

Setting Up Your Online Business



Before you get started, you'll need a few **important tools** including a PayPal account to accept money, an autoresponder account to house your list, hosting and domain, and WordPress installed and a plugin to create your squeeze page.

A word of caution: do not try to “get by” with free services. I speak from experience when I say, “You will regret it.” You'll eventually end up having to move your entire business to a new location.

You wouldn't build a house with a plastic hammer, would you? Do it right from the start and get the quality tools you need to succeed.

Your approximate online business startup costs will include:

- Domain name – \$10 per year
- Hosting account – \$5 per month
- Autoresponder service – \$19 per month

Compared with any offline business, it's relatively inexpensive to get started online. And you can write these expensive off when you file your taxes!

Set Up a PayPal Account

You will need a Standard Business account at [PayPal](#) to accept credit cards, echecks, and direct payments. The Business account allows multi-user access (handy for your accountant) and you can operate your business under your company name, which will reduce refunds and charge backs.

Standard	Advanced	Pro
\$0 per month	\$5 per month	\$30 per month
With <i>PayPal Payments Standard</i> , you can easily: <ul style="list-style-type: none">Accept credit cards and PayPal on your websiteSwipe cards on your mobile device <small>NEW</small>Send invoices online for fast paymentGet paid on eBay	Get everything from <i>Standard</i> , plus: <ul style="list-style-type: none">Your customers check out directly on your website, rather than link to PayPalWorks with these shopping cart platforms	Get everything from <i>Standard</i> , plus: <ul style="list-style-type: none">Take full control of your website checkout experienceAlso, accept credit cards via phone, fax, and mail (Virtual Terminal)
Get Started	Get Started	Get Started
Learn more	Learn more	Learn more

After you sign up, you'll need to verify your email address. Check your Spam folder if you don't get the email within a few minutes.

What do I need to do?

- **Create a Business account.**
Takes 3-5 minutes. We'll need details about your business, and the personal information of the business owner(s).
- **Confirm your email address**
We'll send you an email with simple instructions.
- **Get started**
After you sign up, we'll help you set up your payment solution and PayPal account.

[Create New Account](#) or [Login](#)

[Click Here to Sign Up for a PayPal Account.](#)

After you confirm your account, you will need to add a checking account so you can withdraw funds automatically. PayPal will deposit two amounts under \$1 into your checking account. You will need to verify those two amounts to activate your account.

You can also confirm your checking account immediately if you have online banking and a 4-digit PIN.

Set Up Your Hosting Account

When you're first starting out, you can get by with a basic hosting package. When you start getting more traffic than your site can handle, you can easily upgrade.

Whatever you do, don't fall into the free hosting trap. You get what you pay for. If you don't want your site to go down twice a month or deal with distracting banners on your website, then avoid free hosting at all cost. 😊

[MidPhase](#) is a reliable and inexpensive hosting company. You can get started for as low as \$5.95 per

month.



LIVE CHAT 1-866-MIDPHASE
(866-643-7427)

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Put your website in the spotlight with web hosting from \$2.95/mo

INCLUDED FREE WITH EVERY PLAN

- ✓ Unlimited Web Space
- ✓ Free Domain
- ✓ Unlimited Bandwidth
- ✓ Free Setup

Order yours now

Step 1: Select a Hosting Package

The starting prices are based on paying 3 years up front. The month-to-month prices are a little more as you can see in the drop downs below. All packages come with a free domain. The Business Web Hosting package give you unlimited websites and databases.

Personal Web Hosting Great for all types of websites	Professional Hosting Perfect for Small Businesses	Business Web Hosting Everything you need to sell online
Starting At \$2.95 /month	Starting At \$4.95 /month	Starting At \$7.95 /month
\$5.95/mo (1 month)	\$7.95/mo (1 month)	\$10.95/mo (1 month)
Start Hosting Today	Start Hosting Today	Start Hosting Today
Unlimited Web Space & Bandwidth	Unlimited Web Space & Bandwidth	Unlimited Web Space & Bandwidth
Free Domain	Free Domain	Free Domain
1 Website	3 Websites	Unlimited Websites

Step 2: Select a Domain Name

What I recommend you do is register your full name or the name of your business. That will help brand you as an expert.

After you select one of the packages, you can search for the domain name you want to register. If it has been taken, keep searching until you find one that is available.

Here are some ideas if you're full name is taken:

- firstnamesblog.com
- nameblog.com
- nameonline.com
- namekeyword.com (e.g. johnsmithmarketing.com)

Please Select a Domain for Your Account

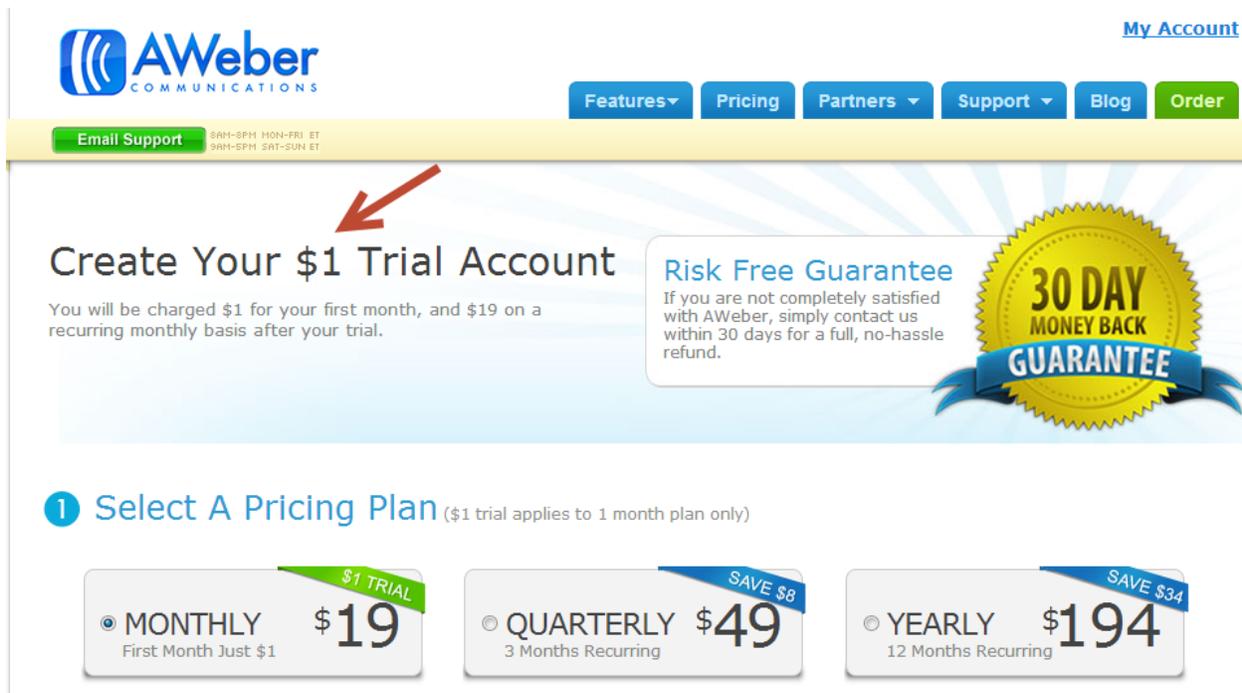
The screenshot shows a user interface for selecting a domain. It is titled "Please Select a Domain for Your Account". There are two main options presented side-by-side, separated by a vertical line with the word "or" in a circle in the middle. The left option is "Choose a new domain:" with a blue arrow pointing to a text input field. Below this field is the text "Search for a FREE Domain Name included with purchase of any hosting plan." and an orange button labeled "Search Domains". The right option is "Use an existing domain:" with a text input field. Below this field is the text "You can point your existing domain to our hosting plans, or we can help you transfer the domain after signup." and an orange button labeled "Continue".

Note: you can use a .net or .biz domain. But a .com looks more professional and if someone types in your domain name from memory, they will most likely enter the .com by default.

Once you decide on a domain, click the Checkout button, choose a payment option and move onto the next step. You will then receive an email with your cPanel / FTP login details.

Sign Up For An Autoresponder Service

Your autoresponder will be the lifeline of your business. So don't settle for a cheap system. I can't stress enough how important it is to use a quality autoresponder service that gets mail delivered. Aweber is the best choice for Internet marketers and you can get started for just \$1 through [this special link](#).



The screenshot shows the AWeber website's sign-up page. At the top, there is a navigation bar with the AWeber logo, a "My Account" link, and buttons for "Features", "Pricing", "Partners", "Support", "Blog", and "Order". Below this is a yellow banner with "Email Support" and a schedule: "9AM-5PM MON-FRI ET" and "9AM-5PM SAT-SUN ET". The main content area features a large heading "Create Your \$1 Trial Account" with a red arrow pointing to it. Below the heading is a sub-headline "Risk Free Guarantee" and a "30 DAY MONEY BACK GUARANTEE" seal. The text explains that the user will be charged \$1 for the first month and \$19 on a recurring monthly basis after the trial. Below this is a section titled "1 Select A Pricing Plan" with a note that the \$1 trial applies to the 1-month plan only. Three pricing options are shown: "MONTHLY \$19" (with a "\$1 TRIAL" badge and "First Month Just \$1"), "QUARTERLY \$49" (with a "SAVE \$8" badge and "3 Months Recurring"), and "YEARLY \$194" (with a "SAVE \$34" badge and "12 Months Recurring").

I send all my mail through Aweber. Here's why...

I have done extensive research and testing in this area so I *know* what I'm talking about. ***It's all about deliverability...***

Aweber has a full-time staff of people who constantly monitor the millions of emails that get sent every day and maintain

relationships with the major ISPs (AOL, Yahoo, Google, MSN, etc.).

What that means is, your mail gets delivered. Period.

If you try to send mail from your own server or use a free autoresponder service (and I'm not exaggerating when I say this), you'll be lucky if 50% of your mail gets through to its destination. And that equates to half of your sales!

Higher delivery rates = more money in your pocket. And for under \$20 a month, you can't go wrong.

Aweber: www.Aweber.com

Some of the important features I will show you how to use at Aweber include:

- Creating a followup sequence to make money on autopilot
- Segmenting your list to build better relationships
- Re-sending emails to people who didn't open
- Keeping your list clean to reduce costs

Spend some time getting used to the Aweber interface and reporting tools. If you have any questions, check the extensive knowledge base in the support section. If you can't find your answer there, you can submit a support ticket, chat with a representative, or even call Aweber's customer support phone number.

I'll cover all the details about opt-in forms and squeeze pages when we get into the next section.

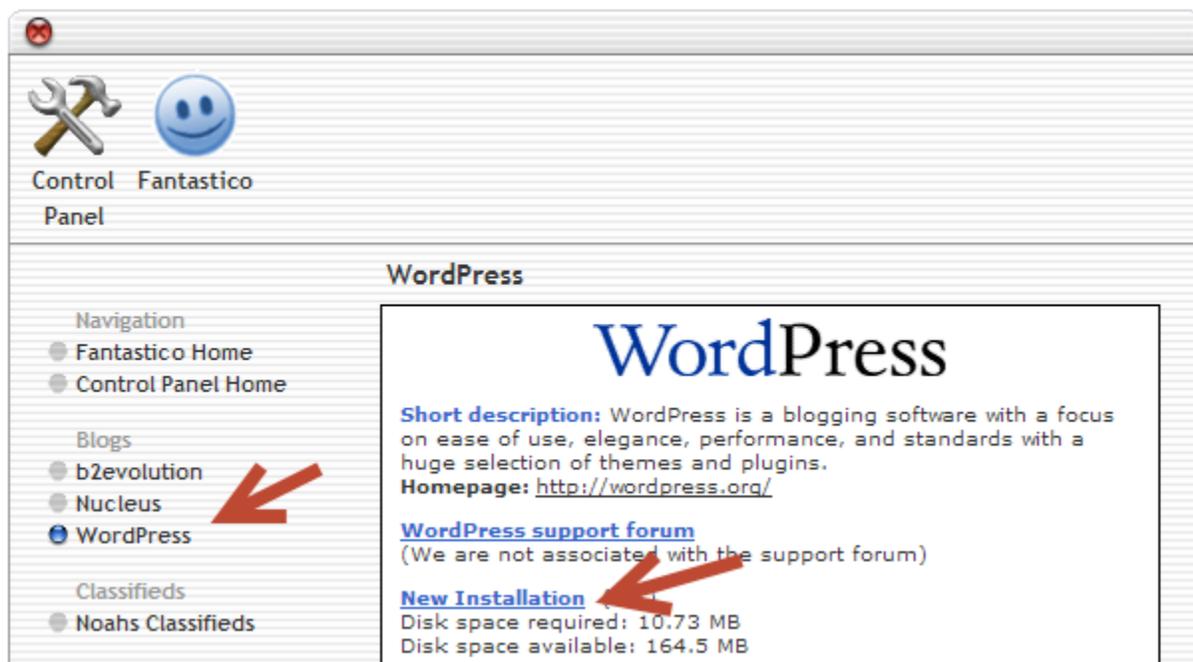
Install WordPress

You'll need your CPanel username and password for this step. Open your web browser and go to `yourdomain.com/cpanel` (replace `yourdomain.com` with your actual domain name).

Scroll down to Software and Services and click Fantastico.



On the next screen, click WordPress on the left and then click New Installation.



Complete the form and click Install WordPress. I recommend that you install WordPress in the root directory of your domain.



The screenshot shows the WordPress installation interface. On the left is a sidebar with various application categories and their icons. The main content area is titled 'WordPress' and 'Install WordPress (1/3)'. It contains several sections: 'Installation location' with a dropdown for 'Install on domain' (set to 'derrickvandyke.com') and an empty text box for 'Install in directory'; 'Admin access data' with text boxes for 'Administrator-username' and 'Password'; and 'Base configuration' with text boxes for 'Admin nickname', 'Admin e-mail', 'Site name' (set to 'derrickvandyke.com'), and 'Description'. An 'Install WordPress' button is at the bottom.

WordPress

Navigation

- Fantastic Home
- Control Panel Home

Blogs

- b2evolution
- Nucleus
- WordPress

Classifieds

- Noahs Classifieds

Content Management

- Drupal
- Geeklog
- Joomla 1.5
- Mambo
- PHP-Nuke
- phpWCMS
- phpWebSite
- Siteframe
- TYPO3
- Xoops
- Zikula

Customer Relationship

- Crafty Syntax Live Help
- Help Center Live
- osTicket
- PerlDesk
- PHP Support Tickets
- Support Logic Helpdesk
- Support Services Manager

WordPress

Install WordPress (1/3)

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: http://domain/).
Enter only the directory name to install in a directory (for **http://domain/name/** enter **name** only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description

That's it! On the next screen, there will be a link to your WordPress Admin. Log in and adjust your permalink settings.



Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

Common Settings

- | | |
|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <input type="radio"/> Default | <code>http://derrickvandyke.com/?p=123</code> |
| <input type="radio"/> Day and name | <code>http://derrickvandyke.com/2013/05/27/sample-post/</code> |
| <input type="radio"/> Month and name | <code>http://derrickvandyke.com/2013/05/sample-post/</code> |
| <input type="radio"/> Numeric | <code>http://derrickvandyke.com/archives/123</code> |
| <input checked="" type="radio"/> Post name  | <code>http://derrickvandyke.com/sample-post/</code> |
| <input type="radio"/> Custom Structure | <code>http://derrickvandyke.com</code> <input type="text" value="/%postname%/"/> |

Install a Squeeze Page Plugin

I use and recommend WP Optins. It's an easy to use plugin that creates killer squeeze pages and I'll be using WP Optins in my examples. You'll want to install and activate the plugin before you continue. You can download WP Optins from [ResellRightsWeekly](#) which is a great membership site run by Mark Austin. You get over a hundred products a month for pocket change. You should check it out.