
4. en-au	6,781	 1.93%
5. de-de	1,229	 0.35%
6. nl-nl	1,162	 0.33%
7. en	1,095	 0.31%
8. es-es	1,082	 0.31%
9. sv-se	1,056	 0.30%
10. fr-fr	1,015	 0.29%

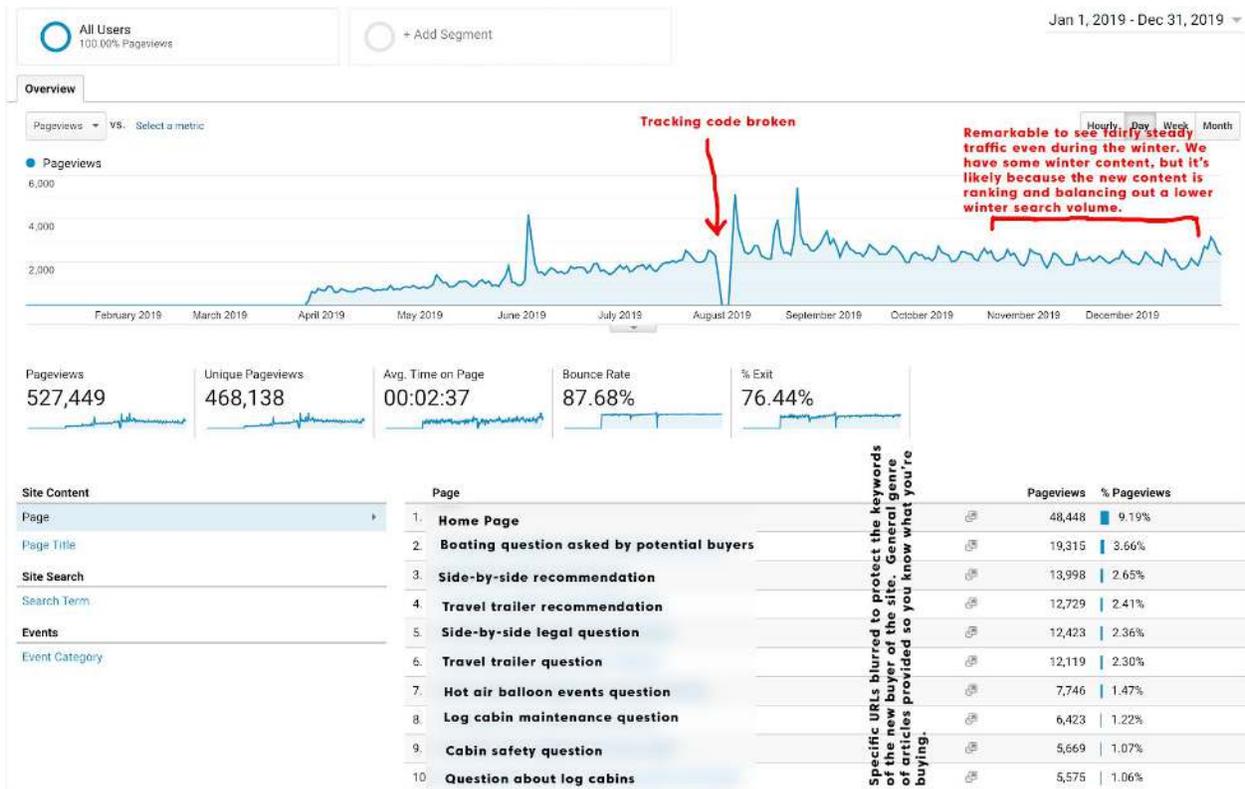
We do have Amazon links on the site right now. Our monetization plugin broke several months ago and we've been so busy with other projects that we didn't notice for months, and then didn't get to it for more months.

Simply turning on affiliate links right now won't accomplish much, but in just a couple hours of going through the highest traffic pages and really selling some links could do well. Also, reviews on generators, solar systems, and solar generators could do really well. We have one or two articles on generators that were earning some solid commissions back when we had Amazon affiliate rolling on the site.

Honestly, though, I would look for other affiliate programs. Amazon just isn't paying what it used to. Perhaps being an affiliate for Cabelas or REI could be more profitable.

Traffic and Followership

I would expect this site to be slower in the winter and for traffic to grow substantially in the spring and summer months in the northern hemisphere. The traffic will likely continue strong through September when it begins slowly going down through Christmas. Christmas day is always the lowest traffic of the year on our sites as users are not camping, and are busy with family. Despite the drop in traffic during the off-season, the winter is actually the best earnings of the year since advertisers spend more money in the Q4 Christmas rush. So while the site certainly has a seasonality, the income remains quite steady.



You may notice that the traffic on this site reached a higher level suddenly in April of 2019. This is because we merged the existing site CabinFreedom.com onto OutdoorTroop, so the existing site's traffic was transferred here. The cabinfreedom.com domain name is included in this site sale so you can maintain the redirect. We also bought a very small rappelling site and merged it onto this domain. It is also included.

The highest traffic month in 2019 was August with 80,788 pageviews. At the time of writing on January 9, 2019, the site has averaged 2,512 pageviews per DAY in January 2020. Should that trend extend through January, it would produce 77,872 pageviews, which would be fantastic for this time of year. To me, that's a strong indicator that traffic is on the upswing, but it's difficult to ever really know what will come in the future.

In 2019, the Income School Creator Studio wrote a massive deluge of new content on the site. We've never put this much content out on one site in a single year. It would take an individual blogger many years to produce this much content. The following shows posts published in 2019.

- January 2019 - 80 new posts
- February 2019 - 156 new posts
- March 2019 - 70 new posts

- April 2019 - 32 new posts
- May 2019 - 135 new posts
- June 2019 - 112 new posts
- July 2019 - 105 new posts
- August 2019 - 39 new posts
- September 2019 - 13 new posts
- No posts have been added since September

Given the amount of content produced in 2019, it is our hope that traffic will see a year-over-year increase in 2020 compared to 2019.

Included Assets

The purchaser will receive OutdoorTroop.com with all content on the site, the Outdoor the Outdoor Troop trademark rights, the Outdoor Troop logo and associated rights, and CabinFreedom.com so you can maintain the redirect to this site.

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.

We would not recommend adding more than one new post per week on the site since there is already so much content. Instead, we recommend focusing almost all of the effort initially on monetization, and then revamping older content which isn't ranking well after it has had a full 12 months to rank. There are so many keywords targeted with this site that it would make little sense to try and target new ones and abandon the older ones which just need improvements in order to rank better. It takes far less time to revamp older content compared to writing new content from scratch.

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 Outdoor Troop today is that the traffic is coming from Google, yet E-A-T is not well-established on the site. The first thing I would do with this site after buying it is monetization, but the second thing I'd do is begin working on E-A-T following the steps we provide in the E-A-T course in Project 24.

Also, some of the content written when we were pumping it out quickly during 2019 suffered in the quality department to some extent. Work should be done in improving the authoritativeness of some of the content that wasn't given the care it should have received. I would not consider revamping any article until the article is at least 13 months old and it is confirmed that the article is not ranking in the top 5 for its primary search phrase, and is not currently bringing in significant traffic.

Also, diversifying income is a problem on this site. The monetization has received little to no effort over the years and it's crying out for a few weeks of effort in monetizing the articles to bring in more money. The site should be earning more with this much traffic.

The biggest problem with this investment, and also the greatest opportunity, is the future traffic. The massive amount of content could bring in a huge deluge of traffic, or it could fail to perform. While early indicators appear good, no one can tell the future. Having said that, this site is priced accordingly and for those who see the potential, this could be a very exciting investment.

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.

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.

Important Legal Information

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