

Henry Gold's

# PPC Profits

**Make  
Money  
With  
Your  
Very  
Own  
PPC  
Search  
Engine!**



# “PPC Profits”

**Make money with your very own PPC search engine!**

**By: Henry Gold**

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# **How To Make A Killing Selling Your Online Business On eBay!**

**NOTE:** This bonus is made especially for those that want to sell their PPC search engine on eBay, or sell any other online business for that matter. So if this is the way you want to take your PPCSE after you create it, this bonus will be very helpful to you.

First of all, selling online businesses on eBay is a highly profitable way to earn a living. Simply because a once you get the hang of it, you will be able to create businesses in under 24 hours and sell them for a huge profit (I will tell you how to do this)

I have been selling businesses on eBay for quite some time now. And believe me, people will buy just about anything...in fact, I am still amazed at what some people will spend their hard earned money on.

I've sold businesses that have gone for almost \$10,000 and I've sold businesses that have sold for less then \$200. And each business required the same amount of work.

In this short guide, I'm going to show you how you can sell easy to make businesses that fetch upwards of \$5000 in under 7 days. You don't need to know how to design websites or have any fancy skills.

So let's get started!

## **Here are the steps you need to follow**

- 1) Find what is selling on eBay right now (don't do this if you already have a business to sell)
- 2) Create the business in less than 24 hours

- 3) Determine whether or not to make it profitable
- 4) Sell it on eBay

### **Step 1**

First off, we need to go to eBay and check out what's selling in the businesses for sale section.

You can find the link at

<http://tinyurl.com/v3ux>

As you can see there is a lot of junk for sale, but there are also a lot of businesses that have bids. Right now I can see a business selling for over \$10,000.

I saw one business sell on eBay for \$30,000 in 7 days. You can see the website that sold for that price at

<http://www.buyincomeproperties.com>

If you can't see a trend, here are the type of things that are selling.

**A) Businesses that are profitable**

**B) Unique websites like dating sites and pay per click search engines**

**C) Master copyrights like E-books, CD's and membership sites**

### **Step 2**

You need to be able to create your business in a day or two at most otherwise it won't be worth your time.

How can you do that?

Let's say for instance that you are going to create an e-book to sell on eBay which you will be selling master copyrights.

Here is what I would do:

I'd choose a topic on anything that interest's me. Whether it is a hobby or something to do with how I earn my living online.

If I couldn't think of something, I would choose a topic that's hot right now, like real estate investing or making money online.

I would then go to Elance.com and get 10 to 20 articles written on that topic for under \$200 and compile them into an E-book or CD.

I would then create a simple website with sales letter, something like

<http://www.promoteitonce.com> and go to

(You could even use a website sales letter generator like

<http://www.instantsalesletters.com>

### **Step 3**

Making a business profitable isn't as hard as it seems. EBay buyers are looking for a few things when they buy a business on profitability.

For example, they want to know:

- A) How much it makes per month
- B) How much are you spending on advertising

- C) How difficult is the advertising
- D) How much work is involved on their part if they buy it

But don't worry, there are solutions to all their questions.

If you spend nothing or next to nothing on advertising, the prospective buyers will be lining up until next Tuesday to buy your business. I would concentrate on the following advertising to promote the business.

- A) Article writing
- B) Search engine ranking
- C) Reciprocal linking
- D) Joint venture marketing

There are many good reports on learning how to do all this, but none better than

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

#### **Step 4**

Selling your business on eBay is probably the most nerve racking moment. But here are a few tips to help you sell your now ready (profitable?) business on eBay.

- A) Always use the featured listing option for under \$20
- B) Pay extra for a gallery photo and bold letters
- C) Write a very compelling heading that stands out (do research)
- D) Make sure you can accept Pay Pal payments

It doesn't get much easier than that, but here are a few extra pointers that might come in handy.

- Ebay has a new feature that allows extra text to be written in your headline of your display ad, use it!
- This can be a full time business if you chop and change the type of businesses you are selling. Never saturate the market with one type of business, EG, E-book master copyrights. Mix and match.
- Public domain sources are a great way to create products without the need for writing a single word.

Now, besides selling businesses on eBay, you can also create them using eBay as well!

There are literally tens of millions of people with an eBay account that shop periodically for everything from clothing to information....

So why not create a business around eBay?

You already have millions of customers at your disposal, so why not make eBay work even harder for you?

This is a great method that can bring quick cash into your pocket.

The problem with selling physical products on eBay is that it's a hard business to sell to someone else. Inventory, shipping is a pain in the butt, so why not create a business that is virtual and a product that could be downloaded instantly.



Obviously I'm talking about an e-book here, but you can create just about anything.

The problem I had was finding a category on eBay that wanted information.

Most people don't associate eBay with digital products, but people are willing to buy them if you know where to look.

What I did was I searched thru all the different eBay categories there were until I found a category with a lot of bids on just about every auction.

EBay also has a feature that shows you what the most popular searches are in each category and Florida Vacation Rentals was the most popular search term in the travel category. So I created a small 50 page e-book on every aspect of vacation rentals in Florida and sold each copy for \$12.95.

It didn't make me rich, I only sold 25 copies in a week, but that was good enough for the business to sell for \$450.

So for the day it took me to create everything, I made over \$770.00

Of course, there are businesses that can sell for a lot more than that!

Here is a sale I have witnessed that literally blew my mind! Here is why...

The business was online for only 6 months. So it's not as if it was a rock solid business with an extremely strong foundation.

The business only sold digital products, it did not sell a single physical product. On top of that, the website was not even professionally designed.

And after carefully studying this sale I realized that anyone can do this!

Just imagine: all you have to get is one sale and boom! You have thirty thousand dollars in your pocket.

Unfortunately, my businesses, as good quality and as profitable as they are have not cracked the \$30,000 mark.

After doing my research for 2 months and testing and trying new methods, here are some of the reasons I came up with why this business sold for as much as it did in a 7 day auction:

The business was bringing in over \$4000 a month in profits. This is probably the biggest reason why this business sold for \$30,000. A profitable business always make more then a turnkey business.

It had 7 digital e-books for sale that were well written. These books were high quality, I should know I brought them all. The thing is though, most were quick to create, some took just days to make.

It was listed highly in Google.com This business was getting thousands of visitors a month from free search engine ranking in Google.com for it's keywords.

It was one of a kind. This is probably one of the biggest factors, behind profitability, that this business sold for so much. There was no one else doing what he was doing so he was the leader in the field.

It had an established affiliate program. This web site had some of the biggest web sites in the real estate industry linking back to it and promoting his books directly.

So basically, if you are going to create a business for sale on eBay, those are the traits it needs to be highly successful.

Oh, the business that sold for that price was

<http://www.buyincomeproperties.com>

**Good Luck**