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
