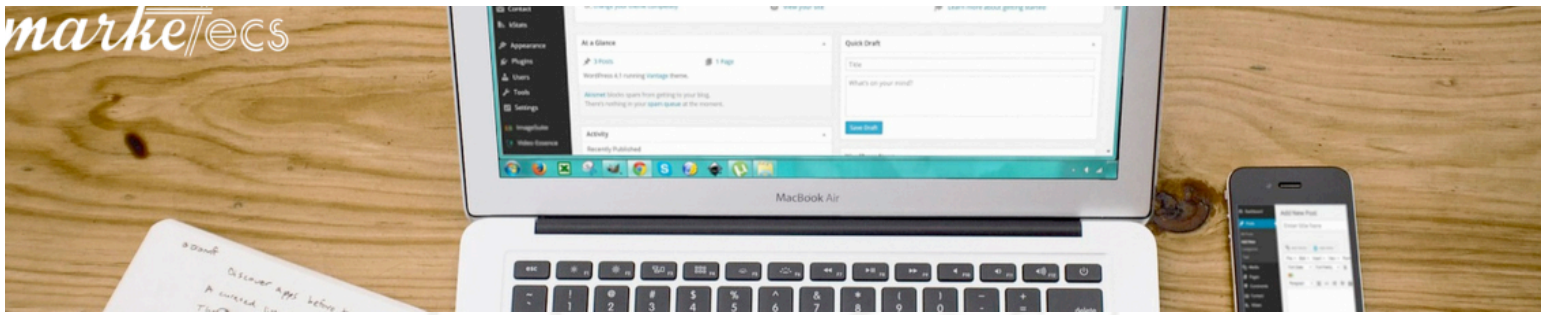


Welcome To WordPress 10 Things To Do Right Away





Congratulations on setting up your new website and blog! Welcome to WordPress!

This workbook is designed to help you through the next stage of customizing WordPress, with an overview of the next 10 steps to take. Each of these is also expanded upon in our checklists and training videos.

We also included space to record what you've done, what you still need to do, and what you wish you could do. This will help you in tracking your progress as you improve upon your site. So, let's get started...

Here are some things that you will want to do as soon as you can:

1. Choose Your Theme

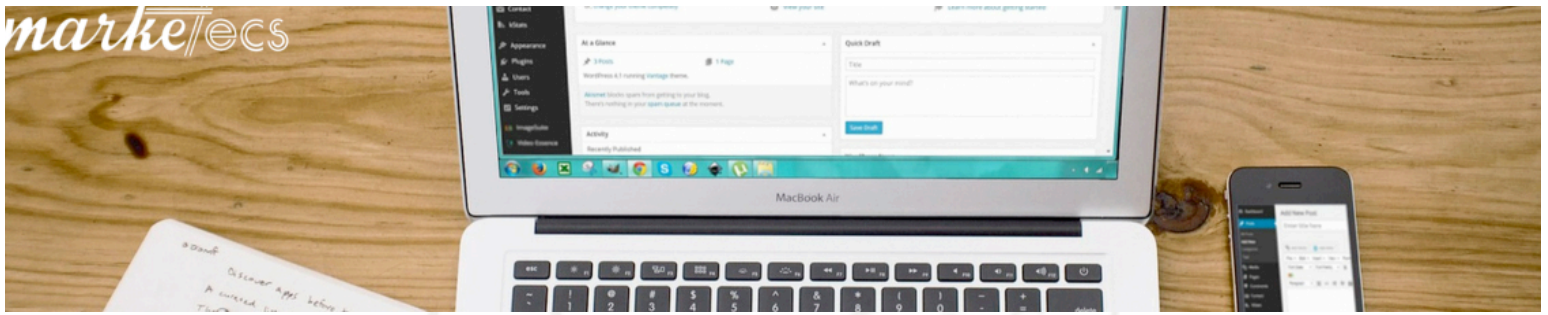
The first thing you want to do is choose your theme. Take a look at several themes, and make sure you find one that fits your needs.

Think about the way you want your site to look, and check out the themes to see if they have specific functions you want (for example – a landing page layout, a customizable home page).

Remember you can always change your theme. If you can't find the "perfect" one, find one that is close enough. You don't want to delay the launch of your website or business because you can't find your ideal theme!

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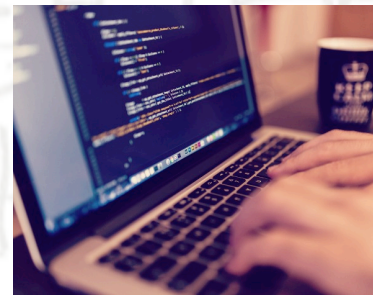
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2. Install Important Plugins

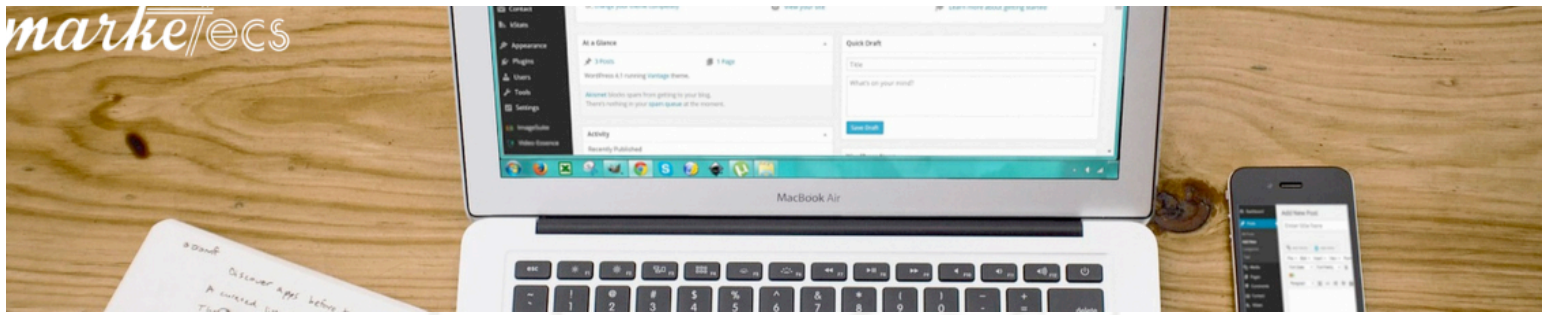
Next, you're going to want to install important plugins. This could vary depending on your niche. You definitely want to have an anti-spam, back-up, and security plugin. A contact form, SEO, and duplicate post plugin are also good choices. You can always install other plugins after you get started and see what you will need.



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3. Set-up Your Widgets

With your theme and plugins installed, it's time to think of site-wide functionality and components, this is where Widgets come into play. Widgets allow you to create universal content for your header, footer and sidebar that are consistent site-wide. There are some variations in function and ability based on the theme and plugins that you've chosen, and the options can seem endless.

For example, if your theme doesn't come pre-installed with multiple footer widget areas, there's a plugin you can add to help add that feature. There are also plugins to help you easily add social media widgets, contact widgets, etc...

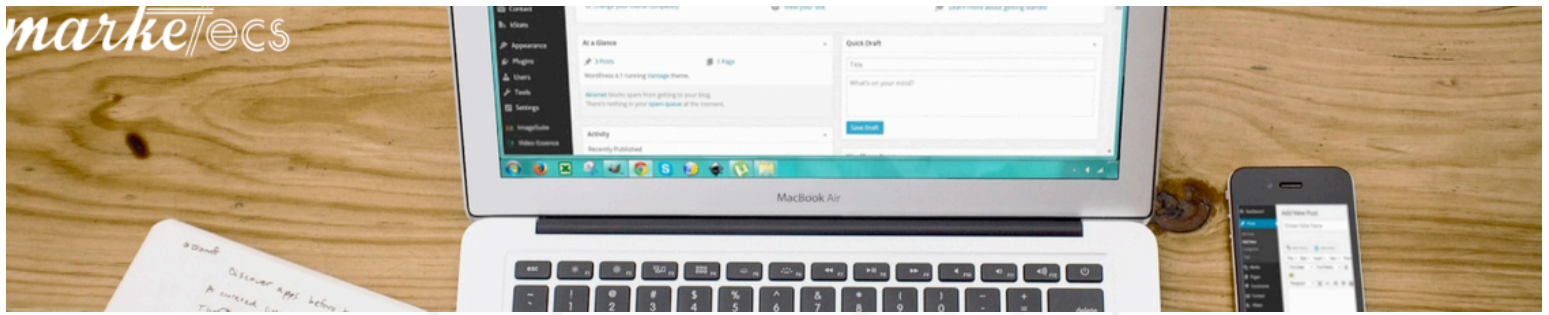


Some common widgets are; search box, recent posts, and social media links. These usually appear somewhere on every page, so it's best to set them up using Widgets.

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4. Create Your Basic Pages

The next thing on the to-do list is to create your basic pages.

In addition to your home page, it's important to have an about page, so people can learn who you are. It's also important to have a Contact page, so that people can get in touch with you.

If you have a magazine style theme, set up a Blog page, so that people can read all of your posts, even if they are not featured on your home page.

Some other pages that are good to consider creating are: Press, Services, Testimonials, FAQs, Disclosures, and any Landing Pages or Sales Pages that you need.



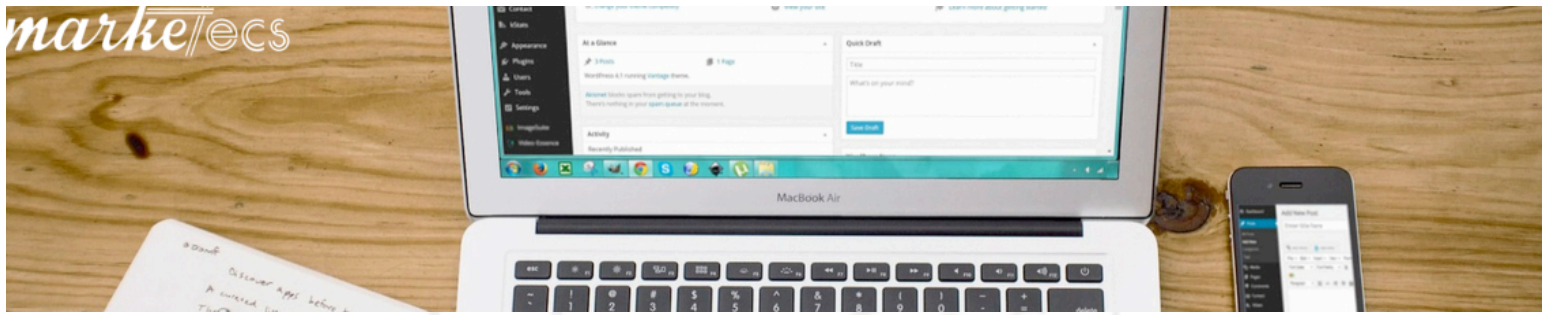
If you have been featured on other blogs, or interviewed in an article or on a podcast, put the links to those items on your Press page.

Your work with me or services page can list your products or services, or provide instructions on how people can request a discovery or strategy call with you. In some cases you may also list prices on this page.

The testimonials page is pretty self-explanatory, as that is where you can feature testimonials you receive from your clients.

Your legal pages could include disclosures about affiliates, privacy, terms of use, and more.

You can also create landing pages for people to sign up for your freebies, and sales pages, so that people can purchase your products and services.



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5. Set-up Your List Building System

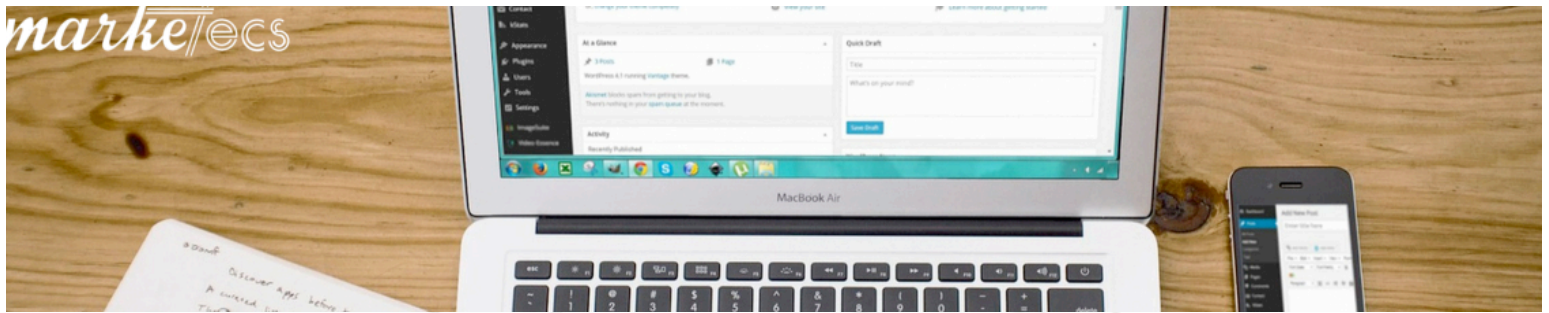
If you haven't done so yet, sign up for an email service like Aweber or MailChimp. Create your newsletter list and some messages to welcome your new subscribers and deliver your lead magnet.



DONE: _____

TO-DO: _____

WISH LIST: _____



6. Create Your Free Lead Magnet

You should create a freebie (an ebook, some templates or checklists, a video or an audio) as a “thank you gift” or *incentive* to give to people when they sign up for your newsletter. Upload your freebie directly to WordPress, using Amazon S3, or some other type of cloud service that will allow people to download easily. Make sure you go back into your autoresponder messages and put the download link to your freebie in the first message, so people will be able to get their gift.

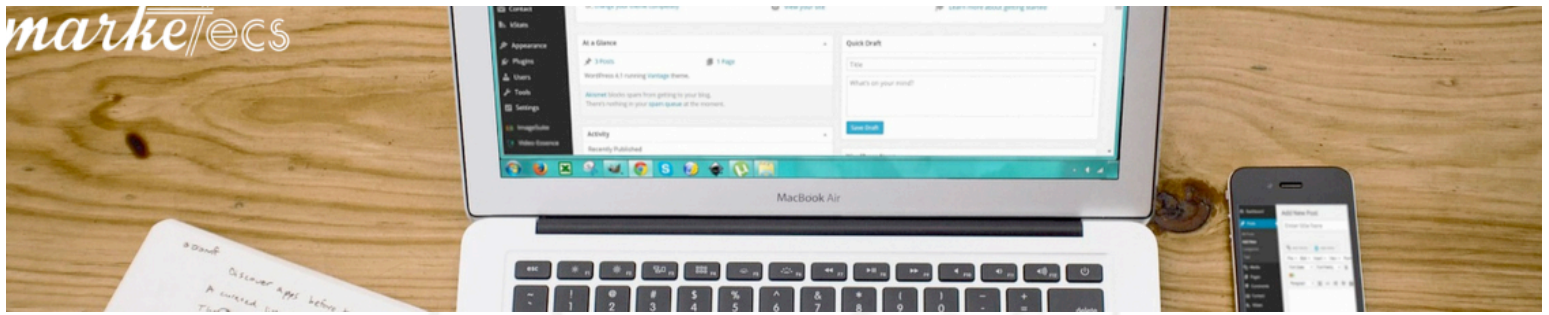
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7. Create Your Newsletter Sign Up Box / Opt-In Box

You will have to have a place where people can sign up for your newsletter list. Log in to the service you chose (Aweber, MailChimp) and create a form. You will get some code. Copy the code and paste that into a Text Widget on your sidebar, as well as on any landing pages you created for your freebie. You just created your sign up box and people can now sign up for your newsletter and get your freebie!



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WISH LIST: _____

8. Collect Testimonials

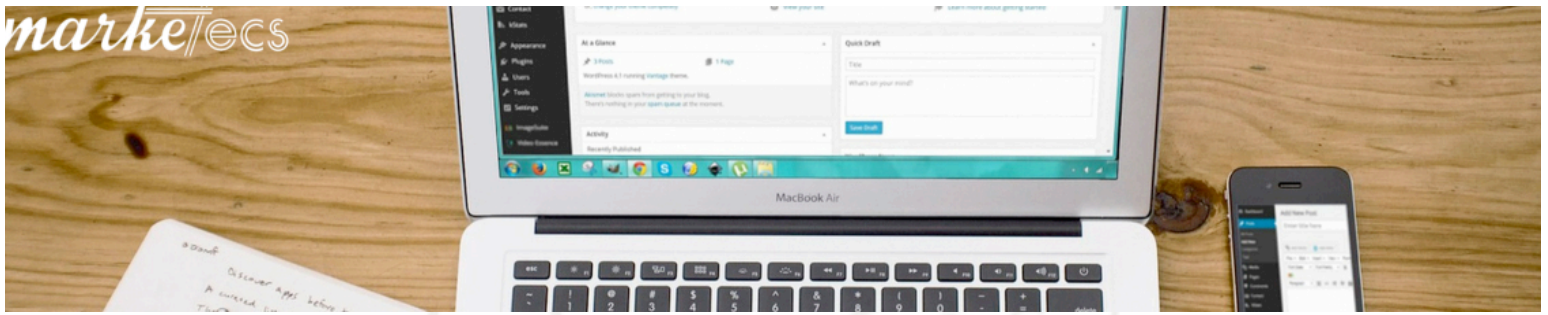
If you don't have any testimonials right now, start collecting them! Ask any current or past clients for a testimonial that you can use on your site. If you are just starting out and don't have any clients yet, maybe you can do some work for a discounted price in exchange for a testimonial.



DONE: _____

TO-DO: _____

WISH LIST: _____



9. Set Up Social Media Profiles

If you haven't done so already, set up your social media profiles. Be sure to place the links to your profiles on your website. Start with Facebook, Twitter, and LinkedIn. Additional profiles could include Instagram, YouTube, and Pinterest.



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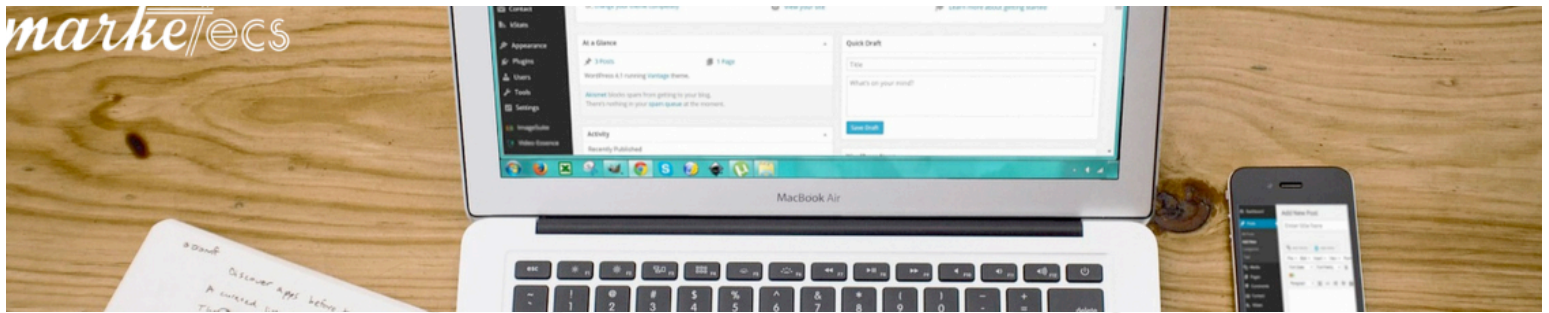
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10. Start Promoting

Now it's time to start promoting your website! Share the links to your main site, as well as any specific blog posts or pages. This may be hard for you, if you have a hard time talking about yourself. Remember, you have to promote your site! If people don't know your website exists, they cannot visit it!

DONE: _____



TO-DO: _____

WISH LIST: _____

Whew! How are you doing? Don't get overwhelmed... the beauty of a self-study is that it's also self-paced. Do what you can, when you can. As long as you keep moving you will eventually get it all done!