

Selling WordPress Maintenance Plans

Thank you for your interest in Selling WordPress Maintenance Plans to create recurring revenue in your business.

This document is designed to help you plan your WordPress Maintenance Plans and start selling them.

What to Include?

The following links are to some of the products and services we use to streamline our WordPress Maintenance Plans.

There are no affiliate links here.

Amazon S3 - for storing offsite backups

<http://aws.amazon.com/s3/>

BackupBuddy - for automating backups

<https://ithemes.com/purchase/backupbuddy/>

CoSchedule - content marketing calendar

<http://coschedule.com/>

Google Analytics

<http://www.google.com/analytics/>

HelpScout - for managing support requests

<http://www.helpscout.net/>

ManageWP - for managing multiple WordPress websites from one dashboard

<https://managewp.com/>

Pingdom - for uptime monitoring

<https://www.pingdom.com/>

ScheduleOnce - for scheduling consulting and coaching calls

<http://www.scheduleonce.com/>

Sprout Social

<http://sproutsocial.com/>

Sucuri - Security monitoring for WordPress

<https://sucuri.net/wordpress-security/wordpress-security-monitoring>

Sales Tools

This Google spreadsheet will allow you to plan your service before you offer it to your clients.

NB: You will need to make a copy of this spreadsheet in order to edit it.

<http://bit.ly/wp-planner>

There are several themes with built-in pricing tables and dozens of plug-ins available in the WordPress repository.

Here is a link to the free plug-ins available.

<https://wordpress.org/plugins/tags/pricing-table>

Here is the email I send to clients to encourage them to subscribe to one of my website care plans.

NB: Remove whatever is in square brackets and replace any links with your own.

Subject: Get UNLIMITED Help For Your WordPress Website. Read On...

[Economic Factor] Your Website Is Critical To Your Business

You have a website that is crucial to your business. It generates leads, customers and revenue (or at least it should). It's a channel through which customers, suppliers, potential new staff and partners will find you and engage with you. It is fundamental to the success of your business and you want peace of mind that it will be up and available for your audience 24/7 without interruption.

[Technological Factor] All Software Is Vulnerable

Software needs updating. All software. Including the software that powers your website. Your competitors are waking up (or maybe leading the way) and innovating with new websites and online strategies. The world is getting smaller as more of us connect to the web and that means that it is only going to get harder to keep up, let alone stay ahead of the pack. More and more websites are getting hacked and attacked, including the big players like Twitter and Facebook as well as millions of small businesses everyday. It's the nature of the world we live in and unfortunately websites are an easy target.

[Social factor] Do It Yourself?

Keeping your website up to date, backed up and secure can be time consuming and a little tedious. It takes you away from what you should be doing, which is building relationships with your customers, staff and partners. The technology

continues to evolve and there is no way you can keep abreast of all the trends and developments.

Generic Help

Yes there are plenty of options for you to keep your website managed and up to date by the same company that hosts it. They do it for thousands of customers every day. That means they are experienced. It also means they might not be paying attention to the finer details of your particular website and business needs.

Our Help

If you're reading this page, then we know your website intimately because we built it or have at least worked on it. We know every line of code and all of the variables and combinations of things that hang together to make it work. We also know the software your website is built on very well. We've been using it for over 8 years and all of our websites (including this one) are built on the same software. So we are in the best position to keep your website up and running and open for business and we can do that with one of our Website Care Plans.

What Do We Offer?

We'll do all the nitty gritty things you don't want to so you can just enjoy being a superhero to your audience. Think of us as the Robin to your Batman.

We will perform an unlimited number of small tasks on your website throughout the month to make sure every piece of content and code is perfect.

The Upside

Working with us means your website will continue to drive attention and customers into your business at a fraction of the time and cost it would take to do it yourself.

Social Proof

We're happy to give you boat loads of references and testimonials on request, but perhaps one of the most compelling reasons to work with us is that we teach hundreds of web developers all over the world how to do this stuff in their business. Now they wouldn't pay any attention if we weren't knocking this out of the park, right?

We Are Busy

Its' true. Like Doctors in the 70's and Accountants in the 80's, good web developers are flat out these days and it doesn't look like that's going to change in a hurry.

We Need To Know More About You

So in all honesty, we're only interested in working with clients who understand the value their website adds to their business. Hence we have made our website care plans available by application only.

Please review the plans at the link below and use the application form to see if you qualify.

Link to page on website. (eg: troydean.com.au/websites)

This service is designed to offer you peace of mind and the assurance that you have a skilled partner who can help you achieve your online objectives.

End of email

I sincerely hope this all helps you start to develop and sell website maintenance plans so you can create some recurring revenue and get off the time for money treadmill.

None of this means anything if you do not take action. Its' your time.

Now go elevate!

A handwritten signature in black ink, appearing to read 'Troy Dean', with a stylized, cursive script.

Troy Dean
WP Elevation

