

PART 1 – About Groundhogg

Who is Groundhogg for?

- Mom & pop shops
- Restaurants
- Franchisees
- Agencies
- e-Commerce Store
- Non-profit
- Plumber
- Service Business
- Dog Groomer
- Solopreneurs
- Etc...

Your Business is...

- Using Wordpress CMS
- Using WooCommerce
- Prepared for a small monthly budget
- Don't want to launch a new software
- Don't want to use 3rd party CRM
- Time Crunch!

What is Groundhogg?

- It is a Wordpress plugin
- Self-hosted
- Full Control
- Worldwide compliance
- Open Source
- You own your data

You can use Groundhogg to:

- Build sales and e-mail marketing funnels
- Send broadcast e-mail
- Manage your contacts
- Track sales
- View reports
- Integrate with other WordPress plug-ins
- Maximize the power of WordPress


PART 2 – List of Tools You’ll Need

Create a website that would serve one of the following purpose(s)

1. Sell consulting hours
2. Sell web conferencing training, coaching
3. Sell product(s) including hard goods, wares, digital downloads, guides, manuals, software, cheat sheets, books, etc.
4. Sell a service (accounting, bookkeeping, legal, plumbing, legal, HVAC, car detailing... unlimited list)

What you will need to build your Wordpress Site: All pricing in USD.

| | | |
|---|--|------------------------------------|
| You'll need to buy a theme | We recommend Elementor | 1 site \$49/yr |
| Online shopping cart | We recommend WooCommerce | You may need different extensions. |
| If you sell subscriptions | You'll need this https://woocommerce.com/products/woocommerce-subscriptions/ | \$199/yr |
| Auto send emails and/or SMS (texts) marketing automation | Groundhogg | \$488/yr for PRO package |
| Booking Calendar | Groundhogg | |
| Get paid for your time booking calendar | Calendly | \$8/mth |
| To accept online payments, credit card payments you will need a merchant account. | Your bank could set you up. Alternatively, most use Paypal and Stripe | 2.9% merchant fees |

| | | |
|--|--|---|
| <p>Quality Hosting (bad hosting is not an option)</p> | <p>We recommend SiteGround (a \$20 plan minimum). Do not get anything less than 30 GB if you plan to do serious business online. Speed Matters :-)</p> |  <p>GoGeek</p> <p>SPECIAL PRICE \$11.95/mo. <small>Regular \$34.95/mo.</small></p> |
| <p>100% Must Have's</p> | <ol style="list-style-type: none"> 1. Privacy Policy 2. Refund Policy 3. Terms of service 4. Site Map 5. Google Analytics 6. Webmaster Tools 7. Yoast SEO | |
| <p>Before Your Site Goes Live that you verify that your site is:</p> | <ol style="list-style-type: none"> 1. mobile friendly 2. tablet friendly 3. NEW! Web Accessibility | <p>15% of people who have some kind of disability</p> |

PART 2 – Setting Up Groundhogg For the First Time

1. Set permalinks to “Postname”
2. Install the plugin
3. Follow guided setup
4. Disable WP-Cron
<https://help.groundhogg.io/article/45-how-to-disable-builtin-wp-cron>
5. Add external Cron Job
<https://help.groundhogg.io/article/49-add-an-external-cron-job-cron-job-org>

PART 3 – Building a Marketing Funnel

A marketing funnel is a series of actions (such as sending emails) and benchmarks (such as delay timers) that control how a contact receives communications such as email and SMS messages.

PART 4 – Create and Edit Email

The Groundhogg email builder is a drag-and-drop builder that helps you create great looking personalized emails that can be automatically be sent to contacts.

PART 5 – Embed Your Web Form

When you embed a Groundhogg web form on a web page, you're fulfilling the greatest and most profitable marketing strategy of the digital age: building a mailing list.

PART 6 – Import your list

It's easy to import your .csv mailing list into Groundhogg. For example: when I switched 80% of my clients from Infusionsoft to Groundhogg, I had to export their lists out of Infusionsoft and into Groundhogg.

PART 7 – Send a Broadcast Email

For sending emails that are one-offs, meaning that you will only likely send them one time, the Groundhogg Broadcast tool is perfect. I will show you how to schedule an email broadcast to your mailing list.