

Why I'm Launching a Monthly Newsletter (And Who It's Actually For)

December 17, 2025

I've gone back and forth for years on whether I should run a newsletter.

Not because I didn't think I had anything to say, but because I didn't want to add to the noise. The domain industry already has plenty of loud opinions, recycled advice, and surface-level takes that feel helpful until you try to apply them in the real world.

That's not what I want to build.

In January, I'm launching a "mostly" [monthly SullysBlog newsletter](#), and I want to be very clear about why it exists, who it's for, and what it is not.

This isn't a shortcut.

It isn't a promise of easy money.

It isn't a replacement for doing the work.

What it *is* meant to be is a way to reduce wasted motion, shorten the learning curve, and help serious [domain investors](#) think more clearly about decisions that actually move the needle.

Twenty+ Years of Lessons, Compressed

I've been around domains for roughly twenty years.

That doesn't mean twenty years of constant wins. It means twenty years of trial and error, bad assumptions, slow realizations, deals I overthought, deals I

underpriced, opportunities I missed, and patterns I only recognized in hindsight.

Most of the real learning didn't come from blog posts or conference panels. It came from watching what actually happened after the deal closed, or didn't close. From seeing how buyers behaved when money was on the line. From noticing what repeated over and over, even when the names or the market cycle changed.

If I could go back and talk to myself ten or fifteen years ago, I wouldn't tell myself to work less or hustle harder. I'd tell myself to stop guessing at certain things and start paying attention to different signals.

That's the gap this newsletter is meant to fill.

Who This Newsletter Is For

This newsletter is for domain investors who understand that there is no cheat code and is not expecting to find one.

If you're looking for a list of magic keywords, guaranteed flips, or "buy this name and get rich," this won't be a fit.

If you're someone who wants to think more clearly about pricing, negotiation, portfolio construction, buyer psychology, market shifts, and why some domains quietly outperform others, this will be useful.

It's especially for people who feel like they're doing a lot of work but still second-guess key decisions.

Pricing that feels arbitrary.

Negotiations that stall for unclear reasons.

Names that seem good on paper but never attract real buyers.

I've lived in that space. I still do at times. This newsletter is about navigating it more intentionally.

What You'll Actually Get Each Month

This will be a **monthly** newsletter by design. Not weekly. Not daily. I don't want it to feel like another obligation in your inbox.

If there is a month where I don't feel I have something of value to share, I'll let you know, and we'll skip that month. The point is to add real value. Not just an excuse to get my name in front of you.

Each issue will focus on a small number of ideas that matter.

That might include:

- How I think about pricing when comps are weak or misleading
- Patterns I'm seeing in buyer behavior that don't show up in public sales data
- Negotiation mistakes I see domainers repeat without realizing it
- Why certain niches quietly perform better than hyped trends
- The difference between names investors love and names buyers actually buy
- Strategic decisions I've changed my mind on over time and why

Some of this content will be familiar if you've followed SullysBlog for years.

Some of it will not. I'll probably include access to some things I am working on as well.

There will be [subscriber-only insights](#) that I don't publish publicly, including frameworks and observations that people often pay for through consulting, courses, or private conversations.

Subscribers will get that information **free**.

Not because it has no value, but because I believe the right people using it thoughtfully benefits the entire ecosystem.

This Doesn't Replace Learning. It Refines It.

One thing I want to be very explicit about.

This newsletter does not remove the need to learn. It does not remove the need to make mistakes. It does not remove the need to put in work.

What it can do is help you avoid learning the *same* lesson ten times when once would have been enough.

It can help you recognize when you're stuck in a false dilemma.

It can help you see why a negotiation feels off before it collapses.

It can help you understand why two domains that look similar on paper are not valued the same by buyers.

That kind of clarity compounds over time.

Why I'm Doing This Now

I've written publicly for years. Blog posts, interviews, long threads, conversations behind the scenes.

What I've learned is that the most meaningful exchanges often happen quietly. In emails. In direct replies. In conversations where people feel comfortable asking questions they wouldn't ask publicly.

A newsletter creates that space.

It allows me to share what I'm seeing in real time, without needing to frame everything as a polished article or a hot take. It allows for nuance. It allows for uncertainty. It allows for honest reflection.

And it creates a direct line between me and readers who actually want to think deeply about this business.

If That Sounds Useful, You Should Subscribe

I'm not trying to convince everyone to sign up.

If you've gotten value from SullysBlog over the years, this is simply a more focused extension of that work.

If you're serious about domains and want fewer distractions and better signal, you'll find it worthwhile.

The first issue will go out in January. It will be free. You can unsubscribe anytime.

No hype. No spam. No manufactured urgency. No drama.

Just thoughtful, experience-driven insights from someone who's been learning this the long way for a long time.

If you'd like to be part of it, you can [sign up here](#).