



# HOW TO EARN \$1800 TODAY WITH WORDPRESS

## *NO EXPERIENCE REQUIRED*

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### **YES, I WEAR FLIP FLOPS ALL DAY...DON'T YOU?**

I'm writing these words today while in my backyard wearing shorts and flip flops.

The birds are singing, crickets chirping and the sun is shining down on my patio while I sip a hot coffee and contemplate how to share with you a lifestyle that anyone can enjoy.

Don't worry, I'm not going to suggest any "get rich quick" schemes. Far from it.

But I am going to share with you, in specific detail, a system that you can use for creating some "freedom" in your life.

Although you may not generate a lifestyle income from my training today, I can definitely promise that you will come away with a new perspective on how you can earn hundreds or even thousands of dollars in a most unexpected way.

And a way that does not require any previous experience.

Simply put, I'm going to show you how to sell WordPress website solutions to ordinary folks who will gladly pay \$300 to \$1800 per year for the same.

Regardless of whether you have any experience with WordPress, web design or coding.

As you'll find out shortly, my system for doing the same has come from over a decade as a single dad who needed to create a reliable income stream to support my family, while still having the flexibility to be available for my kids.

It is wonderfully ironic that the limitations of my situation actually forced me to invent a system that now creates MORE freedom for me than I ever would have had from following a traditional career path.

## CREATE YOUR OWN FINANCIAL REALITY

As of today, I've had the pleasure of teaching more than 20,000 students how to succeed financially with WordPress.

Over the last couple years the process and tools have evolved, but my core system has remained constant.

That's because it is based upon a simple and immutable fact:

***Most everyone today NEEDS a basic web presence for their personal and business purposes, but there is not yet a common verb in our language to describe the person who provides the same.***

In other words, one knows to call a "barber" to cut hair or a "dentist" to fix teeth or a "mechanic" to fix a car...but WHO exactly does one call to provide a simple website solution at a reasonable price?

Even if one looked up "web designer" on Google, most people would be completely lost, and probably end up at some super-expensive AGENCY that would charge an arm and a leg.

Yet with 1.2 Billion people online today, there are huge numbers of ordinary people who need help from someone they trust.

They want a professional result, delivered in a way that is easy enough for them to manage themselves.

Most important of all, they want to have a RELATIONSHIP with a real person (like you) who will be their support system should they have any questions.

THESE are your prospects! They are all around you every day, should you only bother to notice ;-)

If you're looking to create your own financial reality and wear flip flops all day, the first step is simpler than you probably imagined:

Change your ideas about what ordinary people **actually NEED and WANT** from someone like you.

## WE LIVE IN A DEMOCRATIZED WORLD

There was a time, not so long ago, that wedding videographers could charge tens of thousands of dollars per job, simply because they owned \$100k worth of recording and editing equipment.

Now that so many people today have HD video capability in their smart phones, with editing capability on their laptops, having expensive tools means almost nothing.

Once video tools became “democratized” and found in the hands of almost anyone...wedding videographers had to shift to selling something other than the technology in order to survive.

They now sell **TRUSTING RELATIONSHIPS**.

Instead of hiring “Uncle Bobby” to record her wedding, a bride is now more likely to pay a specialist that she **TRUSTS** will not ruin the **ONE BIG DAY** of her life by getting drunk at the open bar (like Uncle Bobby ;-)

The specialist is selling **PEACE OF MIND** that they will answer all the bride’s questions, be available on her special day when time is short and tensions may be high, and follow through by delivering what was promised.

The video equipment is no longer relevant to the hiring decision.

Similarly, there was a time that website construction required an expert who could weave together complicated hosting, html code and graphics into a coherent result.

Today there are dozens and dozens of free website “builder” tools that provide gorgeous results to anyone willing to use them.

But most folks don’t **WANT** to use them, let alone take the time to learn **HOW** to use them.

Instead, they are looking for someone they trust to do it for them: simply, efficiently and inexpensively.

## IT'S CALLED WORDPRESS...HEARD OF IT?

WordPress is the content management system (CMS) that we've taught to over 20,000 newbies.

Maybe you've heard of it?

If not, you should get to know it...because almost 1/3rd of all websites on the Internet are built with WordPress!

WordPress provides a free and open-source solution to anyone who wants to build their own websites.

Because it has no licensing fee, and can be modified or customized by anyone, it is wildly popular.

The freedom to create that WordPress fosters has also led to the evolution of two accessories:

The Divi Theme Framework and the WooCommerce Software Bundle.

Divi provides the visual elements and ease of design one needs to do things with drag and drop simplicity.

WooCommerce provides a huge library of plugins for everything from ECommerce to membership, subscriptions to marketing, and much much more.

This "Holy Trinity" of WordPress, Divi and WooCommerce form the basis of our 1WD.cloud "**Builder's Club**".

Nearly anything you could ever want to create can be done with these three components and maybe a "sprinkle" of other free or paid accessories.

By choosing WordPress as the foundation, you are providing huge VALUE, SECURITY and FREEDOM to your prospective clients.

Anything you create with WordPress is 100% theirs, both in design and data. No costs or charges.

The WordPress CMS is incredibly secure because of how many people contribute to its development and testing.

And WordPress makes it easy for anyone to migrate their hosting or choose another "guru" at any time.

By not locking your clients into a "gilded cage" platform (like Squarespace, Wix, Weebly or Shopify), you are demonstrating competence and confidence that people will choose your solution and services voluntarily.

## CHANGE YOUR FOCUS, FIND YOUR CUSTOMERS

By sticking to a standard trio of WordPress, Divi and WooCommerce, you simplify and expedite your ability to deliver client solutions.

This is made even easier by the huge library of FREE layouts for Divi we include with our Lab Layouts plugin, inside of all the sites you create on 1WD.cloud.

With unlimited free layouts at your disposal, **no special design skills are required** to deliver client solutions.

***This means you can start looking for prospective website clients TODAY with no prior experience!***

Whether you're a stay at home mom or dad (like me), a student, a retired person or just looking for a profitable hobby, you can build and deliver solutions with your 1WD.cloud package.

**So change your FOCUS** to start looking for prospective clients without delay...because the solution you deliver will not require you to spend days or weeks becoming proficient at any special skills.

Start your search for new clients in a place **where you already enjoy spending your free time.**

These are physical or online locations you frequent for your hobby, passion, association or craft.

## PICK A FISHING HOLE YOU ENJOY

Imagine the place you frequent for your hobby as a “fishing hole” where you go to spend your leisure time.

Think of the people you know and meet while pursuing your hobbies as the “fish” you want to catch.

Try to imagine what types of website solutions might be the right “bait” to attract these “fish”:

- Do they need a personal portal for themselves (to share their contact info)?
- Do they need an informational site for their business ideas?
- Do they need a landing page to collect prospective customers with a lead magnet?
- Do they need a way to sell physical or digital products or services?
- Do they need a way to sell subscription membership or content?
- Do they have a portfolio of images or video they want to display professionally?

Any or all of these solutions can be created quickly and easily with your 1WD.cloud package.

Because your community already knows and trust you for reasons “other than” website creation, you have a huge advantage.

You are able to offer suggestions, advice, and even hands-on help...without appearing as if you are selling!

You will be able to speak the lingo of your community and offer tangible examples from your own experiences.

You’re “one of the locals”, which is far more than any web-designer or agency could ever say.

## KEEP IT SIMPLE (SMARTY)

You might be thinking “*Spence, I don’t even know how to setup WordPress...how can I offer websites today?*”

The answer is to **KISS**

**Keep It Simple Smarty**

Have you ever recommended a great restaurant to a friend or posted a review on Yelp?

Has anyone ever asked you for directions?

Have you ever suggested a movie and theater to an out of town visitor?

If the answer is “yes” to any of those, then you’ll have no problem.

You see, the secret of selling website solutions is to merely understand **what to recommend and deliver**.

It has almost nothing to do with actually coding or designing the pages themselves.

As long as you can speak in a SIMPLE WAY to the prospects in your “fishing hole”, you will catch fish.

People don’t CARE whether you coded their website, only what they receive and how much it costs.

By using our free layouts and adding a “stack” of plugins, you can delivering same-day paid website solutions!

This is the core foundation of our **Divi Builder’s Club Construction System**. It’s like Lego Blocks ;-)

Instead of carving your creations out of a block of wood, you are assembling existing Lego Blocks.

After learning what combinations of blocks are popular, you can even start offering specialized solutions.

We’ve had great luck doing this very thing within the Bookkeeper training niche.

There we sold a simple combination of WordPress, Divi and WooCommerce for between \$497 and \$997/year.

In two weeks from June to July of 2017, we sold 104 people over \$61,000 of simple WordPress websites.

Each site was delivered **in under 10 minutes** and all of them were **exactly the same** at the core.

By keeping our idea simple, and only offering ONE solution, we focused all our energy and attention on discovering the best “bait” to catch “fish” in our favorite fishing hole.

From that moment on, we didn’t need to worry about finding another fishing hole or switching bait!

## IT SOUNDS BETTER WHEN YOU SELL IT THIS WAY

After 40 years as an entrepreneur, I've learned one universal lesson about sales:

**You can often sell the same thing more effectively by offering it in a different way**

In the world of WordPress, people will more often say YES to a one-time annual payment vs. month to month.

Saying "*this website solution is just \$300 for the whole year*" is better than saying "*it costs \$25 per month.*"

Why is this?

### **The Psychology Of Uncertainty.**

Knowing that one is limited to a single payment carries a lower feeling of risk than making installment payments.

Instead of "*I don't know how long I will be paying for this unknown purchase*"..they think "*I'm only risking \$300*".

**TAKEAWAY:** When offering your website solutions, provide a base plan between \$300 and \$600 for installation, setup and a whole year of hosting included.



## ANY COLOR YOU WANT SO LONG AS...

Henry Ford famously remarked that customers could have any color Model T they wanted..."as long as it was black".

Steve Jobs reinforced this concept with the popularity of white iPhones and silver laptops.

To avoid wasting time with needless design conversations, offer only ONE base configuration to all clients.

Instead of pandering to the whims of individual taste, offer the visual editor capabilities of Divi **as a feature** that is *"easy enough for anyone to use!"*

We make this even easier for you by providing a FREE library of white label DIY videos in every 1WD.cloud site that you can offer to your clients, so they can teach themselves.

Just as Tom Sawyer convinced his pals to PAY HIM to do his chore of whitewashing the fence, so too will you have your clients HAPPY about teaching themselves to tweak their website designs to their hearts' content!

## GURUS EARN RECURRING REVENUE

By now it should come as no surprise that you will be acting as a “middleman” rather than a “creator.”

That is the whole point of this training!

You see, when I first created this system, I had very few WordPress skills.

But my previous entrepreneurial experiences taught me that clients never care about “perfect.”

Instead they want someone who is willing to find and deliver answers when they are needed.

Since my clients were all “newbies”, I was considered a “guru” in their eyes just for knowing a “little bit” more.

More importantly, I always knew where to find the answers they needed.

At 1WD.cloud, we’ve made it easy for YOU to be considered a “guru” to YOUR clients.

Since we provide personal-level help via our Help Scout system, you will always have the help you need to deliver the answers your clients require.

## **YOUR PAYOFF IS FOUND IN THE UPSELL**

Once you've established a trusting relationship as a "guru", you will find clients asking for more and more features and support.

This is a HUGE upsell opportunity, offering services and features that are "plug-and-play" easy for you to deliver.

For example, with a base site offering of \$300/year, a client would only get simple email support.

If you offered this client the option to have "VIP Support" plus daily backups and help via Skype instead of email, you could charge \$50 more per month (\$600 more per year per site!).

If you offer "Ecommerce + Memberships", you could alternatively charge \$100 more per month simply by adding certain WooCommerce plugins to your "stack" and turning on ManageWP for automatic backups, etc.

This provides nearly \$1200 per year of additional profit, yet takes only a couple minutes to set up one time!

Inkjet printer manufacturers give away their printers because they know the profit is in selling the cartridges.

So too should you establish your clients with inexpensive WordPress sites (\$300/yr).

This will encourage them to request and purchase desirable options that will increase your gross revenue per site by 400% or more!

## RINSE AND REPEAT...NEXT STEPS

We've really only scratched the surface of how to earn money with WordPress when using the 1WD.cloud.

Because you are new to the entire process, we encourage you to take it slow and focus only on the immediate goal of **breaking even** on your first-month investment.

With a cost of only \$49 for three sites, you can allocate your resources as follows:

**Site One** - Should be used as your sales/support site. This is where you can setup our Support Site layout, that we've included free in your 1WD.cloud dashboard. You will use this as your instant "base of operations" for prospective clients you meet in your niche "fishing hole" (hobby or passion).

**Sites Two and Three** - Should be sold to paying clients. Since these are your very first 1WD.cloud clients, you should shoot for a "break even" proposition and consider that a WIN. These two people will pay for your access to 1WD.cloud and give you both the experience and the references to attract other paying clients.

If you charge the minimum of \$300 per year, you will have \$600 gross income. This is exactly what it will cost you for one year of your [Divi - Learn To Earn](#) plan at 1WD.cloud

But remember, you could (and should!) try to upsell these individuals as well. Even if they go with the basic VIP Support upsell, you could be looking at as much as \$1200/year of pure profit for these two sites!

Regardless of whether you are break-even or seeing big profits, your next step is to obtain a [Divi - Pro Reseller](#) Plan so that you'll have ten more sites (at a whopping 50% discount) available to sell to ten new clients.

With these next ten clients, your cost is only \$1188.00/year (\$99 x 12) but you'll have a base income of \$3000 per year (\$300 x 10), leaving you with a net profit (before upsells!) of \$1812 for merely duplicating the same "stack" you already used on the first two clients.

Remember, by sticking to our **Builder's Club System**, your "stack" is something that you create one time and then sell over and over again.

Each time you sell another, the buyers will help you to refine your sales, marketing and experience level.

If you find initial success in your first 30 days, it's very likely that each 30 days thereafter will be easier than the last for finding new clients to whom you will sell and deliver paid WordPress solutions using 1WD.cloud.

## REMEMBER...WE'VE GOT YOUR BACK!

You should rest easy knowing that you have almost no risk with 1WD.cloud

Our [Divi - Learn To Earn](#) plan was created to give you this free training along with unlimited support via our Help Scout system while you learn to sell your first two sites.

Even if you completely FAIL to sell a single site...the outcome is positive.

For the \$49 invested in our [Divi - Learn To Earn](#) plan, you will absolutely come away with a new appreciation for the opportunities available to you when using and selling WordPress.

More likely, if you succeed even minimally, you'll have created a steady and reliable recurring revenue from your client relationships of your own making.

Whether you're a single parent, a student or even an experienced coder, the early stages of your own business can be an eye-opening and exciting experience.

As soon as you realize that it does NOT have to be complicated or time-consuming to deliver powerful WordPress solutions to ordinary people, the opportunities appear endless!

We welcome you on this journey and encourage you to get started TODAY with our [Divi - Learn To Earn](#) plan!



