



**Prospectus: [ConcreteQuestions.com](https://concretequestions.com)**

- **Price:** \$15,065
- **Site Established:** September 2020
- **Published Posts:** 119+
- **Total Pageviews:** 5,053
- **Platform:** Wordpress
- **Industry:** Concrete, DIY

*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**

Concrete Questions is a site all about concrete. This site provides information geared toward DIYers interested in learning about concrete. This site is one that we have really enjoyed building and look forward to its future success.

We were interested in doing a website in a very specific DIY niche, and concrete seemed like the perfect fit. Along with a few other site ideas, we pitched them to our Youtube audience and they chose this one to be created. We did the search analysis and started writing.

The content was written by our specialized writing team, trained using Project 24 methods and style. The reason we are selling this site is because, well you saw, we flipped the coin, and it said sell. If it were my choice, we would hang onto this one for a while longer. :)

Quite frankly, we'd make a lot more money if we let the content rank, and then optimize the site for monetization.

### Valuation:

Since the site isn't making any money, so 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 cost to write the content, edit, add images, pay for hosting, etc, and price the site accordingly.

### Earnings:

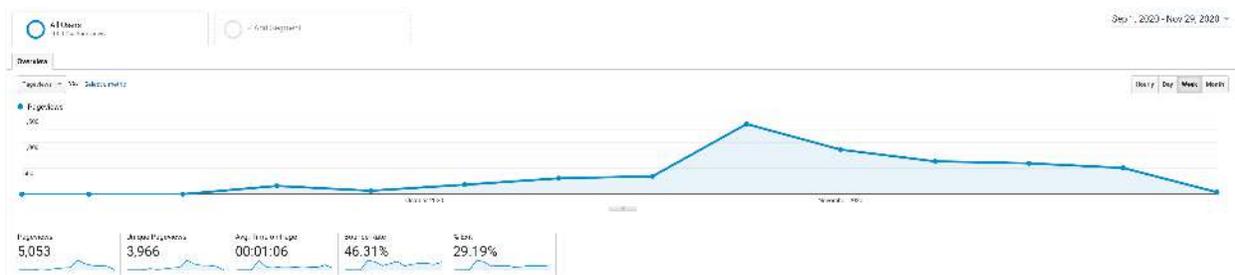
By now you should be well aware that right now the site is earning nothing. We have no ads on the site, no affiliate links on the site. Why? Because the site is 3 months old, and creating quality content was our focus.

The good news for you is that the site has been getting some early traffic, and could qualify for Ezoic Ads. The revenue won't be much, but it is a way to get started.

Given that nearly everyone has concrete, the niche is incredibly applicable to anyone, giving great opportunity for future growth.

### Traffic:

As you can imagine, a three month old site won't have too much traffic. Since we have shared this url on the Income School Youtube channel, there has been early traffic to the site, which could give some slight speed to the ranking process.



### Included Assets:

The purchaser will receive ConcreteQuestions.com with all the content on the site, the Concrete Questions 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 7-10 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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