

# IGNITION 90

WordPress For Business:  
10 Things You Need To  
Know To  
Start An Online Business

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# The Rule of Three

“The rule of three, law of three, or power of three is a writing principle that suggests that things that come in threes are funnier, more satisfying, or more effective than other numbers of things.”

1

2

3

# Three Things About Me

- 1 I am passionate about digital marketing and have helped dozens of business build their marketing ecosystems
- 2 I sometimes dress up as a superhero (or occasionally a supervillain)
- 3 I blog at [socmedsean.com](http://socmedsean.com) and can be found at [@socmedsean](https://twitter.com/socmedsean).



# The Business

## What Are You Going To Sell?

1 Products

2 Services

3 Opinions + Ads



**18" MIXED CATTLEYA &  
HYDRANGEA SILK ARRANGEMENT**

**\$85.90**

# Tip #1

*Even great ideas are sometimes not actionable. Seek feedback from other and don't be afraid to evolve your original concept.*

## The Favorite

❤ [PickFu](#) – Idea feedback from the crowd

## The Example

 Ignition90

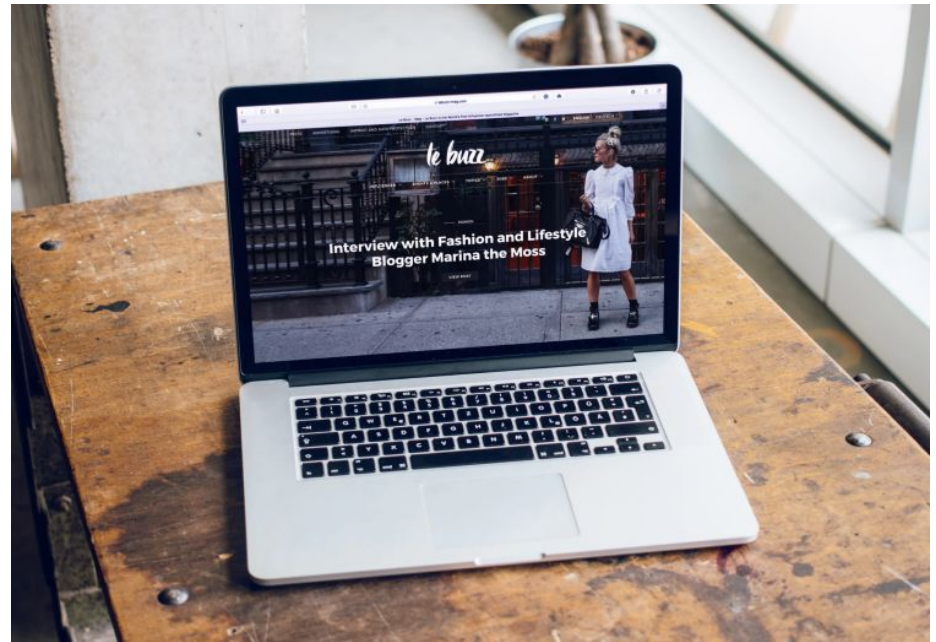
# The Venue

## How Are You Going To Sell Your Product?

1 Physical  
Location

2 Online

3 Both



# Tip #2

*Your sales venue should be a direct derivative of **your customers** needs. Be where your customers need you.*

## The Favorite

❤ [WP-Store Locator and CSV Manager](#)

## The Example

🔥 Mobility+Designed

# The Prospect

## Who Are You Going To Sell It To?

- 1 Who are your potential customers?
- 2 Why would they want what you have?
- 3 Where else can they get it?





# Tip #3

*If you don't know who you are selling to, you will fail to sell to them. Invest time in developing, testing and evolving customer personas.*

## The Favorite

♥ [PersonApp.io](https://personapp.io) to build personas

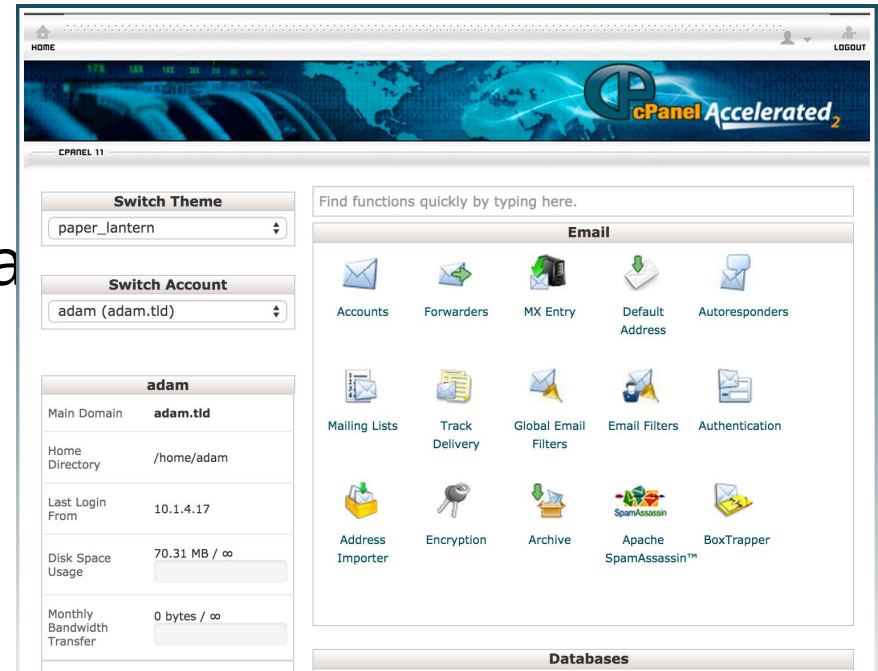
## The Example

 JUMP

# The Technology

## What Do You Need To Deliver?

- 1 Fast Host
- 2 Access To Technical Controls
- 3 Support You Can Count On



# Tip #4

*A cheap web host will always show their weakness at the time when you need them the most. Invest in a hosting solution that will be there through good and bad.*

## The Favorite

♥ [SiteGround Hosting](#)

## The Example

 FauxTreesNShrubs.com

# The Sale

## How Will You Deliver eCommerce?

- 1 WordPress
- 2 WooCommerce
- 3 Credit Card Processor



# Tip #5

*When engaging in eCommerce, the last place you want to worry about performance is with your credit card processor. Calculate the costs and the risks carefully.*

## The Favorite

♥ WooCommerce + [Booster Plus](#) + [Stripe](#)

## The Example

 Anonymous Client

# The Solution

Once Sold, How Will You Deliver?

- 1 Dropship
- 2 Direct Fulfilment  
Inventory  
Management  
And Automation



# Tip #6

*Your ability to scale is directly related to your ability to automate your business processes. Find tools that will help you automate menial, yet business critical-tasks*

## The Favorite

♥ [WP All Import for WooCommerce](#)

## The Example

 FauxTreesNShrubs.com

# The Pitch

## How Will Anyone Know About You?

1 Advertising

2 Content Marketing

3 Social Media Engagement





# Tip #7

*There is no such thing as “build it and they will come”.  
Marketing is hard work, especially when Google indexes  
more than 150 trillion pages.*

## The Favorite

♥ Facebook Ads + [Yoast SEO](#) + [Hootsuite](#)

## The Example

🔥 Unnamed Previous Client

# The Support

## What Will Your Customers Think Of You?

- 1 Whose Phone Will Ring?
- 2 Who Will Answer Email?
- 3 Who Will Engage Via Social?



# Tip #8

*Your customers can help you evolve your products and services in new ways. Help people solve their problems and they will reward you with their business*

## The Favorite

❤️ [FAST Support Ticketing](#)

## The Example

🔥 Discuss Diabetes

# The Affinity

## How Can You Create Brand Ambassadors?

- 1 Email As An Engagement Tool
- 2 Social Word-Of-Mouth
- 3 Reviews As Opportunities



# Tip #9

*Email is an amazing way to re-engage your previous customers. Spend the time segmenting your customers and sales and use email to offer them value.*

## The Favorite

❤ [MailChimp WooCommerce](#)

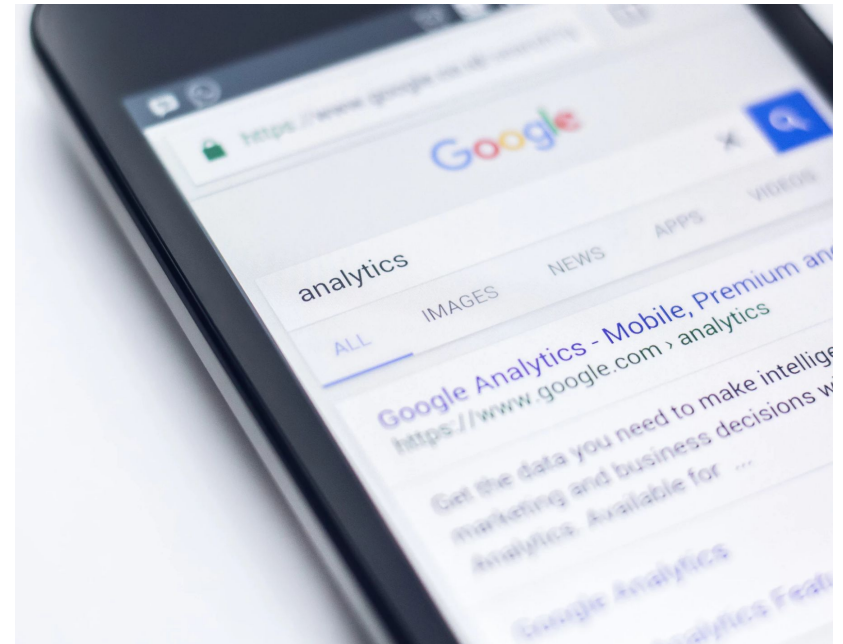
## The Example

🔥 Jack Stack BBQ

# The Evolution

## How Will You Measure Success?

- 1 Analytics Tools
- 2 Feedback From Customers
- 3 Ongoing Commitment To Change



# Tip #10

*Every month, you should be able to learn something new from your analytics and build at least 1-2 different A/B tests based on insights and hypotheses.*

## The Favorite

♥ Google Analytics + Social Analytics (e.g. FB Insights, Twitter Analytics, etc...)

## The Example

🔥 Davis Colors

# Bonus

*The following are answers to questions from the conference:*

Q: What is your favorite user management plugin?

A: Ultimate Member for WooCommerce or UserPro

Q: What is a good way to incorporate eCommerce into a signup form?

A: Consider looking into Formidable plugin and their WooCommerce integration

Q: How can I create a membership directory using WordPress?

A: If it's a simple membership directory, a plugin like [TablePress](#) creates nice looking tables that can be maintained using a CSV file. If you need something more complex, take a look at [WP-Store Locator](#) (treat your members like stores) or [Ultimate Member](#).



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Questions?

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