

“\$7,867.00 in just 13 days!”

How we went from a blank sheet of paper to creating and flipping a Wordpress plugin in 13 days for \$7,867.00 profit...

This is a short, no-fluff report because there's no fluff in this case study.

We simply started work and didn't stop until we banked almost eight thousand dollars.

OVERVIEW:

We came up with the idea for a Wordpress plugin, spent \$500 on getting it created, and then spent some time marketing it. Then we sold it on flippa.com

Coming up with the idea

Probably our favourite niche when it comes to creating Wordpress plugins is affiliate marketing. There are millions of blogs that are created solely for the purpose of making money out of advertising other people's products.

So obviously it's a competitive arena, and this means affiliates are constantly searching for an 'edge' over their competitors.

In fact they'll try pretty much any plugin that offers a way of making the selling process just a little bit different.

So we had an idea for a plugin.

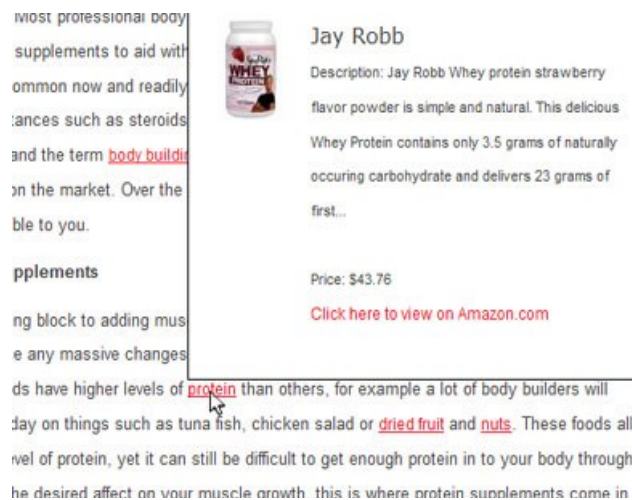
This is what it does:

“The plugin is a custom built WordPress plugin that adds Amazon products to WordPress blogs. It does so by using user inputted keywords and shows popup product boxes when visitors hover over the links. It displays RELATED products, so affiliate sales are made easy.”

That’s actually the description we used on our flippa.com auction.

To make the explanation even more basic - we wanted the plugin to show a popup of related products every time the visitor hovered their mouse above keywords in the posts that were chosen by the blog owner.

It looks like this:



In the example the blog is promoting health supplements. When the visitor hovers the mouse over the word ‘protein’ our plugin shows a popup with a highly related Amazon product picture and description. The link on the popup automatically carries the blog owner’s Amazon affiliate ID so he gets paid his commission when anyone buys through the popup. The products shown change constantly too.

Pretty cool I’m sure you’ll agree, but nothing earth shattering. **A good simple idea.**

Getting it made

We advertised the job on freelancer.com asking for an experienced Wordpress plugin coder to build the plugin to a spec we’d provide. We only gave a brief description initially until we’d decided on which coder to hire.

Incidentally if you're ever short of an idea for a plugin to develop you should read the listings on freelancer.com – it certainly gets the grey matter working.

Once we'd hired our freelancer we sent over our spec and basically asked if it was possible to do.

We had a pretty good idea that it was from looking at similar plugins on the market and the price he quoted to make it for us was \$500.

After just a few days the coder sent the initial version back.

It needed a few tweaks – if I remember correctly the pop up box popped up in the wrong place if the keyword was positioned too far to the left, and we needed to change the look of the image in the popup box too.

All small tweaks, and the revisions took only a day or so to complete.

Like anything that's unfamiliar, going to a site such as freelancer.com to find a coder, submitting your plugin spec etc. is a pretty daunting task if you've not done it before.

After the first time it becomes second nature. If you're still nervous you can hire us to help you. See the end of this report.

Marketing the plugin

While the plugin was being created we built a sales page. There are various free Wordpress sales themes, but none we know of that are tested for conversion rates, specifically designed to sell plugins *and* that cost nothing.

So we built one. It's called The Equinox Theme and you can get a free copy [HERE](#)

We made a simple sales video showing the 'inside' of the plugin – how it works from the blog owner's point of view – and bullet pointed as to what the features and benefits were, along with some nice screenshots.

We had a logo made too. Cost \$25. We found the designer on The Warrior Forum. Came back completed in about 2 days and we commissioned this, bought the domain and sorted out the hosting while the plugin was being made.



We decided to price the plugin at \$47 but with an initial 'introductory offer' for \$27. There was also a developer's license offer (for people who wanted to use it on sites they were going to sell or for clients) at \$97 but again with a special introductory offer for \$57

We also had an affiliate program which ran through Clickbank (who also processed the sales) and paid 75% to affiliates.

We launched the initial offer to our mailing lists, as a 'Warrior Special Offer' and put the affiliate program into the Clickbank Marketplace.

We also wrote some blog posts, made some forum comments and generally spend a couple of days bringing some attention to our new plugin.

A quicker way to do this, or if you don't have a mailing list, would be to pay for a small solo mailing. 200 clicks would cost you around \$100 if you spend an hour and send some messages via the Warrior Forum. It allows you to test your conversion rates and if you find that you're profiting more than your ads are costing, just upscale the operation.

We marketed the plugin hard in various ways for around a week, bringing in a total income of \$2370.00

The aim here was to cover our developing costs of \$500 to have the plugin made, \$25 for the logo and little bits here and there.

Obviously we did this and came away with over \$1800 in clear profit less time and effort.

We also now had a plugin which was a proven seller, was set up with a sales page, affiliate page, sales video and logo.

We were pretty sure it would sell (in fact we've never once failed to make a profit with any of our products)

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SELL YOUR WEBSITE

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YOUR AUCTION

Sold to [redacted] for \$5,997!
→ Go to the [Sale Completion Area](#) to finalise the sale.

Amazon Affiliate WordPress Plugin - \$2370 in the last 7 days - On ClickBank
<http://www.addazon.com/>

Sold at Public Auction 36 bids
\$5,997

Started: Sat, Jan 15, 2011
Completed: Thu, Jan 20, 2011

2.5% buyer success fee applies. Seller accepts payment using Escrow.

Watch This Auction Share on Facebook Tweet This

It was a 5 day auction and we continued to promote the plugin while it was running, updating the stats with any sales that came in. This looked great and caught the eye of potential buyers.

It got 36 bids in all and finally sold for \$5,997.00

SUMMARY

Just consider what we did.

Nothing about it is complicated and you need very little technical knowledge. In fact it's mostly about research.

We came up with an idea and paid someone to make it into a Wordpress plugin for \$500.

This is the beauty of the internet and of outsourcing. It's global and it's inexpensive.

Once we had the finished plugin our main aim was to cover costs. That way we couldn't lose. So we spent some time marketing the plugin HARD, attracting affiliates, making posts, mailing our list, running a WSO (which cost \$40 but was well worth it), doing blog posts and generally telling people about the new plugin.

Bloggers are essentially tech-geeks (us included) and they love to be the first to tell their crowd about something new. This helped immensely with publicising the plugin.

\$7,867.00 profit in 13 days.

In case you're wondering it wasn't a one-off or a fluke. We've made over \$100,000 in a few short months from this method. It's a REAL, scaleable business.

If you'd like to learn how to do this for yourself, and find out how we're currently helping our members start their own six-figure plugin flipping business from home, choose from one (or more) of the options below.

We look forward to working with you very soon.

The image shows two handwritten signatures. On the left, 'TONY SHEPHERD' is written in black ink with a stylized, cursive font. On the right, 'TONY NEWTON' is written in blue ink with a similar cursive style.

1. [Personal Coaching](#) From Tony Shepherd & Tony Newton (how to develop your own six figure plugin flipping business) tailored to your own needs and one on one mentoring from us.