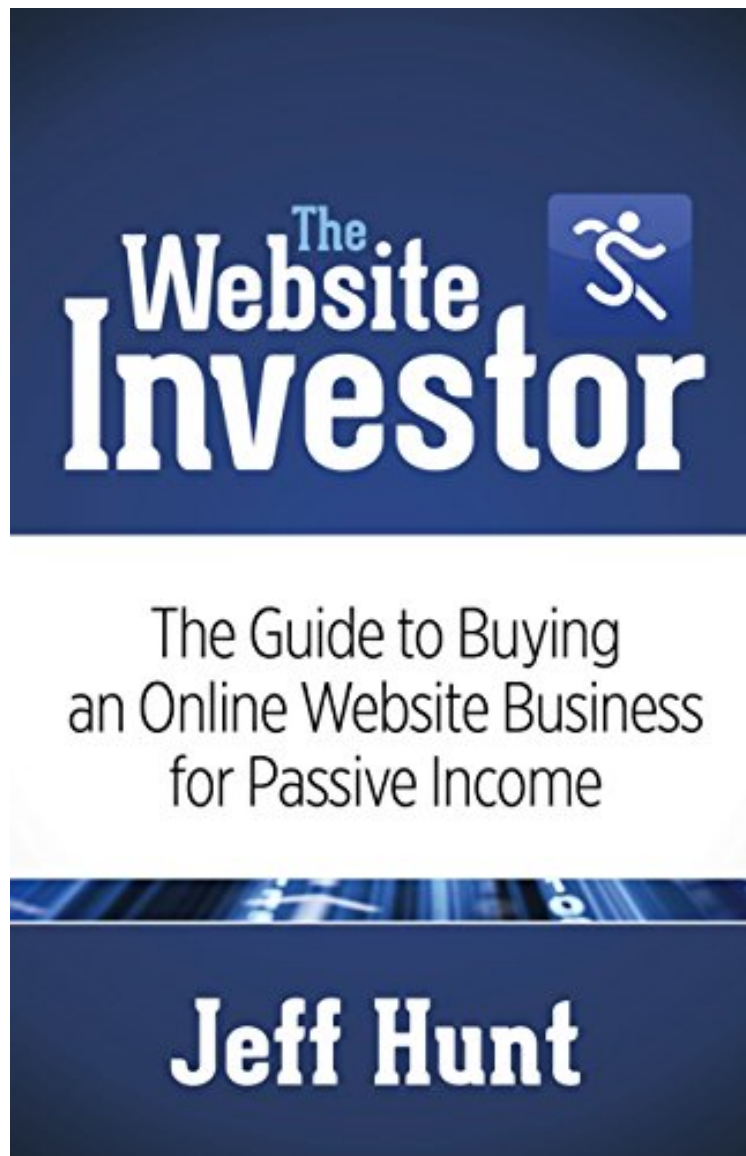


(Free and download) The Website Investor: The Guide to Buying an Online Website Business for Passive Income

The Website Investor: The Guide to Buying an Online Website Business for Passive Income

Jeff Hunt

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Jeff Hunt : The Website Investor: The Guide to Buying an Online Website Business for Passive Income before purchasing it in order to gage whether or not it would be worth my time, and all praised The Website Investor: The Guide to Buying an Online Website Business for Passive Income:

6 of 6 people found the following review helpful. From a Web Property Brokerage Pro: I Highly Recommend This

Book! By Victoria Duff First, let me reveal that I work at Latona's, a top web property brokerage firm, so I have professional knowledge of this subject. Jeff Hunt has done an excellent job of telling the beginning web property buyer about what to look for. I know, because I am one of the people at Latona's who is part of the preliminary due diligence process. There are different ways you can buy a web property and Mr. Hunt focuses on buying websites at auction, where you have to do the research yourself before expressing interest in the property. However, he doesn't talk much about buying through a broker who does the preliminary research to determine whether the website is of good quality -- no black-hat SEO, legitimate traffic, profitable, etc.-- all the things Mr. Hunt tells you to watch out for. Web property brokerages turn away the majority of properties offered, which should tell you why Mr. Hunt's excellent advice on how to do the research is extremely important. Whether you choose to buy via the auction process or through a formal web property brokerage house, you should know these things. I highly recommend the book! Also, if you have a web property, reading this book will help you prepare your property to have the greatest value to a buyer/investor. If your site isn't making you any money, Mr. Hunt's information should open your eyes to a lot of excellent possibilities to create somewhat passive income from your site. It will also tell you what web property investors look for in a web business.

2 of 2 people found the following review helpful. I confess that I didn't read the entire book but rather skipped to the parts that I found most useful relative to diligence and

By Carla Joy I rarely review books, but felt the need to review this one. I needed a book to help me with an acquisition of a website (my background is in MA for large corporations and real estate transactions) but had no idea of the specific issues in transferring web-related businesses/sites. The book is simply written and very straight-forward with some of the writer's own insights, failures and successes as examples. I confess that I didn't read the entire book but rather skipped to the parts that I found most useful relative to diligence and transfer of title/ownership. You'll definitely want to purchase this book if you have any concerns relative to acquiring a website (or investing in a percentage) -- don't let the "Passive Income" portion of the title throw you off. Generally, a useful book due to the explanations with easy to understand examples. It's not simply a list, but answers the "why" in requesting certain things from the seller.

1 of 1 people found the following review helpful. Excellent fundamental guide to buying websites

By IASG An excellent book for learning the fundamentals of website purchases from risk analysis to evaluating site traffic. (I highly recommend browsing auction sites like Flippa, ask questions and start with a small purchase to learn how the process works. This book will be a good guide to fill in certain blind spots that one may have just starting out in buying websites.) I read it at work while checking out auctions and thinking thoroughly about the process of evaluating websites carefully and patiently until you find the right pick for you. I bought a site just after finishing this book for a little under \$200 to ensure I understood how to transfer a site and I was fortunate to have a very kind seller who was also learning.

Ever Wanted to Own Your Own Business? The Website Investor exposes the financial potential of website ownership to everyone who ever wanted to own their own business and work from home. Whether you want to earn \$500 per month or \$5 million, there is already a website for sale doing just that. Savvy businesspeople know never to start from scratch. The Website Investor reveals how to find websites with existing profits and existing customers so you can take advantage of someone else's hard work.

Yours:ll learn how to:

- Locate website opportunities that are right for you
- Uncover hidden gems by assessing untapped potential
- Estimate a website's value
- Avoid risk and scams
- Get the price you want
- Take over from the seller with minimum fuss
- Outsource work you don't want to do or don't know how to do
- Make passive income (from low effort and low effort websites ".....endorsement....."

Joel Comm - New York Times bestselling author of KaChing: Running an Online Business That Pays and Pays Jeff Hunt owns more than three hundred income-producing websites and will help you get in the game at Heck Yeah. org - Heck Yeah You Can Do It!

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15. WHEN TO SELL AND HOW TO DO IT

This book is not about flipping sites per se, but many people love the thrill of the hunt and the even bigger thrill of the sale. Personally, I always hang onto sites that have steady financial earnings and are not too difficult to operate. As the workload grows, I delegate, outsource, or partner with other people to keep my time free to work on other projects. However, there are a lot of good reasons to sell, and I have sold in these and other situations:

- The potential sales value of the website was high, and I knew I could create a new site in the same niche and quickly replace earnings from the site that was being sold.
- The website had higher-than-expected customer support requirements, and I felt like my time could be spent on more profitable and enjoyable activities.
- The website was very dependent on traffic from Google. Though it was performing well, I had a sense that if Google changed its search algorithm again, the tide might turn. It seemed better to sell the site for ten months' earnings than keep it and risk a traffic hit in the next ten months that would dramatically lower the value of the site.
- I had unwittingly acquired some sites that were legal to operate but pushed the limits of my own personal ethics.
- The website had lost most of its value, and I had no clue how to turn it around. I sold to avoid a total loss.

Website flipping is often compared to real estate flipping. However, beyond the principle of "buy low, sell high," the two have little in common. After a

house is purchased and remodeled, it needs to be sold or it becomes a liability. It is either tying up cash that could be used elsewhere, or it carries ongoing interest and tax expense. After a website is purchased and improved, it is a profitable asset, not a liability. So the rationale for selling a website is fundamentally different than the rationale for selling a house that has been intentionally purchased and remodeled for resale. The business model of the website flipper is to look for hidden or potential value in websites and buy in at a good price point. The flipper then harvests low-hanging fruit by making relatively simple changes to the website that increase its earnings and overall value. The flipper then sells the website because its overall earning potential has improved, so he can get a much higher price. This strategy works well because the flipper has learned some specific techniques to improve website performance quickly, and those techniques are successful a high percentage of the time. The flipper may not know anything at all about how to take the website to the next level or may have no interest in doing so. Simply put, the flipper spends his time doing three things: buying, improving, and selling. By contrast, the website investor also does some buying, improving, and selling, but because those activities are not passive, they don't meet one of his main goals, which is to develop passive income streams to preserve his time for more preferable pursuits. I don't want to be dependent on the margin of the next sale for this month's income. As you browse through some of my reasons for selling, you will see a combination of risk aversion, financial prudence, time protection, and simple preference.