



BEING YOUR OWN RAINMAKER

Getting Traffic To Your Site November 19, 2018

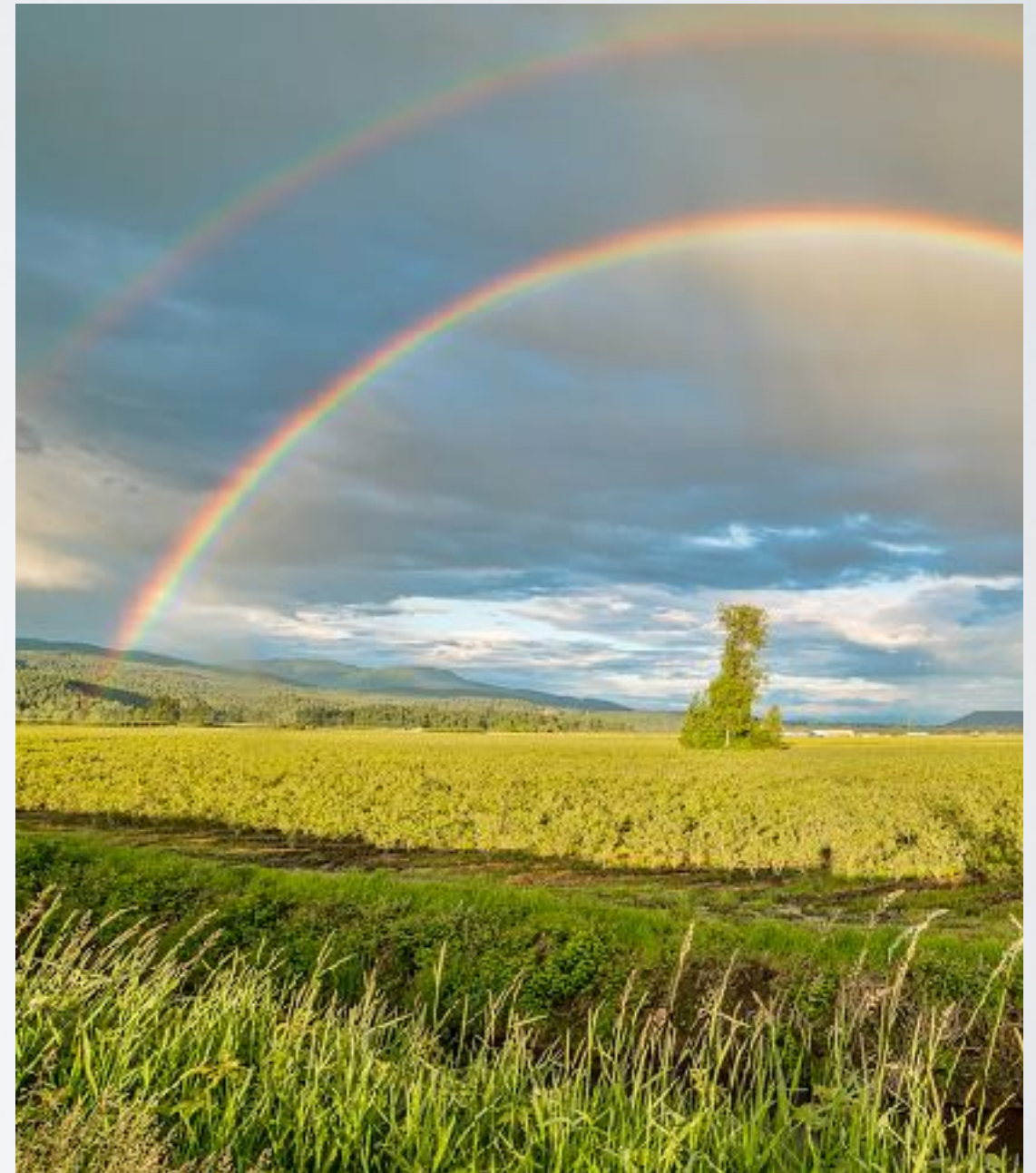
UNDERSTANDING THE DIFFERENCE BETWEEN STRATEGY AND TACTICS

- Strategy and tactics are both how you will achieve your 'Rainmaker' goals and objectives
- Strategy is our path for going from where we are today to our goal
- Tactics are the specifics of how we reach that goal



PURPOSEFUL CONTRACT STRATEGY

- To be a Rainmaker you must become a valuable information resource
- Preferably on your own media platforms
- With your key emphasis on providing value



THE POWER OF EXPERTISE

- People have problems and desires
- They want solutions
- They want you to be the person to help them with those problems and desires, so they can stop searching and begin the process



THE POWER OF EXPERTISE

- A Rainmaker is willing to become an expert in their field
- Generously demonstrate that expertise on their platforms
- And execute that expertise in an authentic way.

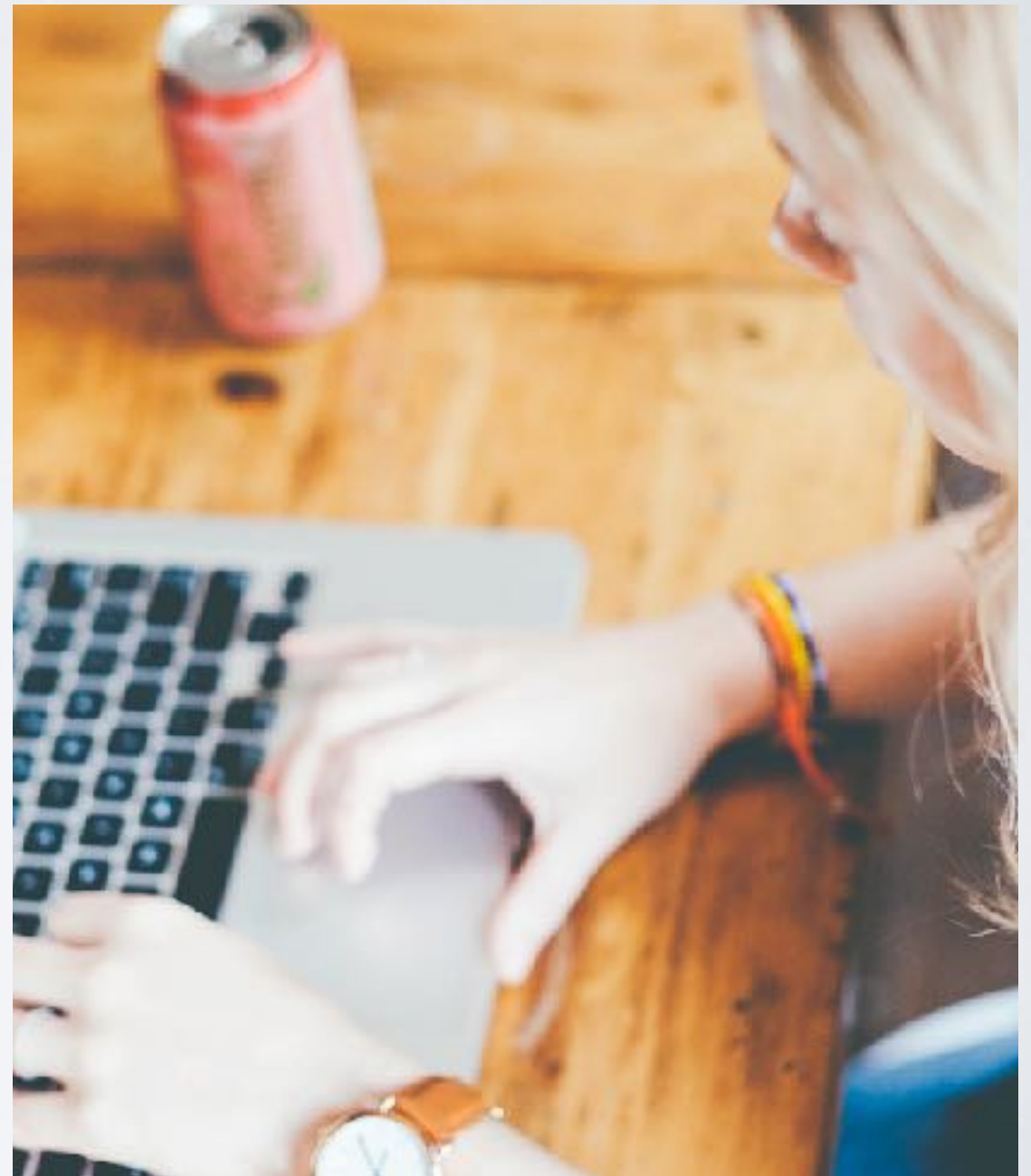




WHEN YOU USE YOUR MEDIA PLATFORM TO
DEMONSTRATE THAT YOUR EXPERTISE
...something very powerful happens

YOU BUILD A MEDIA BRAND

- A personal media brand makes you a likable expert, and that sets the stage for the “Rain” to fall
- That’s because media allows your authority to be demonstrated and earned, rather than just claimed



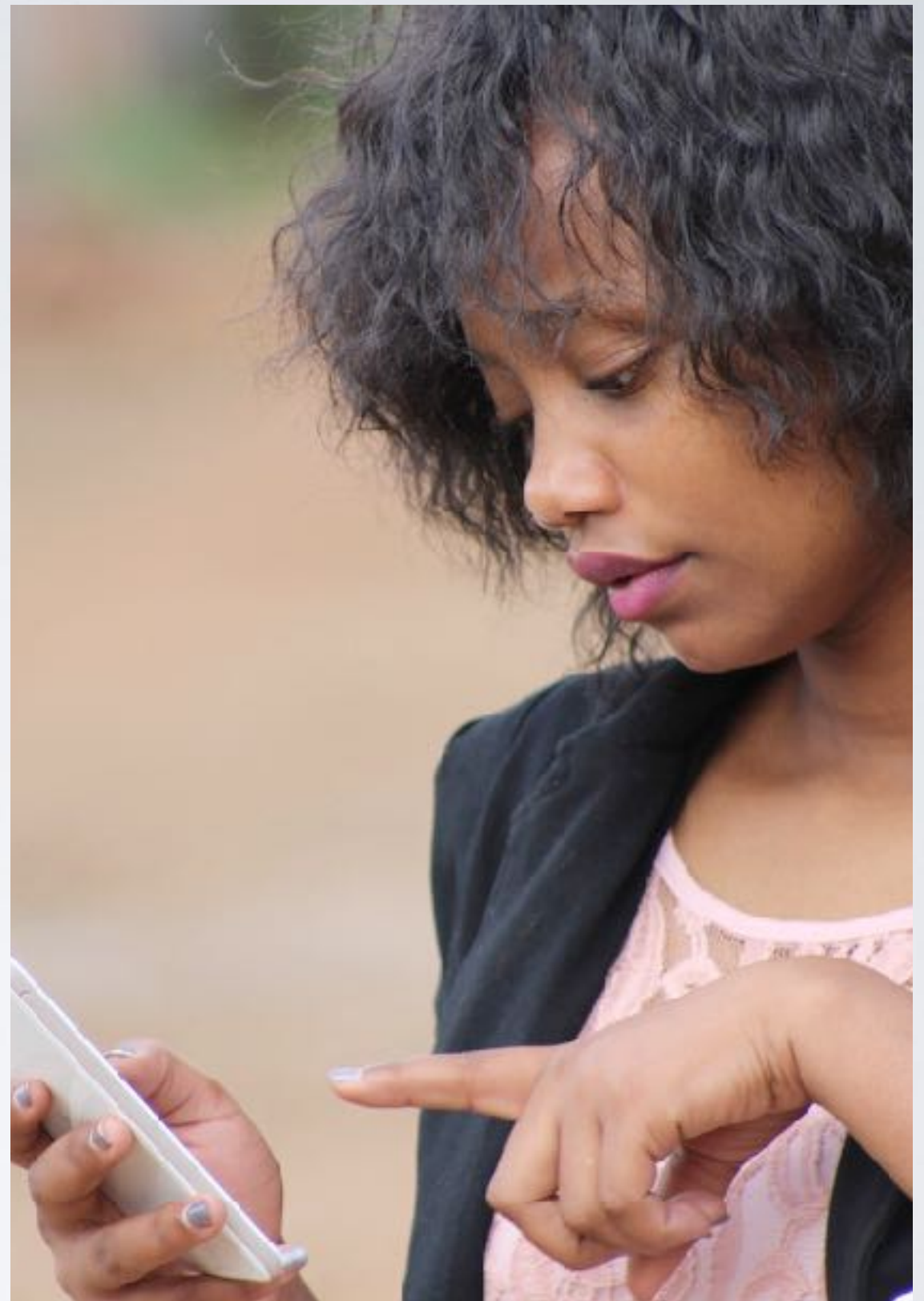


BEING A TRUSTED AUTHORITY
BUILDS AN AUDIENCE
...that Builds Your Business

HARSH REALITY

Most Site Content Sucks

It rarely addresses the primary
questions the site visitor
needs to know to take action
So they click off



HARSH REALITY

- The Internet doesn't care about You, Your Product, or Your Company
- You attract and convert your core audience by taming and continuously feeding the **content beast**
- Site content needs to be entertaining, instructive, and useful enough to build your reputation as a problem solver. Oh don't forget, you will need great headlines

YOUR CONTENT SHOULD ANSWER THESE QUESTIONS:

1. Who are you?
2. What do you have for me?
3. How is this going to help me?
4. Why should I care?
5. What should I do next? (Call to action)

ATTRACT PEOPLE WHO HAVE PROBLEM YOU CAN SOLVE AND **CAN AFFORD YOUR SOLUTION**

- Paid Ads - Cost Money
- Organic - Hard Work
- Referrals - Requires a good reputation

When you're writing your content you need to think about who you need to attract, what people need from you, what's going to move them forward.

DEMONSTRATING EXPERTISE

- Here's a simple outline for establishing expertise
- **Pick a topic** that you're knowledgeable about, but keep the focus narrow.
- **Write a series** — Break down your topic into a series of articles that are published weekly. Be strategic by incorporating content elements known to attract your audience — surveys, stats, lists, and downloadable assets.

DEMONSTRATING EXPERTISE

- **Bundle the series** Once your posts have been published, bundle all of these articles into a download-able PDF, and create a cornerstone content page for the PDF bundle.
- **Promote the series** Share the series on social media sites, link to it in your blog posts and guest posts you write on other sites, and notify your email list subscribers

SALES FUNNELS ARE EFFECTIVE BUSINESS BUILDING TOOLS

Ask yourself the right questions and work back from your end goal

- What is a sales funnel going to do for your business?
- Long term - medium - immediate
- What are you going to implement that will get you to what you want
- Are you measuring the right thing? What you measure you can manage.

QUESTIONS YOU NEED TO START WITH:

- Answer the what's in it for me? How can your information funnel help your prospects?
 - What are the pain-points they are looking to solve?
The things that keep them up at night?
 - It doesn't have to be a complete solution,
just something that gets them to the next step
- What's next?

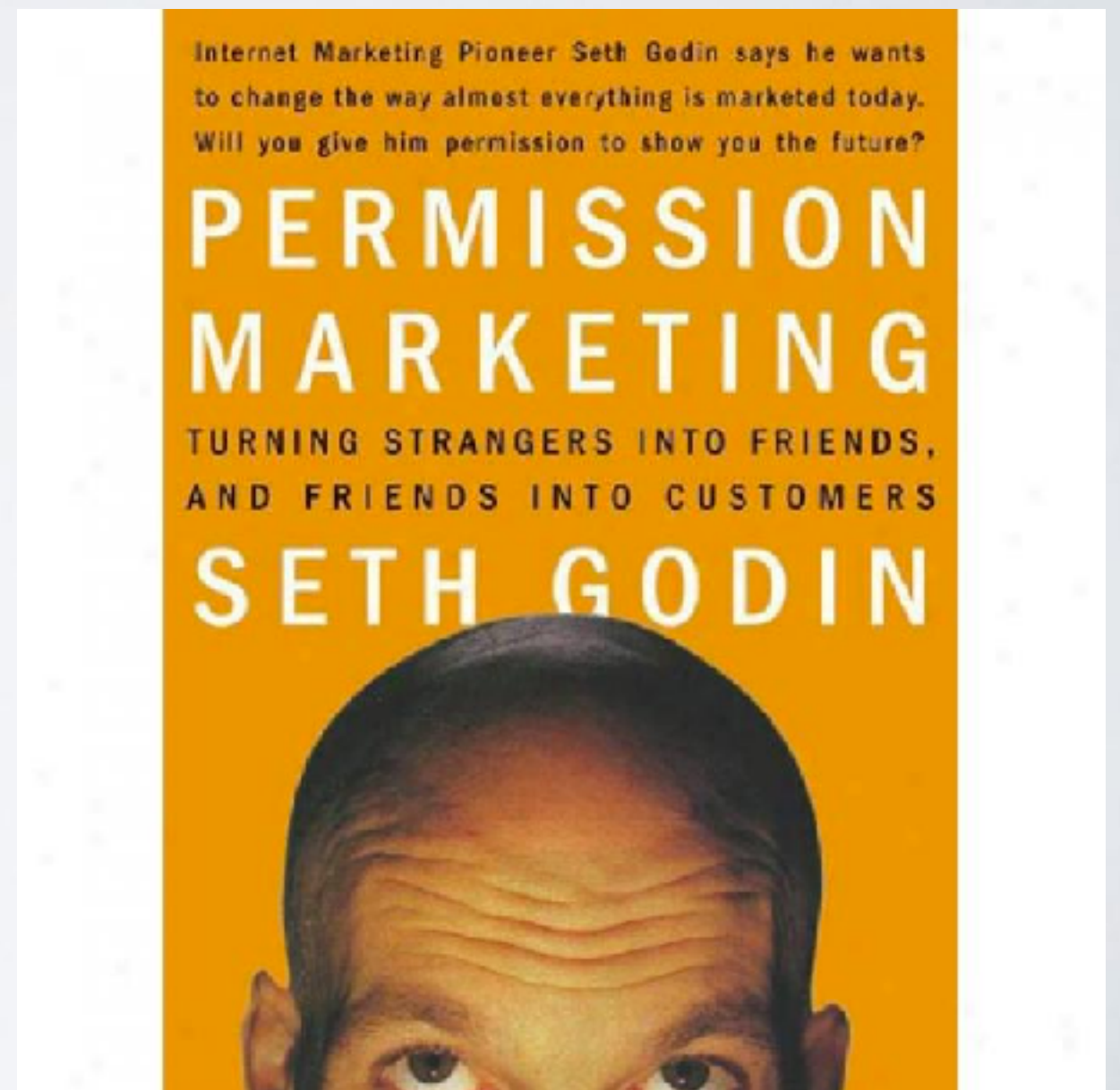
BUILDING AN
AUTOMATED
MARKETING
FUNNEL TAKES
THE
“TACKINESS”
OUT OF SALES



WHAT IS PERMISSION MARKETING?

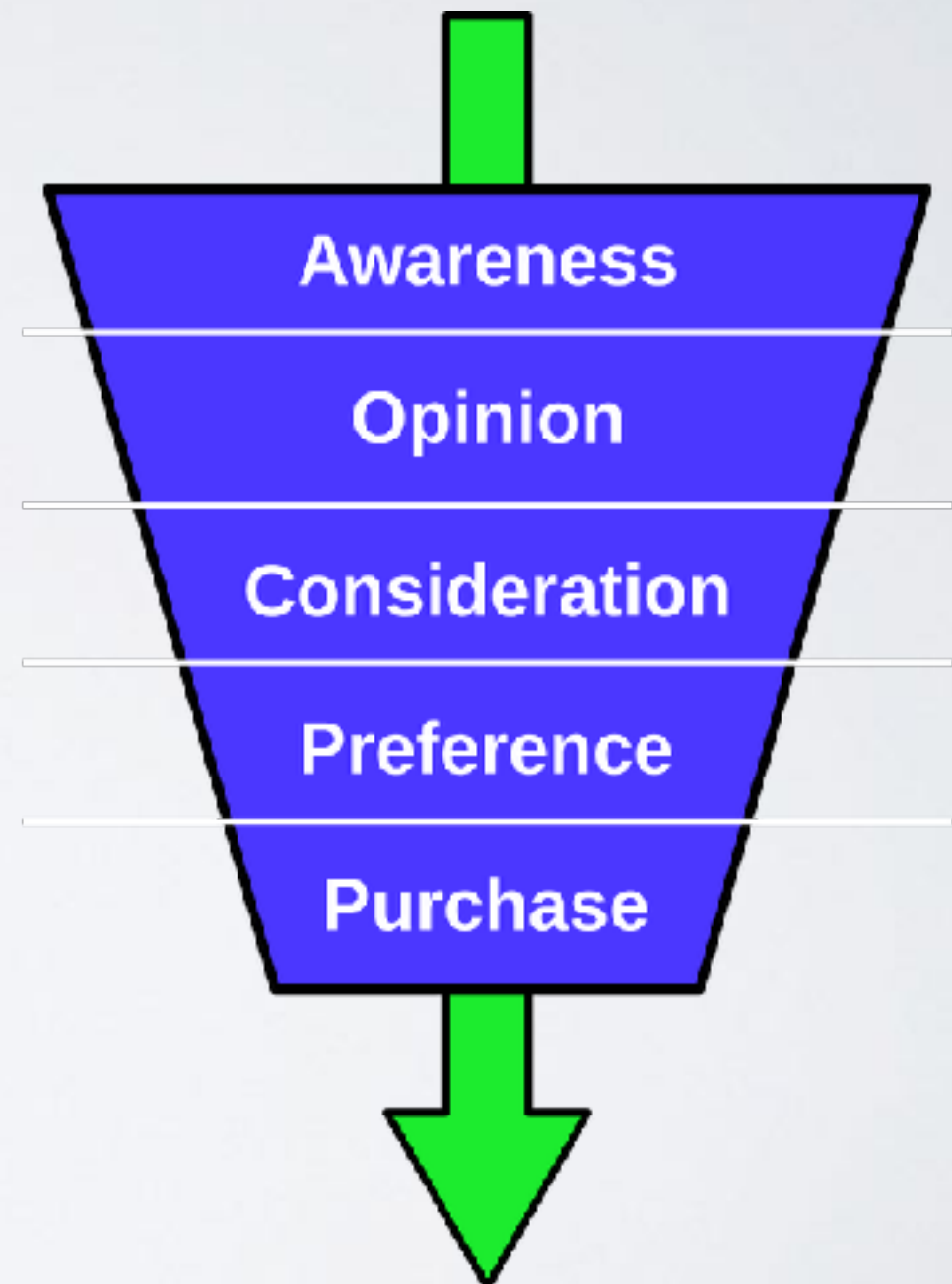
- Permission
- Engagement
- Call to Action

Build your loyal tribe of followers, supporters and clients



BUILDING A RELATIONSHIP

- Educate and Entertain
- Provide value
- Build a sense of community
- Quality FREE content helps visitors anticipate value to come
- Your online tribe builds a sense of early progress - quick wins



MARKETING AUTOMATION

Marketing automation is the process of engaging and nurturing leads over a period of time, until they are ready to make a purchase.





People buy in their minds
before they buy with their credit card



THE MYTH:

Market Automation is too complicated
and too intense for small business

THE STEP-BY-STEP PROCESS OF THE MARKETING FUNNEL

- Awareness
- Interest
- Decision
- Action

Classic Purchase Funnel



STEPS TO THE PROCESS

1. Social network followers

Awareness

2. Search engine visitors

3. General content audience

Interest

4. Specific email audience

Decision

5. Customers and clients

Action

6. Repeat customers and clients

THE 3-PAGE PROCESS

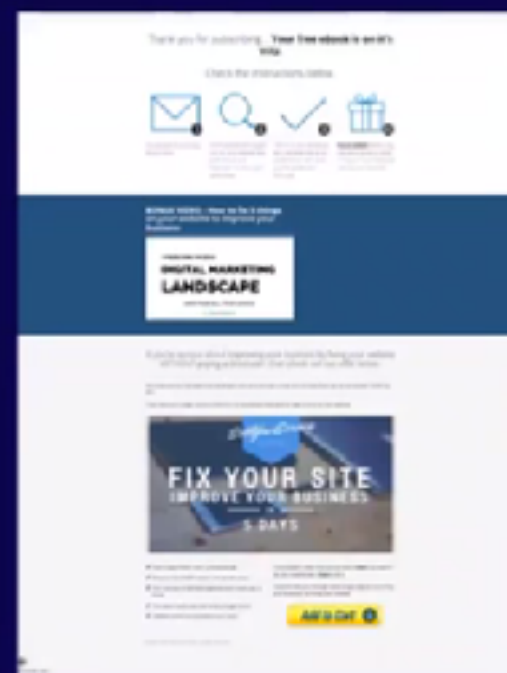
Squeeze
page



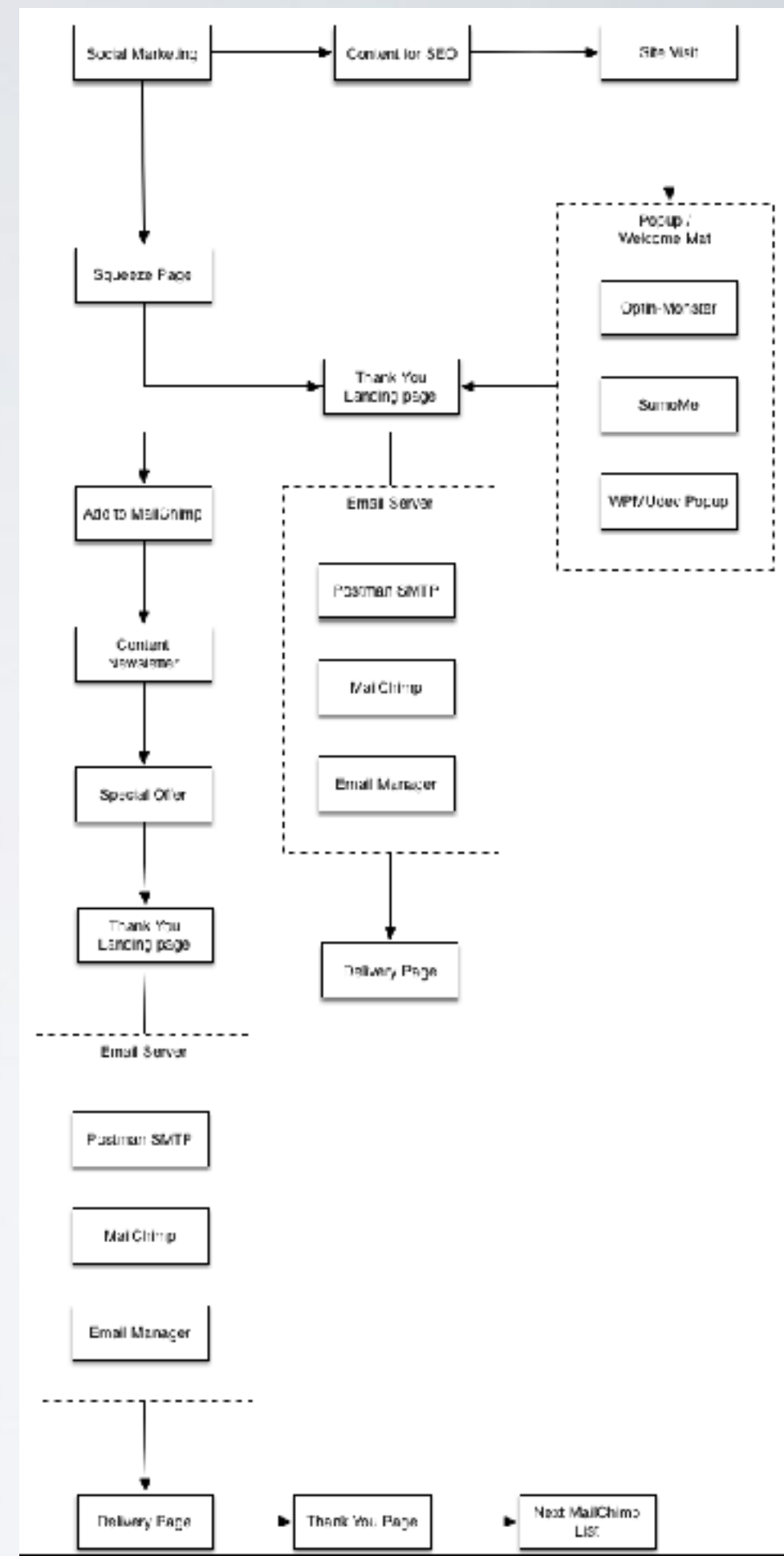
Thank you
page



Delivery
page

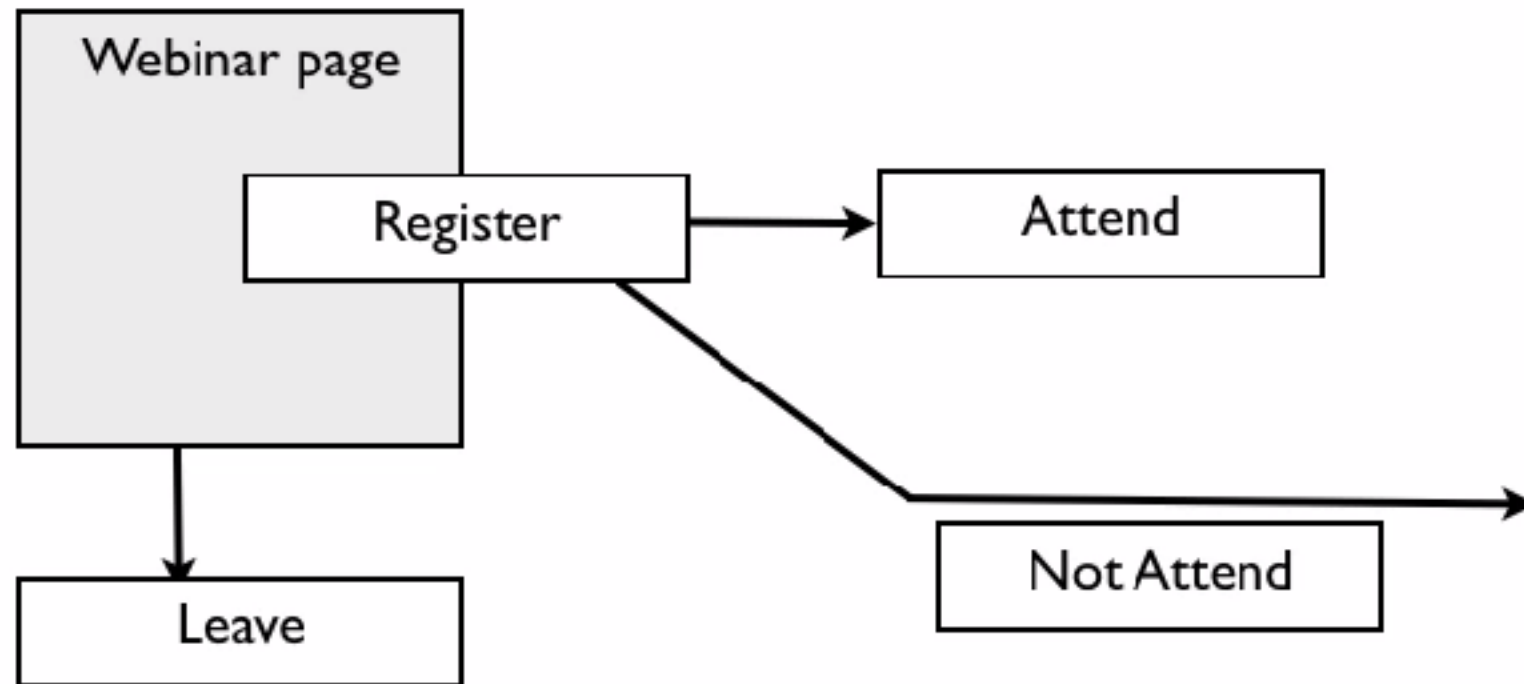


THE FUNNEL CYCLE



IDEAS FOR FUNNELS

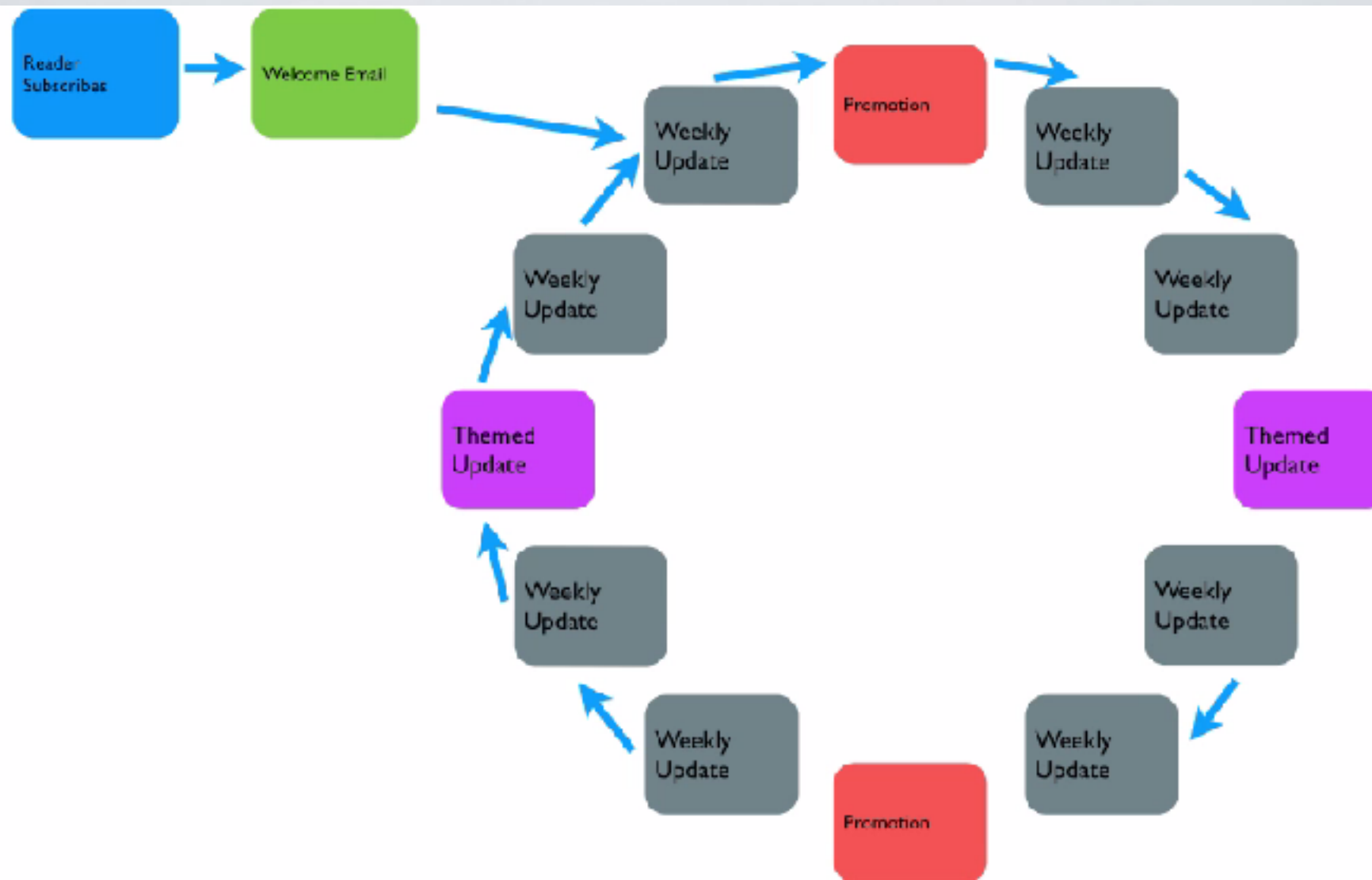
- Basic Lead Generation Funnel
- Webinar Lead Funnel
- Free Membership Funnel
- Launch Funnel
- Dynamic Evergreen Offer Sequence Funnel



Invite interaction

FUNNEL “RULES”

Deciding what to do under each condition



Evergreen Auto responder

ONCE THEY ARE IN YOUR CYCLE...

Turning Customers into Repeat Customers



LET'S GO MAKE SOME RAIN

Resources for self-starters

BECOMING AN EXPERT AND MAKING MONEY

- Experts are paid for their expertise
- Connect with clients who need your help on Clarity



TRAFFIC DRIVING RESOURCES

Content Marketing

- [Copyblogger](#)
- [How to Use User Generated Content in WordPress to Grow Your Business](#)

YouTube

- [3 ways to Add YouTube Videos to WordPress: Video, Channels, Gallery and More](#)
- [18 Smart Ways to Promote Your YouTube Channel](#)
- [The Marketer's Guide to YouTube](#) (Shameless self Promotion But you can learn some good tips and tricks)

TRAFFIC DRIVING RESOURCES

SEO

- [Ultimate WordPress SEO Guide for Beginners \(Step by Step\)](#)
- [SEO White Hat Tips and Tricks](#) (You can always learn something new from MOZ)
- [Yoast SEO for Everyone](#)

Google Analytics

- [How to Track User Engagement in WordPress with Google Analytics](#)
- [Google Analytics Academy](#)

Presenter

Sandi Batik

WordPress evangelist, consultant, trainer, curricula developer, author, unapologetic geek, unrepentant capitalist, lucky enough to do what I love everyday.

I've served as Austin WordPress Meetup co-organizer since 2010. With my husband Nick Batik, co-founded Pleiades Publishing Services in 1992 and Hands-On WordPress Training in 2010.

Follow me @sandi_batik / @WPATX

Contact me at: handsonwp.com

<https://www.linkedin.com/in/hsandrachevalierbatik>

•



Presenter

Nick Batik

Started in web development in 1994 and have been a WordPress consultant, and web developer since 2007. A WordPress evangelist, I've served as Austin WordPress Meetup co-organizer since 2010. With my partner, co-founded Pleiades Publishing Services in 1992 and Hands-On WordPress Training in 2010.

Follow me @nick_batik / @WPATX

Contact me at: handsonwp.com

<https://www.linkedin.com/in/nicholasbatik>

