DOMAIN INVESTING
Checklists and Worksheets

Companion workbook for Beginner's Guide to Making Money With Domain Names

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SullysBlog.com/domain-resources

How to Use This Workbook

These worksheets are designed to slow down decisions and preserve the reasoning behind them. Print the pages you need, duplicate repeatable sheets, or complete them in Word. A worksheet cannot tell you whether a domain will sell. It can make it harder to hide a weak purchase from yourself.

The downloadable workbook may be updated as the book, domain policies, and common investor workflows change. Current versions and additional resources are maintained on the SullysBlog Domain Resources page.

> **ONLINE COMPANION**
> Download the newest workbook and related resources here:
> https://sullysblog.com/domain-resources#book-worksheets

Educational use only. These worksheets are not legal, tax, investment, security, or financial advice. Verify current registrar, registry, marketplace, legal, and transaction rules before acting.

Checklists and Worksheets

The worksheets in this appendix are designed to turn the book's ideas into repeatable decisions. They can be completed on paper, copied into a document, or adapted to a spreadsheet. Not every blank will apply to every domain.

Use the worksheets to slow down purchases, document reasoning, compare what you expected with what happened, and keep important transaction and security steps from depending on memory.

> **DOWNLOADABLE VERSIONS**
> Printable and editable companion versions are maintained in the Book Worksheets and Downloads section of the SullysBlog Domain Resources page. The online versions may include additional fields or updated formats.
> https://sullysblog.com/domain-resources#book-worksheets

Worksheet 1: Domain Purchase Analysis

Complete this before registering, bidding on, or privately acquiring a domain.

Domain and transaction basics

Domain name	
Date reviewed	
Acquisition source	
Purchase type	Hand registration / auction / closeout / backorder / marketplace / private
Current registrar	
Asking price or current bid	
Standard renewal price	
Premium renewal?	Yes / No / Unknown
Buyer or auction fees	
Transfer or broker fees	
Maximum total acquisition cost	

Investment thesis

What does the domain mean?	
Most likely use	
Primary buyer type	
Why would a buyer prefer it?	
Best available alternative	
Likely holding period	
How will buyers find it?	
What would make you stop renewing?	

Quality and risk review

[ ] The spelling is natural and can be understood after hearing it.

[ ] The lowercase version is readable and does not create an unintended phrase.

[ ] The word order, singular or plural form, and extension fit the likely use.

[ ] The domain has more than one realistic buyer or a clearly documented strategic use.

[ ] The purchase does not depend on an automated appraisal or asking price.

[ ] Trademark, UDRP, and reputation concerns were reviewed.

[ ] Prior use, archive history, backlinks, and traffic were reviewed when relevant.

[ ] The full three-year carrying cost is acceptable.

[ ] The purchase still makes sense without social-media hype or auction competition.

Decision

Decision	Buy / Watch / Pass
Confidence	1 2 3 4 5
Final maximum price	
Reason for decision	

Additional research or conditions

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 $______

Worksheet 3: Domain Valuation

Estimate a defensible range rather than one supposedly exact number.

Domain name	
Valuation date	
Likely buyer type	
Primary use	
Annual renewal	

Core valuation factors

Factor	1–5	Evidence or concern
Commercial use		
Buyer-pool depth		
Extension fit		
Length and simplicity		
Sound and spelling		
Visual balance		
Meaning and emotional fit		
Replacement options		
Comparable sales		
History, traffic, or backlinks		
Legal and reputation risk		
Liquidity		

Comparable sales

Comparable domain	Price and date	Sale type	Important difference

Valuation ranges

Liquidation range	$__________ to $__________
Wholesale range	$__________ to $__________
Ordinary retail range	$__________ to $__________
Strategic upside	$__________ if ____
Confidence	Low / Moderate / High

Net result test

Target gross sale	Expected retail result	
Less commission	Gross sale x expected rate	
Less renewals	Annual renewal x holding years	
Less acquisition	Purchase plus buyer fees	

Projected net	Gross sale minus all costs	

Valuation conclusion and assumptions

Worksheet 4: Auction Maximum-Bid Worksheet

Set the number before the auction begins deciding for you.

Domain name	
Auction platform	
Closing date and time	
Current bid	
Renewal included?	Yes / No / Unknown
Buyer or platform fee	
Transfer or account restrictions	

Conservative economics

Expected gross sale	Use a defensible result, not the highest imaginable price	
Less selling fees	Commission, escrow, broker, payment fees	
Less renewals	Expected holding years x annual renewal	
Less other costs	Transfer, currency, research, development	
Required profit	Compensation for time and risk	
Maximum total cost	Amount remaining after deductions	
Less auction fees	Fees not included in the visible bid	
Maximum bid	Final authorized bid ceiling	

Bid discipline

[ ] The maximum is based on a conservative sale range.

[ ] The number includes buyer fees and the first required renewal.

[ ] I reviewed trademark, history, backlink, reputation, and renewal risks.

[ ] Other bidders do not change my valuation.

[ ] I understand proxy bidding, extensions, payment deadlines, and delivery rules.

[ ] I am willing to lose the domain rather than exceed the maximum.

Final maximum bid	$
Entered before auction?	Yes / No
Actual winning cost	$
Lesson after auction	

Worksheet 5: Annual Renewal Audit

Review the portfolio as a business expense before each renewal cycle.

Portfolio summary

Audit date	
Domains owned	
Domains reviewed	
Annual renewal obligation	$
Premium-renewal domains	
Renewal reserve available	$
Gross sales last 12 months	$
Net proceeds last 12 months	$

Domain-level renewal review

Domain	Renewal	Inquiries or offers	Would buy today?	Decision

Decision categories

[ ] Renew: The original thesis still holds and the renewal is justified.

[ ] Reprice: The name remains worth owning, but the current price or listing method is not working.

[ ] Research: Important legal, market, history, or buyer information is still missing.

[ ] Liquidate: Give the name one defined final-sale period at a lower or wholesale price.

[ ] Drop: The buyer pool, economics, legal risk, or quality no longer supports another payment.

Single-domain renewal decision

Domain name	
Original purchase thesis	
What actually happened?	
Qualified inquiries	
Offers	
Three-year carrying cost from today	$
Available alternatives	

Current buyer pool	Weak / Moderate / Strong
Decision	Renew / Reprice / Research / Liquidate / Drop
Decision deadline	

Reason for the decision

Worksheet 6: Portfolio Economics

Use posted costs and completed transactions, not portfolio-size optimism.

Current portfolio economics

Measurement period	
Average domains held	
Total acquisition cost	$
Annual renewal cost	$
Tools and operating costs	$
Gross domain sales	$
Marketplace and broker fees	$
Net sale proceeds	$
Domains sold	
Domains dropped	

Key calculations

Sell-through rate	Domains sold / average eligible inventory	
Revenue per domain	Gross sales / average domains held	
Net proceeds per domain	Net sale proceeds / average domains held	
Average sale price	Gross sales / domains sold	
Median sale price	Middle completed sale	
Net portfolio result	Net sale proceeds - acquisition - renewals - operating costs	

Renewal coverage scenarios

Portfolio size	Average renewal	Annual obligation	Sales needed to cover

Next 12-month plan

Acquisition budget	$
Renewal reserve	$
Operating budget	$
Maximum portfolio size	
Target categories	
Names to liquidate	
Names likely to drop	
Required cash buffer	$

What the numbers are telling me

Worksheet 7: Outbound Prospecting Tracker

Track relevance, consent and jurisdiction considerations, replies, and suppression records.

Campaign setup

Domain offered	
Price or next step	
Target buyer profile	
Primary use	
Sender domain	
SPF, DKIM, DMARC tested?	Yes / No
Postal address included?	Yes / No
Opt-out method	

Prospect log

Company and contact	Why the domain fits	Sent and follow-up	Response or outcome

Compliance and quality check

[ ] Each company was qualified before the contact information was collected.

[ ] The contact role is connected to the likely domain decision.

[ ] The message identifies the sender and commercial purpose honestly.

[ ] The subject line is not deceptive and does not fake a prior conversation.

[ ] The message includes a valid postal address and simple opt-out method where required.

[ ] The recipient's jurisdiction and applicable rules were considered.

[ ] The company and address were screened against suppression records.

[ ] No recipient received repeated messages after a no, complaint, or opt-out.

Campaign results

Messages sent	
Bounces	
Positive replies	
Negative replies	

Opt-outs	
Qualified conversations	
Offers	
Sales	
Hours spent	
Decision	Continue / Revise / Stop

What the buyer feedback says about the domain

Worksheet 8: Negotiation Preparation Sheet

Decide the terms before the buyer's questions begin moving your numbers.

Domain name	
Buyer or broker	
Date inquiry received	
Current public price	$
Wholesale range	$_________ to $_________
Retail range	$_________ to $_________
Strategic scenario	
Target price	$
Internal floor	$
Walk-away point	$

Preferred terms

Payment method	
Who pays fees?	
Transfer method	
Inspection period	
Installments acceptable?	Yes / No / Conditions
Assets included	Domain only unless stated otherwise
Offer deadline	
Confidentiality	

Concession plan

Possible concession	What I receive in return	Limit
Lower price		
Faster payment		
Buyer-paid fees		
Payment plan		
Included assets		

Negotiation record

Date	Offer or response	Next step

Final agreed price	$
Final terms	

Date	Offer or response	Next step
Reason accepted or declined		

Negotiation notes and lessons

Worksheet 9: Domain Sale Closing Checklist

Use this after price and terms are agreed and before moving the domain.

Before funding

[ ] Confirm the exact domain spelling and extension.

[ ] Confirm the seller controls the domain and has authority to sell it.

[ ] Confirm the price, currency, fees, payment method, and deadlines in writing.

[ ] Confirm whether the sale is domain only or includes other assets.

[ ] Confirm the registrar, expiration date, renewal price, and transfer eligibility.

[ ] Remove conflicting public prices or identify the authoritative transaction path.

[ ] Use a written agreement when the price, assets, parties, or terms justify one.

Funding and verification

[ ] Open the marketplace or escrow site through an independently verified address.

[ ] Confirm the transaction exists inside the official account.

[ ] Confirm the domain, amount, currency, fee allocation, and inspection period.

[ ] Wait until the provider confirms that funds are secured.

[ ] Do not rely on screenshots, emailed receipts, or a buyer-selected lookalike escrow page.

[ ] Do not pay for a required appraisal, certificate, tax release, or unknown transfer service.

Delivery and completion

[ ] Verify the buyer's receiving registrar or account identifier.

[ ] Choose the approved account change, inter-registrar transfer, or concierge process.

[ ] Share an authorization code only through the secure transaction channel.

[ ] Confirm the buyer has control of the domain.

[ ] Complete the provider's inspection and acceptance process.

[ ] Verify the seller's payout through the official account and financial institution.

[ ] Remove stale marketplace listings, fast-transfer approvals, landers, and portfolio entries.

[ ] Save the agreement, invoice, transaction record, transfer confirmation, and payout record.

[ ] Record gross sale, fees, acquisition cost, renewals, and net profit.

Transaction provider	
Transaction ID	
Funding confirmed	
Delivery confirmed	
Payout received	

Closing notes or unresolved items

Worksheet 10: Domain Transfer Checklist

Confirm the exact registrar and TLD process before changing a valuable domain.

Domain name	
Current registrar	
Receiving registrar	
Transfer method	Account change / inter-registrar / concierge
Expiration date	
Renewal price	
Buyer account identifier	

Eligibility and status

[ ] The domain is not within an applicable 60-day new-registration or prior-transfer restriction.

[ ] A recent or planned registrant change will not create an unexpected transfer lock.

[ ] The domain is not subject to a dispute, court order, registry hold, or other transfer restriction.

[ ] The domain is not too close to expiration for the chosen process.

[ ] The registrar lock can be removed when payment is secured.

[ ] The authorization code is available when an inter-registrar transfer is required.

[ ] DNS, email, hosting, forwarding, certificates, and connected products have been reviewed.

Same-registrar account change

[ ] Confirm the buyer's exact registrar account identifier.

[ ] Review change-of-registrant confirmations and any 60-day opt-out option before changing contact data.

[ ] Initiate the account change using the registrar's official process.

[ ] Buyer accepts the domain and registration agreement.

[ ] Both sides confirm the domain appears in the buyer's account.

Inter-registrar transfer

[ ] Confirm payment is secured and the domain is eligible.

[ ] Unlock the domain.

[ ] Obtain the unique AuthInfo or EPP code.

[ ] Provide the code through the approved secure channel.

[ ] Buyer starts the transfer at the gaining registrar.

[ ] Complete legitimate confirmation or early-approval requests.

[ ] Confirm the domain appears in the buyer's registrar account.

After transfer

[ ] Buyer verifies ownership information, expiration, renewal, DNS, and security.

[ ] Seller confirms inspection completion and payout.

[ ] Sensitive DNS, email, or verification records are removed or transferred as agreed.

[ ] Duplicate listings and fast-transfer approvals are removed.

Registrar support contacts and transfer notes

Worksheet 11: Account Security and Succession

Protect the portfolio today and make it possible for the right person to manage it later.

> **DO NOT WRITE PASSWORDS HERE**
> Record where secure credentials and recovery instructions are stored. Do not place actual passwords, recovery codes, or private keys in a printed worksheet that may be copied or misplaced.

Registrar and service inventory

Account or registrar	Domains or purpose	2FA method	Recovery location

Security review

[ ] Every registrar and marketplace uses a unique password stored in a password manager.

[ ] Two-factor authentication is enabled, preferably with a security key or authenticator app.

[ ] Recovery email addresses and phone numbers are current and protected.

[ ] Backup codes are stored securely and separately from the primary device.

[ ] Account alerts, auto-renew, and backup payment methods are reviewed.

[ ] High-value domains use additional locks or Registry Lock when appropriate.

[ ] Delegated access is used instead of sharing the primary password when another person needs access.

[ ] A response plan exists for an unauthorized login, DNS change, transfer, or payment alert.

Succession instructions

Primary successor or executor	
Alternate contact	
Attorney or advisor	
Location of portfolio inventory	
Location of secure access instructions	
Location of purchase and sale records	
Renewal funding instructions	
Domains that must not expire	
Domains or projects requiring special handling	
Preferred liquidation or sale process	

Annual review

Last security review	
Last successor review	
Next scheduled review	
Changes needed	

Worksheet 12: First 30-Day Progress Tracker

The goal is a secure process and a small defensible portfolio, not the largest possible registration count.

Before Day 1

[ ] Set an amount that can be lost without affecting bills, debt, emergency savings, or other obligations.

[ ] Separate acquisition money, renewal reserve, operating costs, and opportunity reserve.

[ ] Set a first-month cap, preferably ten domains or fewer.

Days 1 to 7: Setup and observation

Day	Primary task	Completed and notes
1	Create a dedicated business email and secure it.	
2	Configure and test SPF, DKIM, and DMARC.	
3	Secure registrar accounts, payment methods, alerts, and portfolio records.	
4	Observe expired auctions and closeouts without buying.	
5	Review marketplaces and completed comparable sales.	
6	Choose one or two categories connected to knowledge you already have.	
7	Cut the candidate list after buyer, renewal, trademark, and alternative checks.	

Days 8 to 14: Purchase thesis and first acquisitions

Day	Primary task	Completed and notes
8	Write the meaning, buyer, use, alternatives, and evidence for each candidate.	
9	Calculate full acquisition and three-year carrying costs.	
10	Set the maximum price and future drop condition before buying.	
11	Make the first purchase only when the thesis is complete.	
12	Record the receipt, renewal, expiration, and transfer status.	
13	Buy fewer names than the budget allows.	
14	Pause and review the first purchases before adding more.	

Days 15 to 21: Price, list, and research buyers

Day	Primary task	Completed and notes
15	Set a price or offer strategy from the valuation range.	
16	Point every domain to a clear sales lander.	
17	Verify ownership, public prices, marketplace listings, and mobile display.	
18	Choose one domain with a clear commercial use for buyer research.	
19	Qualify companies before collecting contact information.	
20	Review jurisdiction, suppression, sender identity, and compliance requirements.	
21	Draft one brief, honest outbound message without sending it yet.	

Days 22 to 30: Test, review, and set rules

Day	Primary task	Completed and notes
22	Send a small number of individually researched outbound messages.	
23	Record delivery, replies, opt-outs, and buyer feedback.	
24	Stop or follow up only as the quality of the match justifies.	
25	Calculate one-year and three-year carrying cost.	
26	Compare cost with realistic sale ranges and probability.	
27	Audit purchases, passes, listings, records, and security.	
28	Fix missing information before buying more.	
29	Write the acquisition, renewal, legal, and monthly-cap rules for Month Two.	
30	Hold the first monthly review and schedule the annual audit.	

30-day results

Domains purchased	
Domains passed on	
Total acquisition cost	$
Annual renewal obligation	$
Listings live	
Qualified buyer contacts	
Inquiries or offers	
Sales	
Strongest lesson	
Month Two purchase cap	
Month Two renewal reserve	$

Rules I will carry into Month Two
