



The A-Z Domain Flipper's Guide To **\$100K** Per Year

By Kenny Michael

The A-Z Domain Flipper's Guide to 100K per Year

Introduction.....	5
What Is Domain Flipping?	5
What Can I Do With Domains?	8
Selling for a Profit Immediately.....	8
Park for a While, Then Sell	8
Build a Website	9
Assessing a Domain's Value	10
Some Domains Are Risky	12
Finding Unregistered Domains.....	13
Expired Domain Names.....	14
Registered Domain Names	16
Finding Domains With Traffic	17
If You Want to Make Money Quickly	18
Building Value the Easy Way	19
How to Build Traffic.....	20
Making Money While You're Building Traffic.....	21
When Should I Sell?	23
Things to Think About When You're Ready to Sell.....	24
Should I Sell the Entire Website or Just the Domain?.....	24
Do I Want to Sell Wholesale or Retail?	24
Where Should I Sell?	25
Should I Use an Escrow Service?	26
You Really Can Make \$100K a Year Flipping Domains and Websites	28

For Resale and Distribution Only By Registered Members



**Get Instant Access To A Wealth Of Information
Visit Us Online at www.PHTPublishing.com Today**

- Master Reseller License Terms -

**Important: You Must Be A Registered Reseller Before Distributing This Book –
[Click Here To Register](#)**

- [Yes] May Be Sold To Your Customers
- [Yes] May Be Given Away For Free
- [Yes] May Be Used As A Bonus Or Incentive
- [Yes] May Be Added To Free Or Paid Membership Site
- [Yes] May Be Offered In A Package or Collection
- [Yes] May Transfer These Rights (Your Customer Must Register)

ALL RIGHTS RESERVED: No part of this book may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the publisher.

DISCLAIMER AND/OR LEGAL NOTICES: The information presented herein represents the view of the author as of the date of publication. It does not necessarily represent the view nor marketing practices undertaken by the publisher. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions.

THE BOOK IS FOR INFORMATIONAL PURPOSES ONLY. While every attempt has been made to verify the information provided in this book, neither the author, publisher nor their affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This book is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Published In the United States by PHTPublishing.com
© Copyright PHTPublishing.com & Kenny Michael 2008 All Rights Reserved

The A-Z Domain Flipper's Guide To 100K Per Year

By Kenny Michael

About The Author

Kenny Michael is an avid domain flipper and internet marketing. He has bought and sold hundreds of sites online for more info visit:
<http://www.dnrs.com>

DNRS.com is a marketplace for buying and selling domain names and developed websites.

If you are a buyer, browse through our listings, select domains or websites of interest to you and contact the seller.

If you are a seller, list your domains and websites for sale on our site to find a buyer.

Listings on DNRS.com are seen by Hundreds of Visitors Daily

The A-Z Domain Flipper's Guide to 100K per Year

Introduction

There is no shortage of money to be made online. Sure, we've all heard the horror stories from the Dot-Com Bust that took place shortly after the turn of the century. But the Internet is here to stay, and there are plenty of websites that are making millions of dollars each year.

There are also lots more websites that are making smaller profits. Some are bringing in six figures, and others are making revenues equivalent to the average working man's salary. And some bring in anywhere from pocket change to a few hundred a month.

Some see websites as long-term investments, envisioning the creation of a Web empire such as eBay or MySpace. But a growing number of Web entrepreneurs are turning to domain flipping to make money online. It is a sound strategy that offers low maintenance and high profits, while serving a market that shows no signs of slowing down any time soon.

What Is Domain Flipping?

If you know anything about the real estate market, you've probably heard the term "house flipping" used. Investors can make money by house flipping in two ways: They can either find homes below market price, buy them, and resell at market value, or they can buy fixer-upper houses, make repairs and improvements, and sell them at a higher price that reflects the increase in value.

One of the problems with house flipping is that it requires substantial amounts of money to change hands. Although it is possible to obtain financing to buy the properties, the money involved carries with it a certain amount of risk. Many a real estate investor has made a living through house flipping, but it can be tough to get started without a financial cushion.

Domain flipping is based on a similar concept. It involves purchasing domain names (also known as virtual real estate) and selling them for a profit.

You can register new domains, or you can buy them from webmasters who have already registered them. You can then turn around and sell them for a profit immediately, or you can build websites for them and increase their value before selling.

The most notable differences between house flipping and domain flipping are:

- With domain flipping, there is little risk involved. You can register a new domain for around \$10, and it is possible to build a site for it at very low cost. You will rarely (if ever) lose any money, and there is great potential to make huge profits.
- The real estate market isn't doing so well. It has its ups and downs, but it has gotten very slow recently. The virtual real estate market, on the other hand, is pretty steady. With the growing tendency for companies to take their businesses online, and more and more print publications switching to online formats, the demand for good domains is high. The economy doesn't have as large of an impact on this as it does on such things as real estate. It is a good time to get involved in domain flipping.
- Domain flipping is one of those things that you can do on your own time. You might have to set up times to speak with potential buyers or be at the computer at a certain time for a live auction, but other than that you can usually set your own hours. The domain registrars and marketplaces are open 24 hours a day, 7 days a week. And you can access them from home or on the go with your laptop. House flipping often requires at least a little bit of travel, and you must usually do your work during the standard work day and week.

Does domain flipping sound interesting to you? Would you like to have the potential for huge returns on small investments, all while working when and where you want to? If so, read on to find out how you can make \$100,000 a year doing nothing more than flipping domains!

What Can I Do With Domains?

There are three basic strategies that domainers use to profit from their domains. Some use one of them, while others use a combination of two or all three. Here is a brief look at them:

Selling for a Profit Immediately

Some domains are so great that they can stand alone. You can sell these for a great profit without building a website. These types of domains are pretty hard to find, and if you do find them often have a rather large price tag attached. But you can find good deals on such domains if you know where to look.

Those who choose to go this route often deal in a large quantity of domains, and they usually target others in the domain business. It's kind of like selling wholesale in the world of physical products. You sell a domain to another domainer at a profit, and he builds a website for it and sells it to make a profit for himself.

Park for a While, Then Sell

You've probably run across a parked domain at one time or another when you were web surfing. They're those sites that only consist of a page full of advertising (in most cases). Some domains are parked while their owners build websites for them. But a lot of them are parked for the purpose of generating revenue through pay-per-click advertising, or in some cases affiliate sales. This works best for domains that were once associated with popular websites but have been allowed to expire, or those that receive a great deal of type-in traffic.

Some domain owners leave their domains parked indefinitely, but most park them for a while and then sell them. It's a nice, easy way to make some extra money from them. It can also provide income

while you're waiting for a buyer who is willing to pay the price you want.

Build a Website

Building a website is a good way to add value where there is little or none. This method requires more work than the others, because you must build the site and promote it in order for it to become profitable. But it also gives you the potential for greater profits, because it allows you to build traffic before you sell. This will make it far more valuable to webmasters.

We'll discuss these methods in more depth later. Before you can implement them, after all, you will need some domains to work with.

Assessing a Domain's Value

There is lots of money to be made in domain names, but not just any domain name will do. There are certain traits that make some domains more valuable than others. Before you get started flipping domains, it is important to know how to spot the most valuable ones. Here are some things to look for:

- A good domain extension – A domain extension, or top level domain (TLD) is the part at the end of the domain name. Some of these are .com, .net, .org, and .info. In the beginning of the Internet there were few TLDs, and there were restrictions on who could register them. Today, there are several options that are available to anyone. But the most desirable, and hence the most valuable, is .com.
- Length – The best domains are short and to the point. There is great demand for one-word generic domains, such as money.com. But there is a very good market for two- and three- word domains as well. The number of characters is somewhat important, with fewer being better.
- Keywords – From a search engine optimization standpoint, keywords are very important in a domain name. These are words that describe what a site is about, and having them in the domain name can help increase search engine rankings. Domains that have keywords in them in a logical way can also be targets for type-in traffic, increasing their value that much more.
- Easy to spell and remember – The easier a domain name is to remember, the more valuable it is. Webmasters like to have web addresses that their visitors can recall without writing them down or bookmarking them, because it increases the likelihood of them coming back. It's also important for a domain to be easy to spell. Those that aren't may lose traffic and be prone to spoofers who register domains that are misspellings of the correct name.

- Traffic and related factors – This applies only to domains that have been previously registered. It is a very important factor, as it is one of the primary reasons that webmasters look for expired domains. It takes a substantial amount of time to build traffic, and if a domain comes with traffic already built in, it eliminates a lot of work. Inbound links, Alexa rank, PageRank and directory listings also add lots of value. For domains that do not have traffic, you can sell them at a relatively low price or develop them to build traffic before you sell.

So the perfect domain would end in .com, consist of one descriptive keyword, have tons of traffic, and be easy to remember. As you might imagine, virtually all such domains are taken. But that doesn't mean that you should just throw in the towel now. Domains that do not match all of the criteria mentioned above perfectly are certainly worthwhile.

If you're considering paying a large amount for a domain name, it is probably a good idea to have it appraised. It's not terribly expensive, and it can provide valuable insight into the domain's worth and future potential. If you can get the domain name at a bargain, however, looking at the factors above can give you a good idea of whether or not it is worth purchasing. Then you can save the appraisal for when it comes time to sell.

Some Domains Are Risky

There are some domains that just aren't worth having (like qwerty836pj.com). And there are others that can actually get you in trouble.

Domainers often purchase typo domains in an effort to get traffic effortlessly. When this is done with generic domains such as WeddingDresses.com or Pickels.com, it is a pretty good strategy. But if you register a typo of a trademark, you may be setting yourself up for serious legal problems. This is called typosquatting, and companies that have invested a lot of time and money into building their brand do not take it lightly.

Some domainers also grab domains that consist of names of upcoming movies, fledgling companies, or other terms that have been trademarked, or that will likely be trademarked in the near future. Sometimes the company pays lots of money to purchase the domain. But sometimes they choose to take legal action instead.

Domain matters may be settled by arbitration or in court. Arbitration is quicker, but it usually results in nothing more than an order for the domain holder to turn the domain over to the other party if he loses. Court battles take longer, but they can result in the plaintiff winning monetary damages. Which path is pursued is up to the plaintiff.

There is some legal precedent for these types of cases, but unless the domain owner has a good defense, the odds are not in his favor. Therefore, before registering a domain that is or could easily be trademarked (or a typographical error thereof), it is important to consider the possible ramifications.

Finding Unregistered Domains

Good unregistered domains are worth their weight in gold, but they are also few and far between. That doesn't mean that you shouldn't look for them, though. If you think outside the box and keep your eye out for emerging trends, you can realize tremendous profits from domains that you buy straight from the registrar.

One strategy that many successful domain flippers use, for example, is finding domains that include words that are associated with new technology. This can be somewhat of a gamble, because not every new technology catches on. But new domains only cost about \$10 each, so even if it doesn't, you're not out a large sum of money. And if you do catch an attractive domain name containing a keyword that ends up being the next big thing, you could find yourself sitting on a proverbial gold mine.

It's also a good idea to do some research before you start buying domains. Finding out which types of domains are selling well is time well spent for a domain flipper. You can find this information through domain forums, and you can see what's hot on the Internet in general at Google Trends.

Upcoming trends aren't your only hope for finding an unregistered domain name, though. There are good domain names available that pertain to all sorts of subjects. It may be too late to get your hands on loans.com, but targeting more specific types of loans might bring some results. More specific domain names probably won't bring as much cash as the most general ones, but they can certainly net enough profit to make them well worth your while.

Finding unregistered domains will certainly minimize your monetary investment. You can pick them up for \$10 or less at many registrars, and profits can be in the thousands (or, in rare cases, millions). But it usually takes a substantial amount of time to find ones that are both worthwhile and available. For this reason, many domainers choose to focus on the domain name aftermarket.

Expired Domain Names

Lots of savvy domain flippers concentrate on snapping up expired domain names. If you play your cards right, you can find some of the best deals on domain names here. The trick is knowing where to find them.

There are several good websites where you can find soon-to-be-expired domain names. ExpiredDomains.com, DropWatch.com, and DeletedDomains.com are a few of them. Most charge membership fees, but you can usually recover that investment with one sale of an expired domain.

The great thing about expired domains is that they often already have traffic. But instead of paying a premium price for them because they have that traffic, you can pay a much lower price since you're not buying them from the owner. But it is important to understand how this process works before you jump in.

If you want a domain that is expiring, you'll have to backorder it. You can do this through the domain's registrar, or through a "domain snatching firm." The best course of action depends on the registrar's policies. Some have exclusive backorder rights, and if that is the case, you're better off backordering through them. If not, a firm that specializes in catching expired domains will likely produce better results.

Once you pay the fee for backordering a domain, that is not the end of it. The domain's owner has exclusive renewal rights for 70 days after the domain expires. If he renews in that time frame, there's nothing you can do, but most companies will give you a refund. If he doesn't, the domain enters a five-day deletion period, and then becomes available. If you're the only person who has backordered it, you get it. But if not, it will be put up for auction and you'll have to bid against everyone else who backordered it.

You don't have to wait until a domain is about to expire. If there's a certain name you have your eye on, you might be able to go ahead

and backorder it. But it's important to be mindful of potential trademark issues when you do this. If you get an expired domain name and the previous owner threatens legal action, you might be better off to just sell it back to avoid losing lots of time and money.

Registered Domain Names

As a domain flipper, you will be selling domain names that are registered to you. At first glance, it might seem like it wouldn't make sense to buy domains that are currently registered to someone else. But in many cases, it does.

Many of the domains that are for sale on the aftermarket already have value. They may be short, keyword-packed names, or they might have valuable traffic. This is certainly not always the case, but it is quite possible to find a good deal on a domain name that you can turn around and sell at a profit. More often, however, you can find domains that have potential, build traffic and backlinks, and then sell for a profit.

If you're buying registered domain names to resell, your best bet might be to go through a wholesale domainer. They specialize in selling domains to fellow domainers who will build traffic and sell them to a customer who plans to keep them. They also sometimes sell portfolios of several domains, so you can get a better deal than if you had purchased that many domains individually.

You might also find good deals on established domains from site owners who are retiring, pursuing other interests, or going out of business, but this is somewhat rarer. These types of sellers often want to sell the website along with the domain name. That can work for domain flippers who are interested in building traffic and reselling in some cases. But if the site is an online store or some other type of high-maintenance pursuit, it might require more work than a domain flipper has time to do.

Buying domains from other domain flippers or from site owners is usually the most expensive way to acquire a website. But since most of the good domains are taken, it makes sense that there is lots of potential profit in this area. If you take the time to build traffic and make the domain more attractive to end users, you could come out far ahead.

Finding Domains With Traffic

Domains with no traffic are a dime a dozen. Just visit a few aftermarket websites, and you'll find that the majority of the domains available have no traffic whatsoever! So where do you find domains that have a substantial amount of traffic? There are several places you can look.

Expired domains often have traffic. This is because their owners have often bought them, built successful sites for them, and then for one reason or another forgotten about them. They may have purchased a new domain to use for the site, or they might be individuals or small business owners who ended up being unable to maintain the site properly. Whatever the reason may be, the domain is left to expire, and it's ripe for the picking by a lucky domain flipper.

You may also find domains with traffic on domain auction sites. In general, owners of domains that have a large amount of traffic know that they are valuable. But some do not know just how valuable, and they prefer to sell through an auction format instead of setting a price. Others like the potential for prices to be driven up through bidding, and feel that they will come out ahead by selling at auction. Sometimes this works out in their favor, and sometimes the buyer ends up getting an awesome deal.

Many domain flippers prefer to look for domains with traffic on classified ad websites. Those that specialize in domain name resale often have domains listed that are of high quality all around: They have traffic and concise, memorable, keyword-packed names. Such quality domains tend to sell at premium prices, but it's possible to find better deals than you would get at auction in some cases.

If You Want to Make Money Quickly

One of the most common questions of aspiring domain flippers is “How can I start making money right away?” All methods of domain flipping require a certain time commitment, whether you’re searching for great unregistered or expired domains or building websites to go with your domains. But there are a few ways you can make reasonably quick cash when flipping.

Typo domains can be a quick and lucrative pursuit for those who are in a hurry to see profits. If you can find a common typographical error of a popular domain, you can often turn around and double, triple, or quadruple your money. It will take some time to find these, but there are some out there that have not been registered.

Another thing you can do is keep an eye on online auctions. eBay sometimes has domain name auctions that have been miscategorized, or that have just failed to gain widespread attention from domain buyers. If you take the time to search for these listings, you might find a great bargain on a valuable domain. Then you can improve the listing and resell it right on the same auction site, or perhaps find a better venue in which to sell it and make a higher profit.

These strategies are great for beginning domain flippers to use to get their feet wet and start bringing in some money, but that’s not all they’re good for. The experienced domainer can use them to make money between larger flips. The profits on these domains may not be enough to retire on, but they do add up.

Building Value the Easy Way

There's a lot to be said for building a domain's value before selling. If you know how to do this, you can buy domains at bargain prices, work on getting traffic to them, and then sell them at much higher profits than you could otherwise. You can use this method alone, or you can do some building and some immediate selling.

Building a website may seem like a daunting task, but it doesn't have to be. You can do it without any coding knowledge, and you don't even have to know much about the subject matter of the domain. There are plenty of tools available to you that can make building a website a cinch.

Some companies offer a service that is similar to parking, but creates sites that visitors are more likely to come back to. They offer software or web applications that help users create websites using free relevant content from other sites, such as YouTube or article directories. You can literally have such a site up and running with just a few clicks of your mouse.

Another inexpensive option for building a valuable site is using private label rights content, or PLR. This is content that is written and sold to a limited number of webmasters. You can use it any way you choose, modify it, and even put your name on it. It's kind of like hiring a ghostwriter, only non-exclusive and much less expensive. You can buy PLR in batches, or you can get a membership to a PLR site and receive relevant content each month.

You can easily build a content-filled website or blog using free software and PLR content. But if you go this route, it is important to make the site look unique. This can be accomplished with some custom graphics. You can pop them into a free or inexpensive site template to create a site that is like no other. This will save you lots of money on site design while keeping your site from looking like all of the other ones out there.

How to Build Traffic

Once you've created a site that is traffic-worthy, you'll have to work on driving traffic to it. You can't just put up a site and hope someone finds it. You've got to get the word out about it.

That doesn't mean you have to spend lots of money on advertising, though. Some of the most effective methods of site promotion cost nothing but a little of your time. Here are some free ways you can build traffic to your sites:

- Learn as much as you can about search engine optimization. It is entirely possible to optimize your own site without hiring someone else to do it. Getting good search engine rankings is one of the most important things you can do where traffic is concerned, and it looks good to potential buyers, so the time you spend learning this will not be wasted. (Of course, you can hire someone to optimize your site if you are more interested in saving time than money. If it is done well, you will recover your investment easily when you sell.)
- Join relevant forums and add a link to your signature. Blatant promotion is rarely tolerated in online communities, but if you join in the discussions, members will see your signature and click the link if they are interested.
- Join online networking communities. MySpace, Facebook, and Ryze are a few places where you can both network with fellow businesspeople and publicize your sites. You can get visitors and schmooze with potential buyers.
- Create viral marketing materials with links to the site you're promoting. Videos are great if you have the time and resources to make them. Free reports also tend to spread like wildfire, and you can use PLR material to create them quickly.

- Promote the site to your email list. If you don't have an email list, start one. It is one of the most effective and least expensive methods of online promotion.
- Offer a freebie. People love free stuff, and they tend to spread the word about it. And it doesn't have to be a physical product. You can offer free links in a directory on your site, a free report, or a free course via autoresponder.
- Create Squidoo pages pertaining to the topic of your site. They are free and easy to set up, and you can also make residual income from the pages.

Making Money While You're Building Traffic

Maybe you're thinking that when you take the time to build traffic, it's a long road between buying a domain name and cashing in on it. Well, it doesn't have to be. You can easily make money from your websites while you're building traffic to them.

One of the best ways to make money from a website with very little effort is through affiliate programs. You simply find programs that are relevant to your website, sign up for them, and add affiliate links to your pages. When someone clicks your link and makes a purchase, you get a commission.

There are also affiliate programs that pay for leads. That means that your site visitor doesn't have to buy anything in order for you to get paid. All he has to do is sign up for something free, such as an email newsletter or an insurance quote.

The hardest part about affiliate marketing is building enough traffic to your website to make good commissions. But you're already working on building traffic, so you can profit from affiliate programs with virtually no extra work.

Pay-per-click advertising is another way that many domain flippers monetize their sites. It's even more effortless than affiliate marketing, because once you place the code on your site, ads are automatically selected to complement your content. The profits are usually lower than affiliate marketing, but you can't lose by using pay-per-click as long as you place the ads so as not to turn away your site visitors.

These methods are much simpler than trying to sell your own products or advertising space, and they're more cost effective as well. They allow you to make money on autopilot while you concentrate on building traffic. And there's no rule stating that you can't use both of them at the same time on a given site- in fact, lots and lots of webmasters do just that.

When Should I Sell?

Sometimes it's hard to determine when you should sell a domain. This is the truest for domains for which you build websites and get traffic coming in. It can be difficult to decide whether to hang onto them or go ahead and sell while they're hot.

If you've built a website to go with your domain or parked it and it's bringing in a steady income, you might want to keep it for a while. The money that it makes can help you get through the times when you're purchasing and working on new domains. And if it exhibits potential to gain more traffic, it's probably wise for you to keep working on it a while longer. The more traffic it has, the higher the selling price should be.

Traffic is a good indicator for domains that you're not making a lot of money from. If you seem to have reached a plateau, it's probably a good idea to go ahead and put your domain on the market. If you wait too long, traffic might decrease, and your domain's value will decrease along with it. But if you have more traffic building tricks up your sleeve, it could be worthwhile to give them a shot.

Domains that you've purchased at the first sign of a new trend might take a while to become valuable. If you have some of these, it is important to keep your eye on the news related to it. Upcoming product launches or surges in interest are good indicators that it could be a good time to think about selling.

If you happen to get your hands on a one- or two-word domain that features popular keywords, any time is a good time to sell it. But most domains bring more money when they've had a chance to gain traffic, or when their corresponding trends are becoming well known. Selling at the right time is very important if you want to get the highest price possible for your domain.

Things to Think About When You're Ready to Sell

Maybe you just bought your domain today, or maybe you've been working on building traffic and backlinks for months and months. Either way, when it comes time to sell your domains, there are a few things that bear consideration. We'll go over those things here.

Should I Sell the Entire Website or Just the Domain?

If you haven't created a website for your domain, this won't be an issue. But if you have, do you want to sell the website along with the domain? In many cases, it won't make a very big difference in the selling price. But if the website is wildly popular or offers something that Internet users can't find elsewhere, it might.

Some domainers sell the domain on its own merits, but throw the website in to sweeten the deal. But if you offer the website and domain as a package, there might be prospective buyers who only want one or the other. Then you'll have to weigh the merits of splitting them up versus keeping them together, and the prospective buyer might expect a lower price than he would have if you were selling just the domain in the first place.

Keep in mind that if you sell the domain only, you can keep the website content and graphics for future use. They could come in handy if you purchase a similar domain in the future.

Do I Want to Sell Wholesale or Retail?

There is no great mystery to wholesale versus retail sales of domains. Selling to an end user would be considered selling retail, just like it is in the world of tangible products. The selling price would be higher than it would if you were selling wholesale, but each buyer would probably only buy one domain, although they might buy a few similar ones. Retail buyers are usually looking for domains that have lots of traffic, or that contain the keywords they are targeting.

Wholesale domains are usually targeted toward fellow domain flippers. They may or may not buy a large number of domains at a time, but they are more likely to buy undeveloped domains or ones that have less value. If you buy domains straight from the registrar, or you're looking to do a minimal amount of work with your domains, this might be the best option for you.

In summary, selling wholesale allows you to make money in shorter time frames with less work. Selling retail requires more time and work but brings higher profits per domain.

Where Should I Sell?

Where you sell your domain can have a significant impact on its selling price. There is no shortage of places where you can sell domains, but some places are better than others.

eBay is known for being a place where you can sell almost anything, and domain sales do take place there. But it's not necessarily the best place to sell a good domain name. Domainers are more apt to visit websites that specialize in domains. While some do keep an eye on eBay listings, there often aren't enough looking at any given auction to generate competitive bidding and drive the price up. You may have a chance with end users on eBay, but a growing number of them are turning to domain auctions or forums as well.

Domain auctions are the choice of many domain flippers. There are several that are quite popular among serious domain buyers. These include Afternic, Sedo, and SitePoint. Their formats are similar to eBay, but they only sell domain names and websites (and in some cases, closely related items such as hosting and scripts). If you have a real gem of a domain, auction is probably your best bet for getting the most money possible out of it.

Some domain sellers prefer to list their domains in a classified or forum format instead of auctioning them off. If you have a specific

price in mind, this might be the best way to go. It usually takes longer to sell through classifieds, but you are under no obligation at all to sell it to any buyer at any price.

Another method that works well for many domain flippers is finding prospective buyers themselves and contacting them directly. For example, if you owned bluesuedeshoes.net, you might look up the owner of bluesuedeshoes.com and email him to see if he might be interested in purchasing it. You could also contact owners of companies that sell blue suede shoes, or webmasters of Elvis websites. This won't always work, but sometimes it works out quite nicely.

Finally, some domain flippers simply park their domains with a message on the page that states that the domain is for sale. This is a good strategy for expired or keyword-rich domains that will likely receive plenty of traffic. Not only can you list your site for sale with minimal effort, you can also cash in on the advertising displayed on your parked page until you sell the domain.

Should I Use an Escrow Service?

The short answer to this question is a resounding "Yes!" Escrow is safer for everyone involved. It can protect you from being stiffed, and it assures the buyer that you will follow through on your end of the deal.

Escrow companies work as a go-between for the buyer and seller. Once you've agreed to sell your domain, you have the buyer send the money to the escrow company. The escrow company notifies you that payment has been received, and you transfer the domain to the buyer. Once the buyer confirms that the domain has been transferred, he notifies the escrow company and the funds are released to you.

Of course it is important to select a reputable escrow company. If a buyer comes to you and insists on using a specific escrow company,

especially one that you have never heard of, it might be in your best interest to pass on the offer. The good news is that some established domain auctions and classified sites offer an escrow service, making things easier and safer for all involved.

The only time it might be prudent to do a domain transaction without using an escrow service is when you're doing business with someone you know. Otherwise, it's better to be safe than sorry.

You Really Can Make \$100K a Year Flipping Domains and Websites

At first \$100,000 a year might sound like a lofty goal for selling domains and websites, but it's really not. Some of the best domains, after all, bring millions of dollars apiece. While it's rather rare to find domains that valuable that are available, it's not unreasonable to expect to get a few thousand for a solid domain.

If you break it down, \$100,000 a year translates to \$8,333 a month or \$2,083 a week. That might be a little much to expect when you're first getting started, but it is well within reach once you get your domain flipping business going full swing. You could make that by selling two to four domains each month, or even fewer than that if you excel at building traffic.

Don't forget that you can make money with the websites you build for your domains. Once they start receiving traffic, they can bring in a significant amount of revenue through affiliate sales, pay-per-click advertising, or both. When you add this to the profit you make from the actual sale of the domain or website, it's a little easier to imagine that \$100,000 a year.

Domains are one of the few intangible products that virtually anyone can make money with. There is a bit of a learning curve when you're getting started, but once you get the hang of it, the sky is the limit.

You can make a full-time income working part-time hours, and you can work those hours when it is convenient for you. Whether you are looking for an alternative to the 40-hour work week or just want to make some extra income on the side, domain flipping is a fun and profitable way to do it.

About The Author

Kenny Michael is an avid domain flipper and internet marketing. He has bought and sold hundreds of sites online for more info visit: <http://www.dnrs.com>