

Brass Tacks

Marc Eglon



If you want to roll with the rockstars, you need the right tools. Don't skimp here because you need this stuff to work.

These are all professional-level services for budget prices. So go grab your credit card and you can be set up in under 20 minutes....

And don't worry about technical stuff - this is as easy as sending an email - you don't even need to know what html is anymore.

STEP 1. Register a Domain Name (\$10)

Head over to Namecheap or Godaddy - these are both excellent website registrars. If you're stuck on finding a domain name, buy yourname.com. You'll need to secure this sooner or later - you don't want somebody else using your good name in the future when you're a high rolling rockstar do you?

If you have a common name and the .com version is not available try .org, .net, .me, or .name. Or try to get just your surname, or first-last.com with a hyphen. You get the idea. Just make sure it's something that creates a strong public image - this will become your brand.

STEP 2. Website Hosting (\$10 a month)

You need to host your own domain because it gives you 100 % control over ALL the pages on your site. You'll need it for some special scripts like tracking and analytics (we'll get to that later).

I currently have 3 hosting accounts and they are all great and you can get started for under \$10 a month. I'd recommend you start out with Bluehost.

Of course, you've probably heard of internet business models where you don't need a website. There are plenty around and they *can* work. But that's not what we're about here. We're thinking about longevity and you simply can't guarantee that without securing your own domain. You can't get around it - the benefits you get from owning your own site are enormous.

STEP 3. Autoresponder (\$20 a month)

Your autoresponder is your workhorse and is the first step to automating your business.

It takes care of capturing your visitors details and following up with them so it truly is a 'set-and-forget' tool. It's the gatekeeper to your site and your personal assistant, but it works 24-7 and never calls in sick.

Aweber is really the industry standard and is the service that 90% of marketers start out with because

It's 100% web-based so you can access it from anywhere and you don't have to worry about installing or updating the software

Deliverability is much higher because the domain is already established so your message reaches more customers

STEP 4. Wordpress (Free, to you)

Wordpress is optional but it's 100% free and it's the easiest way to get your website up and running without knowing a single line of code. You can launch your site with the click of 1 button in the cPanel of your Bluehost account.

You probably know Wordpress as a blogging platform but you can use it in any way you like (in fact, rockstar listbuilding is a full blown membership site that runs on wordpress). But we'll just keep it simple and use it as a basic website.

If you learn how to use one website platform well - learn wordpress. The possibilities are endless.

Resources

[Aweber](#)

[Bluehost](#)

[Namecheap](#)

Rebrand this cheat sheet at

<http://rockstarlistbuilding.com/go/brasstacks>

Then give it away and earn commissions when someone signs up using the links above

