

Becoming a Player in the Domain Name Game

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By Dennis Becker and Rachel Rofo

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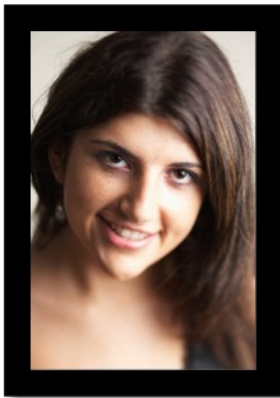
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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Introduction

In its infancy, the Internet boasted serious competition in the business of buying and selling domain name. Lawsuits were thrown around and hefty checks were written to purchase well-known names. Today's market tells a different story. No longer a baby, the Internet poses new challenges in the domain name business.

If you are thinking about entering the domain name trade, or have already stepped foot in its icy cold waters, my advice will greatly help you. I will teach you the value of domain name purchases, and what to look for when buying and selling in the business.

Strategies in the Domain Game

Sedo.com, an international company that offers an online marketplace for buying and selling domain names and websites, reported over \$80 million in revenue generated from the domain name business in 2009. On any given day, Sedo.com lists around 15 million domains for sale.

As an entrepreneur, you can no longer rely on buying and selling the highly touted single-name domains. Nike.com, Walmart.com, and others aren't exactly sitting at your fingertips.

So, you have to be clever, inventive, and consistent when working in this business. Success is simply a matter of seeing opportunity, going after it, and having a little extra wit when it comes to decision-making.

One thing is for certain: the domain business has consistently thrived during our economic downturn. The ability to produce a little sunshine through a cloudy economy will ensure success for years to come.

In an economy riddled with high unemployment rates and a sluggish market, getting into a business with a consistent 30% annual growth is probably one of the wisest decisions you can make.

It's in the Value

Typically, online property increases in value over time. Unlike stocks or real estate, you have the option to choose a product that is generic or descriptive

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enough to have an evergreen quality to it. Being evergreen in the online world is essential because your domain will exist forever if you choose wisely – constantly driving traffic over time.

If you invest wisely in the right online property, and sit on it long enough for the value to appreciate, you will see a serious return on your investment.

When searching for domain names to purchase, you need to keep a few things in mind. Find domains that are generic, defined by categories, and contain only 1 to 2 words if possible.

Create a list of all possibilities: hobbies, interests, niches, and vertical markets. If you really sat down and thought about it, your possibilities are endless.

Before you overwhelm yourself, stick with what you know. The better you understand a category, the easier it will be for you to choose a particular domain of interest because you will be able to think of something you would type in your browser.

Keep These Things in Mind

Don't limit yourself to dot-coms. Though dot-coms have a sustained dominance over other domains, alternative extensions hold great value. The same goes for foreign country domains. They're also priced discernibly lower than dot-coms. You may end up paying 3 times less.

Some great domain ending choices are: .net, .info, .biz, .tv, and your origin endings like .ca or .uk. Not only will they help define your business, but they will also provide great SEO, or search engine optimization, benefits.

If you purchase unique domain names, then your annual cost is around \$10 to maintain it. That is why you find so many dead-end domains out there. Savvy businesspersons buy the domain and hold onto them because it costs so little to do so.

If the domain is clever enough, you can even bring in a small income from advertisers hoping to reap some benefit from an accidental click. If you have quality pricing for ads on your domain, then you can certainly make a good profit from its sale.

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Knowing the Market

When you are in the market for purchasing domain names, you need to know how much traffic the name gets and how it ranks in search engines. Find out who the original registrant is. If the seller isn't the original registrant, you will want to know how many others have handled the domain name and what was posted on it in the past.

If the site had shady or unethical content previously, run the other way. You can research domains at Archive.org.

Once you buy a domain, you need to figure out what to do with it. Like any investment property, you want to add value to it. Determine what your budget is and how you can improve your purchase. Give the website a unique identity that invites a recurring audience. Provide content above and beyond the advertisements on the site.

Things to Consider

Remember that anything you add to the domains and site you purchase will add value. The longer you hold onto it, the greater the increase of search engine rankings, and the larger will be your audience.

Find sites that don't cost too much to maintain over the course of several years. This will allow you ample time to boost rankings, grow your audience, and add valuable content. When it comes time to sell, you will have quite an asset to offer.

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslisr Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslisr

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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