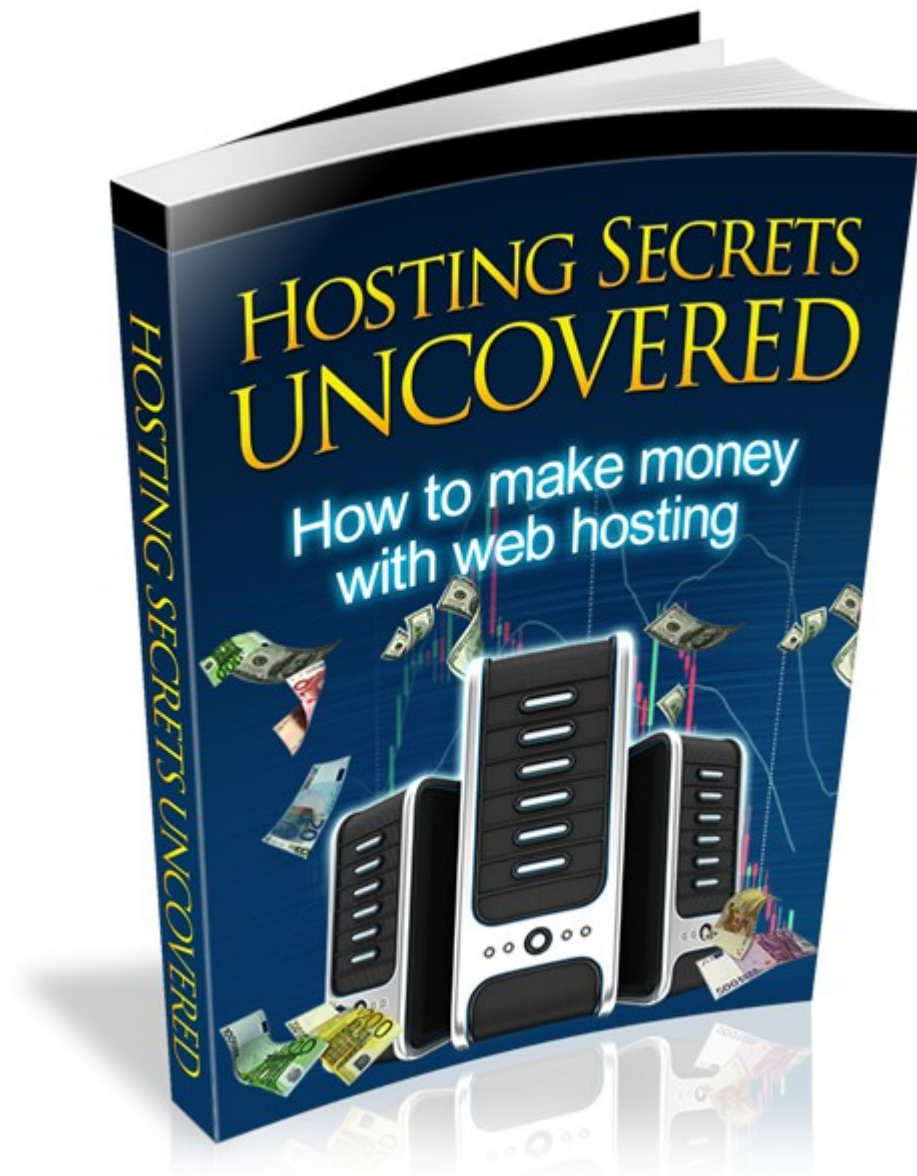


Hosting Secrets Uncovered

How To Make Money With Your Own Web Hosting Business



By Rick Freeman

www.HostingSecretsUncovered.com

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INTRODUCTION TO HOSTING SECRETS UNCOVERED

Welcome to Hosting Secrets Uncovered.

So what exactly is a web hosting re-seller?

Well basically, it is more or less exactly what it sounds like, just someone who leases or purchases some web hosting services, such as disk space on a server or bandwidth etc from an internet service provider and then resells those resources to their own customers.

Back in the day although starting a web hosting service could be highly profitable, most people that had an interest in starting one were basically afraid of doing so.

They felt that they had to be some big international guru, or high tech wizard to even contemplate putting their ideas down on paper, before they could offer their service.

Although it was difficult back then, today nothing could be farther from the truth. Nowadays, even the average guy, or girl can just go and get their own successful web-hosting business up and running.

As far as having to know anything about technical code or understanding how Linux Servers and the like work, you can forget all about that, leave it to the techies.

All the basic points you need to know about that will be covered shortly, leaving you with the knowledge you need to be able to get your web-hosting business started and offering it to your new customers.

SELECTING A DECENT HOSTING SERVICE

To start with you don't want to be thinking that you need to own a large premises or great big storage facilities where you are going to be housing massive servers, employing loads of staff and techie people.

The fact of the matter with that is, that the challenges involved in doing it all are too great for the average guy, unless of course you have tons of spare funds to chuck at it, and the out-sourcing resources to pull it off.

Now I am assuming you are like me, and all that would be too much of an effort.

I prefer something on the simpler side that I can start up this week and have up and running by at the latest, next week.

The simpler method is to approach an existing web hosting company and purchase a portion of their existing web-server or hard disk (basically their hosting space).

Once you have got your hosting package in place, all you need do then is work out how you are going to run your business and make your profits.

There are lots of people around the world running successful web hosting services just like this, and there is no reason why you couldn't do it as well.

Before we go any further, I must state that there is an important decision that has to be made here, and it is probably the most important decision that has to be made regarding the success of your new web hosting business.

REMEMBER THIS: Your business is only going to be as strong as the web-hosting service that you decide to run with.

Because of this, you are going to need to choose a reputable and reliable web hosting service from day one.

In order to help you make your decision, I have compiled a few questions that you should be asking yourself.

WHAT TYPE OF HOSTING SHOULD I OFFER?

While there are different types of hosting you could opt for, the two main ones that are most popular are Windows and Linux.

Although as an operating system windows are very popular on PCs, I have personally found that Linux based servers are much more popular than Windows based servers.

Here is my basic explanation for the difference between the two.

Windows Based Servers:

If you are going to have to run any Windows applications on your server, a Windows web hosting plan would be a real requirement. Basically any kind of server-side Microsoft product you have to run will be required to be run on a Windows server.

The downside to running a Windows based server is that updates can take a long time to be released, because you have to wait until Microsoft upgrades their software.

Linux Hosting:

If you are looking for a simple, cheap and reliable web hosting solution, either for yourself or your new clients, then I would suggest that Linux Hosting is better than the Windows option.

Say for example you wanted to run several blogs, or a simple e-Commerce site, then you could easily run them on a Linux hosting plan with no problems arising.

So if you don't have to run Windows based applications, and are on a bit of a tight budget, then in my opinion, Linux hosting is the way to go.

If in the future once you have built your business up you find you have a demand for Windows based hosting, then you can always branch out and offer both.

WHAT GUARANTEED SERVER UPTIME DO I NEED?

When you are making your decisions on the hosting provider to select, another question you should be asking yourself is "What is their guaranteed up-time for my business?"

What I mean by up-time, is a measure of the frequency of time that the hosting service will run and be available for the needs of you and your clients.

If you find that you are looking at a service that offers anything less than a 99.9% up-time guarantee, then ditch them and keep looking.

With technology and services as they are today, 99.9% is the minimum percentage that I would consider.

HOW IMPORTANT IS CUSTOMER SUPPORT?

Get this part right and you can free up countless hours of unnecessary headaches.

What is your potential providers support like?

Do they reply quickly to email enquiries?

And if yes, how fast do they respond?

Until you actually need some sort of help with your hosting provider, and you are getting no response from them, you won't appreciate how valuable this piece of advice is.

What you need to check for is that they have a 24/7 all year round support team, and I mean all year even on holidays and weekends.

Over the last few years I have tried a number of providers, and though I had been sort of happy with them, my patience only seemed to run out when I had to consult with their so called customer support teams.

I won't name names, but I can assure you that they were some of the so called big guns that spend a lot of money on advertising sticking their pretty banners where ever they can.

It was costly to me to find out not only in money but in time, that maybe I should have taken the recommendation route and not got sucked in by jazzy pictures.

I have had actual occasions where it has taken up-to 18 hours to sort a problem that only took around 4 minutes to fix. I am not a technical person so I couldn't do it myself.

Another time they took 2 days to get back to me to tell me that the person that deals with those problems didn't work weekends.

These weren't just a couple of isolated issues, there were quite a few more times than that, and yet I still gave them the benefit of the doubt. Then I decided enough was enough, and they had to go.

To say I was a bit livid would have been an understatement, the only consolation that came out of it, was that the problems were for my own websites and not those of any of my customers.

Had that been the case, I would probably be saying "for my ex customers".

Needless to say, these services are now my ex services and I have found a new one that I have been with for over 3 years now.

I have used the support services of this new one on many occasions now, and have surprised them with different problems at what some may consider stupid times of the day (I don't sleep a lot).

And on each occasion I don't recall having to wait more than 20 minutes for a reply, with one of them being at 3am on a Sunday morning.

Now that's what I call 24/7 online service.

In my opinion a great customer service is one of the most critical components of your business.

If one of your customers comes to you with a query or problem, you need to be able to handle that as quickly as possible, as this will do wonders for your businesses credibility.

WHAT PRICE SHOULD YOUR PACKAGE COST?

Over the years like many things web-hosting is becoming more and more competitive, and if you search around for long enough you are sure to be able to find a package that is cheap enough to fit every pocket.

It is not uncommon to find packages that range from around the \$19.99 mark up to say \$99.00 and even into the \$100s.

One thing that bothers me about the cheaper end of the market is, the cheaper the package and pricing that is offered the more people that are going to initially take it up.

When this happens, there is going to be a great strain on the services that the hosting provider can offer. And in lots of cases where they have to make cut backs in order to keep their prices low, will probably reflect in the quality of the support that is going to be available.

In my mind this extra couple of dollars a month saving could never compensate for the headaches that could arise from an unreliable customer service.

HOW LONG HAVE THEY BEEN AROUND?

Before you sign up with your new hosting provider, make sure that they have been around the block a few times.

In other words, you don't want to end up signing up for one of these fly by night flash in the pan quick starts that might not be here this time next year.

A company that has been around for at least 5 to 10 years is less likely to mess you or your business up.

HOW MANY DOMAINS AND SUB DOMAINS ARE YOU PERMITTED TO HOST?

This is a good question to ask, because if you are going to be re-selling hosting packages to your new clients, the last thing you want to do is be restricted to how many you are allowed to sell.

My advice would be to stay away from anything that is less than UNLIMITED.

FEATURES SUPPLIED & THEIR LIMITS

It can be important to have lots of features that come with your hosting service, not only to give you more tools to help you to succeed in your own efforts, but also to enhance your webhosting services.

You can do this by giving your business more clout than your competitors, by offering more additional features.

Some common features offered can include;

- A Webhost Manager
- Cgi access
- Autoresponders/Forwarders
- Mailing List Managers
- Auto Script Installers
- Web-based Emails
- MySql databases
- Fantastico

And a host of others...

Choose a web-hosting service that allows you access to unlimited resources of these features, because when it comes to going head to head with the competition, you will be the front runner.

BANDWITH AND RESTRICTIONS

For every disk space that is purchased, there is an associated bandwidth that goes with it. This is basically the data transfer amount.

Every time someone goes to a website, downloads or uploads something, there is some bandwidth resources that has been used.

The bandwidth that you are supplied when you purchase your hosting package, will be shared at the amount that you decide or agree on when you supply your hosting packages to your customers.

You should check that you can choose to allocate how much bandwidth and disk space you want give to each of your customers, and that you can increase or decrease the size of their packages if need be.

This facility can normally be found within you Web Host Manager in your main hosting control panel.

DEDICATED OR SHARED SERVER WHICH ONE TO GO FOR?

There are 2 types of server you may wish to consider when starting your web hosting business, they are shared and dedicated servers.

Shared servers will have other users on it from your supplier, while if you chose a dedicated server it would be disk space specifically assigned to you.

The difference between the two, apart from being shared and dedicated is the price. You will find that a dedicated server will work out much more expensive than the shared package.

Unless you have yourself a client that specifically requests that they want to be on a dedicated server, a shared hosting package should be fine to start with.

Then again, as your business grows, you can choose if you wish to have a dedicated server of your own.

A big advantage to having a dedicated server is that you get more control and you can even re-sell hosting to other resellers which is one really cool way to make money in the webhosting business.

So, before you sign up for your re-seller package, I suggest you check that your provider can offer you a dedicated server when the time is right for you.

My NUMBER 1 Recommended Reseller Plan:

[GoGvo](#) is the top reseller host on my list for a number of reasons.

Firstly, they have all their own equipment and hosting software. What I mean by this is they own and operate their own infrastructure without having to rely on any middlemen.

Their hosting and marketing systems are developed and implemented from servers in their new Data center located in San Antonio Texas United States.

Because they have been reliably hosting web sites for over 10 years, they now work with and host sites and servers for some of the largest online marketers in the world today.

They use the cPanel hosting platform, which is the control panel I always recommend for resellers (it's just really easy to use). Plus added to that they have the Fantastico De Luxe scripts library for quick installation of blogs, content management systems, discussion boards, and other cool goodies.

Not only do they supply you with unlimited re-seller domain hosting, they also save you a ton of money with some amazing tools that they give you completely Free of charge with a Titanium Hosting Account.

With all the new shiny so called magic tools that are being introduced to the marketing scene week in week out, there have been some occasions when I have felt massively overwhelmed and that my head was gonna explode trying to figure out which was the best ones for the job.

[GoGvo](#) have taken that headache away from me by giving me the top relevant tools that all the big Internet gurus use to run and grow their online businesses.

HOSTING: Ok we have covered that one in this e-book.

AUTORESPONDERS: No doubt you have heard the saying the money is in the list. Well building a targeted email list is probably the nearest thing you can get to, for having push button money coming in.

VIDEO HOSTING: Almost every marketer knows that video marketing is taking the internet by storm.

WEB CONFERENCING: The ability to have online meetings, sales calls, and much more without having to leave the comfort of the home or office.

PROSPECTING TOOLS: Built in complete lead capture templates and an auto-responder mailing service to boot.

And to top it off: A live Training Academy, with an abundance of professional knowledge at your finger tips, to bring your skills to a new level and increase your success.

These Free tools and training can help you to generate:

An endless supply of traffic.

An endless supply of leads.

And ultimately generate more sales for your business.

Now, you could shop around and get all of these tools from different companies and pay anything from \$150 upto \$400 a month.

Or what I did was get them all free with my web hosting package for as little as \$1.45 a day.

And to top it off the coolest thing is, you don't even have to decide today.

For a limited time, you can check it all out, use all of the tools, see how they can help your business,

All on a 14 day Trial.....

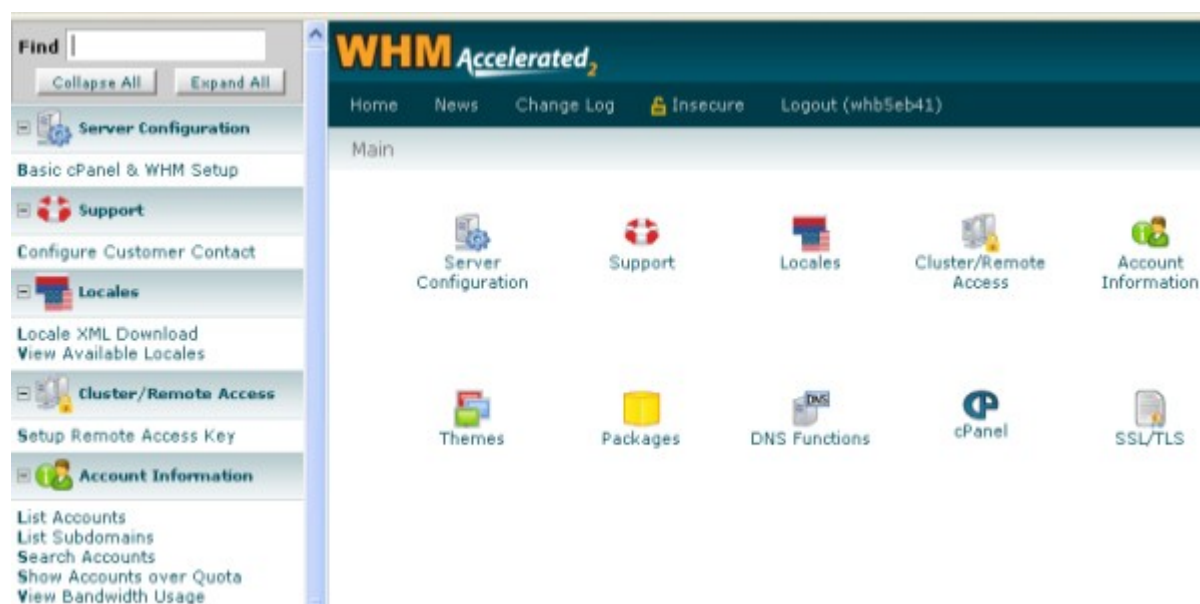


Check it out now.....[Click Here](#)

SETTING UP YOUR CUSTOMERS HOSTING

Once you have the details of your login, it is time to set-up your hosting business.

As a re-seller you will get your own manager control panel, which is known as your Web Host Manager, it should look like something similar to the picture below.



Here in essence you have total control over your business.

You will create web-hosting packages here in preparation for your clients, and this brings me to the issue of discussing the profitability in this business.

As the web hosting re-seller you buy a set quantity of disk space and bandwidth from your provider.

You then segment that space into portions of sizes that you choose, enabling you to create your own web hosting packages.

It is up to you how much you want to charge for your packages.

A helpful tip for finding out what packages to create is to go around, look at other web-hosting businesses, find out the kind of packages they have and use that as a basis for creating your own packages.

Note that: When you sell these packages, your customers will not be able to tell that you are using your own re-seller plan from the parent company you have decided on.

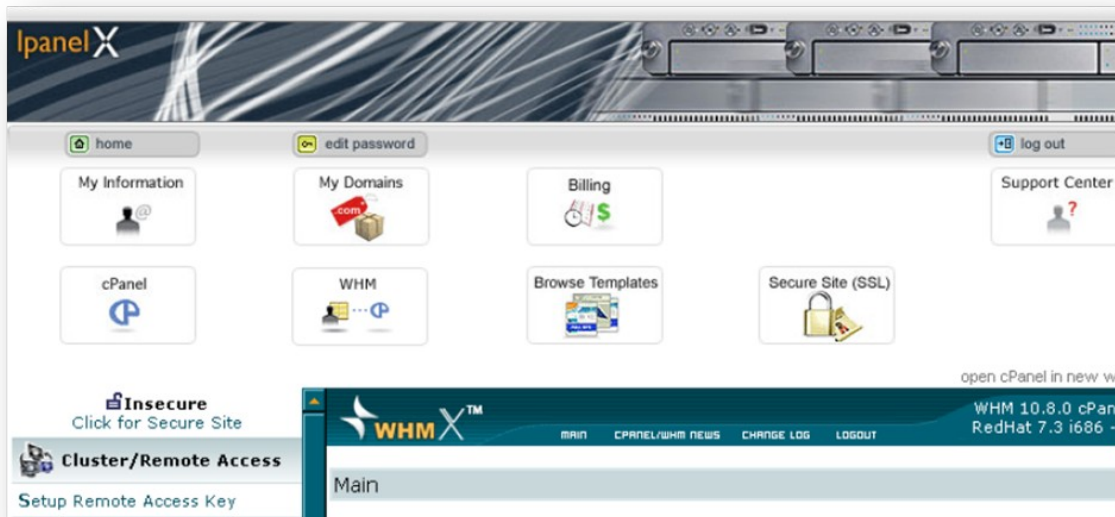
Now you know that, lets move on. The first thing like I said earlier is to create packages in readiness for your clients. You will therefore be envisaging what they would need.

OK, now to create some packages, note that once you do it the first time, you never need to do it again except when you need to make slight changes here and there.

Also, once you have done it, you will then be able to create accounts for your clients in around 5 minutes or less – even with a slow Internet connection!

Imagine that. You do a job in 5 minutes, you get paid well for it.

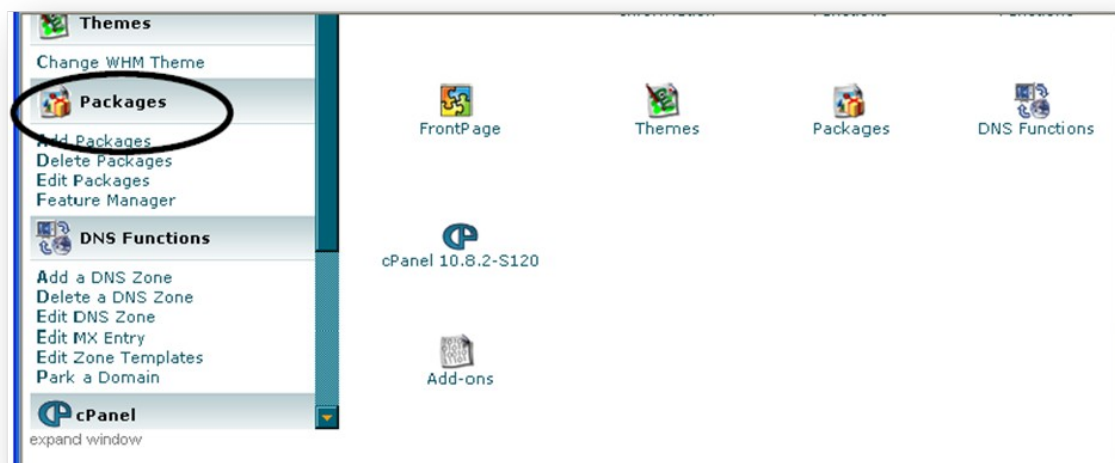
A typical WHM should look like the image below or the one above.



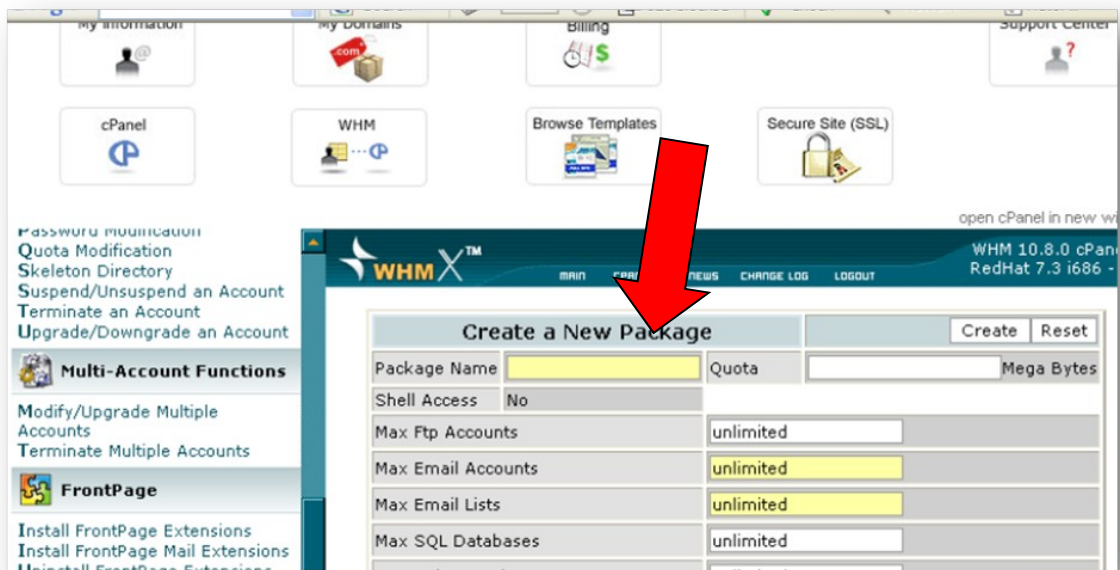
This is where you create and manage website hosting accounts for your clients.

On the left hand side of the screen, scroll down to the section labelled "Packages"

It is circled in black ink below so you can find it easily.



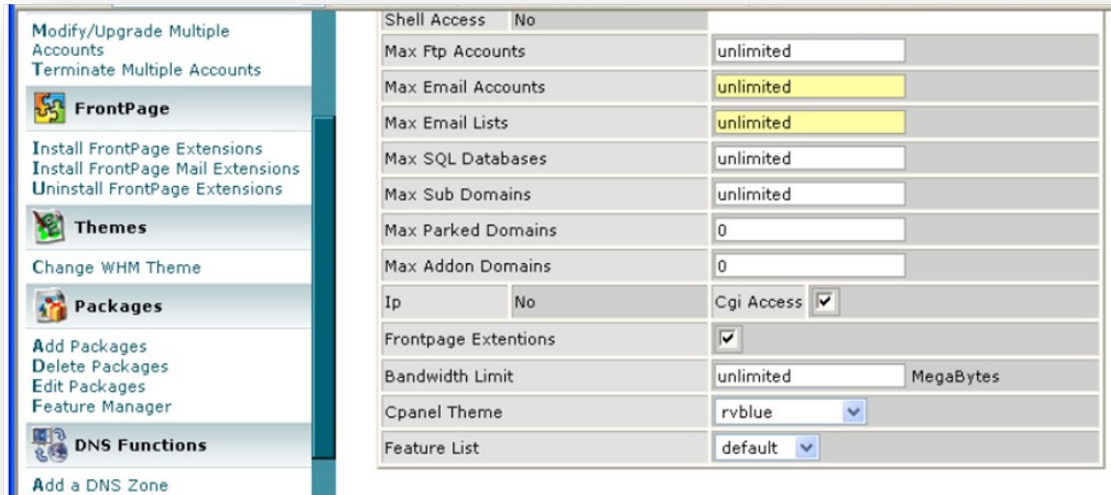
Click on it and wait for the next screen.



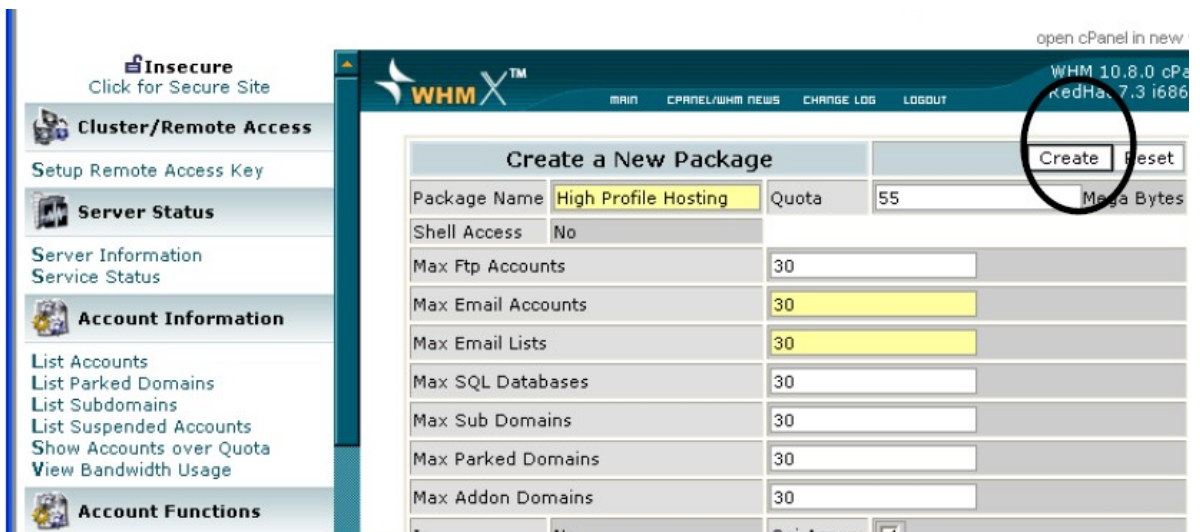
Next, just complete the blank spaces as they are provided. The ones you should mainly concern yourself with include;

- ⇒ Package Name (This helps identify and differentiate each package)
- ⇒ Quota (This is the size of the webhosting account)
- ⇒ Ftp Accounts
- ⇒ Email Accounts
- ⇒ SQL databases
- ⇒ Sub Domains
- ⇒ Bandwith Limit

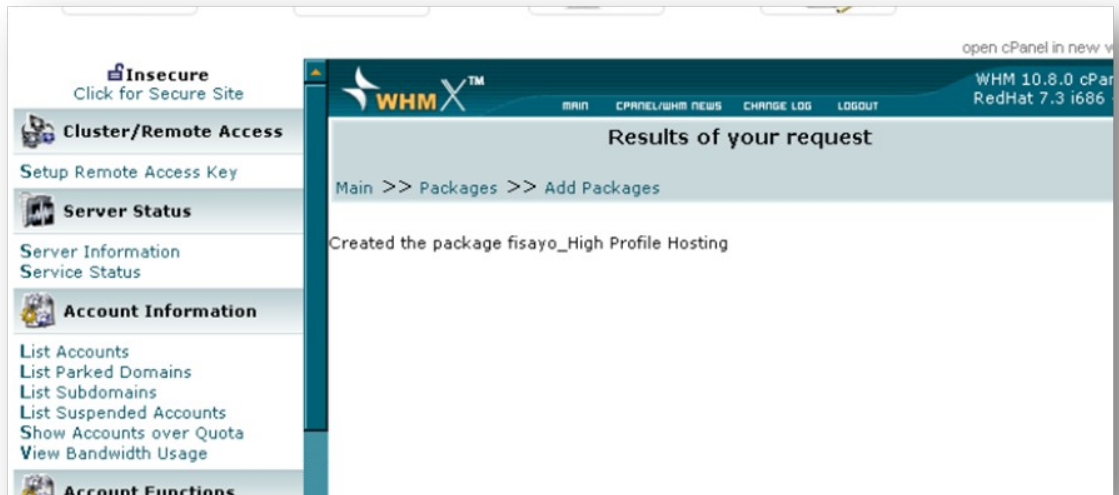
If you look around, at your competitor's website, you'll easily know what to put, at what values etc..



I have created a package just for you to see how it goes. See the screen shots below.

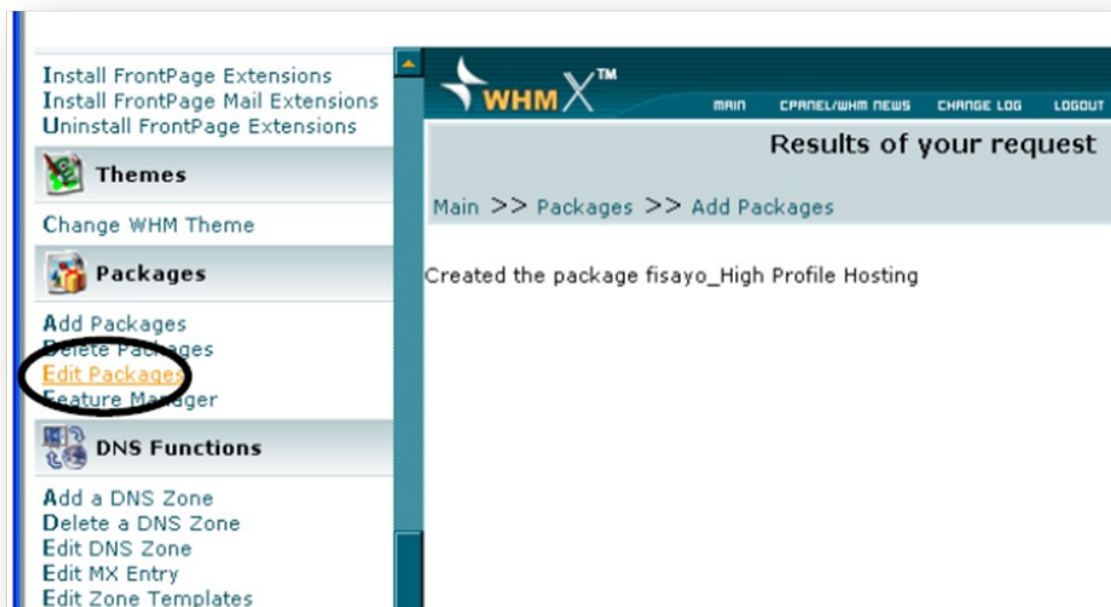


When all the inputs have been made, scroll back up (the circled area as shown above) and click create. Then wait for a confirmation.



You can easily edit a package you created previously if you need to make amendments.

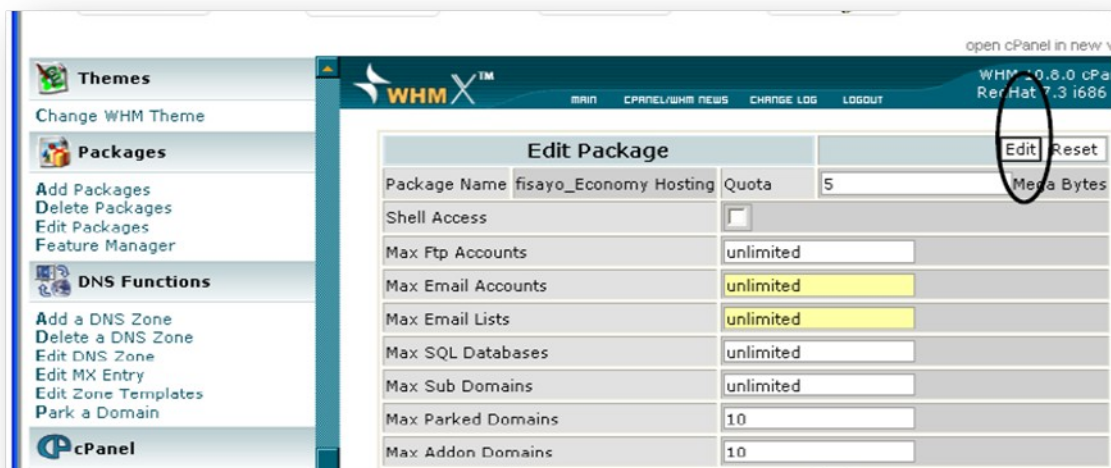
Under the package section, just click "*Edit Packages*"



From the list of packages that are brought up, select the one you wish to edit and then click Edit.



A screen similar to the one you used to create the package will be displayed. Change all the entries you wish to and then scroll back up to click Edit – marked with a circle in the screen shot below.



Wait for a confirmation that it was successfully done.

That's it. Once you have all the packages ready, you can then move on to start creating web-hosting accounts for your clients in 3minutes and make as much money as you want from it.

Let's move into the next section, where I'll show you how to actually start hosting websites for people (all the previous work have been back-ground work).

To successfully host a website, you need three steps.

- ⇒ Register a domain name (your customers should have done this or you include a domain name registration package. See places like <http://namecheap.com>)
- ⇒ Set DNS (Done within domain account. You customers will update DNS after you set them up and provide them with a welcome message)
- ⇒ Host The Domain

That's all!

The third part is what I will cover in the section below.

HOSTING A DOMAIN

Scroll to "Account Functions" in the left hand panel of the screen. (Circled below)



Underneath it, click "Create New Account"

The screen similar to the one above will be presented to you.

Here's where the whole thing becomes easy. You just need to put in three things.

If you scroll down the page, you'll see your account details showing you what you have used up, in what degree and what you have left.

Next, we'll host a fresh account. Just scroll back up and begin.



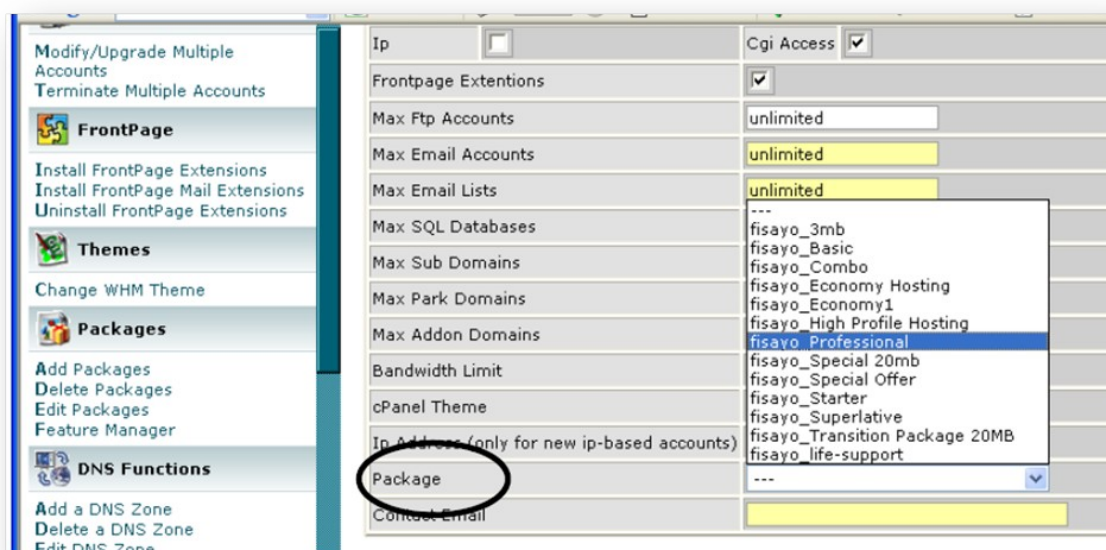
First the domain name. e.g. hostplusng.com or xyz.net or yourbusiness.info

Notice that I did not include "http://" or "www." at the back of the domains. Just plain "xyz.com" or "abc.info"

In the example above, I am trying to create a web-hosting account for hostplusng.com

Next, you should choose a username for that hosting account and a password (these would be your clients' login details for administration of their websites).

Finally, scroll down and choose a package (remember the packages you created earlier?)..



When you choose a package, all other gaps are completed for you automatically. Just scroll back up and click "Create" and you are done.

Once the domain is hosted, you can now proceed to notify your customer with their login details.

For example with Cpanel based servers which is what I use, you have something like this to login to the control panel of individual websites you create.

Login Url: <http://yourwebsite.com/cpanel> or
www.example.com/cpanel

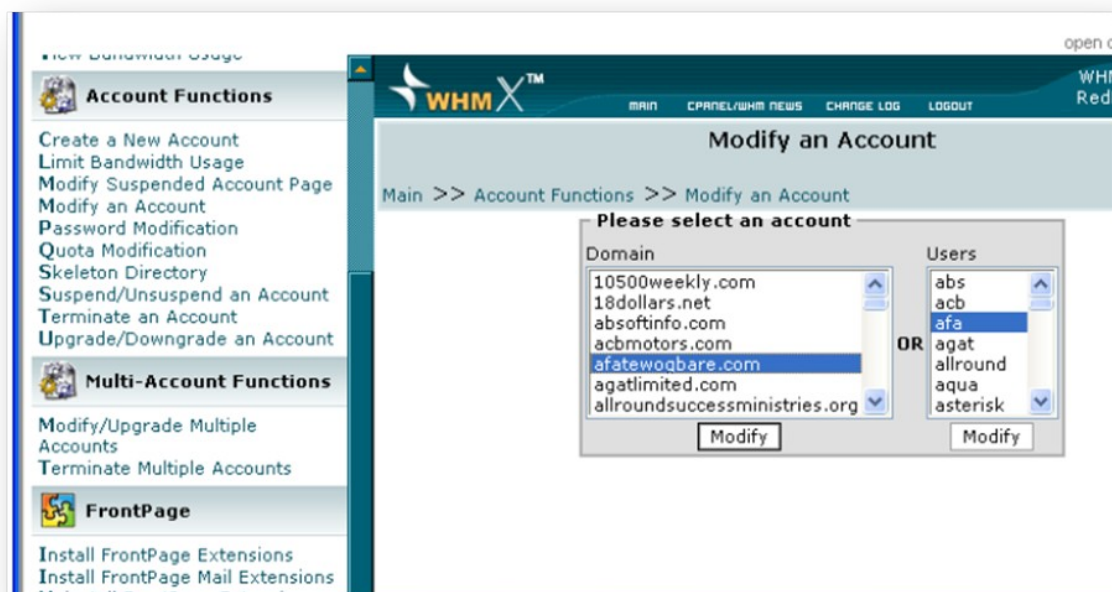
Username:

Password:

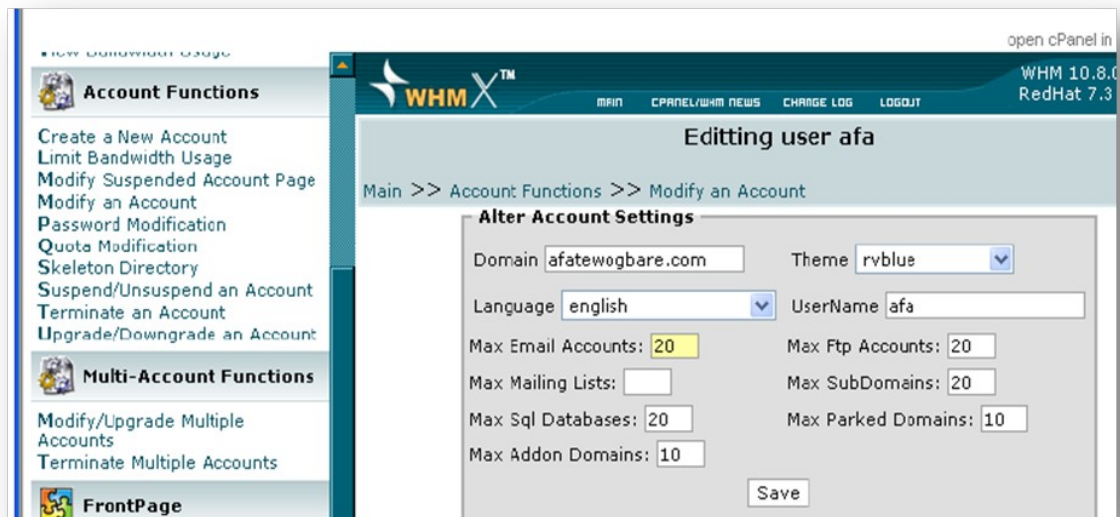
(The username and password will be what you fixed when creating the webhosting account. The password and be changed by the client on first login. Infact, you should advise they do so).

MODIFYING AN ACCOUNT

You can adjust a web-hosting account setting as required by your clients. Under the "Account Functions" click modify an account and then make necessary modifications.



Choose the account you'd like to modify, then make necessary changes and save.



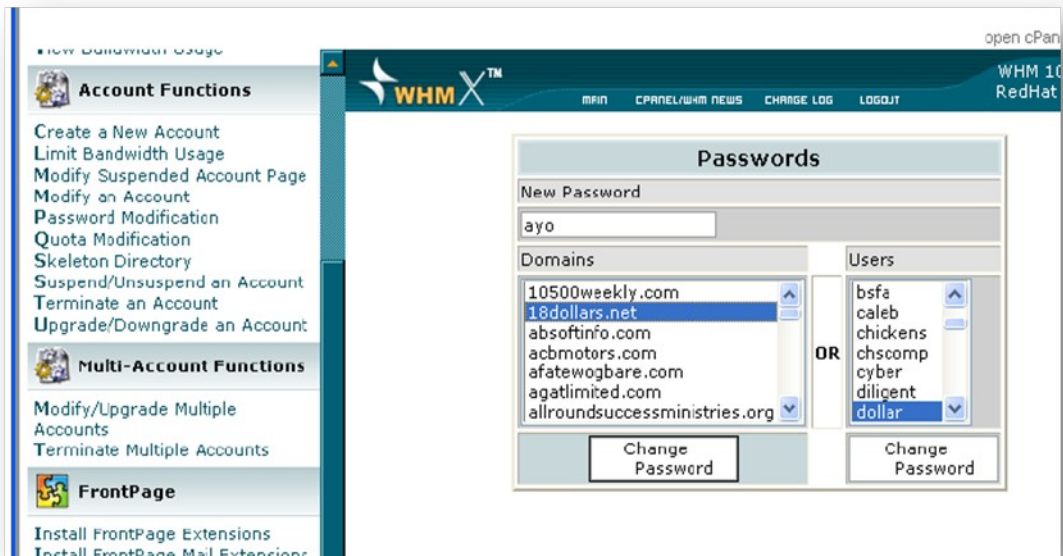
MODIFYING YOUR CLIENTS PASSWORD

It is not uncommon for a client to contact their hosting provider about forgotten passwords. In such instances, just go to the "Account Functions" section and set-up a new password.

IMPORTANT NOTE: Be careful however about resetting passwords.

Before you ever do, make sure you are dealing with the rightful site owner. This is very important.

The last thing you want to be doing, is handing over your clients account to another client. Or worse still to a complete stranger.

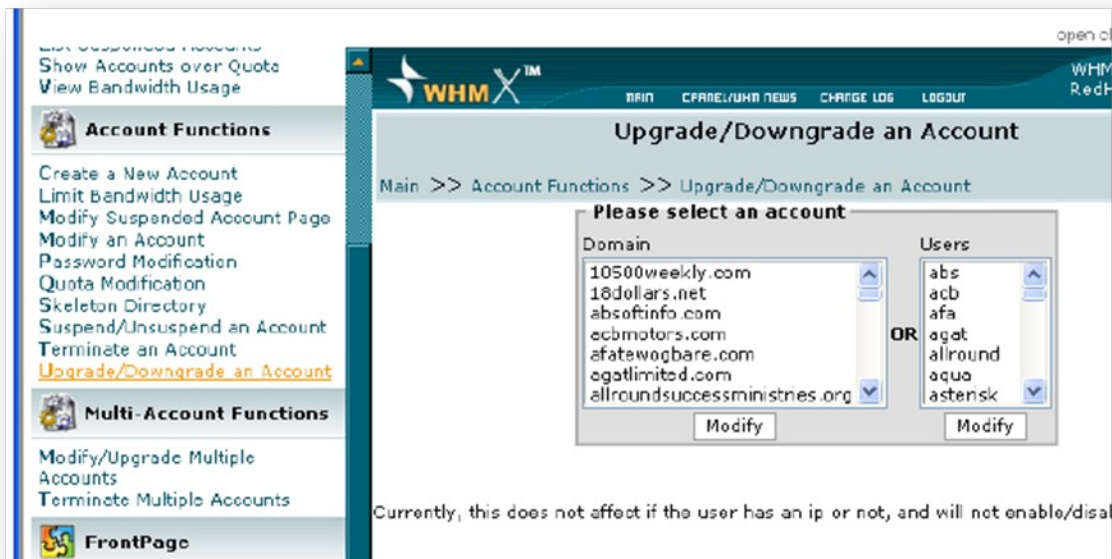


UPGRADE OR DOWNGRADE YOUR CLIENTS ACCOUNT

It is not out of the ordinary to have a client of request an increase or decrease of his or her web-hosting account.

This is quite an easy process to carry out. Simply go to the "Account Functions" section, click "Upgrade/Downgrade", and select the account you wish to either upgrade or downgrade.

This is shown in the image on the page below.



After selecting the account you wish to upgrade or downgrade, next thing, click "Modify", then make the necessary changes and wait for a confirmation.

SUSPENDING A CLIENTS ACCOUNT

You should also be prepared to handle difficult clients. Those that just won't pay up. What you do in such cases is to lock-up such accounts using the "Suspend Account Function".

Go to the "Account Functions" section. Click "Suspend/Unsuspend Account" then choose the account you wish to suspend and click "Suspend".

To lift the suspension, follow the procedure again BUT at the last point, click "Unsuspend." That will get it up and running again.

TERMINATING A CLIENTS ACCOUNT

What do you do if a client fails to pay his/her bill after the agreed period of time?

The answer is simple, you just terminate the account and sell the space to a new client.

In the "Account Functions" section, click "Terminate Account," then follow the step-by-step procedure, similar to the previous ones to terminate the account.

Remember though, to wait for a confirmation screen, to ensure the action has been carried out.

YOU GOTTA GIVE GREAT SUPPORT

This is where the strength of your entire business lays, remember what I was saying back on page 9.

The faster and better you can offer quality support, the faster your business grows and the more customers you will begin to have.

All you need to do is to be on ground to take support requests, read them and then create a support request of your own quickly to the hosting providers, then feedback your customer with the answer.

The faster you get the answer, the faster you are able to assist your customers.

At the start of your business, you will find yourself having to ask your hosting provider every question and maybe having to read a lot of user manuals and FAQs.

But in due time, you will be able to solve most of the basic problems, also you can build up your own list of FAQs, and save loads of time by answering them yourself straight away.

More technical issues should always be forwarded to your support team of the hosting providers as fast as possible and responses sent to your customers too as quickly as possible.

CONCLUSION

Well that's just about it!

You now know the secrets of setting up a successful web-hosting business on a shoe-string budget and how to manage it.

The only thing left for you to do is to set-up your website, create your marketing plan, start taking orders, and make some money.

But Wait!



YOUR ALTERNATIVE MONEY MAKING OPTION

There will be those of you that are reading this e-book who are interested in having their own web hosting business, but do not fancy the hassles of having to set up hosting plans, bill customers every month or year, handle customer service queries, or are just not ready to take the big leap yet.

There is another option available to you without any of the above work.

The answer is Join a *Hosting Affiliate Marketing Program*.

Quite simply what you do is, act as a salesman or agent for a hosting company, promote their product and get paid when someone purchases a package.

But Here's Where You Can Get Smart...

At this moment in time there are quite a lot of hosting companies out there that will offer you a commission to sell their hosting packages for them.

But the smart way to do it, is find a company that will not only pay you when someone buys their package, but carries on paying you month in month out, year after year for as long as that person keeps their hosting package.

"Now aint that as good as having your own hosting company, without the hassles?"

So basically in a nut-shell, you don't have to have any knowledge about web hosting, to be an affiliate.

All you need is to do is, some advertising, get your banners and links out onto the Internet and get traffic to them to make a purchase. Your hosting company will do the rest.

Ok, it does take a bit of effort, but apart from winning the lottery what doesn't.

The way I look at it is, the effort you put into it is the same as what you would have had to do if you were promoting your own hosting company, but without the hassles of having to do the extra work.

Now for some extra good news...

The main reason I recommended [GoGvo](#) earlier in this e-book, was not only do they offer a fantastic opportunity for someone that wants to start their own hosting company, they also offer the easier route for lazy people like me.

I'm not really lazy, but if I can get a chunk of the money for half the work, well wouldn't anyone?

And to put the icing on the cake, by selling a hosting package through [GoGvo](#), not only do I get paid when the sale goes through, when the person that bought through me sells a package to someone else, guess what?

Hey Presto! I get paid for their efforts too.

Now if that isn't Ker Ching, then I'm a monkeys uncle.....

If this sounds like the kind of web-hosting business pie you would like to have a finger in, you can give it a go at:

Click Here >>>> [GoGvo](#).

YOUR OWN SILENT SALES AGENT

If you have decided to give it a try, to help you in your promotion efforts, **you have permission to give this e-book away** to add content to your site, blog or help you build your list.

But That's Not All

If you would like find out how you could re-brand this e-book and change all the affiliate links to your own so it can be your own personal silent sales agent, then go to:

<http://www.hostingsecretsuncovered.com/>

You will not only have the opportunity to re-brand the e-book, but you will also find extra Marketing and Traffic Training Tips to help you to get your new business off to a flying start.

Good Luck

And

Great Success.