

November on NamePros: Four Posts Every Domainer Should Read

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November turned out to be one of my favorite months of writing on NamePros so far. Each post came from conversations I've had with investors, founders, beginners, and even a few veterans who probably won't admit they still struggle with the same issues the rest of us do. If you missed any of them, here's a quick walkthrough with links to the full articles.

[Your Secret Weapon for Finding Valuable Domain Names: Your Day Job](#)

Most [domain investors](#) look everywhere except the most natural source of insight in their lives: the industry they work in every day. This post breaks down how your job gives you access to language, buyer behavior, internal problems, and emerging needs that outsiders never even see. You don't need to be an executive or a founder to benefit from this. You only need to pay attention.

If you've been relying solely on drop lists, marketplaces, and Twitter trends, the article might help you build a stronger filter for spotting undervalued names before the broader market figures them out.

[Stop Collecting Domains, Start Investing](#)

Every domainer reaches the point where renewal season shows them the truth. You're either building an asset base or you're building a closet full of impulse buys you don't want to admit you made.

This post digs into the moment most investors eventually face: the realization that a portfolio is not the same thing as a strategy. Collecting domains is easy. Investing requires discipline, pruning, measurement, and the willingness to let go of names you once convinced yourself were brilliant buys.

If you've ever felt that uncomfortable tightening in your stomach when the renewal invoice arrives, this article will hit home.

[Lies We Tell Ourselves About Domain Metrics](#)

Metrics are helpful until they become excuses. That's the core idea of this piece. Too many investors use CPC, search volume, or some third-party scoring system as a substitute for actually thinking. The post breaks down why metrics are often misunderstood, misapplied, or blindly trusted, and it argues for a more practical approach.

The message isn't that metrics are useless. It's that metrics don't make the sale. Human intent does. If you've ever passed on a name because a tool gave it a low score, or bought one because a spreadsheet told you it was a "winner," this is worth reading.

[Are We Misleading New Domainers About Their Chances of Success?](#)

This article came from a place of honesty. New domainers enter the industry with optimism, energy, and expectations that often don't match reality. Part of that is on us. Veterans share their biggest sales and best moments without context, which can unintentionally distort how long it takes to become profitable.

The article raises questions about whether the industry is doing enough to set realistic expectations, teach fundamentals, and explain the actual timeline of success. If you've ever mentored a new investor or struggled through your own early years, you'll recognize the concerns immediately.

Wrapping Up November

All four posts share one theme: clarity. Clarity about where to look for value. Clarity about whether you're investing or collecting. Clarity about how to use metrics. And clarity about what it truly takes to succeed in this business.

If you'd like to dive deeper, the full articles on [NamePros](#) expand on each idea. December's lineup is already taking shape, and I'm looking forward to continuing the conversations that started here.