

# How To Build Your Own Clone Of The New York Times or The Wall Street Journal and be a Newspaper Publisher



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**You** are going to be **The News**.

You will use Wordpress. There are other systems you can use but Wordpress will get you started. If you use the free Wordpress version of Wordpress you should know that the free version (The one where you don't pay for hosting and don't get any plugins) is controlled by the DNC in the U.S.A. If you are not a Democrat then this could be a problem for you. If you write anything that the DNC does not like then they will delete your account, censor you, freeze your imports, DNS dead-end you and other nasty things.

So why use anything Wordpress if it is so political?

Because the other version of Wordpress (The one you install yourself on a server you paid to lease ) is not controlled by anyone but you; 100,000 people will build you free stuff for your newspaper (called "plugins") and it will give you the same thing that the New York Times and The Wall Street Journal spent over \$20 million dollars building. In other words you get, for free, a \$20M thing that you get to use to reach **7.5 Billion People**.

The other version of Wordpress is a free one-click install on your own leased server. It will give you the power to change the world.

You will need to spend less than \$150.00 per year to have this newspaper on your own leased server. If you do things correctly you can put a President in office (I Did), open the eyes of the world to an injustice, change laws, save lives and do other amazing things.

First you will go to one of these companies and sign up for their lowest cost Wordpress or regular hosting plan:

- **BLUEHOST**
- **SITEGROUND**
- **X10**

(There are others but these are the easiest and most used)

You will then login to your CPANEL link that they give you. This CPANEL is a back-end graphical interface to your server. It lets you run and set-up all of the geeky things on your system. At first the huge number of icons in CPANEL will make your head spin but you only need to worry about two of those icons to get started.

In CPANEL you find the “INSTALL WORDPRESS” button (Try looking under the SOFTACULOUS <https://www.softaculous.com/softaculous/cpanel> or other buttons in the SOFTWARE section of CPANEL. Click that button and follow the onscreen directions.

If anything is confusing during the install, or operation, of your newspaper, just go to any search engine and type: “wordpress how to XXXXX” and replace XXXXX with the shortest, most concise, description of what you need to know. You will find a huge number of step-by-step answers from other users who have had to figure out the same thing.

These instructions are comprehensible to a high-school educated person with B+ grades or better. If none of these instructions make sense to you then you probably should not attempt to build and operate your own digital newspaper. It may end up being overwhelming for you. If you are able to get your site up and running; it will get easier for you, over time, as you become used to the functions in the software. You need to write or post 40, or more, brand new articles per day or your newspaper will fail.

Once your newspaper is operating, the technology will run itself, forever, without any staff. The newspaper will die, though, without any content. You don’t want a “Coma Paper”.

How will you get all that new content every day. If you are ADHD you can probably write four to five news stories per day but you will rely on partnerships with other citizen-reporters and newspapers to create your “*content river*”. Your first job is to **1.)** get the technology installed, secure and stable. Your next job is to **2.)** build your “WALL” to protect you from the millions of DDOS attacks, ion cannons, fake DMCA’s, DNS-trickers, Ukrainian volley’s and other bizarre take-down attempts your ideological adversaries will fire at you all day long. After those two technical stages the rest of your job is **3.)** to produce words and pictures. Numbers one and two will take about a week to get done if you do them right. Number three will take 2 hours a day for the rest of the life of your newspaper if you follow the new process.

My staff and I have helped over a hundred thousand new digital newspapers emerge in the last 8 years. There is room for hundreds of thousands more. If you have the passion and like to write, then being a newspaper publisher could be for you!

These lessons will cover construction, security, marketing, SEO, bypassing or meshing with Google/Facebook's control of news, content, click-bait, tracking and terminating DDOS attackers, partnering, automation, buzz, Streisand Effects, layering and P2P distribution. We will discuss the new trend of "Zero Ad" no-advertising newspapers (The public loves them), the critical new stance for political neutrality, the death of the old newsprint industry, shill newspapers, Populism publishing, shill reporters, Click Farms and more...

STAY TUNED FOR LESSON #2... ( find **Tom Adkins, News Hound** online for more )