

Now Or Never Wiz User Manual



Version 1.7

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Terms and Rights

Thank you for your purchase.

These are your rights to this package.

- [Yes] For Personal Use Only.
- [Yes] May be used on as many WordPress blogs or websites as you own.
- [No] May not be used on client sites.
- [No] May not be used when blog or website flipping.
- [No] Resale Rights.
- [No] Master Resale Rights.
- [No] Private Label Rights.

Introduction

What You Get

Now You Can Easily Create Limited-Time Offers and Time-Sensitive Content all From Within the Familiar WordPress Dashboard!

You'll never forget to update an offer page again....

Here's a tried-and-true marketing "trick" you're sure to have used – the limited-time offer. You know how it works... you put your product or service on sale until Sunday, or the end of the week, or the end of the month, and more people buy.

That's great for your sales, but it also means a lot more upkeep for you. Not only do you have to create the coupon or special offer and promote it, but you also have to remember to remove the deal when its done.

And let's face it – taking down a special offer is the last thing on your mind – you're too busy planning the next!

Isn't That What the WordPress Post Scheduler Does?

Unfortunately, no. While the post scheduler is great if you want to go on vacation and have it appear as if your blog is occupied, it doesn't offer the level of control you need to edit the content of the page.

The post scheduler works only to publish a post. It doesn't...
Turn sections of the page "on" to announce a sale or special offer.
Turn other sections of the page "off" when the sale is done.
Or even unpublish the entire post.

All it does is publish on a specific date. Useful in some situations, maybe, but certainly not the level of control that the Expired Content Plugin provides.

Why Can't I Just Mark My Calendar?

Over the years, you've probably found a workaround for the issue of updating content on your site. You set a reminder in your Google calendar, make a note in your planner, or even hire a virtual assistant to keep track and make the appropriate updates.

But all of these systems can and do fail for one reason: Human error.

Ever forgot to check your calendar? Accidentally deleted a reminder? And if you entrust important updates to someone else? Well, then you're relying on him or her not to make a mistake.

Automating Systems is the Key to Business Success

As a smart business owner, you know that well-planned systems are what keep your business running smoothly. Even more, if you can automate those systems, you can walk away from your office and know the work is getting done – without any need for reminders or extra support staff.

And the Now Or Never Wiz Plugin makes automating your WordPress content super easy, with...

An easy-to-install plugin that works right in your dashboard.

The ability to turn any content block on based on the date you choose.

The ability to turn any content block off after a specific date.

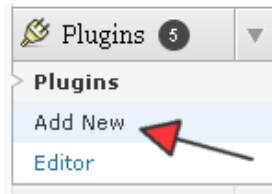
A simple interface anyone can use – even if you're not the least bit technical.

Works equally well for text, photos, buy buttons, video, and even sign-up forms - any content you can place inside a WordPress post or page can be scheduled independently of the post itself.

You see, unlike the post scheduler built into WordPress, this plugin works only on pieces of the post – which means you can automatically schedule buy buttons and other calls to action to exactly match your promotions.

Installing

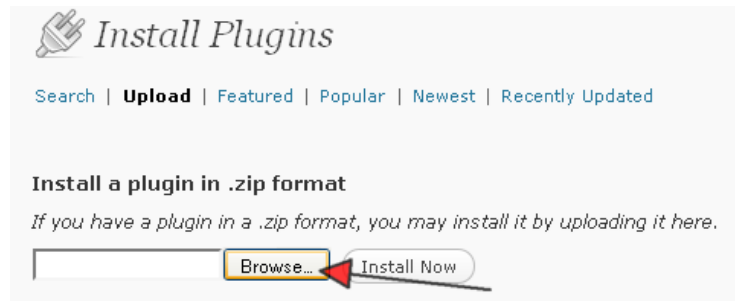
Download the zipped Now Or Never Wiz plugin to your computer. Log in to your WordPress site. Hover over the Plugins tab to expand, then click Add New.



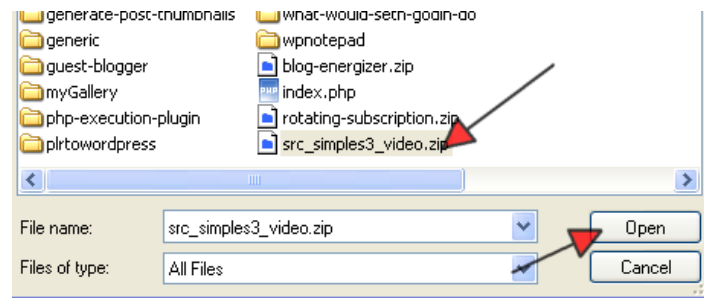
Select the Upload option



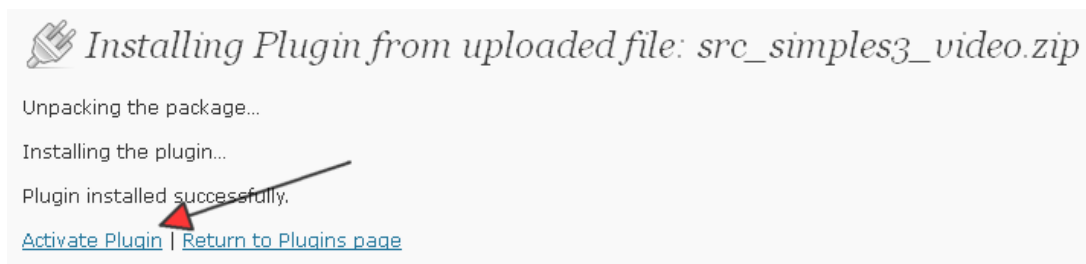
Click Browse



Locate the zipped Now Or Never Wiz plugin file, select it then click Open.
(illustration shows a different plugin but process is the same)



Your plugin will now be uploaded and installed. Your next step after installation is to click the Activate Plugin link



Alternative Setup - FTP

If installing from WordPress does not work for your blog, you may also do it the old fashioned way by first unzipping the Now Or Never Wiz plugin file to your computer. Open your FTP software and upload the entire “now-or-never-wiz” folder to your WordPress plugin directory which will look like this file path inside your FTP software.

<http://www.yourblog.com/wp-content/plugins/>

Once upload has completed, log in to WordPress admin, navigate to Plugins. Locate Now Or Never Wiz and click Activate.

Simply upload the plugin zip using the WP admin panel browser uploader and activate.

Upgrading

1. First BACK UP YOUR WORDPRESS DATABASE! We won't take any responsibility for your data, you have to look after it yourself.
2. Deactivate the existing version of the plugin.
3. Use your FTP client to delete the existing plugin.
4. Unzip the new version and save the extracted folder somewhere you can find it.
5. Use your FTP client to upload the newly extracted folder to your /wp-content/plugins/ directory on your WordPress blog or website OR use the new plugin uploader to install the upgrade.
6. Reactivate the plugin.

Trouble Shooting

If your blog or website displays with an error message when you activate the plugin or otherwise adversely affects your blog or website, then the first thing you should do is delete the plugin with your FTP client or using the delete function on the plugins page, and your blog or website will be restored to normal.

Usage

This Now Or Never Wiz plugin allows you to selectively expire bits of content. Such content may include message or notices, sale prices, or any number of other things that you only want to show for a limited time.

In our examples, we will edit two sections of content. The first is a “warning” notifying readers of a limited time to buy. The second is a sign-up form. You’ll see how these two pieces work together as we explain the process.

Using the Visual editor (not the HTML editor) create or edit a post. You will see that a button that looks like a stop-watch has been added to your Visual editor’s toolbar.



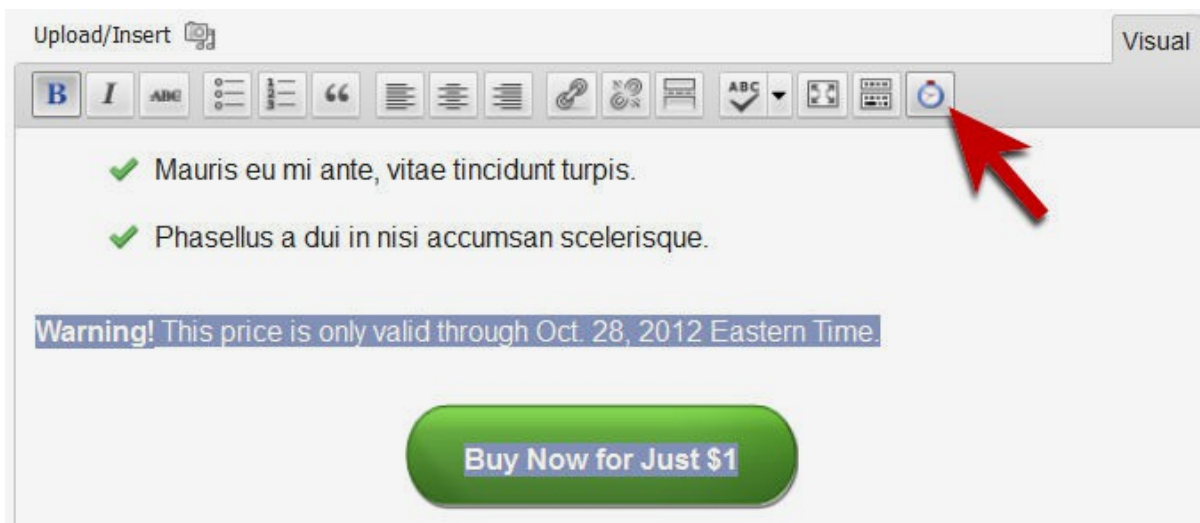
Add your content if you haven’t already done so. If you have existing content, scroll to the content that you would like to modify.

We will edit the “warning” content first. To remind readers of the deadline to buy, we included a message on the post. When the sale is over we want the message to expire. Rather than going into the post, delete the message, and add something else, we will use this plugin to expire the message on a specific date. Let’s do that now.

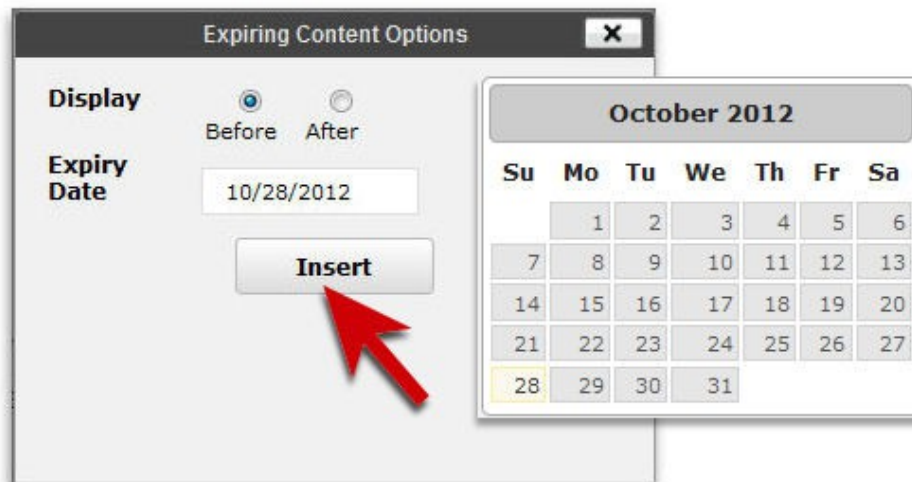
Editing Content to Expire

Highlight the content you want to expire. Here we have highlighted the words as well as the buy button. When highlighting, be sure to include all the spaces.

Note: If you have trouble highlighting from the top down, try doing it from the bottom up starting at the bottom of the section.

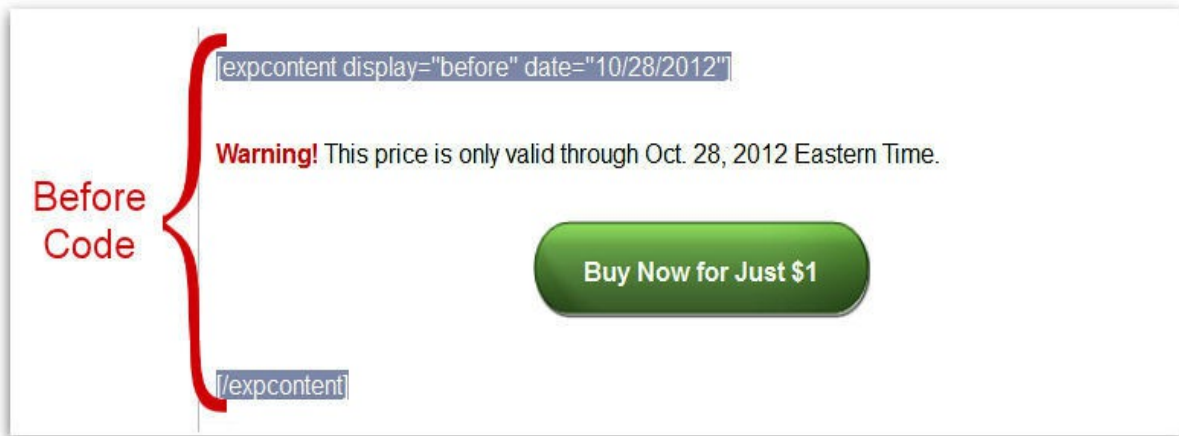


Click on the Now Or Never Wiz (Expiring Content) button in your editor. This will bring up a small Options screen. To editing the content that you want to expire, select the “Display Before” button.



Left-click in the box beside the “Expiry Date.” Select the date from the popup calendar. It will populate the date box. Click the “Insert” button. **Note:** If the date you want isn’t available, edit the date code on the post.

Here is what the Now Or Never Wiz code looks like in your post editor. Remember, you can edit the date code here if you need to.



When you review the published post it should look like this before the content expires.

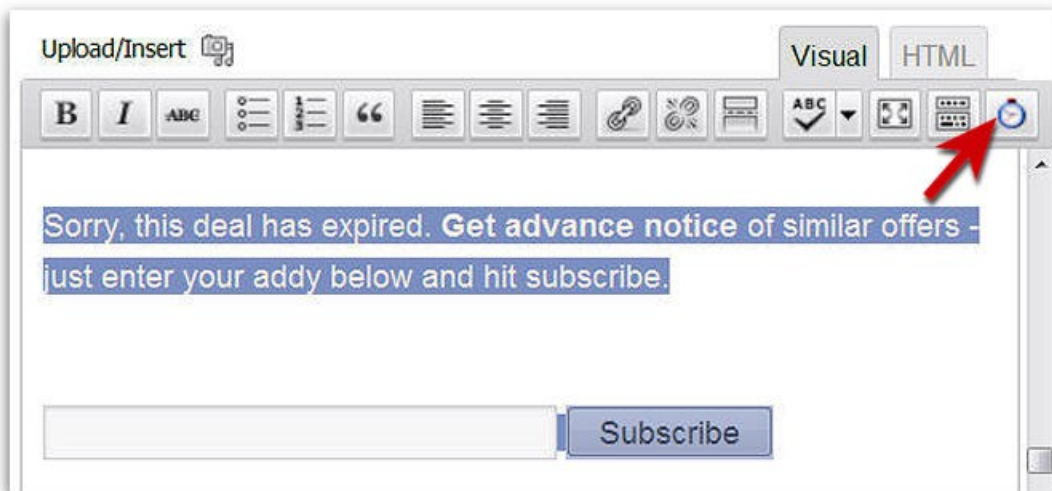


Replacing the Expired Content

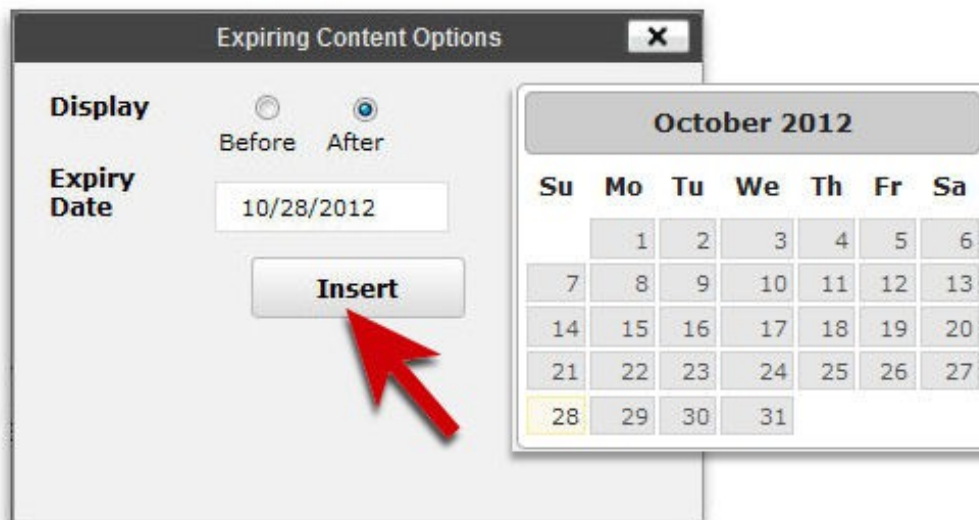
After your content expires, you don't want your reader to just leave. Consider replacing the expired content with another offer or suggest that readers sign up for early bird notices. To get them to sign up for future notifications, add your mailing list form's code to the post as usual.

Once you complete this step, it's time to edit the post to insert the appropriate Now Or Never Wiz code.

As before, highlight the content you want to show after the other content expires. Make sure you highlight all of the form including the message as well as any spaces between the button and input box. Click on the Now Or Never Wiz (Expiring Content) button in your editor.



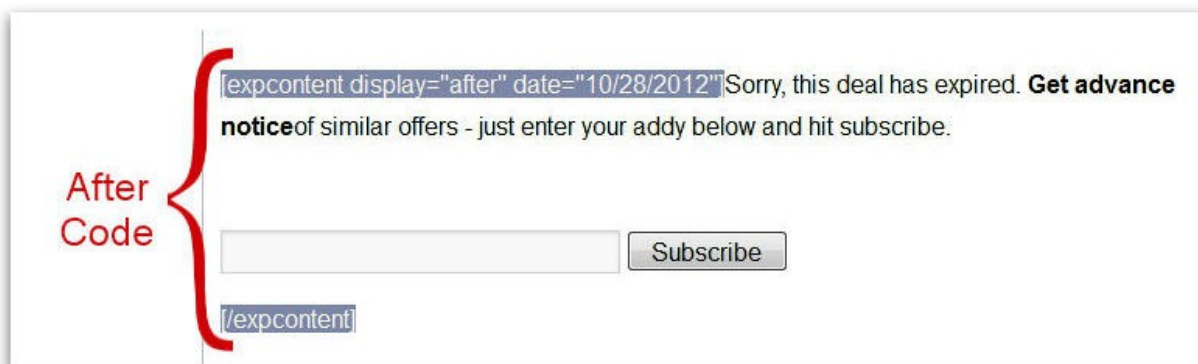
To schedule the content that you want to show instead of the expiring material, select the "Display After" button. Left-click in the box beside the "Expiry Date." Select the date from the calendar after which you want your content to appear or replace the expired content.



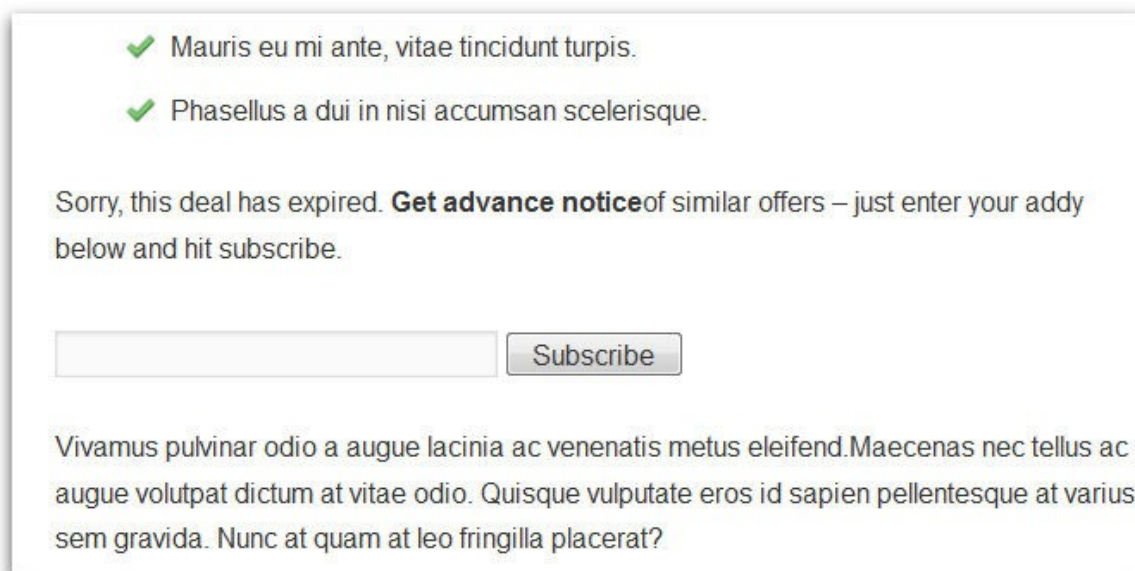
Note: If the date you want isn't available, edit the date code on the post.

Click the “Insert” button. The code should appear in your post and is seen in the Visual editor tab.

The resulting content code should look something like this in your editor. Remember, you can edit the date code here if you need to.



After the selected date arrives, your published post should look something like this replacing the expired content.



That’s all there is to it. Using the Now Or Never Wiz plugin is just that easy! As you use this plugin to expire content, you’ll discover more and more ways to benefit from its functionality. The possibilities are amazing for your readers as well as your profits.

Conclusion

Imagine What this Powerful Tool Can Do for Your Business

How many times have you written a blog post about a special event or sale you know your readers will want to know about? You always worry that people will find the post long after the event is over (and the do), and be left wondering what happened to the deal.

You can use the Now Or Never Wiz Plugin to...

Manage “lessons” for members who rely on your training to learn valuable business skills.

Create a limited-time opt-in offer.

Create a “fast action bonus” with an expiration date – after that date, the bonus disappears.

Create a sale page in which the price increases at predefined intervals to encourage visitors to take action now!

Set up a fun quiz for your visitors in which every day reveals another clue.

...or in any other situation where you need to add content on a specific day and don't want to worry about missing a deadline!

No Expensive Membership Script Required

Until now, the only way to have this level of control over your content was to install a pricey membership plugin – and then pay someone to manage it, because let's face it, those things can be tricky to deal with.

But with the Now Or Never Wiz Plugin, you can precisely control the delivery of content on a post-by-post basis, without the complication or expense of a membership plugin.

To your success,

Chris Jenkins

Resources

Namecheap.com

Cheap domain registration with an excellent control panel for managing all of your domains.

Hostgator.com

Best hosting company in the business.

Aweber.com

Hands-down one of the best services online for managing your email newsletter.

OptimizePress

A WordPress Theme, and yet so much more to Build High Converting Squeeze Pages, ***fast***. Create Powerful Product Launches. Use it to Build Awesome Membership Sites.

Build Your blog or website. Build Sales Letters, Bonus Pages, One-Time Offer Pages & More. Simple Autoresponder Integration. Add Video To Your Pages In Seconds. Secure Your Membership Areas.

Gateway Launch System. Create Perpetual Launches. Easy to Follow Training & Tutorials. Facebook Comments & Sharing. Social Sharing Built-in. Add Your Headlines, Text and Bullets in Seconds. Integrated SEO Features. Cross Browser Compatible.

Award-Winning Support.

Top Notch Plugins

Plugins tested and proven to work.

Killer PLR

Unique Done-For-You Business In A Box.

Software Of The Week

Our best software recommendations for each week.

Freebie Of The Week

A new super freebie package every week.

FileZilla

Free FTP software (I use this on a weekly basis to upload new files and pages to my website.)

Zamzar.com

A Free online conversion tool that allows you to convert nearly unlimited types of media file formats, including documents, images, audio, videos, etc... Convert your files to different formats quickly and easily.

Ninjawarriorvideotips.com

Want to know how to create videos like the pros. When you become an expert video marketer you'll be able to transform your entire online business and increase your profits astoundingly.

WP Checklist Maximizer

This is a scalable task management system that plugs directly into your WordPress blog or website. You really have to see it to appreciate.

Instant Action Profits

WP Affiliate Program so easy that a 5 year old could set it up, no more excuses now, so get your affiliate program up and running today!

Profits Theme

Leverage your time and make profitable WordPress Sites in minutes.Payspree (Merchant Account)

Instant commission affiliate network.

Wordtracker (Keyword Tool)

Keyword research made easy.

Author: Chris Jenkins

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