



Hi, I'm Andrea.

Thanks for your interest in collaborating with All the Homeschool Things!

All the Homeschool Things is a brand new site offering resources to the homeschool mom. It originally started in August 2017 as a traditional living blog called Townsley Times. June 2018 brought about a full rebrand and All the Homeschool Things was born. My readers overwhelmingly have a desire for homeschool helps, encouragement, free resources, high quality printables, and to discover new curriculum options and a different way of doing things so they can improve the way they school their kids.

Strengths

- strong writing skills and unique voice
- SEO
- image creation
- personal connection with readers

Current Opportunities

- giveaway sponsorships
- sponsored posts
- email mentions
- guest posts

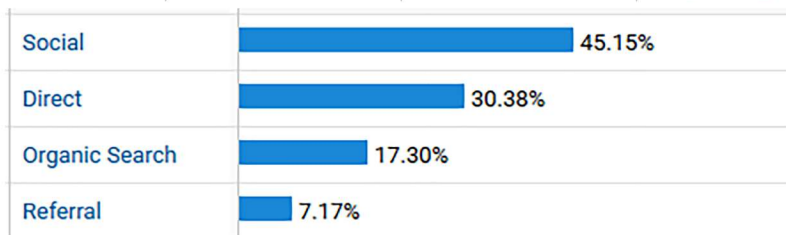
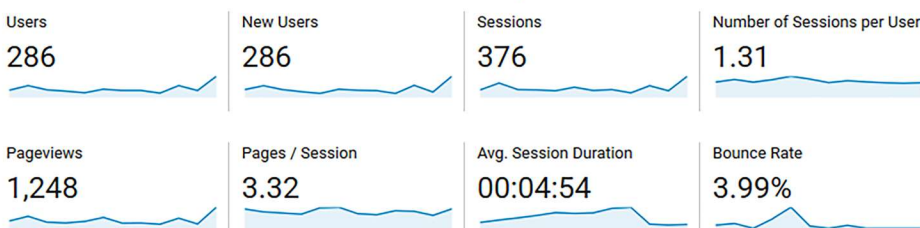
Popular Posts

- all posts in my series for homeschool planning
- homeschool styles
- adrenal cocktail
- review posts
- idea lists
- weirdo homeschoolers

Andrea Townsley

<https://allthehomeschoolthings.com>
andrea@allthehomeschoolthings.com

Stats from the first 12 days after soft launch



Email Stats as of July 7, 2018

Subscribers: 324

Open Rate: 57%

CTO Rate: 27%

I send a reengagement email to cold subscribers monthly, then purge still-cold subs the following week.

Based on an average of four emails per month.

Social Media Stats on July 7, 2018



*New account started in June

Demographics

80% women
average age 35 (26-44)
~70% live in US + Canada
interested in frugality, education, cooking, and motherhood

all the homeschool things

freebies - printables - encouragement - new discoveries