

Amazon Kickstart Site Flipping



A Fast, Effective Way To Build Money
Churning Sites As An Amazon Affiliate That
Get You **RESULTS!**

You Also MAY NOT Give Away,or Share the Content Herein

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In this report we will be taking a look at how you can sell your site once you have got it ranked and making sales. As I mentioned in the video you don't HAVE to wait until it is making sales but I suggest you do.

The only reason for this is because it will be far more likely to sell.

However in this report we will be looking at both methods of selling the Amazon site and these are:

1. Straight after set up – these sites will not sell for as much as sites that are making money but the process you are using in Amazon Kickstart gives you a HUGE advantage which I will talk about a bit later.
2. Selling the site after 3 months – Selling the site after 3 months or longer will make you more money assuming of course that you are ranked and getting conversions.

For the first option which is selling the site straight after set up you have an advantage because a lot of the sites that are sold like this are just churned out by software or plugins.

So all of the content gets pulled from Amazon and places like the “product description” and the “product features” which means they are lightning fast to set up.

The cool thing is that these do not do as well as they did on Flippa – people are growing wise to the fact that it is simply a software generated site.

So the first advantage you have is that all content is 100% unique! You can even mention this in the site title.

The next advantage is that the product you have picked, again assuming you have followed through the process from the Amazon Kickstart course will be RED HOT! This means that it will be “in” and you will get far more visitors and bids.

In fact out of everything if you are looking to sell a site straight away this will be one of the biggest factors that will get you views and bids.

Look at it this way – say you listed a site for the “Nintendo Wii U” on the week it was released! You can be sure that someone would bid on the site as it is a RED HOT product.

We will move onto the sales copy a bit later but this is something you should say in the copy as well.

The next plus point for your site is the custom made banners for the header and the big one on the right. You can include the .psd files for these and it will do better for bids.

So main things you will want to mention for your site listing is that you have:

100% unique content.

RED HOT product selection.

Custom made banners and graphics with .psd files.

Site optimized for high CTR.

Also the fact that the site is not software driven will be a huge bonus and you should make it clear that the site was set up from scratch.

For a mock up template you can use something like the following:

“Welcome to my auction for <http://www.yoursite.com>.

The site was established on (date site was set up) and is 100% ready to go – all that you need to do is enter your Amazon affiliate id and it will make you money.

What Is It?

The site has been set up to advertise (product) in an effort to make commissions through the Amazon affiliate program. The product it is advertising is RED HOT and you will see an attachment showing the number of keyword searches this product gets.

The site also has 100% unique content and is NOT a software generated site. The entire site has been set up from scratch and just needs promotion.

Also the site has been optimized for SEO with interlinking pages, alt tags on the images etc...

Included with the site is a design that will get you a super high CTR and it has strong calls to action so you can be sure that you get visitors through to Amazon from the site.

Why This Site?

This site is NOT software generated. You will see a lot of these “one click” sites and while there is nothing wrong with that you will have a hard time getting them to rank. Most of the content for these sites is pulled from across the web such as product description and features from Amazon.

That is what differs with this site.

It has been set 100% from scratch and all you need to do is take the site and promote it without having to worry about duplicate content penalties.

The other thing that sets this site apart is the product selection.

If you want to make money with Amazon you need to make sure you pick RED HOT products and you can see that (product name) gets a huge amount of searches and right now is in.

Who Is The Site For?

This site is for anyone that wants a 100% custom built, unique website for a RED HOT product that you can promote as an Amazon affiliate.

You could add Adsense to the site or relevant products also.

Why Are You Selling?

I have a large portfolio of Amazon sites and more to build and it is not realistic that I will be able to put time into each one. So I decided to offer the chance to someone else to own a professional Amazon site you can actually make money from.

Buyer Instructions:

This site is a \$1 auction with no reserve so if you are interested bid early. All sensible offers will also be considered. Upon successful winning the auction payment must be received within 2 days!

Bid early and get your hands on a professional Amazon site for a RED HOT product...

To Your Success,

Your Name"

Using the template above or something close to it you will be able to set up a listing on Flippa pretty fast.

With the options you select for this method I would go for a \$1 auction with no reserve. This is to get bidders and it is a bit of a gamble but you need to stand out and get people looking at the site.

In terms of promotion options that you will get offered I would just go for the basic listing.

I will also be providing a run through of this at the forum so make sure you check that out.

The other method is of course the site that is making money.

You don't need it to be making you a HUGE amount of money – even \$50-\$100 a week and it will be worth money.

If you want to sell the site you will need:

- Statcounter screenshots to upload showing traffic for life of site.
- Amazon affiliate screenshots showing sales.
- Google Adwords keyword tool pics showing the amount of searches.
- Stat counter keyword picks showing the sort of keywords that you are being picked up for.

As long as you have the above you then need some decent copy which will be similar to the above but will be more like:

“Welcome to my auction for [yoursitename]

The site was established on [date set up] and is a website that is making commissions through the Amazon affiliate program.

What Is It?

This site is a ready-made Amazon affiliate website that is currently making money. The site has been live since [date] and in that time it has made [\$....].

The site promotes 5-6 hot products from Amazon with the main focus being on the [top product]. All content is 100% unique and nothing from the site is generated, meaning it has all been set up from scratch.

You can see the sales that are coming in for the Amazon affiliate program in the attachments on the right hand side.

Why This Site?

This site is PROVEN to make money and has been optimized for CTR.

The content on the site is 100% unique and nothing about the site is software driven – so you know you are getting a REAL Amazon affiliate site.

The product has also been researched thoroughly and is not only a product that gets a ton of keyword searches but it is also an “in” product with a HUGE buzz surrounding it. You can see the keyword searches that this product gets on the right hand side of this listing in the attachments.

Here are a few examples of the top searched for phrases:

(some examples here)

The content of the site has been optimized for SEO and the pages are all interlinking which gives the site a HUGE boost in the search engines. Again, you can see some of the phrases that we are being ranked for currently on the right hand side and the sales that result from it.

The design of the site has been made from scratch this is NOT a software driven site.

Why Sell?

I have quite a few Amazon affiliate sites and simply do not have time to promote them all. I would rather see this go to someone that can take it to the next level.

Where Does The Traffic Come From?

The sales are all from the Amazon affiliate program at the moment and traffic is driven primarily through SEO using the main site, social media and Web 2.0 sites.

Does The Site Require Maintenance?

No, at least if you are happy for it to coast along. If you want to take the site to the next level I would advise adding some more product reviews, you could also put adsense on the site to make more money.

Traffic Details:

Here you will want to put a breakdown of the traffic – you will already have this in stat counter screenshots.

So all you need to do is put the traffic for each month that the site has been live in a list showing views and uniques.

Bonus:

I recommend you add a bonus to your listing that is a free report showing how to promote the site.

Buyer Instructions:

Please place a bid early to avoid disappointment. All sensible offers will be considered! Payment for site must be received within 2 days of the Auction end.

Now is your change to own a profitable Amazon affiliate site that is already making money...

To Your Success,

[Your Name]"

When you are setting up this Flippa listing with a site that is already making money I recommend that you pick all of the extras.

If you really want to gamble you could put it as a \$1 no reserve auction and you would get a ton of views but it is a bit of a gamble.

To work out the value of your site there is no hard and fast way.

As a rule your site will be worth 10-12 times the amount it makes in a year.

So if your site is making \$500 a year it is probably worth \$5000 to \$6000.

Also the starting bid should be lower to get people to bid and I recommend you put it at 10% of your site value so in this instance you would put the starting bid at \$600.

Obviously if you have any questions you can ask in the forums and if you want you can send me your listing through PM and I will take a look at it.

The main thing you want to make sure is that you stand out.

Point out that your site is making money, the design is unique and the product is hot!

If you have proof of traffic, sales and keyword searches you can make some big money!

Any questions send me an email to support@azonkickstart.com or ask in the forum and I will help you.

To Your Success,

Chris Jones