

## Getting Up and Running

### Location! Location! Location! Putting Your Information Product Business Online

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Probably the best thing about having your own information product business is the fact that you don't have to set up a "brick and mortar" store. All it takes is setting up a website online.

You'll save thousands of dollars by not have to set up a "brick and mortar" store. Here's the break down on the cost to set up your information product business online:

1. Domain Name - \$8.95
2. Hosting - \$7.95 A Month
3. Website Design:  
Buy a template and do it yourself: \$5 - \$50  
Pay a web designer - \$200 - \$1000's depending on what you are wanting.
4. Payment processor – Free - \$100's  
I personally recommend <http://www.PayPal.com> (free) or <http://www.2checkout.com> (One time \$50 fee)
5. Autoresponder/Mailing System - \$10-\$80 a month  
I recommend using Norabots for their <http://tomeymarketing.com/norabots.htm>

Unless you pay a web design big bucks to design your site you can see that you can get started setting up your information product business for UNDER \$50. Even if you pay a web designer \$1000 to build your site, you are still saving a ton of money by not having a brick and mortar store.

Yes, I know I make this sound easy, but it is.

As you see above the biggest expense you'll have (only if you don't do it yourself) is having a web designer build your website. Well, I have made it a little easier on you if you want to build your own website.

I have made two videos (at the time of this writing there are only two, but several will be added in the future) that will walk you step by step through getting your own domain name, hosting account, and getting your website built and placed online.

They wont cost you a dime to use. Just go to: <http://www.tomeymarketing.com/videos>

The first video shows you how to get your own domain name, and to set up hosting for your domain name.

The second video will show you how to use two free tools to build your website with and get it online.

Before you watch the second video, you will need two things:

1. Ace Ftp - <http://softwares.visicommedia.com/en/products/aceftpfreeware/>

This is an ftp program, which will transfer files from your computer to your host.

2. NVU - <http://www.nvu.com/download.html>

This is an HTML editor that will blow you away. It's SUPER easy to use and you don't have to know HTML to use it.

The third video will teach you about using an autoresponder as part of your marketing arsenal. We'll also talk more about this in a future issue.

These are very good videos, however, I'm always looking to make them better. If you have any questions please feel free to contact me.

That's all for today! See you next week with another issue of "TomeyMarketing.com Info Product Start Up Newsletter"

Liz Tomey

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