

Free (and low cost) resources for starting your business.

Facebook page-

On your personal page, go to the bottom left side and click create page.

Add main photo, cover photo and a first post. These don't have to be anything unique or innovative.

Invite friends that may be interested and that will support you.

Facebook Tip: join groups around your industry and introduce yourself and learn with the group.

Facebook offers the option to advertise to customers using their platform for a fee. Your NEO LaunchNET coach can advise and help create these ads with you.

Intro to websites: You will need to rent a domain name AND hosting. The domain is where your website will be found (www.examplebusiness.com). Hosting is the server that will ensure that customers can see your page. Wix and weebly offer hosting services.

Often, both of these can be purchased for around \$20-30 for the first year. Following years will be higher in price, but after the first year, you can evaluate the value of your website.

Website: Cost: \$20-30/first year.

Go to www.godaddy.com to see if your domain is available. Godaddy features both domain and hosting packages.

This is one of the most reliable and easy to use tools for researching and purchasing domains.

Namecheap.com is another resource for finding domains

Hostgator.com is an alternative resource for website hosting

Tip: if you are new to websites, renting your domain and hosting from one source will be easiest. Coupon codes for combining services can be found.

Types of websites:

www.wix.com offers easy to build sites. These sites are in a drag-and-drop format

www.weebly.com is a service similar to Wix. These are two of the most user-friendly web development tools.

www.godaddy.com offers WordPress pages that are easy to build with hosting packages.

If you are interested in **e-commerce**, www.shopify.com provides a user-friendly platform with a monthly fee.

Logo design: The Unity Lab on campus can be reached here.

<http://theunitylab.com/contact-us/>

Unity Lab

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Fiverr.com- There are many quality freelancers available here at a low cost.