

## **54 - How To Buy An Existing Online Business with Dana Jaunzemis**

By: Ilana Wechsler

### **Why Would Someone Sell their Business**

- ❖ According to Dana, reason for someone to sell their business could be out of boredom. And a lot of people just burn out throughout their startup stage. The first two to three years in a business are really hard, exhausting and even demoralizing.

### **Dana's approach in Buying a Business**

- ❖ What she looks for are active sales listings for the biggest reason. And Dana really wants to take over the business on closing day after the training process. And she's not really into convincing a business owner on why should they sell their business.
- ❖ She usually goes through brokers, since she prefers that the part of getting it ready to be sold is already done by the brokers.
- ❖ Dana also looks for a profitable business to buy, she will strictly not going to purchase a business that is not making money even before the acquisition.
- ❖ She also prefers the business to be 5-7 years old. If those two criteria (profitable and business age) aren't met then she will pass on a business.



## What Would Dana Do Differently If She's Starting All Over Again

- ❖ According to Dana, start reading and learning about businesses for sale. That's the she will give to any entrepreneur, if you want to get MBA and small business, read businesses for sale, like get used to learning how people how other businesses operate, even if you're not interested in them.
- ❖ It will help you understand profit margins, what business types make incredibly more money than other business types, things like that.

## Does the Location of the Business Matter in Purchasing

- ❖ If you can figure out the logistics of it and comfortable figuring that part out, it won't matter.
- ❖ If you are looking at a business in Europe, you should have a decent understanding of what are the complexities of that business based, you know, from what you're used to seeing.



## Going Back on Her Journey When She Started Buying Businesses

- ❖ According to Dana, after selling one business she planned on buying a new one but that didn't happen. She didn't make enough money from the business she just sold.
- ❖ She partnered up for the first few years and when she found a business she wanted to buy she searched for interested investors through her own network.
- ❖ Dana prepared an income statement of the said business and she paid her investors through the profits of that business.
- ❖ Now she can buy businesses with her own money but when she started out it's always 50% or more from an investor.

## Where You Can Learn More about Dana

- ❖ She writes semi annually on her blog <http://44ideas.net/> and you can contact her through it.