



Growing your  
business with  
acquisitions



# About Me

Dom Wells - Founder [onfolio.co](https://onfolio.co)

- Building, buying, and growing content sites since 2012.
- Currently manage 45 websites
- Onfolio helps others to buy and manage sites of their own

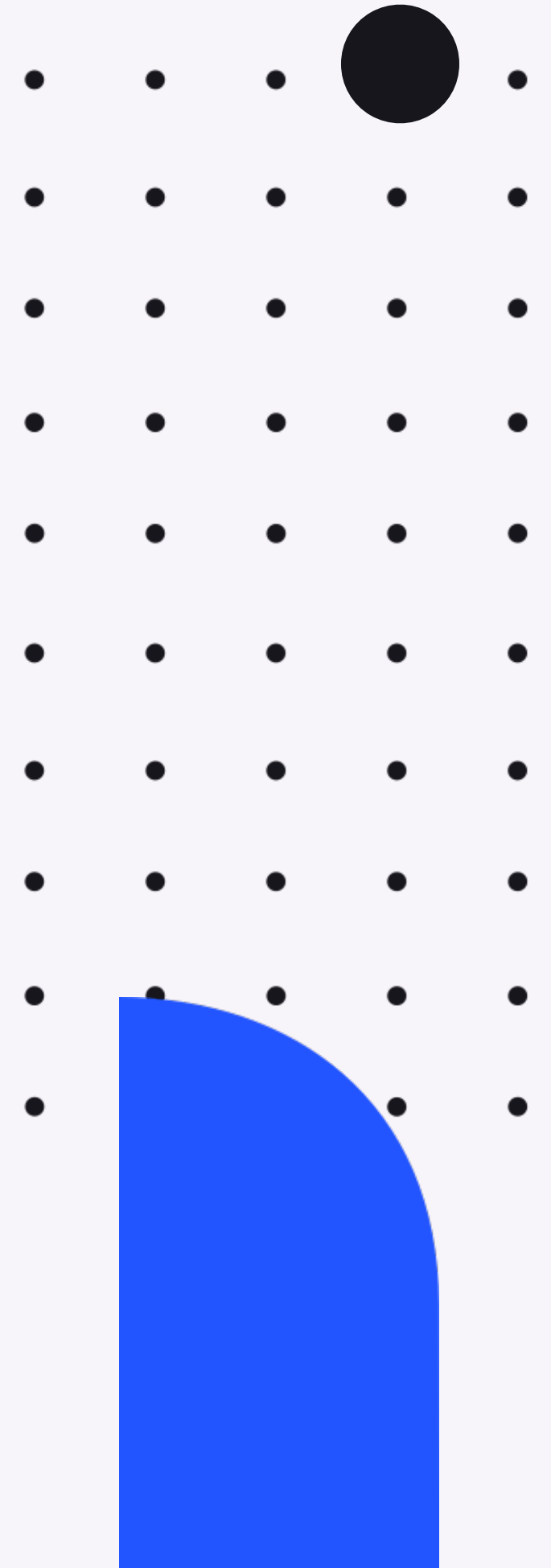
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# Why acquisitions?

- Buy profit
- Buy skills
- Buy team
- ROI 25-40%
- Bolt-on opportunities
- Increase dominance
- Buy traffic
- Diversification
- Divert traffic
- Use excess bandwidth



# What can you buy?

- Saas
- Content sites
- Newsletters
- eCom
- Dropshipping
- FBA
- Direct response
- Forums
- FB groups





# Buying profit

1

Thousands of  
profitable internet  
businesses for sale

2

2.5 - 3.5x Multiples

3

Industry growing YoY





Marketing  
Division



Fulfilment  
Center



Dev Team

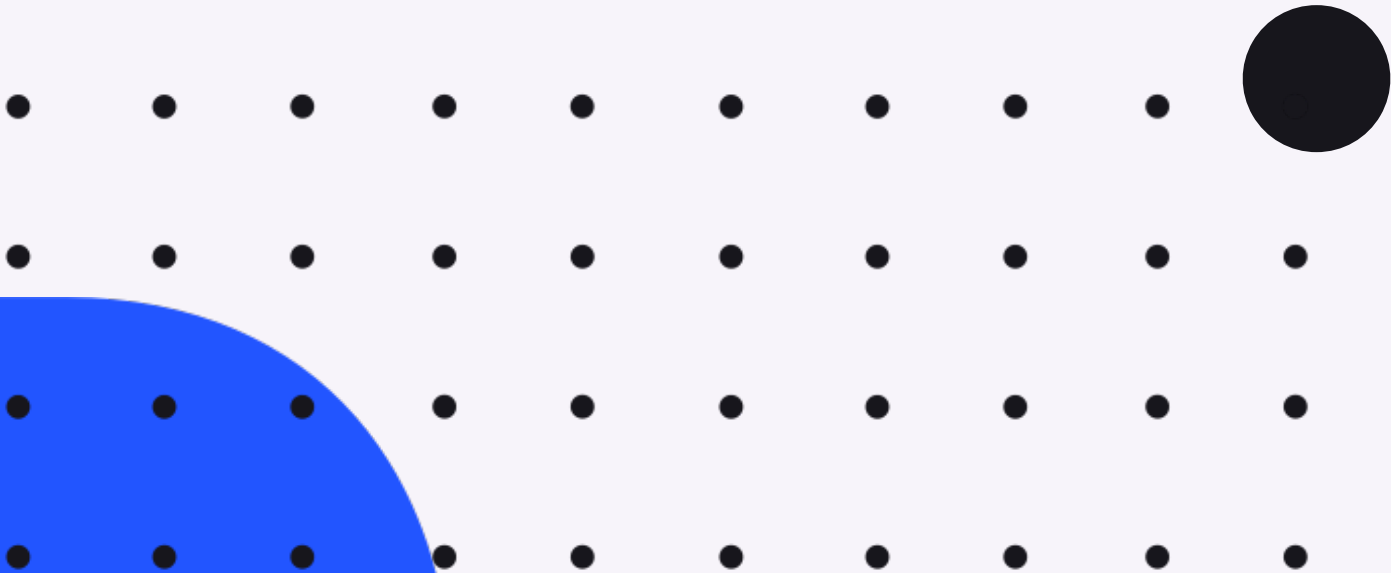


Affiliates

# Buy A Team



Or buy missing skills





# Bolt-ons



## Double Down

Acquire businesses like yours

## Supplementary

Acquire adjacent businesses

## Affiliates

Buy up your affiliates

## Follow The Money

Where are you and your clients  
spending money?



# Hypothetical Scenario

FB Ad Agency

- Google Ad Agency
- Sales Call Agency
- Email Marketing Agency
- Traffic Assets
- Graphic Design Agency



# Scenario 2

Physical Products - Craft Subscription Box

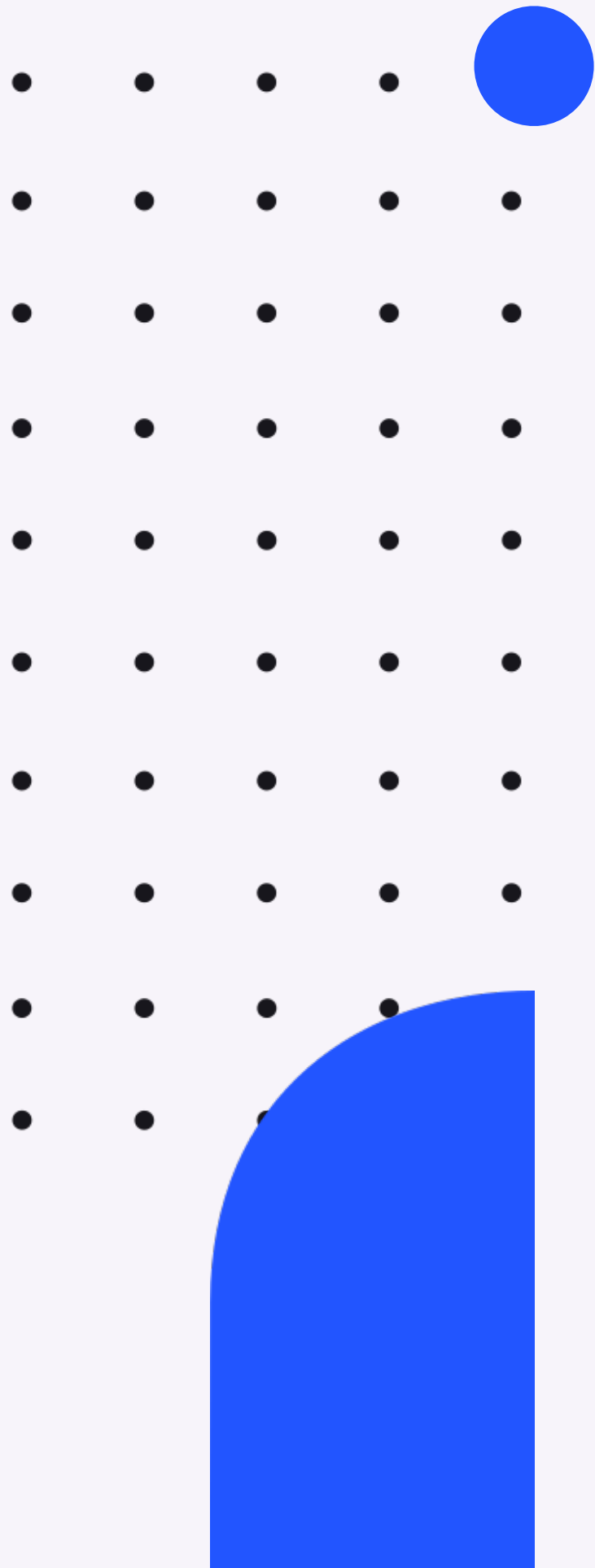
- Traffic Assets - (Websites, Groups)
- Affiliates
- YouTube Channels
- Courses
- Other physical products



# Scenario 3

FBA Brand

- Parallel FBA brands
- Content Sites
- Groups



# Increase Dominance



Take over SERPs

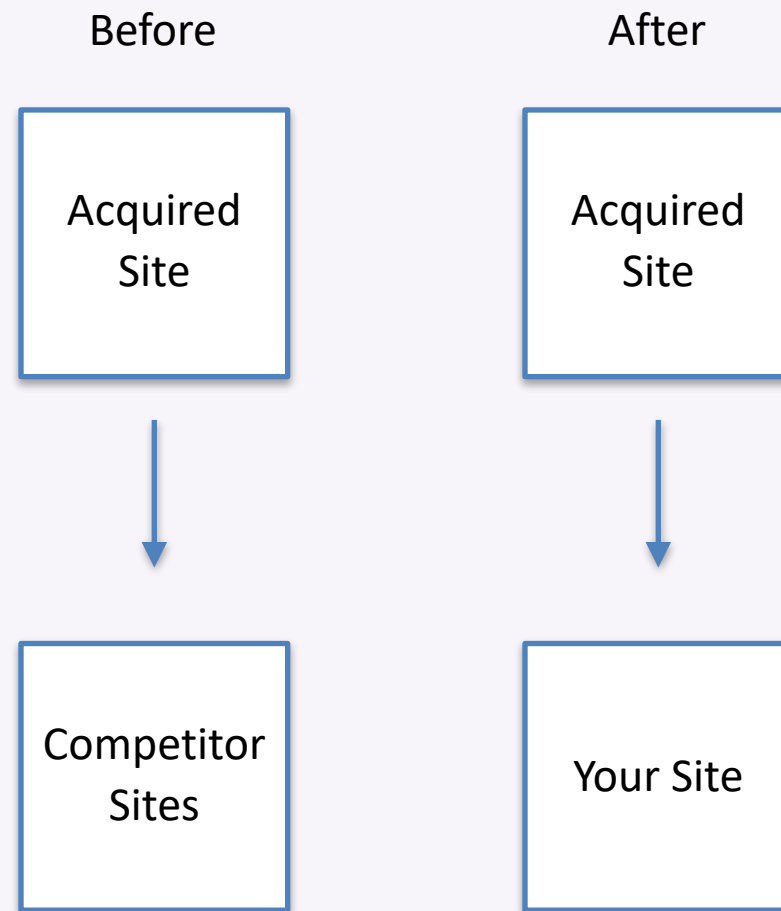
Squeeze competitors

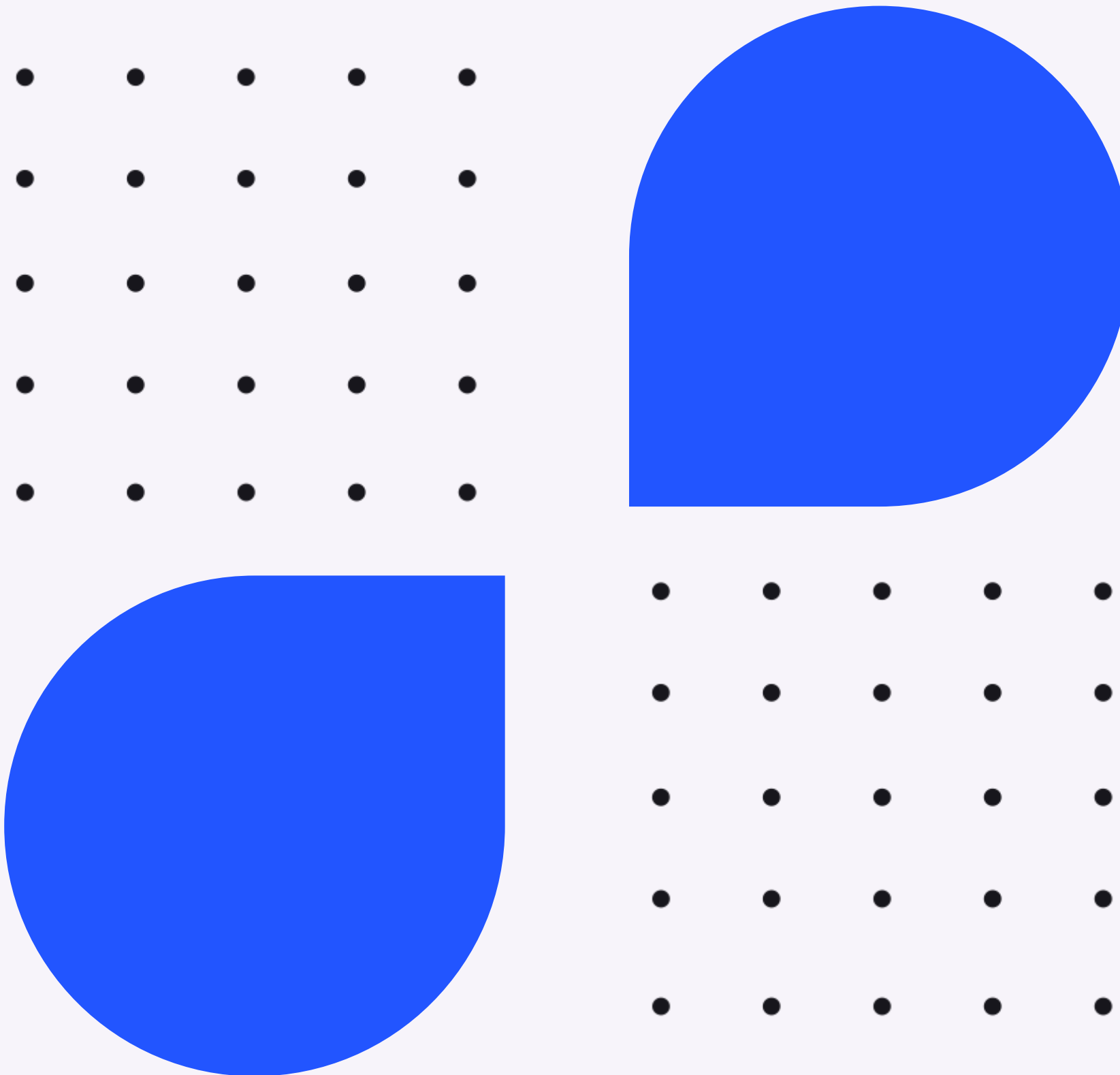
Add channels

Control sentiment

# Divert Traffic

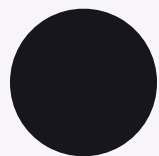
- Email lists
- Referral traffic
- Listicles
- Outbound links
- Reviews





# Just Want Diversification?

You've got so many options!



# How to buy

## Brokers

[bizbuysell.com](https://bizbuysell.com)

[empireflippers.com](https://empireflippers.com)

[feinternational.com](https://feinternational.com)

[quietlightbrokerage.com](https://quietlightbrokerage.com)

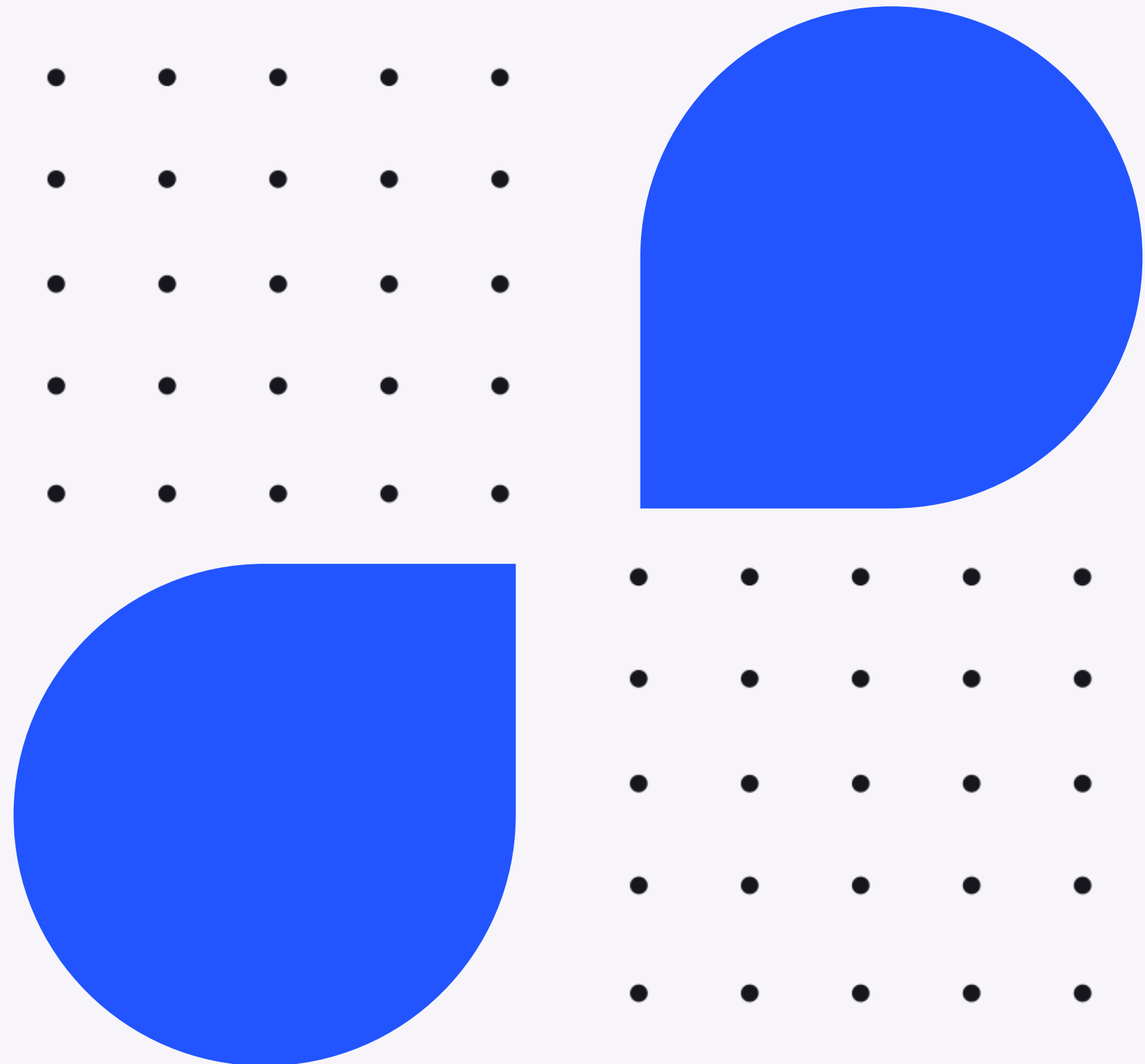
[flippa.com](https://flippa.com)

[exchangemarketplace.com](https://exchangemarketplace.com)

## Direct Outreach

## Industry Groups

## Referrals





# Financing

Seller Financing

SBA

Bank Loan

All Cash :(

Earnout



# Considerations

## Operations

Who will run the business?

Does it come with a team?

Is the founder training a new team?

## Strategy

Why are you buying it?

What's the game plan for post-acquisition?

How confident are you of achieving it?







# Questions?

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