

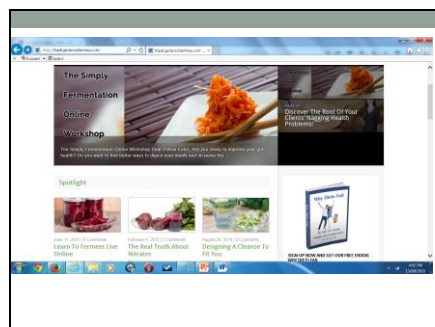
Slide 1



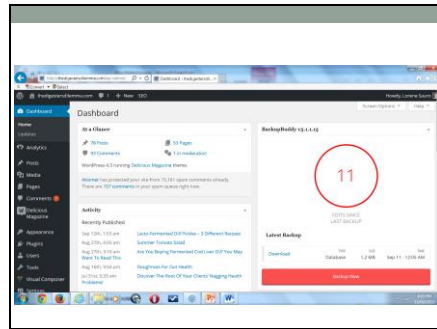
Slide 2



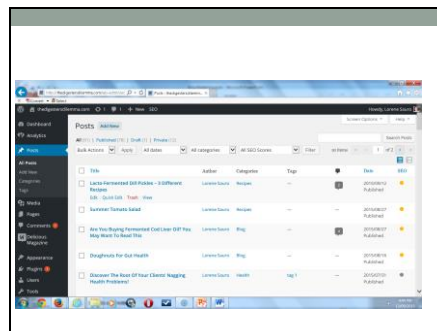
Slide 3



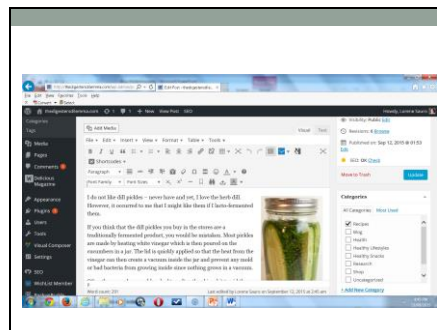
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Slide 5



Slide 6



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5 Plugins

- Askimet
- Wordpress SEO by yost
- Google analytic plugins
- Digg Digg social sharing plugin
- WP super cache – makes the site load faster
- These are easy to get with wordpress
- Make sure you use a theme and be careful of do it yourself
- Hiring a tech guy can help you customize the theme to your liking.



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Headlines

- We live in a world of snippets

Headlines must answer 2 questions:

1. What is it?
2. What does it do for me?

Subhead lines: Make the font smaller and make it relevant to the headline so it is a continuation of the conversation – moves the eyes down (visual hierarchy) – it should meet the readers expectations and maintain your message



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Headlines

- Create headline swipe file
- Look for good headlines and put them in a file – then adapt them to your business
- Social Proof Headline: 10 Foods Savvy People Always Eat
- Threat headlines: Don't go a diet without reading this checklist
- Gain: Do you want to lose weight but cannot get started?

A poor headline will render your article invisible.

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- (Incredibly Good) Without (Incredible Bad): *One Easy Step to Avoid Heart Disease*
- How (Promise) Got Me (Awesome Outcome): *How Eating These Foods Can Help You Get Rid of Headaches*
- Are you (in this kind of pain)?: *Are you Suffering From Joint Pain*
- How I (achieved an awesome outcome (by overcoming a massive disadvantage): *How I Overcame My Fear of Flying Without Taking Drugs*

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- How To (Live The Promise) starting with a (Low Magnitude change, Activity or Situation) *How To Lose Weight with These Simple 4 Steps*
- For The (Prospect in Pain) How To (Live the Promise) starting with a (Low Magnitude Change, Activity or Situation): *Suffer From Bloating? Learn to Resolve It In 3 Days*
- If you (Can, Have, Are) then you can have (An Awesome Outcome) *If You Can Find 20 Extra minutes A Day, You Can Learn To Relax For Better Health*

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Structure

- Bullet points – people do not have time to read and they like to skim
- People who do like to read – will read everything
- Skimmers will read the bullet points and come back for more if they like what they read.
- Captions under picture get attention - Use 'intent driving' copy
- Don't just describe the picture, explain the value in it
- Incite action in your caption

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Structure

- Include a call to action
- Call to action: Must be persuasive verbs and adjectives – show ownership (start my free trial)
- Get your free ebook as opposed to "submit your email address for a free ebook"



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Fast Post Types

- Embed Reactor: Find Popular video (youtube, slideshare) that has a lot of hits from an authority – curate it (make sure it's good and that your audience will react to and then give a reaction)
- Stats Post – pick a topic – pull it together (maybe get an outside writer) – link to the source
- Then share it with a link to your website



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Post Types

- The interview: can I interview you?
- Quotes for experts – advice can lead to social sharing from those experts
- Crowd source – asked a single question to four different people and pull it together into one post
- Compilation – list posts with info graphics, video or images and put it into one long post – curated content to summarize what they are saying.



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- Youtube cut up – takes stills of a how to and post it and summarized it and link to the original.
- Round Up post – finding the most of popular posts (viral) – list are huge
- Buzzsumo for finding content that performs well
- <http://buzzsumo.com/>



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6 Simple Steps To Improve Content

1. Focus on Intros – short and punchy for initial sentence and curiosity inducing (
2. Write better headlines
3. Open loops – small little suggestions “ and as you will see in just a second, if you follow my plan, you will see results faster” (be sure to close it later)

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Steps Continued

1. Hide easter eggs – a comment or joke that will only be appreciated by a certain demographic and for those who did not get the joke – it does not matter – to endear yourself to the reader – call it the Simpsons philosophy
2. Break up text – more room and more breaks – no big blocks of text
3. Focus on closes ie “let’s discuss in the comment” – let them know the post is over.

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Blogging

- Takes practice
- The more you write the better you will be
- Be sincere and do not try to be too clever
- Recording short videos on YouTube can also be an easy way to do a blog post
- It is a lot fun and a great way to show your personality
- It also makes you more comfortable expressing yourself and discussing your topic



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Email Marketing

- It is the number one way to engage people and get conversion
- Since you content them regularly with valuable content they are getting to know you and like you
- They are use to talking about your programs
- Must use a email service – Aweber, Constant Contact, Mail Chimp etc.
- This will make you Spam compliant and is more likely to get into their inbox



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Email Marketing

- Email once a week (or every 10 days)
- Change up the type of info you send
- Do not be un-nerved by the unsubscribes
- The key is finding news way to get new sign-ups to grow your list
- Everything you do should yield some new email addresses
- You can write the blog post entirely in the email or do a section with a link to the rest on your website.



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In Summary

- You never have to be perfect
- Do not worry about being too slick or polished
- Do not let lack of money stop you
- Do not worry that your material are not the latest or the best
- Be real – it is the most important thing whether you are blogging or doing any type of activity or communication.

