

frugal THEME HANDBOOK

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Introduction

The frugal Premium Wordpress Theme is much more than just a blog theme. With frugal you're given the powerful combination of both simplicity and robust design and feature option. With its 'No Coding Required' full design capability, powerful built-in SEO and super clean look and coding as well as the super support to back it all up, frugal is one of the most well rounded, user-friendly Wordpress theme in existence.

To add to this complete blogging theme package I've decided to create a frugal Theme Handbook (this is actually the second one I've created, but the original is dated, to say the least). With so many options and so many possibilities (and a few user requests) I felt it necessary to create a guide to take you through the frugal Wordpress theme and provide a reference to look to as you go deeper into Wordpress, web design and creating a powerful presence online.

How To Use This Handbook

There's really no right or wrong way, but I will suggest that you not be afraid to jump around. It's always easier (for me at least) to learn while doing and if you're not currently working on a particular part of frugal just skip to the section that refers to the areas you are working on. This is both a reference and a cover-to-cover e-book so it can be ingested equally well as such.

It is my hope that with the addition of this Handbook you will be able to fully understand and utilize this powerful tool I've given you. There's so much to this great theme that you can easily be overwhelmed so this should help ease you into the its use. If nothing else you get to hear me ramble for a little while and that can't be too bad, right? Enjoy! :-)

Chapter 1: A Little Background

Before I get into the nuts and bolts let me first give you a little background on me and the frugal theme itself. I can assure you that neither are super exciting, but I decided I'd bore you none the less. ;-)



The Famous
Tilted Head Shot.
What a Geek I am! :-)

My name is Eric Hamm and I'm the developer, marketer and supporter of the frugal Wordpress Theme. I'm currently a one man show that does it all. This can be both a benefit and detriment, depending on how you look at things. The benefit is that I'm a very hands on kind of guy and most frugal users

find that it's easy to connect with me when they need to. The negative is that I'm sometimes limited in what I can accomplish for the lack of time (one guy can only do but so much). The good news for you is that my top priority is the theme development and support. The bad new for me is that my marketing often times takes a hit.

The great thing is that I've found a pretty darn good solution to this problem. I give an incredibly generous 40% payout to affiliates so you can help me market this amazing theme, make some good money in the process and allow me more time to continue with my pursuit of perfection with frugal and in offering the best support possible.

OK, sorry about that tangent (my ADHD is prevalent in my writing. Sorry about that. :-)

A quick background on who I am...I live in Charlottesville VA (USA) and am married to the most beautiful, awesome women, Liz. We have a son who is pushing 7 months at the time of this writing and two miniature dachshunds (feel free to skip this chapter if you're sitting

there thinking, "Will he just get on with it?!"). Tyson, our little boy, is one of the greatest joys in our lives and has just been a huge blessing.

I've always been an entrepreneur at heart and started a local computer consulting business back in January of 2004. Five years later I got sick of it and decided to start blogging and looking online for some opportunities for a more rewarding money making venture. After about 6 months I started getting into Wordpress Web Design and soon after that I created frugal. I originally developed frugal so I could have a super clean, simple, well coded theme to use for all of my client's websites, but once I shared it with a few others it was obvious that I needed to make it a mainstream theme.

The very first version of frugal was very simple and I offered it as a free theme. I created frugalTheme.com and put a download button on it. WOW, traffic skyrocketed right off the bat as many big bloggers were reviewing it, tweeting it and talking about it around the Internet. It was then that I realized I needed to go ahead and create a Premium Theme from this basic framework.

I had some ideas that I wanted to implement, but it took a little bit of time to figure out how to make it all work and work well. frugal Premium was born and I literally became a full time Wordpress Theme developer over night. What I mean by this is that I instantly created a cash flow that provided all we needed to pay our monthly bills and allowed me to work full time on frugal. I was happy, to say the least. :-)

frugal Premium was such a hit because of its combination of a super clean, eye appealing design and it's robust design and layout options. frugal was, at the time, one of the few themes that gave the user so much design control. The many built-in color pickers, for example, gave the user full color control over almost every design element (background border, font, etc..) without any coding necessary.

A few months later I came out with frugal Professional. This version offered much less in terms of color control (though it did give just enough for most users to achieve a unique look), but focused more on some more advanced features. For starters it was a Framework design which meant it had Hooks all throughout it that gave the advanced user the ability to hook custom content almost anywhere in the pages of the website. Also frugal users found the design to be still frugal clean, but in a more 'sophisticated' way (I think this is more just an opinion thing, though). Finally, frugal Professional brought some new feature options to the table. The built-in Static Homepage was now easily turned on or off and feature areas were added just above the sidebars.

After a month of frugal Professional being released I realized two things. For one, I found that users enjoyed both themes and really appreciated the features, but wished they could have it all in one theme. Secondly, I remembered how I had originally started this project with the intention of having only one theme...frugal. Only one theme means that you've

got it all. One theme is easier to support. And one theme means that all of my development juices are flowing into one specific product. So I quickly started development on what would be come frugal 3.0.

Behind the scenes I put in late nights and hundreds of hours completely re-building the frugal theme. Taking everything that made frugal Premium so great and all that was awesome about frugal Professional I built one theme that had it all. In the process I added MANY more features and refined the living crap out of this thing!

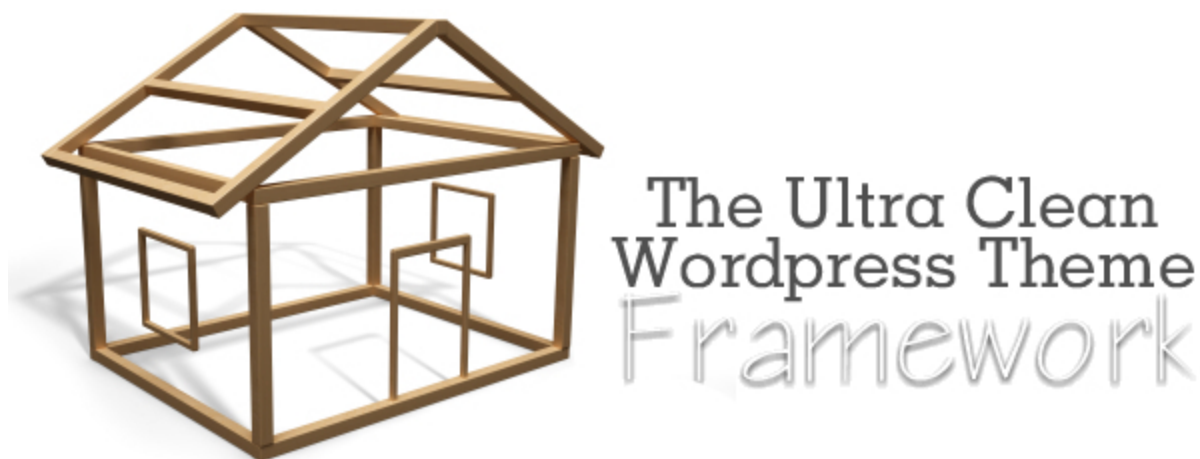
Once launched, frugal 3.0 quickly became a new favorite theme for many and this made me super happy. There's nothing better than seeing all your hard work pay off in the end. "Finally!" I thought to myself, "frugal is where I want it to be."

I've said many times that I'm constantly in pursuit of that perfect Wordpress theme. Throughout the day, whether I'm working on frugal or not, I'm constantly chewing on my next refinements or features. I'm dedicated to frugal for many reasons (heck, this is what feeds little Tyson), but my greatest asset is my passion for seeing frugal users benefit from all my hard work. So I hope you're one of them and I look forward to watching your online dreams become a reality. Whether a personal blog or a full blown business website, frugal is well suited to meet your Wordpress theme needs and I'll be hear to back it up! :-)

Chapter 2: The Nuts And Bolts

OK, so enough about me, let's get down to it!

Framework Design...

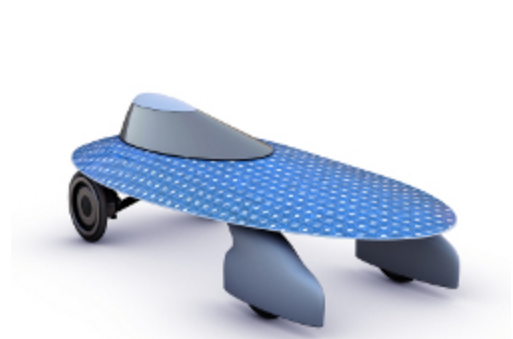


As I mentioned earlier, frugal is built from a framework design. So you've got Hooks spread all through the code. Hooks are basically bits of text that mark different areas. You might have a hook that is marking the area just before your main content (in frugal this hook is

called 'frugal_hook_before_content_column'). With this snippet of code you can 'attach' certain content to those locations on your site.

So, for example, let's say you create a custom widget (an object that allows you to add content to it via the Wordpress Widget options) and you want to display that widget just before your main content area. Well, the hook that I just mentioned would have created a place for that custom widget to 'hook into' and display in that desired location. frugal has these 'placeholders' all over the code and therefore provides the user with TONS of display options for their custom content (I'll talk about this later, but with frugal you don't need to touch any code to do what I just explained. You can just adjust a few theme options and you're done. Pretty cool, huh?!).

Clean, Fast and Efficient Design...



When I was coming up with a name for frugal I wanted something that conveyed my constant goal for clean lines, clean code and ultra efficiency. You could say 'Simplicity with a purpose'. I wanted to be able to provide a theme that combined two benefits that rarely stick together: Minimalist style and speed AND a *robust* feature set that couldn't be matched. frugal does just that and here's how...

I started out with a super minimalist design that looked sophisticated without feeling boring. Each new version I refined the code more and more until it came out squeaky clean and well organized. This clean code was the first step toward a truly 'frugal' theme.

Next I created a dynamic style system that allows a large amount of dynamic options to be adjusted without creating BLOAT on the front end that could slow down your user's browsing experience. By making these dynamic stylesheets fully cacheable by browsers frugal maintained its speed and efficiency.

Continuing this pursuit for a theme that was light on it's feet I added Gzip capability to frugal's code. Gzip is a kind of compression that web server software uses to compress your theme's data when moving content around. Gzip can be up to 60% more effective when compressing your theme's data and therefore translates into website speed and light load on your web server; two things we all know are super important, especially as our traffic increases.

Finally, I've been ruthless with the frugal code in terms of 'smart' programming. I'm constantly finding better ways to doing the same stuff with less digits than before. It's a passion, no doubt, but for you it's a HUGE benefit!

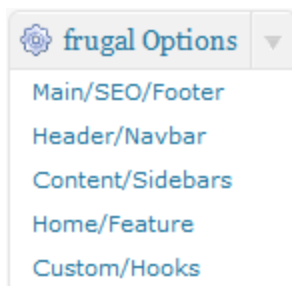
Aesthetically Pleasing to the Eye

I hear all the time how much people like the look of frugal. Not always able to put their finger on it, these frugal users know that a lot of work has gone into making sure their Wordpress website looks awesome all the time. It's actually quite a challenge to make frugal look bad or 'off'.

The reason for this is the countless hours I've invested into making sure every layout, each widget and every single bit of content has just the right amount of padding and position compared to the rest of the content on the pages. Even with the many different margin, padding and border options that I provide I've made sure to build in just enough behind-the-scenes programming that it will always look good.

I've just seen too many themes that look great when setup a very specific way, but once you stray from that stock form the design just seems to fall apart. With frugal you'll be pleased to find that it WANTS you to mold it's look and it will be ready to properly adjust when you do so.

Chapter 3: The Options Pages



When you first take a look at the back-end of frugal, with all the many options and features provided, you may feel a bit overwhelmed. There's a lot that you can do with frugal, but this means there's a lot of options to wade through. So let me take a few moments to give you some things to consider before starting to play with some of these settings. It's really not that complicated as long as you know what you're looking at.

The first thing I did to help you find the options you're looking for is break them down into the separate pages. As of the time of this writing there are 5 pages, each with its own specific focus of function and design. They are as follows:

Main/SEO/Footer...

As the first page of the frugal options I set this page up to cover most of the common first steps. The three main areas I covered here was 1: Activation/De-Activation of things like 'Design Options Display', Custom stylesheet, Gzip Compression and the ability to add header and footer scripts (ie. Google Analytics). 2: General layout setup for the main parts of the site like the main content/sidebar layout, main background and border color (and border thickness), margin and padding options for things like the main site wrap and content container, and the footer setup. 3: Finally I give you an entire column full of SEO

options to help get your site on good terms with the search engines.

For starters I would go here to set the layout that is right for you website needs (ie. Content Column and Sidebar positioning and dimensions).

Header/Navbar...

In this frugal options page you will be able to control the design and feature of your Header/logo and both of your navbars (ie. Page navbar and Category navbar).

For starters I would go here to chose the way you want your Navbars to display (ie. above or below the header) and what kind of logo setup you'd like (ie. Text or Image).

Content/Sidebars...

Here is where you can start fine tuning your actual content areas like your Content Column (choose how Archive Content displays, adjust Byline Meta content, add and design borders, and do just about anything with your fonts). Then you can dig into similar design options for your many sidebars. Finally, this is the page you'll want to visit when looking to customize your comments section.

Home/Feature...

This page is packed with all kinds of goodies, but if you go in without any idea of what you're doing you may be a bit intimidated. No problem, though, as we're going to go through these awesome feature options so you can get the most out of them.

First, let me break this page down into 3 sections:

- **Feature Top & Feature Bottom Widgets:** These are horizontal widgets that display above and below your main content areas (ie. just below your header/navbar area and just above your footer). If you decide you'd like to use these to feature some content on your site you first want to decide what pages they will display. Next you'll see an option for each that sets these widgets to 3, 2 or 1 widget. Because these feature widgets span the entire width of your site the greater the number the narrower each individual widget will be. At this point I would take a look at your site and see if you like the setup you've chosen. Maybe go ahead and add some widget content to these areas. Then you can go back to this page and make any font/border/background adjustments you'd like.
- **Feature Boxes:** frugal has two feature boxes (one just for the 'Static Home Page' and one for the rest of your site). These feature boxes, when activated, will display just above your sidebars. You can either embed a video or add an image, or you

can add text (html or just plain text). Once you have the look you're going for you can style these areas from this same options page.

- **Static Homepage:** frugal provides you with a powerful Static Homepage tool that makes it super easy to create a homepage that effectively features your content. Being so feature packed it can be a bit overwhelming so let me simplify it for you. The first thing you'll want to do (if activating the Static Homepage) is choose whether you want it to display on the homepage or the 'Blog' page template. Let me quickly explain the Blog page template option.
 - The 'Blog' page template is a page template that can be used when creating a page in Wordpress that will display your latest posts. But if you want your 'Blog' page to have more than just a list of your latest posts you can choose to have the Static Homepage display instead. Depending on your website needs this may or may not be idea, but the option is there if you need it.
 - Once you've chosen where to display this Static Homepage now you need to decide what exactly you want to show up on this page. For starters, it helps to know that the Static Homepage is broken down into two main sections (the Home Top and Home Bottom). Starting with Home Top you'll find a drop-down menu that gives you some options to choose from. Some will display widgets (similar to the Feature Top and Feature Bottom areas) while others will display featured content that you choose and possibly a Home Sidebar depending on your choice. After you choose what the Home Top layout will be you may still need to specify what to feature. If you do you will find these options a bit down the list/column. You'll be able to choose to feature a specific page or post, for example. There really are a ton of options so I can't really get into too many specifics, but you're basically choosing a layout and then what to plugin into that layout. That's pretty much it.
 - The Home Bottom section is similar except that it doesn't give you the ability to feature a specific page and doesn't have a Home Sidebar. You can also choose to remove the Home Bottom area all together if you'd like.
 - I mentioned a Home Sidebar. Above this sidebar is where the Home Feature Box, I mentioned earlier, will display (if activated). From this page you'll be able to control the look and location of this sidebar.

Once you've setup these feature areas to your liking you will find all the design options you'll need to adjust the backgrounds, borders, fonts, etc..

Finally, you'll find a large chunk of space taken up by a list of Margin and Padding options. This can be a bit confusing, but it's really not that complicated. Basically I've given you the ability to adjust the 'spacing' of all these feature areas. Just look for the area you're interested in adjusting the spacing for (ie. Feature Top Area/Widgets) and then either adjust the Margin or Padding for this area. If you're not sure you can always just make an adjustment and then refresh your site to see what happens. Pretty quickly you'll get the

hang of it and be making adjustments like a pro.

I give you this reference in one of the 'hover tips' in the options page itself, but let me mention this here as well. When you see CSS Margins or Padding they display in this format: 10px 10px 10px 10px Disregard the 10's as they are just a dimension that can be adjusted any which way. It's the order that I want to go over. Each one of those 10px's represents either the Top, Right, Bottom or Left of an area. And it goes in that order (clockwise, starting from the top). So if you saw this: 10px 5px 3px 0px you would be reading: 10 pixels TOP, 5 pixels Right, 3 pixels Bottom and 0 pixels Left.

Custom/Hooks...

Finally, frugal gives you an entire page to allow you to create fully customized content areas (ie. Widgets) and place them just about anywhere in your website. Remember those Hook things I mentioned earlier? Well, this is where frugal makes using Hooks SUPER EASY!

When you first open this page you'll see these 'Custom Widget' columns. To start you can pick one (might as well start with Custom Widget 1) and then start building your custom widget. Before you start giving your custom widget a width you need to first decide where you're going to display the thing. Once you figure this out you can give your widget a width to best suit this location (if you leave the width area blank your widget's width will be set to 100% of the area it's displayed).

Now, you'll find all the options you've come expect with frugal (full customization without coding). Fonts, borders, backgrounds, you name it!

Then, when you think you've got your custom widget ready for showtime you'll need to decide if you want to Hook it into your site or embed it into a page. If you choose to hook it in you'll find a drop-down menu to pick the hook to use. Don't be afraid to try different ones until you find the right one. It won't hurt anything if you hook it into a place that might not look so good. Just change the hook and it's all good. You should be able to pretty easily discern what each hook means by the last part of each hooks name (ie. `before_header`, `after_sidebars`, etc..).

The other option (embed) is super easy as well. Each custom widget has something called a 'Shortcode'. The Custom Widget 1, for example, uses `[cw1]` as its shortcode. Stay with me here, this is super easy. What this does is allow you to place your custom widget into any page or post that you'd like. Just paste `[cw1]` (if working with the Custom Widget 1) into any page or post (you can chose just one or add it to as many as you'd like) and your custom widget will show up in that location.

Now, give your custom widget a name so you'll recognize it in the Wordpress Widget section when you go to add content to it.

Last, but not least, once you've decided to Hook, Embed or Both, you need to choose the appropriate 'Action'. This is the first option in each custom widget area.

Finally, if you ever want/need to create a custom function to hook somewhere into your website, you can do so in this same options page. Just add your code to the large text box, choose whether or not you need to execute PHP code in your function and then use the drop-down menu to choose a location to hook into.

Setting 'Display Design Options' to "No"...

The very first option in the Main/SEO/Footer options page gives you the ability to NOT display the design options. The reason I added this option is to allow you to more easily find the 'functional' options first without having to wade through ALL the options on every page. By default this is set to display ALL options, but you can easily turn this to "Yes" or "No" as often as you'd like. It doesn't actually effect any of your settings, it only removes them from your view. So if you don't need to adjust any of the design options and would like to get them out of your view, change this setting to "No".

Resetting Your Options...

In the Main/SEO/Footer options page you will find two reset options. The first is basically a Master Reset Switch. When you spell 'Re' 'Set' with the drop-down menus and then click 'SAVE' you will reset ALL of your frugal Theme Options to their defaults (Note: To finish the reset process you must re-load the options page and then click 'SAVE' one more time).

The reason I included this option is that sometimes you may decide you want to start from scratch and this allows you to quickly and easily do this.

Then second reset option will ONLY reset your design options, but leave the rest of your options in-tact. The reason for this reset option is to allow you to start your design from scratch without losing all your other settings.

Chapter 4: Page Templates

In Wordpress you can create Page Templates that, when used for a particular page, can make such pages unique when compared to the rest of your site. Using these templates is super easy. When you create a Page in Wordpress you'll find a 'Template' drop-down menu to the right of the edit text box. Select the appropriate Page Template from the drop-down menu, Publish the page and you're done! With frugal you're given an array of useful Page Templates, so let's run through them now.

Blog...

The Blog Page Template is one of the most widely used. What this gives you is the ability to create a page that displays a list of your latest blog posts. By default, your homepage will do this, but you may decide to make your homepage a more traditional homepage, featuring specific content maybe, and therefore you'll need to move your blog's homepage to another page. This Blog Page Template allows to you easily do this.

Archives...

This is a simple Page Template that creates a basic archive page that displays both Month and Category links to your posts to allow visitors to more easily find your posts.

Full Width Page...

When you want specific pages to have no sidebars so your main content spans the entire width of your site, use this Page Template.

CMS Page...

This Page Template is one of the things that gives frugal users the ability to create full blown websites. CMS stands for 'Content Management System' and I named this template CMS because it allows you to create pages that are totally unique to the rest of the site. I'm not just talking about the content, but the sidebars and Hooks as well. Use this Page Template when you want a particular page's content to be separate or unique.

The CMS page has its very own sidebars so you can control both their layout (ie. the amount of sidebars, their position and their dimensions) and their content (you can add unique content to their corresponding widgets).

Also, I mentioned the CMS Page Template had its own hooks. What this allows is for you to hook content either ONLY into pages with this template OR all pages EXCEPT pages with this template. So, for example, you can choose these kinds of display options with the top and bottom feature sections and the category navbar, to name a few of the possibilities.

CMS Full Width Page...

This is just a full width version of the CMS Page Template, so it has no sidebars.

Chapter 5: A Few Other Goodies

cutom.css and custom_functions.php files...

These two files allow you to add your own custom CSS and PHP code to frugal. If using the custom.css file just be sure to activate the custom stylesheet from your Main/SEO/Footer options page (it's one of the first options). You can either edit this file straight from your Wordpress Dashboard Editor or by downloading it via FTP. As far as the custom_functions.php file, I figure if you know enough to add new PHP functions to frugal than you probably already know how to use this file.

Author Page Template...

Not like the other page templates, this one isn't something you add to a specific page, but instead it just displays content when an Wordpress post author link is clicked in your posts byline. So, for example, let's say that Bob Smith publishes a post in Wordpress/frugal. In the byline of that post there may be an author link with the text Bob Smith. When you click on that link you will be take to the Author page. With frugal you will be taken to a pre-formatted page that displays the 'Nickname' of the Author, their BIO and their Gravatar image if they have one.

Ok, so that might have been a bit confusing. Let me try and clear it up a bit. The Nickname and Bio information can be found/edited by going to that particular author's page in the Wordpress Dashboard. For the Gravatar image, you can sign-up for a gravatar (the link is in the Main/SEO/Footer options page). You will use an email address to create your account. This is the email address that you will add to the Gravatar option text area in the Main/SEO/Footer options page. Once added, the Gravatar image connected with that email address will display in that author page.

Chapter 6: Uploading frugal To Your Web Server & Upgrading In The Future

To learn about how to do this you will find video tutorials in the 'Support' section of frugalTheme.com. I just wanted to make a few comments about this process.

Installation...

The initial upload/installation process is explained in video tutorials, but one of the most common mistakes people make when doing this is that they don't first unzip the main frugal zip file on their computer. They just upload this file to Wordpress and then run into installation problems as a result.

So what you need to always do when you first download any version of frugal is to unzip the main file on your computer. It's the files INSIDE this folder that need to be uploaded to Wordpress. More specifically, it's the single frugal_[version#] folder that needs to be

uploaded. You'll actually find two versions (one unzipped and one zipped). The unzipped version is what you should use if you're uploading manually via FTP. The zipped version is what you should use when uploading via the Wordpress Dashboard.

Upgrading...

I can't say this enough! ANY TIME you upgrade to a newer version of frugal ALWAYS backup ALL your current frugal files and MAKE NOTE of ALL your current frugal options. Ideally, when upgrading, you won't have to re-set all your options, but like any piece of software there is no guarantee. So I like to play it safe and note all my options first. You can either take screenshots or just jot them down.

As for your actual files, you may have custom images, custom text (content in your custom.css and custom_functions.php files) and therefore you want to make sure you first secure them before installing the newer version of frugal.

Now, since the newer version will have a different version number you should be able to upload and activate it without effecting your older versions files, but I just feel it's better to be safe than sorry.

I'm not telling you this stuff to scare you, I just want to be clear that though it often goes smoothly, things can go wrong and you want to be prepared if they do.

Moved or Missing Widgets...

One more thing to note when upgrading frugal. Sometimes widgets can get moved around in the process so if you find content in the wrong place or not there at all (we're talking widgets here) be sure to pop into your Wordpress Widget area and just move them back in place. Just check other widget areas for your moved or missing content. If you can't find the content there then you should be able to locate them in the 'Inactive Widgets' section to the left of the widget areas. This is where Wordpress puts widgets when it doesn't know where they're supposed to go.

Chapter 7: Finding frugal Support



One of the great things about being apart of the frugal community is that you'll find excellent support! I don't like to toot my own horn (I'm always afraid someone will call my bluff :-), but I do work my butt off to provide frugal users with *TOP NOTCH SUPPORT!*

You'll find the frugal Forum where you can search for answers that have already been given or ask your own questions as well as the growing list of Video Tutorials which walk you through many of the common questions that you may have about your frugal theme.

I do my best to truly listen to what you have to say. If you make a request for a new frugal feature or maybe something you'd like to see on frugalTheme.com I seriously consider your thoughts. I can't guarantee anything, but I can say that many of the changes I've made to frugal over time have been per frugal user request. I know you, the actual theme user, have some of the best ideas and I don't take this for granted.

Chapter 8: frugal Affiliates & Conclusion

Let me first say thank you for taking the time to read through this Handbook and learn more about frugal. I hope you've found it to be a useful document and something that adds to the many benefits of frugal.

Before I go I just wanted to mention the frugal affiliate program. If you're not sure what an affiliate program is it's just a way for you to make money while being a fan of a product, such as frugal.

At the bottom of frugalTheme.com (in the footer) you will find a link to the Affiliates page. Here you can sign up (it's totally FREE!) and then start promoting frugal using your assigned affiliate link (URL). All you do is use this link when telling others how great frugal is. Whether this is in a blog post or a Tweet or an email, whatever. When they click on this link they will be taken to frugalTheme.com, but the frugal Affiliate Program will make note that it was YOUR link that they clicked on (assuming you were the first affiliate that this person used to access frugalTheme.com). If this person then purchases frugal (within a 60

day window) you will receive 40% of this sale! This is one of the highest affiliate payouts you will find among Premium Wordpress Themes!

You'll also find a text box in your Main/SEO/Footer options page where you can add your affiliate link. What this does is make it so when someone clicks the 'frugal' link in your footer they will be clicking on your frugal Affiliate link. Pretty cool, huh?! :-)

So be sure to sign up as a frugal Affiliate today and start earning cash! (Note: You get paid once a month, for the previous month's sales, and are required to have a balance of \$80 or more to receive payment. Also, you will not be credited for an affiliate sale if you yourself make the purchase through your own affiliate link.)



frugal Affiliate TIP! I've found that one of the most effective way to promote frugal is to create an in-depth review about it on your website. This not only gives you the best chance to really sell the idea that frugal is worth taking a look at, but it sells the idea even more because you took the time to write the review. Anyone can drop a link in Twitter or an Email, but to go to the trouble of writing a full featured review shows that you truly believe in the product. And of course, if

this review is written on a site that is using frugal you'll have the best possible chance of making a sale. Just a thought...

Well, that just about covers it. If you have any questions about the frugal Wordpress Theme you can do so in the frugal Forum or if you need to reach me directly you can email me at frugaltheme (AT) gmail.com. Enjoy! :-)

Eric Hamm