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Day 2 – The Preparations Continue

Welcome to the second and (you'll probably be glad to hear) final day of setting up the 'back-room' mechanics of your 'Resale Rights Blueprint' business.

You'll probably be even more pleased to know that all of this initial set-up work really only needs to be done the one time.

Once it is all in place, then the next time that you want to setup a 'Resale Rights' business, almost everything that you need to do so will already be in place for you.

In other words, this time it will take seven days. Next time, you can get everything set up and be making money in half the time!

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Setting Up Your Hosting Account

Ok, if you used the companies I recommended you should already have your domain and have set up your DNS settings. Now we need to set up our hosting account.

When you login to your Kiosk account you will see a page that looks similar to this.



I would first of all advise you to check out the member's area before going any further. Be sure to check out the tutorials that Kiosk has provided as it will give you a better idea of what lies ahead.

Once you are ready click the 'start here first' link that can be found in the top left corner. Then scroll down and look for the link to access your web host manager.



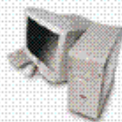
**CLICK HERE TO REGISTER
YOUR OWN DOMAIN NAME**

Activate your hosting account

Do you have your own domain name? Access your host manager now and create your hosting account!



**CLICK HERE TO VIEW
THE TUTORIAL VIDEO**



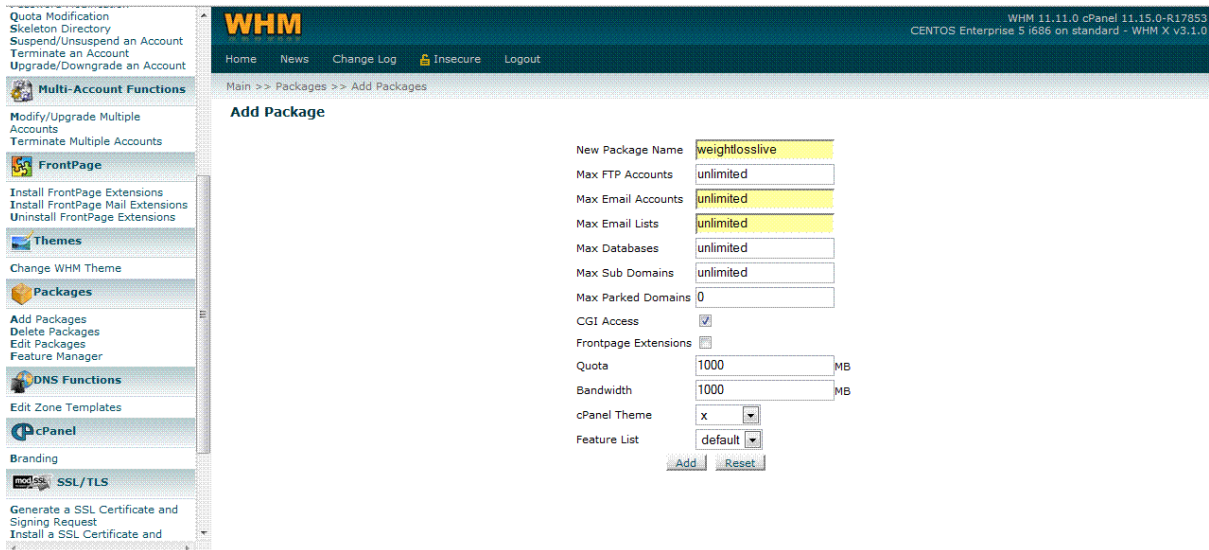
**CLICK HERE TO ACCESS
YOUR WEB HOST MANAGER**

Click This Link

You should then see a page that looks like this.

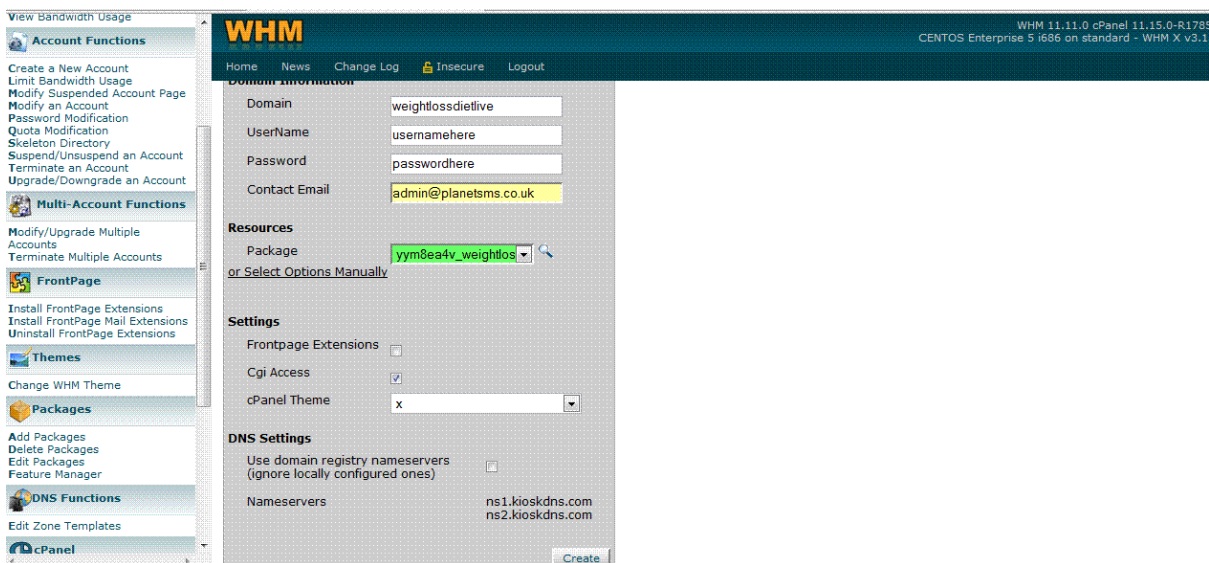
The screenshot shows the WHM (Web Host Manager) interface. The left sidebar contains a menu with the following items: Quota Modification, Skeleton Directory, Suspend/Unsuspend an Account, Terminate an Account, Upgrade/Downgrade an Account, Multi-Account Functions, Modify/Upgrade Multiple Accounts, Terminate Multiple Accounts, FrontPage, Themes, Packages, DNS Functions, cPanel, Branding, and SSL/TLS. The 'Add Packages' link under the Packages section is highlighted with a red box. The main content area displays a grid of icons for various management tools: Cluster/Remote Access, Account Information, Account Functions, Multi-Account Functions, FrontPage, Themes, Packages, DNS Functions, cPanel, SSL/TLS, and Plugins. The top header shows 'WHM' and system information: WHM 11.11.0 cPanel 11.15.0-R17853, CentOS Enterprise 5 i686 on standard - WHM X v9.1.0. The navigation bar includes Home, News, Change Log, Insecure, and Logout.

Click the 'add packages' link and you will then be presented with this page.



The only things you need to fill in here are the package name, quota and bandwidth. You will see I have named mine 'weightlosslive' and allowed myself 1000mb of webspace and bandwidth. This is more than enough for starters. You can always allow yourself more in the future but for now this amount will be fine. So once you have filled in the required fields click 'add'.

Now look for the 'create new account' link on the left hand side (near the top of the page) and click on it. You should now be here.



Enter your domain name (excluding http://www) and then pick a username and password. Now enter a contact email address.

Finally, in the resources section choose the package you just set up and click the 'create' button.

Congratulations, you have just set up your hosting account.

Setting Up Your eMail Account

It is extremely important for the long term success of your business that everything that you do appears professional and business-like.

One important aspect of this is making sure that all of the communications channels that your customers can use to communicate with you appear professional as well.

This basically means that all of the email accounts that you use for your 'Resale Rights Blueprint' businesses should look right. This will help give your prospects and customers confidence when dealing with you, and will suggest that yours is a 'proper' business, rather than some fly-by-night sham.

After all, if your customer decides to make a purchase from you through your website at WeightLossDietLive.com, why would they feel comfortable replying to an email address like `yadayadayada{at}freebie.com`?

It's obviously a free mail account, and that's hardly likely to inspire a great deal of confidence, is it?

This is especially important as your email will play a vital part in creating the system by which your customers will send their payments to you, as you shall see in a minute.

So, here's how you set up a professional looking email account through the 'cpanel' (control panel) that controls everything you do with your Kiosk account.

From your Kiosk admin area click 'list accounts' and you should see the hosting account you just set up. Now click the cpanel icon.

Or alternatively you already have details from Kiosk of the log-in name and password that you need to use to access your cpanel. To do to the cpanel for your domain, simply type (example):

<http://yourdomainname.com/cpanel>

into your web browser and that should bring you to the log-in screen.

Log in, and you'll see the cpanel opening screen that will probably look something like this. However, there are several different ways that a cpanel might appear - this is simply the most widely applied look.

If it looks any different, don't panic, just look for the same buttons as I am just about to walk you through.

HOME LOGOUT

cPanel X™

CPANEL 10

Welcome demoaccount.demo! Last login from: 116.68.70.179 [change branding images](#)

Switch Themes: X Manage another account: demoaccount.demo (demo)

No contact email has been set. You will be unable to receive notifications or reset your password if you do not set a contact email address.
Please update your contact information here.

###Attention###
Please be advised that it is highly recommended that you use the "Backup" feature to generate full backup(s) of your website(s) on a regular basis. This backup should be kept/downloaded on your own PC or another safe location, preferably off our network.

General account information:

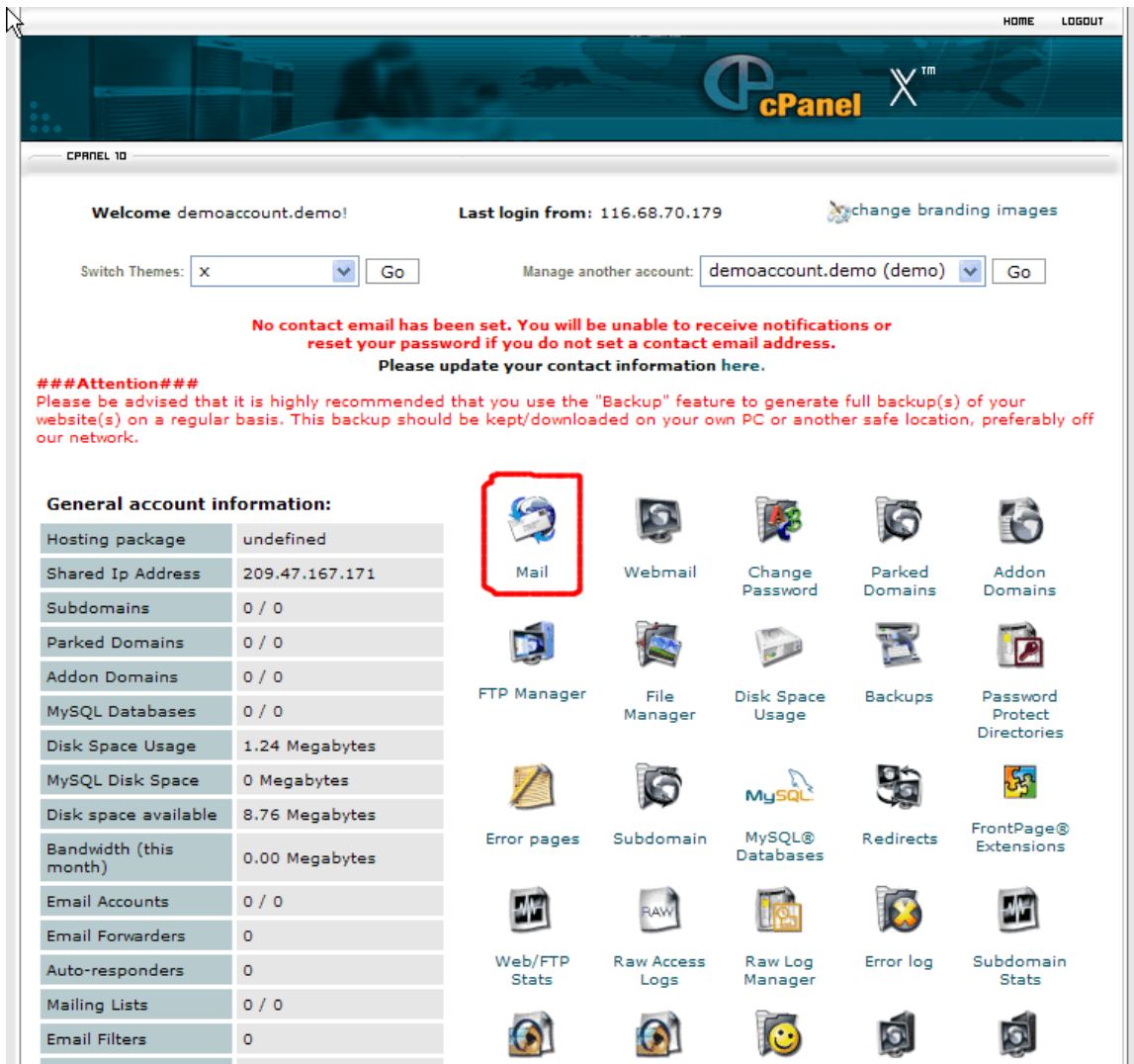
| | |
|------------------------|----------------|
| Hosting package | undefined |
| Shared Ip Address | 209.47.167.171 |
| Subdomains | 0 / 0 |
| Parked Domains | 0 / 0 |
| Addon Domains | 0 / 0 |
| MySQL Databases | 0 / 0 |
| Disk Space Usage | 1.24 Megabytes |
| MySQL Disk Space | 0 Megabytes |
| Disk space available | 8.76 Megabytes |
| Bandwidth (this month) | 0.00 Megabytes |
| Email Accounts | 0 / 0 |
| Email Forwarders | 0 |
| Auto-responders | 0 |
| Mailing Lists | 0 / 0 |
| Email Filters | 0 |

Mail Webmail Change Password Parked Domains Addon Domains

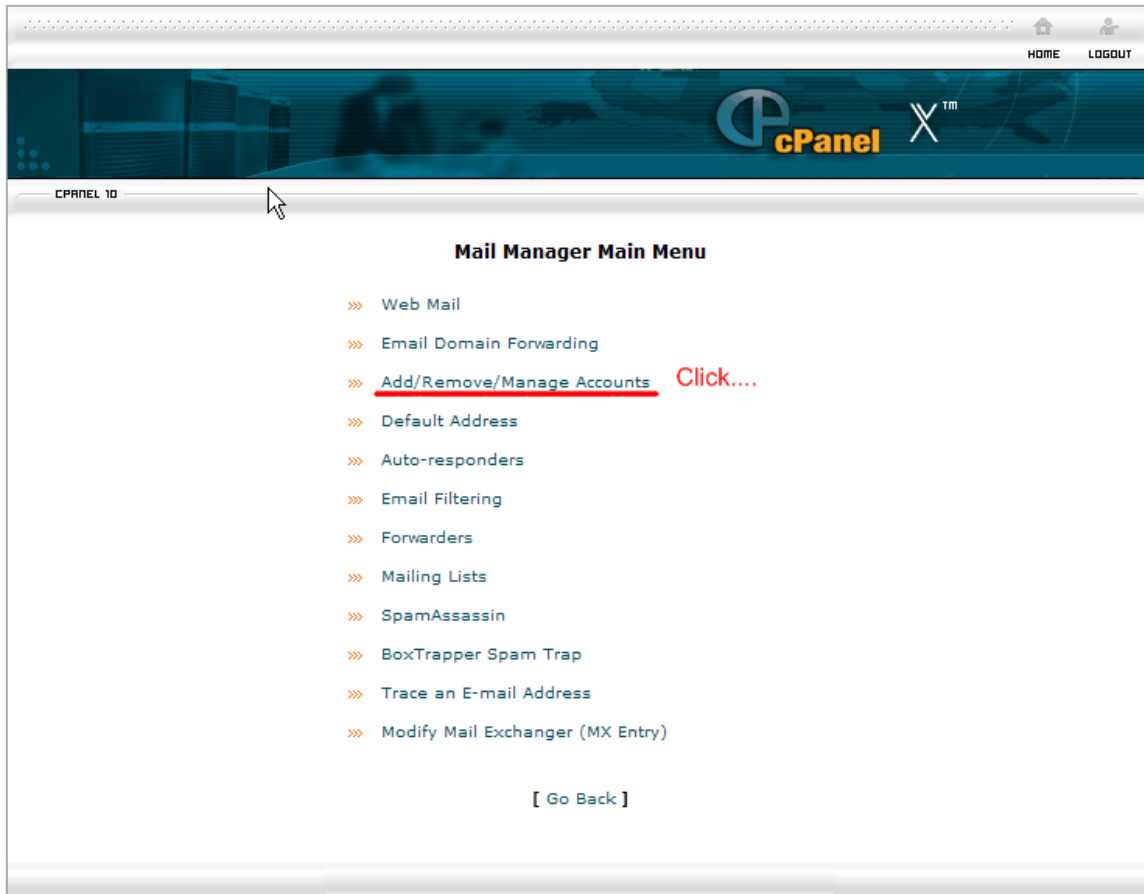
FTP Manager File Manager Disk Space Usage Backups Password Protect Directories

Error pages Subdomain MySQL® Databases Redirects FrontPage® Extensions

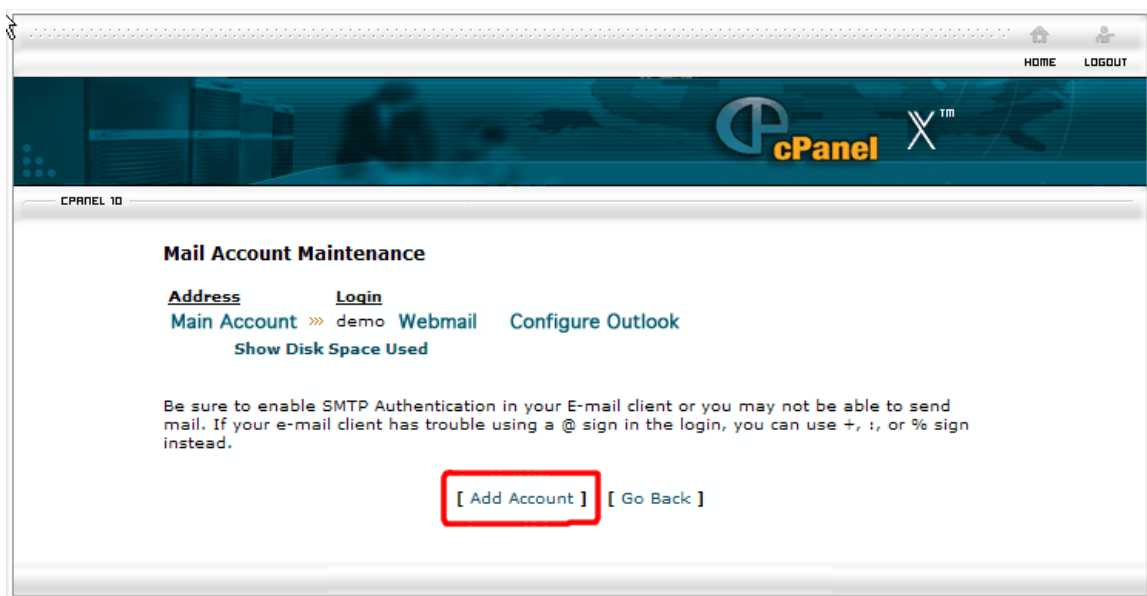
Web/FTP Stats Raw Access Logs Raw Log Manager Error log Subdomain Stats



First, find and Click the 'Mail' icon, as shown.



Click as indicated above.....



And then click 'Add Account'.

The image shows a screenshot of the cPanel interface for adding a mail account. The form is titled "Add Mail Account" and includes the following fields and elements:

- E-mail:** A text input field for the username, a dropdown menu for the domain, and an "@" symbol separator. A red arrow points to the username field with the text "Input chosen user name & password". Another red arrow points to the domain dropdown with the text "Your domain name will show here".
- Password:** A text input field for the password.
- Quota (optional):** A text input field containing "10" and a unit dropdown menu set to "Meg".
- Buttons:** A "Create" button (circled in red) and a "Clear" button.
- Footer:** A "[Go Back]" link and the text "...and click 'Create'".

The cPanel logo and "CPANEL 10" are visible at the top of the interface.

Enter your chosen user name and password, and click 'Create'.

That's it – your mail account is created and ready to go.

Now, you can create as many email addresses as you like, and once your business is fully operational, no doubt you'll need addresses for accounts, sales, technical and design departments, and so on.

However, at this stage, keep it as simple as you can. You only really need the one account, which I would recommend should be info@yourdomainname.com.

That will suffice for the time being, and the name is broad enough to handle any sort of queries that you are likely to get at this stage. You can always add more email addresses at a later date if you wish.

To use the new mail account, you can either use the 'wizard' built into the Kiosk cpanel that will set up Outlook or Outlook Express for you (the easy way) or access it through webmail.

The latter does, of course, give you the advantage that you can get into your mailbox from any computer, but, again in the interests of simplicity, I would suggest that you use the in-built wizard to tie the new mail address to Outlook on your PC.

So far, you've established what kind of products you plan to sell through your online 'Resale Rights' business, and you've made major progress towards establishing your businesses 'shop-front', that is, your website.

The next thing that you need to do is begin the process of putting systems in place to enable you to accept payments from your future customers.

After that, there are three more accounts that you need to open up today with various companies. However, let's look first at making sure that you can get paid!

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Getting Paid....

To do this, you are going to focus most of your attention on setting up systems with one company in particular, PayPal, who are the biggest online payment processing company in the world.

However, I also recommend a 'back-up' payment processor who operates in a similar manner to PayPal, a company called 2Checkout, for reasons that I will return to later.

Firstly, registering for an account with PayPal is stunningly easy.

Simply visit their website at

www.paypal.com

and sign up.

Once you have done so, and your account is opened, you should go back into your PayPal account and register both your bank and credit (or debit) card details with them as quickly as possible.

This will allow your account with them to become verified, and it then becomes much easier to accept payments from your customers.

Also, without becoming verified in this manner, PayPal will impose restrictions on your account that you really do not need. The simplest answer is that you should get verified as quickly as possible by registering the appropriate information with them.

PayPal are part of the eBay empire, and they are therefore very, very secure. That is one of the major benefits of working with PayPal.

There are, however, some potential downsides and that is why I would recommend that you should consider opening an alternative (back-up) account with 2Checkout at

<https://www.2checkout.com/>

2Checkout tend to specialize in digital goods, and as this is what we will be selling they are perfect.

PayPal, on the other hand, do tend to be a little bit of a law unto themselves, and there are quite a few stories about PayPal customers having their accounts frozen or, in the most extreme cases, actually closed, without any apparent reason. Although I have never had any problems with PayPal this is always something I worry about.

So, having a 2Checkout account as a 'fall-back' option is simply a question of having an alternative in place, should your primary payment processor, PayPal, ever cause you any difficulties.

Another consideration is that there are quite a few countries in the world where PayPal refuse to offer their services, and, should you live in one of these countries, then PayPal is simply not an option that is available to you.

2Checkout seem to be able to operate on a truly global basis, so again that might be something that you need to consider, in the light of your own personal circumstances.

The only downside with 2Checkout is they charge \$49 to set your account up so if money is tight you may want to leave this for now till you see some money coming in.

You also may want to consider a company called Money Bookers.

<http://moneybookers.com/app/>

MoneyBookers are based in the UK and are therefore very rigidly controlled by the UK Financial Services Authority (a Government supported agency).

The FSA have extremely strict rules that govern what a company like MoneyBookers can and cannot do, and that is a very good thing for anyone who is working with them.

Not only does it mean that MoneyBookers are extremely secure, it also means that all of their operational rules and the Terms of

Service that govern your dealings with them are very clearly laid out, and available to you.

While I actually don't use MoneyBookers I have heard good stories about them and I just wanted to point them out to you just in case PayPal is not an option for you.

So, everything is now in place so that you can get paid.

Just four more accounts for you to register today and that is you done for the day.

Could be an early finish for you 😊

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Four More Key Accounts

As you are more than aware, the whole idea behind this project is to get you set up with a viable 'Resale Rights' business of your own in just seven days.

So, quite naturally, most of your sales efforts and campaigns are going to be very firmly focused on promoting and selling lots of Resale Rights products as quickly as possible.

This does not, however, mean that you should entirely ignore other ways of earning money from your marketing efforts, especially if it requires very little work.

The next two programs that I want you to sign up (for free) will introduce a couple of new potential earners into the overall Resale Rights Blueprint project that exactly fit this profile.

First, I want you to head on over to ClickBank and sign up for a free account there:

<http://www.ClickBank.com/index.html>

Basically, ClickBank is a massive online store that offers over ten thousand digital products like eBooks, software and so on, for sale. In fact as you bought this product through ClickBank you should know how they operate.

None of these products are made, designed or owned by ClickBank. Rather, many thousands of independent product makers and designers submit their products to ClickBank, who then market those products for those independents, for a fee, of course!

Signing up with ClickBank allows you to sell any of the products that they offer on their site, in return for a share of the sales commission generated.

Traditionally, this commission tended to be in range of 25-50% of the sales price, but over the last few months, it has become increasingly common to see ClickBank products offering a massive 75% commission,

So, get your free account at ClickBank set up, because you'll have a very interesting use for it on Day 6, as you will see!

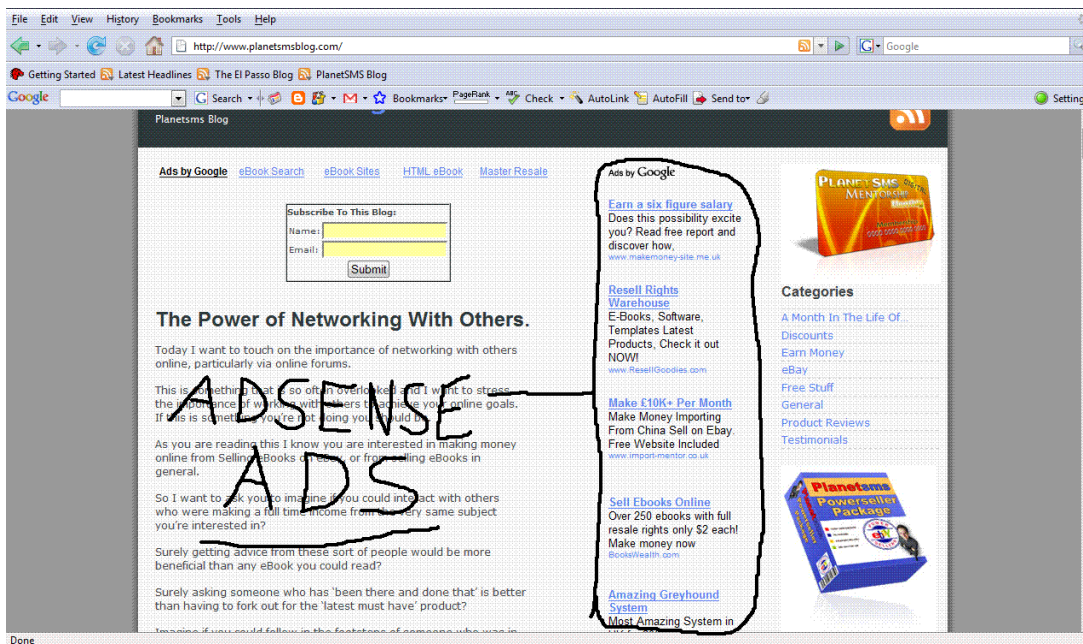
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Next, you must take advantage of what some people in Internet Marketing consider to be the easiest way of making money online.

This is a program called Google AdSense which you can sign up for, again for free, at:

<https://www.google.com/adsense>

AdSense is by far and away the biggest contextual advertising program in the world. Just in case you have no idea what I m talking about take a look at my blog.



All of these adverts have been bought through what is known as Google's 'Pay Per Click' advertising program, called AdWords

<https://adwords.google.com>

These adverts are targeted by keywords to appear on websites, so for example if you had a weight loss website your website will display weight loss ads.

How it works is the advertiser pays Google for their ads and every time an ad on one of your sites are clicked Google pay you a percentage of whatever the advertiser pays. It's quite complicated

stuff but all you have to remember is every time a Google AdSense ad on one of your sites is clicked you get paid.

Now, you are not likely to become a millionaire overnight using AdSense, especially in this first week! However, over time AdSense can build a nice little residual income stream from the ads shown on your sites, essentially for no effort whatsoever, once the site is initially set up.

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Register With eBay.

The next thing you need to do is register with eBay. If you know anything about me you will know I owe most of my online success to eBay. I will be covering how to use eBay in more detail later on in this course so for now head on over to <http://www.ebay.com> and set up your account.

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Your Autoresponder Account

Just one more account to go!

However, before starting on this one, have a breather, a bit of a refreshment break, **as this is the most critically important account of them all**, your autoresponder account.

It is no exaggeration to suggest that your autoresponder account is the central nervous system of your business, and that without such an account you are going to make it very difficult for your business to succeed.

An 'in a nutshell' description of what an autoresponder does would be that it automatically sends out pre-determined emails to your subscribers at set intervals.

It also allows you to communicate with all your subscribers via 'broadcast' messages.

But the real truth in having an autoresponder means you can **create cash on demand**.

That's a bare bones description, however it only really scratches at the surface of what it can do for you and your business, as you will quickly see when you read the rest of this course.

For the time being, suffice to say that **you must have one**, and that you must get the best that you can afford.

There are several free autoresponder systems out there in the marketplace, and if you are totally, utterly strapped for cash, (and bearing in mind that there is some money to spend later) then using a free service is better than using no autoresponder at all!

Fine, but be aware that free autoresponders do have two major disadvantages.

Firstly, the fact that it is free to you means that someone is paying for your autoresponder somehow. They want paying for their apparent generosity.

Thus, the vast majority of free autoresponders will fill every outgoing message that you send from your autoresponder account with advertising for everybody's products and services except yours!

There are some exceptions. For example, the free accounts available from:

<http://autosenders.com/>

are advertising free.

You can, however, only have one mail account, and the number of messages that you can send whilst still a free member (there is a paid upgrade available) are strictly limited.

Even such an advertising-free service does not overcome the second and potentially far more serious downside of using any free account.

In the current business environment, when spam email is becoming an ever increasing problem, every responsible autoresponder company will require all new mailing list sign-ups to agree at least once (and often twice) that they really do want to be subscribed to your mailing list.

This is what is meant when people refer to a mailing list being a single or double opt-in list.

If you start off by using a free autoresponder, and want to graduate to using a paid service, then the chances are that, unless you want to stay with the same company, you will have a big problem. You have to ask everyone on your mailing list to re-confirm their desire to continue receiving your newsletter when you start to 'migrate' them to your new responder company.

And, guess what happens?

At least 50% of those people will just not bother responding, meaning that half your mailing list will disappear into thin air, literally overnight. **And I know this from personal experience.**

And, one final thing that you should know about the leading paid for autoresponders that should tip the balance in their favor, if nothing else can!

Email deliverability is becoming an ever increasing problem.

That is, because of the spam problem, more and more peoples email inboxes are protected by fairly aggressive filters, that will not allow any mail that they 'believe;' to be spam to get through to the intended recipients mailbox.

In fact, there is plenty of credible evidence to suggest that many, many thousands of perfectly innocent (non-Spam) mails get filtered out by 'the system' each end every day, without either party ever being even remotely aware of what just happened.

One party did not know that the other sent the mail, whereas the first party doesn't know that it never arrived! What a recipe for mass confusion and annoyance!

The premier paid-for autoresponders, whilst they have not got the system totally figured out, are way, way ahead of the rest in getting the maximum numbers of mails delivered, simply because their mail addresses and routers are recognized by the main mail processing systems.

In effect, by using a top-level paid autoresponder, you guarantee that a much higher percentage of your emails will arrive in your prospects and customers mailboxes and you will ultimately **make more money**.

So, the bottom line is that if you can afford to start off with a paid autoresponder service, then you should do, as it maximizes the long-term value of your business right from the off.

Perhaps the best known and most highly regarded autoresponder service is provided by Aweber at:

<http://www.aweber.com>

It costs \$19.95 per month, which gives you unlimited autoresponder accounts, and an unlimited amount of outgoing messages for each separate account.

Trust me, from my own experiences, if you have to spend money on anything in your online business, it must be on your autoresponder. Aweber is simply the best of the bunch.

Don't cheapskate your own business, and don't make it harder for yourself to succeed than you need to. Sign up for Aweber right now!

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Okay, so that's the end of Day 2. That's most of the 'back-room' mechanics of your 'Resale Rights Blueprint' system set up, and in place.

Tomorrow, it's time to get creative!