



BLOGGING AS CONTENT MARKETING

# HOW TO SET UP AND MANAGE YOUR RAINMAKER BLOG

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

 RAINMAKER PLATFORM



# **A few quick notes before we begin ...**



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- **Can you hear us okay? (What is your goal for today's session?)**



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- **Have issues?**



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- Have issues?
  - **Check your settings**



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  - **Let us know in Questions box**



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  - **Try reloading the webinar**



## A few quick notes before we begin ...

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- Have issues?
  - Check your settings
  - Let us know in Questions box
  - Try reloading the webinar
- **Have no fear: a replay will be available for on-demand viewing**



BLOGGING AS CONTENT MARKETING

# HOW TO SET UP AND MANAGE YOUR RAINMAKER BLOG

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# What is your content marketing strategy?







# What is your content marketing strategy?



[rainmakerplatform.com/content-strategy](https://rainmakerplatform.com/content-strategy)





# Content Marketing Strategy

Attraction

Drive offline contacts to incentive content/downloads

**OFFLINE**  
Referrals, Workshops, Events, Meetings

**ONLINE**  
Forums, Social, Blogs, Webinars, Interviews, Articles

Create content to attract most wanted prospects

Retention

Attract searchers, demonstrate domain knowledge and expertise through blog

Blog

Email

Capture interested prospects on email list(s)

Conversion

Comprehensive Solution

Product Sequence

Services

Customer List

Sell, Cross-Sell, Up-Sell. Get customers on to buyers list.





# Blogging as Content Marketing Series



# Blogging as Content Marketing Series

Webinar 1: How to Set Up and Manage Your  
Rainmaker Blog



# Blogging as Content Marketing Series

Webinar 1: How to Set Up and Manage Your Rainmaker Blog

Webinar 2: How to Use Rainmaker to Turn Blog Traffic Into Subscribers





# How to Set Up and Manage Your Rainmaker Blog



# How to Set Up and Manage Your Rainmaker Blog

- Sidebar (or no sidebar?)
- Content areas
- Categories and tags
- Comments (and other content settings)
- Social sharing buttons
- Basic pages



Sidebar (or no sidebar?)





# 1. Choose Your Default Layout



# 1. Choose Your Default Layout

The screenshot displays the AKER Platform dashboard interface. At the top, a blue navigation bar contains the menu icon, '+ Add New', 'Edit', 'Manage', and 'Help'. On the right side of the navigation bar, there is a gear icon for settings, a user profile picture, and the text 'Greetings, Jerod Morris'. Below the navigation bar, the main content area is titled 'Dashboard' with a question mark icon. A large red arrow points from the 'Dashboard' title to the 'Design' option in the settings dropdown menu. The settings menu is open, listing options: General, Design (highlighted), Content, Traffic, Email, Conversion, Results, Podcast, Social, and Rainmaker Labs. The dashboard content area features several widget cards, including 'A/B Tests', 'Right Now in Forums', 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Summary', and 'Membership Subscriptions Summary'. A 'Quick Help' button is visible in the bottom right corner.



# 1. Choose Your Default Layout

Navigation bar: + Add New, Edit, Manage, Help, Greetings, Jerod Morris


## Settings

General | **Design** | Content | Traffic | Email | Conversion | Results | Podcast | Social | Rainmaker Labs

### Site Layout

Select the default layout for your content and sidebars for all pages and posts. The layout can also be changed on a per post or per page basis when creating and editing posts and pages.

Select Default Layout



**Breadcrumbs**

Breadcrumbs are a great way of letting your visitors see where they are on your site with just a glance. You can enable or disable them on certain areas of your site below.

Enable Breadcrumbs on:

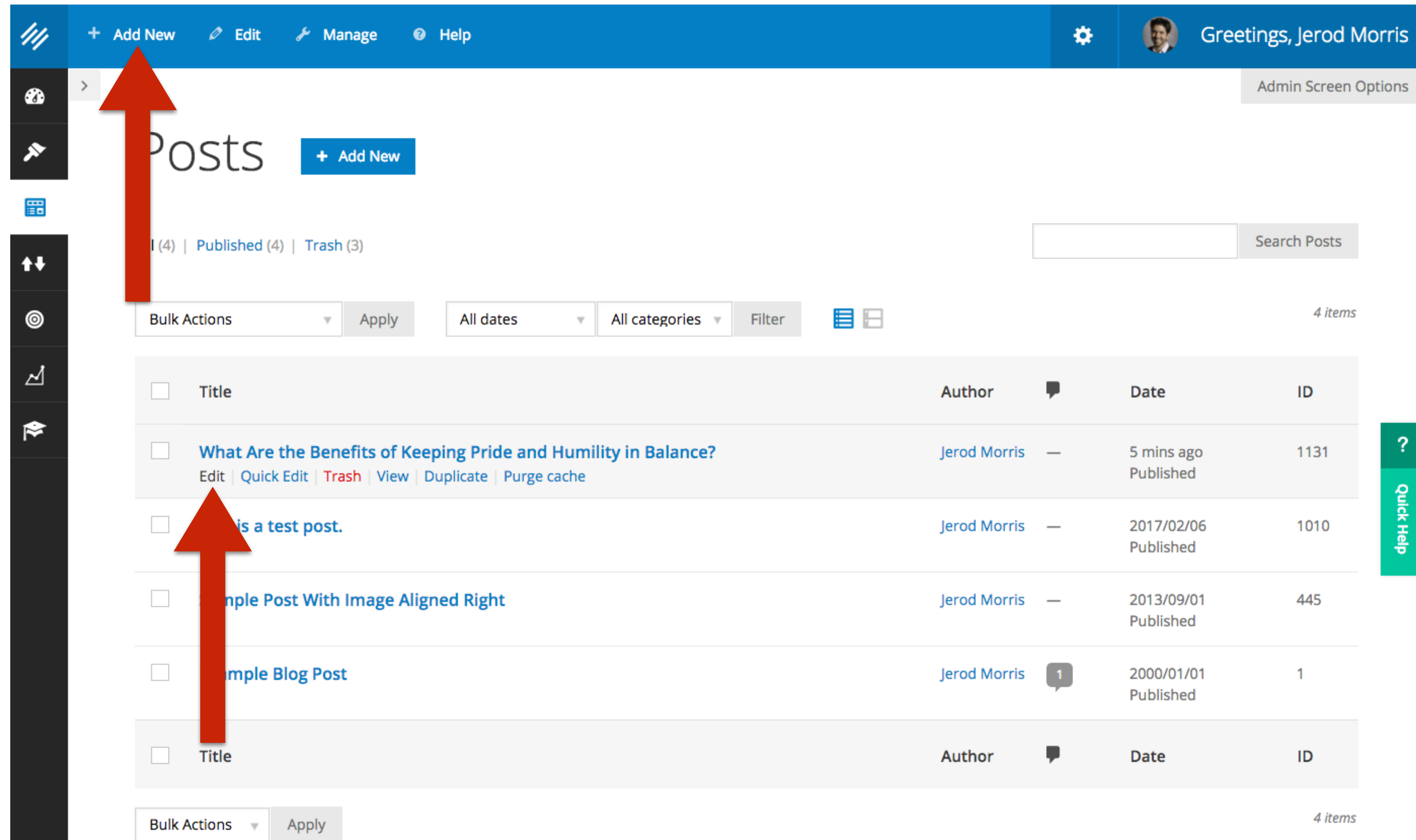
- Homepage
- Single Posts
- Pages
- Archives
- 404 Page

Quick Help



## 2. Override Default Layout for Individual Posts/Pages

## 2. Override Default Layout for Individual Posts/Pages



The screenshot displays the Akker Platform Admin interface for managing posts. The top navigation bar includes options for '+ Add New', 'Edit', 'Manage', and 'Help'. The user is logged in as 'Greetings, Jerod Morris'. The main content area shows a list of posts with columns for Title, Author, Date, and ID. A search bar and filter options are also visible. Two red arrows highlight the 'Add New' button in the top navigation and the 'Edit' link for the post titled 'What Are the Benefits of Keeping Pride and Humility in Balance?'.

<input type="checkbox"/>	Title	Author	Date	ID
<input type="checkbox"/>	<a href="#">What Are the Benefits of Keeping Pride and Humility in Balance?</a> <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a>   <a href="#">Duplicate</a>   <a href="#">Purge cache</a>	Jerod Morris	5 mins ago Published	1131
<input type="checkbox"/>	<a href="#">This is a test post.</a>	Jerod Morris	2017/02/06 Published	1010
<input type="checkbox"/>	<a href="#">Sample Post With Image Aligned Right</a>	Jerod Morris	2013/09/01 Published	445
<input type="checkbox"/>	<a href="#">Sample Blog Post</a>	Jerod Morris	2000/01/01 Published	1
<input type="checkbox"/>	Title	Author	Date	ID

## 2. Override Default Layout for Individual Posts/Pages

The screenshot displays the IAKER Platform editor interface. At the top, a blue navigation bar contains the logo, '+ Add New', 'Edit', 'Manage', 'Help', and 'View Post'. On the right, a user profile for 'Greetings, Jerod Morris' is visible. The main editing area is split into 'Visual' and 'Text' tabs. The 'Text' tab is active, showing a rich text editor with a toolbar and a list of bullet points: 'Meaning in our daily lives', 'Freedom from regret and jealousy', and 'And thus, joy and fulfillment'. Below the list, the text reads 'The concept is simple. The stakes are high.' followed by a bolded question: 'What benefit of primality do you aspire to experience more? What other benefits have you experienced?'. At the bottom of the editor, it shows 'Word count: 225' and 'Last edited by Jerod Morris on March 7, 2017 at 10:50 AM'. On the right side, there are several panels: 'Keyword Research' with an input field and 'Research' button; 'Content Optimizer' showing 'Page Score: 88' and 'Site Score: 73', with status indicators for 'Title Tag Ready', 'Meta Description Ready', and 'Content Ready', and 'Review' and 'Analyze' buttons; 'Link Building' with a status indicator 'Content analyzed. Link building ready.', a 'Link Term' dropdown menu, and 'Review' and 'Research' buttons; and 'Share Settings' with a 'Disable Share Buttons' checkbox. A vertical 'Quick Help' button is on the far right. A large red arrow points from the left towards the 'Layout Settings' panel, which is partially visible at the bottom. The 'Layout Settings' panel has a 'Select Layout' section with a radio button selected for 'Default Layout set in Design Settings' and a grid of layout options. Below this is a 'Custom Body Class' input field.



# 3. Choose Your Sidebar





# 3. Choose Your Sidebar

Navigation: + Add New, Edit, Manage, Help, View Post | Greetings, Jerod Morris

Custom Post Class:

SEO: General | Advanced | Social

Snippet Preview: **What Are the Benefits of Keeping Pride and Humility in Balance...**  
jerod-morris.preview111.rmkr.net/benefits/  
*You should do everything in your power to stay on the straight and narrow between pride and humility. Why? Because doing so enables you to avoid the ine*

Target Term:

SEO Title:   
*Warning: Title display in Google is limited to 60 characters.*

Meta Description:   
The meta description will be limited to 156 chars, chars left.

Author:

Disable Share Buttons:

Membership Group: Select Page Protection:  
 No Membership Required  
 Has Member Group access to  
 Does not have Member Group access to  
Choose the member group(s):  
 free  
Set Drip Delay:

Quick Help

Sidebar Selection: Primary Sidebar:

Secondary Navigation:



# 3. Choose Your Sidebar

The screenshot shows the Rainmaker Platform editor interface. At the top, there is a blue navigation bar with options: '+ Add New', 'Edit', 'Manage', 'Help', and 'View Post'. On the right side of this bar, there is a user profile for 'Greetings, Jerod Morris' and a settings gear icon. Below the navigation bar is a dark sidebar with various icons. The main content area is divided into several sections. The 'SEO' section is currently active and has three tabs: 'General', 'Advanced', and 'Social'. Under the 'General' tab, there is a 'Snippet Preview' showing a title 'What Are the Benefits of Keeping Pride and Humility in Balance...' and a description. Below this are fields for 'Target Term:', 'SEO Title:', and 'Meta Description:'. A red arrow points from the 'Warning: Title display in Google is limited' text to the 'Sidebar Selection' dropdown menu. The 'Sidebar Selection' dropdown is currently set to 'Default'. Below it is the 'Secondary Navigation' dropdown, which is set to 'Genesis Default'. On the right side of the editor, there is a 'Quick Help' button with a question mark icon.

**If you have created a dynamic sidebar, choose it here.**

# 3. Choose Your Sidebar

The screenshot shows the Rainmaker Platform editor interface. At the top, there is a blue navigation bar with options: '+ Add New', 'Edit', 'Manage', 'Help', and 'View Post'. On the right side of this bar, there is a settings gear icon and a user profile for 'Greetings, Jerod Morris'. Below the navigation bar is a vertical sidebar with icons for various editing tools. The main content area is divided into several sections. The 'SEO' section is currently active and has three tabs: 'General', 'Advanced', and 'Social'. Under the 'General' tab, there is a 'Snippet Preview' showing a title and a meta description. Below this are fields for 'Target Term:', 'SEO Title:', and 'Meta Description:'. A red arrow points from the 'Warning: Title display in Google is limited to 60 characters' text to the 'Sidebar Selection' dropdown menu. The 'Sidebar Selection' dropdown is set to 'Default'. Below it is the 'Secondary Navigation' dropdown, which is set to 'Genesis Default'. On the right side of the editor, there are several settings panels, including 'Membership Group' and 'Secondary Navigation'.

**If you have created a dynamic sidebar, choose it here.**

**For more on Dynamic Sidebars, read the KB article “Add a Dynamic Sidebar to Your Site”**



# Content Areas



# 1. Sidebar Content Areas





# 1. Sidebar Content Areas

The screenshot shows the 'Design' sidebar in the Rainmaker Platform. The sidebar is divided into sections: 'LOOK AND FEEL' (Themes, Appearance), 'LAYOUT' (Menus, Content Areas), and 'TOOLS' (Responsive Slider, Dynamic Sidebars, Custom CSS, Maintenance Mode). The 'Content Areas' option is highlighted with a blue bar and a red arrow pointing to it from the right. The main content area shows a partial view of a page with the text 'rd' and a dropdown menu.

# 1. Sidebar Content Areas

The screenshot displays the 'Content Areas' configuration page in the Rainmaker Platform. At the top, a blue navigation bar contains icons for 'Add New', 'Edit', 'Manage', and 'Help', along with a settings gear, a user profile picture, and the text 'Greetings, Jerod M'. Below this, a dark sidebar on the left contains various navigation icons. The main content area is titled 'Content Areas' with a '+ Manage in Appearance' button. It is divided into two main sections: 'Available Widgets' and 'Primary Sidebar'. The 'Available Widgets' section includes a list of widgets with their descriptions: Archives, Calendar, Categories, Custom Menu, Featured Book, Featured Page, Featured Posts, Featured Tabs, Forms Widget, and Forum Login Widget. The 'Primary Sidebar' section is highlighted with a red arrow and contains a list of content areas: Front Page 1, Front Page 2, Front Page 3, Front Page 4, Front Page 6, Front Page 7, Footer 1, and After Entry. A red arrow points from the 'Primary Sidebar' title to the 'Front Page 6' dropdown menu.

**Available Widgets**

To activate a widget drag it to a content area or click on it. To deactivate a widget and delete its settings, drag it back.

<b>Archives</b> A monthly archive of your site's Posts.	<b>Calendar</b> A calendar of your site's Posts.
<b>Categories</b> A list or dropdown of categories.	<b>Custom Menu</b> Add a custom menu to your sidebar.
<b>Featured Book</b> Displays a single book with several customizable display options.	<b>Featured Page</b> Displays featured page with thumbnails
<b>Featured Posts</b> Displays featured posts with thumbnails	<b>Featured Tabs</b> Displays featured posts in Tabs
<b>Forms Widget</b> Forms Widget	<b>Forum Login Widget</b> A simple login form with optional links to sign-up and lost password pages.

**Primary Sidebar**

This is the primary sidebar if you are using a two or three column site layout option.

- Opt In Form
- Member Profile
- Recent Posts
- Simple Social Icons

Front Page 1

Front Page 2

Front Page 3

Front Page 4

Front Page 6

Front Page 7

Footer 1

After Entry

# 1. Sidebar Content Areas



## Content Areas

+ Manage in Appearance

### Available Widgets

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**Front Page 1**

**Front Page 2**

**Front Page 3**

**Front Page 4**

**Front Page 5**

**Front Page 6**

**Front Page 7**

**Footer 1**

**After Entry**

### Opt In Form

Title: Sign Up Now

Text To Show Before Form: Sign up to get \_\_\_\_\_

Text To Show After Form:

Opt-in Service: RainMail

Select RainMail List: Maker Hacks Blog

Thank You Page: Please confirm

Open confirmation page in same window?

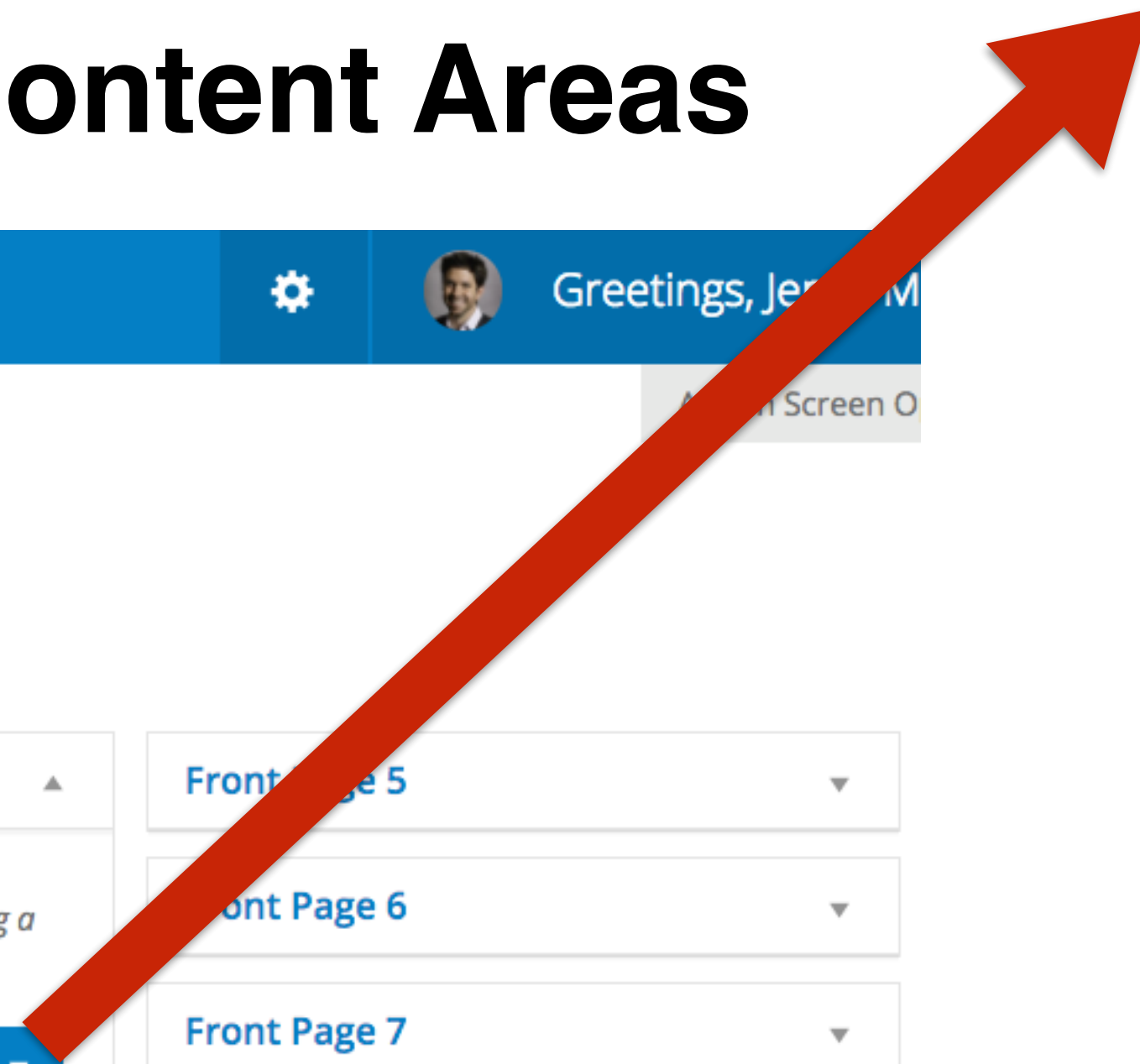
First Name Input Text: First Name

Last Name Input Text: Last Name

E-Mail Input Text: E-Mail Address

Button Text: Sign Up Now

Delete | Close **Save**





# 1. Sidebar Content Areas

## Content Areas

+ Manage in Appearance

### Available Widgets

To activate a widget drag it to a content area or click on it. To deactivate a widget and delete its settings, drag it back.

- Archives**  
A monthly archive of your site's Posts.
- Calendar**  
A calendar of your site's Posts.
- Categories**  
A list or dropdown of categories.
- Custom Menu**  
Add a custom menu to your sidebar.
- Featured Book**  
Displays a single book with several customizable display options.
- Featured Page**  
Displays featured page with thumbnails
- Featured Posts**  
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- Featured Tabs**  
Displays featured posts in Tabs
- Forms Widget**  
Forms Widget
- Forum Login Widget**  
A simple login form with optional links to sign-up and lost password pages.

**Primary Sidebar**

This is the primary sidebar if you are using a two or three column site layout option.

- Opt In Form
- Member Profile
- Recent Posts
- Simple Social Icons

Front Page 1

Front Page 2

Front Page 3

Front Page 4


Front Page 5

Front Page 6

Footer 1

After Entry

### ABOUT



Hi, I'm Chris Garrett: I work with business owners and entrepreneurs to help them build lasting and profitable relationships with audiences who grow to know, like and trust them

[Read more](#)





## 2. After Entry Content Areas



# 2. After Entry Content Areas

Admin interface header with navigation options: + Add New, Edit, Manage, Help, Greetings, Jerod Morris, Admin Screen Options.

## Content Areas [+ Manage in Appearance](#)

**Available Widgets**

*To activate a widget drag it to a content area or click on it. To deactivate a widget and delete its settings, drag it back.*

<b>Archives</b> A monthly archive of your site's Posts.	<b>Calendar</b> A calendar of your site's Posts.
<b>Categories</b> A list or dropdown of categories.	<b>Custom Menu</b> Add a custom menu to your sidebar.
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<b>Forms Widget</b> Forms Widget	<b>Forum Login Widget</b> A simple login form with optional links to sign-up and lost password pages.

Content Area Configuration:

- Primary Sidebar
- Front Page 1
- Front Page 2
- Front Page 3
- Front Page 5
- Front Page 6
- Front Page 7
- Footer 1
- After Entry**  
*Widgets in this content area will display after single entries.*
  - Text: After Entry Content Area
  - Opt In Form

**Quick Help**



## 2. After Entry Content Areas

The screenshot shows a WordPress blog post editor for a post titled "PRIMILITY". The post content includes a main heading: "What benefit of primility do you aspire to experience more? What other benefits have you experienced?". Below the heading is a byline: "Written by Jerod Morris · Categorized: Uncategorized". A red arrow points to a section below the byline, labeled "After Entry Content Area". This section contains a paragraph: "This is an example of a widget which can be used to describe a product or service. An Opt-In widget can also be used here." Below this paragraph is a bio for Jerod Morris, including a profile picture and text: "About Jerod Morris Jerod Morris is the VP of Marketing for Rainmaker Digital and hosts The Showrunner podcast. He also strives to help people create more meaning in their lives through the practice of balancing pride and humility."



## 2. After Entry Content Areas

**What benefit of primility do you aspire to experience more? What other benefits have you experienced?**

---

Written by [Jerod Morris](#) · Categorized: [Uncategorized](#)

---

After Entry Content Area

This is an example of a widget which can be used to describe a product or service. An Opt-In widget can also be used here.

---

**About Jerod Morris**  
Jerod Morris is the VP of Marketing for [Rainmaker Digital](#) and hosts [The Showrunner](#) podcast. He also strives to help people create more meaning in their lives through the practice of balancing pride and humility.

**Remember: The Author Box is turned on or off from your profile settings.**



*What benefit of primility do you aspire to experience more? What other benefits have you experienced?*

 Categorized: [Uncategorized](#) **Ahhhhh!**

After Entry Content Area

This is an example of a widget which can be used to describe a product or service. An Opt-In widget can also be used here.



About Jerod Morris

Jerod Morris is the VP of Marketing for [Rainmaker Digital](#) and hosts [The Showrunner](#) podcast. He also strives to help people create more meaning in their lives through the practice of balancing pride and humility.





# Categories and Tags



# 1. Create Categories





# 1. Create Categories

The screenshot shows the Rainmaker Platform dashboard. At the top, there is a blue navigation bar with the Rainmaker logo, a plus sign, and the text 'Add New', 'Edit', 'Manage', and 'Help'. Below this is a dark sidebar menu with the word 'Content' at the top, followed by a list of content types: Posts, Pages, Landing Pages, Portfolio, Podcast Episodes, Media, Redirect Links, Forums, LMS, and Book Library. Under the 'ORGANIZATION' section, 'Post Categories' is highlighted with a blue bar and a red arrow pointing to it from the left. Other items in this section include Post Tags, Podcast Network, Podcast Keywords, Portfolio Type, Editorial Calendar, Book Authors, Book Series, and Book Tags. At the bottom of the sidebar is the 'TOOLS' section. The main content area on the right is titled 'Dashboard' and contains two dropdown menus: 'A/B Tests' and 'Right Now in Forums'.



# 1. Create Categories

Admin interface for creating categories. The top navigation bar includes 'Add New', 'Edit', 'Manage', and 'Help'. The user is logged in as 'Greetings, Jerod Morris'. The main heading is 'Categories'. A search bar is present with the text 'Search Categories'. The 'Add New Category' form is on the left, with three red arrows pointing to the 'Name' field (containing 'Basics'), the 'Slug' field (containing 'basics'), and the 'Add New Category' button. The 'Parent' dropdown is set to 'None'. The right side shows a table with one item: 'Uncategorized' with a count of 4 and ID 1. A 'Quick Help' button is visible on the right.

**Categories**

Search Categories

**Add New Category**

Name: Basics  
*Name is how it will appear on your website.*

Slug: basics  
*Slug is the URL-friendly version of the name. It should be all lower case, and contain only letters, numbers, and hyphens.*

Parent: None  
*Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.*

**Add New Category**

Name	Description	Slug	Count	ID
<input type="checkbox"/>	Uncategorized	uncategorized	4	1

Quick Help



# 1. Create Categories

Admin interface for managing categories. The top navigation bar includes 'Add New', 'Edit', 'Manage', and 'Help' on the left, and a user profile 'Greetings, Jerod Morris' on the right. A search bar for 'Search Categories' is located in the top right. The main content area is titled 'Categories' and features a sidebar on the left with various icons.

**Add New Category**

**Name**  
  
*Name is how it will appear on your website.*

**Slug**  
  
*Slug is the URL-friendly version of the name. It should be all lower case, and contain only letters, numbers, and hyphens.*

**Parent**  
  
*Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.*

[Add New Category](#)

**Table 1: Existing Categories**

<input type="checkbox"/>	Name	Description	Slug	Count	ID
<input type="checkbox"/>	Basics		basics	0	7
	<a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Delete</a>   <a href="#">View</a>				
	Uncategorized		uncategorized	4	1

**Table 2: New Category Form**

<input type="checkbox"/>	Name	Description	Slug	Count	ID
<input type="checkbox"/>					

1 item

**Table 3: Another Existing Category**

<input type="checkbox"/>	Name	Description	Slug	Count	ID
<input type="checkbox"/>					

1 item

**Quick Help**



## 2. Assign Categories to Posts



# 2. Assign Categories to Posts

Admin interface for Posts management. The page shows a list of posts with columns for Title, Author, Categories, Tags, Date, and ID. A red arrow points to the first post: "What Are the Benefits of Keeping Pride and Humility in Balance?". Below the post title are links for "Quick Edit", "Trash", "View", "Duplicate", and "Purge cache".

Navigation: + Add New, Edit, Manage, Help. User: Greetings, Jerod Morris. Admin Screen Options.

Post List:

<input type="checkbox"/>	Title	Author	Categories	Tags		Date	ID
<input type="checkbox"/>	<a href="#">What Are the Benefits of Keeping Pride and Humility in Balance?</a>	Jerod Morris	Uncategorized	—	—	5 hours ago Published	1131
<input type="checkbox"/>	<a href="#">This is a test post.</a>	Jerod Morris	Uncategorized	—	—	2017/02/06 Published	1010
<input type="checkbox"/>	<a href="#">Sample Post With Image Aligned Right</a>	Jerod Morris	Uncategorized	—	—	2013/09/01 Published	445
<input type="checkbox"/>	<a href="#">Example Blog Post</a>	Jerod Morris	Uncategorized	—	1	2000/01/01 Published	1

Bottom section: Bulk Actions, Apply, 4 items.







# 2. Assign Categories to Posts

Navigation: + Add New | Edit | Manage | Help | Greetings, Jerod Morris | Admin Screen Options

## Posts

+ Add New

All (4) | Published (4) | Trash (3) | Search Posts

Bulk Actions | Apply | All dates | All categories | Filter | 4 items

<input type="checkbox"/>	Title	Author	Categories	Tags		Date	ID
<input type="checkbox"/>	What Are the Benefits of Keeping Pride and Humility	Jerod Morris	<input checked="" type="checkbox"/> Basics <input type="checkbox"/> Uncategorized				
<input type="checkbox"/>	This is a test post.	Jerod Morris	Uncategorized	—	—	2017/02/06 Published	1010
<input type="checkbox"/>	Sample Post With Image Aligned Right	Jerod Morris	Uncategorized	—	—	2013/09/01 Published	445
<input type="checkbox"/>	Example Blog Post	Jerod Morris	Uncategorized	—	1	2000/01/01 Published	1

**QUICK EDIT**

Title: What Are the Benefits of Keeping Pride and Humility

Slug: benefits

Date: 03-Mar 07, 2017 @ 10:45

Author: Jerod Morris

Categories:  Basics,  Uncategorized

Tags: [Empty]

Allow Comments:  | Allow Pings:

Status: Published | Make this post sticky:

Buttons: Cancel | Update

Quick Help



## 2. Assign Categories to Posts

Or ...



# 2. Assign Categories to Posts

The screenshot displays the Rainmaker Platform post editor. At the top, a blue navigation bar contains options: '+ Add New', 'Edit', 'Manage', 'Help', and 'View Post'. On the right, a user profile for 'Greetings, Jerod Morris' is shown. The main content area features a title input field with the text 'What Are the Benefits of Keeping Pride and Humility in Balance?'. Below the title is a 'Permalink' field with the URL 'http://jerod-morris.preview111.rmkr.net/benefits/' and buttons for 'Edit', 'View Post', and 'Get Shortlink'. An 'Add Media' button is located above the visual editor. The visual editor toolbar includes icons for bold, italic, text color, list, quote, link, unlink, table, video, image, and code. The main content area shows a large image of a person hiking on a mountain ridge. On the right side, a 'Publish' sidebar contains several sections: 'Publish' (with 'Preview Changes' and 'Edit with Visual Editor' buttons), 'Status: Published' (with an 'Edit' link), 'Visibility: Public' (with an 'Edit' link), 'Revisions: 8' (with a 'Browse' link), 'Published on: Mar 7, 2017 @ 10:45' (with an 'Edit' link), and 'SEO: N/A'. A 'Move to Trash' link and an 'Update' button are also present. Below these is the 'Categories' section, which has two tabs: 'All Categories' and 'Most Used'. Under 'Most Used', there is a 'Select / Deselect All' button and two checkboxes: 'Uncategorized' (unchecked) and 'Basics' (checked). A red arrow points from the 'Basics' checkbox to the 'Basics' text. At the bottom of the categories section is a '+ Add New Category' link. A vertical 'Quick Help' button is located on the far right of the sidebar.



## 2. Assign Categories to Posts

The screenshot displays the Rainmaker Platform post editor interface. At the top, a blue navigation bar contains options: '+ Add New', 'Edit', 'Manage', 'Help', and 'View Post'. On the right, a user profile for 'Greetings, Jerod Morris' is visible. The main content area shows the post title 'What Are the Benefits of Keeping Pride and Humility in Balance?' and a permalink: 'http://jerod-morris.preview111.rmkr.net/benefits/'. Below the title is an 'Add Media' button and a rich text editor with various formatting tools. A large image of a person hiking on a mountain ridge is displayed. On the right side, a 'Publish' sidebar contains options like 'Preview Changes', 'Edit with Visual Editor', 'Status: Published', 'Visibility: Public', 'Revisions: 8', 'Published on: Mar 7, 2017 @ 10:45', and 'SEO: N/A'. At the bottom of this sidebar is the 'Categories' section, which includes tabs for 'All Categories' and 'Most Used', a 'Select / Deselect All' button, and checkboxes for 'Uncategorized' and 'Basics' (which is checked). A '+ Add New Category' link is located at the bottom of the categories list. A red arrow points from the bottom of the image to the '+ Add New Category' link.

**You can also create new categories right here from the post edit interface.**





# 3. Create Tags



# 3. Create Tags

The screenshot shows the 'Content' management interface. At the top, there is a blue header with a menu icon, '+ Add New', 'Edit', and 'Manage' options. Below this is a dark sidebar with various icons. The main content area is titled 'Content' and contains a list of content types under the heading 'TYPES'. The list includes: Posts, Pages, Landing Pages, Portfolio, Podcast Episodes, Media, Redirect Links, Forums, LMS, and Book Library. Below this is the 'ORGANIZATION' section, which includes: Post Categories, Post Tags (highlighted with a red arrow), and Podcast Network.



# 3. Create Tags

Content

TYPES

- Posts
- Pages
- Landing Pages
- Portfolio
- Podcast Episodes
- Media
- Redirect Links
- Forums
- LMS
- Book Library

ORGANIZATION

- Post Categories
- Post Tags
- Podcast Network

## Tags

Search Tags

Add New Tag

Name:  **←**

*Name is how it will appear on your website.*

Slug:  **←**

*Slug is the URL-friendly version of the name. It should be all lower case, and contain only letters, numbers, and hyphens.*

Add New Tag

Name	Description	Slug	Count	ID
<input type="checkbox"/> Name				
<input type="checkbox"/> pride		humility	0	8
<input type="checkbox"/> Name				



# 4. Assign Tags to Posts





# 4. Assign Tags to Posts

Navigation bar: + Add New, Edit, Manage, Help, Greetings, Jerod Morris, Admin Screen Options

## Posts

+ Add New

All (4) | Published (4) | Trash (3)  Search Posts

Bulk Actions Apply All dates All categories Filter 4 items

<input type="checkbox"/>	Title	Author	Categories	Tags		Date	ID
<input type="checkbox"/>	<a href="#">What Are the Benefits of Keeping Pride and Humility in Balance?</a> Edit   Quick Edit	Jerod Morris	Basics	—	—	5 hours ago Published	1131
<input type="checkbox"/>	<a href="#">This is a test post.</a>	Jerod Morris	Uncategorized	—	—	2017/02/06 Published	1010
<input type="checkbox"/>	<a href="#">Sample Post With Image Aligned Right</a>	Jerod Morris	Uncategorized	—	—	2013/09/01 Published	445
<input type="checkbox"/>	<a href="#">Example Blog Post</a>	Jerod Morris	Uncategorized	—	1	2000/01/01 Published	1

Bulk Actions Apply 4 items

Quick Help



# 4. Assign Tags to Posts

Navigation: + Add New | Edit | Manage | Help | Greetings, Jerod Morris | Admin Screen Options

## Posts

+ Add New

All (4) | Published (4) | Trash (3) | Search Posts

Bulk Actions | Apply | All dates | All categories | Filter | 4 items

<input type="checkbox"/>	Title	Author	Categories	Tags		Date	ID
<input type="checkbox"/>	What Are the Benefits of Keeping Pride and Humility in	Jerod Morris	Basics	pride		03-Mar 07, 2017 @ 10:45	
<input type="checkbox"/>	This is a test post.	Jerod Morris	Uncategorized			2017/02/06 Published	1010
<input type="checkbox"/>	Sample Post With Image Aligned Right	Jerod Morris	Uncategorized			2013/09/01 Published	445
<input type="checkbox"/>	Example Blog Post	Jerod Morris	Uncategorized		1	2000/01/01 Published	1

**QUICK EDIT**

Title: What Are the Benefits of Keeping Pride and Humility in  
Slug: benefits  
Date: 03-Mar 07, 2017 @ 10:45  
Author: Jerod Morris  
Password: [ ] -OR-  Private

Categories:  Basics,  Uncategorized

Tags: pride

Buttons: Cancel, Update

Quick Help





# 4. Assign Tags to Posts

The screenshot displays the Akker Platform editor interface. At the top, a blue navigation bar contains icons for 'Add New', 'Edit', 'Manage', 'Help', and 'View Post', along with a user profile for 'Greetings, Jerod Morris'. Below this is a dark sidebar with various tool icons. The main content area features a rich text editor with a toolbar including bold, italic, text color, list, quote, indent, link, unlink, table, link icon, and code. A large image of a dirt path through a field is inserted into the editor. The text below the image reads: 'You should do everything in your power to stay on the straight and narrow between pride and humility. Why? Because doing so enables you to avoid the inevitable negative impact of falling off toward either polar end. When pride is in excess, for example, it transforms from useful pride into arrogance, vanity, and narcissism -- all of which we want to avoid. Useful pride instills confidence in us and drives worthwhile achievement. But when pride is left unchecked we can be brought down by an insatiable ego that runs rampant. On the flip side, humility in excess can lead to meekness, or even worse, apathy. This can kill our confidence, make us feel subservient, and even lead us to wonder whether our actions really have meaning. But when pride and humility are both present in roughly equal measures, they balance each other out. This balance ensures that we get the useful parts of pride and the useful parts of humility without being dragged down by the negative elements. Which leads to the deeper benefits:'. On the right side, a sidebar contains three sections: 'Categories' with 'Basics' selected, 'Tags' with 'pride' entered in a text box and a red arrow pointing to it, and 'Publish Site To Access' with a message about preview mode. A green 'Quick Help' button is visible on the right edge of the sidebar.





# Comments (and other content settings)



# 1. Content Settings





# 1. Content Settings

The screenshot displays the Rainmaker Platform dashboard interface. At the top, a blue navigation bar contains the Rainmaker logo, action buttons for '+ Add New', 'Edit', 'Manage', and 'Help', a settings gear icon, and a user profile for 'Greetings, Jerod Morris' with an 'Admin Screen Options' link. A vertical sidebar on the left features various dashboard icons. The main content area is titled 'Dashboard' and contains several summary cards: 'A/B Tests', 'Right Now in Forums', 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A settings menu is open on the right side of the dashboard, listing categories: General, Design, Content, Traffic, Email, Conversion, Results, Podcast, Social, and Rainmaker Labs. A prominent red arrow points to the 'Content' option in this menu. A 'Quick Help' button is visible in the bottom right corner of the dashboard area.



## 2. Comment Settings (Global)



# 2. Comment Settings (Global)

Navigation bar: + Add New, Edit, Manage, Help, Greetings, Jerod Morris

## Settings

General | Design | **Content** | Traffic | Email | Conversion | Results | Podcast | Social | Rainmaker Labs

### Comments Settings

Encourage interaction on your posts or pages by activating Comments on all posts or pages. Comments can also be disabled on a per post or per page basis when creating and editing posts and pages.

- Enable Comments on Posts  ←
- Enable Comments on Pages  ←
- Enable Comments on Protected Content  ←

### Content Archives

Select the way post content will display on archive, author, category, search, and tag type pages.

Display Post Content will display the full content of the post on the archive pages. If you enter a content limit, the displayed text will be limited to the number of characters you enter and all formatting will be stripped.

Display Post Excerpt will display either an automatic excerpt limited to 55 words from your post or display the text entered in the Excerpt box when creating or editing a post.

Display:

Limit content to:  characters

Quick Help





# 3. Comment Settings (Post)



# 3. Comment Settings (Post)

Navigation bar: + Add New, Edit, Manage, Help, View Post, Greetings, Jerod Morris, Admin Screen Options

## Edit Post

+ Add New View All


What Are the Benefits of Keeping Pride and Humility in Balance?

Permalink: <http://jerod-morris.preview111.rmkr.net/benefits/> Edit View Post Get Shortlink

Add Media

Visual Text

Rich text editor toolbar: B, I, ABC, list, quote, indent, link, unlink, table, link icon, RSS, image, video, code



Right sidebar (Publish):

- Preview Changes
- Edit with Visual Editor
- Status: Published [Edit](#)
- Visibility: Public [Edit](#)
- Revisions: 8 [Browse](#)
- Published on: Mar 7, 2017 @ 10:45 [Edit](#)
- SEO: N/A
- [Move to Trash](#)
- [Update](#)

Right sidebar (Categories):

- All Categories Most Used
- Select / Deselect All

Quick Help button

Red arrow pointing to Admin Screen Options with text "Click"





# 3. Comment Settings (Post)

Navigation: + Add New, Edit, Manage, Help, View Post | Greetings, Jerod Morris

**Show on screen**

- Layout Settings
- SEO
- Revisions
- Excerpt
- Custom Fields
- Discussion
- Comments**
- Slug
- Author
- Scripts
- Categories
- Tags
- Publish Site To Access
- Share Settings
- Membership Group
- Sidebar Selection
- Secondary Navigation**
- Featured Image
- Append A Form

**Screen Layout**

- Enable full-height editor and distraction-free functionality

**Edit Post** | + Add New | View All

What Are the Benefits of Keeping Pride and Humility in Balance?

Permalink: <http://jerod-morris.preview111.rmkr.net/benefits/> | Edit | View Post | Get Shortlink

Add Media | Visual | Text

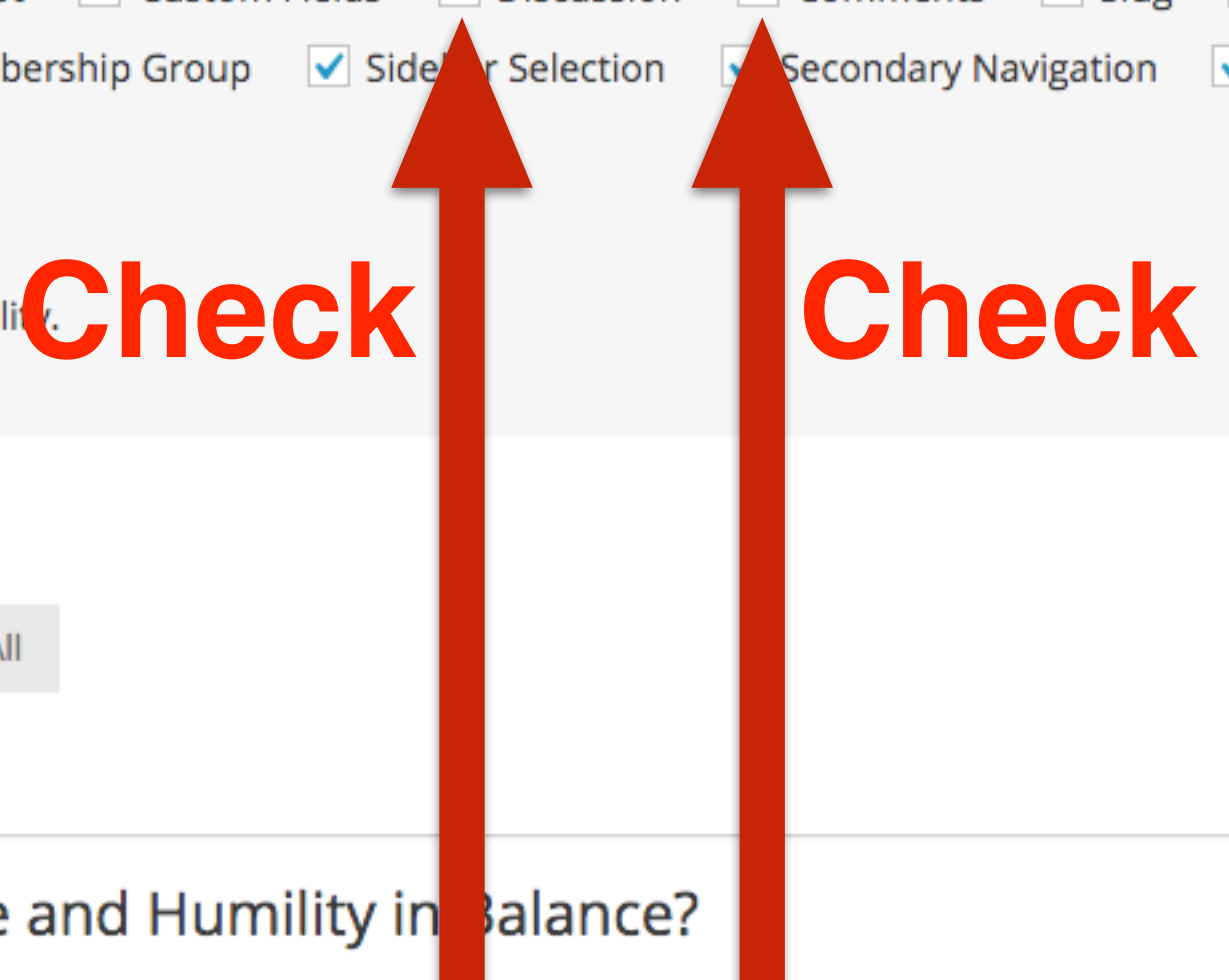
Rich text editor toolbar: B, I, ABC, list, quote, indent, link, unlink, table, table-bordered, link, unlink, code

**Publish**

- Preview Changes
- Edit with Visual Editor
- Status: **Published** [Edit](#)
- Visibility: **Public** [Edit](#)
- Revisions: 8 [Browse](#)
- Published on: Mar 7, 2017 @ 10:45 [Edit](#)
- SEO: N/A
- [Move to Trash](#)

Admin Screen Options

Quick Help







# 3. Comment Settings (Post)

Navigation: + Add New | Edit | Manage | Help | View Post | Greetings, Jerod Morris

**Discussion**

Allow comments.

**Comments**

[Add comment](#)

No comments yet.

**Author**

Jerod Morris ▾

**Scripts**

Page-specific Scripts

Suitable for custom tracking, conversion or other page-specific script. Must include `script` tags.

**Featured Image**

[Remove featured image](#)

**Append A Form**

-- None ▾

[Quick Help](#)



# 4. Other Content Settings



# 4. Other Content Settings

Encourage interaction on your posts or pages by activating Comments on all posts or pages. Comments can also be disabled on a per post or per page basis when creating and editing posts and pages.

**Enable Comments on Posts**

**Enable Comments on Pages**

**Enable Comments on Protected Content**

### Content Archives

Select the way post content will display on archive, author, category, search, and tag type pages.

Display Post Content will display the full content of the post on the archive pages. If you enter a content limit, the displayed text will be limited to the number of characters you enter and all formatting will be stripped.

Display Post Excerpt will display either an automatic excerpt limited to 55 words from your post or display the text entered in the Excerpt box when creating or editing a post.

**Display**

**Limit content to**  characters

**Featured Image**  Include the Featured Image?

**Entry Pagination**

*These options will affect any blog listings page, including archive, author, blog, category, search, and tag pages.*







# 4. Other Content Settings



## Content Optimization



Control which user roles have access to perform Keyword Research, Content Optimization and Link Building. Click the drop down box to restrict Permissions to Administrators, Editors, Authors, or Contributors or higher. Set the lowest user role that will be allowed to use these SEO features.

Permissions

*What user level should be required to optimize content on this site?*

## Home Page SEO



Title template

Meta description template

## 404 Page



Select 404 Landing Page

*Choose to create a custom 404 page using your standard page template, or choose an existing landing page that visitors will be redirected to when they try to visit a link that does not work.*

404 Page Title





# Social Sharing Buttons



# Add Social Sharing Buttons





# Add Social Sharing Buttons

The screenshot displays the Rainmaker Platform dashboard interface. At the top, a blue navigation bar contains the Rainmaker logo, a '+ Add New' button, and links for 'Edit', 'Manage', and 'Help'. On the right side of the navigation bar, a user profile for 'Greetings, Jerod Morris' is shown with a gear icon for settings and a link for 'Admin Screen Options'. A vertical sidebar on the left contains several icons for navigation. The main content area is titled 'Dashboard' and features a grid of dashboard widgets, including 'A/B Tests', 'Right Now in Forums', 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A settings menu is open, listing options: General, Design, Content, Traffic, Email, Conversion Results, Podcast, Social, and Rainmaker Labs. A red arrow points to the 'Traffic' option. A 'Quick Help' button is visible in the bottom right corner of the dashboard area.



# Add Social Sharing Buttons

Settings

General Design Content **Traffic** Email Conversion Results Podcast Social Rainmaker Labs

### Sharing Icons

Help your content get shared on popular social media sites by placing share buttons for Google+, Facebook, Twitter, Pinterest, and Stumble Upon next to the content. Select the icon size, appearance, position and content type below. Remove the checks from all content types to not display any social icons on your site.

Add your Twitter ID to the field below and your @twitter will be added by default to any tweets.

Live Preview

Icon Size **Small Bar** Medium Bar Box

Icon Appearance Filled

Icon Display Position Before and After the Content

Enable on:

- post
- page
- attachment
- portfolio
- books
- forum
- topic
- lms\_courseware
- podcast
- Show on Archive Pages

Quick Help



# Add Social Sharing Buttons

Settings

General Design Content **Traffic** Email Conversion Results Podcast Social Rainmaker Labs

### Sharing Icons

Help your content get shared on popular social media sites by placing share buttons for Google+, Facebook, Twitter, Pinterest, and Stumble Upon next to the content. Select the icon size, appearance, position and content type below. Remove the checks from all content types to not display any social icons on your site.

Add your Twitter ID to the field below and your @twitter will be added by default to any tweets.

Live Preview

Icon Size: Small Bar


Icon Appearance: **Filled** (selected), Outlined

Icon Display Position: Before and After the Content

Enable on:

- post
- page
- attachment
- portfolio
- books
- forum
- topic
- lms\_courseware
- podcast
- Show on Archive Pages

Quick Help







# Add Social Sharing Buttons

Settings

General Design Content **Traffic** Email Conversion Results Podcast Social Rainmaker Labs

### Sharing Icons

Help your content get shared on popular social media sites by placing share buttons for Google+, Facebook, Twitter, Pinterest, and Stumble Upon next to the content. Select the icon size, appearance, position and content type below. Remove the checks from all content types to not display any social icons on your site.

Add your Twitter ID to the field below and your @twitter will be added by default to any tweets.

Live Preview

Icon Size: Small Bar

Icon Appearance: Filled

Icon Display Position: **Before and After the Content**

Enable on:

- post
- page
- attachment
- portfolio
- books
- forum
- topic
- lms\_courseware
- podcast
- Show on Archive Pages

Quick Help

AKER PLATFORM



# Add Social Sharing Buttons

Navigation: + Add New, Edit, Manage, Help

Settings ?

Tabs: General, Design, Content, **Traffic**, Email, Conversion, Results, Podcast, Social, Rainmaker Labs

### Sharing Icons

Help your content get shared on popular social media sites by placing share buttons for Google+, Facebook, Twitter, Pinterest, and Stumble Upon next to the content. Select the icon size, appearance, position and content type below. Remove the checks from all content types to not display any social icons on your site.

Add your Twitter ID to the field below and your @twitter will be added by default to any tweets.

Live Preview


Icon Size: Small Bar

Icon Appearance: Filled

Icon Display Position: Before and After the Content

Enable on:

- post
- page
- attachment
- portfolio
- books
- forum
- topic
- lms\_courseware
- podcast
- Show on Archive Pages



Quick Help



# Add Social Sharing Buttons

- 
- 
- 
- 
- 
- 
- 

## Icon Activation and Position

Activate social icons by adding a check in the box below the social media sites you wish to include. Click the header of a box and drag it into a new position to change the display order of the social icons.

<b>g+ Google+</b> <input type="checkbox"/> Use this button?	<b>f Facebook</b> <input checked="" type="checkbox"/> Use this button?	<b>🐦 Twitter</b> <input checked="" type="checkbox"/> Use this button? Enter Twitter ID for @via to be added to default tweet text: <input type="text" value="@Primility"/>	<b>📌 Pinterest</b> <input type="checkbox"/> Use this button? Enter Default Image URL if there is no image available in content being shared: <input type="text"/>
<b>in LinkedIn</b> <input checked="" type="checkbox"/> Use this button?	<b>🔥 StumbleUpon</b> <input type="checkbox"/> Use this button?		

Quick Help

Printing

Disable Print Button   
*By default there is a print button after each entry. Checking this box will hide the button*





# Add Social Sharing Buttons




Navigation bar: + Add New, Edit, Manage, Help, Edit Post, Edit with Visual Editor, Settings, Greetings, Jerod Morris, Search.


PRIMILITY | HOME | ABOUT | BLOG | LIBRARY | CONTACT

MAR 07 2017 (EDIT)

## What Are the Benefits of Keeping Pride and Humility in Balance?

---

   ←





# Add Social Sharing Buttons

The screenshot shows a web editor interface for a blog post. At the top, there is a blue navigation bar with icons for 'Add New', 'Edit', 'Manage', 'Help', 'Edit Post', and 'Edit with Visual Editor'. On the right side of this bar, there is a user profile for 'Greetings, Jerod Morris' and a search icon. Below the navigation bar is a dark green header with the word 'PRIMILITY' on the left and navigation links for 'HOME', 'ABOUT', 'BLOG', 'LIBRARY', and 'CONTACT' on the right. The main content area is white and contains a list of five bullet points, a paragraph, and a bolded question. At the bottom of the content area, there are three social sharing buttons: Facebook (0), Twitter (Tweet), and LinkedIn (0). A large red arrow points from the right towards these buttons. Below the buttons is a horizontal line. At the very bottom of the page, there is a footer with the text 'Written by Jerod Morris · Categorized: Basics' and the 'AKER PLATFORM' logo on the right.

+ Add New Edit Manage Help Edit Post Edit with Visual Editor

PRIMILITY HOME ABOUT BLOG LIBRARY CONTACT

- Ongoing improvement and growth
- A consistent willingness and ability to serve others boldly
- Meaning in our daily lives
- Freedom from regret and jealousy
- And thus, joy and fulfillment

The concept is simple. The stakes are high.

***What benefit of primility do you aspire to experience more? What other benefits have you experienced?***

f 0 Tweet in 0

Written by Jerod Morris · Categorized: Basics

AKER PLATFORM



# Basic Pages





# About Page



# About Page

## **ARE YOU MAKING THESE 7 MISTAKES WITH YOUR ABOUT PAGE?**

*by Sonia Simone*

<http://rainmakerplatform.com/go/about1/>

## **THE 5-STEP PROCESS FOR WRITING AN ABOUT PAGE THAT CONNECTS (AND CONVERTS)**

*by Leanne Regalla*

<http://rainmakerplatform.com/go/about2/>



# Subscribe Page

Sign up now and discover how to start making cool things!

Fresh makes, hacks, tips, news, tutorials, and more delivered to your inbox, plus free access to regular 3D Cad and 3D printing training webinars

Get instant access to bonus downloads, worksheets, exclusive tutorials, community discussions, webinars, hangouts, Q&As, and a maker newsletter, plus access to all my project files and source code right inside ...

**Bonus: Robot Building & Coding Online Course - Completely free, for a short time only**

Learn about Raspberry Pi, Arduino, ESP8266, 3D design and printing and more, while learning how to build and code your own wifi-controlled robot. Sign up now before the free sign up goes away!







# Resources Page

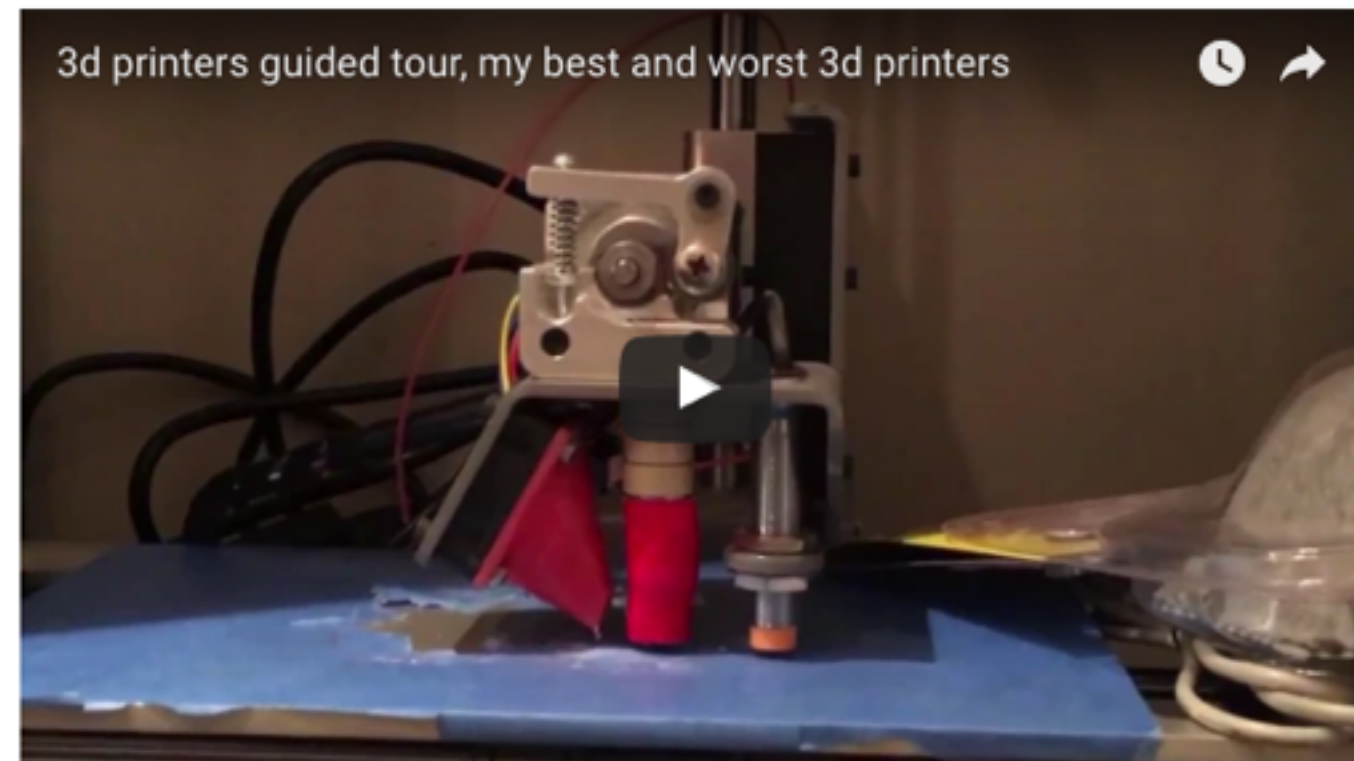
YOU ARE HERE: [HOME](#) / TOOLS, RESOURCES AND RECOMMENDATIONS

## Tools, Resources and Recommendations

People keep asking about the gear I use, so here is a page that I will keep updated with some brief notes and recommendations. As I create larger resources I will link out to those from here so you can get the TL;DR or dive deeper if you want the details.

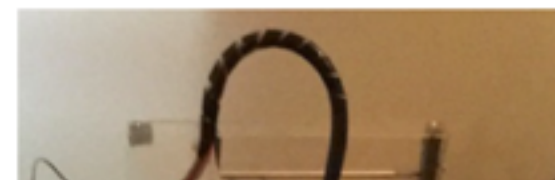
### 3D printers I own

Get a guided tour in this video then check out the details below:



3d printers guided tour, my best and worst 3d printers

1. **Makibox** - Not recommended, now just parts. This was my first 3D printer purchase and. on balance. I



The website for makers and hackers - Arduino, Raspberry Pi, 3D Printing and more

Get fresh makes, hacks, news, tips and tutorials directly to your inbox, plus access to the next 3D CAD and Printing online training!

For a limited time only - Get the Robot Building course absolutely free!

Fields marked with a \* are required.

First Name

Email \*

SIGN UP


No spam. Ever. Just good Maker stuff





# Services Page

Sign up right now for email updates and get two free ebooks:  [Sign Up!](#)

**chrisg.com** Build your business by sharing what you know **CHRIS GARRETT**  
*on New Media* 


ABOUT BLOG PODCAST NEWSLETTER **PRODUCTS AND COURSES** CONTACT CONNECT WITH CHRIS: [t](#) [f](#) [in](#) [+](#)

## Products and Courses

**ShyNetworking**  
Connect With Confidence.

**Network with Ease and Confidence**

...Click Here Now



[Shy about networking? Don't let it hold you back any longer! Get Shy Networking and Start Connecting with Ease and Confidence](#)

**your guide to guest posting**

[How To Get More Traffic, Build Your List and Create More Credibility in Only 30 Minutes a Day!](#)

Achieve More  
Create More  
Earn More

**MAKE MORE PROGRESS**


[How I Went from Completely Stuck to Launching 12 New Information Products in Under a Year Follow these Proven Systems to Unlock Your Product Creation Potential](#)

**Authority Blogger**

[Become the go-to person in your market by building an engaged audience of prospects who know, like and trust you](#)

**SIGN UP RIGHT NOW FOR EMAIL UPDATES and get these**

**TWO FREE EBOOKS**




"CREATING KILLER FLAGSHIP CONTENT"

"AUTHORITY ALLIANCES"

**Join 36,014 fellow marketers - Just enter your primary email address in the form below and hit the Sign Up button!**

**SIGN UP!**

ABOUT



Hi, I'm Chris Garrett: I work with business owners and entrepreneurs to help them build lasting and profitable relationships with audiences who grow to know, like and trust them

[Read more](#) >

GROW YOUR AUTHORITY



# Landing Pages

## Landing Pages Turn Traffic Into Money

### What is a Landing Page?

A landing page is any page on a website where traffic is sent specifically to prompt a certain action or result. Think of a golf course... a landing page is the putting green that you drive the ball (prospect) to.

Once on the green, the goal is to get the ball into the hole. Likewise, the goal of the copy and design of a landing page is to get the prospect to take your desired action.



Here are a few examples of ways that landing pages are used with various traffic sources:

- Traffic is sent from a pay per click (PPC) search marketing campaign (such as Google AdWords) to multiple landing pages optimized to correspond with the keywords the searcher used.
- Traffic is sent from a banner ad or sponsorship graphic to a landing page specifically designed to address that target audience.
- Traffic is sent from a link in an email to a landing page designed to prompt a purchase.
- Traffic is sent from a blog post or sidebar link to a landing page that pre-sells affiliate products or encourages an opt-in to a sub-list.
- The page you're currently reading is a content landing page designed to organize many related pages around an overall theme.





Coming up ...



# Q&A on Setting Up and Managing Your Rainmaker Blog

Thursday, March 16 at 4:00 p.m. Eastern Time



# Q&A on Setting Up and Managing Your Rainmaker Blog

Thursday, March 16 at 4:00 p.m. Eastern Time

# How to Use Rainmaker to Turn Blog Traffic Into Subscribers

Thursday, March 23 at 2:00 p.m. Eastern Time





Questions?



 RAINMAKER PLATFORM