

Surf and Subscribe Checklist - Activities for the First 7 Days

1. Use this link to register your name as a domain name - <http://www.mysmallbizsupport.com/domainchecker.php> or register it during the next step.
2. If you haven't created your Web Hosting Account - Make sure to visit <http://www.MySmallBizUsupport.com/cart.php> and open an account.
3. Upgrade to IE7 (alternatively install thunderbird email client and Firefox browser).
4. Open the Control Panel for your Hosting Account with <http://www.MySmallBizWebHosting.com/Cpanel> - you should have received the CPANEL username and password after you opened your account. If you need help visit your Client Area at: <http://www.MySmallBizUsupport.com/clientarea.php>
5. Go To your CPANEL Email Settings and select the "forwarders" link to create 3 email aliases. Email sent to these addresses will be sent to the main account you just setup in Outlook.
 - a. yourname@yourname.com
 - b. info@yourname.com
 - c. affiliate@yourname.com
6. Setup Microsoft Outlook to check and send email from the new domain name that you just registered.
7. Still logged in to your Hosting Control Panel -CPANEL - select the "Fantastico" icon and Install a "WordPress Blog" from the listing of available software from the left hand menu. Make sure to install the Blog in the root directory. This will automatically create a site at: <http://www.yourname.com>
 - a. Make sure to note the email address, admin username and password you enter during this process.
8. Visit the [Microsoft site](#) and search for the MSN Toolbar download, and then install the MSN toolbar.
9. Also search for the Microsoft LiveWriter Software and then Install LiveWriter, the latest beta is OK. (If you are stuck on Firefox download and install the Deepest Sender Plugin).

10. Go to Alexa.com and install the Alexa Toolbar.
11. Go to Google and Create a Profile using the info@yourdomain.com email address. After you've registered, activate the "[Google Alerts](#)" service.
 - a. Create Alerts for word and phrases that interest you.
 - b. Create Alerts for your name, company name.
 - c. Create Alerts for known competitors in your market.
12. Go to the Technorati and Register An Account using the info@yourdomain.com email address.
 - a. Create Watchlists for URL's words and phrases that interest you.
 - b. Create Watchlists for your name, company name.
 - c. Create Watchlists for known competitors in your market.
13. Each day check your email and visit all of the pages mentioned in the alerts and watch lists you have created.
14. During your daily browsing sessions:
 - a. ANY TIME you find a site or page that interests you, use the "Blog This" button on the MSN toolbar and the Microsoft LiveWriter software to post your comments.
 - i. Do you agree or disagree with the point of author's point of view? What did you like about the site or information given? What didn't you like? Make a minimum of 3 posts to your blog every day.
 - b. ANY TIME you find a site or page that interest you, use Internet Explorer 7 to Bookmark the page.
 - c. ANY TIME the MSN toolbar finds RSS feeds on the Blogs that interest you, use Internet Explorer 7 to subscribe to the feed.
 - d. ANY TIME you find a site that interest you use the Alexa Toolbar and click on the "INFO" button to find out who owns the site, the traffic details and sites linking in. Follow any of these links if appropriate.
 - e. ANY TIME you are given the opportunity to download PDF documents or books that interest you use the "info@yourdomain.com account if an email address is required for download.
15. Create an excel spreadsheet and add the keywords, phrases, themes or topics that you find consistently occurring in the sites you are surfing on and the watchlists/alerts you are receiving.
16. At the end of the day refine or add to your listing of words and phrases and then update the watchlist/alerts to reflect the changes.
17. Over the next seven days:

- a. Read my book [52 Secrets My Mom Never Told Me](#)
- b. Complete the Goal Setting exercises in [Small Simple Steps Workbook](#)

Video Resources:

[Hosting Control Panel Videos](#)