

# MONEY ONLINE BLUEPRINT

---

Selling Your Niche Site / Blog

The Ultimate Blog Training Package  
How To Quickly Make A Full Time Income Blogging

BY CHRIS CANTELL

# Selling Your Blog / Niche Site

Selling your Blog / Niche site is an extremely profitable way to go. You can make many times the monthly income and is a great way to spike your income. A good strategy and way forward is to create a Targeted Niche site as your first site. Build up the income over the first 12 months to 18 months and then sell it.

The sale of your 1<sup>st</sup> site could be done after 12 months, but it will be better to wait and let the income increase and consider selling it after 18 – 24 months. The reason for this because the sale of your site is roughly based on the average monthly income. Obviously, the first 6 months income will be low because you will have been at starting point, and those months will lower the average income, so if you are able to wait and sell the site after 24 months, you can average the income from month 12 to month 24, which will drastically increase the value of your site.

## Why You Should Sell Your 1<sup>st</sup> Site

The strategy to sell your 1<sup>st</sup> site is to release capital for you to invest in to your business and also so that you can receive income to allow you to quite your job and focus full time on your niche site business.

You could also set aside some money to invest in your next site and invest in the following: -

- Aged Authority Domain
- Content Writers
- Traffic Magnet Manager for Pinterest & Facebook
- SEO For High Authority Guest Posts & Link Placement

Investing in these will release your own time to focus on scaling the growth of your 2<sup>nd</sup> site so that it achieves higher income faster. You can also invest your time in creating your own products to sell on the 2<sup>nd</sup> site. The goal is to increase your income and traffic.

# Getting Your Blog / Niche Site Ready To Sell

You will need to have Google Analytics on your site. You should do that as soon as possible, because it will show potential investors in your site the traffic history. It is free to add Google Analytics to your site. Here's the link: -

[Click For Google Analytics](#)

You should also have your site added to Google Search Console. This is also free, and it allows Google to access and inform you about important aspects about your site. Potential investors will want to see this as it provides a history of the stability of your site and an overview of its standing from Googles perspective. Here's the link: -

[Click For Google Search Console](#)

When you have the following in place and you have achieved at least \$100 average monthly income from your site, you can sell it. Here is the list of things you should have in place prior to selling it: -

- Google Analytics
- Google Search Console
- Monetization in place (preferably including higher profit / ticket products such as eBooks & Courses)
- 12 months history of income received

# Selling Your Blog / Niche Site Ready

When you are ready to sell your site, you will first need to get it valued. You can get it valued at Empire Flippers



## How Much Is Your Online Business Worth?

Please select your main monetization below

 AdSense	 Advertising	 Affiliate	 Amazon Associates	 Amazon FBA	 Amazon FBM
 Amazon KDP	 Amazon Merch	 Application	 Digital Product	 DropShipping	 eCommerce
 Info Product	 Lead Gen	 SaaS	 Service	 Subscription	

 Number of Businesses Sold: 1,282

 Total Sold Amount: \$144,269,316

You can visit the site by clicking on the link below: -

[Click To Get Your Site Valued](#)

When you are ready to sell your site, you will need to use a broker service. There are a few that you can use, and they include the following: -

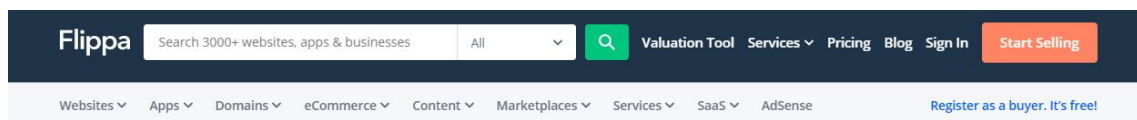


# Empire Flippers



[Click To Visit Empire Flippers](#)

# Flippa



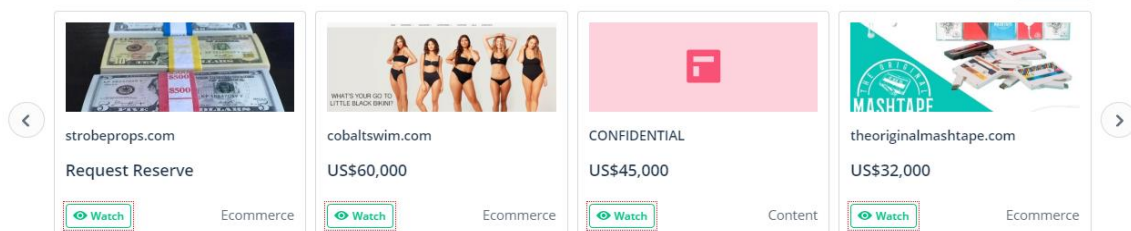
#1 platform to buy and sell online businesses



Editor's Choice


[Save this search](#)

[See all](#)



[Click To Visit Flippa](#)

# FE International





 FE INTERNATIONAL

US (800) 403 9067 | UK +44 (0) 203 617 1073

First Name \*Last Name \*Email \*

JOIN OUR BUYER NETWORK


HomeSell a WebsiteBuy a WebsiteEventsBlogAbout UsResourcesContact



## Sell Your Online Business With a Website Broker You Can Trust


Our market-leading M&A advisory team has completed hundreds of millions in SaaS, e-commerce and content business acquisitions since 2010. Offering direct access to a global network of established pre-qualified investors, FE International is perfectly placed to drive buyer demand and maximize value for your business.

- 94.1% sales success rate
- Over 800 business sales
- Highly efficient, data-driven process
- Personalized service from experienced professionals




SELL A WEBSITE


### Our Valued Clients



**Patrick McKenzie**  
Content & Communications, Stripe  
Principal, Kalzumeus









**Brian Casel**  
Founder, Ops Calendar and Audience  
Ops




**Michael Frew**  
Owner, Alpine Shark, LLC

### Featured On




### Our Team



FE International is made up of a highly driven group of professionals, here to generate demand for your company.

### Our Process



In this 2-minute video, you can see the unique 7 step sale process we follow to maximize the value of your business.

### Recent Completions

Display Advertising - Science & History - \$10.6K gross/mo	
Yearly Revenue	Yearly Net Profit
\$128,000	\$125,000
Listed Price \$160,000	

[Click To Visit FE International](#)

## Conclusion

Regarding the three brokers mentioned above, you are best selecting the broker depending on the value of your site you are selling. Each broker caters for this differently.

If you are selling your site for less than \$10,000, Flippa would be the best site to sell it on.

For websites valued higher than \$10,000 but less than \$100,000, you would do best selecting Empire Flippers.

For selling higher ticket sites, you should go with FE International. So the higher ticket sites are sites that are being sold for more than \$100,000.

One final tip, and that is about when you should decide to sell. It is not a good idea to sell your site prematurely. Prematurely would be after 9 months since your site was launched. Let's say for example, you were able to get your site to earn \$500 per month after 9 months. In this instance, you will have done well. However, after 9 months, your site will only just start to be gaining traction in Google, and if you were to continue with your SEO efforts and adding more posts, you could easily increase that income. It could increase anything between 4 – 6 times the amount, so the monthly income could be between \$2,000 to \$3,000 and the amount you could get for the site for simply building for another 6 months could mean a significant difference. Let's say you were able to get 30 times the income, this would be the difference: -

\$500 per month income would sell for \$15,000

\$2,000 per month income would sell for \$60,000

So be cautious about selling too soon and don't sell until after 12 months since your site launch and preferably, to make sure, aim for 18 months to 24 months for maximum return.