

Kevin Fahey's

# IM Newbie Free Training Report

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# Introduction.

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This is the accompanying PDF for [Kevin Fahey's IM Newbie video training course](#). It does contain some references to the videos included in the full course, but is still extremely valuable as a resource in itself.

## IM Newbie Free Training Report: Module 1.

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### Part 1. Purchasing Your Domain & Hosting

Important to keep in mind: For someone just starting off this video or module might be the most confusing. If you already have a domain and hosting account that you are happy with you do not have to worry too much about this video but I highly recommend watch each video from start to finish regardless of what your experience.

#### Resources:

##### **Purchasing Your Domain**

<https://namemesh.com> (I never purchase my domains directly from here)

<https://resell.biz> (cheapest place to purchase domains but might need to deposit \$100 to begin. (more for advanced marketers or someone with lots of domains.)

##### **Hosting Accounts**

<https://Hudsonvalleyhost.com> (Cheap, reliable hosting.)

<https://Hivelocity.com> (More Expensive / Advanced Hosting)

##### **Nameservers**

Unless you've your own dedicated server your nameservers will most likely be ns1.(your-hosting-company).com or similar. Again in many cases you'll not have to worry about this.

## Log Into Your cPanel

In most cases this will be `YourDomain.com/cpanel`

If not, please login into your main hosting account and follow the instructions from there.

## Part 2. cPanel Home Page

The cPanel can be confusing but keep in mind 90% of the options you see are never required or used. What's most important is e-mail accounts, installing WordPress and file manager.

## Part 3. Setting Up Email Accounts & Forwards

Recommendation for starting off with emails for all your domains is setup

`info@yourdomain.com`, `ju@yourdomain.com`, `support@yourdomain.com`,  
`(kevin)@yourdomain.com`

Forward all emails to your main gmail or other account that you check.

If available set your emails account limit to unlimited but still every 6 months clean the main forward account.

## Part 4. Installing A Database

Keep in mind 99% of the time you will not require to do this. It's more related to custom scripts and CRM (Customer Relations Management) Systems. That's just an easy way to explain it for newbies for now.

## Part 5. File Manager

Important note to upload your files to `public_html`

## Part 6. Uploading Via FTP

Download Coreftp here: <http://coreftp.com/download.html> or use FileZilla

## Part 7. PHP Admin

The only time I've only used PHP Admin is to export databases for example backing up my WordPress blog, a custom script or if something goes wrong. 99.99% of people will not have to worry about this.

# IM Newbie Free Training Report: Module 2.

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## Part 1. Installing WordPress

You will find the WordPress install usually by searching WordPress or Software Or Softaculous.

## Part 2. Installing A Free Theme

Important: Always updates your themes and plugins as soon as you see an update is available.

Pages could be: Home - About Us - Contact - Products

Posts could be: Reviews / Updates / General Blog Posts

If you want a professional theme I recommend Optimize Press 2. I personally use this on all my sites.

## Part 3. WordPress Settings

When you see updates are available always immediately update all plugins and themes. It takes less than 10 seconds.

## Part 4. Menus, Home Page & Permalink

Adding or editing menus is found in Appearance > Menus. You can add as many menus as you wish. To edit the homepage settings to to Settings > Reading

## Part 5. Sidebar Settings & Widgets

Adding or editing elements to your sidebar and footer is normally found in Appearance > Widgets. Different themes will have different layouts. The free theme I am using here is called “Cerauno”. If you want a professional theme I recommend Optimize Press 2. I personally use this on all my sites.

## Part 6. WordPress Plugins

List of free plugins to install.

- JetPack
- Social Pug
- Yoast SEO

# IM Newbie Free Training Report: Module 3.

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## Part 1. Creating Your Squeeze Page

We recommend using a professional squeeze page builder like Optimize Press to design your squeeze pages.

## Part 2. Paid Split Testing Method

Create Your [ClickMagick.com](http://ClickMagick.com) Account Here

## Part 3. Setting Up Your Thank You Page

Thank You Page Example: <http://imengagement.com/thank-you/>

## Part 4. Creating Your First Welcome Email

The follow up email is very similar what you covered in the thank you video and the text you placed on your thank you page.

### Template Guide

1. Welcome the new subscribers and thank them for signing up
2. Introduce yourself and your company
3. Ask them to whitelist your email address
4. Ask them to connect with you on your Social Networks
5. Explain what's to come in further emails
6. Provide access to what they signed up for

## Part 5. Moving subscribers and automation

The video here outlines the process in Aweber. Every professional autoresponder will have an automation feature where the same rules and principles will apply. If you do not have an autoresponder account [get your Aweber Account Here](#)

# IM Newbie Free Training Report: Module 4.

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## Part 1. Why Social Media

Social Media is free and it's exactly where the majority of our customers can be easily targeted. We utilize the 4 top networks; Facebook, YouTube, Google+ & Twitter.

## Part 2. Setting up your Facebook Fan page

Fan Page Cover Photo Size: 851px 315px

Fan Page Profile Photo Size: 180px x 180px (Shows 160px x 160px)

## Part 3. Setting up your YouTube Channel

YouTube Channel Cover Photo Size: 2560px x 1440px

## Part 4. Setting up your Google+ Page

Google+ Recommended Cover Photo Size: 2120px X 1192px

## Part 5. Setting up your Twitter A/C

Twitter Header Photo Size: 1500px X 500px

Twitter Profile Photo Size: 400px X 400px

## Part 6. Integrating Social Media

Fanpage Script: <https://developers.facebook.com/docs/plugins/page-plugin>

Follow Me On Facebook Script: <https://developers.facebook.com/docs/plugins/follow-button>

Subscribe On YouTube: [https://developers.google.com/youtube/youtube\\_subscribe\\_button](https://developers.google.com/youtube/youtube_subscribe_button)

Twitter Tools: <https://publish.twitter.com/>

# IM Newbie Free Training Report: Module 5.

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## Part 1. Creating Your First Blog Post

Check Out Examples Here: <https://imvideopod.com>

## Part 2. Monetize Your Blog

Check Out Example Blog <https://kevinfahey.net/blog>

## Part 3. Fast Free Traffic

Download The Facebook Pixel Helper Tools For Chrome [Here](#)

## Part 4. Finding Profitable Niches

- <https://MunchEye.com> - (No signup required)
- <https://JVZoo.com> - (Create a free account)
- <https://WarriorPlus.com> - (Create a free account)

## Part 5. Using Facebook To Get Traffic & Leads

Setup Your Facebook Ads Account [Here](#)

## Conclusion.

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I hope you found this short report useful, and it has opened up some possibilities for you on how to make more of your email list.

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COVERING EVERYTHING IN THIS PDF](#)**

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