The Tools You Need to Build Your Business

Introduction

Do you have the tools you need to build your success? You can build plenty of things with glue and paper, but those tools will only get you so far.

If you are going to build your business online, then you will need to build a website that will work for your business.

When you build anything, you need tools to make it happen. It's even easier if you have the right tools for the specific job.
I
t's time to have a website that helps you prosper.

RANDOM (and some might say pointless) FACT: It's called "cut and paste" because at one time you actually cut and paste the items together to create your design - like in real life not on the computer cause that would make a mess!

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Before You Start

Before you hammer the first nail or lay the first piece of tile, you do need to know what your building. Otherwise, you could set out to build a house and end up with a man cave. Although they might have similar structures, they definitely won't serve the same needs.

Be sure you take the time to walk through a business plan for what you are doing. Not only will it help you ensure you come out with the end result you wanted, but it will also guide you in the choice of the tools that will work best and better for the goals you are setting.
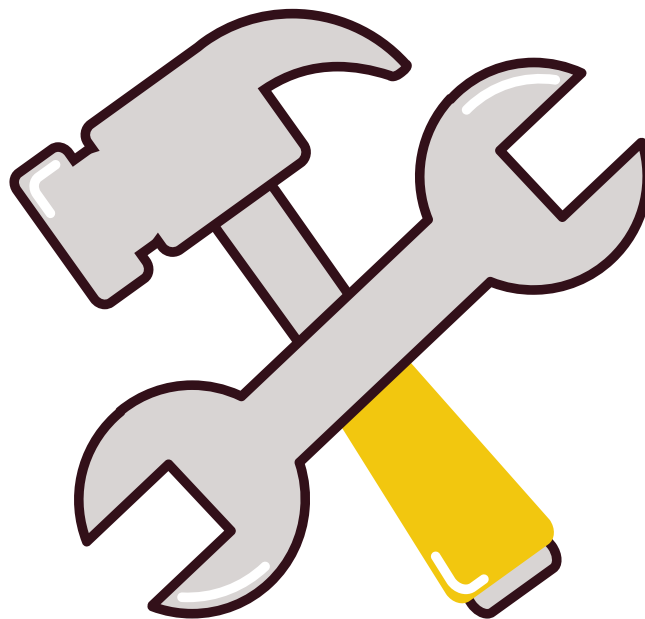
Three Steps To a Personalized Website

- **Choose your starting point**
- **Use the "site-wide" feature to make the choices apply across all of your site**
- **Add in Kadence Blocks for WordPress editing superpowers (not real superpowers, but it will feel that way).**

The Right Theme

Kadence WP joined the iThemes family in April of 2021, and things will never be the same.

The Kadence Theme has 15+ beautiful starter templates allowing you to save time and still create beautifully designed (and personalized) site. All you have to do is find the right choices that align with your brand, mission, and voice.

There are thousands upon thousands of other WordPress themes you can use. You can spend hours, days, or even weeks trying to find the perfect theme, or you can trust us when we say that Kadence makes it easier.

What is a Theme?

In a nutshell, a WordPress theme determines how your website looks to a user when they land on your URL. A WordPress theme provides the look, feel and design for the overall styling of a WordPress website.

More specifically, all of the content you add to your website is displayed within the context of the WordPress theme you choose. By changing your WordPress site's theme, you can instantly change how your site looks.
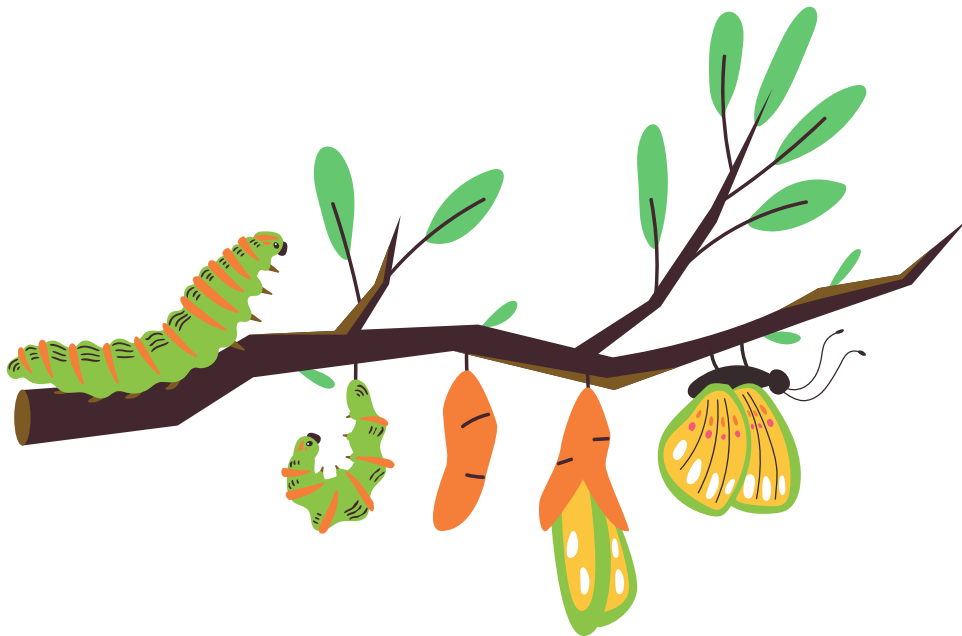
The Right Plugins

WordPress plugins are no-code software tools. WordPress plugins use APIs to offer multiple different features and functionalities that developers can take and modify for their own websites.

All WordPress plugins are designed to function optimally alongside WordPress content, fields, and taxonomies. Each plugin is registered in the WordPress database alongside developer data. Then with each unique visit, WordPress will connect to the database and load your active plugins.

To start using Plugins, simply visit the WordPress plugin directory to start browsing available plugins. Here you can search available plugins by name or function and install your chosen plugins.

## We have some great options from the iThemes family

iThemes Security Pro - The #1 WordPress Security Plugin
BackupBuddy - The Original 3-in-1 WordPress Backup Plugin
Restrict Content Pro - A Powerful WordPress Membership Plugin
Landing Pages - A WordPress Landing Pages Plugin
Content Upgrades - A WordPress Content Upgrades Plugin
Boom Bar - A WordPress Notification Bar Plugin
WP Complete - A WordPress Course Completion Plugin
iThemes Sync Pro - Manage Multiple WordPress Sites From One Dashboard

What is a Plugin?

A plugin is a software tool that adds additional functions and features to your WordPress website beyond the standard WordPress elements. Plugins are designed to integrate seamlessly with your existing WordPress website, making it easier to add great web features without any need to code.

Site administrators can install and uninstall plugins simply and easily from their WordPress admin portal. And, even better, most plugins are actually free. In fact there are thousands of free WordPress plugins to choose from in the WordPress plugin directory. Here you'll find a plugin for pretty much everything from security to SEO. It's just a matter of choosing the right ones for you.

Thanks to their ease of use and affordability, plugins have fast become a mainstay for WordPress developers and website owners. And it's
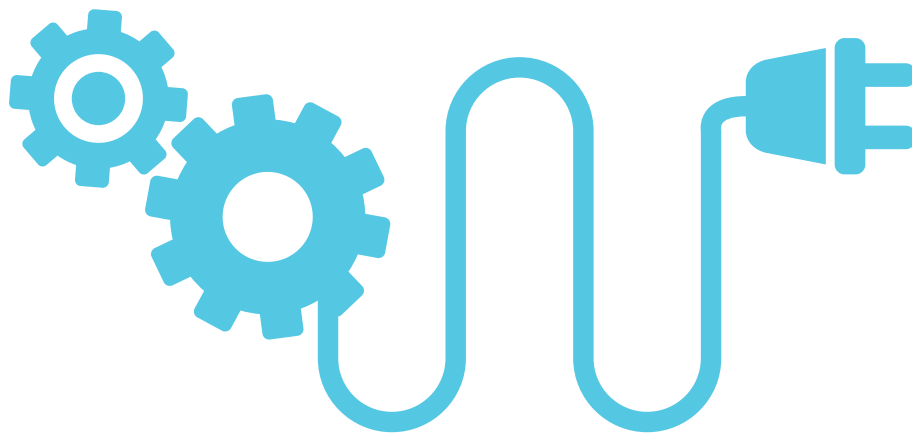
Why Plugins?

Simple to install.

Plugins are simple and easy to install and use, saving on hours and hours of development time. Hiring a professional web developer is time-consuming (not to mention expensive). But with WordPress plugins, you get the benefit of complex functionalities without ever having to see a piece of code or handing over a dime. Most plugins are free of charge and even the premium plugins often come with a free basic version – so try before your buy and save those all-important pennies.

Simple to customize.

Most WordPress plugins come with lots of opportunities to customize features and functionalities to your specifications. Setting can be turned on and off and design features like typeface and style can be personalized. Plus, trying out a new plugin doesn't have to be a permanent arrangement. All plugins can be installed and removed easily on the WordPress plugin directory.

Simple to maintain.

Such is their popularity; WordPress plugins have consistently improved in reliability over the years. The majority of plugins are managed by reputable companies with a commitment to regular updates and security checks. And for even more reliability you may wish to opt for a premium paid Plugin. That said, don't be put off using WordPress's many free options.

Simple to use.

WordPress plugins are so user-friendly. This is one of their greatest assets. Any developer – no coding experience needed- can simply and intuitively add new functionals, features, and filters onto their WordPress website. And if you do happen to know some code you won't be left bored. More experienced developers can integrate their own code into WordPress. Searching for and installing new plugins to your WordPress website can be done in no time at all. Simply download, install, and activate from the WordPress directory to transform your website in minutes.

The Right Subscriber Software

Harness your time, so you invest it wisely.

Membership websites take a much higher commitment from the site owner, and that's something you need to know from the start. Owning a membership site means you must follow an array of best practices to convert and generate substantial returns on your investment.

Content Updates

With this membership model, your ongoing published content is the main attraction, with your client paying for strictly that.
Your content can be sent out to these members on a daily, weekly, or monthly basis.

Content Library

If you choose the library-based model, members obtain access to your entire collection of content, including courses and video seminars.

Group Coaching

Do you want bang for your buck? Then group coaching is an excellent way to "kill several birds with one stone."

Path to Result

In the "Path to Result" membership model, you're making a guarantee to members that you'll help them accomplish a goal or objective by the end of their membership term.

Membership vs Subscription

A membership website is an online platform that offers members access to gated content. Digital downloads, webinars, online courses, etc are all great examples of content you might offer. Another way to think of a membership site is to think of a gym. You have to pay to play.

These websites can have a range of tiers as well as monetization models. Some charge members a recurring fee, others offer their content for free, and still, others combine the free and paid models. (Of course, you want to make money off your membership site, but you can choose to monetize it by advertising or other means.)

There's a difference between a membership and a subscription. A subscription allows access to the resource for a defined period, such as monthly or annually. Membership is being a member of the group and requires some participation from members to reap full rewards for members.

Since some membership sites offer free or hybrid models, you can't really say they're subscription sites. To make sure we cover all models, we'll stick with the term "membership (web)site."

The Right Social Media Manager

It's ALL about relationships, so you have to find a way to stay engaged across a variety of social media platforms without losing the time you need to get more stuff done.

Depending on the size of your company (and the limits to your budget) you can always stick to old school basics. Log in to your social media account and post from there. It's free.

The downfall is that you can get sucked into the social media vortex never to be heard from again. If you are going to log in directly, then have a way to limit your time.

Managing systems are another way to manage your social media involvement. You can find systems that are completely free (although you'll have limited options) and that cost a large sum (but provide multiple tools and ways to keep your team involved and on target).

Check these out:
- Co-Schedule - the top benefit is that it works directly in WordPress so you can create your content while you are creating your content
- HootSuite - the top benefit is the low cost. You can manage multiple social streams from a free account.
- Sprout Social - the top benefit is the ease of use, simple to post, simple to navigate, and simple to monitor messages.

**Get connected.
Get engaged.
It's ALL about
RELATIONSHIPS!**

The Right Time Management System

You can make more money. You can find more resources. You will NEVER make more time. Spend your time wisely.

You need to keep up with your time - with a calendar, a planner, or some type of time accountability that will keep you investing your time with purposeful focus.

You have to find the right time management system for you. If it doesn't work for you then you won't use it. So no matter how good the reviews on a system, if you don't work it then it won't work for you.

Go old school with a paper calendar. If you have a family, a large wall calendar with lines for writing is perfect. Keep it in a place where everyone can see (and add to it).

Make the most of the tools. Cloud calendars can be shared through digital links. Everyone in your family, your organization, or your group can utilize the same menu and keep up with important dates. Check out Google Workspace for an all-encompassing tool for managing your time and your team.

Apps and Plug-ins are available to help you measure the use of your time, offer alerts when you are getting distracted, or give you ways to connect with your team.

Whatever you choose, make sure you regularly review how it works for you. Adjust if you find you've been spinning your wheels.

The Right Learning Platform

You will never know it all. Or if you do get to a place where you know it all, someone will change what you need to know.

In other words, you always need to be learning and growing so you are prepared to create (and take advantage) of all the opportunities.

The best news you'll hear today is that you can learn from anywhere and for just about any budget (although if you are going got spend less, you may have to invest more time to get a return).

iThemes Training - All new premium courses developed and offered during your membership year PLUS replays!

Udemy - you name it, and they probably have a course about it.

Community colleges - online and in-person learning for a wide range of topics.

If you want to learn, you can find opportunities to learn!

Be consistently invested in being the best you.

If You Build It . . .

If you build it, then it will be built. How you build it will determine (in part) on the level and durability of your success.

Choosing the right tools, for what you need and for the time at hand, will go a long ways to creating the foundation you need for building up lasting success.

REMEMBER:
The right tool for you is one you will work and that will work for you.

WPprosper

DO WELL, DO BETTER, DO MORE WITH WORDPRESS & ITHEMES
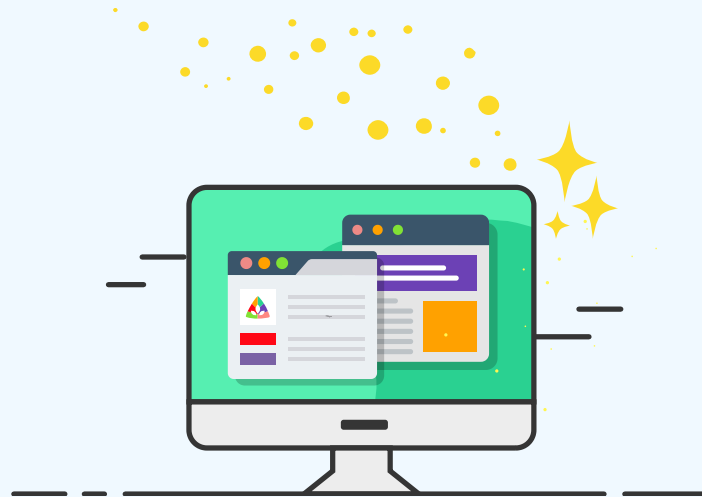
What would your life look like if you had a website that worked for you—a website that met your hopes, helped fulfill your goals, and made it possible to live your dreams?

Do well.

Do better.

Flourish.

Thrive.

Be successful.

Go places.

Take the next step.

Blossom and bloom.

Be Happier.

Make money.

Save time.

Save energy.

Protect your work.

Build your skills.

Be more effective.

Work less.

Work with better people.

Live the life of your dreams.

Join WPprosper