



THE SALES INFORMER

Association of Publishers for Special Sales

Securing Strategic URLs

By Jeff Davidson, MBA, CMC



Many authors, trainers, and consultants are recognizing the value of securing strategic URLs for purposes of effective marketing and for protecting intellectual property. I own BreathingSpace.com, for example, as well as JeffDavidson.com and a variety of other URL's that help meeting planners find me. I even secured the URL ValerieDavidson.com, for my daughter, several years ago.

I also secured DynamicKeynote.com, EffectivePresentation.com, CaptivatingSpeaker.com, DynamicSpeaker.com, ClosingKeynote.com, and ElectrifyingSpeaker.com some of which point to my primary URL, Breathingspace.com, and some of which I will sell to other speakers and authors. It makes sense for nearly all speakers, trainers, and consultants to secure those URLs that represent various versions of their name, and company names, products and services.

Don Blohiawiak, who writes on the topic of effective leadership, secured the URL LeadWell.com and Chip Eichelberger, who speaks on “getting switched on”, secured the URL www.GetSwitchedOn.com. Likewise, many authors have secured Web sites of their names and even misspellings of their names – someone searching for them on the Web may not know the correct spelling.

For all the talk about URLs being snapped up immediately, the reality is that even within the .com domain, there are many effective combinations that authors, trainers, and consultants potentially may secure. I grabbed AnnualFair.com AnnualSymposium.com, and AnnualConference.com anticipating that I also might use them as pointers to my principle site or for other campaigns or ventures I might launch in the coming months or years.

As “800” will always be to toll free phone numbers, so too will “.com” be to Internet domain names. The iron is still hot, so it makes great sense to strike.

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.