



WordPress SUCCESS PATH

*Getting Started with WordPress Without
Coding or Information Overload*

JOHN BROOKHOUSE

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WordPress.org: Throughout this book the term “WordPress” will be used regularly. Unless otherwise noted, this will ALWAYS mean WordPress.org and not WordPress.com. A little later in this book the difference will be explained.

The Speed of Technology: While every effort is made to keep this book up-to-date, technology moves FAST. Therefore, a process or screen may look a little different to you when you’re actually going through it on your own. If you spot such a difference, please let contact me and I will get it updated immediately.

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INTRODUCTION

Some things in life are no-brainers. Generally speaking...

- You can't live without air
- You can't buy a house without money
- You can't take a road trip without a car
- You can't skydive without a parachute
- And you can NOT have a successful business without a good website



There are no two ways about it... Life today is **ONLINE**. Every desk has a computer, every pocket has a mobile phone, every coffee shop has free wifi, and nothing brings more terror to the average person than the realization that they left their phone at home.

If you're anything like me, you've looked up a business online and seen



INTRODUCTION

a bad website, or even no website at all, and what did you do? You probably moved on to another site, just like I have countless times. So who am I? I'll get to that in a minute. For now, let's talk about you!

The fact that you're reading this book suggests a few different things:

- You know little, if any, coding. In fact, when people talk about CSS, JavaScript, PHP, and HTML, you probably ask if they are contagious and put a call in to your doctor to get a checkup.
- In addition to not knowing how to code, you're also too busy to try and learn how to code.
- You either have your own business, you are looking to start a business, you have a passion that you want to share with other, or perhaps you are just trying to take over the world (it could happen).
- You understand that you need a website and you've heard that WordPress is a great option, but you have no idea how to get started, or why to even choose WordPress... Right?

Whether you are a freelancer trying to get a more professional image, a hobbyist trying to connect with others that have the same passion, a nine-to-fiver that is ready to leave the rat race and start running a lifestyle business, or anything else, you need a website, and what you've heard is true: The best solution for you is... **WordPress**.



MEET JOHN

So who am I and why should you listen to anything I have to say? Well, more than likely... I'm just like you.



Winding back the clock a bit, I spent 10 years in the mortgage industry until I got laid off during the housing crisis in 2006. Not only did I lose my job, but 60% of the jobs in my industry disappeared virtually overnight, leaving me with virtually no possibility of getting another job in the industry that I had spent the last decade in.

Because of this, I started looking for jobs in similar industries where they would appreciate my skill set, but guess what? All of those other people that got laid off at around the same time were doing the exact same thing and competition for **ANY** job was fierce. To stay gainfully employed in a “traditional” job would have meant starting over and, more than likely, earning minimum wage.

This was not acceptable to me. I knew there had to be a better way.

I knew there had to be a better way



MEET JOHN

Instead of going the “traditional” route I decided to market my abilities myself. I had been editing videos for my church and dabbling in photography, but I knew I couldn’t market myself without a good website. I tried to fake my way through an HTML site, but the results were pretty horrible. I tried buying a template and working through that, but ultimately I still needed to hire someone to help me make it work right, and after spending that money I still wasn’t happy. And then... Everything changed. I found WordPress, and the angels sang from the heavens. Well... Not really. Not at all, actually.

The truth is, if you go back a few years, you’ll see that WordPress wasn’t quite the solution that it is today. You still needed to have a decent knowledge of coding to really accomplish whatever you wanted. I cannot even begin to tell you how many hours I spent looking for snippets of code or answers from coders to accomplish what I wanted to do. Sure, I could have learned to code, but I was busy building a business out of my hobbies! I had **NO** time left for that kind of education. So I lived on search engines, looking for information that, more than often, wasn’t there.



But you know what happened after years of searching for answers online? I found a lot of them! That’s right... Before I knew it I could identify a good WordPress theme and how to get the looks I was going for. I (painfully) determined the wrong sources to listen to, and found the right spot to get **REAL** answers that would **ACTUALLY** help me. I found out which companies are worth paying money to, and which will just take your money and leave you hanging.



MEET JOHN



Fast forward to today and I consider myself a very, very capable web designer, and **I STILL DON'T KNOW HOW TO WRITE CODE!** And **I HAVE NO INTENTION TO LEARN HOW!** Don't get me wrong... If you plan to be a full time web designer you should probably (shudder) learn how to write code. But here I am, a non-coder, and I have earned tens of thousand of dollars creating websites for **VERY** happy customers. I know of **VERY** capable coders that charge **FAR LESS** than me to create a website, and that's **NOT** because I know more code. Quite the opposite. The reason I can charge so much more is because I have, through painful trial-and-error, found the right combination of hosting companies, themes, and strategies that have enabled me to produce great sites, full of power, that accomplish everything that I need them to accomplish... Without writing a single line of code!

As you work through this book I'm going to be sharing a lot of this knowledge with you so that you can have similar results in your life and business.



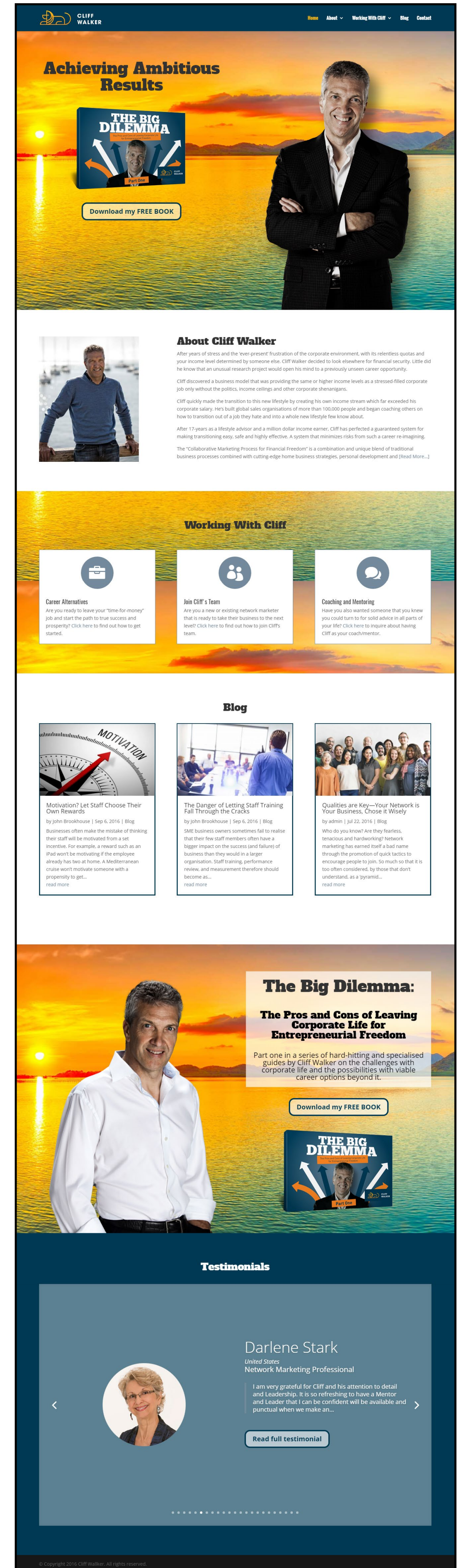
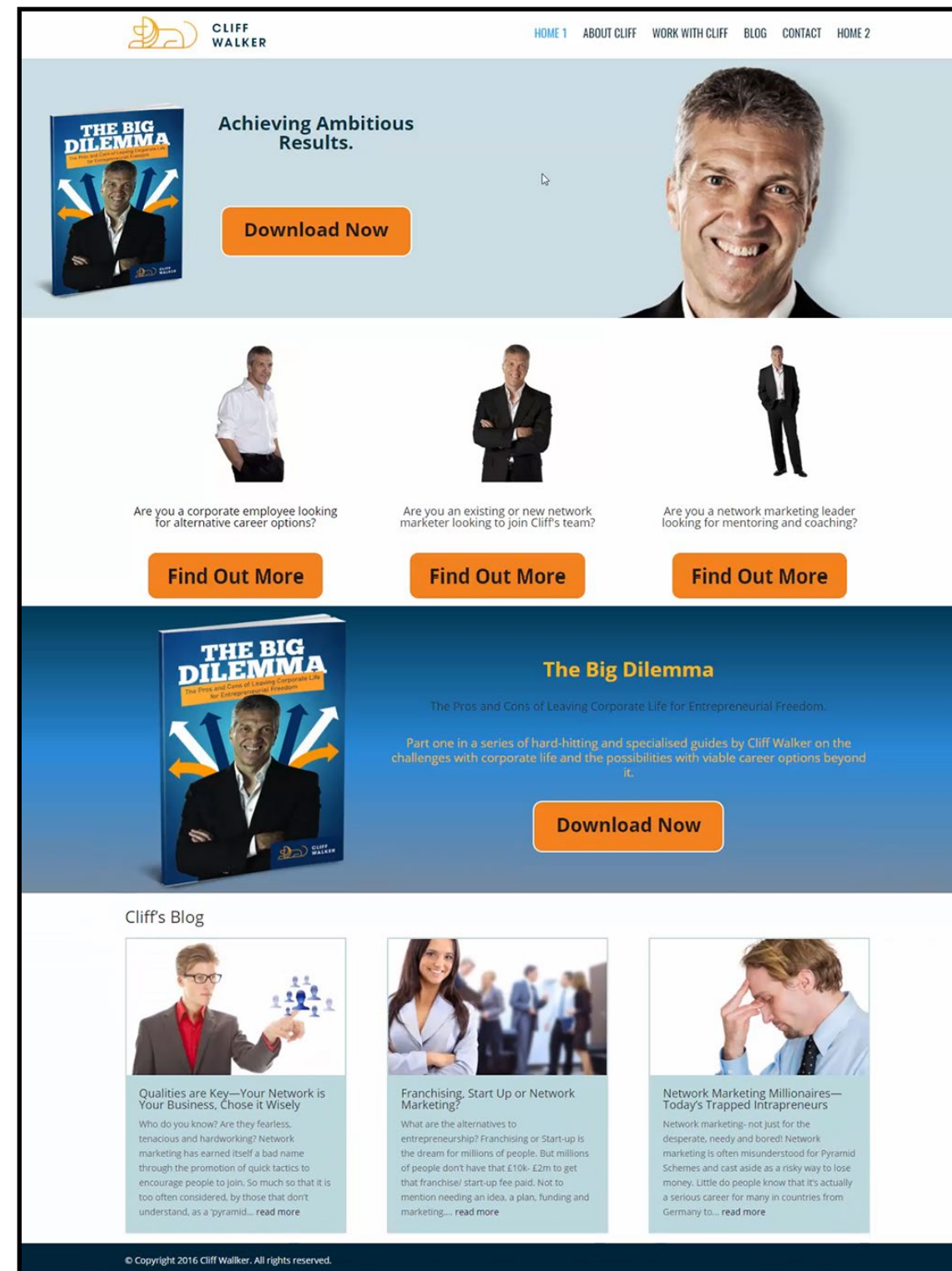
MEET JOHN

Let me give you one quick example. My good friend, and long-time client, Cliff Walker came to me and asked me to create a website for him. He had already hired multiple website developers and was not at all happy with the results. So I stepped up and what you see on the right is the result. The smaller image on the left is what his homepage looked like before. The larger image is what it looked like after I employed the very same tools that we teach on the WordPress Success Path.

As much of an improvement as that is, you wouldn't believe how much the site changed on mobile phones. You would be shocked. Fortunately for you, I still have a way for you to see it even though the site has been taken down. Please do take a few minutes and view these results, as you will get the same results once you start down your success path:

[Click here to see what the site looked like BEFORE I was hired.](#)

[Click here to see what the site looked like AFTER I was hired.](#)





MEET JOHN

Hopefully you agree with me that the new site is a significant improvement over the old one. When you then add the fact that the original one was created by a true “web professional”, and I’m really more of a “web hobbyist”, you’ll see what is possible without any coding knowledge.

Can I answer every WordPress question out there? Nope. Not even close. Can I suggest a line of code to fix your broken site? Not gonna happen. But can I stroll you leisurely down the path that will take you to WordPress





WORDPRESS SUCCESS PATH

Success, without knowing code or being overwhelmed? Absolutely!

So what is a “Success Path”?

Simply put, I’ve been in your shoes, and I know the journey that lays ahead of you. I understand **EXACTLY** where you are, **EXACTLY** where you want to be, and I plan to get you there with the least amount of information necessary. The internet is **FLOODED** with information about WordPress, so trying to learn anything is like “drinking from a firehouse” (take a moment to visualize that). There won’t be any of that with me. I will tell you **EXACTLY** what you need to know, and nothing else.



I will **NOT** give you a list of 30 different hosting companies to try. Instead, I will tell you the **ONE** hosting company I recommend.

I will **NOT** tell you about the hundreds of different sources that are available for WordPress themes. Instead, I will tell you the **ONE**, and only **ONE**, theme that I recommend. And I will tell you the themes to avoid like the plague.

Just those two bits of information (hosting and themes) will save you countless hours and ridiculous amounts of heartache. Even if your hourly rate is minimum wage, these two bits of information will save you **LITERALLY** hundreds of dollars of lost time and effort. If you like the idea of saving hundreds of dollars, and getting from Point A to Point B without any unnecessary information, then you are ready to start down the WordPress



WHY WORDPRESS?



Success Path!

Anyone that's looking to create a website has certainly heard of WordPress. There's virtually no way you haven't. The WordPress platform powers over 25% of the **ENTIRE** internet. That means if you visit four different websites, the odds are that at least one of them was built on WordPress. This is a **HUGE** statistic and **NO OTHER PLATFORM** comes anywhere close to these stats.

So what does that mean to you?

I'll answer that, but first let's compare websites to mobile phones. How many apps are available in the Blackberry App Store? Not many. Why not? Because very few people are using Blackberrys. Now look at the Google Play App Store or the Apple App Store and you'll find **MILLIONS** of apps. Why? Because everyone is using these phones!

With that in mind, let's go back to the question "What does this mean to you?". Essentially, the fact that **SO MANY PEOPLE** are using WordPress means that the platform is supported by **MILLIONS** upon **MILLIONS** of users, developers, coders, companies, and more. Have a question about WordPress? There's an answer. Want your website to do "something" (membership, shopping cart, forum, SEO, etc.)? There's a simple plug-and-play solution for that.

With just some simply directional guidance (which I plan to give you), pretty much anyone can do anything they want with WordPress.

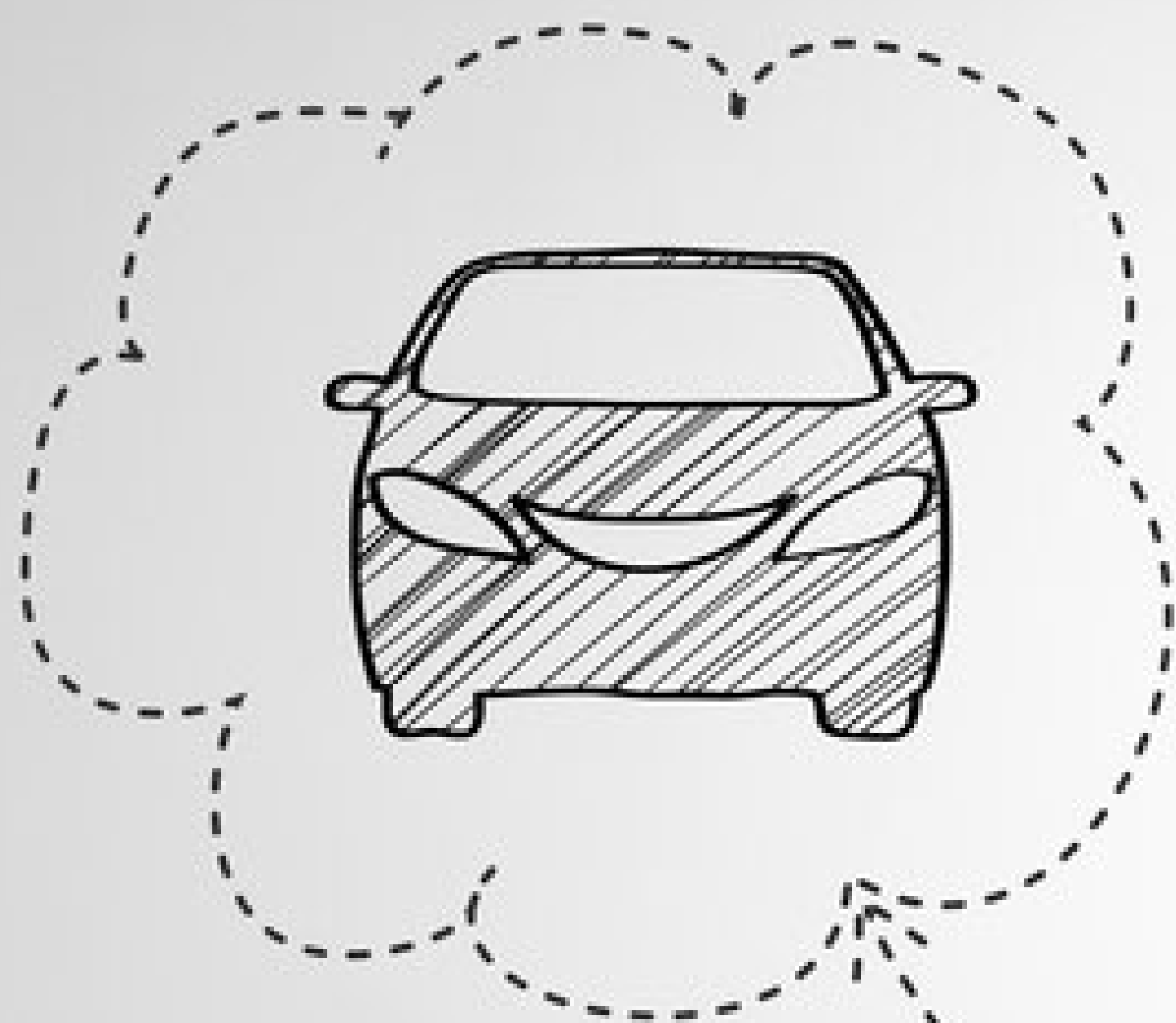


WHY WORDPRESS?

WORDPRESS.COM vs. WORDPRESS.ORG

Have you heard that there are two different flavors of WordPress? Those flavors are WordPress.com and WordPress.org (note that throughout this book when I say “WordPress” I am talking about WordPress.org unless otherwise noted).

The differences between these two are very similar to the difference





WHY WORDPRESS?

between leasing a car (WordPress.com) and buying a car (WordPress.org).

WordPress.com is hosted by WordPress and has some pretty significant limitations. Yes... It seems to be free, but there are several hidden costs (both financially and professionally) and, at the end of the day, you can't do everything with the site that you may want. It's just like leasing a car. It may seem like a good financial decision, but you don't really "own" the car and you have 37 pages of rules that you have to follow. Want to paint your car? Sorry, but you're leasing. That's not allowed. Want to add a towing package so you can easily transport your road bike? Sorry, but you're leasing. That's not allowed. Want to install a ridiculously good sound system? Sorry, but you're leasing. That's not allowed.



That brings us to WordPress.org. This is the equivalent of buying a car. With WordPress.org you have true ownership. You can have any domain you want (that's available). You can add any plugin functionality that you want. You can have any content you want. You can use any host that you want. You have **TRUE** power and **TRUE** ownership. Sure, you have to pay for yearly hosting fees, but the freedom and power that comes with WordPress.org is **WELL WORTH IT**. If the cost of hosting a website is a roadblock for you then you probably need to re-analyze whether or not you are ready to have your own website and/or business (sorry). It's an investment, but one that pays many dividends over the life of your business. And, as previously mentioned, if you follow along the WordPress Success Path, you'll get connected to a hosting solution that will serve you well.

At the end of the day you have to spend money to make money. Fortunately, with the WordPress Success Path, you only need to spend a small amount of



THOSE OTHER GUYS

money to realize huge amounts of potential income and social reach.

Let's address the elephant in the room: If you've spent any time online, watching TV, or listening to the radio, you've probably heard of the "drag-and-drop", simple website solutions provided by companies such as Weebly, Wix, Squarespace, and more. Well, as the old saying goes, "If it sounds too good to be true...", Yup... It probably is. And that is absolutely the case with these companies.

In keeping in line with my promise not to have you "drinking from a fire hose", let me keep this simple. The problem with these services is:

- You are tied to them. If they aren't living up to their service promise, you have no ability to export your site to another company. To move to another platform like WordPress means you have to **START FROM SCRATCH**.
- Because you are tied to them, they have you wrapped around their little finger. If they want to raise their prices, there is nothing you can do about it. If they stop offering functionality, there is nothing you can do about it. They **OWN** you because they know how much pain you'll go through if you want to switch.
- You may not be able to provide the functionality you want to. While these platforms have a growing list of plugins, they are **NOWHERE CLOSE** to the number of plugins that are available for WordPress. As an example, the Wix App Marketplace currently has 241 plugins (I counted them myself). WordPress has 46,383 (I did NOT count those myself). 241 vs. 46,383. Not much of a contest... Is it? Remember when I talked about the millions





THOSE OTHER GUYS

and millions of people that are supporting the WordPress platform? Well, none of these services have that. At **BEST** they have a couple of hundred of companies, not millions, willing to produce content for them, and that is severely limiting to you.

Now compare that to WordPress.org: Is your host failing you? Switch! Is your theme lacking? Switch! Need additional functionality? There is a **MUCH** better chance you'll find a plugin on WordPress than on any of the others.

Let's take a quick look at an example so we can better understand. I will continue to pick on Wix (sorry, Wix), and I'll throw WordPress.com in there for good measure. Take a look at the chart below and then keep reading.

	WordPress.org	WordPress.com	Wix
Hosting (annually)	\$120	\$0	\$0
Allow Custom Domain (annually)	\$0	\$72	\$60
TOTAL BASIC HOSTING	\$120	\$72	\$60
Register Domain	\$15	\$15	\$15
Custom Theme	\$40	\$0	\$0
Allow site monetization (annually)	\$0	\$40	\$0
Remove Platform Ads on YOUR site	\$0	\$188	\$60
Add online store	\$0	\$0	\$84
TOTAL ADD-ONS	\$55	\$243	\$159
TOTAL	\$175	\$315	\$219

*The pricing shown here is approximate and is a simplification of the overall pricing structure for these various platforms, but the essence of the information is accurate.



THOSE OTHER GUYS

As you can see, the upfront annual cost for WordPress.org is double the other ones! **BUT**... Registering a custom domain is the same cost across all platforms, **AND** you will pay dearly for things like removing platform ads, trying to monetize your site (add advertisements), or adding an online store. And that's just some of the fees those other sites ding you for. Granted, if you remove the online store from Wix it actually ends up being the cheapest by a few dollars, but that small difference simply does **NOT** make up for the loss of flexibility offered by WordPress.org. Also, although I am picking on Wix, all of those other platforms (SquareSpace, Weebly, etc.) are priced in a similar fashion.

So what's the bottom line? WordPress.org is 100% your best bet for flexibility and, in most cases, is the best value as well.

Two things your professional website **MUST** have:

- **A custom domain.** The psychological difference between xyzcompany.com and xyzcompany.wordpress.com or xyzcompany.wix.com in the eyes of your potential customer is **STAGGERING**. The addition of “wordpress”, “wix”, or any other platform's name into your URL **SCREAMS** that you aren't a legit company. It puts you firmly in the bucket of “hobbyist” and will, without doubt, lose you business.
- **No ads.** If you are going to run ads, they should be relevant to what you offer **AND** they should benefit you monetarily. Leaving platform ads on your site is another sign that you aren't a real company and the platform itself is the one that receives the ad revenue. You receive **NOTHING** (except a poor professional image in the eyes of your prospective customer).



HOSTING

Okay, so at this point you understand why WordPress is the platform that you absolutely want to build your website on. Now, it's time to get started.

The first thing you need to do on your WordPress Success Path is to choose a hosting company for your website. I am going to make this **VERY** simple for you, but first I'll tell you why.

I have used **MANY** different hosting companies. Most have failed me in some kind of a dramatic way. In an effort to find a better solution I have done **COUNTLESS** searches online, but the vast majority of search results are for lists of hosting companies that have been put up by someone just to earn commissions. Each and every hosting company on that list is willing to pay a commission, and there is a very good chance that the company at the top of the list isn't the best option, but the one that pays the highest commission. And the one at the bottom isn't the worst. They just pay the lowest commission.

At the beginning of this book there is a disclaimer that informs you, the reader, that I, the author, receive affiliate commissions from the companies that I recommend. However, these commissions have no impact on which companies I recommend. All of my recommendations come from personal experience. I could earn a higher commission by recommending different companies, but that's not how I do business, and that would **NOT** lead you on the right WordPress Success Path!

Because of this, I've often been steered towards hosting companies that do an awful job. This is especially painful because I've often had ten or more websites running on my hosting account at any one time and moving to a new

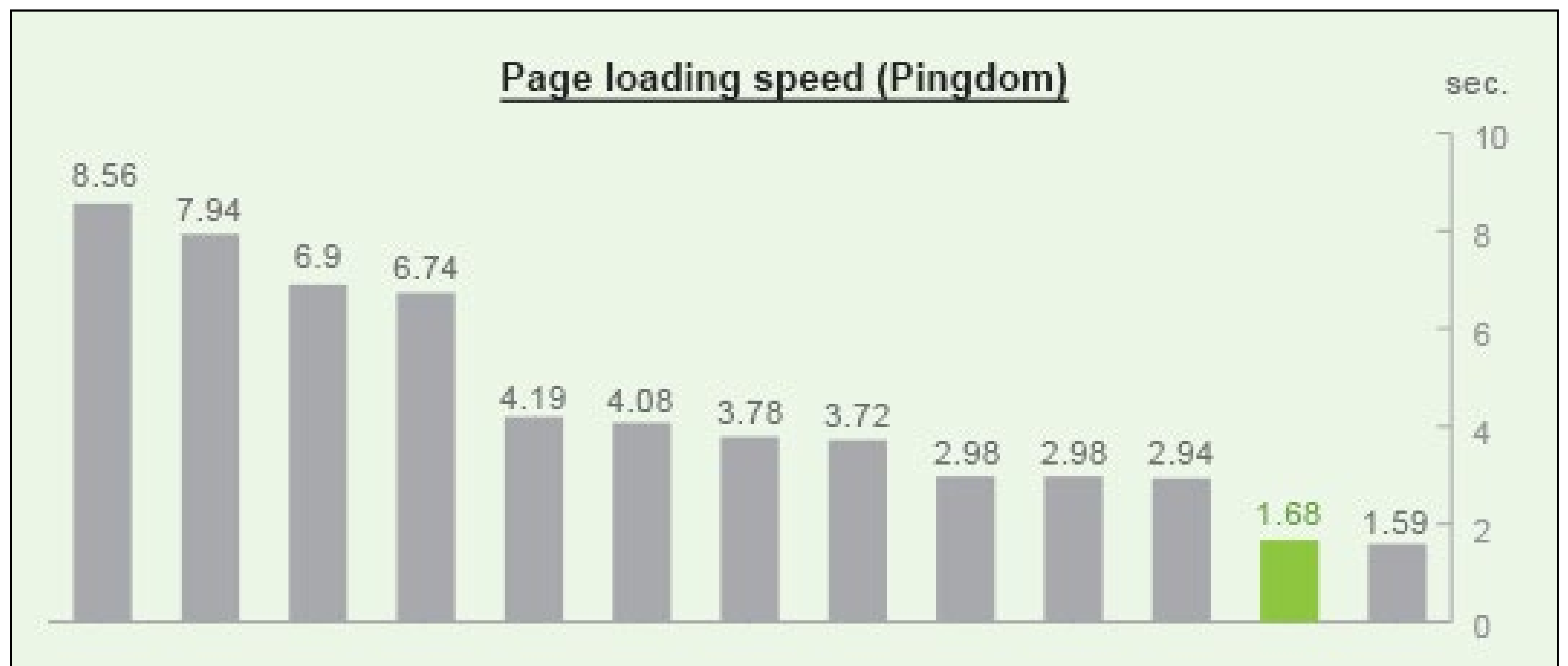


HOSTING

host takes a considerable amount of work for each and every one (though it's admittedly better than starting from scratch).

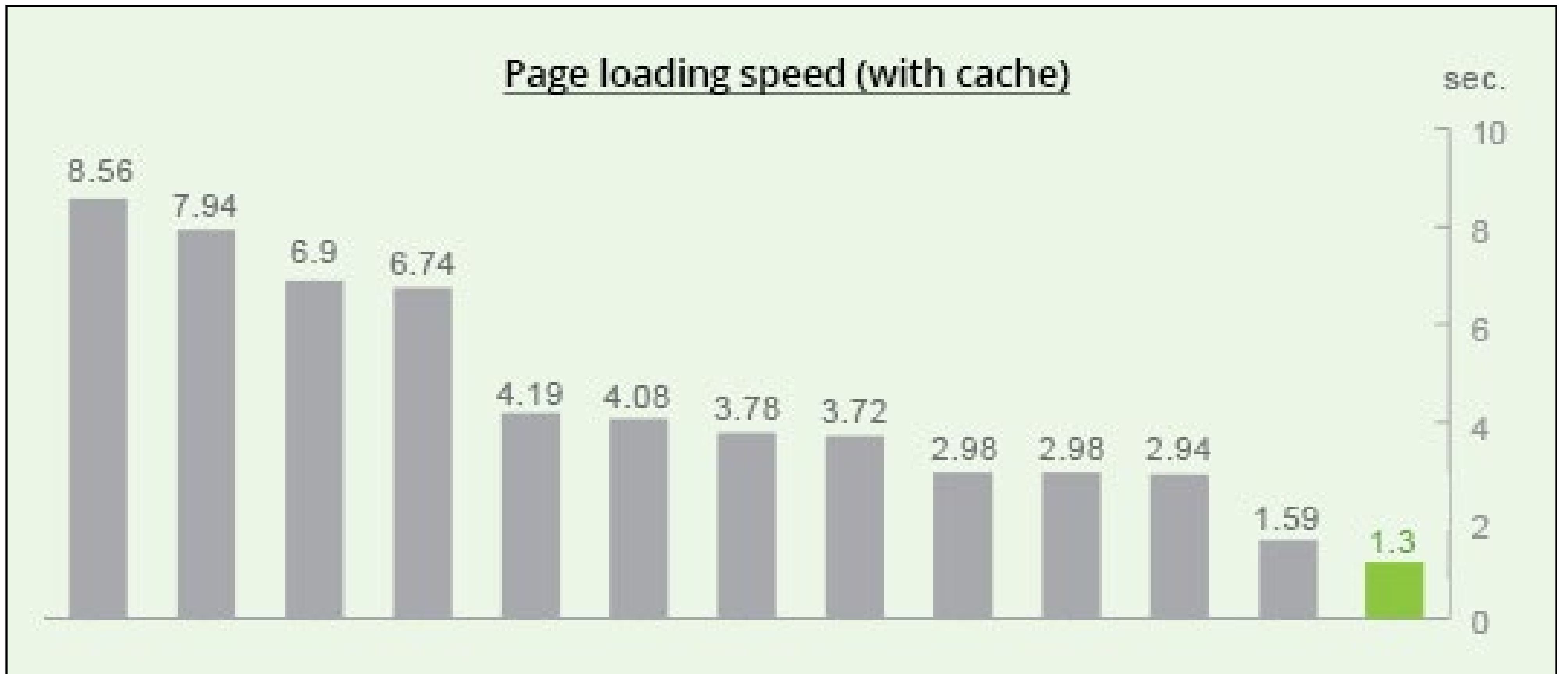
After a long and painful search, I finally found the one company that I am confident in recommending. This host isn't much more expensive than the bargain basement ones, but it offers way more. In fact, they offer about the same as hosts that charge three times more. So you get an **ECONOMY** hosting company that offers **PREMIUM** services.

But don't just take my word for it! Let's take a look at a study where my preferred hosting company is put to the test against 12 other top hosting companies in the categories of page load speed and overall performance (the two things you should care most about with your website). They were tested both with and without caching ("caching" is where your website is saved for a viewer so that it loads much faster on future visits). Here's what they found (preferred hosting company is shown in green):



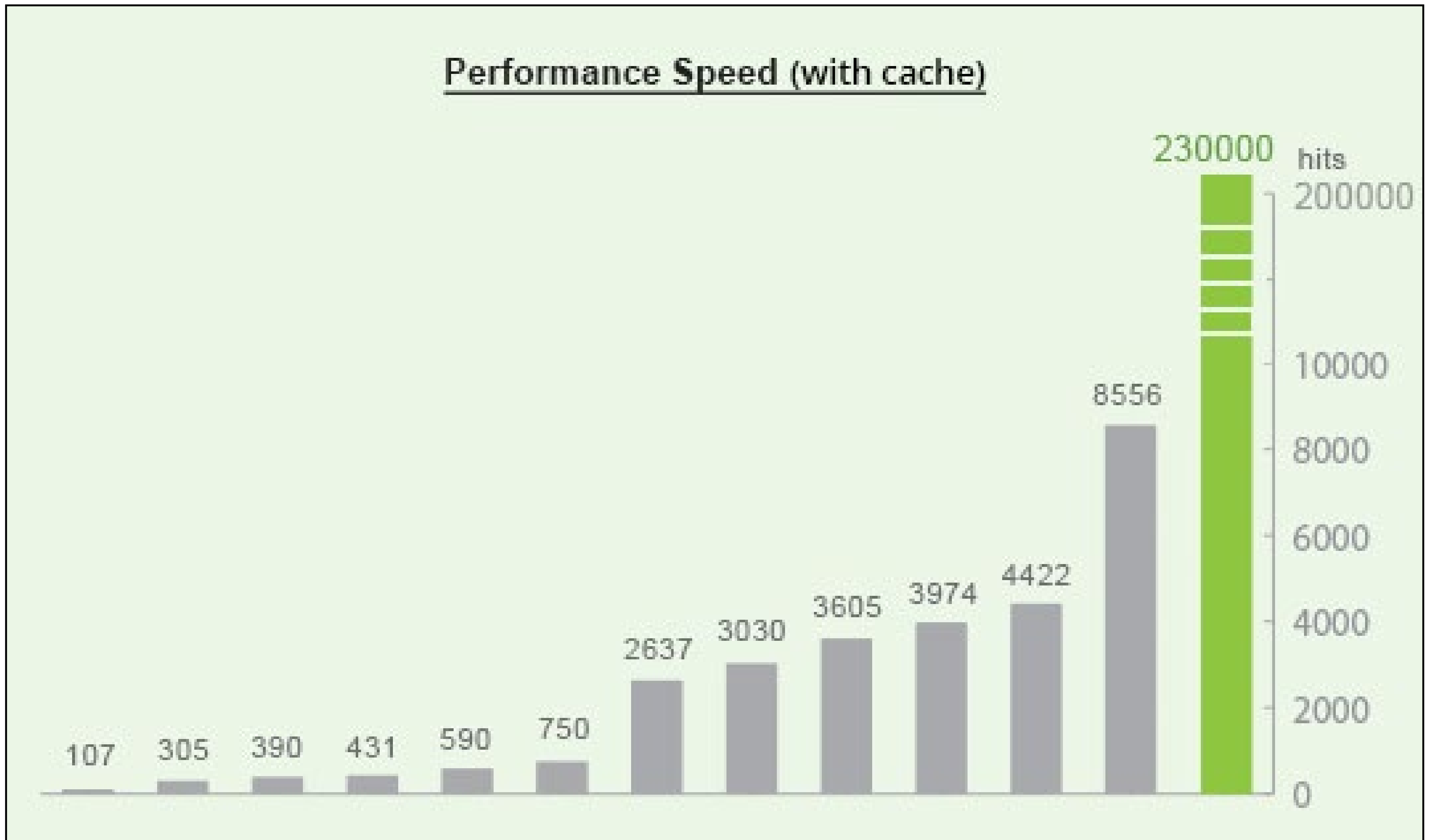


HOSTING





HOSTING



As you can see, **without** caching my preferred host came in 2nd, but the company that came in 1st is three times more expensive! And **with** caching, my preferred hosting company came in 1st. Not too bad when you consider it barely costs more than the cheapest company out there.

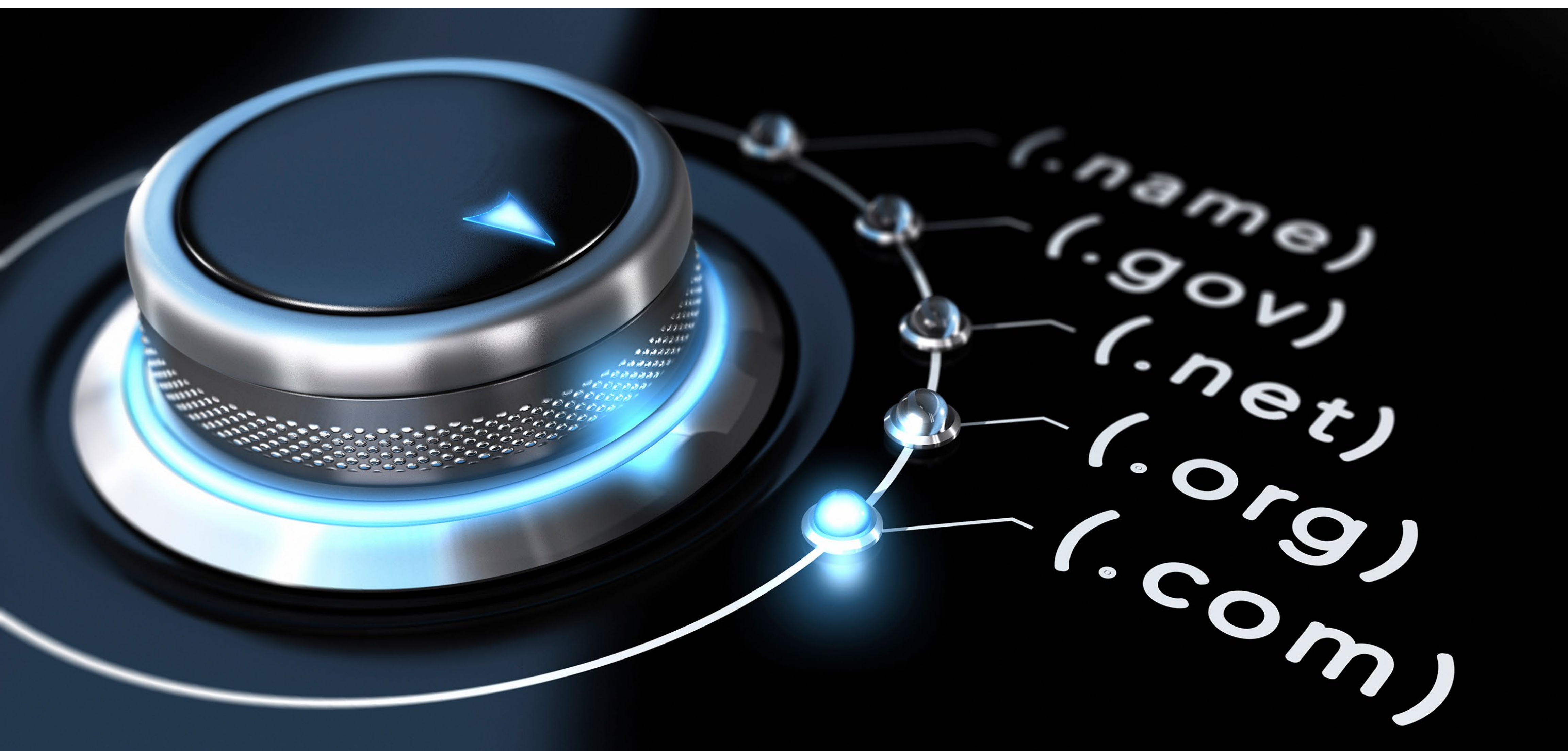
To get connected with our recommended hosting company, as well as get some help with the signup process, [CLICK HERE](#).

Finally, another reason to choose this hosting company is that all of the tutorials created by WP Success Path are based off of this company, so choosing this company will help make sure that the tutorials you are relying on look **EXACTLY** like what you see when you are doing the steps yourself.



DOMAIN REGISTRATION

Okay... You now know which hosting companies I recommend, and now it's time to talk about domain names. Back when I was talking about why you want to use WordPress instead of the other available platforms I mentioned that a professional website absolutely **MUST** have a custom domain for their website. That's what I'm going to discuss here.



Because some readers are new, let me get really, really basic for a second: A “domain” or “domain name” is essentially the address for your website. For example, you probably downloaded this book from “wpsuccesspath.com”. That is the website’s domain. You may have also heard the term “URL” or “web address”. This is essentially the same thing, but these typically refer to the full path, such as <http://www.wpsuccesspath.com>.



DOMAIN REGISTRATION



a “.com” if you can.

- It's best to include your company's name or keywords that are applicable to you. There are exceptions (Google, Fandango, Yahoo, etc.), but for a bunch of reasons it is probably best to stick with your company name or keywords.
- It shouldn't be too long.

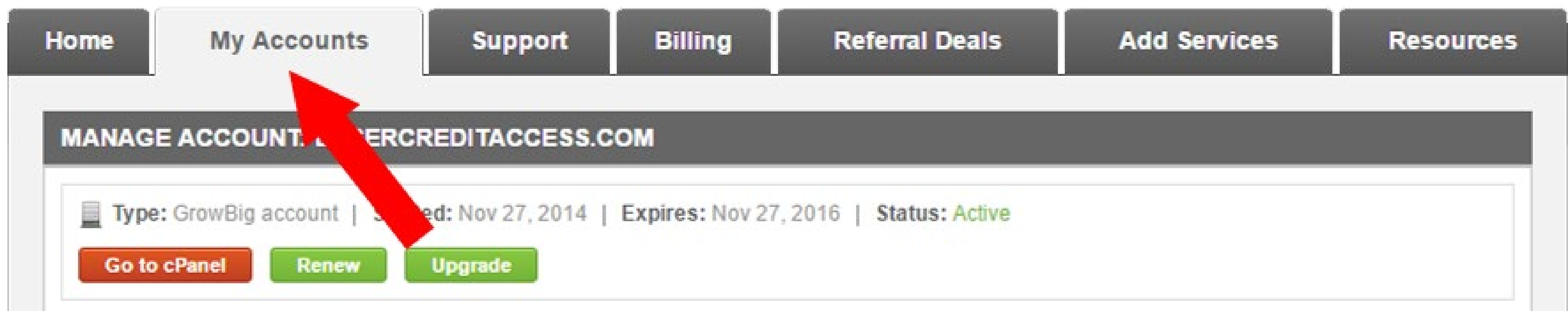
Now you've got a hosting company and a domain name, it's time to move on to installing WordPress!



INSTALLATION

So far in this book we've done a little education and steered you towards a quality company to work with. But having a hosting company and a domain does you no good if you don't have WordPress. It's like have a car with no engine. You own it, but it ain't going anywhere. In other words, let's get you an engine (a powerful one at that)!

To start off, go to the hosting company's website and login.



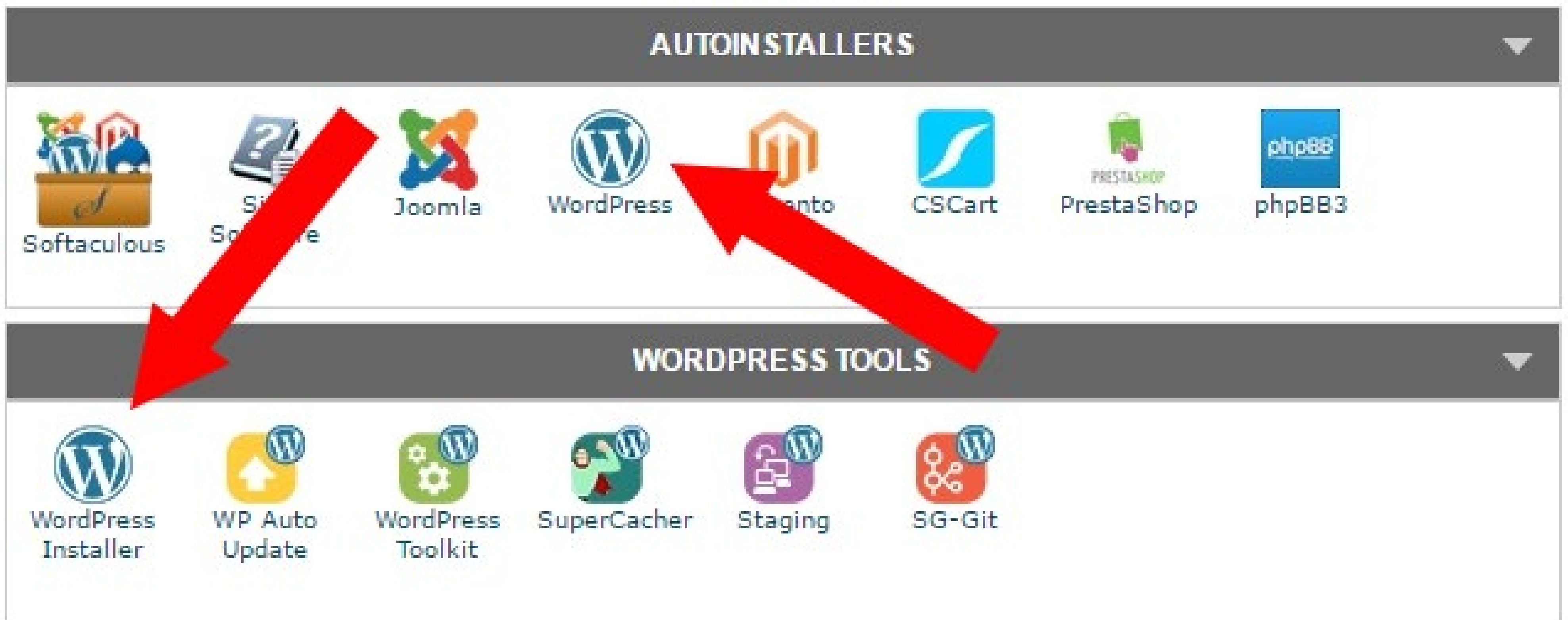
Click on the "My Accounts" tab.



Click on "Go to cPanel".

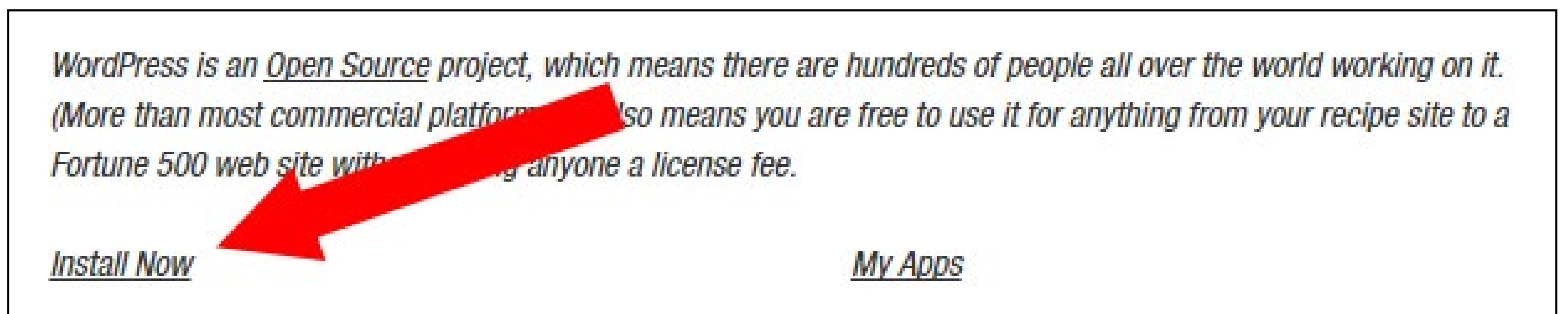


INSTALLATION



Now, there is a **BUNCH** of stuff on this page. It's almost like drinking from a firehose, right? Don't worry! Put on your blinders and ignore everything except what I tell you to focus on.

Click on either "WordPress" under the "Autoinstallers" section, or "WordPress Installer" under the "WordPress Tools" section. Both of these do the exact same thing so it doesn't matter which you click on.



Scroll down the page until you see the text "Install Now" link and click it.



INSTALLATION

Software Setup

Choose Protocol
If your site has SSL, then please choose the HTTPS protocol.
Choose Domain
Please choose the domain to install the software.

In Directory
The directory is relative to your domain and should not exist. e.g. To install at http://mydomain/dir/ just type dir. To install only in http://mydomain/ leave this empty.

Site Settings

Site Name
Site Description
Enable Multisite (WPMU)

Admin Account

Admin Username
Admin Password
Admin Email

Choose Language

Select Plugins

Choose Theme

Advanced Options

Database Name
Type the name of the database to be created for the installation.
Table Prefix
Disable Update Notifications

Install

Now is when I need you to take a deep breath. This page may look a little intimidating, but it's not really that bad, and we're here to help you through it.

Choose Protocol: For now, choose either “http://” or “http://www.” for your site. It really comes down to which you prefer. Most companies today omit the “www”, but you can still use it if you want. And regardless of what you select, your visitors can type either into their browser. The one you don't select will simply redirect to the one you do choose. I personally prefer “http://” and leave off the “www.”. We can discuss getting a security certificate (https://) at another time.

Choose Domain: Choose the domain you are installing WordPress on. At this point you likely only have one domain to select from (the one you got when you signed up for your hosting account).

In Directory: In most cases you will leave this blank. However, if you plan to have multiple websites you may wish to create a do sub-folder for your installation. If that's the case, enter a folder name. It will NOT impact what your visitor types in (or sees) when they visit your site.



INSTALLATION

Software Setup

Choose Protocol If your site has SSL, then please choose the HTTPS protocol.

Choose Domain Please choose the domain to install the software.

In Directory The directory is relative to your domain and should not exist. e.g. To install at http://mydomain.com/dir/ just type dir. To install only in http://mydomain/ leave this empty.

Site Settings

Site Name

Site Description

Enable Multisite (WPMU)

Admin Account

Admin Username

Admin Password Hide
Strong (60/100)

Admin Email

Choose Language

Select Language

Select Plugins

Limit Login Attempts (Loginizer)

Clef Secure Passwordless Login

Choose Theme

Choose a Theme to install

Advanced Options

Database Name Type the name of the database to be created for the installation.

Table Prefix

Disable Update Notifications

Site Name: Enter the name for your site. If you were building a site for “ABC Printing”, you would enter “ABC Printing” here.

Site Description: This should be a short tagline for your website. It technically appears in the browser tab, but it usually gets cut off. However, search engines can read it, so make sure you put something here and make sure it has some appropriate keywords. Whatever you do do **NOT** leave it as “My WordPress Blog”.

Enable Multisite (WPMU): Ignore this.

Admin Username: This is the username you will use to login to your WordPress site. It’s great to have something easy to remember, but this is a primary access point for hackers, so it’s best to choose something complex. Whatever you do, do **NOT** choose “admin”, “info”, or any other basic username as these are the first hackers will try.

Admin Password: Just like the username, this is a primary defense against people trying to hack your site, so it should be complex. The system auto-generates a password, and you’re welcome to keep it, or you can type your own.

Admin Email: Pretty basic. Enter in the



INSTALLATION

Software Setup

Choose Protocol If your site has SSL, then please choose the HTTPS protocol.

Choose Domain Please choose the domain to install the software.

In Directory The directory is relative to your domain and should not exist. e.g. To install at http://mydomain/dir/ just type dir. To install only in http://mydomain/ leave this empty.

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Clef Secure Passwordless Login

Choose Theme

Choose a Theme to install

Advanced Options

Database Name Type the name of the database to be created for the installation.

Table Prefix

Disable Update Notifications

primary email address for the website.

Select Language: Just what it seems. Enter your preferred language.

Select Plugins: Ignore both of these check boxes.

Choose Theme: Ignore this. We are going to tell you in a minute about the theme you need to install.

Advanced Options: You can ignore this section, HOWEVER, if you plan to have multiple websites I highly recommend that you take note of the database name the system has created. It's unlikely you'll ever need this information, but in case you do you'll be glad you know exactly which database goes with which website. If it makes it easier, you can always rename the database to something else that makes it easier to determine which website the database belongs to.

Disable Update Notifications: You should ignore this.

Now you can click "Install".



INSTALLATION

Guess what? You're done! Woot, woot! In just a few minutes you'll get an email that details your login URL (it will look something like "yourcompany.com/wp-login.php" or "yourcompany.com/wp-admin.php"). Click that link, enter the username and password you just created, and you should now see this:

The screenshot shows the WordPress dashboard interface. At the top, there's a navigation bar with 'Test Site' and 'New' buttons. The main content area is titled 'Dashboard' and features a 'Welcome to WordPress!' message with a 'Dismiss' button. Below this, there are three columns: 'Get Started' with a 'Customize Your Site' button, 'Next Steps' with links to 'Write your first blog post', 'Add an About page', and 'View your site', and 'More Actions' with links to 'Manage widgets or menus', 'Turn comments on or off', and 'Learn more about getting started'. The dashboard is populated with several widgets: 'Please Connect Jetpack' (with a 'Connect Jetpack' button), 'Quick Draft' (with a 'Save Draft' button), 'WordPress News' (listing a security release and other news items), and 'Activity' (showing 'Recently Published' and 'Recent Comments'). A sidebar on the left contains navigation links for Home, Updates, Jetpack, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. At the bottom, there's a footer with 'Thank you for creating with WordPress.' and 'Version 4.6.1'.

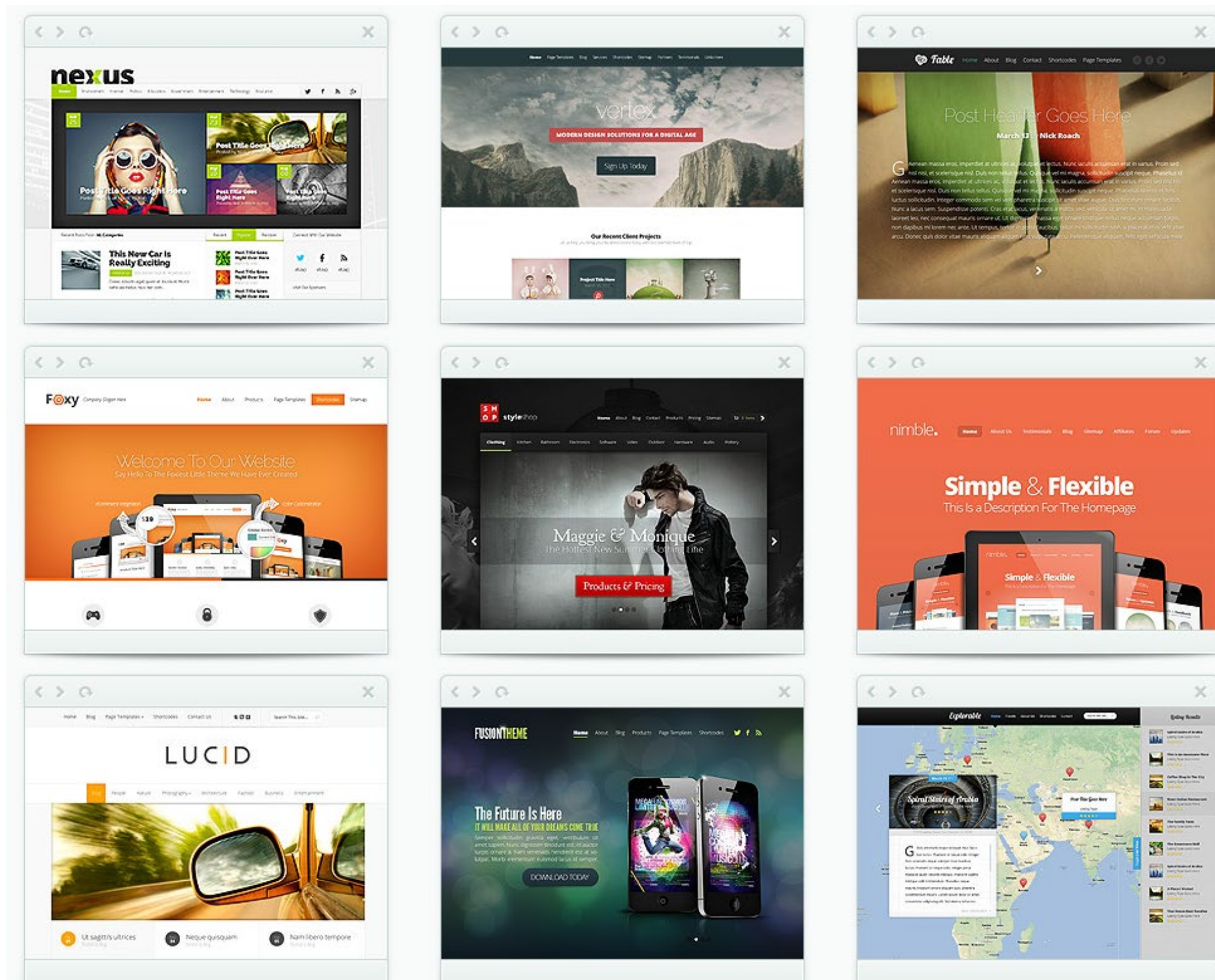
WordPress is now installed and you are ready to rock 'n roll!!!



THEMES

We've already come a long way in this book. We went over the reasons to choose WordPress, signed up for a hosting account, registered a domain, and installed WordPress. Pretty easy, wasn't it?

There's just one more thing that we are going to discuss in this ebook, and that is "themes".



You might be asking, what is a "theme"? Well, in some ways it's like a template, but it's really more than that. A theme is what your website looks like. It's the design of the site. **EVERY** WordPress site has a theme. Some themes are built from scratch by experienced WordPress developers who spend months writing line after line of code, but the vast majority are themes that already exist that can then be customized to meet your needs.

Now... This is **REALLY** important: The quality of your theme IS the quality of your website. If you use a bad theme with bad code, you **WILL** have a bad website and countless headaches to deal with. Although there are a lot of "free" themes out there, I **BEG** you not to use them! Please, please, please don't do it! In the pricing sample I used early in this book I put in \$40 for a custom theme. **PAY IT!** Some themes might be a bit more or a bit less, but this is **NOT** the place to be trying to save a few dollars.

So... If you pay for a theme, it must be good... Right? Absolutely **NOT!** You **MUST** go to the right source if you want a good theme.



THEMES

What's a good source? I'll tell you in just a minute, but first I must offer the biggest warning in this book: The place where you should **NOT** buy a theme.

This is gonna sound a bit crazy, but the worst place to buy a WordPress theme also happens to be the biggest marketplace in the world for WordPress themes: Theme Forest. Why shouldn't you get a theme at the biggest and most established theme marketplace in the world? Because there is **ZERO** accountability.

Let me tell a story. I live in Portland, Oregon and throughout much of the year we have a huge market that appears under a bridge every weekend called Saturday Market. You can get all sorts of things: Clothes, food, art, jewelry, caricature drawings, and more. It's really a great place. And there is some kind of an entity that runs the whole thing, deciding who gets a stall, who doesn't, and collecting the rent. But guess what that entity doesn't do? They don't guarantee anything. They don't guarantee you'll like the food you get (or what is in it), they can't offer a money back guarantee if the clothes you buy shrink when you wash them, and they could care less if the metal art sculpture you bought falls apart as soon as you get home. They **JUST DON'T CARE**. They are there to facilitate a marketplace and that's it.





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Envato, the company that runs Theme Forest, is the same way. They have provided a marketplace where developers can sell their themes, and you can buy them, but there is really very little due diligence. Many, if not most, of the people selling the themes are individual developers. They don't have a real company, or a team, or accountability. If they decide to stop supporting

the theme you bought... You're out of luck and you're going to have to rebuild your website on a new theme. If you have a question about the theme and they are on a 6-month European vacation... You're out of luck and you're going to have to figure it out on your own. If there seems to be a bug in the theme and you'd like them to fix it... They can just tell you that there is no bug and move on with their day while you struggle to get your website working.



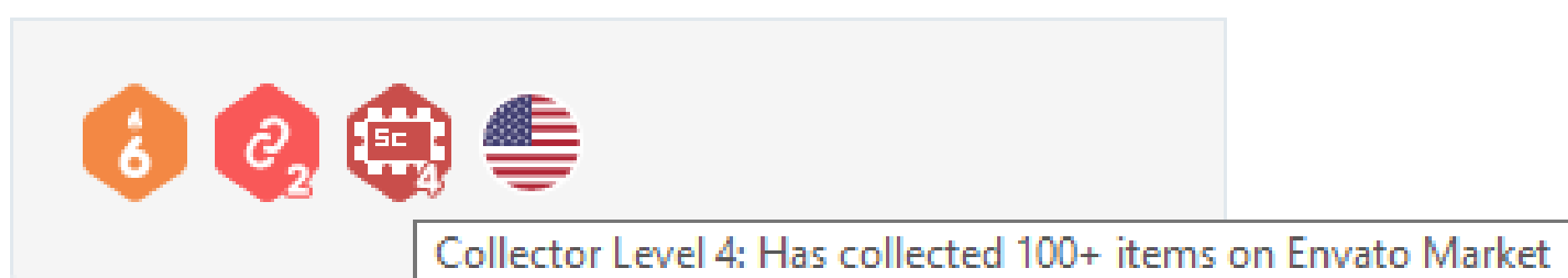
In case you're wondering, I have personally purchased many, many themes through Theme Forest, and every single one has given me problems. I'm not steering you away because I "heard" they are bad. I've been in the trenches and had to rebuild entire websites because WordPress had an important update and the theme creator didn't feel like updating the theme to match the new requirements. I've tried to get answers out of developers and heard nothing but crickets chirping for weeks at a time.

Plus, every developer on Theme Forest builds themes differently. If you build your website on a Theme Forest theme, and later decide to switch to a different Theme Forest theme, you may be completely lost because the developer of the new theme coded things completely differently than the



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previous developer. You'll have to throw out everything you've learned and start over because there is no standard amongst all of the developers.



In fairness, I have bought a **LOT** from Envato's marketplaces (280 and counting), and I will continue to buy stuff from them... Just not their WordPress themes. And they

do offer some level of security **IF** you can prove that a theme is actually broken (which is particularly hard to prove). But it really is a huge crapshoot and I personally don't think you should gamble on something that is the foundation of your website, which is how the world is going to view you.

So if you shouldn't use the largest marketplace in the world, what should you do? That, my friend, is a fantastic question, and I just happen to have an answer! Actually, it's a multi-part answer:

- Buy from a theme **COMPANY**, not an individual developer. Companies tend to keep their themes up-to-date, they have multiple employees if you have a problem, and they have a reputation to protect, so you have a better chance of getting some service if you need it. Plus, if you ever want to change themes, and you are using another theme by the same company, the odds are it is coded the same way so your learning curve will be minimal.
- If possible, buy a **HIGHLY-CUSTOMIZABLE** theme. People are often swayed to buy themes designed around their industry. If you own a restaurant, you tend to be impressed by restaurant themes. If you're a musician, you want the music theme. If you are a leprechaun, you want the gold theme. I get it, and it can also makes sense, especially if the theme has a unique functionality specific to your industry (such as the ability to make reservations for a bed and breakfast hotel). **BUT**, if you can build your website off a theme that is designed to be highly-customizable, then you



THEMES

are **WAY** better off. Why? First off, because if you ever want to “freshen up” your site you can just change your design instead of changing your theme. That also means **ZERO** learning curve and an easy process. For a non-coder this is a dream come true. You only have to learn **ONE THEME** for the rest of your life! Awesome!

- You should buy a theme with a **DRAG-AND-DROP** interface. As good as the core WordPress experience is, creating compelling layouts for your web pages can be a real pain for a non-coder. Just trying to get text to fill two columns instead of one will make the average non-coder decide to give it all up and join a monastery (one that doesn’t need a website).

- *A theme company*
- *Highly-customizable theme*
- *Drag-and-drop interface*

That’s your checklist: A theme **COMPANY**, a **HIGHLY-CUSTOMIZABLE** theme, and a **DRAG-AND-DROP** interface. Fortunately, there are quite a few places that meet this criteria, but there is only **ONE** that I recommend. There is only one that I feel suits the non-coder, has high accountability, and can be easily customized. Who is it? I’m glad you asked!

To view the one, and only, theme that we recommend, [CLICK HERE](#). The company also offers other themes, but I only recommend the theme that that link directly points to.

And to be clear, I’ve used this theme to create websites for a video production company, a DJ entertainment company, a multi-level marketing person, a daycare, a Salesforce credit company, a commercial lighting company, and many more. When I say it is “highly-customizable” and suitable for all



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industries, I mean it.

When you click the above link and see the theme in action, you'll see that the current price for the theme is \$69 a year (while many themes are a one-time cost of about the same or even less). So yeah... It's more expensive than buying a new theme from Theme Forest every year. But take it from someone that **GLADLY** pays that same amount of money every single year: It is worth every last penny. They could double, triple, or ten-times the cost and I would still gladly pay it.

Plus, just like the hosting account, all of the WP Success Path are based on that theme and only that theme. There are no tutorials for other themes or the core WordPress interface.

If, after reading all of this, you feel informed and want to continue down the WordPress Success Path, then this is the theme for you!





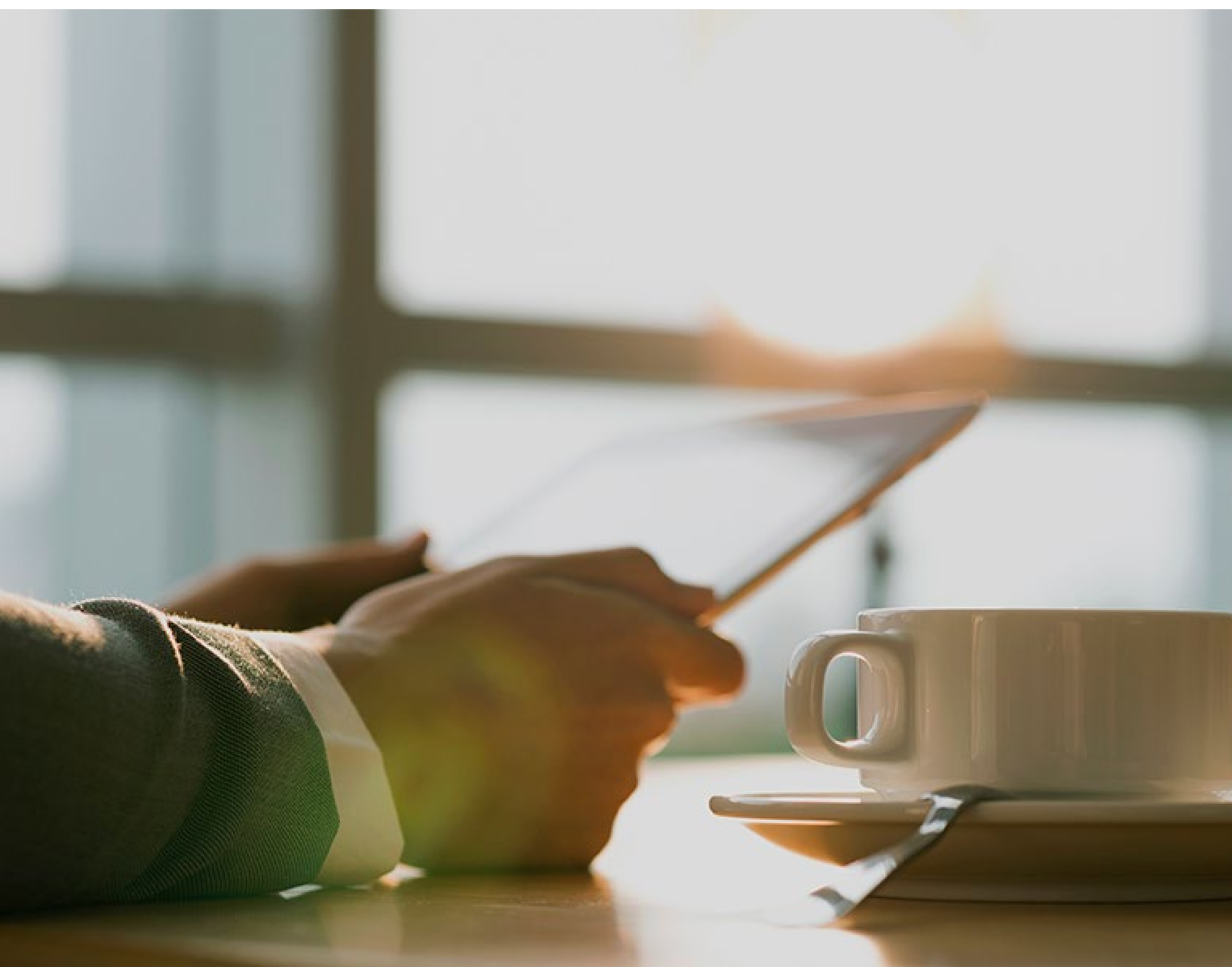
NEXT STEPS

You've done it! You've successfully taken the first steps down your WordPress Success Path. Are there more steps ahead of you? Yes, but what you've done so far is a huge move in the right direction.

So far you've:

- Learned why WordPress is the best choice for your new website
- Signed up for a hosting account (hopefully from our recommended company)
- Registered a custom domain
- Installed WordPress on your host
- Purchased a high-customizable, drag-and-drop theme that is going to make building your website easy.

At this point you should be asking, "what's next?"



That's easy. Your next step is to login to your free membership with the WordPress Success Path. There you will find videos that walk you step-by-step through designing a website that will make you and your company **STAND OUT**. In fact, the very first video will be me demonstrating how to customize an entire site in just 15 minutes. You heard right: Just 15 minutes to go from where you are right now to a fully-functioning site. Then I'll get busy breaking down individual



NEXT STEPS

modules and tricks to help you get the most from your site.

Additional, as a member of the WordPress Success Path, you'll also get information on:

- Setting up your custom email (no more “@gmail.com”!)
- How to get help if you do get stuck
- The best places to look for freelancers, if needed
- Setting up SEO (search engine optimization)
- Setting up Google Analytics
- Picking good plugins
- And much, much more!

To login to the members area, [CLICK HERE](#).





THANK YOU



I would personally like to thank you for taking the time to read this book. I **KNOW** that if you use the information in this book you will have a solid foundation for your online business.

And here's something that is **EVEN MORE EXCITING**: For a long time now I've wanted to share my knowledge and help people get started with WordPress. Now that I've brought this dream to fruition, I want my first 100 free members to be **RAVING FANS**. To make that happen, I'm going to give them direct access to ME. I will make myself available on Skype to answer questions, share screens, or whatever is needed to help you work your way down your success path.

But I can't offer this to everyone, so please [LOGIN NOW](#) to become an "early adopter" and get free access to me.

For those of you that aren't "early adopters", don't worry! I'm still going to be providing you assistance with tutorial videos, support tickets, and more.

I want to see EVERYONE succeed, so please [LOGIN NOW](#) and we can all find the success we seek!