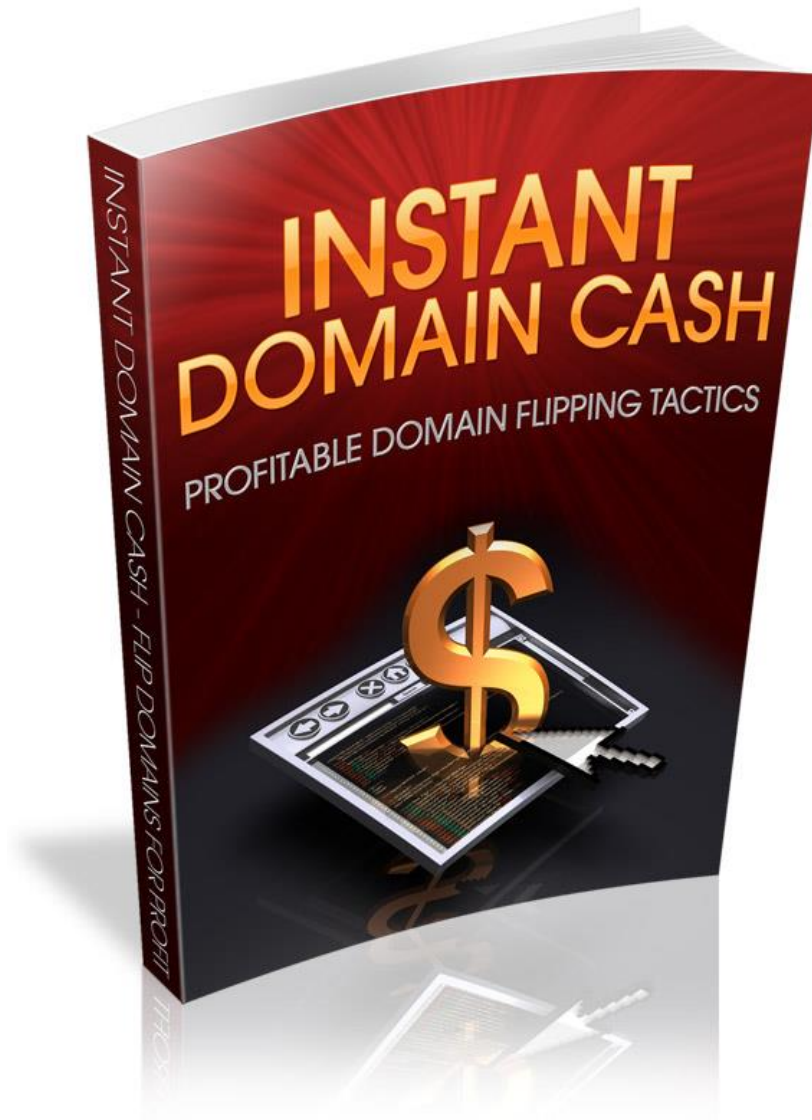


## Instant Domain Cash



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## **Instant Domain Cash: The Complete Guide**

You've heard the success stories of average joes, new to the domain industry stumbling across a handful of \$8 domains that, in a matter of days, they are able to sell for \$25,000 profit (or more).

You've probably been dazzled by the numerous times someone on a domain forum has bragged about their online fortunes, all from domain trading, flipping and monetization methods that seem somewhat cloaked in mystery, and only available to those who are already within the 'field'.

It isn't difficult to figure out why so many have recently turned to the idea of generating a consistent profit online from domain sales.

Further, it's no surprise that people really are making a fortune online with the sale of high and low-end domain names that seem to have been carefully plucked from the ever-shrinking domain pool of available, high quality domains.

Perhaps, on top of all this, you have been jaded or hooked into believing that all of the good domains are long gone, and unless you were an early-user, savvy enough to have gotten into the domain game years ago, you will never get your hands on one of those magical domain names that cause bidders to rush in droves, all in a frenzy to be the golden ticket winner.

Or maybe you are just like I was, interested in the profit potential relating to the domain industry, curious about how to get involved and perhaps learn a thing or two that can add a bit of cash to your pocket every single day.

Regardless of your reasons for purchasing '**Instant Domain Cash**', one thing is clear; you can easily replicate the success I, and others have had by simply following along to this domain profit blueprint, one that was crafted to be comprehensive, simple and most importantly, effective.

*Let's begin.*

## **The Seasoned Domainer**

If you are new to the domain industry, you are likely going to make your share of mistakes. While this guide will teach you everything possible in order to minimize these errors, part of the process in becoming a seasoned, savvy domainer can only be achieved from personal experience in buying and selling domains.

Within no time at all however, you will find yourself evaluating domain names quickly, determining whether there is potential in specific names, and avoiding real duds.

One of the things to keep in mind regardless how cheap the initial registration cost may be, is that you may be stuck renewing these domains every year and with many registrars while they offer discount coupons for the first year, renewal coupons are harder to find at times.

This means that you could end up buying 50 domains at \$7 the first year but paying \$9.00+ for each one every year after.

When you first venture into the world of domain flipping, it's very easy to get excited about the potential for high profit, and rather than take your time and use caution when registering domains for future sales, new domainers will often buy up a ton of domains quickly, eager to get started under the belief that the more domains that they have available to sell, the more money they will make.

They jump the gun by assuming that just any domain name will sell and while it's true that regardless how lengthy or odd the domain name may be, it can sell on sites like eBay, it makes a huge difference when you take the time to carefully select the domain names that you plan to flip.

In fact, paying close and careful attention to properly evaluating each domain that you are considering purchasing will significantly boost your chances at flipping your domains at a higher profit margin and at a faster rate.

When you are new to domaining it will take longer to weed through the list of dropped domains or browse through ones currently available for registration, attempting to determine which ones are likely to be profitable and which ones should

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be avoided. As you continue working within the industry however, you will quickly see just how much easier it is to choose winners from worthless domains.

Another thing to keep in mind is that a domain name that utilizes specific keywords that are regularly typed into the search engines will always outsell a domain name with keywords that do not rank well, or are not commonly used.

This might sound like common sense, but I have seen domainers register domains they felt would be brandable, when in reality; the keywords used were just outright stale.

Just the same, a domain name that is memorable, regardless of the keywords used will always outrank one that is difficult to spell or remember.

Taking this into consideration, you must be careful to only invest in domain names that are based on a list of factors, all of which will be explained within this guide.

Do not sell a few domain names and take that profit and throw it away on domain names that end up stuck in your registrar account. Move slowly and always carefully consider

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every domain name you purchase, regardless of the price or the extension. If you don't, you may end up sitting on a heap of domain names that no one wants.

## **Getting Started**

The best domainers have a system in place, a routine they have created that they follow closely. Doing this will save you a world of time and when it comes to snagging recently dropped domain names, speed is of the essence, as there are hundreds of other domainers browsing the same lists as you are.

My system is a simple one. The first thing I do each day is download a list of expiring domain names that are available. These domain names have been previously registered which means that they may come with existing traffic or page rank.

Some of the domains are also aged, which means that to many considering purchasing them, the fact that they are older may increase the value.

Regardless, domains that are expired and are available to the general public are the ones I focus most of my attention on as it's the most affordable route to take, as it will only require the regular domain registration fee.

Expired domain lists are available online at absolutely no cost, so don't buy into a membership website or purchase lists individually, unless you have money to burn.

To make things easier for you, I have a few in my collection I'd like to share:

<http://www.RedHotDomainNames.com>

<http://www.DNExpert.com>

<http://www.dailydomaindrop.com>

<http://www.stuckdomains.com>

Sorting through expired domain lists can be an exhaustive and tedious process. To save time however, there are several domain filter tools that can help you weed through the lists quickly and efficiently.

One such tool is located at [www.DomainPunch.com/products/domainfilter](http://www.DomainPunch.com/products/domainfilter) and it's entirely free. (Sorry Mac users, it's for PC users only at this time).

This tool will allow you to sift through large domain lists quickly and extract only domains containing specific keywords, or you can filter by length or via extension. It's quite flexible in how you can set it up to filter through these lists for you, hands free.

### **Expired Domains, Dropped Domains & Traffic**

One way that domainers instantly boost up the value of their domains is by purchasing domains that have existing traffic. These are domains that are being sold privately or publicly on domain based forums and community marketplaces.

By purchasing a domain (considered established domain), you can instantly jack up the price when it comes time to flip it by adding a single page website to the domain and integrating content or Google AdSense.

Since we are in the business of domain flipping, rather than website flipping, my preference is to purchase domain names with existing traffic and generate revenue from them by parking them.

## **Dropped Domains**

Not only will you be able to take advantage of existing traffic from a dropped or expired domain, but you also reap the benefits of search engine rankings, PR (if the domain has any), and even “age” which can factor into the value of a domain name.

Many buyers will seek out aged domains because of their belief that older domains are given higher rankings or more weight within the search engines. They also believe that aged domains are out of the Google sandbox, a system designed to temporarily hold domains from ranking until they are a bit older and more established.

## **Domain Tasting**

Here is something that very few domainers realize. When it comes to registering a new domain name, you are able to test-drive it for up to five days.

During these five days, if you are unhappy with the domain name, you are able to request a refund from your registrar and they will place the domain name back into the public registry, where it will once again be available for registration.

This means that you can register a domain name at absolutely no risk to you – test it out – and if you find that it will be a difficult one to sell or promote, you can get your money back quickly and easily.

Knowing this, it can certainly open up the potential of registering a handful of domain names, evaluating their marketability and weeding out the ones that are not feasible while saving money in the process, rather than squatting on a ton of domains that you just can't seem to move.

Domain tasting should not be confused with domain kiting, which is the process of deleting a domain name during the five-day grace period and immediately re-registering it for another five-day period.

This process is repeated any number of times with the end result of having the domain registered without ever actually

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paying for it.

One word of caution however, is that Google has indicated that their AdSense program will consistently scour the databases for domain names that are repeatedly registered and then dropped, removing the domain names from the AdSense program if these domainers are generating an income through AdSense with the intention of requesting a refund every five days.

This means that you should use the ability to domain test wisely and legitimately. These five days should be spent testing the waters, getting a feel for whether you believe the domain is a viable one and conducting market research to determine the profitability of the names that you select.

## **Profiting From Trends**

If you keep on top of what is currently hot and in demand, you will be able to locate and secure higher valued domain names that you can instantly flip for profit.

A few easy ways of spotting trends is by using popular tools

such as:

<http://www.Google.com/Trends>

**Daily Report:** <http://www.google.com/trends/hottrends>

<http://technorati.com/pop/>

<http://pulse.ebay.com/>

<http://buzz.yahoo.com/>

## Domain Parking 101

With domain parking, you are not required to develop a website but instead, simply update the name servers to point to the domain parking service.

**This traffic is 100% free**, you do not need to purchase advertising, play with PPC ads, optimize your landing page for better search engine optimization or even promote it in any way, shape or form.

It's one of the easiest ways to make money with domain

names that you have just purchased and are not quite ready to flip.

Once you purchase a domain name and update the DNS (name servers) to direct to the landing service, all traffic going to your domain name will automatically be directed to the landing page of the parking company you decide to use.

The parking services feature advertisements and sponsor links throughout them, and when someone enters in a keyword, finds your domain and visits the landing/park page, you will generate revenue from every click made by those interested in the featured ads.

It's easy to see exactly why purchasing domain names that contain existing traffic is a feasible route to take, especially when you are able to generate a profit with minimal effort on your part.

This is also why keyword-featured domain names are ultimately the ones you will want to focus on purchasing when you first venture into the world of domaining.

There are many parking services to choose from, including:

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<http://www.NameDrive.com>

NameDrive is a relatively new provider but has quickly generated a following of both new and seasoned domainers. They also support additional extensions such as .nl, .cz and even .de.

<http://www.Parked.com>

Very simple to use and very popular among seasoned domainers.

<http://www.ParkQuick.com>

Simple interface and system makes Park Quick a great start up service for new domain sellers. Very limited requirements to use this service.

<http://www.DomainSpa.com>

This one is also very simple to use, even if you are brand new to domain selling. Registration is short & sweet and the navigation system is easy to manage.

<http://www.Sedo.com>

Sedo is one of the largest parking services available online and in addition to this service they also offer domain sales via escrow, domain appraisal services and tools and tutorials

for new domainers. This is one of the most trusted providers as well and registering for a Sedo parking account is exceptionally easy with no stringent requirements.

<http://www.Fabulous.com>

With Fabulous, you must have a lengthy domain portfolio to utilize their service, meaning that if you only have a handful of domain names, you will not be able to feature them with Fabulous. Still, their admin panel is easy to use and their support is top notch.

<http://www.DomainSponsor.com>

Domain Sponsor is one of my favorites simply because of the ease of use and the level of customization offered. As an added bonus, when you enter your domain names into your Domain Sponsor account, they will instantly locate the best possible keyword matches, assign a template to your page and offer additional enhancements, which will boost your visitor click-through rate.

## **Why Park?**

Even if you do not plan to park your domain for long, it makes sense to set it up this way while you decide what to

do with it. Why leave it sitting in your registrar account generating money for them and not you?

If you have ever registered a domain with services like NameCheap or GoDaddy.com, you will notice that as soon as you have registered your domain, before you update the DNS (name servers), the domain registrar has already pointed your domain to their parked page.

On NameCheap this showcases their services so anyone visiting your domain will be given information about NameCheap.

With GoDaddy, it's pretty much the same thing. These companies earn money from your domain if you leave it sitting there like that.

**You, on the other hand will earn nothing.**

With domain parking, you are not likely going to generate a lot of money unless you have a domain name that consists of common keywords, however you can earn a decent income parking them until it's time to flip or develop the domain into a website.

You have probably heard the term **"Type-In Traffic"**. Basically what this means is that whenever someone enters in specific keywords into their browser and are directed automatically to a website that utilizes those domains.

They haven't been referred to your landing page by an advertisement, or by a third party service of any kind.

Type In Traffic is when someone ***directly enters in keywords that will lead them directly to your site.***

For example, if I entered in the keywords Instant Domain Cash into my browser, it would direct me to [www.InstantDomainCash.com](http://www.InstantDomainCash.com) , the website you purchased this guide from.

Type in traffic obviously relies heavily on domain names that use specific keywords, phrases that are commonly entered into search bars or browsers.

The best route to take when initially registering a domain name is to place it on a landing/parked service for a minimum of one week, and within that time frame you can

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determine whether it's a domain that is best suited for:

**1) Development**

**2) Parking**

**3) Flipping**

If you are receiving a lot of type in traffic to your landing page, then it's likely that the domain name could perform well if you developed it, meaning that you created a simple website either a mini-site, a blog, an article site featuring Adsense or other PPC campaigns.

If you are receiving a bit of type in traffic, it might be worth leaving the domain name parked for awhile, generating a bit of extra cash while you work on establishing a larger domain portfolio.

And third, certain domain names will generate a higher profit by flipping them, depending on market demand and the keywords that are included within the domain name.

If it's 'brandable', generic, focused on current news or simply appealing to a large audience, you could end up making more money by simply selling it on the open market.

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## **The Easiest Way To Find Profitable Domain Names**

It's relatively easy to determine the kinds of domains that will sell well. All you need to do is conduct a bit of market research and the best place in which to do that is by looking through the resources and communities where other seasoned domainers exist.

Places such as:

**Domain based forums**

**Domain blogs**

**Domain Newsletters**

**Domain Marketplaces**

By analyzing what is currently selling on the market, you can quickly determine what topics, keywords and focus your domain names should be in order to sell as quickly as possible. This will also help you figure out what domain names within your portfolio are better off being developed and which ones you should consider selling.

One of my favorite places to visit when conducting research and evaluating the current market trends is the site located at <http://www.DNJournal.com/>

DN Journal has been around for a very long time and they provide up to date information on what is currently selling, along with the prices that each domain has been auctioned for.

This gives you a clear-cut blueprint as to what domain name keywords are doing well and while it's not likely that you will be able to land one of the shorter domain names, it certainly sheds light on what is currently in demand, enabling you to focus on keyword-specific domain names.

DNJournal also provides current news regarding the domain industry, such as registrar changes, interviews with some of the top names in domaining and even information on domain legality. It contains a wealth of information and is an exceptionally valuable place for any new domainer.

Once you land on DNJournal, you can click on "Domain Sales" from the top left navigation bar to load up a page that will show you recent domain sales.

<http://www.dnjournal.com/domainsales.htm>

This page also features a "Top 20" listing of domains that have recently sold. Here is a screenshot of a recent list:

	Domain	Sold For	Where Sold
1.	RVRental.com	\$325,000	Pvt Sale
2.	BJ.com	\$200,000	Moniker/Internext
3.	YB.com	\$125,000	Sedo/GreatDomains
4.	SouthLakeTahoe.com	\$80,000	RickLatona.com
5.	SaintLucia.com	\$50,000	RickLatona.com
6.	Domain.pl	\$45,000	Moniker/ DomainerMeeting
7.	EroticShop.com	€30,000 = \$42,300	Sedo

If you look closely at the domain names, there are the obvious gems, the one-word domains that are difficult if not impossible to get your hands on.

However, if you dive a bit deeper, you'll see that two word, generic domains are also selling for incredible prices, and these domain names are ones that we CAN get, sometimes quite easily in fact.



On the DNJournal listing page, scroll down to see additional sales made between \$2,000 and \$4,000.

This is where we will focus our attention when new to the domain industry. These domains are easier to find, more affordable to register and buy and simple to sell.

Additional AfternicDLS Sales Between \$2,000 - \$4,000			
<b>falsies.com</b>	<b>\$4,000</b>	<b>flippa.com</b>	<b>\$2,500</b>
<b>baltimorebusiness.com</b>	<b>\$4,000</b>	<b>savethehouse.com</b>	<b>\$2,488</b>
<b>cafefresh.com</b>	<b>\$3,900</b>	<b>recoverysystems.com</b>	<b>\$2,488</b>
<b>rushservice.com</b>	<b>\$3,888</b>	<b>perfectlocation.com</b>	<b>\$2,488</b>
<b>globalmeet.com</b>	<b>\$3,788</b>	<b>dancelounge.com</b>	<b>\$2,488</b>
<b>cancerimaging.com</b>	<b>\$3,788</b>	<b>preprintedlabels.com</b>	<b>\$2,450</b>
<b>marketingtimes.com</b>	<b>\$3,645</b>	<b>ecommunication .com</b>	<b>\$2,434</b>
<b>satra.com</b>	<b>\$3,500</b>	<b>networktechnology .com</b>	<b>\$2,403</b>
<b>connectprofessionals.com</b>	<b>\$3,500</b>	<b>guestguide .com</b>	<b>\$2,403</b>
<b>betabase .com</b>	<b>\$3,500</b>	<b>naturalinteriors.com</b>	<b>\$2,400</b>
<b>carcraze.com</b>	<b>\$3,488</b>	<b>scienceforce.com</b>	<b>\$2,388</b>

As you can see from the list above, domains such as [www.recoverysystems.com](http://www.recoverysystems.com) sold for over \$2,400, and [www.marketingtimes.com](http://www.marketingtimes.com) a generic domain sold for over \$3,500.

This is an incredible tool to help you determine the types of domain names you should be looking for, ones that we may

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otherwise have never believed would sell for thousands of dollars.

When I first ventured into the domain industry, I will be honest with you - I was baffled at the kinds of domains that were generating top dollar.

These were domains that I would never have bothered registering because rather than focus on two keywords that rank well, I was searching for one word domains, or domains that had a clever sound to them or that I thought would be memorable or easy for someone to create a brand around.

That was my biggest mistake, I was "guessing" rather than utilizing free resources within the industry to determine the types of domain names that I should have been focusing on. When I began to evaluate each domain name by using current stats, and keywords that were selling, my portfolio quickly became a lot more valuable and I began to earn double, triple, quadruple what I had been previously.

By staying active within the domain community, you will be able to see trends appear and determine, with accuracy, what type of domain names are currently in demand. The

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industry is constantly changing and so it's important to stay involved and up to date on the latest activity.

I will show you exactly how to find these kinds of domain names at registrar price.. This means that you will be able to instantly add dozens of high quality domain names to your arsenal without it costing you anything more than the initial registrar fee of \$8 or less.

## **Niche Marketing And Domains**

If you have ever been involved in niche marketing, you know the importance of keyword research.

There are short keywords, and keyword phrases with involve more than one word focused around certain markets or topics. These are also called "Long Tail Keywords" and they are lengthier strings of keywords put together like this:

The main keyword for the dog training niche market may be: "Dog Training".

The long tail keyword variation within this niche market

would be things like: "Dog Training Techniques" or "Dog Training Made Easy". These are keywords that form a sentence or a partial sentence that people using search engines may enter in order to locate information specific to the topic they are interested in.

It's therefore obvious that the majority of marketers are going to focus on primary keywords, things like "Dogs", "Dog Trainer", "Dog Training" since more people are likely going to enter these keywords into their browser windows or search engines.

Smart domainers know that these sort of domain names are not going to be available and if they are, they are going to cost far more money than we have to spend.

To get around this, we focus our attention on finding domain names that encompass the longer-tail keywords, so using our example again, we would register "DogSecrets.com" or "DoTechniques.com" and flip it (or develop it) instead.

Looking at the listing on DNJournal, you will see that the domains selling between the \$2,000 and \$4,000 range are made up primarily, of long tail keywords such as

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"www.ConnectProfessionals.com" or  
"www.WellnessProgram.com".

You will want to focus on two word keyword domains, as often as possible although three-word domains can also sell well if they feature popular keywords (eg: DogTrainingTips.com)

One way to locate long tail keywords that are being entered into search engines and browsers is to use the free tools that niche marketers use, including:

### **Wordtracker Keyword Search**

<http://freekeywords.wordtracker.com/>

### **Google External Search**

<https://adwords.google.com/select/KeywordToolExternal>

Just the same, there are paid to use services that are very useful for conducting keyword research and are definitely worth taking a look at including:

## **WordTracker (most popular)**

<http://www.WordTracker.com>

## **Keyword Elite**

<http://www.KeywordElite.com>

## **Using Keyword Research Tools**

Open up the free [Google Keyword Search](#) tool to start the keyword evaluation process.

When the page loads you will see a search box, and the option to search “Descriptive Words or Phrases” or “Website Content”.

**You are going to choose “Descriptive Words or Phrases”.**

In the search box type in “dog training tips” and click on “Get Keyword Ideas”.

A search box will appear below with keyword phrases that are often used for this particular term.

You can click on the drop down menu “Filter My Results” and choose to sort by “Search Volume” to see just how many searches are conducted using the different keywords and phrases.

Here is what each of the filter options mean:

### **Advertiser Competition**

The results under this column show the number of advertisers bidding on each keyword relative to all keywords across Google. The shaded bar represents a general low-to-high guide to help you determine how competitive the ads are for this particular keyword.

This means that the more competition, the more costly it will be to purchase paid sponsorship on the Google pay per click search engine (AdWords).

### **Search Volume**

This column shows the search volume for each specific keyword used on Google in the previous month. The shaded bar represents a general low-to-high guide to help you determine, once again, how competitive ad placement is for

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that particular keyword.

### **Average Search Volume**

Just like the search volume it shows you results from past searches, however this column displays average results over the course of a year, rather than just the previous month.

The results table will also show you the estimated cost for advertising using specific keywords as well as an estimation on where your ads will be placed in the sponsor bar on the search results page.

You want to focus only on "Search Volume", since you are interested in finding keywords that you can use when registering for domain names.

You aren't conducting research to compete in PPC marketing or anything like that so pay attention only to the keywords that are being entered into search engines that hold a high monthly search volume.

This is a great way to start compiling a list of possible keyword-based domain names that will sell for top dollar.



## **Flipping Domains on eBay**

Before we do this however, 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.
- 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.
- 3) Your feedback rating is very important with anything you sell on eBay. 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.
- 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.
- 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.

When you list your auctions on eBay, you should start them all off at \$.99. Do not place a reserve on these auctions, and do not add any restrictions or limitations of any kind. Just set them up individually, and list them at \$.99 each to start.

For beginners the idea of paying \$8 for a domain name and listing it at \$.9 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 storm 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.

Note: If you have paid more than the basic registration of a domain name, meaning that you have purchased a domain name for more than \$7-9, depending on what you paid for the domain you may want to start the auction off on a

higher amount, just be aware that the lower the start up bid, the more activity it will receive.

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.

I also do not recommend that you feature a BIN (Buy It Now) price either, as you may end up short-changing yourself if you list the BIN at a lower price than others are willing to pay.

**Let the auction determine its own price and run its course.**

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](http://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.

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

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as possible such as:

**Payments Accepted** and your terms.

**Transfer Time** – How quickly you can push the domain over after payment is received.

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".

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

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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. [www.gmail.com](http://www.gmail.com)

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

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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 30 minutes apart.

## **Not Sure What To Sell?**

One of the easiest ways to choose domain winners is simply looking at the past sales on existing forums and auction sites.

On eBay, you can visit [www.eBay.com](http://www.eBay.com) and visit their advanced search page. On that page enter in "domain" as the primary keyword that you are searching for and check "Completed Listings Only". This will bring up a list of auctions that have already ended.

By browsing through this list you can determine the types of domain names that have recently sold and for what amount. Basing your new registrations on any common trend you see is a great way to save research time and choose domain names that are more likely to sell.

The same goes for forums or domain communities. Take some time each day, or every other day, to browse recently ended sale listings. Keep notes of the types of domains that are popular, especially auctions that ended quickly or went for a higher amount. You can save yourself a lot of time by



utilizing the efforts of others to your advantage.

**Here is a few to help you get started:**

<http://www.namepros.com>

<http://www.DNForum.com>

<http://www.DomainForums.com>

<http://www.Forums.DigitalPoint.com>

<http://www.SitePoint.com> (view Marketplace)

To your domain success