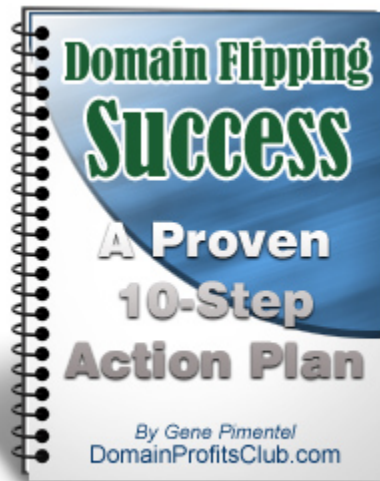


Domain Flipping Success

A Proven 10-Step Action Plan



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“Domains have and will
continue to go up in value
faster than any other
commodity ever known to man”
Bill Gates, Microsoft Corp.

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From the desk of: Gene Pimentel

Greetings Domain Flippers! In this report, I will teach you a remarkable 10-step action plan that will allow you to consistently sell ordinary domain names that you hand-register for a mere \$8 for hundreds, even thousands of dollars each. This plan can work for everyone who applies it. All 10 steps are super simple, and will require very little knowledge or expertise to implement.

Imagine using this plan of action to sell just one domain name per day... and I can almost guarantee that if you simply perform the 10-steps I'm about to outline on a daily basis, that you will be able to profit by an average of \$300 per day. That's a six-figure annual income.

This particular system will target local business owners and professionals. It's amazing how many brick & mortar local businesses are clueless about marketing their business on the Internet. Yet most offline businesses are HUNGRY to learn how to gain web presence. You can easily help satisfy this hunger by finding great domain names for them.

The beauty of this system is that there are literally millions of great "regional" domain names available for you to register, and I will show you how to easily find these domain names and flip them for quick profits.

Now don't panic, you won't have to do any face-to-face selling or make any cold calls. It will all be done by email. So let's get on with the 10-step plan...

STEP 1

In a text editor, type a list of as many business categories as you can. For example,

BeautySalons

Dentists

Jewelers

Florists

AutoRepair

and so on...

Notice I've removed spaces between words. There are hundreds if not thousands of categories to list -- just look through the Yellow Pages® for ideas. Choose any categories that interest you... it makes little difference as long as it is a profit-oriented business category.

STEP 2

Choose **one** town or city that you'd like to target today. This doesn't have to be YOUR local town or city. It can be a town or city anywhere in the world. Your best bet is to target smaller to mid-sized towns or cities, as it will be easier to find available domain names in the steps that follow.

STEP 3

With the software I've provided with this report, you're simply going to enter the town or city you've chosen, and copy & paste your list of business categories into the appropriate box. In our example using "Orlando" as our target city, you'll end up with a long list of domain names like OrlandoFlorists.com, OrlandoDentists.com, OrlandoJewelers.com etc.

STEP 4

Realize that most, if not all two-word combinations will have already been registered as a domain name. That's okay! If you're lucky you WILL often find one or two that are not yet registered. If so, register them immediately, as they are premium domain names! Even if you never find an available two-word category/town combination, it doesn't matter. They're GREAT to find, but not necessary to make this system work.

You will now add one extra word to the beginning, middle or end of the two-word combination. By doing this, you can generate a list of tens of thousands of viable, profitable domain names. Instead of "OrlandoFlorists.com", you might find "FloristsInOrlando.com", or BestOrlandoFlorists.com. GreatOrlandoFlorists.com. BetterOrlandoFlorists.com. OrlandoFloristSpecials.com. Try plural or singular variations too. You get the point.

The software will then check the entire list to see which ones are available for you to register. Out of 1,000 combinations, you may end up with a few dozen **great** domains that are perfect for this system.

STEP 5

Now that you have a handful of great possible domain names to register, go to Google and type in the exact domain name as separated keywords inside quotation marks. For example, if one of your potential domains to register is "BestFloristsInOrlando.com", type "Best florists in Orlando" with quotes into Google. In most cases, you'll find lots of sponsored links on the right hand side of the page, as well as a few at the top.

STEP 6

We're already up to Step 6 and so far, all you've done is make a few easy lists and pop them into software that does the work for you. Now that you have a handful of great domain names

that you can register, you're going to register the domain that has the most sponsored links in the Google search you just performed. This is the domain you will begin promoting first.

STEP 7

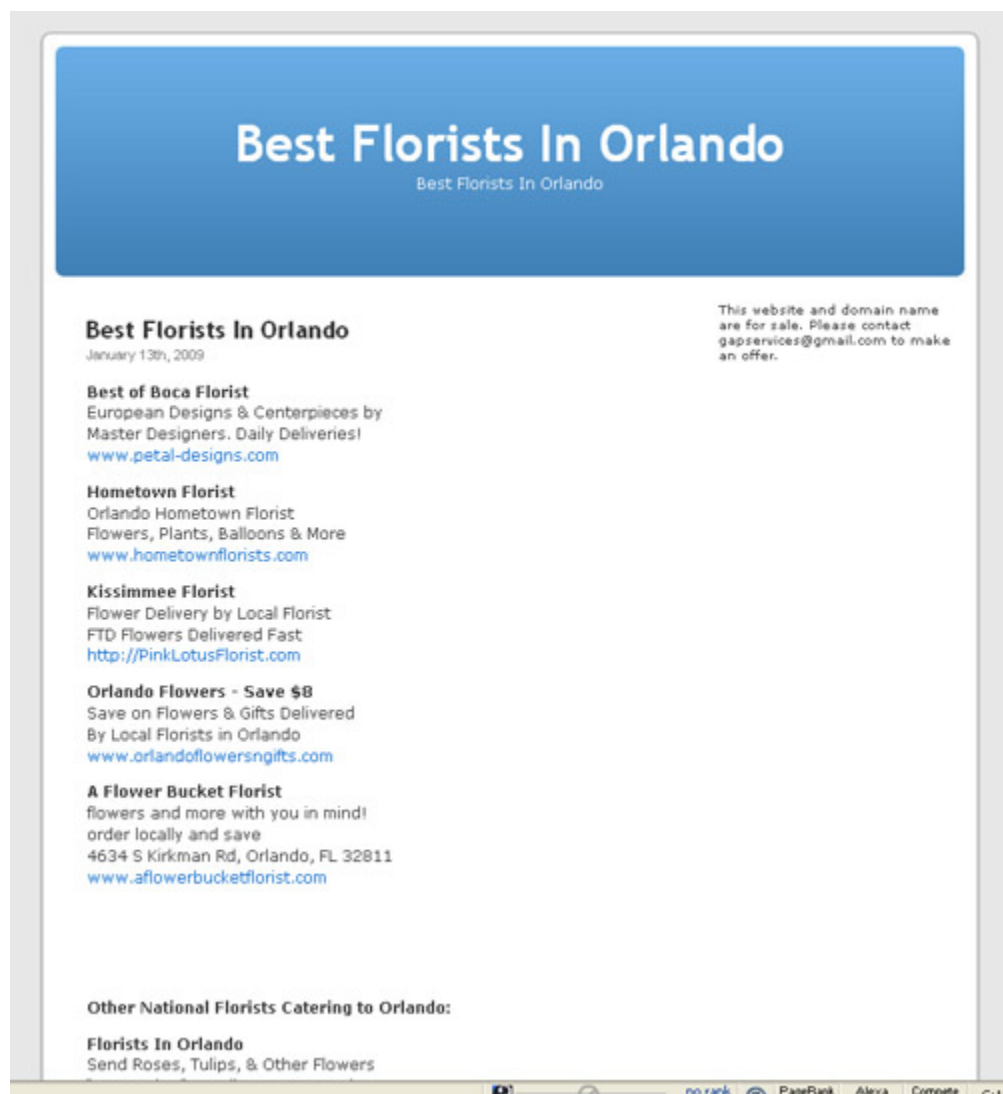
Visit each of the sponsored links shown in the search you performed in Step 5 and find the contact email for each one. Look up the whois information if necessary (<http://iwhois.com>).

STEP 8

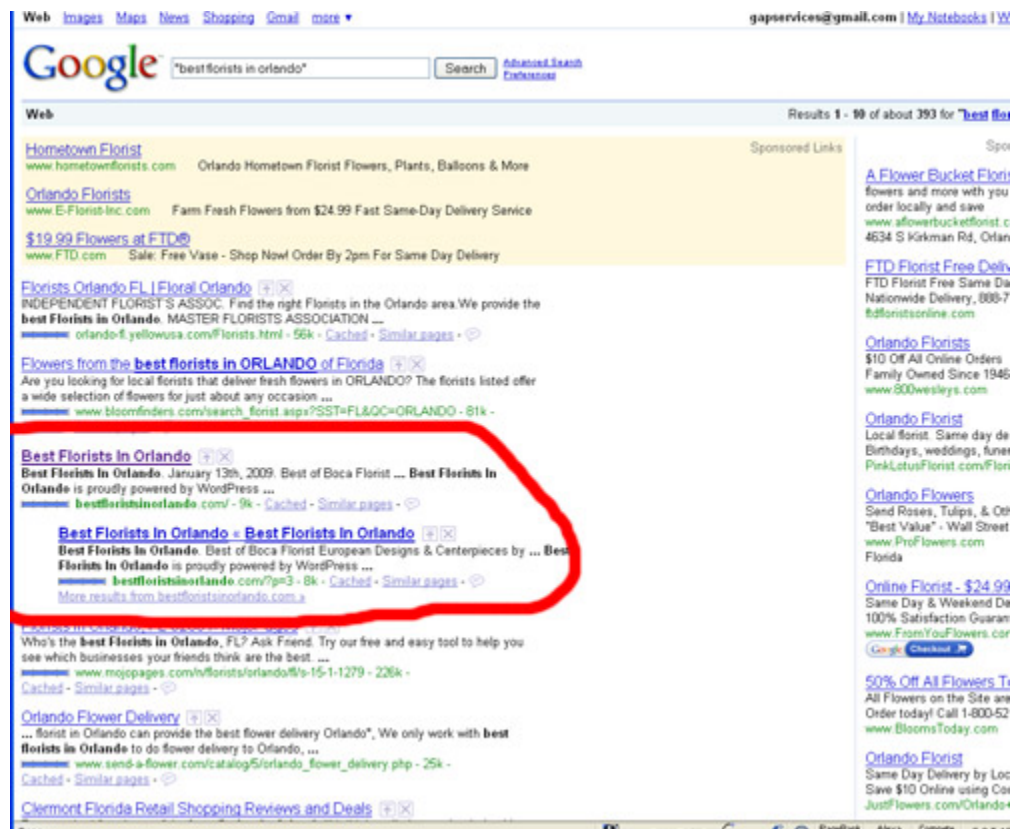
Put up a quick basic web page on this domain, with a title and headline **using the exact keywords in the domain**. In this case, "Best Florists In Orlando" would be your title and headline. Under the headline, list all of the websites of the prospects you will be contacting. You can easily do this by simply doing a copy/paste of the sponsored links you found in your Google Search! Be sure to edit out any big chain stores – you want to target local mom & pop type operations. Your new web page will be a sort of mini-directory. Somewhere on the page, add:

```
"This website and domain name are for sale.  
Please contact youremail@gmail.com to make an offer"
```

This should take no longer than 10 minutes to create. I like to use the one-click installation of WordPress through the control panel that comes with most hosting accounts. Simply use the first post in your blog as the mini-directory. Yeah, it's ugly. I don't spend time making it pretty. It serves the purpose. Here is a sample:



Now Get this: In a matter of just a few days, you should be able to type in your keyword string in Google and your site will usually come up as one of the first listings! Remember, the title, the headline and the domain name itself all match the keyword string identically, so it will often appear in the organic search results VERY quickly. When it does, you have that much stronger of a sales point. If it doesn't, that's fine too – you can still sell the domain fairly easily anyway. I created the above sample site without much consideration at all as to optimizing for SEO, but look at the result I got in just 3 days:



Not only did I get the #3 position without any effort, but I also got #4 position INDENTED. **This is an eye-catcher** for any potential buyer!

Note: The mere fact that a potential buyer will see their competitors listed on this web page will set a fire under them to buy. They'll want control over the content. They will realize that if they don't buy, one of their competitors probably will.

STEP 9

You're now going to send a personalized email to each prospective buyer (10 to 30). Remember the sponsored listings you found by typing in your exact domain keyword string? You will contact each of these website owners one-on-one and introduce yourself. You will NOT just create one email and send it to all your prospects! No spamming please. You will customize the email for each individual recipient. Make comments about their website so they

realize you are in fact talking to them directly, and not spamming the world. Always, always, always include your FULL NAME, your MAILING ADDRESS, and your PHONE NUMBER. You want to ensure the prospect that you are easily accessible and do not hide behind an email address.

The following is an example email only. Please do NOT use this word-for-word, as many people will be using this system. **You want your email to be unique.** I am including this sample to give you an understanding of what you're trying to accomplish. Notice the subject line is designed to create curiosity.

=====

SUBJECT: I found your website

Hi, I found your website by searching Google for "Best Florists In Orlando". I noticed you're currently paying for your ad in Google but you could be getting better results for free.

I'm the owner of the domain name BestFloristsInOrlando.com which contains the exact keywords that your potential customers are typing in. This website currently comes up as the #3 and #4 search result in Google!

I'm contacting you and a few other Orlando florists to let you know BestFloristsInOrlando.com is on the market and that I am open to all offers. I'll be glad to answer any questions.

Thank you,

Your Name

Your Address

Your Phone

P.S. Whoever takes ownership of this website can get the lion's share of search engine results redirected to their main website. This is a distinct advantage over competition.

=====

Step 10

Wait for the offers to come in, accept the highest offer or negotiate! If you get no offers, either look up more prospects or let it drop and move on to the next one. You should be able to sell at least half of the domains you register this way, at a few hundred dollars each. Whatever domains don't sell, park them and let them pay for their own registration while keeping a "for sale" message posted on them. If someone makes an offer out of the blue months from now, great! If not, you can always post it on domain name forums for a quick \$20 sale to recoup your cost, or just let it drop.

Don't sweat it. Just keep repeating this process and before you know it you'll be generating many offers on a daily basis. Try to play one offer against another by letting one prospect know that you've already received an offer from another potential buyer (their competitor).

Go for it! This system works fabulously well, and can take only an hour or two per day to generate a six-figure income.

The Software

Domain Name Analyzer

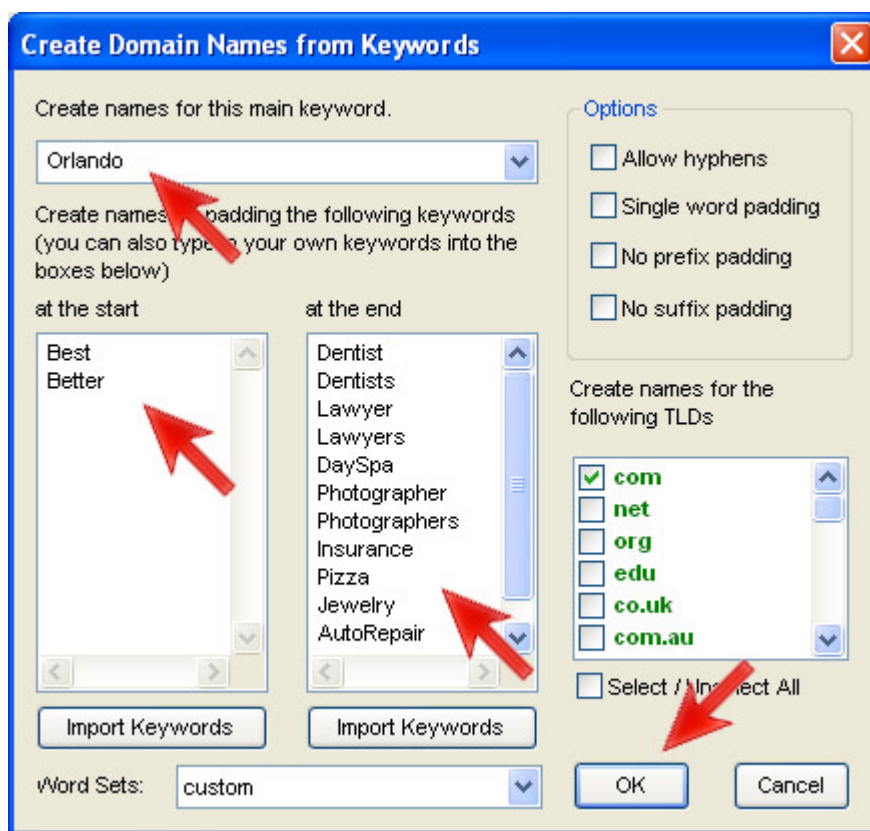
I have included with this report a wonderful piece of software that I personally use on a daily basis to find exceptional available domain names. It is a solid program created by a reputable company by the name of Softnik Technologies. The name of the software is **Domain Name Analyzer**. Don't let the fact that it is freeware deceive you. It's a stellar application. This software does so much more than the process I've described in this report, so please be sure to experiment with it.

Here are the basic steps to perform to accomplish the tasks outlined in this report:

1] Click on the little 'key' icon to “Create Names From Keywords”.



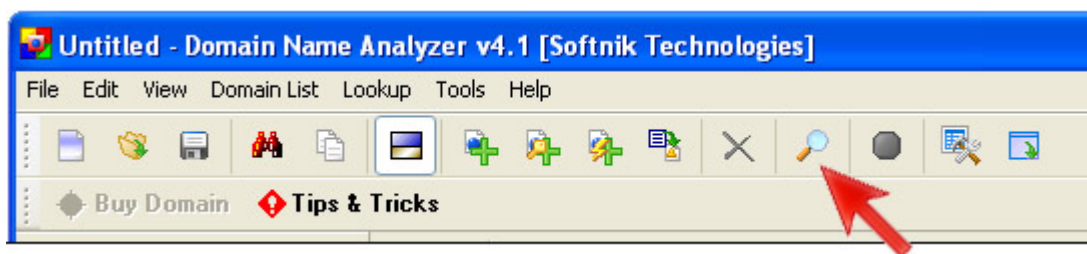
2] Enter the name of the town or city you will be working with today. Do not use spaces between words if it is a multi-word town or city.



3] In the box titled “at the Start”, enter several keywords that would be appropriate to add to the beginning of the domain. “Best”, “Better”, “Great”, etc.

4] In the box titled “at the end”, paste in your entire list of categories. Be sure to include plural versions of your categories as well (see example above). You may want to just include a dozen at a time so you don't have to wait as long to see the results. The longer the list, the longer it takes, as it is going to search the web to see which combinations are available for you to register.

5] Click on the “Okay” button, then click on the little magnifying glass icon as shown in the screen shot below.



Look at the results I got with my sample keywords!

#	Domain	Availability	Looked
11	OrlandoPizza.com	TAKEN	1/21/200
12	OrlandoJewelry.com	TAKEN	1/21/200
13	OrlandoAutoRepair.com	TAKEN	1/21/200
14	BestOrlandoDentist.com	TAKEN	1/21/200
15	BestOrlandoDentists.com	FREE	1/21/200
16	BestOrlandoLawyer.com	TAKEN	1/21/200
17	BestOrlandoLawyers.com	TAKEN	1/21/200
18	BestOrlandoDaySpa.com	FREE	1/21/200
19	BestOrlandoPhotographer.com	FREE	1/21/200
20	BestOrlandoPhotographers.com	FREE	1/21/200
21	BestOrlandoInsurance.com	FREE	1/21/200

There were MANY “FREE” domain name combinations that were available for me to register at the time of this publication. THINK ABOUT THIS: If you were a Dentist in Orlando, wouldn't you be extremely tempted to make an offer on a domain/site called **BestOrlandoDentists.com** so you could have it redirect to your main site? Any dentist in

his or her right mind would want this, especially when they see it appears in the organic search results on the FIRST page of Google! And the fact that their competitors are listed on the site creates a great sense of urgency.

I hope this brief report has opened your eyes to the fact that you really CAN make a rather nice living by following some very simple steps. Make it a goal to sell one domain name per day. Some domains you'll unload for \$50 (which is still a nice profit on an \$8 investment) and others will sell for hundreds, even a thousand or more dollars. The more experience you get, the better the negotiating skills you develop, the better price you'll be able to demand. I often sell domains with this method in the \$2000 range. Typically, the "sweet spot" is in the \$300 to \$500 range.

This report provides you with just ONE method of profiting with generic domain names. I have MANY other systems and tips to share with you. In fact, I'll be glad to send you all of my best systems, strategies and tips. Just provide me with your first name and email address at <http://DomainersUniversity.com>. I will teach you everything I know about domaining.

If you want to use MY \$250,000.00 domain portfolio, check out <http://DomainProfitsClub.com>

Thank you for reading, and PLEASE let me know of all your successes using my Proven 10-Step Action Plan. You can contact me at either website above.

Yours for success,



Gene Pimentel

Download the **Domain Name Analyzer** software here:
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