How to turn your WordPress love into a certified side hustle

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A little about me

Cerkl
Personalization. *Automated.*

READ ME
A Book Suggestion Podcast

Campbell County
PUBLIC LIBRARY

CINCINDIAN
One family's quest to find the best Indian food in Cincinnati.

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SHERWOOD PTA

FOX 19

14 NEWS

Why I am here today.

___

Why are you here?

Expert Power

Your secret weapon

Find your expert power

- What are you good at?
- What skills would you like to improve?
- What are you bad at?

Example skills:

Design | New tools | Plugins | Cheap sites | Art selection | Large project management | Collaboration | Graphic design | Content Creation | Integrations | Code | Strategy | etc.

Clean your house

Get your digital front door looking professional and ready for company.

Website

LinkedIn

Twitter

Facebook

How are your going to get clients?

Activate your network

Make new connections

Use online services

Word of mouth

By doing great work and showing it off!

Before you take that meeting...

How will you run your hustle?

Create scalable processes

Invoices
Agreements
Folder management

Who is paying for...

- Domains
- Hosting
- Themes

Value and monitoring

- Set your hourly rate
- Get 20% down
- One time thing
- Ongoing
- Ad Hoc

Content creation

- Who is creating the content?

- Logos

- Stock photos

- Business imagery

Your Client

Detail the goals

- Timeline
  - Realistic
- Goal
  - In writing
  - Specific
    - Number of pages, etc.
- Expectations
  - Payment
  - Overages
  - Items from the client
  - Number of revisions
- Sign it

{Org} Website Proposal

Date
—

Your Name

- Our Story
  - I would take this from the book site.
- Donate
  - Menu item would link to SaaS payment platform Brad spoke about. I would do the same whenever a natural donation mention showed up.
- News
  - Blog and links to any media coverage.
  - I would take the content from your Love Stroke The Book Facebook page.
    - Backdated to the day it appeared on your Facebook
    - Up until March of 2017
- Get involved
  - Volunteer opportunities if you have them. Could be for later.

I would also suggest we create the following items in the footer of the site.

- Copyright
not every option is available on every theme.

IV. Build time
    A. EXPECTED COMPLETION DATE: 14 days after layout selected
Here's where I complete the first draft of the site.

V. Review & punch list
    A. EXPECTED COMPLETION DATE: 7 days after submission to you
Here's where you review the site, make notes of any changes or additions you need in a Google Document I will share with you. Once your review is complete, then I will make those changes.

VI. On the domain
    A. EXPECTED COMPLETION DATE: 3 days after review
Now the site is complete but we just need to put it on the domain. We can meet in person or you can add me, temporarily, to your GoDaddy account. We do a final run through to make sure it went up great and I turn over the keys to you.

VII. Payment
    A. EXPECTED COMPLETION DATE: At domain meeting
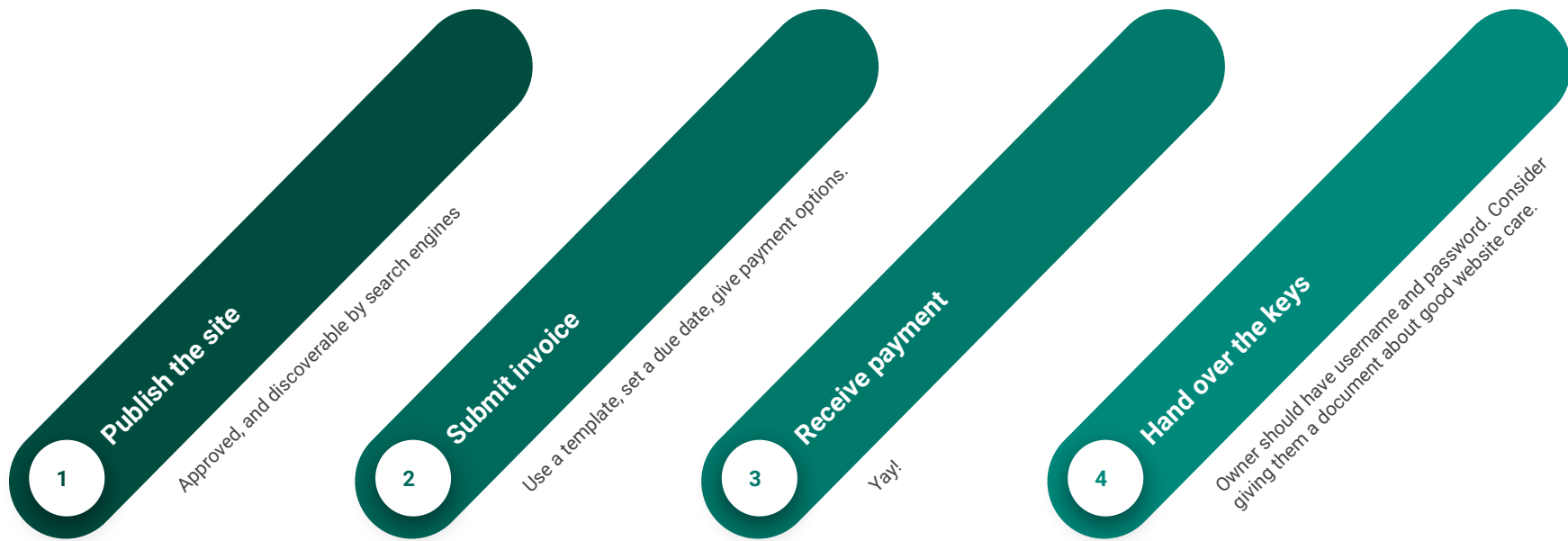I take Paypal and check. :) I can also fill out a 1099.

Building the site, a.k.a. The fun part

- Keep track of passwords
- Detail plugins and their uses
- Stick to the timeline
- Keep them updated if you are building offline
- Do your very best work
- Remember, it's their website... not yours

Launch Timeline

1 **Publish the site**
Approved, and discoverable by search engines

2 **Submit invoice**
Use a template, set a due date, give payment options.

3 **Receive payment**
Yay!

4 **Hand over the keys**
Owner should have username and password. Consider giving them a document about good website care.

TAXES

It's a bummer but we've gotta do it.

I am not an accountant. Just passing on the knowledge gleaned from my experience.
Please consult the tax laws or a tax professional for information germane to you.

1099 - Bad News

- Like a W-2 but for freelancers
- No taxes, Medicare, Social Security taken out
- Could be 25-35% of your earnings, depending on tax bracket

1099 - Good News

- Deductions
  - Computer or other business hardware
  - Electric bill
  - Internet bill
  - Office space
  - Mileage
  - Cell Phone

Questions?

Share your feedback