

DIGITAL MEMBERSHIP • ARTS & HOBBIES

Thriving Craft Hobby Membership with Recurring Revenue

A B2C digital membership community launched in 2023, teaching a popular craft hobby to beginners via courses, tutorials, and live engagement — nearly fully contractor-operated with only ~5 hours of owner input per week.

ASKING PRICE

\$167,995

30x Monthly Multiple

\$296K

TTM REVENUE

\$67.2K

TTM PROFIT

23%

PROFIT MARGIN

17,000+

EMAIL SUBSCRIBERS

BUSINESS MODEL

Subscription

FIRST MADE MONEY

2023

OWNER INVOLVEMENT

5 hrs/week

TEAM SIZE

4 Contractors

CUSTOMER MARKET

United States

TREND

Growing

Investment Highlights

- ✓ Recurring revenue model with ~1,380 active subscribers across monthly and annual tiers
- ✓ Owner works just ~5 hours per week — fully contractor-managed day-to-day operations
- ✓ Rich content library: 50+ guided tutorials, video courses, bi-weekly live Q&A calls, and eBooks
- ✓ 17,000+ email subscribers with nurture sequences in place — largely unmonetized upside
- ✓ Seller is not the face of the brand; key contractors are retained and willing to continue

Growth Opportunities

Organic Social Expansion

Increase posting frequency to drive organic traffic, sales, and paid ad performance.

Email List Monetization

Broadcast to 17,000+ subscribers to convert leads into paying members.

Paid Ads Optimisation

Scale proven Meta ads funnel with improved creative and audience targeting.

Funnel & Upsell Enhancement

Optimise checkout flow and promote existing upsell products to boost average order value.

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

Request Access →