Hosting, Checkout & Delivery

Hosting

I recommend [Hostgator.com](). Go to their "Web Hosting" section and get their smallest package that includes the features "PHP" and "MySQL". Currently this is the "Hatchling Plan" which starts at $3.96 per month and comes with unlimited storage and bandwith. They also have a nice "Live Chat Support" feature, so if you should ever run into trouble you can talk to a technician directly and get the problem solved within a few minutes.

Template

The days where you need to hire a programmer (or program yourself) are over. For my sales funnel, I use a combination of the free Wordpress software (which you can get pre-installed on Hostgator) and the Wordpress Theme "[Optimizepress]()". Optimizepress is $97, but in return you get a set fully designed templates for anything you can ever need when selling digital info products. For instance, you can create a video sales letter page with just a few clicks, and you don't need any programming. Also, when you buy the software you can use it on as many websites as you like. I used to code my sales letters myself and spend hours and days of my time optimizing the design, creating nice looking buttons and even paying programmers to make the site do what I wanted it to do. Today I just install Optimizepress, and I have a clean, professional looking sales funnel within minutes.

Checkout

For the "checkout" process (i.e. the payment processing), I prefer [Clickbank.com](). There are other solutions out there (for example PayPal), but Clickbank allows the user the choose how they would like to pay, and it supports payments via credit cards, PayPal as well as direct debit (the latter applies in Germany, at least). Clickbank costs $50 to activate your account (which you need to do before you can start selling), and they take $1 + 7.5% as fees off each sale.

Delivery: GetDPD.com

For my product delivery I use [GetDPD.com]().

There are other options, but most of them are more expensive. A free alternative would be to simply put your product up on a hidden page of your blog. That, however, would expose you to the risk of people sharing the link to this page with others. And while there are ways to protect such a page in a way that only a buyer coming through Clickbank can access it, these ways require programming, and they also make it impossible for you to easily send a customer a new download link if they have lost theirs.

With DPD you get multiple services all at once:

- they host your download files (your PDF or your video)
- they protect your downloads so that only buyers can access them
- they give you sales statistics
- they allow you to find customers by name or email and send them a new download link
- they integrate with email services like AWeber, so you can build a buyer list
- they can even watermark your PDF documents with the buyer's name and email for further protection

When you sign up for DPD, you get 30 days of free service without having to enter a credit card. After your 30 days are up, if you decide to continue the basic plan costs $10 a month and includes 20 product slots and 1GB of space for your download files.

See the videos included in this course on how to set up DPD and Clickbank to have them work together. For all the other bells and whistles of DPD check out their free tutorial website at [DPDUniversity.com]().