Very Important First Point

You may hear me repeat a gazillion times that it is of utmost importance to always remember what our primary goal is at every level of the marketing cycle. This may sound real obvious but 90% either forget this or don't know it.

Our first level of marketing will be "*exposure*" -- this could be an ad, a comment in a forum, or something else (don't worry, we'll discuss the whats later -- just stick with me for a moment).

OUR GOAL AT THIS FIRST LEVEL is **always** to get them to our website --- that's it!!
We are not trying to convince them our program is great, we are the smartest or our kids are the cutest -- none of that -- we just want them to click through to our website -- PERIOD!

I know from years of experience that one of the fastest and easiest ways to get that to happen is through our choice of domain names. I don't care what the exposure vehicle may be---- ad, forum post whatever, if one ends with *www.GetRichNow.com* and the other with *www.BlueMonkeyFeet.com* ----- which do you think has the better chance of getting clicked on to the website?

The first sounds like everybody else's boring site while the curiosity caused by the second is almost impossible to resist.

So, although it is not "required", I VERY STRONGLY suggest that you get a *crazy* domain name to use in your marketing. You can purchase a .info name for just $0.99 from www.GoDaddy.com

These domains can be purchased from many different sources. I require that you use GoDaddy to purchase your domain name. **Not** because I make money, I do not, but because it **streamlines** the process of putting up websites when I can deal with one familiar hosting provider.

Please do this as I have run many tests using the same ad and headline and have proven that if one ends with *www.FastMoney.com* and the other ends with a domain name something like *www.FlyingSpottedRobots.com,* that the results will be at least 400% better for the Flying Robots domain.

The curiosity factor just makes it almost impossible not to click on it to see what the heck it is all about.

I recommend a name that has a lot of VISUAL IMAGE to it – like you want to "SEE" it. Examples of domains that I have seen work are:

BlueMonkeyFeet.com
FlyingOrangeZebras.com
SpottedGreenMonster.com
StarSpangledMonkey.com

You get the point – I have seen ads run with domains like those that got good traffic without ever really saying beyond:

Too Weird but seeing is believing – www.RedPlaidBananna.com

Another important point – notice how I have capitalized the first letter of every word in the domain names above? Web browsers and Domain Name Servers are not case sensitive so it makes no difference if you capitalize all or some or none – they will all still go to the same web-page. However,

human eyes are case sensitive and BlueMonkeyFeet.com is easier to read than bluemonkeyfeet.com so always capitalize the first letter of each word when you are writing your domain name.

To your success,
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