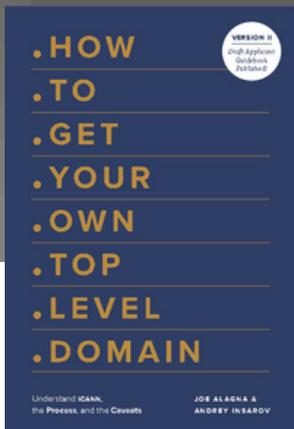




The Biggest Business Opportunity of the Last 15 Years is Coming Up in April 2026,

And Barely Anyone Knows About It!



Tech author Joe Alagna can explain how to purchase a Top-Level Domain when the window opens again this April.

About Joe Alagna

Joe Alagna is a tech author and entrepreneur who is passionate about teaching people the art and science of investing in Top-Level Domain names (TLDs - the suffixes to the right of the dot in web addresses).

In the early days of the Internet, there were only a few TLD options. These were .com, .net, .org, and a few others. But in 2012, **ICANN**, the Internet's governing body, allowed anyone to get their own TLD. People bought .art, .xyz, .club, and more, and started operating them as **independent businesses**.

After 2012, the opportunity to buy them ended, but in April 2026, that door is opening again! Joe can teach your audience why domains can be great investments, how much they're worth, and how to claim your own.

As Chief Strategy Officer at it.com Domains, Joe helps business leaders understand how domains really work so they can protect their brands and capitalize on the 2026 wave of new TLDs.

In his new book, **How To Get Your Own Top-Level Domain**, written with co-author Andrey Insarov, Joe, a longtime domain-industry strategist, explains why domains are now as critical as trademarks and how to deploy them properly.

Having seen smart domain decisions transform real companies, Joe is on a mission to move this conversation beyond the industry echo chamber and into the hands of everyone who could benefit from it.

Joe has served on the board of the **Domain Name Association** and is a member of the **Internet Infrastructure Coalition**.

STORY IDEAS

- 7 Secrets to Nabbing Big Money Domain Names
- The Tech Investment Opportunity Nobody Wants You to Know About
- Is 2026 the End of .com for Big Companies? Why Top-Level Domains May Be the Future of Branding
- Domains are More Important than Trademarks. Why No One Tells You That, And How to Cash in
- The Real Story Behind the \$70 Million Sale of AI.com and Their Super Bowl Ad
- Can You Guess What Company Got Huge Using Your Brand's Ad Dollars? (Hint: It's Right in Front of You!)
- The New Idea That Has Berkshire Hathaway Running From One of Their Top 15 Holdings and How You Can Benefit From It



ja@alagna.com | +1 951 313 7200
www.alagna.com