

# "The Robert Plank Show"



## Episode #024

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### [How to Backup, Clone and Protect Your WordPress Sites Using Backup Creator](#)

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My name is Robert Plank and I teach membership sites on how to quickly put new websites online. I'm really tired of seeing people make things so complicated or so drawn out that I decided to dedicate my life to making things simpler and showing people how that in many cases they could click a button and have an entire website online and establish in seconds.

Today we're going to be talking about this tool called WordPress that you may or might not use to get your website set up and solving and doing all the fancy things you want. And my own plugin called [Backup Creator](#) which installs on WordPress, not just to backup your site, keep it in a safe place but also clone or make a copy of that site so that once you have your site exactly the way you want it, you can make a brand new one without having to start over from scratch and try out all the springing tutorials and steps every single time.

First, to kick this off I have two questions for you. I apologize if you find them rude or offensive or if they offend you, but I have two questions. The first one is a scary question.

Let's say that you weren't feeling well. You went to the doctor and the doctor said, "You have a really rare disease and you'll be dead in 24 hours unless you set up a brand new WordPress website," or someone busting your house and put a gun into your head and said, "I'll kill you and your family unless you set up a website today."

I know that's a mean question to ask, but the point of that is if you were under such extreme stress, you'd find a way to get that website setup and you wouldn't worry about the details. You click a few buttons and you'd get something basic setup online.

I ask that in such extreme terms because so many of you out there need to have your website online, then you can go and take the steps to getting paid and making money, and so many of you don't have that extreme urgency that's needed to get a website online today. It's not a question of, can you do it or is it a question of skill. It's that you aren't motivated enough to get it done. I've got that question out there.

The second question is, what if when you are thirsty today, you had to go and leave your house and go walk five miles down the road, carry a big bucket, dip it in the water well, and carry it back to your house another five miles to have a drink of water?

What if every time that you were hungry, you'd have to go and sharpen the spear and go into the jungle, find a tiger, surround it, chase it all day long, stick it with a spear, drag it back to your house, cut it up and cook it to have one bite to eat?

That's not how things are today. If you want water, if you want food, if you want light, you flick a switch, you push a button, you open their fridge, you do something simple to get it done, and if you had to go out there and make your own fire, kill your own animals, pluck your own plants, get your own water, you wouldn't have time for anything else.

## WordPress Websites

We don't want to live in outdated terms and yet I see people setting up website in caveman terms. They have an idea for a website and they go and code it from scratch. They spend six months on it when they should've spent six minutes and set it up using this tool called WordPress.

I'm all about making things simple. I hate to be an evangelist and plug someone else's free thing, but if you haven't used WordPress, you haven't heard of WordPress, it's the best thing since sliced websites, basically. I should say the best thing since sliced Photoshop images if we're being really geeky, but let's not be.

You make a website. In the olden days, you had to go and code it by hand or hire someone to do it. But using this thing called WordPress, you can click a button, click a button, figure out what you want it to look like, figure out what you want it to be titled, type in some posts or some pages, click some buttons and add some videos. You want to add things like a forum or a popup or a members area or a job site or a review section or a classified section. There are free plugins that install on top of WordPress.

We're not going to talk of WordPress this entire call but if you're in the situation where you want to make websites fast, the best way to do it is with this self-hosted tool called WordPress. If you've heard of these things called FTP or HTML or CSS, the days of editing those by hand are as over as getting the water from the well. Click a few buttons and you use the right tool for the right job.

That's what I want to start off the bat with right now is those two things. If you had to make website fast then you could if you use the right tools and knew what it was to do and knew what screen to click on, which ones not to. The tool to do that is by using this thing called WordPress. Click a button, choose your theme, choose your plugins, it's all set up.

Not to toot my own horn or anything, but if you join us inside of [BackupCreator.com](http://BackupCreator.com), there's a one-hour video in there called the "WordPress Crash Course." Even if you haven't set up a WordPress site of any kind before, we can walk you through that and show you how to make a site by clicking a few buttons.

## Blog, Sales Letter, Membership Site

The good thing about this thing called WordPress is that you can literally use it to create any site. By default, they have you make a blog which is an online journal which is like a news site where you can add in journal entries. A great example of a blog is my own at [RobertPlank.com](http://RobertPlank.com).

I'm not sure if you're listening to today's podcast through iTunes or directly on that site. Either way, go under [RobertPlank.com](http://RobertPlank.com) right now and leave us a nice comment on whatever the most recent post is because that really helps.

You can make a WordPress site that's a blog. You can make WordPress site that's a membership site. We use a plugin called WishList Member. With that you can have a course for sale. You can have online videos and things like that and somebody can buy something from you, pay you money to get access to this private area with all these videos and all this stuff that they can watch, read, and download.

You can use WordPress as a sales letter. We have a plugin called PaperTemplate.com where you can fill out a form and it will make something that looks like a letter in the mail. It starts off and it says, "Here's what brought you here. Here's what I have. Go and buy it." WordPress literally replaces any website that's out there.

That's great until a couple of problems arise. I'm going to be talking about three things today - backing up, cloning, and protecting your site.

Backup - something that we really don't like to think about too much until your site's down and then that's the most important thing in your life right now. That's the most urgent problem. No one can come to your website which means that no one can buy from you, which means that if they have bought from you, they can't get to their download, really scary place to be when your whole business dries up or always on the hold because someone else made a mistake.

I've heard of story after story. I've seen time after time where something really scary happened. There was one point where the top three web host in the world - and I think if I can remember them right, they're HostGator, Bluehost, and HostMonster - the top three web host in the world. We're talking about literally millions of websites all worldwide went down for 24 hours because someone made a mistake and it turns out that all these web hosts are owned by the same company. No one really realized that it was like the Rupert Murdoch of web host basically. Everyone's sites were down for a full 24 hours.

I've seen times where a very mainstream Shopping Cart software lost the last six months of customer records and said, "Sorry. If you bought from us the last six months, we have no record from you. You need to buy again."

Even on small websites, I've had customers and clients and there's one person in particular where he was hosting on a certain web host and I think maybe he spent two or three years building up a website. Then they had a failure in the web host and there were no backups. The web host said, "The site you had for three years, sorry. We lost it. Start over again." And he had nothing.

## **Backup Your Site**

The good thing about backing things up is it only takes a couple of seconds. You click a button and now you have a copy of your website, safe and sound, and you can restore anytime that you want to.

This plugin is called Backup Creator, you can get it at [BackupCreator.com](http://BackupCreator.com). AT the time we're recording this it's on 66,000 sites and the low-end version of it is \$7. You can grab this plugin, you install it on your WordPress site by going to a screen that says Plugins, Add New, Upload to install this plugin. By the way, inside Backup Creator there's a video showing all this stuff.

It's on there. You click on one single button that says "Backup this site" and then it creates a backup. You can download it to your hard drive so that you can say, "Cool. I have a copy of that on my website and I have a copy of that on my hard drive."

The other cool thing about Backup Creator is that in the more advanced version, what we call the ultimate version, you can back it up to FTP. So if you happen to have a second website, you can fill in the details and boom. It sends a copy for that website.

If you've heard of a thing called Amazon S3, it's okay if you have it. But if you have, Amazon has a service where you can store all your stuff up with them and if you happen to have an account with them then great, it will save a copy there.

If you even have an account with a service called Dropbox, this is another backup service where this one I think is completely free, where you can say, "Here's my backup folder on my computer." Everything in this folder, it will save a copy up to the cloud basically.

The cool thing about Dropbox is... say you had Dropbox installed on your home computer, on your laptop, and on a friend's computer. The same folder gets synchronized (to use a big word) across all of those computers. If you put something in that folder on your home computer, now you can get to it from your laptop. You can look at it on your laptop, change it, save it, and get the same copy of the file on your friend's computer.

I mentioned this because Backup Creator can also save a copy of your website up to Dropbox. That's really cool because you can click a button and it will put a copy on the service called Dropbox which will put it safe and sound up there, but it will also download and save a copy onto your home computer, on your laptop, anywhere else that you want to put it.

The really cool thing about Backup Creator is that you can also backup things automatically. If you want to backup every hour, every day, every week then you can set that in our settings. Without you having to do anything, every Sunday at 3:00 a.m. if you can go run through, backup the site, put it on S3, put it on Dropbox and you don't even have to think about it.

I mentioned all these things that it does because some of our customers have some really clever ways of using Backup Creator to make money that I want to talk to you about right now. An obvious one is if you use it on your own websites then you can create your own blog, your own membership site and have a backup that automatically is somewhere in case - just in case - the worst possible things happen. If your web host messes up, if you get infected with a virus or hacked, at least you have a copy. People have written in on BackupCreator.com, there's all this reviews from people who say that "I lost some website and if it wasn't for Backup Creator, I would've had to start from scratch. Now I can roll back to the previous version."

## Rollback & Staging Area

Speaking of rolling back, have you ever heard of things like someone messes up one little thing on a website and the whole website was messed up? That happens. That's just computers. The problem with computers is that they'll do exactly what it is you tell them to. If you mess up a file in WordPress, the whole site might be gone.

Sometimes we don't know what we changed. Maybe we added some plugin or changed some file and we said, "Oops. What the heck. The whole site is messed up." What a lot of our customers do is they'll backup their site periodically. If they mess something up royally, that's okay because they have that backup. They can go and restore it and roll back to an hour ago or ten minutes ago to when the site was working fine and keep going.

We know people who use Backup Creator as a staging server or like a template. They'll have the live version. I don't want to say the production and the developer version. There's the live version of their site. It's what's on there right now that's working fine. They want to see - what would happen if I change the theme? What if I change the look and feel of my site? What if I added some plugin? They don't want to keep changing a site that people are on because people will say, "What the heck. Why does the site keep changing every two seconds?"

What they do, they have the live site, they make a clone, use Backup Creator, they click a button to back it up, and it might save it to Dropbox or to their hard drive. That's the live site. Then they go and create a test site which is a blank, brand new WordPress site with nothing on it. They install Backup Creator and they restore that backup onto this new test site. By doing a backup and restore, they've cloned the live site onto the test site. Then they go and make whatever changes they want. If they have it the way they want it to then they backup the test site and restore it on the live site. They clone the clone back onto the live site. They have the live site, backed it up, go to the test site, restore it, make whatever changes, back up the test site, and restore it on the live site.

I'm sorry if that was a little too crazy but you can see how we're talking about simple backup plugin and people are using this in all kinds of cool fancy-schmancy ways on their own sites.

What if it was on a site that wasn't yours?

## **Developer License & Offline Business Setup**

I'm glad you asked because in the member's area there is the option to upgrade to what's called the developer version. What that means is that you can now use Backup Creator on client sites. By default it's the sites that you normally own but if you want to use this on client sites that means that, for example, you could get paid monthly - and many of our customers do - they get paid monthly to run backups. Now you might be thinking, "How the heck does that happen?"

Some people don't want to deal with websites. You might go and find a local pizza restaurant, not necessarily a chain like a Pizza Hut, but some small business, some pizza restaurant with five employees or with one employee. They might need a website and they don't know how to do a website. They're pizza people. They're restaurant people. They're not restaurant people AND tech people. That's where you come in.

You can say, "All of your competitors have websites. Round Table Pizza has a website and Domino's Pizza has a website, so people are going to them and not to you." You're going to say, "I can make a website for you and here is what it would look like. You pay me \$2,000 to set it up." By the way, \$2,000

is a small amount for most of these offline businesses. You compare that to Yellow Pages ads which don't work or newspaper ads which don't really work, website causes a drop in the bucket. "I'll make a website for you which includes pictures, map, the hours, phone number, location, maybe some things on your menu, maybe some way to contact you, all that good stuff. I'll make you a website, \$2,000."

They don't need to know that you use WordPress. They don't need to know that you might go and find some local restaurant theme or a pizza theme and fill in the blanks there. All they have to know is that for \$2,000 you're setting up their site.

You might be thinking, "Okay, that fine. But \$2,000 - how many sites am I going to have to make per week to have a full-time income?"

I'm glad you asked that too. The other thing - and I didn't make any of this up. This is what our customers do. This is what a lot of offline marketers do. They charge \$2,000 per year. They charge for the site to stay online because it does cost you to renew the domain, to keep the hosting going, and all that good stuff and something you can add into the things that you do are backups. You keep the domain hosted, keep everything renewed, and you have the backup plugin running. That way you'll always have a copy in case something happens to it. If someone doesn't like your \$2,000 price tag, then you say, "Maybe you can make one change per month through me and I'm going to keep it backed up. That way the site is safe and secure."

It's a really cool, really easy way to make money there if you are the type of person who has connections, who knows some small business owners in your area. Even if you don't know them, look them up and figure out, where do people need me?

The other thing is they don't have to be in your area, do they? That helps if you can go in there locally in person and talk to them, but if you find someone, some business where they don't have a website or the website sucks or they're not happy with their website or they don't have control over their website, that's where you can come in and use WordPress to setup the site for them and to back it up.

I'm talking about any site - restaurants, doctors, dentists. We have a customer who's a chiropractor in Australia who setup his site exactly the way he wanted because he knew what he wanted. He has his chiropractor practice (is that what you call it?) but he knew what to talk about, he knew his stuff, and he set things up exactly.

But then he said, "If I live on the east side of Australia and someone else is a chiropractor on the west side of Australia, we don't compete. I don't lose any business to them because they're 2000 miles away." So this chiropractor approached the other chiropractors on the other end of the country and said, "Here's my template. Can you hire me for \$5,000 and I'll setup a site right now today?" Or maybe he spends a couple of weeks but the point is he backs up his own site, goes over there, restores it, changes a couple of names and things on there, and then boom, now he has his exact template setup.

## Site Flipping

We know people who sell sites. Have you heard of this thing called site flipping? Let's say that you setup an article site or an authority site or a site that reviews, the best WordPress plugins. You have one of these sites and let's say that through ads and affiliate links and things like that, this site was making about \$1,000 a month. Pretty good. You said, "That's fine but I don't really have the time or effort or I don't really feel like updating this anymore, so I'm going to put it on that marketplace and sell this site for \$10,000 a month."

Very important - I'm not guaranteeing or promising any kind income. I'm saying in a theoretical sense, if you had a site that made \$1,000 a month, you can list it on this site called Flippa for \$10,000 and say, "Here's a site, here's my proof, here's my traffic, here's my sales, here's where the traffic comes from, here's where the sales come from. It makes \$1,000 a month." Ten thousand dollars is a no-brainer price for someone to buy a website.

The good news is once someone buys the website, you can repeat the process and make a new website similar to that or whatever new thing you want to do. Once you get tired of that, don't let it die on the vine, put it on this site, and sell it.

Let's say someone says, "Alright, \$10,000 goes through escrow," and now they have to yet figure out how to get the site to them. Do really want to give them your username and password or do you want to let them poke around? How the heck are you going to get your site over to them?

I'm glad you asked. Backup Creator to the rescue. What many people do who flip sites is they put the site online for sale, someone buys the entire site from them, and as part of the deal they get a login to the new site. They log in to the new site, they install WordPress which you do it in one click from an area called cPanel Fantastico (inside of Backup Creator in WordPress crash course we show you that). They log in to the site, they setup WordPress, they setup Backup Creator, and they restore the site that they sold on the new site. In a couple of minutes, boom, it's done, the deal is complete. Now everyone's happy because the site's been moved over, the site creator has been paid, and now things are all done.

I know we threw a lot of things right there but you can get all of the details you need over at [www.BackupCreator.com](http://www.BackupCreator.com). Once again this is a WordPress plugin which automatically backs up your site to whether your hard drive, FTP, email, Amazon S3, or even Dropbox. You create your site whether this is a sales letter, Shopping Cart, directory site, content site, membership site, you use WordPress to manage the content. You install whatever plugins you need to get the functionality like a membership component or the discussion board components. You select the theme for this WordPress site to change the look and feel, like if you want to have a black background or a magazine site we call it, or anything like that. You install Backup Creator to make a backup to the site. Either you keep it in a safe place or to flip the site or to clone the site.

Let's say you make a site for some non-profit organization and you spend a week or a few days getting it the way that you want and now you back it up. If some other non-profit comes to you or you want to



help another non-profit to setup a similar site, you restore on the new site, change some names, and boom, it is done.

That's all for me today. My name is Robert Plank from [BackupCreator.com](http://BackupCreator.com). Be sure to go to [RobertPlankShow.com](http://RobertPlankShow.com) and like the page. That way, I can mention your name on air in our future episode of the Robert Plank Show. But most importantly, head over right now to [www.BackupCreator.com](http://www.BackupCreator.com) to claim your WordPress plugin to backup, clone, and protect your WordPress sites even automatically.