

## **Chapter 2** Get Internet Website Presence Rolling (So You can Sell the Property You Buy)

If you have not done this already, it is time to create an internet presence. This happens gradually, not overnight. The stronger your social media presence, the more likely your customers are going to contact you to buy their property. LandAcademy “reached” you through some form of social media. And my guess is one of the first things you did was to check us out on Google. And we must have convinced you to move forward by participating in this program. That is a direct result of years of building our internet presence through social media.

I call it building “trust” in the twenty first century. You want to do the same thing with your customers.

Please don’t spend a ton of time on this task, but don’t skip it. You will thank us for getting this out of the way before you are too busy.

*Follow along with the DVD as I walk you through getting started and how your company will look to the rest of the world in the internet.*

### **2.1** Create a Name for Your Company or Entity

- Brainstorm away from a computer
- Try to name your company to tell everyone what it does. For example: Land Academy or Asset Holding
- Go to Godaddy.com or BlueHost.com to see what is available
- Try to pick a name with two syllables like Facebook or LandWatch
- The .com or .org should be available

Keep in mind all of your social media user names will eventually be this name. Keep it short.

### **2.2** Create a Website. (Go to the Resources section of LandAcademy.org)

- Start with a single page static site aka landing page
- It’s cheap to get up and lends you credibility.
- Go to the resources page at LandAcademy.org for help or find assistance by hiring someone off Craigslist, oDesk (Now Upwork), Fiverr, or any other place on the internet

- You will need a webhost like GoDaddy or Bluehost and a designer  
Don't spend more than \$200

## **2.3 Create Usernames on the Internet (So You can Sell the Property You Buy)**

Go to the following sites and create user names (if you don't already have them). If you need to see examples, check out LandStay.com and LandAcademy.org.

### Tier 1

This task is imperative if you want to sell property on the internet.

- eBay.com (may require a credit card)
- Postlets.com (Zillow and Trulia feed)
- LandWatch.com
- Craigslist.org

### Tier II

- Facebook.com
- Youtube.com
- Instagram.com
- Pinterest.com
- Twitter.com
- snapchat.com

(The social media environment is constantly changing so at the time that you're viewing this, the list may have changed or gotten longer.)

## **2.4 Put a Simple Weekly Schedule Together (Upload Content to places on the Internet)**

Whatever social media sites you join, make a simple schedule to upload weekly content. See DVD for more insight and suggestions.

## **2.5 Corporate Structure; LLCs & Sole Proprietorship (Administrative Issues to be Considered Early On)**

How can you operate your business? There are two ways:

**LLC (Limited Liability Company)** It's an actual company or a legal entity with shareholders (owners).

-Apply via State Corporate Commission (does not have to be the state you live in). Each state has different rules. Nevada does not share ownership data with anyone.

**Sole Proprietorship (an individual)** The same way you usually buy a house or a car, as an individual.

What are the advantages and disadvantages of both?

- Taxes: We all want to pay less tax.
- Liability: We all want to have less liability. Less exposure to risk. (If something goes wrong, the company gets sued not the owner individually.) Only the assets (the stuff the company owns) are ever at stake. (Note: Only applies to civil issues, not criminal.)

LLC Cost:

Approximately \$500 - \$1,000 to get the LLC approved properly in the state of choice. Plus an extra \$1,000 per year to file a tax returns.

Steve's Final thought:

- Do a few deals as a sole proprietor (as yourself), if you are really into it and see it going somewhere, then file for an LLC.