



MONOPOLY ASSETS

ONLINE INCOME GENERATION



MAXIMIZING PROFIT

MAXIMIZING PROFIT

Terms & Conditions

Copyright © 2022 MonopolyAssets.com. All rights reserved. You do not have resell rights to any portion of this publication. You may not distribute it to others. This publication contains material protected under International and Federal Copyright Laws and Treaties. No part of this publication may be transmitted or reproduced in any way without the prior written permission of the author. Violations of this copyright will be enforced to the fullest extent of the law.

This manual is for research purposes only. Any earnings, income statements, or other results are based on our own experiences and are only estimates of what we think you could earn. There is no assurance you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided.

While all attempts have been made to verify the information provided, the author assumes no responsibility for errors, omissions, or contrary interpretation on the subject matter found herein. Any perceived slights of people or organizations are unintentional. The reader of this publication assumes responsibility for the use of these materials and information. No guarantees of income are made. The author reserves the right to make changes and assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in this product. We do not purport this as a “get rich scheme”, and nor should you view it as such.

Affiliate Income Disclaimer: Some of the links on this site are “affiliate links.” This means if you click on the link and purchase the item, may receive an affiliate commission. Regardless, we only recommend products or services we

use personally and or feel will add value to our readers and subscribers. We are disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255: "Guides Concerning the Use of Endorsements and Testimonials in Advertising."

A Quick Introduction

This document has been written as part of a series of trainings that have been designed to help you create a profitable online blog from scratch.

It may seem like an overwhelming or impossible task at first, but if you follow my instructions in the order that I've given them, you'll be positioned for success.

Along those lines, please ensure that you've already completed the trainings that have come before this, as each training manual builds upon the previous one.

If you would like additional tips, tricks and resources you're welcome to join us inside the members area found at <https://monopolyassets.com>.

Once inside, you'll receive access to Done-For-You weekly niche research reports that reveal trending & easy to rank for keywords (so you'll never have to stress over finding a great niche anymore), examples of successful sites that are making bank online (so you can copy their success & get inspiration for your projects) as well as my exclusive courses on: developing your own information product (so you can make money without the hassle of having to deal with physical products), and how to sell and effectively write sales copy.

In fact, I've used these same strategies to generate recurring monthly revenue in different niches, with sales like these:

MAXIMIZING PROFIT

All Search for transactions

Archive Active Transaction Type Payments receiv... Date Past 30 days Amount & Currency All currencies

<input type="checkbox"/>	Date	Type	Name	Payment	Gross	Fee	Net	Actions
<input type="checkbox"/>	Aug 3, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Aug 3, 2022	Payment from	[blurred]	Completed	\$49.00 USD	-\$4.56	\$44.44	Add tracking
<input type="checkbox"/>	Aug 2, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Aug 1, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Aug 1, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Aug 1, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 31, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 31, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 30, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 29, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 29, 2022	Payment from	[blurred]	Completed	\$249.00 USD	-\$10.01	\$238.99	Print shipping label
<input type="checkbox"/>	Jul 29, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 28, 2022	Recurring payment from	[blurred]	Completed	\$229.00 USD	-\$9.23	\$219.77	Refund
<input type="checkbox"/>	Jul 28, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$7.52	\$241.48	Refund
<input type="checkbox"/>	Jul 26, 2022	Recurring payment from	[blurred]	Completed	\$49.00 USD	-\$2.11	\$46.89	Refund
<input type="checkbox"/>	Jul 25, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 25, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 24, 2022	Payment from	[blurred]	Completed	\$49.00 USD	-\$4.56	\$44.44	Add tracking
<input type="checkbox"/>	Jul 23, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 22, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 21, 2022	Recurring payment from	[blurred]	Completed	\$59.00 USD	-\$2.48	\$56.52	Refund
<input type="checkbox"/>	Jul 21, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 21, 2022	Payment from	[blurred]	Completed	\$49.00 USD	-\$4.56	\$44.44	Add tracking
<input type="checkbox"/>	Jul 20, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 19, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 19, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 19, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 18, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 16, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 15, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund

If that interests you, you're welcome to join at <https://monopolyassets.com>

Have a great day!

David



Why Did We Start a Blog?

Now, maybe you're wondering why I told you that you should start a blog rather than an ecommerce website, a Shopify store or a SAAS product.

This is because if you ever want to sell the blog you've built down the road, buyers are way more interested in purchasing content sites as they already have traffic and generate income.

Many buyers purchase content websites so they can enter a new market quickly, often improving the website and using the traffic to promote their own (or more profitable) products.

This gives them a head start, rather than having to start from scratch.

Website brokers have reported that there has been a huge amount of growth among buyers looking to acquire profitable websites, and that more and more high net worth buyers and institutional investors (such as private equity firms) are becoming interested in purchasing websites.

As demand for profitable websites grows, it means that the price they sell for increases.

Which is great for us.

And with an average sales multiple of 31.6x for content websites, it means that you can make a lot of money if you decide to sell the blog you've built.

So let's look at how you can maximize the value of your blog.

Increase Sales

The biggest factor that determines how much you can sell your blog for is the sales revenue it generates.

So maximizing your revenue is the most important thing you can do.

We can do this either by writing more articles, getting higher rankings in the search engines or finding other sources of traffic that can help increase our sales.

Aside from that, you can also investigate adding other sources of revenue or higher paying offers to your website to both diversify your income streams and or increase revenue.

Content websites that make money via the Amazon Affiliate program are great, but the payout per sale is quite low.

With that said, Amazon affiliate websites are some of the biggest sellers on brokerage websites like [Flippa](#) or [EmpireFlippers](#).

Their popularity is due to the idea that many sellers feel they can monetize the existing traffic coming to an Amazon affiliate blog better than by using the Amazon affiliate program.

And if a website already has traffic and you're able to use a higher paying affiliate offer (or sell your own product), you'll be able to make more money immediately.

Along those lines, to increase your sales, you could:

- Promote niche related digital products from places like [Clickbank](#) or [JVZoo](#)
- Set up an email list where you can email your subscribers different affiliate offers, by letting them know when you've found a great new product that they might be interested in

MAXIMIZING PROFIT

- Find a complimentary product that you can either make and sell, or buy and resell at a higher price. If you're buying and reselling a product, you can either have the product dropshipped or you can buy the product and ship it out yourself.
- Create your own digital product that you can sell. If you have the option of doing this, it can really be a profitable addition to the income your website generates as the whole process from sales to delivery can be completely automated, allowing you to scale very easily.

Besides seeing a higher sales number, buyers like to see diversified streams of income in a website they're thinking of buying.

Adding Additional Sources of Traffic

Similar to the previous section, diversifying the ways your visitors come to your blog will often increase how valuable your blog is.

Most websites use search engine optimization (SEO) to increase their organic search traffic (which we've gone over), and this is the preferred traffic source for people buying websites.

With that said, potential buyers always love to see other traffic sources coming from places like an email list or social media as it indicates that the traffic coming to the blog could be a little more stable, as your blog isn't relying 100% on one traffic source to generate its revenue.

Decrease The Amount of Time You Work on the Blog

Buyers are looking to buy an asset that requires very little input.

In fact, most buyers are only interested in buying a website that requires between 1-5 hours per week of work.

Keep in mind: they're wanting to buy an asset that generates revenue - they aren't interested in buying a job.

So if you're spending more time than that on your blog, consider trying to outsource at least part of the process in order to bring the amount of time you spend to a lower level.

Blog Age & When to Sell

Most buyers won't even look at purchasing a blog unless it can show at least one year of revenue.

That's not to say someone won't buy your blog before then, it's just that aged websites with proven revenue sell for a premium.

Pro Tip: On that note, if your website is seasonal (IE sells more at a certain time of year than others), wait until you're in the busiest season to sell your blog as the sales numbers you can show will be much more impressive.

Get Your Numbers Together

When you go to sell your blog, buyers will want to see:

- The page views month by month
- The channels that are responsible for the traffic
- The countries that are responsible for the traffic
- The percentage of traffic by the top pages

In addition to that, they will want to see an accurate recording of the monthly profit and loss with an up to date P&L statement so they'll know exactly how much you spend on your blog every month in order to keep it running & generating the revenue that it does.

How & Where to Sell

When it comes time to sell, you can either sell it on your own or use a website broker to do it for you.

If you're interested in the DIY route, you can sell it yourself pretty inexpensively on [Flippa.com](https://www.flippa.com).

Or if you want an experienced broker to handle it for you, you can use [Empire Flippers](https://www.empireflippers.com).

Both are great services, and you can't go wrong using either one.

Using a broker will cost you more in commission, but they will often have a network of buyers that they can reach out to as well - which may give you a higher selling price in the end.

Closing Remarks

Well, you've done it!

You've successfully completed this training and if you've followed the process you should now have a niche, a blog set up and you might even be getting some traffic to you blog.

And if you've done all that, you're well on your way to making an asset that will generate income for you well into the future. Or you could flip it for a tidy sum ☺

I hope you've enjoyed this training and that it's opened your eyes to just how much opportunity there is online.

Along those lines, if you'd like to get additional training you can join us inside our member's area at MonopolyAssets.com

Until then, have a great day!

David

MonopolyAssets.com