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BIG PLANET



Big Planet Dynamic Web Page Builder Sales Guide

Selling Big Planet's Dynamic Web Page Builder Service More Effectively

Table of Contents

Executive Summary.....	3
Potential.....	3
Industry Data.....	3
Product Definition.....	4
Value Proposition.....	4
Target Market.....	5
Product Overview.....	6
Product Positioning.....	8
Product Pricing and Representative Compensation Plan.....	9
Big Planet DWP vs. the Competition.....	9
Comparison Table – Server Based Web Site Development Products.....	10
Sales Messages.....	11
Getting the Appointment.....	11
Making the Presentation.....	11
Handling Objections.....	13
Resources.....	13
Questions and Answers.....	13

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Executive Summary

Potential

The United States Commerce Department projects that electronic commerce will reach \$300 billion by the year 2002. This "digital economy" is growing at double the rate of the overall economy and represents more than 8% of the gross domestic product today. Business as we know it will change drastically over the next fifteen years. With Dynamic Web Page Builder (DWP), Big Planet has developed a product that makes it easy for Representatives and their customers to begin doing business on the Web.

The growth of e-commerce is being fueled by the ability of companies of all sizes to put their business online. DWP makes building a Web site easy, affordable and efficient for small business customers.

Only 1 in 10 small businesses have their own Web page. With more than 6 million small businesses in the United States (a number that continues to grow), the opportunity for Big Planet Representatives is colossal.

Industry Data

- ❖ Households in the US that will be connected to the Internet will go from 18% or 50 million users at year-end 1997 to 38% or 200 million users by 2001. (IDC)
- ❖ In its first major study of the economic effect of the Internet, the Commerce Department stated that Internet traffic is doubling every 100 days. (USA Today, April 16, 1998)
- ❖ Web site hosting is predicted to grow from \$280 million to \$2.6 billion by the end of 2001 according to DataQuest.
- ❖ It is estimated that by the year 2002, nearly 50% of households will require personal or business Web sites. (Forrester)
- ❖ Five years ago there were 992,000 host computers and 6,560 networks that made up the Internet. At the close of 1997, there were nearly 20 million host computers and more than 1.3 million networks. Tom Steinert-Threlkeld of [Inter@ctive](#) Week said, "Indeed you'd be hard-pressed to find any business in the history of the world's economy with the kind of growth rates that ISP's both enjoy and confront."

- ❖ Network marketing is becoming one of the fastest growing methods of distribution in the world with over \$90 billion in products and services now moving through this channel.

The convergence of network marketing and technology is promising. Using the network marketing consultative sales approach is effective in raising the technology comfort level for more rapid acceptance in home and SOHO markets. As the above data supports, Big Planet Representatives will make a substantial impact on the industry by combining high tech with high touch.

Product Definition

DWP is an online Web page building tool that has been developed by Big Planet, enabling a user to go online via the Internet and construct a functional Web site in a matter of minutes. By following simple step-by-step instructions, a user can build and publish a professional looking Web site without the need to learn HTML programming. In fact, building and maintaining a Web site using DWP is so easy that a user without previous Internet experience can master it with a minimal amount of effort.

Value Proposition

DWP provides the perfect vehicle for anyone to easily create and maintain an affordable, professional and profitable Web site.

It's Easy: 45% of small businesses feel they lack the technical expertise required to create a Web site. (E-valuations Research Inc.)

Ease of use is a perpetual goal of the DWP team at Big Planet. Buying DWP is one of the easiest ways for an individual or an organization to have their own Web site, and we will continue to find ways improve on that. It is fully customizable to give it a unique look and feel. Updates and Web site changes can be done effortlessly and immediately once one becomes familiar with DWP.

It's Affordable: 42% of small businesses think it would cost more than \$1,000 to build a Web site. (E-valuations Research Inc.)

With DWP, an individual or an organization can build a Web site for as little as \$350. There is no need to hire an expensive Web site developer with DWP. In addition, changes to the content and Web site updates can be done in-house, saving the DWP owner from paying expensive hourly technical support charges.

It's Professional: 50% of small businesses feel they lack the resources to build and maintain a site. (E-valuations Research Inc.)

With DWP, virtually any person in the organization can be trained to build and maintain a professional looking Web site. The entire DWP development team at Big Planet will continue to enhance the graphics and layout of DWP pages, providing multiple options for users to choose from.

It's Profitable: 92% of businesses that have a transaction web site say that it gives them a competitive edge. (E-valuations Research Inc.)

E-commerce offers both Big Planet Representatives and businesses unique advantages. For the Big Planet Representative, their DWP site is a tool for recruiting new Representatives into their organization, offering links to presentations and an online signup form. A Representative DWP will also provide a link for customers to purchase other Big Planet products and products in the Big Planet Store, resulting in greater PV. For the business user, DWP allows them to be open for business presence 24 hours a day, 7 days a week. It also provides a way for businesses to obtain a global presence immediately.

Target Market

There are four target markets to focus upon. They are small businesses, home based businesses, individuals and families, and Nu Skin International / Big Planet Representatives.

Small Businesses: Small businesses are the prime prospects for DWP. For the most part, small businesses have the misconception that having a Web site is a very expensive proposition. 90% of small businesses do not have a web site. The main reasons expressed by those who do not have web sites were lack of resources and lack of technical expertise.

Why 90% of Small Businesses Are Offline

- ❖ 50% feel they lack the resources to build and maintain a site
- ❖ 45% say they lack the technical expertise required to create the site
- ❖ 40% expressed confusion about reaching their target audiences on the web
- ❖ 42% think it would cost more than \$1,000 to build the site

(Taken from the August 1998 national online survey of 500 small business owners, executives and managers, conducted for iCat Corporation by E-valuations Research Inc.)

Small business barriers to having Web sites are easily overcome with a user-friendly, low maintenance software solution, coupled with the high touch advantage of having a Big Planet Representative available to discuss the process with.

Home Based Businesses: Home based businesses are another prime prospect for DWP. In recent years, there has been a huge increase in people starting home businesses. In many cases, the Internet will be the primary means of communication for these companies. Many will design their own web pages to provide a storefront for their products and services. The web sites create a professional look for these clients, who normally feel they are at a disadvantage because of the negative perceptions associated with working at home.

Individuals and Families: It is becoming more common as use of the Internet continues to grow for individuals and families to build personal Web sites. They use these sites to communicate with distant family members, promote some cause that they believe in, or publish information about an area in which they have expertise. Barriers to entry are commonly lack of technical expertise and the costs associated with owning a Web site. DWP makes it both easy and affordable for individual or family use.

Nu Skin International / Big Planet Representatives: Big Planet is in a unique position to create the perfect solution for the Independent Representative because we know their needs and can develop solutions drawn from the systems that only the Company Home Office has available. We have also identified five specific marketing goals of the Representative site:

1. Development of a Representative-specific wizard, making the setup of a DWP Web site even easier for Big Planet Representatives.
2. Provide a web site that has a one-button link to the Big Planet Presentation. The online presentation explains the solutions that Big Planet offers and the advantages of becoming a Representative.
3. Provide an online Representative sign up form so that once a person decides to become a Representative for Big Planet they can easily sign up.
4. Provide a way to publish meeting schedules and other information for their organization.
5. Provide a one-button link to the Big Planet Store, which will allow Representatives to earn PV from resulting purchases.

Product Overview

Product Introduction

DWP is a robust product designed for the novice to intermediate Internet user. Its graphical user interface is easy to follow. Its strongest suit is a built-in tutorial that takes the user step by step through the development of a Web site. The process of building a site is separated into three major components: selecting a theme, developing content and publishing the site.

A variety of themes are available for specific vertical markets. In addition, generic business and Representative themes exist. The user provides content, and publishing is completed at the touch of a button.

Product Benefits

Feature: Library of Themes

Description: Big Planet is continuously adding new vertical themes as well as customizable generic themes for users to choose from as they build Web sites. Whether the site is for a Real Estate Professional, a Restaurant or any other type of business, odds are that DWP already has or will soon have a graphical look specific to that industry. If not, it is quite simple to customize the site.

Benefit: The ability to choose from the DWP library of vertical themes provides you with a solution for your customer, no matter what industry they compete in.

Feature: Domain Name Services (DNS)

Description: DNS is a service offered by Big Planet which allows a customer or a Representative to register a Unique Domain Name, i.e. www.your-name.com, for their DWP Site.

Benefit: Most businesses prefer to have a URL that refers directly to their business. It is more professional and a personalized URL is much easier for their customers to remember.

Feature: Online Web Building

Description: In order to build or make changes to DWP, you simply go to your site on the Internet and log in as the owner of the site.

Benefit: Building or changing a DWP site can be done in one online session. Non-web based solutions require the development work to take place off-line, and a follow up session to upload changes to the host server. This can be both inconvenient and difficult to do, especially for the novice user.

Feature: Server Based Software

Description: The DWP software resides on Big Planet servers. All upgrades are automatically added to all DWP owners published sites. These servers are the most reliable host servers available, and are maintained 24 hours a day, 7 days a week by a trained staff of IS professionals.

Benefit: There is no need for you to purchase regular upgrades to Web site design software, upgrades to DWP are provided as part of your hosting service plan with Big Planet. Also, you can have complete confidence that your site will have maximum uptime.

Feature: 25 MB of Disk Space

Description: Each DWP site purchase includes 25 MB of disk space for storing files, images, text, etc.

Benefit: 25 MB of space is substantial. With DWP, this space is enough to populate an entire Web site complete with hundreds of average sized JPEG or GIF file images.

Feature: Unlimited Pages within a single site

Description: Initially, DWP included only 5 pages. We have expanded the capability of adding Web pages to be limited only by the amount of disk space allotted (25 MB).

Benefit: Having the ability to add pages other than or instead of those provided as default pages further enables users to customize their sites to meet unique individual needs.

Feature: HTML Supported Fields

Description: HTML script can be inserted into the various fields within DWP setup to allow for advanced and customized looks to be added to DWP sites.

Benefit: For users who prefer to utilize either their own talent or outside talent to write HTML into their Web pages, DWP does not limit their ability to do so.

Feature: Link to the Big Planet Store (From Representative Site)

Description: From a button on a Representatives DWP site, a visitor can enter the Big Planet Store and begin shopping.

Benefit: By publicizing their site to customers, Big Planet Representatives are in the unique position of obtaining credit in the form of PV for any purchases made at the Big Planet Store by visitors originating at their DWP site.

Feature: Link to the Big Planet Online Presentation (From Representative Site)

Description: An online presentation of the Big Planet Opportunity is available at the click of a button from a Representatives DWP site.

Benefit: Presentations to possible Representatives in your downline can be made online, 24 hours a day 7 days a week, even when you are not available.

Feature: One Button Signup (From Representative Site)

Description: A button on a Representatives DWP Site allows individuals that are interested in the Big Planet opportunity to sign up as Representatives online and become members of that DWP owner's downline automatically.

Benefit: Recruiting of new Representatives into your downline becomes even simpler. Again, you can complete the sign up of new Representatives 24 hours a day 7 days a week, even when you are not available.

Feature: Representative DWP Setup Wizard (Representative Site)

Description: For Big Planet Representatives, the content for the Web site is already included. All the Representative needs to do is fill in contact information and a Representative Identification number, and their professionally designed DWP site can be published.

Benefit: Big Planet has done the work of providing the right content for your site (although you can change or alter it at any time). In just minutes, you are ready to begin doing Big Planet Business over the Web, with links to the Big Planet Store, the Online Presentation, and the one button signup.

Feature: 2 Hours to the Perfect Web Site

Description: This is short manual included in every DWP kit walks a user through the steps to a complete setup of DWP.

Benefit: 2 Hours to the Perfect Web Site makes building and maintaining a Web site simple. This is important to businesses and individuals that have resisted having their own sites because of their lack of technical expertise.

Feature: Doing Business on the Web

Description: Also included with every DWP Kit shipped, this short manual is intended to teach businesses how to do business on the Internet using DWP, including tips for content and ideas for attracting visitors to their site.

Benefit: For many businesses, DWP represents their first opportunity to do business on the web. This manual will help them become successful in their efforts to make their Web site profitable.

How the Product Works

The DWP Builder enables users to interactively build a dynamic web site. The product ships with complete documentation so a user can feel confident as they begin building their site. To set up an account and site for a customer, the sponsoring Representative can follow the steps outlined below:

1. Sign client up as a customer or Rep through “my business” which gets client their BIG ID.
 - a. Under login name select “have Big ID need username and Password” and set up username and password for client.
 - b. Log in using new username and password and select Dynamic Web Page Button.
 - c. Enter numbers from DWP kit and set up payment for client hosting fee.
 - d. You are there – Front page of DWP
 - e. Download and install the owner’s software.
2. Explain “owners suite” button and use it to go in and enter the title for the Home page. Explain how they simply have to fill in the boxes. Then exit the setup and it takes you to the front page for them to view the change to the Title of the Homepage.
3. Quickly show what each of the pages is in their web site by clicking on the left-hand navigation buttons and visiting each of the pages.
4. Go into the Owners Suite and explain each of the different pages. Take a moment to show how to fill in the boxes and to save the changes. Show how the “add link” or “add section” buttons on the pages on which it applies.
5. Explain how to upload pictures and how they all reside in the picture area.
6. Explain how they get help
 - a. From clicking the online help buttons.
 - b. The Owner’s Manual
 - c. dwp@bigplanet.com (the best way to get answers)
 - d. phone support

Product Positioning

DWP Builder is the easiest way to build a representative, personal or commercial web site:

The DWP Builder is an online interactive tool that is based on a tutorial metaphor. The tool provides access to predefined web page formats that include template styles/themes, text boxes, buttons, tables and placeholders for images. Users simply go online and select a look and feel, provide content, and publish.

DWP Builder is the most economical way to build a representative, personal or commercial web site:

The initial setup fee for DWP Builder is \$350 plus a \$19.95 monthly fee. Compare this with the cost of hiring an HTML programmer and designer, and the cost of hosting the site. Add to that the ongoing cost of maintenance and upgrades, and the inconvenience of depending on web development specialists for changes to the web site, and it is clear that DWP is a better value.

DWP Builder provides the most efficient way to build and maintain a representative, personal or commercial web site:

The DWP owner or a staff member of a business can easily do building and making changes to a web site. The efficiency factor of being able to make changes at a moment’s notice is valuable.

DWP is the quickest way for a representative, an individual or a small business to get their business online:

Within two hours, a user that is brand new to the concept of DWP can complete a training tutorial, create, and publish a web site.

Product Pricing and Representative Compensation Plan

Dynamic Web Page Builder Setup Fee	\$350	100 PV
Monthly Hosting Fee * †	\$19.95	10 PV
Web Space – 25 megabytes	Included	NA
Web Transfer – 500 megabytes per month	Included	NA
Additional Web Transfer – Per megabyte	\$.25	NA
Customer Support 24 hours a day, 7 days a week	Included	NA

* The monthly fee begins 30 days following the date that a DWP site is actually published.

† Hosting Big Planet’s Dynamic Web Page Builder also counts as one connection.

Super Start Profit (paid to selling Representative upon hosting)	\$150
Leadership Bonus – Executive *	\$50
Leadership Bonus – Senior Consultant *	\$30
Leadership Bonus – Consultant *	\$20

- The portion you don't qualify for moves to the next qualified leader in the upline until it reaches the first qualified Executive.

Big Planet DWP vs. the Competition

Explanation of the Competition

There are a number of tools that can be used for building and maintaining a Web site. To better understand the market, we will categorize these tools in two ways.

First are the “off-the-shelf” Web Authoring Tools (i.e. Microsoft’s FrontPage, Adobe’s PageMill, and Allaire’s HomeSite). These are software products that are loaded onto your computer and used to develop a Web site. Once you have created the site on your computer, you must upload those files to a Web Hosting Server in order to put your work on the Internet. The cost of the software ranges from \$99 to \$299. In addition, regular upgrades must be purchased as they are released if you wish for your software to remain current. Finally, your Web site must be hosted once it is created. There are literally thousands of professional hosting companies from which to choose, with hosting packages costing from \$20 to \$50 a month.

The second type of Web site development products are “online” or “server based” Web authoring tools. The software for creating a Web site is not loaded onto your computer. Instead, it resides in maintained on the server of the company providing the server. In the case of DWP, the software is located on the DWP servers at Big Planet. Access to the software is available to DWP owners via the Internet. Any changes made by the owner of the site reside on the server and the Web site is automatically updated. Continuous upgrades to the software are free and are performed by Big Planet at the server. In addition to the availability of the Web authoring tool, a monthly hosting fee is usually charged. For DWP, this fee is \$19.95 a month.

There are distinct advantages to a server based Web authoring tool. One of the most important is the fact that other than the initial setup fee; you will not pay for software upgrades. Also, there is

no need to upload files to a professional hosting server. This process can be a difficult one and requires additional software applications. Also, the simplest “off-the-shelf” Web authoring tool is much more difficult to understand and use than the average server based product.

Comparison Table – Server Based Web Site Development Products

Product	Core Features	Pricing	Pro's	Con's	Competitive Summary
Big Planet Dynamic Web Page Builder	-Approximately 100 themes to choose from. -html supported fields. -24 hour toll-free technical support -Optional unique domain names (\$25 one time fee plus InterNic fee). - 25 MB Storage -Owner's Manuals included - Live point-to-point chat, intercom, look and control	-\$350 Kit -\$19.95/Month	-User friendly setup requiring no html or other programming skills. - Aggressive Representative Compensation Plan.	-\$350 Setup fee -Lacks E-commerce package	The Distribution model for DWP is far superior to the competition. No other product offers the high touch to end users available through a trained channel of Big Planet Representatives.
Netscape Virtual Office	-Various vertical market templates. - html supported fields. -Optional unique domain names (\$25 setup fee and \$25 annual fee plus InterNic fee) - Live point-to-point chat, intercom, look and control	-No setup fee -\$14.95-19.95/Month	-User friendly setup requiring no html or other programming skills. - Series of “Move-In” messages sent to all new office owners to help them “Move-In” to their sites.	-Netopia advertisement appears at the bottom of all home pages. -Lacks E-commerce package. -No Representative compensation plan	-This product is marketed via the Web from the company Web site. Product sales are slow. The lack of “high touch” is a major factor. Product development is continuous, which is the major strength of the product.
Geocities Geoshops	-Complete end-to-end e-commerce solution -Residence in a GeoCities neighborhood -25 MB server space -Optional unique domain names (\$25 setup fee and \$25 annual fee plus InterNic fee)	-\$195 set-up -\$99.95/Month - Additional transaction fees.	-Offers a true E-commerce solution today. -Partnership with Wells Fargo bank for setting up new merchant accounts.	-Limited technical support. -No Representative Compensation Plan. - Difficult setup for the beginner to intermediate user	Although the E-commerce package is very complete, the lack of hands-on technical support makes this a difficult product to use. Also, the expense is too high for many small businesses to absorb.
Earthlink Internet Room	-Live point-to-point chat, intercom, look and control -Fun themes including Dilbert and Peanuts. -Optional unique domain names (\$75 setup fee plus InterNic fee)	-\$29.95/Year	-Very inexpensive way to host a Web site. - Easy setup of site.	-Earthlink Internet Service is required -No telephone technical support (e-mail only) -Advertising for Earthlink on your page is required. -No Representative Compensation Plan	The focus for Earthlink Internet Rooms is on individuals rather than businesses. Themes are mostly cartoons (i.e. Dilbert, Peanuts). Subscribers are more interested in the “fun factor” of having a Web site.

Sales Messages

Getting the Appointment

- ❖ Make business cards with your e-mail and web site addresses on them. Ask people to visit your Web site, and let them know that you can help them get their business on the Web.
- ❖ Ask: “You wouldn’t have any objection to a competitive bid on your web site, would you?”
- ❖ Talk to local business marketing directors. If they do not have a Web site, ask them to explain why not. Take the consultative approach and help them to understand the benefits of having a professional Web site vs. the low cost of DWP.
- ❖ Hold a DWP seminar for small businesses. Get creative with the title of the seminar, send out fliers, and hire a telemarketer to call local businesses and personally invite them. The most successful seminars are those that are tailored for a specific group, for example restaurant owners or artists.

Making the Presentation

Read the walls. What’s important to people is generally found on their walls. Take a few moments to get to know your customers and make them feel comfortable by talking about what they feel is important.

Fact Finder Questionnaire. Have them fill out a short questionnaire to find out some basic information about them. For example:

- ❖ Name, e-mail, phone number, and address.
- ❖ What got you into this business?
- ❖ What products or services do you market? Future plans?
- ❖ Who buys your products or services?
- ❖ What is your current marketing strategy?
- ❖ Computer system, and online expertise.
- ❖ What would a successful site accomplish for us, and what budget is available for the project?

Show a presentation book. Printing out site pages can be more effective than carrying a laptop into the presentation. You will save time, and avoid possible hardware or software problems. Cover the following areas:

- ❖ Show an example of a web page.



- ❖ Identify the browser on the page, and describe its function.
- ❖ Point out graphics and text, and explain how they work.
- ❖ Identify and explain hypertext links, and graphic links.
- ❖ It's a local call (trip to the back of the room)
- ❖ Search engines and how they work, how do you find something?
- ❖ How your page is stored, hosted, how it travels.
- ❖ How to build a page with DWP:
 - ◆ ease
 - ◆ graphics
 - ◆ e-commerce

How exciting is it?

- ❖ over 4,000 new web pages are created daily
- ❖ In its first major study of the economic effect of the Internet, the Commerce Department said that Net traffic is doubling every 100 days and electronic commerce should reach \$300 billion by 2002. (USA Today, April 16, 1998)

Closing the Sale: Design a site with the customer. Let them show you on paper exactly how they want their site to look.

Handling Objections

Resources

As a Big Planet Sales Representative, you have access to all of the materials necessary for you to successfully sell the Dynamic Web Page Builder.

2 Hours to the Perfect Web site: As the title of this booklet implies, with DWP having a web site is easy. By following this step-by-step guide, you can create a complete, professional web site in about 2 hours.

Doing Business on the Web: There is more to success as a web based business than just having a web site. This booklet includes important information such as how to develop good web content, how to generate traffic to your site, and how to keep them coming back.

DWP Owner's Reference Manual: Although *2 Hours to the Perfect Web Site* contains all the information you will need to implement a web site, advanced DWP Owners will appreciate this new addition to the DWP Kit. *The DWP Owner's Reference Manual* is a comprehensive guide for building and maintaining DWP sites. The manual is indexed to help you quickly find what you are looking for.

HTML Programming Card: Included in every DWP Kit, this card contains information on basic HTML Programming code.

Big Planet Representative Training: Rep Training is your primary resource for all of your product-specific educational needs. The courses are found in *Training and Certification* behind the "My Business" button of Big Planet's home page. Included in the training is basic information on the product and how it works, some

Big Planet's web site. The site provides information that will give you a better feel for the DWP, and what makes it such a great product for your customers. Once you sign up for the DWP and Internet service, you can go through the tutorial and set up your own web pages. Not only does this give you a presence on the web, it also gives you the information you will need to represent the product to your customers.

Big Planet's Internet Service Provider (ISP) CD. The ISP CD contains information about Big Planet's Internet service, and is a good source of general Internet education. Familiarizing yourself with this information will make you a great resource for your customers, especially those with little or no Internet experience.

Questions and Answers

Q. Why should I purchase DWP when I get 5 MB of space free with my Internet access?

A. DWP is much more than just web space; it is a complete online solution for publishing your content to the Web.

Q. With all of the Web site authoring tools available, why should I choose DWP?

A. If you compare the cost of a Web authoring tool, including regular upgrades and add to that the monthly hosting fees you will pay to put your site on the Web, and keep in mind the technical expertise necessary to complete the process of getting your non-DWP site hosted, you will find the cost of DWP very competitive.

Q. How do I order DWP Builder for customers or myself?

A. If you are a Big Planet Representative, go to www.bigplanet.com and click on "My Business". Type in your User Name and Password. Upon entering "My Business", click on "Place and Order" and fill in the quantity of Dynamic Web Page Kits you wish to purchase. Click "Review Order" at the bottom of the order form and complete your purchase. If you are not a Big Planet Representative, you must obtain a sponsor ID from a Big Planet Representative and sign up to become either a Representative or a Customer.

Q. How many pages am I entitled to with DWP?

A. The number of pages is limited only by the amount of disk space you were allotted when you purchased DWP, which is 25 MB.

Q. Do I need to know HTML to build a site using DWP?

A. No, DWP was designed as a tool that will allow you to easily create and manage a professional looking Web site, even if your technical background is very limited. It is literally as simple as filling in the blanks for each page of your Web site.

Q. If I have HTML programming skills, can I use them in creating my DWP site?

A. Absolutely! The DWP fields support most HTML codes.

Q. Can I get my own domain name, i.e. www.myname.com

A. In early October, 1998 we will begin offering this service. Look for details at the Big Planet Launch Conference October 8-10.

Q. What type of Big Planet information can I put up on my site?

A. As long as it conforms to the Appropriate Use Guidelines established by Big Planet, the content is completely up to you. When in doubt, ask Rep Services. You may not in any way imply that the contents of your site are endorsed or approved by Big Planet.

Q. May I use my own graphics on the site?

A. Yes, we encourage it, and DWP Builder provides an easy way to get your graphics up to your site. Your image must be in either .GIF or .jpeg format.

Q. How can I have my photos converted to GIF or JPEG format?

A. Many photography development stores and copy centers now offer this service. Consult your local yellow pages. Tell the person scanning your images that they should save the images as either GIF or JPEG files, and to save them at 72 dpi.

Q. Can I complete secure credit card transactions from a DWP site?

A. This service is not currently available with DWP. Stay tuned, we do plan on offering this service very soon.

Q. Can I do E-Commerce with my DWP?

A. Yes, by placing information about your products and services on your web site and listing a phone number and e-mail address, you can begin doing business with your web site. Businesses with an Internet presence report a large percentage of business from their site comes in via these two mediums.

Q. Where should I turn for detailed help in setting up my site?

A. After reading "2 Hours to the Perfect Web site", go through the DWP 2.0 training module, which is available for free on the Big Planet Home Page (www.bigplanet.com). You can also send your questions via e-mail to DWP Technical Support at dwp@bigplanet.com. This is the most efficient way to get an answer to any DWP questions that you are unable to find in the tutorials. In addition, Big Planet has a trained staff of DWP Technical Support Representatives that are available to take your toll free phone calls 24 hours a day. Call them at 800-211-6500 (Keep in mind that during peak hours hold times may be lengthy).

Q. Do I need a computer to have a DWP Web site?

A. No, but you do need access to the Internet to build your site and perform updates. Many copy centers will allow you to use their computers for a fee.