

*This is...*

# FLIPPIN' AMAZING



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# Introduction

Imagine if you could create a website in a few hours and then sell it for a few hundred dollars, and then imagine if you could repeat that process again and again. That would make for a pretty nice part-time or even full time job, wouldn't it? Well, that's exactly what you're going to be able to do by the time you're done reading this.

Flipping websites is akin to flipping houses, with one huge difference. When people set out to flip houses, or real estate in general, they typically have to invest hundreds of thousands of dollars. People who flip houses will find houses that are undervalued, put money into them in order to fix them up and then they'll sell those houses for a profit. The same can be done with websites. You can buy a website for a few hundred or even a few thousand dollars, fix it up and then sell it for even more money than you bought it for.

That's not what you're going to learn here. You're going to learn how to build the websites that others will buy. In fact, the people who buy your websites may go on to sell them for huge profits. And good for them. To do this, they're going to need money.

What you're going to learn here is how to build websites from scratch using very little money so that you can create an income stream that will either supplement your income, or it can even become your sole means of income. It's completely up to you.

All of this is possible as long as you follow the instructions in this book and follow them as closely as possible.

## Internet Popularity

Ten years ago, when *Google* first came on the scene, half of the homes in America didn't have a computer and only 2 in 5 American homes used the internet. These days 4 out of 5 homes have a computer and 92% of homes use the internet on a regular basis. Not only that, but with the advent of smart phones and other web browsing devices, more people than ever before are getting online to search for information and do business.

This is excellent news for you, the soon-to-be website flipper. That's because the more people that visit the internet, the more popular your website can potentially become, and the more money you can potentially make. First, however, you need to make a website that people want to visit. This isn't hard to do. It merely involves creating a valuable website.

## The Next Big Thing

Most people, when they start out building a website with the intention of flipping it, set out to create the next big thing. They want to make the next *Facebook*, *Myspace*, *Twitter* or *Digg*. Yet the chances of you creating a site like this are very small.

This is the wrong way to look at website flipping. Instead of coming up with the next big thing, just focus on what works.

Throughout your website flipping venture, remember this phrase: if it ain't broke, don't fix it. That phrase simply means taking what others have done to make money and then replicating that idea to make a profit of your own.

When it comes to flipping websites, the tried and true model is either creating or buying a website that has value, and then selling it to another person for a profit. But what constitutes a website's value?

A website's value is based on a number of criteria. These include:

- The value of the domain name - There are several domain name appraisal services, and some domain hosting services even offer an appraisal of the websites they sell.
- The value of your brand. Your brand is your website's identity within its given niche. Consider the various brands that you know of, such as Facebook and even Coca-Cola, and you will see just how valuable a brand can be.
- Your website's content. This is very important as content is king when it comes to a website's value. Your website's content includes text, photos, videos, audio, etc. The more unique the website's content, the more value that website will hold.
- Website Traffic. Website traffic refers to how many visitors arrive at your site on a daily, weekly or monthly basis. The more visitors your website attracts, the more valuable it will be.
- Search Engine Ranking. This is another huge one, as the higher your website ranks, the more money people will be willing to spend to acquire that website.
- Now that you know what a valuable site looks like, it's time to start making one of your own so that you can start making hundreds or even thousands of dollars by creating websites from scratch.

# Selecting Your Niche

Your website's niche is the subject-matter it will deal with. The more specific your niche, the more valuable it will be. However, there are some niches that hold more value than others. For example, *Mortgages*, *Insurance* and *Credit* are extremely profitable niches. Yet the more profitable a niche is, the more competition it will probably have.

Therefore, you have to find sub-niches within those main niches so that you can take advantage of that main niche's profitability while also targeting a specific group or audience.

For example, if you create a site about mortgages, you will likely find millions upon millions of sites just like yours. On the other hand, if you were to choose a site that has to do with mortgages for single moms, your website would then be part of a targeted niche that may not have as many competitors.

Keeping this in mind, you need to create your site around a niche that people will want to pay for. One of the ways to do this is to use Google's free keyword tool.

## Google Keyword Tool

Google's keyword tool is designed for the Pay-Per-Click *Adwords* platform. It's free to use and it can give you very valuable information regarding which keywords are hot at the moment.

To use the tool, you simply enter a keyword or phrase. You will then be given the amount of searches *Google* experiences each month for that keyword or phrase as well as how much competition there is for it.

Some people claim that the *Google* keyword tool isn't very accurate but it can give you a great idea of what keywords are popular and which ones will make you the most amount of money.

When you find a keyword that has a lot of searches with minimal competition, you may have found a winner. You can also select an option within the tool that reveals how much advertisers are paying for certain keywords, so that you can see which ones are most profitable.

Whilst the *Google* keyword tool is a great way to find a profitable niche for your website, it can also be time consuming. If you want to save time, there is a better way to find a successful niche for your site and that's to check which sites people are buying at the moment.

## Which Sites Are People Buying?

At the end of the book, you are going to be told how to sell the sites you create for profit. This includes listing it on popular web flipping sites such as *Sitepoint* and *Flippa*.

Yet before you even build a site, it's a good idea to visit these sites to see which niches are the best selling. These sites are the most popular website flipping sites on the internet. People advertise their websites and buyers can either buy them outright or they can bid on them.

You'll want to focus on those sites that have either been sold already or the ones that are receiving the most bids. This will give you a great idea of which sites are the most valuable in the minds of website buyers.



When you do this, pay attention to several things, such as:

1. The website's topic or niche.
2. The type of site. Is it a blog, an *AdSense* site, an affiliate site, etc.?
3. How much money the site is going for.

This is probably the best way to find out which sites you should be focused on. Once you have a niche in mind, it's time to start creating your website.

The first thing you're going to need is a domain name.

# Registering Your Domain

There are many domain registrars on the internet, but not all of them are created equally. *GoDaddy.com* is a very popular one and they are very reasonably priced. You can often register a domain name for as little as \$10-\$20/year, depending on which registrar you choose. When choosing a registrar you'll of course want to be focused on the price, but you'll also want to consider what kind of customer support they offer.

Once you choose a registrar, you'll be able to search for the domain you want right on the site to see if it's available. You will usually always want to go with a domain that ends in *.com*. Sites that end in *.com* tend to be more valuable than sites that end in *.net*, *.org*, or *.info*.

You can find a great domain name for your given niche using the same keyword tool we just spoke about. If you can't register your *.com* name because it's already taken, go back to the tool and find one similar. You may find that the new name you come up with is even better than the old one.

You will have to use a *PayPal* account or a credit card to register the domain name. Then, once you own that domain, it's time to host that domain using a domain hosting service.

# Domain Hosting

Domain hosting, like domain registration, doesn't cost very much. In fact, you can host a domain for as little as \$10 or less per month if you find the right host. Most people recommend *Host Gator* but you should do your own homework so that you can find the best host for you. Again, choose one that offers good customer support.

You'll also want to make sure that the host offers *Cpanel*. This is a graphic interface that makes managing your websites much easier, even if you're not very technically proficient. If you don't know anything about websites, the host's customer service can usually walk you through most of it, and that's why you'll want to choose a host that offers superior customer service in case you get stuck.

You'll also want to make sure you host your domain on its own account. That's because hosting a domain on an account with other domains makes it more difficult when you try to sell that account and then transfer it. It's best to keep everything separate so that the transfer process as is clean and easy as possible. You'll also want to create a reseller account, which is designed for doing exactly what we'll be doing: flipping websites for profit.

Ok, so let's assume your website is now registered, hosted and now all that's left is the actual building of the website, which is the most fun part of the entire process.

# Building Your Site

When building your site, you need to keep several things in mind so that you can ensure it retains the most value. These are:

- Uniqueness: The more unique your website is the better.
- Monetization: Your website must be set up to make money, either through affiliate sales, *Adsense* or *Amazon*.
- Promotion: Promoting your site means more people will see it and that means more traffic, which equals more money.

As far as what type of site you want to build, there are many to choose from. I'll go over several types here but you can choose any type you like. Just remember that the more unique your site is, the more people will be willing to spend for it, so really think outside of the box and use your creativity to create the ultimate money making site people will really want to get a hold of.

## E-Book Site

An e-book site is a great way to design a site in just a few hours that will fetch a lot of money in the marketplace. You simply create an e-book that solves a problem. It doesn't have to be an award winning book and it doesn't even need to be better than all the other e-books out there. It simply needs to provide useful, relevant information that people can use.

A good way to go about this is to write a series of articles that solve a particular problem and then just put those articles together in book form. Then, create a website that doubles as a sales letter. Create sales copy that describes the benefits of the e-book and why your visitors need to

buy it and download it. Remember, use what works. Find other e-books being sold on the internet and copy the format of the sales letters used to sell those books. Then, at the bottom of that sales letter, you simply include a buy button that's linked to your *PayPal* account.

What you're left with is a website that has to do with a valuable niche, that's monetized by offering an e-book for sale, and that has original, unique content. A website like this can easily fetch a couple hundred dollars in the marketplace and it took you only a few hours to create.

## Blog Site

Blog sites are easy to set up and they can be very profitable. You simply set up a *WordPress* theme, which can be downloaded using *Fantastico* in your site's *CPanel*. For help with this, contact your domain host's customer support.

There are quite a few free *WordPress* themes, and some of them are even designed to be optimized for *AdSense* so they come already monetized. You simply include your *AdSense* ID# in the theme's code and you're ready to go. For help on this, just use *Google* as there are plenty of free tutorials available. Be careful, however, because some free *WordPress* themes are to be used for personal use only. For that reason, make sure you read the terms and conditions before using any theme to create your website.

Then, just write 8-10 unique articles that have to do with your niche. Make sure your articles have eye-catching titles and that they offer good, solid information people can use.

It's always best to create unique articles for your blog. However it is still possible to create and sell a website that is comprised of purely PLR articles if you're not the best writer. You can also have someone ghostwrite the articles for you, but we're concentrating mostly on ways to create websites without spending much money.

It doesn't take much to create an informative article. Just pretend you're talking to your reader face-to-face and use simple language to get your point across.

Then, monetize your site. You can use the *AdSense WordPress* themes as already mentioned, you can sell Affiliate products through *Clickbank* or you can use an *Amazon Widget*.

## Basic Site

If neither of those website designs sounds appealing to you, there's an even easier way to go about building a unique site that will sell. This is a basic site that's comprised of two or three pages and can be designed in a matter of a couple of hours ... tops.

To begin, create your homepage using a photo and a 500+ word article. You will want to ensure that your homepage has a custom header. This can be done using *Photoshop* or a similar software program. If you don't have *Photoshop*, you can always download a free version of *Xheader* which will allow you to create a unique, professional looking header at no cost to you.

Then, create additional pages that add to your site's value. For instance, you can create a books page where you sell *Amazon* products using an

Amazon widget, and you can also include a video page that displays YouTube videos that deal with your niche.

Whichever website type you choose, make sure it looks as though you put time into it. Even if you built your website in two hours, it should look like it took you days or even weeks to build. This can be done by paying attention to every detail and by looking at it as though you just laid eyes on it for the first time.

Now that the site is built, you have two choices. You can either sell it as it is or you can establish the site and then sell it.

Designing a ready working site and then selling it what is known as a turnkey site. This is a site that buyers need only ‘turn the key’ to use. It’s got the content, the scripts, it’s monetized and it’s essentially ready to go. It’s not uncommon to sell a well designed turnkey site for a couple hundred bucks.

However, if you take the time to develop the site, to promote it and get some traffic to the site, you will essentially establish that site and you’ll be able to command much more money for it.

But if you want to sell your site right now, skip the next chapter on promoting and head right on over to the chapter on how to sell your site for profit. Otherwise, get ready to do a little legwork that will pay off in huge dividends later on as long as you do everything correctly.

Of course I’m talking about promoting your site so that you receive a steady stream of targeted visitors.

# Promoting Your Website

People who buy and sell businesses usually have two criteria. They want to ensure that their investments are as secure as possible so they only buy businesses that they understand and ones that have a proven track record. When it comes to buying websites, this same concept applies to most buyers. They only want to buy websites that have to do with a niche they understand and they only buy websites that have been proven to make money.

The best way to prove to potential buyers that your website is a moneymaker is to start making money with it. The only way to do that is to get targeted traffic. Targeted traffic describes visitors that have found your website by searching certain keywords, by clicking on an ad, or a banner, or even by clicking on an anchor link. The point is that they were searching for what you're offering and they've arrived at your site hoping that you'll give them what they want.

To get targeted traffic, you're going to have to promote your site so that it's seen by the right people. There are two ways to do this. There are free ways to promote your site and then there are the ways that cost money. You'll probably want to start off with the free means of promotion first until you get a little more experience. The best way to promote for free is using article marketing.

## Article Marketing

Remember that keyword tool we used to find your niche? This same keyword tool can be used to find subjects to write about. Using the tool, come up with a few keywords that have a lot of searches but not a lot of



competition. Then, write articles using those keywords in the titles and a couple times in the article's body. This will optimize your articles for the search engines so that you can ensure that you get top ranking. These articles can then be distributed to article directories and ezines.

Then, at the bottom of your articles, in the resource box, include a link to your website. What this does is it allows people to find your articles through the search engines whenever they search for your chosen keywords, and it also allows them to find your website by clicking the link at the bottom.

To maximize your chances for success, make sure you use eye-catching titles and that you provide good, useful information that causes people to read your article to the very end. Your resource box should then seamlessly fit with the article so that your readers are more likely to click on your link.

This is a great way to get the targeted traffic you're after, and by including links to your site with your articles, you will help to increase your website's search rankings, thus giving it even more value!

## Blogs, Forums and Social Networking

Along with article marketing, searching for blogs and forums that have to do with your niche is another great way to go about free website promotion. Commenting on blogs and forums, while also including a link to your website, is a fantastic way to get targeted traffic. Make sure your comments and posts are relevant and that they offer some sort of insight. Otherwise, they're likely to get deleted and all your work will be for nothing.

For forums, make sure you include a link to your website in your signature line so that everything you post essentially advertises for your site. You can also use your articles in the forums to provide information people can use. This is great advertising and people will begin to see you as an authority on the subject, which will essentially bring you more and more traffic!

Social networking sites are another great way to get the traffic you want. They're free to use and, if you use your personality, you can potentially get your website seen by millions of eyeballs. Think of all the traffic your website will receive if you can use *Facebook, Myspace, Twitter, Digg, Delicious, Reddit, Delicious, StumbleUpon* and all the rest of the social networking sites on the internet today. This will take some work but the payoff makes it very worth it!

Your goal is to get visitors to your site to click on your *AdSense* ads, to buy your affiliate products, etc. Even if you don't make any money at first, as long as you can get established traffic, you will increase your site's value significantly and your site will then be that much more attractive to potential buyers.

Now all that's left to do is list your website and wait for bidders and buyers.

## Listing Your Site

As I've already mentioned, two of the most popular website flipping sites include *Sitepoint* and *Flippa*. You can usually list your website on these sites for as little as \$10. It should be noted that this money is non-refundable, even if your website doesn't sell. So do bear this in mind before advertising your site.

Remember in the beginning of this book when I mentioned to use what works? You're going to do the same thing when it comes to listing your website. Go through the listings that advertise sites similar to yours. For instance, if you set up an e-book site, look for listings that offer other e-book sites. You'll want to pay special attention to those sites that have already sold or that are receiving lots of bids. That's how you know the advertisement is successful.

Then, make your ad similar to those ads. Like I've said, if it ain't broke, don't fix it. Make sure you include a very snappy headline. You want people to click on your ad because they won't be able to resist what you're offering. In your ad, you'll want to include a short summary of your site, your domain name, an overview of the site in list format, and you'll want to go into detail about how your site will make money.

You will also want to let buyers know why you're selling your site as well as why it's better than all the other sites advertised.

It's also a good idea to list a set of frequently asked questions. This list can include such questions as:

- What happens after the sale?
- Where is the domain registered?
- What hosting you offer?
- Who will move the site?

When it comes to pricing, be very careful not to overprice the website you've built. When you put time and effort into a website, you can often convince yourself that it's worth much more than the market is willing to pay for it. Don't make this mistake.

Instead, price it the same, or a little less, than sites just like have sold for. You must also take into consideration your track record and whether or not you have feedback on the site you're selling your site on. If you haven't sold anything so far, you likely aren't going to be able to command a very high price. So keep things sort of low at first and you'll see that you get a much better response.

For example, if you offer a site for \$300 but you have no feedback on the site, people may not be very likely to pay that amount simply because you have no proven track record.

On the other hand, if you were to actually under-price your site, even if by just a tiny bit, buyers will likely see it as a deal they can't pass up. That's when you will begin to see buying signs. These may be other marketers bids or you may have someone buy the site outright.

You may have to play around with different ads and different prices, but soon, as long as the site is valuable, someone will buy it and you'll be able to celebrate your first sale ... very cool!

# Selling Your Website

When it comes to selling your website, *PayPal* is probably your best option. That's because *PayPal* is available in many countries and it can handle many currencies, as well.

However, there are times when you might want to use another form of payment. If you are dealing with a large amount of money, for instance (which is likely to happen once you get better at creating and flipping sites), you may want to use an escrow service such as *Escrow.com*.

Still some site flippers choose only to deal with checks, money orders, wire transfers or even payments through *Western Union*. Whichever form of payment you use is completely up to you, as long as it's most convenient. And for most, *PayPal* offers a convenience that can't be beaten.

## Transferring Your Site and Files

Before you transfer anything to any buyer, make sure you have receipt of payment first! This is very important. There are many site flippers who have been burned by scam artists who promise to buy and then never come through. These site-flippers spend all this money, time and effort on creating a site only to hand it over for free. Don't do that. Get paid first (an escrow service will ensure you do) and only then should you transfer to the site over to the new owner.

On the other hand, there have been many buyers that have been scammed by people who promise to transfer a site and then never come through. So you may be asked to show a sign of good will by giving a

piece of the site. If this is the case, just send over a file or a template that is useless without the rest of the site's files. For the most part, however, the buyer will usually pay for the site with the expectations that you will just sign the site over to them.

Transferring the site is easy enough to do. You simply send the buyer the site files and then the buyer uploads them to his server. You then push your domain to the buyer's account. The buyer updates his nameserver info and then points the domain to his server. Clean and easy. Or, you can simply provide the buyer with your FTP login and password, as well as your server and account details and the buyer then transfers everything over at his expense.

This should be the easiest part of the entire process. And that's all it takes to create and then sell a website in just a few hours. The best part is that you did it using only a minimal amount of money.

Of course, you can spend money to get better results. You can have someone design your sites for you, which will usually cost around \$50 for a good design, you can hire a ghostwriter to write your content or your e-book, and you can even use paid advertising services like *Google Adwords* to promote your sites to get even more visitors.

As I said, however, you'll want to stick to the free and cheap methods first until you get a little more experience. Now, you just have to decide what to do with your newly made flippin' amazing profit!

# What to do With Your Money

The best thing to do with your web-flipping profits is to put that money back into buying more domain names and creating more websites that you can then flip for even more profit! The more sites you build and flip, the better you'll get and soon you can be selling real premium sites for thousands of dollars.

When you're first starting out, however, you may experience a little failure. Not every site will sell on the first try, and some sites may not sell at all. However, you must look at failure as your best teacher. The more you fail, the better you'll get. As long as you stick with it and you keep learning from your mistakes, you'll be able to flip websites by the dozens and then just think how much money you'll make.

Now that you know how to do the proper market research to find your niche, register your domain, host your domain, and then build, promote and sell your site, you'll be able to do it again and again to supplement your income or you can make it your sole income stream. It's completely up to you.

One thing's for sure. This is a great way to make money online using very little money of your own and it can be done anywhere, anytime using only a computer and an internet connection. What could be better than that?

So get out there and start making that fortune.

Good luck and happy flipping!

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