

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.

Most popular

Standard
\$0
per month

With PayPal Payments Standard, you can easily:

- Accept [credit cards](#) and [PayPal](#) on your website
- Swipe cards on your [mobile device](#) NEW
- [Send invoices](#) online for fast payment
- Get paid on eBay

Get Started

[Learn more](#)

Advanced
\$5
per month

Get everything from Standard, plus:

- Your customers [check out directly on your website](#), rather than link to PayPal
- Works with these [shopping cart platforms](#)

Get Started

[Learn more](#)

Pro
\$30
per month

Get everything from Standard, plus:

- Take [full control](#) of your website checkout experience
- Also, accept credit cards via [phone, fax, and mail](#) (Virtual Terminal)

Get Started

[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

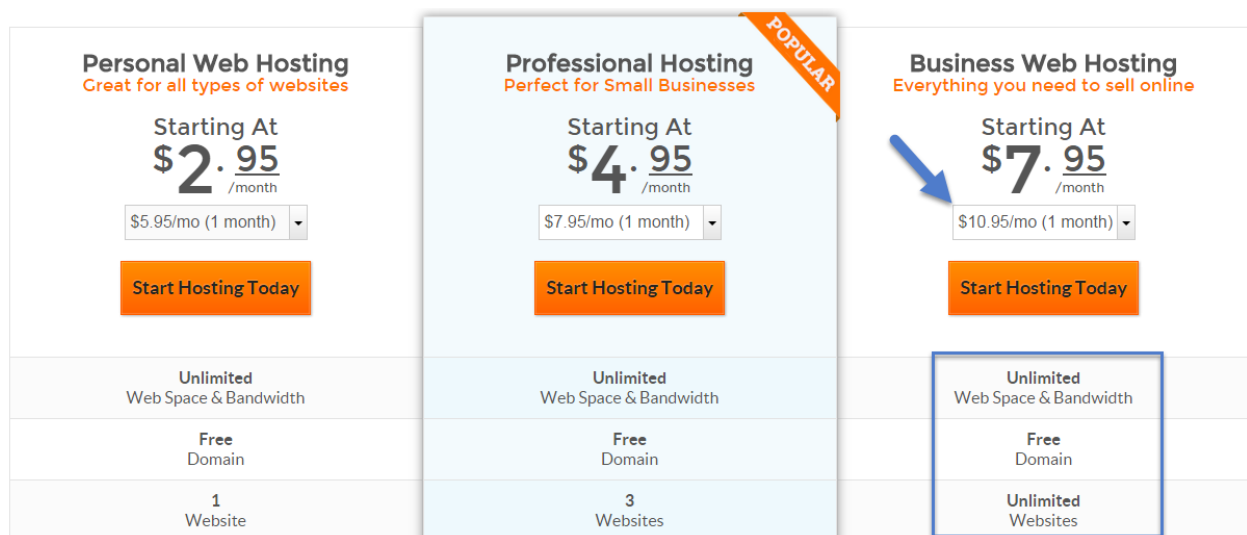
month.



The image shows the top section of the Midphase website. At the top left is the Midphase logo, consisting of an orange cube icon and the word "MIDPHASE". To the right of the logo are links for "LIVE CHAT" and a phone number "1-866-MIDPHASE (866-643-7427)". Below this is a dark navigation bar with white text for "DOMAINS", "WEB HOSTING", "WEBSITE BUILDER", "SSD VPS", and "DEDICATED SERVERS". The main hero section features a background image of three people (two women and one man) smiling and looking at a laptop. Overlaid on the left side of the hero image is a dark box with white text that reads: "Put your website in the spotlight with web hosting from \$2.95/mo". Below this, it says "INCLUDED FREE WITH EVERY PLAN" and lists four benefits: "Unlimited Web Space", "Unlimited Bandwidth", "Free Domain", and "Free Setup". At the bottom of this box is an orange button that says "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 \$5.95/mo (1 month)	Starting At \$4.95 /month \$7.95/mo (1 month)	Starting At \$7.95 /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 web form titled "Please Select a Domain for Your Account". It has two main sections separated by a vertical line with the word "or" in a circle in the middle. The left section is titled "Choose a new domain:" and has a blue arrow pointing to its text input field. Below the input field, it says "Search for a FREE Domain Name included with purchase of any hosting plan." and has an orange button labeled "Search Domains". The right section is titled "Use an existing domain:" and has an empty text input field. Below it, it says "You can point your existing domain to our hosting plans, or we can help you transfer the domain after signup." and has 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](#).

AWeber COMMUNICATIONS

[My Account](#)

[Features](#) [Pricing](#) [Partners](#) [Support](#) [Blog](#) [Order](#)

[Email Support](#) 9AM-5PM MON-FRI ET
9AM-5PM SAT-SUN ET

Create Your \$1 Trial Account

You will be charged \$1 for your first month, and \$19 on a recurring monthly basis after your trial.

Risk Free Guarantee
If you are not completely satisfied with AWeber, simply contact us within 30 days for a full, no-hassle refund.

30 DAY MONEY BACK GUARANTEE

1 Select A Pricing Plan (\$1 trial applies to 1 month plan only)

<input checked="" type="radio"/> MONTHLY First Month Just \$1 \$19 <small>\$1 TRIAL</small>	<input type="radio"/> QUARTERLY 3 Months Recurring \$49 <small>SAVE \$8</small>	<input type="radio"/> YEARLY 12 Months Recurring \$194 <small>SAVE \$34</small>
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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.

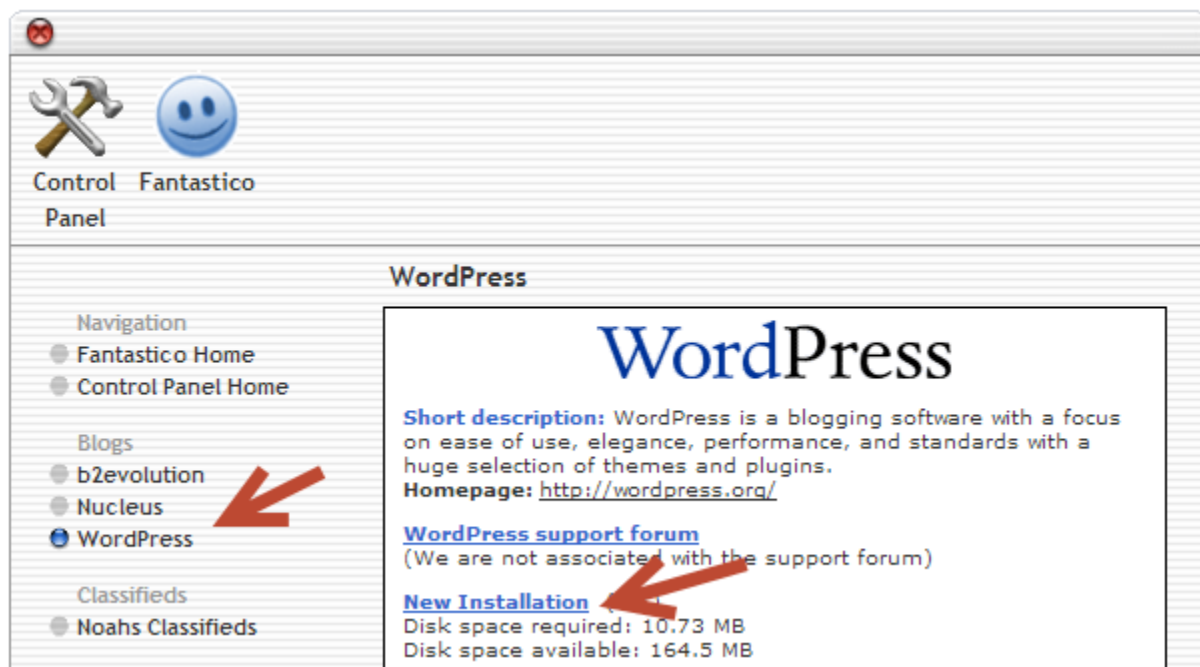
Install WordPress

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.

Navigation

Fantastico 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

WordPress

Install WordPress (1/3)

Installation location

Install on domain

derrickvandyke.com

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

derrickvandyke.com

Description

Install WordPress

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 1 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.