



EXPERTS GUIDE
for
CHOOSING DOMAINS

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WHY GET A DOMAIN NAME?

Owning a domain name is like owning real estate on the internet.

It's your web property.

Having a unique, memorable domain can make it easier for people to remember your site address.

It can also increase your prospect's curiosity which will improve your response rates and increase your success in Shaklee.

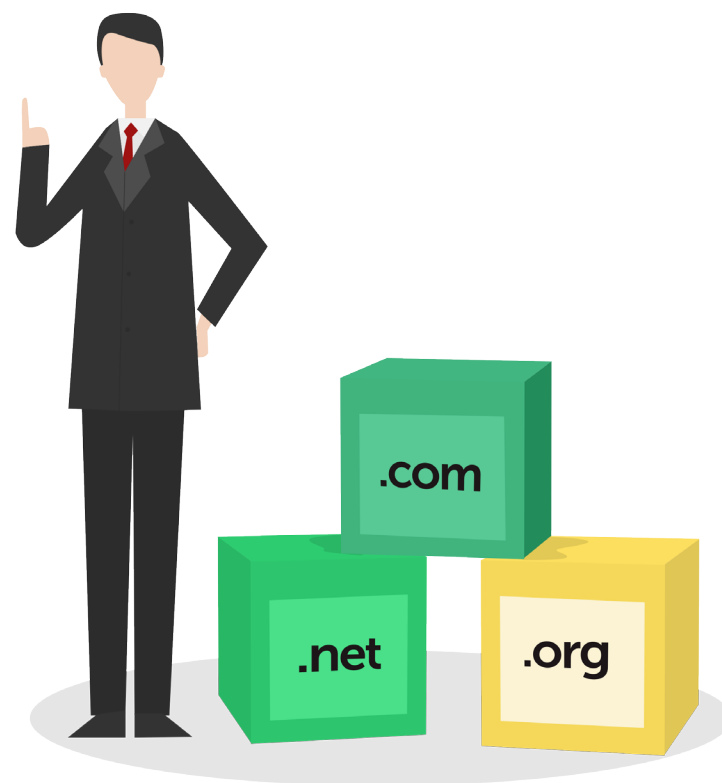


Stake your claim!

Finding your perfect piece of internet Real Estate is one of the best marketing investments you'll ever make. In fact we've been able to resell domains that cost us less than \$50 for hundreds of dollars.

And like every investment you'll want a professional caretaker who can ensure it's looked after, secure and safe.

You don't want to just buy a domain name, you want a [property manager](#), who'll watch over your internet real estate portfolio.



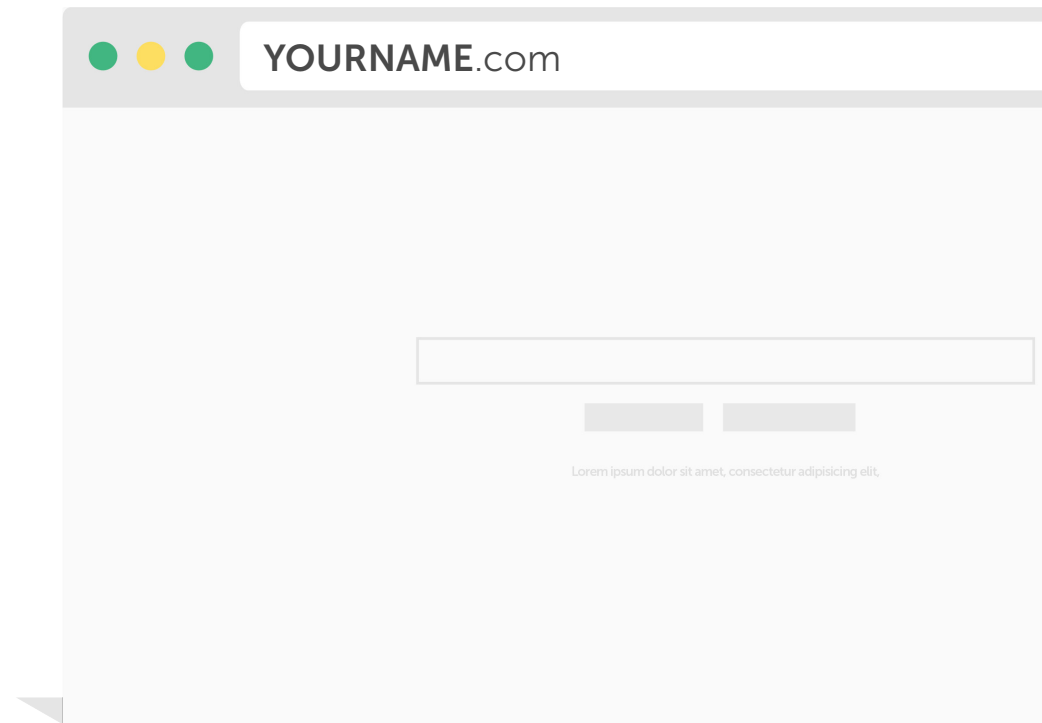
START WITH YOUR OWN NAME

We always recommend you begin your domain portfolio by acquiring your own name first.

This is for several reasons, the most important being that you are your brand.

Most Shaklee distributors make the mistake of thinking they are the Shaklee brand.

You're not Shaklee, and they don't want you using their name or trademarks in any of your domain names.



REMEMBER, PEOPLE JOIN YOU BEFORE THEY JOIN SHAKLEE.

This is why it's essential to have a domain name and a website that focuses on you.

It's also been proven that having the ability to position yourself as an expert in the industry, will significantly increase your ability to attract more buyers and builders.

Having your own name as your core domain name, helps you do just that.



Now we have encountered a few situations where our clients have already used their own name for other businesses.

For example we had one client who was very well known in the horse world and she used her own name as her brand there.

So in her case, we helped her choose a different domain name than her own name for her personal branding website.



If your own name is taken, that's ok. In the [domain worksheet](#) and our word list on the following pages, we've given you several variations that you can add to your name that almost always work.

OUR FORMULA FOR A PERFECT DOMAIN



1 Short and Simple

We recommend you keep it under 25 characters so you can fit it in a newspaper ad column. Newspapers have been proven to be a very effective method of finding prospects. If you won't be advertising this in a newspaper classified then, don't worry about its length as much as its memorability.

2 Creates Curiosity

The best domains arouse curiosity in your prospect. If they see your name and think, how does that work, how do they do that or what is that? You've got a great name.

3 Explanatory

The rule is, if you can show something and a person can look at it, or read it in our case, and immediately understand it right away without thought, you have a winner. Good domain names that a person can read and immediately have an idea what the domain name is about is a VERY powerful way to get traffic.

OUR FORMULA FOR A PERFECT DOMAIN



4 Memorable

Chances are people won't always be near their computer when they see or hear your domain name.

This is why it's important to have a name that sticks in their mind. Something catchy and rolls off your tongue.

We also recommend you always go for the .COM before using any other extension.

5 Solves A Problem

Everything you do online falls into one of these two categories. And those are A.

To be entertained and B. To have a problem solved.

BEST PRACTICES

- 1.** Do NOT use Shaklee's trademarked names or names that will violate copyright law anywhere within the name.

Shaklee will force you to transfer their trademarked names to them without compensation if you do this.

Do NOT use a . (dot), _ (underscore), / (forward slash) or the & sign in your domain name. Letters, numbers, and/or hyphens only.

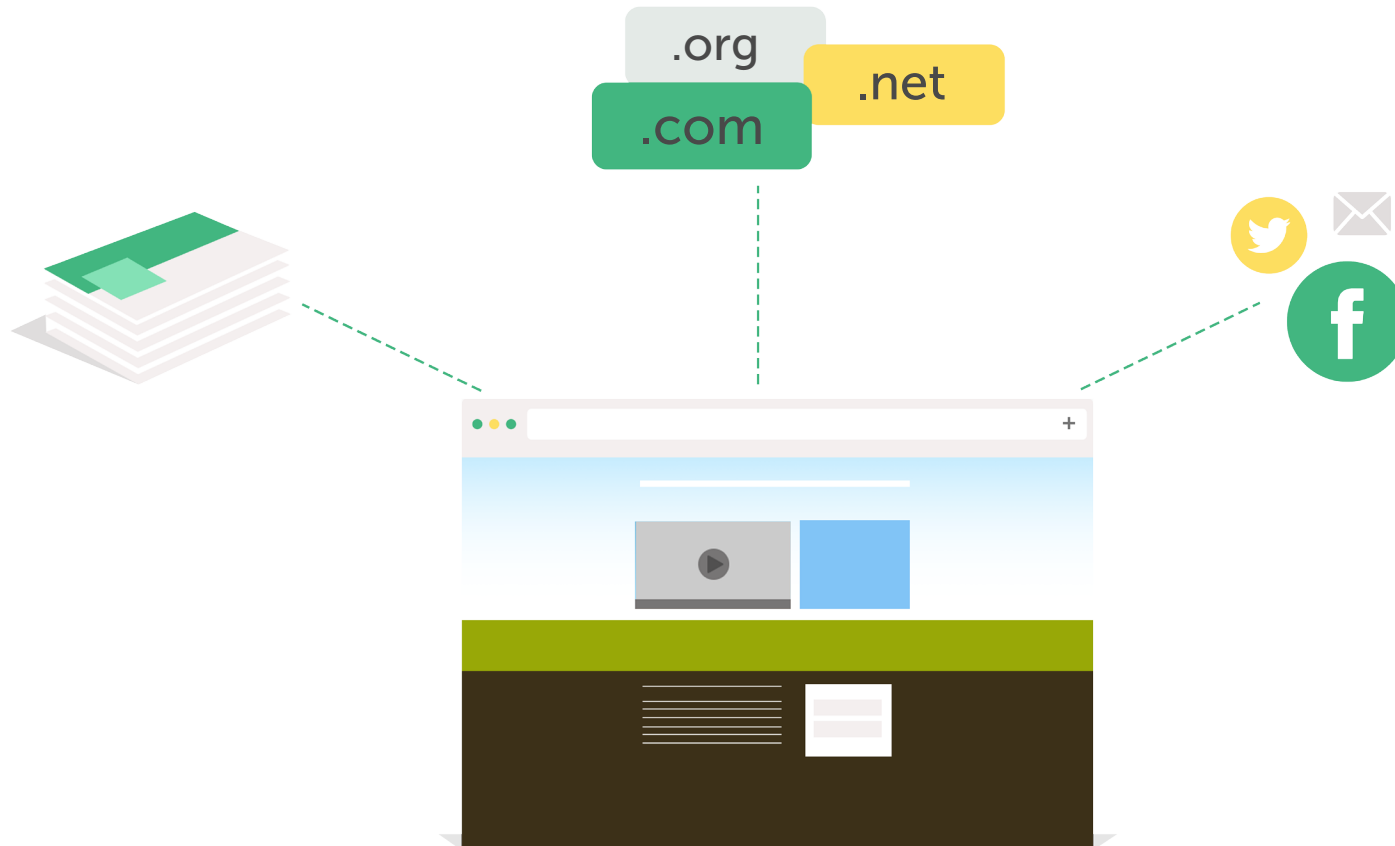
- 2.** Do NOT make claims in your domain name or create a name that seems full of hype.
- 3.** Running newspaper ads?

If you're going to run an ad in a newspaper, we recommend keeping your domain name down to less than 25 words.

- 4.** Want to advertise on Facebook?

Don't use words with 'Secret' or anything that may seem to sensationalize, talk about big money etc.

Keep in mind you can point multiple domains to the same web property. So you may have a short domain you use for driving traffic to your [Mini-Office Outlets lead capture site](#)



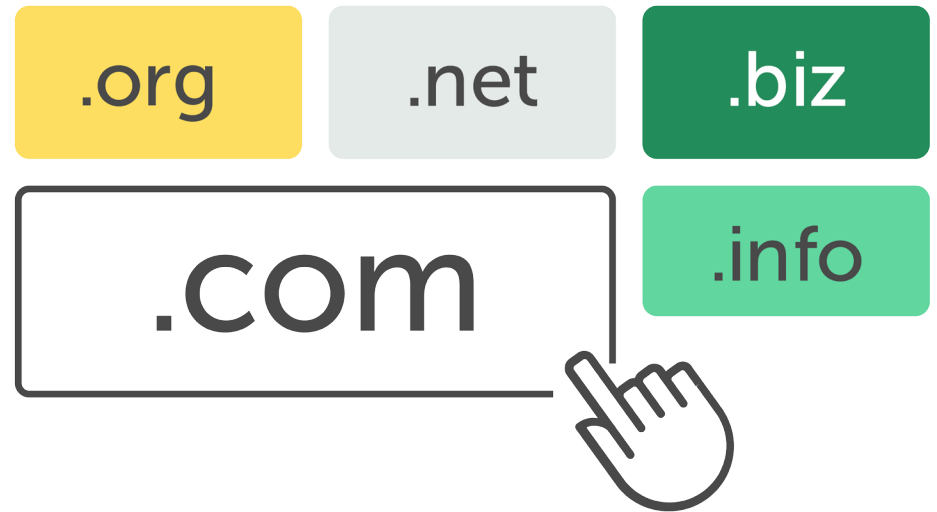
and a longer more descriptive one you use for your business cards and what you post in Social Media. Avoid Hyphens if you plan to put the domain on a business card.

DOMAIN EXTENSIONS

Only .com's? What about .net, .org and others?

.Com is still the main extension you think of when it comes to the internet.

Having a .com domain name is the preferred one to have. So you should always strive to get them first.



I always recommend you alter your .com version before you choose a .net, or .info etc.

I recommend this, because you'll always find yourself wishing you had that .com version of your name. And buying a .com for a name you really want but is taken can get expensive.

Another thing is if you're aggressively advertising, quite often people will think of the .com version first, or could just alter the domain to see what the .com version holds. This can bleed expensive traffic away that you paid for.

DOMAIN **WORKSHEET**

It's important to remember that you will most likely have multiple web properties that you want to purchase a domain name for.

Here's a table to help you see how to choose a domain for each property.

YOUR BUSINESS FOCUSED OBJECTIVES	DESTINATION	DOMAIN EXAMPLES TO CONSIDER
For Personal Branding - Content Marketing - Attract Traffic - Direct traffic to your lead capture sites	The Hub Site	*Best if it's your name Examples: AskBobSmith.com BobWSmith.com BobSmithOnline.com BobSmithOnlineExpert.com BobSmithHelpsStartUps.com BobSmithHelpsYouGrow.com BobSmithHelpsYouEarnOnline.com CoachBobSmith.com MeetBobSmith.com workWithBobSmith.com whoisBobSmith.com
To help you find business leads	Mini-Office Outlets Lead Capture Site	*Use something with Freedom, lifestyle, income or business focus... Find more here Examples: Myfreedomfactory.com GreatPath2Freedom.com Makeabreak4freedom.com
To help you find business leads	Guide to an Online Business Lead Capture Site	*Use something with reference to earning online, ebook, guide, learn etc. How-to...Find more here Examples: EarnOnlineEbook.com GuidetoEarnOnline.com ebooktostellarliving.com

YOUR PRODUCT FOCUSED OBJECTIVES	DESTINATION	DOMAIN EXAMPLES TO CONSIDER
To help you find Shaklee 180 leads	7 Big Secrets to Losing Weight Lead Capture Site	<p>*Use something like a direct quote from the E-book or related to losing weight itself..Find more here</p> <p>Examples: 7bigsecrets2losingweight.com Whymostdietsdontwork.com WhyMostDietsFail.com</p>
To help you find MindWorks leads	7 Ways to Improve Memory Lead Capture Site	<p>*Use something like a direct quote from the E-book or related to improving memory itself..Find more here</p> <p>Examples: 7waystoimprovememory.com GetYourMemoryBack.com DoesYourMemorySuck.com</p>
This points to your Online Store	Shaklee Personal Website (PWS)	<p>*Use something related to these words: shop, health and wellness, online. Find more here</p> <p>Examples: jodyswellnessshop.com jodyshealthshop.com stellarlivingshop.com betterlivingshop.com healthierlivingshop.com</p>

WORD LIST – BUSINESS

USING OUR HELPFUL WORD LIST

When trying to select a great domain name it can be hard to get ideas flowing.

We reference this word list as our go to guide when we need to choose domains for ourselves or for our clients.

Simply start by picking words that appeal to you and see if you can arrange them in ways that create a great name.

They can also help you brain storm for ideas that will appear in your mind after seeing different words.

Good luck and please don't hesitate to [contact](#) one of our experts for help.



NUMBERS

Feel free to use numbers in the beginning or the end of your domain name.

This is especially helpful if you really want a particular name but it's already taken.

101, 123, 365

EX: *GrowOnline101.com*

BUSINESS FOCUSED WORD LIST

BUSINESS FOCUSED WORD LIST				
<p>A</p> <p>ABC Able Abound Abundant Activate Advance Affinity Alternative Altitude Amazing Amplify Ascend Aspire Assist Arise</p> <p>B</p> <p>Be Become Bloom Boss Branch Build</p>	<p>C</p> <p>Center Central Create Creative Cubicle</p> <p>D</p> <p>Desire Design Dedicated Determined Develop Digital DreamDreams Dreaming Dreamer</p>	<p>E</p> <p>Easy - <i>Be careful how you use this one.</i> Energy Escape Energetic Excellent Expand Extend Evolve Evolution</p> <p>F</p> <p>Fast - <i>Be careful this doesn't seem full of hype</i> Feel Fire Fired Flow FlourishFree FreedomFuture</p>	<p>G</p> <p>Gain Get Give Great Growth Guide Guiding</p> <p>H</p> <p>Have Health Healthy Hub</p> <p>I</p> <p>Ignite Income Increase Industry Internet Imagine</p>	<p>J</p> <p>Job Joy Joyful</p> <p>K</p> <p>Key Kick King</p> <p>L</p> <p>Laptop Legitimate Life Lifestyle Liberate Liberty Living Longevity Lovin Loving</p>

NUMBERS

Feel free to use numbers in the beginning or the end of your domain name.

This is especially helpful if you really want a particular name but it's already taken.

101, 123, 365

EX: *GrowOnline101.com*

BUSINESS FOCUSED WORD LIST

BUSINESS FOCUSED WORD LIST				
M Magnitude Max Maximum Maximize Momentum Momentous	P Psychology Plan Prosperous Prosperity Path Pulse	R Raise Rank Rapid Radical Real Release Response	T Team Tips Think Total Top Tool Transform	W Want We Will Work
N Nature Natural Now Nut	Q Quantify Quicken	S Safe Secure Secret Snap Solved Spark Spring Sprout Spurt Spring Success Successful Successfully	U Unlock Unity Unite Unified Upshot	Y Yes You Your
O Oasis Online Optimist Optimal Opportunity	R		V Virtual Vertical	Z Zen

WORD LIST – WELLNESS FOCUSED

WELLNESS FOCUSED WORD LIST

<p>A</p> <p>Abundant Active Affinity Aging Alternative Antioxidant Appetite</p> <p>B</p> <p>Balance Best Boundless Build</p> <p>C</p> <p>Care Calorie Calcium Circulation CleanCreate Cooperate Coordination Concentrated Conditioned Connection</p>	<p>D</p> <p>Defy Develop Diet Digestion Dynamic</p> <p>E</p> <p>Emerging Endurance Energy Establish Exercise</p> <p>F</p> <p>FantasticFeel Fitness Flexible Function</p> <p>G</p> <p>Gain Get Give Good Great Growth</p>	<p>H</p> <p>Habit Healing Health Healthy Helpful Hygiene</p> <p>I</p> <p>Immune Immunity Impact Improve Invigorated Influence</p> <p>J</p> <p>Joy Joyful</p> <p>L</p> <p>Life Lifestyle Living Lively Listen Longevity Lovin Loving</p>	<p>M</p> <p>Make Management Maximize Memory Metabolism Minerals Minimize Miracle Mood Motion Motivate</p> <p>N</p> <p>Nature Natures Natural Nourish Nutrition</p> <p>O</p> <p>Oneness Optimum Outstanding</p>	<p>P</p> <p>Plan Phenomenal Potent Power PreservePrevention Preventative Protection</p> <p>Q</p> <p>Quick</p> <p>R</p> <p>Recover Regulate Relax Resistance Response Restore Revitalize</p> <p>S</p> <p>Secret Soothe Stability Stamina Stimulate Strength</p>	<p>Strong Substance Suitable Supplements SupportSynergy</p> <p>T</p> <p>Total TrainTransform True</p> <p>U</p> <p>Unlock</p> <p>V</p> <p>Vibrant Vigorous Vital Vitality Vitalized Vitamins</p>	<p>W</p> <p>Want Wellness Wellbeing Wisdom</p> <p>Y</p> <p>Young Youth youthful</p> <p>Z</p> <p>Zeal</p>
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WORD LIST – DOMAIN NAME SAMPLES

Here are some domains that we have considered acquiring which were available at the time of our search. Please note some of these may no longer be available, however hopefully they can give you some inspiration.

Using your own name when it's already taken

If you try to secure your own name as your domain and someone else has already taken it, here's some suggestions.

BobSmith.com (TAKEN)

Don't get discouraged. Instead try these alternates.... Replace your name for Bob Smith of course.

AskBobSmith.com

BobSmithHelpsYouEarnOnline.com

BobWSmith.com

CoachBobSmith.com

BobSmithOnline.com

MeetBobSmith.com

BobSmithOnlineExpert.com

workWithBobSmith.com

BobSmithHelpsStartUps.com

whoisBobSmith.com

BobSmithHelpsYouGrow.com

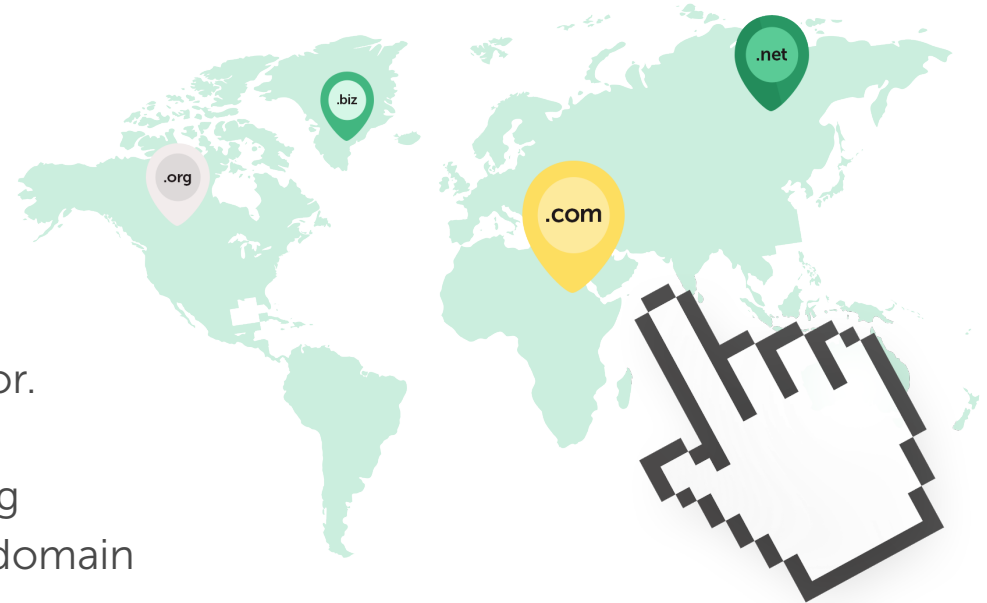
WHERE SHOULD I GET MY DOMAINS?

Now that you've discovered why you want a domain name, our formula for a perfect domain name, and our recommended best practices,

it's time to go ahead and choose your domain.

There's actually quite a few places you could get your domain name from, but very few of them understand the needs of a Shaklee distributor.

One of the challenges we found wasn't in securing our domains, it was in getting advice on the best domain to choose and not being sold a load of other things that we really didn't need.



And remember, your domain name is one of your most important online investments.
And like every investment you'll want a professional caretaker who can ensure
it's **looked after, secure** and **safe**.



You don't want to just buy a domain name, you want a property manager, who'll guide you along the way and watch over your internet real estate portfolio.

This is why we created our hassle-free [Freedom Domains](#) service.

Read on to learn more!

WHY CHOOSE FREEDOM DOMAINS

WHY CHOOSE FREEDOM DOMAINS

Can't I find a domain cheaper elsewhere?

Yes, you can buy a cheaper domain from another company, however that's all you're buying.

A domain name. It's the business support, service and experience that we offer.

We offer Domain property management.

We are caretakers of your web property.
We don't just sell you a domain.

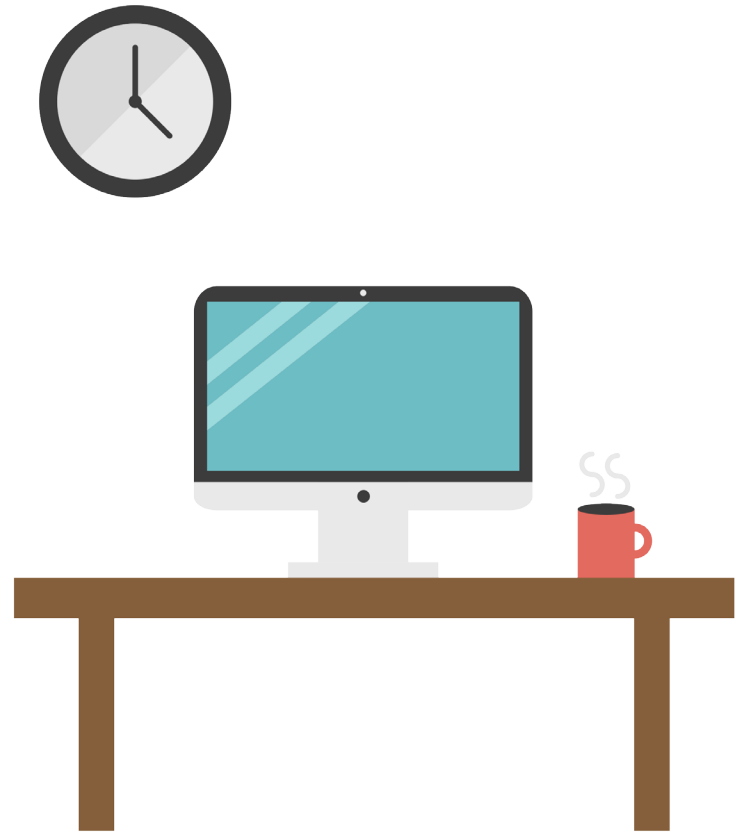


What's your time worth to you?

What's the peace of mind of having someone who's in your industry that will take care of you and your domain worth to you?

We see far too many people buy their own name and then still have to come to us because they don't know how to set up their domains.

Another important point is that your domain integrates with our other products and services. You won't have to worry about changing it if we make a site update that affects your lead capture URL.



FREEDOM DOMAINS = MORE FREEDOM!

Hassle-free!

Choosing Freedom Domains, gives you exactly that, Freedom!

We do all the hard, boring, techy stuff so you can spend less time in the office and more time with your family.



PRIVACY AT NO EXTRA COST

When you purchase a domain yourself, your name, email and address will be listed for spammers and prying eyes to see.

With your Freedom Domain, we only list your name as the registrant (Owner) and put our information down for the rest.

This prevents you from getting heaps of unwanted spam, solicitation letters in the mail and other annoying invasions of your privacy.

To get this kind of privacy you'd normally have to buy a special service called a domain by proxy which is an extra cost and even harder for you to maintain yourself.

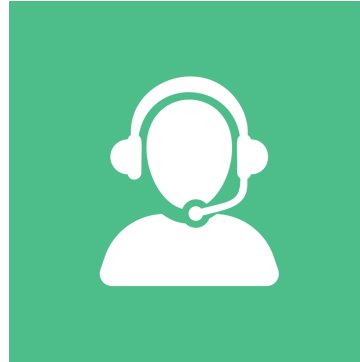


AFFORDABLE PRICING

We'll secure, and look after your internet real estate for as little as \$2 a month.



Hassle-free



Endless support



Free set up



5 day exchange



Peace of mind




Privacy

AFFORDABLE PRICING

We'll secure and manage
1 DOMAIN

\$25
per year




We'll secure and manage
2 DOMAIN

\$45
per year



SALE
BUY 3 GET 1 FREE

\$75
per year



Find your Perfect Domain now

MyFreedomDomains.com 

Online success in Shaklee starts with a great domain name!

MyFreedomDomains.com

SHARE THIS:

