

Buying And Selling Websites

10 Point Checklist

Chuck Mullins

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"In any business, things can change overnight."

CHUCK MULLINS

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Be willing to experiment. Test out different trust indicators to increase traffic and conversion rate.
- Evaluate the risk before buying. Ensure that the website has multiple channels and multiple traffic sources. Chuck says it lowers the risk and increases the value of the business.
- Use [Trends.Google.com](https://trends.google.com) and get insight into the history of keywords and Google searches.
- Stay away from trendy things. Look for the potential growth of the business over time then highlight those opportunities for the potential buyer.
- Ensure that the business I'm buying is transferable. It should have clean books, standard operating procedures, and proper structure.
- Create a checklist or outline of important things. Use tools like Process Street or SweetProcess.
- Secure my business' verifiability. Have clean books by using tools like QuickBooks to keep everything and to easily rebuild my P&L statement.
- Communicate openly with my potential seller or buyer. Be clear with my intentions but also have an open mind so we can come to a mutual agreement.
- Do my due diligence. Understand what I'm buying by reviewing the marketing package and by talking to the seller.
- Value my time especially when looking for a smaller transaction. Start early and don't wait to make changes. Chuck says to also look into accrual versus cash accounting.