



Thomas C. Gajdjis

<http://www.blogflippingfool.com/>
<http://www.5000dollarsin45days.com/>

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Introduction

Hello, my name is Thomas C. Gajdjis and I have been making a living online since 2003. I used to own a computer company and sold computer parts and high-end computers. There was so much work involved not to mention 24 hour support and it was a total nightmare. I decided that there must be a better way. This is how I became an Internet Marketer. I now have over 200 websites and earn a comfortable income online. I want to teach you how to do this even if you don't have a list, programming skills, or lots of cash. In fact, the only expenses involved are getting a hosting account, domain name registration, and the cost of putting up an auction to sell your sites.

The Thread That Started It All

Many people have a very hard time getting started online. There is so much information out there that it is hard to know where to start. Many of us take off in several different directions at once. The problem here is that a lack of focus eventually causes failure to make money. You fail because you don't focus all your energy on something that works. I set out to prove that it is possible to make at least \$100 in a day and I was going to do it on a public forum. I went over to the Warrior Forum and created a post entitled **"Warriors! - I Am Going To Make \$100+ In 24 Hours! - Watch Over My Shoulder!"** As of this writing, the post has over NINE THOUSAND views! It is currently the most popular thread on the forum! That is incredible to me. I never thought the thread would be so wildly popular. One of the reasons I attribute to its success is the fact that I prove that you can make money from scratch, literally overnight. This is exciting stuff, especially for people who have tried but failed to make any money online. I created this document to show you how it was done. Without further ado,

let's get down to business.

Why Blogs?

I decided to flip a blog because blogs have many advantages over conventional websites when looking to sell the website. First off, even a new user can learn how to post articles to a blog. Second, there are many plug-ins which will allow you to monetize the site with adsense and other methods. Third, search engines love blogs and they are getting rankings faster than your typical website. Last, but not least, blogs are getting top dollar at the auctions.

Blog Flipping For Profit

The idea is to take a popular subject and create a blog and sell it. Sounds simple, right? Well, there are many pitfalls that can mean the difference between success and failure. You have to have all the pieces in place and create an attractive package that your potential customer will want to purchase. OK, let's discuss all the pieces that will make us money. Before creating the blog, you will need a place to put it. I discuss hosting on my Internet marketing blog. Even if you have hosting, there are some good tips for you to read in that article. Here's the link: [Web Hosting Article](#) You can take a moment to read about it, I'll wait... OK, now that you have your hosting setup, let's look at a niche to create a blog about. For this challenge, I selected weight loss. Weight loss is a favorite of mine. You might be asking yourself why I chose such a crowded field. I chose this because people are getting fatter and fatter as our lives get more and more sedentary. People will always be losing weight so you are not buying into a fad here. In short, weight loss is here to stay.

Once you are finished selecting your niche, you need the appropriate keywords. Keywords are vitally important to your success. You need keywords that are popular enough to give you the

traffic you need while not so popular that you don't have any chance of ranking for them. I use the free tool provided by Google. Here's the link: [Google's Keyword Tool](#) Using this free tool, I was able to gather up a list of 15 keywords for the weight loss site. Here they are:

1. weight loss food
2. fast weight loss diet
3. lose stomach fat
4. fastest way to lose weight
5. lose weight quickly
6. best way to lose weight
7. weight loss plans
8. lose belly fat
9. weight loss products
10. weight loss pills
11. weight loss fast
12. fast weight loss
13. lose weight fast
14. exercises to lose weight
15. celebrity weight loss

Now comes the fun part. You may or may not be a good writer. If you are not good at writing, you can always have someone write the articles for you. When hiring a writer, remember that articles usually cost at least \$5 so you'll be paying \$75 for the set. That will kill off your profit if you are looking to make a quick sale, so do it yourself at least the first time out.

Once all your articles are written, you need a home for them. I used the keyword tool to brainstorm for a good name. A note here is that I like .com extensions the best. It turns out that Google likes them the best also. Finally, I decided on [QuicklyLoseTheWeight.com](#) as the domain name. It is fairly easy to remember and is keyword rich.

I went over to namecheap.com to see if the domain was available. Yes, it was, so I registered the domain. Next, I went to my reseller account and created a new sub account for this domain. In the web tools, cpanel has something called fantastico which allows you to setup a wordpress blog. I did this and voila, instant website. The default wordpress theme is pretty bland so someone on the forum was helpful enough to direct me to a great weight loss theme. I loaded this theme and presto, a professional looking site in under 10 minutes. There are lots of free themes available, just go to a search engine and use the keyword and wordpress theme, in our case "free wordpress themes for dieting". I also used some SEO plug-ins to improve the search engine friendliness of the site. Last, but not least, I put the articles on the site. At this point, the site is ready to sell.

Selling Our Site

Now that the site was ready, where should I go to sell it? Well, there are many webmaster forums out there but the one I prefer is sitepoint.com because the sites get a better price there generally. Go and register for an account, it's free and simple.

So, what makes a great listing? Some points to keep in mind when selling is the auction copy and the length of the auction. Now as far as the auction copy, you need to tell your prospective clients why they should buy your site. There are many auctions that have the bare minimum of a description. Do you think they get top dollar for their sites? Neither do I. Anyway, here's the auction copy:

Red Hot Weight Loss Website! Huge \$\$\$ Potential!

Description:

Hello, and thanks for taking the time to look at

our auction. Here are the details:

You are getting a beautiful website with 15 articles professionally written in the red hot weight loss niche. The weight loss industry is growing by leaps and bounds each and every year. Your investment in this niche will only increase in value over time.

Features:

The website is running on the WordPress platform. We did this so that you don't have to know web development to add and edit content. Adding articles could not be easier! Anyone can take over this website, no experience necessary!

SEO optimized keywords! The 15 articles on the site have been carefully crafted to get your site ranked on the search engines.

SEO optimized website! We setup the website with SEO plug-ins and setup the options to make the search engines flock to your website bringing visitors and making money.

Monetizing options galore! The articles have been written to cover high profit topics which bring lots of cash month after month. There are perfect products to link to in each article. We will show you those products after purchase.

SPECIAL OFFER: For the purchaser who pays the BIN price, we are pleased to offer these services which are worth the BIN price by themselves! First, we will host the site for free for an entire year.

We will also edit the articles to insert your affiliate links so you don't have to. This is truly plug and play. You promote and collect the cash. This site will go fast. The auction will only be live for 3 days, so **ACT NOW** before it's gone!

Website Investors: With a little traffic and a few sales, this website will return your investment many times over! We have seen sites here sell for many times our BIN price with just a few dollars/month income.

There are many hooks in the auction. Remember, if your bonuses are really good, you can get the bin price much more often than you think possible.

Final Thoughts

Well, was the experiment a success? Yes it was. It took me more than 24 hours to get all this going. I had some glitches with the hosting accounts and spent lots of time looking at themes for the blog. Also, I am a perfectionist and take more time than some other people to craft my articles. With practice, all this moves a lot faster. Here's the final tally for the effort. The blog sold for \$120 and I also got another \$50 for moving the blog to the customer's server and they were so happy with the writing that I sold some more articles to them for \$50. The total was \$220 and I also have a new happy customer. Yes, it was a lot of work, but I proved that you can make over \$100 in a day with no list, no real experience, and no traffic.

Where Do We Go From Here?

How do I turn this experience into a business? There are many things I learned to improve the return on this investment in time and effort. I could have sold the blog for much more than I did by making a few improvements. I have outlined everything you need to turn this into a business in my blog flipping fool ebook. In my ebook, you will learn how to make thousands of dollars each month flipping blogs. You can get it here: [The Blog Flipping Fool](#)

I will give out one of the strategies here for free as a bonus for my readers so you can get a taste of what's in the blog flipping ebook. Instead of selling the blog right away, I would have used wordpress' ability to queue up posts to get published in advance. I would have posted the first 5 right away and let wordpress automatically post the remaining 10 once every two to three days. Then, I would have social bookmarked each of the 5 posts. After this, I would have submitted 5 rewritten versions of the articles to the top 10 article directories for

exposure. I would then to back to the blog and install the adsense plug-in to monetize the site. I would also manually add text links to relevant books at Amazon and ebooks from ClickBank in the text. In about 2 months, the site should be up to at least \$50/month in sales. It would be relatively easy to sell the site for a year's worth of income, or \$600. I hope you enjoyed this free ebook. You can learn more about blog flipping at [The Blog Flipping Fool](#) and also feel free to read my articles about Internet Marketing topics at [5000 Dollars in 45 Days - An Internet Marketer's Journey](#) I routinely take on challenges in IM. Hope to see you there.

Good Luck, and go make some money!

Thomas C. Gajdjis