

Master
of my
DOMAIN

**Discover The Untapped Benefits of Having Your Own
Personal Website Domain Name: Boost Sales, Increase Your
Professionalism, Expand Business Easily and more!**

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You can obtain your own personalized version of this ebook for \$12 by contacting MichelleWard@BetterMarketingOnline.com.

Sincerely,

M.E. Ward

Michelle Ward

**Welcome all you new and seasoned MLM, Network Marketing,
Home Business Owners, and Entrepreneurs!**

Did you know that owning you own domain name/website address is the fastest, cheapest way to increase the professionalism of you and your business almost instantly?

It's true - here's why: in any business venture the one thing you are ultimately selling is YOURSELF.

Even if people really love the product or service that is being provided, promoted or sold, they are much more concerned with YOU – the kind person you are, what strengths, leadership qualities, knowledge, insights and so forth you have that will also benefit them.

Having your own domain name is crucial for self-branding, tracking your advertising results, and ensuring that your prospects and customers successfully make it to YOUR site instead of someone else's.

That last part is especially critical if you are a distributor, affiliate or associate of a particular company.

Understanding the Importance of You,Inc.

There are five reasons why you should own at least ONE self-branding website/domain name:

1. It brands YOU as the business instead of the company which means...
2. You'll be able to easily promote other things in addition to your current business if you ever want to and...
3. You'll be able to keep track of what you promote because everything will be connected to a central source that YOU control ☺
4. You'll have an easier to remember website name/address: a win-win for you AND your customers, team & downline. They win because they'll be able to remember your website address and FIND you online. You win because they'll be able to remember your website address and FIND you online.
5. Increases your professionalism as an Entrepreneur and home business owner (more on this one later...).

It's important to note that there is no single format that MLM, Network Marketing, and Home Business companies use when they assign distributor or affiliate web addresses!

IMPORTANT: What I'm about to tell you will shock you!

Did you know that your company affiliate link can actually LOSE you business which means sales? When I first heard this I didn't believe it until it happened to me!

If you're a distributor or an affiliate for a particular company they'll usually give you a replicated company website with a web address that looks something like this:

<http://www.CompanyName.com/123452> or

<http://www.CompanyName.com/YourName123452> or

<http://www.CompanyName.com/app/aftrack.asp?afid=12345>

In each example, the information following the forward slash would be your company or affiliate ID number.

Here are two of the most common ways distributors and affiliates lose customers and sales with web addresses as show above:

1. The longer a website address is, the harder it is to remember correctly. That goes for you AND your prospects, customers, team & downline. You're just asking for trouble if you try and give out a long link like these to a prospect over the phone or even in person. Chances are they're going to spell it wrong or leave a part out.

2. Anytime you give someone a link with "additional" information in it like a user name or ID number, people will automatically erase the extra part and go straight to the primary domain name because they either don't trust the source "12345", they perceive (rightly or wrongly) that they will be dealing directly with the main business/company, and many will erase the extra part simply out of curiosity!

So what's Your BEST Solution? Having YOUR own domain Name 😊

What's In A Name?

So, what should you use for your "You, Inc." domain name? It should be:

- 1: Easy to say.
- 2: Easy to spell.
- 3: Easy to remember.

[YOURNAME.com](#) or [YOURBUSINESSNAME.com](#)

For example:

[www.JaneSmith.com](#)
[www.JaneSmithInc.com](#)
[www.JaneSmithPartners.com](#)
[www.JaneSmithCompany.com](#)
[www.JaneSmithMarketing.com](#)
[www.IdealTrends.com](#)

Don't get too cute with the name. Remember what I mentioned a moment ago: If you're giving your website address to someone over the phone, to someone you've bumped into while you're "out and about", or to a group on a conference call, there can be no room for misinterpretation or spelling errors.

On page 4, I mentioned that one of the benefits of owning your own You, Inc. domain name was that it reinforces your level of professionalism. Let's look at a few simple ways this is achieved.

Your Email Address

Most people already have an email address, and it's usually something cute, funny, or personalized for the individual or their family.

Some examples might be:

[harleydaddy@gmail.com](#) or [screws_18@hotmail.com](#) (not real addresses although I've seen many that are very much like these - and worse...)

Put yourself in the shoes of your prospects, customers (even your team). What do you suppose their first impression might be seeing an email address like those? Will they picture a professional business owner? A successful CEO? A leader?

Or will they picture some part-time college student making \$8.00 delivering pizzas, or worse - think it's SPAM and delete it?

The truth is irrelevant. You might be a highly successful top earner for your home business but it won't matter because you're being judged by that email address the instant it arrives in someone's inbox.

On the other hand, how would their perception change if your "You,Inc" email address was something like:

MichelleWard@BetterMarketingOnline.com or admin@MichelleEWard.com?
(Both ARE real addresses)

The impression you get is going to either be positive due to the professional nature of the name, or neutral because the actual domain names themselves are neutral in meaning.

2. The second great benefit to having your own domain name is that you will now have a personal email address that is NOT dependant on a third party provider like Yahoo!, Gmail, Hotmail etc.

Unless you were very savvy 10 or more years ago, it's highly unlikely that you have a yourname@gmail.com (or Yahoo!, Hotmail) address today - and good luck getting one now!

But even if you were fortunate enough to snag yours now, how would it measure up on the You,Inc. "professionalism" meter? Compare:

MichelleEWard@yahoo.com to admin@MichelleEWard.com

Your Website Address

3. The third and perhaps GREATEST benefit of having your own You,Inc domain name is HOW YOU CAN USE IT to "redirect" or "forward" your long company affiliate or distributor domain name back to your affiliate web site (or any web site you choose).

Here are two examples:

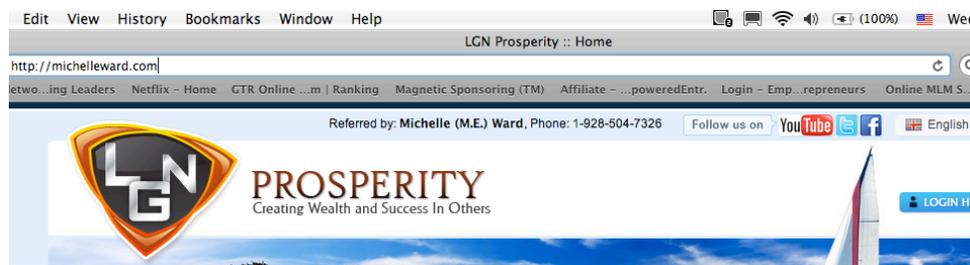
1. My Company Website with my affiliate ID:

(As you can see in the white address bar, my affiliate link is loooooong!)



2. My Company Website with my You,Inc. Domain Name:

(This is a much shorter and more professional looking website address)



One other “small” but significant thing is that my “You,Inc.” domain name is also the same as the “Referred by” name you see. Not only does this reinforce name recognition, but it also unconsciously reassures my customers and team members that they really are on the RIGHT website 😊

And finally, one last great way to use your You,Inc. Domain Name:

For your independent You,Inc. website that acts as a hub for any and everything you want to promote! This is actually easier to do that it may sound and I won't bog you down with details here.

I just simply want you to imagine what it would be like to have a simple but professional-looking website that acted as your hub for two or more business enterprises.

Not only would it be easy for you to keep track of and promote, but it would also be a seamless and natural way to introduce your customers, prospects and team to other products and services you provide as well as providing a way for them to get to know you better 😊

Below is an example of my “You,Inc.” business website that provides tools, tips, resources and coaching for online and offline home business owners and entrepreneurs. In addition to providing a way for my clients & prospects to get to know me personally and professionally, it also provides a more personal introduction to the benefits of starting a home business.



Welcome To BetterMarketingOnline.com!



My name is Michelle Ward and I'd like to officially welcome you to "Better Marketing Online".

You probably landed here searching for information that will help you improve your results in your offline or online business, or because you are interested in starting some kind of online business (Home Business, Affiliate program etc.).

Join The ZenMarketers Group

Get the Newest Up-To-Date Marketing Tips and Strategies for Boosting Your Business.

As a Member I Will Send You A Complimentary copy of the eBook Below.



The Bottom Line

So what will all of this “professional” You,Inc. stuff cost you?

Less than \$11.00 a YEAR! Not bad at all when you consider all of the benefits I’ve outlined above (and there are many, many more).

To get access to the resources you need plus simple video walk-throughs on how to get and set up your “You,Inc.” Domain Name, visit my website:

www.BetterMarketingOnline.com/EasyWebsite.html

And while you’re there, take a moment to visit my “About Me” page and join my “**ZenMarketers Group**” and get access to my **BetterMarketingOnline Resource Library** and get updates on the most current up-to-date marketing tips and strategies for growing your business online or offline.

Until we meet again, here’s wishing you all the best!



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