



# Prioritizing Growth

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# How do you evaluate



# growth opportunities?

# BargainBabe.com

Launched January 2009

Consistent base income  
with single digit growth

30,000 uniques a month  
73,000 hits a month

3,200 email subscribers

Featured in Washington  
Post, LA Times, Readers  
Digest, Detroit News,  
Chicago Tribune, GMA

bargain!  
good deal!  
SALE!



Revenue streams:

Advertising

Selling content

Affiliate revenue

Other minor streams

(speaking gigs, freelance)

# Growth opportunities

Employees - expand my reach by hiring but drains income

Legal - file for LLC status, trademark BargainBabe.com to increase sale value but not affect traffic or revenue

Syndication - aim for slow growth through syndication deals

Merge - quick payoff but lose ownership

Revenue - seek out advertisers but major time suck

Publishing - additional credibility but not a money maker



**Sell within 1-4 years**

# The options are...

Employees - expand my reach by hiring

Legal - file for LLC status, trademark BargainBabe.com

Syndication - pursue more syndication deals

Merge - interest from other companies

Revenue - seek out advertisers

Publishing - interest in book contract