

From Domains To Dollars

*Domain Pros Insider Interviews.....*by Edwin John

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INTRODUCTION

Someone once said that the best teacher is experience.

While it is wise to learn from your own experience, it is wiser still to learn from the experiences of others.

Sometimes you feel there just isn't enough time to learn all you can and at the same time, succeed in the domain name business simply by trial and error.

I wanted to get on the fast track and learn about profiting from domain names. And what better way to do this than to just ASK the insiders, the pros who are already doing it.

And that's just what I did. I called up some of the big names in the domain & internet marketing industry and talked to them. Some willingly shared their expertise while others....well, let's just say that they decided to clam up because there was nothing in it for them.

The result is this little publication called "From Domains To Dollars" and features the actual transcripts from the interviews with twelve pprofessionals who graciously shared their experiences with me.

Now I'd like to share them with you.

A powerful brand is one of the most valuable assets in business today. As the Internet continues to consume more and more of the world's commerce, the centerpiece of any brand is a domain name.

Whether you want to build a successful online presence, improve marketing, deliver stronger sales and service, or just reach a larger audience, domain names can meet those needs.

They are also able to help small and large businesses establish their web presence and bring traffic to their web sites.

Domain names have been likened to the real estate of the Internet. There have been domain names that have sold for millions of dollars.

A memorable, marketable and brandable name is essential for your Internet presence. As Internet traffic increases, businesses will realize that they can no longer ignore the Internet.

1. What is the most important advice you would give to new domain owners hoping to resell their names?

Patience.

Next would be 'Salesmanship'. You must be aggressive, but patient as well.

2. What are your 3 favorite / most successful methods in reselling domain names?

i) Find potential buyers. They may never know the domain name is for sale unless you approach them.

ii) Offer other domain related services. Some potential buyers may be wary of dealing with someone whom only deals in domain names alone.

iii) Join a transaction program, such as

SquareTrade.com. Customers are more willing to buy if they have some real feedback to view about the seller.

3. What is the #1 thing you would do with an average domain name that is unlikely to sell in the current market?

Try to drive some kind of traffic to the name. If you can prove that the name has value you will find a buyer.

4. In your opinion, is the domain resale market dead ...and buried?

I think it is quite alive! The intellectual property market seems to follow stock market trends. Neither trade will ever die, only roller coaster.

5. Do you think we will see an upsurge in the domain resale market in the near future?

Yes. The rise of new domain name extensions only generated confusion and worry. I see intellectual property becoming more valuable than real estate.

6. Can you share personal stories of your successes (and perhaps, failures) that others can learn from.

Do not get in over your head. Only invest in what you can afford, and wisely. Make sure that the name has real value. I saw the popularity of Camera Phones in Asia and knew that CameraPhones.com would be a good investment. Remember, patience is the key.

7. What do you offer that other domainers can benefit from.

Please see NameProdigy.com, StellarArts.com, CameraPhones.com

Chapter 2 by Michael Collins - VP Marketing,
Afternic.com

Michael Collins spent 15 years as an advertising photographer focusing primarily on manufacturing clients. His most recent position is manufacturing manager for a company in the photographic industry, Print File, Inc. In addition to manufacturing management he has participated in product development, advertising and planning for digital imaging impact on core business.

Afternic.com is a service of Afternic, Inc. (formerly ProProject, Inc.). They have been developing great software and web sites since 1995.

Afternic.com helps people buy and sell premium domain names. Members can search their huge database of listings, determine market values with their domain name appraisal service, negotiate deals, and close transactions securely with their DNEScrow service. Formerly known as "NameBuySell," in December 2002 they acquired the most recognized name in the secondary domain name market, and began operating under this name, Afternic.

1. If I had domain names for sale, what is the most important advice you would give me?

I guess it would seem self-serving to say list them at Afternic, but letting people know your domains are for sale is the first step. There are many ways to promote your domain for sale. Listing them on leading domain name exchanges and putting a 'for-sale' notice on a web site hosted on your name are among the best.

Set a reasonable price. The biggest mistake I see is overpricing. There are many people who think their two and three word generic domains with limited market size are worth tens of

thousands of dollars. If you do not have successful experience selling names, consider a reputable appraisal service. You have to be careful with appraisals too. Many appraisals are inflated to entice people into marketing relationships. Afternic uses a leading independent appraiser to perform our appraisals.

2. What are your 3 favorite and most successful ways in reselling domain names?

We are doing many things to sell our members' domains. Most of the things we are doing are not possible in a small scale. Even a domainer with several thousand names will find it hard to establish the marketing relationships we are developing with registrars and others to sell domain names.

3. If I had mediocre or average domains that are unlikely to find buyers, what do you think I should do?

If you only have few average domains, the answer is easy, develop a web site. A web site with revenue is the best way to invest in domain names. If you have hundreds or thousands of domains, this will likely take more time than you have.

4. Tell me Michael, what's wrong with the domain market? How can some people sell their domain names successfully?

We believe that the domain name market is very disconnected. There are thousands of people and businesses looking for domain names to use for a web site everyday. Most are disappointed in the selection available to register. Anyone who has searched for a good name to register knows the difficulty. There are also millions of domain names already registered and many of those are

for sale. The buyers and sellers in this market are not getting together. Physically, it is not easy for buyers to find a good selection of registered names to choose from. Many are not even aware of the registered domain name market. This why we are focusing our marketing on developing a registrar partnership network. We want to show our members' domains to people looking for domain names at registrars. Then buyers and sellers are not getting together on price. In most markets, there is enough history of similar sale for both buyers and sellers to have some hope of determining fair market value. This is not the case for domain names. Often buyers are not even aware of the market and are thinking of registration fees when they think of the price of a domain. Sellers have heard about Business.com or other high priced sales and are waiting for six and seven figure offers, which they will never get for their domain. We believe that showing registered domain names at registrars will make buyers aware of this market and that prices of registered domain names are not the same as a registration fee. We offer real appraisals, not inflated prices to entice a marketing relationship. We show sale prices publicly on Afternic, so sellers make better pricing decisions based on real sales.

5. Do you foresee a good future in the domain resale market?

We believe the best times for this market are ahead of us and we hope to be a part of the recovery.

6. Please share personal stories of your successes (and perhaps, failures) that others can learn from.

Personally, we can tell about how purchasing a domain name with traffic and many links, turned

an unknown web site into a market leader. Until December 2002, we were operating a small domain name exchange on NameBuySell.com. It was very hard to get any recognition, despite our grand plans to share 50% of our sales fee with registrar partners. After we purchased Afternic.com our membership and sales grew 1000% overnight and now registrars are signing up to partner with us. Can a domain name make a difference in a web site? Sure it can, our situation and level of success is rare, but the right domain name is a valuable business asset.

7. What do you offer that other domainers can benefit from?

We have some ancillary marketing products such as appraisals and featured listings. Our focus is changing the marketplace for registered domain names by showing our listings on registrar partner's web sites. Our site Afternic.com .

Chapter 3 by Michael Green - Founder,
HowToCorp.com

Michael Green is a 34 year old Brit who lives in London, England.

When he was just 21, he set up his own printing business. Today that same business has developed into offering design, print and web site development services and has a turnover measured in the millions.

Nowadays Michael works on a part-time basis as Chairman of his printing company and in his spare time he's developed <http://www.howtocorp.com>

Michael discovered that his offline, real-world, business experience helped make him an overnight online success. And the facts speak for themselves because he established his online How To Corp enterprise as recently as the Spring of 2002, yet today he has created over 10 toolkit products and these are marketed and sold worldwide via the internet.

Michael Green has achieved a #5 position in the much coveted ClickBank MarketPlace, which lists literally tens-of-thousands of other online products, so the chances are that by the time you've finished reading his biography, he will have made yet more internet-based sales!

Michael explains:

"Doing business both on and offline is much more similar than some people would have you think. You still need to provide good products and a great service. In addition it's important to be courteous, polite and responsive when prospective customers contact you by phone or email. These same rules all apply no matter which environment your business operates in."

Michael says that there are however some very big differences to doing business online. He confesses that he still struggles to believe how it has been possible to build such a profitable company, without the need to employ staff, hold physical stock or deal with so many of the other regulatory issues that surround traditional 'real-world' businesses.

As a student Michael studied business and finance in Manchester, England, but he says that formal education was never of that much interest to him.

"I was always anxious to get out into the real world of business", acknowledges Michael, "and formal education never really fitted in with my plans".

You can reach Michael Green personally by emailing michael@howtocorp.com or by calling US number 206-984-1365 (please leave a message).

1.If you had a weak domain name and have not any success in selling it, what would you do?

I'd develop a product around the domain and make the URL pay for its upkeep. Nowadays it doesn't cost a huge amount to maintain a domain for a year. So let's say that I have a domain that can't easily be sold. I'd simply spend an hour creating a web site to promote either one of my own <http://www.howtocorp.com> products or someone else's and I'd then post that to the web site and register the site with a few leading search engines. Then I'd just sit back and wait. I'd only have to make one sale a year to pay for the domain name and hosting and so while I'm waiting for the domain market to gather in strength, I've got the domain name selling products for me and earning me money!

2. Do you have any personal stories to share of

your own experiences that others can learn from?

I've found that you can be very successful by registering very literal domain names. For example one of my products is called the "How To Write A Newsletter" toolkit. The purpose of the product is very clear from the title (to explain how to write a newsletter to any budding editor) and I've made it doubly obvious by placing this top-selling product on the domain name <http://www.howtoWRITEaNEWSLETTER.com> (the domain name spells it out).

Now because 'Write A Newsletter' is a popular search term and since my URL and content perfectly fit the search, you'll find it placed #1 on Google and many other search engines. I've achieved precisely the same success with other products, matched closely with URLs including:

How to Create & Make a Presentation at

<http://www.HowToPresent.com>

How to Create and SELL Products ONLINE at

<http://www.CreateAndSELLproductsONLINE.com>

How To Start A Forum at

<http://www.HowToStartaForum.com>

How To Find Happiness at

<http://www.HowToFindHappiness.com>

In each case I'm matching a frequently searched for term with the name of my product and the actual domain that I place my product on. The great advantage is that I end up getting a much better ranking on the search engines with this clever and literal approach.

3. What some of the other domain names you have developed successfully?

I've created TEN toolkit products to date. Here they are:

Publish A Money Making Ezine

<http://www.EasyEzineToolkit.com>

Become A Great Public Speaker

<http://www.howtopresent.com>

How To Publish PDFs In 5 Mins

<http://www.howtoPDFcreator.com>

Beat Stress And Be Happier

<http://www.howtofindhappiness.com>

Build Info Products

<http://www.CreateAndSELLproductsONLINE.com>

Protect ClickBank and PayPal Sales

<http://www.Easy-Download.com>

Start Your Own Forum Today

<http://www.HowToStartaForum.com>

Get A Corporate Email Use Policy

<http://www.Email-Policy.org>

Get Corporate Internet Use Policy

<http://www.Internet-Policy.org>

And my base web site can be found at

<http://www.howtocorp.com>

Chapter 4 by Andrew Allemann -
WebmasterExpert.com

Originally designed as a portal for web marketing, WebmasterExpert adjusted its strategy to serve domain name owners. Within the first month of offering domain valuation services, WebmasterExpert grossed over \$5,000 as a one-person operation. Prudent advertising expenditures and intense customer retention efforts have lead to thousands of satisfied customers in over 25 countries.

Brainstorm Labs, LLC is a unique internet services company that manages many diverse properties on the web including WebmasterExpert.com. Brainstorm Labs believes there are many exciting web market opportunities that are not being properly exploited.

We believe there are many businesses on the web that can become profitable with smart marketing and prudent financial restraint. For small businesses, arriving "second to market" is wise: let someone else develop and fine tune the technology, then figure out how to make it profitable. Prime examples include pay-per-click search directories and domain name services.

Endeavors undertaken by Brainstorm Labs have budgets of approximately 10% technology expenditures and 90% marketing expenditures.

If you have an internet idea, new or old, we'd like to talk to you. We can provide the marketing know-how to help your business succeed. Please contact Brainstorm Labs at andrew@brainstormlabs.com.

1. How does a domain investor start out in the game?

Don't buy too many domains before you sell one or two. You may not be buying quality domains and may never sell them.

2. How do you move on from there?

If you register/buy quality domain names, people WILL come to you with offers. Selling domains on Afternic and other listing sites can result in some sales, but most are by other domain speculators not willing to pay an arm and a leg. I've sold a couple domains on Afternic when it was part of Register.com, but have sold most of mine because someone had a specific interest in the domain and contacted me.

3. Many domainers hold poor or mediocre names. What would you tell them?

Without question, develop the site. A mediocre domain name can be very valuable if it is attached to a specific subject matter and has a high search engine ranking.

4. After the dotcom bubble burst, many people said the domain business was dead. Do you agree?

Absolutely not. I've sold more domains over the past year than all years prior. They haven't sold for thousands, but did sell for hundreds. Good quality domain names should continue to sell.

5. Do you think there will be greater activity in buying and selling domain names in the future?

Volume may increase slightly as people attach "reasonable" values to their domains.

6. Any personal stories to share that others can learn from.

Keep in mind that you've never sold a domain until you have the cash. Just because someone agrees over e-mail doesn't mean the deal will

close. From my personal experience, nearly 50% of people that agree to something over e-mail never follow-through.

7. What do you offer that others can benefit from?

WebmasterExpert.com is one of only a couple appraisers that give honest domain appraisals. We don't tell you your domains are worth thousands just to get your continue business. Always ask an appraiser how many domains they've sold. You can even request that they tell you the names of a few domains you've sold. This will tell you how much of an "expert" they are. Also, I highly recommend adding a domain logo to your "sale" page to improve the odds of selling your domain.

1. What is the most important advice you would give to new domain owners hoping to resell them?

Have your domain names appraised to find out which names are the most valuable. Then have the most valuable domain names pointed to a page where prospective buyers can contact you. On that page post your asking price and request offers.

2. What are the best ways to sell your domain names?

1. List your names for sale at sites like Afternic.com 2. Have your names pointed to a contact page 3. Develop your domain names for sale into relevant links sites (i.e. cameras.com would have links to various related sites)

3. And what if a domain name doesn't sell?

If it includes a search term related to your site, turn it into a doorway page for your site.

4. In your opinion, is the domain resale market dead?

The market has significantly less speculators than it did in 2000/2001, however there are more actual domain sales happening today as the aftermarket becomes more legitimized.

5. Do you think we will see a an upsurge in the domain resale market in the near future?

I believe you will see steady growth in the secondary domain name market as good names get harder to find and the secondary market becomes easier to navigate for regular users.

6. What can EchoArts do for me?

EchoArts.com is the world's leading independent domain name appraisal company. We have appraised over 550,000 domain names since 1997 for individuals, the media and international companies such as Standard & Poors.

1. What should every domain owner know before buying a name?

1. Do your homework. Know what makes a domain name valuable and have a plan before you register a domain. A domain name is in essence a business card to the world. Match the message a domain name can send with a business that needs to send that message and you have created value.

2. What are the best methods to sell your domain names?

I would like to answer this a different way. In real estate, the old motto for the price of a building or plot of land consists of 3 factors; location, location, location. Translated to the world of Internet real estate, or domain names, the motto is adapted to; domain name, domain name, domain name. In real estate, there are 3 main entities you are likely to deal with, a realtor, a landowner, and/or a builder. In the domain market those 3 entities still exist. A realtor promotes someone else's property and in turn takes a commission. In the domain market this would be a Sedo, Ebay, or Afternic. It could also be an individual, but typically it is a company. The landowner owns the deed to the land. It may be developed or undeveloped, but either way you must negotiate a price to acquire the rights to the property. This would be the position of a individual (or company) domain name speculator; someone who owns domain names, developed or undeveloped, and has them on the market. The builder, or in the domain realm, webmaster, can take the undeveloped land or domain name, and make it more valuable through development.

So to answer the question, your best method will depend upon what roles you as the domain speculator wish to undertake. If you are a domain realtor, you should focus on developing a

large pool of contacts and focus on marketing your services and track record in getting sales. If you are a speculator, you may wish to act as your own realtor, hence you will need to not only develop contacts, but also educate yourself on how to identify and select domains that will sell. You also may wish to contact a webmaster if you do not have HTML skills and create a partnership so you may develop your names. Someone who is a webmaster is in the best position to be in the domain market. A webmaster can select, develop, and market his names most effectively without outside help. As a rule of thumb, I would encourage anyone thinking about entering the domain market to educate themselves on the fundamentals of web page building. Even a simple page on a web site makes a domain name far more attractive than one with nothing but promise.

3. What do you do after you buy a domain name?

Develop it! You should always develop any name you register, but it is even more valuable when combined with an above average name. You don't need to have a lavish production on the site, but if you show the potential on the home page, many times someone else will see the same potential and a desire to strike a deal.

4. Is there a future for domain resellers?

Let me tell you a little story...There once was a type of music so bad, so overplayed, so hideous that it needed to be removed from the face of the planet. So they organized a night in which everyone could come to a stadium during a Major League Baseball game with their copies of the doomed music, and all the copies would be gathered together and blown up with dynamite. Unfortunately the plan went awry when all the people couldn't wait for the dynamite and the starting hurling records onto the field causing the only forfeit in Major League history. And

with such a legacy, disco was pronounced dead. You can hold the dynamite. Just like disco music, the domain market will rebound and come to life again.

5. Do you foresee a big growth in the secondary domain market?

The domain market will not rebound until the economy does. When the economy begins its eventual upturn again, so too will the domain market. However, I will go out on a limb and predict that the domain market will heat up faster than the general economy. Companies are looking to stretch dollars, and the Internet is an extremely cheap vehicle for promotion compared to traditional media outlets. A web site is a worldwide advertisement that runs 24/7. For the price of one print ad, or 1/10 of a 30 second commercial, you can have a solid web site designed and running every single minute of every single day. Show a company how a few thousand dollars invested now can translate into 100 years of sales and effective promotion, and they will all be scrambling to get in line.

6. Success stories to inspire us?

A recent success story would involve 2 sites we owned the rights to and developed. Let me preface this by saying each site was optimized for search engine placement and a lot of research was done to achieve this. However, no pay per click or sponsor advertising was used or paid for. All the search rankings are the direct result of how the code for each site was written to optimize search performance. Simply put, www.togodotcom.com takes whatever your web site content is, and then make subtle changes to the code to maximize search performance without effecting your content.

www.nflines.com was set up and listed in October of 2002 and garnered 32,000 hits in 3

months(naturally this is a seasonable site, but it is one hell of a season!). As an NFL statistics resource complete with Casino/Sportsbook and online pool, it showed a profit of several thousand dollars simply based on its domain name. The only advertising done in through its search engine listing and banner exchanges, so this was the ultimate example of a quick, inexpensive site that has inherent value based solely on its domain name.

The more recent example would be www.nysemarkets.com. This site has been active since late January 2003 and is another example of building value in a site. It has had nearly 10,000 hits as a stock market resource site(through various free affiliations) and has steadily risen (or dropped in this case) to be ranked in the top 200,000 web sites. on the net as measured by Alexa.

Here is a great example as to how ranking in search engines and traffic rankers is more a measure of actual visitors and contents than fake traffic. Buying 100,000 or 1 million hits to your site is simply a waste of money. 99% of bought traffic is a scam, you will save a lot of money avoiding the temptation to buy traffic. This site proves that if you design a site correctly, utilize its domain name's potential, and offer a useful or wanted service, you can achieve real traffic and real rankings for far less than paying for them.

7. In what ways do you contribute to the domain industry?

www.togodotcom.com offers a variety of services to webmasters, domain brokers, and companies and/or individuals wishing to enhance their Internet marketing results. Anyone interested in domain names and web sites. can benefit from our Free Domain Name Appraiser. Hailed as the best on the web, the domain appraiser can give you a general idea as to the value of any domain name.

Using objective and subjective inputs, the domain appraiser can give valuable insight into the relative values of domain names BEFORE you pay for them. Everything about the appraiser is explained in detail, and there is a wealth of information about the theories and formulas used to determine domain value. We also offer free search submission, free Meta tag creation, and a forum to discuss domain market issues.

Our paid services are simply our knowledge and experience in developing your current or future web site to achieve its maximum marketing value. We can help you select or acquire the name that is best for your business, do keyword analysis and competitor research to gain crucial market advantage in search engines and directories, or build everything from the ground up. We take whatever web content you have, be it simply an idea or a fully developed site, and optimize the code making it easier to find for visitors looking for your product. This allows your site to excel in search engine placement and fulfill its marketing and sales potential. Regardless of your budget or size, we are here to help you get the most exposure from your web site

1. What is your advise to those interested in buying and selling domain names?

Be realistic. There are several tlds available so invest in good quality names that will have a large appeal.

2. What do you think is the best method for selling a domain?

The best method for selling a domain name is to have interested parties contact you. Trying to find the right buyer on the Internet is just too difficult unless you plan on spending a lot of time and effort. Invest in quality names and the buyers will find you.

3. Why does it take so long to sell even a good domain sometimes?

Be patient and add some content to the name. If the site has traffic it will be more valuable. The current market is NOT the time to be impatient. A valuable name today will be MORE valuable tomorrow.

4. Why do you think the domain market seems so slow?

The domain name market is not dead. But it is in a coma! Unrealistic expectations have the market in a state of change which I feel will provide more stability to the market in the long run. Savvy investors are still registering good quality names. Dot com domain names are still the best and will prove the best investments.

5. Most people believe the secondary market will keep growing. Do you agree?

I believe we will see a gradual and steady upsurge in the domain name resale market. First of all there have been too many resale sites. The slow market has eliminated several of these allowing the laws of 'survival of the fittest' to prevail. Over time the market will improve for investors with the patience to hold onto good quality names. Be patient and be realistic.

6. What kind of domain names are the best in terms of investment?

I have had several domain names that were hot for a short while but faded quickly. I cannot emphasize enough the value of good quality names. Concrete.info for example, is a good quality name that should be worth several hundred dollars to either; contractors, concrete companies, etc. Short and easy to remember. Concrete.com would be even more valuable. As the number of good quality names are registered and actually used the demand for these domain names will increase. Why pay \$20 for sambrownsconcreteproducts.com when you could pay a few hundred dollars and have concrete.info? As a business expense which makes more sense? If Mr. Sam Brown decides to retire and sell his business is Mr. John Doe going to want that domain name?

The current market is .com crazy. They are by far the most popular. But long term the short easy to remember names are going to be just as popular. Once the dotcommers of this generation age a little, the dotbizners will be just as easy to remember and probably more accessible to register.

7. Zane, what do you offer to the domain industry?

We are an ICANN accredited registrar dedicated to assisting small business owners and investors. We are more concerned with providing

reliable quality registration, web hosting and domain resale services then becoming the largest registrar on earth. We are a small business helping small business.

Our main web sites are www.1dni.com ,
www.worryfree.net and www.urlbuyers.com .

1. What is the most important advice you would give to new domain owners hoping to resell them?

Be realistic with your pricing and realize that to get value for your property there needs to be value present. We have people stop by weekly that want 100 thousand for a site than isn't worth 1K and believe their dot com is the answer to their prayers. Just like any business, there are strict factors that make a property valuable. For instance, if a seller wants to claim that his site is profitable it needs to actually be so, not in a condition where someone with the right background can make it profitable. Any buyer would say, "well, if its so easy to make money with this site, then why isn't it making it now?".

2. What is the #1 thing you would do with an average domain name that is unlikely to sell in the current market?

Develop it. Get traffic to it. Then when it has a base it will sell.

3. In your opinion, is the domain resale market dead ...and buried?

No, by far no. But the days of selling a domain based on its name are all but over. It needs to be productive. Which is the way it should be.

4. Do you think we will see a an upsurge in the domain resale market in the near future?

This current market is healthy and normal. And sane. I would expect it to continue this way. As far as an upsurge, that implies that were in a downturn. I do not think this is the case. I think that was we saw a few years ago is the anomaly.

5. Please include personal stories of your successes (and perhaps, failures) that others

can learn from.

Nothing specific. All I would say here is the most important thing is to learn from your mistakes. Mistakes are the most helpful part of business. When you are succeeding step back and say, ok where am I failing and how can I learn from it. Because no matter how good you are doing, there are always ups and downs. Failure, well that's a big word. No succeeding is not failing, is just more education.

5. Tell me about your services.

Time2sell.com offers full domain name and web site business selling and value quotes. Its parent company, WEBster Computing Services (webcs.com) has been a ISP and web site provider since 1996. We offer flexible support for any web site

1. What is the most important advice you would give to new domain owners hoping to resell them?

Price the name realistically and use a trusted broker; BuyDomains.com offers a 100% FREE listing service that allows anyone to post their domain for sale. Our site gets over 50 million hits a month, instantly giving individuals the opportunity to gain free exposure and sell their name.

2. What are your 3 favorite / most successful ways in reselling domain names?

Keep the sales process: simple, smooth and quick
All our customers are able to search for and acquire a premium domain name within hours. There is no haggling, no middleman. Our brokerage services allow the end user to obtain and take complete ownership of their name forever without any strings attached.

3. What is the #1 thing you would do with an above average domain name that is unlikely to sell in the current market?

The current market is strong. In fact we have had the strongest sales yet in Q1 2003 and are continuing to grow. Regardless of market, it's smart to point the domain back to a web site to generate additional traffic and exposure, thus increasing the value of the domain itself and exposing their business (free marketing) or goal in selling the domain.

4. In your opinion, is the domain resale market dead ...and buried?

Absolutely Not. BuyDomains.com has been leading the industry since 1999 and we continue to sell more names on a daily basis than any other competitor does in a week, world wide. Over 150 customers request prices from BuyDomains.com a

day; average over 400 name sales each month.

5. Do you think we will see a an upsurge in the domain resale market in the near future?

It has continued to increase and yes, we expect that upward trend to steadily maintain.

6. Please include personal stories of your successes (and perhaps, failures) that others can learn from.

No failures; Continued success: started selling 1 name a day; we now represent over 160,000 of the finest domains in the secondary marketplace and sell an average of 15 names a day. Here are a few of our well known customers:

<http://www.buydomains.com/links/fortune500>

Our web site: <http://www.buydomains.com>

Domain News:

<http://www.buydomains.com/links/domainnews>

Premium Domain FAQs:

<http://www.buydomains.com/links/premium.domains>

1. You're well known as a big buyer of domain names? Why do you do it?

I do not buy with the only purpose to resell. Think about buying a car. If you put in a garage without using it, after sitting there for 50 years it will become a rusty pile of junk and what can you sell it for? ... Peanuts! Likewise you should buy domains that you can use, make money with... while you are waiting to POSSIBLY selling it sometime in the future.

2. How do you make money from your domain names?

Setup a live working mini-site using PPC - potential buyers will find you when you begin converting traffic to \$. You can learn how by visiting DomainSpa.com

1. What are your favorite strategies in reselling domain names?

When you own a great domain name, you will sell it, no matter how you promote it. On the other side, when you have a quite good domain, you need to do some promo in order to have it sold fast. here is my 3 favorite strategies:

a) targeted advertising: let's say I got the domain name bestshoes.com. First step, I search at overture.com is somebody has bids on the keyword shoes, etc. I contact them. Then I check if somebody registered similar domains (i.e. bestshoes.net, bestshoe, topshoes.com), and I contact them. You can use this strategy with almost every domain

b) if the domain name has some traffic, or is listed on yahoo, I simply go to ebay.com and sell the domain. Important: when selling the domain at ebay, remember to write in the description detailed info about its traffic, its yahoo (and other SE) listings, etc.. A tip to sell the name for a higher price is to develop a site and run (and promote) it for a couple of months. People, especially on ebay, go crazy for developed and running web sites.!

c) Develop a 1 page web site where to describe the domain name, how could somebody create a site for it and PROFIT from it. Then I send mass advertising (thanks to opt-in email companies), promote the site on search engines, etc. In this way I increase the popularity of the name and - at the same time - spread the word that the domain is for sale!

2. What if you owned weak domains? What do you do?

I usually drop these names. My philosophy is to own a portfolio of great domain names only, and concentrate my time

on them. Remember, never register a domain name you wouldn't buy for the price you intend to sell it :) And if you register it, do your best to sell it for that price, before buying more domains. Otherwise, you will wake up a day with hundreds of useless names, that you will never sell for a reasonable price!

3. In your opinion, is the domain resale market dead?

No. At least, not for these sellers that deal with great names. It is obvious that crap names don't sell. This market (the market of crap names) is now dead, because people can always find better names by themselves using a service like ours. On the other hand, the market of top level domains is still running. Remember, people are disposed to buy what they can't find elsewhere.

4. Do you think we will see a an upsurge in the domain resale market in the near future?

I think that the situation will not change. Why should it? One of my favorite characteristic of the domain market is that the quality of expiring domains does not change! Every day - without exceptions - top level domains will expire, will be registered by somebody, and resold for thousands\$\$\$. Everyday you could register those names. Of course, you should be LUCKY and should use the right tools. You may then ask: "Sure, but there are dozens of professional speculators that will most likely register all these names, leaving us the crap ones that cannot be sold!" Well, my answer is no. Yes, there are speculators, and they will register lots of good domains. But they will also forget-renounce-fail to register ALL of them. I have hundreds of real experiences from our customers (they are not professional speculators!) that got great domain names simply using our service + a good backordering service like snapnames.

5. Can you share any personal experience in buying and selling your domains?

A personal experience?

JeckilIslandexperience.com... a terrible domain, no doubt, but with traffic. I regged it and 5 minutes later I got an email from the original owner who forgot to renew it and want it back... 500 easy dollars! Other experience? One of our customers found - and registered - the domain BuyItNow.com in the first page of his first search with us! Isn't that luck?

6. What do you offer the the domain industry?

You know what I think, if you want to sell any name you need to register the great ones! Registering - or backordering - these domains isn't easy at all. that's why you need our services! Thanks to our experience, we developed a set of tools used exclusively by professionals in the past that will allow you to identify - and register - top quality names. One of the most successful tools available at domainsbot is our search engine. Thanks to this service, you will be able to search our database (over 6000000 domains, updated daily) of available, expiring soon, onhold domains! It will return only those names that match your requirements. Then, your job will be to identify - out of hundreds of quality names displayed, the best ones. Another great tool regards high popularity - yahoo & DMOZ listed - domains. We publish, every day, complete lists of these domains! One of my favorite tools is the brand new LIVE AVAILABLE DOMAINS service! It will monitor the registry every hour and send - right to your mailbox - a list of the names expired during the past few hours! You'll be hours ahead other speculators!

And now, here is what the most important media say about us: "In this business knowledge of which domains are expiring and when is

everything! The Domains Bot lists are so useful that if you have ever looked for domains on an adhoc basis - typing in names and combinations, seeing if they are taken - you'll kick yourself you didn't start using Domains Bot earlier. Do yourself a huge favor. If you are are planning to get even just a few domains for yourself as an investment, the Domains Bot lists will guarantee you get the best possible names available.

Here are a few notable names I have noticed among the Domains Bot lists that expired and fell just recently. me.net, cxl.com, mixer.com, mont.com, eda.net, examiners.net, idj.net, jca.com, mgl.net, ozone.net, rlr.com, stole.com, thorax.com, unsecuredloans.net, approvals.com, taxation.org....

Chapter 12 by John Skorczewski - CEO, Market-Tek Enterprises, Inc.

1. What is the most important advice you would give to new domain owners hoping to resell them?

The most important advice I would give to a new domain owner hoping to resell is to look for a buyer, don't wait for one to find you. Draw up a list of companies/people you believe would benefit from your domain name. Then draw up a detailed plan that explains exactly how owning your domain name will benefit them. Contact the company and make your pitch. Contact information for company executives is fairly easy to find on their web sites or, if they are a public company, in their annual reports etc. Don't be intimidated, contacting these people is easier than it would seem. If you can show them how owning your web site or domain name will increase their bottom line (make them money) the rest will be easy. Plus let's face it, you want the most amount of money you can get. It's the big companies that have the big money to spend. Go after them.

2. What are your favorite strategies of reselling domain names?

There are several places online to list sites for sale. Besides those (which should be obvious), my only successful way to resell domain names is to actively seek out a buyer yourself. Show a person how they can make money with your domain name or web site, and you'll have no problem selling them.

3. What would you do with a domain name that is unlikely to sell in the current market?

If a domain is definitely not going to sell in the current market then you have to decide one of two things.

i. Is it likely to sell in the future, and what about the future will suddenly make the domain sellable.

ii. Is the cost of holding onto the domain till then worth it.

If the answer to these questions is yes, then I would obviously hold onto it till then. I would also begin to develop the web site. A developed site will always sell better than a domain name without a developed site to go with it.

4. In your opinion, is the domain resale market dead and buried?

Absolutely not. While the high flying days of the dot com boom are over and we aren't really seeing domain names selling for millions of dollars, an established web site or good domain name will always be sellable because businesses will continue to need internet presences. And further, if you can build a web site that fills a niche, there will always be buyers in that niche. If you can show a person how owning your domain will make them X amount of money, you'll never have any problem finding buyers. I think of it less as selling them a domain, and more like selling them a business or business plan. It's more like a merger or acquisition than a simple sale of a domain name. You're selling them an idea...the idea of future profit.

5. Do you think we will see further growth in the domain resale market in the near future?

Absolutely. As more and more companies bring their business online, and the available dot com names dwindle, a definite market will certainly be sustained. In other words, you have a dwindling supply of high quality names and an increasing demand from new companies emerging and old companies turning to the web. Sure there are .net .info and the whole

slew of other extensions....but it's the dot
coms that really have the most value and so will
always be in demand.

**6. Please include personal stories of your
successes (and perhaps,
failures) that others can learn from.**

Far too much to list here. To read my success
stories download a copy of my eBook "How I Sold
My Web Site To A Publicly Traded Company" free
from download.com here.

It's mainly about how I sold my first web site,
one of the Internet's early banner exchanges, to
a publicly traded company at the beginning of
the dot com craze circa 1996-1998 or so...
I was about 19-20 years old at the time.

7. What other products or services do you offer?

Submission-Spider Search Engine Submission
Software is here

<http://www.Submission-Spider.com> and my latest
book Cyber Wealth:

<http://www.cwbook.com>

Conclusion

I hope that you have gained much valuable insight from these interview snapshots. I am hopeful that they will provide you some sort of a framework that will enable you to formulate successful **strategies to make the most out of your domain names**. Learn all that you can but apply what you learn and make the effort to act upon them.

There's no substitute for personal responsibility.

Here's to your domain success in 2004,
Edwin John
OpenForSale.com
<http://www.OpenForSale.com>

If you like this ebook, feel free to give it away on your website or to your subscribers or customers. If you have any questions or concerns, please feel free to email me anytime at ofs@openforsale.com. Or leave me a voice mail at 1-309-296-8260.

Bonus Material:

"Are you new to buying and selling domain names?"

see next page.....

If you are, I can help you **sell more domain names**...with my NEW best-selling ebook entitled "**How I Sell My Domain Names**." (Ranked Top Ten domain product at Clickbank)

"Edwin, I was going to wait until the weekend but couldn't resist – I really enjoyed reading your ebook and found myself glued to it until the very end. You should be commended on a thorough but straightforward manual for brokering domain names. I strongly believe that **anyone adhering to your easy to follow methods would substantially increase their chances of making a profit buying and selling domains.**"

Internet Goldrush
<http://www.iGoldrush.com>

"Your ebook has caused me to change my strategy for my involvement in the buying/selling of domain names **I learned more in the first pages of your ebook than I knew.** The price was worth that alone. "

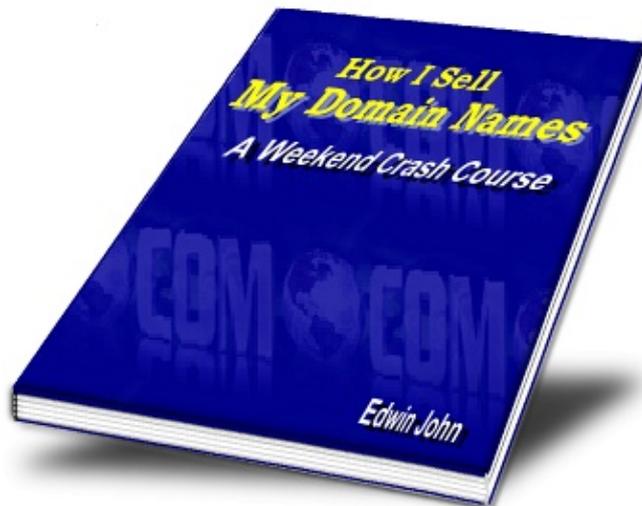
John C. Goodwill
Tenacity Group

You can see some more **excellent reviews** by newbies and gurus alike at <http://www.openforsale.com/testimonials.htm>

You probably know that the ebook costs \$37 but **if you are new to the domain name business**, I want to make you a special offer.

If you go now to my members' section, you can **steal my ebook** at a massive 60% discount. Go to: <http://www.openforsale.com/discount.htm>

Get your hands on it. The best **strategies** to effectively market and successfully **sell and profit from your domain names**. Don't MISS it! See next page....



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