1. Backup the master database which is to be used as the base for the new account
2. restore it with a new name
3. add the new account into the relevent master database and configure relevent connection strings
4. configure a user account in the customer database and replicate it in the master database
5. if this is a live or beta account, setup database mirroring
6. if this is a live or beta account, add the database to the backup job