



Letter from the Editor

Web Site Hosting - Design - Marketing - Management

News and helpful information from your friends at AmeriWeb Hosting June 2025



WEB NEWS

Entrepreneurship is the process of learning how to fail well

I've had more failures in this life than successes. So many, that even I have a problem counting them all. But my failures have taught me ten times what my successes have.

An Entrepreneur sees the entire visible spectrum; extreme successes, extreme failures, and everything in-between.

But as Entrepreneurs we must understand that wherever we are on that spectrum, our futures are ours to either make or break. You are in control of your destiny. If you don't like how things work out, you'll have no one to blame but yourself.

Such is the life we have chosen.

When we fail in business, as in life, we must learn to pivot. Don't spend days, hours, or even minutes crying about it. Pick yourself up, dust yourself off, and try again. Try until it hurts worse than anything has ever hurt before in your life.

But do yourself a favor. Get it done.

When we succeed in business, as in life, we must never stop trying. There's always something waiting around the bend, to knock you off of that pedestal.

Never stop inventing, creating, and innovating. If it ain't broke, break it. Wake up every day with only one thing in mind.

An unstoppable desire to be better.

It's obvious that we'll have some difficult economic times ahead, but do yourself a favor.

Consider it an opportunity rather than a crisis.

Bad economies are good for entrepreneurs, if you play the game right. Your weaker competitors will fall off the vine. If you're ready and properly placed, you could pick up all of that business.

Fear and complacency is the enemy.

Wade into it. Realize that this will either be the best or the worst time of your life.

You're an entrepreneur. You're in control, but above all.

Get it done.

NOTE: I 'borrowed' this article from Chris Amundson, President of

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HOW TO

Create a new WordPress site using AI

We have a new feature, added to our WordPress Hosting server.

Utilizing the power of Artificial Intelligence (AI), you can create a new website using your existing site, keywords, or text. It takes just minutes, and provides a good blueprint of the pages you need. We can execute it on all new WordPress web sites we host.

As with all things AI, I recommend you read the pages carefully for accuracy. AI is still a new technology, and it is prone to making silly mistakes. HOWEVER, it can save you hours of time by providing pages that are already constructed, you should only spend a few moments checking them carefully for errors.

This FREE feature is included with all our of hosted WordPress sites. We also offer 280 templates you can choose from, should that be your preferred method of creating a website. As always, you can go in and simply create your website from scratch.

We are happy which ever method you choose!



MARKETING

Choosing a Business Name

Choosing a business name isn't hard, but the repercussions could last a lifetime. For instance:

- The iconic and compact candy name of M&Ms was derived from the names of M&M Limited's founders, Forrest E. Mars Sr. and Bruce Murrie.
- AmeriWeb Hosting was chosen back in the day of printed phone books --- I wanted to be near the beginning (listings were alphabetical).
- Jeff Bezos chose the name "Amazon" for his company after finding it in a dictionary, aiming for a name that was "exotic and different" and reflected his ambition to create the largest online bookstore, inspired by the world's largest river. Bezos initially wanted to name the company "Cadabra" (as in "abracadabra"), but his lawyer, Todd Tarbert, pointed out that it sounded too similar to "cadaver" over the phone. Amazon it is!
- In 1996, Larry Page and Sergey Brin called their initial search engine "BackRub," named for its analysis of the web's "back links." Larry's office was in room 360 of the Gates CS Building, which he shared with several other graduate students, including Sean Anderson, Tamara Munzner, and Lucas Pereira. In 1997, Larry and his officemates discussed a number of possible new names for the rapidly improving search technology. Sean recalls the final brainstorming session as occurring one day during September of that year.

Sean and Larry were in their office, using the whiteboard, trying to think up a good name - something that related to the indexing of an immense amount of data. Sean verbally suggested the word "googolplex," and Larry responded verbally with the shortened form, "googol" (both words refer to specific large numbers). Sean was seated at his computer terminal, so he executed a search of the Internet domain name registry database to see if the newly suggested name was still available for registration and use. Sean is not an infallible speller, and he made the mistake of searching for the name spelled as "google.com," which he found to be available. Larry liked the name, and within hours he took the step of registering the name "google.com" for himself and Sergey (the domain name registration record dates from September 15, 1997). Named by mistake.

- Steve Jobs liked apples, and Steve Wozniak wanted the Apple brand name to appear before Atari in phone books. It worked out well.
- Harley-Davidson began as a small motorcycle company in Milwaukee, Wisconsin and was founded in 1903 by William S. Harley and the Davidson brothers (Arthur and Walter).



[Read their history here \(recommended\)](#)

How was YOUR business named?



ASK A TECH

Q: I changed my company name and have a new domain for it. How do I remove the old domain and replace it with the new one on my hosting account?

A: As long as you are an AmeriWeb Hosting customer, we will do this at no cost, just open a support ticket and include the OLD domain, and the NEW one. We can do this for you.

AmeriNews is published approximately 10 times a year by AmeriWeb Hosting for our customers, friends and those curious about our business. If you have a question for our ASK A TECH section, email it to support@ameriwebhosting.com

AmeriWeb Hosting

(773) 735-5144

AmeriWeb Hosting, Marketing, Web Designs, eCommerce.

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