

# NEXUS

## PROFITS



From



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## Disclaimer

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I cannot guarantee you or anyone else any specific results or amounts of money that will be made with this method, if any. The method is working for me but it does not mean it will work for you or anyone else, especially if you are not willing to put in the time and effort to make it work. With that being said, there is a great potential in this method but it really depends on the hours you are willing to put in, your work ethic and even luck... I'd also like to note that some of the links in this eBook are affiliate links and I do enjoy the commissions but I want to stress that, I'm using all of the products I'm recommending myself and I'd never recommend anything that is not worth much more than the price for it to you!

## About Me



My name is Ryan Mac, and first of all I would like to congratulate you for taking action and investing in yourself.

Also, I would like to thank you for putting your trust in me to help you in your domaining future.

This guide is all about showing you how you can make extra money and even income replacing cash using domain names.

I am about to show you a simple system that anyone can do to start making money online. Even if you haven't made a dime online before.

The #1 goal with this product is to get you making money with only a couple hours work a day.

So why should you listen to me? Here is some proof shots to show that the system I have been using works.

Payment details	
Gross amount	£13.53 GBP
PayPal fee	-£0.80 GBP
Net amount	£12.73 GBP
<a href="#">Issue a refund</a>	
Paid by	<div></div> <div>The sender of this payment is <b>Verified</b></div> <div></div>
Payment sent to	<div></div>
Note from	Payment for JacksonvillePrinters.com

#### Payment details

Gross amount	\$200.00 USD
PayPal fee	-\$7.00 USD
Net amount	\$193.00 USD

[Issue a refund](#)

Paid by

[REDACTED]  
The sender of this payment is **Non-US – Verified**  
[REDACTED]

Payment sent to

[REDACTED]

Note from

[REDACTED] orlandotoys.com

#### Payment details

Gross amount	\$95.00 USD
PayPal fee	-\$5.43 USD
Net amount	\$89.57 USD

[Issue a refund](#)

Paid by

[REDACTED]  
The sender of this payment is **Non-US – Verified**  
[REDACTED]

Payment sent to

[REDACTED]

Note from

[REDACTED] UHLX.com

Payment received from

[REDACTED]

Gross amount

**\$39.00 USD**

Payment status:

COMPLETED

[Add tracking info](#) | [Mark as sent](#) |

We have no postal address on file

Order details		Quantity	Price	Subtotal
Item number 0001	hutchinsonstorage.com	1	\$39.00 USD	\$39.00 USD
		Purchase total		\$39.00 USD

Payment received from [REDACTED]

29 July 2019 at 19:03:11 BST

| Transaction ID: [REDACTED]

Gross amount

**\$100.00 USD**

Payment status: COMPLETED

[Add tracking info](#) | [Mark as sent](#) |

We have no postal address on file

Order details		Quantity	Price	Subtotal
Item number EdBiz01	Editors.biz	1	\$100.00 USD	\$100.00 USD
		Purchase total		\$100.00 USD

As you can see the selling prices can go from just 15 dollars up to 200 dollars but the key here is that most of these domains cost me less than \$5 dollars. That is the profit that can be made if you have some patience and follow the steps in this guide.

Now before we get started something needs to be said. There are people out there that believe they will not need to do anything to make money online or that they will be rich by next month. Others think they know it all and don't take the advice I am giving or they blame others for why they are not making money online. These people really don't want to make it happen online.

If you go through this PDF with an open mind and willingness to learn you will profit from this method. But just reading this PDF is not enough, you will need to take ACTION on each of the steps as you go through it.

To help you get in the mindset to make money online I want to start by getting you to set yourself 3 Financial Goals for this year. I actually want you to get out a legal pad and a pen and write them down. They should be achievable goals but not so easy that you don't need to push yourself. An example of your goals could be:

1. Make \$500 this month
2. Have \$2000 personal savings by the end of the year
3. Pay off your car loan

By writing these down you have made a commitment to yourself to go after them and reach them.

I do hope that you don't ignore the cliché and TAKE ACTION on this because it works.

### **Why is a domain name so important?**

Before we look at domaining we need to first look at why a domain name can be so valuable to certain people. Basically, everyone that wants to have a website whether it's a business, personal, charity or any online entity they will need to start with a domain name. Domain names can help with the branding of a business, it is important that the domain name a business uses matches their brand and what they are trying to sell. Domains can also be used as a short description of a business and tell the customer what they offer, whether it be a product or service. For example, RaysPizza.com. Domains can also be purchased solely to be used as an email address for an offline business.

## What is a Domain Name made up of?



Now let's have a look at what makes up a domain name, it is important you can use and understand the terminology as it will help you with your credibility within the domaining world.

An example of a domain name is `www.dropping.com`. In this case `www` is known as the subdomain, `dropping` is the domain, `.com` is the extension or TLD.

An important note, make sure you are calling it a domain name when talking about it with other domainers and defiantly do not call it a link or url as this will instantly kill your credibility.

## What is Domaining?

So now we know what a domain is and why a domain can be important to certain people, so let's now look at what domaining is.

In a nutshell domaining is the process of buying a domain name with the intention of selling it at a higher price to either another domainer or an end user.

*Note that you will get a larger return on your investment selling to end users, as a fellow domainer would also be looking to make a profit selling the domain name on to an end user.*

Simply put the process involves researching domain names until you find one that could be profitable and purchasing it for a low price and then finding a buyer and selling it a higher price.

Now this is important, the key part of domaining is in buying the right domain name, I would say about 90 percent of domaining is in selecting the right domain names. But don't worry I will be showing you how to do the research to find the best domain names out there.

Domaining is a business that requires time, small amount of money to purchase domain names, effort and patience. This is not a click button get rich quick scheme, domaining can make you rich but you have to do some work for it.

It is an evergreen system, so it is here to stay as long as we have the internet and people using it.

## **Registry - Registrant - Registrar**

Now let's talk about the differences between a registry, registrant and registrar.

A registry holds all the information about domains. A registrar is the likes of GoDaddy or Dynadot that pay the registry to be a registrar and per domain registration and a registrant is you or me that purchases the domain.

You do not need to know these terms off by heart but it helps to understand how it works.



## Types of Domain Names

Domain names can be categorized into a number of types, it is good to understand what each are as it will help build your credibility when you talk to other domainers.

- ccTLD - country code Top Level Domains - Two letter domains established for geographical locations; for example; .au signifies Australia. Some of these domains can only be purchased by residents of these country's or if they have significant business interests within the country.
- gTLD - generic Top Level Domain - The best known generic TLD's include .com, .net, .biz, .org and .info - these can be registered by anyone, anywhere in the world.
- IDN ccTLD - internationalized country code top-level domains - A top-level name with a specially encoded format that allows it to be displayed in a non-Latin character set (i.e. special characters).

## Genres of Domain

Domain names can be grouped by many different genres, these are a few:

- Brandable – A brand can be built around the domain name, an example would be something like Uber.
- Geographical – Usually made up of a CityService or ServiceCity e.g. NewYorkLawyer.com or LondonBuilder.com
- Keyword – Domain that contains a keyword for product or service e.g. RunningShoes.com or PhoneCovers.net
- Numeric – Made up of only digits, these domains are popular in the Chinese market place.

- Traffic – Domains that have traffic coming to it, either from search engines, directly or from previously created backlinks by a past domain owner.

These are only a few of the genres you will come across on your domaining journey but they are the most popular when starting out.

## **Buying Domain Names**

When it comes to buying a domain, picking the right name will be to your success. We will be looking at the number of factors that can affect the value of a domain name.

You will see a number of paid and free appraisal schemes out there; do not use there as they are never very accurate and at the end of the day a domain is only worth what someone is willing to pay.

## **What makes a good Domain Name?**

There are a range of things that can make up a good domain name, here are some of the main things to think about when buying a domain name:

- Common Sense – this is a key part of deciding if a domain name is good or not, this will improve in time as you learn more about domaining, e.g. a domain made up of random letters and numbers is not going to be very valuable.
- Grammatically Correct – if it doesn't make sense grammatically then it is usually not a good domain name, e.g. BethFlower.com vs BethsFlowers.com. However, sometimes if the domain name is something that could be brandable then the grammar may not be an issue.

- Does it sound right – Say the domain out loud, does it make sense and is it easy to pronounce.
- Niche – Is the niche size large enough to give you a number of potential buyers. You can find the niche size by using Google to see the number of search results, as well as Facebook and LinkedIn to check for groups/companies/people that could use the domain name.
- Shorter the better – The shorter the domain name the better as it will be more memorable and easier to read.
- Domain Spam History – The history of the domain can be useful to see what it was used for before, you can use a site called archive.org to check what was previous on the domain name.
- Comparable Previous Sales – Check for domain names that are similar and what they have sold for in the past, there are a number of sites you can use such as [NameBio.com](https://namebio.com) and [DnPric.es](https://dnpric.es)
- Seasonality – The less seasonal the better, for example a Christmas based domain will only be valid around Christmas.

## **Where to purchase your domain from?**

When it comes to purchasing a domain there are a number of places to get the domain name from

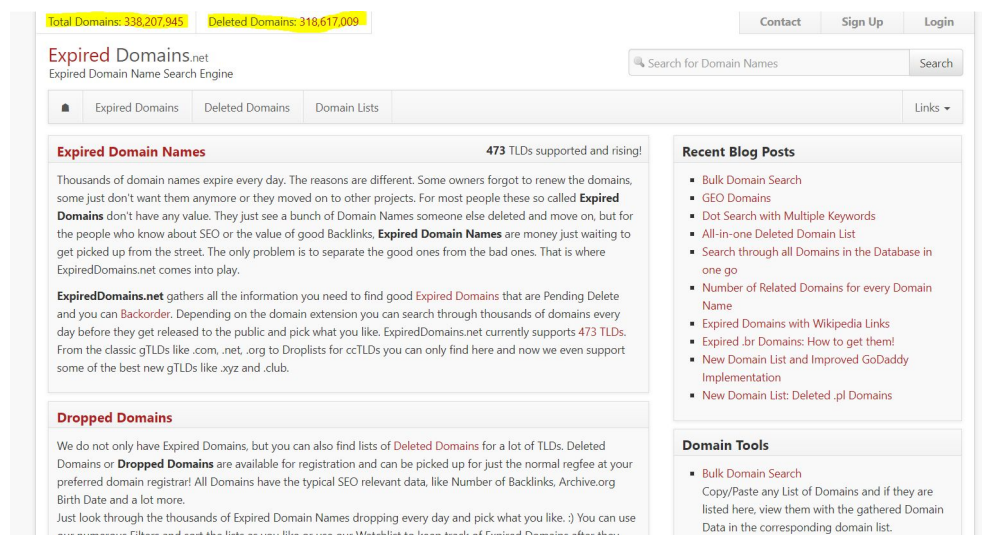
All available names can be purchased directly from the registrar such as [DynaDot](https://dynadot.com) and [GoDaddy](https://godaddy.com).

If someone already has the domain name you can try and purchase it directly from the domains current owner.

There are also a number of market places such as [namepros.com](https://namepros.com).

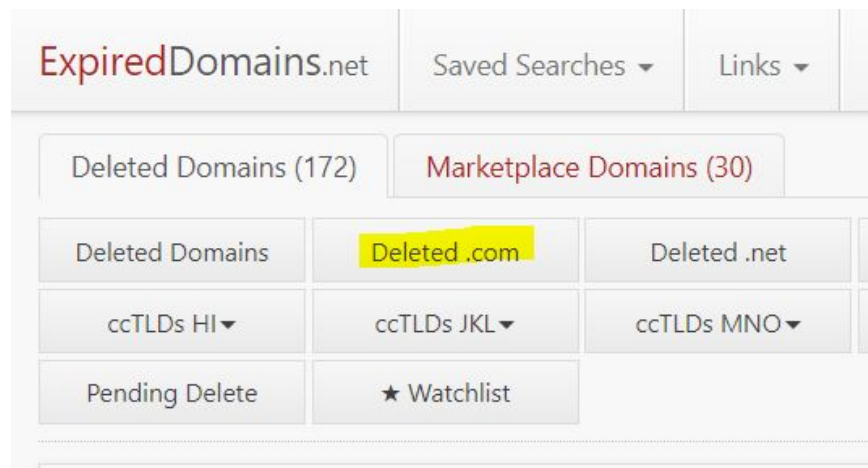
There are auction sites such as [Flippa](#) and [GoDaddy](#) that allow you to place bids on domain names, you can sometimes get some good deals here.

For this guide we are going to focus on the place I get most of my expired domains and is a good starting point for any new domainer. It is a site called [ExpiredDomains.net](#).



As you can see from the screenshot there is over 300 millions deleted domains meaning these domains have been bought before and the previous owner has not renewed it. This could mean a number of things about the domains; the previous owner might no longer have a need for the domain, it might have been bought by another domainer and they failed to sell it or the previous owner just forgot to renew it.

Sign up for a free account on [ExpiredDomains.net](#) and you will then get to see a screen like this:



Just click on the deleted .com button and you will get to see all the deleted .com domain names, .com is a good starting place for any domains as there is a saying in the domaining world; *‘.com is King’*

As you can see below there are currently over 2 million deleted .com domain names, to help filter this down and make it more manageable I add some filters to my search, just click on the Show Filter button to do this.



The filters I like to use are no numbers, no hyphens, only new last 24 hours and English dictionary words.

The screenshot shows a complex domain filtering interface with the following sections:

- Tabs:** Common, Additional, Adwords & SEO, Majestic, Column Manager.
- Domain Name Whitelist:**
  - starts with: [ ]
  - contains: [ ]
  - ends with: [ ]
- Domain Name Blacklist:**
  - starts not with: [ ]
  - contains not: [ ]
  - ends not with: [ ]
- Domain Name Contains ... AND:**
  - contains: [ ]
- Domain Name (un) wanted Chars:**
  - Whitelist (only): [ ]
  - Whitelist (any): [ ]
  - Whitelist (all): [ ]
  - Blacklist: [ ]
- Domain Name Pattern:**
  - Whitelist: [ ]
- Domain Name Settings:**
  - ☒ no Numbers
  - ☐ no Characters
  - ☒ no Hyphens
  - ☐ no consecutive Hyphens
  - ☐ only Numbers
  - ☐ only Characters
  - ☐ no Adult Names
  - Length: min [ ] max [ ]
  - Hyphens: min [ ] max [ ]
  - Vowels: min [ ] max [ ]
  - Consonants: min [ ] max [ ]
  - Characters: min [ ] max [ ]
  - Numbers: min [ ] max [ ]
- Common SEO:**
  - ☐ only with Dmoz Entry
  - ☐ only with Alexa Rank
  - ☐ only with Quantcast Rank
  - Backlinks: min [ ] max [ ]
  - ACR: min [ ] max [ ]
  - Alexa: min [ ] max [ ]
  - WBY: - min - [ ] - max - [ ]
  - ABY: - min - [ ] - max - [ ]
- Dictionary Word Domains:**
  - ☒ English
  - ☐ Spanish
  - ☐ Dutch
  - ☐ French
  - ☐ Italian
  - ☐ Polish
  - ☐ Portuguese
  - ☐ Croatian
  - ☐ Romanian
  - ☐ Malaysian
  - ☐ German
  - ☐ Turkish
  - ☐ Swedish
  - ☐ Norwegian
  - ☐ Finnish
  - ☐ Danish
  - ☐ Indonesian
  - ☐ Slovenian
  - ☐ Hungarian
- Listing Settings:**
  - ☐ only new last 12 hours
  - ☒ only new last 24 hours
  - ☐ only new last 48 hours
  - ☐ only new last 7 days
  - ☐ only new last 14 days
  - ☐ only new last 30 days
  - Add Date: [ ]
  - End Date: [ ]
  - Named Ending: [ ]
  - Ends in days: min [ ] max [ ]
  - max Price: [ ]
  - Listing Type: [ ]
  - Price: min [ ] max [ ]
  - Bids: min [ ] max [ ]
  - Valuation: min [ ] max [ ]
  - ☐ only Watchlist
  - ☐ exclude Domains on your Watchlist
  - ☐ only available Domains
  - Registrar: [ ]
  - Domains per Page: 25

I choose no numbers and hyphens as I have found that domain names with just english words sell much better. The only new in past 24 hours filter is just my way of narrowing down the list further, in my experience most of the good names have been snapped up if they have been available for more than 24 hours. Finally, the English dictionary words are key as you only want to see domain names that make sense.

This close-up shows the **Domain Name Whitelist** section, which includes three input fields for filtering domain names:

- starts with: [ ]
- contains: [ ]
- ends with: [ ]

If you are searching for a certain Niche you can use the Domain name whitelisting section of the filters to look for domains that contain a certain word.

## **BONUS TIP**

Using the white listing is a great way to find location domain names, for example if you put London into the starts with or ends with boxes you will get a list of domains that relate to the city of London. Look for domains that have a service in them as well such as LondonBuilders.com or LondonPainters.com and these are domains that you can flip quickly to local businesses in that area.

## **What to do once you buy**

Once you have bought a domain it is important to keep track of all the important information, remember this is a business so if its organised from the start it will be easier to manage.

The best way to do this is to create a spreadsheet and so the information on each domain is in there.

Make sure you store information such as Domain, SLD, Registrar, Purchase Date, Expiration Date, Purchase Price, Asking Price.

You can also keep track of all offers for your domains in this [spreadsheet](#).

## **Domain Exposure**

Great you now have your first domain name, now it's time to get it out there to the market and get it flipped.

It is important that you get it as much exposure as possible as soon as possible.

Every time I buy a new domain I have a list of marketplaces and facebook groups I will post it in.

I post it these marketplaces at a very minimum, [Sedo.com](https://www.sedo.com), [Afternic.com](https://www.afternic.com), [Flippa.com](https://www.flippa.com), [NamePros.com](https://www.namepros.com), [eBay.com](https://www.ebay.com) and Facebook Groups.

## **Sales Page for your domain**

It is important that your domain has some sort of sales page up, so if someone who was looking for a domain came across it they would be able to contact you with an offer.

This is known as parking your domain. I either user [VooDoo.com](https://www.voodoo.com) or my own custom html page for parking my domains.

VooDoo.com is good to use starting out as it is simple to use and the sales pages are created automatically. Sedo and Afternic also offer their own parking pages. As well as these many registrar's also offer parking pages you can point your domain to.

## **Gather leads to sell quicker**

A good way to help improve the speed at which your domain sells is to reach out to potential buyers.

Some of your domains will sell without the need to approach people but some will need you to be proactive in your selling.

So once you have a new domains spend some time gathering leads of people that would have a use for your domain name. This can include companies, blogs and people that would have a use your domain. Store all



the leads you find into a spreadsheet that includes their name, company, email and then when you have emailed them.

I like to leave my emailing to companies until after they have been up in different places for a month. I then send an email to each of the leads on my list at the end of each month after the first month. This is to make sure the lead sees the email. They could have been busy and just clicked over one of your previous emails.

There are a number of places you can search online to get a lead, here are some the sites I used most often: Similar Sites to my domain name, Facebook, LinkedIn, Google Plus, Yelp and Google Search.

You are looking to find people or businesses that would benefit from your domain name by either using it as their domain name or by using it as a second domain pointing to their current website.

## **Getting Paid**

Once you have agreed a sale it is now time to get paid.

There are a number of sites you can use to get paid such as PayPal and Escrow.

What you use can depend on a number of things such as do you trust the buyer and the size of the sale.

Never let the buyer push you into using a certain platform, make sure you are comfortable and you get paid first before you push/transfer the domain.

If you want you can use escrow services that hold the domain for you so you transfer the domain to them and the buyer pays them and then they will transfer you the money and then the domain.

## **Pushing/Transferring Domain**

Once you have sold the domain and have received payment you will need to either push or transfer the domain name.

Pushing is when you push a domain to another account within the same registrar.

Transferring is when you transfer the domain from one registrar to another.

Each registrar has their own way of doing this so you will need to check with their support team on how to do it.

## **Quick Flip Method**

This is the method I use when I need to make a quick cash injection into my business or if I have a holiday or birthday coming up.

It does not give you big profits as you are looking for quick cash but you can still make around \$100 profit each time you do this.

This method is based around finding high quality Geo Domains and then approaching businesses in that area that could benefit from the domain name.

You need to look for City Service .Com domain names for services that are popular within a certain area and the city has a large population. An example would be NewYorkLawyer.com or OrlandoToys.com.

The easiest way to do this to use a keyword generator such as best-keyword-mixer.blogspot.com. I have created a list of some of the main cities in the US [here](#).

Just copy the list of city names and paste them into the keyword mixer like [this one](#), along with the service you are looking for and .com.

### Keyword Mixer

Spacing Options: **Select All** **Deselect All**

- ☐ Put a space between words
- ☐ Put %20 between words
- ☐ Put a minus (-) between words
- ☐ Put an underscore ( \_ ) between words
- ☐ Put an ampersand (&) between words
- ☐ Put a star (\*) between words
- ☒ Remove spacing between words
- ☐ Put  between words
- ☐ Put  between words
- ☐ Put  between words

Formatting Options: **Select All** **Deselect All**

- ☐ Reverse word order
- ☐ Surround line with quotes ("" )
- ☐ Surround line with square brackets ( [ ] )
- ☐ Surround line with round brackets ( ( ) )
- ☐ Put a forward slash (/) at start of line
- ☐ Put an equal sign (=) at start of line
- ☐ Put  at start of line
- ☐ Put  at end of line

LosAngeles  
Chicago  
Houston  
Phoenix  
Philadelphia  
SanAntonio  
SanDiego  
Dallas  
SanJose  
Austin  
Jacksonville

Roofer

.com

**Generate Keywords**

Once you click on Generate Keywords you will be given a list of domain names that you can search for to try and find ones that have not been taken.



Now you have a list of domains to search for you need to do a bulk search on them, the best registrar I found for this is DynaDot. You can find their bulk search [here](#).

Just paste in your list of domain names and select the I entered complete domain names with TLDs option and click search.

# Bulk Domain Search

or Advanced Search

LosAngelesRoofer.com

ChicagoRoofer.com

HoustonRoofer.com

PhoenixRoofer.com

☒ I entered complete domain names with TLDs.

☐ Choose TLDs to search for

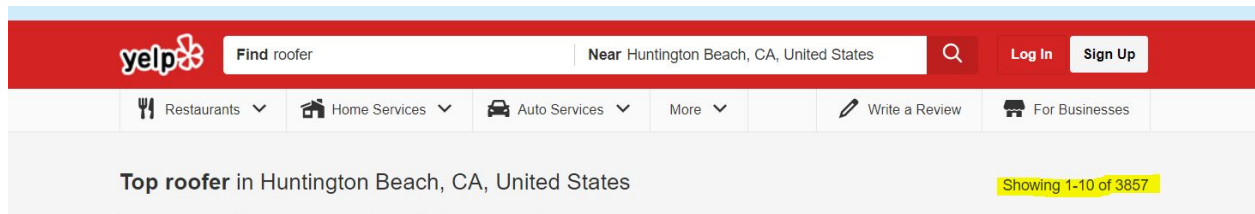
Search

Once DynaDot has searched for all of your domains you will see a list of all the domains and which ones are available and which have been taken. You will see the price for any available domain names.

<input checked="" type="checkbox"/> morenovalleyroofer.com	£7.25
fayettevilleroofer.com	Taken <a href="#">Make Offer</a> <a href="#">Whois</a> <a href="#">Website</a>
yonkersroofer.com	Taken <a href="#">Make Offer</a> <a href="#">Whois</a> <a href="#">Website</a>
<input checked="" type="checkbox"/> huntingtonbeachroofer.com	£7.25
montgomeryroofer.com	Taken <a href="#">Make Offer</a> <a href="#">Whois</a> <a href="#">Website</a>

Before you purchase any domain name it is important to see if there is demand for the domain name. The best way to do this is to do a search for the area and service to see how many potential businesses there are that could use the domain name. I like using Yelp for this.

Let's take huntingtonbeachroofer.com as an example, so I go to yelp.com and search for roofer near huntington beach and I find there are 3857 results for this search.



This is also a great place to get the leads to sell this domain to, I go through each of the listings and get a list of Company names, email addresses, phone numbers and if they currently have a website. You can easily outsource this work to someone on Fiverr.

It is also worth checking out the businesses on google as well just to make sure you are getting all the leads possible.

If you are happy there is enough potential buyers of the domain name it's time to pick it up and start doing outreach to these businesses. We don't need to add the domain to all the places you usually would as the goal of this is to make a quick sale.

Start going through your list of potential buyers you created and start emailing them informing them of the domain you have available to them.

*Tip: Try to use their first name in the email as they personal touch can help sell them on the new domain name.*

Make sure you keep track of all the emails you have sent and send a reminder email every week until the domain is sold or they tell you they are not interested in the domain name.

I find the best time to email business owners is either first thing in the morning or in the evening, as most business owners spend their day doing the work and catch up on emails and admin first thing in the morning and after they have closed in the evening.

[Here is a copy](#) of the excel sheet I use for storing all potential buyers for the domain and when I have contacted them and if they have responded.

When it comes to reaching out to local business owners I used the following email template for the first outreach, I don't give away any price I just use it to gauge who is interested in the domain name. I don't give away a price as sometimes you can get lucky and have multiple people interested and then it becomes a bidding war. Also, what price you sell for will also be affected by the demand for it, if only one person wants and you want a quick sale you might charge \$100 for it but if there a number of interested parties \$200+ will be a better starting point.

#### START OF EMAIL

Hello Mr/Mrs/Ms FNAME LNAME,

My name is YOUR NAME and I am the owner of COMPANY NAME, our business is in locating and buying domains for local businesses that would gain more online traffic using a keyword domain name.

As you are probably aware, when people are looking for goods and services in a particular local geographical area they will usually type into Google the name of the service that they need followed by the town or area.

Today I am offering you the opportunity to purchase the domain name DOMAINNAME.com. I only deal in top level domains and I know that this would be an ideal domain for your business which will add to your bottom line sales while reducing your marketing costs. Even if you already have a website you have this domain as second domain that takes you to your current site so you will have double the exposure.

If this is something of interest to you, please let me know at the earliest opportunity in order to secure this valuable domain for yourself.

Kind regards,

YOUR NAME

END OF EMAIL

As you can see from the email I am showing them the benefits of the domain name and how it can be useful to them even if they currently have a website already.

For the email subject I usually just use the domain name that I am trying to sell or something like: *DomainName.com is now available*. I change up the subject link when sending reminder emails just to see if they get more people responding.

This method can also be used for businesses that have the owners name in it such as Rays Pizzas or Mandys Flowers. [Here](#) is a list of popular first names. Use the same method above to create your list of domain names and search for them using DynaDot again.

The difference with this method is it is best to use Google rather than Yelp to find a list of potential buyers as these businesses could be anywhere in the world not just a certain area.

Other places to find potential buyers is Facebook searches, as well as LinkedIn and for certain business types Tripadvisor is also a great place to find potential buyers.



## Conclusions

You now have the knowledge you need to start your domaining journey and start making your money online.

Here are some important tips I want to leave you with:

1. Remember to do the research on your domains and always look at it twice, once in the morning then again in the evening before you buy.
2. Be proactive in your selling and you will see the profits come in quickly.
3. Don't be Greedy, get a good price for your domain and then move on.
4. Scale quickly by reinvesting at least 50% of all sales.

By taking action on what you have learnt in this guide you can create a new source of income for yourself that can help you move into a life of online freedom.