

Unlock the secrets to 7-figure online businesses [Special offer: Join Starter Story](#)

How I Started A \$7.5K/Month Blog About Personal Finances



Alexis Schroeder



Published: February 29th, 2020

ABOUT

BUSINESS

TOOLS

SAVE



Alexis Schroeder

Founder, **FITnancials**

\$7.5K

REVENUE/MO



1

FOUNDERS

1

EMPLOYEES

Hello! Who are you and what business did you start?

Hey! My name's Alexis and I run a personal finance blog called **Fitnancials**. I teach millennial women how to manage their money, save & invest more, and **earn extra money with side hustles**.

I actually started my business back in 2013 as a fun hobby. Fitnancials was originally a health and fitness blog (as well as personal finance), but I ended up ditching the health portion altogether because it no longer resonated with me anymore. I wanted to be hyper-focused on finances.

I had zero intention of creating any income from Fitnancials. It was purely a passion project where I shared tips and tricks with my friends and family (because people were always asking me for weight loss tips since I had lost 60 pounds).

Over the next few years, I started writing about personal finance more and Financials blossomed into this journey of my genuinely loving personal finance. I paid off \$40,000 in debt and graduated college debt-free. **I also earned \$80,000 through my blog and side hustles** in my senior year of college. I logged into my student loan dashboard and paid off the entire balance the day I graduated. It was incredible.

Now, my business makes money from affiliate marketing, ad revenue, sponsored partnerships, and digital products. I make a huge portion of my income from sponsored posts, which is when I work with a brand and we partner together to create a piece about their product and publish it on my site.

I currently have one product called **Making Sense of Sponsored Posts** in partnership with my sister Michelle, from Making Sense of Cents. I've created **several free online products** for women who want to pay off debt or make more money.



What's your backstory and how did you come up with the idea?

After I graduated high school, I went through a huge lifestyle change and lost 60 pounds. Fitness became my life, so naturally, friends and family would come to me for advice. My sister who had started a blog already (Michelle from **Making Sense of Cents**) told me it'd be a great idea to start a blog so I could help people. So I did!

“ Treat your business as a legit business and not a hobby.

I went on to become a NASM Certified Personal Trainer with a specialty in Fitness Nutrition. I worked at a gym for a short while and realized I hated the culture (at the particular gym I

worked at), and fortunately kept my job working as a special needs caregiver. I then started college and wanted to be a special education teacher.

2 years before I was supposed to graduate, my blog was picking up traffic and I started to see real potential in it. People were asking me why I wasn't trying to monetize my blog and turn it into a real business. I asked myself the same question.

It was pretty sudden when I decided to go all-in on Fitnancials and create a full-time income from it. I quit my full-time job pretty suddenly and worked side hustles while growing my blog. I decided to finish getting my degree because it meant a lot to me to do so.

My website started as a fitness and finance blog and blossomed into something that I truly feel passionate about, which is managing money and making more of it. Now, Fitnancials is a website that helps over 100,000 people a month with saving and earning more money. I no longer write about health and fitness because most of my readers were gravitating towards the money content.

Take us through the process of designing, prototyping, and manufacturing your first product.

Starting Fitnancials was incredibly inexpensive. I think I remember it costing less than \$100 and I didn't put any money into it for many years since it was a hobby blog.

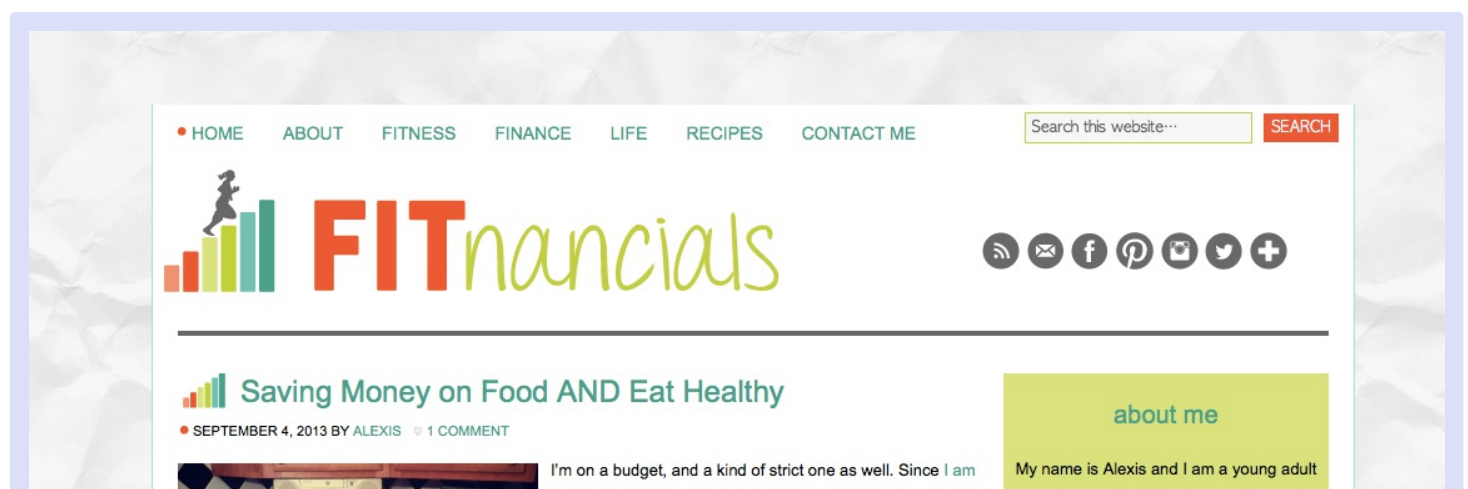
When I decided to go all-in on my business, I eventually invested in courses, email marketing, and graphic designers to design my website.

Describe the process of launching the business.

When I decided to go all-in on my business years after it started, I had most of the important stuff set up. I was self-hosted and bought my domain name. I created social media accounts on all major platforms and started email marketing.

I really wish I had started taking email marketing seriously from day 1. I didn't start it until years later and I've come to realize that email is one of the most important things about running a business.

I didn't go into any debt to run my business. I paid for things as I went and managed to take care of everything financially with my side hustles from babysitting and dog walking.





on a budget, I am always looking for ways to save money on food. Some people spend hundreds and hundreds of dollars on each person in their family on food. Some families have food budgets in the thousands each month, which amazes me!

I prefer to save money on my food, and I of course still want to eat healthy as well, as eating healthy is very important to me.

Anyone who tells you that eating healthy on a budget is impossible simply just has not tried. I have been on a food budget for years and I am as healthy as I have ever been.

Eating healthy on a budget is possible. Yes, some organic foods are expensive, but if you follow certain rules it is possible. And no, it doesn't take a ton of extra time either.

Prepping your meals.

I prep my meals every week, and it saves life so much easier. I don't have to worry about what I'm going to eat

and also an aspiring Personal Fitness Trainer and Fitness Nutrition Specialist. I started attempting the 'healthy lifestyle' about a year and a half ago. My overall journey in trying to 'get skinny in any way possible' started in my Freshman year of high school.

[Read more...](#)

ARCHIVES

Select Month

TOP POSTS & PAGES

Since launch, what has worked to attract and retain customers?

I contribute so many things to the growth of my business. In no particular order:

1. Email marketing
2. Networking
3. Pinterest and Google SEO

Without email marketing, my business growth would most likely be a lot different. I'd also be in a panic because I'd be relying on social media to attract and retain customers, which is a huge risk.

To attract and retain readers, I use an email marketing software called ConvertKit and create a wide variety of free resources which entices people to sign up for my email. One of my top free resources is a monthly budget planner that gets a lot of signups. I've created a few and tested each of them out, and I now use one that gets the most conversions.

To attract readers to sign up for my email list, I continually work on boosting my Google and Pinterest organic reach. I have not paid for ads once, but may in the future. I recently enrolled in a course called Stupid Simple SEO, which is all about increasing Google SEO and getting organic traffic. I'm always doing keyword research and seeing what topics to write about. I publish once per week, and I also update old posts and recirculate articles.

I've never struggled with finding post ideas. I currently have 300 drafts on my blog filled with different titles and ideas, and I'm always doing keyword research to see what personal finance topics people are searching for.

I provide a ton of free value in my emails and build a relationship with readers via email. I share new posts and products through my weekly email newsletter.

I'm naturally an introvert, so networking was tough for me in the beginning, but it's also been a huge contributor to the growth in my business. I meet other business owners and brands through conferences like Fincon, which is a personal finance conference for bloggers, and I also meet business owners through social media.

One of the biggest parts of running a business is getting eyeballs on your site. I enrolled in a Pinterest course called [Pinterest Traffic Avalanche](#) and a Google SEO course [Stupid Simple SEO](#) and they've both been game-changers in my business.

How are you doing today and what does the future look like?

My business is doing better than I could've ever imagined. When I decided to go full-time, I remember telling friends that I'd be happy making just \$3,000 a month because I can live off of \$2,000. It was a shock to get my first \$15,000 month, and I now average about \$7,500 with the slow months being \$4,000.

2020 is a really exciting year for me because I'm going all-in on creating digital products for my business. I'm coming out with products for money management, side hustles, and growing a blog.

My short-term goals are to create 3 digital products to help my readers better. Long-term goals are to continue finding new ways to inspire and motivate women and how they manage their finances.

Of course, I could put in 60-hour work-weeks in my business and make a lot more money, but I love the way things are going. I really love the way things are going in my business and love how I've been able to grow my business and achieve work-life balance. I work roughly 20 hours a week now and love the freedom my business gives me.



Through starting the business, have you learned anything particularly helpful or advantageous?

One of the most amazing things I've learned throughout my business journey is that each journey will be unique to another. One person may decide they want to create a massive team and have 10 people working for them and grow to seven-figures.

I've decided to create my business on my own and I have no future plans to hire anyone besides freelancers here and there.

I recently read a book called *Company of One* which I highly recommend. If you are starting a business or already have a small business, it's a great read about growing a sustainable business.

What platform/tools do you use for your business?

I use the following tools for my business:

- [Wordpress](#)
- [BigScoots](#)
- [ConvertKit](#)
- [Teachable](#)
- [Canva](#)
- [Tailwind](#)

My all-time favorite tool is Canva. I've grown to love graphic design and use Canva to create Pinterest pins, Instagram graphics, and other social media graphics.

Below is an example of how I use Canva to create fun images for Instagram.

[embed:instagram](#)

My business wouldn't be where it's at without these tools, which is why I have no problem paying for them each month!

What have been the most influential books, podcasts, or other resources?

I'm a huge book nerd and [read 50 books last year](#). Some of my favorites for building a business are;

- 1) *Company of One*
- 2) *Everything Is Figureoutable*
- 3) *Expert Secrets*.

I also owe a lot of my growth to [Create and Go's courses](#), particularly [Six-Figure Blogger](#), which is really helping me right now with creating and selling digital products.

I cannot forget to mention one of the most important parts of growing a business, which is a mindset and personal development. I spent a huge portion of 2018 working on building my confidence and self-worth with a course called [Personal Development For Her](#).

I even ended up getting a life coach named [Candice Toone](#) who I've been working with for the past year. She helps me with mental roadblocks I face in my personal life and therefore helps me perform better in my business.

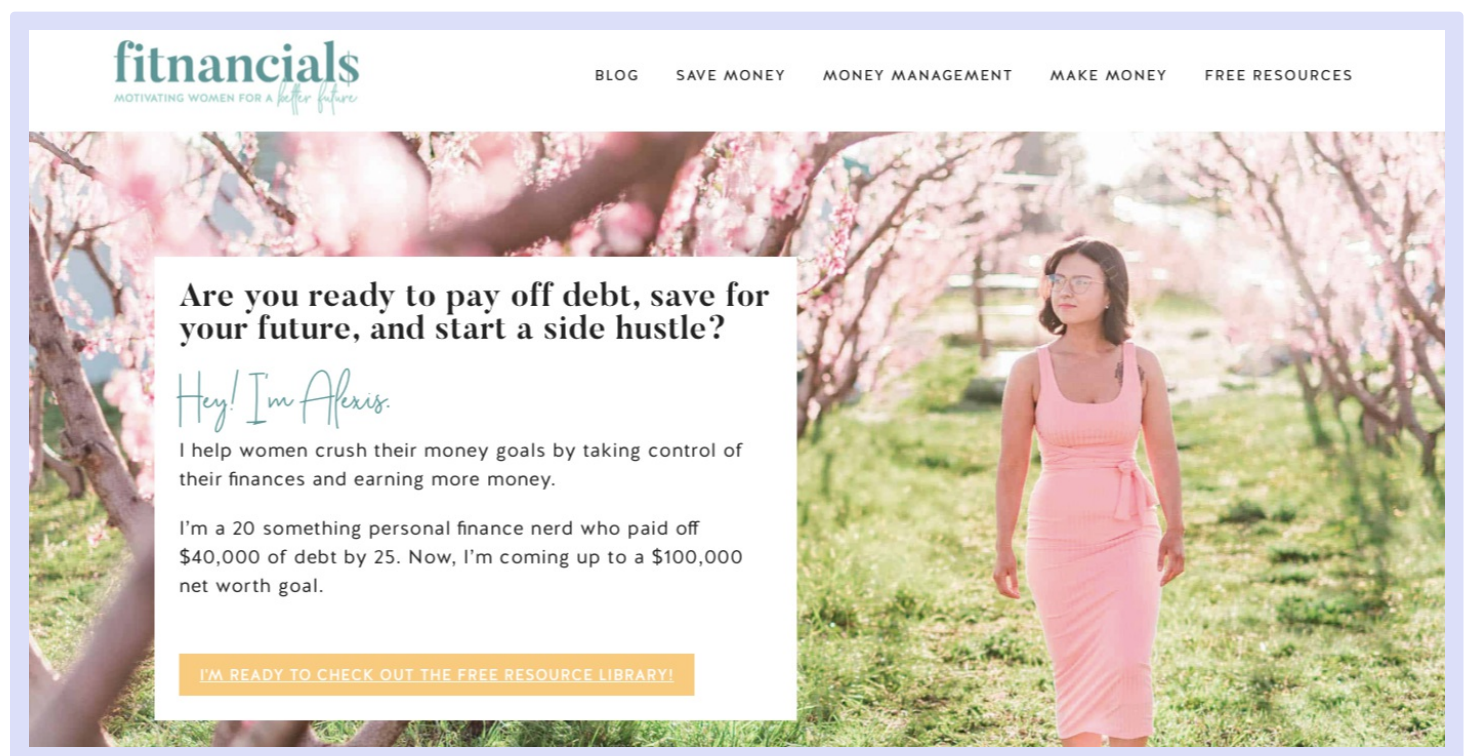
Advice for other entrepreneurs who want to get started or are just starting out?

Treat your business as a legit business and not a hobby. I made the mistake of treating my

business like a hobby for the longest time, which meant no progress and no increase in income.

A few things I do to ensure I'm treating my business like a real business is:

1. Creating a daily to-do list with results I want to have by the end of the day. For example, my daily to-do list might look like this: Get started with an outline of a new eBook, create 10 new high-quality pins + descriptions for Pinterest, and finish 1 weekly email and schedule to subscribers.
2. At the beginning of building my business, I used a free app called ezClocker which helped me track how many hours I was putting into my business. I no longer use it because I focus on tasks I'm getting done each day, but it can be helpful to some people transitioning into entrepreneur life.
3. Investing in my education and knowledge on a regular basis. I have to do things to grow my business just like a massive corporation like Walmart or Amazon, but instead, I'm a 1-person team. Currently, I'm working on learning about Google SEO and building my presence there.



fitnancials
MOTIVATING WOMEN FOR A better future

BLOG SAVE MONEY MONEY MANAGEMENT MAKE MONEY FREE RESOURCES

Are you ready to pay off debt, save for your future, and start a side hustle?

Hey! I'm Alexis.

I help women crush their money goals by taking control of their finances and earning more money.

I'm a 20 something personal finance nerd who paid off \$40,000 of debt by 25. Now, I'm coming up to a \$100,000 net worth goal.

I'M READY TO CHECK OUT THE FREE RESOURCE LIBRARY!

Where can we go to learn more?

- [Fitnancials](#)
- [Instagram](#)
- [Facebook Page](#)
- [Facebook Community Group](#)
- [Pinterest](#)
- [Twitter](#)

If you have any questions or comments, drop a comment below!



Alexis Schroeder, Founder of FITnancials



Pat Walls, Founder of Starter Story

Want to find more ideas that make money?

Hey! I'm Pat Walls, the founder of Starter Story.

Get our 5-minute email newsletter packed with business ideas and money-making opportunities, backed by real-life case studies.



Your email here



JOIN STARTER STORY

See exactly how online businesses get to millions in revenue

- 4,818 founder case studies
- Access to our founder directory
- Live events, courses and recordings
- 8,628 business ideas
- \$1M in software savings

Join Starter Story

You might also like:

- 40 Lucrative Ways to Make Money on the Side
Pat Walls
- 5 Ways To Create A Product Prototype [With Exam...
Pat Walls
- How To Validate Your Business Idea
Pat Walls



Unlock the secrets to 7-figure online businesses

Dive into our database of 4,418 case studies & join our community of thousands of successful founders.



Your email here





Join thousands of founders

See *exactly* how online businesses get to millions in revenue.

Our 4,418 case studies show you how ordinary people built businesses to millions in revenue - all starting from a simple idea or side project.

These aren't just case studies - they are real stories, from real founders who share their most intimate details with you - down to the exact amount of money they are making.

How did you come up with the idea? How did you find your first 10 customers? How much money are you making?

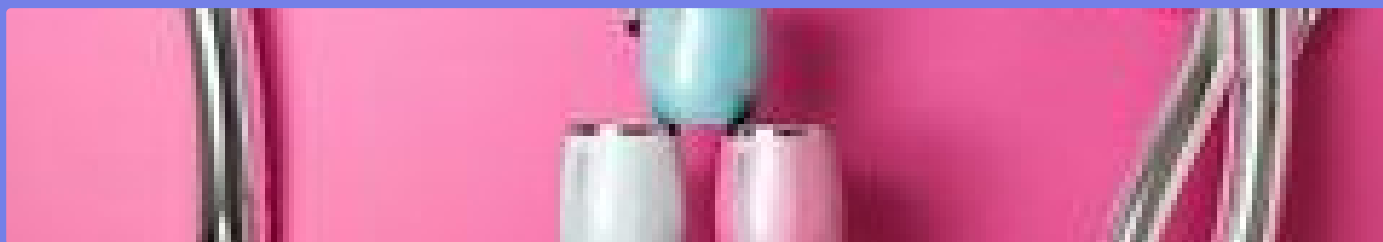
Our 4,418 case studies break down these exact questions. Every industry, trend, and how much money you can make.

You'll realize these people are just like you - and that, deep down, you can do it too.



Dylan

I Grew A Drinkware Brand To \$1.1M/Month At 23 Years Old



Drinkware brand

\$12M / month



Chris

How I Started An SEO Agency For Lawyers Generating \$3.6M/Year



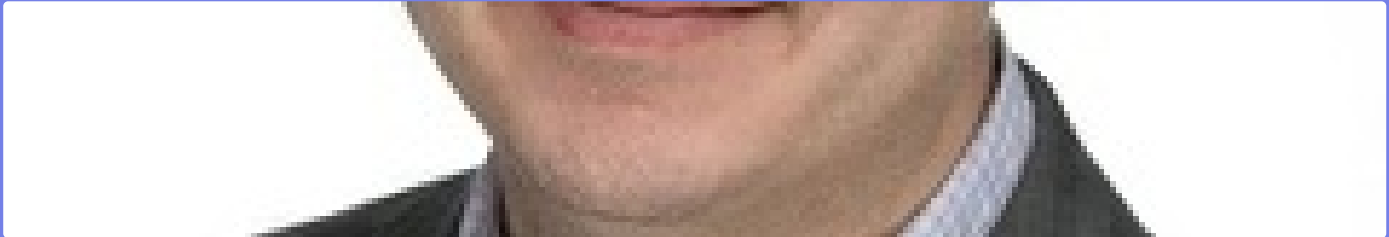
Seo agency

\$10M / month



Matt

How I Started An \$8M/Year Stock Market Research Website



Finance blog

\$2.13M / month

Over 4,000 more case studies like these...

Surround yourself with founders who have been there before.

Building a business is lonely. And it's easy to feel stuck.

"How do you take the first step? How do you know you're making the 'right' progress every day?"

You finally have a place where you can ask these questions, get advice, and see exactly how successful founders did it before you.

You're no longer building alone, because you have thousands of founders who are telling you to keep going.



Michael

\$1.08M /YEAR



Scott

\$300K /YEAR



Chad

\$1.2M /YEAR



Garrett

\$300K/YEAR

Resources to keep you building



Abhishek

\$12M/YEAR

Building a business is not a game of luck.

It's about taking action every day.



Samping

\$432K/YEAR

You'll get access to courses, frameworks, weekly live events, alongside a group of people that genuinely want you to succeed.

You'll start making real progress, and experience first-hand what it's like to put your ideas into the world.



Osman

\$1.68M/YEAR



Tricia

\$600K/YEAR



Michael

\$264K/YEAR



Everything you get



4,818 founder case studies

Explore our archive of 4,800+ case studies and get new stories every morning. Filter by industry, revenue, country, growth methods, and more.



Community of founders

Ask questions, get advice, uncover deeper insights on case studies, and get exclusive access to our private founder directory.



Courses and live events

Tap into our library of resources, including courses, live events, trainings and more.



8,628 business ideas

Access the world's biggest living, breathing database to help you find your next idea, side project, or product to sell.



200+ growth playbooks

Discover the 201 most effective ways that founders are growing their business right now.



\$1M in software savings ⓘ

We've exclusively negotiated discounts on 240+ tools that are proven to grow your business.

Don't take our word for it



Sam Parr

My First Million

I love this website.



Rand Fishkin

Moz / SparkToro

Love Starter Story's transparency.



Johne Vang

Be The Match

You can't find this information anywhere else.



Trent Baren

Instagram

So much valuable information.



Bilal Budhani

Entrepreneur

I was hooked on Starter Story as soon as I discovered it. Resonated with me right off the bat.



Jenn Leach

Millennial Nextdoor

I made over \$5,000 from my Starter Story membership in a week!

Don't miss out on creating your next big thing.



Enter your email



Starter Story



Jamie

Starter Story: Learn How People Are Starting Successful Businesses

\$1.62M/YEAR

About
Support
Privacy



Michael

CASE STUDIES

All Case Studies SaaS Case Studies Blogger Case Studies E-Commerce

\$1.2M/YEAR

BUSINESS IDEAS

Low Capital Ideas Make Money Blogging E-Commerce Ideas



Michael

START YOUR BUSINESS

How To Find Ideas TikTok Bio Ideas Learn SEO Grow Your Business

\$3.6M/YEAR

MORE STUFF

Share Your Story About Us Advertise With Us Impact



FREE

Start your own business with these 52 low-cost ideas



Your email