



Word Press Tips For My

non-geek, poverty stricken, fearful, sometimes lazy, cheap

Word Press Newbie

desperately need a favor and help with their website

Friends

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What is WordPress?

What is WordPress?

WordPress is a content management and blog publishing application. For more information and a great video on what it is and its history, watch this YouTube video. <http://youtu.be/VdvEdMMtNMY>

What is a Content Management System (CMS)?

CMS is a method or way of managing content, information and data online. It's a way that allows non-technical, non-geeky types like me and you to manage websites simply. You don't have to learn it, you just need to be aware of what it does and the fact that most people say or write "CMS" rather than "Content Management System." For another great video on CMS watch this 90 second video: http://youtu.be/TRLJ-Lie_ks

To My Friends, Friends of My Friends and Anyone Reading this Book...

I used to be flattered when people asked me for help with their **WordPress** pages, templates and CSS. Then I realized that most of them simply were too scared, too lazy, too cheap, too poor or not willing to spend the time learning **WordPress** the way 99% of the world does:

- Over time with the help of a book
- Videos and tutorials
- WordPress Forums
- WordPress message boards
- Trial and error
- Hours and hours of playing around with the system
- Joining a WordPress Users Group or find friends learning and create a study group to learn together
- Taking a class or workshop
- Paying a tutor

For the record, I spent years learning all I know so I could charge other people to teach them, and so I could save money by setting up my own sites. **WordPress** began in 2003 and the videos, tutorials and other help they have now just wasn't around then. We ALL learned as we went along!

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Now you can be up and blogging in **WordPress** in 15 minutes by using the Wordpress.com website, but **WordPress** template design, tweaking, widget control and CSS or HTML or code is NOT something you learn in 15 minutes or even in 15 hours.

If you want to customize your website, change templates, write copy, size photos, install slide shows and do all the things that **WordPress** can do if you know what to do with it you have to either learn how to do it yourself, or pay someone to do it, or teach you, or help you. Unless you have a friend willing to devote years of their life to the cause of teaching you everything you need to blog, market, create and write for free, those are pretty much the only options you have.

I'm telling you this because I don't want money, time and **WordPress** to come between us. I charge for my training, teaching and assistance. I'm happy to teach everyone who asks me (about 2-4 people a week) how to "do" **WordPress**, but there's a price for that teaching.

I know, I know. Not all of you are lazy or cheap. Many of you are so new to the internet you don't even understand what a blog is, let alone how to set one up. You are scared and

nervous and you want someone to walk you through it. You think, “How long could it take?” Well, hours. At least 1-2, but usually about four. That’s why I’m reluctant to help people for free. It eats up my days because that four hours turns into 40, then 400 and friends keep thinking “It’ll just take a minute.” It doesn’t.

If you really have no idea how to go about learning, uploading and implementing **WordPress**. I assure you - it’s easy to get started. As with anything though, it gets harder the more sophisticated you want to get with it.

I’m assuming that right now you’re just asking for direction and hoping for some tips on how to get started. We were all there once! Me included! That’s why I’m writing this book. I care enough about you to send you the links, information and advice that will help you get started on the right foot and in a much easier way than I had.

If you want more than just someone to point you to free resources, like you’re really looking for hours of free help, I’m not the person you want to talk to.

No offense intended, but I am not comfortable giving away my expertise and my time. If you don’t want to learn **WordPress** on your own and don’t want to pay me to teach you I can’t help you. I’ll tell you what people told me, “If you can’t get online by reading, then learn by watching tutorials, hire someone, teach yourself or just pay someone to do it for you.”

That wisdom served me well so I’m passing it along to you. Back in the day I started there were no tutorials, no videos, few resources and no one to ask. Learning **WordPress** today is so much easier it makes me ill at the thought of all the time I invested in trial and error. But, it is what it is. Anyway, many of you have no idea what **WordPress** is, how it works or why everyone is telling you, “Just do a **WordPress** site!” For you I’ve written this **FREE** ebook.

If you are serious about wanting to learn about **WordPress**, but too overwhelmed to make sense of the **WordPress** websites, 300-page books and other stuff out there. This is a good introduction.

Basic Objections and Reasons Why You Think You Need Help

We've already established the fact that you need help learning **WordPress**, or learning some aspect of **WordPress** right? Okay, then let's look at the basic objections most of us use when confronted with the challenge of learning **WordPress**.

“I'm not a geek.”

You don't have to be. That's the joy of **WordPress**. It's so easy a caveman could do it. (Sorry **GEICO**. Consider it a free ad for you.) However, you and the caveman will either need to spend time online with the tech folks who host their website, or you'll need to use an ISP provider that hosts or specializes in **WordPress** blogs, such as **WordPress.com**.

WordPress on WordPress.com is already installed and there are over 100 different templates to choose from. You can buy your own domain name for about \$12-\$17 a year, but the hosting is free as long as you remain personal ad free.

If you want their ads removed from your site you'll pay about \$30 a year. If you want to have your own ads on your site you'll pay a little more.

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It's a fantastic option for first time **WordPress** users and you'll have access to tutorials, security and all kinds of major help from the **WordPress** community there. You don't need a domain name, but you can buy one later if you decide you want one.

“I can't afford to pay someone.”

With WordPress.com you don't have to have a dime to get rolling. The tutorials at both WordPress.com and WordPress.org are **FREE**. Your only investment is your **TIME** and **EFFORT**. If you don't have time and don't want to invest the effort that's your choice, but I don't have the time, effort or resources to invest in someone unwilling to invest in themselves!

Learning new skills online is the way the world is going. If you want to learn something new your options are better than ever before. There are more **FREE** resources and even more low-cost resources than ever before. There is **NO** reasonable reason you can't learn **WordPress** or anything else you want to learn.

Basic Objections and Reasons Why You Think You Need Help- continued

If you want to take your website further, customize it, change fonts, colors and personalize it, then you need to learn how to do that. I guarantee it's going to take way more time than you ever imagined.

“I learn better when someone shows me what to do.”

Many of us do learn better when a friend holds our hand and walks us through the process. Your other options, and my FAVORITE, is <http://lynda.com>. This is an all video tutorial website. For only \$25 a MONTH you can watch unlimited numbers of video tutorials on every kind of software made. You can watch it, pause it, replay it and keep watching until you learn.

It's the best investment in your education you'll ever make. I strongly suggest you try it out. There's a 7-day free trial and dozens of **FREE** videos you can watch to see if you like their teaching style. I recommend you spend an evening or weekend looking at the site.

<http://rsbpublishingonline.com>

There are also thousands of free tutorial videos on WordPress.com and WordPress.org, on Vimeo, Youtube and other sites. There is no shortage of information if you're serious about learning. I list many of my favorite references at the end of this ebook for your ease in finding the sites.

Wait! I hear some of you saying, “But I don't want to watch a video. I just want you to **TELL ME** exactly what to do.” There's nothing wrong with learning one-on-one if you have a friend or friends who are willing to walk you through hours of mind numbing, frustrating learning. **I, however, am not willing to do that for you.**

In the past I've tried to be subtle about this, but apparently subtle doesn't work. So I'm telling you what your friends won't - **You need to PAY PEOPLE for their time, their expertise and knowledge.**

If you can't afford their set rates, negotiate with them, barter, or hire them for the things you just can't figure out for yourself or do without. I can't do CSS code as well as I'd like. I'm still learning. But when I get stuck I do all I can and then I **hire** someone to do what I can't.

Basic Objections and Reasons Why You Think You Need Help- continued

“That’s how the world works. The things we want cost money. We can either learn how to do them ourselves, or we can pay someone to do them for us.”

Many of you will not understand that concept. Because so many people have a sense of entitlement they assume someone will, if they whine or complain enough, will step up to the plate and do everything for them. I am not one of those people. If your primary objection to learning **WordPress** or to spending the time to do it yourself is:

“I can’t afford to spend all that time learning this stuff. It’s too hard.”

Then all I can say is: “Wow.” That’s your decision. Your options if you don’t want to learn **WordPress** (or any other software) are:

- Hire someone to set it up for you.
- Find a co-dependent friend who will let you use and abuse them.

- Force your teenagers to learn/teach/do it for you.
- Do without.

Once you start learning you’ll see there’s a difference between asking someone, “Do you have a slider or widget you really like?” or “Do you know what page the CSS for the background image on this theme is on?” and, “Show me how to write HTML”

If anyone says “No,” or “I can’t help you with that,” then please don’t pout, scream, trash them, curse them or act like you’re a frustrated 12-year old.

Most people in the **WordPress community** love to **HELP** and **OFFER** advice or point you to resources, but no one wants to create a site for you and train you for free. Be sensitive to other people, don’t take advantage, don’t push for lengthy or complex help. Most importantly, read the forum posts and message boards and search the sites to see if your question has already been answered somewhere else. Chances are 95% of the time, it has!

Videos and Online Tutorials

<http://lynda.com> \$25 a month with optional educational plans and annual plans that reduce that cost. No contract needed for the \$25 plan. Use it one month and then discontinue if you like. INVALUABLE, professional, extensive videos of all kinds to teach you all kinds of software, including graphics, photography, word, excel and more. HIGHLY recommend them.

<http://WordPress.com> and <http://WordPress.org>. From the same people who brought you WordPress.org and vice versa. Both sites have the best and most active forums, tutorials and community around WordPress that I've found. Excellent place to start your search for answers!

WordPress Themes

There are millions of FREE WordPress themes all over the internet. Some rock, some suck. Some have viruses or questionable code in the files that will ruin your day in more ways than I can explain. Use only free themes vetted by WordPress.com or WordPress.org. Better yet, **BUY** your themes from ThemeForest.com. They have incredible prices. If you want a theme so incredible all you have to do is check off boxes to change your color, fonts and columns, then buy [Thesis](http://Thesis.com).

If you get hooked once you get started, then consider buy a copy of *“WordPress for Dummies.”* It is my **WordPress Bible** and so worth the investment. Everything you need to get started is right here. Get a good foundation in the basics and then explore. Soon you'll find yourself loving learning **WordPress!**

Becky Blanton is the sole proprietor of **RSBPublishingOnline.com**. She is a former journalist, a ghost and copywriter and a graphic designer. You can hire her for less than obscene amounts of money. She also likes chocolate.

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About Becky

Becky Blanton is the sole proprietor of **RSBPublishingOnline.com**. She is a former journalist, a ghost and copywriter, a graphic designer and a generous friend.

Her clients include major corporations, small corporations, mom and pop LLCs, a famous sports figure or two, small business men and women as well as many of her friends. She helps her friends and even complete strangers out a LOT; but she no longer spends hours and hours and hours of time helping people learn **WordPress**.

Unfortunately the landlord and power company don't take goodwill and generosity for payment so she has been forced to charge and accept only money for the majority of her business transactions, including teaching **WordPress or setting up a WordPress blog**. Thanks for reading this far! If you love it, hire me, write me or whatever at **becky@rsbpublishingonline.com**