

Wholesaling Websites

How To Buy Profitable Businesses For Pennies On The Dollar and
GET MONEY In Huge Lump Sums Whenever You Want

Provided Courtesy Of Ryan Moran From LumpSumProfits.com

Put Lump Sums Of Cash In Your Pocket, Scoop Up Profitable Assets At Rock Bottom Prices, and Instantly Dominate Any
Market. Start Wholesaling Websites and See Real, Live Examples in this Free [Lump Sum Profits Report](#).

“Buy Low, Sell High”

No one ever went broke making a profit.

It doesn't matter how complex business seems, the idea of buying low and selling high will always be a relevant, effective way to make money. That's one thing we all can agree upon.

Whether it's stocks, real estate, or physical products (like baseball cards – the first thing I ever tried to sell online), when you sell something for more than your costs, you're making a profit.

There's two ways to get things really cheap so that you can sell them for more: first, you can buy them from somebody else, or second, you can build them yourself and sell them to end users.

For example, during the real estate boom, investors bought from other people and flipped or held them, while building companies built homes and sold them. People have been making money in real estate for decades simply by buying low and selling high.

Today, there is a new form of real estate that takes far less money to get started, has a far shorter turn around time, and has more deals than anyone can handle imagine because it is a worldwide marketplace. This form of real estate is completely virtual – it's websites.

Websites are bought and sold just like any other asset, because they can be monetized to be wildly profitable. Most people, however, are really bad at monetizing their websites, so they can be bought for extremely low prices, “rehabbed” to be profitable, and then sold for tremendous lump sum profits.

In this brief introduction to buying and selling websites, you'll learn how to begin wholesaling websites for fast cash, how to get lump sum profits for these virtual assets, and how to make websites profitable in no time flat.

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How To Get Lump Sums Whenever You Want

Selling websites is one of the fastest ways to put a huge lump sum of cash into your pocket when you need cash, or heck, when you just want to experience the joy of getting a fat check in the mail.

You can buy sites low and flip them (more on that later), but for people just starting out, building them and then selling them is a great, fast way to get a lot of cash. It costs almost nothing except for a little bit of time, and you'll make money while doing it – even before you sell the site.

How much money does a website need to make before you can sell it? **Absolutely nothing.**

Of course, if a website *is* profitable, it is a huge boost to the amount of money that you can receive for the asset, but websites can be valued on a number of other factors as well, including traffic, potential, search engine rankings, the market that it targets, a subscriber list, a hot trend, and many other factors.

Income is a large contributing factor to sale price, however, and even a small amount of money can add a huge dollar value to your bottom line.

Take this site for example, which was only making about \$3.50 per day from advertising, and it sold for \$7,000: [Small Niche Site Sells For \\$7k](#)

That's no chump change, folks. In fact, in a private interview with this particular seller, he revealed that his business model is to build small sites that make about \$1/day and then sell them for \$1,000 or more. This site sold for way more.

There's no exact science to getting sites to sell for insane amounts of money, but if you give the market what it wants, they will buy. One great way to find this is to observe other sites that have sold and model the ones we build after them.

Here is one strategy that I like to use to quickly build websites that get a lot of traffic, make money, and can be sold for lump sums:

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The three most important factors on your site are the niche, the traffic, and the monetization, and each factor is briefly outlined below.

Step One: Build A Niche Blog

Websites in “evergreen” niches – meaning they've been around for a long time and will continue to be around – sell really well, because buyers know that the market is not going to burn out once they take over. The “big three” niches are health, wealth, and love. Identifying problems in one of the big three is a great way to pick a niche (for example, ending chronic back pain would be a problem in the health niche).

This is a great (and slightly humorous) video on choosing a niche: [Niche Hunting](#)

If you've never built a blog before, then building a website using Wordpress is highly recommended. (Note: buyers like to see websites in a format that they know and understand, and Wordpress is widely used and understood by almost all website buyers.)

When setting up your site, put your keyword in the domain if at all possible. This will give you a huge boost in the search engines, allowing you to pull a lot of free traffic.

A niche blog or website only needs to have a few posts on it to be enough – I've seen sites with only one page rank well on the search engines, but typically three to eight articles is what you'll need.

You'll see a walk through of niche sites like this inside of [Lump Sum Profits](#).

When writing the content, focus on solving the problem, linking to relevant sources, and including relevant keywords in your articles.

With your keyword in the domain and quality content supporting one or two keywords, you'll find that these sites will rank very well in the search engines for their keywords, even with very little search engine optimization.

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Step Two: Get Traffic To Your Niche Blog

Important Note: These traffic strategies are pretty basic. That's for two super important reasons: one, because you only need to get your sites to make about \$1 day in order to be profitable enough to sell. Second, because buyers like to see sites that they understand – EzineArticles and search engine traffic are well-known in the industry, which will attract the greatest number of buyers.

Once your niche blog is completed, search engines will begin to pick up, especially with some basic link building and search engine optimization. When this happens, you'll start to see automatic free traffic coming from the search engines.

Writing articles and submitting them to EzineArticles is another great way to get constant streams of traffic to your websites. If you want to be perfect, target different keywords with your articles and provide a link back to your site in each article. When you do this, you get a twofer – one, your articles will rank for search terms and send the traffic back to your website, and second, the links in the articles will help your site rank in the search engines themselves.

The same is true for social bookmarking – if you bookmark each individual blog post as you create them to Digg.com, you'll see (temporary) traffic come with it, and it'll get Google's attention.

I've also seen good results with press releases; submitting a press release through PRWeb.com (or any trusted press release service) will bring a lot of attention to your website, and the links that come as a result will give you a nice bump in the search engines.

If you want to take the easy route, then you can just write articles at EzineArticles.com and ArticlesBase.com – but continue to do so until there is a constant stream of visitors coming to your website. Articles tend to stick around for quite a while, and they give your site a nice boost in the search engines, so they are an ideal way to get traffic flowing your way.

Step Three: Monetize Your Site

You don't need to be making very much to sell your site for a lump sum. And with your site getting consistent traffic, it can reach its destination fairly quickly.

Important Note: if you completely botch this part of the process – no big deal. If you've done parts one and two correctly, then your asset can still be sold. Heck, I've **personally purchased** websites that were making zero dollars for over \$700. In fact, one of those sites followed the exact process laid out in this guide. Why buy a site with zero income? Because it had consistent traffic and was in a good niche. You can bet that that type of a transaction isn't uncommon – I was thrilled to buy that site. But once again, income will boost the value of the website and its sale price, and it'll put money in your pocket before you sell.

The easiest way to monetize your traffic is through Google AdSense. I've never been a big fan of AdSense, but site buyers love it. There's two reasons why AdSense income is attractive to buyers: first, because easy and standard, and new site owners want to make money in a way that they understand. Second, AdSense sites are perceived to be “undermonetized.” Google takes half of the advertising revenue, so there are often better ways to monetize the site, which attracts buyers who believe that they can do better. AdSense sites attract a lot of attention from buyers, even if they are making less money than from other less-known sources.

Affiliate products are another great way to monetize your site; Clickbank sales are nice, but CPA offers are often profitable faster. You can often find high paying cost-per-action offers for referring people to enter their email, their cell phone number, or even just their zip code. A good place to find affiliate marketing products for your niche is OfferVault.com. Whatever offer you run, look to include your affiliate link once in every post, and highlight the offer in your site's sidebar.

Finally, building a list can add to your bottom line when you sell your site. Even if the list is not making **you** any money, including a subscriber list with you site sale is an attractive asset to potential buyers.

To see profitable sites that I've bought and sold, see [Lump Sum Profits](#).

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5 Tips For Getting More Money For Your Websites

When it comes time to sell your site, follow these rules to get the most money possible. Remember that you can sell any site, regardless of it's a site described above, a forum, a review site, or a Clickbank product, and these selling strategies will work for all of them.

Tip #1: Use Flippa.com – I buy and sell a lot of sites privately, but there are a lot of deals to be found on website marketplaces. Of them, Flippa is the biggest and most reputable. It's also a great place to do some market research – look at what has sold for a lot of money in the past, and then model your sites after them.

Tip #2: Monetize your sites with standard, widely known methods, and highlight that in your listing or advertisement. Buyers like to know that they can take over a website and have it be profitable as soon as they swap their links and code. Google Adsense and Clickbank, and CPA networks to a lesser degree, are great for this. I've seen the best results with Adsense.

Tip #3: Compare your site to other sites that have sold. In real estate, we call this “pulling the comps.” When selling a house, you'd find sites in the area that have sold for good amounts to give the buyer an idea of what the asset is worth. Do the same when you are selling a website; use Flippa's advanced search feature to highlight sites in the same niche that have sold, and include the links to them in your auction.

Tip #4: Start the bidding low, at \$1 if you're comfortable. You can put a reserve on the auction if you'd like, but having a low starting bid will encourage people to watch and bid on your auction. More bids mean that the price will get bid up, and people are psychologically attached to your listing once they have bid one time.

Tip #5: Talk to interested parties personally. In today's web-based society, a phone call goes a long way. It allows you to clear up any objections that a buyer might have and remind them of all the benefits of your site, and it also builds trust. It's highly recommended that you include all of your contact details in your auction listing or advertisement.

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Bonus Tip: (I lied, I couldn't keep it to just five.) Hold onto your sites as long as possible before you sell them. Like a savings bond, your site gets more valuable the more history that it has. If you can prove three months' traffic and/or revenue, then you'll have more serious buyers interested in buying your website. In addition, aged domains do really well in the search engines, so you'll often see old sites sell for a lot of money, even if they don't have much traffic or income. On the other hand, plenty of sites sell “turnkey,” meaning they have very little (or no) traffic or income. The more equity invest into your asset, however, the more it will ultimately sell for.

Most sites will sell for good amounts online, be it on auction or through a private sale. However, [some sites can be sold offline for even bigger profits](#), because offline business owners value businesses differently than online business owners. If a site makes about \$2,000 per month or more, it often qualifies for this “underground” selling strategy.

When you are selling websites, you are developing and selling individual products. The only difference is that instead of selling a Clickbank product for \$47, you're selling an asset for \$500, \$1,000, or as much as \$5,000.

The beauty of this process, whether buying or selling websites, is that everyone can win. Getting a lump sum for your website is a great day. Buying a website that is undervalued, knowing that you can turn it into a money making machine is just as (if not more) rewarding. In this way, everyone can add value. As a site builder, you get the ball rolling. As a flipper, you find diamonds in the rough and pass them onto marketers. And if you buy sites to hold, you develop websites to reach their maximum potential. Everyone can profit, and everyone can add value.

Some of the sites you build may develop faster than you imagined, and you'll decide to keep the site. When cash starts to build, whether its from the sites that you've built or as a result of selling them, you can reinvest in your business by accumulating assets (discussed next).

Buy Profitable Businesses For Pennies On The Dollar (Buying Low)

Selling websites is a heck of a lot of fun – I get just as big a kick out of getting that fat check in the mail as I do when I have a big month selling affiliate products. And rightfully so – it's a lump sum profit.

Learn to get lump sum profits on command [inside of Lump Sum Profits..](#)

But in truth, I buy more sites than I sell. Here's why:

The initial steps of setting up an online business, like web design, getting traffic, picking a niche or direction, and developing products are the hardest steps. Even more, those steps really don't put money into your pocket. Instead, marketing is what puts money into your pocket. And as a marketer, that's probably what you want to be doing anyway.

For example, I once bought a website that had a completed product product, a completed sales page, solid search engine rankings, and a list of 20,000 interested people... [and I got the whole thing for \\$750](#). I ran a few promotions to that list, changed up the site just a little bit, earned about \$600 in sales from those promotions, and then I flipped the site for \$3,200. *HOT DAWG!*

And had I had the time, I would have scaled that baby out to be a big seller (that's probably what the new owner is doing). And why not? It already had all the hard work done – it just needed a little marketing.

THAT is why it's just as exciting to buy websites, because they are often ready made businesses that just need a little bit of marketing. If you want to be a Clickbank vendor, buy a website with a completed product and put it on Clickbank. If you want a big list, buy a website that has a lot of traffic, and give the visitors a good reason to opt into your list.

In fact, I once found a site that was making about \$4,000 a month and [had sold for \\$80,000](#). Seeing how simple the model was, I went out and bought a similar site.

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I looked for websites in the same niche, and I found a gem. Knowing that I could model the exact same strategy (except better), I purchased the site, except I only paid (less than) \$1500.

Jumping into a business that already has most of the work done is like jumping on the back of a moving truck. The ball is already rolling, and you just need to fine tune it so that it's as profitable as possible. Doesn't that sound easier than building from scratch?

Here are a few things to keep in mind when buying business to scale:

- Look for unmonetized or undermonetized traffic. When you see areas of growth and monetization that the current owner isn't using that you know you could implement, then you've got a winner.
- Look for sites that compliment your weaknesses. If you hate making products but want to be a product vendor, buy a site that allows you to do that. If you hate search engine optimization but want free traffic, buy the hard work of somebody else who already has their site at the top of Google.
- Demand to see six months of traffic and income, especially if you're shelling out a lot of cash for the site. Many site sellers will take a weeks' worth of stats, average it over a month and call it “average monthly income.” Gather stats over three to six months to ensure that you're not being misled.
- Compliment your focus, do not divert it. Too many people (I'm guilty of this too) buy sites that simply take their attention away, rather than add to their bottom line. If you're just starting, buying sites is an awesome way to get going faster than you thought possible, and it can also compliment your existing efforts. But others buy sites on impulse and say that they'll “get around to growing them.” That's dangerous ground.

Wholesaling Websites

Websites are assets, just like a house, a business, or any other cash producing entity that puts money in your pocket. And there is an entire market in buying and selling them for fast profits.

A great way to put a lot of money in your pocket when you need it is to develop a website and sell it to a marketer who will grow it and maximize it's potential.

On the flip side, buying a website is a laser fast way to get your business off the ground and growing, without having to do all the hard work that it takes to start online campaigns.

That is what the world's biggest business tycoons do; they buy equity positions in established businesses, and they sell businesses when they have reached their maturity (or they lose interest, or they need cash, or one of many other reasons). Websites are no different, except that you can get started with much less investment, much less risk, and much less experience.

An “etycoon” acquires businesses for much less money than it would take to acquire offline businesses, and sells them for big lump sums at will. The beauty of this is that there is a money to be made at each stage of the process, and everyone can win.

Who else wants to experience the sheer joy of putting lump sum paydays in your pocket whenever you want? You'll also see real, live examples of profitable websites that have been bought and sold so that you can copy their strategies and duplicate their success. [Grab your spot inside of Lump Sum Profits now.](#)