

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