

Marlon's Marketing Minute

Support M-F 9 a.m. to 4 p.m. CST.

7 “Must Know” Things About Wordpress

Marlon here.

First off, if you want to hang out with me Tuesday evening for one hour, then buy ANY of my products between now and 7 p.m. CST Tuesday the 5th.

I'm going to reveal the most pimp Wordpress viral trick you've ever seen! This one is smoking hot and virtually NO ONE is doing it.

I'm also going to GIVE YOU a viral Wordpress plugin as an example that'll make it super simple to add opt ins to your blog. You can also ask me a question you want me to answer on the call at

<http://www.askmarlon.com/askmarlon>

You'll find my products at:

<http://www.marlonsanders.com>

This ALSO applies if you purchase the excellent Paul Myers product from me:

When Paul writes something and actually SELLS it instead of giving it away in his ezine, it is REALLY extra gold.

<http://www.talkbiz.com/contentcash/?=7>

This also goes for purchasing the Joel Peterson webinar system:

<http://webinargo.com/replay.php?webinar=ms>

That is a whole webinar that's incredibly insightful on how to sell stuff using automated and manual webinars.

If you purchase either of the above and want to be on the Mastermind Tuesday evening at 8 p.m. CST, 6 Pacific, 9 EST (one hour in length), then just post your receipt to getyoursupport.com

If you purchase any of my products, you'll automatically get the dial in info.

If we have over 15 people, I'll put it on interactive GVO conference. Less, and it'll be on gotowebinar.

Now, if you're an AFFILIATE, watch your email on Monday for a really smoking hot new promotion with several high converting OTO's a downsell and 100% front-end commissions. [Sign up here if you haven't already](#). If you are an affiliate, you'll [find promo tools on the blog](#).

Where To Find Your Optimize Press Videos and Wishlist Member PDF

If you own Info Product Dashboard or bought it to get the Optimize Press Videos and the Wishlist Member PDF, here is where you find it:

a. Log in at: <http://yourloginlink.com>

User Name = your email address

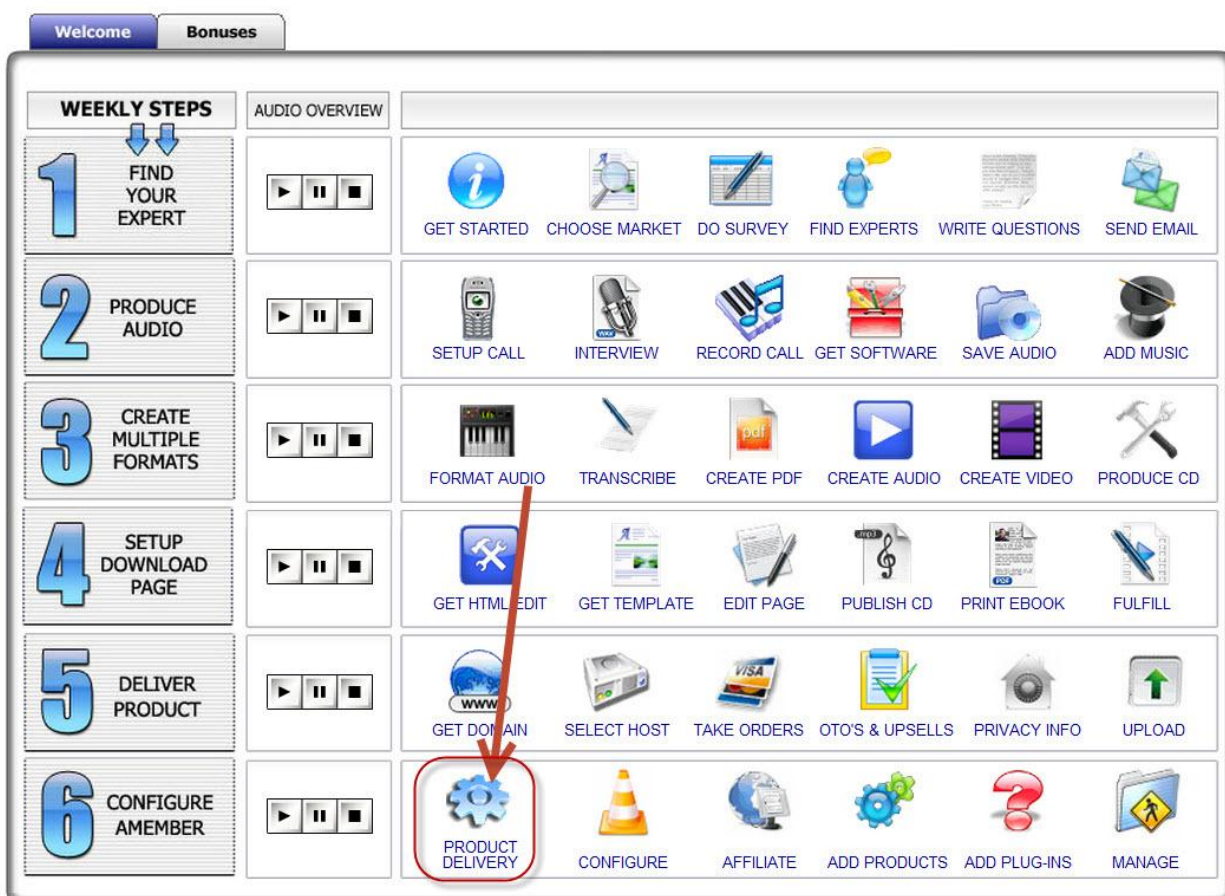
Password = Whatever you typed in

Try several email addresses. I've noticed a lot of people trying to log in with the wrong email address.

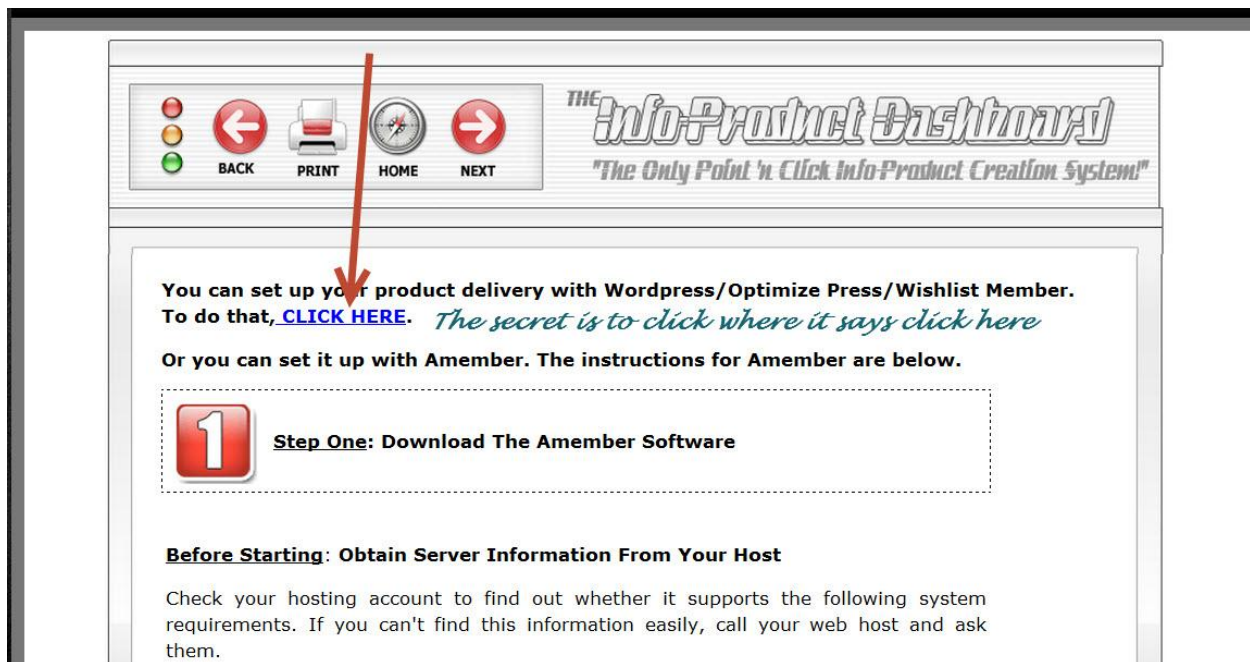
The new stuff is on the above URL which redirects to our Infusionsoft installation. The OLD Amember or Wishlist installations do NOT have the updated product.

b. After you log in by clicking Info Product Dashboard on the RIGHT side of your login page.

c. Now click to access the Product Dashboard. And you go here:



d. Now click where the arrow points. Then click where it says **CLICK HERE**.



That takes you to 9 video links and a PDF link.

Need support? Somehow people think you gotta sign up or something to get support from us. All you do is go to getyoursupport.com, click on link one which is the support desk. You click START a discussion, fill in your name, email and your problem. We email you a TRACKING LINK you can click on to check the status of your problem. That's all there is to it.

Marlon Sanders Support

You have been logged out.

To Get Support Click "START A DISCUSSION"

After submitting your discussion, check your email for your tracking link.

To get the fastest and most reliable support from us, submit a ticket to our support desk. We respond Monday-Friday between 9 a.m. and 4 p.m. Central Standard Time. After you submit your ticket, you'll receive a tracking LINK via email, so you don't have to rely on email.

For a VIDEO on how to use the support desk go to: <http://www.askmarlon.com/supporthelp>



Start a discussion



Browse discu

Now, to today's content....

We've been doing really in-depth research on Wordpress for a product that is now months in the making (which kinda violates my golden rule of product creation...however...these Dashboards take FOREVER to do but I feel they provide exceptional service and value to you as a customer...which is PROVEN by the fact that my customers use our Dashboards YEARS later...I know because every day I give out logins to customers who bought dashboards 5 and 6 years ago and STILL use them!

Anyway, I digress. In doing this research, I just keep stumbling across totally awesome stuff and I wanted to share a few of those today that will

maybe turn you onto Wordpress if you're a late adopter or give you some new ideas if you're already using it.

7 “Must Know” things about Wordpress

1. Get Several Themes For Different Occasions

I like [Optimize Press](#) because it's a Swiss Army Knife.

But we also use Amped theme currently. And I just found a new one I'll be using and telling you about on Monday or Tuesday. It's a real humdinger.

Themes are really incredible. In the old days, they were boring. But I find the new breeds to be VERY dynamic!

For example, I like to take photos just as a hobby. I've been looking at the [Expose Theme](#) for a site for my amateur photos. But there are so many photo themes, you feel like a kid in a candy store. Many are completely awesome.

I want to have a “corporate” site, possibly on my name. So when people Google me they find something other than a sales letter. [What about this theme](#)? Pretty corporate, eh? And I can have that set up in under 30 minutes, looking like I'm all a big dog and everything!

I've thought about putting a site up on my mum's name, which I own. And just putting her pix on it. And one for my dad. So someday, when I'm not here, but my brother's kids, kids, kids are, they know who my mom was. Or maybe others will be searching.

Now, the BUSINESS benefits of themes and Wordpress are speed and simplicity.

No html tables. You just use shortcodes.

No CSS unless you need to tweak your themes.

EASY to add graphics that look great! Easy to add video and audio. EASY to have your PODCAST up on iTunes with NO extra effort using Podpress.

2. Must Know Thing #1: Keep your Wordpress up to date. No really, KEEP it up to date or else!

Yeah, there's a lot nasty stuff that can go on with Wordpress is you let it get out of date. So you gotta update it. The bad news about that is it sometimes takes plugins time to adapt to the new version.

So you can go one version behind until your plugins catch up. I LIKE to only use plugins that are frequently updated for this reason.

Now, if you have a DEDICATED server, you MUST have someone managing it for you, updating your core system like Fedora, or whatever you use. And your php and Mysql versions. Otherwise, you won't be able to upgrade to the latest veersions of Wordpress and it'll totally suck.

I know this from WAY too much personal experience.

3. Plugins are super hot sellers right now

You can easily outsource getting plugins created. ON MY TUESDAY NIGHT MASTERMIND I'M GOING TO GIVE YOU AN ACTUAL PLUGIN YOU CAN USE ON YOUR BLOG THAT IS THE PERFECT EXAMPLE of how to cash in on plugins.

I see plugins selling super hot right now. You need to be pretty good at outsourcing to get these done. But people are doing it all the time and some people are doing VERY WELL selling them.





























4. Use TinyMCE or a Shortcodes plugin instead of the default Wordpress Editor.

TinyMCE is a plugin that replaces your regular Wordpress editor with many pimp options.

Look on this picture and you'll see how you can select what you DO or do NOT want to appear on your toolbar. And you can select what ROW you want it on.

In other words, it's totally customizable.

Buttons Group 1

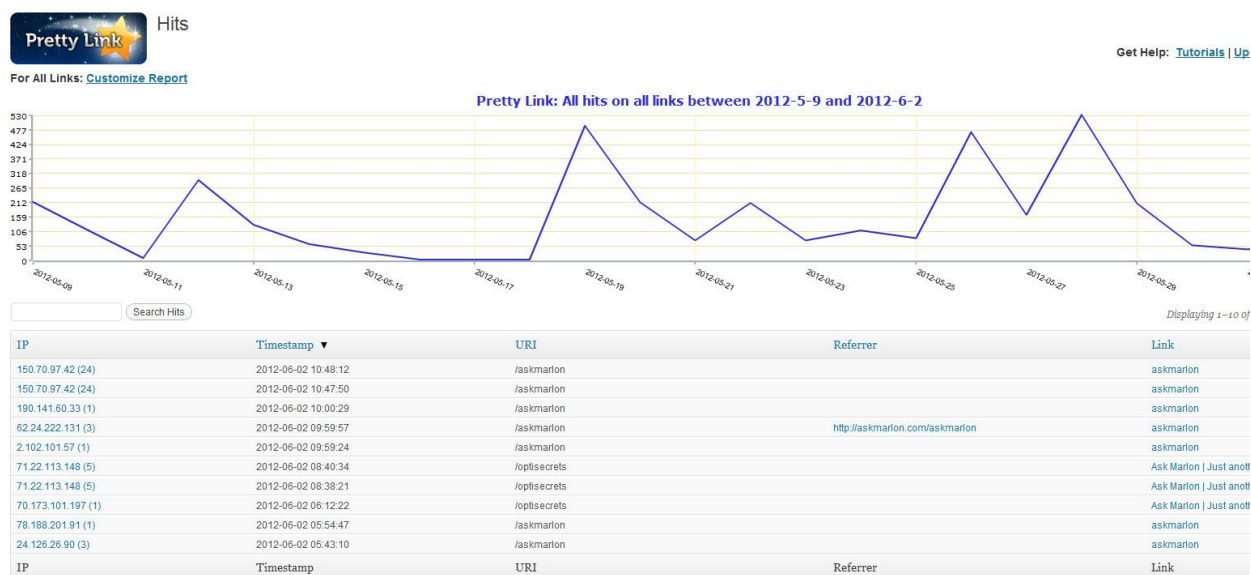
Description	Enable	Image	Help	Row Selection
Font Select Button	<input type="checkbox"/>	Font family ▾		Row 1 ▾
Font Size Button	<input type="checkbox"/>	Font size ▾		Row 1 ▾
Cut Button	<input type="checkbox"/>			Row 1 ▾
Copy Button	<input type="checkbox"/>			Row 1 ▾
Paste Button	<input type="checkbox"/>			Row 1 ▾
Background Color Picker Button	<input type="checkbox"/>			Row 1 ▾
Foreground Color Picker Button	<input type="checkbox"/>			Row 1 ▾
Horizontal Rule Button	<input checked="" type="checkbox"/>			Row 3 ▾
Visual Aid Button	<input type="checkbox"/>			Row 1 ▾
Anchor Button	<input type="checkbox"/>			Row 1 ▾
Subscript Button	<input type="checkbox"/>			Row 1 ▾
Superscript Button	<input type="checkbox"/>			Row 1 ▾
Search Button	<input type="checkbox"/>			Row 1 ▾
Replace Button	<input type="checkbox"/>			Row 1 ▾
Insert Date/Time Button	<input type="checkbox"/>			Row 1 ▾

Buttons Group 2

Description	Enable	Image	Help	Row Selection
Style Select Button	<input checked="" type="checkbox"/>	Styles ▾		Row 3 ▾

5. Use Pretty Link or Another Blog Redirect Tool To Reduce Email Deliverability Issues, shorten affiliate url's, give you stats and To “Fix” Mistakes

Here are my Pretty Link stats:



You can't see that real well, but what it does is show me by day the number of people who clicked on one of my redirect links and the ip address.

The ADVANTAGE of using Pretty Link is that I can use my OWN domain instead of say “Budurl.com.” The redirect SERVICES tend to have an issue with occasionally getting blacklisted.

Aweber advises you NOT to use them.

But ANY domain you install wordpress on can be used to quickly, simply and easily create redirect links:



Add Link

Mingle must be configured. Go to the [Mingle Admin Page](#) to setup your new social network!

Fast Secure Contact Form - You still haven't completed your Meeting Scheduler settings. [Click here to learn more](#), or [Dismiss](#).

Thank you for choosing Ultimate Tinymce.

Please visit the [Ultimate Tinymce Settings Page](#) to begin customization of your editor.

If you are upgrading from a previous version, you will need to [reconfigure](#) your button row settings.

WishList Member Notice: No Membership Levels added yet. [Click here](#) to add a new membership level now.

Redirection Type*:

307 (Temporary) ▼

To Enable Cloaked, Meta-Refresh, Javascript, Pixel and Pretty Bar Redirection, upgrade to [Pretty Link Pro](#)

Target URL*:

<http://www.thisiswhereyouputYOURlink.com>

Pretty Link*:

<http://askmarlon.com/> NAMEYOURLINK

Title:

Options

Advanced

To enable Double Redirection, Keyword Replacements, URL Replacements, URL Rotations, Split Tests, and

Create or [Cancel](#)

This is a FREE PLUGIN. But if you upgrade to pro, they do allow split tests and url rotations, which are quite useful.

The GREAT thing about using a redirect is if you JACK UP the destination link when you send your email, instead of being stuck, you just change it in the redirect.

Or say a page goes down, you just change it in the redirect.

Or instead of sending a LONG GIGANTIC affiliate, url, you send a nice, easy short one.

6. Use Contact Forms

I'm using one for my Tuesday night Mastermind where you can submit a question:

<http://www.askmarlon.com/askmarlon>

We are testing out many different form creator plugins for the product we're creating about Wordpress. But here's an example of the fields I used to create the above form:

The screenshot displays a form builder interface. At the top, the form is named "Ask Marlon" and "Ajax enabled" is checked. A help note mentions "supported fields", "FIELDSETS", "default values", and "regular expressions". Below this is a table of fields:

Field Name	Type	required	e-mail	auto-clear	disabled	read-only
Your Name[Your Name]	Single line of text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	Single line of text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website[http://]	Single line of text	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Message	Multiple lines of text	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Below the table is a button labeled "** Add **" and a dropdown showing "1 new field(s) @ position 1".

The second section is titled "Messages, Text and Button Label". It contains settings for:

- Submit button text: Ask Marlon
- Waiting message: One moment please...
- "required" label: (required)
- "email required" label: (valid email required)
- Success message when form filled out correctly: Thank you for your question. Go snag a product \$37 or more and you'll get an email from me with the Mastermind call in info. It'll be live on video and interactive. (Opt. Popup Msg checkbox is checked)
- Failure message when missing fields or wrong field formats (regular expr.): Dude or Dudette, please fill in all the required fields. (Opt. Popup Msg checkbox is checked)
- Show messages: ☒ Above form, ☐ Below form

The most popular ones are Gravity Forms which aren't cheap and Contact Pro 7 which I find NOT that intuitive, even though it's the one everyone uses.

We're looking for a better alternative to put in the product.

You can't see that picture that great but all I did was use the default form fields and checked whether I wanted them required or not. That's about it. VERY simple.

7. Use the heck out of Shortcodes

I wrote a whole ezine issue on this, so I won't beat a dead horse here. But shortcodes REALLY add flexibility to Wordpress.

Optimize Press has tons of shortcodes. I cover these [some in the videos on Optimize Press](#). For now, you can just type in "shortcodes" in a plugins search and find some free

8. BONUS TIP: Use Wishlist Member, Digital Access Pass, iMember360 OR WSO Press

I just found this new theme called WSO Press that is for people doing Warrior Special Offers. REALLY cool. I'll tell you more after I test it out.

Wishlist Member is excellent. I have a PDF on it in the Optimize Press stuff. Digital Access Pass has a lot of fans. We personally use iMember360 since we use Infusionsoft.

The PURPOSE of these tools is to allow you to SELL content and deliver it in Wordpress in a way that is password protected and PROTECTS your download page from access by those who haven't paid.

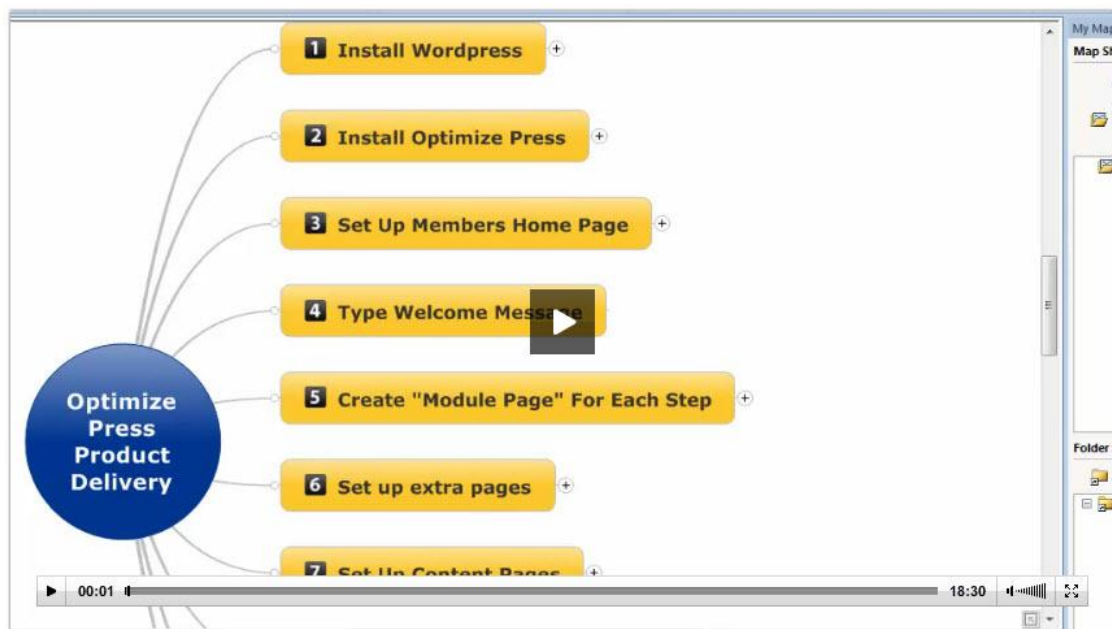
Now, I deliver my videos on Amazon S3 (also called Amazon Aws) because it's dirt cheap and works unbelievably good. I use S3 Flowshield to protect my videos from being downloaded.

That's not so important if you're just getting started. You need a few SIMPLE tools that allows you to focus on creating products, sales messages and making sales and putting money in your pocket.

Finally, if you don't got it, here it is:

DISCOVER THE

Secrets of Optimize Press



Get Instant Access!

