**Due Diligence Questions for Guitar Fella**

**Financials**

* Please provide accurate financials for 2015 and 2016. The numbers are the same for all the months, I assume this is estimated from the annual totals? <https://www.screencast.com/t/0rDzEjZ6>
* Please provide monthly bank statements for 2019, 2018, 2017, 2016, 2015
* Please provide detailed bank transaction reports as a CSV or Excel export for 2019, 2018, 2017, 2016, 2015
* Please provide view-only or analyst access to Amazon Associates account and other affiliate accounts. It is important for us to be able to review the actual accounts.

**Website / tech stack**

* Please provide a list of all plugins used on the site.
* What is the Wordpress theme the site is using?
* List all subscriptions, software and SAAS tools used to maintain and operate the site.

**Content**

* How are you picking your content topics? Are the freelance writers picking topics or is owner guiding the direction of what topics the writers should focus on? What’s the exact strategy?
* What is the process for updating and refreshing content?
* How many articles are you publishing each week?

**Social Media**

* Is there a specific reason why you haven’t focused on growing your social media presence?
* Why aren’t social media accounts linked from guitarfella.com?

**General questions**

* What is the status of trademark filing?
* Amazon - Are mobile app purchases tracked for commissions?
* Who is Stefan Arbuckle?

<https://www.reuters.com/brandfeatures/venture-capital/article?id=15676>

* What happened with the merchandise shop? <https://marketersmedia.com/guitar-fella-launches-to-provide-swag-merchandise-and-apparel-for-guitar-lovers/246600>