

# NETWORK OF PROFITABLE WEBSITES

**\* BUSINESS PROSPECTUS \***

**JANUARY 2011**



*Presented by*

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## Website Business Prospectus 2011

Welcome to our business prospectus.

Looking for a branded collection of 32 PROFITABLE websites and digital products plus an established customer / subscriber list in excess of 151,000 in this active industry with HUGE potential for even more growth?

Then look at this genuine & exciting opportunity offered by this 6 year old profitable & stable online business. It runs largely on autopilot (requiring 1 hr or less of your own personal time per week).

This business prospectus outlines the sale details of this extensive, well developed and profitable online business.

By taking your time reading through our detailed business summary, you will discover the tremendous opportunity it offers.

This business summary is broken down into a number of important sections including;

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# 1. BUSINESS OVERVIEW

Please [watch our video here](#) that discusses some of the main benefits to consider in this attractive purchase opportunity.

This sale is for an entire profitable online business built up over 6 years that requires only 1 hr of your personal time per week!

Yes you heard correctly!

This business requires only 1 hr of your own personal time per week and has been producing income each and every day since 2004.

It comprises the following;

- a) 32 websites in the pet industry with a stable client web traffic source,
- b) 151,000 active client email list of customers and subscribers
- c) Over \$71,000 of original digital products,
- d) A fully functional forum with 7000 members
- e) 1800 + affiliates in our autoresponder email list
- f) 32 successful ClickBank product websites with 4 that are in the exclusive top 40 in their category in ClickBank,
- g) 5 fully functional and set ClickBank accounts
- h) established and trusted brand name affiliation
- i) 57 fully set up email auto responder lists comprising several thousand automatic email messages,
- j) Extensive training resources
- k) An automated support /help desk
- l) A detailed SEO web traffic plan and resources
- m) 90 days of transitional support

# 2. CURRENT BUSINESS OWNERS

Anthony & Tim Buchalka (that's us) are the current and original business owners.

We are experienced online marketers and experts in web traffic, SEO, Google Adwords, and online marketing and advertising.

The niche of the business we are selling is in the pet industry.

Our main focus these days is working in the internet marketing arena and we are now ready to pass on this stable business to new owners so we can fully concentrate on other things.

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Both Tim & I have been recognized by and received awards from ClickBank for being one of the top 300 ClickBank vendors in the world in the past 2 years (we just received confirmation of our 2011 status).

We are both part of ClickBank's Premier Club so you can be sure we are trusted professionals with a wealth of knowledge and experience.

You can rest assured you are buying a sound business built up by two professionals with a genuine solid online reputation.

Google our names (Tim Buchalka & Anthony Buchalka) to see who we are. We have a long history of honest & reputable marketing online (or see examples of some of our other current internet marketing business sites, video and articles in section 8 of this document).

Simply put our customers love us because we are a rare breed of Internet Marketers who are ethical and care about our clients.

We have a genuine reason for selling this business (see section 9 - "Why We Are Selling").

### **3. BUSINESS ASSETS**

#### **3.1 Massive subscriber base**

Included in this sale is a massive 151,000 + loyal subscribers (made up of targeted customers and prospects).

The list is active and responsive (names and email addresses are all included in the sale).

Everyone on our lists have voluntarily joined our lists either as a 'customer' purchasing a product of ours or a 'prospect' joining our email list to receive one of our many free online newsletters.

The list is segmented for maximum marketing potential and each list is receiving targeted automated messages which aids in income generation and list retention.

Many marketers make the mistake of throwing every subscriber / customer into the same one list. This results in poorly targeted marketing and a net massive decrease in income over time.

That is not the case with our 57 segmented lists. Each list receives specific targeted emails with the best targeted offers to suit the subscribers. This is all set up and working now, needing no adjustment by the new owner.

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### 3.2 32 functional websites

These websites sites collect new prospects or customers every day on autopilot!

The vast majority of the 32 websites include the following;

- \* Sales page
- \* The downloadable ClickBank digital products and page
- \* Content pages
- \* Optin pages (to our email lists)
- \* Download pages
- \* General legal and terms of service web pages
- \* Support page
- \* Affiliate pages (not for all websites)
- \* Help desk

The automated buying process means clients find the websites by searching on the internet, purchase a product and once they submit their payment, they are automatically given access to the page to download the products.

This process continues automatically day and night without needing your input or time.

Website visitors are also given the opportunity to sign up to any of our many free established online newsletters.

These prospects then receive various automated email offers and many later become long term customers.

This means the customer cycle is fully automated.

This is just one of the revenue streams we have set up to run on autopilot.

We will also include another 17 functional websites (in the same niche) that we are not currently using. You are free to do with them what you want.

### 3.3 Over USD \$71,000 of digital products

Your purchase includes 90 original (copyrighted by us) ebooks and ebooklets, 30 mp3 audios, and number of downloadable videos.

You will get the full unrestricted licenses to all these products.

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We are happy to provide more details and examples of the products to interested parties.

All these quality digital products have been developed by our own outsourcing team. Before creating these products, we carried out extensive market research in the marketplace to ensure the products met the needs of the target market.

The products are all original products and we own the full copyright for each of them. The full copyright of all the products will be passed on to the new owner and we will then have no rights to ever market these products again.

The products are all downloadable with the potential to be made into physical hardcopy products.

### 3.4 A fully functional forum

Your purchase also includes a forum with approximately 7000 members (and growing daily) and over 4500 member posts.

The forum also includes AdSense and product sales revenue.

### 3.5 57 fully set up email Auto Responder lists

(prospects and customers are separated for optimal targeted marketing).

Includes fully set up and working auto responder messages - up to 80 loaded messages per list (several thousand in total).

That means your clients will automatically receive quality content, AdSense newsletters, and product and profitable affiliate offers without you needing to lift a finger!

You will receive all the autoresponder messages and subscribers already loaded into 2 autoresponder services.

### 3.6 Huge brand name affiliation

The branded product owner name has built a huge affinity over 6 years with the list and is well known, loved and respected within the niche's online community.

Your purchase includes full ownership and control of the branding and persona which has a loyal online following.

You may choose to change the branding, that is entirely up to you.

If you have a current presence in the industry, you may choose to merge this business with your current one.

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### **3.7 Fully functioning help / support desk**

Over 85 preloaded 'standard response' messages.

This makes customer support simple for anyone to manage.

For example, if a customer visits the help desk, they have access to a number of preloaded responses to the most common questions. This all happens automatically with no input required from you.

If their answer is not covered in the preloaded responses and they lodge a support ticket, there are over 85 responses to choose from. You simply choose the response, click it and that's it! The reply is sent to the person who lodged the ticket.

*You do not need to be an expert in this niche to manage it.*

We have a support person who manages the help desk and the main gmail account and this takes 1 hr per day of their time. You may choose to do this yourself, or like us, employ someone to manage it for you.

In section 8 - 'Transition period & support', we provide instructions on how to find and employ a Philippines worker to carry out this work for you (this is what we currently do). Section 8 explains in details how cheap and easy it is to have someone manage the help desk for you.

So if you choose, you do not need to spend more than 1 hr per week managing the business, instead you let the support staff member manage it.

The 1 hr per week is simply spent reading the short daily report from the help desk staff member.

So effectively, you will be the manager of a profitable business only working 1 hour per week. This will allow you to choose to either spend your time on other private endeavors, or to optimize and further increase the profits of the business.

### **3.8 Affiliate ecommerce site**

We have set up an ecommerce site that sells various affiliate physical products.

### **3.9 Affiliate Program**

We currently have 1800+ affiliates in our autoresponder email list that have joined our various affiliate programs. Many of these affiliates are actively promoting and selling many of our products.

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Plus many more affiliates are promoting our 4 Top 40 ClickBank products from the ClickBank marketplace.

As mentioned earlier, we have 4 ClickBank products in the top 40 in the category in ClickBank.

Evidence can be provided to show this.

### 3.10 ClickBank Accounts

Included are 5 completely setup, functional and profitable ClickBank accounts.

2 of these are rated by ClickBank as TOP ClickBank performers.

You will purchase includes these accounts.

Because these accounts have a long history of high sales volumes, ClickBank views these accounts favorably and has given one these accounts more advanced features such as 1 click upsell (usually only ever given to the top ClickBank performers).

1 click Upsell, is a special service offered by ClickBank to only those ClickBank accounts that general substantial income over a long period of time.

This allows you the opportunity to automatically make up to three additional offers to a customer after the initial purchase is completed.

For most product types, the customer will not be required to re-enter any information, and will be charged immediately. Since each additional purchase only requires a single click, this process is referred to as One-Click Upsell.

This offers a tremendous advantage for you as the the business because the customer who has already decided to invest their money on 1 of your products, is given the immediate opportunity to add another product by a simple 1 click of their mouse.

How does this work?

In an upsell-enabled purchase, after the initial purchase, rather than being taken to the download page the customer is instead automatically taken from the order form to an additional Pitch Page of your choice (upsell-1).

Depending upon how the upsell flow is configured on ClickBank and how the customer responds to the offer, they may then be sent to a second Pitch Page (upsell 2), or even then sent to a third and final Pitch Page (upsell 3.). At this point they are automatically directed to the download page.

The options are all yours.

NOTE - This is NOT offered to all ClickBank user accounts for the general public.

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One of the ClickBank accounts included in this sale is currently rated as a TOP ClickBank performers and has ClickBank upsell enabled already for you.

This offers significant advantages to you to massively increase your sales income.

### 3.11 AdWords account

There is an AdWords account set and functional for many of the websites. It just to be switched back on and have some tweaking.

Up until November 2010, AdWords generated 10,000 + clicks per month on average.

We will consider including this set up Google AdWords account as part of the overall business purchase if you are interested.

The opportunity to get this highly valued AdWords account is in itself a tremendous opportunity as opening a new AdWords account will not allow you such cheap click costs.

This AdWords account has paid Google over \$500,000 USD in 6 years, and is therefore highly regarded by Google.

If you decide to discuss inclusion of this AdWords account, we can offer our complete Google AdWords ebook and video course. It includes a number of videos showing you how to set up and manage Google AdWords advertising campaigns.

For more details on the AdWords account see section 4.5 - 'AdWords Advertising Potential'.

## **4. OPPORTUNITY FOR ADDITIONAL INCOME GROWTH**

### **4.1 Economic climate**

This collection of websites has been profitable for 6 years now, and despite the current economic climate is still doing very well overall as can be seen in the figures we have provided in this document.

It's quite reasonable to expect that when the economic climate improves, this alone will provide an upturn in profitability due to consumer confidence (more money to spend, etc).

### **4.2 Branding**

We cannot understate the value of the "branding" e.g. the persona who is branded throughout the business. "She" has built up an enviable level of trust and "guru status" with the 151,000 subscribers/customers who trust her wisdom and knowledge and buy on her "say so".

As the years go by we have seen many competitors "come and go" who have tried to take short cuts and ultimately failed. Building up a level of trust takes time and commitment and what we have achieved is ready for you to truly reap all the benefits of!

### **4.3 Email List - Further Income Growth Potential**

The current email list is a massive 151,000 + loyal subscribers (made up of targeted customers and prospects).

Everyone on this list has voluntarily joined our list either as a 'customer' purchasing a product of ours or a 'prospect' joining our email list to receive a free online newsletter.

As mentioned earlier, every client on our email lists will automatically receive quality content, AdSense newsletters (income producing) , product and profitable affiliate offers without you needing to lift a finger!

### **Increasing Revenue From The Email List**

It's a well know fact that previous customers in any niche are often highly likely to buy other products and services from the same business.

Therefore you can at any time, add a new product you have developed (or an affiliate product) and send the offer to this large responsive email list. You are always guaranteed to sell more products this way (unless of course you are promoting a poor quality product).

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A similar thing can be said of prospects in the email list. Prospects are receiving regular free helpful newsletters and are therefore already sold on the excellent quality of our free content.

Therefore just as you can for customers, you can at any time, add a new product you have developed (or an affiliate product) and send the offer to your list. You are always guaranteed to sell more products this way.

This is called broadcasting, when you load up a message and with a click of a button, you reach the many thousands on your email lists.

We include detailed videos showing how this is easily carried out.

### Example of a Broadcast to The Email List

In the past, a set of 7 email short messages was sent out to this email list promoting an affiliate product. The commission was \$21 USD per sale.

This particular commission sold in excess of 800 copies upfront over a 2 week period.  $800 \times \$21 = \$16,800$  USD.

As part of their purchase, all of the 800 customers were automatically signed up for a 30 day membership program @ \$37 per month (after the 30 day trial period was over).

If only 50% of customers remained in the monthly membership, that would be an additional \$14,800 **per month** of extra income.

Not bad for sending 7 emails!

Not every broadcast does this well but you are starting to see the potential here.

If you concentrated on promoting more products regularly, the income of the business will dramatically increase.

We include downloadable videos on how to create, load up and send a typical broadcast.

There is tremendous potential here to easily dramatically increase the income.

Why don't we do that and send more broadcasts ourselves?

As we have mentioned earlier, we are very busy in other niches and no longer wish to remain in this niche after 6 years.

### 4.4 SEO (Search Engine Optimization) Web Traffic Growth Plan For All Websites

Very little search engine optimization has been carried out in recent times to these sites.

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That means there is massive potential to increase the already substantial web traffic and profits.

The sites are absolutely crying out for someone to fully optimize each site and generally perform a tidy up which is virtually guaranteed to dramatically increase the profitability.

There are 32 sites, so imagine if each site is improved just a little, overall that is a major increase in profits.

You have the option to rapidly escalate the revenue.

### 4.4a Our proven detailed free web traffic plan

This sale will include our detailed video tutorials and ebooks which cover the following;

Search Engine Optimization (SEO), in other words building free web traffic.

It has been mentioned that the sites are literally “crying out” for more “tweaking”. You will see in our “test” case we got one site up to 21,000 + unique visitors each month.

By following the step by step plan we will provide, you can do the same for the other sites.

Because the websites are pretty consistent in how they convert visitors, it's a simple case of economics to suggest that twice the number of targeted visitors to a website will result in a doubling of income, three times the traffic, income is tripled, etc.

We can help you finding resources to do this tweaking if you do not want to do this yourself.

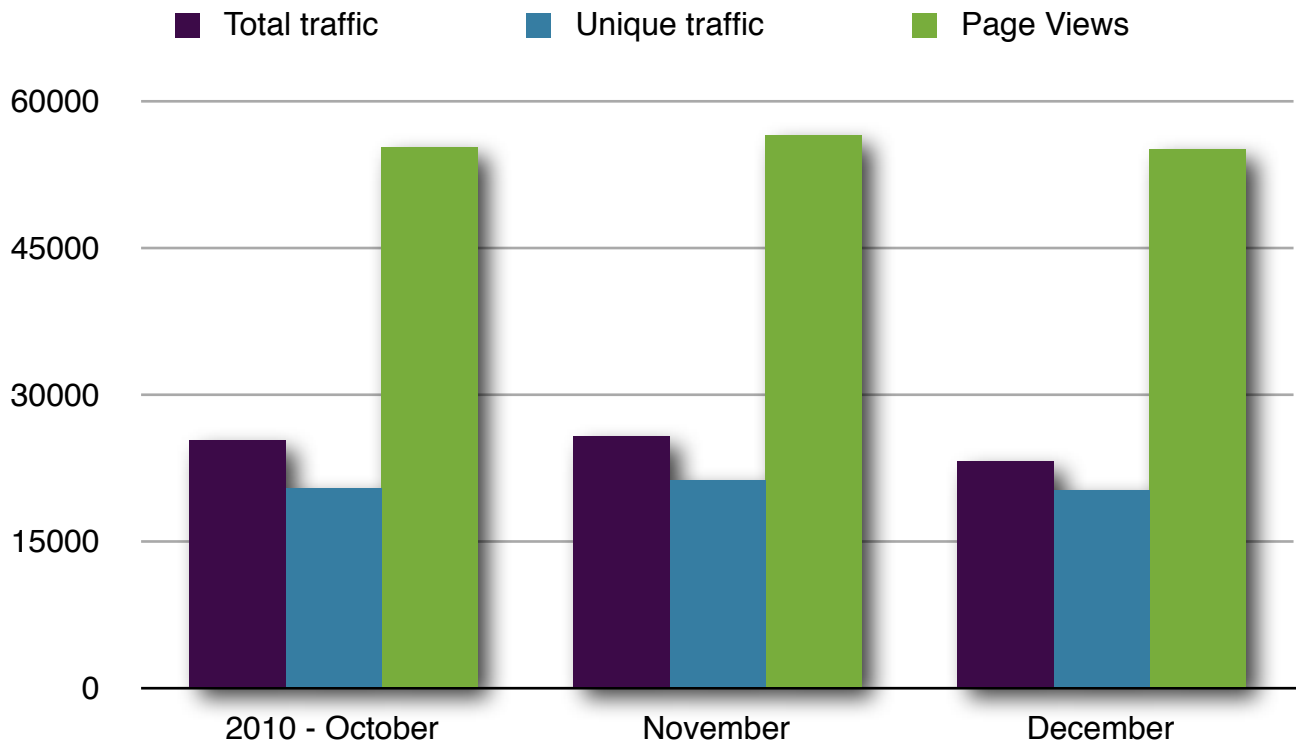
We provide the exact detailed method we used to rank the site below to page 1 in Google for several highly competitive, high traffic keywords.

You will receive the detailed set of videos and ebooks showing you how to carry this SEO out to all other websites.

See the chart on the page below showing the current free web traffic to this SEO “test” website.

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**Chart 1. This chart shows web traffic and page views for our 1 test optimized site.**  
(detailed proof shown to interested parties)



So every month, over 21,000 NEW unique visitors find this 1 web site by searching on the internet.

This is FREE traffic.

Imagine replicating the same traffic for the other 32 active websites. That would be  $32 \times 21,000 = 672,000$  new visitors each month!

Bear in mind most sites are generating free significant traffic already. You will be shown these figures shortly.

YOU WILL BE SHOWN step by step exactly how to replicate the web traffic growth to any website.

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### 4.5 AdWords Advertising Potential

Up until November 2010, AdWords generated 10,000 + clicks per month on average.

AdWords is an additional source of paid web traffic that is an optional further avenue of web traffic you may like to consider.

The huge advantage of Adwords is that it is INSTANT traffic, so this is an area you might view as a priority spending some time with.

We turned off the AdWords account in November this year because we are too busy with other niches to manage it.

To get the maximum benefit out of Adwords requires you to invest some time in tweaking and configuring it more.

The account is set and functional for many of the websites. It just needs to be switched back on and have some tweaking.

We will consider including this set up Google AdWords account as part of the overall business purchase if you are interested.

The opportunity to get this highly valued AdWords account is in itself a tremendous opportunity as opening a new AdWords account will not allow you such cheap AdWords click costs (as low as 0.04 cents per click) as this account does.

This AdWords account has paid Google over \$540,000 USD in 6 years, and is therefore highly regarded by Google.

It has also brought in over 9 and a half million clicks (visits) in that 6 year time frame!

If you decide to discuss inclusion of this AdWords account, we can offer our complete Google AdWords ebook and video course. It includes a number of videos showing you how to set up and manage Google AdWords advertising campaigns.

### 4.6 What About Reaching a Wider Customer / Product Base?

We have only scratched the surface of this niche. There are hundreds of other related products and services that can be sold in to this responsive market. The niche industry is a multi billion dollar industry and growing.

Our research has identified a number of exciting new products and service opportunities that we are happy to share with the buyer.

There at least another 120 similar related areas that you can target using our website templates and business model.

You just need to copy the process we have created.

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Why are we not doing ALL this ourselves?

Again, we are too busy and focussed in our main big niches these days, plus we have been in the industry for many years and are ready to move on.

But you will get the step by step blueprint of what to do and how to do it.

We are happy to provide a sample of some of the instructional videos that we will include.

### 4.7 Diversification of income and other potential methods

The business model, templates and training resources we provide work in any niche. You may decide to later venture out into new industries.

Our resources will allow you to do just that. Our included training resources teach the principles of market research, product identification and development, web traffic building, and selling.

Our main niche these days is in SEO, web traffic and marketing. We are professional experts in SEO, Adwords, web traffic, and marketing. (ie not related to the business we are selling here).

You will see that the income of this business for sale is not all from a single source, but rather is diversified and spread across a range of areas, ebooks, AdSense (revenue from subscribers clicking ads) as well as selling other peoples products.

There is a lot of “untapped” potential to expand into other areas. For example ‘physical’ hard copy products.

With a list of 151,000 people, introducing physical products would be an almost sure fire way of dramatically increasing income.

We did a trial of a simple promotion about 18 months ago selling a “physical product” for under \$20 and made well over \$5,000 from it in around 7 days. Note that we made this money by selling someone else's products. They did all the work of taking the order and shipping to the customer, etc. We just received a commission for referring the customer!

If you are prepared to spend some time in this area we thing the results will be huge.

Another example you should consider is CPA (cost per action). This is where you get paid to get a subscriber to take a certain ‘action’.

This is different to selling because in many cases the cost to the consumer (your subscriber) is ZERO.

CPA's range from something as simple as entering their email address to enter a competition to win \$500 where you might get paid \$3 just to have someone fill in their email address to things like dog insurance and others things of that nature where you might receive \$100 or more. Sometimes you will receive the income just if a consumer

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asks for a quotation (by filling in the web form). They do not necessarily have to buy the insurance for you to be paid.

This again is huge area if done right - We are prepared to point you in the direction of the best and most popular CPA networks (web sites that have multiple CPA offers and deal with the product owners).

Entrance into these CPA networks is not automatic, in fact they purposely make it hard for people to get into them, but we have contacts and information we can assist you with should you choose to get involved.

We will also include our detailed CPA training module.

Of course if you are already in the niche there is a huge potential to get your current products in front of the 151,000 list.

### **4.8 Private membership in closed group product sites.**

Because we are one of the largest owners of this niche on the internet, we have contacts with other "competitors".

Competitors are a great thing in this industry because we all work TOGETHER to help each other out. One example of this is that people in the membership will promote the other person's products to their list of customers and vice versa.

This is a win-win for everyone. 99% of people in this niche do NOT have access to this private membership but we will put you in touch with all members of the group and recommend your inclusion as an ongoing member.

### **4.9 Stability**

The sites have been earning a solid substantial income for many years. This is no fly by night operation and the domain names are now in most cases considered as "aged domains".

You have a mostly unfair advantage compared to your competitors in terms of rankings because Google and other search engines have had most of these sites in their indexes for many years and as a result they have a high amount of trust which is vital to be able to rank well.

### **4.10 Potential for hardcopy product diversification**

All the current products are all downloadable with the potential to be made into physical hardcopy products.

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We are constantly being asked by clients to create hardcopies of these products but due to our commitments in other niches, have never got around to it.

As the new owner of this business, you may decide to explore this option.

We are happy to provide advice on several ways this can be done.

## 5. CLIENT BASE & WEB TRAFFIC

### 5.1 Client Base

As previously mentioned, the current email list is a massive 151,000 + loyal subscribers (made up of targeted customers and prospects).

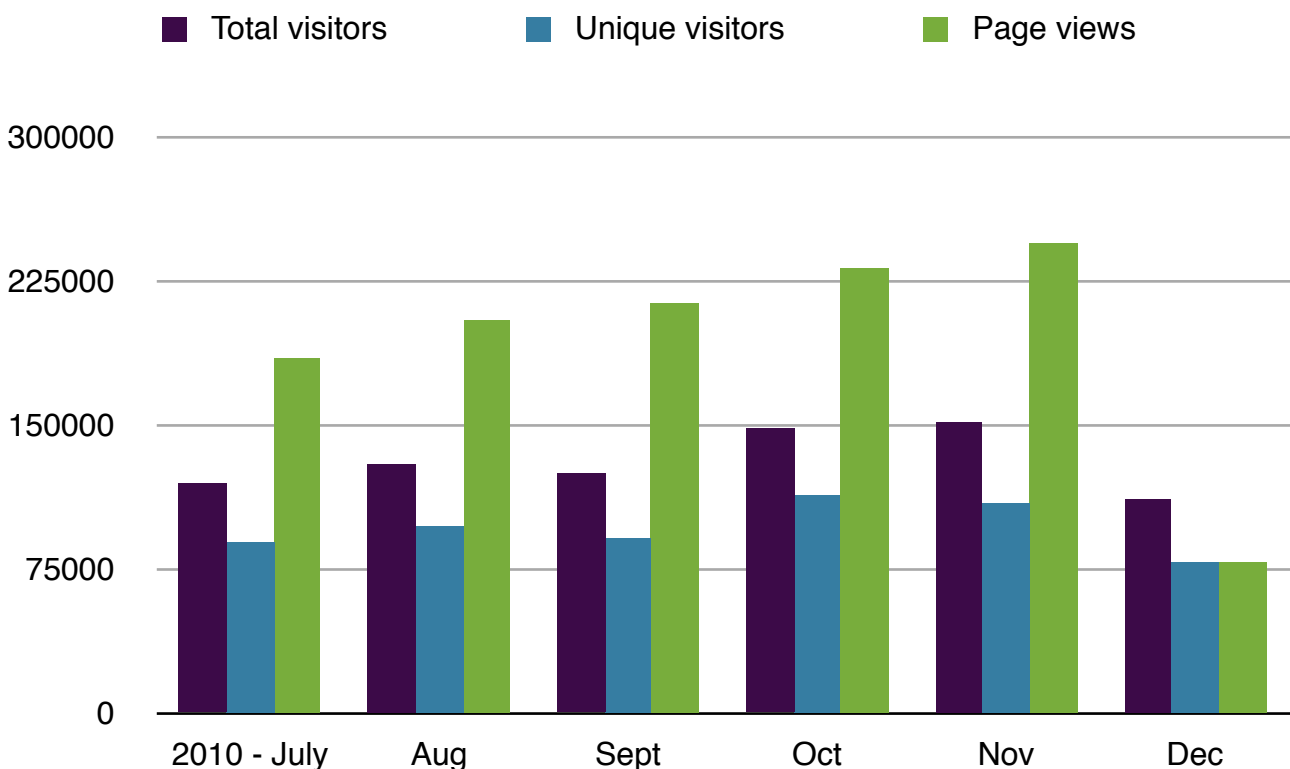
Everyone on this list has voluntarily joined our list either as a 'customer' purchasing a product of ours or a 'prospect' joining our email list to receive a few online newsletter.

Every client on our email lists will automatically receive quality content, AdSense newsletters (income producing) , product and profitable affiliate offers without you needing to lift a finger!

### 5.2 Web Visitors (web traffic)

#### 5.2a Organic (free organic web traffic)

**Chart 2. This chart below shows the total traffic and page views across the network of sites included in this sale.**



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More detailed information and breakdown of figures are available to interested parties.

This traffic in the chart above includes SEO traffic, PPC (AdWords) and direct/referring traffic, which includes people typing in the domain name, affiliate traffic, traffic from other websites, etc.

December 2010 was the first full month without any AdWords traffic (we actually stopped it part way through November) and as you can see there is still a healthy amount of traffic and profitability since then.

Given the fact that our AdWords account with a history of a USD \$540,000 spend is still getting 0.04c clicks in many cases, an optimized AdWords campaign (or just starting up and optimizing all the existing campaigns would provide a significant amount of new traffic and resultant income).

We are happy to work with you and give you our suggestions for maximizing the return with AdWords (essentially giving great value to AdWords visitors to convince them to opt-in to then be in a position to purchase ebooks, etc and/or click ads in newsletters, etc).

See section 4.5 - 'AdWords Advertising Potential' for information on our AdWords support.

The reality is these sites have been highly profitable on AdWords since 2004, but no longer just rely on this traffic. The 151,000 subscribers offer an almost self perpetuating "income machine" as the existing subscribers are keen for new information and new products.

To maximize your income we would recommend you looking to re-start the AdWords campaigns and also to optimize other websites to get more search engine optimization.

It should also be noted that given the number of domains included in this portfolio of sites, that it's very possible to increase traffic just from linking domains to other domains with suitable keywords.

This really just needs someone to sit down and design a plan of attack to achieve this. We are happy to offer advice here.

### **The other thing that should be pointed out is the AdSense income.**

A new "newsletter" strategy we put in place late July has continually provided great results since August 2010, and has consistently doubled to tripled (and even more) our past results from August onwards.

December was a relatively quite month because of Christmas with people focused on Christmas rather than their interest in our niche. Already for January we see AdSense sitting on close to \$4,000 as of the 20th of January, a further indication that income is returning to pre-Christmas levels.

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It should also be confirmed here the general rule we have found with these sites (and that applies to most web sites). There is a direct relationship between traffic and income, so investing traffic generation will increase income.

Looking at December 2010 as an example, \$7,757 in income was achieved from a total number of unique visitors of 79,000.

Spending the time to double these visitors over 32 websites (e.g. increasing unique visitors by 100% over each website) would only require you to find 1,580 visitors per web site per month or just 52 visitors per day !).

So effectively if you could increase by 52 the daily visitors to each of the 32 websites in our network (very achievable) you could effectively increase your income by 100% !

This is the power of the network opportunity you now have in front of you.

Other strategies would include you focusing on getting a massive amount of traffic from one site (as we did in our "test" SEO site).

See section 4a - 'Our proven detailed free web traffic plan' for details and the test site web traffic results.

And of course there is nothing stopping you from increasing traffic to this test site either.

Frankly all of this is going to be straight forward and easy to achieve if you have the time to do it yourself, or decide to get it outsourced.

As has been mentioned elsewhere we will help with finding outsourcers and will also give recommendations about how we think you should proceed as well as our actual plan that was used to increase traffic so dramatically to our test site.

### 5.2b AdWords

As mentioned in section 4.5 - 'AdWords Advertising Potential, up until November 2010, AdWords generated 10,000 + clicks per month on average.'

Over 6 years, we have used AdWords to generate over nine and a half million clicks and over a billion impressions.

We turned off the AdWords account in November this year because we are too busy with other niches to manage it.

The AdWords account is set and functional for many of the websites. It just to be switched back on and have some tweaking.

If you decide to discuss inclusion of this complete AdWords account, we can offer our complete Google AdWords ebook and video course. It includes a number of videos showing you how to set up and manage Google AdWords advertising campaigns.

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NEED AdWords HELP? See 7.10 - 'Google AdWords course & support' for details on Google AdWords support offered'.

## **6. INCOME, COSTS & MONETIZATION**

### **6.1 Monetization**

NOTE: all dollar figures mentioned are USD (United States of America dollars).

The 32 websites generate income in various ways;

a) ClickBank ebook and downloadable audio sales sold direct from our websites (includes affiliate sales).

b) Our autoresponder messages promote a number of affiliate products and services, as well as our products and AdSense newsletters..

c) The forum generates AdSense and digital product revenue.

As the buyer of this website package, all these affiliate profits will be yours.

d) AdSense via our several hundred AdSense web newsletters that are automatically sent out to the list of subscribers.

The AdSense newsletters receive an average C.T.R. (click through rate) of 25%.

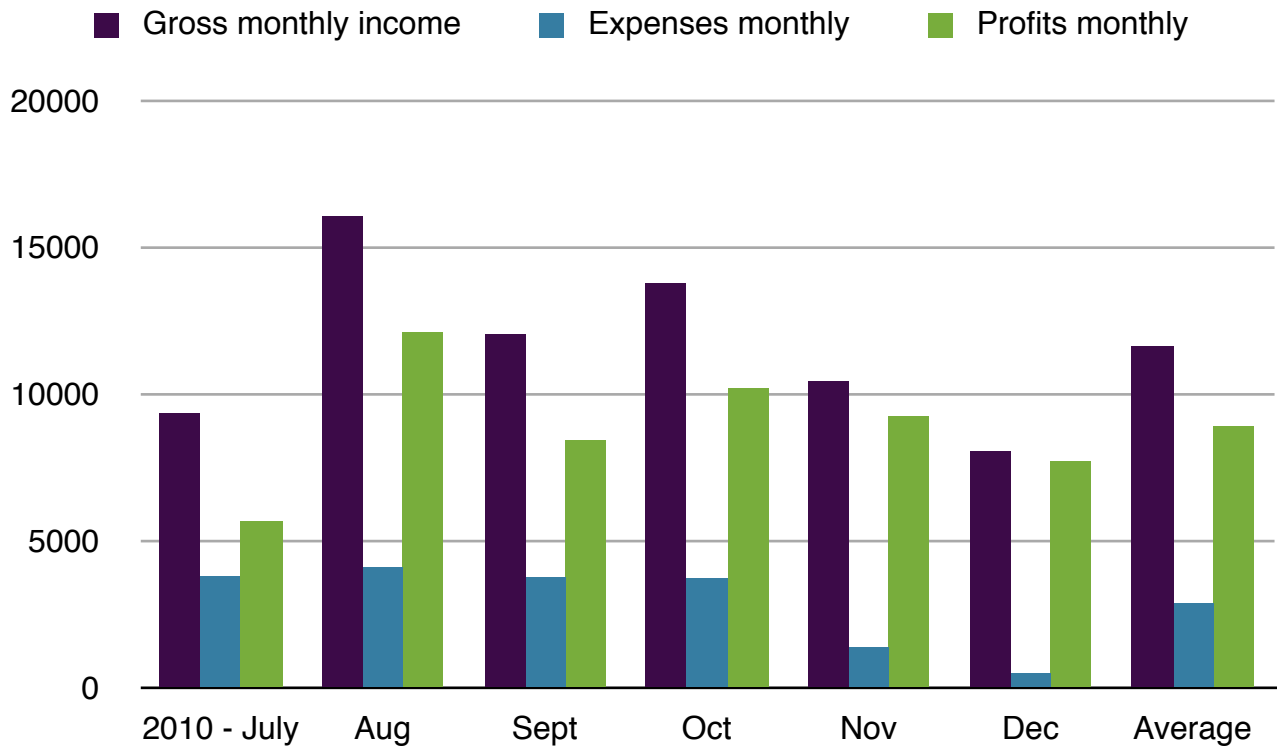
25% is a very high click through rate and this has been achieved by the provision of quality newsletters addressing the problems and needs of the subscribers.

### **6.2 Profits & Expenses**

Bear in mind, this business is running on it's own, and has massive potential for substantially more income if someone chooses to follow our included optimization plans.

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**Chart 3 2: This chart below summarizes the gross income, expenses and net profits.**



### 6.3 Income

The income shown in the table above is generated by;

- ClickBank sales
- Affiliate sales
- AdSense Revenue

Further detailed information and figures are available to interested parties.

### 6.4 Expenses

The monthly expenses are also illustrated in table 2 above.

The expenses comprise;

## Website Business Prospectus 2011

- a) Autoresponder data base list management. (\$325 month)
- b) AdWords (now turned off since November so zero cost).
- c) Web hosting is \$10 per month.
- d) Domain name renewals is \$9 per domain per year = \$450 per year (this includes the additional 18 websites we are including).

If you choose not to renew the extra domains we are including, the yearly domain name renewals will be reduced to approximately \$315 year (\$26.25 per month).

- e) Staff costs = 15 hrs per week @ 2.50 per hour = \$37.50 per week

Staff cost breakdown; 7 hrs per week for the support desk + 8 hrs per week adding new autoresponder messages). Total 15 hrs per week.

## **7. ADDITIONAL RESOURCES WE ARE INCLUDING**

We are including a significant number of supportive and extra resources in this sale to assist you in the transition takeover period plus to help you take the business to the next level if you choose to do so.

Please see details below.

### **7.1 Downloadable help desk and autoresponder management videos**

We include a set of downloadable videos showing you (or a staff member) how to manage the help desk, how to add messages to the automatic email system, how to respond to typical customer queries plus more.

Remember, we have been running the business for 6 years, so will be saving you years of trial and error and training because we have worked out what works best and are providing this knowledge to you.

### **7.2. 18 additional websites**

These 18 additional websites in the same niche are not currently being used and you are welcome to do what you want with them.

### **7.3. Outsourcing Module ebook and 5 videos**

See section 8.3 - 'Assistance with training a new staff member' for more details.

### **7.4 Web Traffic & Marketing Blueprint**

A free copy of our Web Traffic & Marketing Blueprint (47 downloadable / online videos, 5 software programs, and over 8 ebooks). This package teaches web traffic & marketing. Usual cost is \$188.

### **7.5 Transition period support**

90 day free transition support using our current help desk staff member.

See section 8.2 - 'Support for 90 days' for more details.

## **Website Business Prospectus 2011**

### **7.6 90 day access to business Directors**

Access to Tim & Anthony Buchalka (the business Directors) for 90 days for advice and help if required via both phone and or Skype.

## **Website Business Prospectus 2011**

### **7.6 SEO web traffic blueprint videos**

Our detailed SEO blueprint videos illustrates in a step by step fashion how to replicate our successful websites and build massive free web traffic growth for all websites.

You will be shown detailed method we used to rank our 'test' website to page 1 in Google for several highly competitive, high traffic keywords. We have done the first one for you as an example.

### **7.7 Lifetime access to our Web Traffic & Marketing membership**

Life time Free access to our Web Traffic & Marketing 'Ninja Den' private forum (usual cost is \$47 per month).

### **7.8 Web Traffic Genius RSS software**

Free copy of the Web Traffic Genius RSS software - builds backlinks and web traffic automatically once installed and set up.(usual cost is \$97). Includes use on unlimited domains.

### **7.9 Video Traffic Genius software**

Free copy of the Video Traffic Genius software - for ranking of web videos on page one of Google & Yahoo (usual cost is \$67).

### **7.10 Google AdWords course & support**

If you decide to discuss inclusion of this AdWords account in this purchase, we can offer you our free complete Google AdWords ebook and video course. It includes a number of videos showing you how to set up and manage Google AdWords advertising campaigns.

Depending on the sale price details, we are prepared to consider including 90 days of AdWords support to the buyer.

As mentioned in earlier this AdWords account has paid Google over \$540,000 USD in 6 years, and is therefore highly regarded by Google.

We are prepared to discuss offering advice and direct support in managing the AdWords account, making changes and optimizing it to it's potential. We have 6 years experience with Google AdWords.

Please feel free to discuss that with us.

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### **NOTE:**

All these bonus resource videos, ebooks and software are our original developed materials, not someone else's. They can be used by you and your business but cannot be duplicated or sold to any other party.

They are provided as extra resources to help further develop this or other online businesses web traffic and profitability (if you choose to do so).

They are not required to run the business in it currently profitable state.

## **8. TRANSITION PERIOD & SUPPORT**

We will assist in the transition period where you take over the business to ensure the takeover is as smooth as possible.

### **8.1 Help with changeover**

We have sold other businesses online and are experienced in ensuring everything is carried out as efficiently, safely and as expediently as possible.

This will include assistance with transferring of all websites, digital products, the email lists, the ClickBank accounts, the AdWords account, and everything else listed in this document that is included in the sale.

### **8.2 Support for 90 days**

As part of the purchase process, we will work with you free of charge during the transition period (up to 90 days), as well as sharing our detailed web traffic blueprint, our vision and long term plan to turn this into a million dollar business.

### **8.3 Assistance with training a new staff member**

We have a staff member from the Philippines who manages all the help desk support for 1 hour a day (7 hrs per week maximum).

The same staff member also manages the autoresponder messages (adding new ones from time to time) - this takes approximately 8 hrs per week).

We are happy to provide assistance with finding and training a staff member to take over these roles if you choose to do so. (you may choose to do them yourself, in which case we will provide training for you).

As part of the purchase / takeover process, we will include our “outsourcing module”, which is a detailed ebook we created with links to several of our own online videos showing you how to find and employ a staff member from the Philippines to manage the help desk.

This is all done online with no need for you to ever visit the Philippines unless you choose to.

The detailed ebook and video covers where to find staff, how to ensure you choose a efficient, honest and reliable staff member, how to interview them over Skype, plus provides a copy of a sample employment contract. We also include information and a video on how to pay for the staff member using Skype.

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The average staff hourly rate is around \$2.50 USD per hour for Filipino staff.

This outsourcing ebook and videos is usually only available to our private members, but we will include this and our support for the buyer of this business.

You may decide to use the ebook to later employ other staff for any of your future projects (including virtual assistants, article writing, software design etc in this niche or other online endeavors you may be involved in).

But remember, with the business as it is, a total of 16 hrs per week is required. 1 hr by you, and 15 hours by a staff member from the Philippines @ 2.50 per hour. You have the option of managing the work yourself if you prefer.

### **8.4 Access to our current support staff member for 90 days**

You will have access to our current support desk staff member, who will be happy to help you or a staff member during the transition period.

This help includes helping you learn the business, assist clients or find a replacement staff member if you choose to do so.

NOTE: This is optional and you are not obligated to accept help from us.

### **8.5 Help desk & business videos**

You will also receive detailed downloadable videos we created on managing the help desk and business as a whole.

See section 7 - 'Additional Resources We Are Including' for more details.

### **8.5 Support From Business Owners**

Anthony & Tim Buchalka are also both available to offer help and advice.

Anthony & Tim are experienced online marketers with many years experience in web traffic, SEO and marketing and advertising.

We will share EVERYTHING we have learned during the SIX YEARS we have been working in the niche.

We are available via phone, email, or Skype.

# 9. WHY ARE WE SELLING?

Simple.

We are too busy and just too focussed with too many other things these days.

We are both full time Internet Marketers looking to sell this major niche successful business and focus more on internet marketing, software and other product design and marketing.

Plus, we need a change.

## 9.1 Business owner credentials

To show our credentials, here are some of our internet marketing sites.

**NOTE:** These following sites are not part of or in the same niche as the business for sale in this document. Rather, these websites are some of our current sites to show our credibility as genuine and ethical online marketers.

\* Our corporate site;

<http://www.successontheinternet.com>

\* One of our online marketing blogs;

[www.takeoverpageone.com/blog](http://www.takeoverpageone.com/blog)

\* Some of our software;

[www.webtrafficgenius.com](http://www.webtrafficgenius.com)

[www.videotrafficgenius.com](http://www.videotrafficgenius.com)

\* Our Web Traffic & Marketing Forum;

[www.webtrafficandmarketing.com](http://www.webtrafficandmarketing.com)

## **10. BUSINESS INVESTMENT PURCHASE COST**

### **10.1 Purchase price**

We are happy to discuss any reasonable offer, provide further information or answer your questions.

Your offer should take into account the value of the following;

- a)** 151,000 active customer and prospect base
- b)** The 32 websites
- c)** The over \$71,000 worth of products
- d)** The fully functional forum with 7000 members
- e)** 1800 + affiliates in our autoresponder email list
- f)** The 4 ClickBank products that are all in the top 40 in their category in ClickBank
- g)** 5 fully functional and set ClickBank accounts
- h)** The huge brand name affiliation
- i)** The 57 fully set up email Auto Responder lists comprising several thousand automatic email messages
- j)** The detailed SEO web traffic plan (we supply the detailed method we used to quickly rank one of the websites to page 1 in Google.)
- k)** Our extensive list of additional resources
- l)** Plus the 90 day fully supported transition period

You are investing in a proven practical working profitable online business with massive potential for future growth.

The substantial support and training resources included provide workable proven techniques and strategies to increase both your web visitors and income in this and other new market niches.

### **10.2 HOW TO MAKE AN OFFER or find out more**

## **Website Business Prospectus 2011**

To find out further information, ask questions or to make an offer, please see our contact details below.

We are more than happy to chat with you via phone, email or Skype.

We are happy to provide more detailed income information, web traffic stats (including Google Analytic stats) and any other information as requested.

# 11. SUMMARY

If you haven't already done so, please [watch our video here](#) that discusses the reasons why this profitable business offers tremendous value and future opportunity..

This investment includes our well established 6 year old profitable online business in a pet niche.

Included is;

- a) 32 websites in the pet industry with a stable client web traffic source,
- b) 151,000 active client email list of customers and subscribers
- c) Over \$71,000 of original digital products,
- d) A fully functional forum with 7000 members
- e) 1800 + affiliates in our autoresponder email list
- f) 32 successful ClickBank product websites with 4 that are in the exclusive top 40 in their category in ClickBank,
- g) 5 fully functional and set ClickBank accounts
- h) established and trusted brand name affiliation
- i) 57 fully set up email auto responder lists comprising several thousand automatic email messages,
- j) Extensive training resources
- k) An automated support /help desk
- l) A detailed SEO web traffic plan and resources
- m) 90 days of transitional support

If you are already in the niche this is an opportunity to dramatically increase your portfolio and profitability with proven product performers and add a huge list of over 151,000 prospects and buyers.

You will be getting full exclusive copyright ownership to all websites, customer/ subscriber list, ebooks, ebooklets and audios and all accounts and databases.

OR

If you are looking to find a new source of income for yourself, and give up your day J.O.B, then you have a full time income from day 1 after investing in this package, and have the potential to further grow this dramatically.

The 151,000 email list alone is easily worth the cost of this overall package.

This business has been (and still is) making regular money on autopilot since it's launch in September 2004.

You are purchasing a complete functioning stable & profitable business with 32 professional working websites and products from two reputable online marketing brothers (Tim and Anthony Buchalka).

## **12. OUR CONTACT DETAILS**

Please contact us by which means is most suitable to you.

### **12.1 Anthony Buchalka contact details:**

email Anthony at: [businessopportunity@successontheinternet.com](mailto:businessopportunity@successontheinternet.com)

Skype Anthony at: [anthony.buchalka](https://www.skype.com/people/anthony.buchalka)

Phone Anthony on (+61) 421 544 623 (Australia)

We're based in the Australia so be aware that our time zone is GMT + 9.30

### **12.2 Tim Buchalka contact details:**

email Tim at: [businessopportunity@successontheinternet.com](mailto:businessopportunity@successontheinternet.com)

Skype Tim at: [OverwhelmingTraffic](https://www.skype.com/people/OverwhelmingTraffic)

Phone Tim on (+61) 422 512 549 (Australia)

We're based in the Australia so be aware that our time zone is GMT + 9.30

Yours sincerely,

Sincerely,

