

# The Handyman's Daughter

## ABOUT ME

Vineta is the writer behind The Handyman's Daughter, a blog featuring DIY projects, handy tips and woodworking plans. She's a self-proclaimed home improvement addict, amateur woodworker and wannabe interior designer who loves to share her ideas and tutorials with readers.

Vineta inherited her handy skills from her father, who transformed a half-finished house into a beautiful home for his family. The apple didn't fall far from the tree, and Vineta isn't afraid to tackle home improvement and woodworking projects big and small. Her readers appreciate learning how to achieve the same results in their own homes, with products that make the job easier.



## AUDIENCE

- 62% female / 38% male
- 55% of traffic from search
- 32% of traffic from social media

## STATS (MAY 2019)

Monthly Page Views

**207,984**

Unique Monthly Visitors

**144,789**

Email Subscribers

**10,397**



**244k**



**45k**



**12k**



**4.7k**

## PREVIOUS COLLABORATIONS



Jeffrey Court

**LAMPS PLUS**

Contact Vineta at [hello@thehandymansdaughter.com](mailto:hello@thehandymansdaughter.com) for more information.

# Popular Content

## HOME IMPROVEMENT

This tutorial gives readers the solution to a tricky problem: how to transition from existing baseboards to new door trim in a way that flows seamlessly.

This is the most popular post on The Handyman's Daughter, with over 200,000 page views to date.



Thinking outside the box is one of Vineta's strengths. When there wasn't money in the budget for a full kitchen remodel, she decided to give her countertops a new look with contact paper instead!

Since publishing this post in March 2018, it has become the most read tutorial on the blog and has sold over 500 rolls of contact paper!



## WOODWORKING

This outdoor loveseat is the perfect example of why it can be better to DIY than buy. The frame is built entirely out of cedar 2x4's, making it an easy project for beginners. Plus, the materials cost a fraction of the price of store-bought outdoor furniture.

Woodworking plans are a popular feature on The Handyman's Daughter. These free content upgrades are available only to email subscribers.

