



	Course
<b>GETTING STARTED</b>	
WELCOME	✓
WHAT TO EXPECT	✓
HOW TO USE THIS COURSE	✓
MEET YOUR INSTRUCTOR	✓
ACKNOWLEDGMENTS	✓
<b>INTRO TO DOMAIN NAMES</b>	
WHAT IS A DOMAIN NAME?	✓
HISTORY OF DOMAIN NAMES	✓
ICANN	✓
REGISTRY/REGISTRAR/REGISTRANT	✓
WHOIS	✓
TRANSFER PROCESS	✓
THE VALUE OF A BRAND	✓
SUPPLY AND DEMAND	✓
SELF-CHECK QUIZ	✓
<b>KEYWORDS (SLDs)</b>	
WHAT IS A KEYWORD?	✓
GENERIC KEYWORDS	✓
EXACT-MATCH KEYWORDS	✓
BRANDABLE KEYWORDS	✓
ACRONYMS	✓
NUMERICS	✓
ALPHANUMERICS	✓
SELF-CHECK QUIZ	✓
<b>VALUATION METRICS</b>	
INTRO TO VALUATION METRICS	✓
TOP-LEVEL DOMAINS	✓
KEYWORD TYPE	✓
WORD & CHARACTER COUNT	✓
RADIO TEST & SPELLING	✓
PREPENDING & APPENDING	✓
PLURAL VS. SINGULAR	✓
TENSES	✓



WORD PLACEMENT	✓
HYPHENS	✓
HACKS	✓
BRAND ABILITY	✓
DOMAIN AGE	✓
USAGE LIMITATIONS	✓
HIGHEST & BEST USE	✓
COMPARABLE SALES	✓
GOOGLE TRENDS	✓
SEARCH VOLUME & CPC	✓
SELF-CHECK QUIZ	✓
<b>VALUATION TOOLS</b>	
INTRO TO VALUATION TOOLS	✓
SEARCH VOLUME & CPC	✓
ORDER OF MAGNITUDE VALUE	✓
COMPARABLE SALES	✓
BUILD YOUR "GUT"	✓
TRADEMARKS	✓
PORTFOLIO ANALYSIS	✓
HISTORICAL WHOIS	✓
PAGERANK / GOOGLE BAN	✓
HISTORICAL USAGE	✓
COMPANIES USING NAME	✓
SELF-CHECK QUIZ	✓
<b>TUTORIAL VALUATIONS</b>	
GUIDED VALUATIONS INTRO	✓
GENERIC GUIDED VALUATION	✓
EXACT MATCH GUIDED VALUATION	✓
BRANDABLE GUIDED VALUATION	✓
ACRONYM GUIDED VALUATION	✓
NUMERIC GUIDED VALUATION	✓
VALUATION QUIZ 1	✓
<b>BUYING DOMAIN NAMES</b>	
PREPARING TO INVEST	✓



CHOOSING A STRATEGY	✓
SETTING A BUDGET	✓
ASSET ALLOCATION	✓
CREATING A BUYER'S PROFILE	✓
TRACKING YOUR PORTFOLIO	✓
LIFECYCLE BUYING	✓
MARKETPLACE BUYING	✓
END USER BUYING	✓
PAYING FOR THE DOMAIN	✓
ESCROW PAYMENTS	✓
SELF-CHECK QUIZ	✓
<b>SELLING DOMAIN NAMES</b>	
CREATING A SELLER'S PROFILE	✓
SETTING REALISTIC PRICING	✓
WHERE TO SELL	✓
PASSIVE SELLING	✓
OUTBOUND MARKETING	✓
NEGOTIATION	✓
AUCTION PLATFORMS	✓
SELF-CHECK QUIZ	✓
<b>RUNNING YOUR BUSINESS</b>	
GETTING STARTED	✓
INVESTING STRATEGIES	✓
P&L AND CASH FLOW	✓
START SLOW	✓
REDUCE COST	✓
INVESTING LONG TERM	✓
PORTFOLIO MANAGEMENT	✓
DOMAIN NAMES AND TAXES	✓
PREVENTING A UDRP	✓
SELF-CHECK QUIZ	✓
COURSE COMPLETION SURVEY	✓
<b>REFERENCE</b>	
SEARCH	✓



GLOSSARY	✓
DISCUSSION FORUM	✓
DNA MASTERMIND GROUP	✓
Q&A WEBINARS	✓
NEGOTIATION CASE STUDIES	✓
LEGAL LIBRARY	✓
SCAMS	✓
STUDENT DISCOUNTS	✓