

WP PLUGIN CREATOR

YOUR COMPLETE WALKTHROUGH ON HOW TO CREATE & OUTSOURCE YOUR FIRST WORDPRESS PLUGIN

Brought to you by

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INDEX

1: The Idea.....
The uniqueness of your idea	
Demand. There must be a demand!	
Overall Cost + Affiliate Commission	
2: The Contact.....
3: The Agreement.....
4: The Time Scale.....
5: Development and Design.....
6: Design and Branding.....
7: Setup and testing.....
8: Affiliates.....
Facebook JV Groups.....
Launch Boards.....
Skype Groups.....
Your JV Page.....
9: Warrior Forum.....
10. Support.....
Get A FREE Strategy Session With Me.....

1: The Idea

WOW, how simple does that sound? Let us just mention this again, "The Idea!"

Seems simple right? Well this is the most fundamental piece of the whole puzzle. Having an idea is merely the start. Getting that idea and creating it into a reality is where you have the real task at hand.

For us, having an idea to work with is great, but the single most important obstacle (apart from having an idea in the first place) is understanding your idea and knowing what you want to achieve.

Are you with me so far?

Let me explain something: Sometimes we work with people having an excellent idea but they struggle with the understanding of how it should work and don't know exactly how they want that idea to be played out.

First thing to do is to take your idea and get it down on paper, in a draft email, or you can get it onto a napkin.

Make a summary of your idea and its functions.

Note: When researching your idea you must make sure you cover these important 3 elements.

1. The uniqueness of your idea

Your product idea must be something new or something which other products do not have. Plugins are probably the easiest and cheapest approach. Remember that with a WordPress blog you can practically do anything you want. From membership plugins, popup, sliders, tracking, social media plugins, video player plugins... again I say it. Pretty much ANYTHING!

The other advantage of selling softwares and plugins rather than PDF's is you don't really have to show proof. My first WSO did over 800 sales in the first week while we were nobody on the Warrior Forum and have zero stats on our sales page.

We simply produced a few working demos of the product and WOLA!

The product reaches 5 figures at our first attempt.

Let's say you are pretty new to the online marketing game and you want to create a PDF about "marketing online" or something which you really have no experience or success with.

Your chances of seeing real success in that case is extremely low.

Let's take as an example, list building. Setting up a squeeze page and teaching someone how to do an adswap and buy a solo are hardly anything new these days. But producing software for example that makes squeeze page setup faster and easy for a non techie person, or a control point for them to manage all their advertising... Here, you are the winner.

2. Demand. There must be a demand!

OK, it's something which needs to be said, your idea is worthless without demand. Let's say you've a friend who owns a video store and needs software to manage his business or a real estate company who needs software or plugins to manage their listings. You could spend a few thousand getting these big projects created in your name with the hope for delivering to your friend and hoping to find another 6 customers that year for the software.

You're changing \$1,000 a pop and you're really struggling to find more customers. Next, you do a search for "Real Estate Software" or "Video Store Membership Software" and find all these state of the art plugins and scripts for \$100.00 with developer right.

You're a little annoyed, isn't it? I've made that mistake and learned.

Creating products and launches require work and investment. You must know where you're going to market your product and how many sales you expect to get. This will tell you how much times and investment you can afford to put into it and how much return you can make.

3. Overall Cost + Affiliate Commission

Take into account how much commission and fee's you'll be paying out before, during and after your launch. If planning on selling a \$7 basic plugin affiliates will want 100% commission to make it worthwhile, make sure you've a strong funnel in place for backend commissions. If you've a good product you can charge more and offer 75% and again have upsells, downsells and a good funnel in place. The cost of listing a WSO is \$20 so the cost here is minor. You can setup products for free in JVZoo.com and get paid direct to paypal.

Note affiliates also like cash prizes so a completion is always good.

Offering the best product in the world with the highest converting sales page is not a winner unless your product is priced correctly in the right place and promoted by the right people. Decide your marketplace; find out what priced products are selling best and how many affiliates are promoting them.

Once you have the idea in your sights, you're on your way to step number 2.

2: The Contact

Finding the right people to do a good job these days can be a tedious task.

Getting together a team you can trust.

Recommendations are always good. Other people's testimonials help and if you have the opportunity to verify someone's work with some samples this provides some security too. But more than this, there is always an issue of securing your hard earned and thought out idea.

Make sure when you're contacting a developer that you have a clear understanding of what you want and what you need for the project to work. This is important because it will not only save you a lot of time but also can help to save you a lot of money.

IMPORTANT - Most programmers or developers should have in their arsenal a good Non Disclosure Agreement, (NDA) this is very important to get right, signed and agreed by all parties before details to your idea are handed over, verbally in writing or otherwise. Even when trying to get an idea of an estimate to the work it is important to get this onto paperwork in place to give you some kind of security. It is recommended to not even hand over the name of your idea (should you have one) before a NDA is agreed and signed.

3: The Agreement

Some programmers are happy to sign an NDA but this might not guarantee them with the work so be sure to always add a clause which defers them from working on your ideas for a period 24 months from the date of signing.

This will give you time to secure a new developer and fulfill your plans.

Always make sure that the contract states it is governed by the laws of the country to which all parties are residing.

4: The Time Scale

Get it in writing from your programmer a plan of action, a kind of estimate or breakdown of each phase the product development.

This is always going to be difficult as there are nearly always unforeseen issues, be compatibility with another software / browser or program.

By agreeing to a good time schedule it helps to not only control a good payment structure but it helps to keep track on the progress of the program.

You get a better understanding of how much you are paying and what you are paying for. Once you have a project under your belt and you are confident that your programmer can handle your work load you can be a lot more flexible with this stage but this is purely at your preference and discretion in assessing the situation.

Here is an Example break down:

- Development to WP Sample Plug-in
- Development cost \$1000
- Time frame of development 100hr.
- Design 20 hours
- Programming 60 hours
- Setup 10 hours
- Testing 10 hours

Some developers prefer 50% down payment at the beginning of a project and 50% upon completion. Others prefer to be paid per project development.

Here are some sites where you'll find people to cheap outsourcers. Note good programmers can be very difficult to find but they are out there. If you are clear with your original request most will be straight up if they can complete the job or not.

Outsourcing Resources

- <http://www.onlinejobs.ph/> - Great For VA's, Support Desk, Approving Affiliates, Etc
- <https://www.elance.com> - Great for programmers and all round outsourcing.
- <https://www.freelancer.com.com> - Another great all round outsourcing site.
- <http://www.warriorforum.com/warriors-hire/> - Designers and programmers (cheaper than Elance & Freelancer)

5: Development and Design

Be sure to work closely with your designer and development team.

Feedback is the most important thing; don't wait for days to pass before you decide to mention you don't like one thing or another.

If you don't like how your programmer or designer is doing something, say it.

If your designer and programmer are not the same person, they need to communicate because it helps one another to get the correct results and can save a huge amount of time and resources.

Sometimes when you have an idea about a function or another, it is very possible your programmer has seen this before, knows it is problematic and can function better in a different way so be susceptible to ideas from the programmer but be sure that the programmer does not steer away from your original idea and you end up with the wrong end product.

It is our recommendation that all changes whether agreed verbally or in a skype chat, sms, mms should be backed up, confirmed and agreed via email before going ahead to save any bad feeling of misunderstanding.

6: Design and Branding

A good design and name can mean the make or break of any idea.

We really recommend not saving time on this one and this could even mean stretching that budget that little bit further than you expected.

Research potential designers using the outsourcing resources above. From here research top selling product in your niche, maybe there is 50+. Break these down into designs that you like so you can give your design an idea of what you're looking for. An unique design is vital. The last thing you want is your product looking like PLR.

When looking for a designer, the same conditions apply as with the programmer not so much the NDA but be sure they know what is needed and agree on a good time schedule and price.

Get everything in writing and try to get them to keep to their schedule as much as possible.

Changes to your design can be costly so be sure to get involved as much as possible and give good feedback and samples of what you and like and don't like.

7: Setup and testing

Be sure to test your product, test it again and again between you and your programmer. You need your product to be working 100% before launch day. This is non-negotiable. If your product does not work 100% then DO NOT LAUNCH IT.

Don't leave it to the last minute to find out your product has some problems as this will be a sure way to have wasted all your time and money. The same goes for setting everything up ahead of launch.

Choose a launch date, one with a good significance or one which you are sure you know you will be ready by. DO NOT leave yourself short of time otherwise in the most important parts of the pre-launch and launch you could make some costly mistakes.

I know I said it already but I cannot say it enough:

TEST IT, TEST IT AND TEST IT AGAIN!!!

Only when you are 100% happy with everything will you be ready to launch.

8: Affiliates.

We like to have 60 days from product idea to launch date. This allows 30 days to complete a product and 30 days for JV promotion. During this time tweaks can be made and you can start working on your next project. This is why we find it as always best to be one product ahead all the time.

When you're ready to promote your product, and I don't mean when the product is ready but at least 10-28 days pre-launch date start to get people aware of your launch and your product.

You can hire JV managers and can cost from \$1,000 - \$5,000 to look over these steps but with some organizing and good time plan you easily manage this yourself although if new hiring a JV manager with proven record might be more convincing for affiliates.

Facebook JV Groups

Go here : <https://www.facebook.com/search/results/?init=quick&q=jv%20group>

Here you'll see many groups open to join and some you'll need to request. Don't go in and start spamming your JV offer but do get it out there. Support people in the groups if you can and be friendly to everyone. If you pick up a few solid affiliates from this approach it can make a big difference on your launch day.

Launch Boards

- <http://imlaunchr.com>
- <http://warriorjv.com/index.php>
- <http://muncheye.com/>
- <http://jvlaunchcalendar.com/>
- <http://www.jvbillboard.com/>
- <http://v3.jvnotifypro.com/account/>

Skype Groups

You'll find many Skype groups also for product launches. You can search on the Warrior Forum + the Facebook Groups to get access for many owners and groups.

Your JV Page

An important part to note is your JV signup page should be as impressive and complete as your sales page on launch day. You are selling to the JV's so they will promote your product. Here is what the affiliates will want to see.

Clearly Note The Date Of The Launch. An option box for updates, certain product creators force opt-in before affiliates can access links, swipes, banners etc. Although this is a good way to build your JV list I've been asked many times for direct access to the tools without signing by many affiliates. You can better try an approach like offering them a bonus, review copy or state prizes are only for people who join your list.

Be sure to approve your affiliates, check this continuously and let anyone and everyone know about your launch. Inform the people that there are good commissions. Be aware that people will only promote if they think it will be a good return on their lists, and their time.

9: Warrior Forum

Preparing for the launch day.

Warrior Forum is a great portal to the world of IM, it can be your friend or your enemy and this is where you must be careful.

First of all you must apply for your product to be accepted.

Go to: <http://www.warriorforum.com/warrior-special-offers/>

Click create a new WSO. You should plan to do this 48 hours before your launch or 10 days if you plan to have a prelaunch. You must have everything complete for your sales copy. If launching on a certain time and day remove the "Add to Cart" and put "Coming" whatever date.

Once your thread is approved you'll receive a private message on the Warrior Forum with a pay link.

Note: Once you pay your thread, it will be visible at the top of the Warrior Special Offers section and instantly start getting attention. Quickly go to your thread and click Reply. Make the 2nd post your FAQ. Try to get your friends and colleagues to give you some positive feedback. The difference between positive and negative feedback can mean the difference between 100 and 1000 sales.

10. Support

Always be on support, or make sure someone is on support as much as possible before and during launch week.

Before, during, and after launch you may be getting requests from people to promote your product so always check both your affiliate account and the Warrior Forum for any random questions and support issues.

Have your support email checked, if launching on Warrior Forum always check your private messages. No matter how many times you direct people to your support desk and ask them not to use email or private messages for support people will continue to do so. Cover all angles to avoid complaints and refunds. We use <http://www.hesk.com/> for your support desk and people have also been impressed with our live chat support using <http://livezilla.com>.

Get A FREE Strategy Session With Me

In the past 2 years I've coached 50 entrepreneurs how to launch successful products in various niches. We're responsible for over 20 JVZoo Products Of The Day and generated multiple hundreds of thousands in sales revenue in the past 12 months alone.

If you would like a free one on one marketing strategy session with me where we can discuss your plans and ideas please go here : <https://kevinfahey.net/coaching-step-1/>

Thanks For Reading. :)

Everything is there for the taking... it's all about TAKING ACTION!

*To Your Success,
Kevin Fahey*



Kevin Fahey

<https://kevinfahey.net>

PS If you would like access to more of my products, training, plugins, case studies and best information marketing membership for online entrepreneurs please check out this special we've prepared for this WSO :

<https://kevinfahey.net/wso-special/im-vip-training/>