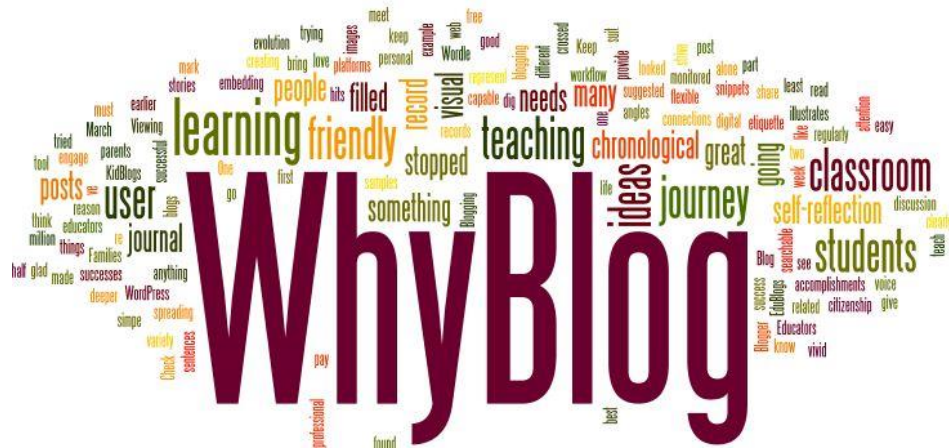


BLOG AND EMAIL MARKETING



Blogging

- Use at all stages of the funnel
- Useful tool throughout the content process and all business can benefit from a blog
- Wordpress is a content management system
- Basic wordpress does not do much – plugin add features such as create pages for registering for webinar or opt-in forms



The Simply Fermentation Online Workshop

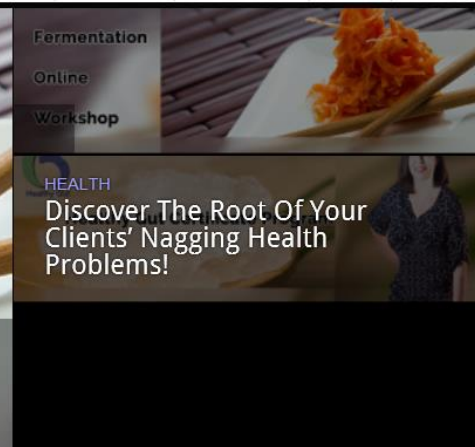
The Simply Fermentation Online Workshop Dear Fellow Eater, Are you ready to improve your gut health? Do you want to find better ways to digest your meals and increase the ...



Fermentation
Online
Workshop

HEALTH

Discover The Root Of Your Clients' Nagging Health Problems!



Spotlight



June 11, 2015 | 0 Comments

Learn To Ferment Live Online



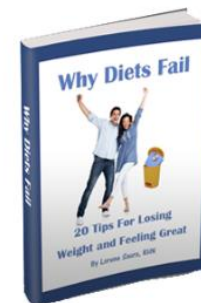
February 6, 2015 | 5 Comments

The Real Truth About Nitrates



August 24, 2014 | 0 Comments

Designing A Cleanse To Fit You



SIGN-UP NOW AND GET OUR FREE EBOOK: WHY DIETS FAIL

- Dashboard
- Home
- Updates
- Analytics
- Posts
- Media
- Pages
- Comments 1
- Delicious Magazine
- Appearance
- Plugins
- Users
- Tools
- Visual Composer
- Settings

Dashboard

At a Glance

-  78 Posts
-  53 Pages
-  93 Comments
-  1 in moderation

WordPress 4.3 running [Delicious Magazine](#) theme.

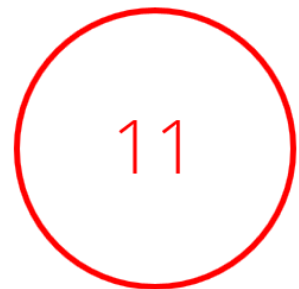
[Akismet](#) has protected your site from 15,161 spam comments already.
There are [157 comments](#) in your spam queue right now.

Activity

Recently Published

- Sep 12th, 1:53 am [Lacto-Fermented Dill Pickles – 3 Different Recipes](#)
- Aug 27th, 4:05 am [Summer Tomato Salad](#)
- Aug 27th, 3:10 am [Are You Buying Fermented Cod Liver Oil? You May Want To Read This](#)
- Aug 16th, 9:54 pm [Doughnuts For Gut Health](#)
- Jul 31st, 5:33 am [Discover The Root Of Your Clients' Nagging Health Problems!](#)

BackupBuddy v5.1.1.15



EDITS SINCE
LAST BACKUP

Latest Backup

Download	TYPE	SIZE	TIME
	Database	1.2 MB	Sep 11 - 12:05 AM

Backup Now

Browser window showing the WordPress admin interface for thedigestersdilemma.com. The address bar displays the URL: http://thedigestersdilemma.com/wp-admin/ec. The page title is "Posts < thedigestersdilemm...".

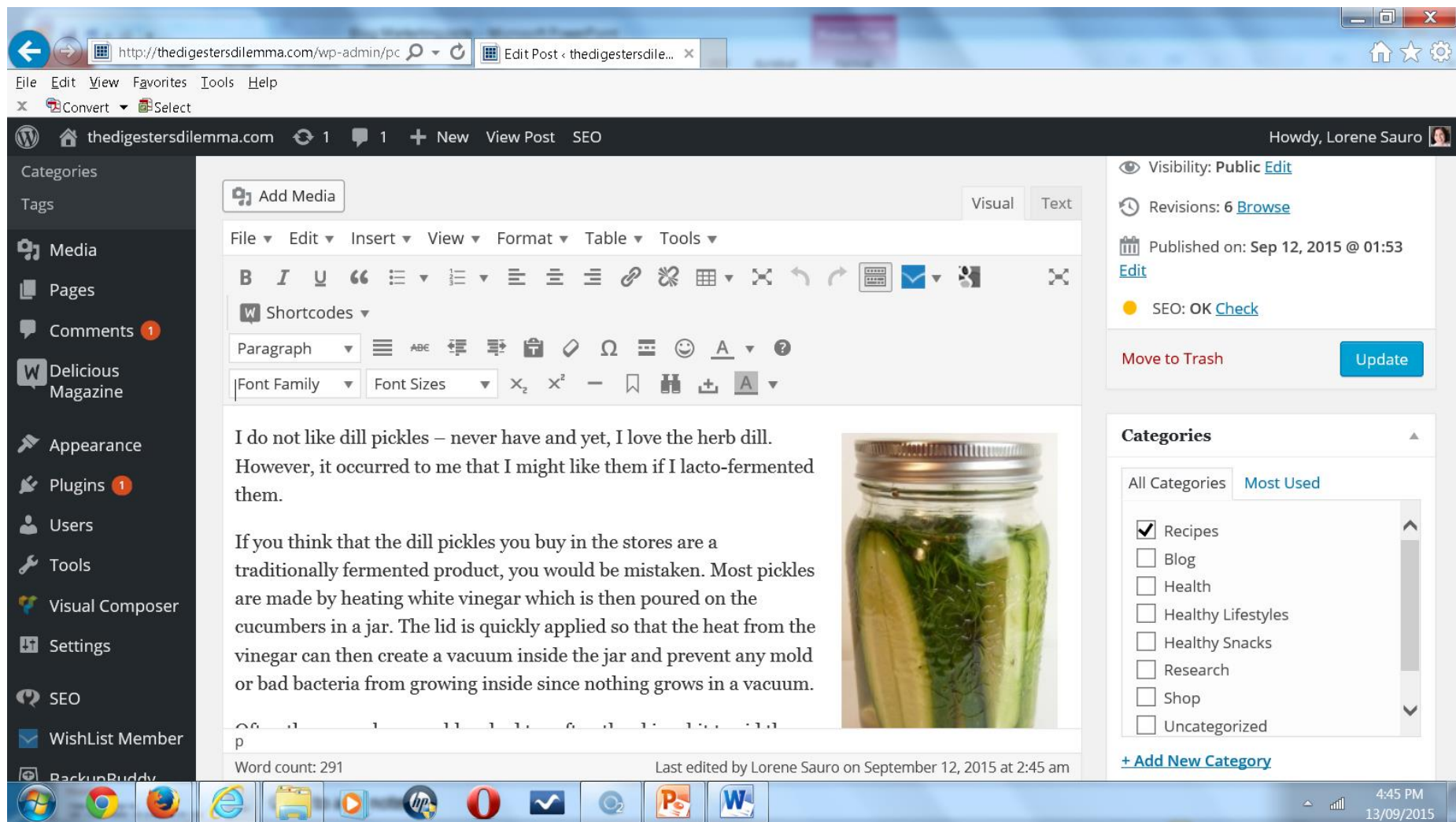
The WordPress dashboard header shows the site name "thedigestersdilemma.com", navigation links (Dashboard, Analytics, Posts, All Posts, Add New, Categories, Tags, Media, Pages, Comments, Delicious Magazine, Appearance, Plugins, Users, Tools), and the user name "Howdy, Lorene Sauro".

The main content area is titled "Posts" and includes an "Add New" button. Below the title, there are filters for "All (91)", "Published (78)", "Draft (1)", and "Private (12)". A search bar labeled "Search Posts" is also present.

The posts are displayed in a table with columns: Title, Author, Categories, Tags, Date, and SEO. The table shows 91 items, with the first two pages of results visible.

☐	Title	Author	Categories	Tags	Date	SEO
☐	Lacto-Fermented Dill Pickles – 3 Different Recipes Edit Quick Edit Trash View	Lorene Sauro	Recipes	—	2015/09/12 Published	
☐	Summer Tomato Salad	Lorene Sauro	Recipes	—	2015/08/27 Published	
☐	Are You Buying Fermented Cod Liver Oil? You May Want To Read This	Lorene Sauro	Blog	—	2015/08/27 Published	
☐	Doughnuts For Gut Health	Lorene Sauro	Blog	—	2015/08/16 Published	
☐	Discover The Root Of Your Clients' Nagging Health Problems!	Lorene Sauro	Health	tag 1	2015/07/31 Published	

The Windows taskbar at the bottom shows the system clock as 4:44 PM on 13/09/2015, along with various application icons.



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.



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



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.”

- (Incredibly Good) Without (Incredible Bad): *One Easy Step to Avoid Heart Disease*
- How (Premise) 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*

- 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

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

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



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

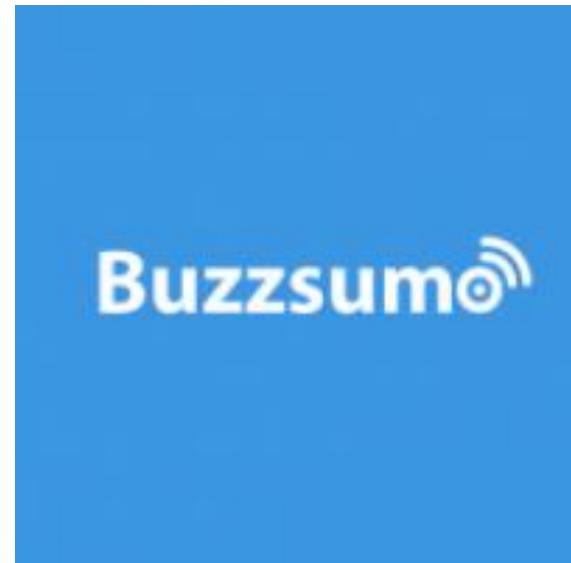


Post Types

- 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.



- 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/>



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)

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.

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



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



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.



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.

