

EASY FLIPPING CASH

DISCOVER HOW I BANKED \$255 FLIPPING ONE
SIMPLE WEBSITE WITH ZERO TRAFFIC AND NOT
A PENNY IN EARNINGS...AND HOW YOU CAN
TOO...RINSE AND REPEAT ON AUTOPILOT!

OSMAN SAFDAR

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1. Introduction



Welcome.

Here's a short little intro about yours truly. My name is Osman Safdar.

I'm originally from Pakistan and born and brought up in Bahrain. I live and work in Bahrain.

By morning I'm a construction site engineer and by night I mutate into a savvy internet marketer. So basically I studied B.Sc Civil Engineering and graduated back in 2011.

There have been times when I hated

engineering and at certain times I start liking it. Bottom line is this: I used to be a very lazy couch potato kinda guy. It certainly didn't help me with my online business ventures. But when I got the job, it fired up my butt and turned me into an action-taker which in turn affected my online biz in a positive way - I mean, I became less lazy and more action oriented in all areas of life - including my online marketing. Just something to think about. Just shoot me an email if there's anything else you wana know about me.

Let's talk about this product for a minute. This is a case study where I show you how I created a starter website and flipped it on Flippa for \$255. I go deep into the niche selection process because it really matters and it helps create the case for a valuable starter site that potential buyers might want to look at. It sets the tone for the rest of your work on the website. Then I cover the product development process, some more details and then a whole chapter dedicated to Flippa strategies that worked for me.

So yeah, that's what this course is all about.

\$255 Current Price Reserve: \$1	6 Bidders Total bids: 38	36 Comments	11 Watchers	266 Views
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Alright, I'm gona wrap up this intro and get right into the real stuff.

In the next chapter you will learn how I actually came up with this method that I'm going to share in this guide.

2.

How This Method Came About

What You Will Learn In This Chapter:

- Introduction to Curezone.com
- Step by Step Instructions on how to conduct niche research on Curezone.com

Frustrated

I've been a lurker on Flippa.com for a long time. I also listed a couple sites and domains earlier but didn't see much success. I was throwing away money for no ROI. It really got frustrating. You can imagine - Watching how others flip their sites for hundreds and thousands of dollars and yet when you list something on flippa, nothing seems to work for you.

That's when I turned for some professional help.

The Saudi Guy

So I started looking for mentors online. I preferred someone who lived nearby so I could meet them in person. That's when I found this amazing internet marketer who lives in Saudi Arabia. We exchanged a few emails and we decided that he will teach me all his strategies for \$497. I agreed to his proposal and we scheduled 3 sessions in the coming few weeks. He used to drive all the way from Saudi to Bahrain. He did really teach me some really cool stuff to make his road trips worthwhile.

Now here's the thing: He didn't teach me anything about Flippa. Nop. Basically he gave me an over-the-shoulder tutorial about niche selection process, how to outsource product creation, selling it via ClickBank etc.

The most most valuable teaching I got from him was about niche selection process. I took that and tied it in with Flippa and the result is the Easy Flipping Cash method which I'm about to reveal right here in the upcoming pages.

I give the credit to this dude for the awesome niche selection process that he taught me.

Niche Selection

So here's what I learned about niche selection from him:

First, this deals with the health niche only. As you'll see later on, the website that I flipped was based on a health related topic - women's health in particular. And a very narrow topic within women's health.

Second, the idea that I'm going to show you will definitely help you identify hot high demand health niches you can target.

- Don't worry if you don't know anything about the health industry.
- Don't worry if you're not an expert in any health market.
- Don't worry if you're not even "Passionate" about health!
- Just keep this in mind - health is an ever-green niche that you can never go wrong with.

Is it important to be "Passionate" about your niche?

Quite clearly, NO. Self help gurus and the "Just Believe In Yourself" types may as well just sit there close their eyes and keep on chanting "I am rich" affirmations... but you be an action taker. Find profitable niches and develop solutions which cater to their market. Your market doesn't give a damn about your passions and beliefs. Your market has some problems, you need to develop products that solve that problem for them. That's the whole story.

Alright. So my friend from Saudi introduced me to a forum called "Curezone.com"

Never heard of it? Me too. I never saw someone talk about Curezone on Warrior Forum or anywhere in the internet marketing world. But it's a place where some unknown marketers make a lot of money from.

So let's go to Curezone.com



As you can see, all health and medical related topics are nicely laid out along with the last posted time.

The screenshot shows the CureZone website with the tagline "Educating instead of Medicating". The navigation bar includes links for Home, Log On, Join, Forum, Blogs, Health, Newsletter, Images, a search box, and a visitor count of 18772. The main content area is divided into three columns: Support Forums, Debate Forums, and Sponsor Ads.

Support Forums	Debate Forums	Sponsor Ads
Mosaic 180s	Debate Mosaic 32m	Heal Type 2 Diabetes
Ask Tony 180s	Ask Trapper 32m	Stop The Skin Itch Now!
Support Mosaic 180s	Christianity Debate 6h	Liver/Gall Cleanse
Candida 10m	Conspiracy 13h	Clark Bowel Cleanse
Iodine 13m	Liver Flush Debate 15h	Original Hulda Clark
Enema & Colonics 23m	MMS Debate 18h	Your Ad Here
Cancer 30m	Vaccination Debate 21h	Most Expensive B12 Vitamin
Parasites Support 30m	Drug Legalization 42h	Natural Cancer Remedies
Adrenal Fatigue 35m	Evolution 45h	Alkaline Water?
Anxiety 35m	Politics 49h	My cancer is gone!

In this screenshot you can see that the last post or comment was done 180 seconds ago! The "m" means month. "s" is for seconds and "h" for hours. You can see some forums where it says 21h for example "Vaccination Debate". It means the last post or comment was made 21 hours ago, so it means that the Vaccination Debate forum is much more active than "Evolution". So there are less people hanging out in the Evolution forum.

Let's click and open the Evolution forum. You'll notice that most of the posts are actually very old. So this isn't a good niche to target.

- [Start New Topic](#) [CK](#) [FCK](#) [MCE](#)
- [God created Evolution](#) #168677 8m 3
- [2 Evolution proof is false evidence used to set up the greatest fraud](#) 1 copperdeficiency 88d 25
 - [Totally agree....."The extermination plan, NOT extinction, is causing...](#) kermimator 88d
- [Intelligent Design](#) traderdrew 8mo 4,214
- [A book called 'The Understanding of Life'](#) TheHigherSelf 10mo 6,779
- [2 Evolution Dishonors A Loving Purposeful God](#) 1 waitingonaneworld 11mo 1,045
 - [Scientist and evolutionist have concluded that evolution should be an on going p...](#) waiting
- [4 Demonstrating God through the design of life](#) 1 Mighty.Sun.Tzu 12mo 641
 - [What random accidents are not capable of accomplishing.](#) Mighty.Sun.Tzu 12mo 895
 - [Re: Proving God through the design of life.](#) c.b. 12mo 481
 - [Actually if you despise God, i have given you an out... you can attribute the ob...](#) M

Let me show you how to sort the forums by hits and popularity. Click here: <http://www.curezone.org/forums/a.asp?q=4&o=3>

This will show you the top most popular forums.

All Forums Sorted by Popularity, By Hits On CureZone.org

[All Forums](#) [Support Forums](#) [Debate Forums](#) [Health Forums](#) [Non-Health Forums](#)

All Forums Sorted by Popularity, By Hits

1. [Candida](#)
2. [Mosaic](#)
3. [Parasites Support](#)
4. [Liver Flush](#)
5. [Iodine VWT](#)
6. [Ask Barefoot Herbalist](#)
7. [Master Cleanse](#)
8. [Ask CureZone](#)
9. [Ask Trapper](#)
10. [Adrenal Fatigue](#)
11. [Mirena IUD](#)

As you can see, Candida is the most popular forum here. It means there's a lot of demand for this niche market.

Next thing you should do is dig deep into the candida forum. Read through the posts and see what people are saying. Are they asking for help, are they using words like "problem", "need", "pain" etc? If yes, then this is a potential buyer's market.

You can create an info-product about candida and advertise it right on Curezone!

The links on the right side are all ads.

CureZone.org : 1095
ums Non-Health Forums

What is Nascent Iodine?
What is Nascent Iodine?
How does it work? Click
to learn Iodine's ...

**Water Secret Takes Out
Fluoride**
Learn how to remove
fluoride from your
drinking water today...

Original Hulda Clark
Hulda Clark Cleanses

**Oleander Pure
Concentrate Capsules**
Leukemia and Cancer
Immune System Support,
15% Off with ...

Sponsored Ads

Heal Type 2 Diabetes
Simple, 3-step natural
approach heals
diabetes within a
month. No side...

Pretty cool stuff eh?

I bet you've never heard about Curezone.com on any other WSO :D

Anyways, that's how you can drill down and search for a profitable health niche to create your product on.

More about niche research in the next chapter. Actually not the next chapter but the one after it :D

Action Steps

1. Go to <http://curezone.com>
2. Hover you mouse over "Forum" in the top navigation menu and select "All Forums by Hits"
3. Pick one of the topics/niches with recent postings.
4. Scope up the market by reading a few posts on the thread.

In the next chapter you will learn the nutshell version of Easy Flipping Cash method, along with a summary of each step.

3.

The Game Plan

What You Will Learn In This Chapter:

- Overall game plan
- Quick introduction to the components of this system

Here's the nutshell version of what this method is all about. Details will follow in upcoming chapters.

1. Pick a valuable niche
2. Setup the product
3. Setup a trust-inducing website from where you'll sell the product
4. Flip the website

Let's dig a little deeper into each of these.

1. Pick a valuable niche

The niche you select must have a good number of monthly searches for it on Google. It must be a niche where the audience is actively looking for solutions. The niche must not be over saturated. In the next chapter I'll show you a very simple way to pick niches which fulfils this criteria in as little as 5 minutes :)

2. Setup the product

Once you've identified the niche, next step is to develop a product that caters to this niche market. You can either create one yourself or outsource it or even buy a PLR product and rebrand/customize it according to your needs.

3. Setup a website that instills trust

Once the product is ready, now it's time to develop a website which will have your sales page to sell your product. Besides the sales page, there are a couple more elements that need to be on the site to gain the potential buyer's trust and confidence. More on that later.

4. Flip the website

That's it. Now you're ready to flip the site. I'll share all my flipper listing strategies in an upcoming chapter.

That's it. Notice I didn't say a word about traffic generation or monetization. That's because this course is focused on flipping starter sites (sites that have zero traffic and zero buyers).

You must be wondering why would anyone be interested in buying such a site? Well that's because the way this site is developed is what

creates a perceived value in the mind of the buyer. The buyer perceives value because of these reasons:

1. It's a unique, untapped, high-demand niche.
2. The hard work of product creation is already done (by you).
3. The website ingests trust and confidence.

In the next chapter you will learn the one website that I recommended to conduct your niche research from. As a matter of fact, the research has already been done for you for free!

4.

Niche Research

What You Will Learn In This Chapter:

- Highly recommended website for easy niche research
- Using Google Analytics to verify the demand of your niche
- How to check up the competition on Google

The curezone tip that I shared with you earlier is not the one i used to come up with the niche for this website that I flipped. The curezone method actually inspired me to look for more ways to do niche research...

... And that's when I discovered this amazing resource:

The Neat Little Niche Trick That Did Wonders For Me

I'm sure you'll agree that the curezone idea is amazing. But here's what's even better...

The curezone idea actually inspired me to discover a much more simple process to discover amazing niches in as little as 1 minute! For free! So even though I just shared with you the curezone research process in detail - that's not what I myself used to create my niche website for this case study. But it's certainly valuable and it's what

inspired me... so I gave away the curezone strategy to you. You're welcome.

But here's niche research on steroids...

NicheHacks.com

Voila! I swear I have no affiliation with this website. It's something I came across while looking for easy niche research processes. And when this turned up, I instantly got hooked.

Go to <http://nichehacks.com> and explore it.

It's owned by Stuart Walker. This amazing dude has listed 100's of untapped niches for free on his website. Pure gold mine. Just visit nichehacks.com. Click on "1781 Niches" on top and sign up for free. You'll get a link in your email with all niche research works.

Note: I am not affiliated with nichehacks.com in any way

That's what I did to pick my niche. I mean just take a look at this list. All the hard work has been done for you basically. These are untapped niches with high demand... ready to be exploited.

So the niche that I chose? Breastfeeding Diet!

It's a health sub niche.

It targets women.

Pregnant women, first time mothers, nursing mothers etc.

I'd be nuts if I say that I'm an expert in this niche! I'm not. Neither am I passionate about. All I cared to know was that this is going to be a pure money-maker.

Of course, I don't advise you to throw rubbish products around just because all you care about is money. Nah, that's not what I'm sayin.

What I'm saying is that at this step just look for high potential niches. In the following chapters when we talk about product creation, I'll tell you how to create high quality products in those niches which you're not even familiar with. So that will be taken care of.

So back to my niche.... "Breastfeeding Diet"

Verification from Google Keyword Planner

To verify it, I opened up Google Keyword Planner and ran a search for the keyword.

Search terms		Avg. monthly searches ?
breastfeeding diet		9,900

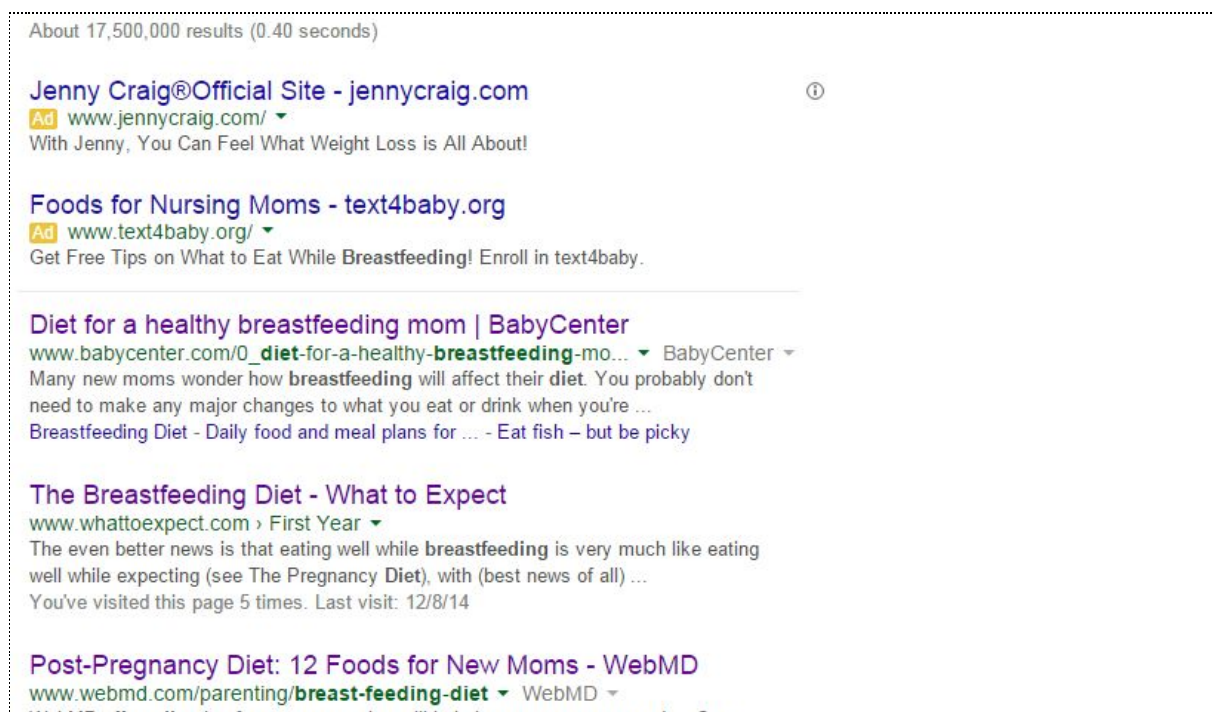
So yes, this has a lot of searches per month.

Next, I wanted to check the competition...

Competing Products in The Same Niche

Google comes to rescue again. This was also a tip the Saudi friend gave me. What you need to do is, search for your niche or keyword on Google and then look if there are any related ads or not.

Use the “SEO Global” Chrome extension to show the search results from US.



About 17,500,000 results (0.40 seconds)

Jenny Craig® Official Site - jennycraig.com
Ad www.jennycraig.com/ ▼
With Jenny, You Can Feel What Weight Loss is All About!

Foods for Nursing Moms - text4baby.org
Ad www.text4baby.org/ ▼
Get Free Tips on What to Eat While Breastfeeding! Enroll in text4baby.

Diet for a healthy breastfeeding mom | BabyCenter
www.babycenter.com/0_diet-for-a-healthy-breastfeeding-mo... ▼ BabyCenter ▼
Many new moms wonder how **breastfeeding** will affect their **diet**. You probably don't need to make any major changes to what you eat or drink when you're ...
Breastfeeding Diet - Daily food and meal plans for ... - Eat fish – but be picky

The Breastfeeding Diet - What to Expect
www.whattoexpect.com > First Year ▼
The even better news is that eating well while **breastfeeding** is very much like eating well while expecting (see The Pregnancy Diet), with (best news of all) ...
You've visited this page 5 times. Last visit: 12/8/14

Post-Pregnancy Diet: 12 Foods for New Moms - WebMD
www.webmd.com/parenting/breast-feeding-diet ▼ WebMD ▼
Most effective dieting for new moms that will help keep your energy up. One

Not even a single targeted product for this niche!

Good.

When that happens folks, you've got a winner.

Action Steps

1. Go to <http://nichehacks.com>
2. Click on 1781 niches on the top navigation bar.
3. Sign up
4. Check your email for a message from stuart and follow the links in the email
5. Access a ton of free done for you niche researches and pick one!

In the next chapter you will learn how I created the product outline for my ebook, for a niche that I had no knowledge about!

5.

Product Creation

What You Will Learn In This Chapter:

- General introduction to product creation
- How to create amazing product outlines even when you don't know anything about the niche you're going after

The niche market I selected was totally new to me.

So, how do you create a product for a niche that's totally new to you?

Others would suggest you should first read a couple of books on the topic so that you become an "expert". Although that's a good advice, it's not always the most interesting thing to do.

I mean, just imagine...

... How about if you wanted to develop a product in a niche which you HATE?!

Or a niche you're not even PASSIONATE about?!

Would you then like to spend countless hours reading up on that topic?

I know I wouldn't.

I crafted this technique out of desperation.

Here's what I mean...

During my niche research I discovered a market which was literally untapped. It had freaking 9,900 monthly search volume on Google. Desperate people. But guess what? There was no product/solution catering to this audience. The light bulb went off and I knew I had to tap into this money-sucker.

But it was a niche I had no interest in!

Heck it wasn't even for my gender! But I sure wanted to develop an info product for this market. And as you know, every info product begins with an outline. So here's exactly how I had the outline developed...

I went on to Fiverr and looked for researchers and writers. After some trial and error, I found a reliable writer who had good reviews and ratings.

Next I contacted her and instructed her to research the particular niche I was after.

I instructed her to look for pains and frustrations. Then I told her to organize the research report in 10x10 topics. So for example let's say the niche I am working on is "Sore Throat". I told the fiverr seller to dig out the pains, frustrations and questions that audience in this market are exhibiting. I told her to organize them as topics and create 10 main topics and 10 sub topics under each main topic. So that makes a total of 100 topics! That's called the 10x10 matrix. I gave her a sample of the 10x10 matrix from the gardening niche.

Here's the sample I gave her...

Sample of main topics

- Basic Concepts of Gardening
- Vegetable Gardening
- Fruit Gardening
- Inside Gardening
- Outside Gardening
- Gardening in Tropical Climates
- Gardening in Cold Climates
- How to Plant
- How to Take Care of Weeds
- How to Preserve Your Vegetables

It took her a few days to complete the research and she came back with an astonishing outline of 100 topics ;) The whole gig costed me \$25.

From those 100 topics I shortlisted some 30 topics and used that as an outline for the info product.

Here's what you need to do next...

Use this approach when you're not an expert in your niche nor do you have the desire to become an expert. Once you pick the niche, head over to fiverr and start looking for quality writers and/or researchers.

You need to develop the whole product out of the outline.

So you simply find good writers on Fiverr or anywhere else and instruct them to write informative articles (upto 500 words per article) on the 30 topics you shortlist. Then compile them in a pdf ebook and you're good to go ;)

This outline technique is part of a product creation method I devised for niches where you're not the "expert" nor do you have to desire to become an expert.

I mean let's be frank...

We're info product developers. What we ultimately want is to develop products for "profitable" niches. Right?

And so many times it happens that you come across a niche that's so profitable that it just makes sense to cater to its audience.

And then what happens?

Nothing.

Someone else comes along and taps into that niche...

While you keep on watching the money flying right past your eyes.

What held you back?

Why did you stop?

Maybe you lacked the knowledge and expertise...

Maybe you didn't have enough money to outsource the product creation...

Or maybe you weren't "Passionate" about that niche!

Thanks to slapstick self help gurus and marketers who keep on pounding you with things like "You need to be passionate!" and "You need to develop your passion into your business"!

Breaking News: You're a businessman and "Profitability" is what you need to be passionate about!

That's why and how I developed this product creation method I'm talking about.

I found a niche that's a freaking money-maker.

A niche that has virtually no competition.

A niche full of desperate audience.

So what the heck if I am not "Passionate" about this niche?!

So what if I "Hate" this niche?!

"I'm not gona just sit here and tell myself how screwed up my life is!" I said to myself.

That's how this clever strategy was born.

It's a method that lets you create high quality info products in niches that you don't have any knowledge in.

And it let's you do that in a shoestring budget without entirely depending on outsourcing.

I have disclosed the full details in a step by step in my [Product Creation Hacks video course](#).

I have already given you the outlining strategy in this chapter. But that's just the beginning of what this method is all about.

If you want to learn more about it and how to buy it... click the link below.

<http://easyflippingcash.com/oto2/>

In the next chapter you will learn about what your website should ideally include.

Action Steps

1. Create a product outline or outsource it on Fiverr

6.

Finer Details

What You Will Learn In This Chapter:

- Miscellaneous details to be kept in mind
- Getting free virtual US mailing address
- Importance of keeping Adwords in mind while setting up your site

Here are a few things to keep in mind while you're developing your starter sites:

1. **Your website must look like a complete package**, like something that was created specifically for your target audience. So one-page fancy sales page websites won't work. Make sure you have extra pages on your website that adds credibility. Things like an "About" page where you talk about yourself or about your journey that lead you to create this product. And "Contact" page too. Don't look like a salesman. Appear like someone who's faced the same problems as your niche audience and then through lots of struggle you overcame the problems and now you're offering your solution to your market.

Quick Tip: To setup a website you'd obviously need to get a domain name. Domains usually cost \$10 per year. But you can get them for \$1.99 on GoDaddy. I

made a quick video showing exactly how to do that. Here's the video:
<http://youtu.be/zxjsrTkUW8s?hd=1>

2. **Personalize.** Use a pen name if that's what you want. That's what I did for my breastfeeding diet website. I used a pen name. I also used an image of a lady whom I took written permission from. That way I injected personality into the website and made it more real and alive. I also developed a whole persona around that lady. Like "I am a mom of 3 kids... I live in California and run a home business coaching practise...etc".

3. **Use video testimonials.** You can get them created on Fiverr. Here are my favorite fiverr gigs for getting video testimonials done:

- <https://www.fiverr.com/jaynesays/create-a-natural-looking-testimonial-video?funnel=809d0f31-e202-40e5-8007-4277ab9393ee>
- <https://www.fiverr.com/joeyperezwest/be-your-english-or-spanish-video-spokesperson?funnel=989fb378-827a-4d4f-9f88-e59c88042cee>
- <https://www.fiverr.com/lisamarie7/video-testimonial-review-as-a-doctor-fun-or-serious-spokes-model?funnel=7ee8e83b-6c33-4988-9f60-3ae7554f3680>

4. **Don't forget the legal pages:** Terms & Conditions, Privacy Policy, Earnings Disclaimer and so on. You can go to various sites and rehash their legal pages etc. specially if you're strapped for time..

... But for a complete and professional legal forms solution, [click here](#) to check out this prestigious Legal Forms Generator developed by Cyber Lawyer Mike Young. It's my recommended choice when it comes to everything related to legal pages.

Here's the link again:

<http://easyflippingcash.com/recommends/legalforms>

5. **Think about impressing Google Adwords.** That's right. Make your website keeping Google adwords in mind. It's not easy to impress Google and get into their adwords program.

If you know Adwords, you know what i'm talking about. They're very strict as to who they accept for their adwords program. One page wonder websites gets rejected by adwords. And once you get banned from Google, it's very difficult to get back. So you better play safe than be sorry.

So make sure your website is Google-friendly.

You might be wondering if it's allowed to advertise sales pages on Adwords...

Im not an expert on AdWords but here's my 2 cents:

Yes it's allowed the advertise a sales page on Adwords. Having a sales page is not what turns off Google AdWords. What really turns off Google are sites that don't look legit, that don't have any contact info, sites that don't have any legal and disclaimer pages... sites that don't explain their business model well enough... and sites that appear like their only purpose is to harvest emails.

So you may not have the intention to run traffic to your website from adwords - and I promised that I'll show you how to flip websites that have no traffic - but just to make your website meet high quality standards, keep adwords in mind while working on your website.

That's all what I'm trying to say.

Now, you may want to take a look at the actual website as well right?

Well, the website that I've been talking about is this:

<http://thebreastfeedingdiet.com/>

The way this site looks right now is not the way i designed it. The new owner of the website changed its theme etc.

Luckily, there's a copy of my original version of the site on Waybackmachine. Here's the link:

<https://web.archive.org/web/20141218094732/http://thebreastfeedingdiet.com/>

So click this link and take a look the site the way I had developed it... checkout its structure and simplicity.

With that said...

... Here's something else you may want to know:

How to Get US Phone Number and Virtual Address For Free

It's extremely important that you have a proper contact page on your website, where visitors can reach out to you. This is again keeping adwords in mind. No contact page = Banned from Google. You might be thinking what's the big deal. Well it IS a big deal. We're talking about creating sites that haven't made a single cent in earnings. If your website does make some earnings then this will be enough to entice buyers on Flippa. But since your website doesn't have any earnings, that's why you want to make sure that your website does well in every other aspect. And having proper sales page, contact page, about page etc helps a long way into that.

Right. So you may want to market your product to prospects living in USA only. In that case, you must have a valid US phone number and mailing address.

Here's how I did it for free:

1. Get free US voicemail number from here:

<http://voicemail4you.com/>

2. Instead of “Buying” a virtual address in US, just a free US mailing address from sites like <http://usabox.com> or viabox.com. Simple. People usually get these address to buy stuff from US and get them delivered to their country. But we’ll use this address to make our website become legit :)

A Word about “Manipulation”

I know I know... some of you might think this is all manipulative. Well I beg to differ. It’s not manipulative because you’re not intending to actually run traffic to this site. Our aim is to create starter sites which have zero traffic and zero sales. So why am I telling you to go the extra mile to ensure you have a proper contact page in place and a persona (of a lady, in my example)? Because your website itself will become a “demonstration” for the potential buyers on Flippa. You’ll be selling these sites based purely on potential and nothing else. That’s the reason why we are paying attention to all the little details.

It must be feeling like a lot work when you read this, but trust me, executing these steps is fast and easy... and once you get the hang of it, it becomes kinda automatic.

In the next chapter you will learn my take on how to do auctions on Flippa. Some of it goes against conventional wisdom. I also go into great detail about my own flippa sales letter.

Action Steps

1. Plan out your website.
2. Get the legal pages done.
3. Outsource video testimonials on Fiverr.
4. Read Google Adwords policies.

7.

Flippa Listing Strategies

What You Will Learn In This Chapter:

- My top Flippa strategies
- Detailed explanation of my Flippa sales letter

Alrighty. Here are the Flippa strategies that I used. These are the strategies that worked for me and they are not necessarily set in stone. They might be different for different scenarios and/or type of sites. But as far as starter sites are concerned, I'm pretty confident that these tips will work for you too. Beware, some of these go against the conventional Flippa wisdom that people like to throw in our industry.

With further ado, let's begin.

★ Auto-approve the bidders.

Every "expert" says you must use manual approval for bidders so you can weed out the non-interested ones and only get genuinely interested bidders. But I say: Set it to auto-approval in the beginning. At least for the first few days. This will kick things up on your auction listing. It will help in getting some initial activity on your listing. The more bidders you have, the more

chances that you will get on the first page of “Most Active” section of Flippa. This section: <https://flippa.com/active-listings>. The goal is to get on the first page of this section as soon as possible. However towards the end of the auction...

★ **Accept the bidders manually.**

That’s right. Weed out the tire-kickers in the end :) By that time you’ll have interested bidders on your auction already.

★ **Use low reserve price.**

Use low reserve price. I used \$1 as the reserve price. This again will get you more action on your listing. Will this invite those bidders who don’t really have any intention to buy? Yes, but we tackle this by...

★ **Using Escrow service.**

People who want to scam you will shy away when they see that you only accept Escrow as the payment method! Do you see what we’re doing? We’re opening floodgates of bidders to get in, but filtering them out by using Escrow and by using the manual bidder approval towards the end. It’s about pull and push. Pull maximum visitors in, the push the bad ones out.

★ **Post frequent comments.**

Post daily comments on your own listings. A typical comment you can always use is “X number of days left!”. Be creative with this. People read all the comments, so it’s a good place to

highlight some benefit the winner/buyer of the auction will get. Even if you have to copy/paste a phrase or a complete sentence from the sales letter itself. Do it. This again increases the chances of getting into the “Most Active” section.

★ **High BIN price initially.**

This is something I just tried out of curiosity. I’m not sure if it impacted my listing positively or not. But I wanted to give it away to you anyways. So I set the ‘Buy It Now’ price very high initially. Then as the auction came close to end, I started reducing the BIN price..... as an incentive for those who were really interested to buy. Though my site didn’t sell at the BIN price. So this is something you may want to test yourself.

★ **Throw in the bonuses later.**

Same logic as above. I started throwing in bonuses for the BIN buyer... in the last days of the auction. Just to give an incentive to those interested.

★ **Buy the screenshot upgrade.**

This is the only upgrade I bought. The screenshot upgrade. A lot of experienced Flippa sellers say that this upgrade really helps in getting more attention and exposure. But most of them say that this upgrade must be purchased towards the end. I don’t know why. I bought it earlier because what this upgrade does is, it places your website screenshot right next to your listing title. Now the screenshot remains next to your title whether you buy

it now or later. So I got it earlier. If anything, it will help you get more views.

★ Tagline

Here's the tagline I used:

"Business in a Box" Website in a High Demand Niche, No. Exp Required.

Obviously you can't say anything about traffic or revenue in the tagline because in this case the website doesn't have any traffic or revenue. So you need to emphasize on the other strong points. Here's a possible list of strong points.... which starter sites can use:

- high demand niche
- unique niche
- evergreen niche
- massive niche
- power niche
- low com. niche
- business in a box
- done for you
- custom built
- all hard work done for you
- specialized software
- never released before product
- no exp. required

- easy to manage
- in just 10 minutes a day

And so on..

You get the picture right? Great. Let's move on.

★ Site description

That's the actual sales letter that you write on your flippa listing.

~~I'm not going to give away my exact sales letter to swipe. I~~

changed my mind :) Here's the link to this Flippa auction so you can read the exact sales letter I wrote:

<https://flippa.com/3845961-business-in-a-box-website-in-a-high-demand-niche-no-exp-required>

I'm going to explain the basic ingredients of a good Flippa sales copy so you can go out and crank out original sales letters that you can write yourself. Read the following along with the my flippa sales page so you can see the following guidelines in action.

....Ready?

Here are the things that you must include in you Flippa sales letter:

- **Intro**

Here just write a welcome note and write a short summary or something like an “Abstract” of your offer. Explain your offer in as concise way as possible.

- About the niche

In this part, talk about the niche itself. How big, huge, unsaturated, untapped, evergreen etc the niche is. Talk about the demand and the competition. Then list out some statistics like Google monthly searches for all the keywords in your niche market. This step is very important. Then also write about how hard it was for you to discover this niche. Tell people about the time and effort that went into researching this niche and laying it out. What you’re implying here is that “I’ve done all the boring and hard research work for you.”

- About the audience

Explain who the target audience is. We’re talking about things like gender, hobbies, interests and needs. The target audience of my site was: Newly weds, first time mothers and nursing moms. Apart from that this is also targeted to husbands (who like to offer this as a gift to their wife/girlfriend). So that’s what I wrote :)

- Profit potential

It’s very important to explain the profit potential. We can’t assume that the reader will automatically know all about the earnings

potential and all. You gotta explain it as if the person who's reading it is dumb (sorry, not being mean or insensitive, just trying to make it easier for you). So in my case my website was selling a custom-developed ebook. So I explained that "this has nothing to do with affiliate marketing.... you keep all the earnings as YOUR profit... if you sell this product at \$47 a pop and you only make 3 sales a day... that means you can easily make \$4,230 a month!". Get the idea? Right here you also want to list down different ways of making money with the website. Essentially you're doing brainstorming for your readers. This again instills the thought that all the hard work has been done by the flipper seller.

- About the product

Here you dissect the heck out of your product! Talk about the number of pages of your ebook. Talk about how many sections the ebook is divided into. Talk about the quality of the writing. Talk about how much effort, research and money went into putting this ebook together (don't give an exact number, just be descriptive... for example: *Hundreds of dollars and countless hours were spent in putting together this unique product which is one of its kind in the market*). Also say it out loud and clear that the winner of this auction will get the original source document and editable 3d ebook cover and instructions on how to modify them.

- About the website

Be as descriptive as possible. Talk about the CMS (WordPress in my case), talk about the ease of use of the website and its user-friendliness. You can dig deep into this as well. Talk about how easy it is to modify the options of the theme. If your website is responsive, say it! Write everything you can think of as far as the technology of the “website” is concerned.

- **Marketing plan**

Say it out loud and clear that the winner of the auction will get a complete marketing plan and explain the contents of the marketing plan. Don't give out the actual plan in the sales letter! Just tease the reader with some minimal info... for example: *The winner of this auction will get a detailed marketing plan which will include the exact free and paid marketing techniques you can use to promote the website.*

- **About the domain**

If your domain name is catchy, premium, memorable, brandable... whatever... say it here. If it's aged or has a high PR or good amount of backlinks, say it here as well.

- **How the site works**

Write about how the website works. Tell the readers that everything has been setup for them and all the required plugins etc are included and all that they need to do is drive traffic.

- **Summary of what you get**

Just list down a straightforward summary of what the auction winner will get. This typically includes things like: Premium WordPress theme, custom created ebook, Memorable and brandable domain name, WordPress plugins, Marketing material, 30 day email/skype support and so on. Of course, say it in your words and suit it to your offer.

- **Payment terms**

Just say that you only accept Escrow payment and fees to be split 50/50... or whatever your payment terms are.

- **Exclusive bonus for BIN buyers**

Include one bonus to begin with (for example one year free hosting) and then keep on adding more bonuses if possible as you go towards the end of the auction.

That's it!

Action Steps

1. Go through this chapter again!
2. Once your website and everything is in place, list your site on Flippa.com

In the next chapter you will learn the steps I suggest you should follow in order to scale up this business.

8.

Scale Up

Here's how I would scale up this business if I choose to go this route:

1. Pick a WordPress theme and use it for all my sites I intend to flip. No wasting time looking for new themes every time I create a new site.
2. Make a folder of all the most common plugins I use. Upload the whole folder via ftp rather than installing each plugin separately.
3. Maybe get a WordPress clone plugin so I can get the sites done fast.
4. Work in batches. Work on the niches first - 10 niches at a time. Write down the niches. Then outsource the research work on Fiverr, for all 10 niches. Get the products done for all 10 niches. Then start working on the sales pages. Then sort out the links, PayPal buttons etc. Then buy domains. Then upload all sites to their respective domains via Ftp. And finally start listing them on Flippa.

This is called work in batches. It's a kaizen methodology. Kaizen is an amazing management philosophy developed by Japanese. Check it up on Google. It's interesting stuff.

Scaling up is all a numbers game. The more you do in the least amount of time, the more money you make faster.

9.

Conclusion

Here's a summary of you learned in this guide:

1. Select a niche from nichehacks.com (Page 14)
2. Research the niche yourself or get it done from Fiverr (Page 19)
3. Develop the product (Page 19)
4. Create the website (Page 26)
5. List it on Flippa (Page 31)
6. Scale up (Page 40)

Special Offer for You

My WSO "Fiverr Fascination" has been received very well by buyers with glorious reviews and testimonials. For example there's this guy who got a review copy from me. He liked it so much that he actually purchased it! You can take a look at Fiverr Fascination and all the testimonials here:

<http://www.warriorforum.com/warrior-special-offers/1039932-highly-r>

ecommmended-one-best-fiverr-courses-hit-marketplace-testimonial.html

Normally it sells for \$12.

But for the buyers of this course Easy Flipping Cash, today I have a special offer for you...

For just \$7, you can get a copy of Fiverr Fascination... and I'll throw in my other two WSOs with it as well - for free.

To claim this special offer, simply head over to this link -->

<http://easyflippingcash.com/oto3/>

Related Products

You might want to take a look at my following products that complement the Easy Flipping Cash system.

- [Easy Flipping Cash Video Course](#)
- [Product Creation Hacks](#)

Thanks for reading this ebook. Hope you found it useful. Feel free to reach out to me... here are my contact details:

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