

Nicheology's Membership Academy

Lesson #3

**FTM Quick Start 2 -
Presentation
(Part 1 of 4)**

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Introduction

As I mentioned in last week's lesson, having a successful FTM ("Fixed-term membership") site involves the "**Four Pillars Of An FTM Site**". Last week we examined Pillar #1, which was Preparation. In today's lesson we'll examine the second of the "**Four Pillars Of An FTM Site**"...

Pillar #2: Presentation

Today we're going to begin structuring the visual appearance of your sales process. The file is entitled "setting it up" for a reason: that's what we're going to be doing ... actually getting your membership site setup to take orders.

How To Quickly And Easily Setup A M.E.M.B.E.R.™ Site

I use the acronym "M.E.M.B.E.R." to describe each of the necessary steps for setting up your FTM site...

- M - MAKE a domain registration.
- E - ESTABLISH web site hosting.
- M - MANAGE an autoresponder.
- B - BUILD your sales page.
- E - EQUIP the member process.
- R - RUN a test order.

While most of these activities are fairly easy, I don't want to overwhelm anyone with too many steps to take in one lesson.

So, what I'm going to do is break this down into four daily lessons. Part one will be the remainder of today's lesson where we'll cover "Make a domain registration" and "Establish web site hosting". Tomorrow you'll get a separate lesson sharing "Manage an autoresponder". Day after that you'll get another lesson covering "Build your sales page". Then, on the following day, you'll receive a lesson teaching you how to "Equip the member process" and "Run a test order".

I just think it will be much easier on everyone to get this information in workable chunks so you can get them done.

Each day's activities will take less than an hour to setup (except for the salesletter day, which might take a bit longer for beginners) which is doable for most anyone.

Fair enough?

Okay, on to the initial steps...

1) MAKE a domain registration. The process of setting up your FTM site begins with selecting your own domain name. The price for registering a domain name is less than \$10 per year at most registrars (I'll give you a recommendation in a moment), so it's not going to cost you much to get this done.

The key is to select the appropriate domain name. There are four characteristics of a good domain name for your FTM site that I want to quickly mention...

- ✓ **Only choose a .com domain name.** There are a gazillion different extensions available these days, but the primary one remains ".com". Unless there is a significant reason to do something else, I'd only recommend you choose a .com domain name.
- ✓ **Make your domain name easy to remember.** Keep it as short as possible. Avoid dashes. Avoid numeric substitutions. (I.E. ILive4Weekends.com) Look for domain names that are short and easy to spell and you'll be in good shape.
- ✓ **If possible, focus on keywords.** I don't spend a lot of time analyzing search engine optimization tricks and tactics, but if I don't have to go out of my way to work things in my favor I certainly don't mind being smart. In some instances you might get ranked higher in searches at some engines for some of the words in your domain name. For example: You'd have a better chance at getting ranked higher for "membership sites" if your domain name was "MembershipSitesMadeEasy.com" than if it was "ResidualIncomeRiches.com".
- ✓ **Choose a "matching" domain name.** That is, choose a domain name that is directly related to the title of your FTM site.

Now, there are many, many "registrars" online where you can pay to register a domain name for your exclusive use. Registrations are sold in yearly units.

Resource #1: I personally use <http://www.000Domains.com> which charges \$13.50 per year for domain name registrations. I found them years ago, they are based in my home state and I'm too lazy to switch to someone less expensive. ☺

Resource #2: A very reputable company that many people use is <http://www.GoDaddy.com>. At the time of this writing, they charge \$8.95 per year for a registration.

Resource #3: You can always find many others by doing a search for "domain name" at <http://www.Google.com>. However, I'd recommend you choose one of the previously mentioned registrars to avoid confusion and unscrupulous vendors.

The first thing you'll want to do is go register a domain name at a registrar and get that settled. When given the option for "nameservers" choose to have the domain "parked" with the registrar. You'll be able to change this after you select a web site hosting company which is what we'll cover next.

Note: Without going into too much technical explanation, a "nameserver" simply points the domain name to the hosted web space so people can actually visit your site. That's a good thing. ☺

To illustrate this, type your domain name into the address bar of your favorite browser after you have registered it. You either arrive at a page that informs you the page you're looking for is not available or you arrive at a page that informs you the page you're looking for is parked on behalf of your registrar. That's because, while you have a domain name, it isn't connected to any hosted web space at this point.

So, let's make a decision about web site hosting...

2) ESTABLISH web site hosting. Think of web site hosting as your "place" on the internet. Every web site is hosted on a "server" which is – in the simplest of terms – a gigantic hard drive similar to your computer's hard drive. That's probably oversimplifying it a bit, but it's a comparison most people can understand.

You want to look for a hosting company that offers the following list of features...

✓ **Ample disk space.**

- ✓ **Ample bandwidth (data transfer).**
- ✓ **Ability to password protect directories.**
- ✓ **Acceptable "uptime".**
- ✓ **Great customer service.**
- ✓ **Web-based file manager.**
- ✓ **An easy-to-use control panel.**
- ✓ **Unlimited email accounts and aliases.**
- ✓ **Advanced features that you may use later: MySQL databases, CGI-bin, SPAM blockers, Multiple domains, stats tracking, etc.**

Now, there are literally **hundreds**, maybe even **thousands**, of hosting companies out there who will sell you web space to "*host*" your site for you. If you go to Google.com and search for "web site hosting", you'll find waaaaay too many options to consider.

So, what I want to do is give you my personal recommendations. Please bear in mind that I am using an affiliate link for these suggestions. I **DO** get paid if you choose to use them. I recommend them on their own merits. I've personally used them and have found them to be first rate choices for hosting.

Hostgator.com. I've used these guys for several years and they have THE best "offer" that I've seen for the price you pay. Every possible feature is available in their standard hosting package and their support team has always responded QUICKLY to my inquiries, even on weekends. If there's a better complete package available for their fee, I haven't found it yet. They get my highest recommendation. <http://nicheology.org/hostgator>

So, regardless of your budget and wants, one of these three options would make a perfect choice for your site hosting.

A word of warning: Now, I do want to quickly give you a word of warning – resist the temptation to use "free hosting" sites. The compromises you have to make with these free hosting sites just aren't worth it. Generally, they are slower, have poorer support and require you to place third party advertisements on your web site pages. Bottom line: ya get what you pay for, or what you don't pay for.

Now, after you order a hosting package with one of these companies, you'll be instructed on "nameservers". Generally, a nameserver, as far as what's given to you, will look something like this...

ns1.hostingoption.com
ns2.hostingoption.com

When you've been given this information from your hosting company, go back to your domain name registrar and login to your control panel provided to you. Change your default nameserver data to the information given to you by the hosting company. This will allow your site space to be "live". Within 8-72 hours, when you type in your domain name into a browser address bar, it will arrive at your space.

Note: There is no "one-size-fits-all" when it comes to updating nameservers, so I can't simply say "go do xyz". But, don't worry, it literally will take you about 15 seconds to do (it's basically typing in the name and clicking the submit button) and it's complicated at all. Just follow the instructions provided by your registrar or simply ask their support team for details.

That's what we're going to cover today. Tomorrow you'll receive "Part 2" of this week's lesson to setup your autoresponder.

This Week's Assignment (Day 1 of 4)

- 1) **Register a domain name.** Visit one of the recommended sites (or your own favorite registrar) and register a domain name by following their own screen instructions.
- 2) **Choose a web site hosting package.** After you have registered a domain, get your site hosted by using one of the recommended services (or your own favorite hosting company).
- 3) **Update your nameservers.** By using the nameservers provided by your hosting company and by following the instructions for updating nameservers as indicated by your domain registrar, make this necessary change. In 24-72 hours your site will be "live" for viewing.

One more quick thing: Your regular lesson #4 will arrive as normally scheduled. There will be no delay due to us breaking lesson #3 down into four parts.

See you tomorrow.

Coming Up Next ...

After the 4 daily part of Lesson #3, we'll be moving on to...

Lesson #4: "*FTM Quick Start 3 - Production*"

In this lesson we'll take an in-depth look at planning your first several lessons for your site and actually writing that all-important first lesson. This is going to be a great lesson for both beginners and experienced internet marketers, so stay tuned! (Note: I've even got a special bonus for you: a copy of the template that I design my own fixed term membership lessons!)