



The Essential Step-by-Step Guide to Creating Your First Website (now with free 'follow-along' videos)

This eBook is proudly brought to you by
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This book is created and written by Chris Farrell.
Chris Farrell began Internet Marketing in Feb 2008. Within 6 months he was
having his first \$250/days.
Within 9 months Chris had his first \$1000/days (all figures verifiable).
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In order to let others know of this eBook – please direct them to the website above.

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PART 1

Introduction

www.

Three little letters.

One massive opportunity.

The World Wide Web. Surely the most incredible invention we will witness in our lifetime.



What is just as incredible however, are the jaw-dropping incomes that many are claiming to make, per day, per week, per month – simply by using the world wide web. And they claim to be making this money while working from home.

Naturally, we are all intrigued. We want more information. Can these figures really be achieved? And if so, by somebody such as...well...*me*?

In the last few years in particular, there has been a web explosion of eye-popping headlines of earning potential, simply by working from home with your own website. And what's even more incredible is that– YES! – it would appear that anyone can do this.

Come on? Anyone? Really?

Mmmmm....

Ready for the truth?

A personal note

Never in my wildest dreams did I expect to be writing an eBook about creating a website. Yet without hesitation I can tell you why I have written this – FRUSTRATION.

Not-knowing-where-to-start, hair-pulling-out, going-to-bed-at-2am, kicking-the-computer...
frustration.

For a long time I wanted to set up my own home based business, selling products on line. I had researched the subject matter tremendously, and understood the concept and that a great income could indeed be made.



I also understood that vital to my success, was a website. I was more than happy to pay for a professional to help me with this, but before I did, I wanted to understand the basics myself.

Should be easy enough, I thought. That was my first mistake. Trying to locate a SIMPLE beginner's guide to creating a website was like trying to squeeze wine from a rock.

I was amazed. Such a product did not seem to exist. Sure, there were lots of so called 'beginners' guides out there, many in fact, but even these – without exception – became too complicated too quickly. Before I knew it I was reading about html coding, DNS server settings, FTP programs...

This was a foreign language to me.

What I wanted was a real *beginners* beginners guide. But I couldn't find anything close. Even the 'Computers for Dummies' series went into far too much detail and information.



My initial enthusiasm began to slowly seep away, and was replaced instead, by frustration.

Maybe you have experienced this for yourself. I know a lot of people have.

But I refused to be beaten.

So I set about on a mission to educate myself. I invested in having a few one-to-one lessons, immersed myself with many different tutorials, downloaded various courses, and over time – at last – I taught myself the BASICS of how to get a website created and online.

Since then, I have had many people ask me the same question – 'how do you do it?' And it is for that reason, that I have written this eBook.

This is my PROMISE to you:

By the end of this eBook, you will have a working website with multiple pages, including a main page, and links to other pages and other sites. More importantly, you will know how to create, design and publish your site so that you can design new sites any time you want.

.. Before we begin - a few facts.

FACT! The majority of people setting up a web based business do not make any money.

Although-

FACT! Fantastic incomes on the web CAN be made. But - and it is a BIG 'but' – just like any business, to reach these dizzying heights you will have to be prepared to put in the hard work.

Simply put, you are NOT going to make (let's say) \$15,000 a month by clicking your mouse a few times....

However...you COULD make \$15,000 a month by clicking your mouse a few times...**IF YOU SPEND SOME TIME SETTING UP YOUR BUSINESS CORRECTLY.**

Most people don't. The reason? Most people get blinded by other people's income. We all see these fantastic headlines, and want a piece of it. We sign up for information, maybe purchasing a product or two (or three or four) along the way.

And then, slowly but surely, we get caught up in **information overload**. Suddenly we are receiving 14 emails a day, all from different companies, all sounding too good to be true, all offering similar sounding products that we must **BUY NOW**.

It's easy to find yourself in this situation.

Type in 'home based business' in Google. I found 75 million sites when I did! 75 million!! No wonder people get lost.

Information overload. What do you **literally do** next when faced with so much information?

Where do you turn?

We all know what happens when we find ourselves in this situation. Our original enthusiasm disappears and is replaced by... **FRUSTRATION**.

Have you been there? I certainly have.

FACT! Establishing an Internet Business is a slow process.

FACT! Not everyone can make money online.



FACT! A lot of people suffer from the misguided belief that the web is a magic wand. It isn't. However –

FACT! Let me re-iterate my earlier point and say that is that \$15,000 a month (even a week) can be made, but only when you have spent time (and money) understanding how this business works.

The best advice I had about setting up my online business was as follows:

“...treat setting up an online business as seriously as setting up an offline business..”

Like any business, the amount of hard work you put in now, will be proportionate to the dividends it will pay later. You reap what you sow.

There are fundamentally four elements all vital to the success of your online business.

- **Possessing the right attitude**
- **Having a website**
- **Having a product/products to market**
- **Being knowledgeable of how to market your product(s)**

This eBook is designed to address the second element – your website.

Ok. Ready? Good. Let's begin.



PART 2

Do I Need My Own Website? Can't I Use A Free One?

A question I get asked often is – do I need a website of my own?

This is a GREAT question. When I started in this business I asked exactly the same. I had precisely ZERO knowledge of how to create a website. The thought terrified me. I had the attitude 'I can't do that' (an attitude incidentally that I had to change and so will you).

It would be so much easier – so I thought – to use a website that I could get for free, and that was already set up for me. Particularly as there are so many free websites available.

Let me be blunt here.

Your website is integral to the success of your business. **YOUR** website, not somebody else's. If you don't spend at least a little time getting to learn the basics (which is the point of this eBook) you will be constantly nervous when working from home, as there will be a huge part of your business that you 'don't really understand.' Clearly you cannot operate like this.

What happens when something goes wrong, or you want to make a very simple change to your site? Will you call up your technical person or your web buddy every time? Will you out-source all your web questions to someone else? **Your website is the life blood of your business.** Get used to it. If you really are serious about making money from home, you need to get over your web fear. You will accomplish that with this eBook.

By the end of this eBook, you will have created a basic, fully functioning, uploaded, published ON LINE website.

Let me repeat that. ***By the end of this eBook you WILL have created a basic, fully functioning, uploaded, published ONLINE website.*** It will not have the bells and whistles of advanced sites; to do that you will need expert help. But by following my **step-by-step** instructions in this eBook, you will create and upload your own 3 paged website. It's quite an amazing feeling the first time you publish something on the web for the world to see!

So, back to the question – **do I really need my own website? Can't I use a free one?**

It's true, you can get free websites. Many fully operational with products ready to sell already included. So why on earth would you bother going through all the work to create your own website, when you can get a professional looking one – for free?

What I am about to tell you, nobody in the business explained to me.

I have one thing I want you to be clear on. The only 'free' website you will ever be offered is a 'free' AFFILIATE website.

Let's look at exactly what this is:



Free AFFILIATE websites.

Please do not be put off by the word affiliate. I was when I began.

An affiliate – quite simply – is somebody (you) who promotes an existing product.

An affiliate will sign up to a certain programme, and will sell the products(s) from that programme (be it books/clothes/seminars etc).

As an affiliate you will be paid a commission on every sale you generate.

An example. Amazon.com. A hugely successful business. But did you know you can get involved and sell their products if you want, by signing up to be an Amazon Affiliate (they call it an Associate – but it is the same thing). Then, through YOUR own website, you will sell whatever products you like of Amazon's.

You may well have seen the Amazon logo on other people's website. If you click on this logo you will be sent to Amazon.com, and if you purchase the product that the website you were viewing was advertising, Amazon will pay you a commission.

This works well for both parties; Amazon benefit because they have thousands of other sellers (affiliates) marketing their products. And the affiliates benefit because they have quality products to sell.

Of course however - **right now** - as you read this eBook, this is of little help, because you do not actually have your own website. I can hear you saying 'all very interesting but how does this help me?'

Let me tell you.

A lot of affiliate programs have realized that people do **not** want to go to the trouble of creating their own site, and so **a lot of affiliate programs now give away a free website when you sign up to become an affiliate.**

This sounds great! Your own site already set up, fully operational and stocked full of products, and – what's more - the facilities to take credit card payments. No need to design a site yourself, source your own products etc. It sounds ideal!

Well, just hang on a moment.

There are pros and cons.

Let's go through both quickly – as it is important you understand this.

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