

Marlon's Marketing Minute

Support

Wordpress Shortcodes Revealed!

(The “Buttonizing” of Wordress and how it takes it to a whole new level)

Hello,

Marlon here.

This week my article is about the buttonizing of Wordpress with Shortcodes. You're gonna love it!

Now, I have a WEEKEND ONLY special for a pimp mash up of cPanel videos I hunted down for you. If you're a hosting beginner you'll love them. And even if you're advanced I found a few things for you also.

<http://www.marlonsanders.com/cPanel>

The \$7 offer is over Monday at midnight. If you're an AFFILIATE, [go here](#) to take advantage of this weekend only special offer. It's a 7 buck 100% commission deal.

Best wishes,

Marlon

PS. Paul Myers came out with an awesome new product I'll be sharing with you soon as the cPanel offer expires.

I want to hear YOUR COMMENTS on today's issue. [Post them here.](#)

We're working on a new Wordpress product.

I ran across a thing called Shortcodes that are absolutely amazing. And I want to share with you what I've discovered today. It's cool because this is something you can get a result from immediately.

In order to do this, I moved our blogs to a new server. I had stopped using my blog at MarlonsNews.com for several reasons.

When I would send a ton of traffic to it, the darned thing would crash.

That's because a LONG time ago I bought the server through OLM and it was NOT a "managed server." That means, OLM would do nothing to upgrade the software on it.

I was supposed to do that myself, as though I knew how. So our operating system was old, old, old!

Yuk. I couldn't even upgrade to the latest versions of Wordpress, and Google had a warning in our webmaster tools about it being out of date, so I imagine Google removed some of our listings from the search engines.

Now, worse than that, it was on ensim instead of [cPanel](#). Don't ask me why. All I remember is way the heck back that's what my programmer at the time recommended. He didn't [like cPanel](#), even though it has since pretty much taken over the world.

I think way back then there were some security issues with it.

I remember when we launched Red Factor, which was the FIRST product launch to feature video of anyone driving in a car, before Frank made that kinda famous.

Anyway, we crashed our server and blog with so much traffic, and people thought I was faking it because that was something Jeff Walker was teaching people to do in Product Launch Formula, or that's what people

THOUGHT he was teaching. I don't remember Jeff actually ever teaching that.

We caught a lot of flack over that. And the odd thing is, all those "guru-haters" are NOW launching wso's like there's no tomorrow! Come to find out, most all guru bashers and haters simply wanted to join the party and felt jealous.

By the way, I don't know if it's still on there. But in the original Product Launch Formula training, Jeff gives me a shout out because we go back all the way to the original Internet marketing seminars we did in Boulder, CO, where Jeff was on our panel.

No one knew who he was at the time but Jonathan Mizel was smart enough to recognize what an astute marketer he was. People forget that those early seminars we did were the FIRST about Internet marketing and everyone from Yanik, to Jim Edwards, to Jeff, to Corey Rudl, Ken Giddens, and even the infamous Sanford Wallace attended in those days. I'm leaving out many names, gurus and otherwise, of course.

I don't know if my memory is good enough to remember everyone from those days!

So anyway, I had to stop using my blog. Then we moved it to a cloud server at Rackspace which, and I hate to say this, was a massive mistake. Good gosh. If you get malware, there's like no division between sites and it just eats up your whole server overnight.

Lesson learned.

We were doing manual database and blog backups but had been a bit negligent so we lost a number of blog posts and stuff. THIS is why automating those backups is a great idea.

Your webhost will charge you an arm and a leg to do it but you can download a free software program that will automate it for you! I love that.

Not that you don't want to still do manual backups as a fail-safe. Any technology can go wrong. But it's sure nice to have the automated backups.

Now, I'm re-assembling my blog. I still have a lot to do on it.

But at least [NOW you can post your comments about my ezine issues](#) and I don't have to worry about crashing my stupid blog!

Which also means that now we're getting totally up to speed on blogs again. And I'm really enjoying that.

My blog at promotemarlon.com/blog where I have our affiliate tools had fallen into non-use.

I'm getting all those tools back up and running. I still have a number that are missing, but I HAVE totally revamped the front page of it and if you want affiliate tools, you'll find a [good promo here](#).

Which FINALLY brings me to the topic at hand.

Freaking short codes.

So in drilling down into Wordpress, I ran across Shortcodes. Now, these are built into Optimize Press but also other programs.

And they are so freaking awesome I can't even tell you!

By the book, a short code is kinda like an abbreviation or snippet you put on your web page in brackets that magically causes things to happen.

For example, you might put this on your web page:

[pink box] and it causes a pink box to appear on your blog page!

InfusionWP which is now called iMember comes with over 300 pre-defined Short Codes! That's mind boggling.

However, trying to remember all those phrases to type between brackets can be a real hassle.

Thus Short code GENIUS comes into play here.

Some genius came up with the idea of putting the Short Code on the text editor where you type your content. Now, you click a little BUTTON and your available Short Codes Menu drops down. You know, the menu you

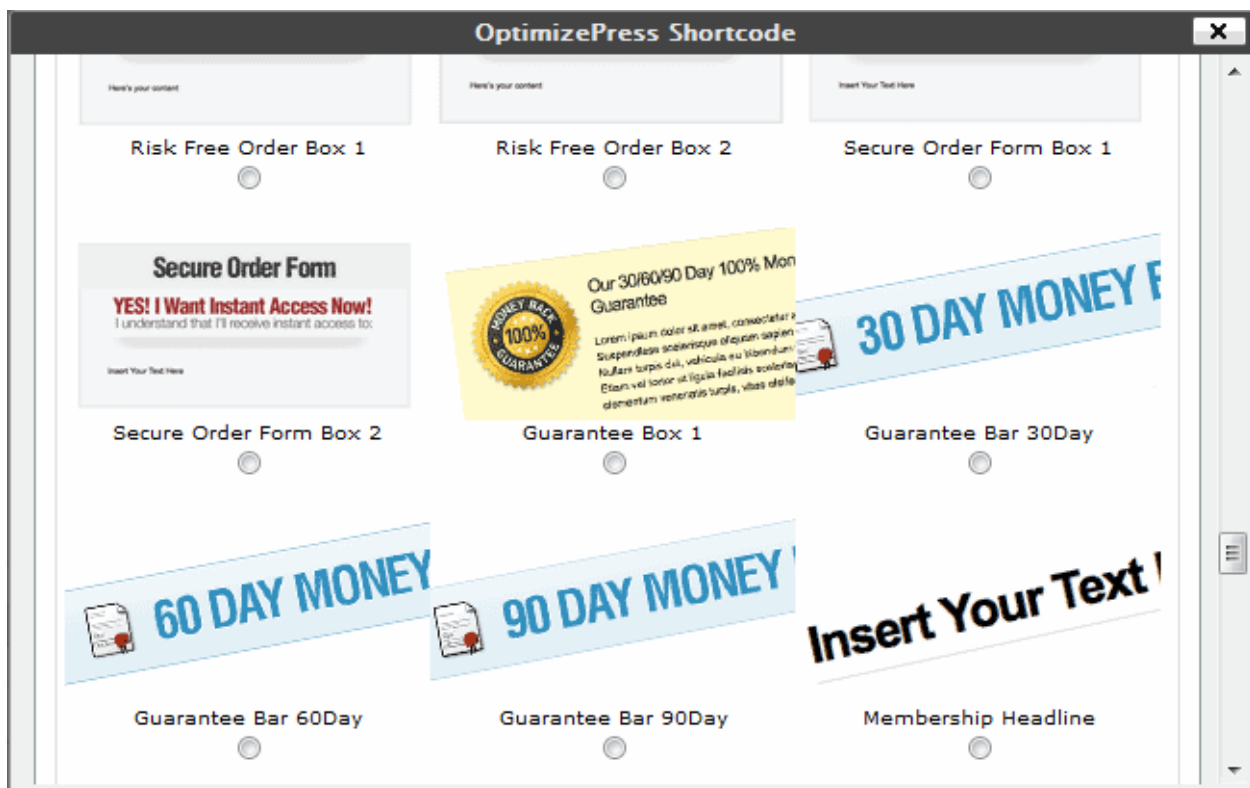
use when you add a NEW POST or new page. The Short Code buttons go right there on the menu and you just click on 'em.

You click what you want and BOOM!

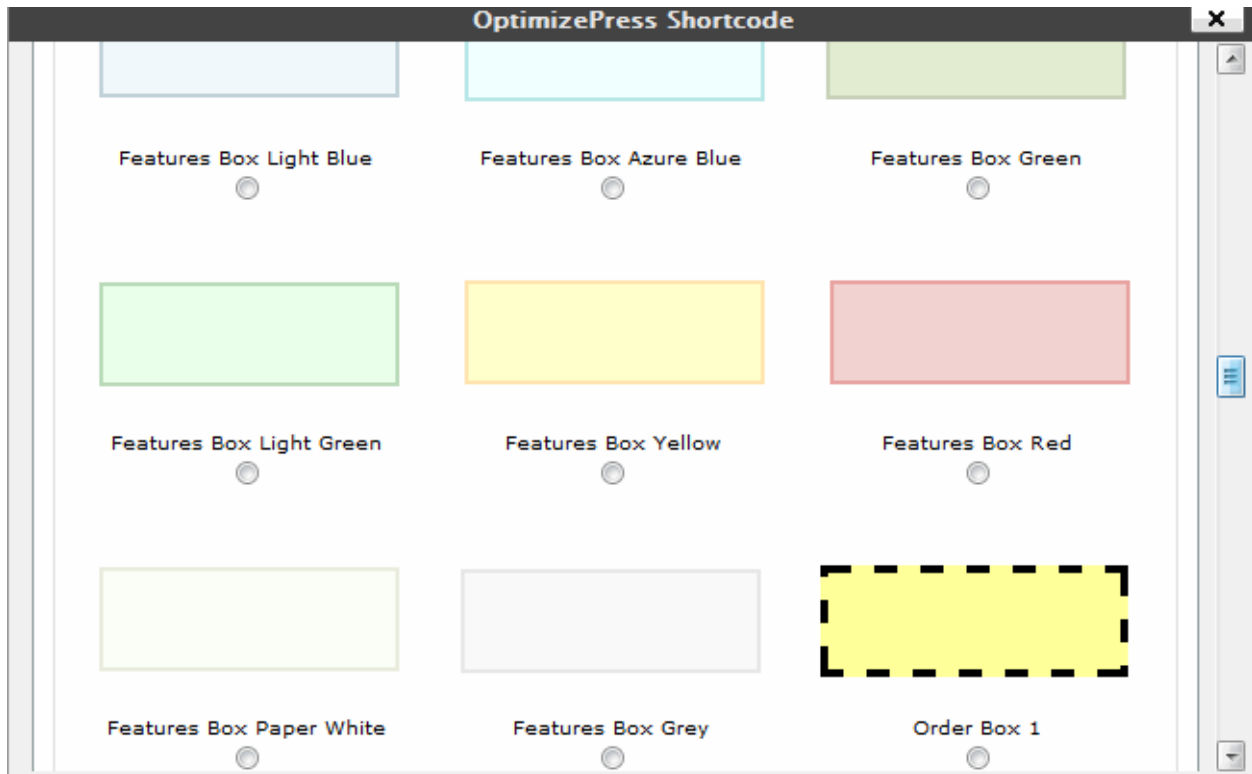
It sticks the Short Code into the page for you as though it were MAGIC. This is the BUTTONIZING of Wordpress and makes it so simple and alluring to use!

Here are a few from [Optimize Press](#):

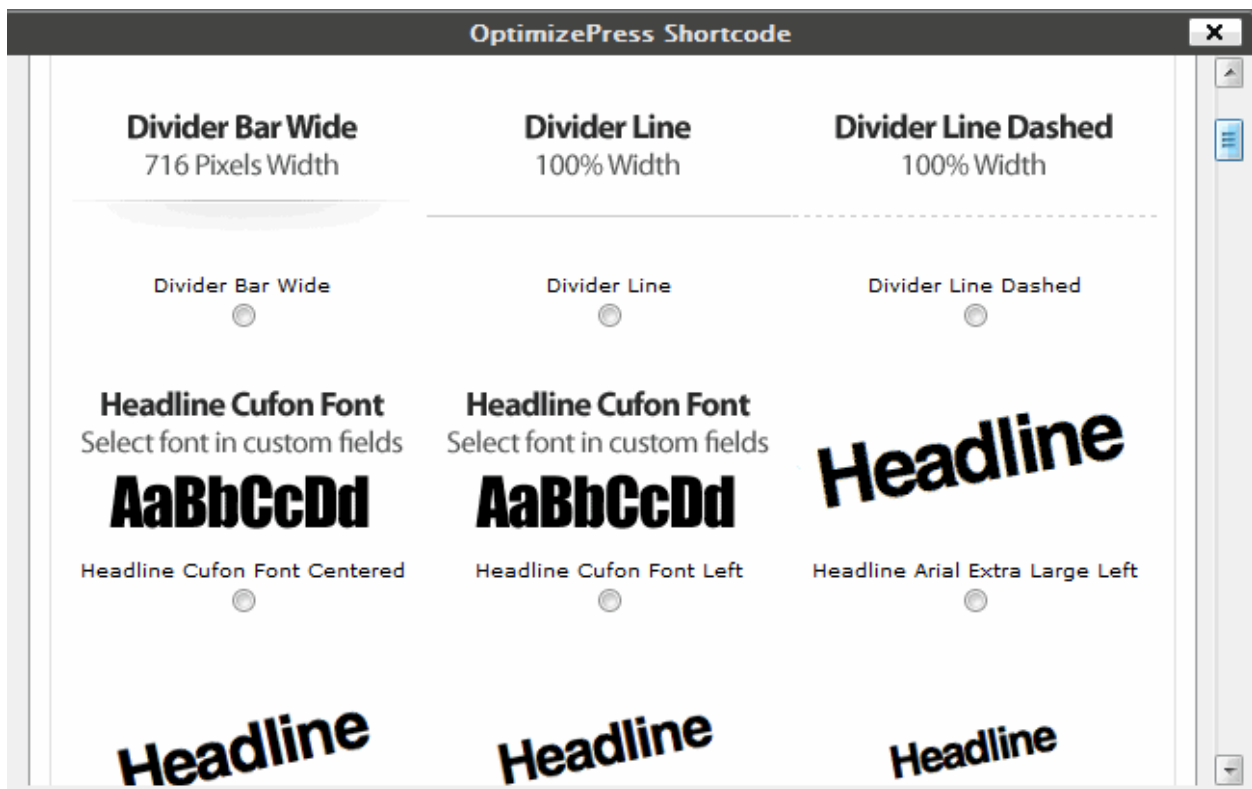
With one click I can insert ANY of these into the page.



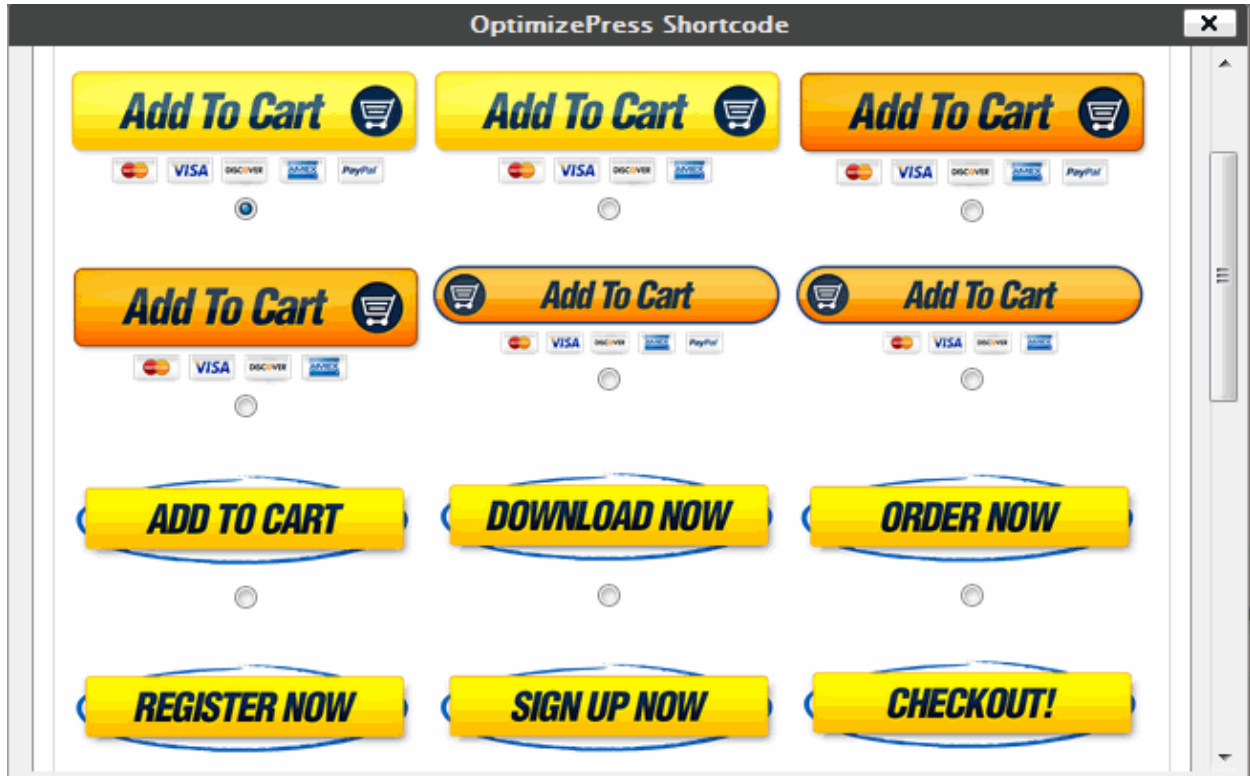
This is my favorite part. The little boxes you can add to type in features or benefits. As a copywriter, you gotta love THAT!



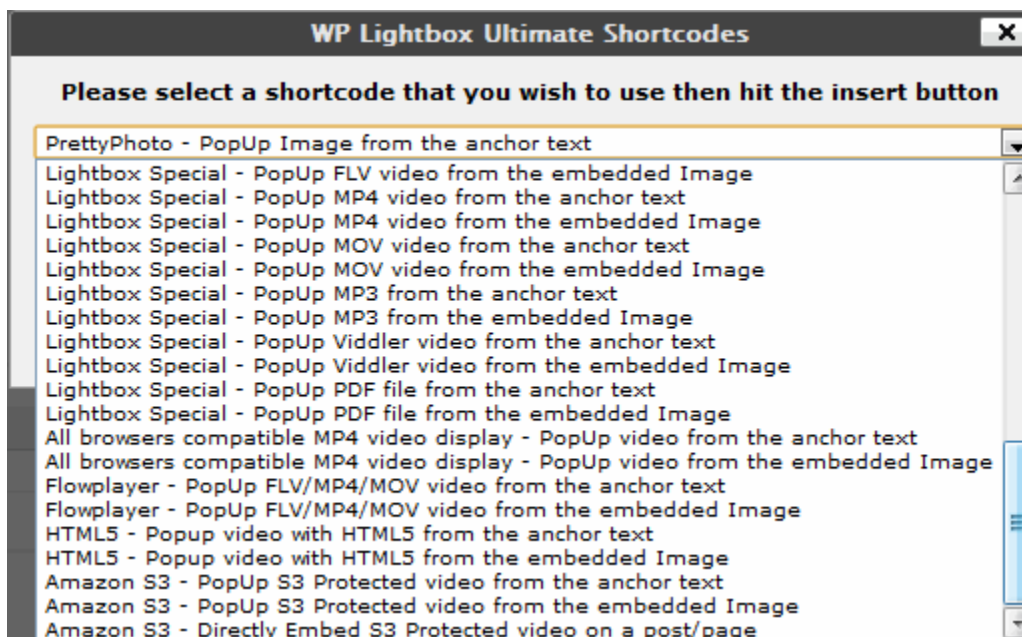
How about awesome headlines in a click or cool dividers with drop shadows under 'em?



Check out how fast and easy it is to insert and Add to Cart button!































































Here are some pimp short codes for WP Lightbox that let you insert videos that open in a lightbox, or pictures.

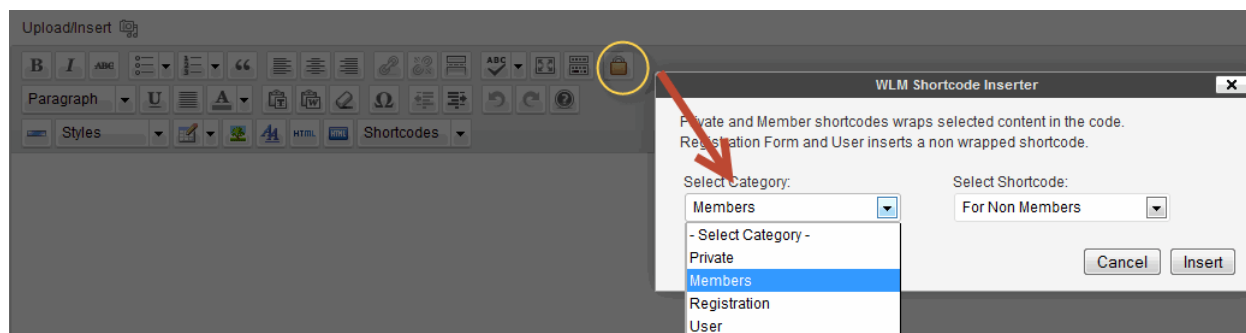


Here are some of the Shortcodes you can install for a toolbar add on called [TINY MCE](#) that Lisa loves BECAUSE you can select fonts, sizing and other things with it that give a graphic designer far more control over a web page:

Buttons Group 2

<u>Description</u>	<u>Enable</u>	<u>Image</u>	<u>Help</u>	<u>Row Selection</u>
Style Select Button	<input type="checkbox"/>			Row 1 
Table Controls Dropdown Button	<input type="checkbox"/>			Row 1 
Emotions Button	<input type="checkbox"/>			Row 1 
Advanced Image Button	<input type="checkbox"/>			Row 1 
Preview Button	<input type="checkbox"/>			Row 1 
Citations Button	<input type="checkbox"/>			Row 1 
Abbreviations Button	<input type="checkbox"/>			Row 1 
Acronym Button	<input type="checkbox"/>			Row 1 
Delete Button	<input type="checkbox"/>			Row 1 
Insert Button	<input type="checkbox"/>			Row 1 
Attributes Button	<input type="checkbox"/>			Row 1 
Styleprops Box	<input type="checkbox"/>			Row 1 
HTML Code Button	<input type="checkbox"/>			Row 1 
HTML Code Magic Button	<input type="checkbox"/>			Row 1 
Insert Media Button	<input type="checkbox"/>			Row 1 
Insert YouTube Video Button	<input type="checkbox"/>			Row 1 
Image Map Editor Button	<input type="checkbox"/>			Row 1 
Toggle Visual Characters Button	<input type="checkbox"/>			Row 1 
Print Button	<input type="checkbox"/>			Row 1 
Shortcodes Select Button	<input type="checkbox"/>			Row 1 

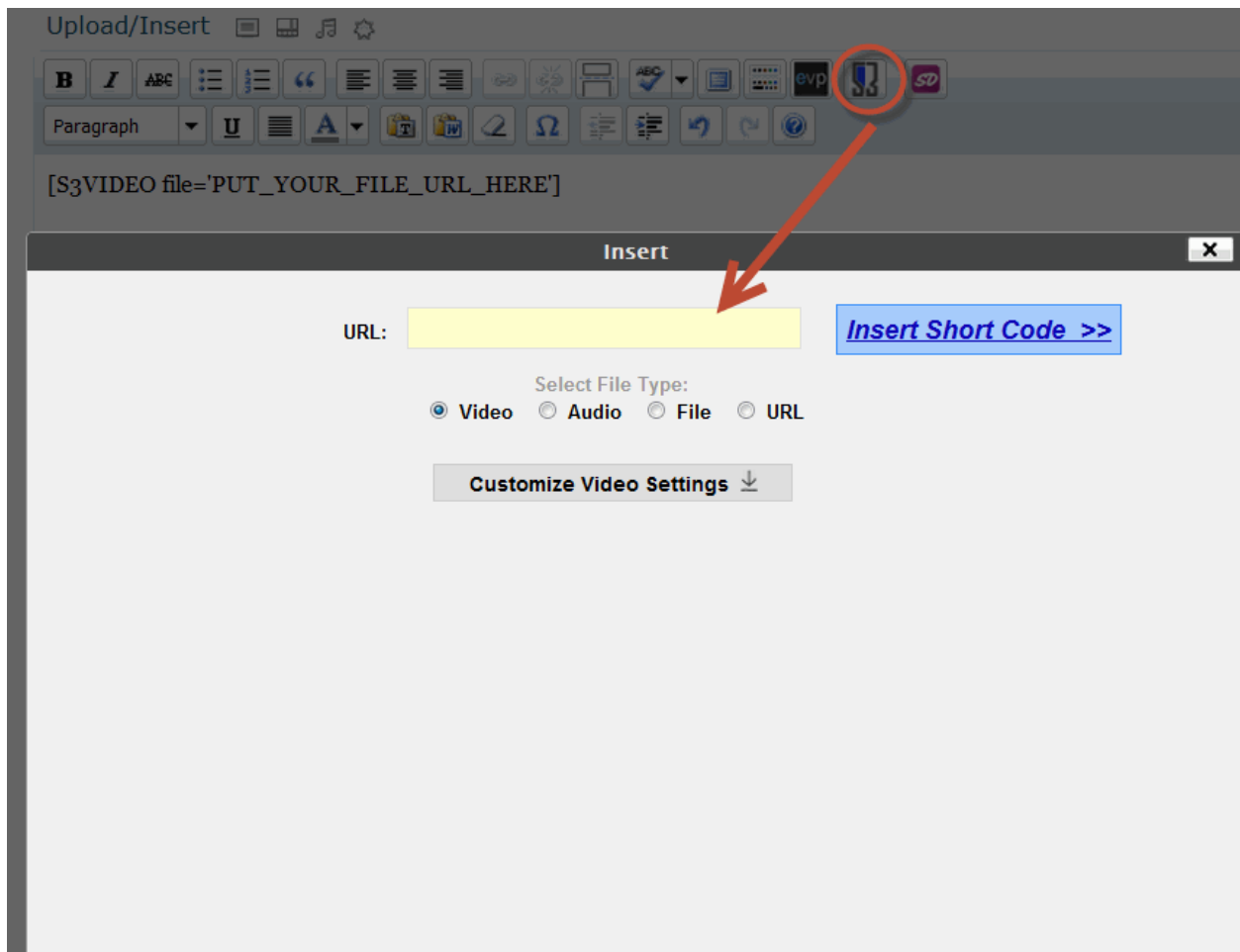
Here is a SECRET I scored I'll probably share in the Wordpress product. It's my SHORTCODER INSERTER for Wishlist Member...thing is, it doesn't come with Wishlist Member. Only those "in the know" have it!



See, Wishlist Member HAS shortcodes but who can REMEMBER them? By having them on the little menu bar BUTTON where you can insert in a click, it makes life super simple and easy!

Here is my Short Code for [Jason's S3Flowshield](#) that makes it easy to insert an Amazon S3 protected video right into your blog page that opens up in a gorgeous lightbox!

Easy Video Player also has a shortcode that is easy to use. You'll see it labeled EVP below. Next to it you'll see the SD with the purple background.



So you can see why I call this the **BUTTONIZING** of Wordpress!

In fact, I can drag and drop a layout for a whole entire Wordpress page that will blow you away! If I have space, I hope to include some info about that in the new Wordpress product.

It's a month or two away – so don't get too excited **YET!** Whew, after Traffic Dashboard I said I'd never do another. They take a **LONG** time to do and are very detailed, not to mention the research we put into them.

Behind the scenes I've updated a **LOT** of Product Dashboard. If you're an owner and log in and go through the icons you'll see this.

I **STILL** am working on updating the icon where I cover Amember. I want to **ADD** Wishlist Member because this is an easier method for most people to add a membership or password protected download area – **AND** it works perfectly **WITH** Optimize Press and **WSO PRO**.

Finally, here is one [PIMP Shortcode program](#) you might take a look at. It has over 100 shortcodes.

Styles with Shortcodes

for WordPress

1.7.9

More than 100 different shortcodes to choose from

Easy tool for inserting Shortcodes Create your own Shortcodes Extra Downloadable Content Free Add-ons Purchase Add-ons Exchange Shortcodes More than 100+ Shortcodes Ready for Theme integration	Accordion jQuery Blockquotes Buttons Code (highlighter) Colored Boxes Columns CSS Frames Dividers Facebook Like	Facebook Share Flatir button Galleries Google +1 Highlight Text Linkedin Share Maps (Google) Overlay jQuery Picture Frames	Pullquotes Retweet button Tables Tabs jQuery Toggle jQuery Tooltip jQuery Twitter buttons Twitter Follow URL's (custom)
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Ready for theme integration
More than 100+ shortcodes
Exchange shortcodes
Purchase add-ons

Facebook Like
Dividers
CSS frames
Columns
Colored boxes

Picture frames
Overlay jQuery
Maps (Google)
Linkedin share
Twitter buttons

URL's (custom)
Twitter Follow
Twitter buttons
Tooltip jQuery
Toggle jQuery

Built in Shortcodes

- Accordion (jQuery UI) – [view sample](#)
- Blockquotes – [view sample](#)
- Buttons – [view sample](#)
- Code (Syntax Highlighter) – [view sample](#)
- Colored Boxes – [view sample](#)
- Columns – [view sample](#)
- CSS Frames – [view sample](#)
- Dividers – [view sample](#)
- Facebook Like buttons – [view sample](#)
- Flattr buttons – [view sample](#)
- Follow me on Twitter buttons – [view sample](#)
- Galleries – [view sample](#)
- Google +1 buttons – [view sample](#)
- Highlight – [view sample](#)
- Linkedin buttons – [view sample](#)
- Maps (Google Maps) – [view sample](#)
- Overlay (jQuery TOOLS) – [view sample](#)
- Picture Frames (Landscape) – [view sample](#)
- Picture Frames (Landscape) – LightBox with Image – [view sample](#)
- Picture Frames (Portrait) – [view sample](#)
- Picture Frames (Portrait) – LightBox with Image – [view sample](#)
- Picture Frames (Square) – [view sample](#)
- Picture Frames (Square) – LightBox with Image – [view sample](#)
- Picture Frames (Square) – LightBox with Video - [view sample](#)
- Pullquotes – [view sample](#)
- ReTweet button – [view sample](#)
- Tables – [view sample](#)
- Tabs (jQuery UI) – [view sample](#)
- Toggles (jQuery UI) – [view sample](#)
- Tooltips (jQuery TOOLS) – [view sample](#)
- Twitter buttons – [view sample](#)
- URL (Custom Hyperlinks) – [view sample](#)

PIMP Shortcode program

But really, I didn't even intend to give that affiliate link to you when I started writing this. But I realized I might as well because you'd WANT to know about it.

Now if you don't have Wordpress installed or don't have hosting, and now that you've seen how cool the buttonizing of Wordpress is, you might want to jump on board and snag my cool mash up of [cPanel hosting videos](#) I assembled for you.

Here is my aff link for [Host Gator](#) which is the hosting I recommend for most people, even though I'm on OLM because we got our hosting like a billion years ago Internet time.

Best wishes,

Marlon



[Post your comments](#) on today's issue here.

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You have the right to insert your reseller URL for "Traffic Dashboard" in place of the existing URL>

NEED A COPYWRITER?

Graeme John is awesome. He wrote a Coaching letter for me that hit a home run. If you have money and want to contact him, contact Lisa at [getyoursupport.com](#) and say you need to contact Graeme. As with any vendor follow good business procedures and make sure it's a good fit. But I REALLY like Graeme's work ethic, the way he writes copy and his attention to non-hypey but effective copy.

Services You Can Use

(If you want to post this ENTIRE ezine, you can replace the following links with your RESELLER links)

Get the NEW Product Dashboard soon to be upgraded to version 2.0

<http://www.productdashboard.com>

Save 100's on graphic design:

<http://www.designdashboord.com>

NEED A SALES LETTER? Fill in the blanks and click a button. The ORIGINAL fill-in-the-blanks letter software

<http://www.pushbuttonletters.com>

Newbie? Get up to speed FAST with the in-house training I gave one of my new employees. <http://www.themarketingdiary.com>

Need TRAFFIC to your web site? Check this puppy out:

<http://www.1in102.com>

FACEBOOK Marketing Extreme:

<http://www.marlonsanders.com/facebook/>

Need a target market? <http://www.pushbuttontargetmarket.com>

WEBINAR Pitch Secrets Revealed:

<http://www.marlonsanders.com/webinarpitch/2.html>

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<http://www.marlonsanders.com/cowboy/>

Top Google Rankings In 9 Minutes On Hyper Competitive Keywords? See the webinar replay:

<http://www.budurl.com/topgoogle2>

List To the "Pizza Cast" and discover some cool secrets of promoting products:

<http://www.promodashboard.com/pizzacast/>

How To Trick Out Your Optin Boxes Before You Can Say Jack Flash... Then Put 'Em On Your Facebook, Blog, Web Pages, Sidebars, Fly-Ins, Squeeze Pages, Email Capture Pages, Exits And Pop Up's And Become A Freakin' List Building Machine!

<http://marlonsanders.com/optinsecrets/promo.html>

Tinu's Famous Evergreen Traffic System:

<http://trafficreality.com/evergreen/>

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So in the 12th grade, there was a girl named Cindy H. I think the memory fades now. But at the time she was someone special.

This was her favorite poem. And it's been a fav of mine ever since. I thought I'd share it with you. And maybe it'll remind you of a place or time that brings back good memories.

An Irish Blessing

May the road rise to meet you,
May the wind be always at your back.
May the sun shine warm upon your face,
The rains fall soft upon your fields.

And until we meet again,
May God hold you in the palm of his hand.

May God be with you and bless you:
May you see your children's children.
May you be poor in misfortune,
Rich in blessings.
May you know nothing but happiness
From this day forward.

May the road rise up to meet you
May the wind be always at your back
May the warm rays of sun fall upon your home
And may the hand of a friend always be near.

May green be the grass you walk on,
May blue be the skies above you,
May pure be the joys that surround you,
May true be the hearts that love you.

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