



FlippingParadise.com

Welcome!

First let me thank you for buying Flipping Paradise! I've put my over 7 years of experiencing building and selling websites into this course and break down every tidbit of information I've learned. I do my best to provide screenshots, resources and detailed descriptions of every step. I also have a sister blog to this resource, FlippingParadise.com – On the blog you can find new content posted every few days related to building and selling websites and building the highest value site you can. If there are absolutely any questions regarding this course please email me at Info@FlippingParadise.com

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Course Overview

Module 1

Case Studies: What are Buyers Looking For?

In This Section: Here I'll show you what we're striving for, exactly what to build and WHY it's so valuable in the Flippa marketplace, then later give you the exact steps to build it. This method isn't baseless, we're not going on "what if" scenarios. There will be examples of Flippa auctions and examples of websites with traffic figures, site ages, social footprints, marketing strategies and more. These case studies are here to get you excited about how easy it can be to flip high dollar web properties while also showing you WHY this method works so well and why those sites sell for so much.

Module 2

Method Overview

In This Section: In Day 2 we'll go over the entire process, from beginning to end. A survey to let you know exactly what you'll be doing while laying the groundwork to keep track of your sites and know what you're building, saving you time and money. I'll show you some of my live example websites, the do's and don'ts and give you a rundown of why this method has been so profitable.

Module 3

Do Your Research!

In This Section: Research is crucial. While it may sound daunting for the newcomer, it shouldn't be. Here we go over everything you need to do proper research to ensure that what you're actually building will be a valuable takeover target that gets traffic. I like to remove as many potential pitfalls as possible and doing proper front end research will allow you to just put the pieces in place afterwards. From picking the right niche and domain to having a clear cut exit strategy, day 3 is one of the most important to ensure long term success and viability.

Module 4

The Building Process

In This Section: Now we build! We take what we've learned and outlined in the first half of the week and get started. I'll show you all the right themes, plugins, layout and visual design to ensure your first site flip is an absolute winner. In doing so I'll also explain **why** the facets are so important. This will be one of your busiest days so be ready to learn and really dive into the course material.

Module 5

Traffic Generation

In This Section: The important part. Without traffic you have no value. In this section you get the secret sauce. I'll show you how to get the flood of traffic coming in from the beginning without the hassle and uncertainty of SEO. Social traffic is much more reliable, like using an axe instead of a chainsaw, an axe never runs out of gas. I'm going to show you how to build a reliable stream of traffic without breaking your back doing so.

Module 6

Selling your Sites: Elements of a Successful Sale

In This Section: You've got the site it's time for the flip. Here I breakdown all the nuggets of information I've collected in my 6 years of selling websites on Flippa. What makes a successful headline. How long should your auction last? What day is best to start (and end) your auction? What kind of buyer are you catering too – and many more. I spill the beans on the sale and make sure you're profitable in your first flip, opening up the door for day 7.

Module 7

Scaling

In This Section: Scaling. We're not here to flip 1 site. We're here to make this a viable business or side business. I spent many years moonlighting in the flipping field and am now involved in the buying, selling and holding of websites full time. I'll show you how to turn your first sale into a profitable and sustainable business without breaking the bank or taking all your spare time.

Resources

In This Section we have a glossary of resources from the course. You can refer to this section at any time during the course or revert back to it for anything from plugin settings to tools used in the 7 day course for future reference.

Module 1 - What Are Buyers Looking For On Flippa?

As we look at the following auctions you'll be blown away at the numbers these sites have sold for, all based on 1 thing.

Perceived Value.

That perceived value comes from either site age, consistency in traffic, social interaction and so on. In day 1 all I want you to do is look through these very successful auctions and read why they're so important, then start spending time on Flippa, primarily browsing the "Most Active" section, which will help you weed out what's garbage and what has lots of bids (and sale potential.)

Browse through at least 20 auctions a day. I spend the first part of every work day doing this. It will help you stay on top of new trends, see what's selling and what isn't, and give you some great ideas for flips. It takes no more than 20 minutes of time on Flippa and you'll quickly notice you can see all the "good" auctions and websites will jump out immediately to you after looking at so many bad auctions/websites. Other buyers notice this as well, and developing a keen eye is critical to your long term success building valuable takeover targets. You'll also notice that there really aren't too many quality websites for sale. 90% of Flippa is garbage PLR websites or shady looking auctions and deals. Stand out from that crowd – I'll show you how.

Below I'm going to show you 3 great examples of different types of sites that sold for high revenue multipliers, (ecommerce and blog site) and dig into why they did so well.

Case Study #1 - TintLaws.com (Sold For \$14,900)

See The Auction Here:

<https://flippa.com/2891110-pr-2-automotive-tint-laws-site-with-25-000-uniques-mo-making-50-mo>

Key Points to This Auction:

Website Type:

Reference/Information

Traffic:

30,000 Unique Visitors per month

60,000 Pageviews per month

Earnings:

\$39 / Month via AdSense

Site Age:

8 Years (Registered 2005)

Why It Sold So Well:

This site sold for \$14,900 while making a little over \$1 a day from AdSense. Let me stress that again. Most sites with established revenue sell for 8x-16x monthly revenue (which would value the site at under \$500.) This site sold for 372x monthly revenue. It isn't hard to get a site to make \$39 a month. You'd also be surprised at how easy it is to sell one for a ridiculous multiplier as well.

Why did this site sell for so much and garner so many bids during the auction? Potential. People saw that the site was very poorly monetized and had consistent traffic over the past few years. Smart bidders saw that with 30,000 Unique visitors a month monetizing solely through a small AdSense bar was a poor choice (which was how it was under-monetized at the time.)

The new owner can easily add commission based ads as well as increasing AdSense visibility. But that's irrelevant. What's important to note is primarily the consistency in traffic, the well written sales page, the plethora of attachments, the aged domain and easy to manage content with zero overhead.

Case Study #2 - ToolsForLess.com (Sold For \$3,000)

See The Auction Here:

<https://flippa.com/2881190-pr-4-premium-domain-built-site-with-7-000-uniques-month-14-years-old>

Key Points to This Auction:**Website Type:**

eCommerce

Traffic:

314 Unique Visitors per month

3,554 Pageviews per month

Earnings:

\$0 Per Month

Site Age:

15 Years (Registered 1998)

Why It Sold So Well:

ToolsForLess.com makes ZERO revenue yet sold for \$3,000. Why? The site and auction has a good combination of site age, traffic, keyword rich domain and lots of potential. The domain alone is a solid buy for a new owner wanting to establish an eCommerce hub for selling tools. On top of that the site gets a decent amount of organic traffic monthly and ranks for a variety of keywords.

The buyer of this site also saw lots of potential value in the domain. With an aged domain already in good standing in Google the site was snapped up quite quickly. Also note that in the auction there are attachments supporting all traffic claims, keyword standings and links to outside resources about the site. These type of “extras” in an auction are great to bolster buyer confidence and value in the website, notice how he links off to an article on the New York Times and a few other resources that mention or are related to the site.

On top of all of that the seller wrote out a quality sales page with lots of information, is responsive in the comments area and is including a blogspot blog as well as a Facebook fan page. It’s no wonder the site sold for \$3,000 and doesn’t make a dime of revenue. The seller gave the new owner value. I cannot stress the importance of giving real value.

You may be getting concerned thinking “I don’t have any 15 year old domains, Facebook fan pages or even ideas for websites, how can I build a site like this!?” Don’t worry. That’s what the next 6 days in this course are for.

Case Study #3 - WhiskyCritic.com (Sale Price \$7,500)

See The Auction Here:

<https://flippa.com/2867801-established-3-y-o-pr3-whisky-reviews-magazine-18k-visits-mo>

Key Points to This Auction:

Website Type:

Blog/Review

Traffic:

16,300 Unique Visitors per month

43,400 Pageviews per month

Earnings:

\$45 / Month via AdSense

Site Age:

3 Years (Registered 2010)

Why It Sold So Well:

This auction is a KILLER example of what to do and most likely the closest type of site you'll be making and selling, which is why it's the final in my trio of examples. While WhiskyCritic.com didn't sell for a 372x Monthly Revenue multiplier it did sell for 166 times its monthly revenue. Like the name suggest this site is a blog about whisky. The site isn't very old so that's not where all the value in the auction comes from. So where did the 166x multiplier come from? Consistent traffic, a great looking website and lots of potential.

There's abundant traffic for this niche whisky site that consistently pours in monthly. (See that pun there?) The site also has a PR of 3 (don't worry many domains you'll buy COME with pagerank) and also ranks very well in Google SERP's for some big keywords like "Whisky Reviews." The seller also does an excellent job at listing a quick view of all the stats (see "Website At A Glance" section in the auction) in which he shows pretty much the same values Flippa shows at the top of all auction pages, but is reiterating their importance in determining the value of the website.

You'll also notice the site is very rich looking, great images throughout and a piece of web real estate anyone would love to own, especially a whisky or bourbon enthusiast. On top of the great websites with consistent traffic and well written auction copy, the seller includes a Facebook fan page, Twitter account, Newsletter and RSS subscribers as well as attachments supporting all claims. Now you can see why WhiskyCritic.com was snagged for the crazy price it fetched.

Here are a few more auctions for you to take a look at that have blown through the status quo of website values. More sell daily for crazy multipliers, it's time yours should also. If you're looking for more category price defying domains, check out the blog at FlippingParadise.com

NabPort.com

<https://flippa.com/2912319-revolutionary-online-classifieds-website-that-is-not-craigslist-no-reserve>

GreenCookbook.com

<https://flippa.com/2906362-greencookbook-com-premium-top-level-domain-for-sale>

PCIComputers.com

<https://flippa.com/2864570-pcicomputers-com-no-reserve-30-day-14k-pv-s-4k-ecommerce-6mths-200-growth>

Conclusion

You may be getting worried right about now, quickly realizing that you don't have or know how to get any of these building blocks together to make a valuable takeover target. But keep in mind, the hardest part about building websites is getting them to make lots of money. If it was easy everyone would do it. We're not going to be worrying about that though. In fact in all the examples from above, none even broke \$50 a month yet on average sold for \$8,500. Unbelievable right? And there are plenty more like them. What if I give you the exact formula over the next 6 days to make a site(s) just like those? I'll be breaking down each step so you have the pieces in place for mega flips like this without the hassle of monetizing all the sites. I hope you're ready to dig in. And don't forget to start browsing Flippa auctions DAILY. It's very important for you to get a good feel for what is selling and WHY it's selling, plus it will keep you consistently motivated.

Homework: Browse Flippa auctions with set parameters to accustom yourself to what is selling and why.

Module 2 - Overview of the Flipping Process

What Makes a Successful Sale?

As you saw in the day 1 case studies we're going to be building sites that buck the trend on Flippa. Most buyers on Flippa are looking for a few key things in a potential acquisition. We're going to give them exactly what they're looking for with a twist. The most successful auctions have the following 2 elements:

- **Consistency in Revenue**
- **Reliable Traffic Sources**

Since we will be flipping sites we may not have both of those elements so I'm going to introduce a third.

- **Potential**

People have built empires on potential, be them physical empires or web empires. There are thousands of buyers scouring through the rubbish on flippa daily looking for something unique, a gem they can pick up as a project to build upon. In Flipping Paradise we will build sites based on potential then sell them based on potential. That is our core goal. We are going to build sites that set themselves apart from the crowd, drawing in flocks of buyers to drive up the price of the auction.

Let's be honest, most of the sites on Flippa are garbage sites in 1 way or another. It's a marketplace full of sellers trying to make an easy buck. I used to do the same, I won't lie. I tried to build template sites and profit by volume. I would sell sites for anywhere from \$75-\$250 (usually on the lower end.)

Yes you CAN make some money doing this. There are tons of ebooks written around this. But you are going to HUSTLE to make that profit. Many times you're looking at pretty poor margins. When you sell a site for \$100, after paying your listing and success fees, spending time to make the site and doing post sale transfers you end up with a very low return on your time investment, even if you do create a website making warehouse like I had. It just isn't a viable long term solution and frankly I wasn't making enough money to justify the work.

What changed the game for me was when I started realizing that not all sites need consistent revenue history to sell for a great multiplier (sale price/monthly revenue)

I started to see sites that were selling for \$5,000 - \$15,000 that made little or no money. I wanted a piece of that action, I had been wasting my time selling the starter sites when

I could sell 1 site a month and double what usually took 30 sales to accomplish. So I created the case study you saw in day 1. I created a large excel file, broke down sales and organized them by monthly revenue multiples and tried to find common threads as to why some sites would sell for tens of thousands of dollars without making any money and I realized: Potential.

Flippa is a marketplace full of buyers and standing apart from the crowd, these sites looked to have actual potential. The other rubbish starter sites were only fooling the very new to the Flippa marketplace, those willing to throw \$100 in and see what happens, usually it was their first site and was an intro into the market. Well there are thousands of sellers who sell the same type of site. We're going to cater to the buyer who wants a bit more quality and most important, potential.

When I say potential I mean they want to buy a site that isn't just built, but is showing signs of growth and is something they would be proud to have their name attached to. If you spend enough time looking through auctions (and completed your homework for day 1!) you'll start to see some trends emerging.

We have 1 goal: We're going to make buyers WANT the site, even if it doesn't make money. When you can accomplish that goal you will have a very viable business on your hands. Now on to what buyers want.

So what exactly are you going to be building? A Niche site! But beyond that you need to know what buyers want:

Aesthetics – This may seem obvious but people don't generally buy ugly cars or build ugly homes. We're visual beings and we appreciate aesthetics. Look at Apple, they don't just build function but excel at form, which is why they're the most valued company in history. We're going to build pretty things because pretty things sell.

Uniqueness – Again, there are literally thousands of sites that not only look the same but are basically the same site (PLR content in a generic niche such as Depression, Acne, Forex etc.) We're going to build something unique AND something pretty, baiting in would be buyers the instant they see the site. Piquing their interest so as to ensure they don't bounce but actually consider placing a bid on the site. We're going to make them WANT the site, even if it doesn't make money.

Growth – Buyers want to see some sort of growth. It doesn't have to be revenue though. Our target buyer has money to spend on a project and they want to buy something that is not only aesthetically good looking and unique, but also showing signs of life. We're going to give our websites signs of life and show that to the buyer. When they see that they feel as though they can jumpstart, revitalize and take the site to the next level. Our growth will come in forms not related to revenue but in terms of social following, interactions, brand awareness and recognition as well as diversity in traffic.

Social Interaction – Having a strong foothold in social is absolutely critical for multiple reasons. Number 1 is it can help create a viral traffic effect, boosting your sites traffic through the roof and skyrocket the value of the site. But you know that’s relatively unlikely to happen. Social interaction is also crucial for SEO. In the new web Google ranks sites not just by the footprint they have through linking strategies but also through their footprint through the social web. Having your content linked to from a variety of social platforms and users all with their own followers, tells Google the site is valuable and not just someone gaming the system with backlinks. Having strong social interactions also means people like your content enough to share it, and a share is the ultimate backlink. The more people share your site and your content, the more traffic (and higher price you can fetch in the end.)

Bonuses – Bonuses aren’t just free hosting for life (while that DOES help!) but actual value added to the site. Including an active Pinterest account, extra content queued up for the site, Facebook Fan Page content and so on. People want to feel like they’re getting value and we’re going to do more than make them *feel* like they’re getting value, we’re going to **give** them value.

And that’s it. Based on the case studies from day 1 and the sites I’ve sold if you can build an aesthetically pleasing site in a unique niche that shows some signs of life while giving the buyer value (along with a killer sales page) you will fetch top dollar.

Now there are 4 stages, broken down into days, to go from having nothing, to selling your site.

Research

Building the Site

Building the Traffic

Selling the Site

We’re going to dive into those individually in each day with specific details. But the method overview is as follows:

We spend time researching different potential niches for viability, after doing so we choose a few (you can do 1 at the start until you familiarize yourself with the entire process) and we build the websites. We make the sites pretty, we get great content on them, we build active social profiles and we start generating traffic.

After going through some of the traffic generation techniques explained in day 5, we monitor our success. I’m not going to get into traffic details here but we focus primarily on social traffic as it can be more predictable and build quicker than SEO traffic, good for flipping websites. There are certain metrics of success we look for to know when to sell

(mentioned in day 6) then we sell. Some sites will do better than others (thus fetching higher prices) but the great thing is even the “duds” will flip for significantly more than those other starter sites as you’re giving the buyer real value, buyers see that and you will profit. Most buyers on Flippa aren’t dumb. They can tell a good site from a bad site. Using my traffic generation techniques it will become apparent very quickly which sites are worth holding onto to let the growth keep ticking upwards and which are better off selling and letting someone else takeover before spending too much time and money on the site. Even if the site is a “dud” you can fetch anywhere from \$500-\$1,500 for it. Far outshining your investment. Your “winner” sites you’ll want to hold on to for longer, nursing their growth and then flip them when you can get upwards of \$7,500 - \$20,000 for them.

Absolutely realistic numbers here, we’re not talking pie in the sky once in a lifetime sales. Doing adequate research on the front end will ensure you have the best chances of success and hitting it big, over and over. Then once you’ve familiarized yourself with the entire process, I will get into the logistics of scaling the operation so you can get 5, 10, 20 sites going and start bringing in the real dollars, turning your first flip into a 6 figure plus per year income.

Chapter Summary: What we’re going for here is uniqueness and quality. We want to stand out from the crowd when it comes to how our website looks and to do that we need to build a quality site that has huge growth potential and is on its way to earning. We don’t need to build sites that get 10,000 pageviews a day to flip, we can flip sites that get 500 pageviews a month and show signs of life.

Are you ready to begin?

Module 3 - Research

This stage is extremely important and can mean thousands of dollars to your eventual sale. While it may not be the most fun part of the process it is the most important. The research phase will aid in removing as much guesswork as possible.

We will primarily be promoting the site through social channels, not SEO, so we're going to do research in social channels to find out where to build. We will be using Stumbleupon significantly to build up traffic and test, so familiarizing yourself with Stumbleupon is very important. If you haven't done so sign up for an account and if you're unfamiliar with Stumbleupon, use it to get the feel for what it is and how it works.

Once you're ready or if you're already familiar with SU, log in and click the "Add Interests" box, then click "All." Now you're going to see every possible topic a user could stumble, anything from Homebrewing to Architecture. Under each title is a short description of the type of content you could expect to find when stumbling that category. Next to the image is the number of Stumblers interested in that particular topic. This can range from 15 thousand Stumblers to 15 million Stumblers.

For your convenience I've created a spreadsheet with all the topics and number of Stumblers (you'll thank me later)

Now what you're going to want to do is go through and familiarize yourself with the type of options people have for Stumbling content. What you're going to be looking for is twofold:

Number Of Stumblers: You're looking for at least 50,000 Stumblers, preferably more.

Niche: We're looking for specific niches but not too specific. A good example would be Dogs. Dogs is niche specific but not too specific (like Bull Mastiffs) but also not so broad (like Animals.)

Finding these specific interest means we can build sites and content directly catered to their interest, try and niche down as much as you can while still finding a balance between having lots of interested Stumblers. Other good example would be Hotels, it's pretty specific but not too narrow. I've made the mistake of building more broad sites, say web based business. Problem is there are many facets (anything from SEO and web hosting to digital marketing and time management) so finding a specific niche of Stumblers to cater to was tough and the site(s) never got the viral stumble effect of traffic. Building within a more specialized niche is CRITICAL to the success of this method. While it's still possible to build traffic in more broad niches, it takes significantly

more content and time, and I want you to flip your first site, get pumped then scale this method up!

Once you've gathered 5 possibilities (it also helps if you're generally interested in them but not necessary) make note of them and "add them" as interest in StumbleUpon.

Note: There are certain niches you want to stay away from. These would be the traditionally "spammy" niches, things related to weight loss, acne, forex etc. Always think about the end goal and standing apart from the crowd on Flippa, find and build sites that don't look and feel like every other site on Flippa, it's that simple. Also driving social traffic to these niches is A) much more competitive B) harder to build the right kind of content.

Create an excel file with a column for each of your potential niches. I'm going to follow along with you and do the same thing. I'm going to use the following 5 niches:

Hotels – 51,000

Survivalist – 165,000

Filmmaking – 128,000

Self-Improvement – 1,100,000

Alternative Energy – 239,000

I'm going to build a site and let you follow along with that process out of one of these 5 niches.

*Again for your convenience I've included a list of all the StumbleUpon niches with number of subscribers so you can merely sort it by the number of subscribers and choose accordingly. Remember, **high subscribers but super niche specific.***

Here are a few more good examples:

Next we're going to actually Stumble within those categories and we're looking for sites that are focused around that particular niche, not a generic site that happens to have an article about that niche. As an example if we were stumbling in the Hotel niche we would be looking for sites focused around hotels and traveling, not sites like the Huffington Post or LifeHacker which are popular but broader in their interest. Find 5-10 sites for each of the niches and put them under their respective category in Excel. The reason we're doing this is to look for successful sites in successful niches as we'll be using StumbleUpon as our primary means of driving traffic at first, and we want to make sure we do it in niches that actually have people Stumbling, Liking and Sharing.

The easiest way to do this is actually NOT using the StumbleUpon toolbar but just going to StumbleUpon.com then browsing through the list of sites in your fields you marked as interests. I usually just click all of the ones in my desired niche then close those tabs

according to the type of site they're on (again, get rid of the mega sites and look for niche sites) Open up 5-10 of these articles as mentioned before, paying special attention to sites solely focused around that niche, not broad sites.

In my example I'm going to use Alternative Energy, as it's something I'm interested in and there's tons of great content out there. Here are 5 examples I found within this niche in about 2 minutes.

<http://inhabitat.com/tiny-off-grid-cabin-in-maine-is-completely-self-sustaining/>

<http://www.jetsongreen.com/2009/12/sun-energy-solar-tile-solar-shingle.html>

<http://cleantechnica.com/2011/09/23/ocean-thermal-energy-conversion/>

<http://www.ecotricity.co.uk/>

<http://www.otherpower.com/woodmill.html>

Looking through those, most of them have tens of thousands of stumbles going to them (you can tell either on the StumbleUpon menu OR when you go to the site many blogs use a sidebar that shows the number of stumbles) definitely a good sign. Also looking at the content, it's pretty specific stuff, nothing crazy technical but also not vague general articles. Look through the site at other pieces of content, new and old. Do they get equally as many stumbles or was that 1 article a fluke? Yes? Great! Now if we had found that these blogs only had maybe 30 stumbles or so on most of their, it would be a sign that this niche has a tougher time hitting that viral barrier with StumbleUpon. Granted much of this depends on the content but some niches have users who more actively are creating viral content (think cats and dogs) whereas other don't (think psychology) – Same goes to liking, which is what creates the surges in traffic when the likes hit a certain algorithmic tipping point.

Keep these sites as reference as you'll be using them and others later when the building process comes around.

Note: Build up a list in your down time to try and lock down more niches for the future, I'd encourage you just to build 1 site now to get a feel for everything but it's good to have more in your back pocket for the next few rounds as those will help jumpstart the process.

So now you should have your 1 niche locked down, you know people are interested in the niche and Stumbling and sharing content. Time to build your site! But what's your focus going to be, are you going to just be another blog on advertising? No. The web is way to big now to build and compete with the powerhouse sites out there, especially when our main focus is flipping sites. So you HAVE to niche down. Take your category and add a twist. One of my best flips was taking the travel niche and then going down to budget travel, but niching down even further to extended budget travel. Sounds pretty specific, but people are going to be ten times more likely to thumbs up your site when it's that specific, granted less people would be interested in extended budget travel

however those who are will be very likely to give you a thumbs up, and more thumbs up means more sharing of your sites and a higher sale price in the future.

Take some time to really look through your list, stumble in your category and jot down lots of different ideas. What works well is making a mental map of things you're interested in and then cross referencing them.

Let's say you like Travel, Architecture, Hunting, Volunteering and Puppy's. Some obviously won't mix, but you could easily build a site on Architecture you can't miss while in certain cities. Know what's great about that? You can get Stumblers interested in both Architecture AND travel. That's Clutch. It's not critical, but it's still specific enough of a niche that can draw a large following.

Overview: What we're looking for is a list of very niche specific sectors of StumbleUpon. Not so specific that you will have a hard time generating content for (say Racquetball) but also not so vague that your content could be just about anything (sports.) We're going to be building a site in one of these specific niches then flipping it so choose wisely.

Module 4 - Site Building

This is going to be the longest lesson without a doubt. Much of this stuff could technically be called research but I wanted to focus the research section mainly on you spending your time RESEARCHING on StumbleUpon, not worrying about domain names and content structure and images. Dig in because it's going to be a long day (although you can obviously do it over time.)

First things first you are SELLING. Remember that, not only are you selling the site on Flippa, but you're SELLING your content, you're enticing your Stumblers with a giant red flag saying: STOP! READ THIS ARTICLE AND VIEW MY SITE. In doing so there are 3 things to focus on. Listed in order of importance (but don't skimp on any of them):

Site Aesthetics - It's okay to be superficial, remember the whole make it pretty thing? The average browser spends less than 1 second deciding if they want to be on the site or bounce, you have to hook them immediately. You don't need a professionally designed website; it does however need to be clean and visually interesting, which we'll go over.

Content Titles – Almost as quickly as the Stumbler eyeballing your design, they're also simultaneously checking out your content title. **If the title sucks, they'll bounce, regardless of the site design.** The title is technically the most important aspect of your site, but must work in conjunction with the aesthetics. Write a great title and you'll have them at least long enough to show the quality of your content, otherwise they'll never even get that far.

Content Quality – Now if you can get them past the design aesthetics and title you have to keep them, that naturally follows with quality content to back up that awesome title you crafted.

I will link off to specific setup guides if you're unfamiliar with setting up Wordpress and domains. I run all my links through the website, Flipping Paradise so if the links change I can merely update the links on my site, keeping your ebook up to date with the changes on the web.

First things first. Domain Name. Don't get me wrong, a domain name is important. It should ideally be under 15 characters with keywords related to your niche OR be very witty. Since we're not specifically going after SEO traffic, having a memorable or clever domain can do quite well in auction, however having a keyword rich domain also helps you upsell in the auction as being SEO Friendly (think bonuses, we'll get to those a bit

later.) Also going after expired (or expiring) domains will give your sites some age, another stat to tout in your auction and a bump in final value.

I usually use some tools to find a domain name, including Free Domain Generator:
<http://www.FlippingParadise.com/freedomaingenerator>

And Godaddy Auctions to buy expired/expiring domains:
<http://www.FlippingParadise.com/auctions>

It's a solid resource and will show you available domain names and more importantly, just give you ideas to get the juices flowing. I also use Thesaurus.com to help brainstorm. There are tons of invaluable resources regarding finding and coming up with domain names online (and in the resource section of this guide!)

Try and come up with a descriptive domain name, for example CheapFilmmaking.com – Pretty obvious what the site is about. Since I'm building and flipping a demo site along with this process, I'm going to continue with an Entrepreneur site,

EntrepreneurialHub.com

Another piece of the secret sauce I include to bolster my sale prices is finding valuable domains. The "value" of a domain is in the eye of the beholder, however if you can show some solid evidence in the value of a domain, it's just another piece of confidence in the value of the website.

To do this I buy expired domains. There are a couple great advantages to buying expired domains.

- 1) Many come with built in PageRank (i.e. authority, just another boost in value)
- 2) You can get really good ideas for branding domains by having someone else do the work in naming, and you grabbing it once it's expired
- 3) You can use the estimated value of the domain as an extra selling point for the website.

Finding aged domains is very simple with the following tool:

<http://www.FlippingParadise.com/expiredomainboss>

Navigate on over to the site, put in your main keywords/niche and then play with some of the parameters, here's an example below for a site built around the Forex niche.

Explore the millions of domains in our database. Tens of thousands of newly expired domains are added every day. Enter a keyword or phrase (with NO spaces) and click "options" for more choices. Click on the resulting domains to register while it's still available. **Expired Domain Boss** is provided as a free service. Please help to keep this site alive by registering your domains through the links provided. Thank you! *Gene*

com net org info asia
 biz ca de mobi us

 Placement Starting Ending Any

 Hyphens Include Exclude Any

 Numbers Include Exclude Any

[First](#) [1](#) [2](#) [3](#) [4](#) [5](#) [»](#) [Last](#)

DOMAIN NAME	REGISTER	PENDING DELETE	DELETION DATE
onlineforexforall.com	Godaddy	03.25.2013	03.30.2013
managedforexconsultants.com	Godaddy	03.25.2013	03.30.2013
kzforex.com	Godaddy	03.25.2013	03.30.2013
fxonlineforex.com	Godaddy	03.25.2013	03.30.2013
freeforexacademy.com	Godaddy	03.25.2013	03.30.2013
forextraderz.com	Godaddy	03.25.2013	03.30.2013
forexvalores.com	Godaddy	03.25.2013	03.30.2013

Note: The following Estibot step isn't essential! Sometimes it works out, sometimes not, but I still do it for my sites. You may not implement this step until you've flipped a few sites as Estibot is a paid service and this step is NOT essential for a high dollar flip!

Now what I do is copy the first 10-15 pages worth of domains and put them in Estibot. Estibot is a domain value estimator, it uses a variety of parameters such as niche value, past sale price, monthly searches, trends and so on to give an estimated value of the domains. I'll usually sort the results based on value and look for solid niche names.

Estibot is just giving suggestions, don't always take them to heart, it doesn't mean you could necessarily get that for the domain, but it's a good piece of evidence to provide later on to bolster to value of the website (they can generate certificates, meaning another great attachment for your listing.) Also note with Estibot if you're an unpaid

member you can only check a certain amount of domains per day. Once you ramp up your flipping business I would strongly recommend this being another tool in your toolbox, at the start when you're looking to make your first profit, skip the investment.

Also note: If you love a domain and Estibot says it's not worth anything, go with your gut. Don't pass on a great domain because a computer algorithm says it's worthless, you'll be the judge of that!

My preferred means of purchasing aged domain names is also done easily through Godaddy auctions. The best part is when you buy expired domain names they retain their original "age" from when they were originally purchased.

<http://www.FlippingParadise.com/auctions>

As an example, I recently started a Typography site and wanted to find an aged blog so I could back-date content when I posted it. I wanted a domain that's been around for a while and has some authority so I went to Godaddy Auctions and typed in "Typography" and found a few domains on the expired auction section for under \$10. The one that stood out the most was TastyTypography.com which was over 3 years old and a killer domain name. I snagged it immediately and built a site around it for flipping. You should ALWAYS check Godaddy domain auctions first and foremost before registering elsewhere.

<http://www.FlippingParadise.com/auctions>

The screenshot shows the Godaddy Advanced Search interface. The 'Keywords' field contains 'forex'. The 'Extensions' section has 'COM' selected. The 'Type' section has 'Expired Auctions' selected. The 'Run Search' button is highlighted in green. The interface also includes sections for Price, Characters, Attributes, Domain Age, # of Bids, Traffic, and Ending In... The background shows a list of domain auctions with columns for domain name, price, and traffic.

		forex3000.com	0	4	-	\$10	Buy Now for \$10	19H 15M																		
		fx1forexmoney.com	0	7	-	\$10	Buy Now for \$10	19H 17M																		
		bandsforexercise.com	0	-	-	\$12	USDS <input type="text" value="Bid \$12 or more"/>	19H 17M																		
		forexaeon.com	0	-	-	\$10	Buy Now for \$10	19H 19M																		
<table border="1"> <thead> <tr> <th>Auction Ends</th> <th>Item #</th> <th>Price</th> <th>Status</th> <th>Sale Type</th> <th>Bids/Offers</th> <th>Age</th> <th>Views</th> <th>More Details</th> </tr> </thead> <tbody> <tr> <td>04/24/2013 09:15:00 AM (PDT)</td> <td>102636399</td> <td>\$10</td> <td>Open</td> <td>Buy Now (Closeout)</td> <td></td> <td>2</td> <td>3</td> <td>Category Bid history Character Details Description Discount available</td> </tr> </tbody> </table>									Auction Ends	Item #	Price	Status	Sale Type	Bids/Offers	Age	Views	More Details	04/24/2013 09:15:00 AM (PDT)	102636399	\$10	Open	Buy Now (Closeout)		2	3	Category Bid history Character Details Description Discount available
Auction Ends	Item #	Price	Status	Sale Type	Bids/Offers	Age	Views	More Details																		
04/24/2013 09:15:00 AM (PDT)	102636399	\$10	Open	Buy Now (Closeout)		2	3	Category Bid history Character Details Description Discount available																		
		forexzhan.com	0	-	-	\$8	Buy Now for \$8	19H 20M																		
		forexbotsblog.com	0	9	-	\$9	Buy Now for \$9	19H 20M																		
		forextmegapack.com	0	-	-	\$11	Buy Now for \$11	19H 23M																		
		forexipalertsreview.com	0	2	-	\$12	USDS <input type="text" value="Bid \$12 or more"/>	19H 26M																		

Next you're going to want to get hosting setup, this can vary widely and some of you will have vast experience with this, some won't, so I've provided some resources below if you need them. I don't want to waste time explaining them when I can just link to the source:

Setting Up Hosting With Godaddy:

<http://www.FlippingParadise.com/godaddyhosting>

Setting Up Hosting With Hostgator:

<http://www.FlippingParadise.com/hostgatorhosting>

Next you're going to need a content management system; I recommend wordpress as there are countless themes, plugins and support resources available, if you have another preference, go for it. But for most, I'd recommend wordpress. Again I'm not going to teach you how to install wordpress but rather link you to where you can easily learn depending on your host.

Setting Up Wordpress with Godaddy:

<http://www.FlippingParadise.com/godaddywordpress>

Setting Up Wordpress with Hostgator:

<http://www.FlippingParadise.com/hostgatorwordpress>

Alas! Domain name selected, hosting setup and wordpress installed. Time to get the fun stuff going and get your site live!

Here's what we're going to need now before launching the site:

Content Images

Wordpress Theme (with tweaks) Plugins

First things first I usually get my content in order so while that's being prepared I set my site up. The content is of epic importance, this isn't spray and pray SEO, real humans will be reading this and the quality of your content is critical to the long term viability of your flipping. Potential buyers will be perusing your site and reading through the content, so having great content is the key to having great website sales.

Content

I'm going to go over exactly what you need first and then go over how to get it. Some of you may have excellent content providers, some of you may be writing your content, but before we get into that I'll show you what you NEED.

Head back over to StumbleUpon and take a minute to look through some of the popular SU post and read the content titles. I want you to read AT LEAST 50 titles. I'm going to be including some great examples below of viral content but you need to familiarize yourself with what works and what doesn't. Again go to Stumbleupon.com and look through the main page wherein you can see lots of different sites. In each box you'll see a little letter "i" with a number next to it. That's how many stumbles the content has received. Look for sites with lots and lots of stumbles (hundreds of thousands) and read those titles. I've included 10 below that are great examples from a variety of niches:

- **Confessions of a Hotel Insider**
- **How To Fit 10 Days' Worth Of Stuff In A Standard Carry-On**
- **16 Things I Wish They Had Taught Me in School**
- **45 Life Lessons, written by a 90 year old**
- **10 Beautiful Places In The World That Actually Exist**
- **35 places to swim in the world's clearest water**
- **How I home-built an electricity producing Wind turbine**
- **60 Ways To Make Life Simple Again**
- **50 Tricks to Study Better, Faster and with Less Stress**
- **50 Life Secrets and Tips**

Tell me you don't want to read a few of those? Are you seeing a trend here? If not keep reading titles of content that grabs and engages until you REALLY have a feel for it. Open up your excel file and start working on some titles for future pieces of content that will go on your site. If you're struggling to come up with some, take inspiration from other popular sites in your niche (remember that list you started?) When I say take inspiration I don't mean copy. Take inspiration.

Things that work great are lists such as:

- **Reboot your life: 20 mental barriers you should let go of**
- **7 Lessons From 7 Great Minds**
- **10 Habits of Remarkably Charismatic People**
- **25 Best Web Apps & Sites for Travel**
- **50 Things Everyone Should Know How To Do**

List are great at potentially getting picked up by bigger blogs that love to send link love to great content. In fact about 80% of my sites are pieces of content such as “8 Ways To WWOOF Your Way Around The World” or “6 Nifty Gorilla Marketing Tricks To Try Today” Adding a sense of urgency to your titles is critical as well (6 Nifty Gorilla Marketing Tricks **To Try Today.**)

So why are you developing content titles before you have any content? Primarily to give examples to your content providers if you’re having others write your content or to give yourself some ideas and get in the right frame of mind if you write your own content.

I use 1 source for ALL of my content needs and I cannot recommend them enough – iWriter – Here’s a direct signup link: <http://www.FlippingParadise.com/iwriter>

I’ve used tons of different writing channels, from cheap writers found through marketing forums to local craigslist writers. Iwriter has without a doubt been the top resource to consistently find quality content providers for a great price. The great thing I’ve found about iwriter is the ability to DENY content that is written for you. That’s right, you only pay for content that you approve. I don’t say that to sound like an ass, but because it bring up the quality level. Since writers know they could have their content denied and subsequently not get paid, you consistently see higher quality content.

If you have content providers already, great, BUT REMEMBER this content has to be of top quality and creative. We’re not getting SEO content here so you can’t just have fluffy filler content like so many of us are used to having on our websites. People will actually read this stuff and it will affect the sale price of your website, also potential buyers on Flippa will be reading and evaluating the content on the site they’re purchasing, so make it GOOD.

It’s time to write a bit of a sales pitch on iwriter. I encourage you to spend the time to vet your writers and then as you progress you’ll start to find some great writers who consistently deliver quality work. Those writers should be added to your favorite writer list and saved for future content and projects. I’m not going to give away my favorites as I want them for myself, BUT I am going to teach you how to get exactly what you want.

So head over to iwriter and sign up here: <http://www.FlippingParadise.com/iwriter>

After signing up, click **Get Content** at the top and you'll be at a form to set everything up. Under Project Description when I am vetting potential new writers I always use a title like:

“Writer Callout: Seeking Long Term Writer in **X** Niche”

X being the niche your website focuses on obviously. Next select the most appropriate category and number of words (do a minimum of 700, longer content sells better on Flippa and the site will feel more complete, because it is!)

Now you can select the rating of a writer, this is useful because it will determine the quality of the content. I personally use Elite level writers and pay \$12.50 an article for 700 word articles. I'm sure that sounds a bit on the pricier side HOWEVER remember how important traffic and quality are here. You can however find great content writers for cheaper if you spend time vetting them and write out clear instructions (which we'll go over shortly)

You can bid how much you want to pay for content and if spending over \$10 on 1 piece of content is too pricey, try premium level writers which have a lower minimum (\$7.15 for 700 words.)

Now on to the information you'll be filling in.

Writer ask for keywords and in here you can do 1 of 2 things. You can put in those nifty titles you came up with, 1 per line, OR you can simply write “See Special Instructions”

I've built up a list of writers who know exactly what kind of content I'm looking for, so I don't give them example titles anymore but instead let them just write at their own discretion around my niches. When you're vetting your writers this usually isn't a great idea as you need to explain to them the type of content you're looking for, which is content that will be shared via social channels, is engaging, easy to read and most importantly – entertaining! Giving them a few related example sites (again from your Excel file) can help illustrate the level of quality you're expecting.

Under article purpose I always put the following: *Blog content for blog on (Your niche)*

- Under **Special Instructions** make sure to touch on the following subjects:
- The importance of perfect English and grammar.
- The ability to write compelling and entertaining content.
- The ability to do research and find engaging topics (list some of your example titles and example niche sites again as well to give them ideas of the type of content you're looking for)
- Your Willingness to deny content that does not meet any of the above standard

- That this first article is a demo and if the writer does well they will be added to your favorite list and used extensively in the future

By including all of those in your special instructions it will usually generate STELLAR quality content as people will be looking for consistent work and on top of that they don't want to waste their time writing content that they won't be paid for if denied.

Next submit your project. I usually will do this about 5-10 times to get a nice little start on finding some good writers and I only accept the best into my Favorite Writers network. DO NOT let quality suffer. Be a hard ass. Having quality content is paramount, I cannot stress this enough. Websites with quality content shine through the crap on Flippa by leaps and bounds. Stick out from the crowd and your sale prices will reflect it.

You should start receiving your first pieces of content back within 20-30 minutes and all of it within a couple hours. I know that sounds crazy, but iwriter is great as it taps a pool of active writers, so you can get quality content any time of the day almost immediately. You'll receive email notifications to review content and once reviewed you can approve or deny, with the option of leaving a tip, rating and adding the writer to your favorites list.

So now you're probably wondering how much of this lovely engaging entertaining content you'll need. Well I have a little secret for you. There is a "wall" at Stumbleupon that once you break through it every piece of content you post will get more and more organic stumbles. I've found that number to be right around 37 pieces of content.

Right about now some of you may be wondering "37 pieces of content you've GOT to be kidding me that's so much!! How can I afford that!?"

Well you have 3 options. You can suck it up and try it out or you can write the content yourself or you can put your tail between your legs and go back to spinning your wheels doing something else. You don't need to get all 37 pieces of content immediately, you'll be drip feeding it in anyways so if you want to spread that cost out, not a problem (I usually start 5 of these type of sites at a time as they can take a while to post but it still keeps me busy between listings and site updates)

Now 37 pieces of content isn't a magic number you have to have in order for your site to sell well. I've sold sites with more and less content, but having more content will generate more Stumbleupon visits and social traffic. More traffic means more leverage when asking higher prices in your sales. More content is also important so that when your potential buyers take a visit to your site to see what they're buying, that they have a few pages of great content to thumb through before rushing back to Flippa to place their bids.

That covers content, onto the aesthetics.

Site Aesthetics and Images

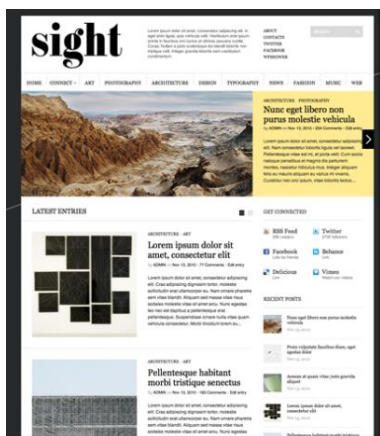
One of the biggest differences between a \$1,500 sale on Flippa and a \$3,500 sale is going to be aesthetics. Site aesthetics dictate initial impressions on the site. If the site doesn't grab the user visually, they won't stick around long enough to even get to the awesome content you have. Site aesthetics are important to turn StumbleUpon users into return visitors and also crucial for when you sell the site. Website buyers are looking for something that stands out against all the other garbage on Flippa, so having a unique looking site, or even just a decent looking one, will set you apart from most of the crowd and drive your final sale price up significantly.

Since we're using wordpress to handle all our content, we want to find a happy medium between a "normal looking blog" and an abstract looking website, but we need to keep cost down. I'll provide a few examples of what are great looking wordpress templates that will grab your visitors attention but also still allow for ease of organization and content management.

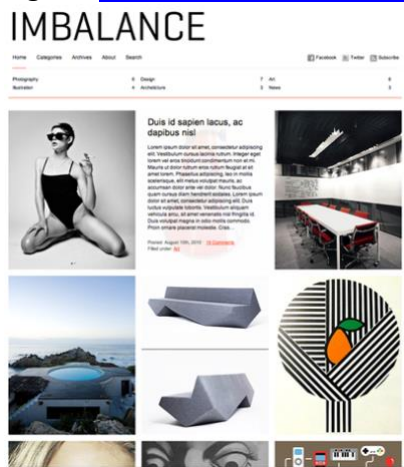
I love the following themes:

Sight
 Imbalance
 Haralampi Lux
 Fartolino
 Blogum
 Suburbia
 Unspoken (Paid Premium Theme)

Here's a quick preview of each theme with a link pointing to their full demo and download page:



Sight – <http://www.FlippingParadise.com/sight>

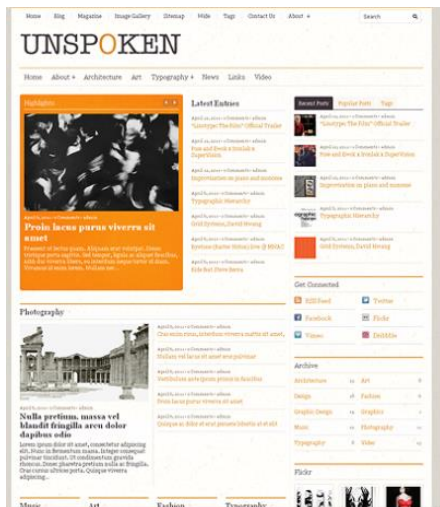


Imbalance – <http://www.FlippingParadise.com/imbalance>



Haralampi Lux – <http://www.FlippingParadise.com/haralampi>





Unspoken (Paid Premium Theme) - <http://www.FlippingParadise.com/unspoken>

Also see the Resources section of the website for more great WordPress Themes:
<http://www.FlippingParadise.com/resources>

Seeing a trend in these themes? They're minimalist with an emphasis on images and negative space. I love the simple aesthetics of black and white themes, they won't go out of style, they always sell well on Flippa and with a bit of added fun to the websites they will look elegant, sleek, unique and VALUABLE. I won't go into detail about installing these particular themes in wordpress as most of you are probably familiar with the process. I would recommend trying the Haralampi Lux theme if you're only doing 1 site, I've noticed the highest resale value on websites with that theme installed.

Whatever theme you end up with, make sure it has solid visual design and implements images throughout it, especially featured images for each post.

So I'm going to use one of my sites, ThriftyVagabond.com as an example with use of the Haralampi Lux Theme. Thrifty Vagabond is a site dedicated towards saving money on travel related expenses, be them before, during or after travel.

THRIFTYVAGABOND.COM

Share

3
 3
 834
 1

Traveling in Macau and Indonesia And Having Fun

On Apr 21, 2013 | 0 Comments



If you are someone who is interested in Macau and Indonesia, especially when it comes to the holidays because you can't practically wait any more to...

Top 5 Affordable Tourist Destinations in The World

On Apr 18, 2013 | 0 Comments



Many people are looking for the most affordable place to visit during their vacation. They want to visit a lot of tourist destinations with limited budget. In...

How to Get Free Travel Insurance

On Apr 15, 2013 | 1 Comment



No, please, I was just thinking about it. It is usually not as important to many people as health insurance. Added...

Top 7 Bhutan attractions

On Apr 12, 2013 | 0 Comments



Bhutan is one of the places that have a lot of features that visitors can enjoy. For example, opportunity of seeing...

Travel Insurance Pros and Cons

On Apr 08, 2013 | 1 Comment



To many people, insurance may seem like a waste of money, especially in today's economic climate where the dollars are hard to spare. And some people get...

Let's Plan a Europe Travel on a Shoe-string Budget

On Apr 08, 2013 | 0 Comments



There are many people who decide to travel through Europe on a tight budget. Most of these people find it hard to do so. Your expenses will depend on a lot of...

How To Travel Cheaply But Live Like A King

On Apr 03, 2013 | 1 Comment



You know very well that money is the main problem when you want to travel and have fun and this makes you feel really uncomfortable when you want to go to a...

How To Save Money When Traveling To Walt Disney World

On Mar 31, 2013 | 1 Comment



Walt Disney World is one of the world's most beautiful vacation spots for families to experience. The Disney brand has grown to develop 5 different...

European Hotels On A Budget: What To Expect

On Mar 28, 2013 | 0 Comments



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Coping with a Reduced Vacation Budget

On Mar 25, 2013 | 3 Comments



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Top 5 Affordable Tourist Destinations in The World

On April 18, 2013



Top 7 Bhutan attractions

On April 12, 2013



How To Travel Cheaply But Live Like A King

On April 06, 2013



Let's Plan a Europe Travel on a Shoe-string Budget

On April 03, 2013



How To Save Money When Traveling To Walt Disney World

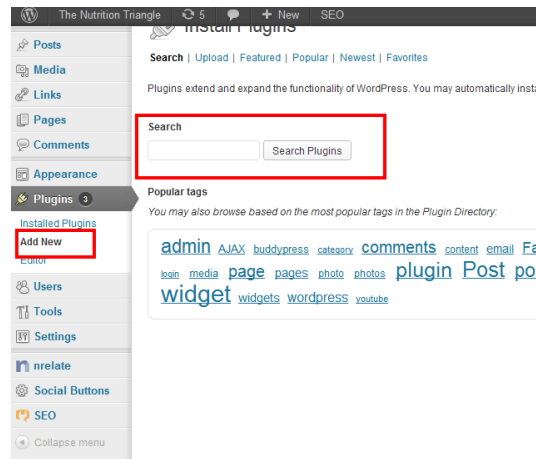
On March 31, 2013



European Hotels On A Budget: What To Expect

On March 28, 2013

I've setup Thrifty Vagabond as a live demo showing all my settings so you can setup a site similar. Once you've installed the theme there are a few plugins to install as well (just search these within the plugins area in Wordpress as shown below)



Plugins

Slick Social Share Buttons (Free!)

Ultimate Twitter Profile Widget (Free!)

nRelate Related Content (Free!)

Ultimate Twitter Profile Widget (Free!)

SocialBox (Paid but you can find similar widgets for free)

I also add a Facebook like box, not a plugin but I do put it in with the widgets - with instructions here:

<http://www.FlippingParadise.com/likebox>

What these plugins are for is mainly bolstering the social aspects of your site and filling everything in, making your site look more full and active. And when I say "making your site look more full" it's not to deceive people, there actually WILL be activity and engagement with these social channels and sharing mechanisms.

Install all those plugins and set them up. I leave almost all the settings standard except on the Slick Social plugin (I've shown a screenshot below for getting that setup.) You may need to tweak a couple things depending on your theme. There are setup instructions with each plugin – all will obviously need to go on your sidebar.

angle 5 + New SEO

Slick Social Buttons Settings

For instructions on how to configure this plugin check out the [Slick Social Share Buttons project page](#).

Type Floating Slide Out

Location ▼

Position From Center pixels

Offset px

Default Skin

Disable Floating Effects

Float Speed (ms)

Slide Speed (ms)

Auto-Close

Load Open

Tab Image URL

Leave blank to use default tab

[Save Changes](#)

Display Pages For Social Share Buttons

Select the pages where you wish the button panel to appear:


Home Page Posts Page Posts


Pages Category Pages Archive Pages


[Show Categories](#)


[Save Changes](#)

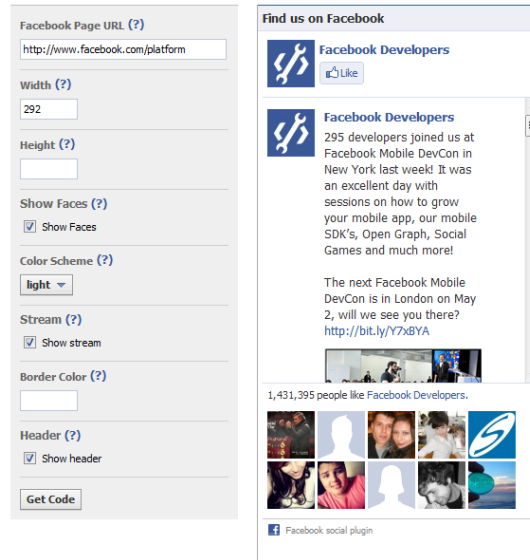
Social Share Buttons

Facebook ▼ ▼ 

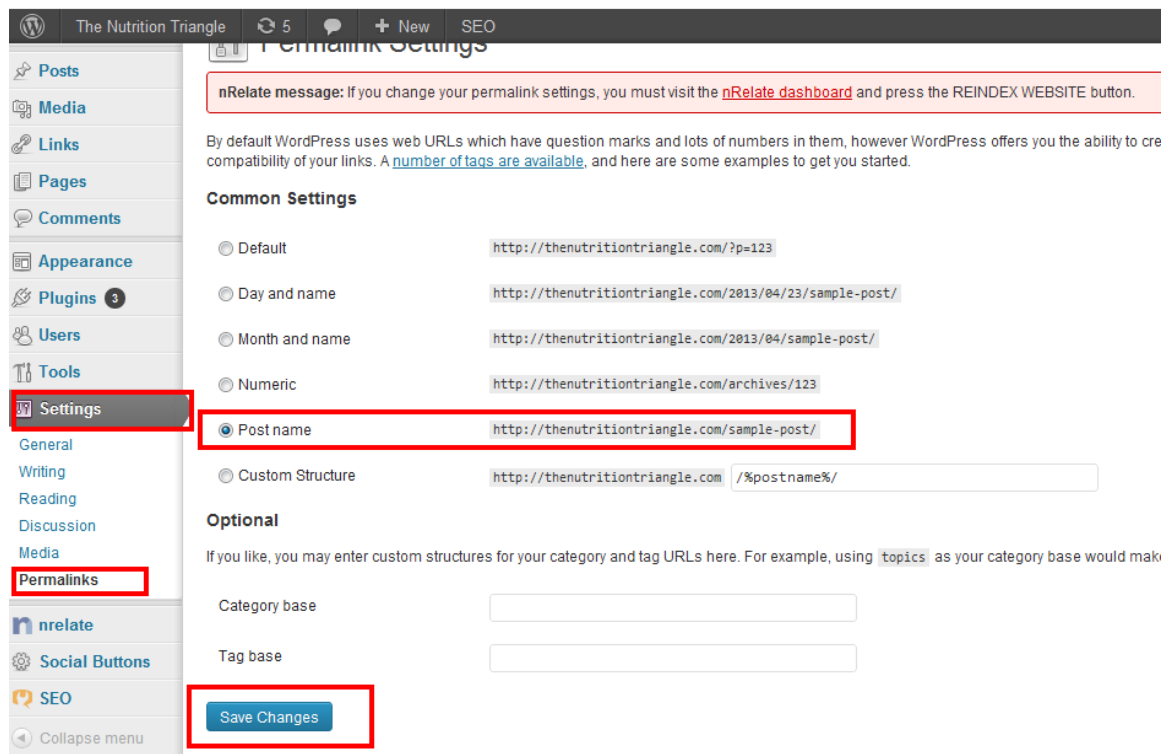
Stumbleupon ▼ 

Twitter ▼ 

Google +1 ▼ 



After setting your widgets up there are a few more things to do before posting content, first head to **Settings -> Permalinks** then click on **Post Name** then click save.



After doing that go to **Post -> Categories** and you're going to setup a category structure for your site. Think broad but not too broad. Try to aim for 5-8 Categories, with no more than 10. For Thrifty Vagabond I went with 8, listed below for your convenience:

Destinations
Eating
Lodging
Packing
Saving
Seeing
Transportation
Working Abroad

As you can see much of the content can go into multiple categories, that's great! That will make your site feel more full to people who are browsing based on categories. After doing this, if you're following along with the Haralampi Lux theme, head over to **Appearances -> Menus** and create a menu for your categories.

Note: If you're not using the Haralampi Lux theme, then you may be creating a menu structure slightly different or in different places, however it's the same concept.

Now you want to get some form of hit and visitor tracking installed on your site. I use both Google Analytics AND Statcounter. I like Analytics as it's very detailed and can allow for some drilling down into lots of metrics to measure changes you make, while Statcounter is great to get an overview of all your sites (especially useful when you have 10+ sites in the development process and want to get a traffic overview of them all in 1 quick glance.) Both Google Analytics and Statcounter are free so fear not!

The final step you can choose to do or not to do, on some sites I do, some sites I don't. It's getting a custom banner. One example of me doing so is on a Filmmaking site, CheapFilmmaking.com – As you can see I had a custom banner made that reflects the type of content you'll find on the site. Other times (like on ThriftyVagabond.com) I choose not to. This is totally up to you, I would recommend it if you can as it can help with the sale by having custom graphics made, but make sure they're good looking and go with the theme (keep them elegant and simple if you're using the Haralampi Lux Theme as an example.) If you have some design experience, great! Make a cool header. If not I would recommend heading over to either oDesk.com or Fiverr.com and you can get a custom banner made for cheap, but be sure to tell them where it's going and give them your parameters and dimensions.

Guess what? You're ready to post some content! By now you should have a flood of iwriter notifications in your inbox alerting you to your new content you have waiting. Once you've sorted and approved your content and saved it locally on your computer it's time to get some images ready.

There are a few different routes you can take to get your images. I use a combination of the following but the end result images on my sites all have the same features: High quality, unique, related to the content, good visual design.

I pull most of my images from Flickr. Many people don't realize that you don't need a subscription to a high cost stock photography website to get great royalty free images. There is a catch though, not every image is for use and you must give credit to the photographer. When searching for images I head over to Flickr then click the search function, then below that click the Advanced Search button. Take a look at the screenshot below to see what I search for and the examples returned.

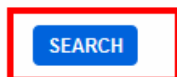


Tip: Find content with a Creative Commons license.
[Learn more...](#)

Only search within Creative Commons-licensed content

Find content to use commercially

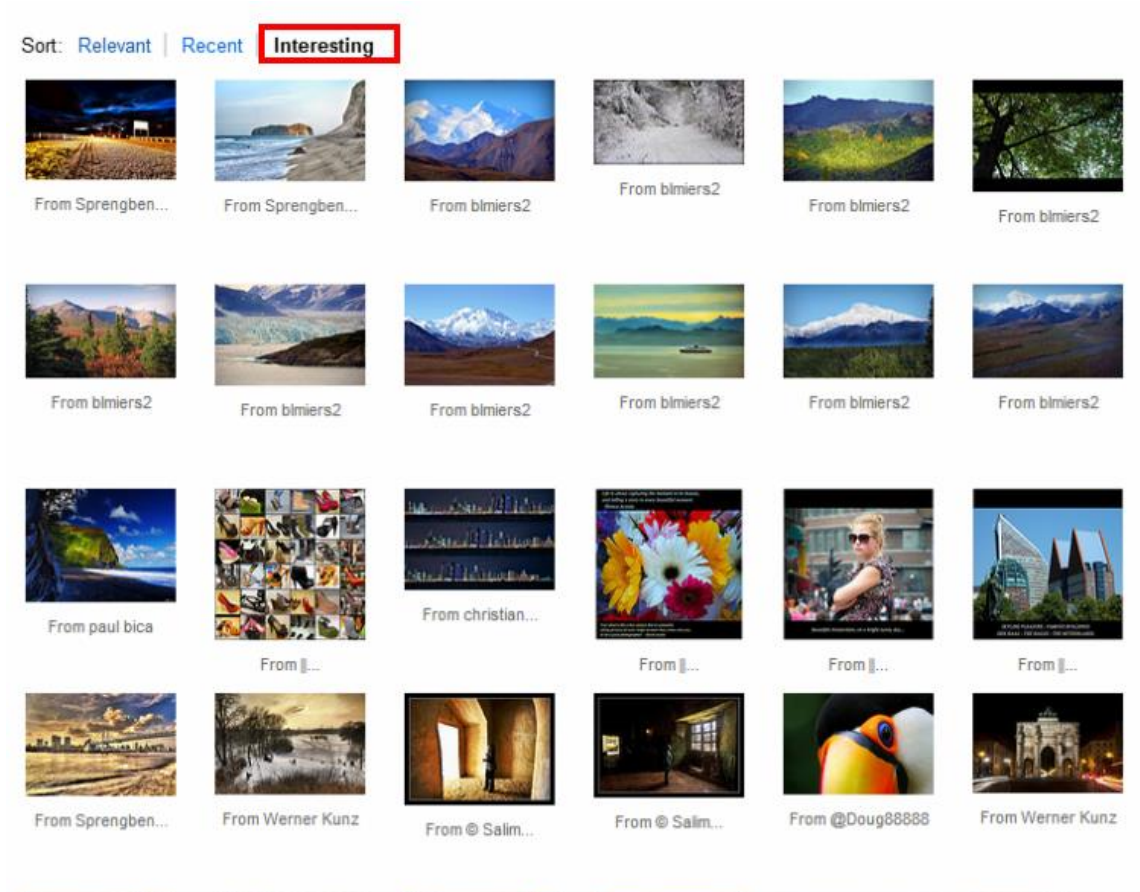
Find content to modify, adapt, or build upon



Or, return to the [basic search without all the knobs and twiddly bits.](#)

See how I checked both the **Creative Commons** box as well as the **Modify/Adapt** box? These parameters only return photos that are part of Creative Commons licensing, meaning we can use them on our sites IF we link back to them on Flickr. Finding Images to modify and adapt is good because many times I only like elements of an image, so I'll pull those out or reframe the image according to my theme, subject matter, target audience, etc. Have a search and set aside AT LEAST 2 images per post. The more the better. More images is great for Stumbleupon users to break up the text wall and for resell value, plus no one wants to just see walls of text, it will discourage users from browsing more content and increase your bounce rate.

I also like to sort the images by "**interesting**" – this usually turns up some solid photography you can use for your site!



A quick search for “Travel” shows all these great images you can put up on your site royalty free as long as you link back to the author!

After I’ve found all my images, I usually throw them in photoshop and crop them accordingly, usually boosting the sharpness and contrast, creating a lomography type of feel. It’s just a style I like and I like to style all my images accordingly.

Here’s a basic tutorial explaining the process:

<http://www.FlippingParadise.com/lomography>

Now that you have a folder full of your content and associated images, take a breather, you’re ALMOST done setting everything up! Once you’re back on your feet, head over to your wordpress backend and click **Post -> Add New**

It’s time to queue that content up! I generally will actually jumpstart most of my sites and post 5-10 pieces of content immediately then drip feed the remaining content in every 2-3 days. I do this initial boost so that those who find the site can read more than just 1 piece of content and actually find value in the site. Each of your themes will vary on how you setup the images so they’re shown on the front page but ensure that you

implore good visual design. Here's an example of a post on one of my websites, WebBusinessAgenda.com

WEB BUSINESS AGENDA WBA

Web Business • Web Marketing • Traffic Generation • SEO • Mobile • Blogging

5 Stunning Responsive Web Designs


Posted on January 10, 2013 • 10:00 AM • 0 Comments • [Get away](#)

If you have been a good service provider and had your website optimized for mobile devices, you'd have faced a problem most business owners face at some time. How to catch up with the new mobile devices that are being produced every day? Should you have developers working furiously round the clock to design new compatible versions of your website every time a new device is released in the market? Or do you simply let that segment of your target market that uses the new device slip through your hands?

Neither of those are attractive options. Neither was it to Ethan Marcotte, who invented the term "responsive design" in 2010, as a term for a way to have your website track the device viewing it, and adjusting the site for that device automatically, using cascading style sheets (CSS).

For an idea of what responsive design means, here's a look at 10 excellent website designs that are clean, easy to use, and most importantly, responsive. Try and access these sites from several types of devices and see how well they meet!

Grey Goose



striking photography, navigation that is highly intuitive, parallax scrolling, and a refined layout for a


Web Business • Web Marketing • Traffic Generation • SEO • Mobile • Blogging

The Boston Globe



The Boston Globe is a news portal that is extremely easy on the eye, unlike many websites that are used for reading, cluttered with a jumble of information. The newspaper has an aesthetic layout that is also easy to navigate. Readers can easily find the latest news, the link to the ePaper, breaking updates posted out with an effective mixture of a highly readable font and a contrast color. A lot of content is handled quite easily by the website, and despite that it is all accessible on most devices.

Food Sense



Food Sense is a personal food blog with great style sense. The theme of the blog is photo-based home cooking, and the design reflects this. The layout is clean and simple, the photography is stunning, which also contributes greatly to the quality of the design. The typography is also playful, and the page is responsive and easy to navigate on any device.

Jessica Hische




Illustrator and letterer Jessica Hische presents a website that's fun, fluid and clean. The simple format ensures well into mobile devices. As do the alternative themes that you can choose to click on the left and right in the top right corner. Among these alternative themes is a Team Get Block, which is a blog theme complete with clean cuts and vibrant colors.

Heathlife



Heathlife celebrates Hampstead Heath, one of London's biggest and most attractive parks. The website may not be the most thing, but it definitely gives you a sense of the park's beauty. With easy navigation to the good content, slides related to the park, as well as links to your sponsored photos and videos, the website can be viewed smoothly on large as well as small screens.

Andersson-Wise



Architecture and design studio Andersson-Wise takes simplicity and turns it into an attractive website on all screen sizes. The basis of the website's theme is a changing screen-wide photo of one of the studio's works. Links to resources are aesthetically placed in harmony with the displayed photo.

Responsive web design (RWD) is bound to become more widespread and further explored in 2013. If you are websites with designs older than usual that stress to fit what you see them on smaller screens, it means the site is designed with RWD in mind. There are plenty of those around, and there are bound to be more in the coming year.

Using RWD is the simplest way for you to reach out to your target audience across all platforms. As Ethan Marcotte explains that using responsive design will finally enable us to "design for the site and flow of usage." You can find out more about this exciting new concept at Marcotte's book Responsive Web Design. Or find a web designer who can help you adapt it into your own website (or do it yourself!).

See how there are images every couple of paragraphs? How all the images fit within the confines of the page? How the images look GOOD and are related to the content? These are all things you must do!

Once you've setup your post with images don't forget to add links back to the Flickr users profile. I usually do this at the end of the post with links saying "Image 1" "Image 2" and so on. Having great looking images on your website will catch the eye of auction browsers and keep them interested in your auction, another way to stand out from the rest!

Now post and queue up this content! I usually queue at least a month worth of content at a time. This helps me batch the task and I can "forget" about content for the next month or so and focus on TRAFFIC!!

One very important thing to do is open up that excel spreadsheet from before and make note of each post URL, each title and publish date. This will save you tons of time later when you're submitting the urls around and want to just track what site needs content and when.

Wow what a day! Take a breather and look at your creation! Hopefully you've made a good looking website, if not you need to spruce it up and ensure that even though it's a simple wordpress site, it has all the elements of a top tier site that gets tens of thousands of pageviews a day.

Overview: Today was about setting up your blog. But ensuring you earn a nice return is more than that, it's about creating a strong visual site that looks good to the eye and functions well. We want to ensure that aesthetics are of top quality. Having a great looking website, that's laid out well with good menu structure, proper organization, plugins and great content will ensure you'll get top dollar for your website sale, with or without floods of traffic.

Module 5 - Starting a Flood of Traffic Flood

This is the chapter that will make or break your site! I'm just joking, you'll have a profitable flip no matter what, just ensure you follow the directions in this chapter as well as the next to ensure you can sell the site for the most you can get. In this chapter we're going to cover full proof methods to generate traffic to the site and build lots of streams of traffic that will last day in and day out. If you've followed the steps above correctly (i.e. built great looking websites with exceptional content) then all these pieces will easily fall into place. If on the other hand you have poor content or the site aesthetics leave something to be desired, you'll struggle to reach the critical mass you need to succeed.

Let's get down to business because this will be another big chapter. I'm going to break it down into 2 sections, the setup and the marketing.

The Setup Process

First there is going to be a setup process before we begin promoting. You've already got your StumbleUpon account setup but it's time to setup a few more:

Email

This is a no brainer. Set up an email, preferably Admin@YourDomain.com but you can also do a Gmail account. This is going to be included in the sale of the site so don't direct any other mail to this inbox.

Twitter

Now you'll need to setup a Twitter account. Use the email you just setup and go through the signup process at Twitter. Obviously try and get the name of your website, if for some reason it's taken or too long, be a bit creative, don't just add numbers to the end of your account.

Once you've gone through the setup process and confirmed your email account, you'll want to fill out your entire bio. Make sure and include your website address, this part is very important as this will be a major source of traffic to the site in the future.

Next get some images ready, at least a cover photo and an icon photo. I also recommend using custom background photos. Again the best place for this is going to be Fiverr.com – You can get custom twitter backgrounds there for \$5. It will be \$5 well spent because it's another asset to boost the final price of your site when you include a

fully built, custom and active Twitter Profile. Remember, Bonuses are the name of the game.

Tweets >
 Following >
 Followers >
 Favorites >
 Lists >

Follow CheapFilmmaking.com

Full name
 Email
 Password

Sign up

Worldwide Trends - [Change](#)
[#YaDeberíasSaberQue](#)
[#YaMeAcostumbréA](#)
[#WillPowerHangout](#)
[#QuoteYourTeacher](#)
[#CitePessoasBonitasDoTwitter](#)
 The Vampire Diaries Is My Life
 Feliz Día del Libro
[Barcelona 4-0](#)
[Jordi Alba](#)
[Rosario Robles](#)

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 Advertisers Businesses Media Developers
 Directory

CheapFilmmaking.com
@CheapFilmmaking
 CheapFilmmaking.com is here to provide you with tips and tricks to ensure you can save money and make a great film!
<http://www.cheapfilmmaking.com>

631 TWEETS **2,128** FOLLOWING **2,500** FOLLOWERS **Follow**

Tweets

CheapFilmmaking.com @CheapFilmmaking 15 Apr
 How dialogue can make or a break a movie with some good examples
goo.gl/mI0bD
 Expand

CheapFilmmaking.com @CheapFilmmaking 13 Mar
 The Seven Step Film Directing Formula
ow.ly/TB8Qz
 Expand

CheapFilmmaking.com @CheapFilmmaking 10 Mar
 What Makes A Good Short
ow.ly/TB8Py
 Expand

CheapFilmmaking.com @CheapFilmmaking 7 Mar
 Some Great Tidbits And Link For Filmmaking Part Two
ow.ly/TB8Op
 Expand

CheapFilmmaking.com @CheapFilmmaking 5 Mar
 Some Great Tidbits And Link For Filmmaking Part One
ow.ly/TB8N3
 Expand

CheapFilmmaking.com @CheapFilmmaking 2 Mar

Facebook

Similar to setting up your Twitter account you're going to want to get a Facebook fan page setup. Go through the motions of setting up your fan page, adding a cover photo and regular photo as well as fully filling out your bio. Here's a look at one of our fan pages:

CHEAP FILM MAKING

CheapFilmmaking.com
96 likes · 6 talking about this

Company
We're here to help educate you how to save money on filmmaking. "Cheap" Doesn't Mean "Bad Quality" - We're Here to help you make a great film for less!

About Photos Likes

Highlights

Status Photo / Video Offer, Event +

What's on your mind?

CheapFilmmaking.com shared a link.
April 15

The following article details some examples of how dialogue can shape a movie.

<http://cheapfilmmaking.com/careful-what-you-say-writing-dialogue/>

<http://cheapfilmmaking.com/careful-what-you-say-writing-dialogue/>
cheapfilmmaking.com

Like · Comment · Share

Reid Van Voris likes this.

Write a comment...

29 people saw this post

CheapFilmmaking.com shared a link.
March 13

The Seven Step Film Directing Formula
<http://ow.ly/f88Qz>

<http://ow.ly/f88Qz>
ow.ly

4 Friends
Like CheapFilmmaking.com

Recent Posts by Others on CheapFilmmaking.com [See All](#)

Master of Inventions
great idea for a page. We used some pretty cheap methods...
1 like · 5 comments · October 9, 2012 at 7:42pm

Likes [See All](#)

Filmmaker Magazine
Magazine

Filmmaking
Interest

Filmmaking
Arts/Humanities Website

Wally Pfister
1 friend also likes this.

Master of Inventions
1 friend also likes this.

CheapFilmmaking.com shared a link.
March 10

What Makes A Good Short

Buffer

Next you're going to want to get a Buffer account. Buffer is a free web and mobile app that will allow you to queue content post to social media channels. This means you can

spend about an hour and queue social content to post for over a month! Creating an active social presence is critical for long term success and rapid growth. In the building phase we setup the means to share the site via social channels, now we must give people a reason to follow us. Head over to Bufferapp.com and setup and link your Facebook and Twitter profiles to Buffer. This linking of the accounts is simple to do through app authorization.

After you've linked your accounts you need to set up a posting schedule. I recommend posting 4-5 times per day on Twitter and 2-4 times per day on Facebook. On the weekends I usually post 1-2 times per day on Facebook, and 2-4 times per day on Twitter. Most people use Facebook right when they get to work (around 10am) and around lunch time (11am -1pm) So I'd recommend scheduling accordingly. For Twitter there are more users on as the day progresses then it sharply drops off around 7 or so.

SocialADR

SocialADR is an EXCELLENT way to get your content out to a wide audience of followers for free. It's a service that allows for 1 click sharing across the network, so you can post on SocialADR and others will post and share the content accordingly. It's another great tool in our toolbox to get the site out in as many social streams as possible. It will build traffic to the site and the sites inner pages, and traffic means sale.

Signup for Social ADR Here:

<http://www.FlippingParadise.com/social-adr>

Onlywire

Onlywire has been a staple for me for years. It allows for 1 click publishing of the site to multiple social bookmarking sites. I have about 40 linked up, this is something you can choose to do or not, but for the simple ease of scheduling out postings (which is great to submit your content automatically to Stumbleupon) I find this tool invaluable. Yes it's a paid tool but once you start ramping up your site production you'll want to grab it.

And that's it! Now you've got all your social properties setup and ready to go, before moving on make sure you have images and bio's filled out for each so they are active and full profiles. Once you've got those profiles all setup and ready to go, it's time to start marketing through them!

Marketing

This is the main dish, our entrée so to speak. In this marketing section I'm going to teach you exactly how to get quality traffic to the site that will not only help the site grow but bolster confidence in future buyers. This part can take a while to implement and will require monitoring over time, but when done correctly it will create epic value in your site and you can easily reproduce these steps again for your next 5 sites! This step is why these sites sold for so much.

What you're selling in the end is potential. We don't need to generate a huge deluge of traffic, but we do need to show some steady growth and consistent traffic, then let our sales page do the rest.

Before I talk about marketing through each of the channels specifically you're going to need some ammo to market with. Yes you've got your site and its subsequent URL's (*don't forget to keep your Excel file with urls updated as you add more content!*) but you'll also want related content that your target audience will find interesting and useful.

Head over to Stumbleupon and make sure you update your interest to be only based on the topic or topics of the website. This will probably be 1-3 topics, some will have relevant other topics (like **marketing/business/entrepreneurship**) and others may not (like **dogs**)

Now start browsing through Stumbleupon's suggested pages. I recommend just doing this on their site where it displays in tiles (similar to the Pinterest layout) as you can get a quick overview of lots and lots of content. As you scroll through pick out pieces of content your audience would find interesting. This should be fun content that would be shared and is just as gripping as the content on your site. Remember to keep it top quality, just like your site, if you share crappy content, you'll have crappy marketing campaigns.

StumbleUpon

HOME PROFILE FOLLOW SHARES

organicrobots

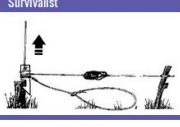
STUMBLER just for you

recommended activity trending lists

Explore an interest

Stumble Recommended Pages in Your Interests[®] Add Interests

Survivalist

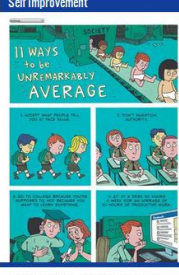


Snares And Traps

@ 14at.org | 52K

Firebrands, a StumbleUpon expert in Survivalist, liked this.

Self Improvement




CHRIS GUILLEBEAU: 11 ways to be average

@ zanpenalis.com | 100K

Popular in Self Improvement.

Filmmaking




Year In Review: The 11 Best Short Films of 2011...

Over the course of the year, curating the Short Film of the Day feature has given me a deep and affecting appreciation of the art form. Before, I hadn't

@ filmscho...eds.com | 43K

Popular on filmschoolrejects.com.

Survivalist




The \$1 Survival Knife

The guys over at M40 Project came up with a super simple, and cheap, way to make a very cool survival knife. First you start out with a Sawzall Blade, this one is a rather wide blade rated for cut...

@ axebros.com | 22K

Stumblers with similar interests to you liked this.

Self Improvement



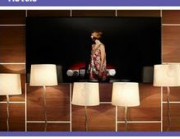
LOOK AT YOURSELF AFTER WATCHING THIS.mp4

Loading...

@ youtube.com | 1.3M

Recommended by StumbleUpon editors.

Hotels




The James Royal Palm Hotel

@ coolhunting.com | 29

Popular in Hotels.

Survivalist




JNC, Barton-Wright, Self Defence with a cane part 1

Contributed by Ralph Grasso. Editor's notes by Ralph Grasso and Joseph Svirth copyright © 2000 all rights reserved.

@ ejmas.com | 557K

Recommended by StumbleUpon editors.

Self Improvement




36 Ways To Be Irresistibly Attractive | Bloom

"The secret of attraction is to love yourself. Attractive people judge neither themselves nor others. They are open to gestures of love. They think about

@ livebold...loom.com | 647K

Popular in Self Improvement.

Self Improvement




10 TED Talks That Will Change the Way You...

Gives these TED talks some consideration and use them to launch more exploration into how to grow into an effective, evocative communicator.

@ accredi...eges.com | 187K

Stumblers with similar interests to you liked this.

Travel




Germany dos and don'ts - travel tips and articles...

Read Germany dos and don'ts for travel tips, advice, news and articles from all around the world by Lonely Planet

@ lonelyplanet.com | 287K

Popular on lonelyplanet.com.

Survivalist




How to Build a Forge | Making Custom Knives

@ makingou...ives.com | 17K

Popular in Survivalist.

Travel




Confessions of an Introverted Traveler - Features...

We introverts have a different style of travel, and I'm tired of hiding it. Sophia Dembling reveals her travel secret.

@ worldthum.com | 54K

Popular in Travel.

Travel




9 offbeat things to do in London - Wanderplex

London is full of interesting and unusual things to do. Photo by EO1.

@ wanderplex.com | 44K

Popular in Travel.

Travel



Top 20 Unknown Places We all Should Visit | Travel...

@ traveldee.com | 28K

Stumblers with similar interests to you liked this.

I will open lots of this content up in new tabs, then when I have quite a bit I'll go through and pull the URL's and Post titles from each article and pop them in my Excel file. Make a new tab in your excel file for "Social Sharing" content (so now you have 1 for your on site content and a new one for off site content you'll be sharing.)

I will do this for a while and get AT LEAST 100 websites with associated titles. I can usually finish this in about an hour. You'll be using these to post on Twitter and Facebook. Head over to Buffer and it's time to set these up to auto post! This part is super simple, all you have to do is look for the posting box and select which services you want to post to (select just 1 of the 2 right now) then grab the title of your first article and throw it in the box, then grab the url of that article and put it in the posting box. It will auto shorten and add associated images. Next just add it and it'll fit it in with your posting schedule! Easy as pie. Do this all the way down the list (*hint there are shortcuts to add to Buffer such as CMND + ENTER on a Mac to speed this process up.*)

Once you've done that for your first social media profile, you're going to restart the process with the other profile (deselect the current and select the other) but this time start at the opposite end of the list and work your way backwards. The reason you'll do this is so that people who follow both of your profiles won't be bombarded with duplicate content, it will just keep things fresh!

Now you've got your social media profiles looking pretty and autoposting! You've also got your plugins on the site linked to your social media accounts (which will then mirror content that's posted in social media onto your websites sidebar, all controlled via Buffer.) With 100 pieces of content you should be set up to post for 3-4 weeks, more than enough time to get the ball rolling. I am always collecting extra content and queuing it up, staying months ahead of my "no post" date.

Now that you actually have content and built out profiles it's time to get some followers! I recommend really focusing on Twitter followers first over Facebook fans. I've found that I can get significantly more traffic via Twitter than Facebook at the beginning, as the site grows in popularity this will shift but remember we're looking to flip the site and get the ball rolling, so having some solid Twitter fans who are actively engaged in your interest is critical.

Twitter

Twitter is a great source of quality traffic as well as a great bonus selling point to your website flip. You've got the content setup and posting and it's time to get followers. But I don't mean those awful robot followers you would get from buying Twitter followers, I mean real human followers who are actively engaged with and using Twitter, and who are interested in your niche. However will you find such elusive web browsers? Pretty simple actually, remember that huge list of websites you made with related content to your niche and those authority sites in your niche? I bet a few of them have Twitter accounts...

Try and find the sites that most directly reflect the topics on your site, so if you found 1 or 2 articles on a broad topic site, make sure that audience is interested in your site (say dogs, not just animals) this will ensure the highest engagement down the road.

There are now 2 schools of thought here, you can go over to check out their twitter profile and look at their followers, start following them and waiting for others to follow you back, OR you can use software (what I prefer to do to save me tons of time.)

As mentioned before, if you opt to not use software and want to spend the time manually following people throughout the day, make sure you consistently do it to grow your audience over time. Don't follow too many at once or you'll hit following limits.

If you do want to go the smart way, get Tweet Adder 3. It's absolutely solid.

Grab Tweet Adder 3 Here:

<http://www.FlippingParadise.com/tweetadder>

There are lots of instructions on setting everything up but I will go over the important things.

- Set yours up to follow users of X (x being the Twitter accounts of the sites in your niche)
- Set yours up for automation so this happens constantly day in day out
- Go below the default posting limit. I've never had a problem with the follow limit of 200 people per day but I do 100 people per day just to be safe)
- Set up an auto responder message along the lines of *"Thanks for following, if you're interested in X check out our site here..."*
- Set up unfollow on automation as well so you can bring down your follow to follower ratio, I usually leave that at the default rate.

If you haven't used Tweet Adder before then that will all seem like gibberish, however once you get it setup and fool around with it (you can figure it out in about 30 minutes) then setting up those commands will take about 10 minutes and you literally LEAVE it alone, running eternally in the background harvesting you followers! They have plenty of great resources and FAQ's for setting things up.

Next you'll have people who are inherently going to retweet the content you're autoposting because they're interested in it, you'll also have people sending you @ replies and direct messages, some will be a bit spammy, some will be legitimate comments and interactions. It's critical to reply to these, it won't take long, I have an outsourcer who handles all social media (see day 7 for more information) but you can do it when you're just running 1 site, it should literally take about 1 minute per day. Actually become a member of these circles, engage with people, retweet others and

thank them for giving you shoutouts. It will go a long way and not only drive more traffic to your site, but also get you more REAL engaged followers. I usually shoot for around 2,000-3,000 followers, at that point you'll start to see some solid organic growth, both in followers and site traffic.

Once you've started to get a significant following, you'll want to also start sprinkling in your links to your content on the site. I don't bother doing this until I have at least 500 followers, but once you do, 1 in every 5-10 tweets should be one of those stellar pieces of content you set up on your site.

Now that covers your basic startup marketing for content via social channel by using content not on your website. Generating likes and followers while posting quality content you will naturally drive traffic to your website via people following your Twitter profile, your retweets, your autoresponder to new followers and your killer content.

Marketing Content on Your Site

Next you want to start focusing on getting the content that's on your site in front of more eyeballs. This will obviously be an ongoing process as you post more content, but by posting throughout the channels I'm going to show you I can guarantee you'll get a steady stream of traffic IF you've followed the above steps. I do this repeatedly in just about any niche and build up streams of traffic continuously. I'm also always creating new sites and always have sites ageing so as to always have sites to flip and sites to grow, keeping my business moving forward without any "dead air."

For each piece of content there are the following channels we want to get it out on:

- **Stumbleupon Submission**
- **Onlywire**
- **Social ADR**

You're going to want to submit each post to each of those 3 to start driving social traffic to the inner pages of your content. Every post you do, make sure you do each of these 3.

StumbleUpon

Now that seems simple right? Pretty low level stuff? What you're reaching for here is a critical mass of quality content to go out on StumbleUpon, so that every time you submit new content to StumbleUpon, it automatically gets more Stumbles and traffic which snowballs into returning visitors.

I usually pay for some stumbles to speed this process up. I've done it both ways and not paid for StumbleUpon traffic but frankly you get more traffic, quicker, for longer if you pay for StumbleUpon traffic.

Now traffic cost .10 per engaged visitor, meaning visitors who don't just immediately bounce. This is a killer deal because if your content is good, more people approve your site, thus more visitors come in. When it comes to paying for StumbleUpon traffic you'll need a StumbleUpon advertiser account from here: StumbleUpon.com/PD

Once you've signed up for an account, you're going to want to submit each of your INNER pages, not your Home Page. I set a budget of at least \$10 per page, with \$10 you should get enough to get a decent idea of how popular that content is/isn't. I'm not saying you need to drop \$10 per page for every page immediately, in fact don't do that, spread it out over time as people use StumbleUpon in batches so you want to try and hit as many different Stumblers over X amount of time as possible.

When you're setting up your campaigns pay close attention to the targeting. Think of your target audience and consider who you're catering too. I use precise targeting on all my sites to get the most value out of my advertising dollar. Remember the StumbleUpon research we did at the beginning of this course? That will directly apply to this advertising, so pick your niches accordingly. Try and drill down as much as possible about your audience so you can really hit those who would be interested. Some niches this will be easier than others and you may need to do some outside research to figure out the general demographics of your niche.

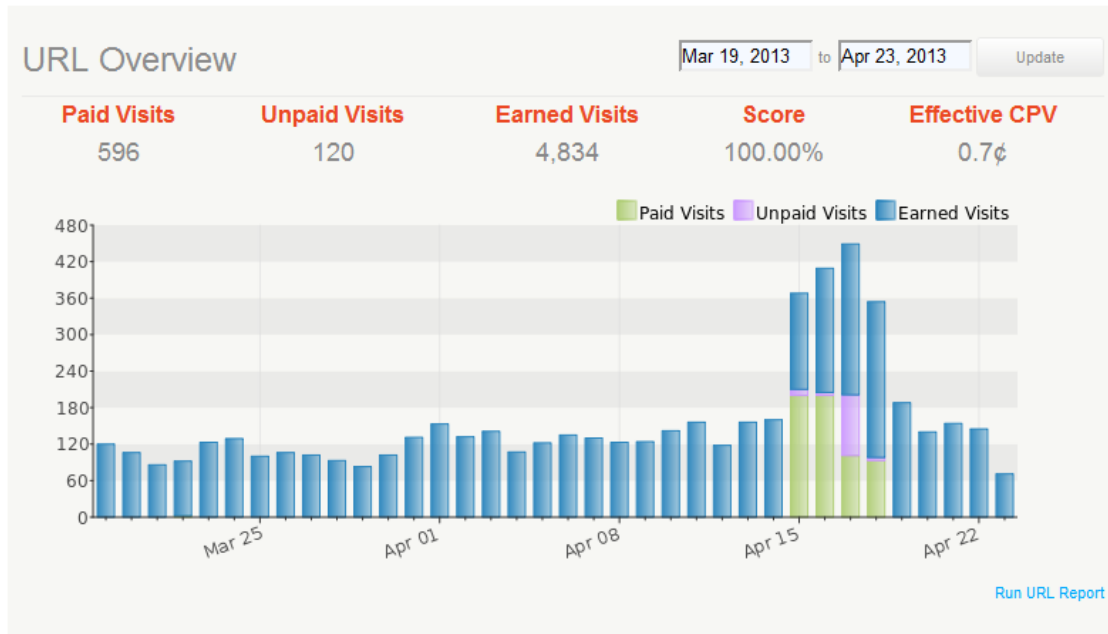
Here's a sample campaign for an interior design website:

Account » Home Design Board

Home Design Board

http://homedesignboard.com/ [URL Info](#)

[Create a New Campaign](#)



URL Campaigns

Show: Archived Paused





Campaign			Scheduled		Rating	Traffic		
Status	Plan	Name	Start	End	Score	Paid	Cost	Max/Day
	Standard	Home Design Board Interior Design Both genders 19-65 All locations Desktop	-	-	99.2%	2,120	\$212.00	\$10

As you can see we’re targeting both genders between 19 and 65 who are interested in interior design who browse on desktops only (no mobile – this particular site doesn’t look great on mobile.) This is because the site is focusing mainly on design elements and inspiration for the home, and our demographics fit perfectly. If you want you can have the StumbleUpon staff set up some categories for you, however I prefer to do this myself as I’m sure they won’t spend as much effort doing so as I do.

Okay now back to our budgeting. What you want to do is get an idea for what content is popular and which isn’t. You can see this based on the Score ranking.

URL Campaigns

Show: Archived Paused

Campaign			Scheduled		Rating	Traffic		
Status	Plan	Name	Start	End	Score	Paid	Cost	Max/Day
   	Standard	Home Design Board Interior Design Both genders 19-65 All locations Desktop	-	-	99.2%	2,120	\$212.00	\$10

This is some VERY useful marketing data you're going to get as you run your paid campaigns. You want to keep promoting content that gets above 90%. I will sometimes keep content getting 85% and up but having content that 9/10 people like will fare best for your long term success. For content that gets below 90%, you're going to want to pause those campaigns. I would recommend sending at least \$10 (minimum 100 viewers) to the content to get a decent sample size, the more the better.

Do this for at least 10 pieces of content if you can spare the money. The more the better. Keep your campaigns running over time for the pages that are doing well. For those that aren't, stop the paid advertising and keep that money going into your inner pages that get high rankings. Monitor this for drops in approval and tweak campaigns accordingly.

This process will take time, eventually you'll hit the tipping point on StumbleUpon and all content you submit to StumbleUpon will get a deluge of traffic, which then forces your home page and other inner pages up in likes and credibility as the authority jumps. But it is critical to ensure you are still only posting quality content as you can lose this authority you get with StumbleUpon. I'm not going to lie to you. This is also a waiting game. You don't create a StumbleUpon critical mass overnight BUT if you've set everything up correctly, have excellent content and weed out pages that are doing poorly on paid advertising with StumbleUpon your site WILL start to get that sweet flow of organic social traffic.

Once that flow starts hitting you will see the value of your site go up significantly. I've sold sites for more than \$10,000 without monetizing them. Some sites will naturally do better than others, some will get a fraction of the traffic but using these multiple social channels from Onlywire and Social ADR to Twitter posting and StumbleUpon you'll be getting steady and growing traffic. Steadily Growing traffic, as mentioned before in day 1, is one of the most valuable assets in a potential sale alongside a great looking websites as mentioned before. So now you have 2 of the 3 main elements, all that's left is either A) monetizing the site B) selling the site C) letting the site keep growing in this fashion. All of these we cover in our 6th day coming up.

Traffic Goals

Now look at some of those examples from Flippa from before. Look at how much they sold for and how much traffic they had. While traffic isn't the sole factor in determining the value of a final sale, it is an important metric and will give you an idea for something to shoot for. Niche, site age, aesthetics and sometimes just luck and interest of buyer can be large determining factors as well, but you'll notice by looking at some of the sales on Flippa that you really don't need a whole heap of traffic. By watching your analytics and pouring over the data you'll be able to reverse engineer how much content you're going to need before you should sell. We'll get into this in the next chapter however, but first an overview.

Overview: This chapter is malleable depending on your niche. I gave you the basics of creating consistently growing traffic via two methods, social sharing and submission of your pages to different bookmarking service. The social channels are obviously the most important and this chapter serves to start the traffic growth. Remember we don't need a ton of traffic and depending on traffic levels will depend on when to sell, but using the methods above correctly will guarantee you'll see steady and growing traffic numbers which is an extremely important element in any successful sale.

Module 6 - Knowing When and How to Sell

Now you play a bit of a waiting game and then there is a delicate balance when it comes to selling. You want to ensure that the traffic sources are consistently delivering traffic to your site and growing daily/weekly. Some sites will grow quicker than others but showing solid traffic growth is key. Knowing when to sell is just as important as knowing how to sell. Sometimes sites can get to these levels in a week, sometimes in 8, but this is why I am constantly building new sites and always have a few sites that CAN be sold, they don't necessarily HAVE to be sold but they could definitely sell well. Your first site you'll experience some lead time between setting it up and flipping it if you want to maximize your return. While you can sell it immediately, I recommend getting a bit of traffic coming in, it will make all the difference in the world and set you apart from 90% of the other auctions. I know you'll be impatient to sell the site and make some money, but WAIT!!! You can make significantly more cash.

This is why in day 7 we go over scaling, but at this time it would be great to start getting your next few sites together and once they're ready, your first site will be ready (or close to ready) to be sold.

When it comes to the sale and deciding your next step you have 3 options. You either monetize the site, you sell the site outright or you continue to grow the site. There are pros and cons to each and only you will be able to decide what's best to maximize your profits. I've sold some sites too early and some too late. Let's go over the pros and cons of each.

Monetizing the Site

If you choose to monetize the site you're going to know just about exactly what you'll get for the site. This can be good or bad. Sometimes sites will do well when you monetize them and return significant value per visitor which then will give you a sale price of around 8x-16x monthly revenue. This is great to know if you monetize the site and it starts making \$500 a month. You could easily get \$4,000 on the low end, up to \$8,000 on the high end. But what if the site only earns \$10 a month. You don't want to sell all your time and effort for \$100. In those cases you want to keep monetization OFF the site and let someone buy the site on potential. Long Story Short: If you can make decent money on it, then monetize it, but you can expect an established return multiplier so keep that in mind. The premise of this course is selling unmonetized sites

on potential so I recommend not monetizing unless you're positive the returns are going to be worth it.

In some cases this is very true. I had an interior design site with photo inspirations which I decided to monetize because after just 4 weeks it was receiving around 7,500 pageviews a day. I used Commission Junction (CJ.com) and had offers up for furniture companies. The site did excellent and started making around \$150-\$350 a day (very high EPC in these niches as average orders were well over \$1500!)

In that case it was a solid idea to monetize and sell the site as it was proving to earn top dollar. In another case I made a cooking related site. Cooking, it turns out, is an awful niche to be in. I put adsense on the site and it would usually get under \$.10 per click. It takes a lot of traffic to make anything remotely decent for \$.10 a click. So I removed the monetization and sold the site on its other strong points, solid growth and large social following.

Selling The Site

Your next option is obviously to sell the site. When you sell the site without monetization you can expect rather volatile results. That's what this entire course is about though, making that volatility stay low, instead of radically high swings. I have been giving you the keys to providing real value to your buyers and will give you details shortly on what to include in sales pages and how to structure them. This option and the next option are the 2 you will do the most. Selling the site is a good play for quick returns on your investment so you can reinvest and build more websites and grow your business much quicker.

Continue To Grow the Website

Your third and final option you have for your website is not selling or monetizing, but continuing to grow the website. While you always want to show solid growth AND growth potential in your sales, sometimes it's a wise move to hold onto the site and see where it goes. For many of you, especially if this is your first site, this won't be an option as you want to see a return on your investment of time and money. If that's the case go with option 2. If you have some time and are seeing the site growing at a significant pace, I recommend holding onto it as it can fetch a much larger return in the long run. Imagine selling a site that gets 15,000 monthly page views in one month only for the new owner to keep stoking that growth and 2 months down the road get 100,000 pageviews. In essence they've more than quintupled the value of the site. Your timeframe will vary, and on your first flip it's nice to get that cash in your pocket to grow

your business, however if you're seeing very rapid growth, try to wait until it plateaus before selling for maximum return on your investment.

The Sale

Since this course is focused primarily on building quality websites without monetization and flipping them, let's focus on the sale. I'm going to assume you haven't monetized the site yet it is getting steady traffic coming in and you're ready to see a return on your investment.

When it comes to selling there only a couple things you need

- A Quality Sales page for Flippa
- Screenshots GALORE!
- Bonuses!

The art of the Flippa sales page is critical. You want to spend an extensive amount of time crafting your salepage as you've spent so much time making a great site, it would be a pity to let your lackluster sales page rob you of hundreds or even thousands of dollars.

Remember those examples from the first chapter of high grossing Flippa sales that earned no money? You're going to want to refer back to those as well as the examples you've been gathering for your homework.

When laying out your sales page there are a few elements I always include, no matter the type of site. By including these elements you'll not only fully "sell" the site but you'll also avoid certain questions that always come up, while simultaneously boosting confidence in potential buyers.

Here's what to include, note the specific order:

- Introduction
- Quick Facts
- What's Included With The Sale
- Growth Potential & Monetization
- Social Media Section
- Technical Details
- Reason For Selling
- Who Can Run The Site
- Verified Analytics (Attachment)
- Screenshots Galore! (Attachment)

Introduction

Here you want to give a quick paragraph about what it is you're selling without getting into details. Go over the niche, the social aspects (what channels you use for social) the type of traffic, the uniqueness and quality of the content, the premium wordpress theme, the great domain you chose and the high quality images throughout the site. How this site is different from 95% of other auctions that sell rehashed PLR websites and other rubbish. Don't sell too hard just briefly touch on the many quality aspects you actually built. Once they take a look at your site, they'll immediately notice the difference.

Quick Facts

In the quick facts section you'll be outlining facts such as number of Twitter followers, domain age, daily pageviews and uniques, earnings (if any), amount of live content on the site, amount of queued content on the site, the site age, site PR, Alexa rank, Estibot valuation for the domain alone, what platform the site is hosted on and so on. Try and highlight any aspects that have stuck out, sometimes these will be unique to the site you make (i.e. a very active commenting section or lots of popularity on StumbleUpon) but make sure you give the breakdown of the numbers in this section.

What's Included In The Sale

In this section be sure to include just about anything you can think of that even relates to the website. The obvious ones are going to be domain and website files and content, but also make sure and include things like the social media profiles you setup (and don't forget to talk about all those followers and interactions you have,) email for the site, excel files you created with social media content, excel files with all content and post date(s), as well as your support for X period of time, hosting, extra content you're providing and so on.

Don't exaggerate here but also don't skimp. People want to know they're getting value. Show them all the awesome stuff they get, give them value.

Growth Potential & Monetization

I always include a growth potential section; it's a strong place to sell your site on its potential. You want to give people ideas of ways they can expand the site and/or expand the marketing efforts to drive more traffic (and in turn revenue.) Also include monetization ideas as this can really help get people excited about your auction. I've had buyers contact me directly after the sale and say something along the lines of "Hey you mentioned implementing X, Y, Z, how do I go about doing that?"

Show them areas to grow the site financially such as adding affiliate links, cross promoting products and so on (this will obviously depend on your niche.) Don't just say "You can slap up AdSense later" – People know this. Try and think about the people who visit the site, their needs and what kind of products and/or services can cater to them, then find associated affiliate products and brainstorm some ideas here to show your buyer the real value in this niche.

Aside from just touting all the monetization aspects, also show them how they could grow the site into new keywords and how those would mean new traffic and revenue. You can also suggest things like adding a photo blog, a forum, a message board or any other aspect that may be beneficial to the site. You obviously aren't going to be doing these so think big, give them ideas and they'll see the value in the asset you are selling. Giving them other marketing options such as creating a Pinterest or associated social media account that you have not setup is a great idea as well, as long as it's pertinent to the content on the site and the audience. Remember, you're selling to them here.

Social Media Section

In the Social Media section you want to explain, in detail, all about the social aspects of the site. Talk about the Twitter followers and interaction. Show them the value of the Facebook page and tell them how those work (when you post content, how it drives visitors to the site, etc.) These will all boost the credibility of the site and further the end value you will receive when selling because these are assets. If there are other areas you can expand into (be it new social channels OR expanding current efforts) mention those as well here as they'll give your potential buyers valuable insight into the inner workings of your social marketing plans.

This section is your pedestal to stand on and show off all that work you did to build up those valuable social profiles. Don't let it go unseen. Toot your own horn and talk about how you have so many followers who are genuinely interested and repost/retweet your messages. These kind of included social accounts are HUGE for resale value, don't let them be overlooked.

Technical Details

The technical details are important mainly to stop questions like “where is it hosted” “what powers the site” etc. Don’t get too crazy here. Just tell them it’s hosted on a shared account or however you have the hosting setup and powered by Wordpress. Also tell them that everything is very easy to use/operate and you will gladly help them with the transfer of the site to their server. Even if you don’t know how, you can always pay someone to do this and it’s a measure of good faith as well as breaking down the barriers for people new to the website holding game, which many of your potential buyers will be.

Reason for Selling

People always ask this question, and it’s a fair one. Better to answer it on the page before it comes up in the questions. Pitch the sites as a project underway that already has a successful following and needs someone to nurture it into its adulthood. You can spin any old yarn you want but always bring it back to the point that you started a valuable site and need to get it off your hands. This can be for a variety of reasons (new job, money to grow business, don’t have time, etc) but stress the value the new buyer is getting from your loss.

Who Can Run the Site

This is an important section as you can explain to your viewers how easy the site is to operate. Remember that a good deal of your bidders will be newcomers and may never have run a blog before. Explain to them how easy it is to use Wordpress, that no technical skills are needed and that you can train them if need be. It’s very rare that they actually will need help (who doesn’t know how to use Wordpress these days?) but it makes you come off more personal and (again!) bolsters confidence in you, the seller, and your product.

Verified Analytics

This is a critical element in creating value in your auction. Verified analytics gives your potential buyers a way to delve into the traffic of your site and ensure what you’re saying is true. Verifying analytics is simple and should be done for any site you sell. As much as demonstrating value is important, instilling trust in you as a seller is critical as well.

Screenshots Galore!

People love screenshots. Here are some ideas for screenshots to provide. All of these will give buyers even more confidence in the value of their bids.

Screenshots

- Social Media Followers (1 Screenshot for EACH Account/Profile)
- Estibot Domain Valuation
- Any Revenue Proof (If you happen to be selling a site with revenue)
- Showing any rankings in Google
- Showing any Alexa Rankings
- Showing any PageRank for the site
- Showing Queued up content ready to post

Bonuses

This is where you'll really set yourself apart from the crowd. Possible bonuses to include with your auction:

- Extra Content
- Free Hosting for X amount of time (I do for "life")
- Extra keyword research
- Support for a period of time
- Or even an extra website

The Psychology of Pricing & Timing Your Sale

What do you set for your Buy It Now price? What about a reserve? How long should you auction be? What day should you start your auction? Let's get a few things straight.

First don't get emotionally attached to your website. It may be hard because you made such a damn good one if you followed all my advice. But don't be. Take a look at how much you spent on content and any other expenses you've had, as well as your time investment. If this is your first site the returns may be a bit skewed as you may of done most of the work yourself, this is also true if you had to purchase any tools. Pricing will ultimately be up to you, set a minimum price you'd feel comfortable taking and use that as your reserve.

Establishing a Buy It Now price can be a bit trickier and will involve some psychology. Many times I've set a Buy It Now price and had the site picked up off a BIN within hours of the auction going live. Which is a pretty good sign that I put my BIN to low. You

should look at other similar websites and attempt to make an educated guess at how yours stacks up and set your BIN accordingly. One option is to not even provide a BIN, I generally always have a Buy It Now price as it establishes perceived value in the mind of the bidders.

Most of the time my Buy It Now price is significantly higher than my reserve (3x-4x), so when people get the site at or just above my reserve, they feel like they're getting a great deal. Finding that fine line between a higher Buy It Now without it seeming like absolute pie in the sky is going to really depend on your niche as well as how well the site is doing and is very tough for me to give you a firm number. Doing research on the successful auctions I've provided you with as examples will help you get a better idea for where to start.

Always start your auctions on a Tuesday/Wednesday/Thursday and ensure the listing NEVER ends on a weekend or a Monday. Why? People just don't bid as much on the weekend, they have too many other distractions going on and won't give it as much thought. If you have a bidding war going on between competing bidders, if it's the weekend and one of those bidders would rather go hiking than bid on your auction, you're leaving money on the table.

People are more active on the web towards the beginning of the workweek, play into that and list your auction accordingly. I also usually sell my sites over a 7 day auction. You want to make sure it will get in front of those casual browsers who may only hit the Flippa marketplace once a week.

Listing Features, Upgrades And Other Tips

Handling Comments

Always respond to comments. It makes your auction A) more active B) establish more trust in you and C) Boost confidence in the perceived value of your website. Having lots of screenshots and posting comments when you upload the attachments with descriptions of the screenshots is key. Also if someone starts badgering your auction, don't delete the comments unless they are overly harassing you. Answer all questions fully then if it escalates contact Flippa. Deleting comments makes it seem like you have something to hide when someone does their due diligence and will deter bidding.

Add an Avatar

While this may seemingly not be that big of a deal, add an avatar to your profile with a photo of you or something of your interest. It makes your listing more personal.

Have an About Section in Your Sales Page

I do this in all my auctions. While people are on Flippa for business purposes, I've always found some people will connect just because of sharing interest which can lead into business. Establishing a personal connection with people and showing them a side that isn't just business is a welcome change from all the sale pages that push push push the sale.

Listing Features

You may be wondering if you should spend money on promoting your listing on the front page, adding screenshots, listing row highlights or any other options like that. I don't recommend doing any paid upgrades EXCEPT the front page promotion. Even with that, wait until 36-48 hours before the auction ends (usually the site will stay on the front page for 12-24 hours depending on volume.) If you do end up spending the \$50 for a front page promotion make sure you'll see that money back. If your auction has passed the reserve price with at least 24 hours left in the auction, I would highly recommend doing the front page promotion, it can add hundreds or even thousands to the final sale price for \$50.

Overview: Once you do decide to sell your site, it's paramount to demonstrate value in your online property, show lots of progress and potential in the website and be up front and honest with everything in the sale. Write a killer sales page, add tons of extras and screenshots and you'll turn a great profit on your investment.

Module 7 - Turning This into a Business by Scaling

Making your first sale feels good. Turning a consistent profit feels even better. I've been doing this for years and have refined what buyers are looking for so I give it to them, you've seen the proof in all the auction examples where you see sites selling for thousands or tens of thousands making little to no revenue. Now it's time to scale this up.

I recommend going through the entire process of creating a website of value and flipping it for a profit before scaling up. One of the biggest problems with scaling is people get overwhelmed. I've coached budding website flippers who get a taste of their first flip and want to start flipping 5-10 sites a month. To do that they must have A LOT of infrastructure in place and many times they don't create that value that buyers are looking for and instead of 1 great website for sale, you'll have 10 mediocre websites that fetch only a few hundred dollars each. While yes you can *profit* flipping sites for a few hundred dollars, I think it's a waste of time considering what you can flip otherwise.

So let's overview the type of things that get done then we'll overview my staff so you can mimic accordingly and see what I do, versus what my staff does.

Case Study: My Staff

First things first let me go over my staff. I use the following:

5-10 Writers (From iwriter and odesk, I submit content to a small group and they turn the content around very)

1 Social Media Person (10-15 hours a week: handles all social media, collecting content to post through stumbleupon, queuing content up on Buffer and answering/talking to people who interact with social profiles)

1 Wordpress Guy (This gent knows wordpress inside and out. I have him post and queued content from my iwriter, format content with images, put post in categories, and update excel files with content titles, URL's, publish dates etc. I always batch work so he's working on Site A one day, then Site B later. Not alternating putting up 1 post here and there.)

1 Social Submitter (This outsourcer takes those excel files and publishes content to social media, onlywire, pinterest, socialadr and other necessary channels)

My Workflow with Outsourcers

Website Creation

- Selecting A Niche (**Me**)
- Setting Up Wordpress Including Theme, plugins, analytics, etc (**Me**)
- Outsourcing Content (**Me**)
- Content Written (**iwriter writers**)
- Finding Images (**Me**)
- Pulling Content From iWriter and Posting/Queueing It (**Wordpress Guy**)
- Taking Live And Queued content urls and organizing them in Excel Files (**Wordpress Guy**)
- Taking Excel Files And Promoting Them via aforementioned channels like Onlywire, Stumbleupon, Pinterest, SocialADR, etc (**Social Submitter**)
- Monitor Website Growth (**Me**)

Marketing

- Setup All Social Media Accounts Necessary For Each Site (Me)
- Find Interesting Content to share on social media (Social Media Person)
- Queue all content on social media channels using Buffer (Social Media Person)
- Actively monitoring all social accounts for retweets, comments, interactions and communicating (Social Media Person)

Flippa Listing

- Everything related to selling the site such as writing listings, uploading attachments, talking with bidders etc (Me)

Hiring & Training Your Own Staff

It can take a bit of trial and error in building your staff. I found all of mine through oDesk.com and have worked with most of them since. I've given you job descriptions above to use in addition to a bit more details. Whenever I hire someone new I usually put a qualifier in my listing to see if they actually have read my listing. Many people just spray and pray with their applications and I want someone detail oriented who actively read the listing. Usually something like "Make Sure To Include X In Your Return Message Or You Will NOT Even Be Considered"

This usually weeds most people out pretty quickly. After I've narrowed it down to a few people I'll send them a few messages asking them some pretty specific stuff depending on the role they're fulfilling. Things like "How do you change a featured post image" for a wordpress guy or "how does one update the permalink structure in wordpress." Things like that should be answered without them even needing to SEE wordpress.

When hiring a social person, you may have to spend a bit more as you want to ensure the person is attentive, can handle LOTS of things going on at 1 time (think managing 10-15 streams simultaneously) and will actively be on or working on the project daily. This is very important to stress at the beginning, telling them this will be an ongoing project and they **MUST** be able to dedicate X amount of time depending on how many sites you have going.

I mentioned before about vetting your writers in the original section, but here it is, paraphrased:

It's time to write a bit of a sales pitch on iwriter. I encourage you to spend the time to vet your writers and then as you progress you'll start to find some great writers who consistently deliver quality work. Those writers should be added to your favorite writer list and saved for future content and projects. I'm not going to give away my favorites as I want them for myself, BUT I am going to teach you how to get exactly what you want.

So head over to iwriter and sign up here: <http://www.FlippingParadise.com/iwriter>

*After signing up, click **Get Content** at the top and you'll be at a form to set everything up. Under Project Description when I am vetting potential new writers I always use a title like:*

"Writer Callout: Seeking Long Term Writer in X Niche"

X being the niche your website focuses on obviously. Next select the most appropriate category and number of words (do a minimum of 700, longer content sells better on Flippa and the site will feel more complete, because it is!)

Iwriter ask for keywords and in here you can do 1 of 2 things. You can put in those nifty titles you came up with, 1 per line, OR you can simply write "See Special Instructions"

... when you're vetting your writers this usually isn't a great idea as you need to explain to them the type of content you're looking for, which is content that will be shared via social channels, is engaging, easy to read and most importantly – entertaining! Give them some example sites and content titles as well for clarity.

Under article purpose I always put the following: Blog content for blog on (Your niche)

- *Under Special Instructions make sure to touch on the following subjects:*
- *The importance of perfect English and grammar*
- *The ability to write compelling and entertaining content*

- *The ability to do research and find engaging topics (list some of your example titles and example niche sites as well to give them ideas of the type of content you're looking for)*
- *Your willingness to deny content that does not meet any of the above standard*
- *That this first article is a demo and if the writer does well they will be added to your favorite list and used extensively in the future*

By including all of those in your special instructions it will usually generate STELLAR quality content as people will be looking for consistent work and on top of that they don't want to waste their time writing content that they won't be paid for if denied.

Training

When it comes to training everyone, your best bet is to just make a website and try each stage of the process using your outsourcers. You don't have to have them all lined up all at once and go for speed, you're looking to make sure they do a good job and don't need constant instruction and babysitting. Make sure they're not dilly dallying (you should have an idea about how long each step is going to take, although some I work with on a flat weekly rate)

First layout exactly what parts YOU will do and what parts THEY will do. Then fulfill your obligations up to where they will take over and teach them. You can usually get away with a couple paragraphs (i.e. *Once I have the site ready, you go here: grab content and post spreading post every 2-3 days apart, then take those post titles and publish dates and put them in an excel file...*)

I created a few startup sites and did some run-throughs with my outsourcers, we ironed out the kinks and I've been using my team since. We've worked out our own workflow which I've shown above and we use Cloud Documents (Google Drive) to document progress for each site, number of live content, schedules, etc and we all work out of those documents to ensure everything is getting done in a timely and efficient manner.

The Art of Batching Processes

When it comes to building valuable web real estate on a large scale, batching is critical. When I build new sites with my team, I have them work exclusively on 1 site at a time. Meaning I outsource 10-20 pieces of content for only 1 site, I have them add and queue content for this 1 site exclusively. Then I have my social media person focus on queuing

up all this content as well as other informative content. Then we move onto the next site.

Batching allows my team to work more efficiently and spend less time switching gears. I ensure that they know exactly what the next step is and who's obligation it is to achieve it because, again, we use Google Drive to track progress on site builds. And we go down the fulfillment checklist until we go on to the next site.

Website Creation	Task	Completed?
	Selecting A Niche	4/21/2013
	Setting Up Wordpress Including Theme, plugins, analytics, etc	4/21/2013
	Outsourcing Content	4/22/2013
	Content Written	4/24/2013
	Finding Images	4/25/2013
	Pulling Content From iWriter and Posting/Queueing It	4/27/2013
	Taking Live And Queued content urls and organizing them in Excel Files	NO
	Taking Excel Files And Promoting Them via aforementioned channels like Onlywire, Stumbleupon, Pinterest, SocialADR, etc	NO
	Monitor Website Growth	NO
Marketing		
	Setup All Social Media Accounts Necessary For Each Site	NO
	Find Interesting Content to share on social media	NO
	Queue all content on social media channels using Buffer	NO
	Actively monitoring all social accounts for retweets, comments, interactions and communicating	NO
Flippa Listing		
	Everything related to selling the site such as writing listings, uploading attachments, talking with bidders etc	NO

As you can see above, there are 5 sites in the development phase, all in different stages, from having content written to finishing their social profiles. We color boxes in green one we pass a milestone. When all milestones are complete we move onto the next project.

Doing everything like this will ensure everyone's work gets done and we can literally churn out quality websites because we have a plan and we've tested and optimized it until it works. You may take a bit more time to iron out all the kinks, it won't be perfect from day 1. You may already have a few outsourcers you work with, great! You may want to hire friends or family, Excellent! Just make sure you stay cash flow positive. Without that you will run out of business quite quickly. I encourage you to do your first few websites by yourself. If you're looking to take a serious load off your back, hire a social person first and let them deal with all the social issues (which can be quite time exhausting) then you focus on building the websites and selling the sites.

Once you've sold a few and have some cash reserves in the bank, start hiring help with getting content posted and finally hire your social submitter last.

Goals

Setting goals is important. Set a date for when you want to have your first site up and growing. After flipping it, start setting monthly goals for building sites. Setting flipping and selling goals won't come in until later when you have a decent stock of websites that are auto-posting and auto-growing!

Setting up flipping goals will really help you grow. It will help you get a good grasp on your time management skills to reach those goals and having incentive based performance with your team can mean the difference in making 5 sites a month and making 10 sites a month. Once you're has been established, work towards building 5 QUALITY websites per month and move up from there. Remember if you have a great team, you don't necessarily have to SELL that many sites per month, just hold them, manage them and let them grow. But remember, stay cash flow positive. Always.

IMPORTANT NOTE: *Ensure you have enough cash reserves to keep your sites growing however, remember every month you're posting 10-15 pieces of content, and for every month that site gets content and doesn't sell, you're putting money out, not in. So plan your builds and subsequent sales accordingly!*

Monitoring Queues

Setup a master queue list that everyone references. What this means is you have a master Spreadsheet (Google Drive Again) that for each site shows:

- Site URL
- Establish Date
- Content Is Queued For X
- Facebook Post Are Queued For X
- Twitter Post Are Queued For X
- Any Other Auto Posting Queue

Site	Content Wall Date	Facebook Content Wall	Twitter Content Wall	Establish Date	Live Content
Site A	5/30/2013	6/22/2013	5/23/2013	3/13/2013	18
Site B	5/15/2013	5/19/2013	5/26/2013	2/19/2013	20
Site C	5/22/2013	5/23/2013	6/3/2013	1/5/2013	17
Site D	6/1/2013	5/26/2013	5/22/2013	3/2/2013	35
Site E	5/29/2013	6/3/2013	6/1/2013	4/15/2013	19
Site F	5/30/2013	5/22/2013	5/29/2013	3/13/2013	14
Site G	5/15/2013	6/1/2013	5/19/2013	2/19/2013	26
Site H	5/22/2013	5/23/2013	5/23/2013	1/5/2013	28
Site I	6/1/2013	5/26/2013	5/26/2013	3/2/2013	21
Site J	5/29/2013	6/3/2013	6/3/2013	4/15/2013	26

Having this master reference sheet will allow you to easily see which site needs attention first. I always try and stay at least 1 month ahead of all my post on all my sites, and encourage my team to do so as well. This gives us breathing room in case something goes wrong or I need my entire team to focus on 1 project immediately for rush orders (then you're left with an entire month of flex time to get back to your main business!)

This is a great organizational tool and setting up proper spreadsheets is key to long term success without frustration and headache.

Thank you for your time reading through this course. Please refer back to the blog section on the site, as I will be continuously posting valuable content, links to related content, and tools for your convenience. Also please look through the resources section for any access to resources you may need in relation to the content of this course.

A Final Note

Persistence. Have persistence and build a quality product. Build Assets, Sell Assets. Build something you would buy and you WILL succeed. Stand apart from the Flippa noise. I've given you the tools to build a very high quality product and turn a profit with it. Scale your business up but **NEVER** sacrifice quality for quantity. You'll get a bad reputation for selling crap and your margins will shrink or disappear. You can build a successful business out of this, I have done so to the point where I rarely even sell on Flippa, but merely tap my list of past buyers as I have established my sites as being of high value. Best of luck to you. If you have any questions please don't hesitate to ask, I'm here to help.

Please refer to our blog at FlippingParadise.com for additional information or email me at Info@FlippingParadise.com

Resources

This resources section is here as a quick reference once you've read through everything and are setting your site up. If you'd like a more extensive resources section as well as added content and reference material, please visit the resource section of the sister website at <http://www.FlippingParadise.com/resources>

Godaddy: <http://www.FlippingParadise.com/godaddy>

Godaddy Auctions: <http://www.FlippingParadise.com/auctions>

Social ADR: <http://www.FlippingParadise.com/social-adr>

iWriter: <http://www.FlippingParadise.com/iwriter>

Hostgator: <http://www.FlippingParadise.com/hostgator>

TweetAdder: <http://www.FlippingParadise.com/tweetadder>

Setting Your Site Up:

Getting Your Domain

Free Domain Generator: <http://www.FlippingParadise.com/freedomaingenerator>

Expired Domain Boss: <http://www.FlippingParadise.com/expiredomainboss>

Setting Up Hosting

Setting Up Godaddy Hosting: <http://www.FlippingParadise.com/godaddyhosting>

Setting Up Hostgator Hosting: <http://www.FlippingParadise.com/hostgatorhosting>

Installing Wordpress

Setting Up Wordpress with Godaddy:

<http://www.FlippingParadise.com/godaddywordpress>

Setting Up Wordpress with Hostgator:

<http://www.FlippingParadise.com/hostgatorwordpress>

Wordpress Themes

Sight – <http://www.FlippingParadise.com/sight>

Imbalance - <http://www.FlippingParadise.com/imbalance>

Haralampi Lux - <http://www.FlippingParadise.com/haralampi>

Fartolino - <http://www.FlippingParadise.com/fartolino>

Blogum - <http://www.FlippingParadise.com/blogum>

Suburbia - <http://www.FlippingParadise.com/suburbia>

Unspoken (Paid Premium Theme) - <http://www.FlippingParadise.com/unspoken>

Plugins:

Slick Social Share Buttons

Ultimate Twitter Profile Widget

nRelate Related Content

Ultimate Twitter Profile Widget

SocialBox

Facebook Like Box – <http://www.FlippingParadise.com/likebox>

Random:

Lomography Tutorial for Editing Images: <http://www.FlippingParadise.com/lomography>