

.ART DOMAIN SALES MANUAL

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Contents

- Introduction** 3
- History of .ART Domains** 4
 - Key Milestones 4
- Benefits of Using a .ART Domain** 6
 - Branding and Recognition 6
 - Versatility and Innovation 6
 - Community and Support 6
- 8 Ways to Use a .ART Domain** 7
 - 1. Primary Website / Brand..... 7
 - 2. E-commerce Site for Your Art 7
 - 3. Portfolio Website 8
 - 4. Art-Related Deep Link on Existing Website 8
 - 5. Special Art Project Page 8
 - 6. Redirect to an Existing URL 8
 - 7. Link to Web3 Assets 8
 - 8. Link to a Social Media Page 8
- Sales Strategies** 9
 - Identifying Prospective Buyers 9
 - Highlighting Key Features 9
 - Addressing Common Objections 10
 - How to Find Examples of .ART in Use 11
 - Tips for Effective Outreach 13
 - 1. Craft a Compelling Message 13
 - 2. Target the Right Audience 13
 - 3. Consistent Follow-Up..... 13
- Conclusion** 14
- Appendix** 15
 - Additional Resources 15
 - Example Sales Lead Process 16
 - Example Pitch Email 19

Introduction

Welcome to the .ART Domain Sales Manual!

This document is designed to educate and assist salespeople and domain brokers representing .ART domains. It provides a comprehensive overview of the .ART domain history, it's successes, benefits, and strategies to address common objections. By understanding the unique value proposition of .ART domains, you will be better equipped to promote and sell these premium digital assets.

History of .ART Domains

The .ART domain was launched to provide a dedicated digital space for the art community. Since its inception, .ART has become synonymous with creativity, innovation, and cultural significance. It has quickly gained traction among artists, galleries, museums, and art enthusiasts worldwide.

Key Milestones

- **Strong and Steady Growth:** more than 400,000 domains have been registered since .ART launched for general availability in May, 2017. Today there are over 270,000 domains under management, with more than half of them in active use as primary web addresses. .ART Registry is recognized as the #1 single TLD domain registry.
- **Widespread Global Distribution:** .ART domains are sold by more than 270 registrars worldwide, including industry leaders such as GoDaddy, Namecheap, Ailbaba, Tucows, Porkbun, Dynadot and more.
- **Web3 Compatibility:** All .ART names are Web3 and ENS compatible. Easily connect a .ART domain to a crypto wallet, NFT collection, or other Web3 assets, for free.
- **Strong Premium Name Sales:** .ART has sold more than \$10 million in premium names since inception. In addition to initial premium name registrations, there is a strong aftermarket for .ART domains. Recently Voice.art, registered for \$500, sold in the aftermarket for \$40,000, an 80x return on investment.
- **High Profile Users:** .ART adopters include well know celebrities and artists including actress and painter Sharon Stone (SharonStone.art), renowned performance artist Marina Abramovic (MAI.art), acclaimed digital artist Refik Anadol (Dataland.art), leading galleries such as Hauser & Wirth (HauserWirth.art), as well as global brands such as Porsche (Porsche.art) and Mercedes-Benz (Mercedes-Benz.art) to name just a few.
- **Corporate Social Responsibility:** Recognizing the importance of Art as an essential element for societal well-being, .ART donates a portion of its revenue to support the charitable Art Therapy Initiative, dedicated to spreading awareness of and access to the healing powers of art. This initiative was launched in 2023 with a \$1 million funding commitment for fellowships in Art Therapy Graduate Studies at The George Washington University.
- **Innovation:** Patented Digital Twin process adding art records to the public Whois records (Whois Whatis™) to establish public records of provenance along with a .ART domain name.
- **Global Ambassadors:** A growing network of .ART Ambassadors around the world who attend events and evangelize .ART to their regions and communities.
- **The .ART Odyssey Publication:** Published annually a magazine and book dedicated to highlighting .ART through high-value articles and features on topics ranging from AI, to the future of art, to shaping a successful art career and more. Available on Amazon.com and selected by the US Library of Congress.



Benefits of Using a .ART Domain

With the acquisition of HUG, .ART is extending its services to all HUG artists and members of the HUG community. This means you'll have access to an expanded toolkit to support your creative growth and business success.

Here's what you can look forward to:

- **Artistic Identity:** A .ART domain immediately communicates a connection to the art world, enhancing brand recognition and credibility. Whether a creative individual or an established business or brand, using a .ART domain is a trusted declaration of one's association with the arts.
- **Memorable:** Short, meaningful, globally recognized and easy to remember, .ART domains stand out in a crowded digital space.

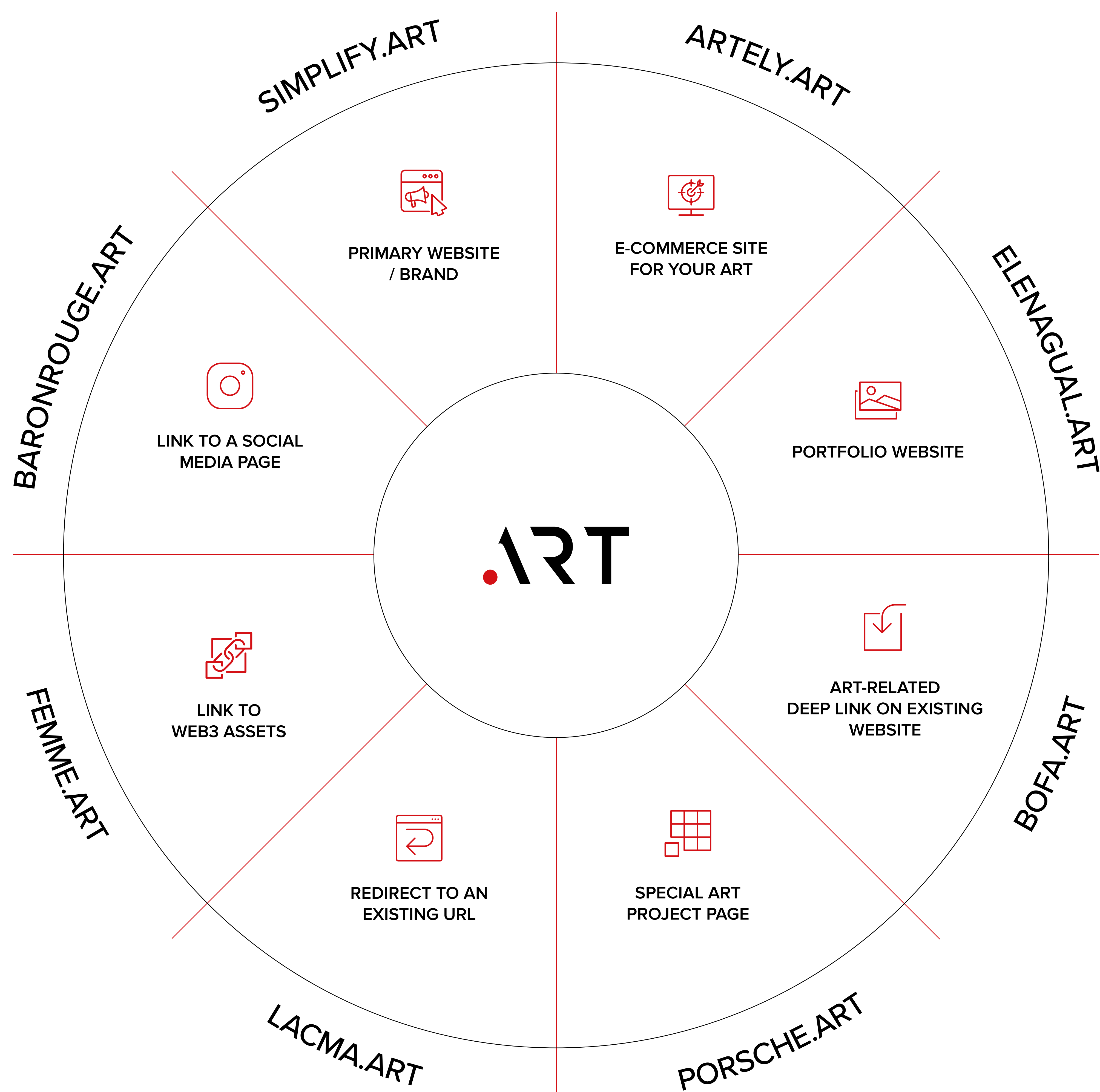
Versatility and Innovation

- **Web3 Capabilities:** .ART domains support Web3 technology, offering innovative solutions like connecting your domain to a wallet or NFT collection while simultaneously using it as a traditional web and email address – at no additional cost.
- **SEO Advantages:** Search engines recognize the relevance of .ART domains to art-related searches, potentially improving SEO performance. .ART adds important relevance and context to whatever appears to the left of the dot.

Community and Support

- **Loyalty Programs:** Programs like Name.art provide benefits and incentives to .ART domain holders.
- **Promotional Opportunities:** Adopters of .ART domains are promoted on the .ART blog, social media, and in webinars, increasing visibility.
- **Art Therapy Initiative:** As part of .ART's CSR activities, the Art Therapy Initiative supports mental health and well-being through art, adding an extra layer of value and purpose to owning a .ART domain.

8 Ways to Use a .ART Domain



1. Primary Website / Brand

Create your main online presence with a .ART domain, signaling your dedication to the arts.

Example: www.simplify.art

2. E-commerce Site for Your Art

Set up an online store to sell your artwork, prints, and merchandise, creating a direct sales channel.

Example: www.artely.art

3. Portfolio Website

Showcase your artistic portfolio with a professional .ART domain, enhancing your personal brand.

Example: www.elenagual.art

4. Art-Related Deep Link on Existing Website

Create a highly marketable link to a specific section within your existing website dedicated to art-related content.

Example: www.bofa.art

5. Special Art Project Page

Highlight special projects, exhibitions, or installations with a dedicated .ART domain.

Example: www.porsche.art

6. Redirect to an Existing URL

Use a .ART domain to redirect to your existing website, making it easier for art enthusiasts to find you.

Example: www.lacma.art

7. Link to Web3 Assets

Integrate your Web3 assets, such as wallets or NFTs, with a .ART domain for a seamless digital experience and consistent brand across Web2 and Web3.

Example: www.mlo.art

8. Link to a Social Media Page

Direct users to your social media profiles using a memorable .ART domain. Make it easy for customers and fans to find you without distracting search results and don't give up control of your audience to a third-party platform.

Example: www.baronrouge.art as a redirect to Instagram.

Sales Strategies

Identifying Prospective Buyers

- **Artists and Creatives:** Focus on individuals and organizations within the art community who would benefit from a specialized domain.
- **Galleries and Museums:** These institutions can enhance their digital presence with a .ART domain.
- **Art Schools and Universities:** Educational institutions focused on the arts can leverage .ART domains for their online platforms.
- **Art Enthusiasts and Collectors:** Individuals passionate about art can use .ART domains for personal branding and showcasing their collections.
- **Web3 and Digital Artists and Collectors:** The explosive growth of digital art and NFTs has further amplified the value proposition of .ART domains. As artists and collectors increasingly operate in the digital space, owning a relevant .ART domain can provide a competitive edge.
- **And remember**, .ART is all encompassing – painting and visual arts, sculpture, dance, digital, performing arts, architecture and design, crafts, virtually all sectors of “the arts.”

Highlighting Key Features

- **Exclusive Community:** Emphasize the exclusivity and prestige of being part of the .ART community and using a domain that is global, trusted, and immediately makes a statement about an association with the arts.
- **Enhanced Visibility:** Showcase how .ART domains can improve online visibility and search engine rankings.
- **Future-Proof Technology:** Highlight the Web3 capabilities and how they can future-proof their digital presence.

Addressing Common Objections

Objection 1: "I already have a .com (or other) domain; why do I need a .ART domain?"

Response: A .com domain may be generic and not specifically tailored to the art community. A .ART domain immediately signals your affiliation with the art world, enhancing your brand's relevance and appeal to your target audience. Additionally, owning a .ART domain alongside your .com can help protect your brand and provide a dedicated space for your artistic endeavors.

Objection 2: "I don't see the value in a .ART domain."

Response: The value of a .ART domain lies in its ability to connect you with a niche audience that appreciates and seeks out art-related content. With high-profile sales like Voice.art for \$40,000, it's clear that .ART domains are seen as valuable digital assets. Furthermore, the growing adoption by renowned artists and institutions adds to the credibility and desirability of .ART domains.

Objection 3: "Are there enough users who recognize .ART domains?"

Response: Yes, with over 270,000 users the .ART domain is rapidly gaining recognition within the art community and beyond. Partnerships with prominent platforms, as well as high-profile users, are increasing visibility and acceptance. The .ART domain is becoming a recognized digital space for artists, collectors, art enthusiasts, museums, galleries and more.

Objection 4: "Isn't a .ART domain more expensive than other domains?"

Response: The renewal cost of standard .ART domains is consistent with other meaningful extensions and first year registrations are often discounted. While premium .ART domains may have a higher initial cost the annual renewal fee is lower. The specialized nature of .ART domains can lead to better branding, more targeted traffic, and higher perceived value. Additionally, the long-term investment potential is demonstrated by the significant sales of premium .ART domains. Actual registration may prices vary by registrar.

Objection 5: "I'm not sure how to integrate a .ART domain with my existing website."

Response: If you want to make .ART the primary web address for an existing website on a different domain there are recommended steps by Google to change domains without losing any of your pre-existing rankings or search traffic. An experienced webmaster or SEO person should be familiar with the process. Alternatively you can redirect your .ART domain to your existing URL and still benefit from the recognition of .ART in search results and marketing materials, email, etc. You can also use the .ART domain as a shortcut pointing to a section of your website dedicated to your artistic projects or art related activities.

How to Find Examples of .ART in Use

A powerful way to find examples of .ART domains in use is by leveraging Google search with the "site:.art" search operator. This method allows you to pinpoint specific .ART websites, which can be valuable for demonstrating the domain's credibility, finding relevant social proof for your sales pitch, and identifying potential upsell opportunities.

Using the "site:.art" Search Operator

- The "site:.art" search operator instructs Google to return results exclusively from websites with the .ART domain extension. This is a highly effective tool for salespeople looking to gather examples of .ART domains in action.

Basic Search Example

- **Search Query:** site:.art
- **Result:** This query will return a broad list of websites using the .ART domain extension, offering a wide view of how diverse entities are using .ART.

Narrowing Down by Keyword

To refine your search, you can add a keyword after the "site:.art" command to focus on specific regions, topics, or types of content.

- **Example 1:** site:.art france

Result: This will return .ART websites that are either based in France or contain references to France in their content. This is useful if you're targeting prospects in a specific region or showcasing regional examples.

- **Example 2:** site:.art photography

Result: This will filter results to show .ART domains related to photography, helping you find industry-specific examples that might resonate with a potential client.

- **Example 3:** site:.art gallery

Result: This will bring up websites of art galleries using .ART, which can be shared with gallery prospects as relevant case studies.

Identifying Upsell Opportunities

This search technique isn't just for gathering examples; it can also be used strategically to identify potential upsell opportunities.

Basic Search Example

- **Example:** If you come across a website like ILoveArizona.art, this might indicate that the owner has an affinity for Arizona and could benefit from owning the more powerful Arizona.art. As a salesperson, you can reach out to this prospect, highlighting how upgrading to a premium domain could enhance their brand and provide better visibility.

Benefits of Using This Method

- **Social Proof:** Showing prospects real-world examples of similar organizations or individuals using .ART domains can help build credibility and trust.
- **Targeted Sales Pitches:** By finding examples that closely align with a prospect's industry or interest, you can tailor your sales pitch to be more relevant and persuasive.
- **Upsell Opportunities:** This method allows you to spot potential clients who might be interested in upgrading to a premium .ART domain, offering them a stronger and more memorable digital presence.

This search technique isn't just for gathering examples; it can also be used strategically to identify potential upsell opportunities.

Tips for Effective Outreach

1. Craft a Compelling Message

- **Personalization:** Personalize your messages to potential buyers, explaining why the domain is valuable and how it can benefit their online presence.
- **Benefits:** Emphasize the unique advantages of owning a .ART domain, such as credibility and memorability.

2. Target the Right Audience

- **Art Community:** Focus on artists, galleries, museums, and art-related businesses who would benefit from a dedicated art domain.
- **Local Networks:** Engage with local art communities and organizations to spread the word.
- **Target likely end-users for the domain(s)** and let them know how they can use it as a primary address, as a re-direct, as email, as a link to social media accounts, as a shortcut to a specific section of their website, etc.

3. Consistent Follow-Up

- **Persistence:** Follow up politely after a week or two if you don't get an immediate response.
- **Additional Information:** Provide more details or arrange a call to discuss the potential of the domain further.

Conclusion

The .ART domain represents a unique and valuable opportunity for anyone in the art world. By leveraging its branding power, innovative capabilities, and growing community, you can effectively promote and sell .ART domains. Use this guide to understand the key selling points, address common objections, and highlight the success stories that demonstrate the value of .ART domains.

Happy selling!

Appendix

Additional Resources

- **.ART Website:** www.art.art
- **Folder with Various Marketing Materials for use:** [LINK](#)
- **Name.art Loyalty Program:** www.name.art
- [Art Therapy Initiative](#)

Example Sales Lead Process

Sales Lead Processes – TECHNIQUE 1:

- **Technique 1** – Use Google Alerts
 - a. Set up daily Google alerts for “.ART” “.ART Domains” and www.*.art”
 - b. Each day, scan the results for leads for example, below the second article looks interesting — A book called “The Art of Climbing”:

Google Alerts

"www.*.art"
As-it-happens update · April 29, 2024

NEWS

The Five Most Essential Books About Indigenous Art - ARTnews.com

ARTnews.com

Here are five key texts that survey the deep cultural traditions of Indigenous North American art.

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Flag as irrelevant

Is Climbing a Form of Art? Simon Carter's New Book Sure Is.

Climbing Magazine

"It is important to have books like The Art of Climbing in today's digital world," Adam Ondra writes. These books create passionate climbers—and ...

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Flag as irrelevant

Four of the Very Best Exhibitions to See at the Venice Biennale 2024 - AnOther Magazine

AnOther Magazine

From John Akomfrah's hypnotic British Pavilion to an exhibition by Christoph Büchel at the Fondazione Prada, here are four shows not to miss at ...

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Flag as irrelevant

Epic Opening Night: The Rolling Stones 'Hackney Diamonds' Tour Rocks Houston - View Pics

Outlook India

Experience the electrifying start of The Rolling Stones' 'Hackney Diamonds' tour in Houston with Mick Jagger

- The image is a composite of three overlapping screenshots of the 'CLIMBING' website, which is powered by 'Outside'. The top screenshot shows the article title 'Is Climbing a Form of Art? Simon Carter's New Book Sure Is.' and a quote from Adam Ondra: 'It is important to have books like The Art of Climbing in today's digital world, these books create passionate climbers—and passion is what gets us to the top.' The middle screenshot features a large photo of a climber on a rock face, captioned 'PHOTO: SIMON CARTER', and a bio for Adam Ondra, stating he is 'widely recognized as one of the greatest rock climbers of all time.' The bottom screenshot shows the author's name 'Simon Carter' and a detailed bio: 'Simon Carter is an award-winning outdoors photographer and the author of multiple climbing books. Simon established Onsite Photography in 1994 and has since traveled widely for his photography—from Tsaranoro in Madagascar and Teplicke in the Czech Republic to Mount Huashan in China. Simon is the author of five coffee-table books and several guidebooks. His awards include the King Albert Medal of Merit for Achievements in the Mountain World (2000), the Rick White Memorial Medal for Services to and Achievements in Australian climbing (2009), and the Camera Extreme Laureate awarded by the Explorer's Festival Poland (2010).' The website's navigation bar includes links for Outside Feed, Skills, News, Gear, Places, People, Pics, Videos, Gym Climbing, Community, and Magazine. The site also features 'Sign In' and 'Join Now' buttons.

d. Once you've found a contact for him you can send an email along the lines of the following (I use a similar email when I come across such ideas):

Example Pitch Email

Hi Simon,

I recently read a great review of your book “The Art of Climbing” on Climbing.com. It looks great. Congrats! I work for the .ART registry. We're the operator of the .ART top-level domain extension (instead of .COM or .NET your domain can end in .ART). I noticed that the premium domain "Climbing.art" is available so I thought I'd reach out and let you know. .ART domains are available anywhere you would register a domain, such as GoDaddy, Namecheap, etc. We also have our own flagship store at www.Get.art.

Why would you want a .ART domain name?

- Join a Community of over 260,000 users including actress/artist Sharon Stone (SharonStone.art), schools and museums such as Munson.Art, major brands including Porsche.art and Mercedes-Benz.art, and leading galleries such as Hauser & Wirth (HauserWirth.art).
- Gain SEO and Search advantages with a decisive and memorable domain that immediately declares your association with the arts.
- Own the definitive name for the art of climbing – Climbing.Art!
- Wouldn't Simon@Climbing.art make an amazing email address?

You don't have to change your website to take advantage of Climbing.art. It can easily redirect to your current URL or you can have Climbing.art point directly to your book on Amazon. Then, when marketing your book you can promote “Climbing.art” and there’s no need for people to search for your book and possibly get distracted by other options in the search results. If you want to create a dedicated website for the book of course Climbing.art would be the perfect domain.

You can register Climbing.art at GoDaddy, Namecheap, or anywhere you would register a domain name. I can offer you a 50% discount at our flagship store, www.get.art. If you use my personal code "JEYHUN" it would be only \$455 for the first year. Renewals would be only \$40/year. As you may know, domains are offered on a first come, first-serve basis, so I cannot predict how long Climbing.art will be available.

I am happy to answer any questions you may have by email or phone. In any event, congrats on “The Art of Climbing.”

P.S. A portion of the revenue from .ART domain sales is used to support the [Art Therapy Initiative](#).

All best,