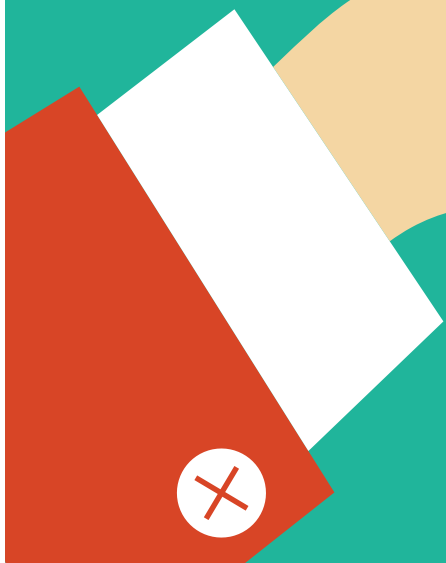




# MAKING MONEY WITH TEMPLATEMONSTER

Real-Life Cases and How You Can Repeat Them



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# Part 1. Making Your Website Work for You


## The story of Philippe Deseck

The common feature that all TemplateMonster clients share is the desire to bring their ideas into reality. In many cases, the website templates they purchase from us are for new business ideas of some kind.

What's more important, there are a lot of creative types among our clients. This includes creative professionals and artists who view their websites as starting points for building their own brands and sharing their talent, experience, and knowledge with people.

**Philippe Deseck is a among these creative professionals.**

### ABOUT PHILIPPE DESECK



Since a very young age Philippe has had a love for movies, particularly action movies from Hong Kong. Since 1994 Philippe has been actively involved in film, TV and radio when living in Thailand. Philippe's movies include Street Fighter where he was first introduced to Ronnie Vreeken, Operation Dumbo Drop and The Quest, where he met Alex Kuzelicki. During the filming of these movies Philippe had the pleasure of working with the Thai stunt coordinator Kawee 'Seng' Sirikanerat, who's work on The Beach and Rambo IV is highly regarded.

Having lived in Thailand for over 5 years, ...

[Read more](#)

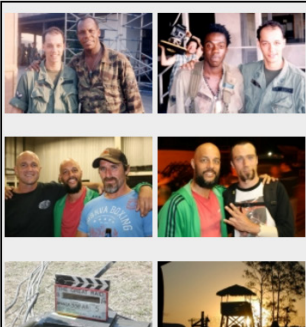
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[IMDB Profile](#)

[Play Showreel](#)

SOMETIMES IT'S THE VERY PEOPLE WHO NO ONE IMAGINES ANYTHING OF, WHO DO THE THINGS NO ONE CAN IMAGINE

### MOVIE GALLERY



Philippe is a professional stunt actor, stunt coordinator, and action director with 20 years of experience in the movie-making industry. He has been working with Jason Statham and Robert De Niro. Philippe's portfolio includes "The Pirates of the Caribbean", "San Andreas", "Spartacus", and "The Chronicles of Narnia".

Philippe uses his site to share his knowledge of action movie production with the world. He offers tutorials and workshops for actors, filmmakers, and stunt performers. Visit [actionmoviemakers.com](http://actionmoviemakers.com), and you will learn about filmmaking, action drills, rigging, and other stuff related to action movies.

As you might've guessed, Philippe is a customer of TemplateMonster. Philippe's website [actionmoviemakers.com](http://actionmoviemakers.com) uses a template designed by MotoCMS, a partner company of TemplateMonster. He also used a theme from TemplateMonster to launch another online project — a website for the classical music duo Aria Aurora:



## Interview With Philippe Deseck



Not long ago, we've decided to interview some of our clients and ask them about their experience with our products. Here's what Mr. Deseck told us:

**1** *Tell us a couple of words about yourself. Where are you located? How big is your team?*

My name is Philippe Deseck and I am an Assistant Stunt Coordinator/Stunt Actor/Action Director. I have been in the film industry for over 20 years and have worked on movies such as Narnia: Voyage of the Dawn Treader, Spartacus, San Andreas, Pirates of the Caribbean to name but a few. I also teach Film Fighting and Stage Combat at various film and acting schools.

I have set up a company where I teach others the skills I have learnt over the many years in the Art of Action as a Stunt Performer/Filmmaker.

I am based on the Gold Coast in Australia and have a vast team behind me who are also in the film industry. Together we make films, ads, corporate videos, music videos and tutorials.

I have had many attempts at developing websites over the years but have never been successful. I have also spent many dollars in getting people to design websites for me but it never turned out the way I expected and never got the service I paid for.

**2** *How much time does it normally take you to create a website based on a theme?*

Now that I have experience working with TemplateMonster (MotoCMS) it only takes me a couple hours to get a basic site up and running. But that does not include designing logos and getting the necessary files ready to put into the template.

**3** *How long have you been with TemplateMonster? How can you evaluate the results of our collaboration? What do you enjoy the most? What should be changed/enhanced?*

I have been with TemplateMonster for about 9 months now, and have been more than satisfied with the level of service. What I enjoy the most is the WYSIWYG feature with the templates. It's an easy learning curve using TemplateMonster (MotoCMS) compared to Wordpress and the likes. Also, any problems I come across are dealt with in a quick and professional manner.

I would like to see more tutorials when it comes to the more advanced features of working with the templates.

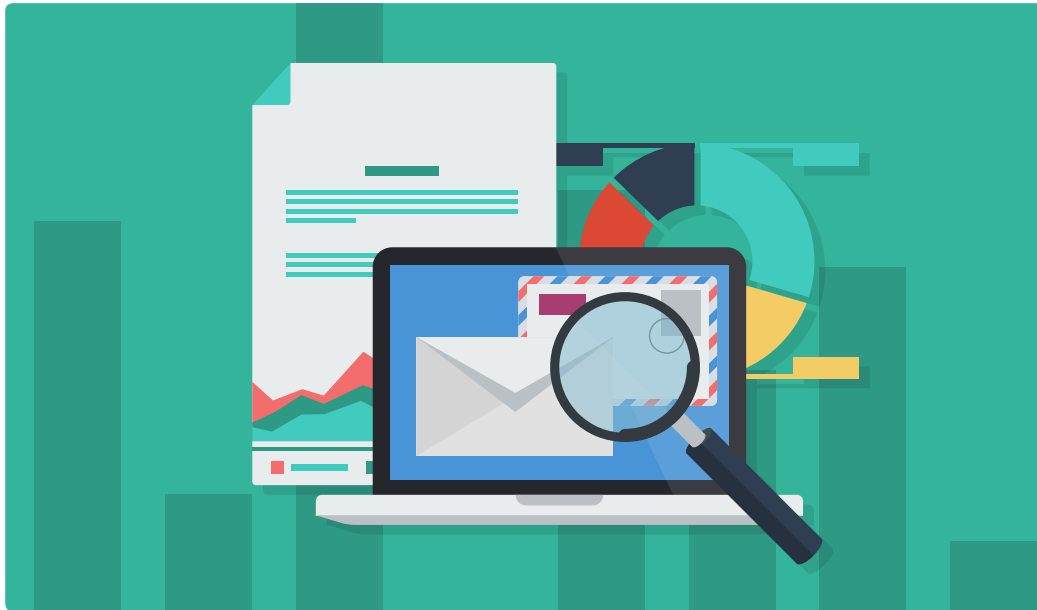
**4** *What is your audience? What niche do you target? Do you target foreign markets or prefer working with customers from your country only?*

My audience are mainly Actors, Filmmakers of all ages, and Corporate people. I target countries that have a film Industry such as the US, UK, Germany, France, Canada, India, Russia, China...

**5** *How do you attract new customers and keep them coming back?*

I use a mailing system to attract customers with autoresponders and funnels.

## Interview Takeaway: Email Marketing



As you've learned from Philippe's interview, he uses email marketing software to interact with the audience of his website. There are two great things about this marketing channel:

- First, email marketing is exceptionally effective: top-tier marketers including [Neil Patel](#) and [Brian Dean](#) recommend using it.
- Second, virtually anyone can master the essentials email marketing with just a little bit of practice.

Let's see what tools you can use to streamline your email marketing operations. As a matter of fact, there is a [detailed comparison of the top mailing systems](#) available on MonsterPost. To give you a gist of the email marketing services that you can use, here's a list of the most popular options:

- [MailChimp](#)
- [Campayn](#)
- [MailerLite](#)
- [ExpressPigeon](#)
- [FreshMail](#)
- [Mad Mimi](#)
- [EasySendy](#)
- [Moosend](#)
- [MailGet](#)
- [EmailPush](#)
- [Ariticmail](#)



## Email Marketing Pro Tips

Let's see how you can *grow your audience* and *customer base* with the help of emails. There are two tactics that we will cover in this book:

1. Growing your customer base with the help of sign in forms
2. Growing your audience via blogger outreach and cold emails.

### Growing your customer base with sign in forms

To use mailing systems for your benefit, begin with encouraging your site visitors to sign up via email. The ready-made solutions from TemplateMonster are compatible with sign in plugins, so all you need to do is choose the one you like most. Here are a couple of tips from Kissmetrics' COO Morgan Brown to get you started:

- **Make it stand out** by giving it a prominent placement, contrasting colors, and a strong call to action.
- **Choose simplicity over complexity:** a sign in form with three input fields is always better than the one with five.
- **Offer a guarantee:** promise your future subscribers that you'll only use emails to deliver important messages. Naturally, you'll need to keep this promise.
- **Don't make them go to another page.** Have your sign in form placed in a popup message or in your menu to make it accessible for your future subscribers.
- **Offer something valuable** in exchange for signing in. For instance, you can offer a discount, or provide your subscribers with exclusive content of some kind.

It goes without saying that you can use emails to inform people about the essential things happening on your website. If you sell products or services, emails are a great way to tell your subscribers about new items and discounts. In the case of blogs, weekly (or monthly) digests and content projects of some kind will prove a valid reason to email your audience.

While the tips outlined above will help you attract subscribers at a relatively fast pace, you can maximize the effect. To do this, you'll need to learn how to get links from other bloggers. This strategy also involves emails. We'll cover it in the next section.



## Growing your audience via blogger outreach and cold emails

This is the tip that you can find in the Brian Dean's article linked in the previous section. The idea behind this approach is simple: no matter what your niche is, there are successful bloggers whose content covers it. In many cases, their content has links to other posts and articles. Here's an example of what we're talking about:



If you can get other bloggers to feature links to your content in their posts (as shown on the previous page), you'll get more visitors coming to your site. Also, links of this type are good for your search engine rankings (think SEO), which is another reason to implement this tactic.

To get your links featured on other websites, you need to complete these two steps:

- **Step 1:** create content they will find valuable
- **Step 2:** reach them via email and offer them to have this content featured on their sites.

## Step 1: Creating valuable content



Let's get back to the case of Philippe Deseck and use it as an example. Philippe's experience with action films enables him to create tons of engaging content in his niche: articles, videos, full-scale tutorials, etc. Chances are your experience in your niche allows you to do the same. Here's what I'm driving at:

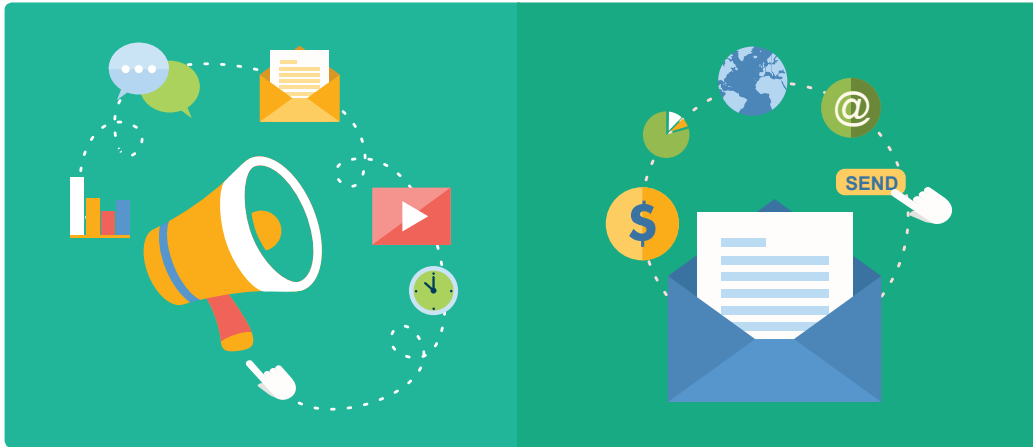
*If you don't create some sort of content for your website, you should. In fact, this is a must-have.*

If you haven't yet thought about the type of content that you can produce, find the stuff shared by the bloggers in your niche. Once you've done this, think of the way of improving the content you've found and create something better. Here are a couple of ideas that you can use to give your content a competitive edge:

- Make it bigger: add new relevant info that haven't been mentioned in the original post.
- Share your expert opinion on the same subject.
- Add up-to-date info to old posts.
- Make it simpler.
- Make it more thorough.
- Turn a post into a video or an infographic.

You can either create content yourself or hire a professional to do this. At this point, your goal is to have about five high-quality posts on your website. Once you're through with this, you can start reaching out top bloggers. Read on and find out how to do it the right way.

## Step 2: Reaching out to top bloggers



Okay, now you know how you can create high-quality content. Once you've published several top-notch posts on your website, it's time to reach out the top bloggers. You can start emailing them right away. Here's a letter template from Brian Dean that you can use:

```
Hey [Name],

I was searching for some articles about [Your topic] today and I came across this page: [URL]

I noticed that you linked to one of my favorite articles-- [Article Title]

Just wanted to give you a heads up that I created a similar. It's like [Name of the article], but more thorough and up to date: [URL]

Might be worth a mention on your page.

Either way, keep up the awesome work!

Cheers,
[Your name]
```

There's an important note to make here: some of the bloggers are way too busy to read and/or answer email pitches of this kind. If that's the case with people you're trying to reach, try to get their attention by commenting on their posts. Informative and thought-provoking comments never go unnoticed.

# Part 2. Helping Others Get a Top-Notch Website

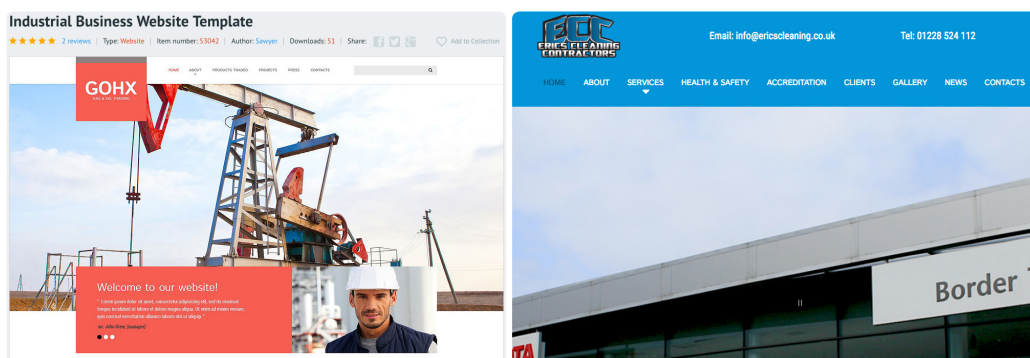
## The Story of Adam Ford

Not all of the TemplateMonster clients buy websites for themselves. As a matter of fact, a large part of our customers are freelance web designers and developers.

Professionals of this kind earn their money by creating websites for others. Needless to say, an opportunity to start with a ready-made solution — instead of building a website from the ground up — makes their work a lot easier and more effective.

**Adam Ford is among the freelancers who use our templates as part of their everyday job.**

Here's a [template](#) Adam used as a foundation for one of his projects, and the [website](#) he built on its basis:



Notice the similarities? Even though Adam's clients needed a different color scheme and a slightly simpler structure, the fundamental components are the same. This includes menus, typography, and animations.

## Interview With Adam Ford



A couple of weeks ago, we've asked Adam to tell us about his freelance job and his projects. He was very kind to agree. Here's what we've learned:

**1** *Tell us a couple of words about yourself. Where are you located? For how many years have you been into web design?*

I am located in a small town geographically the centre of Britain called Haltwhistle which is where Hadrian's Roman Wall is. For my sins I am primarily a school teacher who teaches physical education and computing. I have been doing that for the past 20 years.

I stumbled into web design in an off chance way and I have been doing it now for almost 10 years. I would say I have become successful and very busy with it in the last 3. I work on my own and have a reasonably large customer base over a pretty wide area. I absolutely love it and wish I could do it full time.

**2** *Do you commonly use ready-made website templates in your work or create custom designs as well? (In case you develop custom themes, in what cases do you opt for ready-made solutions?)*

I used to use a WYSIWYG web designing system, and I used to design all my sites from scratch. With the Google all-sites-must-be-mobile-friendly thing that came into being last year, it was time for a switch up. I had never really been into coding and I found it difficult, but as I was kinda pushed hard in that direction I took it up and started to understand it a whole lot better.

I tried a few things from WordPress to Joomla and tried HTML5 from scratch. I managed it, but the timescale was far too long. I started with TemplateMonster. I did this because I was finding that I was using the same bits of code over and over and things like Bootstrap provided all these basics anyway.

I found that with TemplateMonster's templates I could find something like what I would create myself and it was very easy to redesign aspects, design additional aspects and put in other things.

This allowed me to code, which I wanted to do, it helped me feel more like a genuine web designer as the WYSIWYG made me feel I was cheating a little bit. I sometimes feel like I possibly cheat a little with templates, but I'm over that as I get a starting point I feel I would get to anyway, but in less time allowing me to be more productive and have a faster workflow.

**3** *How much time does it normally take you to create a website based on a theme? How fast do custom-made projects launch?*

If I have all the information I need regarding content and images, my shortest turnaround time has been 3 days. That was for a recode and redesign. If the site is larger and clients hold me back a bit, it often takes up to a month. I tend to put projects on a carousel and have roughly 6 on the go at the same time.

**4** *What's an average bill for a theme-based website creation? How much does it cost to launch a custom-made site?*

I run my business on contracts. I offer payments as low as £20 per month over a minimum term of 24 months. With small sites with little maintenance, this covers my work very well. After 2 years, the site has been paid for and the maintenance. The bigger the site, the more it costs and after the contract ends, the client can continue paying and get a redesign or upgrade. I find it works well, my clients like it and I get regular income.

**5** *How long have you been with TemplateMonster? How can you evaluate the results of our collaboration?*

I have been with TemplateMonster possibly 2 years now. I like the designs for the most part as they are very along the lines of how I design anyway, which helps. The results of the collaboration allow me to push the boundaries of what I do, provide a very high quality product at an affordable price for clients. TemplateMonster also helps with the things I can't do like PHP, I am no good with yet and things like woocommerce are a dream for clients with small businesses.

**6** *What do you enjoy the most? What should be changed/enhanced?*

I love pulling the code apart and putting it back together or adding new code. I like to be able to pull code apart and rejig it and move it around and see how it ticks etc.

I am often vexed when all the form options are not put into forms. Forms are a difficult aspect of web design, not the design of the form per se, but the getting it to work aspect through PHP etc. So items like drop down lists and uploading files etc I wish were included as it's much easier to take aspects out than put them in.

Other things like booking forms and shopping carts I wish were a bit more complete. If you lack a bit of experience in certain areas like back end having an easy way to hook up that booking form or shopping cart to something that works would be a big advantage, which is why I like WooCommerce as the shopping cart works out of the box for example.



**7** *What is your audience? What niche do you target? Do you target foreign markets or prefer working with customers from your country only?*

My audience is small to medium sized business generally, but really I would build a website for any business / organisation or whatever size, I like the challenge. I am currently building a site that is very complex for a client who is a writer / critique for comedians.

Fortunately I have a friend who is an awesome back end coder who is helping me with it. I hope to learn a lot from this particular project. Most of my customers are in the UK. I have customers all over the place. I like to meet them face to face if possible as this makes a big difference I find with customer relationship. I would take on clients outside of the UK should anyone approach me about it.

**8** *How do you attract new customers and keep them coming back?*

I believe I give really good service and like to think I always make my clients feel important and that even the littlest request is just as important as big ones. I deal with things timely, and I do not rip them off. They often say that I make the process easy and that I make things black and white. I don't confuse them and I don't try to trick them in any way.

Anything else you would like, please ask.

Adam

## Interview Takeaway №1: Becoming a Web Developer



If you've read Adam Ford's interview, you've probably noticed an important detail:

*Adam is a self-taught developer. He has no formal programming education, and everything he knows about web development comes from practice.*

Now, I'm not implying that you don't need any web-development education at all. Nor am I trying to say that web development is for everyone. Still, there are web-developments jobs that you can take with just a little bit of training, provided that you use the right tools.

And guess what, ready-made templates are a great tool for doing just that! Needless to say we believe this; what's more important, Adam's experience proves this. If you want to become a web developer and earn your money crafting beautiful sites and web-apps, tinkering with ready-made templates is the perfect way to start!

Still hesitating whether or not web development a career that's worth pursuing? Here are a couple of stats to give you a general understanding of job opportunities in web development:

- Salaries of a front-end developers in the USA range between \$43,000 and \$102,000. According to the same research, back-end developers earn from \$43,000 to \$116,000.
- The market for web design jobs is projected to experience a 21.7% year-on-year growth by 2016.
- An average budget of one project that involves site-building platforms (like WordPress or Drupal) is \$2500.

Sounds tempting, right? But how do you know that web development is right for you? One of the best ways to find out is to create a free account on [Code Academy](#). Once you've done this, start with the courses covering HTML, CSS, and JavaScript. If you enjoy these courses, you'll probably like web development as well.

## Free Learning Resources for Aspiring Web Developers

If you want to master web development, lots of practice is what you're looking for. However, this doesn't exclude the fact that you'll also need some basic theory. In this section, we will cover the free learning resources that you can use.

We've mentioned Code Academy before. This is a great resource for beginners, but it only provides you with a gist of what web development is all about. Chances are that you'll find yourself craving for more knowledge after completing the courses on CodeAcademy.com. Here are the three online resources that are definitely worth checking out:

		
<p><b>Khan Academy</b> is an amazing knowledge base with dozens of courses. Check out their <a href="#">computer programming course</a> for an advanced introduction to HTML, CSS, and JavaScript.</p>	<p>If you want to go far beyond the basics, <b>Code Wars</b> is the place for you. This resource is all about practice: there's absolutely no theory — just the <a href="#">tasks</a> that help you progress really fast.</p>	<p><b>WPMU DEV</b> is a blog devoted to all things WordPress. As an aspiring developer, you will be interested in its <a href="#">PHP for WordPress course</a> that provides a quick intro to server-side scripting.</p>

After you're through with some of the materials from these courses, you'll definitely know enough to continue your education on your own and begin taking real-life projects. One more piece of advice before we proceed: start practising as soon as you can and code every day to become a real pro.

## Interview Takeaway №2: Earning More Money With Templatemonster

Another thing that you've probably learned from Adam Ford's interview is that ready-made themes enable designers to build websites faster. Here's what another TemplateMonster customer had to say regarding this point:



**TemplateMonster:** Tell us a couple of words about yourself/ your company (studio). Where are you located? How big is your team? For how many years have you been into web design?



**Paul Lizzi:** I am an artistpreneur! I have created a brand for myself in music, photography and webseries! I also have a degree in computer science helping me out in web design and online marketing. I am a one man operation when it comes to designing websites. Producing everything else needs a second person on set. I am located in Montreal, Canada. I've been dabbling in design for over 10 years.



**TemplateMonster:** Do you commonly use ready-made website templates in your work or create custom designs as well? (In case you develop custom themes, in what cases do you opt for ready-made solutions?)



**Paul Lizzi:** I used to design from scratch but it honestly was time consuming so I opt now for templates and redesign and apply light coding if necessary.



**TemplateMonster:** How much time does it normally take you to create a website based on a theme? How fast do custom-made projects launch?



**Paul Lizzi:** Depending on the intricacy the client demands, it could be as early as 3 to 5 business days.

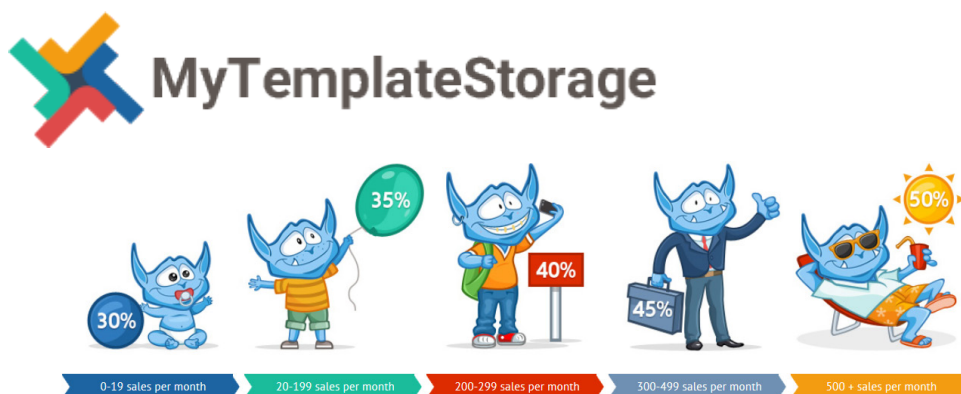
Templates have all the components pre-built and tested so that their users wouldn't have to worry about the functionality of their websites. When working with ready-made templates, developers and designers have more time to focus on tailoring the details to the needs of their customers. This allows them to build more websites over a shorter timespan.

In a nutshell, the products offered by TemplateMonster can facilitate the work of web developers. However, this isn't the only opportunity that you can benefit from.

In addition to streamlining the work of developers, TemplateMonster and similar companies offer them an opportunity to build their own online business from the ground up. This opportunity is available thanks to the TemplateMonster Affiliate Program. Read on and learn about it in detail.




## MyTemplateStorage: TemplateMonster’s Affiliate Program



The affiliates of TemplateMonster are designers, developers, web studios, bloggers, and business owners who promote or resell our products. To help them do this, the company provides its affiliates with ready-made e-stores and showcase websites, as well as a number of other benefits.

Here is a testimonial from one of the [TemplateMonster affiliates](#) (who's also one of the largest template resellers in the Netherlands):



Martijn Munneke  
[Zign.nl](#)

TemplateMonster.com is a great company to be working with. We have been partnered with them for many years. It is the most perfect program for ambitious web designers, thanks to detailed statistics, speedy payments and probably the best templates available on the web.

Over the years, we've seen TemplateMonster grow enormously but still remain efficient, and extremely responsive. The affiliate support staff members are always quick to discuss problems or reply to our questions asked via e-mail. Thanks to their great products and professional support which has been invaluable to our affiliate success.

The general idea of this approach is simple: you can set up your website and offer ready-made website solutions from TemplateMonster on it. Thanks to the fact that your customers can see the approximate version of what the end product will look like, you get more credibility and more sales.

## The Key Benefits for Our Affiliates

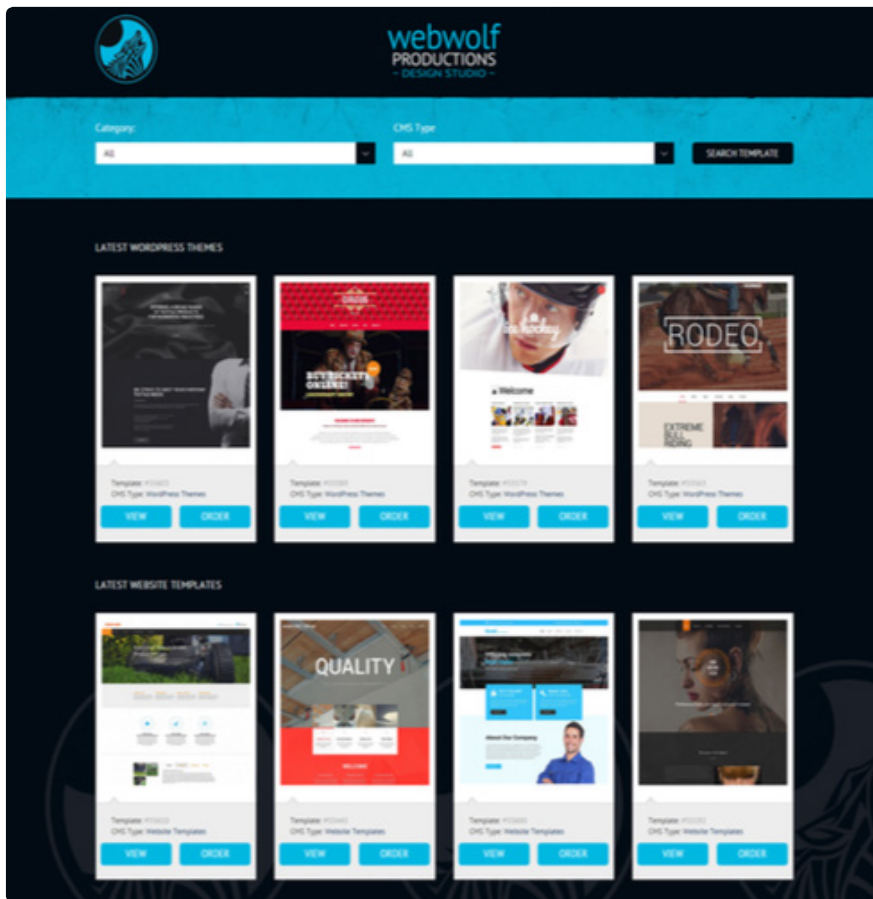


As of today, the TemplateMonster affiliate family has more than 160K members, and the number is growing. So is the amount of payouts: this year, the company has paid over \$1,000,000 million to its affiliates. There are many reasons why people choose TemplateMonster over other platforms:

- TemplateMonster is the largest template provider of its kind. Our product portfolio encompasses 26,000 ready-made solutions for blogs, online portfolios, e-commerce projects, and corporate websites.
- Our affiliates earn commissions of up to 50% per each sale.
- We have a 365-day return policy, and we pay for every sale that occurs during the year.
- The TemplateMonster affiliate managers will provide you with free support and help you setup every tool that you will need.
- The TemplateMonster affiliates can recruit sub-affiliates for the company's affiliate program and receive a life-long 5% cut.

## Check Out Our Products

In addition to the benefits mentioned above, we offer ready-to-use template e-stores and showcase websites for our affiliates. Naturally, our affiliates are free to tinker with the design of such websites and set their own prices. The example of a basic ready-made e-store of this kind is available below:



Visit [MyTemplateStorage.com](http://MyTemplateStorage.com) to learn more about the opportunities available to our affiliates:

**Check Out MyTemplateStorage**

# Thanks for Reading!

Hello there! You might've noticed that this book is a little bit different from other tutorials and guides that you can find at Startup Hub. This time, our team wanted to focus on real-life examples of how people use websites to earn their money by doing what they love. Of course, we've added a couple tips and tricks to keep it practical. I really hope you'll enjoy reading it.

In case practical tips are what you're looking for, check out the guides and tutorials available at the Startup Hub page. We're adding new stuff every week, so you'll definitely find something useful for your website on your online business:



**Eli Davis**  
Copywriter at TemplateMonster



[Visit Startup Hub](#)

## Check Out Our Products

Startup Hub is part of part of TemplateMonster, the world's largest supermarket of website templates. In case you're looking for awesome website, TemplateMonster is the best place to see what some of the world's best web designers have to offer:

[View TemplateMonster Products](#)





# Sources

- [Save Big on Email Campaigns with 10 Cheaper Alternatives to MailChimp](#)
- [Link Building Case Study: How I Increased My Search Traffic by 110% in 14 Days](#)
- [The Definitive Guide to Marketing Automation](#)
- [5 Simple Tips To Help You Increase User Sign Ups](#)
- [How to Get a Site Up and Running with MotoCMS Themes \[TemplateMonster's Customer Case Study\]](#)
- [Reverse-Engineering Your Life and Career with TemplateMonster](#)

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