

Getting Rich The DOT COM Way!

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Don't Forget!

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- 2: As a **reward** for your visitors performing a certain action (joining your newsletter or providing feedback)
- 3: Simply send it to any friends or family who may be interested in it (and **you** look like a great guy)!
- 4: Add it to your current products as a **free bonus!**

This e-book has been written in a manner that makes it fairly anonymous. There are no explicit links to reseller or associate programs. In fact, there is **only one link** in the whole book!

<http://scamfreezone.com/doinfo/>

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<http://scamfreezone.com/doinfo/>

Getting Rich The "DOT COM" Way!

Introduction

There are several methods of making money the "DOT COM" way.

You could...

1: Grab a great DOT COM name and sell it on for a profit (paying initial registration fees only).

2: Grab a great DOT COM name, build a website around it, then sell it on for a profit (you pay initial registration fees plus webhosting for as long as you host the site).

3: Start a company funded by **huge amounts** of venture capital money, build a **dazzling** website with fantastic amounts of publicity, float on the stockmarket for an **incredible** sum of money, pay back your investors and retire to the Caribbean with the remaining millions!

The first two methods are different styles of the same basic mechanism and they are covered in this report. The third method is very complicated, involves huge amounts of money, time, effort and risk! Very few people end up on a beach in the Caribbean!

So how **are** people making **upto \$1000 per day** from "DOT COM" names?

Let's start with a few facts. Currently the accepted **default** domain name is "**DOT COM**". You can purchase a wide variety of domain name suffixes ranging from .EDU and .ORG to .CO.UK and even .CC. If you want to make money through trading domain names and websites you can safely **ignore everything other than DOT COM**. It is simply the most recognised, appreciated and therefore **valuable** domain suffix.

The scoop on long domain names

There are a **finite** number of DOT COM names. In the recent past the number of characters was limited to 23 plus the DOT COM. Then, in late 1999, the limit was increased to 67 characters and a whole new DOT COM **goldrush** was born! Even though people raced to take prestigious names over 23 characters in length, these will not have the same impact as the short memorable names. (although I would like to have been the person who took **internetserviceproviders.com** !)

The fact that such a riot resulted from new DOT COM domain names being released **shows how valuable this domain suffix is.**

For those who are interested, the new 67-character domains appear to be useful for generating domain names with many "**keywords**". It seems that a name like...

make-money-home-business-opportunity-center.com

...will help gain a higher place in search engine rankings for such searches as "**home business**" and "**money opportunity**". Notice that the above address includes **hyphens**. These seem to act as "text delimiters" and allow the search engines to recognise distinct words. It's **very important** that you register the names with hyphens if you want to use the domain name to gain a better ranking on the search engines. If you want to use the name in everyday circumstances as well, then register the name **without hyphens too**. People who hear the name **will not** type in the hyphens (and you don't want to have to spell it out to them)! Simply registering both versions of the name will save heartache in the future!

You may also need a long domain name to **protect your online business**. Perhaps your company is called "Jack and Jill's Online Trading Company". Previously this name would not have been available, but now you can register...

jackandjillsonlinetradingcompany.com

...and your customers will be able to find you!
To register a long DOT COM name, see the info-site...
<http://scamfreezone.com/doinfo/>

A huge potential and constantly increasing!

For literally ***years*** there have been rumblings about new top level domains (TLDs) such as .web, .shop, .int, .eu. These TLDs **have not come to pass**. Even if they were to arrive, they would probably have as much impact as .cc and .to. New TLDs will **simply be too late** to influence the opinion that DOT COM names represent official businesses on the Internet.

Assume that all the possible DOT COM names were issued.

People would then have to buy a name from its current owner.

This is the premise that DOT COM trading is built upon. If you register a domain name that someone else wants they **would have to** purchase it from you. Both seasoned and new webmasters need new domain names. Even now I still have new ideas for great websites! I then have to pray that the perfect domain name is still available. If it's not, I either have to think of a different domain name, or purchase the one I want from the current owner. **Every other webmaster is in the same position, so the huge potential revenue from selling domain names is constantly increasing!**

What name sold for EIGHT million dollars?

Truly excellent names such as **business.com**, **drugs.com**, and **wallstreet.com** have been sold for millions of dollars! Domain names of such high quality are no longer available, but that does not mean that you won't be able to register names worth substantial amounts of money with an eye to selling them. As recently as February 2000 Marcelo Siero sold **loans.com** to Bank of America through the auction site Great Domains for **3 million dollars!** In late 1999 **business.com** went for **\$7.5million** and is the current record. (In fact, it **more than doubled** the **\$3.3million** that Compaq paid for **altavista.com** in 1998)! Marc Ostrofsky paid \$150,000 for the **business.com** domain name three years ago..now that's what I call a tidy profit!

Incredibly, **business.com** may not be the record holder for long! Great Domains expects to sell **america.com** for over **\$10 million!**

<Newsflash February 16th 2000>

SANTA ROSA, Calif.--(BUSINESS WIRE)--Feb. 16, 2000--
In a record Internet domain deal valued at **\$8 million** (USD) cash and stock, **MP3audiobooks.com**, Inc. of Santa Rosa, CA., (formerly known as BrainwareMedia.com), acquired the domain name, **MP3audiobooks.com**, from an Internet developer in the Boston area.

I wouldn't have said **MP3audiobooks.com** was such a fantastic domain name, but hey, what do I know!?
This newsflash (which came from Yahoo as I was writing this report) illustrates that domain trading can be a ***very*** lucrative business!
<End Newsflash>

How much is the name AOL.com worth?

Estimates from dotcomtrader give the domain names **aol.com** and **yahoo.com** a valuation of **\$80 million each!** That's just the domain names!

If those domains are worth such fantastic amounts of money, there will be **thousands** of domain names worth from one to ten thousand dollars. Taking a look at Afternic the current top bids are...

TOP BIDS

\$26,250	WeddingDay.com
\$20,135	internetbank.com
\$15,750	speedytaxrefund.com...
\$14,200	Detected.com
\$7,950	SiliconVenture.com...
\$6,625	SwissCheese.com
\$6,285	friends.net
\$4,500	pclogic.com
\$4,375	Uninformed.com
\$4,000	MyWeddingDay.com

Domain names are changing hands for thousands of dollars. I don't know about you, but I would be **very happy** selling a few domains a month for several thousand dollars each!

How to spot great domain names

As you can see from the examples I gave above (drugs, business, loans), great domain names meet the following criteria:

- 1: **Generic** (don't take McDonalds.com unless you want to be sued)
- 2: **Short** (the shorter, the better. Keep #3 in mind)
- 3: **Memorable** (dfgr.com may be short, but it's not memorable. loans.com is both)
- 4: **Not easily copied** (if people can add "cyber-" or "web-" in front of the name it's not as valuable)
- 5: **E-commerce oriented**. (drugs.com, business.com and wallstreet.com are obvious examples of names that lend themselves to e-business)

How to avoid awful domain names

How much is the domain name **reallycoolandneatstuff.com** worth? I would suggest **nothing**. That's right...zip. It matches none of the criteria set out above (OK, I guess it's generic). But why would someone pay good money for that domain when they could purchase **coolandneatstuff.com** or **neatandreallycoolstuff.com** or any combination of the words in the name!

Before you dive into the domain name business, **make sure you know a valuable domain from a worthless one**. The lists of expired domain names that come up for resale (see below for details) are **excellent** for learning which domain names are great and which are awful! After you've scanned several hundred names you will easily be able to tell the difference!

The secret to getting an awesome domain name!

If the domain name you want is still available you could simply register it directly with one of the registration companies. Fees vary now that several different companies have been allowed to register domain names, but one good site is Internet Domain Registrars described on:

<http://scamfreezone.com/doinfo/>

They charge \$60 for two years registration of your domain name. After two years you pay \$30 per year to continue owning the name. At their site you can register names upto 67 characters.

If the name you want is already owned you can make the owner an offer and try to negotiate the purchase of it as Marc Ostrofsky did with business.com, and **turned \$150,000 into \$7.5 million!**

To find out who owns a specific domain name, you could do a lookup at Whois, or Betterwhois. Another way of finding out if a domain name is available and, if not, who owns it, is to download a piece of software called Whois Ultra. By using the software you can avoid going to the websites and waiting while their advertising banners download. You can also input several domain names at once.

<The secret....**shhh!**>

If you're as lazy as I am, and want to do things quickly you can obtain lists of domain names that have recently expired and comb through them for great names that have been released back into the pool of available names.

Any names currently arriving on these lists **were once registered** and then allowed to elapse through **non-payment** of the registration fees. Obviously these names are of high quality...**someone once thought enough of each name to pay to register it for at least two years.**

There can be some exceptional names on these lists!

I know of **only one site** that publishes a list of expired domains every week. Each list has an average of 3,000 names! Currently the price for the information is \$49 per year. They keep threatening to put the price up. I don't know if or when they actually will, but at **less than a dollar per list** it represents fantastic value for money! The site is at:

<http://scamfreezone.com/doinfo/>

Selling: The Bare Bones Approach!

<Updated Information>

The main registration companies are now requiring payment of registration fees **upfront**. It is no longer possible to register a domain for free and then try to sell it without paying the registration fees. This is both good and bad news. The good news is that only serious domain name traders will be able to afford the upfront fees and the "quick-sell" merchants will disappear. The bad news is that you too will have to pay the \$60 before you are able to join this business!

The registration service that I currently use charges \$60 for the first two years. I have seen deals such as "\$35 for the first two years" as a "limited time offer". With the deregulation of registration services it may be worth your while to shop around for cheap deals or for one year registrations. However, **please check any small print**. For instance, a registrar may offer a cheap upfront deal and then charge excessively for any parking service. It may not be cost-effective for you to look into the differences...only you can decide that.

If you choose to go with the service I use you will gain the rights to the domain name and have it "parked" on the registrars servers. You will not have access to webspace, email or any other services that come with webhosting.

<End Update Information>

The "Bare Bones" approach is to simply pay for a domain name and let it reside, unused, on the registrars servers. You do not then incur the expenses associated with hosting a domain.

Once you have obtained your domain name, either by purchasing it directly or by combing the list of expired domains, simply advertise it for sale in as many different places as you can think of.

One option is a do-it-yourself auction such as putting it up for sale on Ebay or QXL. Another option, if you think you have a great name, is to sell it through Great Domains. You could also mention it in classified ads, in newsgroups, in your signature file and anywhere else you can think of!

Bare Bones Summary:

1: Find domain name...

If you have a domain name in mind, see if it is available

If Yes a: Register it, go to 2.

If No b: Buy it from the owner, think again,
or grab the list of expired domains.

2: Visit Internet Domain Registrars, pay \$60 to park the name

3: Go to Ebay, QXL, Great Domains etc to sell it

4: Upon receipt of money change details to new owner

5: Repeat.

All links to necessary websites are at:

<http://scamfreezone.com/doinfo/>

Selling: The Deluxe Way!

I recommend that you adopt this second approach. Instead of just parking the domain name, acquire webspace for it. You can then bring in **visitors and money** to your new domain.

Simply sign up with a webhosting company and get some webspace for your site. Then add a few affiliate links and banners.

It's not necessary to bring in huge numbers of visitors to your new site, you just have to be able to show your potential customers that the site is **up and running**.

In the eyes of the customers the fact that they can see the domain name working **increases its perceived value dramatically!**

You should have no trouble in covering the cost of

registering the domain name and the time it took to put up a few banners!

You could even end up selling a few domain names that are worth **telephone numbers!**

Deluxe Summary:

1: Find domain name...

If you have a domain name in mind, see if it is available

If Yes a: Register it, go to 2.

If No b: Buy it from the owner, think again, or grab the list of expired domains.

2: Visit Internet Domain Registrars, pay \$60 for the name.

3: Have the site hosted. Add associate links and banners

4: Advertise the site for sale on the site itself, on Ebay and other "broker sites"

5: Wait for the right offer to come along, then sell!

6: Repeat.

All links to necessary websites are at:

<http://scamfreezone.com/doinfo>

Have Fun and Good Luck!

I think that one of your primary missions when you start your own DOT COM trading business is to try and **have fun with it.**

It makes life much simpler and less stressful if you take the time to find a ***superb*** DOT COM name and pay to register it. Then you can build a website around it and take your time finding the right buyer

The Internet is a stressful place at the best of times. You really don't need to add to that stress yourself!

Enjoy what you do online!

All links to necessary websites are at:

<http://scamfreezone.com/doinfo>

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