

Why Should You Have Your Own Domain Name

Owning your own domain name is the fastest, easiest, and cheapest way to increase the professionalism of you and your business, virtually over-night.

Understand that you are selling yourself. In actuality, people are much more concerned with YOU, than they are about our business opportunity. I don't care if you have the greatest EcoQuest business in the world, if you don't successfully position yourself as a leader in the eyes of your prospects, you will go as far as you could.

With this in mind, you need to know you are being judged, sized up, measured, and compared to other potential upline partners. People want to work with winners. They are attracted to leaders. It's a survival instinct that is a part of our very DNA, and you cannot escape it... But you can also use this to your advantage!

So what's this got to do with registering a domain name?

It's all about professionalism. If you don't even know how to register a simple domain name, how can you possibly expect other people to follow you to "financial freedom?"

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

Personally, I've spent hours selecting the perfect domain name that will help in pulling maximum traffic from advertising and gets listed in the top search engine results. (We will go into that later.)

So, with that in mind, let's change the image of your business in about 30 minutes.

First, you need to understand the advantages a domain will bring to you.

The Reasons You Need to Own At Least One Domain Name.

First is the increased professionalism it gives to you. Having your own domain names doesn't necessarily put points in your professionalism column because it is an expected practice today. But NOT having one, will definitely HURT your image.

Let's say that you were one of my cold market prospects and you didn't know anything about me at all. I have your contact information, so I decide to send you a quick introductory email from my address which is: bigboyJames0927@aol.com

What would your first impression be? Do I sound like a professional business owner? A successful CEO? A leader?

Or do you picture some big college dropout making \$8.00 delivering pizzas?

The truth is irrelevant. I might be a millionaire but it wouldn't matter because I'm being judged by that email address the instant it arrives in someone's inbox.

On the other hand, how would your perception change if my email address was:

James@SecretsToLifetimeIncome.com or James@TheRoadToFreedom.com

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

SecretsToLifeTimeIncome.com and TheRoadToFreedom.com don't really mean anything. You can't associate them to a company or product. They are GENERIC. Of course you could also use something like [www.WhoIs\(YourName\).com](http://www.WhoIs(YourName).com).)

The second advantage to having your own domain name is that you can now have a personal email address that is not dependant upon a 3rd part provider like AOL, Yahoo, Hotmail, Excite, or GMail. We both know that it's impossible to get an email address like James@yahoo.com or James@hotmail.com. They were picked up long ago.

But if you have your own domain name, you can choose any address you'd like: The choice is yours. James@SecretsToLifetimeIncome.com, support@SecretsToLifetimeIncome.com, help@SecretsToLifetimeIncome.com, Owner@SecretsToLifetimeIncome.com , CEO@SecretsToLifetimeIncome.com

Finally, the third advantage to owning a domain name is that you can use what's called a "redirect." In EcoQuest, we sometimes use replicated website addresses in our businesses. These are usually fairly long web addresses that are difficult to give out over the phone, or place in advertising pieces. For example, <http://YourBestLeads.com/jamesclendenin> or <http://www.maximumsuccess.com/DavidandMargaretDyer>. (NOTE: Using lower case or upper case letters when typing a domain name make no difference at all. Each letter in the alphabet simply corresponds to a specific number, and that number is the same whether the letter is capitalized or not).

EcoQuest gives you a replicated site and the address probably looks something like this: <http://www.EcoQuestIntl.com/jamesclendenin>.

If you're promoting products or services through an affiliate program like Pinnacle, you would have an affiliate link that looks something like this: <http://www.pinnaclep.com/lp.asp?p=43&m=404> (I re-directed my domain (www.YourHighwayToFreedom.com) to my Pinnacle web site.

The bottom line is that in each of these cases above, you are LOSING business just because of the web link itself. Here is why.

First, anytime you give someone a link with "additional" information in it like a user name or some kind of ID number, people will automatically erase the extra part and go straight to the primary domain name just out of curiosity.

For example, if this is your link: <http://www.EcoQuestIntl.com/jamesclendenin> , people will leave out, or erase the jamesclendenin portion and just head straight to www.EcoQuestIntl.com . It happens all the time and I'm sure you've even done it yourself. The bottom line is that you stand to lose out on that business.

Secondly, You can't put an address like <http://EcoQuestIntl.com/jamesclendenin> in an advertisement of any kind. It means DEATH to your results.

Why? Because -

A. People aren't going to remember the name or number at the end of your address.

B. Not only will people do exactly what I stated in #1 and leave your ID number off so they can go to the primary site, but anyone who actually spends money on an advertisement, and doesn't even bother to set up a real domain name with a redirect obviously doesn't have a clue as to what they are doing, which means you will only attract leads who are even less savvy and less professional than the person who placed it.

C. You're just asking for trouble if you try and give out a long link like these to a prospect over the phone. Chances are they're going to spell it wrong or leave a piece out.

Try giving out a link like this on a conference call and you're going to lose professionalism along with all of the listeners who couldn't write it down correctly no matter how many times you were asked to repeat it.

Domain Forwarding or URL Redirects

Another advantage to owning your own domain name is that you can use what is called domain forwarding or URL redirect.

This simply means that you can instruct the company that is hosting your domain name to "redirect" all traffic coming to your domain (A), to website (B).

This is like telling the post office to forward all of your mail to a new address because you just moved to a new home.

Let's go through a quick example and say that I have an affiliate product I want to promote.

Instead of sending out this link: <http://www.pinnaclep.com/lp.asp?p=43&m=404> , I would instruct my hosting company to take all traffic coming to my domain name: www.YourHighwayToFreedom.com. and have them redirected to <http://www.pinnaclep.com/lp.asp?p=43&m=404>

This means, that instead of using <http://www.pinnaclep.com/lp.asp?p=43&m=404> in my ads, in my emails, and on the phone, all I have to do is use www.YourHighwayToFreedom.com Anyone who types in www.YourHighwayToFreedom.com will automatically be redirected to that long affiliate link

URL Masking

Masking is a very useful feature when setting up a re-direct.

Essentially, it will "mask" or hide, the destination web address in your browser window, and keep your original domain in its place.

Basically, what it means is this.

Lets say I set up a re-direct for my address www.YourHighwayToFreedom.com to <http://www.pinnaclep.com/lp.asp?p=43&m=404>

If you go to www.YourHighwayToFreedom.com you would see at the top of your browser window - <http://www.pinnaclep.com/lp.asp?p=43&m=404>

If I didn't want it to be seen I would go to www.GoDaddy.com (where I buy my domain names) and use URL Masking. I then could mask the browser and you would only see www.YourHighwayToFreedom.com in the top of the browser.

It just so happens in this particular instance, I don't mask <http://www.pinnaclep.com/lp.asp?p=43&m=404> because it is an affiliate program and you never want to mask affiliate programs URL. (If I go out and try to get people to sign-up for the Pinnacle program so that mine becomes free with 5 sign-ups, masking the URL could (probably) prevent me from getting credit for the new sign-up.

Domain name suggestions for branding:

Suggestion #1: Keep it Simple.

You want to find a domain name that is:

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

This is not optional. If you can't find an address that fits all three of these qualifications, keep looking.

If you're giving your website address to someone over the phone or to a group on a conference call, there can be no room for misinterpretation or spelling errors which means you need to follow the next piece of advice. Additionally, URL's that contain names like, Geocities, Homestead or Tripod have amateur written all over them. Let's face it, if you have a website URL that looks like this...

www.MyFreebieWebsite.com/dontwannaspendanymoremoney/onmysite.html ...well, then it's going to be almost impossible for you to brand yourself.

Suggestion #2: Register Plural and Hyphenated Versions.

You want to register all plural and hyphenated versions of your domain name of choice in order to capture anyone who might misspell the name, and to protect yourself from competition who will intentionally register any domains similar to yours.

Now this isn't going to matter much if you're just a tiny fish in the big internet pond and you aren't promoting yourself in a massive way, but if you ever start to brand yourself and that domain name, then you need to follow these suggestions.

Sometime back I started a project on creating lead generating capture pages, so the very first thing I did was register several possible domain names for it. Following my own advice, I registered www.QuestForLeads.com and www.QuestForLeads.net I also registered www.Quest-For-Leads.com and www.Quest-For-Leads.net (The hyphenated each name). Plus, I got the .biz, info, org versions.

Not only do you want to do this so you don't lose any unnecessary traffic, but to protect yourself from competition. Do not leave a door wide open for a competitor to leech visitors and customers through a similar domain name.

You can bet that if I hadn't registered www.Secrets-To-Lifetime-Income.com right after registering www.SecretsToLifetimeIncome.com - I'd have a cyber-squatter sitting on a very valuable piece of internet real-estate.

Always remember that entrepreneurs are opportunistic people by nature.

Just do it right the first time and you won't have to worry about any of these issues. Actually, if the purpose of your website is to brand yourself, I believe your best bet is something like: www.yourname.com or www.yourDBAname.com or www.WhoIsYourName.com. Jennifer and I just got www.WhoIsJenniferJames.com and www.WhoAreTheClendenins.com and www.JenniferClendenin.com.

The “WhoIs” domain creates more curiosity than just a www.Yourname.com domain because it asks the question in your prospect’s mind, “Well who is this person and how can he/she help me?”

Suggestion #3: Use The Top "KeyWords" In The Domain Itself. (But not every time. I'll explain why in a few moments).

Search engines give high relevance to sites with top key words in the domain name itself, and a higher relevance for .com names over any of the other extensions like .net .biz . org or .info.

So how do you find the right key words to use?

Go to www.overture.com Then to the Resources page for current advertisers, and click on the link for Key Word Selector Tool. Then type in a common search term for your category or the product you are going to promote.

NOTE: If the .com version of your preferred domain is not available, choose another. You want to have the .com address, because that is what your visitors will automatically type in when going by memory.

And if they don't, many will type it in just out of curiosity, and if it is owned by a competitor, you're in trouble.

Suggestion #4: Pay Attention To Phonics.

Try not to use numbers unless you can purchase both the numerical and alphabetical names. If you were on a conference call and you told the listeners to, “go to [www dot More For Your Money dot com](http://www.dotMoreForYourMoney.com)”, they wouldn't know whether or not to go to www.More4yourmoney.com or www.MoreFourYourMoney.com!

If you're going to buy www.EZmoney.com, you had better own www.EasyMoney.com as well.

If you can find a domain name with both listings available, then go for it.

Suggestion #5: Register A "Generic" Domain Name.

The very first domain name I purchased was www.YourRoadToLifetimeIncome.com because I could use that domain to promote any aspect of the business I would ever want to.

www.YourHighwayToSuccess.com and www.TheRoadToFreedom.com are a couple more great examples of domains that have a lot of built-in flexibility.

Choosing a generic domain name can be very important when generating leads. 99% of the time, you do NOT want to have the name of EcoQuest or the products in the domain name because your capture page is NOT going to be promoting EcoQuest. (You'll see what I mean momentarily.) So, you do not want to register a name like www.EcoQuestRocks.com to use for your capture page.

You'll notice that www.WhoIsTheClendenins.com and www.Secrets-To-Lifetime-Income.info do not have "EcoQuest" in the name.

Why?

Because I want to keep control of what my prospects see and when. I want to keep control of the presentation process of my business and the timeline in which it takes place.

My prospect doesn't know what company I'm with until I tell them. They can't look at my website until I give it to them.

A lot of EcoQuesters will register a domain name with their company name in it like www.EcoQuestRocks.com and their email address would be James@EcoQuestRocks.com which is the primary email address they use for all correspondence. (I only use @EcoQuestIntl.com when I am corresponding with Dealers - never with prospects.)

Well as soon as you send an email to your prospect from James@EcoQuestRocks.com, they are instantly going to head to www.EcoQuestRocks.com out of curiosity, which means you lost all control of the presentation process.

ALWAYS register a generic domain name to use for your email correspondence that you can keep forever, no matter what aspect of the business or product you decide to promote.

Once you have a generic domain, you can always register another one for your specific aspect of EcoQuest's opportunity or product that you can give to your prospects when the time is right.

I have purchased over 25 domains in the last couple of years. It's like owning cyber real-estate.

Suggestions For Great Generic Domain Names:

This may be a bit frustrating process for you if this is your first time registering a domain name. Why? Because you will soon find out that 9 out of 10 names you think of will already be taken.

Coming up with something generic is pretty easy though.

Here are a couple ideas ...

1: Use your name in combination with an extension.

www.AndersonInc.com

www.JohnSmithInc.com

www.JohnSmithPartners.com www.JohnSmithLLC.com www.JohnSmithCompany.com

www.WhoIsJohnSmith.com www.JohnSmithMarketing.com

2: Think of a company name, or "Doing Business As", name like the examples I gave you earlier.

Once again, keep these three rules in mind:

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

If your last name happens to be Leibowitz, then pick something else!

Suggestion #6: Purchasing Your Domain Name.

You want to buy the .com, net, and. biz versions of each domain you choose. (Purchasing this many domain names for one project is not necessary, just recommended.)

OK, it is time to your purchase, but DO NOT buy any of the other services your registration company will want to sell you like traffic generation, search engine submission, etc. You don't need those.

All you need right now are the domain names (No more than \$9 per year). Presently, I am using [www.GoDaddy](http://www.GoDaddy.com) for my Domain names and website hosting. That may change but for now it works great.

1. Start with the domain search box. You will get to know this one well as you search for a name that is actually available.

Continue to search until you find a name that meets all of the criteria we've discussed.

Once you find a name that works, choose to register the .com, .biz, and .info names.

2. Go ahead and start the check out process.

3. Skip ALL of the extra services they will try and sell you. You DO NOT need them (with perhaps the exception of buying the .biz, .net, .info at a big discount.)

4. I only register my domains for 1 year at a time to keep costs down. They will automatically renew each year as long as your credit card on file is current. If it's not, [www.GoDaddy](http://www.GoDaddy.com) will notify you.

Congrats ! You now own your very first domain name!

5. When you're ready to set up a re-direct or set up an email address for your new domain, click the Support button for [GoDaddy](http://www.GoDaddy.com) and/or call their 1-800 number for support.

Email Branding

Another way to brand yourself is by simply using a "signature file", or Sig File in your emails. This is usually a small amount of text at the end of your email (usually between 3 and 5 lines long).

How can you use email to brand yourself using a sig file?

Well here's an example of one we will be using soon.

Who Are The Clendenins anyways?

Meet us at <http://www.WhoAreTheClendenins.com>

We'll teach you everything we know about generating your own leads virtually on autopilot.
