



JAMES SCHRAMKO

# Alternative Website Portfolio Building Tips with Matt Raad

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Looking to put your surplus money to work? eBusiness Institute's Matt Raad discusses the option of alternative website portfolio building.



**Matt Raad**

**James:** James Schramko here. This is episode 923. And I've got the lovely Matt Raad on the call today. Good day, Matt.

**Matt:** Good day, James. How are you going?

**James:** It's just Matt, by the way. Like, normally it's Matt and Liz. And you've always got great chemistry, but it's just you today. You want to explain why that is?

**Matt:** Well, because today's topic is my absolute passion. And Liz was joking, saying, Matt, you are just buzzing about this at the moment. You've been talking to all these amazing people quietly behind the scenes. And she said, I think your passion is going to come through more than if she's here, even though Liz is very enthusiastic and optimistic too about what we're about to talk about. But yeah, it's definitely my passion, this one.

**James:** So just a little bit of background. You and I and Liz, we've been chatting for a long time since I went up to the Gold Coast once. I spoke at a conference there that was run by some great Aussies who were bringing in some internationals. I met you. We got introduced through our mutual friend, Stuart.

At that time, I discovered that you're really strong with websites - website investing, website wheeling, dealing, buying, selling, value-adding. I talked to you about a website that I had, you gave me some great tips, which I went away and implemented. You are the guy I go to, to ask about what I'm planning with my own maneuvering and stuff, because you've got your finger on the pulse.

You've got a great track record. You've been on this show many times. In fact, you were just recently on, in episode 919, talking about [digital investing trends with Matt and Liz](#). But this time, I want to talk about alternative passive website investing, because the market is changing. Even between the time we recorded that last episode and now, I'm hearing it.

I always operate with this triangulation method, this GPS method that I've always thought about, since I understand how maps work on the car. It takes three reference points, and it can then tell you exactly where you are. Now, when I hear stuff from you, typically, I'm going to hear it from other places, but later on. Right? So that's why I brought you onto the show so we can hear it from you first.

## **A real market for Matt's knowledge**

Since we've spoken about stuff that you told me about before, I've heard it from other people. I've had a partner of mine went into a business and operates as a marketing CMO for them on a sort of almost full-time basis, because the market is exploding. And they're an investment company who buys websites.

I've got another client of mine who started, I think they've invested \$100,000 into a business that goes out and buys and develops websites. And they promise a return. I think it's like, 12 percent, they talk about, guaranteed. I've got another client who also started, you know, he owns an Amazon store. He has a couple of agencies, and he started putting his money. By the way, most of his money's in Bitcoin, like straight up, outright Bitcoin on a wallet, like that's his main play. But his next best investment is on one business web portfolio.

So okay, I'm hearing about it from enough people who are very clever, and doing quite well, that I wanted to have this discussion. Now, I suppose this is the point where you and I should both say, like, I am not a financial advisor or planner, or I'm not licensed to give any information. What we're having here is just a discussion. I'm not giving advice. I imagine you're probably in the same boat.

It's just that you have this solid background of M&A. And the interesting thing is, I imagine it's kind of like what's happened to me in a way, you probably left that industry quite some time ago, you went on to the bleeding, leading, bleeding edge of the edge, and did your own stuff. And now, many, many, many, many years later, people are sort of coming back into our world.

For me, it happened when the pandemic came, and people were starting to work from home on Zoom, and realized that they didn't have to go to the office. Now, I've got this old network of people who are like, Hey, James, you know, you've been doing this for a while now. I'm like, Hey, welcome to our existence.

But in your case, this is happening in a more direct sense. You've got all these big M&A firms, are now interested in the digital space. Now, I know we touched on it last episode, but what I'm really sensing and trends from my own community is there's a very keen interest in, where do I put my money? And I imagine being interested in it, you would have been on that like a magnet.

But people want to know. Like, I know some people want to try their Metaverse stuff, their NFT's and things, great. I've got straight up people who just buy mutual share funds. We've got people who like their properties and developments. And there's a few members of ours actually are pretty active in those markets.

They do like, either rent to buys, or they buy blocks and develop. We've got a mixed bag. But there's also a growing trend of people who have great skills, who can get out there and start doing this. And not just basic people, I know that traditionally, your market might have been people who wanted to learn how to do this, and you take them through the very basic things, which is incredible.

And I've always sent them to you. Matt and Liz, you are the place that I send people who aren't yet on their journey. And the feedback I get from them is off the charts. They're like, Oh, James, you've changed our life. Thank you for that introduction. I think I shared a message I got with you from one of those people.

**Matt:** I know who you mean, and he's totally changed. You should see what he's doing now too, James. Oh, wow, what a total change of life.

### **When you want to go more advanced...**

**James:** Well, here's the thing. Now, I'm getting advanced, like partners of mine who have agencies, who are like, I want to buy Matt and Liz's training. And I want to apply it at a more advanced level. And I know you've got rules like, you don't let people buy a site over a certain value when they start out.

But having spoken with your team, some of these advanced people, they're saying, well, I think you've given them permission to go and invest a little more. There's a threshold, apparently, where if you spend X amount, you can actually really speed up your progress, if you have skills, if you bring skills to the table.

Now, where does this sit with passive? That's the thing I'm interested in, because what if you don't want to be that active, go and rat out the deals and do the investigation, the due diligence, and develop them, or whatever? What sort of options are on the plate for us? And how does this sit with the changes that are going on, you know, with the potential perhaps for inflation right now and the fact that bank accounts pay nothing?

In fact, I've got one bank account that wants me to pay them if I keep too much in my account. That's the first time I've seen that.

**Matt:** Yeah, so well, I think, you touched on something, just so anyone listening realizes, if you don't know who we are, I guess in some ways, we're a bit underground as well. Because what's happened now, we've got a meeting of, Liz and my original background in buying and selling businesses and doing mergers and acquisitions from years ago. Like you said, that was over a decade ago.

We used to do, people don't realize this, but we used to do big multimillion dollar deals. And we'd worked with some very well-known private equity firms, and very high net worth back in Sydney. And basically, what we did, we would help those people buy and sell businesses. And traditionally, we were involved in manufacturing, because that's what Liz and I bought ourselves, we owned our own manufacturing business.

So we're really good with stock-based businesses that are leveraged, where you're not working in them five days a week like retail businesses. And the reason I share that with you is because then, what's happened now is our background now has now met the future over these last 10 years.

What Liz and I did, we just did what we used to do with bricks and mortar businesses, but with online businesses, with one important rule - no physical stock or inventory you'd call. Because when you're a young entrepreneur, it holds you back because you've got to go to the bank and borrow money. You've got all your net worth tied up in a warehouse somewhere in the western suburbs of Sydney.

So now we do all that online. Now, if we fast forward to today, I'm not allowed to give financial advice, but we help out a lot of high net worths. We're advisors, always have been for the last 30 years, we've been advisors to high net worths on how to structure their businesses. And so what it's done, it's given us a unique insight into how to structure particularly multimillion dollar businesses, whether online or offline, for an exit.

And what's really interesting is, now in the marketplace, particularly if you go, actually go and listen to our previous interview that we did with James, it's really cool. But let's now move into today's, the next thing as James, you mentioned, what's happened I think specially over COVID over the last two years and particularly even in the last six months, this idea of now being able to invest passively into websites is a possibility, even - like normally, you couldn't get into these private equity deals.

You'd have to be a high net worth or have a family office, what's called a family office. You have to be either ultra-high net worth or a high net worth to get into this stuff. And to give you an example, over the last year or so, we started getting older, let's call them business acquaintances from our old days, ringing us up, saying, Hey, Matt, we just raised \$50 million, or we just raised \$100 million. Can you introduce us to someone, we need to buy a website?

So we know how good they are. And I was saying to Liz, Wow, what's happening? There's something going on here. That's from the bricks and mortar world. And they're hearing - because I think they looked Liz and I up online, and they see that we do websites, and they say, Can you introduce us? We need deals, we need to be buying up websites.

And now taking that to the next step, what these private equity firms are doing, or what we're seeing, this is a worldwide thing by the way, we're seeing smaller, I'd call them micro private equity people who are good at running websites, had some success, like Liz and I have online, we've had a lot of success story online. And now they're starting up their own micro funds where they raised, not even tens of millions, maybe just a couple of mil each time, like five mil, 10 mil, and they go out there and buy websites.

And what they're doing is, they run the whole thing, and they just bring in micro, I call it micro, I guess that's the best term for it, micro private equity, they just raise funds off of people. And like you said, you know, they'll guarantee a certain return. They work in all different models. But basically, what's going on out there, it's boom times.

And because people got a, you've got this weird time in society where you can't have cash in the bank. Everyone needs to get money working for them. Website businesses are a no-brainer these days. Thanks to COVID, everyone realized, Oh, wow, working at home is here to stay, everyone does everything online.

And also, what we're seeing in our industry, and I'm just going to say this, and I think it's in our last interview, content sites rock. People like me, who are traditional investors into big businesses, are going, Hang on a minute, I don't want to be funding something that just sucks up money after money. I want to buy content sites.

And we're seeing big corporates even now, especially in the last year, going, I don't just want to buy Amazon FBA sites or Amazon, which is called e-commerce websites. They also want to buy content sites. Now that is the sweet spot for Liz and I, because that's what we teach people how to do, have been doing that for the last 10 years.

And all of a sudden, we're sitting here going, Man, no wonder everyone's reaching out to us saying, What are you guys doing? Like who do you know, who can you introduce us to? Do you have clients who've got good six or seven-figure content sites? We'll buy them. We'll pay cash, done. And if they want to stay on board and run them, even better, we're ready to talk deals.



And these are people that have got millions of dollars all the way up to people who've got hundreds of millions, private equity, yeah, like there's firms. So you can probably hear it in my voice. It's pretty darn exciting times. Like, previously, I was in kind of semi-retirement compared to what we've been doing in the last two years.

Now, I'm on, it is good fun, but we're on constant Zoom calls like this with people in America normally, but also here in Australia, we've had these PE firms reach out to us. I just think there's a huge opportunity for two sorts of people in your community, those that want to look for alternative investments and those of you who've got, I think, when I look at the comments, and I sometimes go and have a look at your website, so go and look at your clients' websites, because I just can't help myself, I love sitting there during my lunch breaks, bit nerdy, but I just like checking out people's websites and how they're ranking them and stuff.

And I'm thinking man, these guys don't realize what an asset they're sitting on here. So if you're a good operator, you could potentially bring onboard outside funds, and really take it to the next level. But I guess for today's webinar lesson is more importantly, if you're looking for alternative investments, like you said, you don't have to go out and run this site yourself even, anymore.

You can just put money passively with these private equity funds. And there's a lot that was not there five years ago when we were doing this, it's heaps easier now. That's the bottom line, you can passively invest in the website, someone else will run it, you just put your money into the fund, just like a traditional PE firm. Pretty amazing.

## **The potential ROI in content sites**

**James:** I'm still sitting on my content site and just growing it nice and fat. The funniest thing is now, when I do some transactions of the demonstration stuff that I've purchased and photographed and created content around, they recognize it and they say, I love that site. I'm always looking at it, like, all the time.

**Matt:** See, I'd laugh if that was your big sellout, like, it's kind of funny.

**James:** Well one day, you know, one day, someone's going to write a check for that site, and it'll be a big check. And that's because that whole market's expanding, and it's got a vise grip on it. And I haven't really even started marketing it yet. That's the funny thing.

**Matt:** That's the site that you and I talked about and Liz, when we first met you, isn't it? And you stuck Ezoic on there, or just AdSense. It's all passive.

**James:** Yup, 100 percent, and it doesn't rely on me whatsoever, like not even .01 percent, like, the team create stuff. I contribute pictures, which I'm just taking naturally anyway.

**Matt:** So here's one thing to think, maybe this is a really powerful lesson that some of your listeners may not have thought of, and even for you, just conceptual, right? Just an idea. So because you and I come from very similar backgrounds, we hung out with the same people, what was it, back in 2008, 2009, you know, and we're all building different sites.

And in those days, I've got to admit, Liz and I did a lot of paid traffic where we're good at, or Liz was good at, she's super smart on that sort of stuff. But then when I learned SEO, I'm saying to Liz, Hang on, why are you spending five and six-figure amounts with Google? I can just SEO these articles, and we can get it for free. So that was one thing.

But let's fast forward to now, like for you and your listeners. I think even more so now, content is an actual asset. It's like money in the bank. So today, you will post some content on that site that you're talking about, right? And you don't think much of it, because it's outsourced. But seriously, that bit of content is not like spending money on paid traffic, because when you turn that off, it's gone.



But if that bit of content that you've got starts ranking, in the middle, it'll take six to 12 months. But you think that's better than money in the bank. That's how I view, and we tell our team that, and we tell all our clients, every bit of content, if you can get it to rank, becomes better than money in the bank. Because now Liz and I have been doing this for 10 years, we can look at our old sites, even crappy little sites, over 10 years, you do the numbers, you're like, man, the ROI is just through the roof.

That content that cost me 30 or 50 bucks years ago, now is paying money even at a one percent conversion, do the numbers over five years, now this is 24/7, five years, talk about Warren Buffett's ultimate compounding machines. And I just saw Mahesh, you know, Mahesh, Warren Buffett's, like, star student. He raves about compounding machines.

I said, mate, you should get into websites, these things compound like nothing else. So any of you listening, you want to be thinking now, content is way more valuable than it was even five years ago. It is literally like money in the bank, if you get it right. And just even bog standard content with Google ads on it monetized by that is worth a fortune, especially over the next five years. That's what the big buyers are wanting to buy now.

**James:** Okay, so let's say the buyers are buying these content sites, they've got a team who are obviously good at operating them, and know what sort of content to create, know how to monetize the list or whatever. And they're growing the value of these portfolios of, I guess, their roll ups.

**Matt:** Yup, roll ups. That's really what they do.

**James:** I do have a client who sold out for a lot of money and rolling up a bunch of agencies. So it still can work in agencies as well, if you're listening to this from an agency.

**Matt:** Absolutely. Agency is a good one too. That's an upcoming trend that we talk about as well, that's going to get really big here in Australia over the next five years, without a doubt.

## **How big an investment, and where?**

**James:** So the main questions I would have, I'm listening to this, I go, Okay, yup. Matt, I get it. I've watched the news, I can see people do not want to go back to work. I see that the online is more than just a fad. It's a real thing. I want to put some of my money, let's say they've got an offset account, they've got some money in there. How much do they have to invest in some of these companies? And how do they find them?

**Matt:** Yup. So traditionally, to invest into a private equity firm, you need to be what's called here in Australia, and I believe it's the same in America, you've got to be what's called a sophisticated investor. That means you've got an annual income of 250 grand or more, and you've got a net worth of, I think here in Australia, it's two and a half mil. And I think it's the same in America, it's numbers around like that.

Now, the good news with these new, and this is not a plug at all, for these PE firms, you still got to do your own due diligence. But now, these are little micro companies. And you can invest as little as say, 20 grand into a deal. So they ran exactly how you said, these are people that are good operators. Basically, people like me and you have been doing this for the last 10 years.

I've gone around and interviewed a bunch of them. And it's funny, their backgrounds are virtually the same as mine and yours, James, well, particularly mine and Liz's, they all have started out with AdSense sites like sort of 10, 20, say a decade or so ago. And what they do is they get really good at it, and they're good at doing six to seven-figure websites off AdSense, these are passive, semi-passive sites that just rely on content.

And so now, what they're doing is they're raising money and you can come in and say you've got money and you want to invest, then you run it, you can put in say 20 grand, 25 grand, so right at the moment, I'm investing, so we do this now as well, I'm sticking 25K into one of these funds. Now interestingly, for me, I'll say it here, I'm anti, or I'm not a fan of e-commerce sites.

But Liz and I are all about creating a safe portfolio. So to broaden out our portfolio, I'm never going to buy an e-commerce site myself. So how am I investing into it? I'm literally, once every couple of months, I stick money into one of these funds in e-commerce sites, just to broaden out my portfolio because I don't have a team, I don't do any of that stuff.

And I'll just put 25K in here and there, or maybe 50k, into when I see the right deal come up, if I see a good operator, who I think, you know, because I can read their background and see what they've done. And I go, awesome. And so, anyone can do this, and I think you'll see over the next five years, it's going to be a lot more operators out there doing this.

So what that means is you need to learn how to do due diligence, or you need to understand what they're doing with your money. So just like when you do any investment, alternative investments, especially if someone's going to manage that money for you, you want to understand what the heck they're doing. So that's why your listeners are at an advantage if they've been online, and they've made money online in the past.

**James:** Yeah, because they can look at a website and they can actually read what they're looking at versus, you know, the hard part for people who get to, and it's not everyone, right, but some people, and a lot of the people I coach, they get to a point where they have a surplus, they actually, their cost of living is lower than what they make. They're starting to build up equity.

And often, it's seven figures' worth of cash, often. And then it's like, okay, what do you do with it? There's a potential that the property market is at the top of its cycle. So that's something that cools off. There's no point keeping it in the bank, generally, because that's automatically going to lose over time if there's inflation.

Some of the edgy, crypto-y, NFT type, Metaversy things that, you know, there's a lot of BS out there and shifting sands, I'd say a good chunk of them will be worthless, you know? You've got to say that will be a highly risky portfolio to put all your money in. Some of them will be winners, but it's hard to pick them at this point.

And then you've got what we know, like you and I, we're both doing the same thing that we're talking about here, like I am growing my own websites, I've sold online businesses, I will sell more. And I will sell my content site. There's no question about it. I will need to position it correctly. But that is going to happen. Right?

But at the same time, the other way that I invest with people is in my intellectual property and my attention. I work with [revenue share](#) partners to give them my time and my knowledge to grow their business. And they pay a royalty, which I end up getting a surplus because I haven't even invested cash into that.

## **The one biz opp program James would recommend**

Well, I do in a way, I invest in my team, and I invest in my website and my traffic, and my knowledge and resource, you know? So I pay out money there. But it comes back. So what do you do with the money? Yeah, you're absolutely right, you've got to do your due diligence. I've had discussions with another friend of mine, [Salena](#), on this particular show. I know you've listened to that one as well, some of the alternative investments.

I've got to say, for the right people, that's certainly a good option, if you are comfortable with what that involves. But that's not for everyone, and that's the thing. But I do think what I love about your stuff, Matt, and Liz, even though she's not here, is how accessible it is. You could literally start from scratch, get into your digital investing program, your [eBusiness Institute](#), and you could learn it from the beginning.

When I'm coaching people, a lot of times, they're tempted to go into the biz op market, the business opportunity market, and we could describe that as somewhere, often people are selling very high-ticket stuff to an unsophisticated buyer with the big promise of some huge outcome. And I've said this to most of the people who ask, they're like, which biz ops are good? And I actually say, I think I actually only know of one.

There's only one program that I would recommend someone, like I'd recommend my kids or my parents or a friend who I trust, that they could actually learn from scratch. Because I actually don't teach start from scratch. That's not my market. I coach lots of people who are in that market. But of those people, you know, I get to see what's going on.

And since I got to coach you, especially through that transition from being on live in-person events, to online situation, and I still get your weekly emails, which are just knock it out of the park, but benchmark best practice. Like, I know your business is thriving, since you went online, since I get to see that, and I've run students through that through my recommendation, I'm super happy with what you're doing there.

But I think this is very important. It's clear that you're getting deal flow. And if people come into your program, and they're building assets, this sounds like there's a chance that they might have an avenue to sell those if they want.

**Matt:** That's an interesting comment. And it's funny, as you're leading up to it, I was thinking, I want to give this example because at our last bootcamp, so our specialty is training total beginners. For whatever reason, I think, Liz and I just love it. Just having total beginners coming, people like Liz and I were, 10, 20 years ago. And they don't have to learn all the stuff that we had to go through.

## The \$2K site that now makes \$30,000 a month

But what's cool is, at one of our last boot camps, we had a lady called Lisa, who bought this simple little affiliate site, the classic site that we teach people how to buy for \$2,000. Now, this relates to what we're talking about today, because watch what happens. So she buys this little site, she learns on another site, which is even smaller, and she got that going. And she wanted to give up, saying, Matt, this is too hard.

She's an ex real estate investor and very successful at it. So she's a stay-at-home mom, she's, like, very similar to a lot of our clients. And she wanted to give up because it wasn't really making much. But then once she realized on this super small site, oh, this works, I'm making money passively now, all she did was just post content, literally what we taught her, and I was personally coaching, I said stick at it, I think that site you've got there is really good.

Anyway, fast forward through today, that site now is making \$30,000 a month net, that's net profit. And at our last bootcamp, so that's amazing in itself, we had one of the world's top website brokers, he listened to Lisa and I chat about her site, we shared it with our community what she's done, and it's literally what we teach here at eBusiness Institute, and he's just blown away, and he goes, I will value that website right now. Lisa, if you want me to sell that for you, I'll sell that in the next two weeks for over a million dollars.

Now this is a site that cost her two grand, and I think her and her hubby are very, very happy, you think they're ex real estate investors, they're now sitting on a million dollar asset. But she said no, because her and I are working on it in the back, and we think we'll double it in the next 12 months, we've got a really cool plan. And talking to roll ups, she's buying other websites in that niche. And we're just doing exactly the same strategy. It's cool. It sounds like it's my site, I get to live through my client.

**James:** I can see why Liz sent you along to this, you're so excited.



**Matt:** But the cool thing is, leading to what we're talking about today, this broker was saying to me, Matt, if she ever wants to sell that, if Lisa ever wants to sell that site, we will sell it to these big aggregators, these big buyers, these private equity firms who's raised millions of dollars. And I've spoken to a few of them in the background and they know, they've seen the Lisa story, and they've all said, We will buy her site. This is exactly our sweet spot.

So you could invest into one of these private equity firms, they could buy one of our clients' sites. And there's quite a number of our students who have sites that will probably be sold to these private equity type firms over the years. And they'll be really good investments, because they're passive content sites.

**James:** So they've got options here. One thing, Lisa could continue to roll up and just get bigger. She could sell out at some point, pay some capital gains, probably, and then reinvest what's left into a passive fund, and then just participate in a return and then just decide if the risk is worthwhile, if the fund is any good or not. But at least she'll know that part of their portfolio has a pretty solid site.

She could maybe even receive some money from one of these funds and not sell, so she doesn't have to trigger the capital gains, maybe she can just get some money to grow up faster and be a sort of semi-active participant in that, and grow it, and that's kind of how my client is selling his agency.

He's taking a portion of money, keeping a seat at the table, and being part of the bigger roll up, and then getting vested over time, and then he can exit. So there's lots of ways to do this if you've got the skills. If you don't have the skills, you can get the skills from Matt and Liz.

**Matt:** If you're a total beginner, and even to intermediate, that's our sweet spot.

## What the rules are for the advanced investor

**James:** Well, let's talk about the advanced, because I do get this, I get a couple of advanced. You know, one of my guys, like he's been building my websites for gosh, 15 years, you know, he's extremely advanced with the technical capabilities. And then I've got another guy who's like, a total world-leading marketing agency, who's interested. Now, you have different rules for them.

**Matt:** Absolutely. So we do have a number of your - this is a first for us, in the last few years since we've been speaking with you, obviously, some of your more advanced guys just quietly have come on our courses. And I didn't realize, and then when I get on a call to them and say, Look, I think this course is too advanced for you. You know, go through it for 30 days, I'm happy to give you a refund. No question, I understand totally, and they haven't refunded.



So what we find with the advanced people is that it's not the advanced stuff that moves the needle. It's the fundamentals. They need the big concept, just like when we first met you, and what, straightaway, I said, Oh, mate, stick Ezoic on that site, get the content going. That when you described to me your site, remember, I straightaway said, that's a sellout one there. That's what I'm always looking for.

**James:** Well that's right, I'm sitting on a goldmine, and you described what to do with it.

**Matt:** Oh yeah. I think that's how we can help advanced people, is, make them realize that - see, you get blinkered. I've met so many legends in SEO, they're even better than I am at SEO, you know, like, I love SEO, it's my thing, but these guys, but they're only earning, like I've said to a number of them, just, you know, face to face and say, Dude, you should be earning seven figures a year, with your skill set. I have beginner clients who are earning more money than you are off basic affiliate sites, and I show them to them. And they're just like, Man, I never even thought of that.

I said, Not only that, you should be thinking about the exit, because some big company is going to come in and buy it. And if you're advanced guys, if you've got good skills, here's something that James just said, he's a massive wealth creator that I noticed, like, 20 years ago when we started working with PE firms is, what they want is, we call it finding a good jockey to run the business.

And that's where you can create, I've had that many personal mentors, and these are tough ass businessmen back in Sydney. But they say to me, Matt, let me take you through a few companies that we've bought, we've brought on a young guy like yourself, and now he's a multi, multi-millionaire, because he kept equity in the business, he ran it. And we gave him generous equity plus, we extended an exit to an IPO, normally to a publicly listed, that's where you start making the mega bucks. And that's what you can do if you're advanced.

I would recommend, like, say someone like Lisa even, don't sell it out for big cash payment, keep 20 percent equity in there or something. You can structure deals, and you can talk to us about it. We have been doing this for 30 years, helping people structure this kind of deals. You can typically, keep say 20 to 30 percent equity in, and they will even bring in the team. And more importantly, they bring in lots of capital to grow it to the next level.

And then it gets on the radar of the publicly listed companies. And that's when the multiples go through the roof. Instead of getting a three to four times multiple on the sale price, you can get five to six. If you can keep equity if it goes to an IPO, that's where you get seriously rich, that's when you're making hundreds of millions, potentially, particularly in America. But it's happening here in Australia as well.



So just, if you're advanced, my advice would be is, it's what we advise everyone on, plan out your life, it actually starts with your vision for your life. What do you want to do with your family? Do you want to be part of a \$10 million business or a \$50-million-dollar business? If you do, you just go, Alright, now I'll work backwards from there, Matt and James are saying there's opportunities out there, you can see it once you start looking around. You go, Alright, so who do I need to know, what do I need to do?

Most of you advanced people would definitely have the skills to do this, without a doubt. It's just kind of putting it together. And then practicing. I would always practice on small stuff. Like Lisa did, she bought this little site under 1000 bucks. That's kind of our rule. Even if you're advanced, we tell our advanced guys, buy small sites, keep safe, prove that you can get runs on the board. And then you move up the scale. Then you start talking to bigger, bigger people, get into bigger and bigger deals. And all you do is just do it safely.

I'm at an age now where, I'm in the 50s. And I'm in an age where it's about wealth preservation. We've done it, we're happy in life, we can retire if we want. So we're all about safety. And most of our audience members are, let's say 40, 50 plus. And so we're very big on teaching people, that's why we'd say, have a broad range of portfolio, websites, investments, and play it. You still got to take risk, but with websites, the good thing is, compared to traditional bricks and mortar business, it's a lot more risk-friendly because you can start out small and build your way up.

### **Do they know the kind of asset they're sitting on?**

So your advanced guys probably just don't realize the asset they're sitting on or the skill set, the multimillion dollar skill set that they're setting on, because there's a lot of need. You know, one of the biggest problems or bottlenecks for these big PE firms or small PE firms at the moment is finding the good operators.

So it's kind of the perfect marriage when you think about it. If you don't have a lot of money, because say you're an experienced person online and you've got kids, you're building a house, you might not have a lot of cash assets, you've got a lot of intellectual assets. So you can go to these guys and say, Hey, put your hand up, say, I'm a really good operator, here's what I've done.

And they'll just go, Alright, we're going to go out and buy three \$2 million websites, we've got the team, you run it. And that's basically what you could do if you're advanced. You don't need the money, you need the sweat. I guess you'd call it sweat equity. In our old days, it was called sweat equity. I haven't heard them say that in the website world. But that's basically what it amounts to.

And then you get into the deal of a multimillion dollar deal. And next thing you know, and also the good thing, too, is the connections that these guys have. Because you're known as an operator in that space, it's a pretty small world, like, the word goes around, Oh, so and so is good at running these content sites or doing paid traffic. Alright, well, we just bought three sites, we need someone on our team to help with that.

So I think there's really good opportunities for beginners, intermediate, and advanced in this current marketplace. I see that happening for the next five or 10 years, because it's just like bricks and mortar world now.

**James:** I think if anything, the distraction of what's going on out there is creating a huge focal opportunity. If you can put aside world events, if you can put aside all of the media distraction and attention-getting, if you could put aside the great sort of, I think it's almost a mirage, the whole Metaverse thing, sure, it's all coming. But it's just way too early.

Just stick to your basics, and you'll be fine. That's what I've been. I've just been doing the basics the whole time. Podcasting, building out content, having a great relationship with my audience, growing businesses, just sticking to the bread and butter. And it's been really rewarding.

Matt, how can we get in touch with you? How can we join your program, if we think this might be a good fit? Or how can we ask you about if it's a good fit?

**Matt:** Absolutely.

Go to [eBusiness Institute](#) and do our free masterclass. So it's a 90-minute masterclass. At the end of it, we do talk about our program if you're interested. But that first 90 minutes, it is just education only. And it's conceptual. It goes through Liz's and my strategy of how we buy or build websites, and most importantly now, how we renovate them, like, add value to them, and then sell them.

And so I think, even if you're super advanced, it is really worthwhile going through that masterclass and just checking out our whole process. And then by doing that, like you heard of, James, you'll see all our emails that come out too, where we talk about our success stories with our students and stuff. So you'll be inspired by those.

**James:** We'll put a link up there. Matt, thank you so much for sharing. I know this is close to your heart. You're like me, you're doing these things now because you're actually excited about it. And I look forward to our continued discussions. I'm going to be leaning on you a little bit too for some tips as I prepare my businesses for sale over the coming years and keeping an eye on my little content play.

**Matt:** I'm really excited for you, too. I know exactly who you should speak to, I reckon anyway, and I can't wait to see it happen. I love that site. I'm pretty sure it's going to turn into a very nice sale for you down the track. Just remember, content's king.

**James:** Yeah, I might end up in one of your weekly emails, hopefully, as a case study.

**Matt:** All right, that would be awesome.

**James:** Thanks, mate. So we'll put this up, episode 923 on SuperFastBusiness.com. I've been chatting with Matt Raad, part of the Raad team from eBusiness Institute. He's very good with the digital work, the digital landscape, very keen and passionate and talented with that. Thank you so much.

**Matt:** Thanks, James.

A photograph of a wooden desk with a modern laptop keyboard on the left and a vintage typewriter on the right. The image is overlaid with a semi-transparent dark blue rectangle containing white text and a button. The laptop keyboard shows keys for 'cmd', 'alt', and arrow keys. The typewriter has keys labeled 'TAB.', 'UM-SCHALTER', 'Q', 'A', 'W', 'Y', 'S', 'X', and 'D'.

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