

Mapping Out Your Future With Mike: Guide To Internet Marketing



STEP FOUR: GENERATE A LIST – Website Domain Name, Hosting and Building Software

We have got a **focused mindset** from Mark Joyner.

We know where we are and where we are going, **what niche, what product.**

We have researched that niche and the associated product to be certain that they are **financially feasible.**

Now what?

Remember:

1. Select A Target Market
2. Build A list.

We have discussed point 1, on to point 2.

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BUILDING A LIST

How do you build a list?

The fast answers are:

1. 2012 Webhosting for Domain Names and Hosting
2. My Free Website Builder to build webpages.
3. Autoresponder to provide the capture form.
4. Squeeze page to sign up visitors
5. Traffic strategies to drive targeted visitors to the squeeze page

In Step 4 we will talk about the required computer services.

First things first. Here is what you need to get started.

- Internet Connection – assumed
- Access to a computer – assumed
- Hosting Account
- Domain Name
- Web Page Building Software
- FTP program

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If the website part of an online business is a challenge to your skill set, then you have some choices:

-You can purchase a website creation software program. This can be a fairly protracted selection process. I will attempt to simplify the various components for the inexperienced. To publish a website on the internet you need several things.

1. First you need a domain name.
2. Secondly you need a place to host that domain name.
3. Third you need some software or the skillset necessary to build the website from code. Many use 'wysiwyg' (what you see is what you get) software.
4. Fourth you need an FTP program to publish the website.

Sometimes the domain name and web hosting components are lumped together from one supplier. Typically domain names are rented by the year at less than \$12/year. Web hosting is a service provided typically less than \$15.00 per month. My recommendation for these services is [2012 Web Hosting](#)

There are several programs out there which allow you to use the wysiwyg concept. The purist will certainly point out the shortcomings of these simple web site builders, but for people unskilled at code, this is an adequate solution.

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Homestead: is a monthly subscription membership site which packages all four components together for a fee of less than \$20 per month. Of course there are limitations...I suggest Homestead for newbies because you can post unlimited pages and this is handy for

- thank you pages
- articles
- courses
- reports
- product data pages
- in general any content page you require.

And even more important, there are no additional domain name fees or hosting fees..

More information can be found at [**Homestead**](#)

Wealthy Affiliate is a membership site provides many additional benefits to the internet marketer. It includes free hosting and web building tools together with some templates. Domain names need to be sourced elsewhere. However, **Wealthy Affiliate** also provides many research and traffic tools and tutorials. There is a very active private forum and a number of clickbank affiliate marketing tools. I only mention WA here because it is an alternative for hosting and web building software.

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If you want webpage building software without the web hosting and domain name restrictions, then you again have a large number of options. A popular web creation software program is [XsitePro](#)

If you want a simpler version which is free then I suggest Ewen Chia's My Free Website Builder at [My Free Website Builder](#).

There are also templates available for squeeze pages and other types of pages you may want to use later. One source of squeeze pages will be discussed in Step 6.

There are many FTP programs available. I use [CORE](#) which is a free resource.