

NamesCon Online 2020

world's largest domaining Conference

Selling Domain Names



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Paul Singh
(Speaker)



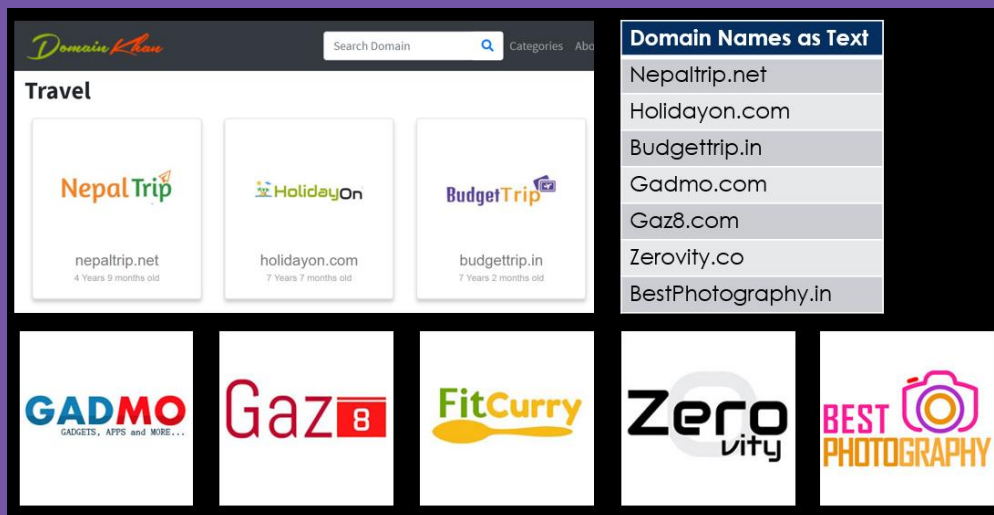
Jay Paudyal
(Speaker)

South Asia Track by



Making your domain names more valuable

- Create **Social handles and identities** (FB Page, Instagram, Gmail, Twitter, Pinterest, YouTube Channel)
- Create Logos (Pixteller.com, Canva.com, LogoMakr.com)
- You can make your domain name live with Google Site and you can add story from feeds (**Feedgrabbr.com**)
- Create mini site



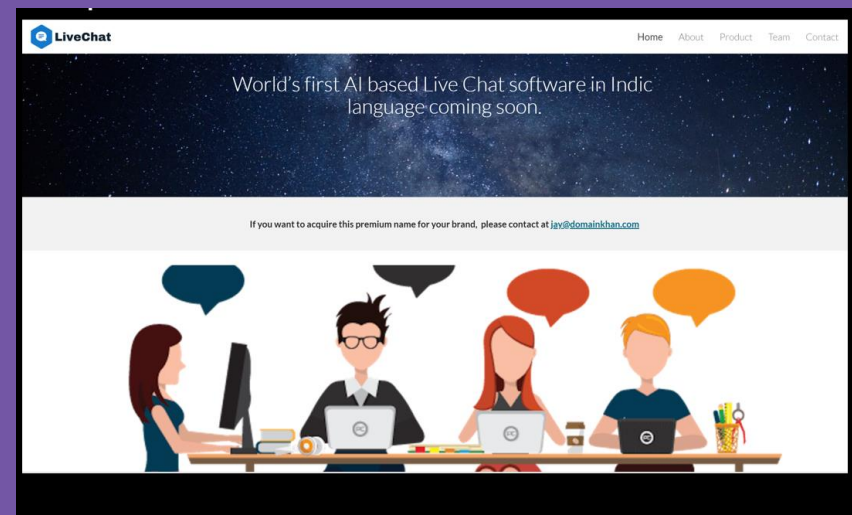
The screenshot shows the DomainKhan website interface. At the top, there is a search bar with the text "Search Domain" and a magnifying glass icon. To the right of the search bar are links for "Categories" and "About". Below the search bar, the page is titled "Travel" and displays three domain listings in a grid:

- NepalTrip**: nepaltrip.net, 4 Years 9 months old
- HolidayOn**: holidayon.com, 7 Years 7 months old
- BudgetTrip**: budgettrip.in, 7 Years 2 months old

To the right of these listings is a section titled "Domain Names as Text" which lists several domain names in a vertical list:

- Nepaltrip.net
- Holidayon.com
- Budgettrip.in
- Gadmo.com
- Gaz8.com
- Zerovity.co
- BestPhotography.in

Below the domain listings, there are five individual logo cards for: GADMO (GADGETS, APPS and MORE...), Gaz8, FitCurry, Zero vity, and BEST PHOTOGRAPHY.



The screenshot shows the LiveChat website interface. At the top, there is a navigation bar with the "LiveChat" logo and links for "Home", "About", "Product", "Team", and "Contact". The main content area features a dark background with a starry sky pattern and the text: "World's first AI based Live Chat software in Indic language coming soon." Below this, there is a white banner with the text: "If you want to acquire this premium name for your brand, please contact at jay@domainkhan.com". The bottom section of the page shows an illustration of four people (two women and two men) sitting at a desk with laptops, engaged in a live chat session. Speech bubbles are shown above each person, indicating active communication.

Listing Domain Names for sale

- Listing domain names at various places like Afternic, Sedo, GoDaddy and other platforms
- Having landing page with enquiry is important
- Give special treatment to brand-ables
- Be contactable via WHOIS / Landing Page

Setting a domain name price

Comparable sales : Compare past sales of other TLD of that domain, or related domains also make sure to take into consideration any current market trends or possible use cases.

Be flexible : Most buyers want to feel like they are getting a good deal. Give them discounts, best deal like combo offers, ie attaching different TLDs with domain or attach domain with plural version if you have it.

Quickies : Respond quickly on price, unless you have a category killer, buyers have options.

Realistic Pricing : Set reasonable price so that you can sell multiple number of domains. Always think to create a rotation of business transactions.

Understand the Niche : You should have knowledge of commercial value and business potential of that category/industry in which you selling domain too.

BIN (Buy it Now) vs Make an Offer vs Auction

- When you have fast decision kind of pricing then you should have BIN. But you have to see customers pocket also with their industry vertical.
- When you have a great name and also want prospects aware that you have a great name and you think somebody can buy it in future then then you can set Make an Offer.
- You can rotate BIN and Make an Offer every 2-3 months.
- If you really think that you can have multiple buyers on a particular platform than you can set it at auction with reserve price. But do thorough research whether your kind of domains are selling currently in that platform.

Outbound marketing for domains

- **Outreaching Methods**

- In-person Outreach
- Email Outreach
- Social Network Outreach (LinkedIn, Facebook, Twitter etc.)
- Outreach via SMS/WhatsApp/Phone Call
- Hire a Broker

- **Outreaching Etiquettes**

- Be Polite
- Do not spam
- Maintain frequency
- Follow best time to reach out (Days, Timeslots)
- Unlist after if someone asks to unsubscribe
- Double check spelling, grammars and typos

Warmup before outreach



- List at Marketplace
- Proper WHOIS
- Equal Price everywhere
- Logo
- Remove Parking
- Ready with Stats
- Have price range ready
- Be Discount Ready



Thank you for
Participating!