

Sending This Email After a Sale Will Make You More Money

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My bet is that most domain sellers close a deal and immediately forget the buyer exists. Maybe they'll send some "thank you for your business!" template if they're feeling generous, but that's it.

Here's my domaining tip for you. Right after the domain transfers, send this:

Subject: Quick favor?

Body: If anyone in your circle is naming a product or new company this quarter, reply with an intro and I'll prioritize them. I'll also extend the same discount to them.

Two sentences. That's the whole email.

The timing thing is what makes it work

Right after transfer, they're in this weird mood where they actually like you. You just got them through the stressful part. You answered their "wait where's the auth code" panic. You didn't disappear for three days.

So they WANT to help you. It's just how reciprocity works.

I learned this the hard way because I used to wait like a week to "not seem pushy" and nobody ever responded. Turns out waiting just makes you forgettable.

What the two sentences are doing

"If anyone in your circle is naming a product or launching a new company this quarter" - see, this is specific enough they can picture someone. When you say "know anyone who needs a domain?" their brain just goes blank.

"I'll prioritize them" - they feel important, their referral jumps ahead of randos, easy.

"I'll also extend the same discount to them" - this is the thing that makes it work. People love hooking their friends up. And it's anchored to what they just paid, so nobody feels like they're getting screwed.

I change it slightly depending on who bought

Like if they're at an agency, I'll say "If a client asks about naming, CC me and I'll send 5 options in 48 hours."

For enterprise people: "If another team is naming something, connect us."

I keep wanting to add a third line explaining myself and I have to physically stop typing. Don't do that. Keep it short or it turns into a pitch. Short, in my opinion, is always better.

Boring subject lines on purpose

- Quick favor?
- One small ask
- Thanks—and a favor

That's it. No "Don't Miss This Opportunity!!!" garbage. You just acted professionally for the entire sale, why would you suddenly start sounding like a pushy salesman or a bot?

When someone responds (most don't)

Maybe 1 in 20 will introduce someone. Sometimes more if they're well-connected, sometimes less. Whatever.

When they do, I try to respond same day and make everyone look good:

"Hey Sam, thanks Jamie for the intro. Tell me what you're building and I'll pull together a few options. If you already have a domain and just need something better, I can help with that too."

Then I send 5 names with a sentence about why each one might fit.

Not 50 names. Not a spreadsheet. Five.

I actually had someone refer me to their friend and then apologize because "I know you're probably too busy for small projects." Like no dude, your referral gets priority, that was the whole point of the email.

Things that kill this

Making it longer. The two-line thing isn't arbitrary, it just works better short.

Sending it in the same email as the transfer confirmation or receipt. Nobody sees it then. It gets washed out. I've tried this and it doesn't work. Ever.

Waiting to send it. I've tested this - even waiting three days kills the response rate.

Offering "the same discount" and then hedging when they actually send someone. I had a guy do this to me once with home repair services and I never referred anyone to him again. Don't be that guy.

Track it or you'll forget and feel dumb later

I have a simple spreadsheet. Domain name, buyer, date I sent the ask, did they respond, what happened. Always keep notes.

Also, I track whether I thanked them, because I forgot that once and the person sent me ANOTHER referral and I realized I forgot and felt like a jerk.

When someone's intro closes, I send them: "Closed with the team you introduced, really appreciate it. Let me know if I can ever return the favor." Increases your shot at another referral in a few months. Hasn't happened for me yet, but it feels right.

If asking feels weird

It used to for me. I'm not naturally a "can you do me a favor?" person.

But then I reframed it. Their friend is probably ALSO stressing about naming. They're probably ALSO scrolling through Sedo at 11pm trying to find something that isn't \$8,000 or total garbage.

I'm offering to help them the way I just helped this person. That's not really a favor, that's just useful.

Other stuff I do that makes this work better

I write things that actually help buyers instead of just listing domains. I have specific opinions about naming (brandable vs. exact-match, when to care about SEO, when not to). I'll do lease-to-own for people who are legit but bootstrapped.

But the referral email is what compounds everything else. Most people treat a sale like it [ends when the domain](#) transfers. It doesn't. It starts there.

Just copy it

Subject: Quick favor?

Body: If anyone in your circle is naming a product or new company this quarter, reply with an intro and I'll prioritize them. I'll also extend your client pricing.

[Your name]

Send it every time. Track responses. Thank people when they help.

You don't need more inventory to try this. You just need to stop ghosting buyers after the sale closes.

Take a second and [sign up for my newsletter](#). I'll be launching it in a couple of weeks and you won't want to miss it!