

A Step-By-Step Checklist For Starting And Building Your On-line

Business

By Willie Crawford

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One of the things I've been asked for repeatedly is a step-by-step, how-to checklist for starting an on-line business. Here is one especially created for course subscribers.

I spent 17 years flying C-130 cargo aircraft and learned that some things had to be done step-by-step ... by the checklist. That's how airplanes avoid landing with the wheels up :-). This checklist should provide you with a great start, and keep you from making a "gear up landing."

1. Decide what theme you want to build your business around. Don't just throw up a site filled with links and banners to affiliate products. It will be too unfocused to attract much, if any, traffic. The traffic it does attract generally won't buy anything because the site will not give them a clear path to follow. A website should guide a visitor to take the action that you desire them to take. It should have only one main action that you want them to take, and that should be what your home page focuses on getting them to do.

I was taught, and now teach people, to look at their hobbies, interests, past training and experiences when looking for a topic to build a website around. If you need some help brainstorming product ideas, I highly recommend Jeff Smith's Ultimate Entrepreneur's Success Package. It's all about coming up with ideas for information products, and then turning those ideas into a stream of information products. Jeff interviewed me several years ago, and we've discussed product creation at length several times since. Jeff can be found at:
<http://williecrawford.com/jeffsmith/>

2. Once you have chosen a product, choose a domain name for the website you will be creating. This website will be where you sell your product from, and also how you build your mailing list to follow-up with prospects. The domain name must be easy to remember and also indicate what the site is about. This will help it rank better in the search engines and help customers remember your url.

I recommend that you use a .com domain extension rather than a .net, .org or, one of the lesser used extensions. Most people, and many web browsers automatically "default" to the .com extension. The only reason I can think of for a business to use one of the other extensions is if the .com you really wanted is owned and you can't buy it. That's why you don't want to wait once you've decided upon a name. Register it right away! The best second choice for a domain name extension is .net

3. As you develop your product ideas and work on your website, get feedback on your "masterpiece" from others who've done the same thing. They will point out many of the pitfalls to you and make suggestions for improvements. I recommend that you join the Internet Marketing Warriors for this. They have a members-only discussion forum that is visited by thousand every day and they are the perfect community. They (we) are there to help members build their business, and to network with each other. I am a moderator for this members-only forum. I've been a member since 1998 if I remember correctly :-)

Before you sign up though, read step 4.

Join the Warriors (network) at
<http://williecrowford.com/warriors/>

4. Register your domain name. When you register your domain name, you want to make sure that you list yourself as the administrative contact and everything else that has to do with your website. The reason is that the admin contact is the person who controls the website. When a website is sold or any changes made to it's record, the registrars will contact the admin contact for approval before making the change. Without the approval of the registered administrative contact, you can't make ownership type changes to your domain!

Register your domain at a service I have set up for you. It costs less than a third what many others will charge you. Do this at:

<http://williecrowford.com/domains/>

The Warrior Pro Membership comes with a full-featured

hosting package that I highly recommend. It will cost you \$25 per month, and lets you do everything your website will need to do. You will have enough disk space for thousands of pages. When you sign up for the Warrior Membership though, indicate in the domain registration form that you will handle the registration yourself. You'd pay \$30 to register through the Warriors when you can do it through me for from \$8.75 per year (less than \$8 per year when you register the site for multiple years).

I did not recommend that you sign up for my web hosting, for your first domain, because the Warrior membership is such a value for your first few websites. As you register new domains and build new websites, the hosting company I work thought at: <http://williecrawford.com/domains/> is a tremendous value. Just make sure you choose the options offering CGI capability since this is essential for your website to have any type of interactivity. CGI is absolutely necessary for any type of business website.

You do have to re-register your domain name each year. For convenience, my service allows you the option of pre-registering for up to 10 consecutive years. You will get an email notification well in advance of your domain expiring from practically all registrars. If you fail to renew your registration your domain name will become available for others to purchase. You could have an established site up and running, and somebody can literally purchase the name of your site right out from under your nose if you are not paying attention. Sadly this does happen. The service at: <http://williecrawford.com/domain/> sends you notices when your domain is approaching expiration and then sends you several reminders.

Note: The 3006 word checklist was too long to include here in it's entirety. Most email filters would block it. Read the rest of the checklist at:

<http://williecrawford.com/checklist.html>

Sign up for the entire course there for free too!

Willie Crawford is a recognized internet marketing and product creation authority. His Internet Marketing How To Workshop revealed EXACTLY how 8 recognized internet authorities really generate six figure incomes. Grab these incredibly honest recordings at: <http://internetmarketinghowtoworkshop.com>

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