

Hi there!

I can't wait to help you get on the web! But first, we have some ground rules to cover, and a few how-to's to go over.

Please save this email, as it contains links and vital information you'll need as we build your site! If any of the links aren't working for you, just let me know and I'll send you a text version!

Please remember, the Cut to the Chase package is **not designed to provide the full coding experience!** There are no revisions, no special coding. You pick your theme, I install it. I create the pages, you create your content and publish it. If you feel you need more hand-holding than this, I'm here to provide it, but it will cost much more than \$49.

That being said, it's a **great** way to get on the web fast and cheap, and I'm ALL about the fast-and-cheap. *(Er, don't let it get around.) (OK, it may be too late for that anyway. But I digress.)*

A BIG CAUTION - PLEASE READ THIS NEXT PART CAREFULLY:

One last thing before I turn you loose ... and it's a big one: The only reason I can offer this package this cheaply is because I get additional revenue when clients use my affiliate links to purchase Hostgator and, if applicable, a premium theme (either Thesis or Genesis). Using my affiliate links costs you nothing extra (and sometimes actually saves you money) but I get a percentage of the sale as a commission.

Now: If I *don't* get credit for those sales, **whatever the reason**, there are additional fees (\$19 for a failure to use the hosting link; \$49 set-up for premium themes not purchased off my link). One of the biggest reasons affiliate sales do not get credited is because the purchaser doesn't stay on the web page long enough after the purchase is made. **So don't "x" out until you get the all-clear from the vendor website (Hostgator, DIYThemes, or StudioPress).**

YOUR NEXT STEPS:

Here's how we roll from here on out - please read carefully and follow the instructions exactly! If you have ANY questions, please ask BEFORE you purchase - you can also reach me at [828.808.0525](tel:828.808.0525):

1. You will need a domain name, if you haven't registered one already. There are a metric crap-ton of places you can do this at, the most popular probably being GoDaddy.com. You will need to **send me the login information** (customer # and password) GoDaddy gives you, along with the exact domain name with correct spelling.
2. You will need to purchase hosting from [Hostgator through this link](#). The Baby Gator package is all you'll most likely need. **PLEASE NOTE: It is imperative that you use this link, and stay on the resulting page(s) until the entire process concludes. If you DO NOT do this, I won't get credit for the sale, and you'll owe me another \$19.** You will need to **send me the receipt/email from Hostgator** that you receive after sign-up that contains your Domain Nameservers, CPanel link, username and password for the CPanel.

3. If you would like to use a premium theme (I highly recommend it, especially for any kind of business site), then purchase [Thesis through this link](#), or [StudioPress/Genesis through this link](#) and your setup of that theme (which takes about 2 additional hours after the basic work is done) will be free. **PLEASE NOTE: It is imperative that you use the appropriate link, and stay on the resulting page(s) until the entire process concludes. If you DO NOT do this, I won't get credit for the sale, and you'll owe me another \$49.** You'll need to [forward me your email receipt](#) for your premium theme license purchase, so I'll know I can legally upload the files to your site.
4. **Otherwise**, (if you don't select Thesis or Genesis/Studiopress) you will need to select a theme and [send me the link to the theme's download page](#). I'd strongly encourage you to either stick with the [WordPress repository](#), or choose a free theme from [WooThemes](#) or another trusted, well-reviewed premium theme provider. I'll be happy to scout out a few possibilities to help you, but you have to give me something to go on first (i.e., preferred color scheme, features you want, layout ideas, etc.). There are, literally, thousands of free themes out there - and some of them might be from sketchy folks, but that still leaves hundreds at least to choose from. We'll find you something you love. :)

There! That's not **too** daunting, I hope.

A PROMISE -- AND A REQUEST:

Don't ever hesitate to ask me anything and PLEASE let me know if you encounter any confusion or questions. I promise you that I'll do my best to explain and fix any problems brought to my attention in a timely fashion. And if I can't fix it personally, I will find someone who can. I will always reply to your emails within 24 hours (usually within a few hours), barring unforeseen calamities like sudden avalanche or loss of wifi.

In return, at the end of this project, I'm going to ask you for a favor: If (and **ONLY IF**) I've earned your trust by then, I hope you'll consider referring me and my services to **ten friends**. Word-of-mouth and referrals are my biggest source of new clients, so I would be truly grateful if you'd consider it.

But not yet - I haven't earned it yet. ;)

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Regards,
Annie

W: [Stage Presence Marketing](#)
T: [@AnnieSisk](#)
C: [828.808.0525](#)

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