THE FLAG REGISTER

WEB3 DOMAINS, EXPLAINED WITHOUT THE JARGON

COLLECTION "FLAG DOMAINS FOR BEGINNERS"

SPECIAL EDITION - THE INVESTOR'S EYE

How to Spot a Name That Can Earn

Some Web3 names sleep in a wallet. Others receive offers. The difference is rarely luck: it is a way of looking at a name before you buy it. This guide gives you that way of looking - what makes a name valuable, where it can earn, and the checks to make before you spend a dollar.



IN THIS GUIDE

1. The two ways to earn with a name: resell it, or collect royalties
2. What buyers really pay for: the anatomy of a good name
3. Geographic names and flag extensions: why places have buyers
4. The 1,000-name method: your AI plus Freename's bulk search
5. The pre-purchase checklist that screens out bad buys

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THE BUSINESS

Two Ways to Earn with a Name

A name can be sold once, or earn you money each time someone uses it. Smart buyers look at both before spending anything.

WAY ONE: BUY, HOLD, RESELL

You register a name at the standard price, you keep it, and you sell it later to someone who wants it more than you do. Freename has its own marketplace for this, the **"Aftermarket"**: you list the name at a fixed price, buyers find it through search and categories, and the platform handles the payment escrow and the transfer between buyer and seller. Web2 and Web3 names can both be listed there.

Freename's advice on pricing is worth repeating: study recent sales of similar names before you set a price. The value of the word, the brand potential and market trends decide what a buyer will pay - not what you paid.

WAY TWO: OWN THE EXTENSION, COLLECT ROYALTIES

The biggest move is to own the TLD itself - the extension after the dot. Open it to the public, turn on the royalty option, and each time someone registers a name under your extension, you receive **50% of the registration fees**. Automatically, as long as names keep selling. A popular extension can earn for years.

Owners get a bonus: when you buy names under your own TLD, you pay half price.

A name sells once. An extension earns each time someone uses it.

WHICH ONE TO CHOOSE?

Reselling SLDs costs less at the start and teaches you the market. Owning a TLD costs more and behaves like a small business: you promote your extension, and the registrations under it become revenue. Many investors do both - a portfolio of names to resell, plus one or two extensions they believe in. The checklist on page 4 serves both, because the question is always the same: **who will want this name, and why?**

A caution that applies to this whole guide: a name is only worth something if a buyer exists. No guide can promise a sale. It can only put the odds on your side.

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What Buyers Pay For

Short beats long. Three to eight characters, a single word, no hyphen, no digit. A short name is easier to remember, easier to type on a phone, and rarer - there are only so many of them.

Real words beat inventions. A dictionary word, a first name, a well-known place: everybody already knows how to spell them, and a business can build on them without explaining anything.

A niche beats the crowd. A word tied to a sector - fitness, travel, real estate, video games - has a natural list of buyers: every business in that sector. Ask yourself who, exactly, would want this name on their door.

Places have buyers waiting. Countries, cities, regions: a geographic name speaks to everyone who lives, works or sells there - the whole idea behind a flag extension like .usa. A local shop, a club, an event: buyers are easy to picture.

SET A REALISTIC PRICE

Before you set a price, look at recent sales of similar names. A price too high scares the buyer off, a price too low leaves money on the table.

THE 1,000-NAME METHOD

This working method pairs your AI assistant with Freename's bulk search, and tests a thousand candidates in one afternoon.

1. **Choose a TLD**
   Choose the extension to hunt under - for example .usa. Always write the TLD in full.

2. **Have your AI build the lists**
   Ask your usual AI - Claude, ChatGPT or another - for premium name ideas under this TLD, by theme: cities, professions, business sectors. Ten batches of 100 make 1,000 candidates.

   THE PROMPT TO COPY

   ```
   Give me 100 premium SLD ideas under the .usa TLD: cities, professions, business sectors.
   Full names only, one per line, ready to paste - like brand.usa, studio.usa, ceo.usa
   ```

3. **Paste each batch into the bulk search**
   Open **freename.com/bulk-search**. Paste the list in the left column, 100 names at a time, and click **"Search names"**. The prices appear on the right.

4. **Keep the cheap premiums**
   Freename sets the price name by name: strong words cost more. Remove the most expensive ones, keep the low-priced premiums - that gap is where the value hides. When Freename offers a promo code, use it: the same names, cheaper.

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BEFORE YOU SPEND

The Seven-Question Checklist

- [ ] **Can I picture the buyer?** A business, a community, a city - if no buyer comes to mind within ten seconds, the name is probably one to leave.
- [ ] **Is it short and clean?** One word, no hyphen, no digit, easy to say on the phone without spelling it.
- [ ] **Does it pass the radio test?** Say it out loud. If a listener types it wrong, so will your customers.
- [ ] **Is it easy to remember?** Come back to it tomorrow. If you have forgotten it, a buyer will too.
- [ ] **Is it really available?** Check on Freename - or paste your whole list into freename.com/bulk-search. "Taken" is final; "Protected" means premium, ask support.
- [ ] **Does the extension fit the name?** A name and its TLD form a pair. ceo.usa reads like a business; ceo.xkq does not.
- [ ] **Would I be happy to hold it in a year?** Not every name sells fast. Buy names you are happy to keep.

> **THE HONEST WORD**
>
> Domains are a speculative market. Some names sell within weeks, others never, and no checklist changes that. Buy with money you can afford to leave tied up, start small, and let your first sales teach you what your buyers want.

SOURCES - FREENAME OFFICIAL HELP AND BLOG

freename.com/help/where-can-i-sell-my-domains
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