**Branding**

**Branding**

* Name of Company (Business): Krown Kayak
* Description of Business: Krown Kayak is here with the mission to provide the best quality watercrafts and accessories on the market instilling energy, vigor and liveliness into every experience.
  + <https://www.honeybook.com/mission-statement>
* Logo:
  + <https://www.fiverr.com>: We Will Order a Logo
  + <https://www.brandcrowd.com>
* Tangible Assets: <https://www.vistaprint.com> (On Demand Printing)
  + Business Cards
  + Letter Head
  + Mailers

What came first? The Chicken or the Egg? YouTube or a Website?

* Domain Name: KrownKayak.com
  + Decide and Purchasing Hosting:
    - HostMonster: $190.08

(<https://www.hostmonster.com/track/mymediahelper>)

* + - HostGator: $38.38 1-year (<https://partners.hostgator.com/c/1360198/177309/3094>)
    - BlueHost: $297.84 3-year (<https://www.bluehost.com/track/mymediahelper>)
    - GoDaddy: (I Would Personally Stay Away From)
    - JustHost: (Bad Experience with Them)

(<https://www.fanfilmfollies.com/news/whats-up-with-the-fff>)

* SetUp Custom Email Address:
  + CPanel ([contact@krownkayak.com](mailto:contact@krownkayak.com), [info@krownkayak.com](mailto:info@krownkayak.com))
  + Unique Google Account (or Existing Account)
  + ReDirect Emails to Google Account
* KeyWords:
  + <https://www.wordtracker.com>
  + KeyWord List:
    - Kayak
    - Sporting Goods
    - Boating
    - Paddling
    - Inflatable Kayak
    - Inflatable Canoe
    - Kayak for Sale
    - 2 Person Kayak
    - Kayak Paddles
    - Touring Kayaks
    - Men’s Life Vests
    - Women’s Life Vests
    - Children’s Life Vests
    - Kid’s Life Vests
    - Tandem Kayaks
    - Fishing Kayaks
    - Watercraft
    - Explore Kayak
    - High Angle Paddles
    - Low Angle Paddles
    - Bent Shaft Paddles
    - Straight Shaft Paddles
    - Hobie Kayaks
    - Recreational Kayaks
    - Pungo 120
  + Hold On to Them For Future Use

What came first? The Chicken or the Egg? YouTube or a Website?

**Next Video:** We Will Be Setting Up a YouTube Account and Making a First Video.