

# October on NamePros: Four Posts Worth Your Time

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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.