

Worksheet 2: Buyer-Pool Test

Use this to determine whether the buyer pool is real or only sounds large.

Domain name	
Primary use	
Primary market	
Price range being tested	

Qualified buyer list

Company or buyer type	Why the domain fits	Current name or alternative	Strength

Buyer-pool questions

- ☐ I can identify several businesses that could use the exact domain without inventing a new industry.
- ☐ The domain would be a meaningful improvement over at least some buyers' current options.
- ☐ The likely buyers operate in a market where money is spent on branding, leads, products, or customer acquisition.
- ☐ The buyer list is not based on one trademark owner or one company.
- ☐ The buyers are not all counted because they contain one shared keyword.
- ☐ The price fits the likely buyer size and decision process.
- ☐ There are enough buyers that one rejection does not end the investment thesis.

Conclusion

Qualified buyers identified	
Strong matches	
One-buyer risk?	Yes / No
Buyer-pool rating	Weak / Moderate / Strong
What could buyers use instead?	
Would I still buy the domain?	Yes / No / Only below \$_____