

HOW TO BUILD YOUR FIRST ONLINE BUSINESS FOR LESS THAN \$300



INTRODUCTION

Congratulations!

By purchasing this e-book, you have officially taken the first step towards building the lifestyle of your dreams.

The purpose of this guide is to teach you all of the skills that you will need to build your first online business from start to finish for less than \$300.

Now, what is even more exciting is that these skills will stay with you for the rest of your life and will form the backbone of your online development career forever.

Don't Panic.

You are not going to need to learn how to code, become a graphic designer, learn SEO, or any other kind of skillset that would typically involve years of schooling.

Instead, I am going to break down the process into nice and easy bite-size pieces that you can easily digest and execute at your own pace.

So, who am I?

My name is Adam Howell and I am a high school dropout turned entrepreneur.

At the age of 30, I was going through a tremendous amount of depression and felt completely unsatisfied with my 10-year career in the Canadian Oilfield.

I felt stuck, and I was afraid.

I had wasted so many years and had never taken a shot at chasing my dreams or even tried reaching my full potential.

It was time for a change.

I quit my job, sold most of my possessions, and began traveling the world to take advantage of all kinds of personal development and entrepreneurial courses.

Since beginning my journey 5 years ago I have;

- *Helped create 2 separate 7-figure start-ups*
- *Had my products featured on Fox, Huffington Post, Business Insider and more*
- *Travelled and lived in 15 different countries*
- *Created over 100 products / websites*
- *Figured out how to make money while I sleep*
- *Built 5 unique start-ups in a single year (Full story available [here](#))*

Life is different now and it is all a direct result of learning and mastering the techniques discussed in this book.

I still don't know how to code, my Photoshop skills are weak and my computer knowledge 5 years ago consisted of playing online games and checking my email.

If I can do it, so can you!

Thank you for joining me on this adventure.

Now let's get to work!



Sincerely,

Adam Howell

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INTRODUCTION TO OUTSOURCING



First of all, let's have a quick reality check.

If you think that you are going to take a couple hundred dollars, build your first website and start pumping out cash on cruise control, allowing you to quit your job and sail off into the sunset...

You've probably been subjected to too many Facebook and YouTube ads by phony guru's promising you instant fame and fortune if you simply buy their product.

We have all heard the saying "If it sounds too good to be true... It probably is".

Now, don't feel bad, I spent thousands of dollars and wasted hundreds of hours trying to "get rich quick" when I first started out as well.

The reality of the situation is that becoming an online entrepreneur is hard work and requires that you take a tremendous amount of action in order to grind your way to success.

My mission is to provide you with a shortcut.

A step-by-step guide that will allow you to cut 5 years off of your learning curve and save thousands of dollars in training.

Now, chances are you will likely look back on your first creation in a year's time and say "WOW! What piece of crap" (I know I did).

This is not because I'm going to teach you how to build a shitty product or provide you with rookie advice.

It is simply because within a year's time you will have progressed your development skills to such a high level that this first creation of yours will seem amateur at best.

Picture the very first time you ever drove a car and then compare it with your driving skills today, the same logic applies here.

I know that right now you are having feelings of uncertainty and self-doubt. Don't worry, its okay and it's perfectly normal.

I just want you to know that I got your back and I'm here to help you through this process.

Stick with this guide, engage with our community and you will be building cool stuff within no time. Guaranteed!

So let's get started!

I'm going to break down the process into several different components in an attempt to make everything easy to digest and even easier to execute.

So how is it possible that I am able to build all of this cool stuff? Well, the answer is outsourcing!



Outsourcing is the process in which skilled developers, designers, and creators are hired to perform specific jobs on a per-project basis.

I'm going to teach you how to connect with high-level professionals capable of producing amazing online creations for a fraction of the cost that you would traditionally pay.

Your role in this whole process is not to spend hours grinding away at the actual tasks, but instead act as a visionary, a project manager, and as a leader.

It is your responsibility to understand all of the different pieces of the puzzle and then to successfully put those pieces together to create wonderful and profitable "things".

I have successfully mastered this technique and have used it to create every single one of my 100+ websites and start-ups.

Now your first challenge is to imagine.

What kind of financial opportunities immediately pop into your head.

What could you build that others would find of value?

What have you always been passionate about and wanted to bring to life?

Can you see the possibilities staring back at you?

This knowledge is something that I've taught to my mom, I've shown friends and is something I will soon be teaching my 12-year-old niece.

Others have done it, I have done it and you can do it too. No excuses!



BUSINESS IDEA GENERATION

So where do you start?

Well, first I think it's important to remember the thoughts that were going through my mind at this point.

How am I going to pull this off?

This is going to be so hard!

What could I possibly build with zero experience?

I've never done anything like this; it's never going to work.... And the list goes on and on.

Now it's important to first be aware of what is going on here.

Just stop and take a look at what your conscious mind automatically wants to do. PROTECTION MODE ACTIVATED! Fascinating isn't it?

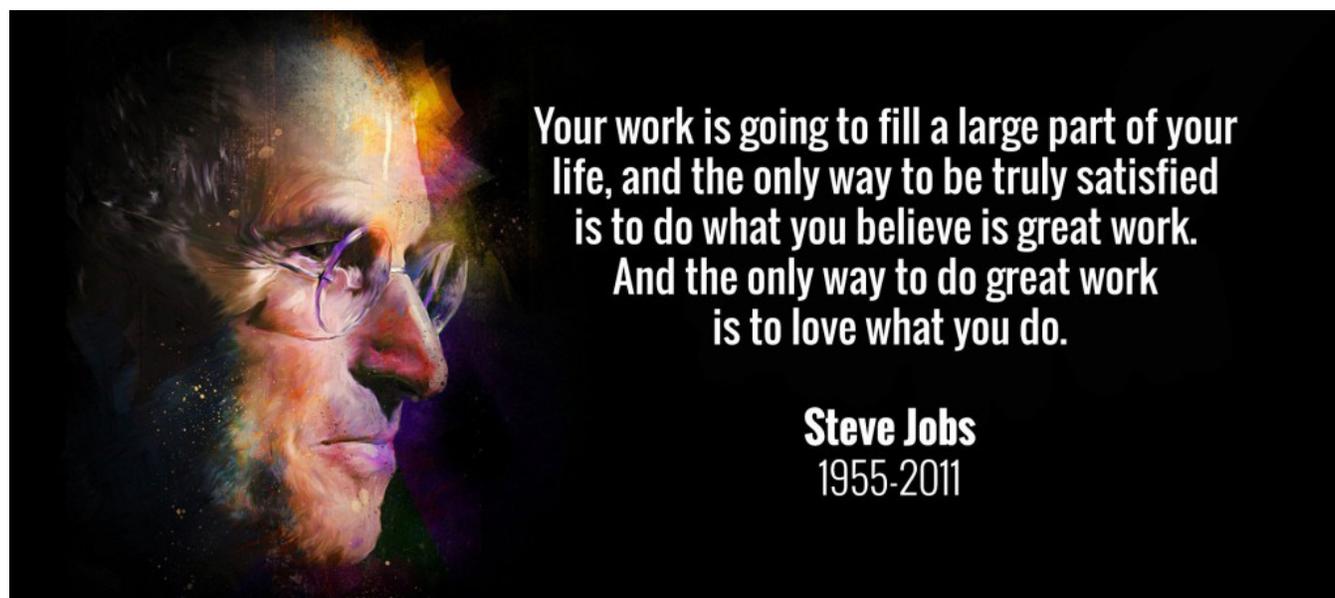


Fear of failure is an amazing thing; it is capable of paralyzing the untrained mind yet it can also provide a clear path to those who recognize and are able to identify its mysterious effects.

Many philosophers have preached about the importance of these techniques for years and for good reason.

Never again will a negative thought be allowed to run wild and kill another idea before it is brought to life. It's your brain right? Now it's time for you to take control.

So what do we build?



Perhaps the most important thing to base your decision on was said best by the late Steve Jobs. — *Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.*

Now with that concept as your foundation let's take a look at a couple good places to start.

Perhaps you have an existing company or organization that you represent in need of a website?

Maybe you are an artist of some kind and creating an online portfolio makes sense.

Chances are that you have some sort of expertise on something job or hobby related, how about starting a blog?

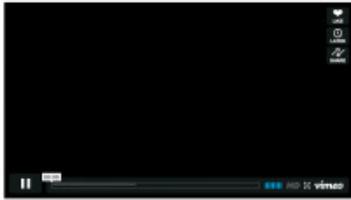
Keep in mind that you are spending a relatively small amount of money and your goal is to learn this new skillset.



HOME ABOUT US CONTACT

DON'T PANIC!

LOGO DESIGN AND BRANDING DOESN'T HAVE TO BE A SCARY PROCESS. Our expert design team is here to make your life a little bit easier. We are able to take all of the stress and frustration out of the process so that you can focus on what really matters. **MAKING MONEY!**



CONTACT US

Choosing the wrong logo and branding design can seriously harm your business. This mistake has the ability to turn down potential clients and profits before they even enter the front door. **WE CALL THIS THE SILENT KILLER!** Most people don't realize this and suffer the pain of wondering why all their hard work and promotional efforts are not paying off. **DON'T LET THIS HAPPEN TO YOU!**

MAIN SERVICES

<p>PRODUCTS</p> <p>Give your company the identity it deserves!</p> <ul style="list-style-type: none"> — Logo Design — Branding Images — Business Card Templates — Letterhead/Contracts — Custom Email Signature 	<p>BENEFITS</p> <p>Enjoy the rewards without going through the stress and frustration.</p> <ul style="list-style-type: none"> — Increased Sales and Profits — Market Research-based Design — Strong Company Identity — Build First Impression — More Customers = More Money 	<p>GUARANTEES</p> <p>Get exactly what you want when you want it.</p> <ul style="list-style-type: none"> — 30-Day 100% Money Back Guarantee — Excellent 1 on 1 Customer Service — 100% Satisfaction Guarantee — Precious Client Testimonials — Unlimited Design Revisions
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Happy Client

LogoMastermind.com and the client has helped me so much with my logo I just said there a few details and they made an excellent logo. Because I am a bit picky they had to redo the logo up to 5 TIMES before I wanted a few changes, all I got was fast no problem thanks to the logo and the Service that LogoMastermind has given me my business now Guaranteed, I definitely will come back for more design. Keep it up.

Web: www.fishbase.com

PORTFOLIO



Happy Client

I was amazed when I got my logo. It was so quick and super cool. LogoMastermind.com created an even better one than I had in mind. The cost just fit it all for me and that it was created in no time. The design is straight perfection. Will recommend them to some friends.

Client: CEO of Javelin7.com

NEED A PROFESSIONAL IMAGE?
LET US TURN YOUR DREAMS INTO A REALITY AND BUILD YOU A BRAND THAT WILL BLOW YOUR COMPETITION OUT OF THE WATER!

THE TIME IS NOW!

<p>STEP 1 - CONSULTATION</p> <p>Send the form for a FREE consultation with a member of our design team. We will contact you within 24 hours of your inquiry and arrange for the 1:1 to discuss together and help get to the heart of what you want your company image to convey.</p> <p>STEP 2 - DESIGN</p> <p>From here we take your input and what we do best. Our team gets together for a brainstorming session and figure-out exactly how to brand your business in the most effective manner possible. Check some of our other page the competitor images to see who came up with the best design.</p> <p>STEP 3 - DELIVERY</p> <p>You are presented with several premium designs to pick from. Once you decide which one you like best we get together in a 1:1 to make any tweaks and adjustments you require. Once everything is ready the only you need is you are sent all the relevant materials including business cards and more to suit all of your future needs.</p>	<p>LET'S GET YOU STARTED</p> <p><i>40% Confident you need to find out how Logo Mastermind can help bring your business before and now!</i></p> <p>NAME: <input type="text"/></p> <p>EMAIL: <input type="text"/></p> <p>PHONE: <input type="text"/></p> <p>MESSAGE: <input type="text"/></p> <p>SEND</p>
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WE WILL TAKE AWAY HOURS OF STRESS AND FRUSTRATION BY SCIENTIFICALLY SELECTING THE RIGHT BRAND FOR YOUR BUSINESS. OUR JOB IS NOT FINISHED UNTIL YOU ARE 100% SATISFIED. LET OUR TEAM OF EXPERTS GUIDE YOU IN THE RIGHT DIRECTION. AFTERALL, IT SURE BEATS TAKING A STAB IN THE DARK.



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If this is your first online development project I would strongly consider keeping it simple.

It is important to understand that trying to build the next eBay or Facebook is perhaps too ambitious for a first project. With that in mind let's put the million-dollar idea on hold for now.

**** Pro Tip****

If you are serious about considering an online career I would highly recommend securing your name as a domain name (.com's are all that matter, we will go over this in the next chapter). Learn from my mistake, some guy bought www.adamhowell.com and has it registered and locked down until 2022.

So you're probably saying...

"Give us an example man. What was the first thing you built?"

Well, although that site is no longer live, I was able to find an old archived record of it.

My first attempt at building an online business was a logo design site.

My idea was to use my outsourcing skills to build logos for cheap and sell them to customers for a profit.

As you can see this site is not overly impressive and when you compare it to some of my recent creations the difference is night and day.

This is why I stress the importance of using your first website as a learning experience rather than trying to hit a home run your first time swinging the bat.

Although I never actually sold a logo or made any money with this first project I acquired the confidence and experience needed to build something better.

So let's take a look at the [video I made for Logo Mastermind](#) (my first video ever).

Now compare that to one of my most recent video creations.



Anyone can see the difference in quality and I hope it clearly proves the point that I am trying to make.

Hammer out this first project, learn the skills, gain the confidence, and keep building.

Your quality level will increase with each new creation.

Here is a list of some of the most popular online business models off the top of my head to help stir up some ideas.

- ➔ Building websites for individuals and companies
- ➔ Creating promotional videos
- ➔ Writing an eBook that you can sell
- ➔ Providing social media marketing services
- ➔ Search Engine Optimization (SEO) packages
- ➔ Logo design and branding
- ➔ Starting a blog
- ➔ Producing animated video's for businesses
- ➔ Providing article writing services
- ➔ Performing research and data entry
- ➔ Creating a modulated course
- ➔ Administrative services such as accounting and bookkeeping
- ➔ Writing sales copy for customers
- ➔ Building music videos for recording artists
- ➔ Mobile apps
- ➔ Building a cryptocurrency
- ➔ Affiliate marketing products
- ➔ Offering translation services
- ➔ Website maintenance and server administration
- ➔ Business consulting services

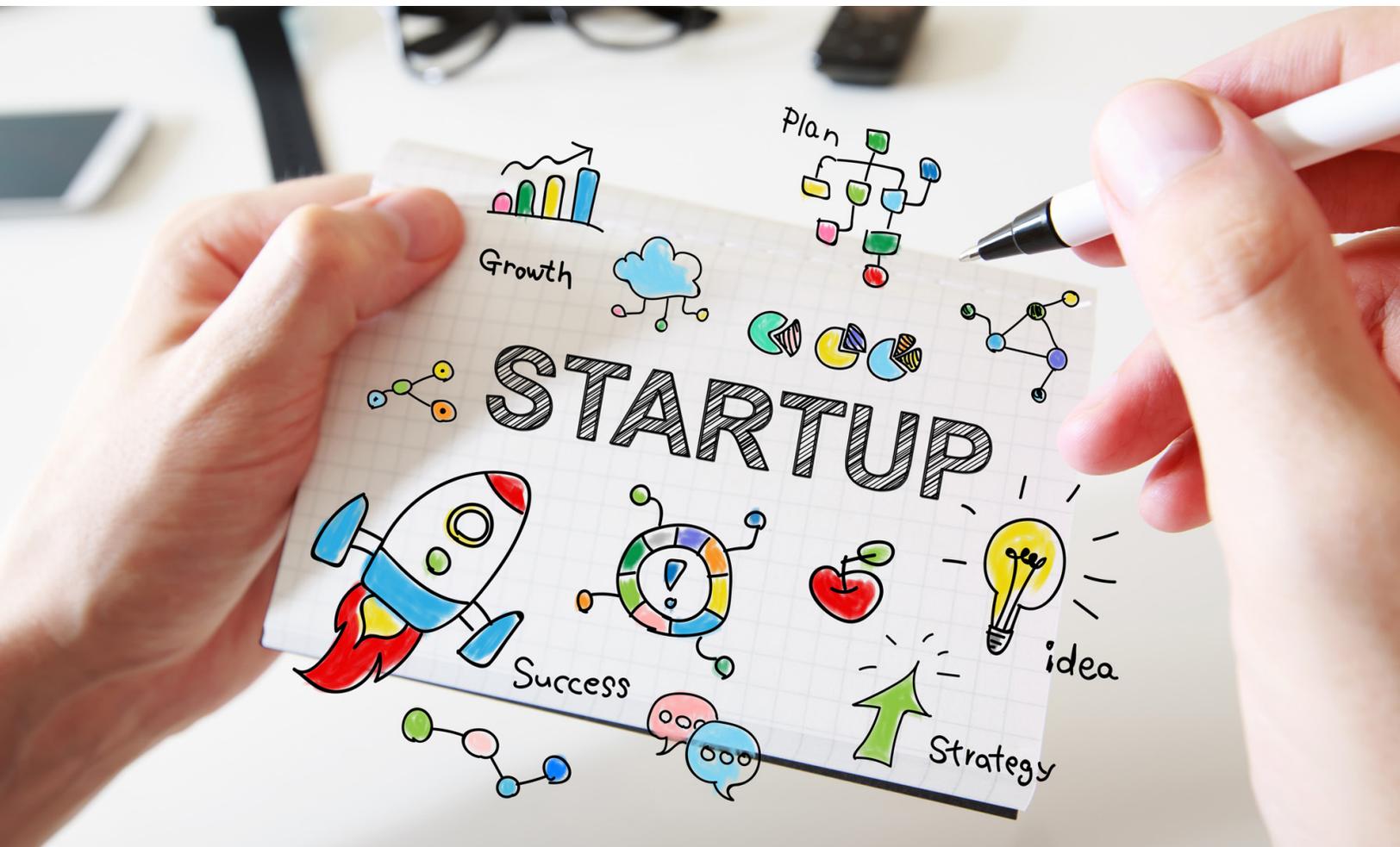
Hopefully, this list has helped spark a couple of potential ideas.

Now, it's time for you to perform your first task.

Take some time to think about what it is that you want to build and then pull the trigger.

By this point, you should fully understand first and foremost that it's possible! If you are able to browse the internet, send emails and play games then you are in the exact same position I was in just a few years ago.

If I can build online start-ups so can you!



FINDING AND BUYING A GOOD .COM DOMAIN

Now it's time to pull the trigger and spend your first 10 dollars. So let's get into it!



Buying a domain name is really easy.

Basically, the process involves entering a proposed name into a search bar and checking to see if the domain name is available.

If the domain is available you have the ability to purchase it, in most cases with PayPal or a credit card.

There are a lot of different sites where you can purchase domain names.

I personally use www.namecheap.com. The other big name in the industry is www.godaddy.com.

There are many other domain registration websites, some of which may be a dollar or two cheaper or more expensive. Today, I'm only going to mention the top 2 and just leave it at that.

So, let's pretend that I have decided to build a website design company and I need to find a cool domain/company name.

Now, the first rule that everyone should be aware of is that if you are looking to build a website that is meant to be easily found by other people then you want to focus all your efforts on a .com extension.

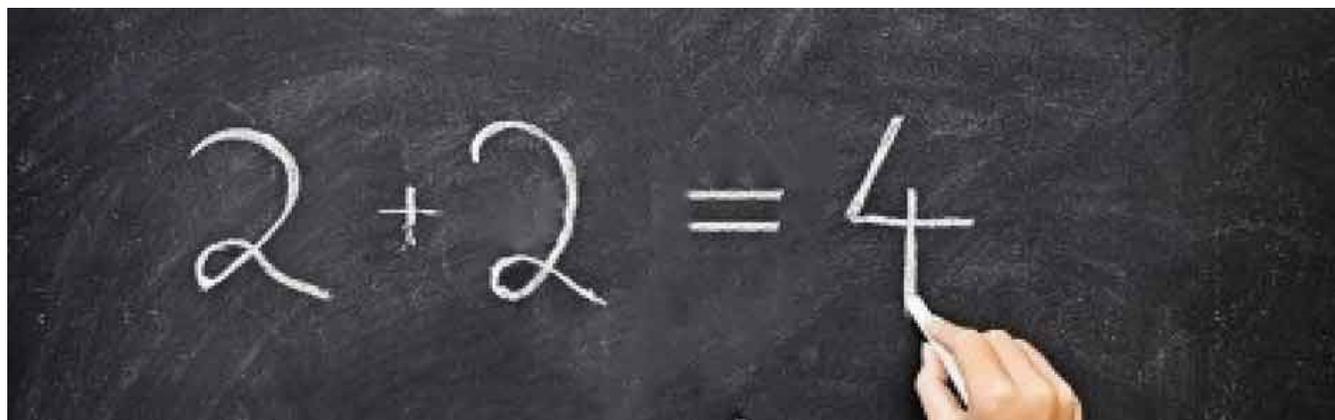
I do use other domain extensions for projects that I don't need to showcase or for things that I like to keep out of the spotlight or hidden.



But, anything that I want to actually show to people such as a business, a brand, or even a personal portfolio, I always make sure to secure a .com domain.

Now, the second rule is that you want to avoid any difficult to spell words, any kind of underscores or weird symbols, and also avoid numbers mixed in with letters.

Basically, the bottom line is that you want to keep it simple and avoid any possibility of confusion at all costs.



On top of that, you have to find something that represents your brand and is not currently registered.

This can be very tricky because many of the good .com domains are simply taken.

There are basically three main schools of thought when it comes to selecting a good domain name.

Always remember that these are just guidelines, don't ever be afraid to break some rules and try out your own ideas or the ideas of others.

1

The first option is to have a domain that will allow a stranger to see it for the first time and be able to guess what your company is about.

2

The second option is to go with a completely abstract term or a made up word like Yahoo or Google, for example.

3

The third option is to build a personalized brand that incorporates the use of either your name or something else that represents you personally.



For this guide, we are going to go with the first option and look for a domain that could be used to easily identify a web design company.

The first thing I like to do is brainstorm several keywords that would be suitable as a part of the domain.

An easy way to do this is to simply run a Google search for the business you are looking to build.

In this case, I Googled web design and came up with the following examples.

- ➔ Design
- ➔ Studio
- ➔ Graphics
- ➔ Web Design
- ➔ Developments

Now the beautiful part of building a web design or web development company is that you can literally take any of these keywords and slap a cool word either in front or behind it and you have a pretty legit brand name.

Let's use the word **FOX** as an example:

- **Fox** Design, **Fox** Studios, **Fox** Graphics, **Fox** Web Design, **Fox** Developments.

Now let's put it after the keyword and see what we get.

- Design **Fox**, Studio **Fox**, Graphic **Fox**, Web Design **Fox**, Development **Fox**.

As you can see some of these work and others simply do not but what should be noticed is just how easy it is to create a cool brand name with these very basic principles.

Now, when browsing for available domains and actually trying to find something that is available I will sometimes use Godaddy not to purchase a domain but to get ideas from the search tool.

The screenshot shows a search interface for the domain 'foxwebdesign.com'. At the top, there is a search bar containing 'foxwebdesign', a 'SEARCH AGAIN' button, and a 'CONTINUE TO CART' button. Below the search bar, a message states: 'Sorry, foxwebdesign.com is taken. Still want it? [Here's what you do.](#)'

Under the heading 'SELECTED JUST FOR YOU:', there are two sections:

- EXTENSIONS:** A list of domain extensions with checkboxes: All extensions (unchecked), .com (checked), .net (unchecked), .design (unchecked), .org (unchecked), and .ca (unchecked).
- Domain Suggestions:** A table of suggested domains, each with a price and a 'SELECT' button.

Domain	Price	Action
foxnetdesign.com	0\$19.99 ⁺ C\$14.99	SELECT
foxwebdesigngroup.com	0\$19.99 ⁺ C\$14.99	SELECT
foxwebdesignbuild.com	0\$19.99 ⁺ C\$14.99	SELECT
foxwebdesignstudio.com	0\$19.99 ⁺ C\$14.99	SELECT
foxwebdesigncompany.com	0\$19.99 ⁺ C\$14.99	SELECT

You can see here that foxwebdesigns.com is taken, however, by selecting only .com extensions below, I am able to see a bunch of suggestions of available .com names on the bottom right.

Most of the time these domain suggestions suck and are not what you are looking for, but every once in a while something pops up.

Just having these suggestions appear when you are searching is a very valuable tool that can sometimes spark a creative idea and might allow you to find that hidden gem you are looking for.

Another tool that I LOVE is a free tool that keeps track of all of the recently expired domain names that have just popped back onto the market.

This tool is called www.justdropped.com and has worked very well in helping me find some great domains over the years.

So how does it work?

Well, it's quite simple, basically, this tool will allow you to input a keyword and run a search to see if any domain names containing that keyword have recently expired and have become available in the marketplace.

Additionally, you can select the domain extensions you want to search for. For this example, we will only check .com.

We will also set the character length to 15 letters so that we don't have any super long domain's coming up that we have to go through.

Deleted Domain Name Search
Unrestricted Searches - Search all Day!

Exact Match Domain Name:

OR use the following search fields:

Starts with: Ends with:

Domains should contain:
 design & &

include numbers domains with only numbers include hyphens contains some words contains ONLY words

minimum length: 1 character maximum length: 15 characters

character specification: [add another](#)
 C=consonant, V=vowel, L=letter, N=number

domain availability Deleted within last 30 days

List only Domains dropping on:
 Mar 5 2016

.com .net .org .info .biz .us IDN

NEW FEATURE (Currently working for Netsol, Enom, Dotster, Godaddy, Bulkregister, OpenSRS, Moniker and many others.) **Best results are obtained by checking only one TLD per search.**

REGISTRAR: List only domains from the following Registrar:
 Optional...

Show the Domains!

[New Real-Time Available Domain Keyword Alerts!](#)

And last but not least we will set the results to the last 30 days so that we get a decent amount of results to look at.

For this tutorial, we will use the keyword “design” and now we will run our search and see what we get.

1	<input type="checkbox"/>	 aadesignweb.com (whois) (ranking) (links) (register) (sell)	available	02-28-16	unknown (?? days)
2	<input type="checkbox"/>	 aarhusdesign.com (whois) (ranking) (links) (register) (sell)	available	02-18-16	unknown (?? days)
3	<input type="checkbox"/>	 abapdesign.com (whois) (ranking) (links) (register) (sell)	available	02-25-16	unknown (?? days)
4	<input type="checkbox"/>	 abcdesignco.com (whois) (ranking) (links) (register) (sell)	available	03-02-16	unknown (?? days)
5	<input type="checkbox"/>	 abcdesigninc.com (whois) (ranking) (links) (register) (sell)	available	02-28-16	unknown (?? days)
6	<input type="checkbox"/>	 abettdesign.com (whois) (ranking) (links) (register) (sell)	available	03-02-16	unknown (?? days)
7	<input type="checkbox"/>	 achartdesign.com (whois) (ranking) (links) (register) (sell)	available	02-07-16	unknown (?? days)
8	<input type="checkbox"/>	 acpdesigns.com (whois) (ranking) (links) (register) (sell)	available	02-17-16	unknown (?? days)
9	<input type="checkbox"/>	 adalydesign.com (whois) (ranking) (links) (register) (sell)	available	02-25-16	unknown (?? days)
10	<input type="checkbox"/>	 adesignpaper.com (whois) (ranking) (links) (register) (sell)	available	02-15-16	unknown (?? days)
11	<input type="checkbox"/>	 adintdesign.com (whois) (ranking) (links) (register) (sell)	available	02-07-16	unknown (?? days)
12	<input type="checkbox"/>	 adwadesigns.com (whois) (ranking) (links) (register) (sell)	available	03-02-16	unknown (?? days)
13	<input type="checkbox"/>	 aadesignhut.com (whois) (ranking) (links) (register) (sell)	available	02-26-16	unknown (?? days)
14	<input type="checkbox"/>	 aexaedesign.com (whois) (ranking) (links) (register) (sell)	available	02-18-16	unknown (?? days)
15	<input type="checkbox"/>	 afnandesign.com (whois) (ranking) (links) (register) (sell)	available	02-26-16	unknown (?? days)
16	<input type="checkbox"/>	 afoilsdesign.com (whois) (ranking) (links) (register) (sell)	available	03-02-16	unknown (?? days)
17	<input type="checkbox"/>	 againdesigns.com (whois) (ranking) (links) (register) (sell)	available	02-25-16	unknown (?? days)
18	<input type="checkbox"/>	 agpropdesign.com (whois) (ranking) (links) (register) (sell)	available	02-26-16	unknown (?? days)
19	<input type="checkbox"/>	 ahavendesign.com (whois) (ranking) (links) (register) (sell)	available	02-12-16	unknown (?? days)

As you can see there is a tremendous amount of results!

All of these domains have just come back onto the market within the last 30 days and there will be some gems that have slipped through the cracks that someone forgot to renew.

So now the next step of the process is to manually go through the results until you find the one you're looking for.

Sometimes this can take a few minutes, other times it will take me a day or two to find a suitable domain name.

What I will tell you is that I have locked down some sick 6 and 7 letter .com domains using these techniques.

Let's check out the search results and see what popped up.

Here is a list of some of the results that could potentially work.

- ➔ cubixdesigns.com
- ➔ designbursts.com
- ➔ designspout.com
- ➔ designhacking.com
- ➔ informaticsbydesign.com
- ➔ loopingdesign.com
- ➔ laminationdesigns.com
- ➔ magickdesigns.com

Okay, I made it down to the "M's". As you can see there are a few options that have popped up from this search.

I could also repeat this search using different keywords and produce an entirely new set of results.

Another amazing tool that is an absolute beast is www.impossibility.org.

This tool will allow you to insert a keyword and then run a search which will automatically add a noun, verb or adjective to the start or end of that word.

Impossibility! The Best Domain Name Generator Ever.

Add to the of my word:

[Ads by Google](#) [Domain Name Generator](#) [Best Domain Web Hosting](#) [VPS for Web Hosting](#)

Unregistered domains:

fatsocialmedia.com is available! Register at GoDaddy
 cozysocialmedia.com is available! Register at GoDaddy
 eachsocialmedia.com is available! Register at GoDaddy
 warmsocialmedia.com is available! Register at GoDaddy
 fellsocialmedia.com is available! Register at GoDaddy
 nullsocialmedia.com is available! Register at GoDaddy
 latesocialmedia.com is available! Register at GoDaddy
 rudesocialmedia.com is available! Register at GoDaddy
 smugsocialmedia.com is available! Register at GoDaddy
 zanysocialmedia.com is available! Register at GoDaddy
 bentsocialmedia.com is available! Register at GoDaddy
 tallsocialmedia.com is available! Register at GoDaddy
 bornsocialmedia.com is available! Register at GoDaddy
 oldsocialmedia.com is available! Register at GoDaddy
 nicesocialmedia.com is available! Register at GoDaddy
 okaysocialmedia.com is available! Register at GoDaddy
 awaysocialmedia.com is available! Register at GoDaddy
 usedsocialmedia.com is available! Register at GoDaddy
 lesssocialmedia.com is available! Register at GoDaddy
 tartsocialmedia.com is available! Register at GoDaddy
 sizesocialmedia.com is available! Register at GoDaddy
 daftsocialmedia.com is available! Register at GoDaddy
 woodsocialmedia.com is available! Register at GoDaddy
 ironsocialmedia.com is available! Register at GoDaddy
 outsocialmedia.com is available! Register at GoDaddy

The results that you get back from your search will contain a list of domains that are currently available for purchase.

Using these techniques in combination with manually searching on Namecheap or Godaddy will allow you to find what you are looking for, it will simply take some time and determination on your part.

Once you find a domain that is available you simply add it to your shopping cart and complete your purchase.

**** Pro Tip ****

Once you find a domain name and you make your first purchase you naturally going to think that you just pulled a fast one and scored a sweet gem. It will seem like this because you likely just spent hours searching. It's easy to believe that your new company name is now the hottest new thing on the face of the planet. Now it's important to avoid a mistake that I and many other new entrepreneurs make at this stage.

When I built my first website I bought the domain www.logomastermind.com. Thinking that I needed to protect my brand I also bought the .biz, .org, and the .ca. I didn't actually make a sale with this website or ever use the other domains, it was all just a waste of money. I've seen others do this as well so it's important to avoid it when you feel the urge.



Buying the actual domain for your new project is always exciting and makes everything feel real.

If you have made it to this step and built up the courage to spend your first 10 dollars then good for you! You're going to need more of that courage on the road ahead.

By this point in your journey, you will begin to feel your self-confidence rapidly building.

Those feelings of fear and anxiety should now be starting to fade away and instead, you will notice a sense of excitement beginning to build.

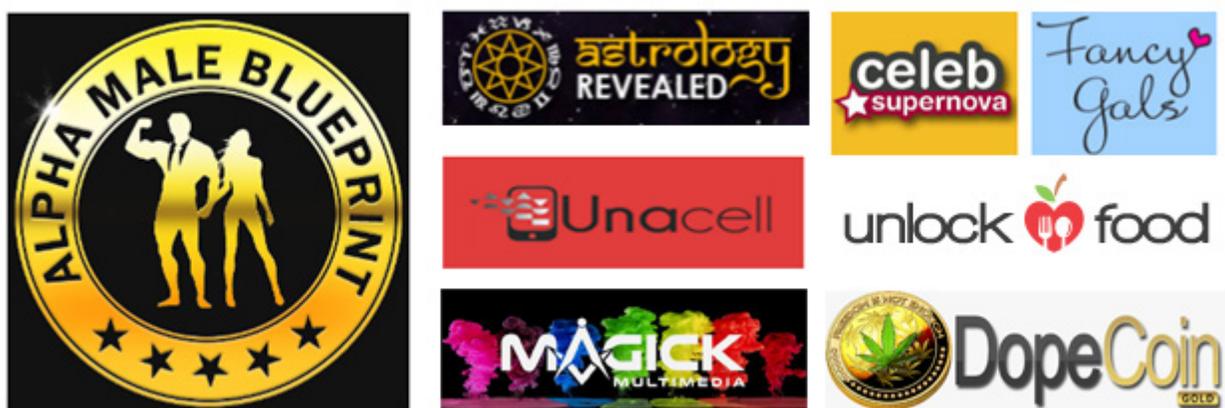
It is time to finally bring everything to life and give your new project an identity.

The best part is that if you follow this guide and use these strategies you should be able to get it all accomplished for five dollars!

Branding is one of the core components of any business and can help to quickly communicate with the general population several things about your website or business.

Check out this example of some of the brands that I have built.

Can you guess what each brand might be about based on the logos?



Now let's talk science...

First impressions in the online world are absolutely huge!

This detailed [report](#) from conversionxl.com states that online users form a first impression within 50 milliseconds (that is 0.05 seconds!).

Google also conducted their own [research](#) and suggest that it actually takes as little as 17 milliseconds!

Both studies come to the same conclusion and statistically prove that first impressions do matter.

Did you know that the average user spends around 8 seconds on your website?

It has also been proven that people don't actually read websites when they first arrive, they scan it.

So that means you have 50 milliseconds to make your first impression and 8 seconds to convince your new user to stick around and click on something by the end of their scan.

So, what can we do to make sure that we achieve a great first impression and encourage new users to explore our site further?

Well, we have already done the first thing, which is to educate ourselves and understand user behavior.

Now the next step is to build something awesome that people love!

So, the first thing we are going to do is grab some inspiration. Check out these examples of some of the world's largest and most recognizable brands.



As you can see there is a massive variety of colors, fonts, and icons.

Some logos are very basic while others are more complex.

Through the use of color, fonts, and icons, each of these logos are able to produce an immediate feeling or emotion when first seen by a new user.

Now, let's talk about the first major component; color.

Colors are very closely tied to emotions and are one of the major factors that determine if someone engages with or becomes a paying customer of a brand.

Check out these charts that outline the different emotions that we associate with certain colors.

Choosing a color for your brand can seem intimidating and you might feel overwhelmed with choices.

It is important to understand that there is no exact science to this whole process and these are merely guidelines and examples. Don't be afraid to think outside of the box or to break some rules if you feel the need.

Most brands use more than one color and typically utilize a couple of complimentary colors.

Choosing colors that fit well together can be difficult; I found a tool that makes the process a whole lot easier.

Check out [Coolers!](#) This tool allows you to generate color schemes by pressing the spacebar (tap on mobile).

When you see a color that you want to keep, click on it and it will lock it into place. You can then press the spacebar and generate more choices until you have locked in all your selections and arrived at your final color scheme.

Check out an example of our scheme from [Alpha Male Blueprint](#).



The next major component involved with a brand is the font selection.

I should mention that there are actually 2 different areas when it comes to fonts.

First of all, we have the font that is used for the actual logo and then we have the font that is used on the website and for daily use.

First, we will discuss our options for font selection for the actual logo and then we will take a look at some of the rules we should follow for the site itself.

Some of the most recognizable and top brands in the world are simply a font printed out in black and white.

Often, we can also see logos without any text where instead symbols are used, most commonly, however, we tend to see a combination of symbols and text used to represent the majority of today's brands.



BOTTEGA VENETA



GUESS



Dior



Now, your font selection has the ability to say a lot about your brand upon the first impression.

It can give off a premium vibe such as Rolex or it can give off a fun and playful vibe like LEGO.

You can even target your audience by gender and choose a font that gives your brand either a masculine or feminine feel.

feminine

MASCULINE

It's important when making your selection that you consider all of these components.

For example, if we go back to our Fox Web Design example, I would personally brand this type of business as a luxury style, premium brand where I could charge premium prices for my awesome web designs.

On the other hand, if I was trying to create some sort of social media advertising company, I would select something that gave less of a luxury feel and instead would try to find something that I felt represented value and trust.

Make sure you really consider these things and use this information to your advantage.

The worst thing you can do is just select a logo and font without any kind of consideration simply because you think it looks cool.



The last thing that we need to discuss about fonts is how we use them on our actual website and throughout our operation in order to represent our brand effectively.

It's important to first note that you do not need to use the same font on your website that you used for your logo. These can be considered two separate things that do not conflict or involve each other.

When selecting the font to use on your actual website the most important rule is to select something that is easily readable.

You will want to avoid the urge to use cursive or tightly spaced fonts that are difficult for the eye to quickly process.

Keep in mind that people are scanning before they decide to read, we want to keep it clean and easy for the eye to digest.



Another unwritten rule is to select 2 to 3 fonts and to use only those fonts for your entire brands lifetime.

You should select one font to be used for titles and another to be used for the body of articles and written material.

A third font can be used as a call to action or auxiliary font if needed (we only use 2 fonts on [Alpha Male Blueprint](#)). It should be noted as well that these 2 (or 3) fonts that are selected can be expanded upon with italic, bold and light versions if needed and will match the main fonts perfectly.

When using more than 3 fonts on a website, studies have shown that the user begins to feel disassociated and confused, which is certainly not what we want our brand to sub-communicate.

Take a look [here](#) at a list of 20 combinations for some inspiration.

Once you have made your selection it is important to stick with it and to make sure that all your imagery and any graphics made also include your carefully selected colors and fonts.

Maintaining brand consistency is what will allow people to identify and build a sense of familiarity and trust.

The last major component is the use of symbols.

If you do choose to use a symbol to represent your brand it is important to either select something that actually represents your company in some way or to choose something abstract that does not potentially confuse a new user at a quick glance.

It is with the combination of colors; symbols and fonts that we are able to create the basis of a great brand that people instantly like and want to discover more about.

**** Pro Tip ****

When I go to create a logo for a new brand I will use [Google image search](#) as my main method of attack. If I want to create a web design company I will literally search Google images for “web design logo”. I will then start scrolling through the results and look for icons, fonts or logo ideas that catch my eye. Many times my new logo will be a combination of a font that I liked from one logo and an icon taken from another, which I then combine to make my new logo.

You might spend hours browsing logos and fonts before coming to a decision, don't worry I'm pretty sure this is normal and it sometimes takes me days to come to a final decision.

Once you do finally make your selections, it is now time to move onto the final part, getting the logo built.

For this part of the process, we are going to head over to the logo design section on one of my favorite websites [Fiverr](#).

Here, we will be able to find someone to build our new logo for us for \$5.



Now the first thing you want to do is start browsing portfolios.

Overview Description Basic Gig Offer Gig Extras Reviews Favorite 642

I will design PROFESSIONAL logo design

Graphics & Design / Logo Design

Order Now (C\$6.57)

Basic Gig Quantity

52 Buyer Reviews 4.9

Mapledesigns
Level 2 Seller

From Pakistan Positive Rating 100%

Snacks Avg. Response Time

Your goal is to find someone that has a style and previous work examples that you like.

Once you find someone that you think would be a good fit you can place your order and provide them with all of the details of your project.

The more details that you provide the better your chance of success.

When I get a new logo made I will basically have a screenshot of the font I want to use, the colors scheme, and the symbol that I want to be incorporated into the design.

I will then provide a detailed description of the new brand along with the vibe and feel I would like it to portray.

****Pro Tip****

Some designers on Fiverr will advertise for 5 dollars and then try to jack up the price on you with a bunch of “extras” that you “need”. The truth is that you can get the logo done for 5 dollars all-in, you just need to find the right outsourcer.

Sometimes if I really like a designer I will agree to pay an extra 5 bucks for the image source files, but I have never paid over \$10 for a logo and neither should you.

If you do not provide good details or if you allow the designer to do their own thing, there is a risk that you will receive a logo that you cannot use.

On the flip side, there is a chance that they might come up something better than your previous idea so it is a risk you will have to decide to take.

Most designers will allow for small modifications or tweaks if requested, make sure you clearly read the gig description before ordering.

It is also important before purchasing a gig that you research your designer and make sure they have plenty of good ratings and comments.

There are a lot of really crappy gigs on Fiverr so make sure you do your research but also understand that you are only going to risk 5 dollars and shouldn't spend hours before pulling the trigger.

The worst case scenario is that you might fail completely and have to hire someone other than your original designer and pay \$10 dollars instead of \$5, which is not a huge deal.

The screenshot shows a Fiverr seller profile for 'Mapledesigns'. At the top, it displays '52 Buyer Reviews' with a 4.9 star rating (represented by five yellow dots). Below the reviews are social media icons for Facebook, Twitter, Google+, and LinkedIn. The profile picture is a circular logo featuring a maple leaf and the text 'Maple DESIGN' with a purple circular icon containing a white 'V' and a camera symbol. The seller's name 'Mapledesigns' is in blue, and 'Level 2 Seller' is written below it. A table of statistics is shown below the profile picture:

From	Positive Rating
Pakistan	100%
Speaks	Avg. Response Time
English, Urdu	2 Hrs.

Below the table is a bio: 'I am Haider, currently doing Software Engineering. Web development and designing is my passion. I am expert in popular Blog CMS like Blogger and Wordpress and work as SEO consultant. Give me a chance and turn your dreams into reality!'. A 'Read more' link is provided. At the bottom left, there is a green dot and the text 'Online'. At the bottom right, there is a 'Contact Me' button with a speech bubble icon.

Avoid buying a logo that has a 3D effect or is emblazoned on wood or metal or is off to angle or anything strange.

The first version of your new logo should be a flat version that can be used on your website and the general rule is that you should be able to put it on a letterhead and photocopy it without any issues.

Some of the things you should avoid and watch out for...

It is very easy to get on this platform and to start buying stuff for your new brand that you will never use, make sure to avoid the urge to waste money on these things until you have a bit more understanding of this whole process.

These gigs will always be around later so let's not get sidetracked and start buying crap.

There are many things I need to warn you about first with Fiverr.

You should never buy Facebook likes, Instagram followers, YouTube views, SEO work etc. from Fiverr.

Almost all of these kinds of gigs are fully bot operated and can severely damage or ban your accounts. And the worst part is that after you make this mistake it cannot be undone.

Going from 30 followers on your personal Instagram to 10,000 will not look natural and will likely be something you regret.

If you are going to experiment with these services make sure to not use them on your “money account” until you have confirmed it is exactly what you want.

Additionally, buying views or followers on social media networks will not only look obvious and embarrassing, because you clearly have no engagement, but can also severely damage your account and positioning within certain social media and search network algorithms.

As a result, your accounts may be considered as “spam” accounts and your reach can be severely limited.

Fiverr is great for specific tasks such as translations, design work, article writing, video creating etc.

That’s just my personal opinion and my own rule that I follow.

Now, the next part is to simply wait for our outsourcer to deliver our new logo.

If the logo comes back and you are happy, you can then complete the gig and leave your designer a great review.

If for some reason you are unhappy with your design you can usually request a modification.

If this does not work you have the option of completing the project and leaving them a bad review, or you can request a refund.

Please keep in mind these designers are working for very cheap and many use Fiverr as their main source of income, be mindful of your reviews and keep your expectations realistic.



****Pro Tip****

Make sure that you get the file in several formats including .png .jpg .psd and vector (ai). It is important to have more than just a .jpg or .png as these are basically just pictures. The other files (.psd and ai) are your actual source files where you can edit the logo.

Congratulations!

You just built your first brand!

What you should start to notice at this point is that building an online business might not be as hard as you originally thought.

You know what is way harder? Getting up every day to go and work a job you hate!

WEBSITE TEMPLATE SELECTION AND CUSTOMIZATION

By this point, everything should be starting to fall into place.

You should have enough real-world experience from buying your domain name and building your logo to begin to see that this whole process is actually a lot easier than most people think.

The next goal is to create a website that looks like a million bucks and is ready to stand toe-to-toe with the greats!

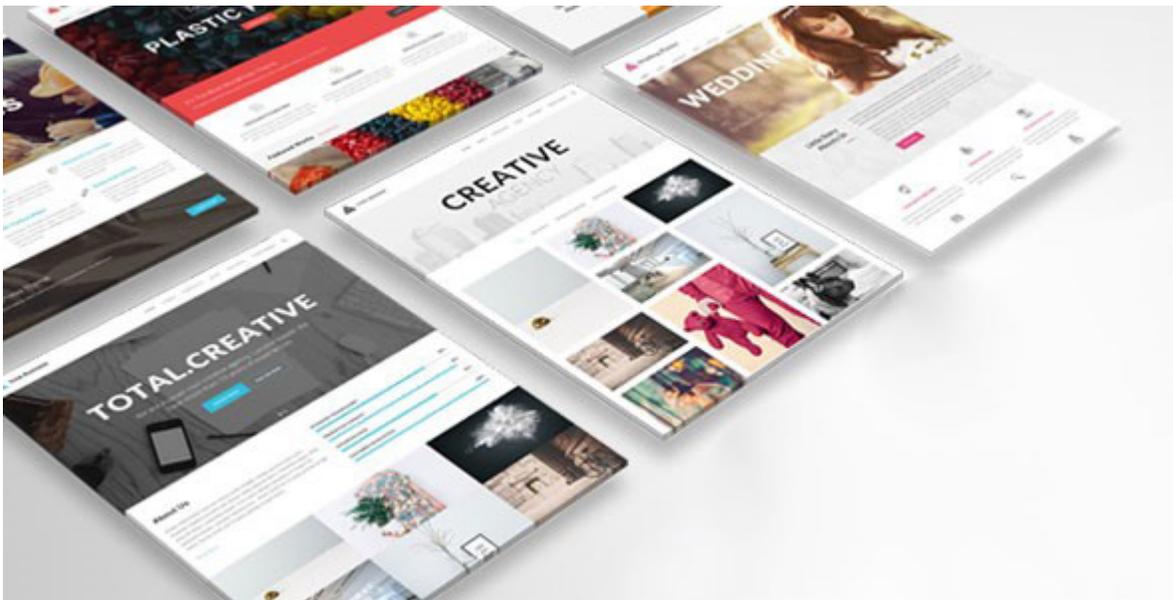
And the best part is that we are going to achieve this while spending as little as possible.



Now, when I first started this whole thing a few years ago, the first couple of builds were pretty sketchy and I had a lot of anxiety and self-doubt about the whole process.

But then after about the 3rd project, everything just seemed to click and fall into place.

It's important to push through, because at the end of this process is the realization that you can use these skills to build any kind of online website or product in the world.



Our next task, is to find an awesome template for our new site for around \$30 to \$50 dollars.

What we are going to do is find a template that is basically already built and then we are going to customize it to suit our purposes.

The best place that I would recommend finding great templates for cheap is at [ThemeForest](#).

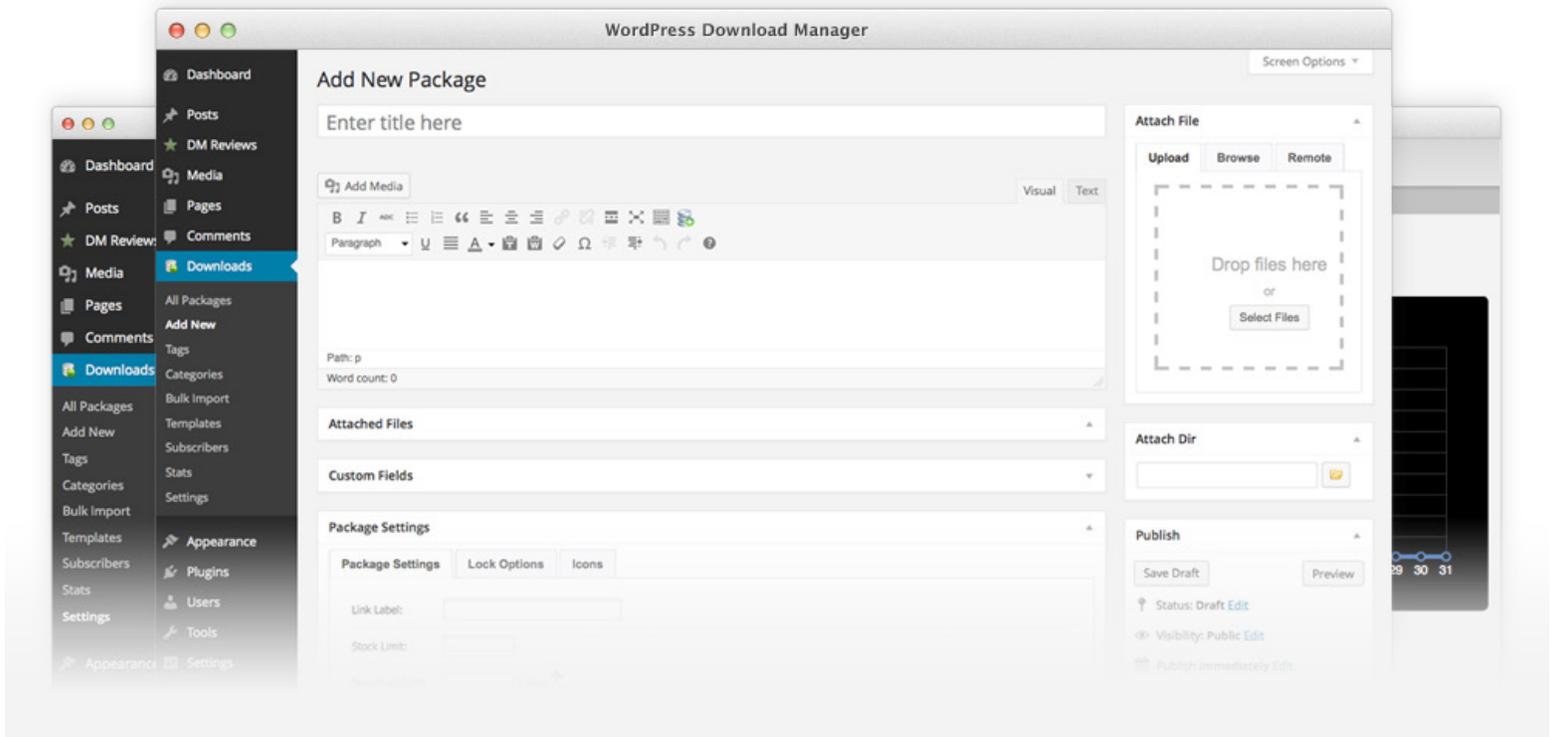
This website is basically your one stop shop for all kinds of great pre-built templates in various different formats.

If this is your first website I would recommend finding a WordPress template.

What is WordPress? Okay, good question.

WordPress is a CMS (Content Management System). Its purpose is to basically provide an interface for the user to manage their website or blog from an easy to use control panel.

WordPress is arguably the easiest CMS on the face of the planet and will allow noobies, like you and me, to tweak and add content to our sites without the need of a coder.



One of the alternatives to WordPress would be if you just used straight HTML code. This method would not include any kind of interface and all changes to the website would have to be done with actual coding.

If you think that WordPress might not be the best solution for your project, hold off on buying it until you speak with a coder and get their opinion.

Don't worry I'll show you how to find an awesome coder before the end of this book.

Most of my websites are in WordPress, and for good reason because I don't know how to code!



Yup, that's right, I built 5 start-ups last year and I don't know how to write a single line of code (and neither will you!).

Most people take a look at starting a career online and will immediately think that they need to learn all of these hard-core skills.

This is simply not true and in my opinion a total waste of time.

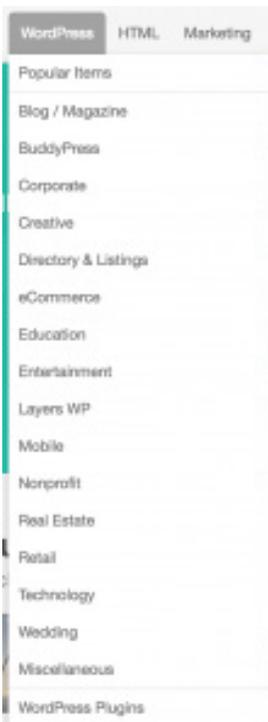
I tried learning to code, IT SUCKED!

I hated it so much and unless you are one of those rare people that just love's coding, I guarantee you will hate it too.

Don't put yourself through it, let the coder's code and let the designer's design.

Your job is to act as a project manager and to simply put all of the pieces together.

So now that we have established that our first build should be in WordPress, let's head back over to [Themeforest](#).



There are basically two ways to navigate this search in order to find a theme. First, we have a dropdown menu at the top of the screen specifically for WordPress.

In here you will find a variety of categories to choose from. Select the category that fits your project and you will see a bunch of results.

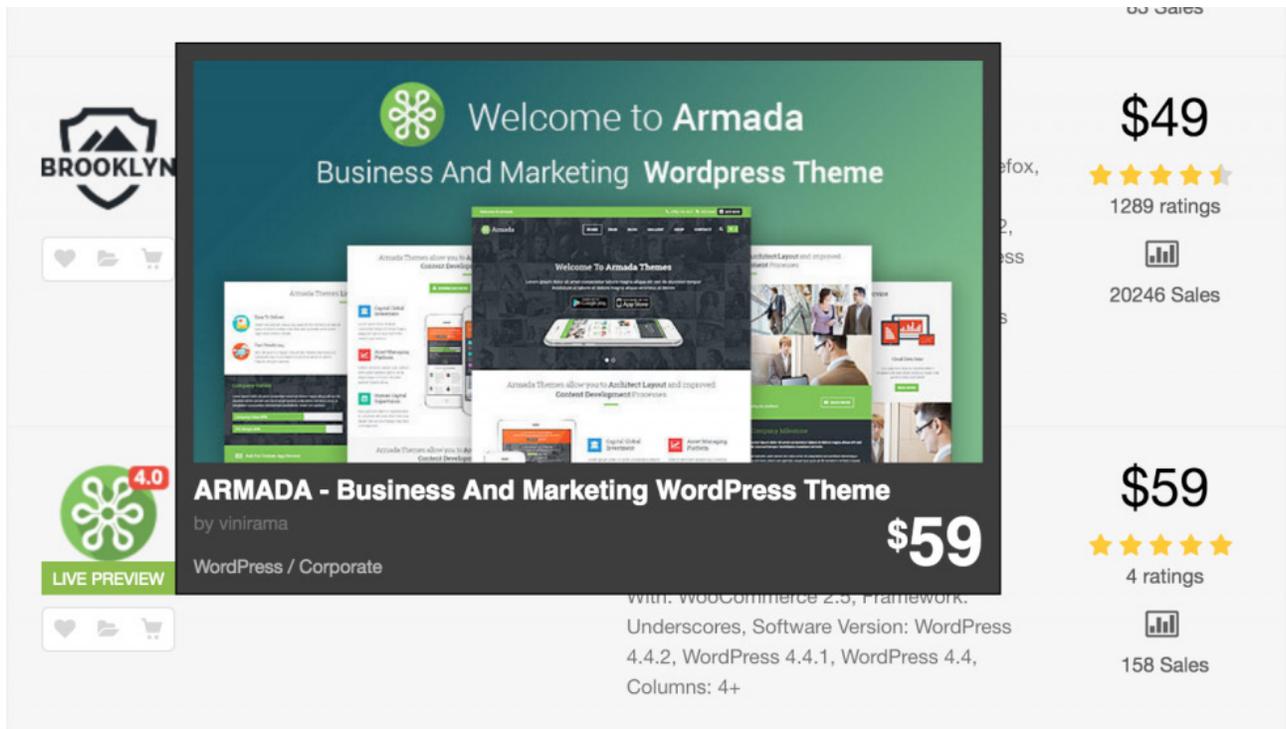
The second method, which is my personal preference, is to search by keyword.

In order to do this, we want to click on the actual WordPress tab, which will forward us to a screen where we can perform our search within only the WordPress category.

This allows us to only see WordPress results.

Alternatively, you can just use the search bar on the homepage and then narrow the results to just WordPress by using the search results filter options on the left-hand side of the screen.

You can now hover over the search results and see a quick preview of each of the themes.

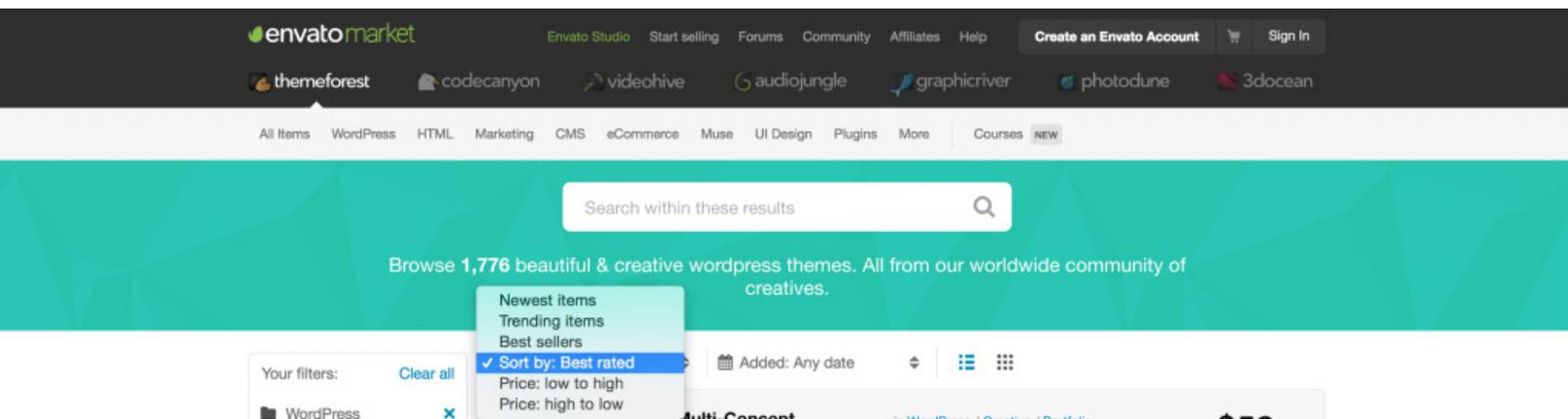


Additionally, you can also click on a theme that looks appealing and be provided with technical information as well as a preview link which will allow you to actually visit a demo of the theme, live in action.

It's important to note the search filters at the top of your results as these can be used to sort your results in a variety of different helpful ways.

- Are you looking for the newest theme?
- Maybe you want to go with what is most popular?
- Are you on a budget and looking for the cheapest?

Use your filters to help you find what you're looking for.



The truth is that I tend to use a combination of both of these methods and I'll admit that it sometimes takes me hours or even days to pull the trigger on selecting a theme.

I think this is normal...

An important thing to keep in mind is that any part of the theme can be removed or changed to accommodate anything that you want.

All of the colors, fonts, sections, amount of pages, categories etc. are all customizable and able to be modified to suit your needs.

Don't like the header and you want to use the header from another theme? No problem! Just let your coder know with clear instructions and examples and you should be good to go.

Focus on finding the layout that you like and don't be mesmerized or swayed by the pictures or colors used in the theme examples, these will all be replaced with your branding anyway.

There are some AMAZING themes out there and we are going to use that to our advantage.

Once we customize the theme with our logo, branding and sales copy we will literally be able to step into the online world with our first creation looking like a million-dollar company.

That is the true power and lesson of this entire book.

Somewhere along the way, something is going to click in your head and you are going to realize “Holy crap! I can make a career out of this”.



But that will only happen if you actually take action and go through the process.

For those of you that have not even bought a domain name yet. What are you waiting for?

So, once we select and purchase our theme we will be given access to the downloadable files.

Make sure to grab those and stick them in a folder, we will want to hand those over to the coder in the next part of this guide.

Regular License ▾ **\$49**

Regular License SELECTED **\$49**

Use, by you or one client, in a single end product which end users **are not** charged for. The total price includes the item price and a buyer fee.

Extended License **\$2450**

Use, by you or one client, in a single end product which end users **can be** charged for. The total price includes the item price and a buyer fee.

[View license details](#)

****Pro Tip****

When selecting your theme license you are given 2 options to select from, regular and extended. The regular license is much less expensive and grants you the right to use the theme in one final product (which is what we want).

The extended license allows you the right to actually resell the theme to others. So, if I wanted to start my own “ThemeForest style” website and resell this theme, for example, I would require the extended license.



Now that you have your theme purchased and downloaded, it is time to begin customizations.

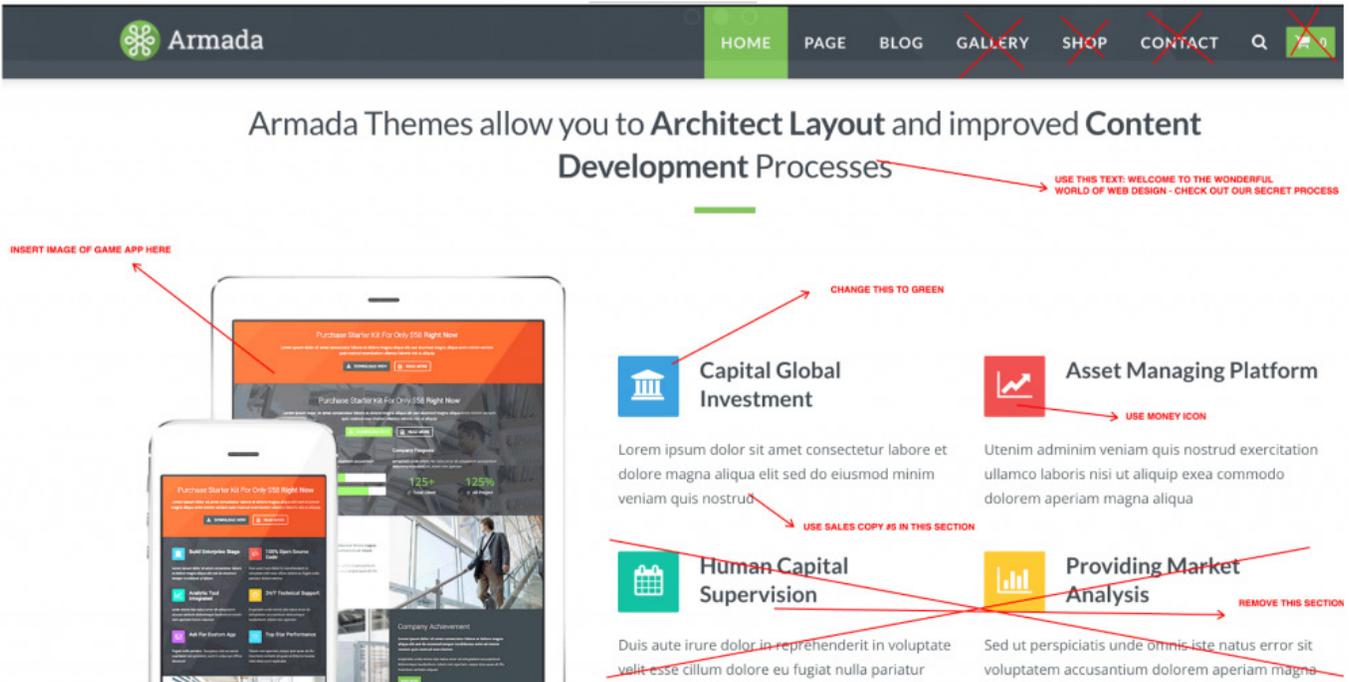
We are not actually going to do the customizations ourselves. Instead, we are going to create some awesome instructions for our coder to follow.

In order to do that we are going to use 2 tools, the first one is a plugin for Google Chrome called [Capture, Explain And Send Screenshots](#).

This plugin will allow you to grab a screenshot of the demo version of the theme that you purchased and it will allow you to write notes and draw arrows on that screenshot.

There are several other tools out there that perform this same function as well such as [Nimbus](#) and [Awesome Screenshot](#), use whichever one you prefer as they all basically operate the same.

Now, we are going to use these tools to create a visual set of instructions for our coder to easily follow. Here is an example of how I use [Capture, Explain And Send Screenshots](#).



Another tool that is really powerful and helps to eliminate any kind of confusion is [Jing](#) from TechSmith.

This tool allows you to capture up to 5 minutes of audio and video from your live desktop.

When you are finished recording the video, it is uploaded online and you are provided with a link that can be shared with your coder who can watch the video without having to download anything.

This tool is great for providing super clear instructions where you have the ability to actually walk your coder through the process in your own words while navigating the page and providing commentary.

Additionally, the outsourcer will be able to always watch the video as many times as needed if they happen to get confused or stuck on something.

Using both of these tools will allow you to provide some very clear instructions and will increase your chances of having a successful, stress-free build.

Always keep in mind that the more information you are able to provide the less of a chance you will run into some kind of costly and frustrating miscommunication along the way.

The final part of the customization process is going to actually involve creating the sales copy.



Now, I'm not going to pretend that I'm a great author or an accomplished copywriter, the truth of the matter is that I'm an above average writer with a strong marketing background.

It is our duty as entrepreneurs to continually search out new techniques and put them to the test.

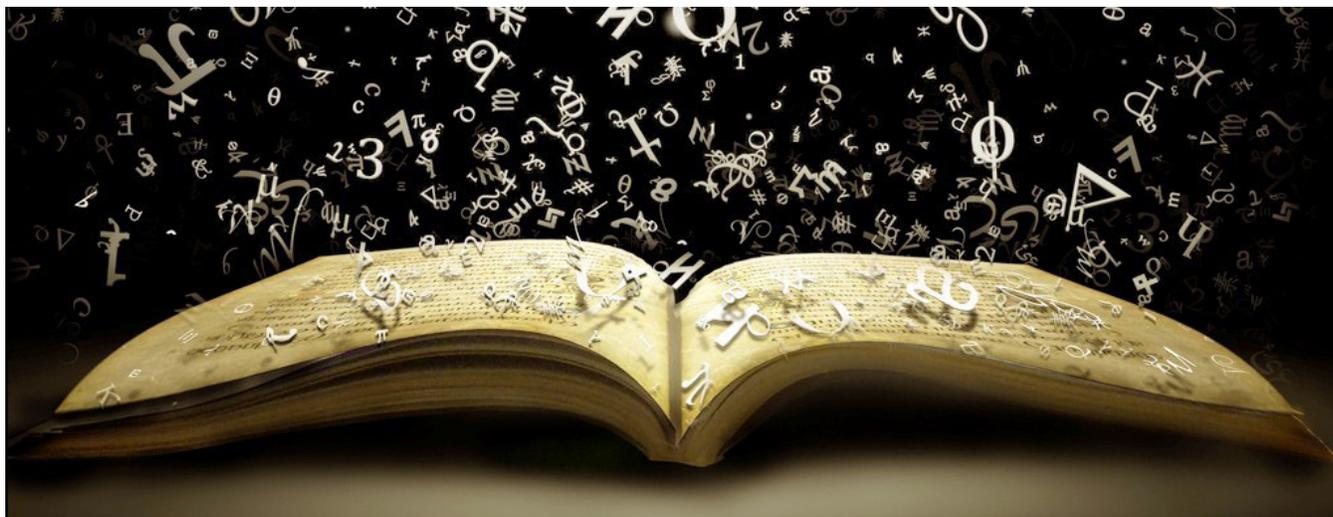
What tends to happen is that you will find yourself taking bits and pieces of overall strategies from various sources and creating your own personal technique that works for you.

There are many great writers, bloggers and mentors out there that can provide you with some great writing tips and guides.

Here are a few of my favorite people to gather ideas from.

- ➔ Darren Rowse, the worlds most successful blogger [PROBLOGGER](#)
- ➔ Brian Clark over at [COPYBLOGGER](#)
- ➔ Derek Halpern, founder of [Social Triggers](#)
- ➔ Gary Vaynerchuck, media icon www.garyvaynerchuk.com
- ➔ Kate Toon, one of the top female copywriters out there www.katetoon.com

There are many other great sources of information on copywriting and I certainly have left out some of the greats. This list is simply a starting point and some of my personal sources of inspiration.



Another solution is to use [Fiverr](#) to find a copywriter and have an outsourcer create your website content for you.

Depending on your situation and skillset, this may be your best solution especially, if for example, you are creating an English website and English is not your first language.

With that being said I do recommend that you at least try to write your own sales copy for your first website.

It is very valuable and important to actually go through the process yourself so that you develop an intimate knowledge of every aspect of the task.

Besides, this is a great opportunity to push yourself outside of your comfort zone and add another tool to your “entrepreneurial belt”. Who knows, maybe you might have a hidden talent that can only be exposed by actually jumping in and getting your hands dirty.

A good place to start with your sales copy is to remember that human beings tend to react most to fear, greed and pain.

One of the most effective strategies is to identify a person’s pain point and to provide them with the solution to they’re problem.

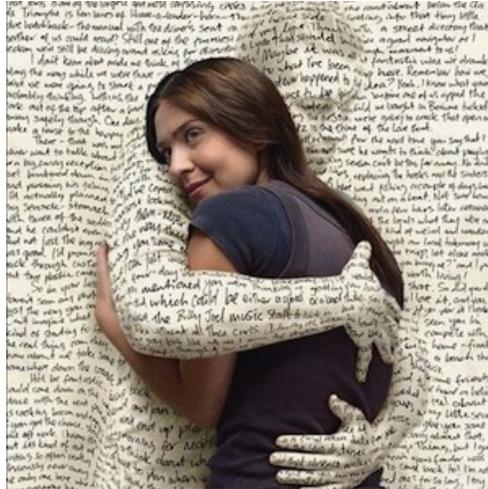
Here are a couple really lame examples.

- ➔ Are you paying too much for your taxes? Call now and save hundreds instantly!
- ➔ Sick of being overweight? Take these diet pills and lose weight without exercising!
- ➔ Tired of being lonely? Join our dating site and hookup tonight!

These techniques should be enough to get you going in the right direction, however, I will recommend that you conduct additional research.

When, and if, the time comes to actually start running big numbers it is important to cast your ego aside and consider the possibility that you might not be the world’s hottest new copywriter.

At this point, it’s time to think about bringing in the big guns and forking over some cash for some killer copy from a seasoned pro.



Don't get overwhelmed and start worrying about your ad copy or how you are going to sell products. The purpose of this guide is to learn how to build websites.

Remember, websites can always be tweaked and ad copy can very easily be changed.

We will go deep into conversion optimization and split-testing strategies in our more advanced training materials, but for now, let's put those things on the back burner.

Once you have all of your ad copy written and your instructions completed **CONGRATULATIONS!**

You are ready to move onto the next step.

If you have made it this far, you can officially let out a sigh of relief, the final 2 steps are super easy.

At this point, you will likely be showing your new skills and creations to friends and family.

Don't worry, those looks of jealousy and words of discouragement coming from those closest to you are something every new entrepreneur experiences.

When it happens just smile and take it as a sign that you must be on the right track.

Soon, those same people will be asking you for advice, I guarantee it.

SERVER SETUP AND HOSTING



Whenever I hear words like server setup or hosting, I usually cringe.

I am not the most technical guy and I hate messing with anything that I can easily break by just simply being a noob.

I have setup my own server and hosting in the past, in fact, I manually set it up for the very first website that I ever made. But it wasn't fun.

Looking back, I remember the process being difficult for someone who had never done it before and can recall thinking "I hope I never have to do that again."

Should I learn how to manage my own server and setup my own hosting one of these days? Umm, yeah probably...

But for the time being, I am going to show you another technique that is much easier.

First of all, let's talk about this final part of the process so that we have a clear understanding of what is going on.

If you have made it this far into the process, Congratulations! Things should be starting to really fall into place now.

You should have your new website's template all selected, ready to be customized, and your domain purchased. Now the final step is: How do we bring this online?"

That's where hosting is going to come in!

Web hosting services provide you with the technology that you need for your webpage or website to be viewed on the Internet.

These webpages or websites are stored on special computers called servers.

Whenever a user wants to view your website all they need to do is type the domain name into their browser.

The user's computer will then connect to your host/server and your website will be delivered to them through their browser.

Pretty simple right?

Now, when you purchase a hosting package you will be sent login details that allow you to access a control panel (cPanel) where you can setup your website's files.

It's basically like an online directory/file manager where you can upload the technical files that will display your website.

Additionally, you can setup your email through here so that you can create a custom email that uses your domain extension.

For example: If you bought a domain called www.webdesignmasters.com - You could create an email address that looked like this support@webdesignmasters.com.

There are additional things that you can do within your cPanel, including adjusting security features and even backing up your website.

Now it's time for the big secret!

I have not logged into a server or cPanel in years.

The reality is that I hate these kinds of technical jobs and my time (and yours) is much better spent handling project management related tasks.



The easiest and best solution for me has always been to simply give my login details of my host/server to my coder and allow him to set it all up.

This includes giving access to your domain provider so that your coder can point the domain name to your server.

Don't worry, you will be able to change your password after he is all finished and everything will be secure.

This is by far my favorite method and saves me the time and frustration of having to deal with it myself.

At this point, there is so much important code on my server that I would not dare go in there and start messing around with files and backend technical settings.

I've broken my websites enough times in the past to of learned my lesson.

In fact, I can guarantee that my coder would prefer that I stay away and allow him to manage this part of the business.

So that's basically it, there is no big secret here. We are going to continue using the same strategy that we have been using this whole project which is to take on the role of a project manager.

Would it be beneficial for me to learn how to manage my own server? Yeah probably...

Just like it would be beneficial for me to learn how to code or how to become a Photoshop expert, or how to become a master product creator etc.

And don't get me wrong, eventually I intend to learn more, (except for coding, I will never try to learn to code again), but for the time being you need to pick your fights and use your time wisely.

Learning to do difficult tasks, like coding for example, is basically like learning a new language both written and verbal and will take you several years before you can become a master.

Wouldn't it be better to simply hire the master?

Let's be honest, no matter how good you are, you will never be a master at all things. You need to take a different approach.

****Pro Tip****

Think more like a CEO and less like an employee. You can hire anyone you need to accomplish whatever you want. Your responsibility is to have a vision and to execute until that vision is brought to life.

Now that we have our strategy in place, it is time to actually pull the trigger and select a hosting provider.

There are many hosting providers out there, here are some links to some reputable ones off the top of my head. Aim to spend no more than \$5 a month for your first server.

<https://www.bluehost.com/>

<http://www.hostgator.com/>

<https://www.digitalocean.com/>

<https://www.a2hosting.com/>

<https://www.ipage.com/>



It is recommended to go with a cheap, low obligation, plan if this is your first or 2nd project.

Servers can always be upgraded when needed and this should only be necessary once you are actually starting to get a lot of traffic coming in.

Just grab a cheap server to start with and don't waste money buying the next model up with the better stats because it seems like a better value.

Once you have your server purchased you are ready to move onto the final step; Coding and project wrap-up.

Don't worry this last step doesn't involve you actually doing any kind of coding.

Instead, I am going to show you how to hire a master coder to take all of the pieces and put them all together for about \$100.

Keep grinding, you're almost at the finish line.



CODING AND PROJECT WRAP UP

Now that all of the pieces of the puzzle are in place it is time to take the final step.

Putting it all together and coding your website.

Now, I realize that the following statement is going to sound scary and you're probably freaking out thinking "Oh great! Now I'm going to have to learn how to code".

Well, don't worry.

I don't know how to write a line of code and I have very amateur photoshop skills.

Yet, I have still been able to put all kinds of projects together by simply using the techniques mentioned earlier in this book.



Once again, we are going to outsource this task to someone else who is going to be able to accomplish our goal quickly, efficiently, and most importantly for a good price.

For this type of job I always choose www.upwork.com

Upwork is a platform where you, the project manager, are able to post your job and have coders from all over the world apply for the position.

To create a typical 1-5 page website with minimal features you should be able to accomplish the task for around \$100.

Amazingly, this is going to be the most expensive part of this entire process.

So what kind of website falls into this category? Let's take a look at some examples.

- ➔ A WordPress blog
- ➔ A simple e-commerce store
- ➔ A website showcasing your business
- ➔ A portfolio site for photographers or artists
- ➔ A landing page with your app with contact forms and download links

What kinds of projects might cost a little bit more money?

- ➔ Building a mobile app
- ➔ A Complicated e-commerce store with many products and payment integrations
- ➔ A heavy duty website requiring backend system's and login integration
- ➔ Building your own cryptocurrency
- ➔ Customized system's not currently in the marketplace
- ➔ Anything that requires more work than simply taking your template, making modifications and plugging in the pieces discussed earlier in this book.

Now, if this is your first project, you should build something simple and get your feet wet. Chances are that it is not going to turn out to be the masterpiece that you are expecting it to be.

With that being said, you will be proud of your creation.

And don't worry, the more stuff you create, the better it will get.

In no time you will be putting together amazing looking projects that will stand toe-to-toe with some of the best in the world.

If you don't believe me, just take a look around at some of the things I have built.

So how do we go about finding a good outsourcer?

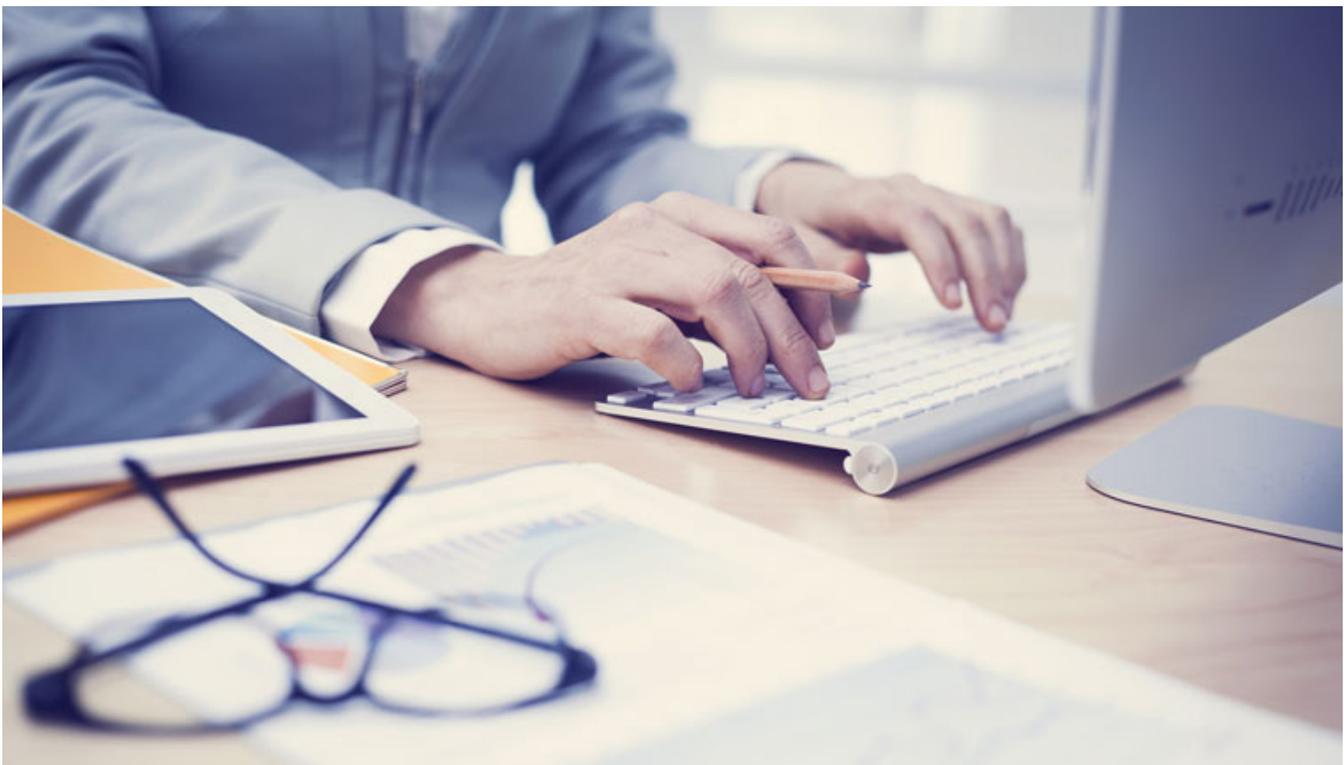
Well, the first step is to create a job posting.

In your job posting, it is very important to give as much detail about your project as possible in order to avoid any sort of confusion.

This is really important because you don't want to start the project and then find out that you did not mention certain details about what you are trying to build and all of a sudden there is an argument that results in either having to drop the project and find a new developer or incur additional costs.

Make sure you clearly state your budget. In most cases, I actually put it right in the job title in order to make sure I am only attracting talent within my price range.

Here is a quick example: Looking for a WordPress coder - \$100 Budget



Once you have your job posting up the next step is to wait.

Within a few minutes, you will start seeing all sorts of applicants coming in from around the world.

When reviewing applicants, you will notice that some might not have read your posting at all and are simply spamming every job that pops up.

This may or may not be a bad thing depending on your requirements and you may still be able to find a good coder, even if they are using this technique.

If you have any concerns, what I sometimes do is write in the job description itself “Mention the word amazing in your reply to make sure I know you read this”.

Once you have your applicant's, you can now start sifting through them and looking for someone who has the experience to complete your project.

****Pro Tip****

If you did not get enough applicants, simply post the job again and also try to keep in mind the time zone difference if your posting from North America.

If you post your job when all of your potential outsourcers are asleep you will likely get fewer applicants.

When going through your applications, you want to pay close attention to the user's rating and previous job history. It is important to find someone who has the right skills and credibility in order to avoid any sort of complications.

I usually select about 5 candidates and then message them on Upwork and ask them to meet me on Skype for an interview.

During the interview process there are a few things to consider:

- Does the user have a high enough level of English in order to avoid any confusion?
- How much time does the outsourcer need to complete the project?
- Do they have any questions?
- Does the outsourcer fully understand everything that you need to be done and agree to the price?

Once you decide on someone to hire the next part of the process is simple.

Hand over all of your materials:

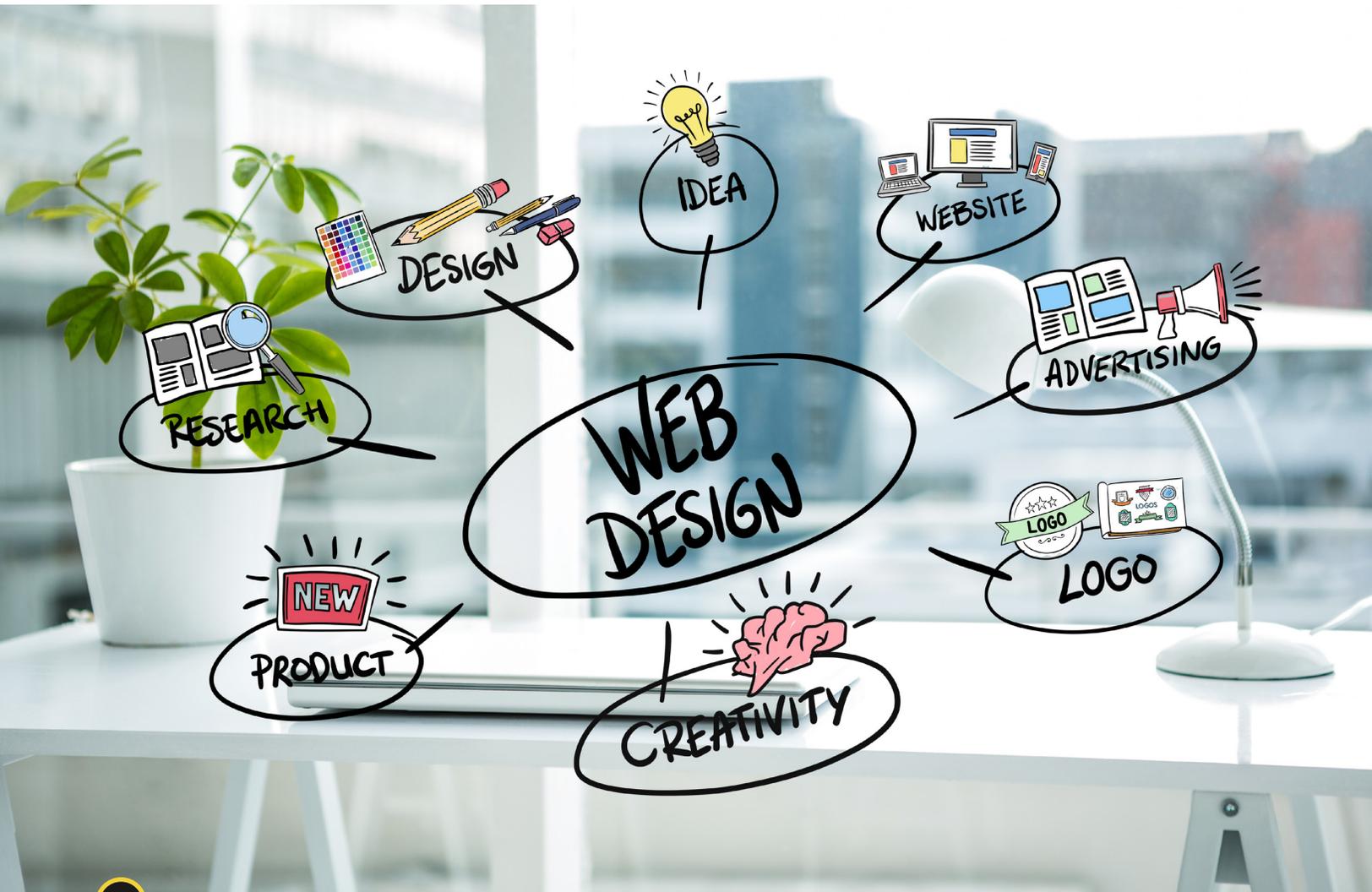
- ➔ Logo
- ➔ Instructions
- ➔ Template
- ➔ Login information to your domain and server (Don't worry you can change these after the project is completed).

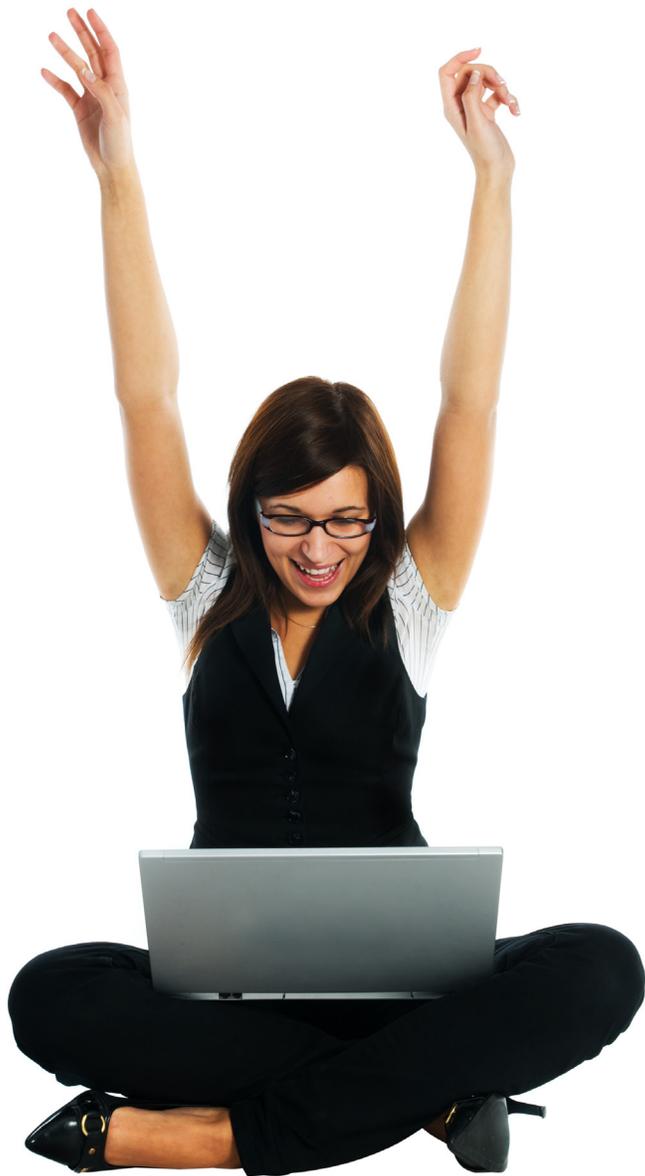
The next step is to simply wait until your project is completed and make any sort of adjustments necessary once the first draft comes through.

It is important to keep communication going with the developer at this point in time as it will allow you to see the progress and make any necessary changes on the fly.

The key to having this process run smoothly is to provide great instructions and have clear communication.

And that is basically it.





Congratulations, you have just learned how to build your first online project for as cheap as humanly possible.

This skillset that you have just learned will form the backbone of the rest of your online career and allow you to create all sorts of wonderful things for dirt cheap.

You have an amazing opportunity to now create a business where you can develop solutions for other people and make a great margin without needing to learn how to write a line of code or design.

The future is now up to you!

What kind of wonderful business will you create?

Thank you for purchasing this e-book. I hope it serves you well and I look forward to seeing your creations!

If you're looking for more advanced training where we discuss social media mastery, marketing, video creation, monetization strategies and a whole lot more, please check out www.magickmultimedia.com and take a look at my other products.

See you at the top!

Sincerely,

Adam Howell