

# HOW MANY DOMAINS DO YOU NEED TO SUCCEED?



Meet Dan Boaz, the entrepreneur who has purchased **over 1,000**

transportation-related domain names, all in an effort to completely control the expedited freight market online.



Dan's collection of expedited-freight domains are appraised at a value of more than

**\$10,000,000**



## WHY SO MANY DOMAINS?



### 1 To own the search results.

Dan actually builds out unique websites for his most prized domains:

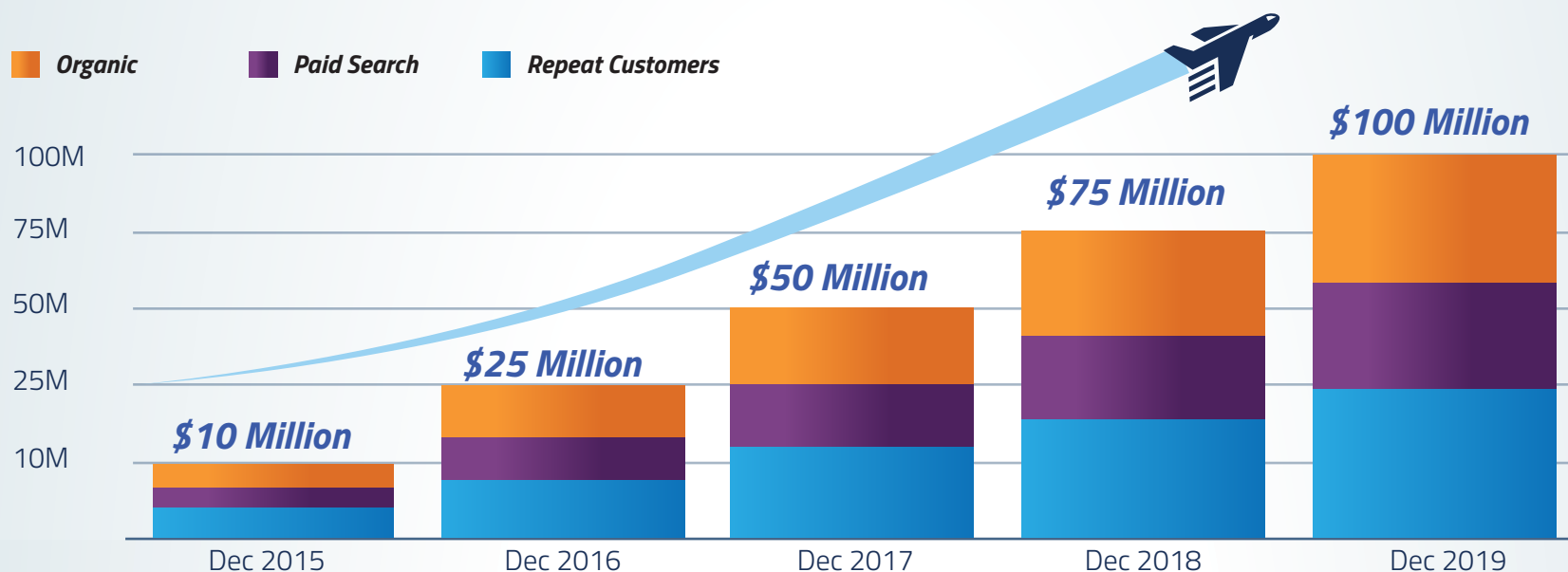
AirFreight.com	SameDayDelivery.com	HotShotTrucking.com	FullTruckload.com	ExpeditedFreight.com
Air Cargo	Same Day Shipping	Hot Shot Trucking Services	Full Truckload Brokerage	Ground Expedite
Air Charter	Last Mile Deliveries	Oil & Gas Industry Trucking	Truckload and LTL	Expedited Trucking
Air Freight	B2B & B2C Business	Hot Shot Delivery Business	Flatbed Trucking	Expedited Transportation
Overnight Freight	Same Day Trucking	Hot Shot LTL	Specialized Heavy Haul	Cross-Border Expedited
Time Critical Shipping	Just-in-Time Delivery	Hot Shot Freight	Intermodal Transportation	White Glove Deliveries



### 2 To keep his competitors at bay.

When the competition goes to register a keyword specific domain it has already been taken by Dan.

## Dan's goal is to 10x his company in the next 5 years



## Dan's Advice for Winning With This Strategy

1

### Get Specific

Broad domains (such as AirFreight.com) are powerful, but more specific domains (SameDayDelivery.com) can resonate with buyers who are looking to purchase your services right now.

2

### Be Vigilant

Keep your eyes open for any domain that will help your business, either defensively or offensively.

3

### Bite What You Can Chew

Don't try to maintain too many websites at the same time. "I once had as many as 15 sites up at one time. That was too many."



### The Most Powerful Air Freight Domain on the Planet

Operating as a global provider of premium freight services, AirFreight.com is quickly earning an exceptional reputation in the transportation industry. Through top placement of its premier Internet domains, time critical delivery solutions, and available capacity, AirFreight.com is rapidly gaining market share among its competitors.