

# THE WHOLES<sup>A</sup>LE FORMULA

## Module 4 – Creating Your Website

Hey, welcome back. In this video, we are going to cover the initial steps required to create your very own value proposition website. If you've never created a website, don't worry. It's actually much easier than you might think. I'm going to walk you through the 3 steps to get your website started which are registering your domain, selecting a web host, and creating your business email. Let's begin.

The purpose of the value prop website is to provide you with a professional platform where you can show prospective brand owners how they'll benefit from having you as a seller. You are trying to establish yourself as an expert on the Amazon platform, and value prop websites do just that. We used to outline our value props in our email correspondence with brand owners, but that was both confusing and made our emails too lengthy. Now, our emails are clear, succinct, and include a link to our value prop website where brand owners can learn all about us and the value we offer on the Amazon platform. This is a great example of a value prop website by Etailz; one of the top Amazon sellers.

The first step to creating your website is purchasing a domain. To do that, you first have to choose a domain. This is very similar to selecting a name for your business. Just know that your domain name does not have to have the same name as your business. If you've chosen "Rock City Trading Company" as your business name, you don't have to purchase "RockCityTradingCo.com." Our business name and our value prop website have completely different names.

However, we do recommend that your Amazon Store name and domain be the same. So, if your store name is Direct Goods, your website would be DirectGoods.com. Most of the largest Amazon wholesalers also do this, ourselves included.

Another piece of advice I can offer is that you should choose something broader like the one I just mentioned. Try not to pigeonhole yourself with a product or niche-specific domain name such as "TysonKitchenSupplies.com" or "PetSource.com." Remember, we teach sourcing any and all products as long as they are profitable, so it just makes sense to be more general when you never know what types of brands will be looking at your site.

When deciding on your domain, you'll want to make sure your domain is available. To do that, we recommend using NameCheap.com. Simply use their search function to check the availability. Once

you've found an available domain name that you're happy with, it's time to purchase that domain. Purchasing your domain is easy. Simply add it to the cart and check out. Most domains will cost around \$10 per year.

After you've purchased your desired domain, it's time to move on to step two, hosting your site. We personally recommend Wix. Wix is a very easy to use drag and drop website builder that has tons of professional templates from which to work. With Wix, it's possible to build a professional value prop website in less than an hour. You're probably thinking, "yeah, right. No way that's possible," but it's true. In this module, you'll watch a live demonstration by Dylan who does just that. Once you have your value props figured out and found a template you like, it's actually quite easy and honestly, it's pretty fun. If you decide to use Wix to host your site, be sure to use our affiliate code.

I'm sure by now you're probably wondering what a value prop website looks like. The most successful value proposition sites are both catchy and interesting, but are succinct and to the point. Let's look at an example of one of those sites now, NetRush.com.

With NetRush, you can see that they are very upfront with the fact that they are an Amazon seller. They have fantastic value propositions that express the various ways in which they can serve prospective brand owners. NetRush is one of the top sellers on Amazon, and we highly recommend reviewing their site as a guideline for creating your own value prop website. Both their copy and presentation are impeccable, and offer plenty of inspiration from which to work.

Other websites you can study include:

- [Big-Fly.com](http://Big-Fly.com)
- [AvalancheInd.com](http://AvalancheInd.com)
- [Quiverr.com](http://Quiverr.com)

Avalanche Industries and Big Fly are top FBA Amazon sellers in the United States, and they also have phenomenal value prop sites. I want to draw extra attention to Quiverr. Quiverr is not like the other companies, they aren't one of the top 100 Amazon sellers. Based on their feedback, I estimate that they generate around \$8-\$10M per year in sales. The important thing to note about Quiverr is that they utilize the exact type of website we recommend, a modern, single-page customized template design. It's simple, yet elegant. It accomplishes everything that we want our website to accomplish, while also being easy to follow and, more importantly, easy to construct. So, what you must do is emulate these guys while adding your own personal touches and flavor to them.

Ok, I've gotten a little ahead of myself, but I figured now was a fine time to let you see some real examples. Now that you have a better idea of what's being discussed, let's move on. So far, we've covered the first two steps in creating your own website: purchasing a domain and how to host it. The last step is very easy. As the owner of a professional website, you must have an associated business email. The way we set up our business email is very simple. After registering our domain with NameCheap.com, we use G Suite by Google to manage our new email address.

Having a custom domain is one of the easiest and most cost-efficient ways to convey the credibility and professionalism of your company. I'm now going to walk you through this process, step-by-step. I'll also show you how to create your custom business email associated with your new domain.

First, navigate to [namecheap.com](https://namecheap.com) and type in the domain you are looking to register and have as your email address.

As you can see for me, I'm looking to register [gettwf.com](https://gettwf.com), so I type that in the "Search Domain" bar.

If the domain is unavailable, you will get a screen that looks like this and you will have to re-search until you find one that's available.

Once you've found one that's available, it will look like this and you can continue on with the purchase by clicking on the shopping cart icon.

The domain has been added to your cart and clicking "View Cart" will take you to this page

Here you can adjust the length of registration, whether you want the payment to auto-renew each year, WhoisGuard or Premium DNS. Feel free to toggle these to your needs and check out the Help question marks for more information on whether you are interested in the WhoisGuard and PremiumDNS options and click "Confirm Order"

Now you will need to sign-in to your namecheap account or create one. We are starting from scratch for this so I am going to create an account.

Standard information to fill out then click "Create Account and Continue"

Here you will find more basic information to fill out then click "Continue"

Verify that the information is correct as input. In my example, I have removed our address and phone number but you should double-check to make sure yours is correct as entered the "Continue"

Standard payment form here. Once input, "Continue" once again

Finally, you are at the actual purchase screen and clicking "Pay Now" will grant you ownership of your awesome new domain

Which you can see as much on this confirmation screen. From here you will want to click the "Manage" button

Leading to this page. Don't worry, if you somehow moved through the last screen without clicking Manage, this page is just your overview Dashboard and is what you are automatically taken to by namecheap when you sign in to your account, so by navigating to namecheap and signing in, you will be at this page just the same. While here, you need to "Verify Contacts"

The system will send you an email with a verification link and should look something like this. It should be noted that the verification isn't in real-time. After you click the link in the email, namecheap's dashboard won't update immediately.

For me it took about 15 minutes but be prepared to wait longer. Once namecheap has successfully verified your email, your dashboard should look like this. Notice the removal of the “You have 15 days left to verify contact info” as well as the change of the dot next to the home icon from yellow to blue and the “Verify Contacts” drop down to “Manage”

Congratulations. You have now successfully registered your own custom domain. The next step is to setup an email exchange that will handle the sending and receiving of your custom domain’s email. We use G Suite by Google so it’s what we have the most experience with and is why I am going to show you how I setup [eric@gettwf.com](mailto:eric@gettwf.com) using their service.

The control center for G Suite is [admin.google.com](http://admin.google.com). The first time you visit, you will see this screen. From here we want to “Add account”

This screen looks like a normal sign-in screen for established accounts which we don’t have but confusingly the ability to create an account is hidden under the “More option” drop down

Clicking it will get you where you want to go which is “Create account”

As of writing of this, G Suite allows a 14-day free trial and email management is \$5 per month per user. So, if I wanted to add another address, say like [dan@gettwf.com](mailto:dan@gettwf.com), it would be \$5 for [eric@gettwf.com](mailto:eric@gettwf.com) and an additional \$5 for [dan@gettwf.com](mailto:dan@gettwf.com)

From here starts a series of information gathering screens, they should be self-explanatory so I will show them to you as they appeared

At this screen, we are able to select “Yes, I have one I can use” because we’ve already registered it with namecheap

This domain should be entered at this step

Now you’re back to another self-explanatory form followed by username and password creation

On this screen, you will select the username you would like for your custom email to be. This is what appears before the @ symbol. For me it’s Eric, so that my email will be [eric@gettwf.com](mailto:eric@gettwf.com). After that enter the password you would like to use to login

Next is a simple captcha

That’s followed by confirmation of G Suite account creation. The email has been created but now has to be setup with your domain registrar, which is namecheap for us

This screen isn’t very intuitive for someone setting up a single email as we have. Since we are only registering one username or email and have already input that information, you wouldn’t need to “Add people to your G Suite Account” and could click “Verify your domain and setup email” but that option isn’t available. Instead you have to click “Start” to add people

Here you would add other people if you wanted but as I mentioned, I already created the only one I am interested in and it's already added

So, at this point just click the "I added all user email addresses currently using @gettwf.com" and click "Next"

Now to verify our domain so that Google knows that you own it

Scrolling down, you will see the options to verify. By default, google suggests adding a meta tag to the homepage but instead you should click the dropdown menu "Choose a different method"

which will give you several options but the one you want is the first option "Add a domain host record (TXT or CNAME)"

clicking it will bring you to a screen asking you to login to namecheap, so open a new tab and navigate to namecheap.com and sign in at the top left of the page

Once logged into namecheap, it should take you to your Dashboard that looks like this but if for some reason it doesn't, you can bring up your dashboard by hovering over your username at the top left of the page and clicking the "Dashboard" link. Once you're on your namecheap dashboard, go back to the G Suite tab

Back to this screen, click "I have successfully logged in"

Signing in to your namecheap account will put you on your control panel so you can now check the "I have opened the control panel for my domain" box

Next is the TXT record you need to add to your domain at namecheap for google verification. Copy the "Value/Answer/Destination" field as you will be pasting it in a field in a few steps. Now you know what you need to add, so navigate to the setting in namecheap to accomplish this

Moving back to the namecheap tab, with your dashboard up, click the "Manage" button

This will bring the Domain details screen for your domain. From here, click the "Advanced DNS" tab

Here is where Host and MX records are stored. Just below the Host Records section, you will see a button called "Add New Record". Clicking it will pull up a dropdown menu. Select the "TXT record" option.

In the first space, the "Host" column, put in the "@" symbol. In the next field, the "Value" column, paste the TXT string that we copied from G Suite. Then click "Save All Changes"

You have now input the record that will prove to Google that you own the domain, so click back on the G Suite tab and click the "I Saved the TXT verification record". Google will take a few seconds to check the record and verify so be patient but once it has checked and verified, it will move you to the next step which is similar to a previous step, asking you to navigate back to your namecheap dashboard. So,

revisit the namecheap tab you were on earlier and scroll a bit further down from where you input the TXT record and you will see a section called "Mail Settings". Click the dropdown menu and select "Gmail". Next "Save Changes"

Back on the G Suite tab, you can now check off all remaining boxes, "I created the new MX Records", "I have deleted existing MX records" and "I saved the MX records". Normally you would have to manually enter and follow all the steps in the G Suite to setup the mail handling but thanks to Namecheap's built in Gmail handling, those steps are all accomplished just by selecting "Gmail" in the mail settings. Now you can click "Verify Domain and Set Up Email"

You will see a notification that the domain and email are setup and verified. Click "Next"

Now you will have to select the payment plan google charges for handling your email. For us we have always used the "G Suite Basic" \$5 per user per month plan. So "Choose" that and you will be sent through a simple checkout process ending with confirmation of G Suite subscription.

Also, you will see an add-on option. "Skipping" this will take you to the billing summary of your G Suite admin account. At this point your email is fully functional!

To login, go to gmail.com and sign-in with your custom domain credentials. Be sure to put in your full email address unlike just signing into Gmail normally where you would only put the username since @gmail.com is implied

Input the password you requested when setting up your G Suite email

Accept the Terms of Service for G Suite and you will now have a fully functional, custom domain email that is handled by Gmail. As a pro tip, because it's handled by Gmail you'll be able to send and receive email to and from your custom email using any app or software that incorporates Gmail.

Ok, we have now laid out the 3 steps you need to take to start creating your value prop website today. Number one, select and purchase a domain. Your domain name should be the same as your Amazon store name. Step two is selecting a host for your website. We recommend Wix as it is easy to use and has tons of awesome templates. The third step is setting up your business email. All of these are necessary in order to present yourself as an established, professional business. You can accomplish all 3 of these steps in less than an hour.

Again, none of these are hard, but they are necessary. The amount of work you put into building your website is nothing compared to the amount of work it can do for you. Your website will be a cornerstone of your business. That wraps it up for this video. Go ahead and get started on creating your value prop website and I'll see you soon!