

Bum Website Flipping

Hey Bums,

This is Justin Brooke a good buddy of Travis. Here's a free step-by-step tutorial on how you can start flipping websites for \$100's without pulling any money out of your pocket! I run a site called SiteFlipAcademy about website flipping, but today I wanna do something special for all of you. Any friend of Travis's is a friend of mine.

Is This Something You Actually Made Money With?

I have done this exact method about 4 times before and each time resulted in over \$250 each. The only reason I don't do it anymore is I re-invested that money into doing bigger flips. Stuff that makes me \$xxxx.xx per website flip.

But by all means if you just want an extra couple grand a month then you can do this method all you want. And by being a Bum you already have the hard part figured out!

Can I Have An Example Of One You Did?

Several months ago my wife and I bought my 5yr old son one of them Rubiks Cube's. Now I can't figure one of them things out for the life of me or even want to try. Well same with my son, he's really a chip off the old block and likes ACTION. So my wife picks it up and starts

trying to figure it out.

After the fourth time I heard her get all huffy puffy. I said "Hey hun, why don't we look on Youtube and see if we can find any videos of someone else solving one. Maybe you'll learn how to do it."

We were surprised to find quite a few videos about Rubik's Cube's. One even was a step-by-step guide to learning the algorithm's for solving a Rubik's Cube. Well thanks to that damn video I swear I lost my wife for a whole week! She was obsessed with that friggin' cube now. During all our fave TV shows all I would hear is the clickety clack of the cube spinning around.

Being a good Bum I got to thinkin'... If she is so obsessed with this cube... And there were videos on Youtube... And they been selling this toy since the dinosaurs were roaming...

Maybe just maybe there are some other obsessed people??? After all anytime you can find a group of obsessed people there is Bum money to be made! So I did some keyword research really quick. BOOM! There was a TON of traffic for the term "how to solve a Rubik's cube." More than that the competition for it was really really weak!

So I turned to my wife and said "Hey hun there's really something to this Rubik's Cube niche." I showed her what I was talking about and we decided to throw together a quick website and see if we could get some of that traffic.

I told her to start doing some research and write a couple articles...

I logged into my free Weebly.com account and started building a simple website. All I did was pick one of their pre-made templates, make a couple new pages, and added all the videos I could find about Rubik's cubes.

I clicked publish and then hit the stumble button on my browser as well as a couple other quick social bookmarking buttons.
(Onlywire.com)

Oh yeah and of course I put some Google analytics tracking code on my pages so I could track any visitor activity. Then we went to bed...

About a day or so later my wife finished up them articles and I had finished writing a 14 day action plan for website flipping (for my members). So I logged into Google analytics and checked the stats on that little Weebly site I created.

OVER 1,000 HITS ALREADY!!!

I about lept off my couch and knocked over my laptop. As I'm showing my wife I start shouting a few obscenities (in my head). All this traffic and no way to capture it or make money! So I told my wife forget putting those couple articles you wrote onto the site – turn them into a PDF.

I quickly logged into my aweber account (email management) and created a new list and opt-in form. Slapped that opt-in form on the front page of the Weebly site with a sentence that read... "Enter your name and email for a free ebook on how to solve a Rubik's cube."

Then I looked for some Rubiks related affiliate offers... NONE! So instead I used a CPA ad from commission junction or azoogle (I forget). It was related to my audience something like video games I think.

All of this happened over a 3 day period with about 4 hours worth of work AT MOST!

The next day I woke up and checked all my stats... 11 opt-ins over night and 2 sales/leads from the CPA offer we put on there. YEEE HAAW we made about \$4! haha

A week went by and the site was making us about \$4/day which to me just wasn't worth my time. So I said to my wife "hey hun I bet I could sell this site for \$500." She laughed and said but we only had it a couple days, it's only a weebly site, it only makes \$4/day.

I said but it gets a TON of traffic and it's all automated...
I listed that site for sale in the Sitepoint.com marketplace for \$475 and wrote a nice listing about THE BENEFITS of owning the site. Then I made a video walk through of the site and its traffic/revenue proof. (free 30day trial of camtasia or camstudio is 100% free).

Sure enough I started getting bids and finally got one for \$425! SOLD! All I did was change the password to my weebly account and gave the buyer the login and a quick 10 minute lesson on how to use Weebly. - We ate at Red Lobster that night! haha

1 week an about 4 hours worth of work and I made \$425 with no out of pocket expenses! Now if that ain't bum marketing I don't know what is!!!

--> Oh yeah one other thing I forgot is that weebly.com is loved by Google and because I'm a smart Bum and used my keywords correctly I got a first page of Google ranking for "How to solve a Rubiks cube." That helped everything ALOT!

Nice Story... But How Can I Do This?

I went on to repeat the same things a couple times over and this is my formula for success. Now I know you got this report for free... BUT you are looking at something that can easily make you a few thousand dollars. So I value this lil' report at about \$97. Don't just sit on your hands APPLY THIS and take your wife/spouse out to Red Lobster on me. I recommend the lobster bisque in a bread bowl!

Step 1: This is the hardest part. It's what I call "Finding a Passioniche." And this means finding a niche that has PASSIONATE people in it. People that are obsessed with whatever the topic is. Since you are already a bum marketer this should be common practice for you. You also want to make sure this niche has that magical bum marketing keyword ratio. 2,000+ searches per month and under 10,000 competing pages in Google (with quotes).

Step 2: Write 4 – 5 articles (500 words) that are keyword optimized that this niche will like. So far nothing is different then your normal bum marketing tasks.

Step 3: Create a weebly.com account and build a simple site with maybe 3 – 4 pages. How you know what to call these pages is either by the titles of your articles or by step 4.

Step 4: Find as many videos about this niche as you can on the video sites

Video Sharing Sites:

[Google Video](#)

[BrightCove](#)

[PhotoBucket](#)

[YouTube](#)

[DailyMotion](#)

[iFilm](#)

[Myspace](#)

[Vimeo](#)

[BuzzNet](#)

[Flixya](#)

[GoFish](#)

[Kwego](#)

[Lulu](#)

[MyHeavy](#)

[PutFile](#)

[StupidVideos](#)

[Vmix](#)

[ZippyVideos](#)

[CastPost](#)

[Dotv](#)

[MeraVideo](#)

[VideoWebTown](#)

[Vidmax](#)

Example: For my Rubik's cube site I created pages based on the different categories of videos. "How to Solve A Rubiks cube" "Rubiks cube Tricks" "How to solve A 4x4 Rubik's Cube" "Speed Cubing"

Each of these terms were also highly searched keyword phrases.

Step 5: Put some Google analytics tracking code on your site so you can track visitor activity.

Step 6: DO NOT PUT ANY ADS OR OPT-IN FORMS YET. Publish the site, post it to the social bookmarking sites (I just use OnlyWire.com), Stumble the site (StumbleUpon), and post your articles to a few article directories that you have gotten good bum marketing results from. I like ArticleDashboard, GoArticles, Squidoo, Hubpages, and EzineArticles.

It's important that you don't look like a marketer when the first parts of the traffic come in. This turns off a lot of the social bookmarkers and stumblers. We want them to spread our site around first.

Step 7: After you start seeing some traffic NOW put up your opt-in form (I use Aweber - \$20/month - 30 day free trial). Plus find some CPA or related clickbank products to advertise on the site. Also advertise them in the autoresponder series from when they opt-in. Don't be too spammy with the ads. Just 1 - 2 near the header of your site. (opt-in form is not necessary but helps)

Step 9: Monitor the results for a few days. Some sites will catch on like wildfire and some you might need to push a little with more articles or forum marketing (link in sig).

Step 10: Use either a screencapture program to take a quick video walk through of the site and the traffic/revenue stats. Camtasia has a free 30day trial, CamStudio is free, and ScreenFlow is free for Mac users.

Step 11: Post the site for sale in the turnkey websites section of the sitepoint.com marketplace. Make sure your listing includes a link to your video walkthru (upload it to Google, Veoh, or Youtube). Also your listing should explain how great you think the niche is, the potential of the site, the benefits of owning the new site, and the reason you are selling it (It's your business model – you are a website flipper).

Set your BIN (buy it now) price to \$125 - \$450 based on how much traffic and revenue it's making. (This is the only part that will cost you money \$5 to list on sitepoint. You can use other marketplaces like forums.digitalpoint.com that are free)

No traffic or revenue \$125
Some traffic no revenue \$200
Some traffic and revenue \$300
Lots of traffic and some revenue \$450

Step 12: Tell the highest bidder to paypal you the money and you'll give him the site. You can also use escrow.com to be extra safe about the transfer.

That's it! I know it seems like a lot because there is 12 steps involved but most of these steps take only 5 – 30 minutes to get done. I was able to crank 2 of these out in one week after I had my routine down. Then I moved on to bigger flips by investing the money I made in buying a hosting account, outsourcing some work, and some better tools.

If you ever want to learn more about this website flipping stuff I have a free dvd I give out at...

<http://www.bummarketingmethod.com/siteflipacademy.html>

It comes with a free 30 day trial to my SiteFlipAcademy membership site. Which is the worlds largest single source for website flipping information.

I hope you make a ton of money with this! Please send any success stories to siteflipacademy@gmail.com we'd love to hear that we made a difference.

**Go Bigger,
Justin Brooke**

P.S. Results and income will vary depending on the persons effort, motivation, discipline, and determination.