



CHOOSE



DOMAINING



AS A CAREER OPTION

5 Webinar Series

Mentors : Hitesh Wadhwa, Founder of Domainofy

Jay Paudyal, Founder of Urban Skill

+ Guest Speakers

Moderator and Coordinator : **Divya Shukla**



Short intro of presenters



Hitesh Wadhwa

An entrepreneur with the passion of premium domain name buying & selling. He holds Economics and MassComm degree. He is consultant with over 20 years of demonstrated expertise reflecting leadership qualifications coupled with “hands-on” internet, intranet & enterprise applications development, and business management.

Founder of WebBox Tech Opc Private Limited - WebBox Tech is India's leading Web Design & Development Company, based out of New Delhi, India

Founder Domainofy - A brokerage firm for domain name buying and selling.



Jay Paudyal

He is a serial Entrepreneur and Internet Governance enthusiast. His core expertise is technology and e-business. He has established many start-ups and businesses in his 20 years of experience, learning from both success and failure. He has ventured into several niches like domain name investment, education, software product development, e-commerce, healthcare, publishing text and videos online, and Internet governance.

Founder of Urban Skill (*formerly Knowledge Cafe*) - It's a knowledge sharing and skill development community.

Founder DomainKhan.com - A Domain name brokerage firm, assisted numerous buyers and sellers worldwide.

Guest Speakers of the day

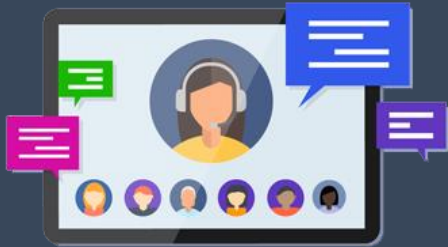


Vinesh Bhaskarla

An Entrepreneur, having 6 years experience in the Recruitment Industry, with high interest in Digital Media and Internet opportunities Vinesh made his way into Domain Names Investing and Internet Marketing. Being Co-Founder and Business Consultant at Sculpt Digital, he helps the SME's to grow in Digital Platforms.

Founder of Sculpt Digital

Webinar Series on Domain Aftermarket



Total 5 Webinars

- 1. Introduction to Domain Aftermarket ** Done**
Concept, How it works, Opportunity & Challenges, trends, case studies
- 2. Finding and Buying Good Domain Names ** Done**
Types, Domain Research, Best Strategies, Selection, Buying, Auctions
- 3. Listing and Selling of Domain Names ** Done**
Listing for Sale, Auctions, Top Platforms, Setting Price, Selling Tricks
- 4. Outbound marketing and Best Practices ** Current**
Outreaching your prospects, Workshop GoDaddy Investor App
- 5. Kickstart your Domaining Career**
How to start, Individual Name or company, taxes, legal, initial setup, portfolio management, best tools

What will you learn from this session

- **Doing outbound marketing for Domains**
- **Other Revenue Models in Domaining**
- **Workshop of GoDaddy Investor App**

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 / Broker your own domain

- **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

Practical Workshops

It's practical time.

How to outreach potential buyers?

Setting up email accounts

Email Tracker tool

Email Extractor Chrome Plugin

Park your domain name for revenue

Let's learn.

Sample Emails #1

Thanks for your email. We are building our upcoming account software around this domain. Presently, we dont have any plan to sell it.

If you have something solid plan in mind for acquisition, please share your mobile no. I would be happy to talk to you.

PS : Apology for addressing your name wrongly.

Regards

Jay Paudyal



Re : Domain Inquiry

Dear Walter,

Thank you for your inquiry regarding vokm.com. I am not willing to sell it but if you are really interested you can make an offer. A good offer might move the needle.

Regards

Jay Paudyal

Warmup before outreach



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

Sample of Real Chat

Buyer : Hey ! Are you willing to sell VOKM.com?

Me : Yes, I am brokering it. Please make an offer.

Buyer : Your asking price ?

Me : My client is looking for high 5 figure.

Buyer : That is too high. Are you kidding me ?

Me : I know, but this is desired by my client? You tell me your price, I will try to negotiate.

Buyer : I am looking for something around low four figure.

Me : Please tell me price range.

Buyer : \$1000-\$2000

Me : I will get back to you soon. But chances are less for this price range.

Next day ...

Me : I am afraid, my client is not willing to sell that name in your desired price range.

Buyer : What price he is looking for ?

Me : \$4500 (non-negotiable)

After few minutes :

Buyer : Done. I will prefer Escrow.com

Other Revenue models in Domaining

- 1) **Domain Parking** : Park your domain and get Ad Revenue. GoDaddy Cashparking, Bodis, ParkingCrew, Voodoo.
- 2) **Create a website** : If you know how to create a website using free tool, or you can invest on web hosting approx. \$10-\$15 a year, you can install WordPress or self scripts to create a small website. If you know SEO that would be plus, you can do SEO and after 6-7 Months you can sell your website for a handsome amount. (No. of Blogs, Backlink, Traffic, CPC, SERP)
- 3) **Affiliate Program** : If you have applied **Option 2** and start getting traffic then you can run affiliate program and earn from Affiliate commission.
- 4) **Lead Generation** : If you have applied **Option 2** then you can generate leads for relevant niche and sell it. (*Insurance, Lawyer, Cleaning Services, Travel packages, Medical tourism*)
- 5) **Lease-out Domain** : Set reasonable price so that you can sell multiple number of domains. Always think to create a rotation of business transactions.

GoDaddy Investor App

With GoDaddy Investor you can register valuable pre-owned domain names with the world's largest domain registrar anytime, anywhere. Watching and bidding on expired domains just got a whole lot easier.

- **Monitor auctions in real time.**
- **Bid on domains and know instantly if you're the highest bidder or not**
- **See the auction history for each domain**
- **Search domain and Use your watch list to track auctions**
- **Place proxy bid, Counter Bid**
- **Get notified before auction ends**
- **Use GoDaddy's domain appraisal tool**
- **Domain stats and comparable sales**

Toll-Free Helpline For Domainers

1800 - 572 - 2595

Get in touch with industry experts



Questions ??

THANK

YOU

Get in touch :

UrbanSkill.com/domain

Facebook / LinkedIn / Twitter / Instagram

Hitesh Wadhwa

Jay Paudyal