



90 Day Continuity Workshop

Week 2 of 13



If you are here you probably fall into one of these categories...

1. Newbie - Brand new
2. Informed Beginner - Knows a lot and is very well informed. Does not produce sustainable income online at a level that will support themselves. In many cases spends more than produces.
3. Low Level Intermediate Marketer - Possibly Full Time, can produce a few thousand bucks a month sustainably with online business.



What we are going to cover today...

1. What should you have done
2. Website options
3. Logo for Brand
4. Legal Pages
5. About Me Page and Contact
6. Install Blog and First Blog Post
7. Homework
8. Q&A

WHAT SHOULD YOU HAVE DONE?

1. Watch the Core Influence Video by Frank Kern
2. Come up with a base customer avatar for your niche (do your best)
3. Come up with a name for your online business.
4. Come up with an idea for benefit on a membership program.
5. Go through Continuity Trilogy and take some notes. (if you haven't already done so)

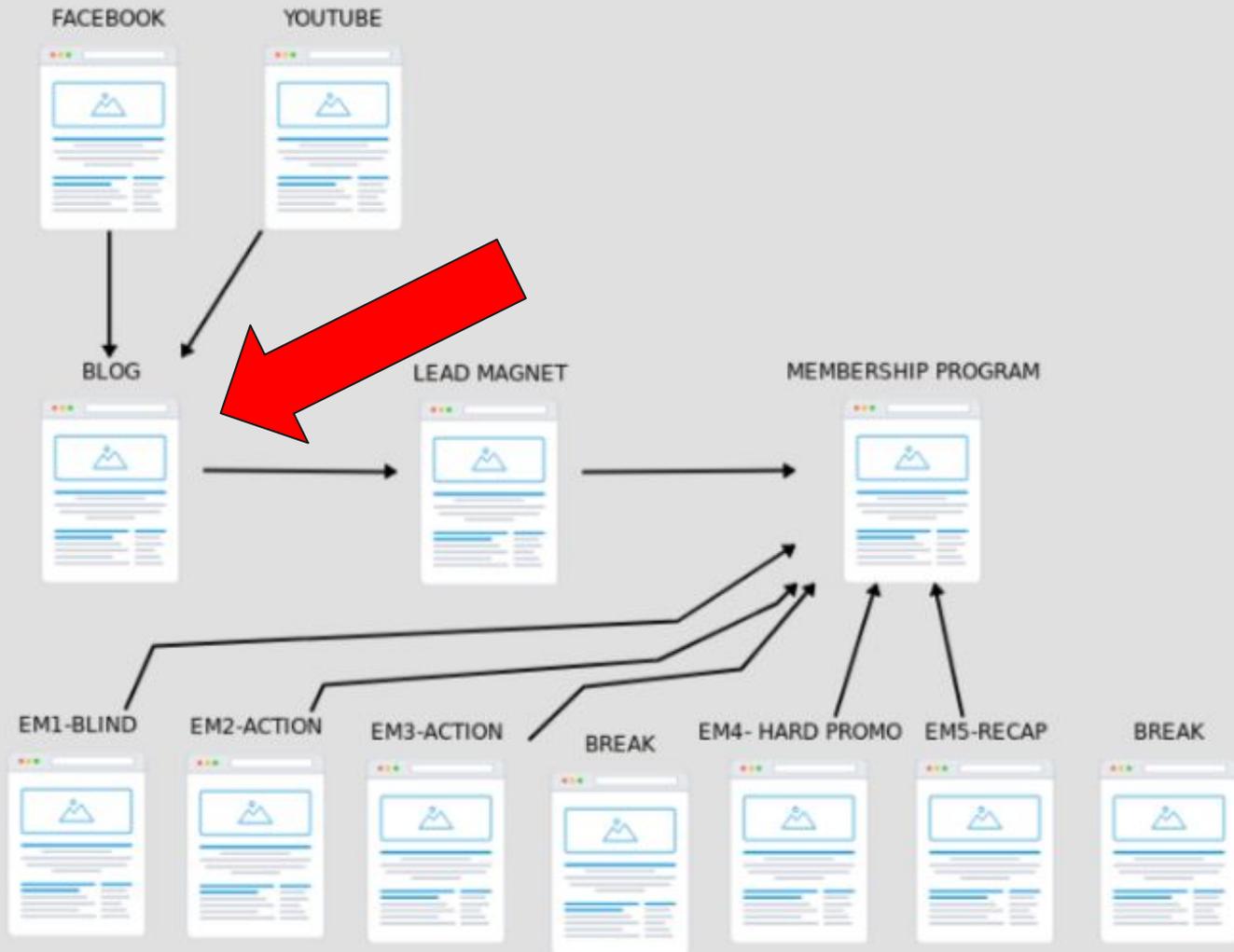
Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Week 2

Keep your project moving forward.

That's the name of the game. Whether it was a legitimate reason or a poor excuse, I have never made a dime from finding reasons why I couldn't get something done.

Always seek the way to move forward. - Me



overview

Section 1: Website Options and Getting it Going!



Self Hosted/Installed Wordpress

Your own hosting and registered domain with wordpress installed on it.

Pros: minor authority boost, control.

Cons: learning curve, upkeep

This is how I do it. I use siteground.com. I'll put a link below lesson if you would like to check them out.





WIX or Weebly

Run it from a free wix or weebly site.

Pros: Free

Cons: minor authority loss, leaks, limited control



weebly



wix.com



Free Wordpress

Run it from a free wordpress.com site.

Pros: Free

Cons: minor authority loss, leaks, limited control



WORDPRESS

Something Else...

Run it from an alternative I haven't mentioned. There are hundreds. Clickfunnels, Builderall, run from social media directly. Many others.

What you need to remember is the goal of what we are creating. It represents the "face" of your business. Your umbrella brand.



For this session...

I am going to show you how to set things up from a self hosted wordpress site. Firstly, because I think it is probably the hardest from a technical standpoint, and if you can do this then the other options are easier to handle.

And secondly because I want to teach you exactly what I do to make money with membership programs, and this is part of that.

Keep in mind the lifelines if you need help doing it another way. We can get on a 1 on 1 and I can help you get it figured out. Also keep in mind free resources for technical stuff.



Let's get Wordpress installed...

1. Get wordpress installed
2. Get auto updating installed for plugins
3. Update your support email, have it forwarded to one you check
4. Clone page plugin
5. Analytics Plugin - You'll need to ensure you have a Google Analytics account at <http://analytics.google.com/> (this is not the same as a Gmail account) and you will need to ensure you have a property setup for your domain.



Section 2: Logo for Brand

Let's get a logo together for your brand

It doesn't need to be perfect right now it just needs to move you forward.

It can be changed later.

You can do it yourself. You can get someone on fiverr. YOu can do it another way.

Don't spend days on this.

Let me show you .

I made this logo in 2016.





Simple Logo Creation

Step 1: Brainstorm <https://studio.tailorbrands.com>

Step 2: Model <https://canva.com>

Step 3: Make it more versatile

<https://onlinepngtools.com/create-transparent-png>

Section 3: Legal Pages

Let's get Our Site Legal!

We need these pages:

1. Legal Pages Navigational
2. Copyright Notice
3. Earnings Disclaimer
4. Privacy Policy
5. Terms and Conditions
6. Website Disclaimer
7. Product Guarantee/Refund Policy

SO how do you get them?



Let's get Our Site Legal!

A few ways you can go about this:

1. Fiverr
2. Generator
3. Model someone else
4. Pay a Lawyer



Section 4: About Me Page and Contact

About Me and Contact

Let's get the about me page done. It's an important page because a lot of people hit it.

1. Later we will link our lead magnet to this page but don't worry about that now.
2. This needs to tell the basic purpose of your blog. What are you going to talk about here? Who are you trying to help? Why?
3. A picture or logo goes here.
4. A contact email goes here.



Section 5: Install Blog and First Blog Post

Let's get this blog moving...

Your first blog post.

1. It's not about how many words, it's about impact. We'll talk more about that in regards to content in coming weeks.
2. This first one just needs to tell a brief story of something you learned that was important to you in your niche. Be sure to have a takeaway for your future readers here.





In Summary...

1. We talked about what should you have done so far
2. We talked about Website options and getting it going
3. Logo for Brand
4. Legal Pages
5. About Me Page
6. Install Blog and First Blog Post

Now let's talk about Homework...

HOMework

1. Get your website up and running
2. Get your logo done
3. Get your Legal Pages done and on website
4. Get your About me Page done
5. Install blog and first blog post

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Q&A!