

October on NamePros: Four Posts Worth Your Time

November 1, 2025

October was about stripping domaining down to what actually moves the needle: clean thinking, buyer trust, perceived quality, and whether “build” belongs in your playbook. Here’s a quick digest of what I published on NamePros this month—with the core idea and how to use it today.

[Should Domainers Be Developers?](#)

If you can build, you see use-cases earlier, create comps, and pressure-test value. If you can’t, you’re not doomed. The point is leverage: development is a tool, not a religion.

Use it today: When you’re on the fence about a name, sketch the simplest landing page or product concept it could power. If you can’t articulate that in two lines, pass.

[Premium Is a Feeling, Not a Formula](#)

“Premium” isn’t a checklist—it’s buyer inevitability. The same syntax can feel cheap or expensive depending on context, comps, and presentation.

Use it today: Rewrite your for-sale pages so they tell a clear, one-sentence outcome: “This name makes X easier/faster/clearer.” Back it with two real-world comps and a credible use case.

[Build Credibility to Sell More Domains](#)

People don't just buy names; they buy you. Credibility reduces friction, anchors price, and keeps deals from stalling.

Use it today: Tighten the basics—consistent email identity, clean signatures, a simple portfolio page with a few proof points (recent sales, press, testimonials), and fast follow-ups

Aftermarket Myths to Stop Believing

Rules of thumb become expensive myths—"hyphens never sell," "auctions are picked clean," "price high or look weak." Most are shortcuts that block opportunities.

Use it today: Replace folklore with criteria. Define 3–5 buy signals you'll actually use (clear end-user category, active funding, strong plural/singular, extension fit, etc.) and run every candidate through that filter.

The Thread Through All Four

Clarity beats tricks. Buy with criteria, present names so "premium" is felt, make yourself easy to buy from, and use development as selective leverage—not a crutch.

If one of these helps you move a stalled lead or avoid a bad buy, send me a note—I like seeing what's working in the wild.