

Extreme Site Flipping

By Scott Stamper



**A Complete Step-by-Step Wealth Building
System for Buying and Selling Domains**

www.ExtremeSiteFlipping.com

Version 1.06

NOTICE: As with any business, your results may vary, and will be based on your individual capacity, business experience, expertise, and level of desire. There are no guarantees concerning the level of success you may experience. There is no assurance that examples of past earnings can be duplicated in the future. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the internet that we cannot foresee which can reduce results. We are not responsible for your actions.

The use of our information, products and services should be based on your own due diligence and you agree that we not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information, products and services

TABLE OF CONTENTS

<i>Chapter One</i>	Introduction
<i>Chapter Two</i>	What is Domain Investing?
<i>Chapter Three</i>	What Domains are Best for Resale?
<i>Chapter Four</i>	How Do I Find Good Domains for Resale?
<i>Chapter Five</i>	How Much Is My Domain Worth?
<i>Chapter Six</i>	Domain Flipping
<i>Chapter Seven</i>	How to Start Domain Investing
<i>Chapter Eight</i>	Monetizing Your Websites
<i>Chapter Nine</i>	Marketing And Selling Your Website
<i>Chapter Ten</i>	Domain Parking
<i>Chapter Eleven</i>	The Online Domain Marketplaces
<i>Chapter Twelve</i>	Customers And Customer Service
	Links and Resources
	Glossary of Terms

Chapter One

Introduction



Get ready - you are about to be shown insider tricks and secrets of the domain investment game! The strategies in this guide are used by the top domain sellers to earn hundreds of thousands of dollars with minimal input of time or money.

You can start investing in domains immediately – as soon as you close the last page of this book – with less than a \$10 investment. How many other investment markets will let you in for less than the cost of a dinner at Shoney's?

This book is the result of months of research and years of experience – and it's all here at your fingertips – just for you! You can invest and profit in domains in your spare time, on your lunch break at work, or in just a few minutes of time on a lazy Saturday morning.

Domain investing is cheap and easy to get started and can make you big bucks once you learn a few simple tips of the trade that the big traders don't want you to know.

Top domain investors keep their methods secret and don't like to share their system. This book breaks through the mystery surrounding how top domain investors have made millions.

I hope you enjoy reading the book, but don't stop there. As soon as you learn these secrets – get in the game and start making profits for yourself. You don't have to be a financial guru or internet whiz-kid to join in, so don't let anything get in your way...

Congratulations on taking your first step to an exciting, profitable venture!

Chapter Two

What is domain investing?



Investment 101...

Domain investing is the process of registering or buying domain names as an investment for future sale.

In other words, just as you would invest in several real estate properties, you can build up a portfolio of domain names that can be sold in the future for a large profit, or you can flip them for instant profits.

Just like in real estate, you always want to buy low and sell high. The big difference is that - - You can begin with only \$10 and a vision.

The similarities between domain names and real estate as an investment vehicle are great; so much, in fact, that the online industry has coined the term "Virtual Real Estate" to mean "Domain Names".

Just like with a real estate investment, you can:

- Buy and Flip for quick profits
- Buy and Hold for long term gains through appreciation
- Receive cash flow while waiting to sell
- Build "spec" properties

Before you begin, I would suggest reading the bonus book "The History of Domain Names". Knowing the previous trends will help you predict where the market is going.

Chapter Three



What domains are best for resale?

A New Set of Rules...

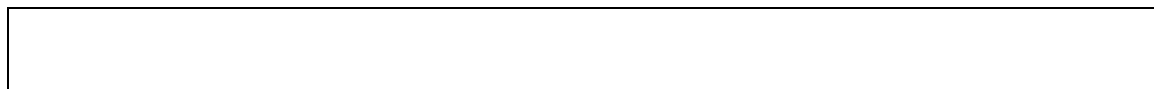
In this section, you will not be looking for domain names that will work best for your niche, but instead domain names that will appeal to buyers actively looking to buy domain names.

You may not be interested in baseball, but the domain woodenbaseballbats.com might still be a good investment. If you search this site on the web, you'll see that it is not a developed site, but one that someone is holding onto as an investment (a parked site at the time of this writing).

There are three main ways to get domain names: (1) register a never-owned domain name (2) snap up an expired domain name or (3) buy a domain name from another party.

For investment purposes, the cheapest and easiest way to jump into the market is to register a name that is currently available. However, All three methods will be discussed below.

In this section, you will be given tools and tips on the types of domain names you should look for and how to research which ones are best. Once you know how to successfully invest, you will be able to do it over and over again for more and more profit.



Study, Research, Learn – Profit \$\$\$

You must study trends -- DN Journal is the online "Domain Industry News Magazine" and publishes weekly sales reports as well as archive reports for each year that has closed. Links to their weekly report and the most recent sales reports are included on the bonus link page to this report.

Looking at these reports is a great way to see what is selling for top dollar and can be a good indicator of domains to look for.

There are many other industry resources and reports listed on the "**Links & Resources**" page.

For All You Tech Heads...

If you are reading this, there's a good chance that you are more technically advanced than the average consumer. After all, you found this product on the

internet and you are reading it on your computer (or printed from your computer).

However, having technical expertise when searching for domains can be both a blessing and a curse. I've found that people with even just a little bit of technical knowledge tend to only want to focus on technology, computer and internet related domains. This tunnel vision blinds them to the other 99% of the world that is interested in reading, job hunting, antiques, pets, sports, bird watching, genealogy, and everything else that people do while not on their computers.

There are pros and cons when delving into technology related domains as an investment. The bad news is that they are harder to come by. Almost any computer proficient person out there knows how to search for and buy domains, so there is a disproportional number of technology related domains that are off the market. That's right, the geeks bought up a lot of good ones early on.

But the good news is that by being creative and watching for new trends, it's still possible to pick up some really good names. Plus, because there is a deficit of decent technical domains available, they tend to be worth more. And more good news... Many potential domain name buyers are technical people themselves and are blinded by the same tunnel vision, which makes them excellent customers.

So if you want to delve into the world to technology, computer and internet related domain names, here's your line of attack -- start by researching all kinds of NEW technological developments from major software releases, telecom developments, cell phone developments, etc. Once you find a hot trend that hasn't hit yet, look for domain names related to the topic.

But be savvy – trends come and trends go - some more rapidly than others. When buying domains associated with trends, look at turning them around for resale quickly as soon as the technology hits.

The technology could go crazy and be around for decades OR could be replaced within a year... or even months. Either way, if you invest in a domain related to a tech trend, don't make it a long-term asset in your portfolio.

Trends Not Related to Technology...

Anything that is newsworthy can be a good short term investment. Whatever flash in the pan actress is hot today may not be hot tomorrow, so if you buy a domain name based on a social trend, sell it quickly. These do not have a lot of long term value and will not earn you heaps of money and if you can't unload

them quickly, you will be stuck with them. It's best to avoid these for long term investment purposes.

Give the People What They Want....

When looking for good domain names, it makes sense to search for domains in markets that appeal to markets with lots of consumers. I like to use the site www.magazines.com and browse through different categories looking for markets.

The number of markets and niche markets are almost endless. In sports there's football, baseball, hockey, bicycling, karate, bow hunting, and much much more. In the travel section there's road trips, boating, backpacking, ranch vacations, etc. There's almost no end to the what you can find. And best of all, you don't need to be an expert in any field.

One thing that helps me is to visit my local library with my laptop. I'll browse through the reference book section and the magazine section picking up anything that looks interesting. Then I'll flip through the books and magazine and look for buzz words or industry terms. Then I'll search, on the spot, and start buying available domain names.

Once you get away from the computer, technical and internet marketing niche you will begin to find that there are plenty of great domains available because the market is not as tech savvy.

You can do additional research online. By going to eBay and browsing the shopping categories. If eBay has a category for items, it means that it's a market people are interested in. eBay also has a section called "Pulse", at pulse.ebay.com which allows you to see the top eBay search terms by either a universal ranking or by categories. This is a great way to stay on top of today's top consumer trends.

Using Amazon.com is also a great resource. You can browse the top selling books at www.amazon.com/gp/bestsellers/books and even break them down by categories. I would suggest reading the visitor's comments to find out what the public thinks and pick up on key phrases used by certain markets.

If there is a market you are interested in, you can also do a Google search for forums. For instance, if you want to get ideas for camping market, simply type in "camping forums" (both with and without quotes) and start visiting forums. Read the posts and see what terminology the members are using.

To keep your finger on the pulse of the world, there is no better site than www.digg.com. Simply visit Digg and click on "Top in 24 hours" and you will see in an instant what people are talking about. Many times you will catch expressions and phrases in the headlines that will make great domain names.

At this point you may be saying "Hey, all I'm doing is surfing the web", and that is partially true. However, you are searching the web in an organized way trying to brainstorm great domain names.

If you keep doing this on a regular basis, and use the tools provided for you later in this chapter, you will find more great domain names than you could ever afford to buy, even with a million dollar budget. It just takes a little creativity.

Short and Sweet...

Shorter domain names have intrinsic higher values. You will not be able to get a two or three letter dot-com domain name by registering it yourself in the "primary market", but if you are lucky, you might be able to score one from a distressed seller close to its expiration date.

Four and five letter domain names are still considered short and also have high intrinsic value. By intrinsic value, I mean "built-in" value. However, domain names that are too short and are not actual words and will have less value. Don't bet on an indiscernible acronym (www.xzqba.com) instead, go for a short phrase that makes sense.

One and two word phrases are fine. Try not to go up to a four word phrase, but if you find a really good one, that's okay.

Simple = Profit

Dictionary and "generic" names are worth big bucks on the resale market. As you can see on the list of the Top 100 (one of your bonus items), most of the top sellers were dictionary words or simple phrases.

While single word domain names are great... don't expect to find any of them available. All the dictionary words were snapped up several years ago when an enterprising marketer ran the entire dictionary through a registrar and bought up all remaining dictionary words, whether they were valuable or not.

So today's strategies involve looking for phrases instead of single dictionary words. It's surprising the number of phrases that apply to daily life or business that are still available.

Another strategy is to watch for catch phrases on popular television shows or in hit movies.

The "I"s Have It...

Soon after all the dictionary words were gone, another domain investor ran a list of all dictionary words through a domain registrar, only this time he added the letter "i" at the beginning. Instantly, he owned a portfolio containing thousands of valuable domain names and within months sold off enough to cover his entire investment several times over... and was still left with thousands of valuable domain names.

Then of course, it was done again by someone else, only this time using the letter "e".

Example: www.eHarmony.com, www.eVite.com, www.eShopping.com.

While the time for registering new single dictionary names with an "i" or an "e" at the beginning has long since passed, adding an "i" or "e" to a phrase can be an effective strategy for obtaining great domain names.

Anything associated with "eCommerce" is a good investment if the phrase makes sense and fits the other criteria recommended in this chapter.

Think Big Business...

Domain names that appeal to corporations are automatically worth more. Businesses have more to spend to buy a domain from you than an individual buyer. As you begin to get experience in buying and selling domains, you should concentrate part of your efforts and research on finding and investing in domain names for resale to the big business sector.

While focusing on the business sector, be careful not to infringe on any trademarks.

It is a good idea to research emerging business trends and try to register domains ahead of the technology curve. However, you will want to avoid registering anything that has a trademarked name as part of the domain name. Don't register anything with "Microsoft" as part of the name. "Apple" is a more common word, but still, be careful. "WalMart", "Xbox", "Nintendo" and other registered trademarks like this are to be avoided.

Business phrases are a great idea! "EmailSolutions" or "GreatHotels" or "TopVacations" are good examples of this. Two or three word combinations that combine highly searched keywords would be very marketable for resale and there are a lot available if you do some digging and check expired listings.

What's in a Niche?

Beyond technology trends, you can invest in niches and sub-niches – which are simply trends, but more in the social sense. Niches are things like weight loss or herbal remedies. Sub-niches are even more specific.

Using the examples from above, for weight loss, some sub-niches would be low-carb diets, vegetarian diets or grapefruit diets. For herbal remedies, you could break out by complaint such as herbal remedies for flatulence, migraine headaches or psoriasis.

Stay away from domain name niches and sub-niches associated with religion, politics and charitable organizations. Even if you find a great domain, this is not a niche where high dollars are spent.

Should you Abbrev?

Sometimes using an abbreviation in a domain name will open up a world of possibilities. Look for words or phrases that you can add "etc" after. It worked out well for "Mail Boxes Etc."

Also, think about adding "dr" for Doctor, or "mr" for Mister in front of words or phrases to find unregistered domain names.

U Can Try Acronyms...

Acronyms like IM (instant messaging) are becoming extremely popular as domain names are getting swooped up. The problem with many common acronyms such as LOL is that the website really needs to be branded to make it understandable.

For instance, if you used "LOL" in a domain name, then there should be a logo on the site, and on every page, showing a laughing face so the visitor (or a potential buyer) subconsciously understands the domain name.

Thinkk Aboutt Spellingg...

If you are buying domains for development or parking, typos (deliberate misspellings) can be a viable strategy, but for resale purposes, this is a very unreliable investment.

Extensions...

As you are aware, .com domains tend to have the highest resale value. A .com is like Fifth Avenue real estate compared to any other extension. The second most valuable extension (according to resale statistics) is .net. But the new .mobi extensions are catching up.

If you are just beginning buying domains, let's just make it simple...

Never Buy Anything Except a .Com Domain!!!

It can really tempting when a good .net domain comes along

After you get a few sales under your belt, then you can start trying out some .net and .org names.

Depending on the domain name you are considering investing in, .org may be a viable and valuable alternative as well. It tends to do well with search engines and especially with sites getting traffic from PPC systems like Google AdWords. The reason is simple... people tend to trust .org domains and feel safe clicking on .org links.

For resale purposes, avoid country codes, unless you plan to market your domains to companies in specific countries that match the domain extension code. The one exception would be the .tv extension. This extension was created for the island country of Tuvalu (country code TV), but is used extensively by companies that deal with television media.

Avoid the new .net extensions (read the section about the new.net extensions in the History of Domains bonus book).

Strange Components...

While it's possible to create clever domain names by playing around with the three domain levels, these domains generally do not do well. The obvious exception is the social bookmarking site del.icio.us.

Hyphens...

Remember in English class when you could never remember which words were okay to hyphenate?

I'll make it easy. "Hyphens will ALWAYS lower the value of a domain name."

A good case in point is Wal-Mart. This is now the world's largest company and actually has a hyphen in their name. When Wal-Mart first launched their website, they used the domain wal-mart.com, with a hyphen, in all their marketing and advertising, but later switched to walmart.com since the vast majority of visitors were typing in the domain name without the hyphen.

So should domains with hyphens be avoided? It depends. In very competitive markets, a good two word domain with a hyphen may be better than a bad domain name. A hyphenated domain name tends to work very well in non technical markets or local markets. For instance, you could build a spec site to try and sell to a lawyer in Anyville and call it anyville-lawyer.com.

Is it Catchy?

Companies looking to buy a domain name typically want something that their customers will find memorable and that they can brand and market around. If it is a catchy phrase or one short word, it will be easy to recall and revisit. The same is true for marketing and branding – if it is one short interesting word or a catchy phrase, it will be intrinsically easier to brand and market.

Sometimes names don't have to make sense to be catchy, like FlipDog.com

Google It...

When pondering a domain name for purchase – be sure to Google it and see that it returns a lot of results. Also go ahead and check it out on Yahoo and MSN as well, for kicks. You don't want to invest in a domain that no one is interested in. If there are no Google results, you can anticipate that there is little interest in that topic.

If you have a multi-word domain, be sure to search them all at once on Google with a "+" in front of each. For example if you are considering the domain bamboofishingrods.com, you need to type into the Google search box:

+bamboo +fishing +rods

This will show you all results that contain all 3 words together. The caveat is that the order of the words will change the results. The "+" sign first causes all sites with "bamboo" to pull, then searches them and eliminates all that do not include "fishing" and then finally eliminates all that do not include "rods".

+bamboo +fishing +rods

37,900 Google results

+fishing +rods +bamboo

96,300 Google results

+fishing +bamboo +rods

63,200 Google results

+rods +fishing +bamboo

296,000 Google results

No matter how you cut it, bamboofishingrods.com is a domain with traffic potential for its market. Just bear in mind when testing out your potential domain that word order can matter. If you have paired a more common term such as "cars" with a less common term like "pewter", type in "cars" first in your domain search to get the truest reflection of traffic potential.

I have something to add...

NOTE: This is probably the easiest way to get a great domain name in today's marketplace.

One way to build a quick portfolio of quality domain names is to add a single word to a popular phrase (or even a single word) either at the beginning or at the end.

As an example, when the web was first coming online in the mid 90's the domain dogtraining.com was registered in 1996 to sell dog training items. Almost 10 years later, a company came around wanting to promote their dog training course. Since the domain dogtraining.com was taken, they snapped up dogtrainingfast.com and made their product geared towards quickly training your dog. A great name was created simply by adding a word.

The word fast is a great word to add at the beginning or ending of a word or phrase.

There are also lots of words similar to fast that could also be tried at the ending of a phrase like:

- quick
- speedy
- flying
- pronto
- snappy
- swift
- instant

Fast isn't the only word that can be added. Just think of a good word to add at either the beginning or the end and quick visit to www.thesaurus.com will yield plenty of short alternate words that are memorable.

Here are some good words to think about adding to the end of your target word or phrase to create a unique domain name:

- | | |
|--------------|----------|
| ▪ direct | ▪ space |
| ▪ access | ▪ faq |
| ▪ connection | ▪ review |
| ▪ help | ▪ now |
| ▪ trends | ▪ city |

Here are some starter words you can add at the beginning of your target word or phrase:

- | | |
|---------|----------|
| ▪ start | ▪ locate |
| ▪ try | ▪ search |
| ▪ my | ▪ the |
| ▪ easy | ▪ big |
| ▪ find | ▪ top |

The number of starter and ending words you can come up with is almost endless. Just keep clicking on related words in thesaurus.com and you will come up with some real gems.

Build up a collection of your own starter and ending words and plug them into the Domain Name Analyzer software that came as a bonus with this package and you can instantly search hundreds or thousands of domain name combinations. (see the section on "tools" for more information)

Stop thinking about pink elephants...

Studies have shown that company names with colors in the names or animals are very memorable. Even pre-web companies, like The Yellow Pages, used this technique to brand their names. Today, websites like RedHat.com, JetBlue.com, PinkMagazine.com, FileHippo.com, DogPile.com and SurveyMonkey.com are easy to remember.

When Bono along with Bobby Shriver and Bill Gates started a charity for the prevention of Aides, they picked a one word name -- Red. Check out www.joinred.com for more info.

Creatively adding a color or an easy-to-spell animal name to a word or phrase can create a domain name that is not only unique but could also have extra value because it is so memorable.

A good strategy would be to add animal names and colors into your collection of starter and ending words, then run them through the Domain Name Analyzer software and you might be pleasantly surprised with some of your domain name finds.

Chapter Four

How do I find good domains for resale?



Register a New Domain Name...

You may be feeling a little intimidated by the notion of researching and finding good domain names and putting your money behind these results. But don't be afraid, in addition to this guide, I am going to equip you with many other tools to help you and show you how to use them.

"We have the tools, but we have to learn how to use them."

Harri Holkeri

If you don't think you're the creative type and can't come up with your own domain names or phrases on your own, that's okay, there's a tool to help! Try the word search tool at PCNames.com (www.pcnames.com/Tools/Generator). You simply type in a word that you want to be included in the domain name and it provides you a list of available domains.

This is a phenomenal tool for those of us who are not so creative, but know what keyword area or technological area in which we want to invest. It will also allow you to perform a "Bulk Lookup" where you can type or paste in an unlimited number of domains and it will search for availability. If you've been brainstorming and have built a list, you can enter it all at once and it will check them all simultaneously.

This is a great time saver!

There are other sites out there, but they do not all produce the same quantity of results.

PCNames can also search out multiple keywords at once. Under "Advanced Options" you can specify whether you prefer the keyword to be at the beginning or end of the suggested domain.

NameDroppers.com also allows searches by multiple keywords. With this tool though, be sure to select "Only Suggested Domains" or you will get results including domains that are already registered.

For a multiple keyword search, Nameboy.com returns results with one or both of the keywords, but has no option to specify that both keywords must be included. This tool is not as flexible as others.

When identical single keyword and multiple keyword searches were run, PCNames provided more results than either Nameboy or NameDroppers with more flexibility, although NameDroppers does allow .edu and .name extensions which PCNames does not accommodate.

I recommend PCNames for ease of use and best results.

Snap up an Expired Domain Name...

A great way to get a high value domain name for your investment portfolio is to scoop up one that is expiring soon or has recently expired. Roughly 30,000-60,000 domain names expire each day and are available for you to browse and register.

Anything that has already been registered is considered to be on the secondary market. So how do you get one of these expired or expiring names into your portfolio without spending top dollar? There are several tools to help you with this.

DomainsBot.com has a robust search engine for expired and expiring domains. If you click on "Advanced Search" you can type in one or more keywords and check "For Sale" and "Expiring" to get the results you want. You can limit your results from 100 up to 5,000.

Another excellent website for searching out expired domain names is www.expireddomains.net as well as www.justdropped.com, both have a really good search function.

The site www.pool.com is another great source for drop catching expired or expiring names. There is no charge unless they secure the domain for you and their \$60 fee includes one year of registration.

However, as with other drop-catchers, if more than one person tries to drop-catch the name, there is an auction to determine who will get the name. The winning bid replaces the \$60 fee so if you win, you do not have to pay both.

www.SnapNames.com provides a lot the same services as the other drop-catchers, but requires credit card information in order to establish your membership and buy domains. I personally am not comfortable giving out my credit card information simply to establish a membership. Even though I know it's safe, I prefer not to be asked for this information until I am actually spending money.

Personally, I find that trying to catch "about to" expired domain names frustrating. Most times the owners will pay their fee at the last minute, or you will be hit with the option of bidding against an unknown number of bidders.

Plus, there is no service that can guarantee that any one service can snatch the domain that is about to expire. Every service has to occasionally ping the registrar services every so often to check to see if the domain has been released, but not so often as to get themselves banned from checking. So in between pings the domain may go to someone else anyway.

WARNING: Be very careful when using drop-catchers to buy domain names. If you aren't the only person trying to snap-up an expiring domain name then it goes into an auction. Many domain buyers get emotionally involved in the auction process and will wind up over spending for a domain name by getting caught up in a bidding frenzy.

When searching expired domains, you will see the phrases: "RGP", "On Hold" and "Available".

Available means the name has expired and you can buy it now. You can pick these up for a standard registration fee.

RGP stands for "Redemption Grace Period" and is a period when the previous owner of the domain has a number of days to go back and renew it even though it has technically expired.

On Hold means basically the same thing. If the previous domain holder does not get their registration paid up, it will become available to others.

In either case, you can pay a \$60 fee to place a backorder on it. There is no guarantee that you will be able to secure the domain name through the backorder process.

Backorder fees are non-refundable, but they are transferable. If it is not in a backorder situation, you can pick up domains for the standard registration fee or a small fee plus the registration fee.

If you don't secure the initial domain you tried to backorder, you can pick another domain name for backorder and the fee will apply so you don't have to pay again. The fee can be "recycled" until you secure a domain through the backorder process.

Backordering is not guaranteed and is not as cheap as registering a new domain name.

Buy an Existing Domain Name...

This is the least recommended way to get into the investment game if you are just beginning. You can buy domains from as little as a few cents to a few million. The cheapest ones offer less risk on the front end, but they are cheap for a reason.

There are some very experienced domain investors that buy domains for a few hundred dollars, then sell them for several thousand dollars almost immediately, but it's very hard when just starting out to spot these diamonds in the rough.

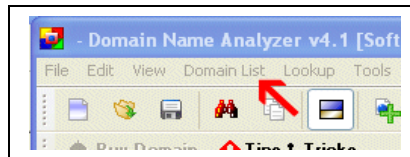
This option should be avoided as part of your overall strategy until you have some experience in buying and selling.

Your Secret Weapon - - Find Hundreds of Good Domain Names...

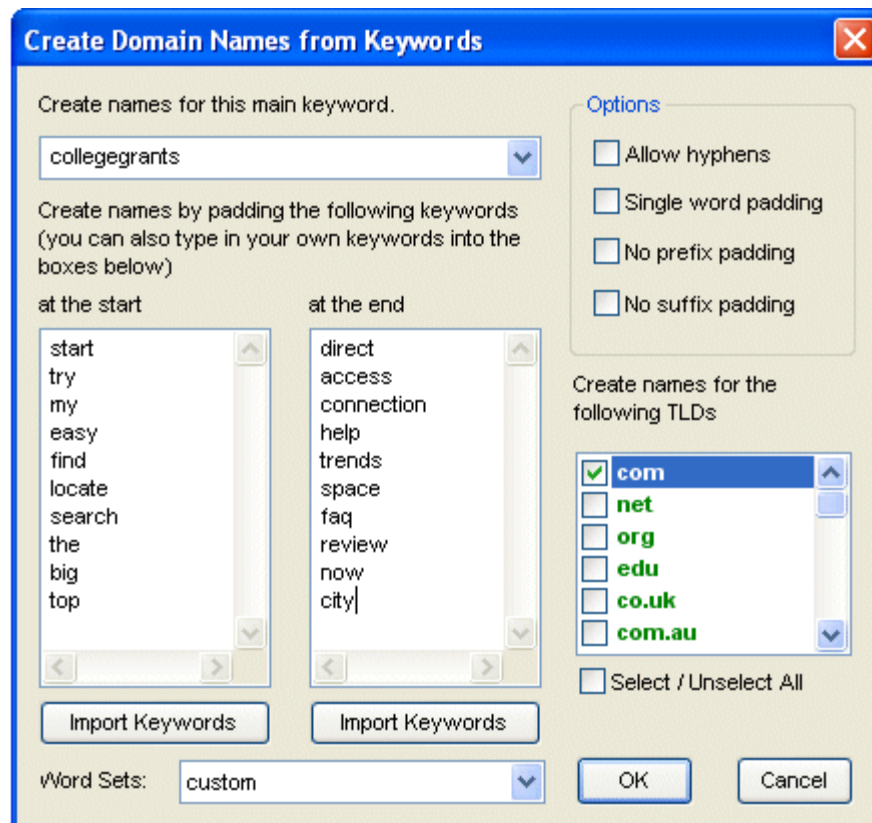
IMPORTANT: This is the tool that I use to find almost ALL the domains I buy!

When you purchased this product, I gave you a free download link for a freeware software package called **Domain Name Analyzer** by Softnik Technologies. It's available in both Windows format (will run under Vista) and also a Mac Version.

After installing and running the software, simply click on the "Domain List" Tab at the top.

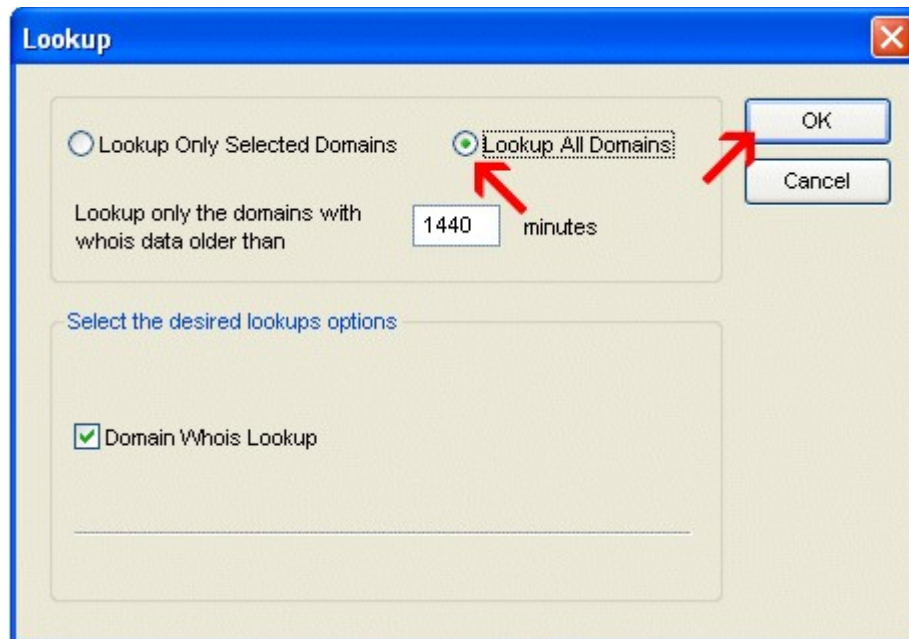


Then enter in your starter words and your ending words. For this example, I used the same example words listed above in this manual. I would suggest that you expand this list with words that will fit your market.



Then pick a target phrase or word. For this example, I picked the niche "College Grants" and wanted to find domains containing the phrase "CollegeGrants" and only choose .Com domains.

I then checked on "Lookup All Domains" and clicked on "OK"



Within seconds I started getting results. Of course some of the names don't make too much sense (like TryCollegeGrants.com), so we ignore those. But there are some real investment grade domains coming up.

& Ticks				
#	Domain	Availability	L	
2	trycollegegrants.com	FREE	1/1	
3	mycollegegrants.com	TAKEN	1/1	
4	easycollegegrants.com	TAKEN	1/1	
5	findcollegegrants.com	TAKEN	1/1	
6	locatecollegegrants.com	FREE	1/1	
7	searchcollegegrants.com	FREE	1/1	
8	thecollegegrants.com	FREE	1/1	
9	hincollegegrants.com	FREE	1/1	

Names like **LocateCollegeGrants.com** and **SearchCollegeGrants.com**, that were available, in my opinion could easily be flipped quickly using the techniques in this book.

It's surprising how many domain names you can quickly check. For instance, if you have 100 starter and 100 ending words, then you will actually have thousands of domain name combinations that will be checked.

By using this software, you are only limited by your creativity.

Chapter Five

How much is my domain worth?



The Appraisal – Do You Need It and When?

First off, you NEVER need a formal appraisal prior to purchasing or registering a domain. You don't have time to have one performed AND if it's a really good domain, as soon as you show it to someone, they may snap it up before you do. This is not a risk you want to take.

You have been given enough information to decide for yourself if the domain is worth investing in – the appraisal is to help you decide how much you want to get out of the sale.

There are two types of appraisal results – informal and certified. Informal results either appear on your screen or are emailed to you, but whatever the format, they are not "official".

Certified results are authoritative results that you can include as part of your marketing of the sale of the domain. This may or may not guarantee a higher sale and may not even be necessary. Certified results cost money. If you know you have a good domain name, you may not want to waste money paying for a certified appraisal.

Start with a Free One...

A free appraisal is always a good idea, but you have to be savvy to what is driving the appraisal result.

Here are some top free appraisal sites:

Estibot, SwiftAppraisal and NameBoy.

Links to all three free tools are included on the links page of this book, along with a dozen other free services.

Estibot is the most fully automated free appraisal tool I have found, but it also tends to come back with very conservative results and is not useful for domains with no previous or current traffic experience or page ranking.

First time domain registrations or pages that have expired and sat idle for some time will not rank well on this tool, and may have much more value than this appraisal will indicate. But it is still worth a look for comparison's sake.

SwiftAppraisal has a free appraisal tool that requires you to answer a few questions ranking your domain on what size market would have a need for the domain and whether the domain would apply to all, some or little of the market.

You then must rank the clarity of the domain name as to whether it describes the content very well to not at all and finally rank its memorability. However, if you are not spot-on with your input, the automated appraisal will be less accurate. The rest is automated and generates a dollar value estimate range for the domain name.

NameBoy also has a free appraisal tool which is fully automated and provides a detailed explanation of the basis for the appraisal. A major drawback to the NameBoy appraisal is that while the other two free resources provide instantaneous results, NameBoy emails the results to you and it can take 30 minutes or much longer.

While this is not an unduly long time, I prefer instant gratification. However, for reasons I do not understand, NameBoy grossly underrated the value of Google.

Of the three free tools I tried, SwiftAppraisal's valuations made the most sense.

TIP: Get a free appraisal from ALL the free domain appraisal services listed at the end of the book. You will get a wide range from \$1 to several thousand dollars. Use the highest appraisals not as a price guide, but as a way to show potential buyers what a great deal they are getting.

In other words, you may get three appraisals all for over \$5,000. This makes your selling price of \$300 look like a bargain. Of course many professional buyers know that free appraisals are rarely accurate, but it offers a form of proof of value for everyone else.

Having a high appraised will also attract more attention. Even professional buyers will know that it's not a very accurate value, but it will get their attention and if you have done your buying correctly \$300 for a new domain might be a bargain even for a professional domain name buyer.

ALSO: Free services generally do not come with certificates, or the one's they offer online are generally very ugly. Instead create your own certificate and post it onto the site you are trying to sell with a link to the free service that appraised your site. This way the buyer can verify that the appraisal is authentic with a single click.



An actual certificate I used to sell a website

Certified Appraisals – Worth the Dough or Just Say No??

If you want an appraisal result to show to potential buyers or to display a link as part of your sales strategy, then a certified result is the way to go.

Moniker pioneered the industry's first domain appraisal formula. They utilize more criteria than other appraisers and most of the factors are unique to their process.

Moniker offers certified domain appraisal services for \$24.99 with a 3-7 business day turnaround. Expedited services are offered for an additional \$15. Moniker appraisals are accepted by the IRS and domain financing lenders. The latter can be important if your buyer needs to finance the purchase of a high dollar domain from you.

Moniker's appraisals are based on a wide range of criteria including: extension, name length, hyphens, number of words/phrases, availability of domain name in zone file, web frequency, search frequency, industry value, number of words, frequency of domain name in zone file, how well it could be used in e-commerce, value of each word in web frequency, value of each word in the zone file, value of each word in e-commerce and percent the word(s) are used in trademarks.

If you plan to list the domain on GoDaddy for a starting price of \$50,000 or more, you must have a certified appraisal of \$25,000 or greater. GoDaddy's certified appraisals cost only \$14.99, are delivered within 2 business days and are performed "by hand" as opposed to an automated process.

The factors they consider are relatively few: domain name extension, length of name, number of words, number of hyphens, whether or not it contains numbers and overall desirability. This is not a lot of criteria on which to base a valuation, so this should be taken with a grain of salt.

GoDaddy's process does not consider existing traffic, Alexa rankings or keyword search volume. For the same price, I like the next site much better.

DomainAppraisal.org is a great resource. All of their valuations are done by human analysis as well. Their process is not a simple algorithm that spits out a programmed response.

Their professionals consider all of the following factors: extension, number of words in the domain, meaning of domain, age of domain, length of domain, whether it is singular or plural, whether it contains hyphens or numbers, if it is pronounceable, how memorable it is, how often the domain's keywords are searched and closing sales prices of similar domains.

This is a great list of criteria, albeit different from Moniker's long-standing formula. If your domain is newly registered, the age factor will knock you down a bit, but all of the others are completely relevant to any other domain you would buy for investment.

Another plus of DomainAppraisal is that they are not a domain registrar or auction site and are independent of the primary and secondary markets for domain names. They are completely independent, so ostensibly, they have no ulterior motive for providing you with information that is either too conservative or too over-valued.

DomainAppraisal's certified appraisals range from \$14.99 - \$79.99 depending on how rapidly you want the results and if you want detailed reporting in addition to the valuation certificate. The cheapest report is \$14.99, takes 3 business days and is based on all of the criteria listed above. This is money well spent for a domain estimated to sell for several thousand dollars or more.

I would buy only the cheapest report. If you are in the sales process and a potential buyer wants to know the basis of the certification valuation, I would give them the list from above or the link to their webpage listing the criteria. That link is included on the links page as well.

A couple of other sites offering certified appraisals are Sedo.com and GetItAppraised.com. Sedo's lowest price is \$29 and GetIt's is \$19. Sedo's cheapest appraisal is based on "5 factors" but they do not elaborate on what these are. GetItAppraised tells you only that its appraisal is based on "current market factors and sales" but again, provides no details.

I have issues buying without knowing what I'm getting, so I can't recommend either of these, but I have provided the links to these sites on the link page in case you want to experiment with other resources.

AfterNic also offers an appraisal service for \$19.95 that is not technically certified, but will carry some weight because it is a well-known, respected website. They rank based on extension, domain length, number of letters and whether there are numbers or hyphens, search engine keyword popularity, language (English or other), brandability, market demand and other variable factors.

AfterNic tends to value domains on the high side, so this can work greatly in your favor when selling your domain. If a buyer is balking at your asking price or trying to talk you down, showing them this appraisal could help put an end to their objections.

An appraisal can definitely help you sell your domain for more – sometimes doubling the selling price!

The best approach is to provide potential buyers with a free appraisal and if they want to see an appraisal from a paid service then ask them to bear the cost. If they are not willing to bear the cost, then they probably not serious about your domain name.

Another approach that can be successful is to ask them to put a deposit down on the domain and if the domain does not appraise out to a pre-agreed upon value then the deposit will be refunded.

A final approach would be to ask the buyer to pay for the appraisal and you will agree to sell the domain to them for 20% less (or even 50% depending on your comfort level) than the appraised value and you will even deduct the appraisal fee from their final payment. This will weed out any tire kickers and should not be objectionable to any serious buyer.

Chapter Six

Domain Flipping



What's the Difference?

So, now you ask, what's the difference between domain investing and domain flipping? The answer... **SPEED !!!!**



When buying domains, you will find some you want to hold on to and others you want to turn around and flip quickly for a quick profit.

As a rule of thumb, when you find a really good domain name... hold on to it. It may be tempting to quickly sell a domain for \$2,000 that you only paid \$10 for, but if it's a truly exceptional find, you may want to hold on to it for 5 years and sell it for \$20,000. There will always be a market for really good .com domains.

Flipping also means that you are willing to work in **VOLUME!!!** The average flipped website (one that sells within a month from a newly registered domain name) sells for around \$175. I'm basing that off personal experience and from friends of mine that flip domain names full time. But \$175 for 30 minutes to an hour worth of time isn't too bad.

Working just a couple of hours a day, that comes to over \$90,000 per year. (Buying 2 domains per day, five days a week, and not working on weekends...)

There's a lot of money to made flipping domains, but you must embrace the under \$200 sales... these will be your bread and butter.

Look at it this way... If you buy a domain for \$8 you can sell it quickly for \$175, then you can turn around and buy 21 more domain names.

What Are the Best Types of Domains to Flip?

Expired domains are great to flip since many times they already have backlinks and a PR ranking.

You can visit www.backlinkfinder.com and it will give you information on existing backlinks for a domain.

Domains with good page ranks and backlinks are usually not just names in and of themselves, but also have associated web pages.

Chapter Seven

How to Start Domain Investing



Once of the easiest ways to immediately add value to a newly registered domain name is to turn it into a website. You don't want to be selling a domain; you always want to be selling a website.

Having a domain and a website will open up buyers in your market who don't want the hassle of creating their own website while still allowing you to sell to someone that is totally in love with your domain.

The following steps will turn your domain into a website within minutes.

Step #1 – Get Hosting

You only need one hosting account for all your domains. So you only need to do this step once.

Even if you have hosting somewhere else already, I'd recommend getting a separate hosting account for your domain portfolio. This will keep all your investment domains in one account and it will keep prying eyes from discovering your other website enterprises.

Get a hosting account that offers unlimited domains and has cPanel. I strongly recommend hostgator, since it offers all of the above for just a few dollars per month.

Click Here to get hosting or visit:
www.extremesiteflipping.com/tools/hosting.php

Step #2 – Get A Moniker Domain Registration Account

I only use Moniker to register domains. Their backend system is the best I've ever seen and you can actually reach someone on the phone if needed.

Plus many of the sites and services that help domain investors sell their domains use (and sometimes require) that Moniker be used for their domain transfers. So if you are serious about investing in domains you should go ahead and setup a free Moniker account now.

Click Here to get your free Moniker account or visit:
www.extremesiteflipping.com/tools/domains.php

Step #3 – Research, Find And Buy A Domain

Use the information, services and tools in this book to research and find a quality domain you wish to invest in (Chapters 3 & 4). Purchase the domain through Moniker.

Step #4 – Immediately Park The Domain

Even if you plan to quickly develop and flip the website, it's always a good idea to first park it. Sometimes life throws curve balls and you may put the domain on the back burner. By having it parked, it can still be bringing in income. Sedo is a quick and easy way to park a domain (Read chapter 10 on Domain Parking). Remember, even if you only make 2.2 cents per day, the domain is still paying for itself and will only grow in value.

If you don't have a Sedo account sign up for one now. It's free.

Click Here to get your free Sedo account or visit:
www.extremesiteflipping.com/tools/sedo.php

Step #5 – Develop The Domain

Take 15 or 20 minutes and quickly turn the domain into a true website, you are adding value. Use the cPanel function on your domain and add a WordPress blog. It only takes 2 minutes.

Even if a potential buyer wants only the domain, a fully developed website will add perceived value. In his mind, the buyer thinks you have spent time on this site and will subconsciously feel that you should be compensated. It also avoids any objections like “Well, you’re not doing anything with the domain anyway... so you should sell it to me for cheap”.

Visit <http://wordpress.org/extend/themes/> and find a nice looking theme (template) for your new wordpress blog. Pick one that fits the niche of the site and is “widget” enabled. Download and install the template.

Hint: Pick a template that doesn’t look like the typical WordPress blog. Many templates are very creative and look more like original websites than a blog.

Step #6 – Add Content To Your Site

Go to www.wikipedia.org and find content that matches the niche for your site. Cut and paste blocks of content into your WordPress blog as several articles. Content from Wikipedia is free to use. You can also visit www.ezinearticles.com and get more articles for your blog. Just cut and paste, and be sure to include the author’s bio box.

BAM!! In 20 minutes you have created a fully functional website that’s now worth a heck of a lot more than the \$8 you spent on the domain name.

Now that you have a website, you need to decide if you want to hold onto it and let it appreciate over time for a future sale, or if you want to flip it and make fast cash.

Step #7 – Monetize Your Site

Follow the steps in Chapter 8 to quickly monetize your site so it’s producing income during the sales process. Remember, this is a game of pennies, a couple of cents everyday is the difference between a positive cash flow and a failure.

Step #8 – Begin Marketing Your Site

Use the marketing blueprint in Chapter 9 to begin marketing and selling your site.

Step #9 – Sell, Push and Repeat

Once your domain sells, push the domain to the new owner's registrar account then roll your profits into buying new domain names.

Repeat the process...

Chapter Eight

Monetizing Your Websites



It's important to start generating a small amount of income with every website especially if you plan to hold onto them for the long term. You can own an unlimited number of investment grade domain names if they have a positive cash flow.

Your goal is to get the site generating at least 2.2 cents per day... that's the magic number that will put you into positive cash flow for your \$8 per year domain name payment.

Think about it... you could wind up owning hundreds (or even thousands) of extremely valuable domain names if they all have a positive cash flow.

I won't go too much into monetization since our goal isn't to make a killing on these sites, just enough to make them pay for your \$8 per year investment - much the same way that investors buy a rental home and collect rent to just cover the property's mortgage. The value comes when the properties appreciate over time, and good domain names do go up in value every year.

The first thing you want to do is go into the articles you posted on your blog. Make some changes to the wording and swap around paragraphs so the content won't be deemed as duplicate content by search engines.

Next get a Google AdSense account (if you don't already have one) and put two AdSense blocks into every page. It's debatable whether AdSense will make you the most money, and in fact there are other programs out there that will

probably make you a little bit more money, BUT AdSense is the easiest and fastest and at this point, you just want to get the site completed and move on. If you don't already have a Google AdSense account, you can get one here: <http://adsense.google.com>

One of the easiest ways to add AdSense ads is with a widget called Easy AdSense Lite. You can download it here: <http://wordpress.org/extend/plugins/easy-adsense-lite/>

If you find that your AdSense Ads aren't hitting your goals, then I would suggest picking up Joel Comm's book "**The AdSense Code**" at your local bookstore or from Amazon.com. It's dirt cheap since it became a published book. I bought the first edition for \$97 and overnight, my AdSense revenue went up 5 times my normal average.

Next, add in an SEO widget to search engine optimize your blog pages. You can download one here: <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Also, add in a Google site map widget to give your search engine rankings an extra boost. You can download one here: <http://wordpress.org/extend/plugins/google-sitemap-generator/>

Finally, modify the footer of your blog to say "This website is for sale. Please email xyz@gmail.com with an offer."

Unsolicited offers will always be way higher than anything you will get by putting your site up for sale, so this is a very important addition to your site.

Now I know that this is a website that you probably intend to hold on to, but having a "for sale" message in your footer will do two things.

- 1) Your website should always be for sale. You never know, someone might contact you with an offer that is 10 times what you thought you could sell it for 5 years from now. All it takes is the right buyer at the right time.
- 2) It's a great way to find out the mass interest in your domains. For instance, I have one domain that I'm getting at least 3 offers a week on. That lets me know that it's a killer domain.

If possible, you may also want to add some content at least once a month (once a week is better) but as long as it's pulling in an average of 2.2 cents per day, you can just let it run on autopilot.

One solution to adding new content yourself manually is to simply install a widget called FeedWordPress. It will pull RSS content feeds into your site, updating it automatically with fresh content every day, week, or month. You can download it here: <http://projects.radgeek.com/feedwordpress/>

NOTE: The suggestions above are only that... suggestions. I've tried to make it as simple as possible to monetize a blog for the small amount of income required to pay for a domain name and doing it with just a few minutes worth of work invested. There are 1,001 ways to monetize a site which go way beyond the scope of this book, so if you are experienced in more advanced techniques, then by all means, use them.

Chapter Nine

Marketing And Selling Your Website



Selling a website that was created from a domain that you purchased only a few days ago can be a hard sell. You have no backlinks, you have no PR, you have no traffic, and most importantly, you have no revenue coming in to show value.

But the following blueprint will guide you through a process that can help get around those barriers.

First get your website appraised by one of the free appraisal services listed in this guide. If it's a decent short .com name you should get at least one of the services appraising it for at least a few hundred dollars or even a few thousand dollars.

NOTE: Getting your website/domain appraised and using it in your marketing is probably the most valuable piece of advice in this book for selling a website. I learned this in my early years in real estate. When buyers would come to look at a home I was selling, they were always skeptical of the price. But when I showed them an appraisal AND showed them that I was selling it for 25% under appraised value, it was a very easy sell.

The Sales Blueprint...

To begin selling, you need to put a posting on your blog that says, "This site is for sale, please contact xyz@gmail.com with an offer." Some of the best offers you will get will come from people typing in a domain they want to buy.

I would suggest using a free email account so your main mailbox doesn't start getting spammed because your email address is published on a website. Don't use a contact form, people hate filling those out and it will reduce the number of people contacting you; possibly causing you to lose a sale. Make your email address personal so it doesn't look like you are in the business of selling websites.

Always ask for them to make an offer first... I've had some pleasant surprises. I once had a website that I was willing to let go for only \$200 and the person came back with an offer of \$2,500. You never know.

You are now ready to begin actively marketing your website. This chapter gives a broad overview using online services and marketplaces. Chapter 11 gives a more in-depth description of the services mentioned in this chapter.

To begin selling, list your site for sale with both Afternic and Sedo. Sales through Sedo are great because they will handle the entire transaction and domain transfer. Sedo has a Moniker account so after the sale you can simply transfer your domain to Sedo's Moniker account and they will handle the rest.

Next, make postings on all the domain forums that have sections offering domains and websites for sale. Start with the free forums, then if you feel you need to use the pay forums for extra exposure, move onto those.

Most of the domain forums that do charge a fee, only charge a one time fee (or a monthly fee) allowing you to list as many domains for sale as you wish. Once you begin selling multiple domain names, it makes sense to join these sites.

The following are some of the best sites to use to offer your website for sale:

<http://www.dnforum.com>
<http://www.namepros.com>
<http://sitepointmarket.com/for-sale/domain-names>
<http://www.buysellwebsite.com>
<http://www.websitebroker.com>
<http://www.time2sell.com>
<http://tidget.com>
<http://www.daniweb.com>

<http://www.sedo.com>
<http://forums.digitalpoint.com>
<http://www.dealaside.com>

Don't rely on postings alone to sell your site.

There's a trick used by many marketers to boost their odds of getting a sale. You can enter your domain name into Google's search engine and see what sites show up in the results. Then use your free email account and send a quick, one-time, email to top 20 site owners of the sites that show up in the results. These are people that would be very interested in a domain that is one of their key search terms.

Now you can wait for offers, and while you are waiting... start searching for more domain names to buy.

If an offer comes in low, which it usually will be, then you can email them back letting them know that it appraised out at \$1,283 by XYZ, but you are willing to sell it for half of that (or whatever you think is fair). You may have to go back and forth a few times, but if the buyer really wants it, you'll be able to negotiate a fair price.

Selling Tip: Offer a Bonus – There is a bonus you can offer the buyer which won't cost you a dime... and that is "One Year of Free Hosting – a \$95 value". This is a great way to get newbies to buy since many of them are scared to start their own site to begin with.

Since you already have the domain on a hosting plan with unlimited domains, it's really no sweat for you to leave it there and just give them the password for their WordPress blog. Of course you will need to have some terms and conditions like "Bandwidth must not exceed XYZ, no illegal content, no access to the server only to the blog", etc. The bandwidth is generally not a big deal, you most likely won't have anyone getting run away traffic, but you should still keep an eye on it.

Another advantage to this bonus is that after one year, you can send them a bill via PayPal for \$95 and the majority of the time they will pay instead of hassling with a site transfer.

NOTE: When starting out, don't try to make a killing. You are still getting past a learning curve. Even if you only get an offer of \$100 or even \$50... go ahead and take it and move on. That's still a nice payday for only an hour's work. And it will buy you another 5 or 10 domain names.

What to do if you domain does not sell quickly...

If your website has not sold after 3 months, then it's time to take your marketing to the next level and place it up for auction with a domain auction house.

Check out both www.domainroundtable.com and www.moniker.com for their live auction schedules. Look for the next upcoming auction and register your domain names for approval.

Now you may be thinking, "Why don't I just start with a live auction?". The reason is simple; auctions eat up valuable time when it comes to flipping. The time between auction registration and the actual auction can be a few months. So it's best to try and sell it yourself before going the auction route.

Once your domain has been approved for auction, be sure to remove your listings from any other sales site like Sedo or Afternic. It could be real mess if someone uses the BuyNow feature for a domain you know longer have the right to sell.

If you choose not to go the live auction route, you can try paying to list your domain at www.Flippa.com. Flippa is a spinoff of SitePoint.com's marketplace and will charge you to list your domain. But if you have a really good marketable domain, you should easily get your investment back here.

What to do with "left-over" domains...

You will no doubt have bought some real dogs that you just can't unload. Don't worry, it happens to everyone. If you are dealing with any volume of domains at all, you will be stuck with domains that you love but no one else seems to want.

So if you have left-over domains after a live auction or a domain that wasn't accepted by an auction house then it's time to list it with SnapNames. SnapNames has a pretty good success rate in selling domains (if priced low) but they do have a fairly high commission (20% which can drop down to 10%). However, if your domains are with Moniker you will avoid any transfer fees.

The reason you should wait until this stage to use SnapNames is because they want an exclusive listing for your domain and you will have to give them two weeks notice if you want to remove your domain from their sales listings.

It's time to package up the remaining domains...

If you still have domain names that haven't sold after trying SnapNames then it's time to realize that the domain names you thought were great are really just "okay".

It's time to now package up all the domains that haven't sold into groups and sell them as portfolios. If you have several domains in a single niche, you should offer them as a group and list them on DNForum.com.

To increase your odds, you can offer individual prices for each domain or a hefty discount if a buyer wants to buy the entire portfolio.

To renew or not to renew...

If you have a domain that is 11 months old, it's time to make a decision. Should you pay the renewal fee or let it expire?

If you have monetized the site and it's making over \$8 per year, the answer is simple... keep it. What do you care? It's paying for itself and maybe worth something in the future.

But, if your domain has not sold in 11 months after all your marketing and is not even making 2 cents per day, then it's time to face facts... The domain is a dog. It's time to cut your losses, lick your wounds, and move on.

You may be thinking, "But it's only \$8 to renew it". However, that \$8 to renew the domain would most likely be better spent on a new domain name. You are now a year wiser and a more experienced domain name buyer. By now you are more aware of what domains sell fast and can buy a new domain and flip it even faster.

However, before you let it expire there is one last strategy you can try.

DNForum.com has a section in its forum where you can list domains that are going to expire in 30 days or less for \$20. It would be well worth your while to give it one last try. Selling a domain for \$20 before it expires is still more than doubling your money in under a year and that beats almost any other investment vehicle on the planet.

The key to flipping is not to become attached to any domain name. It's to get rid of it fast and roll your profits into more domain names. Of course if you have an exceptionally good domain name, it makes sense to keep it and let it appreciate in value. Keeping a domain because it makes good business sense is different than keeping one for emotional reasons.

As you do it more and more, you will begin to start finding better and better domain names, you'll start reading the market better, and you will become a better negotiator simply by having gone through the process over and over.

SCAM ALERT: I was once really excited when someone offered me \$12,000 for a domain that I thought was only worth \$5,000. Then he told me that he wanted it appraised first and would pay the appraised value plus 20%... and he wanted me to pay for the appraisal. I thought that was more than fair, BUT then he referred me to an appraisal company I had never heard of and refused to use any of the well known trusted companies. Turns out the company he wanted me to use was a shell company that he either owned or was getting an affiliate fee from. He never intended to buy the domain. Instead he just wanted me to pay for an appraisal fee that would go into his pocket.

Selling on eBay...

This manual would not really be complete if it did not cover eBay. While eBay is not the best place to sell a domain, it is the fastest. The problem with eBay is that there are thousands of domains and websites for sale everyday for as little as a few cents per domain.

Using eBay will not yield the highest payout, but it can be a great place to hone your domain flipping skills. I personally know people making \$10,000 to \$20,000 a month selling domains and websites on eBay simply by flipping in huge volumes.

To begin selling on eBay start a 7 day eBay auction in the appropriate section.

Generally this will be:

Home > Buy > Computers & Networking > Web Domains & Services > Domain Names > .com >

Next, create a screen capture of your site. Use your screen capture as the image for your auction.

Begin the headline of your auction with your domain name in all caps. Then follow it with as many keywords as you can fit in. When people search for domain names and websites, they will be searching in the domain section by keywords.

Use a sub headline and put in "Fully Developed Website – Appraised at \$1,248.00". Don't worry about putting keywords into the subhead. eBay doesn't use the subhead in it's searches.

When you write the copy for your auction at the top of the auction, in big red letters write "Appraised at \$1,248 by XYZ" (or whatever the appraised value is). Put it all in quotes. Now, professional website buyers know this came from a "formula" appraisal, but it's still a valid appraisal and a very persuasive marketing tool.

Next begin the copy of your auction strongly remind the viewer that it is a fully developed website and of its "appraised value".

Add in the bonus of free hosting for a year as mentioned in the marketing section above.

Chapter Ten

Domain Parking



What Is It and Why Do I Care?

Domain parking is when you own a domain that is not developed into a web site and you allow companies to advertise on the site and send you \$\$ for that privilege. Domain parking is an extremely low maintenance way to earn residual income. Either you or a parking company places advertisements relevant to the domain name and then you are paid for each click.

How Do I Do It?

Other than making the decision to park your domain, there is almost NO work for you to do!

Most of the big registrars – Moniker, Sedo and GoDaddy offer parking services and will take care of EVERYTHING for you for each domain registered through them. There are also “free-standing” parking services that will also do the work for you.

Your parking partner sets up a web site that is a "parking template" and places relevant ads on your sites. The ads, when clicked, will pay you anywhere from a few cents per click to a few dollars per click depending on the popularity of the keywords relevant to your domain.

Which Domains Should I Park?

It's a good idea to park ALL of your domains, even ones you are planning to sell or already have up for sale until you have time to build them out and monetize them. You can leave them parked, earning you money up until the moment you transfer them. Even if you have a domain parked for just a short while and earn only enough to cover your registration fees, that's great! That means whatever you earn on your domain sale is pure profit!

Which Parking Service Should I Use?

There are many, many parking services out there and every parker (you!) tends to develop their own preference. The site that is most user-friendly, pays the best and receives the best user reviews currently is NameDrive.com.

Other sites that will park for you are Sedo, Fabulous and Parked. GoDaddy also offers parking services, but as of this writing, was receiving mixed reviews and charging monthly fees based on revenue split, so it was not included in the comparison chart.

	Sedo	SedoPro	NameDrive	Parked	Fabulous	WhyPark
Set Up Fees	\$0	\$0	\$0	\$0	\$0	\$100
Revenue Share	+/-50%	+/-50%	≥70%	≥60%	≥50%	100%
Minimum Domains	1	200*	1	10	1-50**	1
Pay Frequency	1x/month	1x/month	1x/month	2x/month	1x/month	N/A***
Minimum Payout	\$20	\$20	\$20	\$20	\$25	N/A***
Year Founded	1999	1999	2005	1999	1999	2006
Ad Partner	Google	Google	Google	Yahoo	Google	All

**If you are earning more than \$200 per month in parking revenue, you can be accepted with fewer domains than indicated.*

***You get paid directly from Google AdSense or Yahoo, etc, not from WhyPark.*

****Depends on the quality of your domains - if you have even 1 great domain name, you will be accepted, but it better to have a portfolio to work with them.*

Sedo does not publish its revenue sharing split, but it is close to 50%. However, reviews of Sedo payouts say that because they are splitting ad revenue with Google, you get only a split of Sedo's split. However, it is well established and trust-worthy. Parking companies are cropping up every day and you have to be careful not to get involved with a scammer, a spammer or a non-payer.

SedoPro and Fabulous are programs you must apply to. SedoPro offers more functionality and reporting than “standard” Sedo, but requires lots of domains to be accepted. Fabulous will work with a domain owner who has a smaller portfolio, but who owns really good names.

NameDrive and Parked both have great reviews and conversion rates. Additionally, Parked is the only parking company who pays out twice per month. WhyPark is a different breed of company because they offer content sites which are quite different from traditional parking.

Parking with Content – a Fresh Concept

WhyPark is unique among parking companies in that your domains parked with them will contain text content that is automatically updated by their service. Fresh content can drive your SEO up and therefore your profits as well.

This option will require a little more work on the front end, but more profit as a result. Unlike other parkers, WhyPark does not split ad revenue with you. You get payment directly from Google AdSense, Yahoo!, AdBrite and other advertisers instead of the parking company itself.

“Traditional” parked pages are pages with only ads and links, but WhyPark’s concept is based on a content parking program with text content. They have topics you select from based on relevance to your domain. Once you select your relevant keywords, articles will be placed on your site. You can add images as well to tweak the performance of the site.

WhyPark’s interface is pretty simple and you don’t need to be an HTML guru to modify your site. One great feature is the ability to personalize your header. Parked pages tend to have headers that all look the same. This can drastically alter the performance of your page because it will look like a normal content driven web-site.

WhyPark updates and changes your content daily, which equals better search engine traffic, repeat visitors and ultimately, more profit. Search engines love fresh content and WhyPark does this work for you.

Other parking companies leave your sites more “static” in the sense that once the ads are placed, they are not updated frequently.

Tips for Successful Parking – Category Selection

When setting up your parked site, always select the most relevant category and, when applicable, subcategory as well. Categories selected will impact which ads will display on your parked site and the menu choices displayed. Making the best possible category choices will improve your revenue and bottom line.

Tips for Successful Parking – Keyword Selection

You will be asked to select keywords. Most sites will not proceed with the parking process without any keywords and if they do, the parking provider's program will pick ads based on the only information available: domain name and categories. You DO NOT want this to happen.

Try to develop and use at least 10-15 keywords and 3-5 two word combinations also. For the previous example, the phrases "healthy eating" or "low fat" would be good.

DON'T be intimidated by the keyword selection process, a lot of it is intuitive. Simply think about the domain name and what words crop up in your mind related to that domain.

Develop your keywords based on your domain name and their search power. If you're not sure which keywords are most powerful, there are some keyword selection tools on the reference page. Always include the entire domain in your keyword list as well to pick up prior visitors and type-in traffic.

If your domain was previously owned, check out its history on www.archive.org and see what content and keywords were on the old site and include those as well. If you are the first to register the domain, you will have to start from scratch.

If your domain is iLoveBroccoli.com, you would want to think about keywords related to it. Vegetables, eating, vegetarian, diet, nutrition and health are some keywords that would work very well.

Go to both Google and Amazon.com and search for the whole domain name with words separated as well as the main keyword of the domain. In the example, you would search both "Broccoli" and "I Love Broccoli" on both sites to view related products, searches and results.

Based on these results, I would add 101, cheese, brain, organic, cookbook, recipes, cream, seeds, veggie, soup, salad, stir fry, pasta and love. This is just a

sampling of what could be gleaned from these searches – the results provided many, many more keywords I could list.

Tips for Successful Parking – Template Selection

You will have to select a template for your parked site. Parking companies offer as few as 8-10 up to literally 100s of templates. You should try to use and customize a template that will not look like a “parked template”. We all know what a parked page looks like and you want to try to do your best for your page to appear as a regular, content based website instead of a cookie-cutter parked page. The better you do this, the more money you will make.

Choose good colors, graphics and customize every facet to the extent the template and parking company will allow. Don’t accept the default fonts and colors. BUT, don’t go crazy and use 12 fonts on a page just because you can. Stick to no more than 2 legible fonts, but you can vary the size to draw attention to certain areas of the page.

Tips for Successful Parking – Preview and Tweak – Repeat as Necessary

Once you have set your categories, keywords and parked page, preview the page(s) several times and tweak it for improvements and correct any errors. Print a hard copy of the page and look it over to see if anything catches your eye that you may have missed on the screen.

Review the ads chosen and if they do not seem to be relevant, you will need to tweak your categories and/or keywords until the ads work for you.

Tips for Successful Parking – Check on It Periodically

You need to monitor the performance of your parked domain, but not on a daily basis. It will take anywhere from a couple of days to a couple of weeks for your page to be indexed and ranking properly on search engines.

Give it one month and then review your site, statistics, performance and revenue generated. If you decide to make any changes, consider making them one at a time and waiting another 30 days before reviewing again.

If you change several things at once, you won’t know which alterations are impacting the performance of the page (good or bad). However, if you make just one change, you will see if that change was good or bad. If it didn’t work, undo it and change something else and then wait another 30 days for the statistics to update.

Once your page is performing well, still check on it once per month because the internet is not static and as interests change and trends emerge, there may be more relevant keywords or categories you can use to optimize performance and profit.

This is a rapidly changing industry and you must monitor your parked pages and if you see a decline in traffic and profits, you may want to switch to a new parking partner. Always keep an eye on the domain forums as well and review the parking threads for reviews on parking companies and any issues.

Parking Lingo...

CTR – Click Through Rate

This is a statistic you will see on your monthly parking reports and is expressed as a percentage. It tells you how many people who visit your parked page are actually clicking on a link or ad. This is your most important statistic and one that you can influence greatly by ensuring your keywords are exceptional and your ads are relevant.

For example, if you have 100 visitors in a month and 2 clicked on an ad, your CTR would be $2/100 = 2\%$.

CPC/PPC – Cost per Click or Pay per Click

These terms are used interchangeably and tell you how much you will earn for a click. Certain ad clicks will pay much more than others. Car insurance and debt consolidation ads will payout at much a higher rate than an ad for used books.

To increase CPC, research and selection of keywords is critical. You need to be sure to select keywords that utilize higher CPC ads and links and are also relevant to your domain and what your visitors want.

Average CPC/PPC – Average Cost (or pay) per Click

This tells you what your overall average click is worth. For instance, if you earned \$125 last month on a parked site from 250 clicks, your Average CPC is $\$125 / 250 = 50\text{¢}$.

If your Average CPC drops below 10¢, you need to spend some time improving your site. Try changing keywords or categories.

Parking Rules...

Do NOT try to generate revenue by clicking ads and links on your own parked sites! This is expressly forbidden in the Terms and Services Agreements of every parking company. Doing this will get you permanently banned from your parking company and can result in forfeiture of funds earned.

Chapter Eleven

The Online Domain Marketplaces



Chapter 9 described the sales blueprint for marketing and selling your domains. This chapter will cover the finer points of the online marketplaces and services suggested.

There are more domain brokers out there now than you can shake a stick at, but most of them you will want to avoid. Referring back to the bonus package listing the Top 100 domain sales, the top broker in both years was Moniker and in second place was Sedo. Both of these are well respected companies with great reputations that you can trust. Coming in at third place both years were private sales. We will elaborate on these later.

Moniker...

Moniker is the largest trading site on the web, serving as the portal for the most domain name sales each year. Additionally, Moniker was the first site to sell a domain for \$1,000,000 with WallStreet.com and \$2,000,000 with Autos.com.

If you choose to sell your domain on Moniker, you have the advantage of working with a reputable, well-established seller and you can choose between posting your domain for sale or participating in one of Moniker's live auctions.

Let's first discuss posting your domain for sale. If you don't have a Moniker account, you need to register for an account – but it's free. Now you're ready to post your domain. The registration form for the sale will ask if you are selling a

domain or a web-site. If you have not developed the site and simply own the domain name, check "Domain". If you have been parking the domain, or it is an established website, select "Web Site".

Moniker also asks for a "Minimum Offer Price" and a "Buy Now Price". Both of these fields are optional, but you should consider them carefully. The "Minimum Offer Price" is the lowest bid you'll accept. Moniker requires this to be set at least \$50. There's no need to drive this up to high. Unlike with an eBay auction, you are free to reject a bid that doesn't meet the price you want for the domain.

The "Buy Now Price" is very important. If you decide to use this option, once a buyer makes a bid at your "Buy Now" price, you are required to accept that price. That is the condition to using this feature. It takes some control away from you. It works just like the eBay "Buy It Now" feature. It can secure that price for you, but also caps the bidding process.

You won't know if you could have gotten more money for the domain if bidding had continued on its natural course. Consider this option carefully!

Next, you must select a category your domain name falls into. Categories to select from currently include:

Activities/Interests	Automotive	Business
Careers	Community	Computing
Dating/Social	Domains	Education
Electronics	Entertainment	Family
Finance	Fitness	Food/Drink
Games/Toys	Gaming/Casino	Government
Health	Home	IDN (International)
Internet	Law	Local
News/Subscriptions	Pets/Animals	Politics
Real Estate	Religious/Spiritual	Services
Shopping	Sports	Style/Fashion
Technology	Telecom	Travel
Adult (XXX)		

Moniker also provides you the opportunity to add any additional information. This is where you want to include any appraisal information, whether a free appraisal or paid appraisal. You will type in a phrase such as "Domain has been appraised at \$x,xxxx - \$x,xxxx on Day, Month, Year".

Moniker will review your entry and get your domain posted for sale within 24 hours.

Once a buyer makes an offer on your domain, Moniker will send you an email with the offer terms. You then have the option to accept the offer, reject the offer, make a counter-offer or simply ignore the offer and wait. Offers are valid for 7 days. Unlike eBay, no one else can see the offers others are making for your domain.

If you are receiving multiple offers from different buyers, you are free to send a counter-offer based on the other offers you are getting. You would make the counter-offer at higher than either of the offers, for example \$3,000.

If that buyer meets your counter-offer of \$3,000, you can then go back to the other buyer who offered \$2,500 and make a counter offer of \$3,500. If he doesn't meet the counter-offer, you've still got the \$3,000 offer. If he does, then you've got \$3,500 on the table and can go back to the other buyer and try again to push his offer up.

A word of caution here – always operate in good faith – you can always make a counter-offer, but don't be overly aggressive or you can push too far. The good thing is though, your highest bid or counter-offer acceptance remains in play for 7 days for you to mull over. If you don't get a higher offer and what's on the table works for you – accept the offer within the 7 days and collect your payment!

Once you and your buyer have agreed on a price, Moniker collects the payment from the buyer and puts it in escrow. As the seller, you are not charged any fees for selling your domain through Moniker. Moniker does charge the buyer a 15% fee as commission from the sale.

If Moniker is your domain registrar, the domain will also be moved into escrow. If it is another registrar, they will request that you unlock the domain and complete a "Form of Authorization" to facilitate the transfer of the domain to the buyer.

Once you and the buyer have both completed your piece of the transaction, Moniker will carry out the other piece. For example, if you have taken care of unlocking the domain and completing the Authorization Form, as soon as Moniker receives payment from the buyer, your funds will be transferred to you and the domain to the buyer.

However, each party has up to 30 days to complete their end of the transaction and Moniker will need a few days to process the escrow transactions, so the closing process may require a little patience.

Going Once, Going Twice...

Moniker's other option to sell your domains has some risk, but also potentially high rewards, is their themed auctions. Throughout the year, Moniker hosts a variety of themed auctions. Some of the themes are (1) social and dating domains (2) premium domains (3) casino and gaming domains (4) geographical domains (5) premium adult domains and (6) general domains.

In order for your domain to be in one of Moniker's themed auctions, you must submit it for consideration. Be sure to submit a domain that matches the auction's theme. Even so, it may not be accepted. If it is, you must decide whether or not to set a reserve (a minimum acceptable sell price). At each themed auction, there are regular auctions and silent auctions.

The regular auction is what you want to be in and taking the risk of not setting a reserve will be more likely to get your domain there instead of the silent auction.

Moniker's auctions can be rewarding because they are live and bidders get actively involved in competing with each other face-to-face which drives prices up. Moniker's highest sales prices of domains have been set at live auctions.

However, this is no guarantee that your domain will sell at the auction or sell at the price you want and the sales process will be out of your hands once the auction commences. This is definitely a risk/reward proposition. I am not a huge risk taker. However, if you have a good domain name that has been listed for a few months with no acceptable offers, you may want to roll the dice on an auction. I like to list first before I try the riskier approach.

Sedo...

Sedo, the second largest domain aftermarket on the internet, has not been around as long as Moniker, but is a more global firm. Originally established in Germany, Sedo now also has offices in the U.S. and a worldwide presence.

Also like Moniker, Sedo offers direct listings for domain sales as well as auctions. We will first discuss their domain listing service as a way to sell your domain. As with Moniker, you must register for a user account with Sedo in order to list a domain for sale.

However, one interesting side note is that you cannot register for Sedo using any of the free webmail services (Yahoo, HotMail, Gmail, etc). If you do not have a paid email account, you can email Sedo and they will set one up for you. They do this to try to keep fraud at a minimum, but since so many people operate from free web-based accounts, this can be quite an inconvenience.

Sedo's sales process is quite different from Moniker's and has some unique advantages and disadvantages by comparison. For the basics, I've put together a chart below to make it easier to compare and then I'll delve into some of the interesting differences.

	Moniker	Sedo
Who Pays Sales Commission?	Buyer	Seller
How Much is the Sales Commission?	15%	10%
Accepts Any Email Account	Yes	No
Offers Live Auctions	Yes	No
Allows Direct Communication with Buyers	No	Yes
Established Reputation/Can be Trusted	Yes	Yes
Allows Posting in Multiple Categories?	No	Yes
Escrow Services Included	Yes	Yes
Offers a "Buy Now" Option	Yes	No
Offers a "Make an Offer" Option	No	Yes
Offers a "Fixed Price" Option	No	Yes

On the chart above, one of the most important things you should note as the domain owner is the very first item "Who Pays Sales Commission?" At Moniker, the 15% fee is paid by the buyer – that's great for you and me. However, at Sedo, while the fee is lower at 10% of the selling price – YOU, not the buyer has to pay the fee – that means you make 10% LESS on each domain name sale AND the minimum charge is \$50.

So, if for some reason, you are trying to unload a domain for a quick sale, only a \$500 sale makes 10% = \$50. Anything lower than \$500 and the \$50 minimum fee equals a percentage higher than 10%. If you ask me, that stinks. I want 100% of the sales price and I bet you do, too. Right away, that's a big minus for Sedo.

But they do have one really cool redeeming feature that Moniker does not have that I really, really like. I'll skip right to it and then we'll go back to the other differences between the two market dominators.

Here it is – once you have negotiated back and forth with a buyer or buyers and have gotten an offer you are willing to take, you can decide to flip the sale over to an online auction to see if you can get even more for the domain. The auction runs for 7 days and if you don't get more than the buyer from the regular sale offered, you can still accept his offer because it holds for 7 days.

This is pretty cool because if other buyers see someone is interested in your domain, it can drive interest and the price up beyond what you were getting under the regular sale.

Another interesting, and possibly positive difference between the two is that Moniker offers only 37 categories to identify your domain while Sedo offers 15 broad categories and then below these, if you want to get more specific, there are a total of 118 subcategories. Sedo lets you utilize up to 3 categories for each of your domains.

I find that too much definition in categories can be as harmful as too little. This can be particularly true if you place your domain in a subcategory a prime buyer might miss. This can be tricky. The multiple categories may seem alluring at first, but I advise you to stay as general as you can unless it's a no-brainer.

One clear exception to this is if you are selling an Adult (XXX) domain. There are a few subcategories under Adult that would be clear and helpful to your potential buyer – General, Women, Men, Lesbian and Gay. The difference between Women and Lesbian and Men and Gay categories is hazy, so do further research if you have an adult domain.

Sedo's 15 main categories are:

- | | |
|---------------------|------------------|
| ⌚ Adult | ⌚ Nature |
| ⌚ Business/Law | ⌚ Other |
| ⌚ Careers/Education | ⌚ Science |
| ⌚ Consumer Goods | ⌚ Society |
| ⌚ Health | ⌚ Sports |
| ⌚ Internet | ⌚ Technology |
| ⌚ Leisure/Culture | ⌚ Travel/Traffic |
| | ⌚ Uncategorized |

The subcategories for each of Sedo's main categories follow on the next two pages:

Adult	Business/Law	Careers/Education	Consumer Goods
General	General	General	General
Women	Money	Employment	Antiques
Media	Shopping	Education	Books
Lesbian	Law	Profession	Electronics
Men	Real Estate	Advanced Education	General
Gay	Industry	Schools	Cellular Phones
	Auctions	Universities	DVDs
	B2B		CDs
	Banking		MP3s
	Stocks		Computers
	Services		Television
	Trade		Hifi
	Marketing		Photo
	Insurance		Beverages
			Clothes
			Furniture
			Jewelry
			Food
			Wellness
Health	Internet	Leisure/Culture	Nature
General	General	General	General
Education	Communication	Casino	Geography
Fitness	Services	Events	Plants
Diseases	Domain Names	Art	Phenomenon
Medicine	ISP	Dining	Animals
Products	Multimedia	Humor	
Psychology	Portals	Cinema	
	Software	TV	
	Hardware	Articles	
		Broadcast	
		Music	
		Theatre	

Other	Science	Society	Sports
24 hour names	General	General	General
@-domains		Kids	Athletics
acronyms		Women	Ball Sports
3 characters		Personal Names	Air
4 characters		Education	Motor
4+ characters		Organizations	Biking
phrases		Relationships	Ski
numbers		Politics	Water
hyphenated			
domains		Religion	
Technology	Travel/Traffic	Uncategorized	
General	Automotive		
Services	General		
Hardware	Addresses		
Software	Agencies		
	Regions		
	Countries/States		
	Tourism		
	Cities		

Pricing at Sedo has a few more options. Asking price is optional and is a starting point for negotiations. Minimum price should definitely be used and will automatically bounce any bid that does not meet a minimum. You don't want to waste your time with resellers looking to scoop up your domains at ridiculously low prices – especially when you are paying a minimum \$50 fee.

You can also set a "Fixed Price" fee or use "Make Offer", but I do not advise the use of either of these. Fixed Price kills both the opportunity to negotiate with an interested buyer and the opportunity to let the sales price go higher than you may have anticipated by setting a cap. "Make Offer" invites all sorts of nonsense and indicates that you have no idea of the value of your domain.

Buyers will find a "Make Offer" posting annoying and may not bother to make an offer, bypassing you for another domain listing who has a specific price, even if it is high. No one likes to go into a situation blind. Do not try this approach. It's a lose-lose. You'll be responding to low-ball offers and missing out on good offers from legitimate buyers who passed you by.

Another important criteria unique to Sedo is selecting the correct currency. There are 3 to choose from. You want to be sure you select US\$ and then double check it again to be sure it posted your choice correctly.

The other 2 choices are Euros and British pounds. Using one of these will confuse your buyers and probably you as well. Just be careful!

Sedo's escrow and domain transfer services work much the same as at Moniker. The buyer pays money, you transfer the domain and Sedo releases the funds to you less their fee.

Sedo's Auction – Not Live, Not Dead Either...

Sedo offers online auctions separate from the ones that are offered in addition to their regular domain sales. These are reserved for premium names and domains must be submitted for consideration to be included in the auction beforehand. They are limited to shorter domains, more popular extensions, pronounceable words and phrases and preferable dictionary words.

The Big Two – A Wrap Up...

Similar to Moniker, Sedo reviews your domain before posting it for sale. The auction feature is a big plus, but since you have to pay the commission at Sedo, if it doesn't make you more than the 10% fee, it doesn't matter.

I have had good experiences with both Sedo and Moniker, but prefer Moniker. You should try them both and see which one feels better to you. I'll tell you about a couple of more, but these two are the ones that I strongly recommend.

Afternic – Another Resource...

In order to sell domains on Afternic, you have to pay an annual membership fee of \$19.95. And like with Sedo, the seller (YOU!) pays the selling fee of 10%. The minimum fee is \$10 higher than Sedo's at \$60 for the basic sales package. If you selected the expanded sales service, you will pay a 20% fee with a minimum charge of \$120.

When listing your domain on Afternic, you will need to select a category, but then can also opt to list it under "All Categories" as well. Afternic's categories are as follows:

- | | |
|-------------------------------|-----------------------|
| ⌚ Acronyms | ⌚ Numbers |
| ⌚ Advertising/Sales/Marketing | ⌚ Other |
| ⌚ Auto | ⌚ People |
| ⌚ Business | ⌚ Places |
| ⌚ Consumer Goods & Services | ⌚ Real Estate |
| ⌚ Education | ⌚ Science |
| ⌚ Entertainment & Leisure | ⌚ Society |
| ⌚ Events | ⌚ Sports & Recreation |
| ⌚ Health | ⌚ Technology |
| ⌚ IDNs | ⌚ Travel |
| ⌚ Internet | ⌚ Uncategorized |
| ⌚ Non-English | ⌚ Words & Phrases |

When listing on Afternic, there are 4 pricing terms to consider: minimum price, asking price, reserve price and floor price.

Minimum price is the minimum bid that you will accept. It does not bind you in any way.

Asking price is the "buy now" price. Once someone bids this, it results in an immediate sale. Only use this tool if you are certain of the value of your domain. If you use it unwisely, you can short sell yourself.

A reserve price, if you choose to set one, is the price you must accept if you don't get a higher bid within 7 days. The reserve price is hidden. No one will know what it is much like on eBay. Once the reserve price is hit, the listing is then classified as "Closing Soon". Reserve prices can be set at any time during the listing.

Once the bidding looks as if it has come to an end, you need to set the highest bid as the reserve price. That will close the listing and, like at Sedo, initiate a 7

day auction. The auction may net you a higher final price, so this is an excellent feature.

Floor Price applies only to the expanded services (20% fee option). This is the minimum price you will accept for the domain and it is binding once it is reached.

Escrow is included at no charge as it is with both Moniker and Sedo. For the basic 10% fee, Afternic will also promote your domain name sale on their partner sites enom.com and register.com.

For the 20% fee, Afternic offers expanded promotion services on register.com, enom.com and also BuyDomains.com, UnitedDomains.com, MelbourneIT.com, DomainDiscover.com, LeaseThis.com and dnZoom.com. Their sales team also actively gets involved in promoting your domain, taking calls and providing information to encourage the sale.

Afternic – Rated G...

Another word of advice on Afternic – they will not help you sell adult themed domain names – so take www.SexyNakedLadiesInRedThighBoots.com to another seller. There are quite a few sellers in addition to Sedo who prohibit the sale of adult domains or any domains that they consider to be vulgar. So, if you don't want to be around any vulgarity or XXX domains, Sedo is the place for you and if you DO plan on marketing that type of domain, avoid Sedo like the PG plague.

eBay – The Internet's Garage Sale...

You have probably used eBay before, but more likely as a buyer than a seller if you're like most people. Selling on eBay is a whole different ballgame.

PayPal is the easiest and most convenient way to pay and get paid for domains sold on eBay. It allows you the flexibility to accept all major credit cards and makes money transfers fast and painless.

Escrow at eBay...

eBay is unlike Sedo and Moniker in that escrow is not built in, but they do advise you use it and I agree that for any purchase over \$500, you should consider using their escrow affiliate Escrow.com. This is the escrow service approved by eBay.

Their fees, as of this writing, are listed in the chart below and should be taken into consideration when placing domains for sale on eBay. Escrow services give you security. If you transfer the domain and something goes wrong with the payment, you are going to have to go to great lengths (and probably with little success) to try to get your domain back or recover a false payment if you don't use this protective measure.

Escrow services prevent this anxiety and eBay, unfortunately, is a place where there is a lot of fraud. eBay itself is very vigilant, but individual users just may not be trustworthy or may have hacked someone else's account to buy the domain and you can ultimately be left empty-handed if you are not cautious.

\$ Range	Escrow Fee
\$0 – 750	Flat \$25 fee
\$751 - 5,000	Flat 3.25% fee
\$5,000 - 5,438	3.25% base - .06% for each \$100 over \$5,000
\$5,439 - 6,645	3.25% base - .05% for each \$100 over \$5,000
\$6,646 - 8,539	3.25% base - .04% for each \$100 over \$5,000
\$8,540 – 11,950	3.25% base - .03% for each \$100 over \$5,000
\$11,951 - 14,900	3.25% base - .02% for each \$100 over \$5,000
\$14,901 - 25,000	3.25% base - .01% for each \$100 over \$5,000
\$25,001 - up	Flat .89% fee

Loose Ends – Getting your Money and Transferring the Domain...

Once the buyer has sent the money, either via PayPal or through a mutually agreed upon escrow service and you are sure you've gotten your dough, you need to promptly transfer the domain to your buyer.

Transferring a domain is very easy, but depending on the registrar, the process may differ slightly. You, as the seller, must initiate the transfer. Your registrar's customer service department can help you with the transfer.

To initiate a push or transfer, you will start from your account or domain management screen on your registrar's site once you are logged in. Usually, you must unlock the domain prior to performing any change of ownership or registrar activity. Domains usually default to "lock" meaning they can't be transferred or pushed without being changed to "unlock" status.

A "push" is a transfer from one owner to another within the same registrar. You simply request a "push" and then enter the information for the buyer – typically an account number. If you are pushing, the registrar will send an email to the new owner letting them know about the push. They will have to enter some type of account or validation information and then you will both be notified that the push is complete and the buyer now has possession of the domain.

"Transfer" is the term for moving a domain to a new registrar – whether the owner is changing or not. It is much the same process, just with different terminology.

Pushing typically involves no fees, but transferring will have a cost. The buyer should be the one to pay transfer fees, not the seller. While a push can take anywhere from a few minutes to 24 hours, a transfer may take longer and can be subject to a 60 day limitation. A push should be achieved with little to no obstacles.

When pushing or transferring, if the registrar's process asks if you want to transfer the contact information with the domain, select "no". The new owner will need to ensure their contact information is correct and you don't want any of your information to "travel along" with the domain.

Final Words...

I will say that things change and what's good today may not be good tomorrow. You should always stay current and read industry news. Be sure to check the links provided for news sources on the links page.

Each of the sales venues has a feature similar to a "Reserve" or minimum sales price that you can use to protect yourself. However, in many auction settings, being able to advertise that you have not set a reserve or that there is a low reserve can be great selling points to get the auction moving.

The kicker is, you don't want to end up out of pocket. If you registered the domain name yourself, you should have \$5-\$10 invested in the name. You need to ask yourself reasonably what you can live with in terms of sales price.

If you don't sell at all, that's not good. If you have a great domain name and it doesn't sell at its potential, that's not good. For domain names where the value is not so sure, you can take the risk and go with no or low reserve, but for a name that is a definite hot ticket, you don't want to let anyone get away with your name at a steal!

With any auction, don't get discouraged if you have a few bids but then the bidding slows down. The last few minutes of any auction are where the real action takes place.

Chapter Twelve

Customers And Customer Service



During and After the Sale...

Whether you sell on Moniker, eBay or Afternic or whether you are selling to an individual, a business or a reseller, you want to be sure that you are always focused on excellent customer service.

Be vigilant and respond promptly to emailed questions and issues before, during and after the sale. When the sale closes, reach out to the buyer immediately with a personal message congratulating them and letting them know what the closing process and timeline are. If escrow is involved, let them know you are ready to roll as soon as funds are received.

For example:

Dear badboybiker36679@aol.com,

Congratulations on winning the sale/auction of iLoveBroccoli.com.
The escrow (or other payment...) process will begin as soon as you issue payment.

I am standing by to complete my end of the transaction and get the domain to you as soon as escrow (or other payment...) is complete.

Please email me with any questions.

Thanks,
John Doe
John.doe98765@earthlink.net

Once the payment process or escrow is complete, be sure to transfer the domain promptly. NEVER send it before payment has been sent and confirmed. Be careful, but once payment is well and truly done, transfer the domain ASAP and let the buyer know you have done so!

For example:

Dear badboybiker36679@aol.com,

I received notice of the completion of payment and want to thank you once again.

I have transferred the domain name over to you and you should have access to it within 24 hours.

Please let me know if there are other issues or questions.

Thanks,
John Doe
John.doe98765@earthlink.net

What If Problems Crop Up?

COMMUNICATE – COMMUNICATE – COMMUNICATE!

If the buyer is not sending payment as promptly as you would like, but is still within compliance of the terms, just sit tight. It's okay to send the initial email, but don't barrage your buyer – your CUSTOMER – with daily emails asking when payment will be issued or threatening to report them.

As long as you still have the domain in hand, you are okay and nagging won't get you anywhere. Does it work at your house?

Also, every customer is a potential customer for a subsequent domain sale, and if you aggravate them, they won't want to deal with you again. So no matter what happens, be POLITE and PROFESSIONAL.

Leave them alone until 24-36 hours before the payment period expires. Then you can send one friendly reminder, because you never know, maybe they honestly forgot. But before you send another email, be absolutely sure you have checked your PayPal account, email accounts or any online communications from the sales site (Moniker, etc).

For example:

Dear badboybiker36679@aol.com,

I have not seen a payment notification for the domain you purchased and wanted to check in with you.

If you have already paid, could you please send me the transaction details so I can follow up on my end?

If you have not had a chance to pay, I look forward to receiving payment notification by the payment deadline at 4:00 pm tomorrow.

I am standing by, ready to transfer your new domain name to you as soon as payment is complete.

Thanks so much,
John Doe
John.doe98765@earthlink.net

If the problem is on your side, you need to let the buyer know ASAP. For instance, if they paid you promptly, but you are having problems getting the domain released, don't let the problem linger. This can damage your reputation as a seller of quality domain names and cost you not only this sale, but future sales as well.

You should communicate by email immediately any issues that you are having and exactly what they are. For instance, if you try to transfer the domain and it is rejected, send emails and get on the phone with your registrar ASAP.

Email your buyer what the issue is, include a copy of the email (if you have one) from your registrar, but delete any of your confidential account information. Let them know exactly what the problem is, what your proposed solution is and the timeline for taking care of the problem as well as your apologies for the issue.

Communicate promptly, honestly and with solutions.

If you don't communicate, your buyer will assume you are being shady. Problems come up, it's okay – but you have to be right on top of them – do everything you can to resolve them as fast as possible, communicating updates to your buyer frequently. Most everyone is reasonable if they are getting information to make them feel better about the problem.

It's also much better for you to be the problem solver – even if your customer says they are going to work on it – you DON'T STOP until you have fixed it. The buyer can only fix the problem by complaining about you to the powers that be. And you do not want that!

You want to be an excellent seller who delivers domains promptly and solves problems quickly. This is how you will establish and maintain your outstanding reputation in the domain name business.

“Revolve your world around the customers and more customers will revolve around you.”

Heather Williams

Know Your Customers...

Be sure to keep a master database of all of your customers with as much information as you can gather. Depending on the venue of the sale and how you communicate with the buyer, you may already have their name and email address.

Typically, once you send someone an email through a system (such as eBay), although their email address is initially blocked, if you include your email address in your communication, they will email you back directly.

PayPal payment can also provide you with an email address. So build yourself a customer database – this can be as simple as a basic Excel spreadsheet – and keep track of everything!

Try to get the buyer's name (a real name, not just a user name), email addresses (most people have more than one – collect as many as you can), physical address, what domain name they bought, how much they paid, how

many times they bid, where you sold to them (Moniker, Sedo, etc), whether there were any problems with the transaction, and any other notes.

Also, always consider a bidder a customer. If someone comes into your store to browse, but doesn't buy – they are STILL A CUSTOMER! Build a log of bidders as well. This is great information to have. You will want to keep track of almost the same information as you do on your customer database.

Keep track of all of the information you have about the buyer, including what domain name he was bidding on, how many times he bid, amount of highest bid and date of sale closing.

Keeping your Information Organized...

There is a basic excel spreadsheet with headers already set up for you as a bonus to this book, so you don't have to create your own. If you're not an excel guru though, these will be easy for you to use "as is". There are three tabs - BUYERS, BIDDERS and SAMPLE. The first two are ready to use or customize and the third is just an example.

Some people prefer excel headers to be across the top, but with the format I set up, you can set up over 30 fields to track and the headers are set to repeat. For me, I would rather look at a few sheets with all of my detail neatly summarized than one long spreadsheet that prints on 3 pages and then has me scotch taping it together. It works better for me this way, but feel free to modify the template, just don't market it as your own!

The absolute best way to keep a database of anything is in a true database program, the easiest and most available of which is Access. Setting up your customer logs in Access will enable you to have more reporting functionality, but since many people are not Access fluent, excel will work just as well.

Getting More Information on the Customer...

If you don't have a lot of information about a buyer once the transaction is complete, keep an eye on WhoIs and scoop up whatever contact information they have there to complete your customer profile.

It's not stalking – it's research. Don't chase them down on MySpace or anything like that. But WhoIs is public access, so don't be afraid to use it to get valuable information you can use later.

Great – What Do I Do With It?

For starters, if something goes awry with the domain sale, you've got information on the other bidders to go back to them and try to make a sale at their highest bid. That is a HUGE source of problems with eBay in particular when you get SPAM saying you just lost an auction - let's do a private sale and it's a scam of some sort.

Don't do that, but you can reach out to them and tell them if they are interested, you will put the auction back up for a 2 day auction or with a "Buy It Now" set at their highest bid so you can still work within the system that's set up to protect you both.

Suppose you have a domain for sale that is quite similar to one you already sold. You should email all of the non-winning bidders from the previous similar auction and alert them to the sale.

Remind them how you know them and let them know why you are writing – don't be annoying and don't send email after email.

For example:

Dear badboybiker36679@aol.com,

Thank you for bidding on my domain name ILoveBroccoli.com a few weeks ago.

I am writing to let you know I am selling a similar domain name - VegetableSoupLovers.com - in case you are still searching for a domain of this type.

The link to the domain sale is below. Please let me know if I can answer any questions or provide additional information about this domain or the sale.

Best Wishes,
John Doe
John.doe98765@earthlink.net

Send the same type of letter to a previous buyer as well. You want to let your customers know what you have up for bid so you can generate as much interest as possible for the sale. The more traffic that visits your auction, the higher bids you will get.

LINKS & RESOURCES

Typo Generators

1. <http://www.seochat.com/seo-tools/keyword-typo-generator>
2. <http://www.webmaster-toolkit.com/domain-typo-generator.shtml?domain=trafficsupersecrets.com>

Random Domain Name Generator

1. <http://www.randomainer.com/>
2. <http://www.makewords.com>

Word Search Tool

<http://www.pcnames.com/Tools/Generator>

Parking Sites

1. www.Sedo.com
2. www.NameDrive.com
3. www.Parked.com
4. www.Fabulous.com
5. www.WhyPark.com

Keyword Tools

1. <https://adwords.google.com/select/KeywordToolExternal>
2. <http://freekeywords.wordtracker.com>
3. http://www.selfseo.com/keyword_suggestion_tool.php

Industry News Resources

1. www.moniker.com/news/news.jsp
DomainNEWZ – Newsletter published monthly by Moniker (a top domain registrar). Features industry news, tips, legal advice, etc.
2. www.domainnews.com
DomainNews.com – Website featuring US and international domain news and events. Features great FAQ section with information on domain registration basis.
3. www.dnjournal.com
DNJournal – Domain industry news magazine featuring news, events, sales charts, resources and classified ads.
4. www.domainersmagazine.com
Domainer's Magazine – Published bi-monthly, this magazine is available in hard and soft copy. While the content is excellent, it is difficult to read electronically and the website has no other functionality, but if you can find it in hard copy, it's nice to sit down and read through it.

Free Domain Appraisal Links

1. <http://www.estibot.com>

2. <http://www.nameboy.com/nameboyappraisal/order.php>
3. <http://www.swiftappraisal.com>
4. <http://websiteoutlook.com>
5. <http://www.domaintops.com>
6. <http://www.amptron.com/pr>
7. <http://www.urlappraisal.net>
8. <http://www.zippozap.com>
9. <http://www.valuate.com>
10. <http://www.dnscoop.com>
11. <http://www.appraisalwebdomain.com>
12. <http://www.urltrends.com>

Certified Domain Appraisal Links (Not Free) 1. <http://www.domainappraisal.org>

2. <http://www.sedo.com/appraisal.php3?language=us&partnerid=13104>
3. <https://www.godaddy.com/gdshop/dna/appraisal.asp?ci=9000>
4. http://getitappraised.com/Appraise_A_Domain_Name.htm

Domain Name Forums

1. www.DNforum.com
2. www.namepros.com

GLOSSARY OF TERMS

ACK – Shorthand for “Acknowledgment”. This tells you that changes to a domain name record are acceptable.

AlterNIC – An alternative root server and registry system. It administers top level domains not already in use. Recently inactivated and founder arrested for wire fraud. Stands for “Alternative Network Information Center”.

ARIN - A non-profit registry responsible who registers and administers Internet Protocol (IP) numbers in regions administered currently managed by Network Solutions. Stands for “American Registry for Internet Numbers”. www.arin.net

Arbitrary Name - A name bearing no relationship to the product, service or company it identifies. These can be protected by trademark law if registered. Example: Apple as related to Apple and MacIntosh products.

ARPANET – An experimental network developed in the late 1960s under the Department of Defense. Was the forerunner to the internet. It was originally designed for use in national disasters such as a nuclear attack to keep defense systems online. Stands for “Advanced Research Projects Agency”.

ASO – One of the three organizations that makes policy recommendations to the board of ICANN. Stands for “Address Supporting Organization”.

Authentication - Verification of the identity of a person or process.

Backbone - The top level transmission path through which other transit networks feed in a hierarchical network.

Bigfoot Letter - A cease and desist letter or warning notice giving a 30 day notice of intent to take legal action against a domain owner who is conducting trademark violation or other illegal activity with their domain.

Brand - A name or symbol identifying and associated with specific goods or services, which differentiates them from others. Branding establishes seller identity in a competitive market and helps the buyer identify a preferred source.

Browser - Software used to search and view sites on the internet. Browsers perform search and retrieval functions. The most common are Microsoft Explorer and Netscape Navigator.

BTW – Short for “by the way”. Used in instant messaging (IM) and emails.

CERN – The scientific institution where the World Wide Web was developed. Stands for “Conseil Europeen pour la Recherche Nucleaire”.

Class A Network – A network that can accommodate 16 million hosts.

Class B Network - A network that can accommodate 65,000 hosts.

Class C Network – A network that can accommodate 256 hosts. Can be used in conjunction with other Class C networks.

Client – Also commonly referred to as a host or server, it is a computer system used in networking.

Coined Name - A made up or created name. Due to their uniqueness, can be vigorously protection under trademark law.

Configuration File – File containing the database of all second level domain names registered under a specific top level domain. Every root server will have a configuration file utilized for resolving names under a top level domain (TLD).

.com – The preferred and most used top level domain (TLD) used mostly by corporations.

Copyright – A registration identifying the owner or creator of literature, works of music, artistic works, photographs, audio or video creations and more. Protected by many levels of laws and statutes.

CORE - An international organization made up of authorized registrars who manage allocations under generic top level domains (gTLDs).

Cybersquatting - Deliberate and bad-faith registration and/or use of a domain name in violation of a trademark.

Dilution – Erosion of the effectiveness of a trademark due to another party’s use of a similar mark.

DNRC – A public policy advocacy group. Stands for “Domain Name Rights Coalition”.

DNS – A general purpose distributed, replicated, data query service. Used primarily to look up a host IP address based on the host name. Administered by the Internet Assigned Numbers Authority. Stands for “Domain Naming System”.

DNSO – One of three supporting organizations that make policy recommendations to the board of ICANN. Stands for “Domain Name Supporting Organization”.

Domain – A location on the internet associated with a name server (NS) record.

Domain Name – An alpha-numeric name representing a record existing within the Domain Name System (DNS).

Domain Server - A computer system storing the records of a specific domain that responds to queries about the name.

eDNS –An alternative root server system operating outside of ICANN’s authority that distributes top level domain (TLD) names not already in use. Stands for “Enhanced Domain Naming System”.

.edu - A top level domain (TLD) name denoting an educational institute’s addressing protocol. Reserved for use by universities, colleges and other institutions of higher learning.

FAQ - Stands for “Frequently Asked Questions”.

FTP – Standard rules governing the transfer of files and programs over the internet. Allows files transfers between computers over a network, regardless of the types of computers or operating systems involved in the exchange. Stands for “File Transfer Protocol”.

.gov - A top level domain (TLD) name indicating a site used by government institutions, specifically non-military government sites.

gTLD – Certain officially established domains such as .com, .gov, .edu, etc. Stands for “Generic Top Level Domain”.

Hits - The number of times a web page is accessed by users.

Home Page - The front page of a website.

Host - A computer that allows users to communicate with other host computers in a network. Also called a server or client.

Host Name – The part of the domain name to the left of the "dot."

HTML – Programming language used to create content for the web. Stands for “Hypertext Markup Language”.

HTTP – Rules governing transfer of most documents over the web. It appears at the beginning of every URL. Stands for “Hypertext Transfer Protocol.”

IAB – A technical body overseeing development of the internet suite of protocols. Stands for “Internet Architecture Board”.

IANA – A government-funded body that assigns and distributes international domain names and IP numbers and oversees the internet software protocols of officially-sanctioned root servers. Stands for “Internet Assigned Numbers Authority”.

ICANN – A non-profit corporation empowered by the Department of Commerce to assume the functions of IANA as part of the initiative to migrate internet administration to the private sector. Stands for “Internet Corporation for Assigned Names and Numbers”.

Internet – An international network of networks - the world's largest network of interconnected computers used by individuals, organizations and business for the exchange of information, goods and services.

Internet Address - A 32-bit quantifier that identifies a node on the internet.

InterNIC – The registry responsible for name assignment within the following top level domains: .com, .edu, .net, .gov and .org.

IP - The network layer for the TCP/IP Protocol Suite. It is a connectionless packet switching protocol. Stands for “Internet Protocol”.

IP address – The unique 32-bit numerical assignment of a computer on a network which allows computers and hosts on the network to locate it. Consists of four sets of numbers separated by dots (example: 123.444.55.6).

ISP – A company providing access to the internet. Example: AOL, BellSouth, etc. Stands for “Internet Service Provider”.

.mil - A top level domain (TLD) name used by military organizations.

NAK – A message indicating a change requested to a domain name record is unacceptable. Stands for “Negative Acknowledgment”.

Name Resolution - The process of mapping a name to its corresponding address.

Name Server – A computer employed to perform name-to-address mapping. Also called either a host server or client.

.net - A top level domain (TLD) name denoting an abbreviation for network administration. Used by businesses and other users.

Network - A data communication system that connects computer systems at various locations.

NSI – Abbreviation for Network Solutions, Inc. NSI was awarded a five-year cooperative agreement to administer the registration services of the following top level domains: com, edu, gov, net and org in the early days of the world wide web.

NSP – An Internet service provider operating nationwide. Stands for “Network Service Provider”.

.org - A top level domain (TLD) name denoting an abbreviation intended for, but not reserved for use by non-profit institutions and organizations.

® - Indicates the registered trademark status of a name, phrase or logo.

Registrar - A company providing registration services for domain names.

Service Mark - A word, phrase, slogan, design or symbol used to identify services and distinguish them from the services provided by others. Can be registered with the U.S. Patent and Trademark Office and is similar to a trademark. Abbreviated as “SM”.

Spam - Prodigious amounts of unsolicited and unwanted e-mail.

SRS – A system designed by Network Solutions that allows competition in domain registration services. Stands for “Shared Registry System”.

TCP/IP – Refers to the suite of transport and application protocols that allow different networks around the world to transfer packets to one another. Stands for “Transmission Control Protocol over Internet Protocol”.

TLD – The highest category of namespace on the internet that uniquely identifies internet addresses used worldwide. Stands for “Top Level Domain”.

TM - An abbreviation for trademark, used to indicate the owner's rights to use the word, phrase, slogan, design or symbol. Used while waiting for official

registration is completed. After registration of the mark is complete, the symbol ® is used.

TMO – Stands for “Trademark Owner”.

uDNS – An alternative root server system administering top level domains not already in use. Stands for “Universal Domain Naming System”.

URL – The alphanumeric phrase corresponding to an IP address. Stands for “Uniform Resource Locator”.

USPTO – The federal agency that administers registration of trademarks, patents and service marks. Stands for “United States Patent and Trademark Office”.

Web Browser - Client server software used to query web sites.

WHOIS – A website where users can query a database of registrants published by ICANN-accredited registrars.

WWW – An internet hypertext-based global multimedia information network. Stands for “World Wide Web”.

About Scott Stamper...

Scott Stamper has been marketing online since 1984, way before the World Wide Web. Scott has many best selling products in over 20 niches.



His products for internet marketers include [Traffic From Scratch](#), [Traffic Movies](#), [ClickBank Stampede](#), [Affiliate Stampede](#), [Paysite Secrets Exposed](#), [Audio Product Secrets](#) and many others. Most of his marketing packages are available for affiliates to promote at [Affiliate Cash Matrix](#) and are available at [MarketingMayhem.com](#)

His blog, Cliffhanger Marketing, is read by internet marketers around the world by both veteran marketers and newbies alike. It can be found at [www.CliffhangerMarketing.com](#)