

Blog Flipping Unleashed

How To Make Money By Flipping Blogs

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Introduction

The idea of producing websites (and especially blogs) with the intention of 'flipping' them for profit is a very popular business model – and although it's been around for a few years now it can still be a great way to make money online.

I'm assuming that you want to get involved with it too, right?

Well the good news is that you can – and I'm hopefully going to show you how you can do that in this report.

But let's first make something clear:

Website flipping is **not** a 'get rich quick' scheme.

Whilst it's true that you can make money relatively quickly (and without much initial investment), to be successful you will need to work hard and devise a good strategy.

Remember also that whilst it IS possible to start a flipping business with very little money, you can achieve success more quickly if you have some money to outsource things such as content creation and graphics. Doing it on a limited budget will mean that you have to work harder – but if you're prepared for that then there can be a lot of money to be made, even if you don't have much to invest to get started.

What Is Flipping?

There's a good chance that you already know this – but even so I thought that it was worth spending a few minutes going over it.

Essentially 'flipping' is when you create a website, blog or product – develop it a little – and then sell it on to somebody else.

There's a bit more to the process of course because you have various options along the way.

The more successful the website or product is (and the more money it makes) then the greater value it will have.

But that of course means work – and if you flip your site more quickly then you can still see a decent return for much less work.

So, which option do you take?

Well it really depends on how much work you're willing to do, the potential of the site, your budget and how quickly you want to see a return on your investment.

Blogs, websites, plugins or software?

All of these things could form the basis of a solid flipping business, but during this report I'm going to concentrate on blog flipping because it's probably the easiest to get started with and blogs seem to be continually popular.

Creating Your Blog

Obviously you need to create and build a blog.

This means not only getting together a blog design and structure, but also adding content to it and putting into place ways of monetizing it.

But first thing's first you need to come up with an **idea for your blog**.

Contrary to popular belief I reckon that you don't need to spend forever and a day researching an idea or niche...

I would generally stick to niches and subjects that are popular amongst internet marketers and which provide people with lots of money making opportunities. Any niche that has lots of affiliate products in it could potentially be a good one.

So, I would be looking at niches and topics such as:

Internet marketing

Weight loss

Health

Gardening

Motivation and time management

Self help

Golf

Childcare

Technology

Etc.

That's quite a general list of course and there are other ways to come up with ideas.

One of the best ways of coming up with an idea for a blog is to look on **Flippa** and see what is already selling well.

Visit <https://flippa.com/just-sold> to see websites and blogs that have sold in the past few days and look at what subjects they are covering.

If someone else has successfully flipped a blog in a particular niche then there is absolutely no reason why you can't do the same.

Another great way of coming up with ideas is to sign up to **Google Trends** and find out what's hot right now.

And you don't even HAVE to look online.... I find that the magazine stand in your local store is a great source of ideas. If a particular topic has several magazines dedicated to it then it's probably a popular niche/subject.

Blogging platforms...

One of the most well known ways of creating a blog is by using a platform called **Wordpress**.

It's hugely popular and probably the one I would recommend that you go with.

Hosting

But before you get going you're going to need some **webpace**. You might already have a web hosting account – but if you don't – or you're not quite sure whether your current package is up to scratch, then you should find the below information useful.

I would recommend going with a hosting provider that uses C Panel and Fantastico De Lux. With this you can install Wordpress by simply clicking a few buttons and following the on-screen instructions.

Secondly, as you are going to be flipping your blog at a later stage you really need a reseller hosting account, which gives you the ability to transfer portions of your account to other people and is effectively like having multiple hosting accounts under one roof.

Registering a Domain Name

The Domain name that you register for your blog is very important.

A good domain name can add a lot of value to a blog, so there are some things to bear in mind when choosing a name:

- Domain name length – ideally it should be short
- Domain name extension - .com is probably the best, but you can consider others if the .com is taken but others are available
- Keywords – it's sometimes a good idea to choose a domain name containing the main keywords of your blog

- How catchy is it? Sometimes short, catchy names can work very well indeed and they can actually be pretty desirable to potential purchasers.
- Avoid words that are hard to spell and/or confusing

Choosing a good domain name can be difficult. This is because many of the best names will have been taken, so sometimes you have to get a little creative. Could you, for example, hyphenate the words – or maybe go with .net rather than .com – or perhaps you could make up a new word of your own?

Installing Wordpress

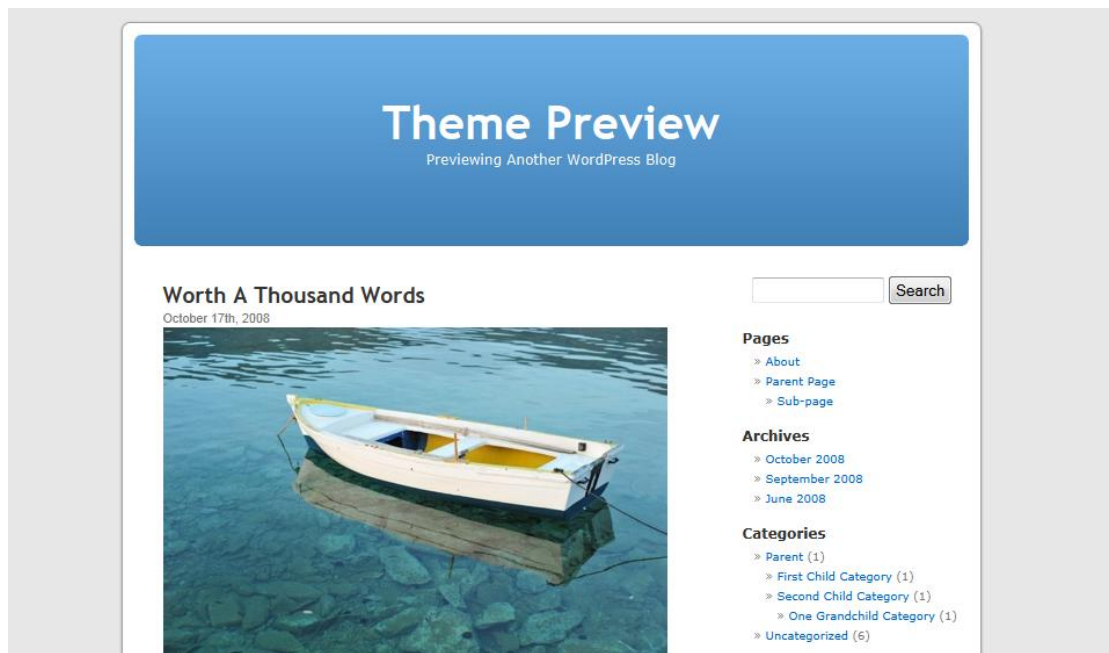
As previously mentioned, installing Wordpress on most hosting accounts can be done using C Panel – and if you're not sure then your hosting provider should be able to help.

Even if they don't give you the option to install Wordpress using their web interface then don't panic too much because even if you have to install it manually the process isn't especially difficult.

You can also find more information on the installation of Wordpress at their website:

<http://www.wordpress.org>

Once Wordpress is installed you will see that it uses a standard default theme:



Wordpress blogs can be easily customised with a theme, which basically changes the look and feel of the blog.

It's quite boring – so the first thing you're going to want to do is **change the theme**.

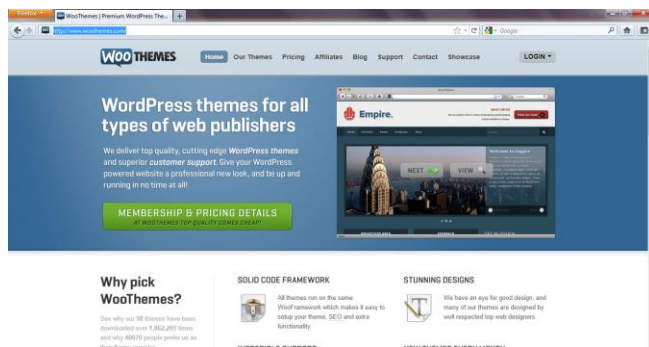
Now there are literally thousands of different themes available and it's possible to make your blog look pretty much anyway you desire.

You can begin exploring themes by looking at them on the Wordpress theme directory at:

<http://wordpress.org/extend/themes/>

But if you're looking for commercial themes (ie. Ones you have to buy) then some of the most popular providers include:

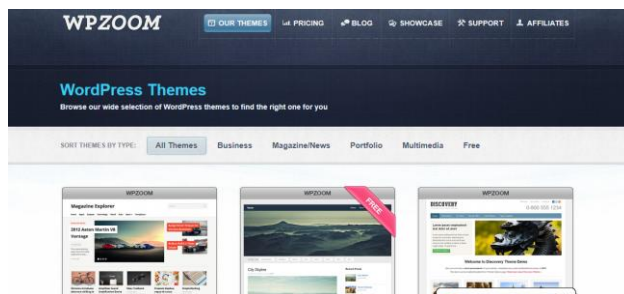
<http://www.woothemes.com/>



<http://www.ftthemes.com>



<http://www.wpzoom.com>



<http://www.simplethemes.com>



Selecting a Theme

There are literally thousands of different Wordpress themes out there – and it's possible to make your blog look pretty much any way you desire.

Bear in mind though that we are starting a flipping business here – and the value and desirability of your blog will be greatly affected by your choice of theme.

So – the theme you choose is very important, and it definitely isn't something you should skimp on. It's worthwhile therefore to spend some money on getting the right theme, rather than deciding *it has* to be a free theme and therefore being more limited in your choice.

You're going to want to choose a theme that looks both professional and eye catching.

One of the most important things to think about is the **layout** of the theme. You will want your blog to be easy to use, whilst at the same time allowing you space for plenty of content and advertising.

In my experience, a two or three column theme with a top menu tends to work best. This allows you one main column for the content and another two to display advertisements and widgets.

Avoid anything that has an unusual or quirky design because whilst it might look good on the surface of it the usability of these themes is often not that good.

Bear in mind too that with Wordpress themes it's generally easy to change the colours and graphics of a theme – but changing the layout is much more difficult.

That's why I suggest that you pay more attention to the layout than the colours.

Ultimately, you should have a good look around the different websites that offer themes and look at what's available. There is no 'right or wrong' theme – and at the end of the day you're just going to have to make a decision.

Installing Your Theme

Once you have chosen a theme then your next job is to install it.

The good news is that this is VERY easy – and if you get stuck then most paid themes provide documentation and support.

Once you have downloaded the theme to your computer, you firstly need to unzip the folder.

Then it's simply a case of uploading the theme to wp-content/themesdirectory in your Wordpress installation (this is done via your FTP program).

Once the theme has been uploaded to this folder in your webspace it should appear in your Wordpress admin area.

To access this, simply go to <http://www.yourblogaddress.com/wp-admin> and type in your username and password.

(This address will vary, depending on where you've installed your blog to. To make things easy, simply go to your blog's homepage and then add "/wp-admin" to the end of the address.)

Once you are logged in, go to Appearance > Themes and then find the theme you want to make live and click on 'Activate'

Customizing Your Theme

You're most likely going to want to customize your theme.

As a minimum, this is going to involve changing the logo and header so that it is bespoke to your blog.

Unless you're good at graphics design it's probably best to outsource this to a professional designer.

Monetize the blog and add plugins

Most people looking to buy a blog will be doing so because they want to make money from it. So, by adding built-in monetization features then you are going to greatly enhance the future saleability of any blog you create.

Remember too that if we can get our blog making a certain amount of money before we sell it then we are going to achieve a much higher price for the blog.

It therefore makes sense to monetize the blog by adding some built in plugins or widgets...

An example of a good plugin to add to our blog would be one which shows related Clickbank products, or by adding Google AdSense.

By including these on our blog it becomes more attractive to buyers because it now has a built-in way of making money.

Other essential plugins:

Akismet is already pre-installed on every new WordPress blog and all you need to do is activate it. This is a plugin that helps to prevent spam comments appearing on your blog.

All In One SEO Pack – This is a nifty plugin that does SEO on your blog and helps it to rank better in the search engines.

Google XML Sitemaps – Enables your blog to be indexed faster by the search engines. It seems to work pretty well too and even a brand new blog can get indexed in a matter of hours.

Google Analytics – Allows you to see how many people are viewing your blog, where they came from and what content they are looking at etc.

ShareThis – A simple plugin that adds 'share' buttons to the bottom of your blog posts, so that your readers can share your content with people on social networking sites such as Facebook and Twitter.

Twitter Tools – A cool plugin that links your blog with your Twitter account and automatically tweets whenever you make a new post, as well as showing new tweets on your blog.

Creating Content

The most important part of any blog is the content.

At the end of the day, people visit blogs to read about stuff – and without some decent content people just don't have a reason to visit.

Content is also important when it comes to flipping and you have several choices you can make:

Autoblog Content

Perhaps the easiest way to put content onto your blog is to use autoblog content.

There are many autoblog plugins available for Wordpress. In a nutshell you install the plugin onto your blog and the plugin finds relevant content across the web and posts it onto your blog automatically.

This is potentially attractive to purchasers of our blogs because it means that once they have bought the blog they don't have to worry about creating new content every week and they can pretty much leave it to run on autopilot. Let's face it, most people who want to make money online are fairly lazy and so if you can provide people with a blog that runs itself AND makes money then that is very attractive to potential purchasers.

Of course the major disadvantage here is that the content is in no way unique. It will also be on lots of other blogs out there – and

there is no actual value to the content on your blog. You'll also maybe find that some of the content that is posted is not necessarily of the best quality and/or directly relevant to the people who visit.

Autoblogs have their place in so much as they are easy to create and can be flipped quickly – but unless you're desperate for a quick (and low) profit then I'd probably be inclined to leave this sort of content alone.

Use PLR

This is also content which (starts out at least) as not unique.

Quite simply, PLR content is original writing that has been distributed to a number of people (typically 100-1000) and whom each have the right to use that content in whatever way they wish.

The great thing about PLR though is that you can *make it into* unique content by rewriting it (or by paying someone to rewrite it for you). PLR gets rid of that horrible feeling of opening up a new blank blog post and then not having a clue what to write. With PLR you can simply use what is already there as the basis of your blog post and then re-write each paragraph and put it into your own words, thus making completely unique content.

I wouldn't however recommend using PLR content and putting it straight onto your blog without re-writing it. That's extremely poor in terms of SEO and it makes it less attractive to potential purchasers.

Creating Unique Content

The most valuable type of content is of course content which is completely unique to your blog. This could be content that started out as PLR and has been completely re-written (as we have just discussed) or it can be content that has been written afresh from scratch.

You could of course write the content yourself or you could outsource it and pay someone else to do it for you.

If you're looking to get started with minimal costs then you should consider writing your own content. Obviously this is going to take considerable time and effort, but you could just do it for the first few blogs you develop and then outsource your content later once you're making money.

If you outsource, then obviously the drawback is that it's going to cost money – BUT what it does do is mean that you can create more blogs much more quickly and thus make more money in a shorter timeframe.

If you are going to outsource your content then obviously make sure that you outsource it to somebody who know's what they are doing...

There's nothing worse than paying someone to write articles for you and then finding out when you get them back that they are so poorly written that you have to go through and re-write them yourself anyway (yep – I think that's happened to most people).

So, before you employ a freelance writer it's wise to check out examples of their previous work and see some testimonials/feedback from previous clients. This will enable you to gauge just how good the content you get back is likely to be.

Remember also to ask the person about their level of knowledge of the subject you're asking them to write about.

Let's say I'm creating a blog on the subject of golf – I'm going to want to choose somebody who (ideally) has a knowledge of golf or who has written about the subject before.

Now obviously any subject can be researched (and the best writers can confidentially write about something they have no previous knowledge of) but even so it's still something to think about.

Bear in mind also the price you are paying. If it's too good to be true, it probably is – and can you really expect somebody who is willing to write for \$0.50 per 100 words to be any good?

Probably not – and I've generally found that it's worth paying a little extra to get back good quality content that doesn't need completely reworking.

Deciding what sort of content to use

So – those are your main options. But which you choose yourself depends on a number of different factors – especially the type of blog you are planning to create.

If you're looking to flip a blog for profit in a very short timespan then you might consider creating an autoblog or using PLR (with at least a little rewriting).

But the most profit lies in creating and developing blogs which have 100% unique and original content.

Generating Traffic To Your Blog

As mentioned, the most valuable blogs are those which are already making some money and which are receiving a regular amount of traffic.

Sure, it's possible to flip a completely new blog – but you are going to achieve a far higher price for a blog that is established and is receiving a regular flow of visitors.

So here are some techniques you can use to get the traffic flow started:

Blog Commenting

This is one of my favourites and it's perfect for driving traffic to a blog.

All you need to do is find other blogs in your niche and then add comments to their posts.

On most blogs you will have the opportunity to link back to your own websites – and obviously this is where the traffic comes from, as well as there being additional SEO benefits.

Paid Traffic From Solo Ads

If you're looking for some very quick traffic then buying a solo ad and having them send the traffic to your blog can be an excellent way of getting the ball rolling.

Obviously a solo ad costs money – but if you have monetized your blog correctly then it's possible to make some of the money back.

What solo ads DO provide you with however is an instant surge of traffic. Typically you will buy a certain number of guaranteed clicks – and thus you know how much traffic is going to land on your blog. By doing this it's possible to get several hundred visitors to your blog in a matter of hours.

Create a Free Viral Report

Going back to free traffic generation methods, creating a viral report can be an excellent method to use.

All that you need to do is create a report which relates closely to the subject of your blog (I tend to find that 'how to' reports work best), insert links within it back to your blog – and then distribute it to as many people as possible.

It's a little old school but it works!

This is also great for flipping because you can then give the report to the new owner and they have an instant additional asset and a ready-made way of driving traffic to the blog on an ongoing basis.

In addition you can set up an opt-in form on your blog and then give it away to blog visitors:



Again this makes your blog more attractive to potential purchasers because you are providing them with an instant way to build a list.

Twitter and Facebook

In this day and age you really can't ignore social media.

Create a Twitter account and start posting links on it back to your blog. In fact you can use one of the many plugins available that automatically post a tweet to your account each time you make a new post on your blog.

Also make sure that you create a Facebook fan page and again link back to your blog.

Once you sell your blog you can then transfer ownership of these to the buyer – and again it could provide you with an additional selling point.

Selling Your Blog

We've now arrived at the best bit!

If you're a website flipper then of course the whole point of building and developing your blog is to maximize its value and then sell it on to somebody else for a nice profit.

So you've created and developed your blog – now it's time to actually sell it...

And the best place to do this is probably Flippa.com

The screenshot shows the Flippa website homepage. At the top, there is a green banner with the text "Alert: New Blog Post - New on Flippa: Automatic Bid Management" and a "[hide]" link. Below this is the Flippa logo and the tagline "Buy and sell websites. 4,873 buyers and sellers online right now". To the right of the logo are links for "Login" and "Sign Up", and a search bar with the text "Search listings" and a "Search" button. Below the search bar is a link for "Advanced Search". The main heading is "The #1 Marketplace for Buying and Selling Websites". Below this heading are two green buttons: "Buy Websites" and "Sell Websites". Below these buttons is a row of tabs: "Featured", "New Listings", "Most Active", "High End", "Ending Soon", "Just Sold", and "Browse". Below the tabs is a table with the following data:

Featured Listings	Price	Bids	Ending
organicecobaby.com Eco Baby Gear, All Natural Products, Organic Baby Products	\$6,000	0	29 days

As you might know, Flippa is one of the largest sites on the internet that enables people to buy and sell websites.

Take a look on there and you'll see thousands of websites and products for sale at any one time – and the great thing about Flippa is that it gives you a hell of a lot of exposure and thus maximizes the chance of you selling your site at the right price.

There are several important things to think about – and all of them can have a significant impact on the success of your auction:

1. The starting price

The starting price can have a massive effect on the final sale price.

You might be tempted to start your auction off at a high price – or somewhere close to what you believe it is worth – but this can be a mistake.

Generally speaking a lower start price will mean that your auction will attract more bidders. And if you've got lots of bidders competing against each other then this can really drive up the price.

By starting your auction at a low starting bid (let's say \$1 or \$5) you can often achieve a higher price for it than if you started off at a higher price.

But of course I fully understand that you want to protect yourself and the time, effort and expense you have invested in your blog. You obviously don't want to risk your blog selling for \$1, but what you can do is put on a reserve price. This is quite simply the minimum amount that you are willing to sell for – and if bidding doesn't reach your reserve price then you don't have to sell to the 'winning' bidder.

2. The quality of your advert

This is perhaps THE most important aspect as your advert is obviously your chance to really see your blog to viewers.

The more information you can include in your advert, the better...

1. **The blog URL**– so that people can check out your blog for themselves. Screenshots are great but they only tell people half the story.
2. **Traffic history** – so that people can see exactly how much traffic your blog is receiving. Remember that the higher the traffic levels you have, the more money your blog is potentially worth. Remember to include screenshots as proof.
3. **Details of earnings** – again, any earnings that your blog is making will really push up the price. If you have a blog that is making \$100 a month (or whatever the figure) then that is really your main selling point and it is the thing you should focus on in your ad above anything else. Again remember to include as many screenshots as you can as proof of your earnings.
4. **Details of the theme you have used** – so that people know if it is a custom or ready-made theme, whether the graphics are unique etc.
5. **Details of the type of content contained on the blog** – custom content, PLR, etc.

The biggest advice I can give is to find the main selling feature of your blog and focus on that. Always be honest, include as much information as you can and try to answer any questions that people have. Look at other people's auctions too to see how they do things.

Transferring The Blog

Once you have sold your blog you'll need to transfer it to the new owner.

Here's how:

1. Create a new folder on your desktop and call it something like "Your Blog Transfer Files"
2. Log in to your C-Panel, scroll down to where it says "Files" and then select "Back-ups"
3. Scroll down to where it says "Download a MySQL Database Backup" and select the blog database to download.
4. Take the Zip file you just downloaded and drag it across to the folder you made in step 1.
5. Open your FTP program (e.g. FileZilla) and login as usual. Go to the root folder of your blog domain (www) and download the following files and folders to the folder you create in step 1 – '.htaccess' 'wpconfig.php' and 'wp-content.'
6. Zip up the folder and send that across to your buyer for them to upload to their own website.

Conclusion

Flipping blogs is a great way to make money online – and I hope that this report has inspired you to go out and do this for yourself.

As we have mentioned, there are two main strategies you can take with this business. The first is creating a new blog and then flipping it almost immediately for a quick profit – and the second is building and then developing a blog over a number of months (or even years) before you sell it for a higher price.

Whichever option you take, blog flipping can be an extremely profitable and interesting venture.

The keys to success?

Well the main one is probably developing a good looking, content driven blog and then marketing it well with a good advert.

Remember that if you can get your blog making a regular monthly income then it will become extremely valuable indeed. Whilst there IS profitable in flipping blogs quickly, the REAL profit probably lies in taking a more long-term approach.

I wish you the very best of luck.