**Branding**

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* 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, 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.