



# RABBIT INFORMER

**Prospectus: [rabbitinformer.com](http://rabbitinformer.com)**

- **Price: \$18,500**
- **Site Established: January 2021**
- **Published Posts: 100**
- **Platform: Wordpress**
- **Industry: Pets, Rabbits**

**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, an Idaho Limited Liability Company.*

## **Overview**

Rabbit Informer is a site all about rabbits. This site provides information geared toward all people who have questions about rabbits. Whether they are raising rabbits as pets or for emergency preparedness, this site will provide the answers they need.

We were interested in doing a website in a very specific Pets niche, because we have done other successful pets sites in the past, and rabbits is one of those topics we were interested in. We are excited about this site because of the cracks we found in the niche, and the potential monetization opportunities. This is one of those sites where someone with rabbits could really breathe some life into, spring boarding its success.

## **Valuation:**

Since the site isn't making any money, you might wonder how we are valuing the site. The valuation is simple. We are valuing the site as if we were simply selling the content. We take into account how much it costs to do the search analysis, write the content, edit the content, add images to every post, set up the site, pay for hosting, set up analytics, create the logo, etc, and price the site accordingly. Rather than buying articles in a word document, these are perfectly packaged sites, already published articles, just ready for traffic.

## **Earnings:**

By now you should be well aware that right now the site is earning nothing. We have no ads on the site, no affiliate links on the site. Why? Because the site is a month old, and creating quality content was our focus.

The good news for you is that in the very near future you could qualify for Ezoic Ads. The revenue won't be much, but it is a way to get started. Given that so many people keep rabbits as pets (and for a slew of other reasons), the niche is incredibly applicable to anyone, giving great opportunity for future growth.

## **Traffic:**

As you can imagine, a one month old site won't have too much traffic.

## **Included Assets:**

The purchaser will receive **rabbitinformer.com** with **all the content on the site**, the **Rabbit Informer trademark rights**, and the **logo**.

## **Opportunities:**

By far, the best opportunity on this site is monetization and simply waiting for the content to rank. In the meantime, we would focus our efforts on putting ads on the site and finding good affiliate programs.

## **Short-Term Issues**

We don't want to just make this seem like the golden opportunity of the century and make it seem like this is the best investment you could ever make. 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 problem with seeing a close friend or family member purchase this site as I feel it is a solid investment with great potential. However, all buyers must recognize that every online business comes with risk.

The biggest problem on the site today is that the content just hasn't ranked yet. Amateurs without a working knowledge of internet marketing should be extremely cautious and prudent in choosing whether or not to purchase any website. There are certainly ways you can mess up the site.

## **Purchase Process:**

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 cannot 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 3-5 days, then you can go ahead and click Purchase site.

After clicking “Purchase site” you will be prompted to pay a \$1000 holding fee. This will secure you as the buyer. After paying the fee, you will be emailed a download with the next steps of the purchase process.

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