

4-step non-BS no-risk money making plan

Are you tired of:

1. Idiotic hype statements (such “as look I have just made my \$23,723 with this program” or “check out my Ferrari” from someone in Indonesia?)
2. Recruiting into pointless multilevel sign-up pyramids that rarely pay out?
3. Trying to advertise your product or service to people that have absolutely NO interest in it and who are ONLY interested in *selling to you their own product/service?*

The main problem with TE's: there are too many sellers/marketers and very few buyers, i.e. people with money and wiliness to spend it. You can't run successful business in sellers-only environment that has no customers (buyers)!

Alternative (non-TE related) business plan in 4 simple steps

1. Get some product/service of **definite value** (don't try to sell BS the others trying to sell you)
2. **Get it at no cost to yourself (no investment = no risk, all profit!) << this is most unique and important part!**
3. Sell it in the marketplace **where the interested buyers are** (hint: not TE)
4. **Your zero cost but definite value for buyer results in easy sell and guaranteed profit**

Makes sense so far?

Business plan explained

Step 1: Get something of definite value

Internet domain names are huge business. Good preregistered .COM domains can sell for \$1000's and \$100,000's USD. You think BS? Check this [CNN article](#) for example if you don't believe me.

Yes, it takes lot of experience and some luck to make that kind of profit, you are not going to make this kind of money right away, or probably ever, and it is not promised here.

However, registering new available domain name normally cost \$8-\$10 depending on the provider (registrar), so there is a intrinsic minimum value of \$8-\$10 for every new domain name, while good domains are worth much more to prospective buyers. How much depends on how many people would want to have it, i.e. how “generic” (in terms of “can be used for many things”) the domain name is (see “Choosing winning domain names” section of this guide for further details).

From domain flipping for profit perspective, registering domain names at a regular price is a risk, since you have to find buyer to sell it to for at least \$8-\$10 just to break even. Thus, step 2.

Step 2: Get it for FREE (no investment = no risk, all profit!)

Because we don't want to take any risk related to preregistering the domain names for sale, we **will be registering our domains for free**. What is the catch? It is limited per customer offer – you can only get up to 3 (or up to 6 if you reside in US or Canada) domains **absolutely free with no any other purchase needed**. If it was not limited, I would rather use it thousands of times myself and keep it as secret as possible instead of sharing it here and building competition. But since I can't use it over and over I see no harm in sharing it.

Step 3: Sell it in the market where the interested buyers are

Once registered, you can advertise your domain for sale (for FREE) either on:

- a) [Sedo](#) – no listing fees, minimum selling price \$60, paying 10% commission on completed sale, no PayPal fees to receive the payment.
- b) [eBay](#) – no minimum selling price (you can start your auction as low as \$0.01 and see how far it will bid up, or list it at fixed price, or with higher starting bid), you can list up to 50 domains per month for free, 10% commission on sale + 3% PayPal fees to receive the payment.

When you park your domains for sale at Sedo, they will also put text advertising on them, so you will receive commission for any clicks generated by visitors. At times these commissions can be so lucrative (for high traffic domains with good paying keywords), you might want to keep the domain to yourself, purely for parking profits, but usually selling it is the primary goal.

I would normally list my domains at Sedo and wait for higher offers (plus receive commissions if there were any ad clicks). When I want to sell the domain fast, I list them on eBay in [domains category](#).

Step 4: Whatever you sell it for - is all profit!

Flipping domains for big money takes lots of experience and luck. Another words I would be extremely surprised if you make more than \$100 per domain on your initial registrations without prior domaining experience (or you've got to be really lucky to do that). However considering ZERO costs of registrations using this method, WHATEVER you sell them for is ALL YOUR PROFIT!

Another words, depending on experience and luck, this method will convert your \$0 into \$xx or \$xxx.

Further Details

Step 2: Registering .COM domain names ABSOLUTELY FREE

As it was previously said, new (.COM) domain registrations normally cost \$8-\$10 and represent the main risk in domain flipping business. Lowering registration costs means lowering the risk and increasing the profit, while registering (.COM) domains for FREE means eliminating any risk entirely and maximizing the profit.

You probably aware of the concept of online coupons and discount links – entering coupon code or clicking the discount link will low the price you will have to pay on checkout. Some of the domain registration providers went one step further in their marketing campaign targeting new customers – using the discount links + rebate system allows you to low the effective domain registration price to: \$0 (zero dollars, or complete FREE).

Catch – new customers only, limit 3 (or 3+3=6 if you are in US or Canada) domains per customer. So you will not make millions repeating it over and over, but it is a sure and risk-free way to make quick profit.

To take advantage of \$0 registration fees use the links in the table below. **It is important to create free rebates account (only need to do it once) OR login at the rebates site when prompted to insure proper rebate tracking.**

TLDs (extensions)	Shopping cart price	Rebate	Cost	Limitations	Link
.com .net .org .biz .info	\$1.50	\$1.50	\$0.00	New customers only (any country), limit 3	http://bit.ly/16fyKjc
.com .net .org .biz .info .us	\$1.50	\$1.50	\$0.00	New US or Canadian customers only, limit 3	http://bit.ly/ZrtINI

When registering the domains, make sure to disable any extras if offered such as hosting, private or business registration, and select 1 year registration term. Your shopping cart price should be \$1.50 per domain as this is the price that will be completely covered by rebate. The rebate will show up next day in your rebates account and than will be paid out to you via PayPal (which you will need to update under your profile).

Once you got your domains for free next step is to sell them (Sedo and Ebay are covered in this guide).

Step 3: Parking and selling your domains at Sedo

Domain Parking is when you temporarily redirect your domain name to a website, that in turn, **will pay you for the traffic that is received from visitors ending up clicking on the featured advertisements.**

One of the most popular choices amongst domainers is [Sedo](#) which have been around for many years and is very reliable in terms of payment and in providing accurate statistical data.

With Sedo, they will indicate whether the domain name you are parking has existing traffic, and of course if it does, you can price your domain name at a higher range.

Sedo also creates a domain name sale page for you, which visitors to the domain will see whenever they visit. **This means that you can end up selling domain names by doing absolutely nothing if someone stumbles across your domain and sees it for sale on Sedo.** Of course, you can choose to deny their offer if you aren't happy with it or accept it for prompt payment from Sedo, who will take a percentage of your sale and pay you the rest.

To register for a free Sedo account, visit their [site](#) and click on the "Create New Account" link in the top right corner to begin (you can also browse their domain auctions and listing to see what people selling their domains for).

After you have created your account, Sedo will ask you to enter in any domain names that you wish to park with their service. You can enter in as many or as little as you like, or you can skip this step altogether until you are ready to come back to it at a later time.

If you do decide to enter in domains at Sedo, you are able to specify a category, your asking price, and a minimum offer for each of your domains. If you enter in a minimum offer, potential buyers will be required to bid that amount in order to even be considered. This can save you a lot of time and eliminate ridiculously low bids of a few bucks.

In order to direct your domain to your parking service, you will need to update the nameservers associated with your domains. By default, your nameservers will point to the main page of whatever domain registrar you choose, for example, if you register a domain name with GoDaddy, your domain `www.xyz.com` when loaded, will bring visitors to GoDaddy's main page until you update the DNS.

It's quite easy to do this, and depending on your register the exact area in your account where you update this information will vary, however the bestway to begin is first by creating your account on the parking service you choose to go with, such as [Sedo](#). Sedo will provide you with nameservers that may look something like this: `ns1.sedoparking.com` and `ns2.sedoparking.com`

After you have these nameservers written down, log into your domain account and search for the "NameServer Update" link (It may be called DNS update, Web Hosting Update, etc).

Shortly after you update the nameservers, your domain will be pointed to its new parking home, and you will be able to see this by entering in your domain name and seeing where it leads you.

If you update your nameservers and your domain still remains pointing to your registrar, don't panic - it can take up to 24 hours for your domain's nameservers to be successfully updated, so check back at a later date to confirm that your domain name is now pointing correctly.

It's important to get to know your way around your domain registration interface because once you sell domains, you will need to transfer (or push) them to your customers.

Note: Don't be afraid to contact your domain registrar for assistance should you be confused about how to transfer domains, register domains or update your nameservers. They are there to help you, and with many of the more popular domain registration providers, they offer live help, toll free support and online help desk should you need to get in touch with a support representative.

Step 3: Selling Your Domain Names on eBay

If you choose to sell your domain names on eBay, there are a couple of important things to take into consideration:

- 1) If you are new to [eBay](#), you should take some time to read their website and get to know how their auctions work, as well as the applicable fees and listing options.
- 2) You can lose a lot of money buying into the bells & whistles so avoid purchasing any add-ons when you list your domain names. You do not need a featured listing, a highlighted auction title, or any of that silly stuff. Instead use your 50 per month "List Auction-style FREE with any start price. Plus add a Buy It Now for FREE" quote!
- 3) Your feedback rating is very important with anything you sell on eBay, whether it's domain names or children's toys. People judge you based on the feedback you have received so if you have any negative feedback, I would suggest creating a new eBay account. If you are brand new to eBay, there is little you can do to generate positive feedback quickly, other than to ensure that you follow through with your auctions, keep open communication with your buyers and be prompt when pushing your domain names after they have been purchased. Never make them wait more than 24 hours for their domain.
- 4) Open a Paypal account; it's almost required in order to sell on eBay these days. People prefer Paypal and it just makes things a lot easier. You can open and verify a Paypal account within a couple of days, so do your best to set this up prior to listing your auctions.
- 5) Choose a relevant eBay username. Don't try to be trendy and pick some crazy sounding username, choose one specifically for domain and/or site flipping. Something like DomainExperts or DomainTrends would be just fine. If you end up not liking what you chose you can change it every 30 days.

When you list your domains on eBay, you basically have 3 options:

- 1) List it for as much as you want to sell it and what you think its value is. Pros: no risk of selling it for too low. Cons: you may have to relist it for many many times before finding motivated buyer willing to pay your full asking price
- 2) List it with \$0.01 or \$0.99 starting bid. For beginners the idea of paying \$8 for a domain name

and listing it at \$.99 is nerve wracking however with a lower start-up price, you will entice more bidders to participate and your auction will boost up in price quickly. Once people become attached to the domain, they will create a bidding war against any other user who tries to take it away from them and you will see your auction soar as it gets closer to the end of the time, so don't be too nervous about losing money. Registering the domain names for free as it was described earlier in this guide eliminates the risk in case that you domain does not bid up.

- 3) List it as "Buy now or make offer". Pros: 30 day duration available, allows to sell your domain for guaranteed (fixed) price, but also consider offers . Cons: listing is not free (will cost \$.50 in listing fees) .

Do not place a reserve on these auctions, as many potential buyers will just not bid seeing there is reserve price set. You can submit [up to 50 free listings at eBay per month \(no listing fees\)](#).

As a strategy you may attempt to list your domains at higher prices a few times initially and reduce price later if there are no takers.

By not listing a reserve fee you will also be able to list your domains on eBay at a lower cost, as eBay charges sellers a fee for including a reserve price. You should also pay attention to eBay listing sales, which occur from time to time and feature reduced fee auctions. Whenever you see one of these, list as many domains as you can and save yourself a bundle in listing fees.

When selling your domain names on eBay, always choose a relevant category. Personally, I always use: [Computers & Networking - Web Domains & Services – Domain Names - .com](#)

Also be sure to include a direct headline to your auction listing, which describes the domain name you are featuring. Include the domain name in full within your auction title (example: www.Domain.com not just domain.com)

And most importantly, ALWAYS include a domain "idea", something that can provoke thought and get potential buyers to consider the various options that are available to them when using the domain name:

Example:

www.AzLawyers.com – Premium Arizona AZ Lawyers Law GEO domain name

Within your listing you will be asked to enter in additional information including the Type (which is Domain Names), the extension (.com) and a brief description.

Always include the domain registrar, the age (unless it's brand new than do not include it), and utilize the free option to include a gallery picture just because research has shown that auctions showcasing a photo of any kind will receive more attention.

When creating the body text of your listing, you want to provide as many ideas for possible use as you can, as well as giving them as much information relating to the auction as possible such as:

Payments Accepted and your terms (Payment is due within two days of auction, etc)

Transfer Time – How quickly you can push the domain over after payment is received, (I always include "Transfer Within 24 Hours Of Payment Receipt")

And a link to any other domain auctions that you currently have going.

This is very important and it's a great way to inter-link your auctions and encourage multiple purchases from your buyers since they can purchase as many as they like and pay all at once with the eBay checkout system. The link to your other auctions is available under "Sellers Other Items". Just right click and choose "Copy Link" and create a new link in your listing that links to one another.

This takes time but it's definitely worthwhile! Also be sure to include how long the domain is registered for, so buyers can determine how soon they will be required to renew it. There are a lot of buyers who will not purchase a domain name that is due to expire within two months, so if you have just registered the domain name, then be sure to emphasize the fact that it is only expiring in a years time.

When listing your auction you can choose the time frame in which it will remain active. I typically choose the 7 or 10 day auction plan. Be sure that you are available on the day that your auction ends and that you answer any questions that you receive during the course of your auction (and you can expect a handful). Also be sure to include contact information, a [gmail](#) account will suffice and is easy to manage.

Once again, choose an email address that relates to the domain industry, but avoid "domain flipping", "domain flipper" or terms like that.

PremiumDomains@Gmail.com or ValuableDomains@gmail.com will give a better impression to your potential buyers and will simply look more professional.

When someone purchases a domain from you, depending on the registrar that yo use, you may be required to obtain specific information from your buyer in order to push the domain into their account.

Once again, be sure to communicate with your seller and push the domain to them as quickly as you can after you have received payment. I would also recommend not accepting echecks from Paypal as they take time to clear and will delay the process and cause more work on your end by having to remember to check when it has cleared, etc.

And finally, be sure that your buyers pay you BEFORE you push the domain to them. This might be obvious to you but it needs to be said, as I have talked to many new domain flippers who push the domain immediately only to never receive payment. Once the domain is pushed over it's not always easy to get it back. The most activity that will take place within your auction is during the last hour that it's available..This is when the bidding wars start to happen and people attempt to outbid each other or snag it at the last minute.

Because of this, you want to pay close attention as to when your auction will end. If you list it on a 7 day auction plan, and you start the auction on a Saturday, it will end the following Saturday. The problem with this is that the weekends tend to be slower online in general, and on eBay , I have also experienced fewer bids and less activity if my auction ended on either Friday night, Saturday or Sunday. My suggestion is to make sure that your auction will end on a weekday, any weekday will do. I tend to use the 7 day auction plan and list on Mondays regularly, so I keep a schedule and routine going that is easy to follow (and remember).

Another important thing to remember is the times that your auctions will end in between one another. For example, if I list two auctions on Monday and it takes me ten minutes in between listing them, they will expire ten minutes apart. This isn't always wise because if you have one buyer interested in both auctions they may not have the time to focus on bidding on both. Therefore, I suggest timing your auctions 15-30 minutes apart, meaning; create one.. go for a short break, come back and list the second and so on.

Advanced step 2: Choosing winning domain names

While there is no exact science as to what type of domain names will ultimately be worth the most, apart from the obvious short and memorable domain names, there are a few things to keep in mind:

1) Domain TLD (extension)

.COM is most valuable domain TLD extension that you should focus on, followed by .NET and then .ORG. It would only make sense to register .net if .com domain name is already taken and even then it has to be really good keyword to justify the value of .NET or .ORG. Most profits and highest sales are made in .COM

2) How generic it is, for example:

Lawyers.com is much more valuable than NYLawyers.com or CrimeLawyers (since NYLawyers is limited to state of NY lawyers only, and CrimeLawyers limited to crime lawyers only, while Lawyers covering them all)

Cars.com is much more valuable SUVs.com (term “cars” includes all kind of cars including SUVs)

3) Hyphens and digits.

While hyphens and digits are allowed in domain names, they generally decrease the domain value. Such that domain computerstore.com will be always higher value domain than computer-store.com.

4) Development Potential

When you analyze the available domains in your list, consider what each domain name could represent and be used for when creating a website presence. An example of which is whether the domain name is one that could represent a product title, or better served as a personal portfolio, a social community, a directory or perhaps a forum. While the purpose of the domain name will unlikely match your ideas when it is sold, by thinking of a clear purpose for each domain name will not only help you make sound choices during the selection process, but can also be included in the domain auction, as a way of passing on the ideas to prospective buyers who are considering purchase.

5) Length

It can not be said enough, that the length of a domain name, apart from the odd occurrence where you locate a lengthy domain name that still carries with it, a memorable element, most of the domain names you purchase should be relatively short, basically consisting of two words.

6) Trademark Issues

Avoid registering any domain names that could infringe upon the trademark of existing companies, whether or not you believe that the company will take action or not should not be considered. The last thing you want is to purchase a domain name that is unable to be sold due to buyers being cautious or concerned of building a website on a domain that ends up being seized by a company wishing to protect their identity.

7) Relevant / Popular Keywords

Does the domain name contain popular keywords that are used by those seeking out more information in search engines? If so, your domain name just increased its value instantly. One of the easiest ways and reliable ways to determine keyword popularity is via using free google keyword tool:

<https://adwords.google.com/o/KeywordTool>

8) Existing Traffic

If you are purchasing aged or recently expired domains, you will want to determine whether there is existing traffic to the website or not, thus increasing it's value immensely. Organic, natural traffic sent directly from search engines is the best kind, however back links from other websites are also very important to potentialbuyers.

9) Spelling and Pronunciation

Is the domain name easy to say aloud? If your customer were to purchase the domain and build a

business with this name, would they be able to easily brand it? For example, domain names with double letters such as www.cashhour.com may often be mistaken for www.cashour.com, just the same, domains with odd spellings, hyphens or numbers would have to be clearly spelled out, or explained when someone is attempting to promote their website through word of mouth, rather than in print. Consider this when registering domain names, and make sure that the names you choose will not be mistaken or misspelled by potential customers of yours, as well as the person who ultimately purchases it from you, otherwise it will experience a significant loss in perceived value.

When choosing your domain names, there will be many factors that come into play. The type of audience you are catering to, the auction sites you are featuring them on, the price range you are expecting and so on. There is no 'one way' to do this, and you will learn to become a better domain evaluator (and purchaser) from hands on experience. Using the guidelines above however, will help you maximize your efforts and minimize your costs (and losses).

Advanced step 2: Going beyond free registrations with UNLIMITED .COM offers (ONLY USE it when and if you are confident that you are making enough profits after selling your FREE domains to cover the non-free registrations).

While FREE .COM domain offer is great, it is limited to 3 (or 3+3=6 if you are in US/Canada) domains per customer. Even if you made killing with your FREE domains sales and would like to continue with it as your new business, it is **still CRUCIAL to keep your costs down to minimize the risk and maximize the profit**. The table below presents the absolutely lowest new domain registration prices including offers with NO per customer LIMIT (as of March, 2013):

TLDs (extensions)	Shopping cart price	Rebate	Cost	Limitations	Link
.com	\$3.99	\$0.84	\$3.15	Limit 1	http://bit.ly/16fyW1O
.us	\$3.99	\$0.84	\$3.15	UNLIMITED	http://bit.ly/10fZpsi
.org	\$4.99	\$1.05	\$3.94	UNLIMITED	http://bit.ly/16fz4hQ
.com	\$5.99	\$1.26	\$4.73	Limit 5	http://bit.ly/ZoKidE
.com .net .org .ca .co.uk	\$6.95	\$1.00	\$5.95	UNLIMITED	http://bit.ly/11HT1Oe
.com	\$7.99	\$1.68	\$6.31	UNLIMITED	http://bit.ly/YyOx5n

Same as with free domains offers, it is important to login into rebates site when prompted (or create free account if you don't already have one) to ensure proper rebate tracking. Also uncheck any extras if offered such as hosting, private or business registration, and select 1 year registration term to keep your shopping cart price and cost after rebate as posted.

Conclusion

This guide provides an easy and risk-free way for a beginner to make quick \$xx-\$xxx with absolutely no investment (and thus risk) involved. In the same time this can become a lifetime business for someone with passion and wiliness to spend more time in this lucrative niche.

Useful Links

[DealsRebates Domains and Hosting](#) – place to look for discounts and rebates on domain names and hosting (including zero cost limited offers)

[Sedo](#) – place to sell domains when you are not in a hurry plus receive commissions for traffic and ad clicks

[eBay domain sales category](#) – additional place to list domain names for sale, or when you are determined to sell fast

[Namepros forums](#) – place to learn more about domains and to become pro