How to Get Started With Optimize Press, So You Become a Super Duper Marketing Machine Without Breaking A Sweat

This <mark>WORDPRESS THEME</mark> is so easy, I'll bet money a 12-year old could do it!

Hello,

Marlon here.

Optimize Press will take your Wordpress and turn it into a lean, mean marketing machine.

No if's, and's or but's about it.

Not only that, it's so simple, a 12-year old could do it with a few instructions.

Today, I show you HOW to get started LICKETY SPLIT!

Now, I'm making HUGE updates to PRODUCT DASHBOARD! I'll be releasing the 2.0 version soon.

See announcements for details.

Best wishes,

Marlon

This issue contains:

A. Who Else Wants To Be On My New Ateam?

B. Announcements from Marlon (Important)

C. Main Article: How to Get Started With Optimize Press, So You Become a Super Duper Marketing Machine Without Breaking A Sweat

D. Services You Can Use

Brought to you by: Marlon Sanders - Publisher

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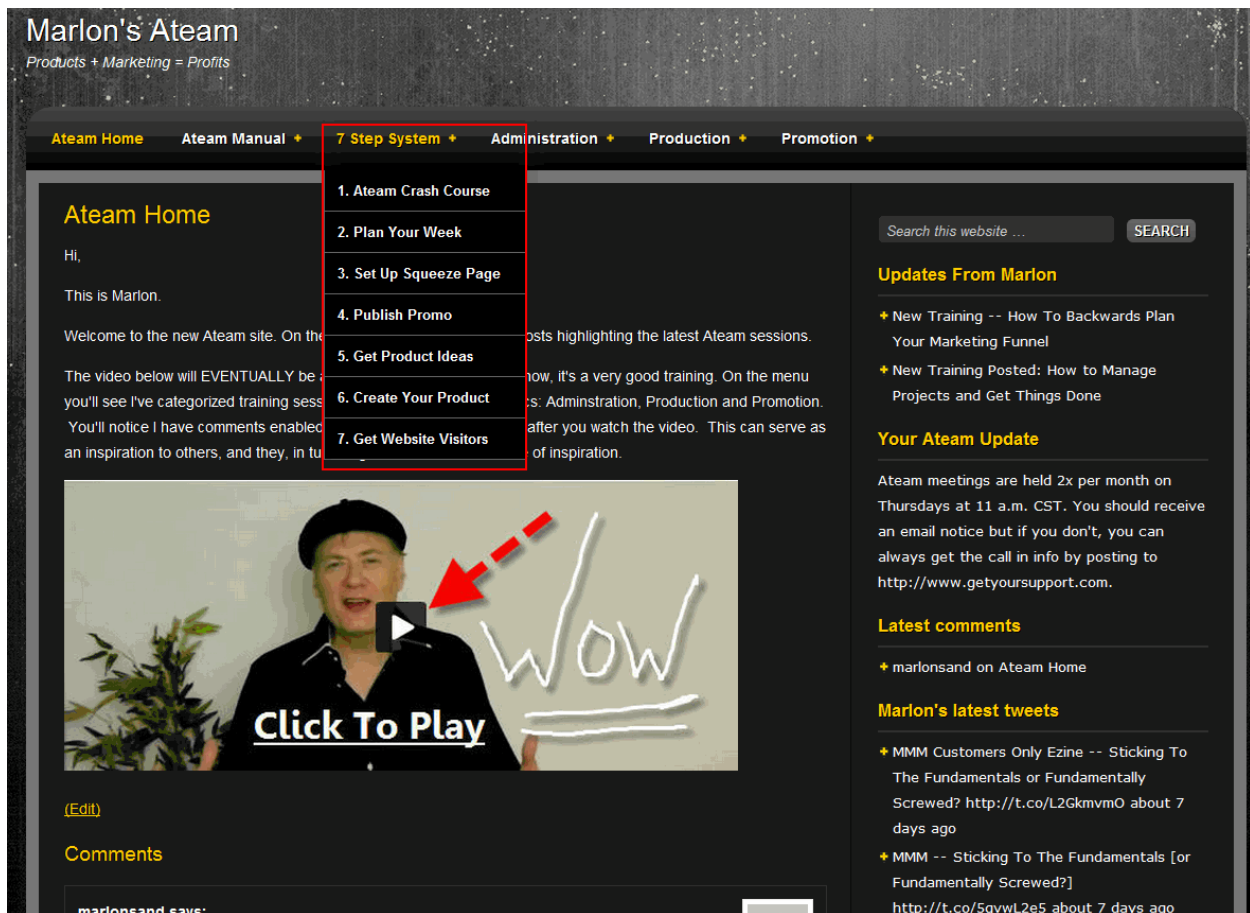==ATEAMERS – The NEW SITE is now in your product list when you log in at yourloginlink.com.==
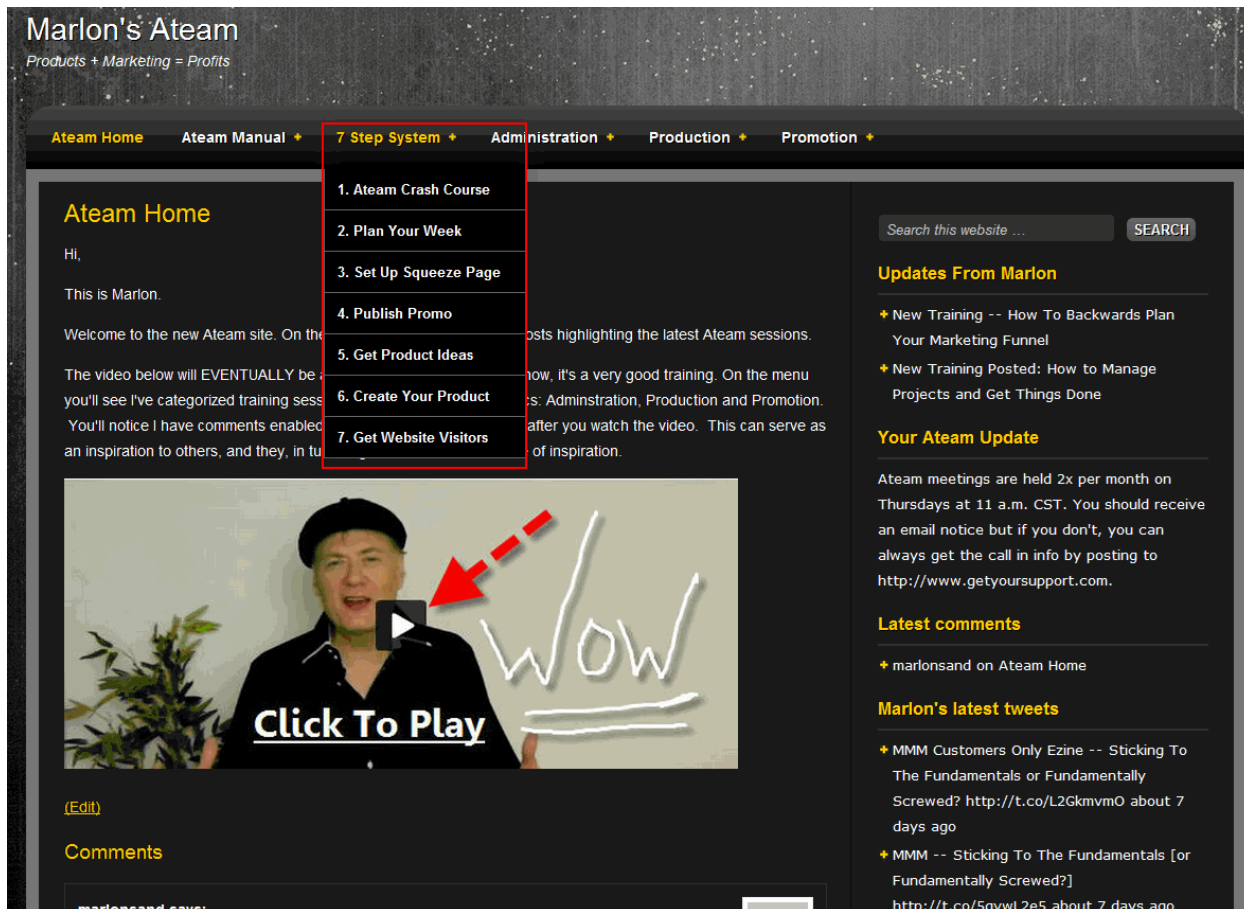
When you click Ateam, it'll give you a URL to click. You may need to re-enter your pass. The NEW ATEAM area is HOT and getting rave reviews:

Here is what you see when you log in:

I now have a 7-part quick start:

And videos are categorized and accessible through drop down menus:

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A. Who Else Wants To Be On My Ateam?

To join or rejoin Ateam, go here.

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B. ANNOUNCEMENTS FROM MARLON

How to Get Support

a. Do NOT email us. Please.

Go to:

http://www.getyoursupport.com

All you existing owners will be COMPED. That's right. All those OTHER products you bought…you can't even ACCESS 'em anymore from many other marketers. The download sites go dead after a few months, just like some of the METHODS used in those products. I'm not knockin' em. I'm just sayin'.

My products are here to stay. And while I may charge for upgrades on some, for THIS Product Dashboard update that is a very big upgrade for 2012, it's FREE.

Yeah dog, FREE. How 'bout them apples?

All you will do is log into your product at yourloginlink.com. The upgrade is being done on the INFUSIONSOFT installation, NOT the Amember version. I'm phasing out Amember.

So if your user/pass doesn't work at yourloginlink.com post to the support desk at: http://www.getyoursupport.com so I can get you a new login.

DO NOT EMAIL ME FOR SUPPORT. Half the time I don't get the emails. They get buried. If the live chat isn't on, the BEST way to get reliable and fast support is to post a support ticket.

C. If you aren't subscribed to TALKBIZ.COM which is Paul Myers ezine, you need to be.

Paul puts out amazing content.

C. Today's Article:

[How to Get Started With Optimize Press, So You Become a Super Duper Marketing Machine Without Breaking A Sweat](#)

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[Optimize Press](#) is a Wordpress theme.

It allows you to create really awesome sales pages and squeeze (email capture) pages within Wordpress super duper easy.

Most switched on marketers I know you use it or Profit Themes for at least some of their campaigns, if not all of 'em.

HOWEVER, if you do NOT a few simple TRICKS of getting started, you'll be endlessly frustrated and tempted to kick your cat and yell at your dog!

Not good.

Without the tricks in this issue, you could be as angry as THIS woman!

Instead, after reading this issue, you'll be like this man:

You may say, "What is it that Optimize Press or a program similar to it can do for me?"

* You can create affiliate launch and contest pages with it

Here's an example of one I saw just today from Maria doing another one of her incredible wso launches:

That was done in Optimize Press. And it's a PIECE of cake to do that also. Here's one Dr. Ben Adkins did for his offlineisdead.com launch and even Optimize Press users may not have realized THAT is what he used:

OFFLINE AUTOPSY
The Giant Joint Venture Partner Contest
Launching Friday the 13th

Click For JV Leaderboard

Friday, April 13th at 11AM EST

Sign Up For
Commission Upper!
Address Needed to Mail Prizes

He REALLY pulled out all the stops on the launch with cash, prizes, an intriguing angle and more.

Now, I'm sure Ben had a graphic designer do the header there. But the base page was Optimize Press.

* You can create product delivery pages and membership sites in a heartbeat.

It's really a swiss army knife tool for Wordpress.

Here's an example of a page I put in a jiffy.

That page is at: http://www.learnfrenchcd.org
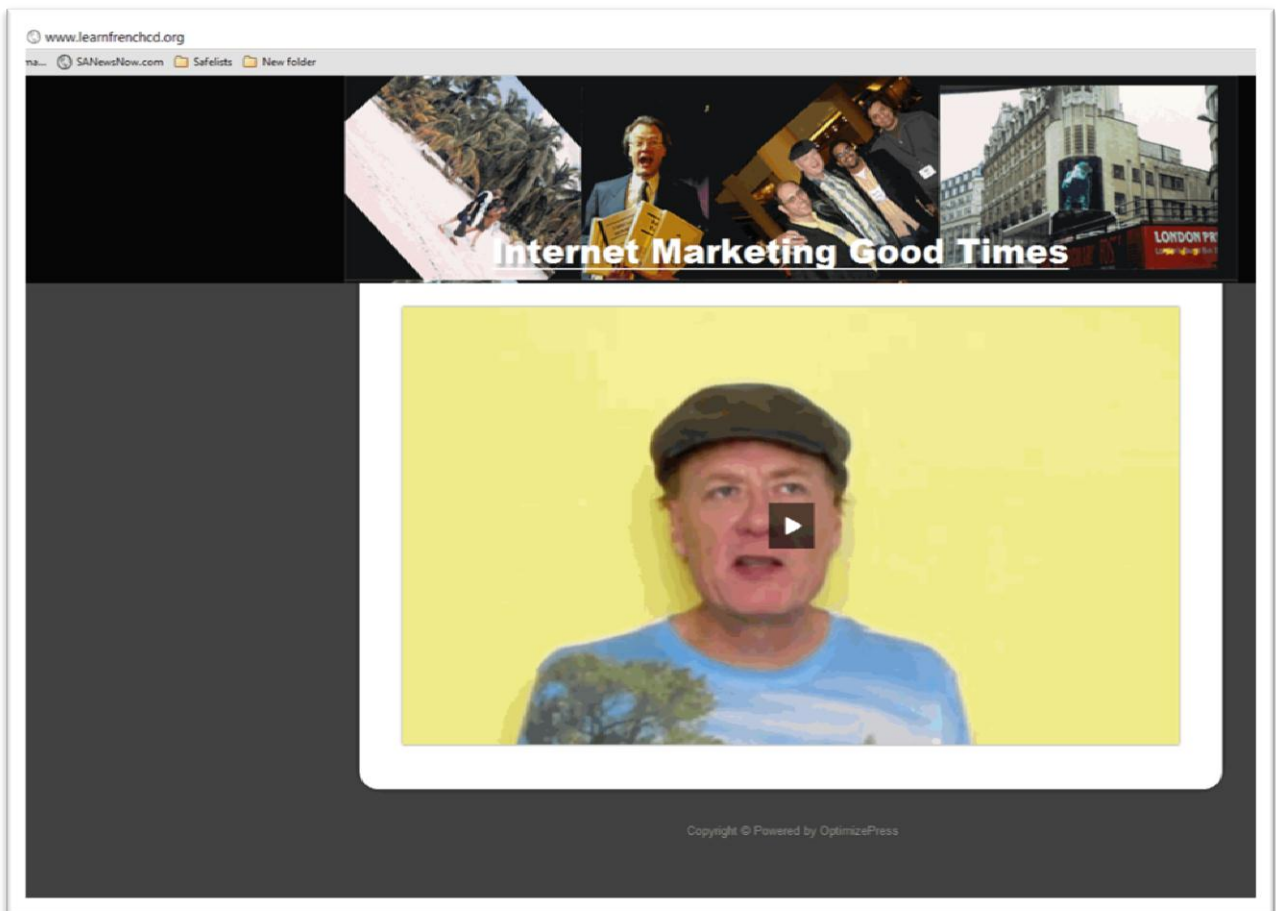
It will likely change soon. As you can see, I just did it as a quickie example. I grabbed a video link off my Amazon Aws account.

Then I opened Power Point and did the little header graphic. And since it has nothing to do with Learning French, I'll be changing it soon.

BUT THERE ARE SEVERAL TRICKS YOU NEED TO KNOW.

Trick One: Use the domain in "settings"

As far as Optimize Press itself, you buy it, install it as a Wordpress Theme, THEN you put the domain in the activation area of the Optimize Press private site.

There's a video to show you HOW to do this:

All you do is put in your domain name followed by a comma and hit submit:

First Time Licensing Your Sites/Domains?

Is this the first time you are licensing your site(s)? Enter the domains in the box below. Each domain should be comma separated (e.g. http://www.domain1.com,http://www.domain2.com)

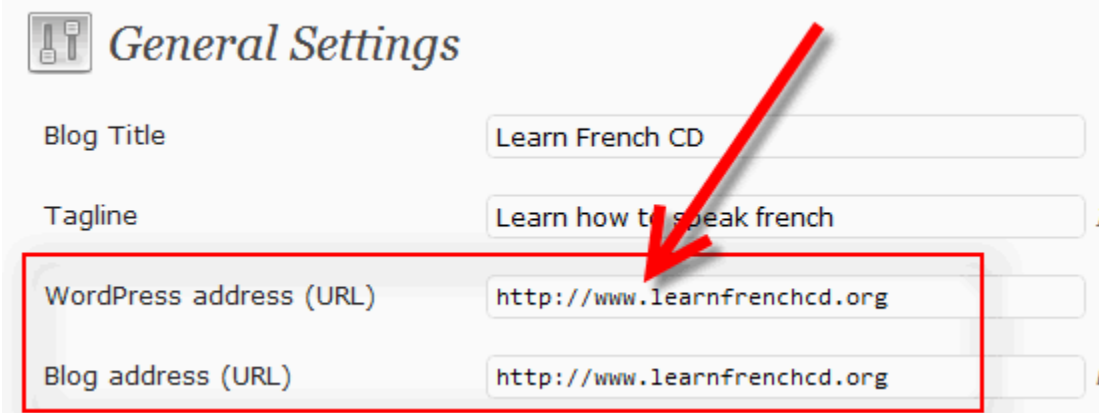Enter your domains here (separated by comma)

Submit

Adding New Sites/Domains?

If you are adding new domains to your account, enter the domains in the box below. Each domain should be comma separated (e.g. http://www.domain1.com,http://www.domain2.com). If not – scroll down to enter additional domains...

Update your domains here (separated by comma)

Submit

The TRICK is you MUST use the exact same formatting of the domain as you used in your Wordpress settings:

General Settings

Blog Title	Learn French CD
Tagline	Learn how to speak french
WordPress address (URL)	http://www.learnfrenchcd.org
Blog address (URL)	http://www.learnfrenchcd.org

Just copy and paste that into the licensing and you'll be fine.

Trick Two: You MUST put stuff in a few DEFAULT settings first or the whole thing won't work.

You click Optimize Press on your sidebar menu THEN upload images as shown in the red boxes:

Posts
Media
Links
Pages
Comments

Appearance
Themes
Widgets
Editor
Add New Themes

Plugins 2
Users
Tools
Settings

OptimizePress
General Settings
Instant Pages
Membership Options
Blog Options
SEO Options
Sales Letter Navbar
Squeeze Page Navbar
Funnel Config
Funnel Page Setup

optimize press
Create Killer Pages Fast

insta

General Settings | Membership Settings | Blog Settings | Sales Lett

OptimizePress Settings

OptimizePress is activated.

Activate Header Sitewide

☑ Activate the header on all new pages. Note that this will not affe
pages you have already published in Wordpress

Header Upload

http://www.learnfrenchcd.org/wp-content/uploads/20

[Upload Image]

Header Full Width Background

http://www.learnfrenchcd.org/wp-content/uploads/20

[Upload Image]

Header height

279

Logo Upload

http://www.learnfrenchcd.org/wp-content/uploads/20

[Upload Image]

Trick Three: Make your header 977 pixels wide

But I KNOW what you're thinking, "Marlon, WHERE do I get those images?

You can have them made. But just to get the defaults, filled in, grab Photoshop Elements and do it like I show you in Design Dashboard.

Or, if you're broker than a wooden nickel, so broke a pawn shop won't even give you money, THEN use Paint.net. It's FREE and very good.

You just do file > new and then put in 977 PIXELS.
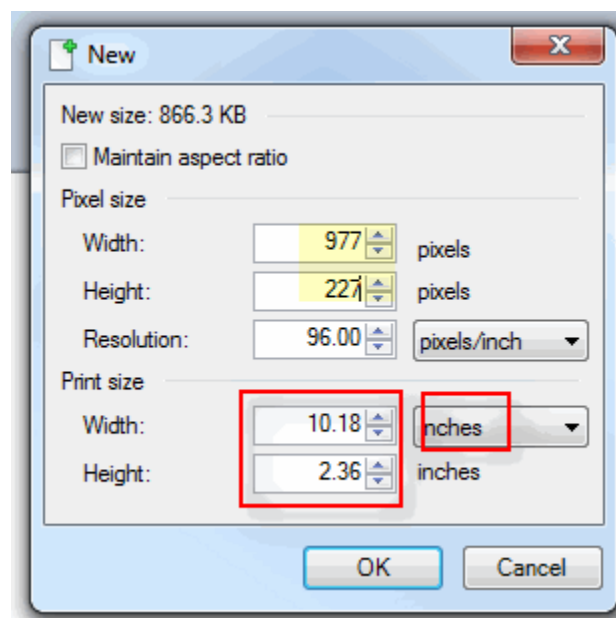
The height isn't critical since this is your default header. Now, you can create your basic header:
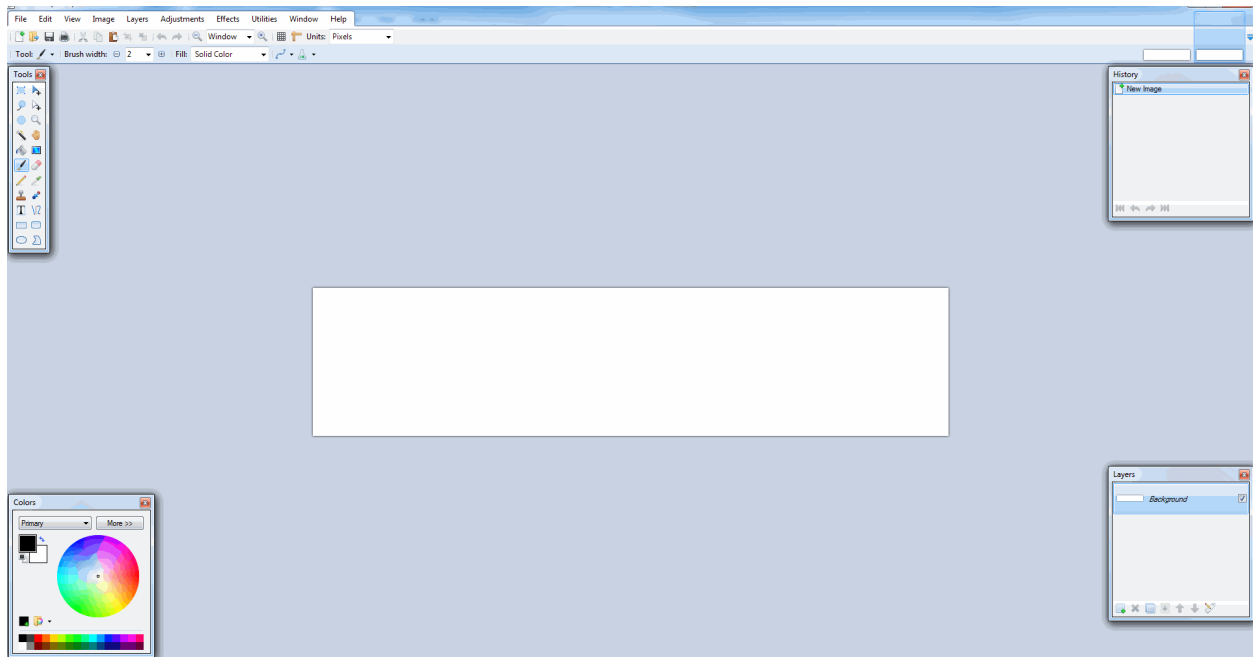
Paint.net uses LAYERS just like we teach in Design Dashboard for Photoshop Elements. It's REALLY a fantastic program for free. And yeah, for all you hyper paranoid MAC USERS, yeah dog, it works on a MAC too!

How bout them apples?

Here is the layers palette:
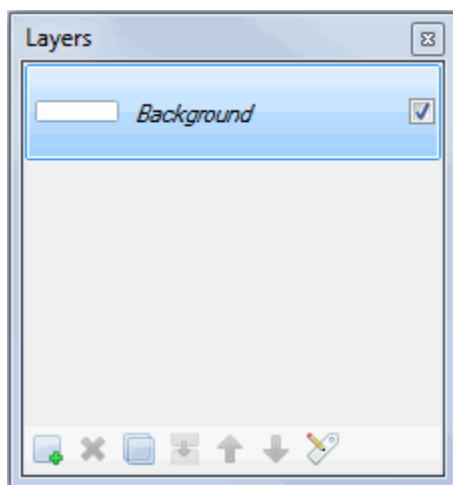
See the box above? It has little tools on the left you use to put in your text, colors using the paint bucket and so forth. You got your eraser, magic wand, everything you need.

This should be child's play to you if you did even a halfway decent job going through the first two rows of Design Dashboard.
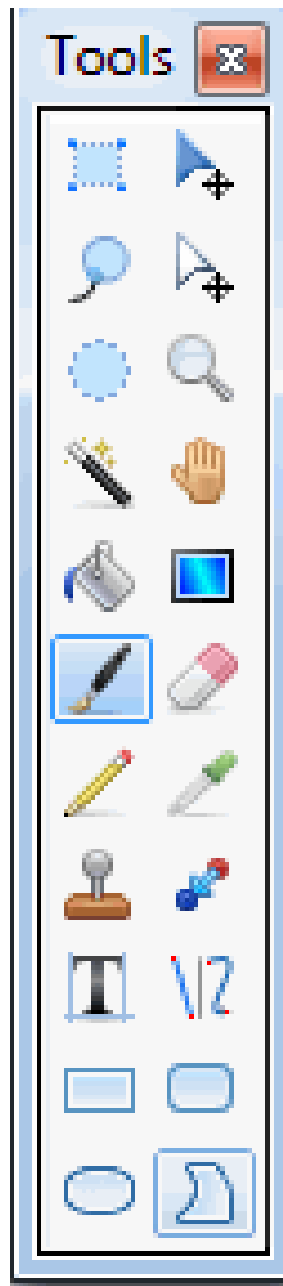
Trick Four: AFTER you've done the above, THEN CHECK that you want to SHOW the header on your page.

Otherwise, you'll have No freaking header.
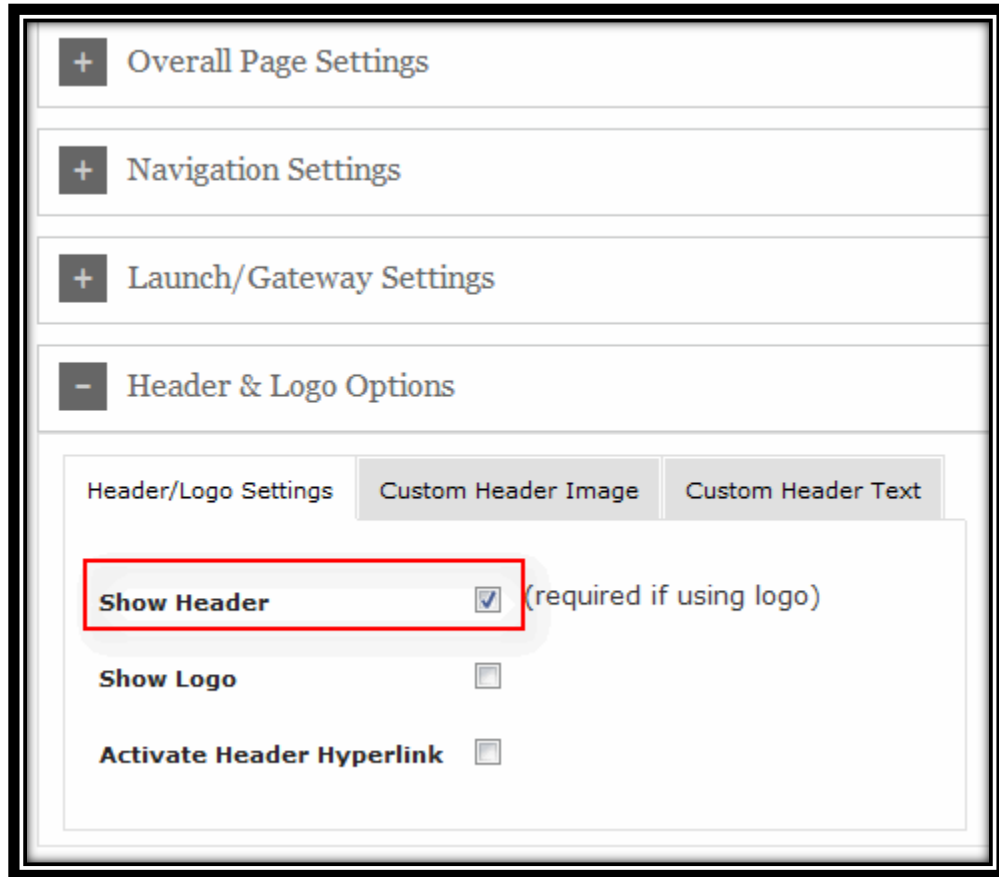
Trick Five: AFTER the above, NOW you can add the header you want to use on your page.

By the way, if you're an ATEAMER, last Thursday I covered one of the coaching modules, the 95-slide presentation on choosing a target market via color coding. It's a drop dead module that took me a lifetime to be able to create.

I'll have that UP and IN Ateam TODAY!

D. "Services You Can Use"
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NEED A COPYWRITER?

Graeme John is awesome. He wrote a Coaching letter for me that hit a home run. If you have money and want to contact him, contact Lisa at getyoursupport.com and say you need to contact Graeme. As with any vendor follow good business procedures and make sure it's a good fit. But I REALLY like Graeme's work ethic, the way he writes copy and his attention to non-hypey but effective copy.

D. "Services You Can Use

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links)

Get the NEW Product Dashboard soon to be upgraded to version 2.0
http://www.productdashboard.com

Save 100's on graphic design:
http://www.designdashbooard.com

NEED A SALES LETTER? Fill in the blanks and click a button. The ORIGINAL fill-in-the-blanks letter software
http://www.pushbuttonletters.com

Newbie? Get up to speed FAST with the in-house training I gave one of my new employees. http://www.themarketingdiary.com

Need TRAFFIC to your web site? Check this puppy out:
http://www.1in102.com

FACEBOOK Marketing Extreme:
http://www.marlonsanders.com/facebook/

Need a target market? http://www.pushbuttontargetmarket.com

WEBINAR Pitch Secrets Revealed:
http://www.marlonsanders.com/webinarpitch/2.html

Money Getting Secret: On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now! http://www.marlonsanders.com/writerssecret/

6 figures in 90 days as an affiliate?: Discover the simple to follow, no b.s. techniques that made this affiliate 6 figures in 90 days. These results aren't average or typical but it IS a very good training product for you if you wanna be an affiliate. http://www.marlonsanders.com/cowboy/

Top Google Rankings In 9 Minutes On Hyper Competitive Keywords? See the webinar replay: http://www.budurl.com/topgoogle2

List To the "Pizza Cast" and discover some cool secrets of promoting products: http://www.promodashboard.com/pizzacast/

How To Trick Out Your Optin Boxes Before You Can Say Jack Flash... Then Put 'Em On Your Facebook, Blog, Web Pages, Sidebars, Fly-Ins, Squeeze Pages, Email Capture Pages, Exits And Pop Up's And Become A Freakin' List Building Machine! http://marlonsanders.com/optinsecrets/promo.html

Tinu's Famous Evergreen Traffic System: http://trafficreality.com/evergreen/

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E. MY SPECIAL THANKS TO THE FOLLOWING PEOPLE
WHO HAVE SUPPORTED MY PRODUCTS AND CONCEPTS OVER
THE YEARS:

Allan Gardyne
Michael Merz
Jason Fladlien
Matt Gill
Kevin Wilke
Russ Brunson
Tim Castleman
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Connie Green
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Sean Mize
David Jenyns
Terry Duff
Yanik Silver
David Ledoux
Bill Hibbler
Jim Edwards
Sasi Kumar
Ewen Chia Ti Wah
Michael Wong
David Vallieres
Titus Hoskins
Michael Paetzold
David DiPietro
Brian Terry
Dan Kelly
Michael Filsaime
Dave Lovelace
Derrick VanDyke
Gary Martin
Melanie Mendelson

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Jeremy Burns
Sharlene Raven
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Joel Comm
Gabor Olah
Craig Haywood
Sterling Valentine
Frederic Patenaude
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Liz Barton
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Marc Horne
Willie Crawford

Thank all of you. You have my gratitude forever.
Your contributions to my life and my business do
not go unnoticed nor unappreciated.

If we stand tall, it IS because we stand on the shoulders
of giants who came before us and who gave us a helpful hand.