

# Downloading and Installing the ContestBurner Wordpress Plugin and Creating Your ContestBurner Contest

By Bill McIntosh  
<http://www.billmcintosh.com>

If You Have Any Questions About These Materials, stop by our Forums at: <http://www.businessinnercircle.com> and Post Your Questions There.

This is the written manual that accompanies video training on this topic. It's important you watch the full video training along with using this manual to ensure you completely understand the concepts. Also, there are several marketing tips provided within the video not contained in the written materials.

**[To Activate The Amazing ContestBurner Premium Features...Click Here & Upgrade Now Or Sign Up To WordPress Club](#)**

## **LEGAL STUFF:**

The lawyers made me do it :)

Earnings and Income Disclaimers

McIntosh Marketing & Consulting and Bill McIntosh make every effort to accurately represent it's products and services as to their potential for how much income they can produce. Any income statements made by our company, our customers or our employees are estimates of what is thought to be possible to earn. There is absolutely no guarantee that you will make similar levels of income. You hereby accept that there is an inherent risk to any business activity and that your level of income is solely your risk. There are many factors that contribute to the income of an individual or company and we cannot predict them all nor guarantee your results.

Any business activity has some amount of risk. These risks are not limited to just legal and financial risks. Your results may vary and will be based upon your personal business expertise, experience, desire and dedication to building your business. There are no guarantees regarding the level of success you may obtain.

Any testimonials and examples we use are to be considered exceptional results and do not apply to the average purchaser. These testimonials and examples are not intended to make a representation of or to guarantee that you will achieve similar results. Your success depends on your dedication, desire, motivation and your personal efforts.

There is no guarantee that earnings produced in the past can be duplicated in the future. No guarantee is provided as to your future results, income level or success. There are many risks related to business in general and especially for Internet related businesses. These risks can lower the results you may see.

If you choose to use the information, services or products provided on this website or any related website you agree that we are not liable. Nor do we guarantee the level of success or failure of your business based upon using these materials. Your business is directly your responsibility and we expressly disclaim any liability in reference to you using these materials in relation to your business.

You should perform your own due diligence on the value and credibility of the information we provide and any potential for profit or loss by using these materials. As always, the advice of a competent legal, tax, accounting or other professional should be sought.

The author and publisher disclaim any warranties (express or implied) or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

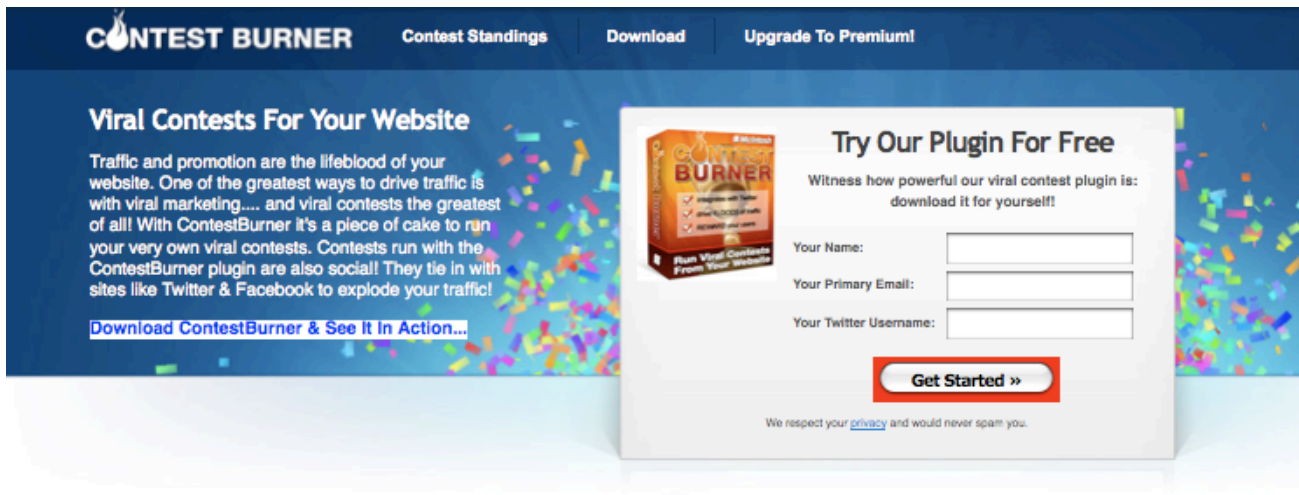
All links are for informational purposes only and are not warranted for content, effectiveness, performance, accuracy or any other implied or explicit purpose.

These materials are © copyright 2009 by Bill McIntosh & are confidential. No part of this may be copied or changed in any format. These materials are not authorized to be re-sold, given away or used in any way other than for your own personal use only.

**IF YOU DO NOT AGREE WITH ANYTHING STATED ABOVE, CLOSE THIS NOW & DELETE THE ORIGINAL FILE. OTHERWISE... CONTINUE ON...**

# Downloading the ContestBurner Plugin

1. Go to <http://www.contestburner.com>. (See screenshot below.)



**CONTEST BURNER** Contest Standings Download Upgrade To Premium!

## Viral Contests For Your Website

Traffic and promotion are the lifeblood of your website. One of the greatest ways to drive traffic is with viral marketing.... and viral contests the greatest of all! With ContestBurner it's a piece of cake to run your very own viral contests. Contests run with the ContestBurner plugin are also social! They tie in with sites like Twitter & Facebook to explode your traffic!

[Download ContestBurner & See it In Action...](#)

### Try Our Plugin For Free

Witness how powerful our viral contest plugin is: download it for yourself!

Your Name:

Your Primary Email:

Your Twitter Username:

**Get Started >>**

We respect your [privacy](#) and would never spam you.

## "Drive A Viral Flood Of Ever Increasing Traffic To Your Website Or Blog Using The Power Of FaceBook, Twitter & This Amazing Plugin!"

It's extremely fast and easy to set up your first contest. Just upload the plugin & spend 15 minutes setting it up. Then your contest is off and running! You can reward your contestants for:

- Linking to your site
- Posting your links to FaceBook
- Signing up to your newsletter
- Sending Tweets on Twitter
- Commenting on your blog
- Sending new visitors to your site

### Run An Affiliate Program Right Within Your Contest!

**BONUS!** ContestBurner will even integrate with our upcoming affiliate marketing plugin so you can run an affiliate program and pay commissions on sales or leads sent to your website!

The easiest way to get started is to join our current live contest and see the plugin in action! Then you'll also be presented with an opportunity to download and use the plugin.

2. Click on "download" in the navigation bar at the top of the home page.
3. Click on the "Download the ContestBurner Wordpress Plugin Here" link.
4. When the download window opens, click "Save File". (It should already be selected.) Click "OK".

5. Your downloaded file will be called contestburner.zip. It will be located in the folder that all your downloads go to, based on your own computer or browser settings. If you aren't sure where your downloaded files are located, do a search on your hard drive for a file called "contestburner.zip". That will locate the file for you.

## Installing the ContestBurner Plugin

1. Go to your Wordpress dashboard. You should already know how to get there, but in case you aren't sure, this is generally found at <http://yourwebsiteaddress.com/wp-admin>.
2. Click "Plugins" on the left sidebar column.
3. Click "Add New".
4. Click "Upload", which is located in the navigation bar below "Install Plugins".
5. Click the "Browse" button to locate the contestburner.zip folder you just downloaded. Click on the file when you see it, then click the "Open" button at the bottom of that window.
6. Click the "Install Now" button.
7. Once the plugin is installed, click "Plugins" in the left sidebar. Now you should see your new ContestBurner plugin in your list of installed and active plugins.
8. That's all there is to it! If you need help or support, you can click the links right there under the ContestBurner plugin explanation on the plugins page.

## Upgrading to [Premium](#)

If you'd like the advantages of all the contest features and customization available only to Premium users, do the following:

1. Click the "[Upgrade to Premium](#)" link in the navigation bar at the top of the home page.
2. Click the link that says "Click Here to Upgrade to ContestBurner Premium Now".
3. Read the info on that page and decide if you'd like to enroll in the Wordpress Club and get your ContestBurner plugin for free, as well as all future plugins.
4. If so, click the "Yes..." link. If you just want to upgrade to Contest Burner Premium, click the "No Thanks..." link.
5. Fill out the form and click "Order Now!" You will then receive your license key, both on the web and via email.

# ContestBurner Settings

## All users:

1. Click on "Contest Burner Settings".
2. Under "Blog Comments" you can check "Points for Comments". This will award contest entrants points for commenting on your blog. If you have not purchased a licensed version of ContestBurner and are using the free version, that's fine. Just skip over the below section for Premium Users and go to #3 below.

---

## Premium Users:

Paste license key you received into the field to the right of the word "License". When you click "Submit", this will activate the premium features.

- a. Set up your contest settings from the following options:
- b. Tweet Contest Standings. Checking this box will automatically tweet your current contest standings at intervals that you choose.
- c. Points for Tweets. Checking this box enables an hourly search on Twitter for any new tweets containing your Twitter username or your Wordpress blog URL, and award points to the author of the tweet.
- d. Points for YouTube Videos. This option enables you to award contest points for contestants who post a video of yours on Youtube. The video must contain your domain name to receive credit.
- e. Points for YouTube Comments. This option allows you to award points to people who comment on your listed videos.
- f. Points for YouTube Responses. Checking this box enables you to award contest points to people who post a response to one of your listed videos.
- g. Points for YouTube Subscriptions. Checking this box allows you to award points to people who subscribe to your YouTube username.

NOTE: You can run multiple contests at once with the Premium version.

NOTE 2: To upgrade to Premium, go to <http://www.businessinnercircle.com/contestburner>

---

3. **All users:** Click "Save Settings" at the bottom of the page. Now you're ready for the fun part...CREATING THE CONTEST!!!

## Creating The Contest

### Free Version:

1. If you're using the free version, you may only have one contest running at a time and that contest is called "Default Contest". You may not edit the name or description of the default contest, but you can keep editing it over and over to make new contests as you complete one.

### [Premium Version](#): (\*Click link to upgrade\*)

1. From your Wordpress dashboard, on the left sidebar under "Contest Burner" click "Add Contest". This is where you'll set up your first (and any subsequent) contest. If you want to use the default contest you may, but you can't edit the title or the description in that "default" contest. So it's preferable to just start with a new contest.
2. Fill in the "Contest Name" field with whatever you want to call your contest. You want a name that helps you remember which contest you're running, in case you run multiple contests. But also your public will be able to see this name, so keep that in mind when creating your title. (See below image.)

**Add a New Contest**

Contest Name:  (eg. "My Great Contest")

Contest Description:

Method for Awarding Prizes:

### Contest Prizes

Position	Prize Description	Quantity
<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>

3. Enter a description of your contest. This also helps you differentiate between different contests you may be running.

### **All Users:**

4. Choose your method for awarding prizes. You'll see a pull-down menu with a choice between "Random Drawing" and "Points Standing". So you can choose your winner either randomly by a drawing, or choose the person with the highest amount of points at the end of the contest. The plus side of "Random Drawing" is that your public will all stand a chance of winning, which will make them likely to participate. With "Random Drawing" each promotional action the contestant makes gives him/her tickets into the drawing. ContestBurner does the random drawing for you at the end of the contest.
5. Choose whether you'd like your winner to receive one prize or more than one prize. You may want to restrict your winner from winning more than one prize, to allow others to win as well. That's really up to you.
6. Under "Contest Prizes" you'll enter what your prizes are. Type in the "Prize Description" field what your 1st Prize is. And don't forget to change the number in the "Quantity" field, if you're offering more than one of that particular prize.
7. If you plan to have multiple prizes of different kinds in this contest, click "Add Another Prize" and enter the information about what your 2nd Prize is, as well as the quantity of THAT prize. Continue this way until all contest prizes are entered.
8. Click "Add Contest".
9. Now you can see all the information you have set up for your new contest.

## **Setting Up the Links**

Now that your contest is set up, you need to create a link...or multiple links. These will be the links that your contestants use to promote your contest via email, IM, on social networks, etc. to earn them points or contest tickets. Once you set this up, each contestant will have their own unique contest link, which ensures that they get the credit for every action that they take in order to win your contest.

1. Go to the main "Contest Burner" page in your Wordpress dashboard by clicking the gray "Contest Burner" button in the left sidebar.

2. Under your blue contest in the center of the page, click the blue “Add Link”.
3. **Note to Premium users:** Ensure that you are adding links for the correct contest in the pull-down menu to the right of the word “Contest”.

 *Add a New Contest Link*

Contest:

Link Path:  (eg. "/contest/" or "/?p=888/")

Description:

Twitter Text:

Facebook Text:

Redirect To:  (eg. "/services" or "/?p=2")  
Enter the Post or Page you would like the user redirected when visiting via the Contest Link.

Points:

4. Put a short word, symbol or code in the field to the right of “Link Path”. Just to clarify this, “Link Path” is just an identifying name for your contest link. For example, let’s say your main link for your contest is your homepage: <http://www.youraddress.com>. By adding a link path such as /contest1/ or /c1/ or whatever you want it to say, you’re creating a specific contest link that will then be personalized for each contestant with the contestant’s username at the end. So each contestant’s personalized link for your contest will look like this:

<http://www.youraddress.com/contest1/username>

5. Now give a description of what that link path is. This is the statement which explains to the public what their individual contest link is and does. (See below screenshot for actual example used on the Contest Burner website.)

Enter your Twitter username, then enter your YouTube username and click "Get My Links ":

Link Path Description

Twitter Username:

YouTube Username:

Get My Links

Link to the \$10,000 contest. Each click earns you a ticket to the contest drawing!

Send to twitter

[Click here to Post on twitter](#)

Send to facebook

[Click here to Share on Facebook](#)

#### 6. For **Premium Users**:

- a. Enter whatever promotional statement you want posted to Twitter when your contestant promotes your link. This will go to the right of "Twitter Text". (eg: "Stop by my blog and enter to win a .....!")
- b. Enter whatever promotional statement you want posted to Facebook when your contestant promotes your link. This could be the same as your Twitter text or different.

7. **For all users:** In the "Redirect to" field, enter the post or page you would like the user redirected to when visiting via the Contest Link. This could be your blog home page, a product page, or you could create a totally separate page just for the contest. (eg: /contest-page/).

**TIP:** If you want the contest link to redirect to your homepage, you only need to put a / in the "Redirect to" field.

8. The "Points" field is set at "1" by default. This means that each contestant gets 1 point each time they promote your contest link somewhere. You can change this number if you like.
9. Click "Add Link".
10. If you'd like to add another link, just click "Add Link" from the ContestBurner section of the left sidebar. You may want to have one link that the contestants can use which promotes your website, and other link that just promotes the contest itself. Or maybe one that promotes a product page, etc. The options are endless really. And then add a different link path and description for the second link, so they can be differentiated, both by you and by the contestant. Follow above instructions for setting up links.

## Starting Your Contest

1. Click on “Contest Burner” on the left sidebar in your dashboard.
2. Under your contest link, click “Start Contest”.
3. **Premium Users:** At this point you may, if you want, edit your Contest Name, Contest Description, Contest Slug. (See below for definition of “slug”. More information about the slugs and their use are given below under the section called “Your Slugs: What To Do With Them”.

**What is a “slug”?:** A slug is a few words that describe a post or a page. Slugs are usually a URL friendly version of the post title (which has been automatically generated by WordPress), but a slug can be anything you like. Slugs are meant to be used with [permalinks](#) as they help describe what the content at the URL is. Click on the word “permalinks” for more info on permalinks.

4. **All Users:** Enter your desired contest Start Date and End Date. In deciding the length of your contest you should consider the size of your site membership, mailing list, etc. If you have a large public, you can get away with a shorter contest. A minimum of two weeks is recommended. You do need time to allow your contest to go viral and spread through the internet via the promotion of your contestants.
5. You can change your Method for Awarding Prizes at this point, if you like, as well as what prizes you are offering and quantities. You can also take this last opportunity to add or remove prizes.
6. When you’re completely settled on all the above, click “Start Contest”.
7. You’ll see that your contest is now active. Start and End dates will appear in green on the right side, below the contest name.
8. At this point, now that your contest is active, you will only be able to change a couple things. You’ll see if you click “Edit” under your contest, the following items will be grayed out and uneditable:

- \*Contest Name
- \*Contest Description
- \*Contest Slug
- \*Start Date

The following items ARE still editable while the contest is running:

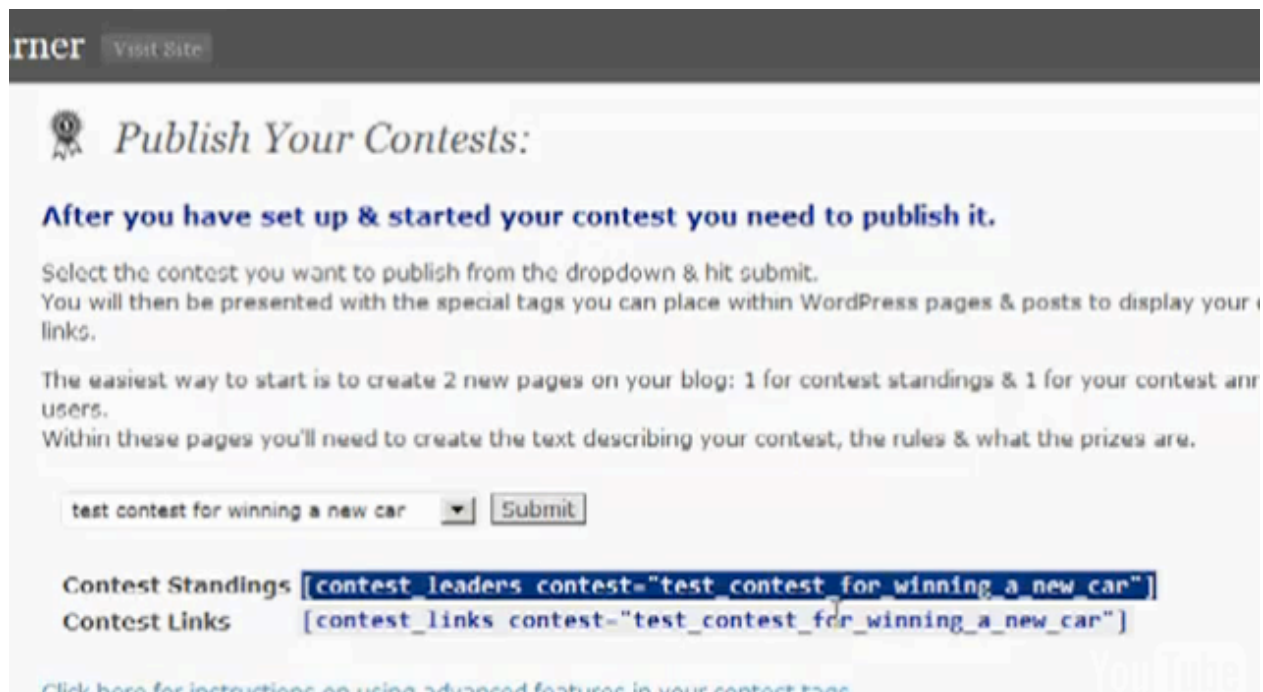
- \*End Date
- \*Method for Awarding Prizes
- \*Contest Prizes (and details about those)

9. Click the “Publish Contest” link under the Contest Burner menu in your Wordpress Dashboard.
10. Read the instructions on that page.
11. Select the contest you want to publish from the dropdown menu and click “Submit”.

## Your Slugs: What To Do With Them

### PART 1. Creating a “Contest Links” Page

12. At the bottom of the “Publish Your Contests” page you’ll see “Contest Standings” and “Contest Links” with some words in brackets like these [] to the right. These are called the contest slugs. (See definition of “slug” above.)
13. Highlight and copy everything to the right of “Contest Standings” including the brackets, as in below example.



14. Create a Contest Standings page by clicking on “Pages” on the left side of your Dashboard. Then click “Add New”.
15. Give your page a title like “Contest Standings” or some such wording. This will be the page your contestants can go to to see the current standings, who’s ahead of them in the contest so far, etc.
16. Enter some text into the page’s text field, explaining what this page is. You should take this opportunity to explain the points system and also to add a link to the actual contest page just in case the person reading the page hasn’t entered the contest yet.
17. On a new line below that text, paste your previously highlighted and copied slug.
18. If you want to preview this page before publishing to see what it looks like, click “Save Draft” then click “Preview”. Once you’re sure you like the way the page looks and the text you wrote, click “Publish”. (See screenshot below to see a real example of what your Contest Standings page will look like.)

## Contest Leaders By Point Standings:

Each "point" counts as one entry into the contest. So the more points you have the greater your odds of winning. If you haven't entered the contest yet... what are you waiting for? [Just click this link to join the viral contest & get started.](#) Here are the current point leaders:

1.	<a href="#">AffiliateAllied</a>	729 points
2.	<a href="#">dailybragger</a>	572 points
3.	<a href="#">rdebbas</a>	464 points
4.	<a href="#">ucan33</a>	406 points
5.	<a href="#">bobwaltman</a>	278 points
6.	<a href="#">jgillardi</a>	252 points
7.	<a href="#">deanna_j</a>	141 points
8.	<a href="#">billmcintosh</a>	120 points
9.	<a href="#">SimonRosenberg</a>	118 points
10.	<a href="#">carshownational</a>	106 points
11.	<a href="#">kimpup</a>	93 points
12.	<a href="#">contestmanic</a>	84 points
13.	<a href="#">susanyoung_im</a>	78 points
14.	<a href="#">soefjes</a>	65 points
15.	<a href="#">dubaiflowers</a>	53 points
16.	<a href="#">rosepena</a>	50 points
17.	<a href="#">nopalcactus</a>	45 points
18.	<a href="#">qubits_toy</a>	45 points
19.	<a href="#">SRBusinessMentor</a>	42 points

## Your Slugs: What To Do With Them

### PART 2: Creating a “Contest Links” Page (For Premium Users Only)

19. Highlight/Copy the “Contest Links” slug from your “Publish Your Contest” page, the same way you did with the “Contest Standings” page.
20. Add another new page by clicking “Pages” on the left side of your dashboard and then clicking “Add New”.
21. This is going to be the page where your contestants go to get their personalized contest links. (See below screenshot to see what this will look like when you’re done. You’ll see the page title shows up in the navigation at the top, the text you enter in the text field will show up below that in the page but above the Twitter and Youtube fields. Currently there is just a test “asdf” there. Your contestants will only have to enter their Twitter username and Youtube username in the fields and then click “Get My Links” to have their own personalized links all ready to use to get them contest points or tickets.)

CONTEST BURNER Contest Standings Download get my links

asdf

Twitter Username: billmcintosh  
YouTube Username: toshmarketing Get My Links

Refer people to our new car page:

Send to twitter Send to facebook  
Click here to Post on twitter Click here to Share on Facebook

Or, just copy and paste this link directly where you want to promote it:

http://www.contestburner.com/car/billmcintosh

homelink:

Send to twitter Send to facebook  
Click here to Post on twitter Click here to Share on Facebook

22. Give your new page a title like “Get my Links”. Add some text to the text field just like you did for the “Contest Standings” page. Tell them about the contest, give them the information about how the points system works. Then on a new line just below that text, paste your “Contest Links” slug.

23. Click "Save Draft" if you want to see the page before publishing. Click "Preview". Once you like the look of the page, click "Publish".
24. Note that the text you see above your Twitter and Facebook links is the text you chose in the "Description" field when you added your links. If you want to test the functionality out for yourself, enter your own Twitter and Youtube usernames into the fields and click "Get my links". Then click "Send to Twitter". You'll see that you get sent straight to your own Twitter page with the text you created for "Twitter Text" automatically pasted into the field with your personalized contest link. Below the first set of Twitter and Facebook buttons you'll see the contest link by itself. Your contestants will have that as an option too. They can just copy the link right from that page, and paste it into their blogs, link to it in their YouTube videos, etc. Neat, huh?
25. At the bottom of the page you'll see the YouTube information which shows the contestant how to earn points or tickets in two ways: by commenting on YOUR video which is linked there, and by uploading their own and pasting the URL of the page into the first part of their video description. (See below screenshot.)

Or, just copy and paste this link directly where you want to promote it:

<http://www.contestburner.com/car2/billmcintosh>

 **Win Bonus Points From YouTube**

**Comment On My Video**

[http://www.youtube.com/watch?v=Z\\_JRqpxsSoY](http://www.youtube.com/watch?v=Z_JRqpxsSoY)

(just click the link above, watch & comment on the video)

**Upload Your Own Video**

Create a video about the contest or this website and upload it to YouTube. Just be sure to copy & paste this web address into the very first part of your video description:

## Tips and Tricks

### Adding a Contest Links Page Link

1. Go to your new “Contest Links” page by clicking on it in the navigation at the top of your website. In the example we gave, it was called “Get my Links” but yours will be called whatever you decided to call it. Highlight and copy the last part of that url from your browser’s address bar, just the extension for that page. So, for example, if the URL of that page is <http://www.contestburner.com/get-my-links/>, then you would only copy /get-my-links/ part.
2. Click on the main “Contest Burner” link from the left sidebar in your Wordpress dashboard.
3. Click “Add Link” from below your contest link in the center of the page.
4. Add a link path which relates to the “Get Links” page like /gl/ or /getlinks/ etc.
5. Paste the “Contest Links” page extension that you copied into the “Redirect To:” field.
6. Add your Description, Twitter Text and Facebook text as per earlier instructions in the “Setting Up The Links” section.
7. Click “Add Link”.
8. You now have a third link in the contest that your contestants can use to promote the contest which will take people directly to the “Contest Links” page. This makes it even easier for people to sign up to the contest.

### Incorporating Newsletter Subscription Service Into Your Contest

If you have a newsletter subscription service like Aweber and an opt-in form on your website, or know how to do this, you can create an opt-in page which gets your public to sign up and then redirects them to your “Contest Links” page. That particular technology is not part of this manual, and is just put here as a tip for those who know how to do this already. For more information about creating opt-in forms, you can sign up to <http://www.businessinnercircle.com> for free, and watch the archived videos in the forums page which relate to the subject. Alternately, you can ask questions in the forum itself.

### Getting Help, Support and More Information

At the bottom of every page of the Contest Burner plugin is a link which says “ Click here for ContestBurner instructions, getting started videos & forums”. When you click on that, it takes you directly to Business Inner Circle’s forum about ContestBurner. (<http://www.businessinnercircle.com/forum/contest-burner-viral-marketing-wordpress-plugin/>). Feel free to post your questions there, or just look around for more information, tips, etc.

## Troubleshooting

1. Premium Features still grayed out after entering Premium License. (See image below.)

<b>Blog Comments</b>	
Points for Comments: <input type="checkbox"/>	If enabled, we will award contest points for posting a comment
<b>twitter</b>	
Tweet Contest Standings: <input type="checkbox"/>	If enabled we will send a tweet every x hours with the current contest standings <b>Requires PHP version 5.1 or greater, your PHP version is 4.4.9</b>
Points for Tweets: <input type="checkbox"/>	If enabled, we will search Twitter each hour for any new tweets containing the Twitter Username OR the url of this blog, and award contest points to the author of the tweet

This is a PHP version problem which is very easily solved. If you are a Premium user and your blog is set up with any version of php prior to 5.1, you will see a red alert after entering your key and clicking "save". This alert tells you you need to upgrade to php 5.1. (See example alert above.)

To upgrade your php version, log into your cpanel (<http://yourdomain.com/cpanel>), enter your cpanel username and password which was given to you by your hosting company when you first signed up with them. Find the "php config" icon, which will most likely be close to the bottom of the page. Click the "php config" icon. Click on the button for php 5 and save your settings. That's it. Then go back to the page where you entered your ContestBurner Premium License. Go to the bottom of that page and click "Save Settings". All your grayed out features will be black now and ready for you to customize them as you like.



For more information on ContestBurner, web marketing, driving traffic to your website, or becoming a member of Business Inner Circle Elite, go to <http://www.businessinnercircle.com>.

**[To Activate The Amazing ContestBurner Premium Features... Click Here & Upgrade Now Or Sign Up To WordPress Club.](#)**

Cheers,  
Bill McIntosh