

The \$7.95 Marketing Plan

Build Your Brand For Less Than The Price Of A Pizza.

by Jim F. Kukral

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Smashwords Edition

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So... What's In This Book?

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Introduction

At 1.35 million Get Out of Hell Free cards sold and shipped to every state in the USA, Randy Cassingham is glad he secured <http://www.GetOutofHellFree.com> on a whim over 10-years ago. "It's not a domain you easily forget," said Randy. (Especially if you've been bad boy)

A Californian based auto repair franchise seems to be doing just fine with traffic that drives in daily from the procurement of <http://www.wefixcars.com>. Let's not forget to mention the landing page designer who owns <http://www.iamalandingpagedesigner.com>, who pulls in steady business from customers who are, guess... looking for someone to design them a landing page!

These are just three quick examples of how smart business people are embracing The \$7.95 Marketing Plan.

This ebook will feature their stories of success and provide you with the inspiration to create your own \$7.95 Marketing Plan.

What? You don't have \$7.95 laying around? C'mon, you spend more than that a every few days on coffee!

But before we dig in I wanted to share one of my stories from a successful \$7.95 Marketing Plan experience of my own. For years I had been struggling to write high-quality press releases. For some reason I've just never been good at writing them. I have sent out over 200 of them for myself or my clients over the last 10-years or so, all with moderate to pathetic success. It was very frustrating.

It was only a few years ago that I realized what was wrong. My pitches sucked. I was writing my press releases all wrong. They were all about me, me, me, or about my business or brand, when instead, they should have been about my customers. Specifically, a powerful press release solves a problem for both the reporter or blogger, and the reader/viewer/listener, etc...

Eureka! I finally figured out how to pitch better, and my success to fail ratio for sending out releases skyrocketed. I was beginning to see a massive upturn in publicity and sales. I had finally figured it out.

Then one day it hit me. I should build a little website that helps other people understand how to write better press releases. Because that would solve their problems like it did mine, and remember, solving problems is the first step in all successful business ventures (and domain names).

I bought three domain names that afternoon. The first one I bought was www.FixYourPitch.com. "Pretty good," I thought. The second one I bought was www.PRPitchMe.com. "Ehhh, not as good," I thought.

Then I had an idea. "I wonder if www.YourPitchSucks.com is available?" I thought with excitement. And guess what? It was!

So here I was with three domain names to choose from. I couldn't decide at first. I thought maybe that the one I like the most (YourPitchSucks.com) might be too strong. Then I remembered what I read in one of my favorite marketing books of all time. The book is 'Marketing Outrageously' by Jon Spoelstra. Jon said... and I'm paraphrasing a bit.

"I know how to tell if an idea I have is great. It works every time. It's simple, I walk into a room full of people and tell them the idea. If everyone in the room just kinda looks at me without expression or says, "It's good", I know to throw the idea right in the trash. However, if after I tell the idea and half the room bursts out in laughter, and the other half gasps for breath as if offended in some small way... I know it's the right idea to go with."

Brilliant stuff, and absolutely true. So it was really no choice for me then to go with YourPitchSucks.com, was it?

Fast forward almost a year later now and the site is going very well and getting lots of attention. I'm working on a book about pitching and the publicity continues to roll in for the site on a weekly basis. So far the site has been mentioned in places like Entrepreneur Magazine, Brandweek, Forbes, INC. and the Wall Street Journal, among other places.

Now let me ask you a question. If I would have gone with PRPitchMe.com or FixYourPitch.com, do you think I'd have still gotten mentioned in all of those major publications?

The answer is no of course.

And that's not all. I've gotten thousands of dollars in fees to help people fix their pitches, as well as paid speaking gigs and other money making opportunities, all from the domain name and idea.

Not bad for a \$7.95 investment eh?

NAMES MATTER... YES THEY DO! ESPECIALLY DOMAIN NAMES!

A few years ago a woman wrote a book about dieting that went on to be a best seller very quick and get massive amounts of publicity. Yeah, in the diet market. A quick search on Amazon.com books just now showed 364,569 results for "diet" books. Wow, that's a lot of competition.

So as you can imagine, there are a few hundred thousand books (give or take) about dieting out there. How in the world could an unknown author go out and get a book in an over saturated market published and noticed so fast with so much success so fast?

The answer? She called the book 'Skinny Bitch' and put the accompanying site for it at <http://www.skinnybitch.net/>

From the book description, 'Skinny Bitch' is... *"A no-nonsense, tough-love guide for savvy girls who want to stop eating crap and start looking fabulous"*. Sounds great. But was the book really “that” much better than the other 300,000+ diet books on Amazon? Of course not...

But... and a HUGE “BUT” (sorry)...

The name of it was memorable and shareable. That was the key. It took off quick outta the gate and rose to the top of the charts with press in the New York Times, The Today Show, USA Today, MSNBC, and hundreds of other blogs and assorted media from around the world.

Are you beginning to see a pattern here? Naming matters.

And in the online world...

Domain naming REALLY matters and can make a HUGE difference.

This is what the \$7.95 Marketing Plan is all about. This is what you will learn how to do if you continue reading.

Chapter 1 – It Doesn't Get Any Simpler (Or Cheaper) Than This

I've always been fascinated and entertained by fun, memorable domain names. Well, not just the domains, but the actual businesses and the ROI behind them as well. If a domain name is used well together with a creative idea, you can create a killer marketing campaign that can skyrocket your sales, leads and publicity for your business or brand.

And that my dear reader is the entire short premise of this ebook.

So you can stop reading now if you wish, hehe.

It's brilliant really. Think about it. For the low cost of under \$10.00 (\$7.95 at Godaddy.com and even less in other places), you can build an explosive, and memorable creative marketing campaign that will get customers to remember who you are.

It doesn't get simpler than this, or cheaper.

Using a domain name to market your new idea, or your business, or to review an old project or whatever, is simply a smart thing to do. This ebook is written to not only inspire you into taking action, but also to help you understand how others are doing it and how you can do it too.

Now let's get started!

But Is It Really A Marketing Plan?

By no means is the \$7.95 Marketing Plan a real marketing plan. My apologies to all the MBA's out there who fell off your chairs when you saw the title of this book. Of course it's not a "real" marketing plan in the true definition. (Frankly, we think those are overrated in my most cases anyway).

However, If you're so inclined to be one of those people who feel the need to have a full marketing plan in place then I highly recommend you do that. You're just not going to get that kind of crazy talk here where we do things willy-nilly (that's a highly technical term for half-assed).

For me, well, I'm more of a "let's throw it up there and see if it sticks" kind of marketing guy. Not only does this allow me to move faster than well, everyone else, but it also allows me to fail more often than most. And to me, failure is just another step toward success. So if you're like me, be warned, moving ahead on frivolous marketing campaigns as described in this text can be a risk to your long-term success.

There, I said it. I'm covered now right? I'm sure the MBA's still hate me. But then again in my defense... Doing it my way is way more fun and sometimes, more rewarding.

Especially when you just catch lightning in a bottle and even more so when it only cost you only \$7.95. :)

Please use the following chapters in this ebook to get inspiration and gather ideas about how you're going to create your very own \$7.95 Marketing Plan. Then... go do it! Hey, is www.godoit.com taken? Let me go look...

The \$7.95 Domain Name Magic Formula

So what makes a good \$7.95 Marketing Plan domain name? There's a simple formula that you need to follow.

Simple + Explanatory + Memorable + Solves A Problem = Winner!

Easier said than done, right? Actually, it really is. Truth be told that's the formula for pretty much any successful business, online or off, so don't forget it! Let's go over each one on its own.

Simple

Yep, simple just works. Why? Because people don't have to figure out simple. People are lazy and there's a lot of noise out there (if you haven't noticed) and simple makes it easy for them. Yes, simple just works. When was the last time you remembered "hard" stuff?

Explanatory

You know why those products you see Billy Mays (RIP) and Anthony Sullivan selling on late night television sell so well? You know what I'm talking about. OxyClean to clean your clothes or Mighty-Mendit to stick stuff together or Kaboom! to clean up your bathtub or the Pedi-Egg to grate the dead skin off your ankles (ewww). Why do these sell? Because they're demonstrable and explanatory. The rule is, if you can show something and a person can look at it, or read it in our case, and immediately understand it right away without thought, you have a winner. Good domain names that a person can read and immediately have an idea what the domain name is about is a VERY powerful way to brand.

Memorable

Remember the last time you were out mowing your lawn or at the gym and you met your neighbor and you got to talking about things, and your neighbor mentioned to you that they needed their car engine repaired and you immediately remembered in your head about that awesome domain name you saw the other day on a billboard that was www.WeFixCars.com? That's word of mouth (WOM) at its finest, and because you were able to process the fun, creative domain name in your brain for future reference, you were then able to pull that memory back out and share it with your neighbor.

Let me ask you a question. Which one of these domain names is more memorable? You decide. A. ABCProgrammingCenter.com or B. WeMakeIphoneApps.com? Of course you said B. Don't lie to me! It's more memorable... Duh.

Solves A Problem

People come online for two reasons and two reasons only. Everything you do online falls into one of these two categories. And those are A. To be entertained and B. To have a problem solved. Think about it. This is why Google is so successful. They keep it "simple" and have a "memorable" name and they "solve a problem".

Ok, the Google name isn't explanatory, but we'll let that pass for this example, ok? Really think about it though. You go to Google and type in your problem in the little simple box. "How do I put up crown molding?" or "Printer cartridges for HP Deskjet 6122". And guess what? Google solves those problems for you.

Chapter 2 – Inspiration Strikes! How To Come Up With A Memorable Name

In 1999 I needed to quit my job so of course the first thing I did was go search online for “sample resignation letters”. Guess what? After doing some searching around, I realized there wasn’t anything out there in terms of actual samples for me to use. Aha moment!

It was at that moment as a Web entrepreneur that I realized that there had to be millions of other people like me who were going to quit their jobs and there was nothing for them to use. So the first thing that popped into my head was “I Quit!”. A quick check showed that Iquit.com and Iquit.net were taken (but not being used), so I grabbed up www.Iquit.org.

A few days later, I had a fully functional mini-site in place that featured 10 sample resignation letters (that I wrote myself). Some were funny, some were rude and some were professional. I put them all together and offered them to the world for free.

Within a few days Iquit.org had become the #1 Web destination for free resignation letters and many other long-tail keywords, pulling in thousands and thousands of Web visitors eager to quit their jobs. I quickly realized that putting affiliate ads on the website allowed me to earn commissions on products and services too, which didn’t suck. Also, the unique, explanatory, nature of the domain “I Quit” allowed the site to be shared by people more easily. I would often meet people at an event and tell them about the site, only to later receive an email from them saying they loved the domain and had told 5, 10, 20 friends about it the next day.

All because the domain name was memorable.

Ok, the content and idea was good too, but you get the point.

Fast-forward 10-years later; I’ve since sold the domain. But the small investment of time and money for the domain more than paid itself off for me since then in terms of advertising revenue, branding and publicity.

But by far the biggest, and most valuable lesson I got from the Iquit.org experience was that domain name marketing was a viable way to do business online.

I was hooked, and thus began my long career of being a creative domain name junkie (200+ and counting) and Web business builder.

Naming Exercises Worksheet

Here's are a few little exercises you can use to initiate your very own \$7.95 Marketing Plan. Use the one that works for you.

Step #1: What do you sell?

I want you to think very hard now about what you sell. It could be really easy, or you could make it really hard. For example, if you put up wallpaper for a living that's an easy one. But if you are an astrophysicist, that might be tougher (to spell as well).

Get out a piece of paper and write some lines down on it. Use the lines to write down what you do and what you offer to your customers, or readers, or viewers... you know what I mean. Anyone who is your target.

Not sure what to write? Let's just make some examples up to help you out. Let's say you are a professional dog waste cleaner-upper (ewww). You would write down the following. 1. I clean up dog waste. 2. I help clean people's yards of animal you know what. 3. I'm a human pooper-scooper! 4. I take the poo away from you! (haha, I made myself laugh just now).

Now you try it. What is it that you do/sell?

Use your lines on paper now. I don't suggest you write on your e-reader screen. ☺

1. _____ 2. _____

3. _____ 4. _____

Now let's add to those. Now we want to figure out what your business is better than everyone else's?

For example, if there are 2 competing dog waste companies in your neighborhood, and you are one of them, why should anyone choose you over the other one?

Here's a few examples: 1. My price is much lower. 2. We work on weekends. 3. We have extra large scoopers. 4. We love dogs!

Now you try it. Why is your product/service/blog/website/business better than your competition?

1. _____ 2. _____

3. _____ 4. _____

Ok, how did you do? If you did it right you should have successfully written out your unique selling proposition (USP). That's the key message that you NEED to convey to your target market to help them make a purchasing decision for you over your competitor.

So now let's get to work and start thinking about how we're going to take the things you wrote down above and translate that into your very own \$7.95 Marketing Plan.

I Still Don't Get What Kind Of Domain Name To Register?

This is where the fun really starts. Now we get to brainstorm about domains that you could be using. Don't worry, they'll come to you once we starting talking about some examples of ones already in use.

First let's talk about the obvious ones that anyone can create and use. Of course I'm talking about domains like www.IDoTaxes.com or www.IPickUpDogDoo.com and domains like

that. Seriously, it's pretty easy to brainstorm these types of domains. Go back up the exercise above and look at your list of "what you do".

Now, take a "I" or a "We" and add it in front of what you do and a .com at the end. Here's some examples to get your mind working.

www.ICouldBeAnything.com

www.IWearYourShirt.com

www.IWantToMoveToColorado.com

www.IAmALandingPageDesigner.com

www.IMakeYourITProjectNotSuck.com

www.IAmADesigner.com

www.IAmABrat.com

www.WeDoWindows.com

www.WeMakeIphoneApps.com

www.WeFixCars.com

www.WeFixWp.com

www.IAmAWebCoach.com

www.IWantWordpress.com

www.WeCleanYourHouse.com

See how easy this is? Are you a fish tank cleaner? How about www.WeCleanFishTanks.com. Do you put up wallpaper for a living? Get www.IPutUpWallpaper.com. It's too easy!

Naming Resources

We don't have to try and do this all alone you know? There are a ton of domain name resources online that can help you find and/or brainstorm the perfect domain for your \$7.95 Marketing Plan. Here are the ones we recommend. If you know of anymore please come back to our website at www.795MarketingPlan.com to share your favorite resource with the community.

<http://www.InstantDomainSearch.com/> - Instant results. Pretty darn neat!

<http://www.NameBoy.com> - A nice little domain name utility that lets you combine words together to see if domains are available or not.

<http://www.NameTumbler.com> - A free domain suggestion tool. Create huge lists of keyword-rich, generic domain names and check their availability.

<http://www.MakeWords.com/> - The intelligent domain name workstation. Creates pronounceable names using language rules each time you press the Search button.

<http://www.dandyid.org/beta/claimmyname> - For names outside the domain name realm.

<http://Domai.nr/> - Instant feedback. "Give your domain search a happy ending".

<http://PickyDomains.com/> - For \$50 they'll research domains for you. If you pick one they find, they keep the \$50.

<http://www.RedHotDomains.com> - Find domains as they expire.

<http://www.DailyDomainDrop.com> - A daily list of domains that are expiring.

<http://www.FabulousDomains.com/vanities.html> - Tons of names to buy.

Of course, if you're looking for some clever domains to buy you may want to check out a site called <http://www.MyCleverDomain.com/> where you can find "clever, meaningful and memorable domains that give your venture a competitive edge in a vast and cluttered internet space". Indeed!

Another resource is the Wordboard domain name forum where you can get help from members about ideas for domain names. Visit the forum at <http://www.wordlab.com/wordboard/categories.cfm?catid=18>

Of course, don't forget to try out a few projects over at www.Fiverr.com. Just do a search for "names" or "brands" and you will find a litany of people who will help you come up with names for \$5.00 at a time. This is a great way to start an idea process. Hey, it's five bucks!

Only .com's? What about .net's and others?

Let's face it, having a .com domain name is the preferred one to have. It's like having a 212 area code in Manhattan. In both instances, it means your legit. :)

Dot com domain names are still the most valuable domain names on the market. So you should always strive to get them first. However, sometimes the dot com version of your perfect domain name isn't available and you need to get aggressive and get something else, like a dot net or dot org. It's OK to do that. Not preferred, but ok. Don't feel bad if you have to do it is all we're saying.

There are some things you need to be aware of though when choosing a good domain name.

Recommendation #1 - Don't buy domains with hyphens

Nobody remembers where to put the hyphen, believe me. It's bad branding and not memorable. Avoid hyphens at all costs! If you see your friend on the street and you tell her to go check out this great new site you found at www.this-is-a-really-awesome-site.com, do you think she's going to remember that and even want to go and type that in?

The answer is no in case you were wondering.

Recommendation #2 – The Shorter The Better

It's pretty obvious to realize that shorter domain names are easier to remember. They are also very hard to find. Years ago short domain names became a premium when search engine marketers figured out they carried some weight in Google so they became harder to find and more expensive to buy.

Our advice is to not worry so much about short. Just be memorable.

Don't agree? Just go to our site and www.IWroteABookAboutDomainNames.com and let us know. :)

Recommendation #3 – Being First Doesn't Mean Your Legal

Just because you registered the domain name first doesn't mean that there's not a trademark out on that term or phrase or saying. Now, chances are good that someone is probably going to buy the domain name if they've applied for a trademark, but you never know. Proceed with caution, especially if you're going to build your entire business and marketing campaign around that domain name. It could come back to bite you down the road if the trademark owner comes out of the woodwork to say you're infringing.

Note: Although it would seem logical, being the first to own the domain name on an arbitrary phrase or saying does NOT mean you own the trademark on it.

It simply means you bought the domain first. If the other party has the trademark already or has applied for a trademark and gets it, even a few years later, you're going to be forced by the courts to give up your domain name to them. The law is clear on this. Although, again, I'm no lawyer so nothing I'm saying here should be considered fact, just guesses.

I guess the best example of this in action is if you somehow registered the domain name www.Coke.com before Coca-Cola did back in the day. Even if your name was legally "Coke", it's more than likely that a judge is going to award the domain to Coca-Cola instead of you.

And all you're going to get out of that transaction is some lawyer fees and a big pain in your you know what. Tread carefully is all we're saying. Oh, yeah, and call a trademark attorney.

A Little Bit About Domain Hacks

Domain hacks is when you use a domain extension as part of the domain name. del.icio.us, is probably one of the first to do this and make it popular. See examples below. You can use sub domains for this too. Why do this? It's clever, that's for sure, and it gives you many more options and combinations for getting a desired word. Note: Don't get too clever. Sometimes your audience can forget where to put the dot in between the characters. Then it becomes hard to remember.

Here are a few Domain Hacks ([source](#)):

01. blo.gs

02. [sear.ch](#)
03. [b.uy](#)
04. [tel.ly](#)
05. [beach.es](#)
06. [justcurio.us](#)
07. [designm.ag](#)
08. [podca.st](#)
09. [foot.ie](#) (Footie is a slang word for football in the UK)
10. [ta.gs](#)
11. [lu.st](#)
12. [ma.tt](#)
13. [sco.tt](#)
14. [win.gs](#)
15. [mov.ie](#)
16. [Show.biz](#)
17. [Domain.Name](#)
18. [Chi.mp](#)
19. [Inter.com](#)
20. [Inter.net](#)
21. [Sit.com](#)
22. [Register.it](#)

Using A Domain Name As A Slogan

A slogan domain is a great way to promote a marketing campaign, or event. It's traditionally meant as a addendum or mini-site approach to your main marketing website. Something that is built to promote a new product or special offer for example. For \$7.95, how can you go wrong?

Slogan domains are a great way to promote your idea on media such as television or radio. Why? Because they're usually easier to remember (for when you get back in front of your computer).

Slogan Domain Examples (source):

01. impossibleisnothing.com (Adidas)
02. wheredoyouwanttogotoday.com (Microsoft)
03. oceanicflight815.com (Lost TV series)
04. maxyourlife.co.uk (Pepsi Max UK)

05. spreadfirefox.com (FireFox)
06. justdoit.com (Nike)
07. wemakeitgood.com (Shilo Motion Graphics)
08. haveityourway.com (Burger King)
09. powerofdreams.co.uk (Honda UK)
10. obeyyourthirst.co.uk (Sprite UK)
11. browserforthebetter.com – (Microsoft IE8 promo site)

Chapter 3 – Domain Names You Can't Forget!

How The Brain Remembers

"Learning is how you acquire new information about the world, and memory is how you store that information over time," says Eric R. Kandel, M.D., vice chairman of The Dana Alliance for Brain Initiatives and recipient of the 2000 Nobel Prize in Physiology of Medicine for his work on the molecular basis of memory. "There is no memory without learning, but there is learning without memory." [Source](#).

For example, you may look up a telephone number and remember it just long enough to make your call. This is sometimes called "working memory." It requires learning—but not for the long haul.

The act of learning organizes and strengthens our brains. At birth, and even before really, our brains are working to capture our experiences which are then encoded into a web of nerve connections. So really, our brains are like soft, pink, mushy engines (ewww) that drive us, the learning machine.

So what memory really is is our ability to hold onto information, or to recover information about past experiences. It's a function of the brain. When we remember something, a process takes place in which our brains recover and reconstruct information about things we've done or learned. Remember the last time you went to go do something and your brain completely blanked out and you stood there wondering what it was you were going to do? How about the time you lost an item and you can't remember for the life of you where you left it?

These things happen to everyone as part of every day life and there's no way around it. Our brains are not perfect and sometimes they need to hit the reset button and boot up again.

However, there are ways to ensure that they don't happen as often. And one of those ways to **follow the basic rules of the \$7.95 Marketing Plan and keep it simple, explanatory and easy to remember.**

Check out this great domain we found when researching this book.
<http://www.BrainMysteries.com> Yeah! Not only a great, memorable domain name, but it's about the brain! Double whammy usefulness for this ebook! Woot!

From the site...

"Single events account for many of our most vivid memories - a marriage proposal, a wedding toast, a baby's birth. Until a recent UC Irvine discovery, however, scientists knew little about what happens inside the brain that allows you to remember such events."

Knowing how the brain remembers one-time events can help scientists design better therapies for diseases such as Alzheimer's in which the ability to form such memories is impaired. "Most experiences in life are encounters defined by places, people, things and times. They are specific, and they happen once," says Guzowski, UCI neurobiology and behavior assistant professor. "This type of memory is what makes each person unique."

I don't know about you, but seeing or finding or hearing about \$7.95 Marketing Plan type of domain name could be considered a "single event" in my book.

Let's leave all of these science stuff behind now. I mean, it's all good stuff, but we think you'll agree that it's common sense to understand why certain things are more memorable than others, right? Right.

Are You Memorable Or Remarkable? You Better Be!

Seth Godin, super author & speaker, and really smart guy, wrote a book years ago called 'Purple Cow'. If you haven't read it, you should, here's a link to go buy it. Let's see if I can summarize the main message of the book for you as best I can.

If you're driving down the highway past a farm in Iowa and you look out the window and see a bunch of cows just like you've been seeing for hours, are they memorable? No, of course not. You've seen "regular, normal" cows before, and all day on this road.

But what if you drove past a farm where all of the cows were purple instead? You'd remember that, right? Seth argues that "being remarkable" is something that everyone, and every business, needs to strive for. A purple cow is pretty remarkable right?

Ok, that wasn't too bad of an explanation if I do say so myself. So do you see the common theme from Seth's thoughts to the \$7.95 Marketing Plan? It's the same principle really. Choose a domain name that is memorable. One that stands out. One that is remarkable.

Of course, you can find an entire book about this type of thing by reading my highly-acclaimed book entitled "Attention! This Book Will Make You Money" by visiting www.attentionthebook.com. Of course, unlike this short book, Attention! is a 75,000 word book published by Wiley & Sons and will take you more than a few minutes to read. But you will love it! I guarantee it. If you don't, send it to me after you're done and I'll cut you a check for it. Not kidding. By the way, it's never happened.

Your domain name is your front line offense for your brand. It's the flag you're waving to the crowd as you crest the hill ready for battle.

Shouldn't that mean that it needs to be perfectly clear what it is that it's about? If you're walking into battle and the enemy mistakes your white surrender flag for "charge" you're

probably going to lose that fight (and die). So what's the difference when we're talking about domain names? In our opinion... none.

We've seen way too many domains that just aren't good, at all. We know you've seen them too. Think about them in your head, if you can. Chances are you can't because they're not easy to remember.

Most are classic mistakes, like the accounting firm that insists they need to use their full, obscure, hard to spell company name as their domain name. Something like www.XYZAccountingFirm.com. Or the classic firm of www.DoWeCheatemAndHow.com (ok, I made that up. No offense to any lawyers reading this). You all know what I'm talking about, and perhaps you're guilty of it too? You decide on a domain name that accurately reflects your company name, but in turn you sacrifice one of your biggest allies in marketing... memorability.

But that's not the only mistake people make when they choose bad domain names. How about the domains that are trying to be too clever or have abbreviations that aren't easily understood. Or domains that have words that sound like they could be spelled multiple ways.

All of these are examples of domain names that will never work in the \$7.95 Marketing Plan model.

Chapter 4 – Fun Domain Names

This is the fun part where we list all the funnest (yes, we know it's not a word) domains we found while researching this ebook. If you would like to add to the list, please visit the site at www.795MarketingPlan.com to contribute. So without further ado, here's the list! A lot of these were found at the great website. <http://www.funnydomainnames.com>.

<http://www.ComeClean.com/> - Confess or hear confessions.

<http://www.FunnyNames.com/> - Funny names, what did you expect?

<http://www.The39DollarExperiment.com/> - \$39 bucks in stamps to beg for products from companies. What did he get? Find out.

<http://www.SeatGuru.com/> - Peter Shankman's brainstorm. Pick a person to sit next to before you travel.

<http://www.HotChicksWithDouchebags.com/> - Enough said. A personal favorite.

<http://forum.Bullshit.com/> - Wanna talk some S@#\$? You know where to go now.

<http://www.CoolScienceFacts.com> - Not updating anymore. But a great site anyway if you want to get your science on.

<http://www.HotOrNot.com/> - An all time favorite. With hundreds of spinoffs.

<http://www.AllAboutFrogs.org/> - Um. It's all about frogs.

<http://www.SoYouWanna.com/> - So you wanna learn how to do some stuff? This site is for you.

<http://www.StraightDope.com/> - Find out the real deal about stuff, man.

<http://www.WhereTheHellisMatt.com> - If you haven't seen this phenomenon yet, go now and find out where Matt is, and has been.

<http://www.HowToKiss.info/> - 14-year-olds no longer have to make out with their pillow.

<http://www.JustFuckingGoogleIt.com/> - Another personal favorite.

<http://www.DoOneNiceThing.com/> - Good idea. Nice things are good.

<http://www.TheFatManWalking.com/> - Walking across America to lose weight.

<http://www.DontCick.it/> - This is amazing.

<http://www.WarningLabelGenerator.com/> - Perfect for labeling your toxic waste.

<http://www.ReasonsToLove.com> - Lists of stuff you love!

<http://www.IpPayTooMuchForHosting.com> - It's expensive, but worth it.

<http://www.HowToNailAnInterview.com/> - Smart concept and fun experiment.

Chapter 5 – Domain Names That Mean Business!

These domains are more than just fun... they're domains that are used for business! You know... making money, driving leads, getting attention and publicity! Please take these examples as inspiration for your own \$7.95 Marketing Plan moving forward.

www.GetRichSlowly.com - Recently named **most inspiring money blog** by *Money* magazine — is devoted to **sensible personal finance**.

Why It Works? Because who doesn't really want to get rich? And the "slowly" part of it is just clever enough to make it more trustworthy as opposed to a "get rick quick" scheme.

www.MillionDollarHomePage.com - Hey the guy made a million bucks a few years back.

Why It Works? "Million dollars" is simply an attraction phrase. You see it and start dreaming about wealth. About winning the lottery. The "home page" part completes it.

www.ResumesFromHell.com – A site that promotes a book about messed up resumes.

Why It Works? It's a niche topic "resumes" combined with "from hell" which implies something really, really bad. It's very descriptive and makes you curious to go to it.

www.WeirdFacts.com – A fun site filled with, you guessed it, weird facts about stuff. It makes money as a publisher of ads.

Why It Works? Simple. Says what it is. Memorable. Delivers the goods.

www.OneThousandPaintings.com – This guy made thousands of dollars by selling 1,000 unique one-of-a-kind paintings one at a time.

Why It Works? Another domain that says what it is. The visual of 1,000 anything is effective enough to make anyone curious. Would 10paintings.com been as effective? No.

www.IWillTeachYouToBeRich.com - Must we really explain?

Why It Works? Because who doesn't want to be taught how to "be rich"?

www.OneRedPaperClip.com - This guy eventually traded a single little red paperclip for a house. Win!

Why It Works? It's not just "red paper clip", it's ONE red paper clip. I'm curious, you? And it rolls off the tongue for some www.YouCanEatFire.com - I guess you can eat fire, is it fattening? You can buy the ebook on the site.

Here are some more.

www.WeJustGotBack.com - Travel advice from people who have been there already.

www.CanIRunIt.com - Find out if your system can run a certain video game.

www.WhereTheHellsMatt.com – If you don't know, you better go watch. Millions have.

www.CopyBlogger.com - He writes copy, on his blog. Too easy.

www.ShaveEverywhere.com - Corporate site for Philips shaving products. No, not what you hoped.

www.The1SecondFilm.com - A neat idea? Or reaching? Not sure.

www.AskTheBuilder.com - Go ahead, ask him anything about DIY for your home.

www.TheIdeaLady.com - Need an idea? She's got them for you.

www.FreeDownloadADay.com - No, not viruses... helpful stuff.

www.HelpAReporterOut.com – Peter Shankman's brilliant service.

www.UnclaimedBaggage.com - Making money from unclaimed stuff.

www.HowToSellWhenNobodysBuying.com – A smart book for sale.

reason.

Conclusion

So are you ready to create your own \$7.95 Marketing Plan now?

You should be. In fact, if you haven't already been to your favorite domain registrar and registered a domain then we'll be greatly disappointed.

We've tried to fill the contents of this ebook with enough examples and explanations that should have inspired you to go out there and build your brand for less than the price of a pizza.

Please take the information you have learned from this ebook and find success online. And then remember to give us credit when you do!

Thank you for reading.

Now What? I'll Tell You What... It's Time To Get To Work!

Thank you for taking the time to read this guidebook. If you would be kind enough to leave a review I would greatly appreciate it. And if you know of someone who could use some help building a brand online, consider telling them about this book.

If you enjoyed this book, you might enjoy my other book entitled "[Attention! This Book Will Make You Money](#)". It's a book about how to use attention-getting ideas to drive sales, leads and publicity. The book was published by Wiley & Sons in August 2010 and has been critically reviewed.

If you'd like even more information, please visit my website at [JimKukral.com](#). There you can find out about all the projects I'm currently working on, and which ones will be able to help you grow your business or brand.

Remember, "Doers get what they want, and everyone else gets what they get!" Be a doer. Take the next step and contact me so I can help you on your journey. Visit [ConnectWithJim.com](#) to contact me.

Please Review The \$7.95 Marketing Plan

Did this book help you at all? Did it make you think? Did it help you come up with a great brand and domain name? If so, would you please leave a review online where you purchased it? Or on your website or social media account? Reviews are very important and help spread the message to many others. I would consider it a great honor to read your review online. Thank you very much. It will only take you a minute or so to do so and will mean the world to me.

About The Author

Jim Kukral is an award-winning blogger, professional speaker, emcee, author, small business consultant and Web-entrepreneur. [Full bio here.](#)

A graduate of The University of Akron with a BA in Public Relations and a minor in Sales & Marketing, Jim has spent time working as a Web business consultant for publicly traded firms and small businesses alike. Jim's work and experience in the Internet marketing industry has branded him as a leading thinker and thought-leader in the community.

A blogger since 2001, Jim has reached millions of readers through online channels/networks and offline by writing for magazines and trade journals that are sent all over the globe. You can currently see Jim's writing in magazines like Revenue Today and FeedFront. Jim has also spent time writing professionally for online sources like clickZ and Builder.com as well as the Web's largest tech group blog at ReveNews.com where Jim served as the Publisher for 2-years.

Jim has been quoted or featured in some way in online and offline print publications such as Forbes, Brandweek, Entrepreneur, The Wall Street Journal, New York Times, BusinessWeek, Inc., Small Business Trends, FeedFront, Revenue Today, Marketing Sherpa and Duct Tape Marketing network... to name just a few.

Jim currently serves as a professor of Internet Marketing for The University of San Francisco online, and continues to help clients create success online through content marketing and Web business consulting. Please contact Jim by visiting www.connectwithjim.com.