Selling PLR and Digital Products Using Wordpress

(another work in progress)

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http://www.theplrstore.com

Welcome!

Since Wordpress has become such a widely used platform for many would-be entrepreneurs, I thought it was time I wrote up a report on how to use it to sell PLR products. Some of my customers have asked about this very subject and I am sure there will be others asking in the future.

Not to mention, I've researched and tried so many ways, I thought I could save you some time and frustration. I've been there, done that.

NOTE: This system is for a Self-Hosted Wordpress site on your own hosting service and domain. It is NOT for Wordpress free blogs, from wordpress.com. I don't think it can be done on the free service and frankly it's not smart to put in work on a free service that you have no control over.

So let's get with it.

This is actually a pretty easy process, least the way I've been doing it. It probably won't be for everyone, but should be a great help to many.

Here is what you'll need:

- Hosting
- Domain
- Wordpress site running on the above hosting and domain
- PLR Products to Sell
- Sales System

That's about it. If your reading this, you obviously have a computer and an internet connection, and with the above, you'll have everything you need.

If you need hosting, the best I've found it here: Host Gator

Great place for domains: Name Cheap

Side note: Never get your hosting and domain name from the same place. Always have them separated. Part with a host on a bad note and they control your domain name, it might be tough to get it back. Just to cover your back.

Of course Wordpress can be found here: Wordpress and some hosts even offer quick one click wordpress install from the hosting cpanel. Usually under Fantastico.

I am sure i don't have to tell you where you can get the best PLR Products with a HUGE selection, but just in case, here it is: http://www.theplrstore.com

Last but not least, you'll need a sales system for your Wordpress site to take payments and deliver products. I've tried many, many of them and the best one I've found to date is:

WooCommerce

It's not perfect, but very close to it. Plus It's the best looking in my opinion. If you want to see it in action, you can check out one of the sites I've been using it on here:

http://www.copystash.com

Of course this is a online store where I sell copywriting related digital products. The look and layout of the site is dependent on the wordpress theme you use. WooCommerce has little to do with the layout, just so you know. It is only a plug-in for wordpress.

There is one other thing you should get that I have not mentioned. It is not mandatory, but it will make it easier to build your site. It is a plug-in called CKEditor.

What this plug-in does, is it gives you a much more advanced formatting menu bar when you're in the wordpress creating pages and product posts. It gives you so much more control over the look of your pages and posts, much more than the normal wordpress visual editor bar.

The reason I mention this is because you'll be adding sales copy from the PLR products reseller kit pages and these pages often need more formatting such as different sizes font's, font colors, text highlighting and more. You can't do some of this with the built-in default wordpress visual editor, it's too limited.

I've tried other visual editor plug-ins, like tinyMCE and I found that when I saved a wordpress page or post with my sales copy on it, it went back to the old format, it changed it back, so it was frustrating. It never seemed to "stick".

Sorry for the long explanation, just wanted to help you from going through the frustrations I've already experienced.

DISCLAMIER: The above plug-ins are not mine and I am no expert on their use, so I am not the one to provide support if you have a problem or if you get stuck. Just saying :)

Before you continue reading, make sure you have everything above done and installed.

As I've mentioned you will need a PLR product to sell. When picking a product, make sure to grab one that comes with a salespage, a download page is not needed. You can do without a sales page, but then you'll have to write your own sales copy.

Setting Up Products

Now that you have every set up and running, it's time to add products.

First off you should get your PLR product ready. You'll need to edit how you want and zip it up as you'd like. The products should be delivered to your customers in a zip package.

You will need to open the sales page up. Find the PLR product sales page on your computer and open it in your internet browser. I prefer to use Opera, just seems to work the best for me.

Let's add a product...

You'll need to log in to your wordpress dashboard. Once logged in, in the left hand menu, click on the "Products" tab. WooCommerce must of course be installed and activated, or that tab will not be visible.

Add new products as follows:

- Click on "Add New Product".
- Name you product as you want.
- Copy the sales page text right from the page you opened in your browser. I usually copy small parts at a time. You'll need to copy everything but the payment buttons or links for the PLR product, the shopping cart plug-in does takes care of the payment links for you.
- Paste what you just copied into the product description box. You might need to re-format what you pasted, though it usually stays pretty close.
- Format the copy as you go.

Below the Description Box:

- Check the box next to "Downloadable" text
- Add The price
- Click on the "Taxes" tab and choose "none"
- Upload the file by using the "Upload a file" button. This is limited to 2meg, anything over that you will need to upload with your FTP program and add the File path yourself.
- Download Limit I usually set to 4 (change as you wish)
- Download Expiry I usually set to 7 (change as you wish)
- Scroll down to the Product Short Description area. Click on the "Visual" tab. For some reason it seems the CKEditor doesn't show the format bar until you click on the visual tab. Least that's what it does for me in Chrome.
- Choose a product category and add product tags.

Adding Product Images

The Last part is to add an image for the product. Most PLR products include a cover image, so use that one. To add an image:

- Click on the "add Media" button
- Click the Upload Files link
- Choose the cover for the plr product from your computer, or drag and drop it into the upload window (works great for those with 2 monitors).
- Once the image is uploaded, off to the left, click on the "Set Featured Image" link.
- Choose the cover you just uploaded by clicking on it
- At the bottom right, click on the "Set featured image" button.

NOTE: The main image for your product, with the WooCommerce plug-in, is the one that shows up on the products page, will always be the featured image. You can add more images to the product through the product description, using the upload media option, and they will show up below the main product image. I think you can have up to 4 with the plug-in.

That's it! Pretty easy huh?

What's great is that the plug-in will take care of the payment links and buttons for you.

Before you make the store live, you'll need to go into the plug-in settings and your information, such as your pay pal email address. Just go through all the sections in the settings area and you'll see what you need to do.

You should also test the store before you go live. On the settings page there is a place that you can set the store to be in demo mode and you can test a purchase by using the pay pal sandbox. Don't skip that step, make sure everything works before you run it. I am sure you won't want your customers having trouble, that might keep them from coming back and buying more.

Making it look like a store

One thing with the WooCommerce plug-in, and most plug-ins like it, is that the products are not put into regular Wordpress posts and pages. This plug-in have a separate "Products" page where it lists products as you add them. It also have separate product categories that are different from the normal wordpress categories.

By default, since the product page will be a separate page, your products will not show up on the main page of your wordpress site. But there is a way around it, if you want your site to ONLY be a store.

As I mentioned at the beginning, my store, http://www.copystash.com automatically shows new products on the main page of the site.

Here's how you do it:

In your Wordpress Dashboard, in the left hand menu, click on "Settings". In the sub menu under Settings, click on "Reading". Check the round box next to "A static page". Next to the Front page text, from the drop down menu, chose "Products".

All done. Easy peasy.

Basically your just telling your Wordpress site to load the products page instead of its default index or home page. You can set this to whatever you want really. For this report, setting it to Products will make your site look like a real online store.

Even Fancier...

Also, the WooCommerce plug-in comes with a number of sidebar widgets, such as Shopping Cart, Product Categories, Customer Login, Recently Viewed Products and more, so be sure to set them up as well. Only makes it look more like a store.

In your side bar you should have all the related woocommerce widgets and remove most of the default widgets. Again, you can check out my site to see how I set it up: http://www.copystash.com

Some thing to remember...

One important thing you need to do is to make sure your product files are uploaded and that the file path to those products are correct. If not, your customers will not be able to download what they paid for and they might not be happy.

As for a theme for your site, I don't think it really matters because the WooCommerce makes the product listing page for you, so most theme's should work for you. I've tried quite a few (far too many trying to decide which I liked best), and I don't remember any theme not working.

Next thing would be to add as many products as you can. The more you have to offer, the more your customers are likely to buy. Plus the more you have the better chance you have of customers returning to buy again.

Well that's it for now. I hope this has helped.

As I've mentioned, I've tried a number of different plug-ins and the WooCommerce is the best I've found, plus it is a little more digital-products friendly than others I've used.

I wish you the best of success!

Ron Killian

http://www.theplrstore.com

http://www.rakwebsites.com

If you need traffic for your websites, because we know that more traffic means more sales, you need to check out my loaded traffic generation site here: http://www.upgradedtraffictactics.com

Struggling to make money online? You need to go here: http://www.profittweaks.com

Stuck on the basics? Get un-stuck here: http://www.quickimvideos.com