

1. Introduction

The topic of this MiniBook is “Low Cost Internet Presence Under Your Own Domain Name”

Who is the intended audience for this MiniBook?

The audience for this MiniBook are those business who would like to test the water with Internet facilities and don't want to spend a lot of money up front.

The approach described in this MiniBook enables a business to have a web presence and email using their own business name for an amazing \$15US a year.

The second group are those that would like to have separate domains for their products and services. We do this with our range of products and services as it makes it much easier to promote a particular product or service with a more meaningful website and email address.

Two examples are our domains www.OzEfilter.com and www.GiveADollarDay.com.

With both of these activities people can now enter a domain name and an email address which also contains the domain name. This reinforces the domain in the user's mind.

Yet behind the scenes we still use our existing email account and some spare space which costs us nothing extra.

We feel this is great way to start generating income or opportunity from the Internet. Once the income is generated it can be reinvested in enhancing the Internet presence for the business.

In our opinion every business not on the Internet should take advantage of this low cost approach.