

Buying and Selling Online Businesses

10 Point Checklist

Jaryd Krause

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**



“When you're buying an online business, you're also buying property. It's your very own digital property - a space online where you can get an income stream.”

JARYD KRAUSE

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.

- Treat buying websites like buying real estate. Like owning a piece of property, it becomes a virtual space online that has the possibility to increase its value over time.
- Look into investing in domains as a profitable financial strategy. It's something I can do with extra time and money.
- Be wiser when it comes to my finances. Create a list of things I own and determine which ones are assets and which are liabilities. Moving forward, I should focus more on gaining assets.
- Evaluate my debts and create a strategic plan to pay them in the shortest amount of time.
- Live below my means and make sure I save more than I spend. I don't need a new car or house if what I have is still in great condition.
- Try flipping sites instead of buying new, unused domains. Purchasing run down ones will be cheaper, but make sure to work on their stats so that they can become valuable again.
- Find opportunities through domain and online business marketplaces such as [Flippa](#) and [Exchange Marketplace](#).
- Inspect the sites thoroughly before buying them. Weigh the risks and prepare a due diligence checklist so I can assure what I am buying doesn't have any hidden costs.
- Build a trusted relationship with my investors and always give them assurance I can deliver everything they're promised.
- Check out [Jaryd Krause's website](#) for more information on how to buy online businesses.