

Instructions

~ *Installation and Instructions* ~

Welcome and thanks for purchasing our video instruction course “**Build a Better Business Blog**”. This course will show you how to setup and build a business blog in easy-to-follow, step-by-step instructions. We know you will find this instruction very helpful.

We encourage all of our customers to leverage a properly designed business blog at the foundation of their online strategy. This video instruction will get you started on the right foot.

If you are currently a customer of ours and we already have your blog up and running for you, then this do-it-yourself training will help you get up to speed. With this training you can learn to manage your business blog and website yourself if that's something you're interested in doing.

If you already have your own Wordpress blog or you're thinking about setting one up for your business, then this training will definitely help you get started and headed in the right direction.

And more good news ... when you follow the “Build a Better Business Blog” course, you will actually practice and setup your own business blog using Wordpress.com. And your blog won't cost you a dime to setup or host.

Then, if and when you're ready to move to your own hosted Wordpress blog, everything you're going to learn here will apply as well. A dedicated Wordpress blog that you operate from your own hosting account will have a few more features and capabilities than the free version that you're going to learn and practice on in this course. But all the principles and

basic Wordpress blog functions are virtually identical on both the free and self-hosted versions.

So, let's get started

First, download the video files and PDF workbook files from the download page. You will need to choose which video format you want to download, either **QuickTime “.MOV”** videos or **MPEG-4** format. On a Windows PC, you will probably want to use the MPEG-4 videos. On an Apple/MAC PC, you would most likely stick with the QuickTime .MOV format. But both of these formats will work on both Windows and MAC.

Create a folder on your local hard drive and download **either** the .MOV (#2) or .MP4 videos (#3) to the folder (you need **one or the other, not both** – they are the same set of videos, just in two different formats). And download the PDF workbook documents (#4) to your folder on your local hard drive as well.



#2

[10 Video Lessons in "MOV" Quicktime format \(ZIP\)](#)

Note: you only need one of the video packages, either this package in "MOV" format, or the package just below in "MP4" format.



#3

[10 Video Lessons in "MP4" format \(ZIP file\)](#)

Note: you only need one of the video packages, either this package in "MP4" format, or the package just above in "MOV" format.



#4

[10 Lesson Workbooks PDF documents \(ZIP file\)](#)






















Note: You will need a ZIP/Unzip utility to unpack the download files. If you don't have a ZIP utility on your computer already, you can find one here. For Windows - [WinZip](#), for Apple/MAC - [Stuffit - Expander](#).

From the download page, right-click and save-as either the “MOV” or “MP4” video ZIP file (2 or 3) and the PDF ZIP file (4) and download to the folder you've created on your local hard drive.






















The video ZIP package is about 100 MB and may take a few minutes to download on a high speed cable or DSL

Internet connection (more time on a slower connection).

Once you've downloaded the files, then click on each of the ZIP files (video bundle and PDF document bundle) to unzip the files in the same folder. When you're finished, you should have a set of files that look like this if you've chosen the .MOV videos ...

Name	Date modified	Type	Size
 Lesson 1 - Build-A-Better-Business-Blog.pdf	6/25/2011 1:57 PM	Adobe Acrobat D...	248 KB
 Lesson 2 - Build-A-Better-Business-Blog.pdf	6/25/2011 1:52 PM	Adobe Acrobat D...	259 KB
 Lesson 3 - Build-A-Better-Business-Blog.pdf	6/25/2011 1:47 PM	Adobe Acrobat D...	145 KB
 Lesson 4 - Build-A-Better-Business-Blog.pdf	6/25/2011 1:44 PM	Adobe Acrobat D...	163 KB
 Lesson 5 - Build-A-Better-Business-Blog.pdf	6/25/2011 1:42 PM	Adobe Acrobat D...	377 KB
 Lesson 6 - Build-A-Better-Business-Blog.pdf	6/25/2011 1:07 PM	Adobe Acrobat D...	176 KB
 Lesson 7 - Build-A-Better-Business-Blog.pdf	6/25/2011 12:57 PM	Adobe Acrobat D...	200 KB
 Lesson 8 - Build-A-Better-Business-Blog.pdf	6/25/2011 12:16 PM	Adobe Acrobat D...	231 KB
 Lesson 9 - Build-A-Better-Business-Blog.pdf	6/25/2011 12:12 PM	Adobe Acrobat D...	212 KB
 Lesson 10 - Build-A-Better-Business-Blog.pdf	6/25/2011 12:08 PM	Adobe Acrobat D...	273 KB
 Lesson1.mov	1/5/2011 7:40 AM	QuickTime Movie	5,240 KB
 Lesson2.mov	1/5/2011 7:40 AM	QuickTime Movie	14,003 KB
 Lesson3.mov	1/5/2011 7:40 AM	QuickTime Movie	9,203 KB
 Lesson4.mov	1/5/2011 7:40 AM	QuickTime Movie	14,084 KB
 Lesson5.mov	1/5/2011 7:40 AM	QuickTime Movie	14,777 KB
 Lesson6.mov	1/5/2011 7:40 AM	QuickTime Movie	23,945 KB
 lesson7and8.mov	1/5/2011 7:40 AM	QuickTime Movie	40,207 KB
 Lesson9.mov	1/5/2011 7:40 AM	QuickTime Movie	13,707 KB
 Lesson10.mov	1/5/2011 7:40 AM	QuickTime Movie	17,323 KB
 lesson-docs-build-a-better-business-blog(pdf).zip	6/25/2011 2:25 PM	WinRAR ZIP archive	1,836 KB
 video-lessons-build-a-better-business-blog(mov).zip	6/25/2011 2:22 PM	WinRAR ZIP archive	109,330 KB

And like this if you've chosen the .MP4 videos ...

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 Lesson 1 - Build-A-Better-Business-Blog.pdf	6/25/2011 1:57 PM	Adobe Acrobat D...	248 KB
 Lesson 2 - Build-A-Better-Business-Blog.pdf	6/25/2011 1:52 PM	Adobe Acrobat D...	259 KB
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 Lesson 10 - Build-A-Better-Business-Blog.pdf	6/25/2011 12:08 PM	Adobe Acrobat D...	273 KB
 Lesson1.mp4	1/5/2011 7:40 AM	MP4 Video	4,817 KB
 Lesson2.mp4	1/5/2011 7:40 AM	MP4 Video	12,459 KB
 Lesson3.mp4	1/5/2011 7:40 AM	MP4 Video	8,723 KB
 Lesson4.mp4	1/5/2011 7:40 AM	MP4 Video	9,990 KB
 Lesson5.mp4	1/5/2011 7:40 AM	MP4 Video	11,615 KB
 Lesson6.mp4	1/5/2011 7:40 AM	MP4 Video	21,641 KB
 lesson7and8.mp4	1/5/2011 7:40 AM	MP4 Video	32,605 KB
 Lesson9.mp4	1/5/2011 7:40 AM	MP4 Video	11,691 KB
 Lesson10.mp4	1/5/2011 7:40 AM	MP4 Video	15,102 KB
 lesson-docs-build-a-better-business-blog(pdf).zip	6/25/2011 2:25 PM	WinRAR ZIP archive	1,836 KB
 video-lessons-build-a-better-business-blog(mp4).zip	6/25/2011 2:24 PM	WinRAR ZIP archive	95,821 KB

To view the videos, simply click on each video (Lesson1 through Lesson10) and watch each video one in order, one at a time.

You can view and study the PDF study guides while watching the videos, or use the PDF study guides separately as an easy-to-follow reference that you can refer back to at any time. To view the PDF documents, simply click on a PDF file to bring it up in your PDF reader/viewer (most likely, Adobe Reader).

If you have any problem viewing the videos or reading the PDF files, refer to the notes at the bottom of the download page for more information on where to find the suitable media viewing tools and utilities for both Windows and MAC.

If you have any problems, difficulties or questions, please feel free to contact us at support@newcorridor.com .

We hope you enjoy this informative video course. A well designed business blog is one of the very best website solutions for your local business, and should be the foundation for all of your online marketing.

To your better business blog!

Bob

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