

21 DAYS TO PROFIT

Membership Website

Configuration and Setup Instructions

To properly complete the 21 Days To Profit System, you will need a specialized website. Not just any website will do.

Your website will need to support a large volume of customers who will be paying you month after month. It will need to provide payment processing for subscriptions and recurring billing. It will need to control access, so your customers have usernames & passwords to log in. You'll need a support and help desk to be able to provide them with good customer service. There are more features we'll talk about below, but to properly set up your business... you need a site like this.

Setting up your website to do all these tasks can be confusing and expensive.

But there's no need to worry!

This is exactly why we encourage you to let us purchase & configure all the premium plugins for you, setup your website, register your domain name, purchase & configure your premium theme and have the site ready for you to add content. This is all part of Profit Platform: the premium website building and hosting service. Not only do they install, configure and set everything up for you... they provide you with your own webmaster to support you if you ever need their help.

We've arranged it so you can have Profit Platform build you a perfectly configured site that includes all the necessary premium plugins and themes pre-installed. You don't even have to pay for them!

The site is specifically tailored to work with the 21 Days To Profit Course. It's set up perfectly to our specifications.

This allows you to participate with us without having to spend any money out of pocket during the training. Then, if you decide you like the website they've built for you... you can keep it. Otherwise, just cancel and it will never cost you a dime.

If you'd like to do your website setup yourself: Below, we'll provide you with the complete list of themes, plugins and tools you'll need to install and perform the setup yourself. You may be an advanced user and prefer to do it yourself.

Be aware that many of these tools are premium plugins or themes and cost money to purchase. You can't really build the proper website with free tools alone.

That's another benefit to using Profit Platform to build your website: They buy all the premium themes & plugins for you and pre-install them on your site at no additional charge!

Your site will require strong and secure website hosting. You'll also need hosting that is fast and stable. Going with cheap hosting is the wrong choice for this kind of site. Profit Platform provides strong, secure & fast hosting for your new site too!

The wrong choices at this stage can lead to compatibility problems and other issues later on. Proper hosting and configuration means a quick-loading site that won't lose customers due to frustrating experiences, but it's also expensive compared to lesser base-level hosting configurations.

Once WordPress is installed and properly configured, an array of plugins help customize the website, transforming it from a basic, limited blog into a dedicated ecommerce site capable of managing flexible membership subscriptions as well as physical and digital products. Some of the plugins are free, or have a base-version that is free, but they must all be set up and optimized to work seamlessly with one another. Many of the tools come with basic default capabilities, but will need some creative attention at first, so that you don't need to start completely from scratch each time you add a product, lesson, sales funnel, etc.

If You Decide To Let Us Buy Your Domain, Plugins, Themes & Set It Up For You:

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(Then click on "New Site Build")

For many of the specialized options the site will require a more expensive, premium version of the following tools:

- **Premium Theme – Astra Pro** <https://wpastra.com/pricing/>
The theme controls the look and feel of the site. The best themes work for a wide range of different looks and website capabilities. For example, if you sell goods or services, your theme should support styling for your shop module, not just basic blog entry styling.

- **Builder Suite – BeaverBuilder Pro, UABB, Beaver Themer, Shortcodes Ultimate**
<https://www.wpbeaverbuilder.com/pricing/>
<https://www.ultimatebeaver.com/pricing/> <https://getshortcodes.com/add-ons/add-ons-bundle/>
 Even with fancy premium themes it can be a cumbersome and inefficient task to design the look you want. A site-builder tool with premium addons lets you test and build posts and pages with a wide variety of configurable website elements, all without needing to touch code.
- **Support Plugin – SupportCandy + addons** <https://supportcandy.net/pricing/>
 The more successful your website, the more goods and services it will sell, and this sales volume will generate customer questions and complaints you or your team must deal with. A clean and professional support desk will make it possible to keep up with support tasks as your business scales up. Choose a plugin or service that lets virtual assistants log in to handle tasks in a dedicated support environment.
- **WooCommerce Memberships**
<https://woocommerce.com/products/woocommerce-memberships/>
 Add the ability to control and restrict access to certain resources on your site and shop. This is a great way to deliver digital products including downloads and course material or other media and the Memberships plugin can also do clever members-only tricks with your shop products.
- **WooCommerce Subscriptions**
<https://woocommerce.com/products/woocommerce-subscriptions/>
 The Subscriptions plugin sets up integration with payment processors for recurring billing and can link with the Memberships tool to control paid access to different website areas or resources or other benefits.
- **Learning Management System – Sensei LMS** <https://senseilms.com/>
 Online courses require a specific layout and set of display and user options and a LMS tool makes it easy to set up various courses with different modules and lessons.
- **Checkout Addons and Field Editor**
<https://woocommerce.com/products/woocommerce-checkout-add-ons/>
<https://woocommerce.com/products/woocommerce-checkout-field-editor/>
 Choose from a huge variety of different properties or details you might want set or collect from buyers during the checkout process.
- **Cart Reports** <https://woocommerce.com/products/woocommerce-cart-reports/>
 Track and evaluate data about behavior at each stage of the checkout process so you can monitor and improve your site to close more sales.
- **Customer History** <https://woocommerce.com/products/woocommerce-customer-history/>
 Make sure your shop tracks and remembers past history of clients to help give them the best service.

- **Buy-Button/Checkout Flow Control** ○ **Custom Thank-You Pages**
 - Show a specific thank-you page to visitors who take particular actions.
 - **Handsome Checkout** <https://bogdanfix.com/handsome-checkout-pages-for-woocommerce/>
 - Take control of the look and feel of your checkout process in a very detailed way.
 - Eliminate unnecessary distractions that can cripple sales numbers.
 - **One-Click Upsells** <https://bogdanfix.com/one-click-upsells-for-woocommerce/>
 - Capture an initial purchase through your credit card processor before instantly tempting the buyer with a compatible product.
- **WooCommerce** <https://woocommerce.com/>
 - A digital shopping platform that adds sales cart and other capabilities to your basic WordPress site.
- **WooCommerce Stripe Gateway**
 - Stripe (or other similar services) allow your online shop to swiftly and securely process credit card transactions.
- **Site Security Plugin**
 - Websites can become targets of pesky and dangerous attacks by malicious actors and a good security plugin helps block these attacks and keep your data safe.
- **Google Site Verification and Tracking**
 - It's important to monitor visitor volume and behavior on your website and to encourage search engines to list your site in search results. Install and configure Google Site Verification and Analytics tools to help with this.
- **SEO Tool – Yoast SEO** <https://yoast.com/wordpress/plugins/seo/>
 - Search Engine Optimization means making your content and products compatible with protocols expected by search engines. Unless you want to have to do this manually for each individual product and article on your site, you'll need a plugin to automate most of these repetitive SEO tasks.
- **Ad Display Controls – In Post Ads, Ad Rotate Pro, WP Notification Bars**
 - Use ad display control plugins to manage which ads show where on your site. Some of these tools even let you split-test and track the effectiveness of different banner ads.
- **Pixel Management – Pixel Caffeine** <https://wordpress.org/plugins/pixel-caffeine/>
 - Besides basic visitor tracking metrics, there are tracking pixels from platforms like Facebook that let you tune and target ads to specific users who exhibit certain behaviors on your site. Pixel management plugins make it easier to add these pixels to the right pages and website events.
- **Site Cache control**
 - A website cache helps speed up the load time of your website, but with a complex site including a shop, membership area, courses, etc., it is important that you have correct control over the cache.

- **Checkout Countdown for WooCommerce**
<https://wordpress.org/plugins/checkout-countdown-for-woocommerce/>
Show a configurable countdown timer to boost sales with a sense of urgency.
- **SSL – Cloudflare**
Online credit card processors require specific page security settings to operate properly. Use a SSL plugin and service to set rules to control SSL across your entire site.

Setup Steps:

(All these steps are done for you with Profit Platform)

1. Purchase Premium WordPress Hosting
2. Install & Configure Wordpress
3. Install & Configure WooCommerce
4. Purchase and install UltimateWoo (or individual plugins sold separately)
5. Purchase and install Astra Pro (you need the pro version, not the free one)
6. Purchase and install Beaver Builder Pro (you need the pro version, not the free one)
7. Purchase and install Buy Now & Order Process Plugins
8. Create Your First Product & Sales Pages
9. Optimize a sales funnel and checkout process
10. Create Your First Membership & Subscription
11. Set-up Your First Course
12. Set-up Your First Lesson
13. Set-up Your Ads & Banner Rotation Plugins
14. Format Your Blog Design

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Support:

If, at any time, you need help with the 21 Days To Profit Training or Your ProfitPlatform website... please contact JobCrusher’s support at: <https://support.jobcrusher.com/>

It’s important that you get the help you need. After all, wouldn’t it be worth it when you have your very own online business paying you while you work from home?