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How to Find & Register a Domain Name

Having a domain name and website for your private label business is essential! It allows you to apply for Amazon Brand Registry, to get in front of potential buyers, and to appear bigger and authoritative to both buyers and vendors/suppliers. In addition, it can be a great way to start building a list of customers you can use later to launch new products to. Follow these steps to register a domain name:

- 1) Search for 'godaddy coupon codes' on Google. If you find one, copy it.
- 2) Go to godaddy.com and search for names. You can either choose a name that tells people who you are (kevinsbluewidthgets.com) or what you do (bestbluewidthgets.com). I prefer finding a .com extension, as opposed to .net or .org. Your domain should be priced between \$8-14 before any type of coupon or discount. If it is higher than that, it is a premium name and I recommend finding another one
- 3) Add the domain to your cart, and follow the prompts to go through checkout
- 4) Decline any add-ons or additional purchases. I register my domains for two years, but do not purchase hosting, email or any other items at this time

Next week, we'll build a website.

To listen to the episode pertaining to this technique, or watch the video walk-through, go to privatelabelpodcast.com/38