

## What is a WordPress Plug-in?

These are add-ons you install into your website to make tasks easier, technology flow better or just simply make it prettier.

*Note:* I use Wordpress for my 2 sites, so the advice for websites in this lesson is based off of Wordpress.

**Website Goals** There's 3 main goals of your site (in random order).

1. **A home-front you own** and can edit, tweak and sell your business as you want, when you want. No posting police or restrictions. It's putting all your eggs in YOUR basket!
2. **Sell** your service, product or share your skills.
3. **Collect emails.** Your fans or followers want more from you but in the busy world, we forget to check the fun stuff! Believe me, successful people have a killer email list.

**Wordpress Plug-in I use!** These are free as I type this sheet out.

1. **Pin it!** This makes it easier for people to pin to Pinterest. (BY <https://highfiveplugins.com>)
2. **Yoast SEO.** This helps you write to be found on Google searches/SEO (BY [yoast.com/wordpress/plugins](http://yoast.com/wordpress/plugins))
3. **Instagram Feed.** Runs your posts on the bottom of your site. (BY <https://smashballoon.com>)
4. **Facebook Likebox Widget & Shortcode.** Shows a snippet of your page in the side bar. (BY <http://awplife.com>)
5. **Wordpress Tutorials**-great for beginners. (BY [WP101Plugin.com](http://WP101Plugin.com))
6. **Feed Them Social** helps your post what you want to share on social media, so can assign graphics for pinterest and one for Facebook. ([www.slickremix.com](http://www.slickremix.com))

## Website Hosting Notes

I use **GO Daddy**. But there's tons you can pick from. Look around or ask your website developer. The website host can ask a TON of questions and it can be overwhelming. Go with your gut but keep in mind...

- Make sure your website will be able to support you as your grow.
- Be sure you **own your content** on your site and can switch hosts.
- Get your own **email account for free**, or minimal fee at least
- Be able to do ads in widgets and run AdSense
- Support a blog page
- Support a shop feature (I use WooCommerce)

## Email Marketing / Email List

I use **MailerLite**. I recently started to use **MailChimp** for the membership modules cause it worked well with the membership plug-in for my workshops and groups.

**Affiliates I use:**

- Craftsy
- Share A Sale (Cricut)
- CJ (Michaels)
- Merch by Amazon

**Ways to make money from your website.**

- 1. Sell stuff.** People will not only pay for your product or service, but your knowledge too, like selling tutorial videos.
- 2. AdSense.** The instructions are on Google page, I had a VA set this up but you might be able to do it yourself.
- 3. Sponsored posts.** People pay you in product or services to advertise for them or show their ads.
- 4. Affiliates.** Companies pay commission when people buy from their site through a link (or ad widget) off your site or social media. You can apply to who ever you want!

Website Wish List

Use this place to make a list of things you want your site to be able to do.

Add a timeline for these in the notes.

To begin I want my Website to have (or be capable of doing):

- Run AdSense
- Support a email newsletter in the Wordpress theme
- Have Widgets in the sidebar for ads

Short term I want my Website to

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It's simply a  
 Wish  
 until you make  
 it YOUR Plan.