

BE UNIQUE WITH A CUSTOM EMAIL ADDRESS



First impressions are crucial in business. However, you may be missing out on a simple and economical way to improve yours with a custom email address.

While an email client like Gmail may seem to be an easy solution to your business email needs, free accounts lack the professionalism of a custom email address.

Branded emails can help you stay out of subscribers' spam folders. Recipient email accounts are more likely to mark a message as spam if it comes from a free provider such as Gmail or Hotmail.

A professional email advertises your business, and that's what you want!

6 STEPS TO CREATE A CUSTOM EMAIL ADDRESS

1 Select a domain provider

To buy a domain email address, you'll need to select a domain provider. Follow these tips on what to look for:

1. **No unexpected renewal costs:** Many registrars will advertise a very cheap initial registration of your domain but then set the renewal cost for additional years much higher. Make sure you check renewal fees.
2. **Helpful customer support:** To assist with setting up your domain and email address and troubleshoot any issues.
3. **Included WHOIS Privacy:** This keeps your contact information hidden from online databases for spammers and hackers to find.
4. **Full control over your domain name:** Avoid registrars that only let you use your domain name with their own services and/or make it challenging to get set up with another email hosting service.

2 Choose an email domain (the text after the @)

The domain name you register will vary depending on you! Remember, this is about customizing your email and you can make every part of it exactly as you want.

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3 Complete a domain search

Once you have an idea of what type of domain you're looking for, it's time to start your domain search. Don't get discouraged if the initial domain that you search for is already registered; there are millions of domains registered and it's common to go through many searches until you find something that you like and is available.

4 Register the domain name

Registering a domain name does not mean that you own it forever. Once the initial time you paid for has passed, you'll need to renew it to continue owning it. If you don't do this, you'll no longer own the domain, and it will be available for anyone else to register. Oh and, your email will stop working too.



Enable auto-renew within your account settings to make sure you don't forget to renew your domain.

5 Sign up for an email hosting service

Chances are that your domain provider will also offer email hosting services, but you do have the option to connect your domain elsewhere. Make sure that whomever you choose offers fair pricing, strong security, and plenty of storage.

Your email host will handle the backend for your email address, meaning that it will communicate with the rest of the Internet to send and receive your emails, as well as store your incoming emails and files.

6 Create a mailbox name (what is before the @)

You can create as many mailbox names as you'd like with your domain name, whether you're looking for a more professional email address for yourself or email addresses for 10,000 employees. Mailbox names are typically a person's name (e.g. johnsmith@example.com), so you'll need to think about how you plan to use email and what mailbox names will work for your business or brand.

CONGRATS ON YOUR CUSTOM EMAIL ADDRESS!

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