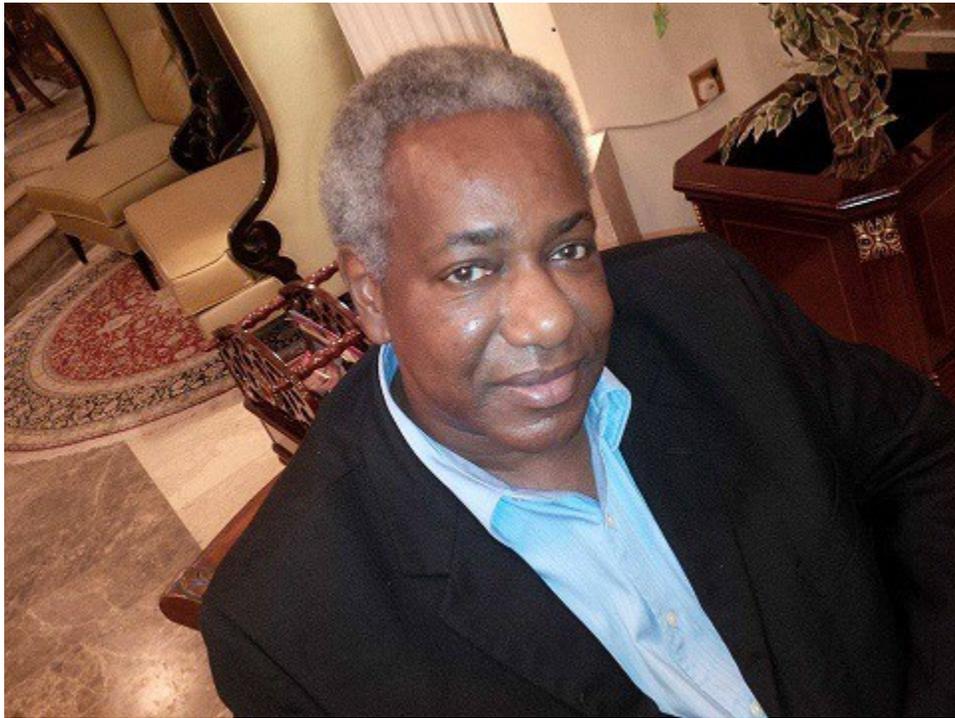


How I Routinely Turn An \$8.99 Investment Into \$100, \$500, Even Several Thousand Dollars



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How Do I Turn \$8.99 Into... \$100, \$500, Even Several Thousand Dollars?

The short answer to the question invoked by my title is that I buy and sell domain names. I also have a portfolio of domain names that I rent, but that's not covered in this ebook. That IS covered in a course that I offer, and will tell you about later.

If you own a domain name suitable for helping businesses generate more “leads” you can either sell it for a nice profit, or you can rent it for a nice residual income.

Every day, approximately 100,000 previously owned domain names become available to the general public again.

For whatever reason, the previous owners did not renew these domain names, and after a waiting period, they "drop" (are made available to the general public again by the registrars).

I register some of the better ones of these domain names, and then offer them for sale and/or rent.

The registrar that I use is NameSilo. They charge \$8.99 for each .com domain name, although if you buy in large quantities, you can get them a little cheaper. That where the \$8.99 in this report's chapter comes from.

Many days, I'll register 10 or more domain names at NameSilo, set up a simple one-page "For Sale" landing page on some of them, and begin spreading the word that I have those domains for sale or rent.

You can register for a free account with NameSilo by visiting:

<https://ProfessionalsUseNameSilo.com>

You can see how simple my one-page landing pages are by visiting this page on one of my sites: <https://domaincontroldashboard.com/domains/domainsforsale-22dec19/>

Using a piece of software called Meta Domainer, I can set up a simple 1-page website in well under a minute. Slightly more complex multi-page websites take me less than 5 minutes, but I'm fairly proficient at using Meta Domainer since I was a beta tester while the software was in development.

As a side note, I spent 20+ years in the U.S. Air Force, and my last five years were spent

testing software that controls aircraft and missiles. The testing that I did was very rigorous because some functionalities of the software had to work flawlessly. I'm still a very thorough tester, and Meta Domain passed my testing with flying colors.

You can read more about Meta Domainer, and see a video demo of it in action at:
<http://WillieCrawford.org/MetaDomainer/>

Getting back to my title... How much I charge for someone to buy or rent one of my domains depends upon a lot of factors such as:

- The Niche
- The Location
- The Length Of The Domain Name
- The Search Volume That Keywords In That Domain Name Get
- The Appraised Value Of The Domain Name
- How Much I Believe The Business Owner Can Afford To And Will Pay

I usually charge between \$100 and \$500 for most of the types of domain names that I focus on. There are domain names that sell for tens of thousands, hundreds of thousands, even millions of dollars. However, those who invest in those higher end domain names usually spend a LOT more than \$9 for the domain name, and spend a lot of time developing the website and then waiting for just the right buyer. I focus on domain names that I can buy, and sometimes resell or rent in as little as a day.

Sometimes I do charge into the thousands for a domain name but that's not the average or norm.

Sometimes I have domain names that haven't sold after a few months, and I may offer those for as little as \$50 each. If I only have \$8.99 and very little time invested in a domain name, that's still a nice ROI.

Some domain names I rent out to business owner as lead generation websites.

Renting domain names has, over time, built up a nice residual income stream for me, but how I do that is the topic of another report that I've written and may tell you about later.

As I register domain names, I set the DNS server right on the NameSilo site.

To do that you need a hosting account. One of my most important hosting accounts, I got when I joined a membership site named "The Unselfish Marketer."

With that membership, one of the many, many benefits is the ability to host up to 999

domains.

I have a lifetime membership in The Unselfish Marketer, and have been a member for many, many years... and can't recommend it enough.

Please take a few minutes and check out The Unselfish Marketer, and you will understand why I am a lifetime member.

They have some really top of the line servers, and that's where I host many of my most important sites, including many of the ones that I rent out!

They are located at: <http://WillieCrawford.org/Unselfish/>

As I mentioned previously, approximately 100,000 previously owned domain names are made available to the general public EVERY day. However, MOST of the general public doesn't know this. They are completely oblivious to the entire world of domaining.

I mention that the sites are previously owned because that also generally means that they are still in the search engines, often well-positioned, and often still receiving clicks (free organic traffic). Google also usually gives preferential treatment to older domains, as long as the domain name doesn't have a tarnished reputation. So, these aged domain names are often MUCH more valuable than a domain name that has not been previously registered.

There are tools that you can use to filter through the lists of names which are freshly dropped every day, and I learned how to use some of them in training offered by my mentor, Gene Pimentel."

The training is named Domain Profits Boss, and you can read about it at:

<http://WillieCrawford.org/DomainProfitsBoss/>

As of the date when I wrote this ebook, Gene offered a bundle of FIVE course, for only \$37.

I've purchased several courses and tools from Gene because, while buying and selling domain names can be VERY profitable, it's also easy to make VERY some expensive mistakes. So \$37 was a drop in the bucket to learn how to do this correctly from the very start. Otherwise, it would have taken me many, many years to begin to catch on to the finer points of buying, selling, and renting domain names!

I've gone through all 5 of the course in Gene's Domain Profits Boss bundle, numerous times. When I decide to learn how to do something, I simply set aside the time to learn how to do it properly.

As I delved deeper and deeper into domaining, I learned to rely on those more experienced than myself, more and more.

For example, Gene, who has been buying and selling domain names for over 15 years, publishes a list of around 300 domain names that he has identified from the 100,000 or so that I mentioned previously.

I don't know exactly how he winnows down 100,000 domain names to just 300 that he considers THE TOP winners, but since he only charges \$5 per month for his lists, which he publishes (on average) 4 times per week, I subscribed to his service.

He calls his service Name Snagger, and you can read about it here:
<https://warriorplus.com/o2/a/rx5c6/0>

Gene's list save me a LOT of time, and since thousands of people are looking over the lists of freshly dropped names each day (looking for the real gems), Name Snagger gives me a real advantage.

Gene also has a Facebook Group which is free to join. That group is at:
<https://www.facebook.com/groups/NameSnagger/>

Gene posts a teaser of 10-15 domain names from his Name Snagger email list to his group each time that he publishes it. However, he only posts to his group an hour or more after he has emailed the longer list of 300+ to his subscribers.

The real purpose of Gene's post seems to be to give group members a taste of his list, and entice many group members to become subscribers. Since the subscription is only \$5 per MONTH it's a real no-brainer for me.

Many day, I'll set up BEFORE receiving Gene's list (which he announces when he plan on emailing to subscribers within his group). I set my computer up with several browsers open so that I can quickly scan the list, confirm the value of domain names that I think I'd like to invest in, and register before someone else snaps them up.

So, I have the following 4 browser windows open:

- 1) Email, so that I notice the list as soon as it arrives. I click on a link in that email and it opens a spreadsheet with the domain names in alphabetical order.

2) A website named Estibot (which give you free rough valuations of what a domain name is worth).

Estibot, will allow you to get the estimated values for TWO domain names per day for free. They offer a paid subscription, which lets you get estimated values for up to 5000 domain names per month.

Since I'm a power users who some days get estimated fair market values on as many as 50 different domain names, I have the paid subscription.

You can check out Estibot at: <https://www.estibot.com/go?u=19929>

NOTE: After writing this ebook, but before publishing it, I noticed that GoDaddy has a free domain name valuation tool that doesn't cost anything to use regardless of how many different domain names you run through it. So, I now sometimes compare the estimated values offer by the two different systems. You can access the GoDaddy domain name valuation tool at: <https://www.godaddy.com/domain-value-appraisal>

3) The site at City-Data.com City-Data allows you to paste a city name into a window, and it returns tons of data on U.S. cities with that name.

Whenever, a domain name with a city in it catches my interest, I want to know:

- How many cities there are with that name, and what size their populations are
- What is the poverty level in a given city
- What is the crime rate in the city
- What is the age, education level, and other such demographics of people in those cities.

That info allows me to quickly evaluate whether or not there are enough of the right people in a given city to support the business type suggested by the domain name. For example, a quick check of City-Data may show me that the domain name I'm looking at is for a city that's 100% rural, has a very low per capita income, and has a very high crime rate. While I have nothing against the people living in such an area, and even grew up in a very rural and impoverished area myself, I generally steer clear of buying domains for such places.

I use the info from City-Data primarily for domain names that, in the back of my mind, I anticipate renting out rather than selling.

4) NameSilo which often allows me to register a batch of domain names in only 1-2 minutes. You can enter up to 500 domain names into a search box, hit enter, and within seconds it will show you which of those domain names are available, and what extensions. You can then quick tic the ones that you want, and it gives you a total, and

from there you can proceed to the checkout. This is how I often lock down 5 – 10 domain names faster than you can say supercalifragilisticexpialidocious :-)

After getting Gene's Name Snagger list, I quickly scan the list, looking for names that my experience and intuition, and what I've learned from various courses, suggest to me that they have above average profit potential.

When a name jumps out at me, I quickly copy it and paste it into Estibot or GoDaddy, to get a rough valuation.

If they gives me a "fair market value" of \$500 or more, then I paste that name in a Notepad file that I have open.

I go down the entire list doing this. If I come across a domain name which Estibot or GoDaddy gives me a value of \$1500 or more, I may go ahead and register that domain name before scanning the rest of the list.

I know that there are thousands of domainers possibly contemplating that same domain name, so I take fast action.

At the same time, **since 100,000 fresh domain names drop every day, I don't worry too much about missing out on one.**

Also, while you should start our investing in only a few names, until you get the hang of things, I no longer worry about getting stuck with names that I can't sell quickly.

Each name only costs me \$8.99. Selling just one at \$100, means that I then have the money to invest in 11 more (or I've made 11 times my money back). Selling ONE domain name for \$1000 gives me the funds to invest in 111 more. So, while I do earn serious money buy and selling, and renting domain names, it's now almost a game for me.

I will tell you that selling domain names, or finding renters, is the most difficult part of the process for many people.

I don't find it that difficult because I studied what was working for my mentor, and for others, and simply followed their lead.

You do have to know how to locate the ideal buyer or renter, and that can take a lot of patience and persistence... and the ability to follow instructions.

I'll close this ebook by suggesting that you do exactly what I did, which is to first get the Domain Profits Boss package, which again, is a mere \$37.

Get it at: <http://WillieCrawford.org/DomainProfitsBoss/> which IS an affiliate link. However, I don't recommend anything that I haven't actually used or tested. Right on the video on Gene's sales page you'll see a quote, "You've Just Put A Lot Of Money In My Pocket." That quote is what I said to Gene when he first opened my eyes as to the potential of buying and selling domains :-)

Even though this may be hard for you to do, I recommend that you go COMPLETELY through all 5 courses, which are mostly easy-to-follow videos... before you start buying domains. It will give you a solid foundation, which I consider VERY important.

To give you an idea of how much of an expert I may be at domaining, check out this sales page... scrolling about 1/4th of the way down the page to where you see my ugly mug: <https://jvz1.com/c/1135/343405> My friend Walt interviewed me on the topic of ranking and renting websites, and offers his interview of me as one of his bonuses when you purchase his software. Walt's software basically queries the GoDaddy auctions database, and helps you to find domains being auctioned off that meet certain criteria. I have Walt's software and highly recommend it, but most days I select domain names to purchase from Gene's Name Snagger list... and don't generally have time to do much else.

The point I'm really trying to make is that when you are disciplined enough to actually go all the way through whatever training, and then actually apply it, assuming that the training is by someone who actually has a club, the results may just blow your mind!

I considered it worthwhile to go through each of Gene's courses SEVERAL times, making notes on a legal pad as I did, and visiting many of the sites mentioned in the training.

I registered for numerous sites, especially the ones where you list your domain names for sale. I also set up my own website where I list domains that I have for sale or rent.

Before Walt interviewed me, I was a beta tester for his software. I have a habit of volunteering when someone asks for beta testers... assuming the product is something that fits in with something I'm already working on. After Walt has completed his beta testing and rolled out his software I also went completely through the resources on his site... some several times. Do you see a recurring theme here?

Buying domains, and preparing them for the market, takes me at most 1 hour per day. I

spend another 1-2 hours some days spreading the word on my domain names for sale, to include on social media, to an email list that I'm steadily building, and even in articles and ebooks such as this one.

It may start out slowly for you, which is a good reason to take your time and not buy too many domain names in the beginning. If you are persistent, it WILL all fall in place. At least it did for me, and it's now affords me the lifestyle that I want.

For example, I drafted this ebook in December 2019. Since it started getting cold in northwestern Florida in mid-November, I simply packed my bags, and my wife and I traveled to the Philippines to visit with her family for a little over a month. Since I've know many of her family members for over 34 years, they are now my family too :-)

I largely wrote this ebook while playing with kids on a beach that overlooks the South China Sea. Buying and selling (and renting) domain names, is one of those things that allows me to live a dream life. Online entrepreneurs often refer to this as “The Laptop Lifestyle,” or “The Internet Lifestyle.” While the majority of online entrepreneurs make very little real money, domaining is the very easiest way that I've discovered to do it... **ALTHOUGH there is a learning curve.**

That's it for what I do. I would appreciate any feedback, to include any questions that you have, which were generated from reading this ebook. I'm certain that I will release an updated version at some point, and I'll incorporate your feedback in that update if appropriate.

About The Author

Willie Crawford is a retired military officer, who started an online business in 1996 ,six years before he retired from the U.S. Air Force.

Since starting his online business, will has written more than 85 books, most of which were only published in ebook format. However, his first book was a cookbook which he wrote in 2000, and it continues to sell well today. His second physical book was an autobiography, titled “Git Off The Porch” which you'll find on Amazon.com.

Willie's success with his cookbook led to him being invited to speak at a seminar for aspiring entrepreneurs, which eventually led to him becoming a professionally trained platform speaker, a seminar host, a radio show host, an information products publisher, and a coach/mentor.

While speaking at a seminar in 2009, one of the other speakers spoke on the topic of domaining, which really grabbed Willie's attention, and as he turned 60 in the Spring of

2019, he looked at semi-retiring, with a lion's share of his retirement income coming from domaining.

Willie is available for interviews and can be reached most easily by email at: willie@williecrawford.org He can also be reach by cell phone or text message, but since he does a lot of international travel, email is probably the easiest.

The rest of this ebook is overkill on the legalese :-)

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