The Complete Guide To Site Flipping

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Introduction

I could no longer ignore the fact that site flipping has become huge. Personally, I don't understand why you'd want to put so much work into a site and then sell it. Why not monetize it yourself? Then I get all these people who say to me, "Steve, I'm no marketer. Just show me how to create the site cheaply and good enough to flip for a decent profit."

So, after giving it a lot of thought, I finally decided to stop fighting it. If this is what a good number of people want to know how to do, then I might as well give them a guide that is going to have them doing it correctly.

The information in this book has been generated by observing the masters of site flipping. That is the only way to learn. I had no knowledge of site flipping when I first started out, so I had to learn. And what I learned was simply mind blowing. And yes, this system does work. Make no mistake about it. If you put the time and effort into what you're about to read, there is no reason why you can't flip a site for anywhere from $497 to $997.

So let's get right into the process of site flipping.

Getting Started

This may be the most important part of flipping websites...getting started. See, if your initial idea for a site is faulty to begin with, you're going to end up putting a ton of work into a site that nobody is going to want to buy. So it is **critical** that you get this first part right.

Okay, so just what **is** that first part?

It's called research. You need to get a decent handle on what kind of sites people are looking to buy. Now, unlike doing research for a niche that you're going to monetize yourself, where you're concerned about KEI, this is not as important an issue here. Most people who are looking for sites are looking for niches where there is, in their eyes, **a lot of money to be made.** It doesn't matter if that determination is made based on fact or not. It's all about perception. So you need to find out what people want and what they're willing to pay for. Nothing else matters at this stage.
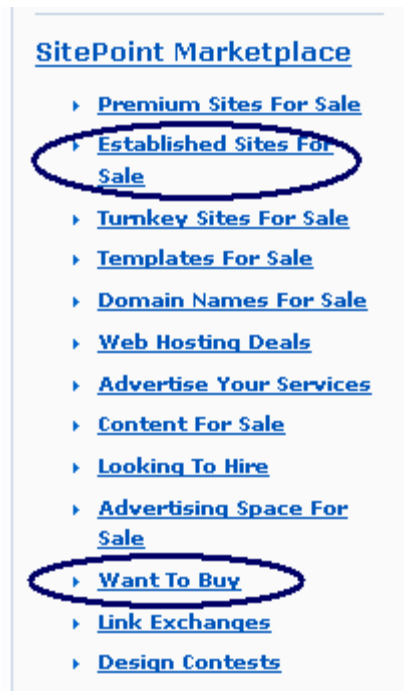
Fortunately, this is easy to do. In order to find out what people are looking for, you go right to the source...the site selling forums themselves. There, you will find numerous posts from people who are looking for specific sites to buy. Look to see what are the most in demand. Again, this has nothing to do with any statistical rationale of what **will** be successful. It is simply based on what the public wants. In other words, keep your own KEI research prejudices out of the equation. It doesn't matter if you think the niche is impossible to monetize. If people want it...give it to them.

So, where do we find these site selling forums?

Probably the top site selling forum is here:

http://www.sitepoint.com/forums/

About three-quarters of the way down the page on the left hand side, you'll see the following:

You want to concentrate on the two links I have circled, especially the one that says **Want To Buy**. This is what people are looking for. Sure, you want to see what people are selling, but some sellers don't research their market. Not every site flipper knows what they're doing. So take a look at what people want to buy. That is your biggest indicator.

If you're going to list your site for sale at Sitepoint, there is a $10 fee to do this. You will need to keep track of all your fees to determine how profitable your site flipping business is going to be. In most cases, you should be able to make at least a 50% profit after all expenses are paid out.

Another thing you want to do is check out the competition. You don't want to be trying to flip sites in a niche that is so terribly saturated, like the "make money online" niche, that you have to practically give the site away. You'll do much better with niches that don't have as much competition in the site flipping arena.

Digital Point Forum

Another site where you can get your website flipped is the Digital Point Forum. Unlike Sitepoint, there is no listing fee. The problem

with Digital Point is that you will have a much harder time getting a good price there. It is just the nature of the forum.

Here is the URL for the forum.

http://forums.digitalpoint.com/

If you go about halfway down the page, you'll find the following:

Buy, Sell or Trade is where you want to go.

You want Digital Point to be your second choice after Sitepoint. You should be able to sell your site at Sitepoint if it is done well.

NamePros

This is yet another forum where you can buy and sell sites.

Here is the URL:

http://www.namepros.com/

This would be your next choice after Digital Point.

Beyond this, don't waste your time. Sedo Auctions, which is another fairly popular site, doesn't charge a fee but they do take 10% of whatever you sell your site for. That can be a nice chunk of change for an $800 sale. So use them only as a last resort.

The above sites should provide you with enough research material to determine what kind of site to create.

The next step is to actually begin the process.

Creating And Selling Your Site

We now begin the actual process of creating the site. We're going to do this in steps. Naturally, depending on what kind of site it is, the actual design will be different. Since we can't possibly cover every possibility, we're going to provide a general outline. Modify this as you see fit for **your** particular site.

Step 1 – Outline The Site

This is where you're going to sit down and decide what kind of site it's going to be based on the niche you've chosen.

This outline is designed to maximize the earning potential of the site itself. The more things you include, the more you'll be able to sell your site for.

Domain
Template
Articles/On Site Content
Product
Graphics
Users Guide (for the person buying the site)

After you map out your outline, you're going to go through each item on the outline and work on it. The order doesn't matter much, but it's good to get into a routine of how to go about this in order to make the process go as smooth as possible.

Step 2 – Get Your Domain

It is **critical** that you choose a domain that is going to convey as well as possible the intent behind the domain itself.

For example, let's say you have decided to create a site for somebody who is looking for an acne cures site. You'll want something like acnecures.com or something similar. Ideally, you'd love to find that perfect domain name. But after a while, those **perfect** domains are going to be tough to find. Don't be anal about it. Something close will

be good enough for your purposes. As long as the customer perceives that it is a viable domain name, you'll sell it.

So, the following domains for the above example are more than perfectly acceptable.

anecuresnow.com
todaysacnecures.com
greatacnecures.com
realacnecures.com

...and so on. You could spend a day thinking of names. If it has the main keyword phrase in it **acnecures** you're fine.

As soon as you find a domain name, buy it. Only get it for one year. Remember, you're flipping the site so you're not going to be keeping it. Let the buyer renew the domain after the year is over.

Step 3 – Setup Temporary Hosting

It is best if you actually have a hosting account already, that way, you won't have to put any extra expense into this. If not, this will be a one shot deal. Get the cheapest hosting package that you can. There are some for as little as $4.95 a month. You'll need your own hosting in order to put your site up to be sold.

You can get hosting at GoDaddy for $3.95 a month. Since you're not going to be keeping these domains, you don't have to worry about GoDaddy shutting you down (just in case you've heard some of those horror stories).

If you sell a domain a month, your total expense for the year for hosting is less than $50.

Step 4 – Create Or Outsource Your Content

We strongly recommend that you outsource the content. There is a way to do this easily. You're going to need content for two things.

1. Articles for your site

2. Content for your product

What you want to do, in order to get the most bang for the buck, is go to Elance.com.

When you get there, you want to put in a request for 10 articles for your site content. These can be 350 words. You don't want to pay anymore than $2 a piece for these articles. Don't worry, you will find plenty of people who will be willing to write for these rates. This will cost you a total of $20.

You then want to put a request in for 20 more articles of 500 words each. You're going to offer $3 per article for these. That will cost you an additional $60.

Now, what you want to do is specify what each article is to cover.

For example:

What is acne?
What causes acne?
How does diet affect acne?
What are the traditional treatments for acne?

See what we're doing? We're actually creating an outline for an ebook. By doing this, we can take each article, put them together, and actually create an ebook for the product.

Why do we want to do this instead of just asking for an ebook on acne? Because instead of paying $60 for 20 articles, we'd end up paying $300 for an ebook. That's the reason why we ask for articles.

After you get your content, take the 20 articles and put them together to form your ebook. Make sure you add a table of contents and name each chapter. You may want to add an introduction as well.

Step 5 – Get Your Minisite Designed

Unless you're going to do this yourself, the best place to go to have this done is here:

http://www.minisite911.com/

When you get there, you want to go to this page:

http://www.minisite911.com/order.html

You will find the following package:

This is the one that you want to get.

If you add up your expenses so far, you have the following:

Doman - $8.95
Hosting - $3.65
Content - $80
Minisite - $127

Total - $219.60

Now, if you're going to go with a minisite and not with a blog or conventional website, you won't need the 10 articles for the website content. That saves you $20, which brings your expenses down to under $200. That will give you a 50% ROI even if you sell the site for just $400, which should be the least you get for it.

The reason we're doing all this work and spending this money is because we want the site to be as professional looking as possible. The better the site looks, the more you'll get for it.

Step 6 – Listing Your Site

This is different for each forum, naturally, but since Sitepoint is the one we want to concentrate on, we're going to construct our listing for them. It is **critical** that your listing be professional and attractive.

Fortunately, there are people out there who are already selling sites and have a darn good reputation for doing it. All you need to do is find these people and copy their modus operandi.

Remember, if you do your research, everything that the big boys do is out there for us to see. There are **no** secrets. The trick is finding the folks who are good at their particular specialty.

Well, you can relax. I've done the work for you. Researching Sitepoint and going through profiles, I've found the best of the best.

Here is one listing that is a perfect example of how to list your website for almost immediate sale.

This is a site that sold for $797

Note the description in the header. **Clickbank "Ready" Website Paclage! Featuring: Unique Ebook, Original Design, Sales Page, Affiliate Center & More!**

This kind of description is going to get people excited about buying the site. They're seeing exactly what they're going to get. No surprises.

You will notice that it also says that the content is **unique**. This is very important. Nobody wants to buy a site with PLR material…and certainly not at a premium.

Let's continue with the listing.

Description:

Do you want to make money selling your very own high quality, ebook focusing on a super hot market?

Introducing, **www.AdsenseMastermind.com**

Not only does this website package come with a fantastic domain name, it also features ALL of the following elements:

1) Unique, High Quality Ebook - This has NEVER been sold or released before and written by a seasoned writer (10+ years experience in ghostwriting). **The ebook is 46 pages long** and if you were to purchase this separately, it would cost you at LEAST $400.00 (and that's taking a chance on quality). With this ebook, you will be the proud owner and author of a high end, in demand digital product that can sell for up to $47 a shot!

2) Professional Design - I never feature crappy, low end designs with my packages and this is no exception. Adsense Mastermind carries a unique blend of colors that represent this website in a stunning, professional format. You will own FULL rights to this design, AND to make it easy on you, I am including ALL PSD files for every single graphic at no extra cost!

3) Sales Page - If you were to outsource a sales page of this length and quality, you know it would end up costing you more than the cost of this ENTIRE package!

The sales page was written by an experienced copy writer, and was designed to push the right buttons and get visitors excited about your new product.

Notice how all the features of the site are completely explained.

Please note how the person selling the site is stressing the value of each part of it. This is an art in itself. You **must** make the potential buyer believe that the price they are paying for the site is way less than what they can make out of using it.

Please read the above description. It's a lesson in copywriting and salesmanship in itself. **That** is the kind of listing you need to make if you're going to be successful with flipping websites.

Let's continue with the listing.

Note that the seller is telling the potential buyer that the domain is paid for one full year and that they can receive it within seconds of buying. You want to stress how easy the transfer process is and how quickly they can be in business. People want instant gratification. Remember that.

Here is the conclusion of the listing.

Notice how the person brings up their feedback as a Sitepoint developer. This is also critical in getting your sites sold quickly. This person usually has a site sold in a day. The seller's signature has been removed to protect their privacy. But just go to Sitepoint and look up the profiles of some of the top sellers and you'll see how they operate.

Step 7 – Transferring Domain

In order to transfer the domain, the following process is best to follow:

1. The buyer signs up with the same registrar as where the domain was registered.

2. The buyer then initiates a transfer request. Before they do this, you must disable the domain lock on your domain. You must also disable domain privacy as well.

3. After the domain transfer request is initiated, you'll receive an email with a link for this request. So make sure you have your correct email on file for this domain.

4. Click on the link to authorize the transfer and you're done. The domain is now owned by the person who bought it from you. They can then transfer the domain to any host they prefer.

Step 8 – After Sale Support

Stuff happens. If there are any problems with the content, transfer, or whatever, you need to be there for the buyer. Customer support is the make or break in this business. If you take good care of your

customers, your feedback scores will increase and you'll develop a reputation as a reputable site seller.

And that's it. It's not rocket science. If you have everything done for you, this whole process should take less than a week to complete. If you do one site a week at even just $400 per site, that's $800 a month flipping websites. That's almost $10,000 a year for doing close to no work, again, as long as you outsource everything.

Game Plan And Projections

In this final chapter, I'm going to outline a simple game plan, or if you like, schedule so that you can see how you can easily make a full time income doing very little work each month.

The Assembly Line

Assuming that you are going to follow my process for outsourcing all the content and having the site itself designed for you, here is how long it should take for each part of the process.

The Content – 3 to 5 days
The Site – 3 to 5 days
Hosting – 1 day

These are very conservative estimates. You can probably have a whole site created and put online in 3 days. But let's say it takes 5 days for each site you create.

If we take a normal 30 day month, that means we can knock off 6 sites in a one month period.

Let's take a look at what our expenses are.

Doman - $8.95
Hosting - $3.65
Content - $80
Minisite - $127

Total - $219.60

Now, multiply that by 6 and we have $1,317.60.

Those are your total expenses for the month.

Now, if you tackle the most in demand niches, there is no reason why you can't flip each site for $997. If we do the math, that's $5,982

income for the month. If we take out our expenses, our net profit is $4,664.40.

That's $55.972.80 for the year.

Now, let's look at how much work you're actually putting into this.

Finding freelancers for content
Contracting Minisite 911 for site
Writing the salescopy for the listing
After sale support for hosting or any problems that might arise

That's it. That's all the actual work you're doing to make this money.

Trust me, it's a heck of a lot less work than I put in to earn a 6 figure income each year. I'm seriously looking to add this to my arsenal full time (I've only done a couple sites so far) and cut down on a lot of my other work.

Okay, this is a no brainer. The only downside is, yes, you need some money up front to do this as quickly as I've outlined. Otherwise, you have to create the content and site yourself and that can be very time consuming.

But think about it. All you need is $200 to start and then from there, you can pay for all your other sites out of your profits.

Don't have $200? Need a way to make $200 to get started?

Pick up a copy of Willie Crawford's $100 a day. There are tons of great ideas there.

No, I'm not going to take a cheap shot and give you my affiliate link.

Here's the main URL:

http://pathway100.com/

There is some really great stuff in this book. If you can't come up with $200 from these ideas, you're in the wrong business.

Some Final Words

As you can see, this is a real cookie cutter process. I know a lot of people will probably have problems with doing this because it's so impersonal. But remember, your job is to put together a site that a prospect will want to buy in order to monetize. While this may be just business to you (on a mass creation scale if you so choose) to this person, this site is going to be theirs.

Remember, you're having the articles and content custom made. So it's not like it's going to be PLR material that the prospect can find anywhere online. This is unique material that only THEY will have. So while you may be just going through the motions of outsourcing and putting together a "template", for the prospect, this is going to be their child. They're going to love and nurture it and hopefully, put in the effort to market it and make a profit.

Your job is simple. Give them a site that has the potential to make them money IF they put in the effort to promote it.

The reason I am bringing all this up is because I myself have wrestled with this issue. Here I am putting together a site simply for the purpose of making a quick buck. There's no real emotion that goes in to it. It's just paint by the numbers and get it out the door. Makes me almost feel like those mass manufacturers of children's toys. To think that they truly care about each child's happiness is ludicrous. What they care about is making a profit. And, mercenary or not, that should be your only concern as a site flipper.

With this system…a profit is almost guaranteed.

To YOUR Success,

Steven Wagenheim

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