



WordPress Academy

Website design and internet marketing for busy people



WORDPRESS

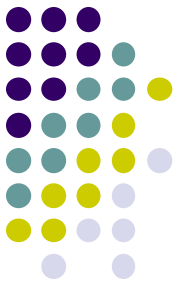
Your first site in 3 hours!



Building a \$10k/mth Internet Business with WordPress

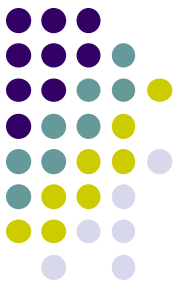
PodCamp Philly 2011
Saturday Oct. 1, 3pm

Marc Beneteau



- Professional software developer for 20 years (3 commercial apps > \$250k)
- Became a software project manager (Yuck)
- Ran a website design and development company for 3 years (that went down in flames – traditional web design is painful for everyone)
- Then I became a technical writer (and was laid-off).....

In early 2009 I became unemployable in corporate America



- “Not willing to take any job for which I am qualified” [Oscar Wilde]





Started blogging in 2009

- Had a list of friends I kept in touch with through my personal list (and recruited pretty aggressively) --

“Marc’s Life and Travels – an intimate account of Marc’s life, travels, relationships, business activities, philosophies and other narcissistic ramblings”.

- About 200 people following me and enjoying my writing.
- This is how I start all my businesses (more later)



Marc, you think about yourself too much and worry about unimportant things

by MARC on SEPTEMBER 22, 2011



"Narcissus" by Michelangelo Caravaggio

"Marc, you think about yourself too much and worry about unimportant things"

This is what my friend Catherine told me a few days ago (she may have put it more diplomatically, but that was the message). It's so true! Isn't it cool when people call you out on your stuff so skillfully that you both end up laughing together? [\[click to continue...\]](#)

1 7
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{ 5 comments }

Getting to "Game Over" [\$10-15k/mth] (rewrite)

by MARC on SEPTEMBER 17, 2011

"Game over" is internet market cap (acquired by

DON'T MISS ANY EPISODES OF MY EXCITING LIFE!

(Comes out about monthly, unsubscribe any time)

Email:

Subscribe me!

268 email readers
BY JESSBLITZ

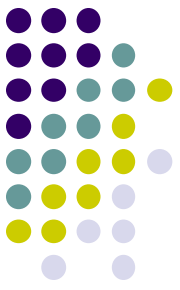
LET'S CONNECT!



What is your website doing for you?



JOIN A TEAM OF OF PURPOSE-CENTERED ENTREPRENEURS



- Fell in love with WordPress (“Power to the people” – more later)
- Spent about a year looking at various internet business opportunities – was inspired by Tim Ferriss “The four hour work-week”
- Started teaching WordPress & Web technology courses
 - The first course (November 2009) made \$1200 (12 people @ \$99).
 - By fall 2010 the courses were making about \$5000 (and also selling subscriptions)
 - Summer 2011 ~ \$15k
 - Fall 2011 (now) ~ \$50-\$100k per 3-month teaching cycle



WordPress Academy

Websites, blogging, video, social media – for busy people



WORDPRESS

Your first site in 3 hours!

[HOME](#) [WORDPRESS QUICK START](#) [COURSES](#) [HOSTING](#) [PLUGINS](#) [ABOUT US](#) [MEMBER'S AREA](#)

Free WordPress Webinar Lineup!

In preparation for our upcoming [WordPress Academy Training](#), there will be **two packed-solid weeks** of free webinars between Sept. 28 and Oct 6. We are teaching webinars at all levels in order to be as close as possible to the depth of content in the full program. The training below is some of the best on the web, and it is **absolutely FREE**

233

71

Tweet

Like

You will need to register for each event separately below to get the webinar call-in info and the recording, but if you are super-keen you can **Register for all webinars at once.**

Register for all webinars at once

(Expect a lot of mail for two weeks. Alternatively, use the individual registration links in the table below)

Name

Email

[JOIN NOW](#)

We respect your [Email Privacy](#)

Get Free Software Worth \$85!



See How Below

Attend one (or all) of the following free training sessions

| Dates & Registration links | Content |
|----------------------------|---------|
|----------------------------|---------|



About this training

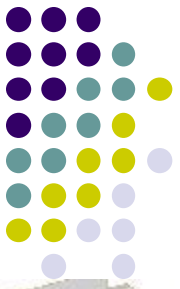
- Three free webinars at different levels (Beginner, Intermediate, Advanced) – 7 Sessions to choose from
- The full course covers an enormous amount of material – trying to give you a taste of it (content and delivery)
- Enroll in the full program that starts Monday Oct. 10

OR Take the free training and run...

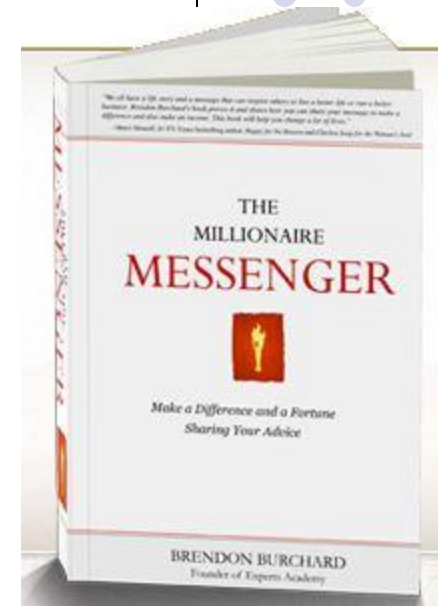
I will be very happy either way!



Brendon Burchard and “Millionaire Messenger”



- Fastest way to wealth generation on the planet
- My summary of “Millionaire Messenger”:
 1. Work from your passion
 2. Create a product or service that is valuable to somebody
 3. Create a (cheap) web sales and marketing platform
 4. “Find your tribe” (Affiliate and/or Social Media)

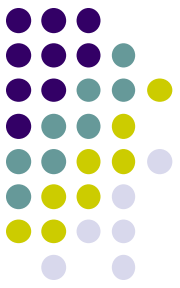




(The WordPress slide I show in my intros)

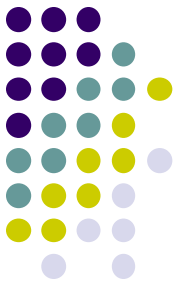
- WordPress is an Open-Source Software, written in PHP & MySQL
- Runs on inexpensive hosting accounts (\$7-10/mth)
- Is a type of Content Management System (CMS) – maintain your website through a web browser (PC, Mac, Linux)
- Use “*Self-hosted WordPress*” (WordPress.org) rather than WordPress.com (hosted service)
- WordPress is optimized for search-engines “out of the box”
- Thousands of Themes (“look-and-feel”) are available, many of them free, and Plugins (“add-on applications”)
- WordPress is the new “Shangri-la” of website development for small-business – “*Power to the people!*”(No other CMS comes close)
- WordPress is easily converted into a Membership site, Forum, Store, etc
- WordPress is addictive – put up as many websites as you want, for personal or professional use, and watch the traffic arrive!

My business development strategy (closely modeling Brendon Burchard)



- Create a compelling product or service (ideally arising from passion)
- Prototype this product – use your friends!
- Create a web sales and marketing platform (WordPress!)
- “Find your tribe” (Affiliates and/or social media)
- I do almost no social media but my affiliates do on my behalf

Technology used on WordPress Academy (<http://wpacademy.tv>)



- WordPress + Wishlist Member
- 1Shoppingcart + Paypal Pro – integrated mailing list, shopping cart & affiliate system
- Amazon / Cloudfront RTMP video distribution (JWPlayer plugin)
- iLinc web conferencing / online classroom
- Insight.ly CRM
- Basecamp project management
- Odesk (two overseas employees full-time)

Lifestyle Design School: Success by design, not by willpower

Build your platform on the internet and achieve financial independence without losing your family, your friends or your mind

HOME ABOUT LIFESTYLE DESIGN RESOURCES FORUMS

Lifestyle Design School is a network and resource for entrepreneurs creating passion businesses. Originally inspired by the ideas of Timothy Ferriss and [The 4-hour work week](#), our goal is to unite the "inner game" of success (attitude, motivation and higher purpose) with the "outer game" (skills, network, resources, practices). When done correctly this creates personal power and success in all areas of life including financial.

Openings in the program occur sporadically. To stay informed, you may join our mailing list on the right.

"Marc, you think about yourself too much and worry about unimportant things"

By Marc on September 22nd, 2011



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Read original post on [Marc's Life and Travels](#) >>>



Join the program now

Do you want to take your internet business (and your life) to a new level in 2012?

Then subscribe below and follow the instructions in the welcome mail. I am looking for "conscious entrepreneurs" who are serious about developing a web presence for the purpose of discovering and delivering their gifts.

Name
Email

Connect...



What is your website doing for you?



[Be the first to comment!](#)