



Product Pipeline System Module #6

How To Build And Sell Turnkey Websites

By



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Introduction

If you're an online marketer, then you're familiar with building websites to sell your products or services. But here's something you may not have tried yet:

Building websites for the purpose of selling these websites to other marketers.

If you doubt that this is a big and profitable business, just look at website marketplaces like Flippa.com.

Look at the prices some of the websites sell for. Or take note of how some people sell a half a dozen new websites each week.

The reason for all this?

There's big money in this market!

But here's the caveat: The bigger profits only await those who know the secrets of creating sites that other people want to buy. And that's exactly what you'll discover inside this report. Specifically, you'll learn:

- How to come up with ideas for profitable websites.
- How to quickly and easily build these websites, even if you don't have a technical bone in your body.
- How to create ad listings that generate plenty of bids and high selling prices.
- Where to list your site for the best exposure.

And more!

By the time you finish this report, you'll know exactly how to create a profitable business selling websites!

So let's get to it...

Choosing a Business Model

You can base your web business on one of the following models:

1. Create websites and sell them immediately for a profit.
2. Create websites, build traffic and sales, and then sell the sites.
3. Buy websites, tweak them to make them more profitable, and then sell them.

Now, for the purpose of this report we're going to focus on the first two models, where you're creating your own websites and selling them.

As you make money with this business and gain more experience, you can certainly start investing in websites and using the third model on your own. However, the discussion of that model is beyond the scope of this report.

Obviously, you can certainly combine the first two models. And indeed, that's exactly what I suggest you do, especially as you start developing your long-term business plan.

You'll probably want to initially create websites that you sell immediately, just to get the cash flowing in. But if you have the experience, then it's a good idea to also build websites that you intend to grow and hold for a while.

So let's have a closer look at the pros and cons of these two models...

Model 1: Create and Immediately Sell

The main advantage of this model is that you can get your cash very quickly.

Example: You can build a site (or hire someone else to do it for you), put it up on auction and have cash in your PayPal account in a matter of a few short days or a week.

The disadvantage of this model, however, is that these sites go for the least money. That's because you're basically just selling a domain name and some content – and since anyone can create these kinds of sites (or hire someone to do them), bidders generally are not willing to pay a lot.

Example: If a prospective buyer can hire someone else to create the SAME site for \$200, then they're not going to pay you \$300 for yours. The exception would be if you had a domain name that significantly increased the value of the site.

Nonetheless, the reason you can make money with these sites is because you can create them so quickly.

Example: You can develop a template that you use to create the actual design of the site. Then you can quickly fill out the template with content and, as needed, create a product.

You'll see these sites go anywhere from \$30 to about \$500, perhaps more, depending on what type of site it is, the niche, whether you've created a product for it, how much content is on the site (or other features) and the value of the domain name.

Model 2: Create, Grow and Then Sell

The big advantage with this model is that you can make a whole lot more money. Indeed, these sites go for anywhere from a couple hundred dollars to thousands of dollars. Depending on their assets, you'll even see these sites sell in the five and six figure range.

The disadvantage is that you need to take the time to grow these sites and develop their assets. Obviously, you also need special skills in order to grow a site, such as the ability to drive traffic and monetize this traffic.

Some of a site's assets include:

- Traffic (steady).
- Backlinks.
- Google Page Rank.
- Good rankings in the search engines.
- Prospect mailing list.
- Customer mailing list (verified sales).
- Products.
- Other forms of monetization.
- Marketing system (easy to replicate and continue).
- Marketing partners (affiliate and JV partners).
- Memberships (either free, like a forum, or paid).

A quick rule of thumb is that you can sell this type of site for 10 to 12 times its monthly revenue.

Example: So if the site reliably makes \$1000 per month, then you'll likely be able to sell it for \$10,000 to \$12,000.

However, your site may sell for more or less depending on how well you've built up the other assets.

Example: If you have a steady stream of high quality traffic yet you haven't monetized this traffic - meaning the site has no revenue - that doesn't mean the site is worth \$0. It could still go for thousands of dollars depending on these other assets.

Keep in mind that you don't need to grow ALL of a site's assets before you sell it.

Example: You can get the site ranked in the search engines, build backlinks and then sell it. Or you can build a forum's membership and then sell the site.

Point is, you can sell a site at any point in the process - from sites that are just starting to get traffic to a full-blown site that makes a predictable monthly income.

Quick Recap

Ultimately you can create a business model that's based on a combination of the two models.

For starters, you can focus on creating and selling sites quickly, perhaps growing the assets you know how to grow (such as building backlinks). Then as you gain more experience, you can build sites that you intend to grow before selling.

So what types of sites can you create, potentially? Read on...

Reviewing Your Options

In just a bit I'll let you know the secret of creating a site that's sure to be a big hit among buyers (especially if you haven't built any assets for the site).

But first, let's have a look at some of the most popular types of sites you can build...

Affiliate Websites

This is where the main purpose of the site is to sell affiliate products and services.

The advantage of this site is that you don't need to create products, deal with fulfillment or even deal with a whole lot of customer service issues.

Generally, an affiliate website includes one or both of the following:

- **A blog.** This allows the site owner the opportunity to build relationships with his or her readers by providing useful content. This platform also gives the blogger an opportunity to post product reviews, direct promotions, graphic ads and more.
- **A newsletter.** Some affiliate websites make money by sending traffic directly to the vendor's sales page. However, the top affiliates know that it's better to build a mailing list, develop relationships with the subscribers and then send these subscribers to an affiliate offer.

Tip: Whenever you build a mailing list for a site you intend to sell, be sure to include this possibility in your privacy policy and the site's terms or service. That is, subscribers need to know that their information will be sold to a third party if/when you sell the site. Talk to your attorney about how to add this into your site's policies.

Even if you don't bring in traffic to the blog or start building the actual mailing list, you can make this a turnkey business for the buyer in two ways:

1. **Create an initial autoresponder series.** In other words, create at least seven to ten messages, such as a multi-part ecourse, that the buyer can upload to his autoresponder. Ideally, this course should primarily focus on selling just one or two affiliate products.
2. **Stock the blog with content.** You can create a blog and populate it with a variety of content, from "how to" and tips articles to product reviews. Create at least six to ten articles so that your buyer can quickly establish his blog.

Product Websites

This is a website where the focus is on selling one or more exclusive products that you create. Thus you'll need to include at least one downloadable product for this site, such as:

- A report.
- An ebook.
- Video.
- Audio.
- Software or other tools.
- Other downloadable resources.

Just as with the affiliate site, it's a good idea to capture leads or otherwise build a "platform" that allows you to reach your target market. Again, this could be both a blog and a newsletter list.

Ideally, you should have two mailing lists (or at least the content to create these lists):

- 1. A prospect list,** where you bring people into your sales funnel with a multi-part ecourse or even another freebie, such as a report.
- 2. A customer list.** This list should sell related products and services on the backend. You can create one or more products specifically for the backend, or you can simply embed affiliate links into these follow up mailings.

You might also create social media accounts around this site, such as:

- A Facebook account.
- A Twitter account.
- A YouTube channel where you post related videos.

You might also create reliable traffic streams for this site, such as:

- **Building an affiliate army.** It's a good idea to have all of these affiliates on a mailing list. That way, it's easy for the new owner to email them about changing their affiliate links over to the buyer's affiliate program, if needed.

- **Blanket the niche with content.** Not only does this provide backlinks for the site, but it also creates click-through traffic.
- **Optimized content that pulls in search engine traffic.** This includes content that's on the site (like blog articles) as well as content residing elsewhere, such as on guest blogs or even in article directories.
- **Pay per click advertising.** Naturally, you'll need to turn over your complete campaigns, including the ads and keywords.
- **Media buys.** These are paid ads on niche websites. Again, you'll need to turn over all details, including the actual ads you're using as well as where, exactly, you're placing these ads.

Service Websites

This website is very similar to the previous website, except that here you're selling a service rather than a product. There are two kinds of services you can provide:

- 1. A manual service.** This is where you or someone you hire trades time for dollars, such as with a ghostwriting service or a web design service.
- 2. An automatic service.** Examples of this include autoresponder services or webhosting services. This business tends to be more scalable, since you can grow almost limitlessly since no one is directly trading time for dollars.

If you decide to go with a manual service, then you'll need to provide a client base (preferably repeat buyers) for the person who buys your website.

In other words, it's essential that you build this asset before you attempt to sell the site. Otherwise, the site you're selling is just a big advertisement for the service, which isn't worth much on its own.

Another thing you'll need to take into consideration if you set up a manual service website is whose going to do the actual service. There are two options:

- **Do it yourself.** If you choose this route, then you limit your buyer pool. That's because the only people who'll be interested in buying your site are those who already have an existing, similar business.

Example: If you set up a web design service, then perhaps the only buyers you'll find are other web designers who're looking to expand their services.

- **Hire a team of freelancers to do it.** In essence, you're acting as the "middle man" between the person purchasing services and the people selling these services. You just take a cut of the profits for yourself.

This model is more attractive to a broader range of buyers, because the buyer doesn't need to do the service himself. However, the key here is that you need to include your list of freelancers along with the sale, so that your buyer can start running the business immediately. Naturally, you should also inform your freelancing team in advance what will happen if you sell the business.

Lead-Collection Sites

These are sites where the focus is on getting prospects to give you their names, email addresses and perhaps even their offline contact information, such as a telephone number. You then sell these leads to a business.

Example: You can create a site about specific legal issues, and then sell the leads to an attorney. Or you might set up a website that collects leads for veterinarians in your local area.

It's important to note that you must be sure to check local laws about collecting leads.

Example: The real estate industry has specific rules about how or whether real estate agents are able to purchase leads.

CPA, MFA and Similar Sites

First, let me define those acronyms:

- CPA = Cost Per Action
- MFA = Made for AdSense

Basically, this is where the site makes money without the site owner having to actually sell anything (as is the case with an affiliate site, for example). Instead, the site owner makes money when the site visitor performs a specific action, such as

joining a mailing list (CAP), taking advantage of a trial offer (CPA) or clicking on a link (AdSense or other pay-per-click programs).

The advantage for you is that you don't need to create a product for the site. However, you'll get the most money when you sell this site if you first bring traffic to the site to prove that it is indeed profitable. Typically, you need to set up a blog for the site.

Advertising Sites

The final main type of web model is to build traffic for a site and then sell advertising space. This includes banner ads, text ads or even just links (especially if you build the Google Page Rank for various pages on your site).

The advantage of this site, just as with the previous model, is that the site owner doesn't have to sell anything in order to site visitors to make money. Instead, you need to focus on building quality traffic in order to attract advertisers. Indeed, having advertisers already in place and a steady stream of traffic will make your site easier to sell.

Tip: Generally, you'll need to be able to prove to advertisers how much traffic your site gets and where it comes from, so be prepared to show your traffic logs.

You can build a variety of sites for this model. One common site is to set up a blog. Another common way to build this type of site is by setting up a niche forum. People looking to buy advertising like forums, blogs and other sites with a strong community of repeat visitors as well as a steady stream of new traffic.

Quick Recap

You just learned about the different types of sites you can create. But before you start creating one, you're going to want to read the next section...

Deciding What Type of Site to Create

You don't want to just pick a type of site and start creating it. The exception is if you're going to grow a site and make it profitable before you sell it. In that case, it really doesn't matter what kind of site you create – because as long as it's a proven money-maker, you'll have buyers happy to take it off your hands.

However, if you're looking to create a site today and sell it tomorrow, then you need to find out what kinds of sites your prospective buyers want. And the best way to do this is to find out what they're already buying. Then you create something that's similar in terms of both the niche and the model of the site.

In order to discover what your buyers want, you just need to do a little research. Here's how...

Step 1: Go to [Flippa.com](https://flippa.com). This is one of the biggest website marketplaces, so it's a great place to do your research. Plus, it's a good place to get your finger on the pulse of your market, since you're likely to sell your sites in this marketplace.

Step 2: Look at the "Just Sold" listings. You can find them here:

<https://flippa.com/just-sold>. Look at these listings closely, paying particular attention to the following factors:

- **Number of bids.** A lot of bids shows there was a lot of interest in this particular type of site. This is an even better indicator if there are several different bidders.

Example: If two bidders create 30 bids, that just tells you that two people were interested in the site. But if you have 20 people creating those 30 bids, that indicates a much higher level of general interest in the site.

- **Number of similar sites for sale.** If you see a lot of the same types of sites in the same niche, and ALL of them are selling, that's a sign that there's a demand for this type of site.
- **Ending price.** If the site ends with a high bid and plenty of bidders, that's a good indicator that bidders are interested in this type of site. However, be sure to examine these listings to see what made them so valuable.

Example: A site with proven income is going to end with a good bid no matter what kind of site it is. Meanwhile, an unproven site - even if the idea is good - will have lower bids, just because serious buyers don't purchase websites based solely on the site's potential.

In short, you're looking for patterns - what types of sites are generating a lot of interest among buyers?

Step 3: Check current listings. Return to the main page of Flippa.com and view the current listings. Again, look at the same factors:

- **How many bids.** Keep in mind that most bids occur during the last day of the auction. As such, you're comparing apples to oranges if you're looking at the bids on a newly listed auction versus one that's ending today.
- **Number of bidders.** Again, you're looking for multiple bidders on the auction.
- **Price.** This is the actual bid price, not the seller's listing price. If the seller has listed the auction for \$500, the auction ends today and there isn't even a single bid, that's a sign that the auction isn't generating much interest – at least at that price.

And again, you're looking for patterns, such as sites in a particular niche or particular types of sites (such as affiliate sites or CPA sites) that are generating a lot of interest among prospective buyers.

Note: As you're doing this research, on occasion you're likely to run into an auction with a lot of bids and a very high ending price. And yet similar sites don't go for anywhere near that price. Be careful in drawing too many conclusions based on just one auction.

You'll do best – at least until you get experience in website flipping – if you stick to creating sites that you KNOW will sell well.

Now think about what you discovered over these two searches (the current auctions and the closed auctions).

Write down your answers to these five questions:

- Overall, which niches seemed to generate a lot of interest?
- Overall, what site models generated a lot of interest?
- Which niches for new (non-established) sites appeared to generate a lot of interest?
- Which types of site models for new (non-established) sites seemed to generate a lot of interest among bidders?

- What types of assets do buyers seem most interested in? In other words, which assets for fairly new sites help boost interest in the site?

Example: Do buyers seem interested in backlinks? Or established traffic systems? Or do they want extra content for the blog or newsletter?

Quick Recap

If you honestly assess these auctions, you should start to see patterns of what's popular right now. These are the kinds of sites you'll want to create too.

Fortunately, you don't have to actually create these sites yourself. Read on...

Creating the Site

Now that you know what kind of site you're going to create, there are two steps involved in creating it:

1. **Choosing a domain name.** Remember, a good domain name can boost the bids on your auction and add value to your website.
2. **Creating the actual site.** Mainly this involves creating the design of the site. If, however, you're creating a product site, you'll also need to create the actual product. Fortunately, you can outsource all of this.

So let's look at these two steps separately...

Choosing the Domain Name

There are several issues to keep in mind as you choose your domain name. Specifically:

- **Choose a .com.** That's because these names tend to be more valuable than any of the other extensions. If the other extensions are available, you can purchase the .net and .org versions as a bonus for your buyer.
- **Get a short domain.** You're not going to find a short one-word domain (unless you find one elsewhere on an auction or unless it's a really bizarre

word). Nonetheless, try to secure a short, meaningful and memorable name whenever possible.

Example: Let me give you two examples to compare:

"BodybuildingOnline.com" is short, memorable and meaningful.

However, a name like "BodybuildingUniversity4U.com" isn't quite as tidy. That's because it's a name that requires explanation. For example, if the future owner ever did a radio interview or ad, he'd have to say "Bodybuilding University... 4 as in the number 4... U as in the letter U... dot com." Much too cumbersome.

Generally, if you have to explain a domain name, then it's really not a very good name.

- **Use the niche keywords.** Some buyers consider keyword-rich domains an asset. This is especially true if these domains are EMDs, or exact match domains. An exact match domain is when the domain is comprised entirely out of a keyword phrase, with no fewer and no extra letters or numbers.

Example: If prospects in the niche commonly search for the phrase "make money online," then "MakeMoneyOnline.com" would be an exact match domain.

So, how do you come up with these sorts of keyword-rich domains?

You need to start by using a keyword tool like WordTracker.com. Simply enter words broadly related to your niche, such as "golf" or "dog training" or "bodybuilding."

The tool will then give you hundreds if not thousands of relevant terms that people are typing into search engines every day. If you're building a site in a competitive niche, then most of the shorter, highly searched keywords will be gone.

Even if you can't uncover an exact match domain, however, you can still include keywords in your domain. The key here is to simply add a relevant word at the end, like "online."

Example: Let's suppose a highly searched keyword phrase is "organic gardening." Clearly that domain will be gone. However, you can come up with alternatives like this:

- OrganicGardeningOnline.com
- OrganicGardeningUniversity.com
- OrganicGardeningGuru.com
- OrganicGardening101.com
- OrganicGardeningTips.com
- OrganicGardeningTricks.com
- OrganicGardeningSecrets.com
- OrganicGardeningEbook.com
- OrganicGardeningBlog.com
- OrganicGardeningSite.com
- OrganicGardeningNetwork.com
- OrganicGardeningForum.com
- OrganicGardeningArticles.com
- OrganicGardeningNews.com

And so on - you get the idea.

- **Get an aged domain, if possible.** Another thing that tends to make a domain worth more is if it's been continuously registered for a while.

You can't get these domains at a regular registrar (like NameCheap.com), but you can find them in a variety of places, including GoDaddy .com auctions, Sedo.com and eBay.com.

Tip: Indeed, check eBay.com because you can often find aged domains for dirt cheap.

- **Use a reliable, popular registrar.** If you're not purchasing an aged domain, then use a reliable registrar such as www.Host1099.com. That's because a lot of other people use www.Host1099.com too, so it's easy for you to "push" (also known as "transfer") the domain name after the sale.

Once you've selected a domain name for your site, then you can move on to the next step...

Creating the Actual Site

There are two ways to create your site:

1. Do it yourself.
2. Outsource the task.

If you have the time, skills and the tools, then you can certainly do this task yourself. What I'd suggest to you is that you spend a day creating an assortment of unique templates.

That way, whenever you need to create a site, you can quickly and easily pull up one of our templates, make a few tweaks and you'll have your site's design literally ready in just a few minutes.

Now, if you don't know how to create websites and you want to learn, you'll need to pick up a good web design tutorial and an HTML editor (like Dreamweaver).

However, it's beyond the scope of this report for me to teach you how to actually create these sites yourself.

What I can do, however, is teach you how to outsource this task to a competent professional. And that's exactly what you'll discover over the coming steps...

Tip: The following steps will show you how to find a competent freelance web designer to create your site. However, if you need another type of freelancer - such as a programmer to create a software product or a ghostwriter to create content - you can use these exact same steps to find a reliable professional.

Step 1: Find Prospective Web Designers

It's pretty easy to find a web designer. However, you're not just looking for any web designer. You're looking for one who's reliable, professional and affordable.

In order to find this particular person - especially if it's someone you hope to work with in the long term - you're going to need to spend a little time upfront casting a wide net.

This means you need to start by creating a big list of prospective web designers.

Here's how...

1.1. Search Google. You can run a variety of related searches, such as:

- Freelance web designer
- Hire web designer
- Freelancer web design
- Affordable web design
- Quality web design
- Web design [your city]
- Web design [your state]

1.2. Post a project on a freelancing site. These sites include freelancer.com, vWorker.com and oDesk.com. In just a moment you'll get a sample ad you can use to post your project.

1.3. Check marketing forums. This is because some freelancer designers tend to hang out on business and marketing forums since this is where their clients congregate. One of the best places to find this sort of freelancer is in the "Warrior for Hire" section of WarriorForum.com. Not only can you browse ads placed by freelance designers, but you can also place your own ad.

1.4. Use Craigslist.org. Sometimes web designers post their own ads looking for work. You can certainly place a "want ad" to get designers to contact you. You'll get a sample ad below.

1.5. Check locally. Don't forget to check locally. You already learned how to run a local search in Google. You can also check your phone book (in the Yellow Pages or other business listings).

Tip: Whenever you visit a website you like, scroll to the bottom to see who did their design. Most web designers link to their sites from the bottom of their client's sites. Be sure to do this when you look at websites belonging to local businesses, as you're likely to find that a local designer completed the work.

Placing an Ad

As mentioned above, if you use Craigslist.org or a freelancing site like elance.com, then you'll need to place your own ad.

Let me give you a sample you can modify and use...

Wanted: Affordable web designer.

Need an affordable web designer to create a simple site consisting of the following features and pages:

- Sales page with header graphic, footer graphic, ecover design and unique "buy now" button.
- Page for privacy policy and terms of service.
- WordPress blog. I'll supply the theme, you supply a custom header graphic to go with the theme.

Budget range for this project is [insert your budget range]. Need a turnaround time of [insert preferred turnaround time]. Please send a link to your portfolio along with your bid.

Step 2: Determine the Best Candidate for the Job

The previous step should generate a lot of prospective candidates for the job. Now it's time to narrow this list to the best one or two for your job. Here's how...

2.1. Review the designer's portfolio. This is pretty straightforward – just check the designer's samples to see if you like his or her work.

2.2. Verify references. Yes, you should actually contact these references to verify that they're real, legitimate references. You'll also want to see if these people still recommend the designer.

2.3. Check the designer's feedback. If you hired the designer through a freelancing site (like elance.com), then check the onsite ratings and feedback.

2.4. Research the designer's business history. If you're liking what you see so far, then search for the designer in Google. You can enter a variety of searches, including:

- The designer's name.
- The designer's business name.
- The designer's website.

- Other unique, identifying bits of information, such as the designer's email address or telephone number.

What you're hoping to do is to:

- Verify that the designer has been in business for at least six months (preferably longer).
- Verify that the designer has a good reputation. If you see a pattern of complaints (such as complaints of missed deadlines, copyright violations or sloppy work), find someone else.

2.5. Ask for a quote. Because every design job is unique, you'll need to ask the designer for a quote or bid for your work. Give as many details as possible so that you get an accurate quote.

2.6. See if the designer uses templates. Some designers have created their own set of templates, which they'll modify for you. If you find a designer who's a bit out of your price range yet you love their work, this is one way to get a great design at a more affordable price.

Step 3: Sign Agreements

If you found your designer on a freelancing site, then you're generally protected with an escrow service and bound by the freelancing site's contract. Some designers may have their own agreements. Otherwise, you can present your designer with an agreement.

In all cases, you need to talk to your attorney about what terms to include in the agreement. However, here's an overview of what you might include:

- The scope of the project.
- Payment terms (how much you're paying, when you'll pay and how you'll pay).
- Who owns the rights to the finished design.
- Whether the design is exclusive.
- An assurance about graphics (e.g., that you're licensed to use the graphics – ask for the license).

Step 4: Create a Detailed Brief

Once you've done your due diligence and found a competent designer, then your next step is to offer him or her a detailed project brief. This is where you tell your designer exactly what you want so that he doesn't need to do any guesswork.

Here's an example of the types of details to include in your brief:

- **Overall feel of the site.** That is, what kind of feeling do you want the site to convey to visitors when they first arrive?
- **Colors you'd like included in the site.** Be as specific as possible here, such as sending exact color samples to your designer.
- **Types of graphics you'd like included in the site.** Again, be as specific as possible about what you want.

Example: If you already have a specific graphic you'd like included, be sure to pass it to your designer. Otherwise, leave it up to your designer to find or create the graphic (just make sure you get the licenses for the graphics, where required).

- **What all pages you'd like included in the site.** Here you also need to let your designer know if you want him to add you're prepared text, or if you're going to do it yourself later.
- **Any special design elements?**

Example: Do you want Flash on your site? Do you want any videos? You'll need to discuss with your designer what you need in general and if any of these special features would be helpful in achieving your overall goal.

- **Do you need any special scripts or coding?** Not all designers are capable of working with scripts, though most of them can install popular scripts like WordPress (for blogging). However, if you need special customizations for a script, you may need to hire a programmer in addition to your designer.
- **Any other special features?**

Example: If you want to have something like an Aweber mailing list, then you'll need to have your designer copy

and paste the Aweber code into your web page where you'd like the form to appear.

- **Do you have any samples?** It's always a good idea to show your designer samples of sites you like, along with telling him what it is you like about the sites specifically.

Example: "I like the navigation menu on this site."

In sum, just offer as many details as possible and give plenty of details to your designer. The better and more detailed your project brief is, the better you'll like the end result.

Quick Recap

And there you have it – you just learned how to create these websites, even if you don't know how to do it yourself! You might even have your designer create a set of templates for you, so that you can start creating your sites even more quickly, easily and affordably.

Once your site is designed and ready to go, then remember that you now have a choice. You can either sell the site immediately, or you can spend some time growing the site (e.g., building backlinks, sending traffic to it, building a mailing list, making some money with it).

Either way, when you are ready to sell it, then you'll want to read the next section...

Selling Your Site

Congratulations! You're ready to sell your site.

In order to do that, you need to be able to create a good advertisement that really showcases the highlights and benefits of your site. And that's exactly what we're going to go talk about here in this chapter.

We'll start by talking about the kinds of information you'll need to include in your advertisement. Then you'll learn how to write a good advertisement that persuades people to bid on your auction or outright buy your site.

Read on...

Preparing to Sell

Serious buyers are going to have a lot of questions about your site. Thus you need to put together as much information as possible.

Note: If you're selling a new site (one that you just created a day or two ago), then some of this data simply won't be applicable. For example, if you just created the site, then obviously it won't have any traffic. Nonetheless, your prospective bidders and buyers will still ask about these details, so you'll need to include them in your ad.

Here then are some points you may need to include in your ad...

→ Domain Name

Obviously you're going to list the domain name in your auction or other advertisement. However, your prospects will want to know as many details about this domain name (although serious buyers will verify these details). Specifically:

- Is the domain name aged? That is, when was it first registered? If it's an older domain, has it been continuously registered?
- Is it an EMD (exact match domain)?

→ Date the Site was Established

Your buyers will also want to know when the site was officially established. That's because this date often doesn't correspond with the date the domain name was purchased. Indeed, these dates can be weeks, months or even years apart.

To be exact, what your prospects want to know is how long the site has been indexed in search engines such as Google.

So when you talk about when the site was established, you're often talking about when you first started advertising it (so that people became aware of it) as well as when Google became aware of it.

→ Google Page Rank

Those who're interested in purchasing sites with the potential to rank well in the search engines will also want to know what the Google Page Rank (PR) is for the various pages of your site. If your site is new, your PR will be zero. But you can check

your Page Rank at any time using the Google toolbar:

<http://www.google.com/toolbar/ie/index.html>

Tip: The Page Rank of your site is largely determined by how many quality sites (preferably with their own high PR) are linking to your site. Which brings us to the next point...

➔ Links

Those who are interested in a site that's optimized for the search engines are also generally interested in how many backlinks the site has.

The most valuable links you can get are from sites that have these characteristics:

- Links from pages with a high Page Rank.
- Links from high quality sites (especially authority sites and those that have been established for a long time). Links from .edu and .gov sites are especially desirable.
- One way links (e.g., non-reciprocal).
- Links from relevant niche sites.

Example: If you have a dog training site, then it's better to get links from other high-quality dog training sites.

- Links from good neighborhoods. This means you don't want links from sites that are link farms or otherwise just aren't good sites for visitors.

➔ Search Engine Rankings

Naturally, those who're interested in a site's SEO (search engine optimization) are going to be particularly interested in whether your site's pages are already indexed and ranking well in the search engines.

And if you do have pages ranking well, then you'll need to list:

- For which keywords are your pages already ranked?
- On what pages of the major search engines (Google, Yahoo! and Bing) do your pages appear for the keywords?

- How many searches does this keyword get each month and how much traffic are you getting from these keywords?

→ **Alexa Rank**

This isn't absolutely necessary, since you'll be providing your actual traffic stats. However, some prospective site buyers like to purchase a site with a good rank on Alexa.com. This is particularly true if the site buyer is interested in selling advertising on the site.

→ **Traffic**

No matter what kind of site you're selling, most prospective buyers will be interested in knowing if the site gets any traffic. And if the site does get traffic they're going to want to know the following:

- **The source of the traffic.** This is just what it says – where is the traffic coming from?

Example: Does it come from media buys? Search engine traffic? Pay per click traffic? Affiliates? Joint venture partners?

Ideally, you'll want to list all traffic sources, along with how much traffic comes from these sources.

- **How many page views.** Your buyers are interested in traffic that comes to the site and clicks around, not traffic that comes to your site and immediately leaves. That's why your prospects will want to know about page views.
- **How many unique visitors.** Your prospects will want to know approximately how much of your traffic is unique versus how much of it is comprised of repeat visitors.

Note: Ideally, you'll want to give your prospects access to your traffic logs, if possible. Screenshots generally don't mean too much, because it's easy to "doctor" or "Photoshop" them (to fraudulently make the site to appear to have more traffic than it really does).

→ Advertising

As mentioned, your buyers are interested in how much traffic you get from different sources. And once they see these numbers, they're also going to be interested in whether they can replicate these traffic numbers.

That's why you should mention in your auction or ad whether you'll be providing the tools your buyers need to keep the traffic flowing.

This includes things like:

- The exact banners and ads you're using for media buys.
- A list of your current affiliates.
- The keywords and ads you use for AdWords traffic.

You get the idea – basically, your prospects are interested in any ads or secret advertising locations you use to get traffic, so that they can ensure the traffic continues.

→ Web Content

One of the site's assets is all the content you've loaded up onto the site.

Example: If you've stocked a blog with several articles or videos, your prospective buyers will be interested in knowing how many articles/videos there are (and if any of the articles are already ranked in the search engines).

Likewise, your prospects will be interested in any content you've loaded up into an autoresponder.

Be sure to mention whether the content is unique. That's because some sellers create sites using PLR (private label rights) content, which means that other people have the rights to this same content. Thus exclusive content is generally more valuable. And if the content is either bringing in visitors or converting your visitors to buyers, your prospective buyers will want to know about that, too.

Tip: If you have content spread around the web, such as guest articles on other blogs or videos on YouTube.com, be sure to mention this content as well.

→ Products

If you're selling products on your website, then your prospective buyers are going to want to know if these are exclusive products.

In other words, did you create these products yourself (or have a professional do it), or did you license someone else's products?

Also, if you're selling something like a membership site – which will require the new owner to keep creating content – then you'll want to let the prospective buyers know this.

It's best if you can help out the new owner where ever possible.

Example: If you have a ghostwriter creating the content for a membership site, then talk to the ghostwriter about their willingness to keep creating content for the new owner.

→ Other Assets

As mentioned before, any content you have posted on the web (such as videos on YouTube) can be considered an asset worth mentioning.

You'll also want to mention any other site assets, such as:

- **Mailing lists.** These include prospect mailing lists, customer mailing lists and even a list of your affiliates. Be sure in all cases that you have permission from subscribers to share their information with the site's new owner.
- **Blog.** Be sure to mention how much content is on the blog, if any of it is ranked and how many RSS subscribers you have.
- **Network of sites.** These could be domains you own where the sites form a network, or they could be things like secondary blogs on sites like LiveJournal.com. Point is, if these are part of the sale then you should mention it.
- **Other accounts.** This includes things that you'll transfer during the sale, such as a [Twitter.com](https://twitter.com) account, a [Squidoo.com](https://www.squidoo.com) Lens and similar assets.

→ Site Revenue

Finally, your prospective buyers are going to be very interested in whether the site makes money. And if it does make money, the prospective buyers will want to know how.

Examples:

- AdSense?
- Selling advertising?
- Affiliate marketing?
- Selling your own products?
- CPA offers?
- Backend offers in newsletters?

And so on.

If your site makes money in a multitude of ways, then let your prospective buyers know the breakdown (e.g., 40% of revenue comes from your own product 40% comes from affiliate offers and 20% come from CPA offers).

In sum, you want to provide your prospective buyers with as many details as possible. Once you've gathered all this information, then move on to the next step...

Creating Your Advertisement

Now you need to create an auction listing or other advertisement to showcase your website. Here's how to do it...

Step 1: Brainstorm the site's main selling points.

In the previous section we talked about all the different benefits and assets that your site might possess, from backlinks to revenue. Now is the time for you to think about which of these assets your site has, and which ones are the main selling points.

If your site already generates a steady monthly income, then this is your site's main selling point. If the site has traffic but not revenue, then the traffic is your site's main selling point.

If your site is new and thus doesn't have traffic or revenue, then you need to figure out what the site's main selling point is.

Examples:

- Does it have a strong domain name?
- Does it have unique content?
- Does it have a unique product in a proven niche?

Go ahead and write down all the selling points you can think of for your site. Then rank them in order of best selling point to lesser points.

Step 2: Create a listing title.

Now that you know your site's main selling point, create an auction listing or ad title out of this main point.

Example #1: If the site's main point is its revenue, your title might be something like this:

"\$750 monthly passive income in a great niche!"

Example #2: If your site's main selling point is the traffic, here's an example title:

"12,000 monthly visitors + 45,000 page views monthly and growing!"

Example #3: Maybe your site has a great domain name in an in-demand niche, in which your title might look something like this:

"AmazingDomainName.com site for sale - great potential in popular niche!"

Example #4: And here's yet another example, with the selling point focusing on SEO (search engine optimization factors):

"3 yr old domain name, PR5, great rankings and massive traffic!"

Do you need some inspiration for your title? Just check the ad titles and auction listings on sites like [Flippa.com](http://www.Flipper.com).

Step 3: Write your ad.

Now you need to sit down and write your ad, which will include all the selling points you brainstormed earlier.

Generally, you'll start your ad with a quick one-paragraph description of the site which hits the main selling points of the site. Then in subsequent paragraphs you go into more detail about:

- **ALL the selling points of the site** (which you'll list in a bulleted list).
- **How the site works.** This is where you explain how the site makes its money and gets its traffic.
- **Reasons for the sale.** If your site is generating a lot of revenue – especially passive revenue – buyers will want to know why you're selling. Be honest in your answers.
- **A call to action.** After you've told prospective bidders about all the selling points, you should then specifically ask them to bid on your site. This is referred to as a call to action.
- **The terms and conditions of the sale.** This is the "housekeeping" part of your ad, where you tell your bidders your terms, such as how they can pay (e.g., Paypal, escrow, etc), any fees associated with the sale, how you'll transfer the site, any support you'll offer post sale, whether you have a guarantee of any type, etc.

Let me give you a few examples.

Let's start with a one-paragraph opener that hooks prospective buyers and gets them interested in your site:

Example: Here's a site with a great domain name and a lot of potential in the popular weight loss niche! Bid now and you'll get rights to an exclusive product, the blog with over two dozen articles and a great domain name: [insert domain name], which is already indexed in the search engines!

Now let me give you examples of what your bullet points might look like. Again, this is where you list out all your site's selling points:

Examples:

- Great exact-match domain name [insert domain name] in a competitive niche – gets [insert number] Google searches every month!

- Site ranks for competitive keywords, including [keyword 1 and what page it appears on in Google], [keyword 2 and which page in Google] and [keyword 3 and which page in Google]!
- Beautiful, exclusive design - not a template!
- You get the rights to 52 exclusive blog articles - that's enough content for a year of weekly blogging!
- You'll get exclusive rights to this software product - sell at any price you choose and keep all the profits. Most competitors charge \$297 for similar software, so this is a very lucrative product!
- You'll get access to my complete AdSense campaign, which is currently generating \$1 for every 50 cents invested!
- You'll get full support for 30 days after the sale so that you can hit the ground running with your new site!

Here's an example of a call to action, which presents a sense of urgency (i.e., reminds people that the auction ends soon):

Example: You won't find a better-looking site, a more polished product, or a better domain name in this niche, so bid now. But hurry, the auction ends [date], so bid now to avoid disappointment!

And finally, here are examples of sale terms you might add:

Examples:

- Payment by Paypal only.
- Payment by escrow only - buyer and seller split all fees.
- Payment must be completed within 72 hours after the sale.
- You'll get the domain transferred to your NameCheap account within 72 hours after receipt of payment.

Step 4: Add graphics.

Once you've created your auction, then you may add a few graphics to spice up your listing.

Examples:

- Show a screenshot of the home page of your site - this adds visual impact to the listing, even though people can of course just click on the link to see the site.
- Show screenshots of the back office. If you have a special script installed, you may show a screenshot of the back office (where the administrator works on the script). If possible, however, it's even better if you can actually show a demo.
- Screenshots of the product. If you're selling an ebook, software or other product, be sure to include screenshots.

You may also consider including screenshots of various forms of proof, such as showing your AdSense account to show how much money the site has made. However, take note that since screenshots are so easy to fake, the most serious buyers probably won't believe these forms of proof anyway.

Quick Recap

As you can see, the best way to write your auction or ad listing is to simply focus on the site's main selling points, such as a good domain name, exclusive content, traffic, backlinks, revenue and similar factors.

Once you've created your ad, then it's time to start advertising your site.

Read on to discover the best website marketplaces...

Advertising Your Site

Your site is ready. You've created a benefit-driven ad to sell it. Now it's time to get it in front of your prospective buyers.

Here are the best places to list your site...

Flippa.com

This is one of the most popular website marketplaces, especially for lower-priced sites. That's because the fees are reasonable:

\$19 to list the site and then a 5% success fee. So if you sell the site a site for \$200, you'll pay the \$19 listing fee plus a \$10 success fee, for a total of \$29.

Plus, because Flippa is so popular, the site tends to attract a lot of buyers. Thus when you list your site on Flippa, you'll know you're getting your ad in front of serious buyers.

Ebay.com

If you run a search for either domains or websites on eBay, you'll see that there are a lot of listings.

However, eBay is a bit of a "bargain basement" site when it comes to selling websites. That means that people are looking for bargains, so you're not likely to get high bids unless your site is extraordinary.

Nonetheless, there is a lot of traffic on this site, so it's a good place to make a fast sale.

WarriorForum.com

This marketing forum has special place where members can buy and sell websites.

While there's not as much traffic on this site (especially as compared to a site like Flippa), it is a very targeted audience. And that means it does tend to be a good place to sell lower-priced sites (such as newly established sites that you sell immediately after creating them).

Tip: The listing fee on the Warrior Forum is \$20, with no success fee charged. However, in order to get the privilege to post ads in this community, you need to pay a one-time fee of \$37 to become a member of the site.

Sedo.com

Sedo is primarily a domain name marketplace. However, if the primary selling point of your website is its strong domain name, then you may consider listing your website in this marketplace.

While it's free to list your sale in the marketplace, you'll pay a 15% to 20% success fee. A minimum fee applies, which is why this site is a better option for higher priced sites. You may also purchase options for extra visibility, such as having a featured listing.

Your Own Mailing List

As soon as you start selling websites, you need to start building your customer list. And then every time you sell a site – no matter where you list it or how you advertise it – you'll want to tell your existing buyers about your site. This advertising is free, easy and VERY effective!

Quick Recap

You just learned five of the best places to advertise your website. Those aren't the only places, of course. You can also try:

- **Craigslist.org.** This isn't a known site for selling websites. However, this site is free, so it doesn't hurt to place your advertisement. You can even use it to advertise your Flippa auction or other listing.
- **A website broker.** This is an individual who specializes in finding buyers for websites. Generally, these are for high-priced sites, or businesses to be more precise. However, if you ever do grow a site before you sell it, then this is a good option because good brokers tend to get good prices.

Tip: You can find a broker by searching for "website broker" in Google. However, just be sure to do your due diligence to make sure you're dealing with a reputable broker.

Conclusion

Congratulations! You just learned everything you need to know about starting up your own business selling websites.

Let's quickly recap what you discovered over these last several pages:

- ✓ You learned the two main models you can use – either hold, grow and sell, or create and immediately sell. Both have their merits.
- ✓ You discovered all sorts of different websites you can create, from AdSense sites to lead-generating sites.
- ✓ You learned how to do your market research in order to build websites that people really want to buy.
- ✓ You found out how to create your website without doing a bit of the work yourself. This freelancing method is great for those who don't have technical skills or for those who just want to build their business more quickly.
- ✓ You discovered how to create a persuasive ad listing, plus you learned five good places to sell your websites.

And much more!

Basically, you have a blueprint in your hand that shows you exactly how to create and sell websites.

And that means there is just one thing left for you to do – **take action!**

I suggest you start your market research right now. Because the sooner you take action, the more quickly you'll see that first paycheck!