



**Now includes Masters Courses for advancing your  
Internet education.**

**Find the courses in the Appendix.**

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## Foreword

**By Tim Knox**

I first met John Howe when he attended one of my live boot camps on Internet marketing. Here was this tall, immaculately dressed gentleman with white hair and a booming voice. He had one of those handshakes that let you know that he was both approachable and deadly serious when it came to business.

I remember John very clearly sitting in the front, listening intently, taking notes, soaking it all in. I knew this was a man who would do great things as an online entrepreneur and this book proves he is on track.

As an Internet marketer and software developer, I can tell you that one of the most important decisions any business can make is whom to trust with your website.

There are thousands of hosting companies out there, just as there are thousands of baby sitters, but you must be very careful to trust your babies with only the best. That is what this book will help you do.

The thing that I love about John's writing style is he takes the very technical and gives it to you in layman's terms.

You don't have to be a programmer or a rocket scientist to understand and benefit from this book. If you have half a brain (and I'll trust that you do), you will be able to read this book and come out the other side with the knowledge to make the right decisions when it comes to your website and business as a whole.

Great job, John!

Tim Knox

Entrepreneur, Author, Speaker, Radio Host

## About the Author

John V. W. Howe is a recognized expert in website creation. He has published over 60 articles on the Internet and is a guest author on several different websites.



John began using computers in 1963 (the dark ages of computers) and has used them in his businesses ever since. Over this time he has used several different web hosts.

He is an entrepreneur, author, inventor, patent holder, husband, father (two sons and one daughter), and grandfather (one granddaughter and a grandson on the way).

His website <http://www.the-best-web-host.com> helps people analyze their needs and match those needs to the best web host. He also publishes <http://www.boomer-ezine.com>, a weekly online magazine for Internet entrepreneurs.

His hobbies include raising and training quail hunting dogs, kayaking, and fly fishing.

To validate John's bio information, search Google at <http://tinyurl.com/2kv5qu> or read John's articles at [http://ezinearticles.com/?expert=John V. W. Howe](http://ezinearticles.com/?expert=John_V._W._Howe)

## Introduction

Choosing a web host for your website can be an overwhelming task. There is so much “noise” on the Internet when you start looking for web hosting. In fact, the keyword “web hosting” gets over 31,000 searches a day which makes it a very popular search term with multitudes of hosting companies competing for it.

Another thing that makes it difficult to find the best web host is that most people select a web host for the wrong reasons. Gigabytes and bandwidth are not the correct measurements of the best web host.

The websites that review the “top 10 web hosts” are really no help except to consolidate what they feel are their favorite web hosts in one website. Remember that these sites are created to make the owner money from affiliate commissions and not necessarily to help you find the best web host.

This book helps you cut through the noise and helps you make decisions that will lead you to the best web host for you and your website.

## The Definition of the Best Web Host....

The web host that provides:

- the required hosting hardware and software to properly host your website on the Internet (storage, bandwidth, server software, reliable high speed Internet connection, backup power supply, etc.).
- the support and services that complement your technical capability to design and build a successful website.
- all the above at a cost-effective price. Notice that I did not say cheap price.

The hardware and hosting software are a given since it is necessary for your website to function on the Internet. The important part of the definition is the support and services and the **TRUE** cost for the whole package. These are what make the difference between success and failure.

## Don't Get Caught Up in the Technical Jargon

**Most of the advertising on the Net touts gigabytes and bandwidth.** These are the wrong measurements to use when choosing the best web host. Sure, you need storage and you are measured on the bandwidth used, but any host

can provide these. They are required to put your site on the Internet. **They are not what make your site succeed or fail.** Look beyond these technical buzz words for the best web host.

## **All Web Hosts Are Not All Things to All People**

**Each web host has strengths and weaknesses.** Some have outstanding up-time records. Some supply HTML editors and screen builders. Some supply more gigabytes than others. Some supply more bandwidth than others. Some supply more email addresses than others. The list goes on and on. This is why it can be so confusing when trying to find the best web host.

## Finding the Best Web Host

**To find the best web host, let's evaluate what you want your website to do and define its mission.**

**Each website has a different mission in the mind of its creator.**

- One website may be a simple one- or two-page site for a landing page and a "thank you" page.
- Another site may be a "parking" site where a person has purchased a domain name but is not ready to develop the domain and puts up a "Coming Soon" page to mark the domain.
- Another site may be a large content site that is dependent on search engine traffic for its success.
- Another may be a hobby site for publishing a website with no intent of monetizing it.
- You may have several small sites that you want hosted under one account. This is where you may have a

group of defensive domain names that you want pointing back to the main domain name that you are defending. (More on this subject later).

Now, take the time to define that mission of your website. Spend time on this and think about your mission. This will help dictate the web host you select.

Got it? Good. Hold what you have.

### **Let's Evaluate Your Capabilities**

- How technically savvy are you?
- Do you have a working knowledge of HTML?
- Do you know what FTP means and how it works?
- Do you know what SEO means and how it works?
- Do you know how to plan the structure of a website?
- Are you familiar with keywords and how they relate between your web pages and search engines?

- Are you familiar with site maps and search engines?
- Do you know about blogs and RSS feeds?
- Do you know about website navigation and how to set up a navigation bar (nav bar)?

If you know the answers to the above, you are technically proficient. You can probably use most any quality web host since it appears that you can write your own web pages and FTP them to the host. You have already researched the keywords in your niche market. You can update your site map and ping the search engines.

If you are not a technical heavyweight, you need a web host that will lead you through the process of researching your niche market for your site and then lead you through the process of building your website.

## **Let's Evaluate Web Hosts**

First, understand that when you buy web hosting you get what you pay for. Beware of the terms "free" and "cheap." These usually mean trouble.

## **“You Get What You Pay For”**

You have heard the saying before and you probably use it. “You get what you pay for” applies when you are shopping for web hosting.

## **Free Web Hosting**

Historically, many of these free web hosts have started up and disappeared quickly. Poof, there goes the hard work you invested in setting up your website. Now you have to find another host and go through the process again.

Another group of free web hosts began as free hosts, and then started charging for services with the hope that the users will pay rather than go through the hassle of moving their website.

Still others require the right to put some form of advertising on your web pages. This does not project a professional image to your viewers.

Most of these “free” web hosts have pop-ups and banners that are “in your face” all the time when you are on your

“free” site. Selling advertising is the way these hosts make money.

This is still not the major hidden cost of a free web host.

The REAL cost of a free web host (or a budget web host) is the lack of services that the host provides. This forces you to purchase the services that the web host does not provide and/or to work harder to compensate for the lack of services.

Put yourself in the position of the CEO of the free web host. How much can you pay for support personnel if you are not charging the user for your services? How solid a hardware system can you afford to host the websites? How much can you invest to guarantee no downtime on the servers?

Stay away from free web hosting unless the mission of your site is a hobby site and you do not care about up-time for your site or being bothered by pop-ups when you are trying to work on your site.

Consider this from a business perspective. How can a web host that does not charge for services provide very good services?

## Cheap Web Hosting

Remember the saying “something looks cheap” and what it brings to mind. Cheap web hosting is no different.

Cheap web hosting is a little better than free web hosting since you pay for hosting and the service offerings are a little better than free hosting. However, the amount that you pay is usually a nice “Wal-Mart special” price of some dollar amount that ends in 95 cents. \$2.95? \$4.95? \$5.95? You name it. These hosting packages are “loss leaders” to attract you and get you started. Then when your site is built and the hook is set, the host’s intent is to upgrade you to a higher level of service.

## The Value of Your Time

I don’t know about you, but I value my time very highly. I never seem to have enough of it and it is valuable to me.

Too many beginning Internet entrepreneurs do not place a value on their time. After they have spent untold hours building a website, they consider all those hours at no cost. This is wrong and it is not good business. The time in front

of the keyboard could have been used productively for other activities.

Consider the value of your time when you look for the best web host. Which host will give you the tools and support necessary to make your website successful? It will not be the web host advertising "free" or "cheap" web hosting.

If you use the cheap web host, you will invest untold hours of your time and then probably fail (90% of Internet small businesses fail in the first year). It makes better economic sense to pay for support and services that will make you successful rather than "poor boy it" and fail.

The time you spend only to fail is a waste when picking the best web host can significantly improve your chances for success.

Earlier I mentioned "true cost" when building a website. True cost includes all the hosting fees, but **the largest cost will be the hours of your personal time that you expended building your website.**

I write from personal experience. When I first started on the Net, I needed a web host to host multiple domains under

one account. I did not do my research properly and settled on a particular host that was cheap. I set up over 30 defensive domains on this site.

The host was run by an individual who was reselling time from a larger web host. He grew tired of trying to take care of customer service and notified his customers that he was going out of business. To his credit, he did give his customers time to migrate their sites to another host. The migration was a hassle that could have been prevented by spending the time to find a more robust web host. Sure, I would have paid a little more, but I would not have inflicted the time and cost of moving the websites on myself.

### **Prior Planning Prevents Poor Performance**

If you are a beginner and do not know some of the basics of building a website, you need a web host that will lead you through the process.

One of the first things you do when building a content website that you are going to use as a business (it generates income for you) is to research your market. You probably already have a subject in mind for the subject matter for your site. You need to do the research to see how many

other websites are competing for traffic on that subject and how good the competing sites are.

If you are going to use the search engines to send free traffic to your site, you need to know how many searches are being made on the keywords that you plan to use for attracting traffic to your site. Remember that without traffic, you are **DEAD!**

## Keyword Research

Keyword research can be done using Wordtracker. This website ([www.wordtracker.com](http://www.wordtracker.com)) is the authority on all searches on the Internet. It is a paid service. The current charges are \$27.59 per week, \$55.18 per month, and \$275.88 per year (stated in USD).

Wordtracker has a free tool that is limited in use at <http://freekeywords.wordtracker.com> so you can see how it works and sample the data it delivers.

Wordtracker also has a free keyword research guide at <http://www.wordtracker.com/keyword-research-guide.html>. It will educate you on keyword research.

At Wordtracker Academy you can learn some good information at <http://learn.wordtracker.com>

Another tool that is not as good, but is free, is from Yahoo Search Marketing at

<http://inventory.overture.com/d/searchinventory/suggestion>

Rumor has it that Yahoo is obsolescing this tool so try it and see if it is still working. It has been reported to have recent problems (May 2007) with response and uptime.

Google has a free keyword tool at

<https://adwords.google.com/select/KeywordToolExternal>

This tool does not tell you the number of searches, but will suggest additional keywords based on the root keyword that you enter.

There are other software packages that you can purchase. I will not recommend any since I have not used them. I recommend that you search on Google for this type of software.

Now that you have ways to research your keywords for your site, evaluate the competition.

## Evaluate the Competition

This is normally a manual operation. Go to Google search, enter the keyword, and perform a search. Note the number of topics at the top of the results page (Results **1 - 10** of about **202,000,000**). Also, review the ten websites on the first search results page and evaluate how difficult it will be to create a website that will rank higher than they rank.

As an aside, you need to try to rank in the first few entries on the search results page. If you are "below the fold" (off the screen when the page loads), you are invisible and your site will probably be missed. It will definitely not get as much traffic if it falls below the fold as if it is above the fold.

There are automated tools for researching competition. Some are stand-alone and one in particular is included in the services provided by the web host.

The best tool I have seen on the Internet is included in the hosting services for Site Build It (SBI). It evaluates the keyword usage (It uses Wordtracker so you get the benefit

of Wordtracker data and it is at no additional charge.). It tells you how many websites on the Internet use the keyword. Bottom line, it helps you evaluate each keyword and find keywords where you can define a market niche and claim your Internet territory.

Another software tool is Keywords Analyzer (Cost \$97.00 USD). I have not used it, but I have studied it and it looks pretty good.

You can view a video on how it works at

<http://www.keywordsanalyzer.com/videos2/seo1/seo1.html>

Spend most of your planning time studying keywords and competition before you even write the first page of your website. This investment in planning time will pay you back many times over.

## **Defend Your Website's Domain Name**

I mentioned "defensive domain names" earlier. Let's address the subject now.

Take a look at the logical variations of your domain name and think of ways that your visitors could mistakenly enter

your domain name. When you develop traffic and become a popular site, others will try to siphon off some of your traffic by registering domain names that are close in spelling to your domain name. They will then set up redirects to their website.

Let's look at an example:

The main site for the weekly ezine that Linda, my wife, and I publish is [www.boomer-ezine.com](http://www.boomer-ezine.com). Similar variations are [www.boomerezine.com](http://www.boomerezine.com), [www.the-boomer-ezine.com](http://www.the-boomer-ezine.com), [www.theboomerezine.com](http://www.theboomerezine.com), etc. You might also consider the various extensions that you might want to register: org, biz, info, etc. I have chosen to only protect the .com extension.

Authors Note: I am only protecting the [www.boomerezine.com](http://www.boomerezine.com) name. I decided that the names that start with "the" are not a threat. These were only given as examples of variations you should consider.

Domain name registrations cost under \$10.00 per year so you have to weigh the cost of registering several of these defensive domains against the likelihood of someone using them against you.

## Creating Web Pages

**Now let's discuss how to create web pages for your website.**

### Writing HTML

**Hyper Text Markup Language (HTML) is the basic language of the Internet.** It tells your browser how to display the data that is coming in over the Internet.

If you want to see the HTML that is behind a web page that you are viewing, position your cursor on the text area of a page and right click. Select "View Source" in the drop down box (if you are using MS Internet Explorer). A new window will open which shows the HTML that is behind the page that you are viewing.

### **Now, how much HTML do you know?**

If you are a seasoned veteran at writing HTML, skip over the rest of this section. If not, let's proceed.

Some web hosts have "fill in the blanks" page builders.

**Web pages can be broken down into sections or blocks.** Each block has a function and by “stacking the blocks” you can build a web page.

Typical blocks necessary to build a web page

- **Headline** – Creates the title to the page and any subtitles.
- **Text** – Block where you enter your content and all the information to display.
- **Text Link** – enter a link to another web page or website.
- **E-Mail link** – Opens an email input form so the reader can send you an email.
- **Graphic** – Inserts a graphic on the page.
- **Divider** – Puts a divider across the page.
- **Line Break** – Inserts blank lines between different blocks.

By filling in the blanks, this method of creating web pages will help you create some very professional web pages. The HTML generation is done for you when you “stack the blocks.”

Here is a sample web page using SBI that I built with this method:

<http://www.retirement-jobs-online.com/retirement-jobs-study-guide.html>

## HTML Editors

Another method of writing HTML is to use an HTML editor. I use MS Front Page (unfortunately, it is no longer supported by Microsoft). Another very popular editor is Adobe Dreamweaver (\$389.00 USD).

There are free HTML editors on the Internet. Use Google to find some to test.

One of my sons uses PageBreeze and recommends it. You can download it at <http://www.pagebreeze.com>

These editors are what are called WYSIWYG (what you see is what you get) editors. You create the page using text, place your graphics where you want them, insert your links, and the editor writes the HTML to create the web page. These are handy and will create some great-looking web pages.

Usually, you need to have a basic working knowledge of HTML to really use them effectively.

## **FTP – File Transfer Protocol**

FTP is the method used to transfer your web pages from your computer to the web host so the world can see them.

There are various FTP software packages for uploading your pages. To upload, you start the FTP program, which logs on to your website and allows you to see it (usually in directory format). You can then upload a page from your computer to the website. You can delete a page from the website if needed using the FTP program. When you are finished, close your FTP program.

To double-check your work, open your browser and see if your new page is posted the way you want it. If you were updating an existing page, make certain to refresh your screen so you get not the old page from the cache of your browser, but the new one you just uploaded.

## Website Design

Websites are usually designed in a pyramid design. The top of the pyramid is the home page for the site. The middle of the pyramid are the tier 2 pages, and the bottom of the pyramid are the tier 3 pages.

Each level of the site links to the tier below it or to other pages of the same tier. The best web host will lead you through the website organization process.

The site navigation is usually performed by placing a navigation bar on each page of the website so the reader can click on it and quickly go to any of the major web pages.

**A navigation bar (“nav bar”), is the basic tool for site navigation.** Navigation bars are usually some form of Java script. They are text, buttons, or boxes usually placed on the top or left side of every page. This allows the reader to quickly link to the main pages of the site. A feature that is usually incorporated in the nav bar is a change of color or appearance in the nav bar entry for the current page to show where you are currently located in the site.

**Some HTML editors will build your navigation bar for you.** When you build a page, you specify if you want the page included on the nav bar and if you want a nav bar on the page.

If you include the nav bar on each content page, it gives the reader a uniform way to get from the current page to any other main page with one click, which is desirable. **A theory of site navigation says a reader should be no more than two clicks from any other page.**

**The best web host should build your nav bar for you.** When you create a web page, you are given options if you want the page listed in the nav bar and, if so, what the text on the nav bar should say.

Look for this when choosing the best web host.

## Site Maps

Wikipedia says "A site map (or sitemap) is a web page that lists the pages on a website, typically organized in hierarchical fashion. This helps visitors, and search engine bots, to find pages on the site."

Site maps help search engines look at your site which helps improve your site's search engine ranking. Remember, the higher the rank, the more free traffic will come to your site.

Most of the major search engines use the site map concept. (Google, Yahoo, Ask. MSN will by the end of 2007).

When you create the website, you build your site map page. Each time you add, delete, or change a page, you need to update and upload your site map so the search engines will be aware of the change to your website. You then "ping" the search engine to tell them that is a change so come check it out.

The only web host I know that does this automatically for you is Site Build It.

To read the Google explanation about site maps follow this link.

<https://www.google.com/webmasters/sitemaps/docs/en/about.html>

There are some packages for developing and maintaining site maps. You can use Google or Yahoo to find some of

these. I have not researched any of these so I will not make any recommendations.

Don't forget to maintain your site map on your site and ping the search engines every time you make changes or additions to your site.

## **Blog/RSS Feed**

A blog (which is short for web log) is a website where the writer posts his/her comments for the whole world to see. The blog usually has a theme and a subject line. In content websites, it is used to frequently post articles about the subject of the website.

An RSS feed is used to let the Internet world know when you make changes to the blog or website. The best web host must have an easy method for you to set up and maintain a blog and an RSS feed. Look for this as a point in your evaluation of web hosts.

Here is a sample of the content of an XML RSS feed file from [www.Boomer-eZine.com](http://www.Boomer-eZine.com). It is fairly easy to set up. You set up the channel code once. Each time you add to your website or change it, you must add several lines of code for

the new item. The code you must add begins after <item> and ends with </item>.

```
<?xml version="1.0"?>
```

```
<rss version="2.0">
```

```
<channel>
```

```
<title>Boomer-eZine.com</title>
```

```
<description>The Online Entrepreneur Magazine -- "Helping  
Online Entrepreneurs"</description>
```

```
<link>http://www.boomer-ezine.com</link>
```

```
<item>
```

```
<title>Boomer eZine Volume 2 Issue 8 6-1-07</title>
```

```
<description>
```

Table of Contents for this issue.....

1. Authors Comments
2. Q & A, Suggestions and Comments
3. Creating eBook Covers - Continued
4. Looking for Hosting in All the Wrong Places
5. StatCounter Update

```
</description>
```

```
<link>http://www.boomer-  
ezine.com/V2I8_060107.htm</link>
```

```
</item>
```

</channel>

</rss>

Look for a web host that allows you to blog and that automatically updates your RSS feed when you change pages on your website. If you have to do this yourself all the time, it becomes tedious.

## Site Building Action Guide

**If you are an experienced webmaster, skip this section.** If not, it is very important that you read and understand it.

**One of the biggest challenges a beginner faces when starting to build a website is “where do I begin.”** Look for a web host that will help you from start-up to success without your having to go to the Amazon website or Barnes and Noble and buy every book in the “building a website” category.

The web host that does the very best job of this is **Site Build It.**

**Site Build It breaks the process of building a website into a 10-day process.** The “days” are not necessarily calendar days. They are logical segments of the website building process.

These are available in written form or on video in male or female voice. (I prefer the female voice videos.)

Some people learn better by reading than by watching videos. The link to the printed action guides is <http://action-guide.sitesell.com/boomer.html>

For those who learn best from video, click on the image below. When the new page loads, scroll down to **Intro** and click the indicated link to watch the Intro video. You can watch all the videos free if you want to. You will learn a lot about building a website from the investment of your time.

<b>Video Intro</b>	Video Demo Introduction How to get the most out of these videos	[male voice] 7:16 Min	[female voice] 5:39 Min	+ Download Center
<b>CLICK THIS LINK</b> 				
<b>Intro</b>	The 10-DAY BIG Picture The concept of "10 DAYS" and CTPM uncovered	[male voice] 15:46 Min	[female voice] 14:16 Min	+ Download Center
<b>Day 1</b>	Master the ALL-Important Basics Build the foundation of your business right now	[male voice] 15:44 Min	[female voice] 13:05 Min	+ Download Center
<b>Day 2</b>	Develop Best Site Concept The rest of your business rides on this decision	[male voice] 33:11 Min	[female voice] 29:42 Min	+ Download Center
	Description	Length	Updated on	Size
	DAY 2 — Male Voice	33:11	02/13/2007	18.0MB
	DAY 2 — Female Voice	29:42	02/13/2007	16.7MB
	Google AdWords Keyword Tool		[female voice] 17:18 Min	+ Download Center
<b>Day 3</b>	Brainstorm Profitable Topics Finish with your "Site Content Blueprint" in hand	[male voice] 26:30 Min	[female voice] 23:52 Min	+ Download Center
	Description	Length	Updated on	Size

If you missed the link on the image, click here to watch the video <http://demo.sitesell.com/boomer.html>

## Checklist

**Checklist** is another feature that helps you stay on track and charts your progress. This keeps you on the path from beginner to successful webmaster.

The link to open the Checklist (PDF format) is <http://help.sitesell.com/checklist3.pdf>

In summary, if you are a beginner, look for a web host that can provide you detailed help to guide you to success.

## Support

**Look for a web host that has a community of users that help each other.** This is a very powerful support vehicle for anyone building a website. When you run into a problem, posting a question about it on a user forum can usually find the solution since more than likely another user has already experienced it and solved it.

Here are the user forums for the sites I recommend:

Site Build It User Forum (Strong support group)

Hostmonster.com User Forum

GoDaddy and Hostexcellence do not have user forums

**Look for a web host that has an extensive “Frequently Asked Questions” section (FAQ).** Most of your questions have already been asked by someone else.

**Look for a web host that promises quick response to your questions.**

**Also, look for one where the same support technician communicates with you from problem to solution.**

Nothing is more aggravating than having to reeducate the support tech each time you call in on the same support ticket.

## Technical Considerations

If you are technically qualified and your site will need server side software, ensure that the web host will provide you with the software that you need for your application such as:

Bulletin Board

PHP Nuke

Web Blogs/Wordpress/b2evolution

Mailing Lists

Moodle

Mambo and Joomla

phpForum Generator

PHP Version 4 or 5

Perl 5

Python

Ruby/Ruby On Rails v1.1

Support For Custom PHP.INI Files

Javascript/DHTML

Flash/Shockwave

SSL Secure Server

OS Commerce Shopping Cart

Agora Shopping Cart

Supports Streaming Video

Supports Streaming Audio

Real Audio & Video Support  
Flash Support  
Macromedia Shockwave  
MIDI File Support  
Add own MIME Types  
Search Engine Submission  
Customized Apache Web Server

## **Look for Success**

See if the web host publishes data on how successful the users of its services are. “Nothing succeeds like success.”

## My Recommendations

I personally use the following web hosts that I recommend so I speak from hands-on knowledge.

### Site Build It



The screenshot shows the top portion of the SiteSell.com website. The header is dark blue with the SiteSell.com logo on the left. On the right, there are four circular icons: a map (Site Map), an 'i' (Company), a dollar sign (Affiliate Program), and an envelope (Contact). Below the header, there is a yellow envelope icon with the text "Special Promotion" and a blue link that says "Become a SiteSell Affiliate". The main content area has a white background with the heading "E-business Success. Simple. Real." in bold blue text. Below this, there is a paragraph of text: "Since 1997, SiteSell.com books, courses and software have delivered 'E-business success. Simple. Real.' Hundreds of thousands of entrepreneurs and small businesses outperform larger, well-financed competitors." followed by another line of text: "Clients tell us what they need to succeed. We listen. The result?". Below this text is a sub-heading "Site Build It!" followed by a dotted line. At the bottom of the screenshot is a large image of a computer monitor. The monitor displays a white box with the text "Save time. Take the visual tour. Click the video to start the shortcut." and a hand holding a remote control. Below the monitor, there is a blue button that says "Start your visual tour now".

The best web host for a full-service content website is Site Build It. It is also the best web host for a beginner since it leads you through the process of starting a successful Internet business.

My two SBI websites are:

[www.retirement-jobs-online.com](http://www.retirement-jobs-online.com)

[www.the-best-web-host.com](http://www.the-best-web-host.com)

SBI has tailored programs to help build websites for certain applications. You can check out what is available and see if it matches what you are considering for your website. Click the link in the left column for more information.

Some of the types of websites have Masters Courses to teach you how to be the best you can be in those particular fields. If the type of website has a "Yes" in the Masters Course column, go to the Appendix for more information and for instructions how to download the course free. Yes, that is correct. These courses are yours free to use to improve your skills complements of SBI. This is just another example of the support that you get from SBI.

Types of Websites (Click the link for more information).

<b>Type</b>	<b>Masters Course</b>	<b>Description</b>
<b>Affiliate</b> <a href="http://www.the-best-web-host.com/HTCAffiliate">www.the-best-web-host.com/HTCAffiliate</a>	<b>Affiliate</b>	Earn commissions by promoting others' products - Low risk / high reward. Quick to start up.
<b>Auction Website (Net Auction Seller)</b> <a href="http://www.the-best-web-host.com/HTCAuction">www.the-best-web-host.com/HTCAuction</a>	<b>Net Auction</b>	Use eBay to help build equity in your own website. Make eBay work for you, not vice versa.
<b>Consultant</b> <a href="http://www.the-best-web-host.com/HTCConsultant">www.the-best-web-host.com/HTCConsultant</a>	<b>Service Sellers</b>	Sell the knowledge that you have worked years to develop. A great website can help you sell yourself locally or to the world.
<b>Dentist</b> <a href="http://www.the-best-web-host.com/HTCDentist">www.the-best-web-host.com/HTCDentist</a>	<b>Service Sellers</b>	Read how Dr. John Burch added significant value to his practice using his own website for advertising.
<b>Distributor</b> <a href="http://www.the-best-web-host.com/HTCHardGoods">www.the-best-web-host.com/HTCHardGoods</a>		Build information pages about your products and let Google send prospective customers to your site.
<b>e-Goods Creator/Seller</b> <a href="http://www.the-best-web-host.com/HTCeGoods">www.the-best-web-host.com/HTCeGoods</a>	<b>Netwriting Course</b>	If you can digitize it, you can sell it online. This is the cleanest and most profitable business model.
<b>Hard Goods Creator/Seller</b> <a href="http://www.the-best-web-host.com/HTCHardGoods">www.the-best-web-host.com/HTCHardGoods</a>		Put Google to work for you sending your customers to your website.
<b>Infopreneur</b> <a href="http://www.the-best-web-host.com/HTCInfopub">www.the-best-web-host.com/HTCInfopub</a>	<b>Netwriting Course</b>	Sell the information that you have learned. The Net is all about information and people are looking for what you can tell them.
<b>Local Business / Professional</b> <a href="http://www.the-best-web-host.com/HTCLocalBiz">www.the-best-web-host.com/HTCLocalBiz</a>	<b>Service Sellers</b>	The Net is rapidly replacing the Yellow Pages for listing local services. Be there when someone is looking for you.

Type	Masters Course	Description
<b>Network Marketer</b> <a href="http://www.the-best-web-host.com/HTCNetMarketer">www.the-best-web-host.com/HTCNetMarketer</a>		Use your website to recruit, build leads, and build relationships. Use it to train your associates and leverage yourself.
<b>Real Estate Agent</b> <a href="http://www.the-best-web-host.com/HTCRealEstate">www.the-best-web-host.com/HTCRealEstate</a>		Set yourself above the "pack." Buyers are using the Net to shop for homes. Be there to greet them and sell to them.
<b>Referrer / Finder</b> <a href="http://www.the-best-web-host.com/HTCReferFind">www.the-best-web-host.com/HTCReferFind</a>		Match targeted buyers and sellers by bringing them together on your website. Make Google work for you.
<b>Retiree</b> <a href="http://www.the-best-web-host.com/HTCRetire">www.the-best-web-host.com/HTCRetire</a>		Looking for a retirement job? Use your own web site to generate retirement income. Here is a guide to take you through the process and make you successful.
<b>Sales and Rental Agent</b> <a href="http://www.the-best-web-host.com/HTCRental">www.the-best-web-host.com/HTCRental</a>		The whole world wants to rent from you, but how does it find you? By locating your website using Google.
<b>Sales Rep</b> <a href="http://www.the-best-web-host.com/HTCHardGoods">www.the-best-web-host.com/HTCHardGoods</a>		The sales rep business requires that you constantly find new leads. Let Google bring them to you.
<b>Service Provider / Service Business</b> <a href="http://www.the-best-web-host.com/HTCServicePro">www.the-best-web-host.com/HTCServicePro</a>	<b>Service Sellers</b>	The Net is largely used by people to search for specialized information and solutions. Be there when they are looking for what you are selling.
<b>Travel Site (Travel Agency)</b> <a href="http://www.the-best-web-host.com/HTCTravel">www.the-best-web-host.com/HTCTravel</a>	<b>Service Sellers</b>	Don't buy into the "cookie cutter" travel sites. Build your own travel site and set yourself apart. It pays!

Type	Masters Course	Description
<b>Web Master</b> <a href="http://www.the-best-web-host.com/HTCWebmaster">www.the-best-web-host.com/HTCWebmaster</a>	<b>Webmaster</b>	SBI automates many of the tasks necessary to make a website successful. Build websites using SBI to ensure your customer's success.
<b>Work at Home Grand Mom (WAHGM)</b> <a href="http://www.the-best-web-host.com/HTCWAHM">www.the-best-web-host.com/HTCWAHM</a>	<b>WHAM It</b>	The kids are gone from the nest. Take a deep breath. What are you going to do now? Consider a work-at-home part-time job.
<b>Work at Home Mom (WAHM)</b> <a href="http://www.the-best-web-host.com/HTCWAHM">www.the-best-web-host.com/HTCWAHM</a>	<b>WHAM It</b>	Be a full-time mom and earn online income from your work-at-home business.

NOTE: SBI does not support server side software so if your site needs server side applications, do not consider SBI.

### SBI Measure of Success

SBI is the only web host that I found that publishes information about the success of its customers.

An independent study of SBI sites showed that 62% of all SBI sites were in the top 3% of all active websites (estimated to be 56.1 million). This is a remarkable level of success.

Here are two SBI pages that will show you success information about Site Build It:

<http://traffic-test.sitesell.com/boomer.html>

<http://results.sitesell.com/boomer.html>

## **The Cost of SBI**

SBI costs \$299.00 USD per year paid annually. At first I questioned the annual payment method, but the reason for it is very logical.

Too often people become discouraged with the progress of their website. They expect instant success and contrary to popular belief, that is not how the Internet really works. If they are on a monthly payment schedule, it is easy to say "I quit" and stop making the monthly payments.

With SBI, you pay a year in advance so you are not tempted to "throw in the towel" when the monthly payment comes due. You are committed for a year and that is sometimes how long it takes to build a

great website and for the search engines to find your site.

---

**Author's Note:** The mascot of SBI is the tortoise. This signifies "slow and steady" wins the race. This is how the Internet works. Do not expect your website to be ranked in the first position on Google search the first day that you put it up. It takes time and patience.

---

**SBI has a no-questions-asked, money-back guarantee** so if you pay the annual fee and then decide that SBI is not really for you, you get your money back and you get to keep the domain name that is included in the SBI fee.

This link will take you to the SBI order page. **Don't worry; you will not be forced to order now.** Just read the information and understand the guarantee so you can make an informed decision later.

Check the guarantee information on the SBI Order  
page at

<http://order.sitesell.com/boomer.html>

Client Login  
Email   
Password

**HOSTEXCELLENCE** Call Us Now: 1-800-792-1197

No Hidden Fees  
**FREE** Setup  
**FREE** Domains

**Pro Hosting**  
**\$6.97**  
PER MONTH  
**SIGN UP NOW!**

HOME PACKAGES ABOUT US TESTIMONIALS CONTACT US

Domain Check  
ENTER A DOMAIN NAME  
 .com  
**CHECK AVAILABILITY**

More Features, Less Headaches  
All of this and more for \$6.97/mo

Host Multiple Domains	YES! - 6
FREE Domain Registrations	✓
Dedicated IPs	INCLUDED - 6
Tons of Data Transfer	YES! - 3,000 GB
FREE Site Builder	✓
Shopping Cart	INCLUDED
MySQL Databases	100 - WOW!

New To Hosting?  
ALL WEB HOSTING ACCOUNTS INCLUDE  
• FREE Domain Names

Need A New Host?  
TRANSFER YOUR SITE TO HOST EXCELLENCE  
• No More Downtime!

I use Hostexcellence for the following websites:

[www.jhowe.com](http://www.jhowe.com)

[www.back-tracker.com](http://www.back-tracker.com)

[www.boomer-ezine.com](http://www.boomer-ezine.com)

[www.boomer-entrepreneur.com](http://www.boomer-entrepreneur.com) (phpBB Forum)

[www.boomer-guru.com](http://www.boomer-guru.com)

[www.the-best-gps.com](http://www.the-best-gps.com)

[www.entrepreneur-ezine.com](http://www.entrepreneur-ezine.com)

[www.sbi-guru.com](http://www.sbi-guru.com)

Why do I use this web host for so many websites if I recommend Site Build It as the best web host for content sites? Easy answer: I built most of these sites before I discovered Site Build It. Also, one of these sites is a forum powered by phpBB software. SBI does not host that application.

**I will use only Site Build It to host any future content sites that I create as long as the site does not need server side software.**

If you require server side software for your website, I recommend Hostexcellence. It provides most of the common server side applications on the Net today.

**Hostexcellence is also good for a landing page site or a "parking" site.** You do not want to pay the SBI fee for a small site that does not depend on search engines for traffic.

Go to the home page of Hostexcellence to see which hosting plan might be right for you. When you get to the home page, click on the "Packages" tab near the top of the page.

Follow this link to Hostexcellence.com

<http://tinyurl.com/2k4rgd>

## Hostmonster.com

hm

WORLD  
24/7 SUPPORT  
CLASS

NOW HOSTING  
100,000  
DOMAINS

Domain:   
Password:   
[Control Panel Login](#)

hostmonster Home Hosting Features Help Center Contact Us About Us Domain Check Affiliates

Web Hosting Plans Include:

- 300 Gigabytes of Hosting Space
- Host UNLIMITED Domains!!
- Unlimited Pop/Imap Email Accounts
- SSH Access (Secure Shell)
- 3,000 Gigs of Transfer
- SSL, FTP, Stats
- CGI, Ruby (RoR), Perl, PHP, MYSQL
- Front Page Extensions
- Free Domain Forever
- Free Site Builder
- Best Support in the Industry

Demo Login

Professional Web Hosting  
for only \$5.95/month

Free Set-up  
No Hidden Fees  
Domain Included!

Sign Up Now

Questions?  
HostMonster specializes in customer satisfaction Call us with your questions Toll free.

New Clients  
You don't have your own domain name yet?  
That's ok, we'll help you get started! And give you the following services!

Transfer Clients  
Already purchased the domain you want to use?  
Great, we'll help you set up your domain! And give you the following!

**Hostmonster will host unlimited domains under one account.** This is where I host all the defensive domain names.

My main website on Hostmonster is [www.quail-hunter.com](http://www.quail-hunter.com).

Since a free domain comes with the hosting account, I chose to set up a "fun" site using the free domain name. I post hunting pictures and pictures of hunting cars and trucks on this site.

**A word of caution.** The server response time from Hostmonster.com is slow compared to other web hosts. The company is working on this problem. I do not recommend hosting a website with Hostmonster that requires high volume access. This is why I limit my Hostmonster websites to my “fun” site and to one-page websites.

Use this link to go to Hostmonster.com and see what it offers.

Follow this link to Hostmonster.com

<http://tinyurl.com/2b4uel>

## GoDaddy.com

The screenshot displays the GoDaddy.com homepage with various promotional banners and navigation elements. At the top, there is a search bar for domains, a phone number for sales and support, and a 'Today's Offers' section with a 'SALE' badge. Below this, a navigation menu lists services like Domains, Hosting & Servers, Email, Site Builders, Business, SSL Certificates, Domain Auctions, and Reseller Plans. A large central banner features a woman in a leather jacket and advertises 'New Domains \$8.95/yr & lower!', '\$1.99\* DOMAINS', '.COM Transfers \$6.95/yr with FREE 1-year extension', and a '99¢ .INFO SALE!'. To the right of the banner is a 'My Account' section with a login form and a list of account-related links. Below the banner is another domain search section with a 'FREE EXTRAS \$96 VALUE!' badge and a '#1 in Domain Registrations' claim. At the bottom, there is a row of service icons for Privacy, Auctions & More; Hosting & Servers; Site Builders; Email & More; Business & Commerce; SSL Certificates; and Become A Reseller. A final promotional banner at the bottom right offers '\$3.99 mo. Hosting' and 'FREE Private Registration'.

GoDaddy advertises itself as the **world's largest domain name registrar** and one of the **world's largest website hosting companies**.

I do not actually host a website on GoDaddy. **I use it for domain forwarding.** This can be done by registering a domain with GoDaddy. You then set up the domain forwarding feature for that domain. GoDaddy has a feature that masks the domain name so your affiliate link information will not be visible to your viewers.

Let's discuss redirects and masking. Here is my affiliate link for Jim Cockrum's "My Silent Team" website.

[www.MySilentTeam.com/index.cfm?affID=boomer](http://www.MySilentTeam.com/index.cfm?affID=boomer)

It does not look "clean" and is recognizable as an affiliate link with my affiliate ID, "boomer".

In order to make the link more appealing and to hide the affiliate link, I purchased a domain name, "silent-team.com" on GoDaddy. I then set up the domain forwarding so when someone clicks on the domain name, silent-team.com, they will be sent to GoDaddy. GoDaddy will immediately redirect them to Jim's site, mysilentteam.com, with my affiliate information so I get credit for the referral.

When the visitor reaches Jim's site, his software will pick up my affiliate link for accounting. It will then put silent-team.com in the URL address box at the top of the browser page so no one is ever aware that this is an affiliate transaction.

Here is a picture of the domain forwarding page from GoDaddy.com. This is of the "Forwarding tab."

**Domain Forwarding**

Domain Forwarding redirects or "points" your domain to another location.

**Forwarding**   **Masking**   **Help**

Disabled    Enabled

Forward To:  \*

*For example: http://www.anotherdomain.com*

Redirect Type:  301 Moved Permanently    302 Moved Temporarily   [What's This?](#)

Here is a picture of the "Masking tab."

**Domain Forwarding**

Domain Forwarding redirects or "points" your domain to another location.

**Forwarding**   **Masking**   **Help**

Mask Domain:

Masked Title:

Masked Description Meta Tag:

Masked Keyword Meta Tag:

All this is included in the price of registering a domain name. You DO NOT have to pay for a hosting account. The annual cost for this service is \$8.95 (2007 price).

Follow this link to purchase a domain name and use the domain forwarding feature of GoDaddy.com.

Follow this link to GoDaddy.com

<http://tinyurl.com/2lzmc7>

## Conclusion

In conclusion, I hope this book has taught you what you should consider when searching for the best web host for your website.

The review websites do not review Site Build It which I think is a great disservice to their readers. **Using SBI can really make a difference between success and failure.** This is especially true if you are inexperienced in building a website.

May your website be very successful (bring you \$\$\$\$) and may you rank in the top 100,000 on Alexa.com.

Note: If you wish to contact me with questions or for additional details, please use the contact form at

<http://www.the-best-web-host.com/contact-john-howe.html>

I wish you the best of luck in your endeavors to find the best web host for your website.

## Appendix 1 Comparison

### Comparison of Yahoo Web Hosting Pro, Verisign Business Expert, MS bCentral Pro, Site Build It

Feature	Yahoo! Web Hosting Pro	Verisign Business Expert	Microsoft bCentral Professional	Site Build It!
Costs	\$40/month	\$100/month	\$50/month	About \$1/day
Initial set-up fee	\$25	none	\$35	none
Domain name included	✓	✓	✓	✓
Fast, reliable hosting	350MB	10 pages	200MB	✓ unlimited ?
Data transfer	35GB	unlimited	8GB	✓ unlimited ?
E-mail customer support	✓	✓	✓	✓
Telephone support	✓	✓	✓	✓
Point and click page building	✓	✓	✓	✓
Number of pages	unlimited	10 pages	unlimited	unlimited ?
E-mail accounts	35	3	30	✓ unlimited
E-mail forwarding	✓	✗	✓	✓
E-mail domain forwarding	✓	✗	✗	✓
Spam 'n Virus Blast It! Best-of-breed, state-of-the-Net complete protection system against spam and viruses	✗	✗	✗	New! ✓
Upload your own HTML pages	✓	✗	✓	✓
Page templates	✓	✓	✓	✓
Customized 404 page	✗	✗	✗	✓
Access Statistics	✓	✓	✓	✓
Tracker Links	✗	✗	✗	✓
Click Tracking and Analysis	✗	✗	✗	✓
Unlimited Custom Form Creation Tool (point-and-click)	✗	✗	✗	✓
Database storage for managing, searching and reporting of form data	✗	✗	✗	✓
Unlimited Single and Multiple Sequential Autoresponders	Add \$10+/mo	Add \$10-\$75+/mo	✗	✓
Catalog & Shopping cart	✗	✓	Add \$24.95/mo	<a href="#">Plug-n-play w/ leading 3rd parties.</a> OR <b><a href="#">Store Build It!</a></b>
Credit Card Processing	✗	✓	Add \$24.95/mo	
E-commerce	✗	U.S. only	Add \$24.95/mo	
Affiliate Program	✗	✗	✗	
Password-Protect Pages	✗	✗	✗	✓
Blogging	✗	✓	✗	✓
<b>RSS/Blog It!</b> (Automated Site-Blogging and RSS feed creation)	✗	✓	✗	New! ✓
XML It! - point and click uploading of RSS and XML pages	✗	✗	✗	✓
PERL/CGI, PHP or ASP support	✓	✗	✓	No tech in SBI!

Feature	Yahoo! Web Hosting Pro	Verisign Business Expert	Microsoft bCentral Professional	Site Build It!
Submission to Google, Yahoo!, others	✗	✓	Add \$299/yr per 10 URLs	✓ <b>Unlimited</b> URLs Unlimited submissions
Auto Re-submission to Google, Yahoo!, others	✗	✗	✗	✓
<b>Index Checking and Rank Reporting Google, Yahoo!, others</b>	✗	✗	✗	✓
Windows Live (formerly MSN Search) Submission (handles graphic-challenge)/Re-submission/Index Checking and Rank Reporting	✗	✗	✗	<b>New!</b> ✓
<b>Google Sitemaps</b> (automated creation, submission, and re-submission)	✗	✗	✗	<b>New!</b> ✓
<b>Yahoo! Sitemaps/Site Feed</b> (automated creation, submission, and re-submission)	✗	✗	✗	<b>New!</b> ✓
<b>Yahoo! Sitemaps/Site Feed</b> (simplified authentication)	✗	✗	✗	<b>New!</b> ✓
Web site analysis for Engine compatibility	✗	✗	Add \$299/yr	✓
Tracking of Search Engine 'Spiders'	✗	✗	✗	✓
Search Engine Listing report	✗	✗	✗	✓
<b>Search Engine Ranking Report</b>	✗	✗	Add \$299/yr	✓
<b>2-Level Image Search Report</b>	✗	✗	✗	<b>Brand New!</b> ✓
Unique Keyword search reports for search engines	✗	✗	✗	✓
Ranking Reports for Directories	✗	✗	✗	✓
Unique Keyword search reports for Directories	✗	✗	✗	✓
Pay-Per-Click Mass Bidding	✗	✗	✗	✓
Keyword Research tool	✗	✗	✗	✓
<b>Keyword Brainstorm tool</b>	✗	✗	✗	✓ <b>State Of The Net</b>
<b>Beta! SiteSell Supply</b> <a href="#">Ground-breaking data about real content competition</a>	✗	✗	✗	<b>New!</b> ✓
<b>Monetize It!</b> Optimize Content-Building, Ad-Selling, PPC-Buying	✗	✗	✗	<b>Brand New!</b> ✓
<b>Choose It!</b> Choose your perfect niche and domain name	✗	✗	✗	<b>New!</b> ✓
Search It! E-commerce Tool with over 100 advanced searches to build your business	✗	✗	✗	<b>New!</b> ✓
Graphic Logo Creator & Editor	✗	✗	✗	✓
Graphic NavBar Maker & Editor	✗	✗	✗	✓
Fully Customizable Look & Feel	✗	✗	✗	✓
E-mail Marketing List Builder/Distribution	✗	✓	Add \$299/yr	✓
E-zine Publishing Tool	✗	✗	Add \$299/yr	✓
Spam Check Tool	✗	✗	✗	✓
Open Rate Stats for E-zine	✗	✗	✗	✓
Up-To-Date Best Practices Headquarters	✗	✗	✗	✓
<b>Private Forums</b> - The single best small business, help-and-be-helped, resource in the world.	✗	✗	✗	<b>New!</b> ✓
<b>Feature</b>	<b>Yahoo!</b>	<b>Verisign</b>	<b>Microsoft</b>	<b>Site Build It!</b>

	Web Hosting Pro	Business Expert	bCentral Professional	
<b>Private Resources HQ</b>	X	X	X	<b>New!</b> ✓
Image/Shopping/Local Search HQ	X	X	X	✓
Link Exchange	X	X	Add \$0.25 CPC	✓
Focus On Your <i>Success</i>	X	X	X	✓
<b>C</b> → <b>T</b> → <b>P</b> → <b>M</b> Process	X	X	X	✓
Step-By-Step Marketing Guide	X	X	X	✓
<b>Costs</b>	\$40++ month	\$100++ month	\$50++ month	Less than \$1/day

This table is reprinted from Site Build It at  
<http://compare.sitesell.com/boomer.html>

## Appendix 2 - Affiliate Masters Course

### Our #1 Suggestion

What does affiliate success boil down to? Let's start... **at the beginning!**

#### The number #1 challenge for all affiliates...

**Build** a Web site...

that builds **targeted** traffic...

and that causes visitors to **click through**...

with a warm, **open-to-buy** attitude...

to **merchant sites** that **you** represent.

#### How?

There is an endless labyrinth of possible software and information/advice offered on the Net. I'm not sure which is worse... the **overpriced** products that **underdeliver**, or all the free info available, most of which does **not** work **so** it costs you something more valuable even than money... **your time**.

Wouldn't it be great if the single best approach, explained in detail, was also free?! Here it is...



#### The Affiliate Masters Course.

This 10-DAY course focuses **100%** on helping you, the affiliate, succeed. It leads you, step by digestible step, day by day, through a flawless process...

... from developing a **Site Concept**

... to **brainstorming** hundreds of profitable related keywords

... to building a **themed site**

... to generating motivated, **targeted traffic** that **wants** to click on your recommendations, links to the related products sold by merchants you represent.

---

#### The most amazing part of this course?

##### It's free!

Actually, the "**price**" is only the **second** most amazing part. The best thing about the **Masters Course** is the clear, high-quality, step-by-step, day-by-day content that lays out a process that really **works**.

**Click the following link to Download the Affiliate Masters Course e-book.**

670 Kb - Windows and MacOs

[http://www.sbi-guru.com/Masters\\_Courses/Aff-Masters.zip](http://www.sbi-guru.com/Masters_Courses/Aff-Masters.zip)

You are about to download a zipped file ("Aff-Masters.zip"). Save it to your desktop.

After you have downloaded, unzip it.

[Windows users need WinZip -- free trial](#)

[Mac users need Stuffit Expander \(v5.5 or greater\) -- free software](#)

This will unzip a folder called "Affiliate Masters Course" on your desktop (if you do not change the default location). The folder contains two files...

### 1) ReadMeFirst.txt

Please **do** read this file first -- it will get you to a flying start!

### 2) Affiliate Masters Course.pdf

This is **it!** The course in e-book format!

The Affiliate Masters Course shows anyone how to become a high-earning affiliate champion. Yes, **anyone...** from newbie to those already enjoying success. It shows you **everything**, nothing held back. **All the info you need** to help you execute every step is included **in one single course**. Actually...

It's better than **any** other affiliate course or book available **anywhere**, at **any** price. **No** exceptions... but it **does** raise a question...

Why would SiteSell.com, the originators of this course, give it all away? Because they're hoping that you'll buy their truly excellent product, **Site Build It! (SBI!)**. You do **not** have to, of course. (As a matter of fact... aside from delivering the course itself, SiteSell will never contact you again!)

All the info you need to execute a powerful, successful strategy **is** contained in the **Masters Course**. Nothing is held back -- I was amazed at the great ideas and the perfect process, laid out in an organized and do-able manner.

And while I **do** totally endorse **SBI!** as **The Perfect Affiliate Business-Builder**, you may well find that the course itself is really all you need -- **SBI!** simply delivers the tools to make it even easier and faster to get the job done.

---

**To sum it up, The Affiliate Masters Course strategy for success is simple...**

- 1) Create content that attracts targeted traffic.
- 2) Then convert that traffic into dollars by causing visitors to click-through to the sites of the merchants that you represent.
- 3) Develop multiple streams of income through quality merchants (ours, of course, plus other non-competing ones that fit your theme).

Yes, we've finally found the single best solution, the total affiliate solution. You'll graduate as an accomplished affiliate Net marketer, a super-affiliate in the making.

**Take The Affiliate Masters Course today.**

## Appendix 3 - Service Sellers Masters Course

### Leverage Your Income... Sell Your Service Online!

In order to effectively sell your services online, you must have a Web site that...

- introduces you as the expert, and builds your **credibility** with your visitor.
- effectively targets various appropriate keyword phrases to ensure that the people who need your service **find** your Web site.
- "GIVES before TAKING" -- provides the visitor with some free valuable information (i.e., solid content) on your site, and/or in your free opt-in e-zine. Actually, when it comes to selling a service, a top-notch e-zine is invaluable for building a **positive relationship** with clients (whether they are potential or new or repeat clients).

There is an endless labyrinth of possible software and information/advice offered on the Net. I'm not sure which is worse... the overpriced products that underdeliver, or all the free info available, most of which does not work so it costs you something more valuable even than money... your time.

Wouldn't it be great if the single best approach, explained in detail, was also free?! Here it is...

#### **The Service Sellers Masters Course.**

***"the complete resource for building a client base***

***for your service-oriented business,***

***whether your clients are around the world...***

***or around the block."***

This 10-DAY course focuses 100% on helping you, the Service Seller, succeed. It leads you, step by digestible step, day by day, through a flawless process...

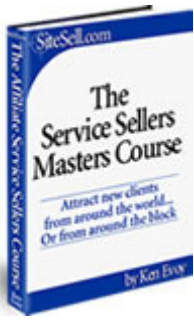
from developing a **Site Concept**

to **brainstorming** hundreds of profitable related keywords

to building a **themed site** that establishes credibility and inspires trust

to generating motivated, **targeted traffic** that wants to **contact** you

to nurturing **ongoing relationships** through a high-value e-zine.



## The most amazing part of this course?

### It's free!

Actually, the "**price**" is only the **second** most amazing part. The best thing about the **Service Sellers Masters Course** is the clear, high-quality, step-by-step, day-by-day content that lays out a process that really **works**.

**Click the following link to download The Service Sellers Masters Course e-book.**

508KB - Windows and MacOS

[http://www.sbi-guru.com/Masters\\_Courses/ServiceSellersMastersCourse.zip](http://www.sbi-guru.com/Masters_Courses/ServiceSellersMastersCourse.zip)

You are about to download a zipped file ("ServiceSellersMastersCourse.zip"). Save it to your desktop. After you have downloaded, unzip it.

- [Windows users need WinZip -- free trial](#)
- [Mac users need Stuffit Expander \(v5.5 or greater\) -- free software](#)

This will unzip a folder called "Service Sellers Masters Course" on your desktop (if you do not change the default location). The folder contains two files....

### 1) ReadMeFirst.txt

Please **do** read this file first -- it will get you to a flying start!

### 2) ServiceSellersMastersCourse.pdf

**The Service Sellers Masters Course** will lead you step by step through an effective easy-to-understand site-building and client-expansion process.

---

**The Service Sellers Masters Course** shows **anyone** (from newbie to those already enjoying success) how to attract potential clients and **convert** them into paying customers that **want** your service! **And...** it also shows you how to build **secondary income** by representing other merchants' products through affiliate programs. Why not make **all** your traffic count?

This **Masters Course** shows you **everything**. Nothing is held back. **All** the info you need to help you execute every step is included **in one single course**. Actually...

It's better than **any** other "how-to" course or book available **anywhere**, at **any** price. **No** exceptions... but it **does** raise a question...

Why would SiteSell.com, the originators of this course, give it all away? Because they're hoping that you'll buy their truly excellent product, **Site Build It! (SBI!)**. You do **not** have to, of course. (As a matter of fact... aside from delivering the course itself, SiteSell will never contact you again!)

All the info you need to execute a powerful, successful strategy is contained in **The Service Sellers Masters Course**. Nothing is held back -- I was amazed at the great ideas and the perfect process, laid out in an organized and do-able manner.

And while I **do** totally endorse **SBI!** as the perfect **system** for building a profitable service business online, you may well find that the course itself is really all you need -- **SBI!** simply delivers the tools to make it even easier and faster to get the job done.

---

No doubt about it... it's amazing how under-represented services are in the land of e-commerce. But, in a sense, that's a good thing.

Why? Because...

**The Service Sellers Master Course** is about to give you the edge on your competition! This Course will help you build a **Theme-Based Content Site** that attracts **targeted** potential new clients, firmly establishes your **credibility**, inspires **trust** and gets that all important first phone call or e-mail from a prospective client who wants to learn more about **your service** and to hire **you** for the job.

Leverage your income-building potential. Take the course today.

**Click the following link to download The Service Sellers Masters Course e-book.**

[http://www.sbi-guru.com/Masters\\_Courses/ServiceSellersMastersCourse.zip](http://www.sbi-guru.com/Masters_Courses/ServiceSellersMastersCourse.zip)

## Appendix 4 -Work at Home Moms Masters Course (WAHM IT)

### **Best Work-At-Home Solution**

You are in constant motion as a stay-at-home mom... loving, nurturing, helping, guiding, playing, comforting, organizing, mediating, laughing, managing, healing, giving. Family comes first and you are loving it!

There is no other place that you would rather be than with your kids. But, at the same time, you would also like/need to contribute financially to the family.

So... **if you stay at home, why not *Work At Home, Mom (WAHM)?***

WAHM-IT!, The Masters Course will show you how. Four Work-At-Home Moms (WAHMs), the course's authors, will introduce you to a work solution that "fits" naturally with your family needs and yet is rewarding, exciting and soul-satisfying for you.

Just like they are doing, you too can create an information-rich Web site that is based on something you know and love. No technical knowledge or prior experience is necessary. You too can build a real, long-term business on the Net.

Learn from the experiences and advice of Elizabeth, Cate, Jennifer and Erin (and several other successful WAHMs) in WAHM-IT!, The Masters Course. They are busy moms just like you and they know what it's like.

So they have taken the time to tell you everything, from reviewing all your options and organizing properly. And they progress all the way to the final desired outcome, including the nitty-gritty of how to actually build a substantial income online, illustrating with well-explained case studies.

An online business is affordable, flexible, and convenient. You can work at your Web site and business when you like, at the speed that suits you, and still put the all-important needs of your family first. **In other words, you can take your family to work with you!**

---

The most amazing part about this course for Moms?

**It's free!**



**Click the following link to download WAHM- IT!, The Masters Course" e-book.**

1.33 MB - Windows and MacOs

[http://www.sbi-guru.com/Masters\\_Courses/wahm-masters.z](http://www.sbi-guru.com/Masters_Courses/wahm-masters.z)

You are about to download a zipped file ("wahm-masters.zip"). Save it to your desktop. After you have downloaded, unzip it.

- [Windows users need WinZip -- free trial](#)
- [Mac users need Stuffit Expander \(v5.5 or greater\) -- free software](#)

This will unzip a folder called "WAHM-IT" on your desktop (if you do not change the default location). The folder contains four files...

**1) ReadMeFirst.txt** -- This file will get you off to a flying start. Begin here!

**2) wahm-guide.pdf** -- "WAHM-IT!, The Masters Course" provides all the how-to information you need to successfully build a real business on the Net.

**3) wahm-case-studies.pdf** -- The "Case Studies" volume shares the inspiring stories of real-life SBI! WAHMs and their Web sites.

**4) wahm-get-organized.pdf** -- "Get Organized to Work at Home" offers tips on managing your household and family successfully while you work.

---

Find out how to use the Net, the right process, and the right tools to achieve the kind of "work payback" that you have been dreaming about...

Be there for your kids, generate long-term income (that could very well become your family's primary income), fuel your own creativity and passion, and of course, have fun!

**Take a few minutes for yourself and read WAHM-IT!, The Masters Course today.** Discover your best work-at-home solution!

## Appendix 5 - Webmaster Masters Course

### The "Business Side" of Webmastering... Success Requires More Than Creativity

Thinking about hanging out your shingle as an independent Webmaster? The timing is right. More and more small business owners are looking for help as they make the move to online promotion. Most do not have the time or skills to build their own site. As a result, they are actively seeking affordable Webmasters.

So capitalize on this growing demand by setting up your own home-based business. Do the kind of work you love **and** reap all the financial benefits -- i.e., the profit!

Starting any type of business, online or off, requires solid preparation. Without it, the foundation is weak. And it leaves you, as the owner/operator, susceptible to costly mistakes and worse yet, irreversible decisions that could stunt growth.

**The Webmaster BUSINESS Masters Course** will start **and keep** you on the right business track. **Mark Frank**, the author of the **Masters Course**, and owner of a home-based Web site design business, gives you an **insider's perspective** on what to do... and more importantly, what **not** to do on the "business side" of your new company. (After all, you already have the "creative" side under control, or else you wouldn't be promoting your services!)

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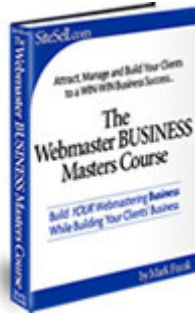
### ***Build YOUR Webmastering Business***

#### ***While Building Your Clients' Business...***

#### ***Attract, Manage and Build Your Clients***

#### ***to WIN-WIN Business Success!***

**The Webmaster BUSINESS Masters Course** covers essential operational aspects, such as a well-developed business plan, targeted marketing, pricing of services, attracting clients, effective communication, and winning proposal/contract construction. It will provide you with the information and resources you need to bypass common mistakes, create satisfied clients, increase your productivity levels and generate recurring income... in other words, what you need to do business successfully.



**Click the following link to download the free Webmaster BUSINESS Masters Course e-book.**

192KB - Windows and MacOS

[http://sbi-guru.com/Masters\\_Courses/webmasterbusiness.zip](http://sbi-guru.com/Masters_Courses/webmasterbusiness.zip)

You are about to download a zipped file ("webmasterbusiness.zip"). Save it to your desktop. After you have downloaded, unzip it.

- [Windows users need WinZip -- free trial](#)
- [Mac users need Stuffit Expander \(v5.5 or greater\) -- free software](#)

This will unzip a folder called "Webmaster Business Masters Course" on your desktop (if you do not change the default location). The folder contains two files...

### 1) ReadMeFirst.txt

Its name says it all -- start with this file.

### 2) webmasterbusiness.pdf

The goal of **The Webmaster BUSINESS Masters Course** is to elevate your business knowledge and skills, with the shortest learning curve possible.

---

Satisfy the growing demand for independent Webmasters. Promote your services. But...

Don't ignore the "business side" of your Webmastering business. Creative design skills are not enough to ensure longterm success. Take the course today.

**Click the following link to download  
The Webmaster BUSINESS Masters Course e-book.**

[http://sbi-guru.com/Masters\\_Courses/webmasterbusiness.zip](http://sbi-guru.com/Masters_Courses/webmasterbusiness.zip)

## Appendix 6 - Net Auction Masters Course

### A Profitable E-Biz... It's As Close As Your Basement, Attic or Closet!

Is there such a thing as a dream business?

What would you think if someone asked you these questions...

- Do you want to have fun making money by pursuing ideas that excite you?
- Are you looking to start a great home-based business, with **no capital** investment and **no risk**?
- Want the option of part-time, or full-time, or growing gradually at whatever speed you choose? Even build your business to the point where it pays for your retirement?
- Or even build your business during your retirement?
- Heck, how about something that will clear out the attic, basement or closet while you're at it?

Just a fantasy? A few years ago, that might have been the case -- only the "Net-savviest" had a chance. But not anymore.

Now **you** can use the Net to turn that dream into a reality. **Build your own Net auction business.** (But, as you will see in just a second, you won't do it in quite the way eBay would like you to do it -- no, **you** will be the master of your own destiny.)

Net auctions are easy to start. Just list one or more of your less-treasured items at eBay, and you're on your way! There is no financial risk. You don't need to drive targeted traffic to your listing -- eBay pulls in visitors for you. And you get to belong to an exciting community who shares similar interests to yours.

(Actually, this is the way most people get started and continue to "do auctions" -- it's also why they end up quitting in a few years, realizing that they have not built anything for themselves and instead have merely become "de facto" employees of eBay. And **that** is where Sydney Johnston comes in!)

**Sydney Johnston**, a well-respected expert in the Net auction world (who literally makes hundreds of thousands of dollars through online auctions), gives you the benefit of all her knowledge and experience in "**Make Your Net Auction Sell!, The Masters Course.**" She helps you get started the **right way**.

She takes you step by step through the process. You'll avoid the pitfalls and innocent mistakes due to inexperience. And most importantly of all... you will generate great

income and build a business that **you** own (instead of being dependent upon eBay) -  
- you know, the enough-to-save-for-retirement type of income.

---

***A Net auction business...***

***Low-cost, no-risk...***

***Lots of actively seeking, targeted traffic...***

***Highly flexible, interesting...***

***It's profitable e-commerce... the fun way!***

Please don't get me wrong. A Net auction business is not a get-rich-quick scheme. It requires *real* work, just like any other *real* business. But the payback is there... big time... if you want it... and especially if you follow the radical new "build **your** business (and not eBay's)" approach outlined in this Masters Course from SiteSell.com, **the** world's leading Net marketing company.

**"Make Your Net Auction Sell!, The Masters Course"** is your one-stop **complete** guide to building a successful Net Auction business. The approach is unique and powerful -- you will not read this in any other auction book, at any price, anywhere on or off the Net.

(SiteSell sold the first version of this book at \$30 for years. Now, they allow me to give it to you for one very good reason... While you *will* know enough to follow all the ideas and strategies on your own, they hope that once you see the power and quality of this process, that you will use their flagship product to execute the strategies... but that is purely up to you. No matter what, you will acquire invaluable, useful information. So you can't lose.)

---



**Click the following link to download the free "Make Your Net Auction Sell!, The Masters Course" e-book.**

1.7MB - Windows and MacOS

[http://www.sbi-guru.com/Masters\\_Courses/mynas-masters.zip](http://www.sbi-guru.com/Masters_Courses/mynas-masters.zip)

You are about to download a zipped file ("mynas-masters.zip"). Save it to your desktop. After you have downloaded, unzip it.

- [Windows users need WinZip -- free trial](#)
- [Mac users need Stuffit Expander \(v5.5 or greater\) -- free software](#)

This will unzip a folder called "MYNAS! Masters Course" on your desktop (if you do not change the default location). The folder contains two files...

**1) ReadMeFirst.txt**

Its name says it all -- start with this file.

**2) MYNAS!Masters.pdf**

**"Make Your Net Auction Sell!, The Masters Course"** provides nuts-and-bolts strategies and ideas to build a successful Net Auction business, from the ground up... **the right way!**

---

There's an e-biz in your closet. Are you ready to **open** the door? Check out this quality, *free*, resource e-book today.

**Click the following link to download  
"MYNAS!, The Masters Course" e-book.**

[http://www.sbi-guru.com/Masters\\_Courses/mynas-masters.zip](http://www.sbi-guru.com/Masters_Courses/mynas-masters.zip)

## Appendix 7 - Netwriting Masters Course

### Want to Sell More on the Net?... Change the Process to Change the Results!

Want to sell more on the Net? Write better. The power is in **your** words!

Unfortunately, at least 98% of small business sites start "at the end"... the sale. Great Netwriting is actually far, far more than writing great sales copy.

Before you write to sell, take an order, clear a credit card and ship a product...

You need traffic. PREsold traffic.

And sales copy does **not** do that.

**That** is why effective Netwriting is really a **two-step** process... PREsell, then SELL. And that requires two different kinds of writing...

**1)** Write to PREsell.

**2)** Then, and only then, write to SELL.

Now for the good news... you can do this. How? Take **The Netwriting Masters Course**. It is the **only** book about Netwriting that covers both PREselling *and* selling (every other book on Netwriting focuses only on writing to *sell* -- this itself is a reflection of that "starting-at-the-end" philosophy).

And now for the *best news of all*...**The Netwriting Masters Course** is free.

Effective Netwriting (i.e., the kind that generates income) is indeed something that **anyone** can accomplish. There is nothing magical or complicated about it. And you don't need an English degree or literary genius to do it.

You just need to follow the right process, the correct steps. And that requires you to make the critical offline-to-online business mindshift from "location, location, location" to...

**"Information, information, information!"**

Surfers on the Net are not looking for you or your business. People search for **information**, for solutions. **So give them what they want**. Well before you make your first sale, provide the information (i.e., high value content) that people are searching for, in a way that the Search Engines like. Create content that OVERdelivers what your visitors seek!

Most small businesses fail on the Net because they prepare to sell and collect money,

before they have provided what their visitors are searching for... **information.** These small business owners build a Web site to sell and somehow figure that traffic will just show up and be willing to buy or hire immediately.

Wrong thinking... wrong process... no results! It's like pushing a string. You have to pull instead... pull targeted visitors into your site, PREsell them... then, and *only* then, sell.

Let's boil it down to four simple steps...

- 1) Create the information that your prospective customers want.
- 2) Attract targeted traffic -- win the Search Engine wars!
- 3) PREsell your visitors -- build confidence (people buy from those they trust).
- 4) Convert traffic to dollars -- sell (whatever that may be... hard goods, e-goods, services, even clicks on Google ads).

As you can see, the first three steps involve a completely different kind of Netwriting. Write to deliver what humans want... information. And write for two audiences, the Search Engine spiders *and* the humans. That's what effective PREselling is all about!

To date, all the attention about writing-for-the-Net focuses on only **one** of the **four** key steps, the *last* one. Yes, that last one *is* an important one (it can literally triple sales... or destroy all your good efforts if you write terrible sales copy).

But **sales copy** only gets a chance to shine **after** your PREselling content gets the first three steps "**right/write.**"

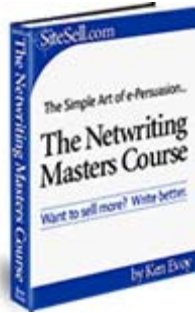
**The Netwriting Masters Course** is the first and only course that shows you how to get the **whole** process correct... and it's free.

Join the "**Top 2%**" on the Net. PREsell with information-packed content, then sell with benefit-focused sales copy, smoothly converting your visitors into customers. This "1-2" power strategy is the core to building traffic and earning income on the Net.

Right thinking... right process... profitable results!

**You can do the same.**





**Click the following link to download the free Netwriting Masters Course e-book.**

175 KB - Windows and MacOs

[http://www.sbi-guru.com/Masters\\_Courses/netwritingmasters.zip](http://www.sbi-guru.com/Masters_Courses/netwritingmasters.zip)

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- [Mac users need Stuffit Expander \(v5.5 or greater\) -- free software](#)

This will unzip a folder called "MYNAS! Masters Course" on your desktop (if you do not change the default location). The folder contains two files...

### **1) ReadMeFirst.txt**

Its name says it all -- start with this file.

### **2) NetwritingMasters.pdf**

The goal of **The Netwriting Masters Course** is to help you write better so that you can sell more! It shows you how to use the right words with the right process... how to pull targeted visitors into your site, PREsell them... then, and *only* then, sell.

---

***Change the process to change the results.***

Start building your traffic and income today.

**Click the following link to download  
The Netwriting Masters Course e-book.**

[http://www.sbi-guru.com/Masters\\_Courses/netwritingmasters.zip](http://www.sbi-guru.com/Masters_Courses/netwritingmasters.zip)

## Appendix 8 - Make Your Price Sell Masters Course

### Price Your Product for Maximal Profits

#### ***How do you know if you have chosen the perfect price for your product or service?***

Pricing is risky for *any* business, but it's even more so for the online small business owner. Your anxious-to-please competitor is only a click away...

Are you leaving money on the table?

Or, even worse, is your price turning away potential customers?

How do you know if that new product or service that you are developing (or are planning to sell) has a reasonably-sized, interested target group? In other words, are there enough people who will pay enough money?...

- If **no**, you'll never build a profitable income stream.
- If **yes**, what's the perfect price that maximizes that stream?

Is your pricing up-to-date, reflecting current marketing conditions?

How do you know... how do you know for sure... that you have the right price?

Perfect pricing answers all of the above questions. **"Make Your Price Sell!, The Masters Course"** provides the information and strategies you need to determine the **"Perfect Price."** The course covers background pricing theory, key business models, target market profiling, the importance of the perceived value of your product or service, and much more... exactly what you need to make a profitable pricing decision.

*And best news of all...* **"Make Your Price Sell!, The Masters Course"** is itself priced perfectly...

#### ***It's free!***

No more guessing or relying on a "gut feeling." No more swirling around a bunch of data and pulling out the magic number. No more nagging uncertainty.

You can *now* price with confidence and sureness (without hiring an expensive consultant!)

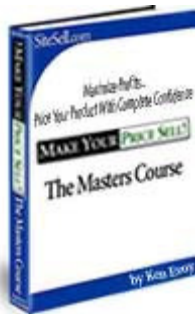
**"Make Your Price Sell!, The Masters Course"** shows you how to **maximize profit for both you... and your customers!**

Yes, your prospective customers must feel that they will personally profit by buying your product or service. In other words, they must feel that the value you offer equals or exceeds the cost. If they don't, credit cards remain securely tucked away in their wallets.

Bottom line... You must *price it right*.

With the help of the easy-to-follow "**Make Your Price Sell!, The Masters Course**," you **can** *price successfully and confidently... on your own!*

---



**Click the following link to download the free "Make Your Price Sell!, The Masters Course" e-book.**

378 KB - Windows and MacOs

[http://www.sbi-guru.com/Masters\\_Courses/myps-masters.zip](http://www.sbi-guru.com/Masters_Courses/myps-masters.zip)

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- [Windows users need WinZip -- free trial](#)
- [Mac users need Stuffit Expander \(v5.5 or greater\) -- free software](#)

This will unzip a folder called "MYPs! Masters Course" on your desktop (if you do not change the default location). The folder contains two files...

#### **1) ReadMeFirst.txt**

Its name says it all -- start with this file.

#### **2) MYPs!Masters.pdf**

"**Make Your Price Sell!, The Masters Course**" gives you what you need to *know* and *do* to price perfectly... to **maximize and leverage profits!**

---

Pricing is *the* most important of the classical **4Ps** of "Marketing 101" (**P**rice, **P**roduct, **P**lace, **P**romotion). And it's the only one of the four that actually generates **income**. The other Ps generate **expenses** upfront, in order to generate income later.

Choosing the price for your product or service is **the** marketing decision that can make or break you.

"**Make Your Price Sell!, The Masters Course**" will give you a solid pricing foundation so that you can price precisely and worry-free!

Download your *free* copy of the course today.

**Click the following link to download  
"Make Your Price Sell!, The Masters Course" e-book.**

[http://www.sbi-guru.com/Masters\\_Courses/myps-masters.zip](http://www.sbi-guru.com/Masters_Courses/myps-masters.zip)

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