

Joyanne: I got started with WordPress back in 2005. Over the last 10 years, it had been out, maybe a year and a half, 18 months, 2 years something like that when I first came upon it. It was a radically different experience. Nowadays, things are much more visual in how we can control what goes where. Still, there is two worlds. There is a world of people who are the hardcore developers who know all the coding languages, ruby on rails, all of it. I'm not one of those people. I'm more of a non-Klingon type. I don't speak Klingon. But I've learned enough of these foreign languages to deal with the translate for regular English-speaking people.

I want to encourage everyone to keep those answers coming. It's going to be just me today. Also, make your answers really clear if you can. I know, English isn't a first language for everybody on the call. But if I can't understand what you're asking, I certainly can't answer it. I'm going to jump right in. Again, I encourage everyone to throw whatever questions you have at me. Again, my forte is in website development with a focus on internet marketing. My own niche is personal development. I'm going to jump in with the first question here.

From Suzanne who is in the personal development niche as well. She, first of all, is thanking me for the great information I've given her. You're welcome and thank you. She has a question about, I think what you're saying Suzanne is that you're turning a retail or brick and mortar business into an online business. I think a lot of people listening will also find themselves in that situation where they know how to deal with the old school way, but translating it into a digital space is a very if undertaking. The risk here that you're asking about is how do you offer a 45-day guarantee and ensure customers don't make a copy of your program and then ask for a refund?

The first answer that comes to mind with that is where you would basically drip out your content. In other words, rather than making everything available all at once, first of all, you might take it to like a 30-day. Most people get a 30-day guarantee, I don't know. If you have to go to 45, that's great. But if you were say to have 20 modules in your program in all, you might only give away the first four. In other words, if at the 30-day point they decided it's really not for them, great, you've honored your guarantee. They've gotten their money back but they've only gotten, say, the first three of four weeks.

You could actually use a separate set of our responders to deliver your content to the buyer in a sequence fashion and/or there are plug-ins that allow the content to be released at a certain time. It actually tracks when that particular buyer started your program and where they are in the whole scheme of things. It would only show them week 2 content on week 2 and so forth. I think that could be a good solution for you.

Carolyn's asking, I'm trying to set up an RSS feed for syndication of content related to ou site. I have a couple of feeds setup. However, no content has been curated. Is there another step required with my hosting company.

If I understand your question correctly Carolyn, one of the beauties of WordPress is that, anytime that you set up a site in WordPress, I'm just going to have to say, this is not because I work exclusively in WordPress, but please don't do it in any other kind of content management system. Don't go get a weak site or any of these overnight website builder in a box system. They will frustrate you. At some point, if you're serious about having a business that actually generates money online, you're going to switch to WordPress. I encourage you to start there in the first place.

Anytime that you have a URL, you would just basically take your domain name so I would be www.carolynsite.com/feed. That is the feed that is automatically generated by WordPress for your site. I'm not sure that is entirely your question though, because you're talking about syndication of content related to your site. No other content has been curated... I think I did answer your question. That's also a good way. I have a link that someone sent me. I can't find it for you right now. But if you want to connect with me separately, you can email me ang I will get you that link.

There is a way that somebody had to discover whether a particular site they wanted to pull content from and curate that content, actually had a feed. Because, obviously, not all websites are built in content management systems and not all websites have feeds. Im going to move on to the next question. Actually, I'll go ahead and I'm going to put out the chat here. I'm going to go ahead and send you guys my own direct email. Please don't abuse that. I know there's only so many people on the line but I'm going to send that out to you and you can send your questions to me directly if I can answer them within this session or I can send you links right away.

Suzanne's asking if I offer a 30 to 60-minute personal coaching session, how do I get it to my customers, Skype or others? Suzanne, I think what you're asking is when you're saying, "getting it to them", this is perhaps like a free introductory coaching session where you want to, perhaps, sign them on as an ongoing client, but you're asking what platform would you conduct that.

I typically use Skype for all my stuff. Skype was recently bought out by Microsoft. It's got good support. I don't know if you can see my screen here. if you guys can see this little plug-in that's i'm hovering down the right, it's called, iFree Skype recorder. That's a really easy way to easily and instantly record all your Skype sessions. It doesn't record video but it does record the audio portion of your conversation and saves it as an MP3 file. That might be a nice add-on bonus

because the person can go back and review it and they can have a record of the value that they receive from your coaching session. iFree Skype Recorder, if you can't see them, my screen is one that I would encourage to use and it is free. It works really well. I found this to be very reliable.

Of course, if you don't want to do that, if you don't want to do Skype or somebody doesn't have a Skype account, I would just go and get one of the conference call lines. Just Google freeconferencecall.com or something equivalent and you can setup a free number and just a standard old phone. That way, you don't have to have an internet if somebody's on the go. That will also offer a recording option.

Here's another question from Rock, who's asking if I would recommend using an Amazon product as an affiliate offer on the thank you page. I know it's low commission but do you think it would subscribers off?

I, personally, have not tried that technique. If it's not worth it you, I think it's probably easier to find some other affiliate program that does have a little bit higher payout. I think the numbers that I've heard with Amazon, affiliate commissions are something like in the 10% range, which is pretty darn low. Perhaps, what you might want to think about, if you don't have something that stands out that would be a good fit for your audience, is that perhaps you come up with something. It's really easy.

There's a website called iDictate, I believe it's .com. They will, for a penny a word I believe, that is they'll dictate or transcribe anything that you dictated. You could, potentially, talk about a subject matter that something that you can speak with authority on and turn that into your own product. It's really not hard to come up with something that you might sell for \$1 or \$2, rather than earning \$2 on a \$20 sale. In other words, the lower the cost is to the person, the more likely they are to buy it. It's less of a risk for them. Really, this is what [inaudible 00:09:39] is teaching you.

That's the 5x profit formula which is that you're going to, or in a 100% of whatever products that you've developed. It could be a free report or whatever but... I came up with something. There was a really cool tool, let me find it here. I had this open on another thing here somebody, a mastermind group that I'm a part of. Let's see. Sorry, I've got to scroll down this page. Here it is. Here is this cool tool. Let me just put that in a new window here. I'm on the How-To page but it's called 3D-PAC.com. In other words, it's a really cool little tool where you can, instead of having to hire somebody on [fiver 00:10:39], you can actually upload your own image and it will turn it into a 3 dimensional package. It could look like a book or a CD box or whatever. Anyway, that's a fun tool and you might want to check that out.

Scroll down a little bit.

I'm setting up my own WordPress website. I did my homepage from pages and have discovered that there is already a homepage by WordPress taking precedence. How do I fix this? DO I have to delete my page's homepage and do it on a WordPress homepage? Okay. Great. This Karen, is a wonderful question. Typically, on a WordPress website, you don't have to create a homepage unless you absolutely want your homepage ... Let me bring up the site. I'm just going to show you this as living example.

You don't have to create your homepage. That's the nice thing about WordPress. It will actually create it for you. What it does, when you load a particular theme or template, that handles the design of your site. Just reduce all of this a little bit so I could see this all on screen.

That theme tells it how to display your website. This is a work in progress, just forget about that. Anyway, it says, pull for your main navigation which generally is your pages that you've created. Then pull your header, then pull your featured images, then start constructing it from your most recent post. Then, also at a sidebar with your categories and whatever widgets you've put in the sidebar. In other words, this page is going to change and it's going to put the most recent post that you've added to your site here first. That's why you don't need to create an actual homepage.

If you want to create a homepage and you want to make that, then you have to tell it don't use the recent post settings. Use the ... here let me show on a site that I'm working on. Actually, just let me show you my own site. Sorry guys, I was up working till 1:00 in the morning, so my typing speed isn't all there today.

That's the nice thing is, that's why Google favors WordPress is because it's always putting the freshest content on the top. It does so dynamically, you don't have to worry about constantly going in and updating it and making it look nice. It just does that by virtue of the fact that you're adding more posts. Here, under appearance, let me just show you. The theme that runs my site is called Nexxus. Sorry, I need to do this at a different place. Let me show you a different way. let me show you from the front end.

Lots of times, with your theme, instead of having to do this change in what we call the back end where you're logged in, there is the front end view. You can go to customize. This is a more limited menu of the customizations that your particular theme allows. See right here where it says, static front page? You're going to have this basically on any theme. You would say, a static page. If you had a homepage, and that was the same page you wanted everybody to see all the time, you would say, "Okay, I want to use the static front page", and you

could either select a page or a post. I'm not going to do that. I want to leave it as your recent posts because I want it to stay with all my recent podcast episodes and so forth. I hope that answers your question. Again, this is all dynamically created depending on where I've placed certain widgets.

Hi Mercedes, where do I put the Google Analytics code on the page on my website, just above the text I edit? Is there a way to put it on every page in one go?

Here is, again, one reason why I always use elegant themes. They have a place where you can easily integrate that. I'm going to show you where that is. You don't have to use elegant themes. They are premium themes but they're worth every penny. I think you can get access to all 80 of their themes for about \$69 a year. That means \$69 for all 80 themes. The beauty of that is that's less than a dollar a piece and then you have so much control over your site.

If we go here under the Nexxus theme options, again, this e-panel is something specific to elegant themes but it's one of the main reasons why I use this. They have an option here called integration. Here, you can scroll them down. Here is where I paste my Google Analytics code.

By doing that, that puts it into every single page of my website so that when I go over to my Google Analytics account, I can see all my traffic sources, I can see what pages I read the most and a whole bunch of other metrics that I won't go into now. If you're not working with elegant themes, which a lot of you won't be, there's a great plug-in that will allow you to put that code in because it's something that has to be done at the back end. You don't do it in the visual editor. I think that's what you were thinking is that, when you're editing a page or post that you would somehow insert that there. Anything you insert of this page is going to be visible.

I found a good ... it's called Google, I believe it's Analyticator plug-in. There it is. I think I may have shared this with you guys before. But again, the plug-in, if you're not familiar with WordPress, is essentially a separate piece of software that someone has created to add functionality. If WordPress is your main vehicle, like the car for your business, it's going to become as a base model. Plug ins will allow you to add in the heated leather seats and the five disc-changer and all the other things that you want your luxury car to have. I'm going to go ahead and grab that URL and I'm going to chat that out to everyone.

Hold on I want to get a little bit drink of water. Would you recommend ... Oops sorry, I already saw that question. Anyway, go ahead Mercedes, install that plug-in, once you do the settings, it will give you a place to embed your Google Analytics code.

Juliette, I don't know why you can't see my screen on your screen. Was I not showing my screen that whole time? No, I was. Now it says. It was working

Speaker: That's one of those issues where the only solution we can offer is if you're not seeing it, you'd have to log out and log back in. It's working fine, I can tell you that because I'm monitoring it.

Joyanne: What it did is that it caused me to question, "had I not clicked the show my screen button?", but you had.

Speaker: I would have yelled at you if you hadn't.

Joyanne: Thank you. You got my back. I really appreciate that. Let's go back. Erma, I can't wait to meet you either. I'm just getting all wrapped up for Vegas and I know lots of you will be there. I'm really, super excited. It's going to be like a reunion.

How do I place audience tracking pixel from Facebook on my WordPress blog? How do I track them? Same place, that's not the easiest thing always to do. Again, there are plug-ins that you can search the WordPress plug-in directory for. But, say for example, I wanted to add a Facebook tracking pixel, I could do that here under integration. Here, like, add code to the top of your post, so forth, what would be the place to do that in elegant themes.

I'll go over here and just show you. This is something you guys are all going to want to get familiar with. It's at WordPress.org/plugins. Essentially, don't do like a Google search here. It's not going to be a full set of, what they call, long-tail keyword. You can't just say it in a form of a question but do pick out one or two keywords like "Facebook pixel". Let's just see what comes up. I have never searched for that because my themes are loud.

Here we go. WordPress Facebook pixel. A couple of things I'm going to point out here. If it's a repetition for some of you, I apologize. But you want to pay attention to how recently these plugins have been updated by their authors. This one has 4,000 active installs but it only has 3 out of 5 stars and it hasn't been updated for two years. Right now, we're on WordPress version 4.2.2. This is says it's only been tested for compatibility up to 3.4.2. Just because something says it's only compatible to 3.9.6, not everything on here is going to be tested for compatibility with the most recent issue. That doesn't that you shouldn't use it. But do look for ones that have good ratings.

Again, go ahead, click on it. Usually, they'll give you more detail. This one clearly not very detailed, very straightforward, Facebook code needed for re-marketing campaigns. How many people are downloading it per day and so forth. Lots of times, bigger plugins, the more popular ones will have actual, their own page is

like their own website developed for them where you can get support and so forth. Facebook conversion pixel. Here's one that has 10,000 active installs. Good, I like this one. They have a video.

We can get an overview. I always like to watch these videos because, invariably, they tell you more than reading through all these other tabs. The FAQs are always really helpful. This developer has done a good job of documenting their plugin. Also, the screenshots tab is really helpful too because it's showing you how to configure it. Okay, see? Isn't that cool?

Let me jump back to questions. Where did my questions go? I see, caught that up. Okay. Sorry for the pause guys but it's, while I'm doing this for myself I have to stop and read.

I just got Business Paypal for my website. Where do I add the button? This is cool. Let me show you something. When you go into your Paypal account, there are tools where you can easily generate Paypal buttons. There are a couple of different ways to do that. One is that you can actually just grab the code that they give to you. Another way is to link an image to an email itself. You know what I'm going to do here. I'm going to just log in to my Paypal account and just give me a second here to do that so I can actually walk through that process. This is a good one to demonstrate for you all because you're all interested in making money, I assume.

I want to talk about this for a second while I'm logging you in because there's a lot of concern these days, for good reason, about cybersecurity. I'm going to recommend all of you install a plugin called WordFence, WORDFENCE. That is a security plugin for WordPress. What it does is it's free and it will track activity on your account.

For example, I got an email a couple of days ago that show all the log in attempts, of people trying to access ym account under my admin username or my own name. It's scary to see that, but if you don't get these kinds of reports and you don't know what's actually going on behind the scenes with your account, then you're the one who is worse off for not knowing.

Let me just show you under Paypal. I'm going to show you some of the tools.

Under the tools panel, what you can do here is you can see a Paypal button. It's this first one in the upper left. We're going to just open that up. I'm just going to show you one that I've already done. This is one I actually just created recently.

Here is the interface. You can choose the different button types. You give it a description. You give it a price. You can even add drop-down menus. If I had

different features, I could add options for sizes or colors or whatever your heart desires. Then, this is giving you a little preview here where it says, "Add to cart". I framework I didn't want that, there are other button option such, "Buying Out" and so forth.

If it were a hard product and there were shipping costs involved, you could put that there. If you have to pay tax and you're [straight 00:26:56], you would put that there. I never really monkey with the steps two or three where tracking inventory or custom stuff. I'd just save that. Let me hit "Save". Okay.

This is the page I want you to see. Right here, it says, "Website". Let me go ahead, if there's a button here, I'll actually just select "Code". I'm going to use the keyboard shortcut, Ctrl+C or Mac command C. Let me just go here and demo by making a post.

This is raw code that they're giving you. Don't be scared just because it's raw code. The one thing that you need to know here is, let's say that this was a post about, "buy my awesome product". The default view here is going to be the visual editor. It's going to look like Word of Microsoft Word. Sorry, it's hard to talk and think at the same time. It's here, now, okay.

That's not the view that we can put that code in. We have to toggle over to this other tab here called, "Text", see it? That's where we see the HTML version. I'm going to go ahead and I'm just going to hit Ctrl+V. Now, watch what happen when I go back to the visual tab. Boom! There's my "Add to Cart".

If I were to preview that ... Okay, there it is, right? You can see that, when I'm up here, I have a pointer, an arrow and when I hover over the button, it turns to a finger which indicates to me that that is now going to Paypal and it's connected right to my account. I hope this is exciting for you guys.

Let me show you an even cooler way. I don't want this, I want to just say "Move to Trash". I'm going to show you another way to do this. This is something that's not particularly well explained in Paypal. But you'll see here that there are two options. There was website and that's what we described the code and paste it into the text portion of our WordPress post. Now, here's email.

When I see email, I always think, "Okay, I'm just going to grab that and I'm going to send that to somebody and I'm going to email it to them." Well, no, it's a little bit misleading. Let me show you here.

What I did was I created a page, a discount page for clients who need ongoing support, I call it Webmaster On-Demand. Basically, what I did is I created, you see it from the end-user view. I created a page, it's got the headline and it's got

the bullet points and all that good stuff. Again, you see this whole image is a button. I know how to do graphics so I built this graphic, I actually modified one that I found online. I turned this thing into a button. Let me show you how I did that.

You can see it here but I'm actually going to do it again. If you're going to ask people to pay you through Paypal, I would encourage that you add a line like this onto your Buy page or your Sales page. You're not required to have a Paypal account to use the "Add to Cart" button. You can easily use a VISA, Mastercard and American Express because not everybody, believe it or not, has a Paypal account.

But going back to the issue of cybersecurity, people aren't easily hacking into Paypal. It's great because they have all this great tools like invoicing and button-making just to use them rather than worrying about having a separate merchant account. Watch this process.

I'm going to click on "Add media". This is going to take me to my Media library. Here is my button that I created. I'm going to go ahead and I'm going to say "insert into [inaudible 00:31:43]", I'm going to do this in two steps. Oops, now see it made it a little bit smaller. I'm going to click here, I want to say that I want this to be the full size. I'm going to go ahead and I'm going copy this to my clipboard from Paypal and instead of "link to the media file", which is just a link to the image itself, I want to say "Custom URL", get rid of that, I'm going to paste in that line of code from Paypal. Again, always as a best practice, use "Open link in new window tab" and update. That's how you make an image clickable and now, watch. I'm going to get rid of this because I don't need it. It's on there twice. I'll just go ahead and hit "update".

I just want to show you this whole sequence here because this is adaptable, literally, to any service any product. If you're a professional, I think the easiest way to make a business and move it from offline to online is to take your services and bundle them into a product. In this case, I'm giving a discount off my usual hourly rate, when they prepay for 4 hours. It saves me... I thought I've gotten rid of it. Anyway, I'm just going to click on the image and boom, that takes them straight to my Paypal shopping cart and they can check out.

I know we spent a little bit of time on that but I thought it was worth while to go down that rabbit trail because this really is an important step and that's not super easy to figure out. I had to work with Paypal for quite awhile before I put all those stuffs together.

Yes, Ryan's left, okay. I tried to install a profits theme and had nothing but trouble. I finally asked for and received a refund, do you have a suggestion for something similar to help create funnels for selling my program?

I'm not experienced with the profit steam. I'm not sure where that comes from. There is a company called ClickFunnels.com. It's not the cheapest thing in the world. It's \$97 a month. But that is something that will help you create webpages. It's not a WordPress thing, it's like a system unto itself. It's not the easiest thing in the world to create sales funnels within a WordPress environment without really knowing what you're doing because you have to interlink a series of pages. Because of that, they developed ClickFunnels, at ClickFunnels.com. Suzanne, I would suggest that you check into that. It might be something that you'd like, that would resolve this for you.

Okay. I keep scrolling back up to the top. If there's a plug-in you recommend to create a Member's Area on my website where users will be directed to after purchase that would allow them to download their product and have access to any future purchases they might buy without allowing access to products that they do not have access to.

You're talking a membership plug-in. The two that come to mind that are really time-tested are, there's A member, there's Wishlist. I would just have you look at both of those. I'll just pull those up for you. Wishlist is a big one. These membership sites all integrate with WordPress. People are essentially creating a WordPress account and then you set the level of permission. Wishlist is nice because it has a lot of training videos and so forth. You can go ahead, I'll chat that out to the group. Sorry, I got too many windows open here ... and send. They have a 30-day guarantee. I'll go ahead, just watch that and you can see the software in action. Again, this totally integrates with WordPress. You would just basically say, "Okay, here's a piece of content." See where it says right here, "integrates with WordPress". Where it would say is here is a piece of content and I only want my silver level members to have access to that. Then of course, there's higher levels of content for higher levels of membership.

Anyway, these, again, all integrate with Paypal, Clickbank and other large name shopping carts. InfusionSoft, some of you might have as well. Multi-level access which I just talked about. In other words, if you have some content that's hidden through a plug-in like Wishlist, if somebody tries to access that or they share a link to that URL, it's going to prompt them, it's going to, basically, throw up a log-in thing where they have to demonstrate that they actually have an account and it's going to authenticate that they're a paying customer of yours. Otherwise, they won't be able to get in.

I wanted to setup a WordPress site with an opt-in to an affiliate program. Is there a tutorial on setting up a site for the first time? Yes, Stephen, there is. It's in Profit Academy. I created it for you guys. It's module 13. It will literally walk you from A to Z. Everything from hosting to how to pick a useful WordPress theme, whether you're going for a free theme or what have you. I'll walk you through basic configuration, theme installation, plug-ins, pages, posts, all of it. Please go back to Profit Academy. I believe it's right here.

Creating a blog, WordPress power session, getting started, essentials, customization, how to put what where, and also how to create great content?

Is there an opt-in plug-in you recommend that converts well?

Let me answer this by saying that, essentially, any time that you are working with either an email service provider such as getresponse, mailchimp, aweber or what have you, they all have the option to build forms. There are coded forms that basically connected directly into your campaigns that you've setup, which are then tied to autoresponder emails.

Lead pages also has the option to create these forms for you. Both of them are basically going to generate raw code. If you go through, say for example, lead pages at the end, there's an option where it says, "hey I want to publish this myself", or you can send the code to your webmaster and they could put it in for you.

Now, having said that, you may want some more control over, for example, how that shows up on your site. I'll show you a plug-in that I like. Elegant themes comes with their own, which is called "blue". If you have a developers license it's really awesome. I just started using that on a client site. But I'm going to show you another one that's free, it's here, I've shown it before, it's called "Sumo Me". Usually, when you play with this, this particular plug-in is a little unusual, because rather than accessing it from the back end, you access it from the front end. It seems like the last time I did it wasn't logged in to it and so it didn't show up. Let me see if it's done here.

I'm not going to play around with the configurations but if you install the Sumo Me plug-in, Sumo Me. It actually has multiple different options under "Sumo Me". Let me just show you. The one that you're going to want to work with is called, that's not the link I want. That's just how about to install it. Bear with me here. Okay, let's look at this one. It's called Listbuilder.

Again, it can help you create a little pop up that can either slide it from the side. That's how I have it on my site, it slides in. I can time that and I can control it. At one point, when I first configured it, I just set it up and it would go like every day

or every hour something like that. Kate, you just saw that in action. This is their Listbuilder. Boom, it's just a little hover and close. That was it. I like how they did that.

In other words, I went back because I had somebody say, "Hey can you please knock off, I'm going to your site a lot and I don't want to see that damn pop-up, I'm already on your list." Rather than upset that person, I went back in and I realized, "Oh there's a whole bunch of other settings here and I said, "OK, if this person has already seen it, it can actually track their IP address, from their specific computer, and it won't show it to them again for a week. That made him happy. Then I was happy to see that that could be done.

Again, that's where you put the code in and then, there's a plug-in that you install into WordPress and I'm going to back to that other link. I'm going to chat that out to the group so if you're interested. There are some different options, as I said, within Sumo Me. Let's go here. OK. No, sorry. I'm messing myself up. I wanted to go back to where it gave the installation instructions and send that one to you. I thought it was that first one. Okay, no, it was the second one, there. All right, finally got with the program and send. Okay. There you guys go. Let me go back to the questions. The other nice thing about Sumo Me is that it will give you statistics about how many people see and how many people convert on your opt-ins.

My Facebook account was forced into a page, but that account was managing a page and now I'm unable to access my page. Facebook has no... Okay, I'm sorry I can't help you with that. Except my guest turned to a file, got to get it back, what do I do?"

Amir, I wish I had an answer for you. Facebook is not my forte. I will caution a lot of you. Again, one of the main reasons for creating a site for your business, not just be able to conduct business, obviously. But, it's one of those things that Facebook really likes to see. They're banning people and actually shutting down their accounts if you're trying to use Facebook advertising to drive traffic directly to like a lead page by itself.

They're much preferring that you send your advertisements to actual content like on a WordPress site.

How do you get elegant themes?

Celie, I hope I'm saying your name properly. You just go to elegantthemes.com. I'm an affiliate for them, if you guys are interested you can be affiliates too. That's it. You can go ahead and go to view their themes and there's a whole gallery. I want to point out to you, again, I've mentioned this before but the latest version

of Google's algorithm is harming sites that are not mobile friendly. I would encourage you to look first under the tab called "responsive". That means it's completely adaptable. Your site adapts itself dynamically to mobile phones or tablets, whatever is reading it. Go ahead and look through the elegant themes gallery. Anytime you find one, you just click on it and you can do a live them demo and it will pop-up a site that's built with that theme so you can see what it looks like. Anyway, pretty slick, very nice. Lots of reasons why I recommend and only use elegant themes when I build client sites.

Could you please walk us through the process of sharing a WordPress post to social media especially Facebook? Are there any recommended plug-ins?

Great question. Again, I'll show you with my site. This is Stuart Levine's episode. I'm going to show you the process first and then I'm going to show you the plug-in that I use that facilitates that process. Here's the plug-in that puts my podcast for you directly in. Here is the plug-in that puts the social media sharing tools into the top of every post. I use this particular plug-in because a lot of the social media plug-ins, they force the buttons to the bottom of the post, which is, not everybody is going to scroll down that far to see them. That's why I like this one because you can actually tell it, I only want it at the top.

If I was to go here and click on Facebook ... Oop, I'm not logged in, okay. Now, it gives me an option back to show that my own personal timeline or if you're managing a page, you would just go to the drop-down menu and say, click on to the page that you manage. I manage multiple pages so let's just say, I want to go to my Express Success page. Then, I can give a little bit something, you're going to love this. See how this man did it. That pulls in the thumbnail straight from my site. It pulls in the link straight to my site and then a just click "Share Link". Now, let me just go back to Facebook and just show you how that looks to the end-user.

I don't know, it doesn't seem to want to ... no, I didn't want this share, I just want Facebook. Hold on. Let me navigate over to my.... Jennifer, an old friend of mine from grade school. She's a total nut ball, I love her. I'm a nut ball if you guys haven't figured that out. All right. I'm sharing my screen so it's a little bit... Anyway, go over to my page and there it is.

Here's the beauty of this. I just tease a little bit with the headline here.. I make them curious, "well how did he change course? I really hate my job. I want to find out, boom!" Of course that drives that link back to my website. That's just a very simplistic over view of how to use social media to share your content to drive traffic back to your site. Why do you do that?

I'm working with somebody right now who has, literally, 200,000 people on his Facebook fan page and he's not monetizing them. The reason he's not monetizing them is because he's doing everything inside of Facebook. It's like a silo. Nobody can reach because his own website isn't setup for him to blog there. He should be just putting that content into a blog post within his WordPress site which he already has but nobody ever taught him how to use it.

I'm going to be re-doing a site and actually going through his Facebook page, mining the content that he's put there, which is like voluminous and putting it and then just giving like one or two sentences and then a link back to his website.

Once there at his website, what can he do then? Everything. He can expose them to his opt-in forms, to his free reports, to his products, whatever. But when they're in Facebook, that's Facebook's party. That's their list and they don't want you to know who that list is. They wanted you to buy the advertising instead. Please, please, please, don't use Facebook as your website. Yes I know it's easy and maybe it's tempting to do that but they change the rules regularly and you want to be in control because it is your business. OK.

How are we doing on time here? Okay, great. I forgot to show you the plug-in that I use for that. I'm going to go back here. I'm going to go down to my plug-ins, install plug-ins and I believe it's this one. Okay, "add this for WordPress". I'm going to click on settings. I think I just have to update it first.

I just wanted to get to the place where I could show you how to ... This is not the right plug-in that I'm using. This is not looking right. Let me go back and then make sure this is the right one. I may have more than one running on here. Attention grabber, Facebook like box, sorry guys, here's the right one. The Hupso share buttons. I don't know it's Hupso or Hupso, HUPSO share buttons for Twitter, Facebook, Google Plus and so forth. I'm going to click on settings. You have to de-activate that other one. Then you can just tell it. It gives you a little preview here on there right. You can say I want the big counters, small. You check which different things...

Now, remember, this isn't the same as if they click on this button that they're going to Like your Facebook page, this is them clicking on it and sharing your content in their own sphere of influence. It's great if they want to become your fan or your follower, that's wonderful, but there's a conversation. The beauty of social media is that everybody on the average has about a 150 fans. There's a chance of the friends of those friends, getting to see your content when they wouldn't have otherwise. That's why you want to use these tools and you want to configure it to be on every single post. Here it is, button position above the post, that's right there. I put in on the post and I put it on the front page. Isn't

this nice? I think this is a great plug-in because it really gives you a lot of controls. Then you can actually hide it on specific categories too. Anyway, that's that.

Next question. How do you add your opt-in page to your WordPress site?

There is a way to do that identified you're using lead pages. It's not always the easiest thing to do if you don't have a certain plug-in. Because, typically, an opt-in page is a page that is just totally focused on an image, like a headline, some benefits and a call to action without any distractions of headers and sidebars and so forth. There is a plug-in that I use for lead pages if you happen to be a lead pages customer that'll actually allow you to replace that. The main template from overwriting your... Right here. See these lead pages connector? If you're a lead pages customer, you want to use that to be able to integrate a page that you created within lead pages and put it hosted on your WordPress site. I won't go into too much detail about that. I can't answer that question for all the other lead page systems out there. But I can for lead pages because that's what I use personally.

Do I need to make a backup of my website in the C panel of my host before I change my theme in new elegant themes? No, you don't really. There are some really backup tools like backup buddy. I believe that's a paid solution which will backup your site very frequently. When you change an elegant theme, let me just show you here for example. If I go to a appearance, and I go to themes, let's say I was tired of my theme, I was ready to switch it out, okay.

This is the them I'm running right now. But let's just say for example, I wanted to try something else. Let's just say I wanted this one. I could do a live preview and then that will give me a little sneak peak of what my website, or how it would re-throw all the content of my current site in this new them without me actually committing yet to this theme.

Now, I could that this wouldn't make me have to make this have the transfer and background, it's too dark and I really don't like it.

In this case I'm not really risking too much my having this. I guess there's some colors... Colors and so forth that I can change here. But then I would have to say save and activate, In this case, if just going to close it out and I haven't really actually changed anything.

Really, that's how easy it is. I'll go ahead and get ahead again, and demonstrate my preview.

It is easy to change things but you'll notice that it will generally create some work because not everything is in the same position than it was on your original

theme. I really don't like this one either because it cuts off the guests have and obviously, there needs to be a larger. These lines here are for the space allotted for a featured image.

I don't want to have to come up with the giant image for my featured image on every single post. That's not one I'm going to use either.

Anyway if you changed it and you did hit activate, you can always go back with your other themes still in there and then you could go back and activate than. In a sudden, you can just toggle back and forth. I hope that answers your question. It's not a bad idea, if you want to back it up. I'm just saying, you should be at risk if you don't because not everybody understands how to go and to see panels and so forth.

Could you show us how to include a banner with a link to your opt-in page? What widgets do you use? On my site, let's just say for example... there's an image that I created. Let's just use this one. Actually, I'm going to show you this one. This could be like a banner image that could be in your sidebar. Actually, I'm not going to demonstrate that one because it's not on the sidebar. I want to demonstrate that isn't the sidebar.

I created my image here and I loaded it into the sidebar and I attached a link to it very much the same way that you saw me do, with the Paypal button.

Again, if they click here, they're going to be taking over to iTunes where they can see and subscribe to my podcast. In your case, it might be picture of a product or maybe, show text of her background that says something about the benefits of the futures of something that you're promoting. Then you would click that too clickbank. I'll include bank, there's a little button that says promote this product. Then that gives you the link that you need. Let me just show how I did this.

There is a way to do it without an extra plug-in but it's a little harder. If I go, the way that you control your sidebars under appearance and then widgets. okay now, You see this is just called text. I didn't actually title it. Because if I title it, then that title shows up and it just takes up more room. You don't have to title these just so you know.

That's the code that I have for where it's linking to to my iTunes page, and the source image, which is, in my WordPress content, uploads and then this subscription thing.

You see that as a lay person, you're going to be like, "Whoa! How did she do that? That's just confusing.

Typically, let me close this. If I wanted to add another one. You've got another here down here for my human potential business directory. To add those in, what you do is you go to one called "text". It's called arbitrary text or HTML. Anytime you have HTML You would just feel to drag that over. Just keep you mouth held down. Again there's a little bit of a delay.

You just drag it in and let it go. Then you put your cursor there and you paste in the code and then you save it.

In this particular case, I want to show you a different plug-in that I have. That gives me a new widget. The plug-in is called... sorry, had that expanded. I know I've shown this to you before but I just, if I have this plug-in, it just makes life so much easier. For years and years, I dealt without it. Now, I'm so glad that I found it because I use it all the time.

Black studio, tiny MCE widget. By installing that plug-in, what that's going to do is when you go back to your appearance widgets, it's going to actually give you a new widget. Scroll down here and you'll see it here and it's called, Visual Editor.

If I drag that, it's very much like the textbox, the one that I just showed you, but it's a little bit different. Because,. What it does is it gives you additional Visual Editing tools like you would have ... just put it here.

Look at that, it just gave me all of the visual editing tools that you would see in a typical WordPress post. Let's just say, I'm going in here, I'm going to "Add Media". Let's just say I want teacher sell my book. Let's see if that's something that you're selling on Ebay or Amazon or something like that. We don't have inserting to post.

Now, remember, I created that code in Paypal. Let's just say this was code that you got from Clickbank or wherever. This is on like... Copy it to my clipboard. I thought, I just added that picture, did I not? It's too big.

LEt's just say this was the book cover. I know that's not too big. There's something really funky going on.. Look, they put it in there but it's not showing it in the Visual. How weird. I've never had that happened before. Okay, I'm going to get rid of that. I'm going to try this one more time. This is not normal behavior for this plug-in. At media? How very, very odd. There it is. I don't know. It appeared after I hit "save". There's a learning curve. It's never done that to me before. Watch this.

I'm going to grab this, click on it once, click on the edit tool. Again, I'm going to say, a custom URL, then I'm going to paste that code that I could from either Clickbank or wherever, to my affiliate so they can purchase it as an affiliate

product. Again, open link and new tab. You might use the caption to say, "Click here to buy this now", whatever. You can use the caption because people do read captions. Then, "Save".

This wasn't my site I put it in a different widget area, so let's see where that showed up. Probably, at the bottom of my pages rather than the sidebar. There it is, okay? Again, there I've got a pointer, there I've got a hand. I click on it and I put that Paypal code in there and it takes me back to Paypal. That's why you want to open it in a new window because, if they close that out, you don't want them to have left your site. I'm going to go ahead and ditch that obviously, because I don't want that on my site.

Literally, doing that. Let me just show you. There's two ways to do that. Okay. One is, there's the visual editor. I can actually just delete the whole thing or if I wanted to save it, I could take it and I could grab it and I could drag it down into an area here on this page called Inactive Widgets.

In other words, I don't have to recreate them later. I could just put them there. I guess that didn't work because I was, I'm like, go too soon. At any rate, I don't want that to be there so I'm just going to delete it. Again, if you created it, you don't have to delete it. I hope that answers your question.

Good question here. Akismet comes with the installation of WordPress. I recommend WordPress. Do you need both?

Yes, you do need both. Akismet is a plug-in that comes bundled with WordPress. What it does is it helps you from getting a bunch of spam comments. You have posts on your page and then you have an ability for people to leave comments underneath them. People will often use that as a place to enter their URL to create backlinks to their own website. They think that's going to help them. It's like a black cat, SEO technique. It's frowned upon but it happens all the time and then you end up wasting all your time deleting all these spam comments. Akismet will largely find those and get rid of them for you. That's different from WordFriends. WordFriends is really to keep out hackers and people accessing the backend of your site, not leaving junk comments. Recently, Akismet requires something called an API key to authorize it. If you don't have that, then now they're charging you. Before it used to be free, now it's \$5 a month.

I get tired of being nickled and dimed for all these monthly fees, I'm sure you guys do too. One thing that I think you could here is work around to that would be to go under your general settings. I think it's under discussion. Actually, I've tried this before but I'm pretty confident that this would be a good way to just prevent it in the first place. Just check this button right here. Anyone post a comment or not email me whenever... other comment settings. Comment

author must fill out a name and email. You could do things like this, allow people to comment to post, you could check these different controls here and so you don't just have people willing [inaudible 01:09:09] leaving junk comments on your website. Again, that's under Settings discussion.

I like this because I'm getting a lot of WordPress-related questions today which are pretty easy. What do we need, Paypal business account? Do we need to get one from start when we are affiliates? Or do we wait until we start selling our own products?

When you're selling affiliate products, you're working with a platform like Clickbank that handles all of the financial transactions for you so you don't need to worry about that. You just get paid your commission and then, when you hit a certain threshold they're going to pay you however you set that up, via Paypal or they send you a check what have you. You really don't need to worry about adding Paypal buttons until you're going to promote your own products or services.

I think you can even use the Paypal Pay buttons without having a Business Paypal account. It's free to do that. I like it because one you have a Business Paypal account, they will transfer the money from Paypal quickly into your checking account and/or, like I just recently got, a Paypal Debit card, so I don't have to worry about transferring the funds, I just have, like another credit card but it's obviously money that's already there. Now I can just spend it, it's a Mastercard, and I can just spend it wherever I need to for business trips or what have you. Paypal buttons, definitely worth the time. Thanks Suzanne.

Not sure if I was clear with the question about content curation for syndication, I [saw 01:10:57] the express curate plug-in for content creation. Is there another you would recommend for content curation? Also, is there another step required with me hosting company to create the content I want.

No, you don't have to worry Carolyn, about curating other people's content. It has not connection to your own web host. It really isn't an issue. Mostly, people are really happy to have their content curated because obviously, you're going to be linking back to the original source document by giving a link to like a really full article here, what have you. That's very beneficial to the person who originated that content. There is another plug-in called autoblog which competes with Express Curate that you might want to check out.

How do you get into WordPress?

If you're asking how you get into your website, usually, what you would do is you would type in yourwebsite.com/wp-admin when you install WordPress following

instructions in module 13. Your host will automatically send you that log-in link and so forth. Do make a note of the username and password because they will not forward that to you by email when you set that up. You need to make a record of it.

Gary is asking, in the last plug-in example, why did you link it to iTunes?

Because I have a podcast Gary. I want to encourage new listeners to my podcast. I was just showing you how I had just used any random graphic and link to that graphic to a destination that I wanted them to go to.

Charles is asking, does a black studio MCE which would replace the tiny MCE widget, I know there are multiple widgets that match that name. I don't have them up side by side to compare them. Just go in and make sure that they don't have unique functionality.

How can you prevent the widgets on every page sidebar that the widgets are in every page sidebar appearing?

I think I understand what you're asking. Typically, you want your sidebar to appear on every page. That's where you're going to be able to promote what you want to promote and also encourage people to consume other posts and so forth, that you've offered. Again, let me go here. Your homepage is going to be a little bit unique but, typically, with every post, there's a sidebar. Now, again, depending on what theme you use that will allow different customization. For example here, this is a post that's for an ongoing new content, and that that will have a sidebar by default. That's different from a page which are the more evergreen pieces of content here in your main navigation.

For example, I want to go to Contact. I'm just going to show you this. This is, again, one more reason why I like elegant themes because they have different page templates built-in. You don't get to choose these post, this is only for page, but if you look here on the right, what you'll see is that there's a default template and I can see a blog page that would pull in the sidebar, contact page, I don't know that that would pull in the sidebar, then a full-width page

If I choose full-width page, that's going to block my sidebar. You wouldn't see it in that case. But again, this is only on pages, not on posts. In other words, be thoughtful about what you put in your sidebar. This should be a contact page. Now, what you'll see here is, all I just added was some basic lines of text. You don't see anything else in here.

If I switch over to the text view, you'll also don't see anything in here. But, elegant theme knows what a contact's pages supposed to look like. What it does,

let me just show what this looks like, to the end viewer. I took the text that I entered into it, then because I told it, I wanted to use the contact template. It added in this contact form.

Somebody else have asked about a captcha. There are plug-ins to add captchas along various parts of your site. That's probably the main place where you would use them, would be on a contact page. There's a lot of good reasons to use a contact page. I really want to discourage you from just giving people your email address. Two reasons, one is, bots will come through and malicious bots and spiders will come and crawl your site and they'll take your email address and they'll start spamming you wildly and/or using your email address to send out unsolicited email to other people masking as you or disguising themselves as your email.

The other reason is that, if you do an email link in here like Contact Me at me@mywebsite.com, the thing is, those end up being links. Nowadays, about 85% to 90% of us do not have a standard email program such as outlook or thunderbird or something like that where it would open the program on our computer and then prompts you new email with that address in the "To" line. Instead, what we're using is web-based mail such as gmail, hotmail, and so forth.

When we're using web-based email companies like that, that link is essentially broken. It makes it hard for them to reach you so they try to click on it and click on it and nothing happens because what it's saying is, "Hey computer, go to your program files and find a program for email and open that up." There's nothing there to reference. You don't want to thwart people's efforts to contact you. If you're particular theme doesn't have this contact as an option, go ahead, go back to the WordPress plug-in directory which I showed you earlier, right here. Search the plug-in directory for a contact form. Put that in here and look through some of the different results that come. In this case, I'm protected, my email is protected and it's much more likely that I'm actually going to get the message to them, or from them, I should say.

Hey guys, I think I want to take one of two more questions, we're already over an hour. Actually, that was the last question, so if anybody has one final thing they want to put into the questions area, great. Otherwise, thank you so much for your wonderful questions and for your attention as always. I know you guys are eager students. I really appreciate how much commitment that you're giving to building your own business and yes, we're going to see you in Vegas. Again, I'm very tall, I'm 6 feet tall. I'm always wearing like 3 or 4 inch heels. Look up and you'll find me and we'll have a great conversation. I'm going to be there for 5 days. That's how my flight worked out. I'm going to have more than enough time to connect with everybody and chat with you about-