

Niche Success Blueprint

“Start to Profit” Training Course

Module Three: Setting Up Your Online Business

Step-by-Step Process For Starting A *Successful* Online Business

Following this blueprint will help you set up the ideal online business as fast as possible. The weekly step-by-step training modules allow you to implement *as you learn*, and make *consistent* progress toward your goal.

In Training Modules **One** and **Two** you brainstormed your niche ideas, researched the market depth, and chose an active niche with good profit potential.

In this module, you'll learn how to set up your online business (properly), doing the right steps in the right order, to get your online business off the ground.

I encourage you to complete each training module *in order*. By staying on track each week, completing the tasks and doing the steps in order, you'll see profits much quicker! This is important, as some mistakes cause more work than necessary to go back and fix. My goal is to help you get *in profit* as quickly as possible, or increase your current revenue - *fast*. :)



Struggling To Choose Your Niche?

If you're still not quite sure which niche to choose for your online business, revisit the first two training modules. Be sure to see the additional resources in Module 2 (Page 3). Your goal is to choose a niche that will interest you enough to create an awesome site and business around that niche or topic, and to choose something that is also in line with your own lifestyle goals.

If you're still researching your interests, or niches, here are a few more "idea generators" to stimulate ideas:

Look over this list of **Hobbies** for ideas:

http://en.wikipedia.org/wiki/List_of_hobbies

Browse the most **popular topics** on Pinterest:

<http://www.pinterest.com/popular/>

Browse through a local **bookstore** - or the Amazon.com categories - and just have a look around with an open mind. Don't stick to your usual favorites, but venture out of "your norm" and see if anything grabs your interest.

Flip through **magazines** for inspiration. Again, with an open mind, scan over headlines and table of contents, flip through and see if topics or even certain images/photos grab your attention. You may not know "why" on first glance, but don't dismiss ANY idea to start.

Ask yourself "why" or "why not" as you go, and jot down every idea that comes to mind. You can then go back to Module Two and work through the "fast market research".

Choosing The Perfect Niche and A Great Domain Name

Deciding on your niche, and picking a great domain name that matches the intentions of your business, are steps that must be completed before you can move forward. **I want you to be totally confident in your niche and domain choice!** Ideally you will BE *your own target market*. Like in the case of my TravelingLowCarb.com blog: I "live" the topic, I buy & consume the products and *enjoy* talking about it daily. :) I recommend you read [Brainstorming Affiliate Niche Ideas](#) to make sure you're on track...



About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 18 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

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How To Choose A Great Domain Name

Have you registered your domain name yet?

You may still be researching the ideal domain name, or maybe you've already registered one. These tips will prove helpful in making sure you made the right choice before you get too committed.

This is important, as everything you do from this point forward will revolve around how you choose to name and brand your online business...



1. Keep it simple. Choose **one** domain name where you'll run your entire business.
2. Choose a **.com** domain name. If the .com is taken, keep searching until you find a great .com domain. There are still plenty of great domain names available!

Don't settle for a .net, .co, or any other extension (*outside of country specific domains, suitable only for sites that target a local demographic only*). Using any other extension causes confusion: you'll likely lose visitors to the .com version of your domain AND you could run into trademark infringements or other legal issues.

3. Select a domain name that **reflects** what you'll offer, how you'll serve your market, or your market's intentions. *Action words are great!* Your domain should pique interest. The right domain will see a higher click-through rate based on that interest alone.
4. Invest time to pick the **perfect** domain name. There are still plenty of great domains available. I find them all the time! Don't give up until you find a GREAT domain.

I use GoDaddy to register and manage my own domain names. This is my referral link: <http://www.daddydomainsearch.com> **Tip:** Always register your domain with a registrar. You'll order a hosting account separately - and you want to keep them separate.

Registering a domain name at **GoDaddy** is very easy. Just go through the steps. They will offer you a lot of add-ons. Skip them all and **ONLY** order a domain name there.

Not sure you selected the right domain? Now is the time to make that decision... :)

How To Change Domain Names on Established Sites

Choosing the right domain name to start is ideal. As I mentioned, some "mistakes" cause more work than necessary to go back and fix. This is one of those cases.

But **it's not the end of the world!** One of the great things about an online business is that nothing is permanent. Anything can be changed. No "mistake" is ever a business-breaker. Not happy with your domain, theme, design, tagline, etc? **Just change it!**

Of course, it's easier to do it right the first time, which is why it's important to follow this blueprint step-by-step. You may be tempted to rush ahead, but that could result in a lot of time consuming back-tracking. By working consistently and strategically on these steps, you will make much more progress - *much faster* - than most people. Or than you may have in the past without specific, detailed instructions like you're getting here.

Need to change your domain name on an established site? Read this detailed tutorial on [how to change domain names without losing "SEO" or visitors](#).

"The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks, and then starting on the first one." - Mark Twain

Next Step: Set Up Your Hosting Account

Reminder: Be sure to register your domain name separately. I use [GoDaddy](#) to manage my domains. If you've already set up hosting and got your domain through your host... it's not the end of the world. It's not the ideal setup, but it's not *horrible*. However if anything ever happens to your host, or to your account, you will lose access to your domain name too. Which IS a big deal. So again, it's ideal to set them up separate.

I use [the Baby Plan at HostGator](#) to host blogs/sites. It's only 9.95/month and allows you to host unlimited domains, sites, blogs, etc on the one account. This is a great plan if you decide to add landing pages or other domains to your business in the future.

* **Discount:** Use the coupon code "[save994offer](#)" to get your first month free! :-)

Setting up your hosting account at [HostGator](#) is easy. Choose the Baby Plan, put in the domain name you registered, and walk through the steps to set up your account.

Install WordPress & Choose A WordPress Theme

WordPress is an ideal (fast & easy!) way to set up your niche site. You'll find free themes to use, saving you tons on design costs. It's such a widely supported platform that you can easily find free help and tutorials and plugins to help you create a nice site or blog on your own - even if you have zero experience with "web design".

Don't let this step overwhelm you. We all had to just dig in and "learn as you go" and you'll do the same thing. Take it one step at a time, and look up tutorials or videos on Google or YouTube if you need help with any of the steps as you're doing them.

Don't try to study or learn everything about WordPress upfront. You don't need to become a WordPress expert. You just need to install it, install a theme, and do some minor customizations. Like I said, take it one step at a time and learn as you go. ;-)

[Detailed Instructions for Installing Wordpress on your New Hosting Account](#)

Installing WordPress yourself is the recommended route, but you can also install WordPress from inside your hosting account using the Fantastico option in your cPanel.

Where To Get WordPress Themes (Free vs Premium)...

Once you install WordPress, your next step is to choose a WordPress theme, which is basically the "design" for your site. ONLY choose themes from a **trusted source**:

<http://wordpress.org/themes/>

In addition to choosing a theme from the source above, you can also browse and install themes from within your WordPress Dashboard - which you may find easier. Simply log in to your WordPress Dashboard and go to Appearance > Themes > Add New.

Personally, I always **start with a free WordPress Theme**. While there are many great "premium themes" available at various prices, I have a personal rule about online business and specifically investments, which is: *only invest your profits*.

You can always switch to a premium theme, or pay for custom design / customizations, once your site is bringing in money. Of course, those are your choices to make, but my goal is to see you get in profit as quickly as possible. And since you can set up an online business for less than \$20 (hosting + domain)... you should. :-)

On that note, [take a break and read this post](#). You'll enjoy it!

Next Step: Simple WordPress Customizations

Basic Customizations

Once you choose a trusted WordPress theme that's a good match for your topic, and has the layout you prefer, if you do want some minor customizations or a custom header graphic created, you can get that done super cheap at <http://www.Fiverr.com>

Take some time to get to know your theme first though. You may find it very easy to change the color scheme or layout, and make customizations yourself. Don't worry! If you "mess it up" you can always delete the theme and reinstall it. While your site is live, you are likely the only one looking at it right now, so there's not really any risk.

Permalink Structure

Before you start creating posts or pages, you need to set up the Permalink Structure. Since this affects all of the URL's (links) created on your site, setting it up right in the beginning is ideal - to avoid changing your links later and having to redirect them all.

Log in to your WordPress Dashboard. Go to Settings > Permalinks and choose "Custom Structure" and paste in: **`/ %post_id% / %postname% /`**

For a detailed tutorial with examples, go to: [Smart Permalink Structure](#).

Create Your About Page

Now you're ready to start adding content to your site! Start with the most important page first: your About page. This is the second most viewed page on any site, and is important for converting your visitors to loyal readers. It's also the one page merchants and sponsors **will visit first** when deciding whether to work with you. ;-)

Start by drafting out some notes. What can visitors expect to find at your site? What can they expect to learn, or what results can they expect? How can they get in touch with you, and why would they want to? Answering those questions will help you come up with compelling text for your About Page. You want to answer the question "WHY" here:

Why should I read your blog? Why should I shop from your site? Why should I sponsor your site? Why should I approve your affiliate application? Why should I recommend this site to my friends? What's in it for me? How can you help ME with MY goals?

Include your photo and be personable, but limit how much you talk about yourself. Your goal is to appeal to the reader, to frame yourself as someone they can relate to and like, and to **give them the "next best click"** after they read the About Page. What do you want them to do next? You might ask them to connect with you on social media or sign up for your mailing list. Tell them **why** they should, and **give them** the links or forms!

Set Up Your Niche Social Media Accounts

Now that you have your WordPress basics done, it's time to switch gears and secure the Social Media accounts for your niche. You may already have social media accounts, but if these are your personal accounts and not directly related to your niche topic, you'll want to set up accounts specifically for your target market. Being *on-topic* is super important.

I have separate twitter accounts for each of my sites, for example:



On my [@LynnTerry](#) account I talk about blogging, business and marketing. On my other Twitter account at [@LowCarbTraveler](#) I talk about the low carb diet, weight loss, food and recipes, travel tips, etc. They are different niches, targeting different markets.

Social Media Account Checklist

Go ahead and set up the following accounts, even if you're not sure you'll use them right away (or at all) as you want to secure your username across the web. When you set up these accounts, go ahead and fill out your profile on each one with a detailed bio, and include your photo and the link to your niche site:

- Gmail / Google+
- YouTube
- Twitter
- Facebook Page
- Flickr
- Pinterest
- Instagram

Note: A [Facebook Page](#) is different than your personal profile and they aren't connected. Your friends/family cannot see your Page unless you "Like" it, share it or link to it.

“Do I Really Need To Use Gmail??”

There are a few reasons I set up a Gmail account for my niche sites. First, because it's web-based and mobile - so you can access it from any computer or device anytime. Second, it pays to keep your niche email separate from your other business/personal email. In the future you may want to outsource your email, and Gmail makes that easy! And of course Gmail is tied into Google+, which is going to be necessary to your online business - *in a big way!* Download the [Free Google+ Guide](#) to learn more.

Your Homework...

Do the steps outlined in this Training Module:

- Research and register a great [Domain Name](#).
- Set up your [Hosting](#) Account.
- Install WordPress & Choose Your Theme.
- Update the WordPress Permalink Structure.
- Create/Write your About Page.
- Set up your Niche Social Media Accounts.
- Read [Case Study: Social Media & Mailing List Set-Up](#)

In next week's Training Module (#4) you'll be creating your Wordpress categories and I'll show you how to brainstorm great blog post topics and create awesome post titles. I will also teach you "the easy way to blog" which makes writing content A LOT easier. :-)

If you get all the steps above done and have time to spare before next week's training module, go to [WordTracker](#) and type in your "base key words" as shown in Module Two. Start making notes on basic topics or general categories of topics in your niche. Make a "rough draft" list of the potential categories you may want to create for your site.

While you're researching keywords, also make a "rough draft" list of potential topics you want to cover in future blog posts. These are more specific of course, and are "micro topics" within the general categories you'll cover on your blog.

If you still have free time this week after marking off each of the tasks above... start adding content (tips, pictures, shares, etc) to each of your niche social media channels!

It's time to get to work! Remember, do each step in order so you get things set up correctly from the start. I'll see you in the next module... *cheers*

Have Questions?

If you have questions, join us on the ClickNewz Forum:

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You can also post questions for Lynn Terry on one of the following social networks:

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If you would like hands-on help brainstorming your niche or setting up your business, contact Lynn at: AskLynnTerry@gmail.com to discuss low cost private or group coaching options.