Blog Flipping Secrets

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Introduction

Nowadays, online marketing is a huge business.

It's a fact that 24/7, 365 days a year (and for one extra day every four years), there are thousands of people all over the world trying to generate an income from the internet.

However, one thing about making money online that you should understand is that there are many different ways of generating cash through the net. Some online money making strategies are very well known, whilst other net-based business concepts are far less familiar.

'Blog flipping for easy cash' is going to focus on one of these less well-known moneymaking business ideas because flipping blogs for cash represents a terrific opportunity that very few people are taking advantage of.

Fortunately, this is a good thing for you because it means that the competition in the market is relatively light at the moment, making it far easier for you to generate a handsome income by flipping blogs.

Maybe at the moment you have a vague idea what flipping blogs is all about, or you may in fact have no idea whatsoever. In either case, you are going to learn everything you need to know about how to set up a blog flipping business and make money from it through this guide. After reading this book, you should be able to get started pretty much right away.

So, without any more preamble, let's get started by examining what flipping blogs is all about.

What does it mean to 'flip a blog'?

The concept of 'flipping' is one that has been bequeathed to the online marketing industry by the real estate business. However, whereas websites and blogs are often referred to as virtual real estate – your site is your property on the net, hence the VRE concept – I am talking about the real world, bricks and mortar real estate business in this context.

In the real estate business, the concept of flipping property is that you buy a rundown residence or office building, renovate it and immediately sell it for a profit. In other words, the property was bought solely and exclusively for the purpose of renovating and selling it at an immediate profit rather than using it as a residence or office.

The concept of virtual real estate and flipping blogs and sites is broadly similar, although there are one or two slight differences.

The main difference is that whilst in the real property world, you would almost always buy a derelict property for renovation, when you're flipping blogs or sites, it is often easier to create the site yourself from scratch. Whilst it is possible to find sites that already exist, improve them and then sell them on at a premium, having the ability to recognize sites which can be improved and sold is an acquired skill.

On the other hand, it is much easier and quicker to start as a 'blog flipper' by learning how to create and flip your own blogs from the ground up.

This should help you understand how to value existing blogs and sites, which will in turn help you to spot undervalued sites in the future.

In many ways therefore, learning how to create a blog and flipping it from the very beginning of the process serves two purposes.

In the first place, it enables you to generate an attractive income from your blog flipping activities very quickly from a standing start. At the same time, it also provides the education that you need to become someone who can flip blogs for thousands of dollars a time with little or no work from buying and selling existing sites.

Getting started...

What you are going to do is build a content-rich niche-targeted blog, retain it for a period of time during which you build up the income that your blog is generating before selling it as and when appropriate. This works because there is always a (perhaps surprisingly high) level of demand in the market for proven money makers with blogs that have a track record of generating cash selling for hundreds or sometimes thousands of dollars.

All the details of how this works will gradually unfold as you read through this guide but this is the basic concept in a nutshell.

Okay, so to start at the beginning, the first thing that you need to do is to build your niche targeted blog, and before you can do that, you need to find a market niche in which to build your site.

Finding a niche

To start with, it is essential to understand what a niche market is. Luckily, this is nowhere near as difficult as you might imagine.

In online marketing terms, a niche is a small sub-sector of a market or industry wherein there are plenty of people who are searching for information with a relatively limited degree of competition.

For example, if you were thinking of building a blog that is somehow focused on dogs because you happen to know something about them, building your blog with a focus on 'dogs' in general is not marketing at a niche level.

'Dogs' as a generic term represents a market or an industry. At this level, it would be extremely difficult to drive targeted visitors to your site if you focused your promotional efforts on the single word 'dogs'.

This should be clear from this Google search:

Results 1 - 10 of about 152,000,000 for "dogs" [definition].

152 million competing results would make it impossible tough to send targeted traffic (i.e. visitors who are already interested in dog related matters) to your blog. Hence, there would be no way of generating income from it and without an income, you have nothing to sell when you flip the blog.

But you still want to create a blog that is somehow related to dogs, so you must narrow down your search. How about researching competition levels for 'dog training'?

Results 1 - 10 of about 6,200,000 for "dog training".

It is better, but it still represents far too much competition because you are looking for a term that describes a market sector where there are less than 30,000 competing Google results when you search for an exact match by enclosing the term in inverted commas (".").

At this level, you are starting to see a niche, and it would be relatively easy to dominate the Google search results for this term.

This in turn means that Google will send targeted visitors to your site. It is these targeted visitors from whom you will generate the income that enables you to flip this blog a little further down the line.

Do not lose sight of the fact that purpose of building this blog is to sell it. Whether you are particularly interested in the market niche on which a blog is focused is therefore fairly irrelevant, because you are only going to keep it for a relatively short period of time anyway.

However, for the purposes of illustration, we will continue with the dog training example. From the previous Google search result, it should be obvious that you need to narrow down your topic still further.

Here is an example of a term that you could definitely use as the subject of your blog based on the competition levels:

Results 1 - 10 of about 10,300 for "dog training problems".

This is exactly the kind of result that you're seeking for several reasons.

Firstly, the immediate competition is fairly thin with just over 10,000 results indexed by Google. This looks good but I would run one further check by confirming the Google Page Rank of most of the competition that appears near to the top of this results page.

This helps to confirm that achieving a top search result is not going to be too difficult because if the top results returned by Google have a Page Rank of 4/10 or less, the chances that you can achieve a top three search ranking fairly quickly are excellent.

There are several ways you can check Page Rank quickly and easily.

One option is to download and install the Google Toolbar or you can install the free 'Search status' Firefox add-on as both of these tools will display the Page Rank of any individual webpage you visit.

However, for convenience, my favorite tool is the [SEO chat 'Page Rank Search'](#) tool because you can search using the same keyword phrase you have just researched and it will return Page Rank for all of the individual results at the same time:

PageRank Results

`"dog training problems"`

Order by (pagerank): ▼ | Results (10): ▼ | Search

Showing search results in order of **pagerank**   **11,500** results

Dog Obedience Training and Temperament Training, Solving *Dog* ...
▬▬▭ 4/10
Solving Dog Training Problems. Home · Puppy Training · Dog Behavior Training. Solving Dog Training Problems. Cat and Kitten Training ...
http://www.perfectpaws.com/help.html
View META Data - View Inbound Links - Analyze Links
Cached Version - Similar Web Sites

Adams Dog Training and Dog Behavior
▬▬▭ 4/10
Adam reveals which dog training techniques, methods and dog training approaches are most effective.
http://www.dogproblems.com/
View META Data - View Inbound Links - Analyze Links
Cached Version - Similar Web Sites

Dog Training, Puppy Training Behavior Tips
▬▬▭ 4/10
Puppy Training. Dog Behavior Training. Solving Dog Training Problems · Cat and Kitten Training · & Puppy Training Books. Perfect Paws Puppy Training and ...
http://www.perfectpaws.com/mmd.html
View META Data - View Inbound Links - Analyze Links
Cached Version - Similar Web Sites

Eliminate Dog Behavior Problems - No More Biting, Nipping, Barking!
▬▬▭ 3/10

You have three pages with a PR of 4/10, after which competition levels start to fall away. This means that getting your blog near to the top of the Google search results page is not going to be too difficult.

What we have just done is begun at a market level for continually narrowing things down to a niche market level where you can build a blog that you can monetize and flip.

This is the essence of finding a profitable niche. Start on a macro-level before drilling down to find specific sectors of that market where competition levels are not too high and are therefore beatable.

As further examples, whilst focusing on computers or education is not a market niche, focusing on the phrase 'online computer course' certainly appears to be:

Results 1 - 10 of about 23,000 for "online computer course".

Online games and gaming is a huge market but 'chess computer game' represents a terrific niche in the market because most online chess players are going to be avid lovers of their favorite game:

Results 1 - 10 of about 8,390 for "chess computer game".

Apart from competition levels, another thing that you can learn from the search results pages is whether there is money being spent in the market into which you are thinking of making an injury. You spot this from the number of advertisers who are willing to pay Google to feature their advertising on the appropriate results page:

From this results page, you can see that there are advertisements featured both at the top left-hand corner of the screen and on the right hand side of the screen as well. You are not going to promote your blog using paid advertising resources like Google but seeing other people advertise indicates money being spent in the market.

One final advantage of getting into the 'dog training problems' niche is the fact that the best blogs are always those that focus on providing answers or solving problems. The very nature of this search term indicates that people who have 'dog training problems' are people who own a troublesome dog, people who need solutions for which they are

probably willing to pay. This is therefore a potentially very profitable niche to target as well.

How much money can my blog make?

When your primary interest in building a blog is to flip it later, it is important to focus on how much money a blog can make reasonably quickly, as the most common practice is to sell blogs and websites for a price that represents a multiple of its present earnings capacity.

Hence it is important to establish at this early stage whether building a blog based on the niche that you have discovered is realistically going to generate enough income to justify doing so.

There are many different ways of monetizing a blog site and easiest way of making money from a blog that you plan to flip is to feature paid advertising on your site, namely Google AdSense. Whilst this is not necessarily a strategy that will generate maximum income levels over the longer term, this is not particularly important in this particular case.

In case you're not familiar with AdSense, have another look at the previous screenshot. All of the adverts on the search page are placed there through the AdSense program. What you are going to do is add similar targeted advertising materials to your blog.

The way that AdSense works is that every time a blog visitor clicks on an advert on your page, you get paid. It is therefore important at this stage to get some idea of how much you are going to get paid for each click, as this depends on the keyword term that you're using.

One quick way of doing this is to use the [free Spyfu utility](#). By using your keyword term, you can discover from Spyfu the upper and lower levels that advertisers are bidding for any term that you are interested in.

Adverts on the Google search page are placed there through the sister program to AdSense which is AdWords. The AdWords system auctions positions on the page and the more an advertiser is willing to pay for their ad, the more prominently they will feature.

For example, for a slot on the 'dog training problems' results page, Spyfu indicates that an advertiser will have to bid somewhere between $0.74 and $2.76 per click:

As a general rule, I would recommend avoiding any term where the lowest bids are under $0.50 or where the higher figure is less than a dollar.

Of course, these limits are not cast in stone but as these limits dictate how much you get paid per click on your blog advertising, I would not recommend going much below these levels.

Here, the upper and lower costs per click are both well in excess of our stated minimums. We can therefore move onto the next stage of the research process with confidence.

How easy is going to be to drive targeted traffic?

In online marketing, the number one skill that you must acquire is the ability to find appropriate keyword terms. These are words or phrases which people use to search for the information they are seeking. When you have a site or blog that offers information, it is your job to make sure that any searcher who is looking for the kind of information that you offer finds your site details and visits as a consequence of doing so.

The phrase 'dog training problems' is a good example. One of the main reasons for choosing this particular niche description is that by using the phrase both on your blog and in your external marketing materials, you stand a reasonable chance of attaining a high natural Google search ranking.

The ability to do this is critically important to the success of your business. According to the latest statistics from Google, almost 80% of net searchers will follow one of the first four natural search results on the first Google page before they will follow any other link to find the information they need.

Consequently, your first priority is to find appropriate keyword phrases where low competition levels should make it relatively easy to achieve this.

By acquiring a top results page slot, you drive targeted traffic to your blog. This in turn means that you can generate the income that enables you to flip that site as soon as income levels justify doing so.

When you create a blog that you're going to flip, you're going to include niche targeted content materials like articles, videos, audio materials and so on. All of these will focus on different aspects of dog training problems.

In your articles, you use keyword terms to indicate to the search engines what you are writing about. However, this does not mean that you can add 10 or 20 articles that are all focused on the single phrase 'dog training problems'.

Furthermore, if you did so, it would make your site extremely boring for your human visitors who want to learn more about how to handle dog training problems. If your blog is boring, it is much less likely that visitors will return on a regular basis which damages your ability to generate the income you need.

From this it follows that you need more than one 'dog training problems' related keyword phrase to make the blog flipping business model work. In fact, what you really need are 10 to 20 keyword phrases that you can use on your blog and a similar number that you can use in external promotional materials.

This does not mean that there cannot be any 'crossover' from one to the other because there is no reason why you cannot use the same keyword phrase on your site and in your external promotional materials.

When you do so however, the articles on your blog and in your marketing materials must be completely different. Using the same content in both ways is not something that Google and the other search engines really approve of.

Nevertheless, with a collection of 30 to 40 low competition niche-targeted keyword terms, you have plenty to enable you to launch and then flip your dog training problems blog.

There are a couple of free tools that you can use to undertake the necessary research to build your keyword list, with the first of these, the [free Wordtracker keyword research tool](#) being a well-established favorite amongst the online marketing industry.

You should not however ignore the fact that the paid version of the Wordtracker keyword research tool is infinitely more powerful and flexible than the free version.

Furthermore, there is a free seven day trial available which I would highly recommend you use. You can undertake an awful lot of advanced keyword research if you work flat out researching several niches for seven days!

For the time being however, we will use the free Wordtracker tool to research the dog training market in more depth:

Keyword:

dog training

Adult Filter:

Remove offensive   Hit Me

Input the appropriate keyword research term to the Wordtracker tool and click the 'Hit Me' button. Remember that we are searching for similar phrases to dog training problems so the root phrase to use is 'dog training'.

This search produces a list of the top 100 terms or phrases that people use to search for information on Google every day:

dog training

4,058 searches (top 100 only)

Searches	Keyword
1189	dog training
202	free dog training tips
127	dog training collars
118	in home dog training
96	dog training collar

According to Wordtracker, there are just over 4000 daily searches for dog training information, although most experts believe that the real figure is many times higher.

As you might expect, the most popular phrase is 'dog training' (because it is included in every other keyword phrase in the results table), followed by 'free dog training tips' with just over 200 searches a day.

Under normal circumstances, if you're building a long-term business that is based on selling products or services, you would avoid using a phrase that has the word 'free' in it. The word 'free' suggests that any visitor to your site is not likely to be willing to spend money, so they have little value.

However, in the present situation, this is not particularly relevant. You are kind to build a blog for sale, so the long-term picture is not particularly relevant.

Moreover, the way you ultimately monetize your blog means that it is not necessary for your visitor to spend money for you to earn it. Consequently, even on a longer-term basis, the inclusion of the word 'free' in this particular keyword phrase is irrelevant.

What is however relevant is the competition levels for this particular phase, so let's look at it. Copy and paste the phrase into a Google search (remember the inverted commas) to see how many other results Google has indexed for this term:

Results 1 - 10 of about 30,400 for "free dog training tips".

Okay, so it is marginally over our 30,000 'ideal' threshold but by such a small margin as makes no difference. This is therefore an excellent result, a keyword phrase with the ability to send over 6000 visitors to your blog every month. It is therefore definitely a phrase that you would use on your blog and/or in your external promotional materials.

You need to run down the Wordtracker results table to compare the competition levels for every dog training related phrase listed in exactly the same way. Here are a few more that you would might be able to use:

48	orlando dog training
46	free dog training manual
45	career in dog training
43	dog crate training
43	free basic dog training tips
37	gun dog training valparaso indiana
36	career dog training
36	leash training dog methodology

Looking at the results for each in turn:

Results 1 - 10 of about 2,090 for "free dog training manual".

According to the Wordtracker results, there are at least 46 people searching using this particular term every day, although the real number is likely to be many times higher.

With competition levels this low, you could grab the number one Google spot within a matter of days. As Google's statistics suggest that 42% of people who use their search engine check out the number one natural search result first, this one keyword phrase alone could send just short of 580 new dog enthusiasts (46 visitors x 30 days x 42%) to your blog every month!

Let's consider the next phrase on the list:

Results 1 - 10 of about 26,200 for "dog crate training".

It's a little more competitive but still within the parameters of being able to grab a top two or three slot pretty rapidly. How about the last one?

Results 1 - 8 of 8 for "leash training dog methodology".

With competition this low, you could not fail to get the number one slot. This is another keyword phrase that has to be added to your list and used later.
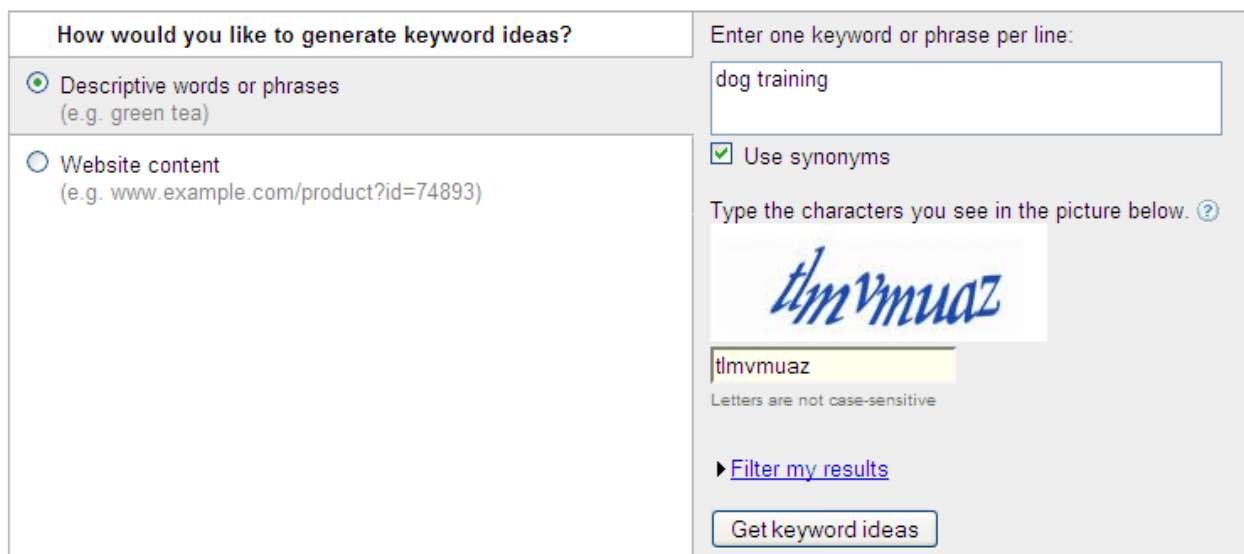
As you can see, even the free version of Wordtracker is extremely powerful but it is limited in that you can only see the top 100 results. This can sometimes make it difficult to add a sufficient number of low competition keywords to your list in certain niches.

Consequently, if you have not managed to find 30 to 40 keyword phrases from Wordtracker, the other tool to use is Google's own free keyword research utility.

In many ways, the Google keyword research tool has exactly the opposite problem to that of Wordtracker in that it often sometimes generates a list of too *many* keyword terms.

Nevertheless, if your current keyword list is looking lightweight, the Google tool is ideal for finding other terms that Google believes to be related to your initial keyword search term.

Before you begin your research, check that the default settings look like this when you initially open the dashboard. Assuming that they do, leave them as they are, type in the phrase that you want to research, insert the 'captcha' code and then click the 'Get keyword ideas' button:

This produces a long list of keyword terms, the top of which looks like this:

Keywords	Advertiser Competition ⑦	Local Search Volume: May ⑦	Global Monthly Search Volume ⑦
Keywords related to term(s) entered - sorted by relevance ⑦			
dog training		1,500,000	1,220,000
dogs training		165,000	135,000
dog training course		4,400	2,900
dog obedience training		90,500	49,500
dog training schools		18,100	12,100
dog training courses		3,600	5,400
dog training classes		14,800	18,100
dog training class		2,900	2,900
dog training information		4,400	1,600

From this table, you can see which terms are popular with advertisers together with monthly search volumes. Unfortunately, what Google do not present you with are competition levels meaning that you have to do the job manually once again. Take each term and run a competition search in exactly the same way as you were doing with Wordtracker keywords.

On the other hand, it is well worth the effort as you will uncover some other highly appropriate keyword phrases to use in your attempts to push the blog that you will soon launch into a profitable position. For example:

blue dog training		1,600	4,400
cattle dog training		2,400	1,600
dog training leash		12,100	6,600
training boxer dogs		1,300	880

Google report that the term 'dog training leash' was searched over 12,000 times in the previous month and the average monthly search over the past year has been 6600. The competition levels indicate that this is definitely a term to include on your list, so jot it down:

Results 1 - 10 of about **12,200** for "**dog training leash**".

A quick research overview...

So far, you've discovered a niche that you can dominate within an incredibly popular market and established that there is money to be made by building a blog focused on this niche.

The primary term that describes the niche is one where competition levels are acceptable and you have built a list of 30 to 40 keyword phrases with which you can drive targeted visitors to your blog.

That is the first stage of your research complete, so it is time to move on.

Getting a domain name and hosting set up.

Registering your domain

Your blog is going to focus on 'dog training problems', hence it makes sense to register a domain name that is appropriate to this particular market.

However, because domain names are always unique, you will probably need to come up with a list of half a dozen alternatives as many of your first choice domain names will already have been taken by someone else.

If possible, you should try to register a top level may name, preferably a .com or failing that, a .net domain.

Although many domain name registrars will 'sell off' other domain suffixes (i.e. '.info' domains) cheaply, it is generally accepted that these domain names are less search engine friendly and therefore less valuable.

Thus, you might save a few dollars by registering a .info domain but lose hundreds of dollars further down the line when you attempt to sell your blog because of the domain name suffix.

Once you have a shortlist of potential domain names, check on availability by using a domain name registrar like GoDaddy.com before registering one of the names that you discover is available.

In this case, whilst DogTrainingProblems.com has been taken (as I would have expected it to be), DogTrainingProblems.net is still available:
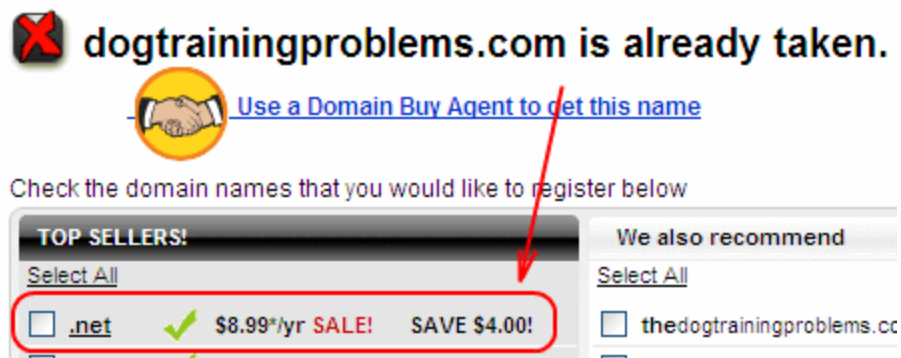
I would probably go for this as a three word URL is usually easier to remember than a four word one and it is the exact term that I am targeting. In this case, the slightly weaker .net domain name is acceptable given these counterbalancing advantages.

However, if you are in a particularly popular market, you may find it difficult finding any version of the domain name of your choice. In this case, try adding words like 'expert', 'reviews', or 'reviewer' after your keyword phrase, or something like 'best' or 'top' before it.

Web hosting and why blog flippers need to think differently…

With your domain name registered, the next thing to do is create a web hosting account, an account with a company who will rent space on their web server (i.e. their computer) to you from where you can present your blog to the world.

As there are with domain name registrars, there are dozens of web hosting companies but be wary of trying to find the cheapest web hosting account available.

Generally speaking, the reason that an individual web host is noticeably cheaper than others is because the services they provide are nowhere near as good. This in turn means that your site might be off-line for considerable periods of time, during which you are obviously making no money. For this reason, going for the flat-out cheapest is generally a false economy.

There is another important consideration regarding web hosting for anyone who is considering flipping blogs as a business as well.

Most new marketers who are creating a website or blog which they intend to keep will use what is known as shared web hosting, mainly because shared hosting is the cheapest and it is good enough from most marketers, especially in the early days.

In terms of shared hosting, the best deal on the market is that offered by HostGator.com, with their 'Baby' shared hosting plan at $7.95 a month:

» Linux Web Hosting Packages			
Plans	Hatchling	Baby	Business
Disk Space	UNLIMITED	UNLIMITED	UNLIMITED
Bandwidth	UNLIMITED	UNLIMITED	UNLIMITED
Domains Allowed	1	UNLIMITED	UNLIMITED
Your Own Toll-Free Number	✗	✗	FREE
Free Dedicated IP	✗	✗	✓
Free Private SSL	✗	✗	✓
Pricing	$4.95	$7.95	$12.95
Proceed to Checkout	Order Now	Order Now	Order Now

However, as an active blog flipper, using shared hosting would mean that you miss an opportunity to generate a regular monthly income from your business, which I'm sure you don't want to do!

This is because at the next level of web hosting account you have what is known as a reseller account where you control a chunk of space on a web server. As a reseller, you can offer web hosting services to other website and blog owners, which is where your advantage as a blog flipper comes in.

If the blog that you want to flip is hosted under a shared hosting account, it means that you have to physically transfer all of the site files to the buyer on successful completion of the sale transaction. In effect, you give the site away completely and all of your income from that site has gone forever.

However, if you have a reseller hosting account, the situation is different.

To continue with our example, if you have a reseller site, you create an individual password protected account for DogTrainingProblems.net that you will use whilst you are still the blog owner.

But when you come to sell the site, you can offer to continue hosting the blog under your reseller account simply by giving the login information and password to the buyer. By doing so, you keep a valuable income channel open.

For example, you might offer the buyer free web hosting for three or six months on the understanding that after this period, they start to pay

you for hosting. In this way, you quickly build up an additional income stream from your web hosting activities.

It is therefore well worth considering investing a little more money in a reseller hosting account rather than plumping for the 'plain vanilla' shared hosting highlighted previously.

As someone who is a hosting reseller for exactly these reasons, the best deal that I have come across in terms of value for money allied to both professionalism and reliability is [Lypha Networks](#) whose reseller plans start at just $14.95 per month, assuming that you can pay three or six months in advance.

Using basic shared hosting misses a great opportunity to generate an additional income. You should therefore give serious consideration to a reseller account because it will very quickly pay for itself many times over.

Tying your domain name and hosting account together

With the domain registered and a web hosting account established, the final job is to tie the two together, a process that is known as 'changing the DNS'.

Although this may sound technical or complicated, it is in fact a fairly simple process.

Open your domain name registry account, click on the domain that you have just created (1) and look for the 'Name Server' button at the top of the page (2). This is the GoDaddy 'look' but even if you are using another domain registrar, it should look similar:

Next, go to your e-mail box and open the 'Welcome' e-mail that you received from your web host. Look for the 'Name Server Information'.

You will have a primary and a secondary address that reads something like 'GT.DNSPROTECT.COM, 75.9.289.110'.

Copy and paste *either* the name or number allocated to both the primary and secondary address into the appropriate boxes on the name server change page before clicking the 'OK' button shown at the bottom of this screenshot:

Set Nameservers

If you are hosting your Web site with us (you have a hosting account with us associated with this domain) or you want to Park or Forward your domain, we will automatically set your nameservers for you.

○ I want to **park or forward** my domains.

○ I have a **hosting account** with these domains.

If you are hosting your Web site with some other company (you have a hosting account at another provider that is associated with this domain), then enter your provider's nameservers (you must enter at least two nameservers).

◉ I host my domains with **another provider**.

Nameserver 1: *	Nameserver 2: *	Nameserver 3:
GT.DNSPROTECT.COM	GT2.DNSPROTECT.COM	

OK   Cancel

Within 24 hours, the changes will be finalized. Now, anyone who types DogTrainingProblems.net into their browser will be redirected to your web hosting account.

That's another job done.

Installing your Wordpress blog

Wordpress is an incredibly popular blogging platform which you can install on your web hosting account quickly and easily. It is an extremely flexible site building resource with which you can create a highly effective, content packed blog in a very short period of time.

Let's start by considering the quickest and easiest way of installing Wordpress which is to do so directly through your hosting account.

Start the process by logging into the cpanel for your account using an address like DogTrainingProblems.net/cpanel.

Input the username and password allocated to this account (it will also be in your 'Welcome' e-mail) and you should see a dashboard page like this:
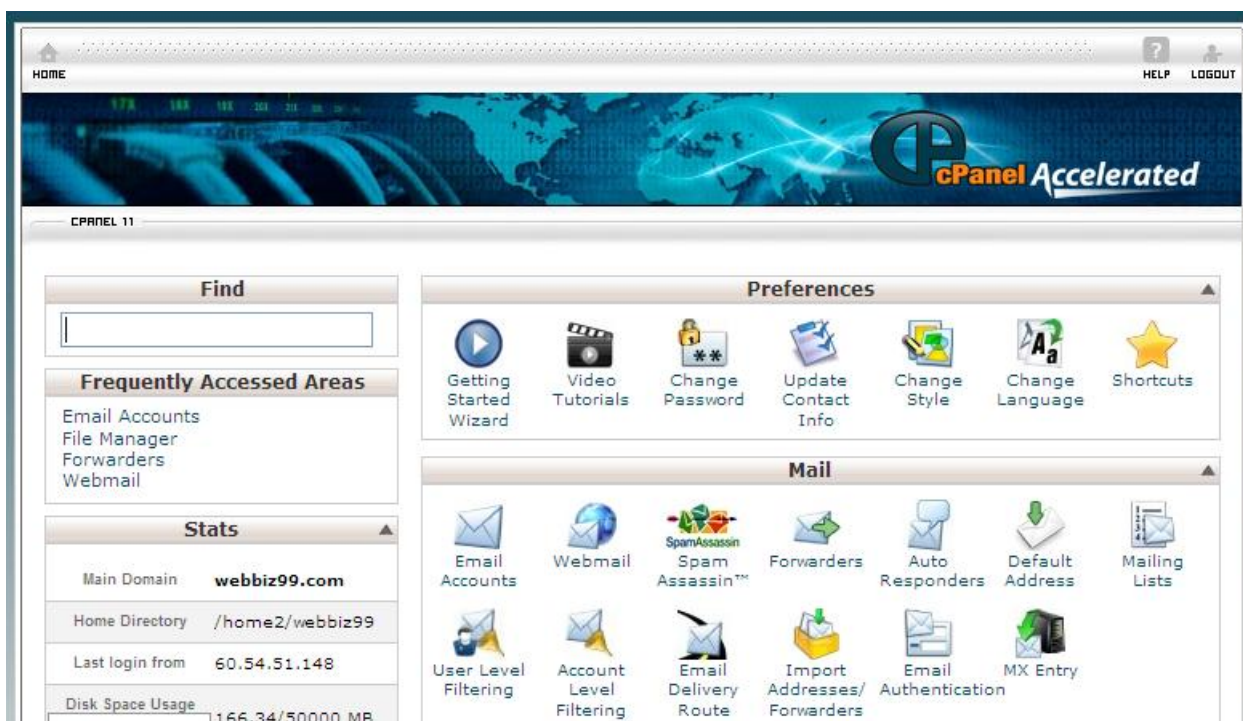
The exact look will depend upon the page template (known as a 'skin') that your web host uses as their default, but this is the most common look nowadays.

What you need to do is scroll down the page to find the 'Software / Services' section of the page, under which you should see an icon for 'Fantastico De Luxe'. Again, some web hosts might use a different icon and they could refer to is as simply 'Fantastico', but it is the same:

Fantastico is a pre-installed suite of over 50 software programs that can be installed on your site with just a few clicks of your mouse button. One of these programs is WordPress which means that you can install it in around 2 to 3 minutes, even if you have never done something like this before.

Click the Fantastico icon, look for WordPress in the list of software programs available (it's listed under 'Blogs', funnily enough) before clicking on it to begin the installation process.

Next, you want 'New Installation':
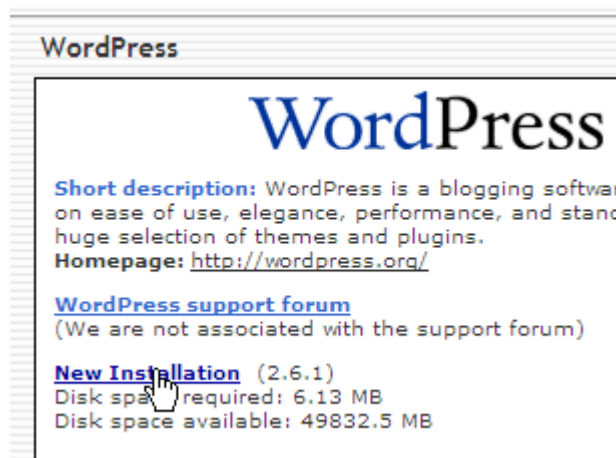
Note that this installation will install version 2.6.1 of WordPress.

At the time of writing, the latest version of WordPress is 2.8, so using Fantastico usually means that the version you are installing is not the 'latest model'.

Having the latest version of WordPress installed can sometimes be important because WordPress changes very regularly. However, unless there are any major security issues or something like that, it will generally do you no harm to install a version that is not bang up-to-date.

As you see a little later, if you want to install the latest version, you can do, but it takes a little more time and you need more technical knowledge and ability to manually install the software. As the intention is to sell the blog as soon as possible, I would recommend using

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Fantastico to install a perfectly serviceable version of WordPress rather than worrying about being 100% up-to-date (and wasting time unnecessarily with the installation itself).

To continue with the automated installation, the only screen where you have to add information during the installation process is this one:

At the top of the screen (1), you have your domain name and below that, a box to add the directory name if you want to install WordPress in a subdirectory of your main site. In our case, because we are installing the software on the main DogTrainingProblems.net site, this would appear in the upper box, and we would leave things as they are because this is where the software is supposed to go.

If however we wanted to install it on a sub-site of the main one with a URL like www.DogTrainingProblems.net/BoxerDogs, then the directory name entered in the lower box would be 'BoxerDogs'.

Next, you enter a username and password which you will use to access the administration area of your WordPress site once it is installed (2).

Of course, you should make sure that your password is secure – do not use something as easy to guess as the one in the screenshot!

After this, you need to add a site admin name (3) which is the name with which everything you add to your site will be tagged. Then, you add an e-mail address (4) which is generally used by WordPress if there are administration problems and not by site users or visitors.

Finally, you must input a site name and a tagline (5 & 6) which will appear at the top of your blog page once the installation is complete

Incidentally, all of these details can be changed when you flip the blog, so it is perfectly safe to use your own information for the time being.

Finally, click the 'Install WordPress' button at the bottom of the page, click straight through the next two screens and that is the site installed.

As I have suggested, as this is a site that you're going to sell, you should not spend any more time than necessary installing WordPress.

But if you *really* feel the need to have the latest version of WordPress installed, you can download the software completely free [from the main WordPress site](#) and by following the [detailed installation instructions](#), you should have it installed in an hour or two.

A little housekeeping…

Once your blog is installed, you need to undertake a few simple housekeeping tasks to make the site more user and search engine friendly.

The first thing that you want to do is make your blog look more appropriate or relevant to the topic that you are going to blog about.

After all, by default it does not look especially dog training related:
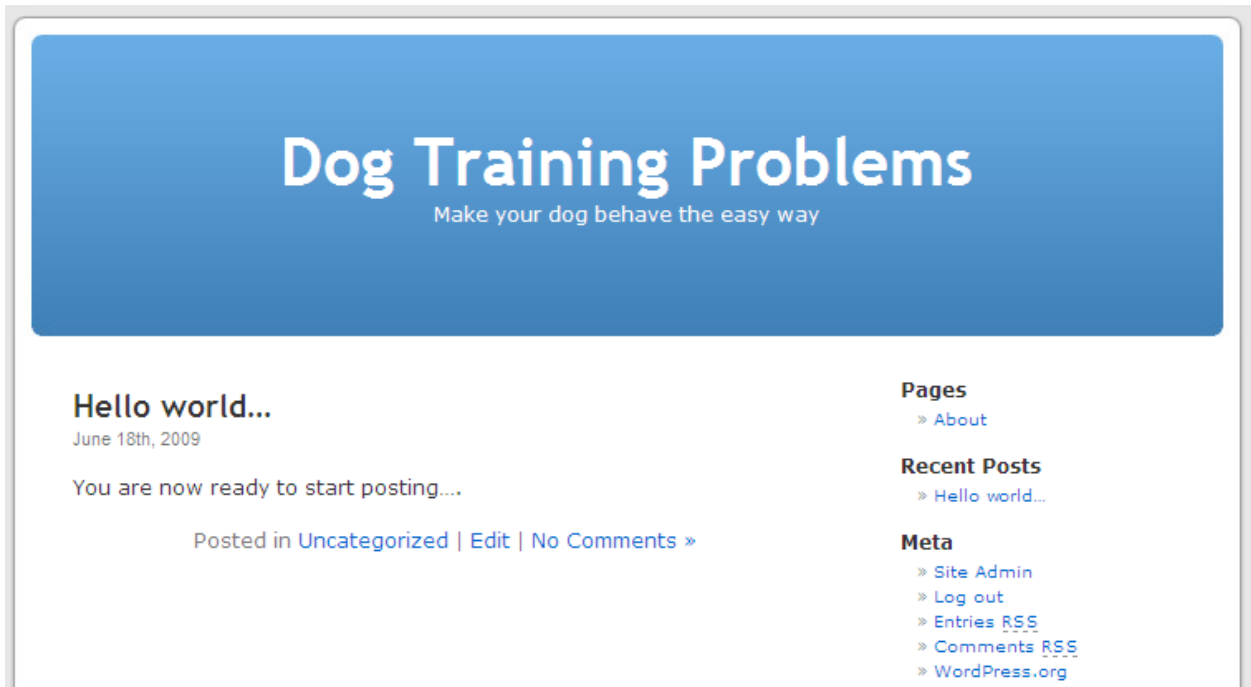
Site templates for WordPress blogs are known as themes and there are dozens of sites where you can download themes that are related to your subject matter completely free.

There is a list of a few of the best free theme sites in 'Appendix A' at the end of this report. Search to find a theme that you like which is appropriate for your niche before following the detailed installation instructions that you will find on the WordPress site.

Very, very occasionally a particular theme needs to be uploaded or installed in a specific way, so you should check whether there is an installation file in the theme folder, but 99.9% of the time, the standard WordPress installation instructions work extremely well.

Incidentally, remember that when you come to sell the blog, it will help if it is attractive and easy to read. Consequently, I would possible recommend that you use only a black type on white background theme for your blog. Using a theme with garish colors or white/blue/silver/yellow text on a black background can be off-putting and does not look professional either, so try the temptation.

This works well for my site and obviously, the addition of the graphic in the header makes the page look a lot more attractive and relevant to my topic:
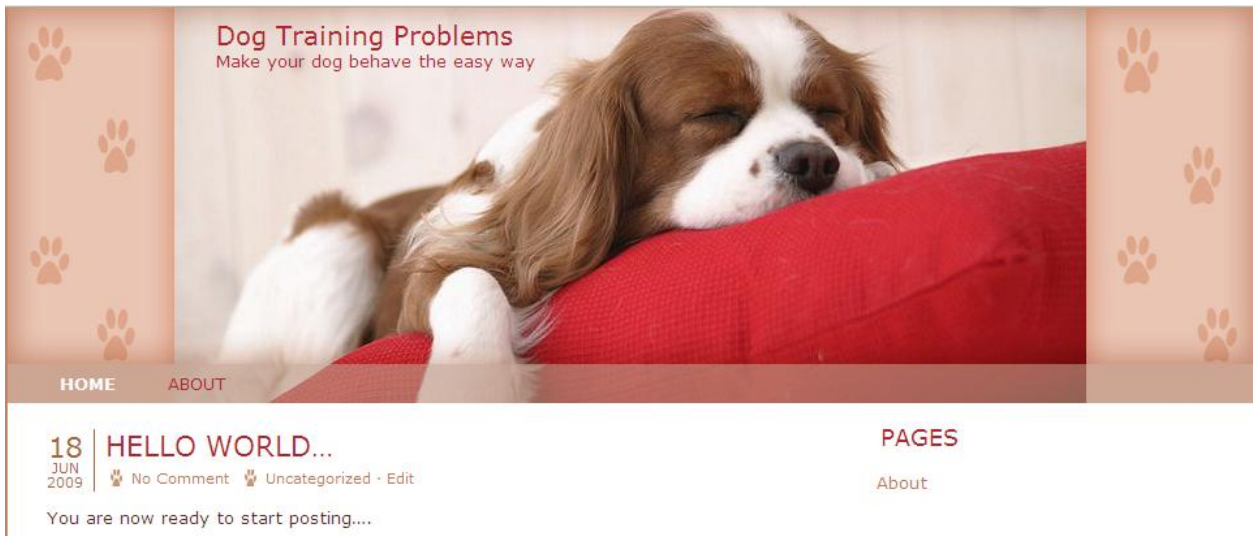
Now that you have made the blog more user friendly for your human visitors, the next job is to make it similarly attractive to the search engines. You do this by downloading and installing various plug-ins on your blog.

Plug-ins are small stand-alone software programs that enhance the functionality or usability of one particular aspect of your blog. No matter what it is you want to do, there are appropriate plug-ins available (generally for free as well).

For example, one major aspect of making your new blog search engine friendly is to optimize it for the spiders or small robot programs that search engines send out to see what is happening on the net millions of times every day.

By using some of the marketing strategies that you will read of later, you will force the search spiders to come to your site sooner rather than later, but when they do so, your blog must be optimized so that the spiders can 'understand' what is going on.

You do this by installing two free plug-ins. The first of these creates a Google site map whilst the other optimizes your blog for the search engines exactly as highlighted.

Once again, I have included a list of the plug-ins that I would recommend you install in 'Appendix A' at the end of this report. After you have downloaded all of the plug-ins on the list, unzip the files and upload all of the plug-ins to your blog by following the WordPress instructions.

The only additional thing that you need to remember after uploading your plug-ins is to activate them in the WordPress administration area by clicking the 'Plugins' icon and then the 'Activate' button for each.

The final housekeeping task to undertake before you start to add content to the blog is to make sure that every article that you publish on your site has a URL that tells the search spiders what that article is about. In WordPress terms, these URLs are known as Permalinks and by default, they are completely search engine unfriendly.

Fortunately however, changing the Permalink structure of your blog is relatively easy. Click 'Settings' (in version 2.6.1, at the top right hand corner of the page or in version 2.8 in the left-hand side column), then hit 'Permalinks' before changing the default setting for the one below it:

Common settings

✗Default No!   http://yesdeal.net/tester/?p=123

⊘Day and name Yes! http://yesdeal.net/tester/2009/06/23/sample-post/
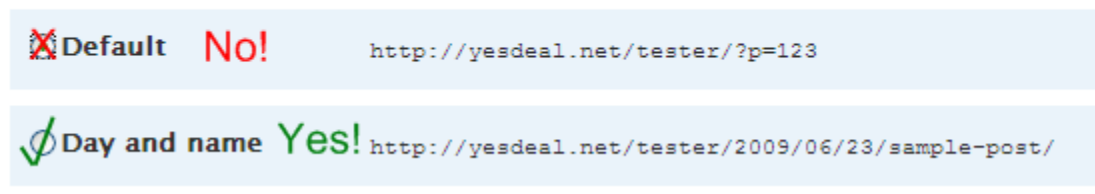
And that's it, the set-up is complete.

Now you are ready to move into the interesting part of flipping blogs, which is to start getting your blog ready for sale.

Start creating your content

The next step is to begin populating your blog with appropriate content materials. You do this by creating articles of a least 250-300 words which are constructed around the keyword terms that you discovered earlier.

In order to provide quality and value, as well as enhancing the visitor user-experience as much as possible, you should create unique content articles to post on your blog.

Using unique content materials is important because when you sell your blog, you will obviously sell the contents as well. It is possible that many potential buyers will be put off if you have used content that is downloaded from other sites or created articles based on Private Label Rights materials.

Hence, whilst it involves a degree of work, you have to create articles yourself from scratch if you want to maximize the earnings and therefore the value of your blog.

As suggested earlier, you should have a list of 30 or 40 keyword terms and you need to start writing articles based on each of those keyword phrases.

For the articles that you're going to add to your blog, make sure that the keyword phrase is included in the title, in the first and last paragraph and perhaps once (or a maximum of twice) somewhere else in the body text.

However, do not be tempted to try to stuff your article with your keyword term too often as this is a red rag to the search engines. Keyword stuffing is far more likely to ruin your chances of achieving high search engine rankings rather than enhancing them, so don't do it.

When it comes to creating content to your site, you have two options.

Either you can do the work yourself, which is the cheaper but more time-consuming option, or you can outsource the work using a site like Elance.com. This will cost you around $4 per article but could save you a great deal of time especially if you're not an expert article writer, so it might be worth considering.

In the first week or two, try to add one or two articles to your blog every day. When you do, make certain that you remember to 'ping' information that there is unique new content on your blog to the major resource sites and directories.

Every time you have published something new, head over to both Pingoat and FeedShark to ping your blog details as between them,

these two services cover most of the sites you need to send information to.

Note that there is no mention of monetizing your site as yet, because this is not something you should do from the very beginning.

One of the advantages of pinging information every time new content is added to your blog is that it is one very quick way of bringing your blog to the attention of the search engines, which means that they will add your blog details to their lists.

You definitely do not want to monetize your site before the search engines do this because doing so might suggest that the only reason you are creating this blog is to make money. Whilst this may be true, it is not necessarily something that you want to bring to the attention of Google et al, so you have to be patient.

However, once you have posted a reasonable amount of unique content to your blog – say 10/12 high quality keyword focused articles, you are ready to take to a significant step forward.

Firstly, you are going to monetize your blog, and secondly, you are going to start promoting it so that you can get Google and the other major search engines to start sending targeted visitors to your blog.

Once this starts happening, you will start to see money coming in every day, which is when the ball really starts rolling.

Monetizing your blog

There are many different ways to monetize a blog but for our purposes, we are going to focus on only three money making systems. In this way, it is easier to pass a blog on 'as-is' when it is sold. The new owner can literally take over and start earning on the day their purchase is completed.

The first source of income that you should add to your blog is Google AdSense, so if you do not have an AdSense account, you need to apply for one now (after you have added content to your blog, as Google need to review your site to agree your application).

Once your Google account is open, it is simply a question of logging in before working your way through the ad creation process to generate the advertising block to add to your blog.

There is detailed information about everything you might ever need to know about AdSense on the AdSense Help page. Whilst the ad block creation process is relatively straightforward, if you do have any problems, this is the page where the help you need is available.

With your ad block created, it needs adding to your site. The easiest way of doing so is to use an advertising plug-in like AdSense Now, AdManager or Who Sees Ads? (the last one takes a bit more setting up but will often earn more money).

AdSense is going to be your primary source of income mainly because it is not necessary for your visitors to spend money for you to generate an income through AdSense. The likelihood of doing so is enhanced because the advertising that Google places on your blog is a match for your topic in the same way that the adverts on the search results pages match the search terms.

Hence, for anyone visiting DogTrainingProblems.net, they will be shown adverts related to dogs and associated matters, making it considerably more likely that they will click on the ads to see what is available. Every time they click on an ad on your blog page, you get paid.
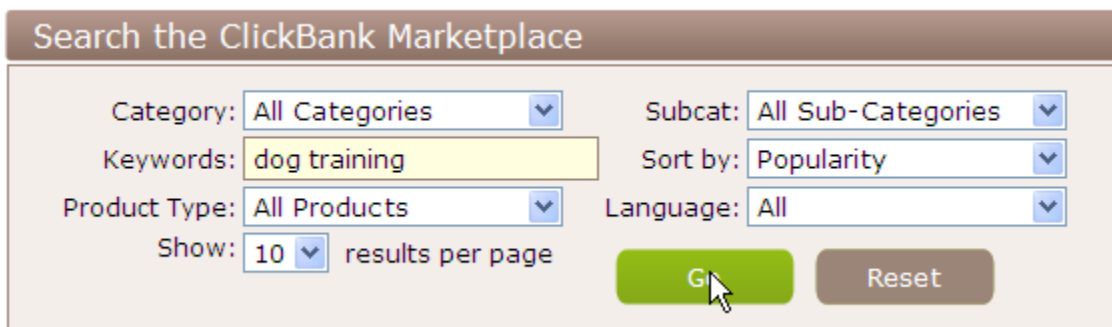
When someone is interested in buying your blog, you will have to produce proof of the income which that individual blog site is generating.

Consequently, you should clearly separate the income that you generate from your blog from any other AdSense income from other sources. When you flip your blog, the main criteria that dictates how much you ask for is the provable income and if you don't separate your income streams, you cannot prove anything.

This is something that you have to do with any money maker attached to a blog that you are going to flip because the main interest of any prospective purchaser is how much money that blog will earn for them immediately.

The next channel of income to add is to start selling digital information products that you are an affiliate sales person for through a site like Clickbank.com. Once again, if you do not already have an account, visit the site and sign up for one now because as with AdSense, the account is completely free.

Next, visit the 'Marketplace' page to find a suitable product that you can promote on your blog by searching with your primary keywords in the search box on the page. This for example would be my queried term:

When you click the green 'Go' button, you are presented with the bestselling products in the market. Have a look through the sales (or 'pitch') pages of the top half-dozen bestsellers to see which most appeals to you (on the basis that if it appeals to you, it should appeal to your site visitors too).

Then, click the appropriate link under the product description to 'create a Hoplink'.

Your 'Hoplink is a unique affiliate promotional code which you use to ensure that you get paid for every sale you generate. To create your link and the unique tracking code that you must assign to this campaign to use as income proof when you sell the blog, click the link next to the one below the product description that took you to the pitch page earlier:

Add your account nickname and unique tracking code (anything is fine as long as you can use it to identify sales from your blog) before clicking the 'Create' button:

ClickBank NickName: joesoap

Tracking ID (Optional):   Blogsales

Create

This creates the encrypted codes that you use to generate sales that can be attributed to your account:

ClickBank pays you 75% when you sell this vendor's product. To refer a customer send them to this domain name:

http://bcb56j5b7-k4dr2gogufdubw3s.hop.clickbank.net/?tid=BLOGSALES

Cut and paste the following HopLink into your web page:

```
<a href="http://bcb56j5b7-k4dr2gogufdubw3s.hop.clickbank.net/?tid=BLOGSALES" target="_top">
```

WARNING: *Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.*

With your code generated, it is merely a question of adding it to your blog page, which you can do in one of a couple of different ways

Firstly, if you look at the product pitch page once again and scroll to the bottom, you should see a link for 'Affiliates'. Take a look because you may find that there are some ready-made promotional materials for this product.

If not, one simple and effective way of adding links to your site is to embed HTML links in the text of your articles to create what are known as anchor links. Anchor links are links in the main body of your article where the clickable text is your main keyword phrase.

For example, if I embedded this link in the text of my article:

```
<a href="http://598c6cz4wacyiu7fllcl0p.hop.clickbank.net/?tid=BLOGSALES">dog training problems</a>
```

It would appear like this – dog training article – which would be an active hyperlink to my affiliate promotion. Embedding links in text in this way is simple but very effective way of getting people to visit your affiliate link, because the hyperlink in the text appears totally natural. Equally as importantly, it also helps the search engines understand

what your article is about as the spiders always pick up on anchor text as being a primary indicator of the subject matter of the article.

You can add a Clickbank 'advertising block' on your page as well as seen in the next screenshot. Create this from inside your account, copy the code and add it to your blog.

The final method of monetizing your blog is to add a mini eBay store by signing up for an eBay Partner account before installing the free phpBay Lite plug-in on your blog. This can produce any number of different mini stores, with one option looking like this:
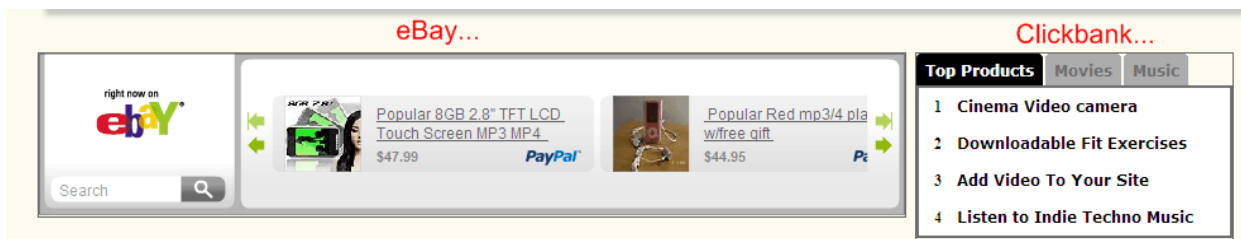
These mini-stores always on a reasonable amount of cash into the pot every month without requiring any more work – the products presented in your mini-store change on a constant basis – so it is well worth installing on your own blog, because when it comes to selling your virtual real estate, every dollar of provable income counts.

Promoting your blog…

With your blog constantly growing (you should still be adding content but a couple of articles week is more than enough) and monetization sorted out, it is time to start promoting your blog to drive targeted visitors to it.

By now, as long as you have been pinging every time new content is added, the search engines will be aware of your existence and will probably be visiting on a reasonably regular basis. This is the first step to driving targeted traffic to your site.

However, the next step is to submit information about your site to the social bookmarking sites and the free directories as well.

Doing this will generate both traffic and incoming links from the social sites, whereas you are primarily looking for links from the directory, because links of this nature are very valuable, especially as far as Google is concerned.

Right now, there are hundreds of social bookmarking sites and it is simply impossible to submit your information to each and every one of them.

On the other hand, if you use a free tool like Social Marker, it is possible to submit information to the majority of high-quality social sites relatively easily:

Select the social bookmarking sites you want

All | Best | None | Bookmarking | News | Dofollow

☑ Propeller.com ☑ Slashdot.org
☑ Digg.com ☑ Technorati.com
☑ Del.icio.us ☑ Twitter.com
☑ Reddit.com ☑ Tagza.com
☑ Fark.com ☑ Newsvine.com
☑ Furl.net ☑ swik.net
☑ Connotea.org ☑ Links Marker
☑ Sphinn.com ☑ Blinklist.com
☑ Faves.com ☑ Mister-wong.com
☑ Spurl.net ☑ Netvouz.com
☑ Diigo.com ☑ Backflip.com
☑ Bibsonomy.org ☑ Folkd.com
☑ Linkagogo.com ☑ Indianpad.com
☑ Plugim.com ☑ Myjeeves.ask.com
☑ Buddy Marks ☑ Connectedy
☑ MyLinkVault ☑ Tip'd (Financial)
☑ Google Bookmarks ☑ Jumptags.com

Be aware that the only time you should submit your information to all of these social sites is when it is first launched. After that, select half a dozen at random to submit information about each new article that you add to your blog.

Similarly, in order to submit information about your blog to the major directory sites, you can download free software here that will help you to semi-automate and therefore streamline the submission process.

Next, visit Squidoo, HubPages, Weebly, Wetpaint, Wikidot and Blogger.com to create a series of mini-sites on free platforms which are all extremely popular with the major search engines (Google in fact own Blogger).

Add unique versions of some of your articles (you can create 'spun versions' using a free program like JetSpinner) to each of these sites. Make certain that every time you do so, you submit information to the social sites through Social Marker but remember to randomize your submissions.

Create a new account for each of these resources because you're going to give the mini-site away when you flip your blog and then link them together.

However, when you link your mini sites together, you should do so in a reasonably random fashion, because if every site is linked to the next in the chain in exactly the same way, it begins to look a little suspicious. If Google suspect that you have built this network chain in order to generate links, it is likely that they will ignore them, so make sure that your link structure is relatively randomized.

Google is looking for a link structure surrounding your blog that appears natural and it does not appear natural if every link goes to exactly the same place. Also, links to internal pages and articles on your blog are every bit as valuable as a link to the main page so don't be tempted to send all the links to the same place.

Next, remember that you originally created a keyword list with 30 or 40 phrases on it and that so far, you have only used half of those on your blog? The reason is, you should now write a series of 400 to 500 word article is for submission to the major article directory sites like [EzineArticles](), [GoArticles](), [Search Warp](), [Article City](), [Buzzle]() and [Article Dashboard]().

Create a new account with each of these sites if you don't already have one (if you do, use it) and start submitting keyword rich articles to each site. Apart from the fact that these articles should be a little longer than those on your own blog, the writing rules are pretty much the same.

Include the primary keyword term for that article in the title and in the first and last paragraphs. If your article is over 400 words, you can probably include the keyword a couple more times in the main body text of your article, but no more than that.

When you submit your article, you also submit a keyword list and a two or three sentence description of why someone *must* read your article. In addition, you need to create an appropriate resource box (a description of your business and why people should use you) which leaves your article reader in no doubt that they have to visit your blog.

It is in this resource box that you include the hyperlink which the reader can follow to visit your blog. I would recommend that you use one anchor text link and one link which is the URL of the page or blog article that you want the visitor to go to. You do this because not every article directory accepts active hyperlinks, so at least you include a URL that your reader can copy and paste included in the resource box.

When you submit articles to the major directories highlighted previously, make sure that you always submit to EzineArticles first and wait for them to publish. After that, you can submit your work to all the other directories concurrently.

Also, always remember that using articles to promote your business is a numbers game. The more articles you can submit to the directories, the more targeted visitors you will see and the more money you will earn.

Articles are also very valuable for generating one-way links from some very highly rated sites to your blog, which once again helps to push your promotional materials and the articles on your blog further up the Google search result pages.

Another highly effective way of promoting your business is to make short videos which you submit to the leading video networking sites like YouTube.

When you do so, make sure that you include your keywords in your titles and descriptions. You do this because videos always feature very prominently on the Google search results pages but they are there because of the keywords in the title and description rather than it being anything to do with the content of the video.

Once again, the more videos you make and submit to as many video networking sites as possible, the more effective your promotional tactics will be. For this reason, instead of submitting one video to YouTube, I would recommend submitting several videos every month to as many video networking sites as you can using the free services of TubeMogul.

However, Tube Mogul will only allow you to make a certain number of free submissions every month, after which you might want to use the paid (but cheap) services of HeySpread to do exactly the same job.

If you adopt all of the promotional tactics that you have read off in this section, you will inevitably generate plenty of targeted traffic to your blog.

Some of those individuals will click on your adverts, and some may even generate additional commissions through Clickbank and eBay.

Pulling all of these income streams together, you will have an aggregate income figure. I'll explain in the next chapter how you use it.

You need to show regular earnings...

It stands to reason that anyone who is considering buying your blog when you flip it is going to be interested in the bottom line, exactly how much money they can earn from your site after they buy it.

However, it is also important to appreciate that most site and blog buyers are interested in regular recurring income, rather than single one-off payments. This in fact is the reason why you do not focus on Clickbank and eBay products when creating your blog because whilst selling products or promoting eBay definitely puts more money in your bank, it is not regular.

On the other hand, AdSense is highly predictable, which is extremely attractive for the buyer.

To have a blog that is likely to attract potential purchaser, you have to have a steady track record of earnings over a period of several weeks. Reasonably stable income earnings over a month or two is a minimum requirement for being able to flip your blog.

Fortunately however, I am not talking about a blog that earns $100 a day.

In fact, if you ensure that your blog has earned even just one dollar a day from Adsense on a consistent basis, you have a saleable asset. As long as the income is consistent, it is clear that your marketing materials are doing their job by sending targeted traffic to your site.

The day after you sell the blog, these promotional materials are not all of a sudden going to stop sending targeted traffic, meaning that the new blog owner will continue to enjoy the same level of income after they buy.

So, let's imagine that you have a record of one month of earning a least $2 a day from Adsense, plus you're making a few extra dollars from eBay every month (and can prove that you do so regularly) and pull in a little extra from Clickbank sales every so often as well.

Based on your Adsense earnings alone, you could realistically expect to flip your blog for somewhere around 10 times the monthly income of your site, but you might be able to push this a little further because of the additional income that you can prove.

Hence, a blog that is earning just two dollars a day is going to be worth around $600 or a little more, depending on how well you can sell the idea of the additional income from eBay and Clickbank.

From this it follows that if you hang onto your blog until it is earning a regular $5 a day, you have a $1500 asset on your hands and every

time you can increase your AdSense earnings, the value of your blog increases.

You therefore have two very important considerations here.

Firstly, how long should you hang onto a blog before you flip it and secondly, what can you do to increase the income the return when you do so?

From my own experience, the answer to the first of these questions is very much a matter of personal attitude and needs. For example, if you enjoy posting new content to your blog and writing articles or making videos to promote it, then it makes far more sense to hang on to it than it would if you hate every minute of it.

Increasing the money that your blog earns on a daily basis is simply a question of increasing your promotional efforts to drive more traffic to your site. You should also focus on creating as many incoming links as you can as well because links dictate the Page Rank of your blog, and a PR3 blog is definitely going to attract a higher price than the same blog with no page rank attached.

When it comes down to flipping your blog, you can do it very quickly (a month or two after launch) with a realistic possibility of selling out for $100-$200, or you can hang onto it the expectation of selling for $1000-$2000 six or twelve months down the line.

There is no hard and fast rule on this but you must understand that the only justifiable reason for hanging onto your blog is if you can improve its value, and if this is something that you cannot (or don't want to) do, you are better selling sooner rather than trying to squeeze a few extra dollars out.

How do you make people want to buy?

The answer to this question is very simple.

You have to do whatever you can to enhance the value to a potential buyer to encourage them to get their credit card out of the wallet.

I have already mentioned a few ways that you can do this.

For example, if you can offer free hosting through your reseller account for a period of several months, you make the proposition far more attractive because the buyer has to do far less work to enjoy exactly the same income.

You can show them that there is additional income coming in from eBay and Clickbank so that they are not entirely reliant on one source of revenue. This would be relatively easy to sell as a benefit that most other blog flippers will probably not be able to offer.

You might offer to continue creating appropriate content for them for a period of time, or suggest that you will include a series of traffic videos you have made to show them how to increase their income from your blog.

I have already referred to the idea of opening new accounts with Squidoo, HubPages and the like. Including these in your offer again enhances the value of the package. The links from these sites have been established for several weeks or months which gives them more link power than new links would offer.

There really is no mystery attached to how you convince someone that your blog site offers a tremendous deal. Show them the value of what you are putting on the table,and they will show you the money.

Where to sell your site?

There are plenty of places that act as markets for websites, but for most experienced online marketers, the number one is probably Flippa, which used to trade as Sitepoint, which was always the 'king' in the 'sites for sale' business.

As Flippa is a continuation of the services provided by Sitepoint, this would be the first place I would consider using to sell your blog.

Depending on how long you have been running it, there are several different categories under which your site can be listed on Flippa so make sure that you list under the most appropriate category:

5. **What are "Established Sites"?**

Other Tags:
- filters

6. **What are "Startup Sites"?**

Other Tags:
- filters

7. **What are "Premium Sites"?**

Other Tags:
- filters

8. **What are "Domain Only" auctions?**

Other Tags:
- filters

Whilst there are quite a few other sites that you can use to sell your blog, I would recommend that you always start with Flippa before looking elsewhere because in my opinion (and that of most other experienced marketers), this is the 'go to' site in blog and website sales.

Another reason for using Flippa is that it is the site to which most serious site buyers turn as well when they are looking to buy an established online business. Hence, if you sell your blog here, you are likely to land the best price for it.

Other sites like Digital Point have a similar 'sites for sale' section of the forum, but in my experience, the buyers who use Digital Point do not tend to be as serious or as clued up as those who use Flippa, so the prices you are offered for your blog are likely to be lower.

Then you have a site like eBay which many people use to sell sites and blogs, but once again, the prices you are likely to attract through eBay are likely to be a consistent with the 'bargain seeking' attitude of people who use auction sites.

In addition, there are specialized website brokers like WebsiteBroker.com, BuySellWebsite.com, Sedo.com and DealASite.com.

I'll be honest and admit that I have not used any of these companies so I cannot comment on their services or prices but it will do you no harm to take a look at their websites because if nothing else, you will learn a little more about the mechanics of selling your blog.

Getting paid

Obviously, getting paid for your blog is the single most important aspect of blog flipping, so you really have to be extremely cautious when deciding how you will accept payment for your blog.

There are a few options but it essentially boils down to whether you are willing to accept a straightforward payment via a simple system such as PayPal, or whether you need the additional security provided by using an escrow service and can live with the additional expense of doing so.

At the end of the day, how you choose to accept payment is entirely up to you, but there are a couple of factors which I would recommend you bear in mind when deciding how your site buyers pay you.

Firstly, how much money is involved in the deal and how important is that money to you? If you use a straightforward money transfer system like PayPal, it is undoubtedly going to be cheaper but the level of security that you have is lower. Hence the chances of the payment going bad could be increased.

If you are selling a blog for $100 and the money is neither here nor there, then this might be a risk that you're willing to take. And of course, PayPal have some built-in security measures, so that you could for example dispute the sale if things went wrong.

Nevertheless, if you use a straightforward service like PayPal (or a similar alternative), you are exposing yourself to a degree of risk.

If on the other hand you use an escrow service, then the deal is guaranteed from both sides of the fence.

The escrow company will take your buyers money and hold it on deposit so that you know the money is available to complete the transaction. They will continue to hold the cash until you have delivered the promised goods, at which point the cash is released to you.

Hence, using an escrow company provides a very high level of security and there are several highly reputable organizations that provide escrow services for online business such as Escrow.com and iEscrow.com.

Of course, the downside of using organizations like these is that they will charge you a fee to do so. Thus, you have to balance the additional security against the commission you will lose for using an online escrow service.

Whilst whether you choose to accept direct payment or use an escrow service is essentially a choice, my personal rule of thumb is that for

anything less than $200, I would usually not use an escrow company, whereas for anything in excess of $700 or so, I most definitely would.

Between these two figures, it is a question of whether you trust your buyer, which often comes down to nothing more scientific than gut feeling. You must also accept that the more regularly you trust your instincts, the more likely it becomes that one day your trust will be misplaced and you will lose money.

Conclusion

You now have all the information that you need to start your own blog flipping business straight away. As you have seen in this report, there is no need to spend a great deal of money in order to get this business launched, nor is it a business that requires any high-level of technical skills or abilities either.

You have seen how easy it is to take an initial market idea and 'finesse' it down to a niche level where the real profits are to be made. You have learned how to build a targeted keyword list and what to do with the keywords that you uncover during that research process.

Building a WordPress blog should quickly become something that you can almost do in your sleep, and as for populating it with unique content – well, yes, there is work involved, but it is work that is ultimately extremely well rewarded when you sell your blog for hundreds or thousands of dollars.

But, allow me to close with a few additional thoughts and reminders.

The amount of money that you can earn by flipping your blog is in direct proportion to the amount of targeted visitors that you send to your site. The traffic generation methods that you have read of in this manual are more than enough to start driving hundreds of visitors to your blog every day but it is still a fact that every additional visitor represents more money in the bank so there is never any such thing as enough traffic.

Once you have generated a few successful blog sales, I would therefore suggest that you consider investing some of the proceeds in software or services (e.g. outsourcing) that will enable you to automate certain aspects of your business or pass the responsibility for them on to others.

For example, social bookmarking is extremely powerful, but to do it properly on a large scale is extremely time-consuming. However, there are software programs available which will quickly pay for themselves many times over because of the additional targeted traffic they will bring to your site.

In effect, no matter what kind of online business you run, you must always re-invest at least a percentage of your business income in making your operation more efficient and therefore more profitable in the future.

And finally, remember that all of this is about selling your blog, and selling something means that you must receive the proceeds.

Do not be tempted to take unnecessary risks and resist the temptation to trust every other online marketer simply because 'they're the same as you'!

Appendix A – WordPress Resource File

Free Theme Sites

- http://wordpress.org/extend/themes/
- http://topwpthemes.com/
- http://www.wptmp.com/
- http://www.freewpthemes.net/
- http://www.wpthemes360.com/
- http://www.elegantwpthemes.com/
- http://wptheme.net

Essential Plug-ins

- Akismet
- All-in-one SEO pack
- Dagon Sitemap Generator
- E-mail users
- Exec PHP
- FeedBurner
- Flash Video Player
- Google Sitemap Generator
- MaxBlogPress
- Navigation List
- Super Cache
- WP Users Online
- What would Seth Godin do?