

How to Acquire, Develop, and Sell High-Value Domains

10 Point Checklist

Peter Askew

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"I buy good keyword descriptive dot coms, because it
instantly gives me a tailwind when starting these projects."**

PETER ASKEW

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Treat domains as assets that can give me an opportunity to invest and earn in the long run.
- Do some research before purchasing domains to make sure that they are high quality domains and people are actually looking for that niche online.
- Be generic in choosing domain names. Instead of buying a brand name, try general terms such as runningshoes.com or dentistslosangeles.com for example.
- Avoid copyright infringement by ensuring no one else owns or has trademarked the domain name before purchasing.
- Don't just store your domain names; Make some of them live and develop websites that could potentially become a business.
- Determine what the problems are in the niche I chose and bring online solutions through my website. There are a lot of opportunities for local businesses online.
- Invest on building a good website and offer it to businesses for free. Create a partnership with them where I can get my cut through lead generation or sales commissions.
- Keep track of good domain names that are about to expire by setting up notifications on domain selling sites for opportunities to grab the name if previous owners don't renew.
- Choose .com domains because it's still the norm and people are very familiar with it as opposed to .net, .org .edu etc.
- Optimize my live websites and nurture the traffic so that they become more valuable when it's time to sell them.
- Get a hold of the best domains or check if they're still available with the help NameJet, Snap Names and GoDaddy Auctions.