Installing
DIVI
& Initial Setup

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Installing Divi and Initial Setup

In this guide, I'm going to show you step-by-step how to:

- ***Upload your lead magnet***
- ***Install Divi onto your website***
- ***Quickly create a Privacy Policy & Terms of Service page***

Once this is done, we can then move on to building the opt-in page.

Uploading Your Lead Magnet

Unless your lead magnet is a video that's hosted on YouTube or other video sharing platforms, you will need to either upload it on some sort of cloud or file storage site or on your own website so that your subscribers can access and download it.

For documents and PDF's, I prefer having them uploaded on my website since it's so quick and easy to get them up.

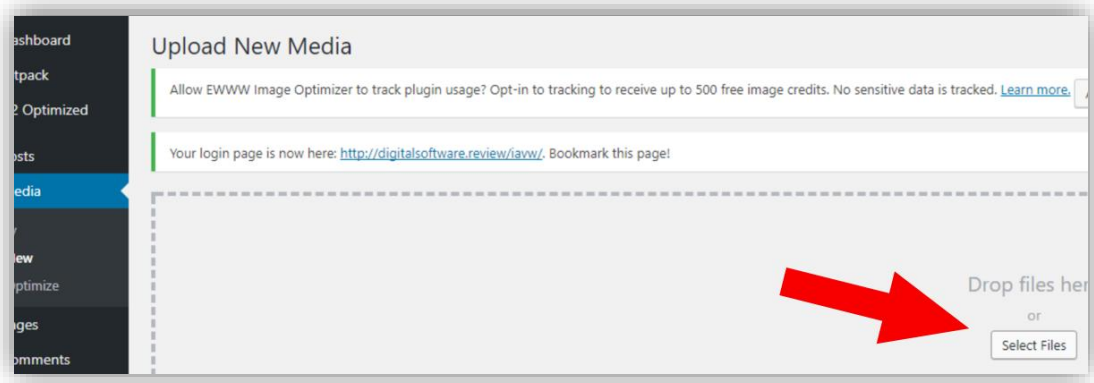Firstly, log into your domain's WordPress dashboard
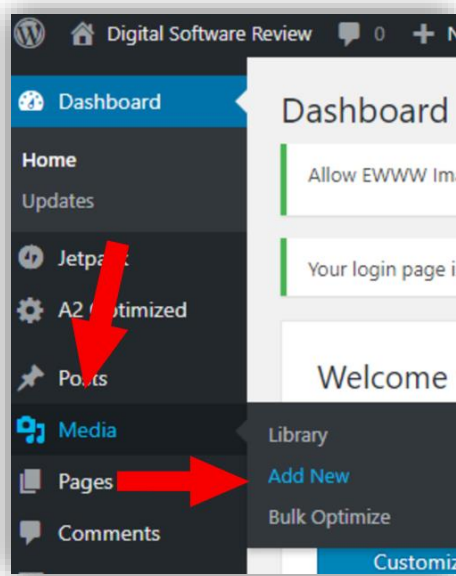
Once inside, look for "Media" in the side menu.

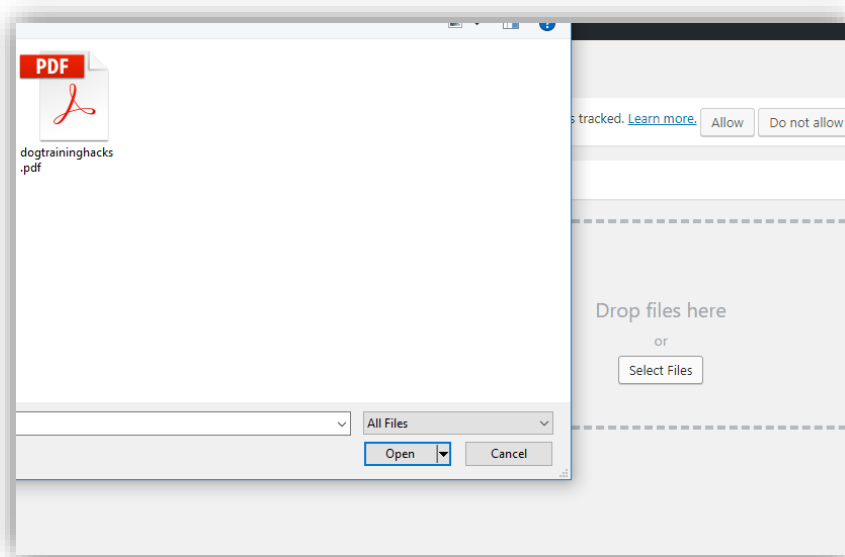Once you've found it, hover over it with your mouse and a drop-down menu will appear.

Click on "Add New"

This will take you to the Upload New Media section where you can upload images, videos, audio and documents.
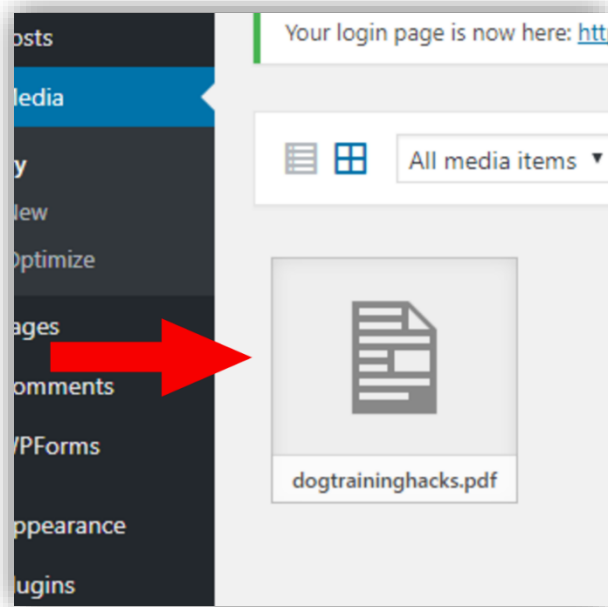
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Now you can either drag and drop your lead magnet directly into the box or click on the "Select Files" button.


If you do click on "Select Files" a screen will open and you can then browse your pc to find your lead magnet, and when you do, select it and click on "Open".

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Your lead magnet will now be uploaded onto your website.

Now all that we need to do is make a note of the URL of the lead magnet as we will need to give this to our subscribers so that they can access it after opting in to our email list.

To get the URL, click on the lead magnet.
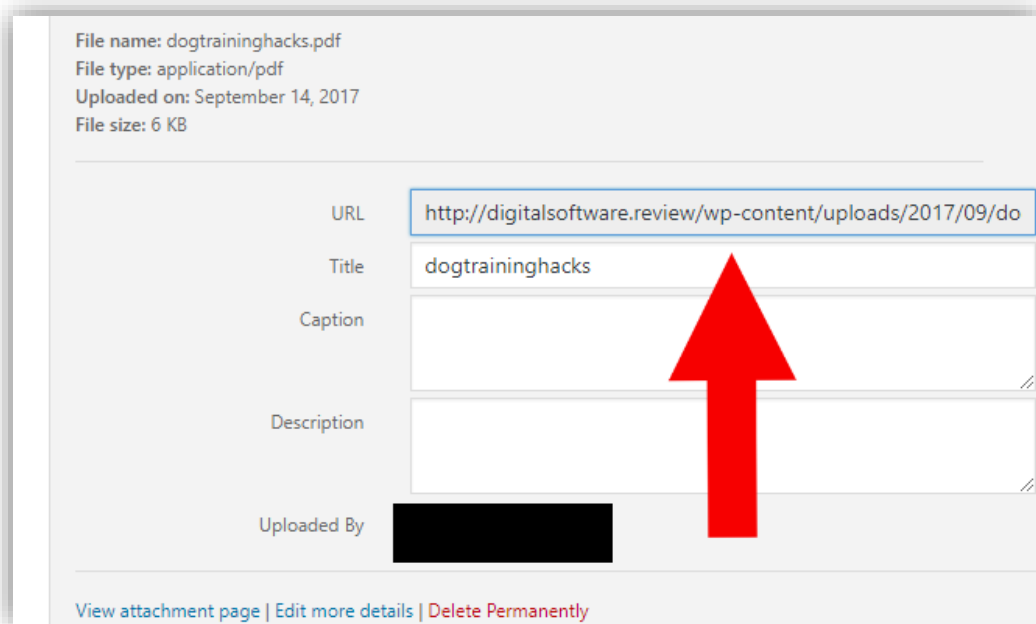
Once you've clicked on the lead magnet, you should see a field labelled "URL". Highlight the URL address and paste it notepad or wherever (Just make a note of it somewhere as we'll need it when we setup the autoresponder).

That's all that's needed to get your lead magnet up on your website. Now let's move on to installing Divi.

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For this next section, you will need to have purchased Divi. If you haven't done so, you can get it by visiting this link here.

I highly recommend you get Divi if you haven't already. It's the easiest way to build websites, and you'll see in further guides I'll be releasing just how you can build sites quickly in Divi and sell them for profit.

But if you don't have the budget, I recommend Leadpages. Leadpages is an opt-in form creator. You can easily build opt-in pages then just install the page on your WordPress website with their plugin. (Let me know if you want me to create a quick Leadpages guide)

Leadpages is about $37 a month but you do get a free trial (think it's 30 days, not sure) so you can get started.

If that's also out of your budget, then your best bet is to Google "Free opt-in page WordPress themes" or similar.

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Installing Divi on Your Website

The first thing you need to do is download the Divi theme by logging into your Elegant Themes account.
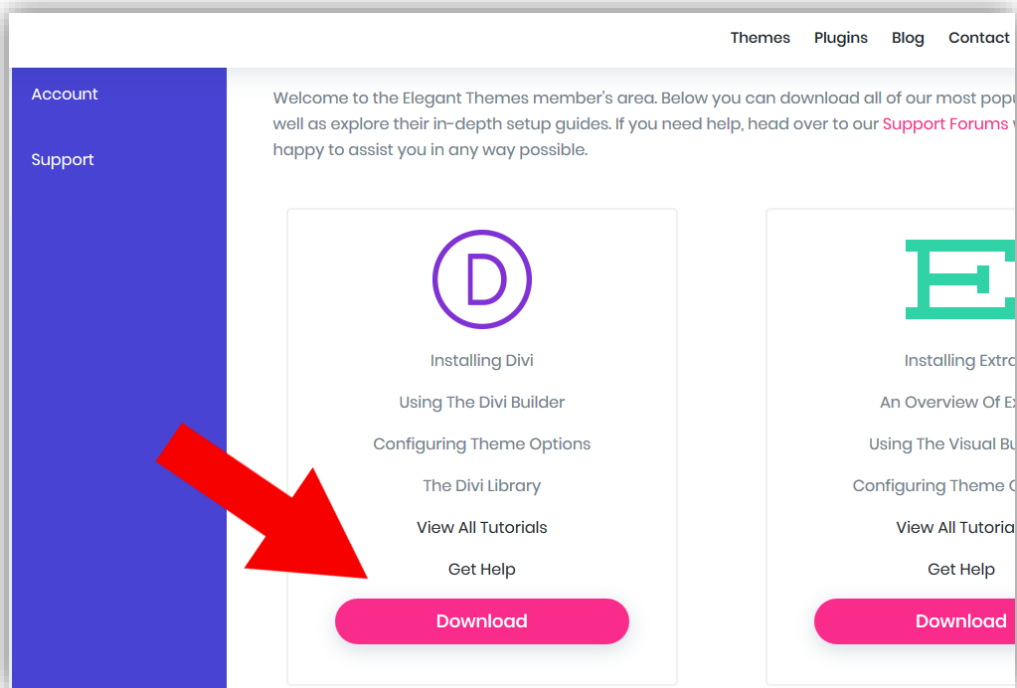
Once you're logged in, you should be in your members area. Now you just need to click on the Download button under Divi.

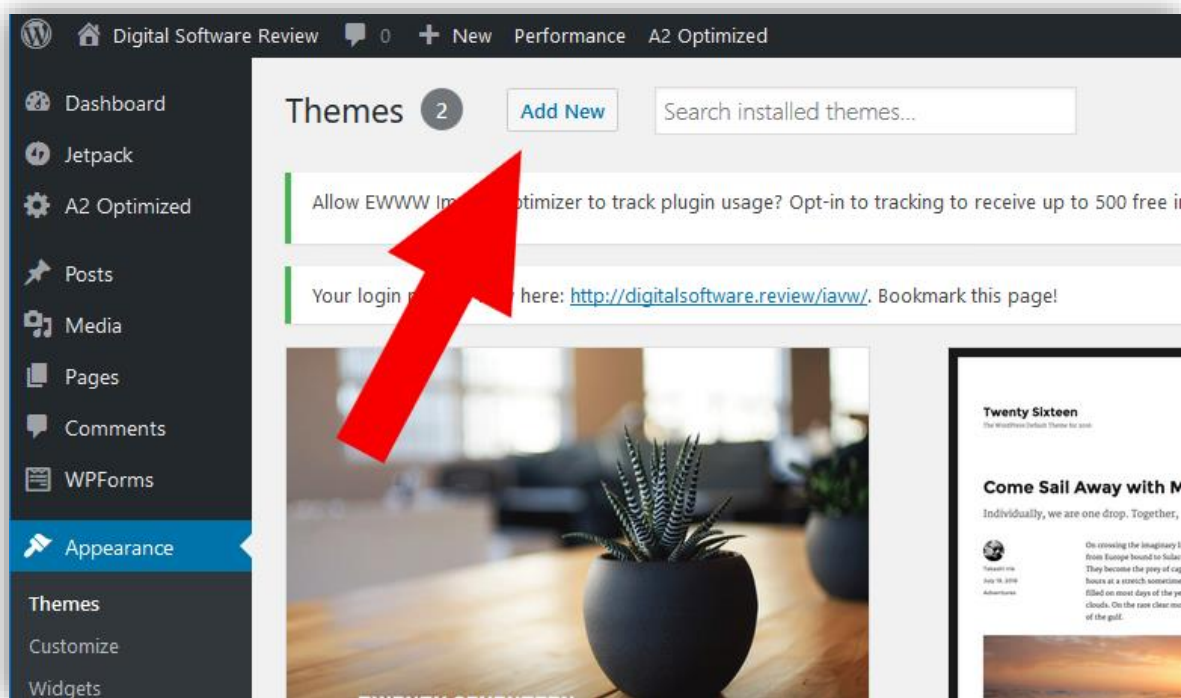This will download the Divi zip file.

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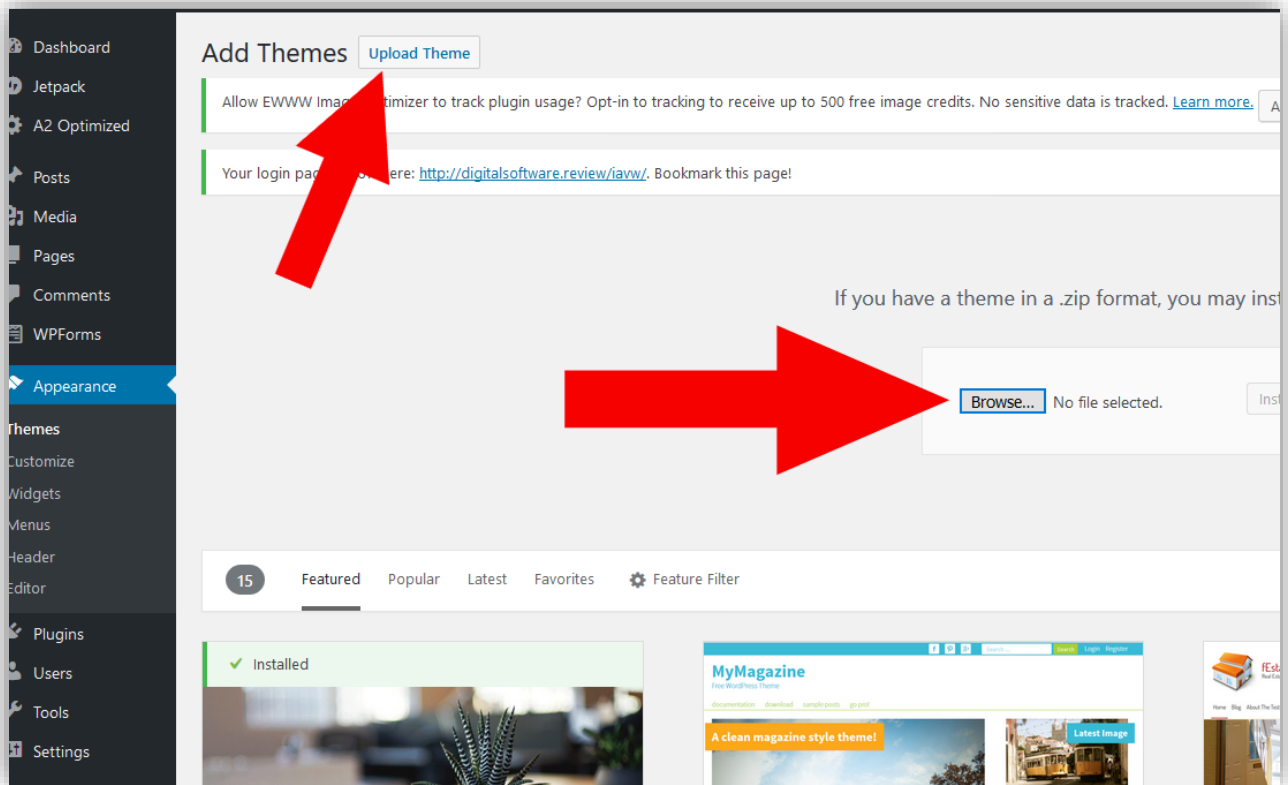
Next, log into your domain's WordPress dashboard.
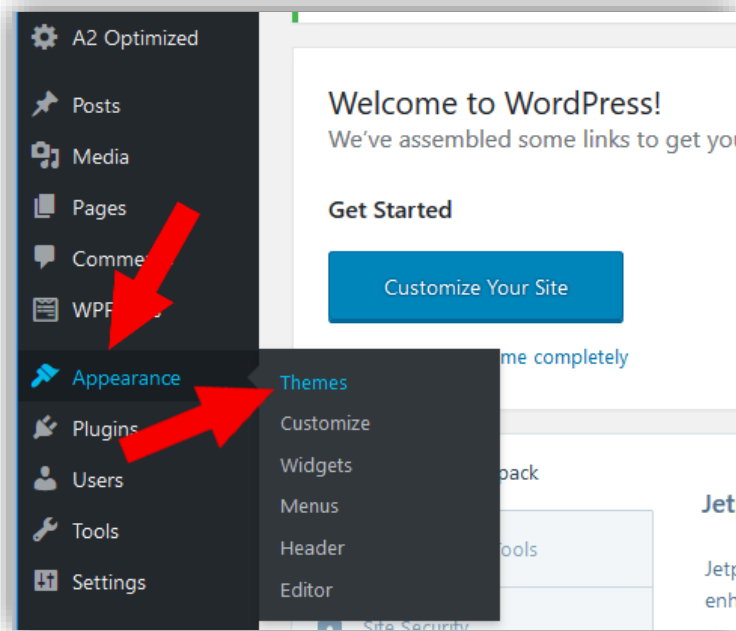
Hover over "Appearances" in the side menu and from the drop-down, click on "Themes".
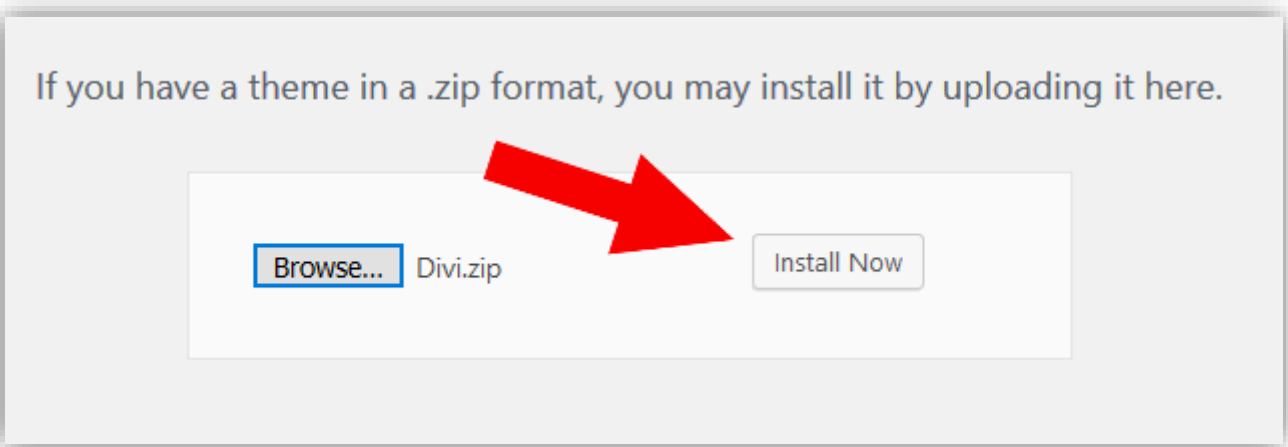
This will take you to the Themes section.

Now click on the "Add New" button

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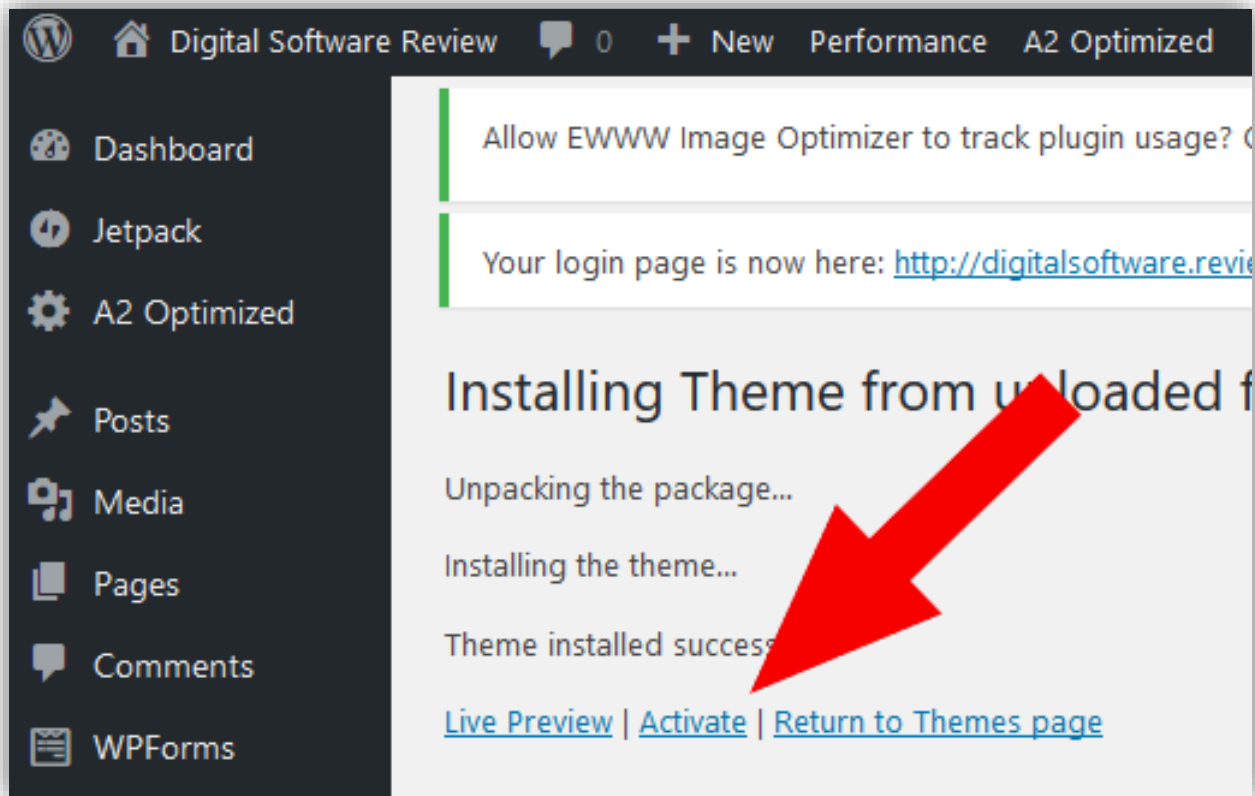
Click on "Upload Theme".

After clicking on "Upload Theme" a section will appear where you can then click on "Browse" and select your Divi zip file you downloaded earlier.

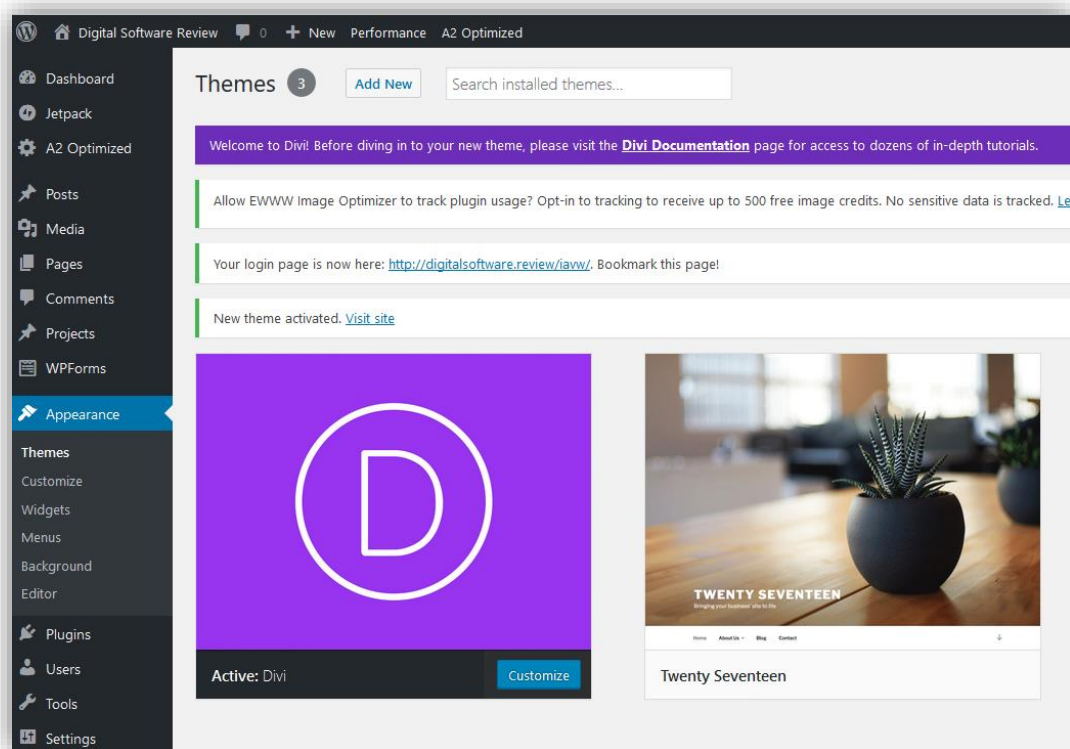
After selecting the Divi.zip file, click on "Install Now".

This will begin the installation of Divi on your website.

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Once the installation is complete, you'll receive a notification that Divi was installed successfully as in the above image.

Now click on "Activate"

That's it, Divi is now installed and active.

Now we need to create a privacy policy and terms of service page.

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Creating a Privacy Policy and Terms of Service Page

If you are going to be collecting email addresses, you need to have a Privacy Policy.

This privacy policy just lets people know that you aren't going to do any funny stuff with their email address, like spamming and selling it to other companies etc.

It's also a requirement if you want to run any paid advertising on platforms like Facebook and Google AdWords.

Luckily, you won't have to come up with your privacy policy on your own. I'm going to show you how to install a free plugin that will do it for you in a few seconds.

First hover over "Plugins" in the side menu and then click on "Add New" from the drop-down menu.
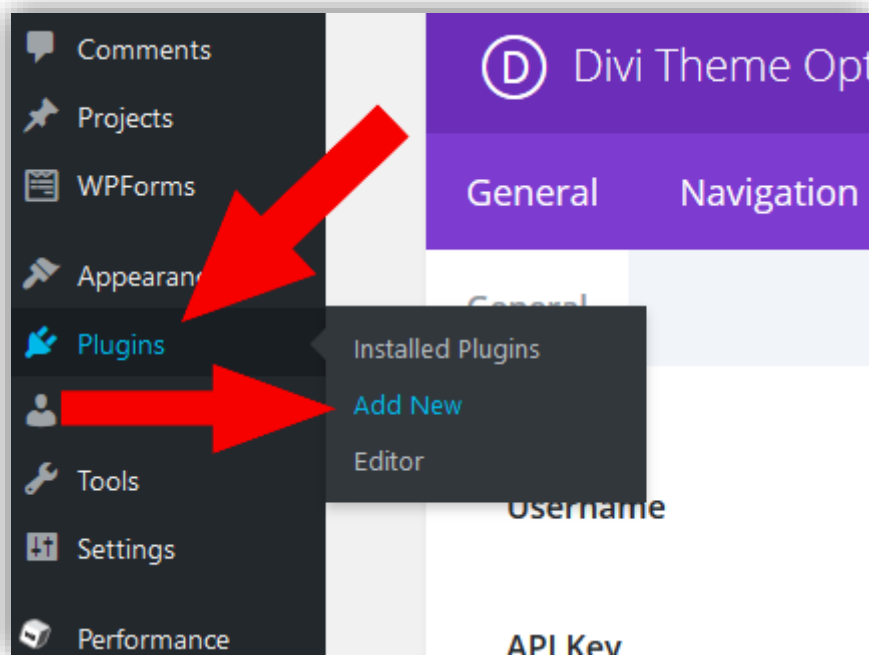
This will take you to the plugins section.

From here you can either upload your own plugins or browse and install the free plugins available.
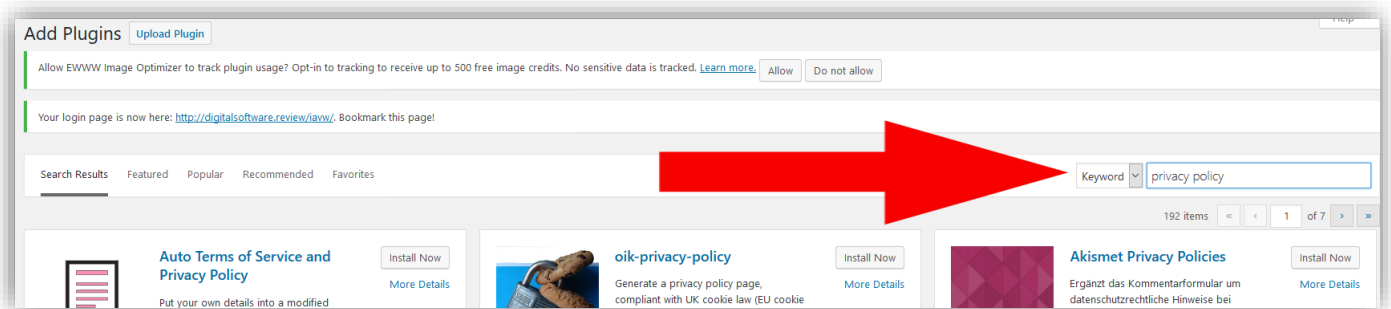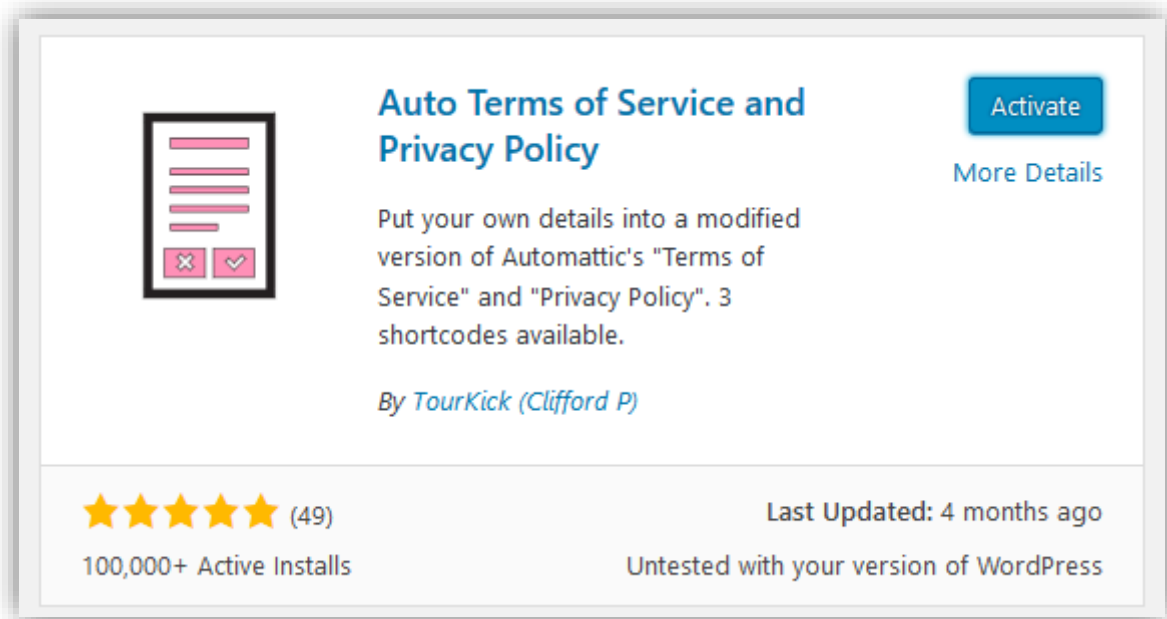
In the plugins section, type in the word "privacy policy" in the search box on the right.

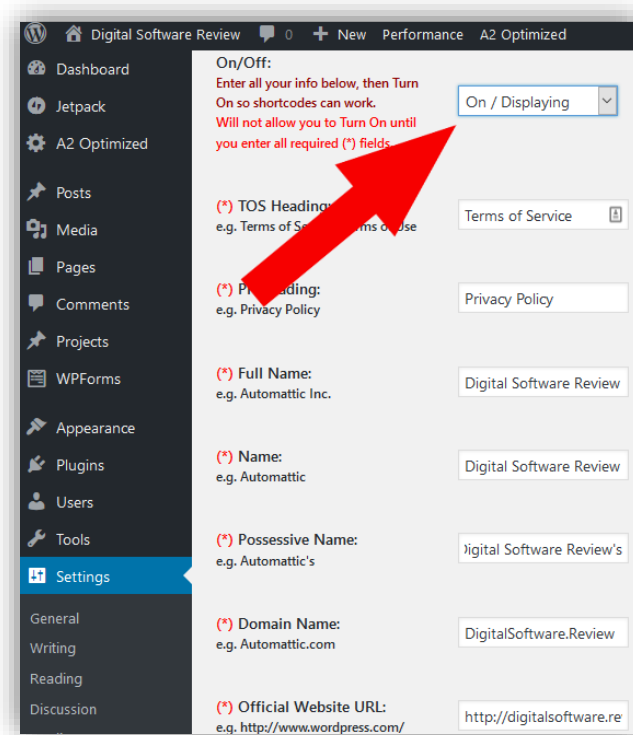This will bring up all the free plugins related to privacy policies.

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Look for the plugin "Auto Terms of Service and Privacy Policy". Then click on the "Install Now" button.

Once the installation is complete the "Install Now" button will change to "Activate".

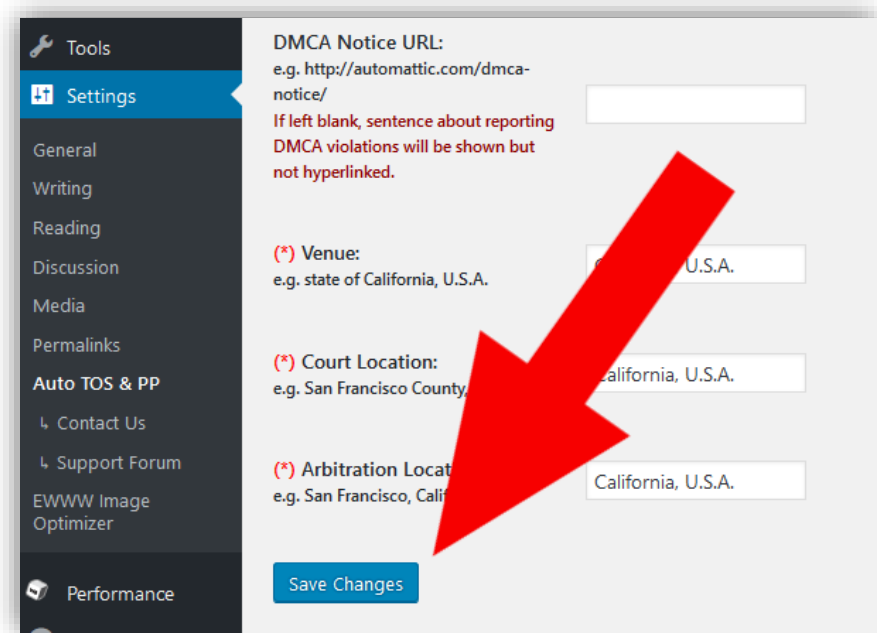Click "Activate", and you'll now be taken into the Auto Terms of Service and Privacy Policy settings.

Fill out the details in the settings. Make sure you change the "On/Off" field to "On/Displaying".

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Once you're done filling out all the fields, click on "Save Changes".
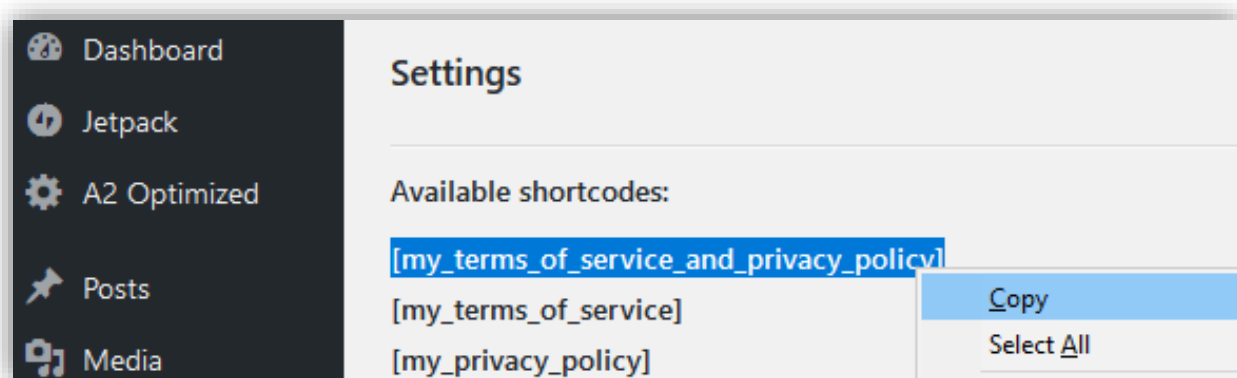
Once you've saved the changes, you should see an "Available shortcodes" section at the top of the Auto Terms of Service and Privacy Policy settings.

There are 3 shortcodes

[my_terms_of_service_and_privacy_policy]

This shortcode will display both the Terms of Service and Privacy Policy on one page.
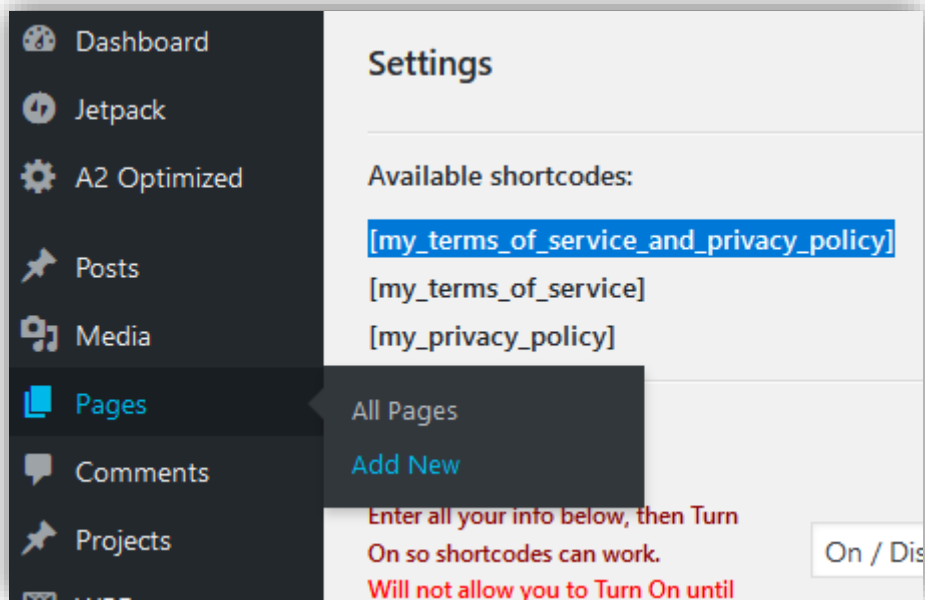
[my_terms_of_service]

This shortcode will display your Terms of Service only.
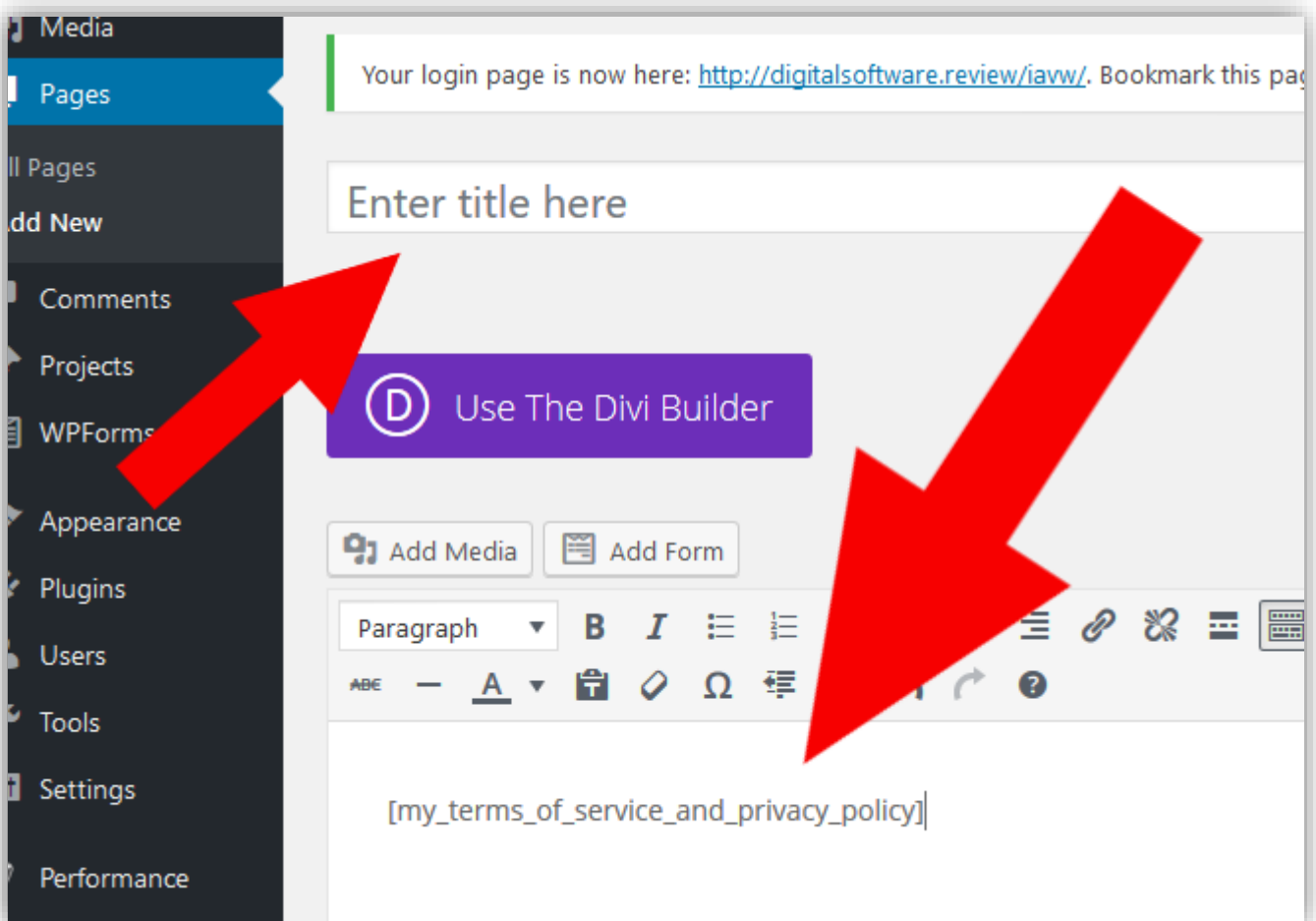
[my_privacy_policy]

This shortcode will display your Privacy Policy only.

Highlight and copy the "[my_terms_of_service_and_privacy_policy]" shortcode.
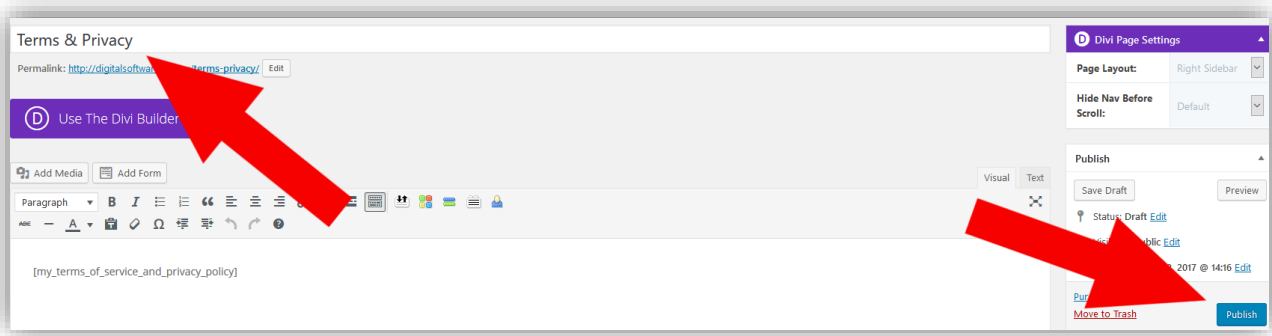
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Now, hover over "Pages" in the side menu and click on "Add New" from the drop-down menu.

This will create a new blank web page on your website.

On your new page, paste the shortcode you copied into the big text box.

Then, in the box that says, "Enter title here", enter a name for your page like "Terms & Privacy".

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You've got a name for your Terms of Service and Privacy Policy page and the shortcode pasted into the textbox.

Now it's time to publish the page so that it's live. To do this, click on the "Publish" button on the right.
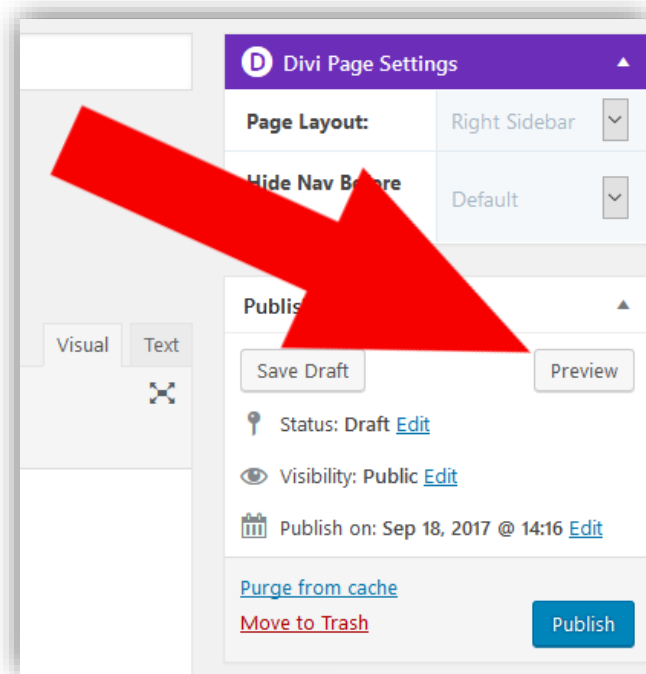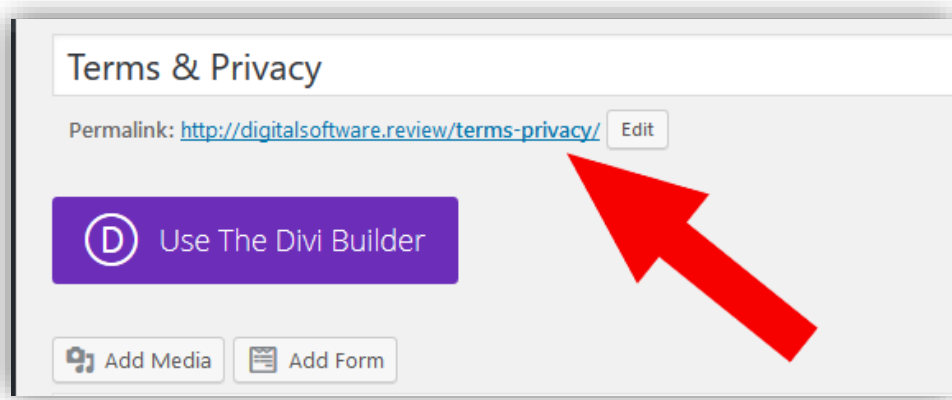
If you want to view your live page, you can do so by either clicking on the "Preview" button or by clicking on the Permalink URL just under the title.
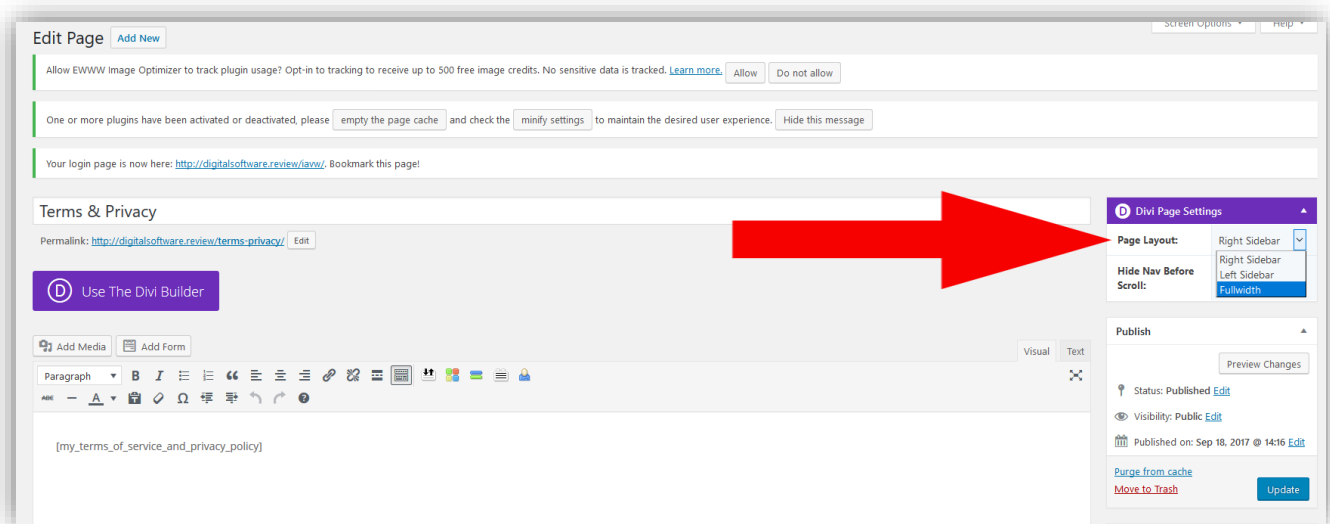
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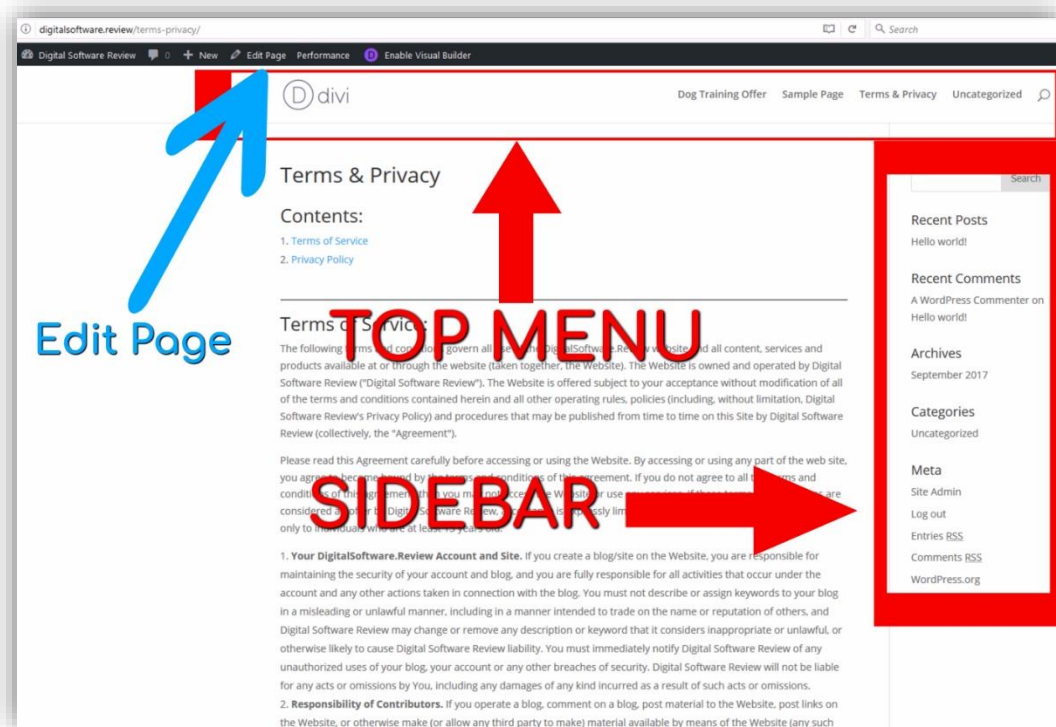
When you view the Terms and Privacy page, you'll notice the ugly sidebar on the right and the menu on top with the Divi logo.

To keep things simple, it's best to get rid of these for now. In a later guide when we start building out your website with articles and content, we'll customize the sidebar and menu. But for a simple opt-in page, they aren't needed.
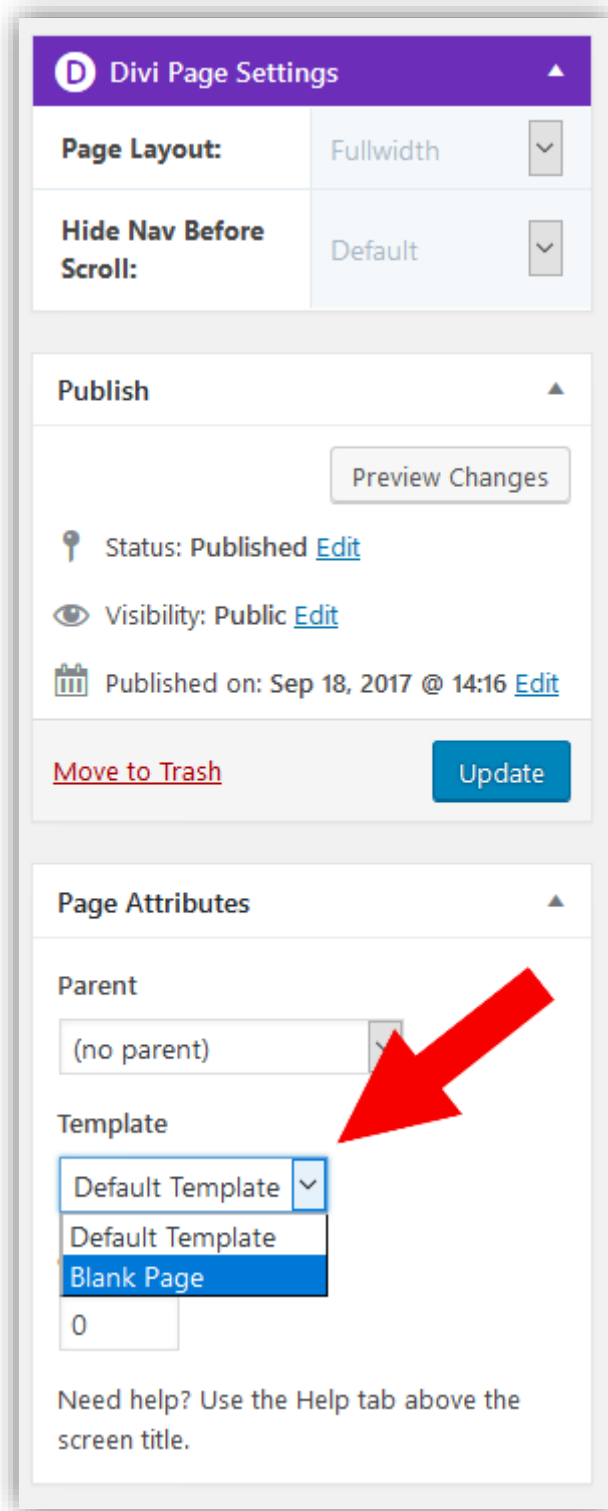
Click on "Edit Page" from the top menu to return to your Terms and Privacy page backend.

On the right of the screen, you'll see "Divi Page Settings".

Click on the Page Layout drop down menu and select "Fullwidth". This will remove the sidebar.
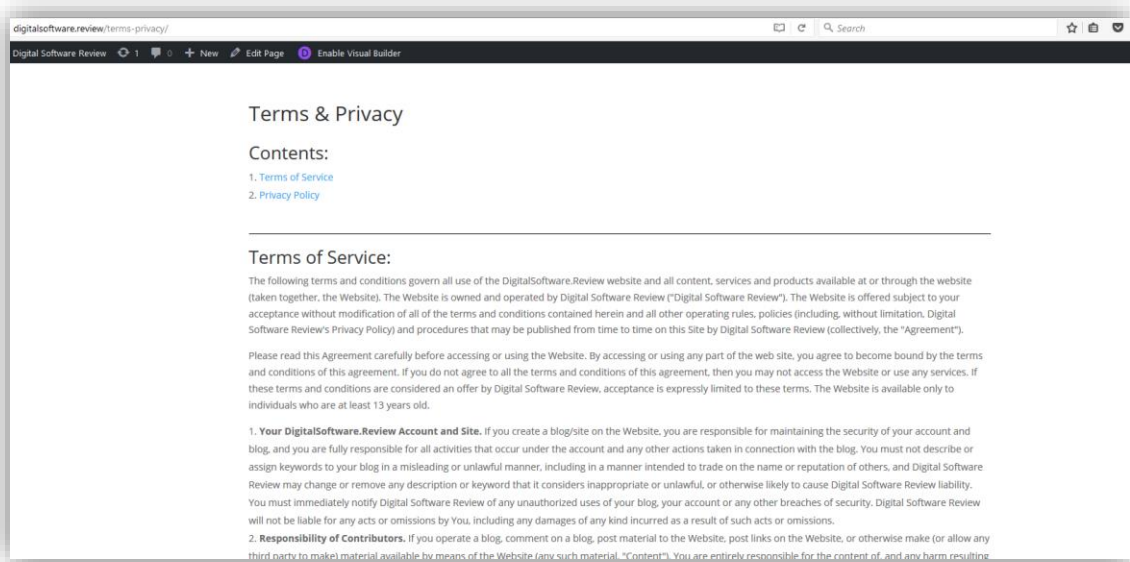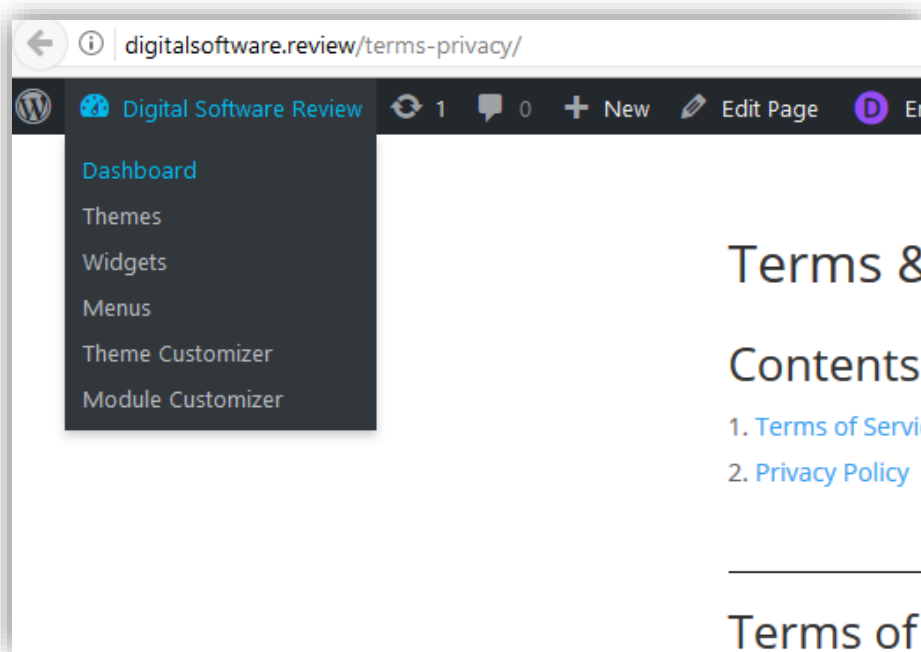
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Next, look for the "Page Attributes" settings and from the "Template" drop-down menu, select Blank Page. This will get rid of the Divi menu at the top.

Once you're done, click on "Update".

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When you view your live page, you'll notice that the top menu and sidebar are gone.

To return to your WordPress dashboard, hover over your website name in the top menu and then click on "Dashboard" from the drop-down.

You're now done with the initial setup.

You should now have:

- Your lead magnet uploaded
- Divi installed on your website
- Your privacy policy page setup

With this done, it's time to setup your autoresponder and initial emails.

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