

# *1,000 Subscribers* In 30 Days

## Create a Website from Scratch

### Step 1: Sign up for hosting

A hosting company stores the files that run your website. I recommend Siteground. [Click here to get hosting.](#)

### Step 2: Install WordPress

Wordpress is a free, open-source content management system. Basically, it keeps all of the files necessary for running your website organized and easily editable. [Click here for a tutorial of how to install WordPress.](#)

### Step 3: Install a Theme

The theme is a template that allows you to not have to write your website in code from scratch. There are plenty of free themes to choose from (such as Genesis), but using a premium theme can produce superior results with a

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whole lot less work. If you're willing to invest a little bit of money that will save you a lot of time, I'd recommend one of the premium themes from Thrive. They come with a visual site builder that makes customizing your site extremely easy and intuitive. [Click here to visit Thrive Themes](#) and check out their options.

Step 4: Install a visual site builder plugin

A plugin is like an app for your website: a little program that makes things easier or gives you new features. You'll want to install a "visual site builder" plugin to make your website much more intuitive to customize. Thrive themes makes a great one, or you can go with a free option like "Page Builder" by Siteorigin or "Beaver Builder Lite."

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### Step 5: Customize Your Site

You've laid all the groundwork, so now you can customize your site to fit your branding and promote your content! If you decided to use Thrive Themes, you can [click here](#) for a tutorial on how to customize your site with their visual page editor.

Once your site (or landing page) is up and running, you'll be able to complete lesson 5 by adding your opt-in to your homepage. At that point, your website will be optimized to convert visitors into subscribers, and you'll be ready to move on to Module 2.