

Business Development Session 8 - Creating a web site, updating your web site by doing it yourself, or by choosing a web hosting and design service that fits your needs

Ok. So now you've created your business, set up your accounts, marketed your products, and you are ready to let the whole world see what you have to offer. Right?

So how do you do this? The Worldwide Web!

Most people who have computers are familiar with the web and actually spend a great deal of time "surfing" the web. Now that it's Christmas time, most people do not even want to deal with crowds or traffic, so they spend even more time "surfing" the web for stores they can buy from without having to deal with the Christmas rush.

If you already have a web site you need to answer the following questions:

1. Do you already have a web page?
2. If you do, is it updated?
3. Who designed your site?
4. Who is hosting your site?
5. What are you paying for updates to your site?
6. What are you paying monthly for your hosting?
7. Is your site updated or out-of-date?
8. Can you do your own updates without being charged?
9. Did you research the costs of a site before you jumped in?

If you don't have a web site you need to answer the following questions:

1. Do you want the whole world to see what you have to offer?
2. Do you have any idea how to do that?
3. Have you done any research on the idea of having a web site?
4. Do you even want to have a web site?
5. How much are you willing to pay to have a web site?
6. Do you care where your hosting company is located?
7. Do you care how good the customer service is?
8. Do you want to update your site yourself?
9. Do you know HTML? (this is the language used to create pages like this on the web)
10. Would you be willing to take a class in simple web design to create your own site or would you rather have someone else create a site for you?
11. Are you ready for the whole world to buy from you?
12. Do you think the whole world will want to buy from you and not someone else?
13. What do you have to offer someone on the other side of the world?
14. Why is buying from you better?

Once you've answered the questions above you will have pretty much made your decision if a web page is the right thing right now for you or not. So what was your decision?

Let's say your decision was: Yes, I'm ready to go for it!!! I want a web site so the whole world knows who I am, what I stand for, and how my product/s can benefit them. Ok, then what?

The next thing you need to decide is who is going to design your site for you or if you are going to take the time to take a class in HTML and design the site yourself. You can also purchase software that makes it a lot easier to design web pages. Even Microsoft Word has a "save as" feature that allows you to save a Word document as a web page so you can see what it will look like.

If you don't think you have the time to design your own site, or you don't have the time, the energy, or the inclination to do it yourself, then you must find someone to design your site for you.

Of course the first thing I'm going to tell you is that you should have your site designed by Wildfire Hosting. I'm going to plug my company first because I believe we can do the best job for you, in the least amount of time, for the best price out there. And since I already know you and am doing business with you, you already know the quality of customer service you will receive from Wildfire Hosting. It will be the same as JLS since I'm a partner in the company.

Now if that sounds good to you, you should go onto the web and check out Wildfire Hosting. Look at the site and see if it makes sense to you. Look at the templates and see if any of them look good to you. See if they look like something you would like to represent your company. Or maybe not, maybe you want something totally unique. Wildfire Hosting can be found at <http://www.wildfirehosting.com>

At the same time we suggest you go to other web site hosting and design sites and compare their prices and turn around time, as well as their templates (if they offer any) and make a decision. Once you've made a decision as to who is going to design and host your site, you can begin the design phase.

Let's say you've decided on a web site hosting and design company and it just so happens that it's going to be Wildfire Hosting. There are several questions we have for you. Any other hosting and design company would have the same questions so you should think about these and write out your answers carefully:

1. What colors do you want on your pages?
2. Do you want to use a template? If so, which one?
3. What button shapes do you like best?
4. What words do you want on the buttons?
5. Where do you want your logo to be?
6. What font do you want used?
7. How many pages do you want? This will really determine your price range. What you need to remember is that the web is NOT limited to an 8-1/2 x 11 piece of paper. Each page can be as long as you want it to be. But to be the most efficient, you want the most important information and the information will catch your customer's eye to be at the top or at least at the beginning of the page. Then they can scroll down for more information.
8. When determining how many pages you would want, think of your business as a store. You will have a store front correct? People will walk down the street and look in your window. You would want to put the items that would intrigue people in the window. You want to "draw them in" so that they will go into your store and shop.
9. Now think of the inside of your store. You have isles inside your store and on each isle you have a different item. Let's say you are selling dolls. You might have 4 isles. On isle number 1 you might have your contact information so people can see the name of your company, your logo, your address, phone, fax, and e-mail address. On isle number 2 you might have a form for people to fill out to ask you questions about your dolls. On isle number 3 you might have an online order form so people can order your dolls from all over the world. And on isle number 4 you might have an online catalog where you list all the dolls you have available and you would include the doll's

name, stock number, price, and any description of the doll. If you want more isles you can continue with this process and use your imagination.

Really, that's what the web is all about. It's all about imagination and marketing. You are selling your talent. You are selling yourself to the whole world. You want them to know what you're good at. You want them to trust you and to know that they will receive the very best customer service from you. This is why they will become return customers. Because of your excellent customer service.

So now the ball is in your court. It's up to you to decide if you want a web site, who you want to design the site for you, and who you want to host your site.

If you want JLS/Wildfire to design and host or just design or just host your site I will look forward to working with you to get your idea out there. If you decide to use another company, then that's ok too. You need to decide what's best for you and what you are capable of paying for the service.

CERTIFIED BUSINESS DEVELOPMENT COURSE - SESSION 8 – QUESTION & ANSWERS

NAME: _____

ADDRESS: _____

PHONE: _____

FAX: _____

E-MAIL: _____

Please be sure to fill out the information above, complete the test and e-mail or fax it back to us at iridology@netzero.net or 530-878-1119. We will grade your question & answer session and will let you know if we have any questions or concerns.

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