

PLUGIN TO PROFIT

A white graphic of a power plug with a cord that loops back to connect to the letter 'Q' in 'PROFIT'.

TURN YOUR IDEA INTO
A PROFITABLE PLUGIN

“Plugin To Profit”

Turn Your Idea Into A Profitable Plugin

Table of Contents

Introduction To Creating WordPress Plugins.....	4
Research Profitable Plugin Ideas.....	4
Dig Deeper And Validate Your Idea	5
Determine What The Software Will Do	5
Create Your Design Specifications.....	6
Find A Good Programmer	7
Sell Your Plugin For Profit.....	8
The Final Word.....	9

Introduction To Creating WordPress Plugins

If you are looking for a hot product niche that has a wide and established audience base, look no further than WordPress plugins. The WordPress blogging framework has been installed over 1 billion times all over the world. That's right-your eyes are not fooling you-you read that figure right. There are over 1 billion WordPress-powered sites on Earth and the number continues to grow. That's a huge market!

Best of all, a significant chunk of these WordPress installations are owned and managed by people who are serious about the success of their websites. They understand that they need to invest in their business in order to grow and earn more profits.

A large percentage of these individuals wouldn't hesitate to spend money on WordPress plugins that will help them solve key problems that may get in the way of them earning more from their WordPress-powered websites.

Maybe they want their posts to look a certain way. Maybe they want more visitors to their blogs. Maybe they want more people to sign up to their mailing lists. WordPress blog owners face tons of challenges and they understand that the most efficient, quickest, and pain-free way to solve their sites' issues is through the use of WordPress plugins.

Thanks to WP's architecture, WordPress blog owners only need to unzip, upload, and activate plugins to give their WordPress installation a wide range of new functionalities. From email collection forms, special formatting, video presentations, and many other tasks, plugins make adding amazing functionalities to WP so easy. There's no need for blog operators to be PHP, Javascript, or HTML 5 gurus. They just need to download, unzip, upload, activate, and configure a plugin to enjoy their site's new functionality.

WordPress site owners and operators are always on the lookout for plugins that can help them solve their problems. This presents a GOLDEN OPPORTUNITY for entrepreneurs like you! You only need to find common problems WordPress owners report and build plugins that solve these problems and you've got yourself a potential HIT PRODUCT that you can market on JVZoo, Clickbank, and other online sales platforms.

Are you ready to tap a HUGE global market for WordPress plugins? Keep reading and I'll step you through the process of finding the right ideas, turning them into software specifications, getting your software coded, and selling your finished WordPress plugin product!

Research Profitable Plugin Ideas

Your first step is to find problems WordPress owners would want solved. While you can search for questions on Google and end up with random blog posts that might lead you on a wild goose chase,

there's an easier way to find common WordPress problems tons of blog owners might pay to get solved via plugins. How? Quora.Com

Quora is a powerful question and answer engine that is like Yahoo Answers but on steroids. Quora gets tons of views and is shared widely on social media as well as ranking highly (for many queries) on Google and other search engines.

Use Quora's internal search engine to find questions related to WordPress. Look for similar-looking questions. This indicates people have the same basic question but they ask it in different ways. Pay close attention to how many users follow the questions.

If you find questions that ask about the same problem and their questions, as a whole, get a lot of follows, you have found a WordPress problem or functionality inquiry or request that MIGHT have a sizable audience.

Look for as many of these in demand solution requests/problems as possible. Remember to list only those that are followed by a lot of other users.

Dig Deeper And Validate Your Idea

Once you have a list of functionalities or questions or feature requests, the next step is to go outside of Quora to validate the demand. Search for phrases related to the problems identified by your Quora research.

Do you notice lots of Google results discussing the same problems? If so, this is a good sign. If not, the problem might have a very narrow audience and is probably not worth your time and money developing into a plugin.

Next, look up forum discussions of the problem. Find developer or online marketing forums and see how intensively people talk about the problem. If you notice a lot of chatter, you are definitely on the right track. If you don't find any forum discussions about the problem you're thinking of solving via a WP plugin, this might be a red flag.

Finally, look up Twitter mentions of search phrases related to the problem you're researching.

Do you see at least some Twitter conversations? If so, you've got yourself a hot problem and you can then take the next step.

Determine What The Software Will Do

After researching all the Quora, Yahoo answers, forum, blog comment section, and social media discussions about the problem you're researching, you should be familiar with the solutions people talk about. People might be mentioning all sorts of solutions.

It's not uncommon for a thread starter to present a question only to get lots of answers using all sorts of approaches.

Look for the simplest solution offered. Usually, the simpler the solution, the easier it will be for you to spell out the software's specifications. This also makes it easier for the coder you select to develop the WP plugin you wanted built.

Create Your Design Specifications

Once you have identified the simplest solution (usually the one that indicates the shortest distance from Point A to Point B), create a spec sheet.

Generally, WordPress plugins have basic parts: Interface, function, input, and results

Try to create a step by step description of what you would like your plugin to do. Start at the core functionality you want the plugin to do.

At the very least, the core functionality should answer the following questions:

- ✓ What does the blogger or site admin have to enter?
- ✓ What does the user have to do?
- ✓ Will the user have to login to access one, some, or all of the plugin's functionalities?
- ✓ What kind of login will be required-Facebook, Google Open Access, Twitter?
- ✓ What will the software do based on the inputs above?
- ✓ How will the results look?
- ✓ What else can the user do with the results? Export? Format? Convert to another form?
- ✓ Will there be some sort of statistics gathering so the user can track results?

Keep in mind that the questions above are just preliminary questions. While they can cover most situations, there might be other questions that comes to your mind as you answer these questions. Come up with as many answers and scenarios as possible.

Next, reorganize the steps based on the operations revealed by your questions. Create a simplified sequential series of steps along with conditions. For example, if the user does A, then B happens. But if the user does C, what happens?

Try to map out as many of these alternative action and result sequences as possible. There are many free diagramming tools you can download from the Web. These diagram tools enable you to use different shapes to differentiate your steps from each other. As long as your diagrams are clear and easy enough to read, your choice of diagram software shouldn't matter.

Next, 'idiot proof' your diagram. This is crucial. You might have been really excited about your plugin specifications. In fact, you might have gotten so excited about how awesome your software is that you

automatically assume certain steps or you think that certain steps are 'so obvious' they don't need explaining. This might be too much of an assumption to make. Your specifications might have gaps in it that may make your specifications too vague or confusing to the developer you hire to code it.

Vague or confusing specifications will make your project more expensive. Seriously. It takes money for the developer to figure out what your spec sheet means. It costs money for the developer to code and recode the plugins or parts of it. Any delays in your communications as you and your developer throw the specs back and forth between you will cost money. Avoid this unnecessary headache by simply 'idiot proofing' your specifications. How?

Find the least tech-savvy person you know. Show them your specs and ask them if they can understand what it means and how the process described plays out. Ask them to explain the specs to you. If they can't make heads or tails of your specs, you shouldn't expect your developer to have an easier time with your plugin specifications. Ask about the confusing parts and revise them. Keep reworking your specifications until it is clear and easy to understand.

Find A Good Programmer

Go to Upwork or Freelancer.com and look for a programmer with the following qualities:

- ✓ Specializes in WordPress plugin development
- ✓ Has developed several plugins in the past
- ✓ Has developed plugins with varying degrees of complexity
- ✓ Has overwhelmingly positive feedback scores and reviews
- ✓ Has a high project completion percentage.

Beware of contractors who have low project completion scores. They may be doing something that ensures the client walk away or cancel halfway through the project.

Contact as many developers that have the qualities above and ask them to bid on your projects. Make sure to post an easy to understand description of your project as well as a rough summary of your specifications. Don't leave out very big or very important processes in your description.

Depending on the type of functionality your plugin will deliver, you might need a front end or interface designer as well. Make sure you pick a contractor who has solid experience developing front ends for your WordPress plugins generally.

Once your plugin is complete, set up at least half a dozen WordPress blogs. Try loading the plugin on your blogs and be on the lookout for glitches. Try installing and uninstalling the plugin. Try using different browsers. Make sure to record your bugs and describe them in fine detail.

After your developer has ironed out the bugs from the plugin (if any), your plugin is ready to be sold.

Sell Your Plugin For Profit

Write down the top three Unique Selling Points (USP) of your product. Why would WordPress blog owners who face the problems your plugin solves get their solution from you instead of another seller? What makes your plugin so special?

Write down the business benefits buyers will get if they buy, download, install, activate and configure your plugin. Again, be as focused as possible. Clearly describe the benefits. Will people save time? Will they get more traffic? Will their visitors engage with their content better? Be as clear about the value your product brings to the table.

Finally, identify the emotional triggers apparent in your product. Are the people who need your solution generally fearful or are they hopeful? Are they looking to hang on to certain advantages? Are they looking to avoid certain situations?

Next, find statistics that are relevant to your product and the problems it solves. The more stats, the better.

Using the information above, you can write your sales page yourself.

Warning: sales page writing is nowhere near regular writing. You have to write to persuade the reader to buy.

You have to attract the visitors' attention, get them interested in the solution you have to offer, get them to decide to buy your solution instead of an alternative, and, most importantly, call them to action.

Expect to write, rewrite, edit, rewrite your text. Alternatively, you can save yourself from all the trial and error and potentially thousands of dollars in lost sales if you just spend a few hundred dollars on an expert copywriter. You can find sales copy experts on affiliate marketing forums' buy and sell sub-forums.

You can also find them at Upwork or freelancer.com. Depending on how willing you are to put in the time and effort needed to master sales copywriting, you might just be better off outsourcing your product's sales page copy to a veteran copywriter.

While you or your hired copywriter are putting together your sales page text, you should send the specifications of your sales page to a sales page designer. This way, you're operating on two tracks at the same. This increases the chances your product sales page will be ready for launch sooner rather than later.

Your next step is crucial for your success: you need to pick your sales platform. The two biggest platforms currently are Clickbank and JVZoo. Once you have picked your sales platform, find other plugin vendors and tell them about your upcoming launch.

You should also use JVNotify, MunchEye and other launch notification services and groups. Notify once your Clickbank or JVZoo product has been approved but is still 'under wraps' pending your official launch date.

Promote your launch heavily so you can get a nice surge of sales during your first few weeks.

The Final Word

The steps above just give you the "Big Picture" information you need to get started turning your ideas into profitable WordPress plugins...

1. Brainstorm ideas
2. Validate them
3. Get them coded
4. Sell them for profits

To your success!