Your Minimum Viable Website:

How to Choose the Best Theme For Your Rainmaker Site

Presented by Jerod Morris and Rafal Tomal

RAINMAKER PLATFORM

Rafal Tomal

- Lead Designer at Rainmaker Digital
- Founder of Typespiration.com
- Co-Founder of HackYourDesign.com (with Chris Garrett)
- Author of *The Essential Web Design Handbook*
- Proud father of Emilia
- *@RafalTomal*

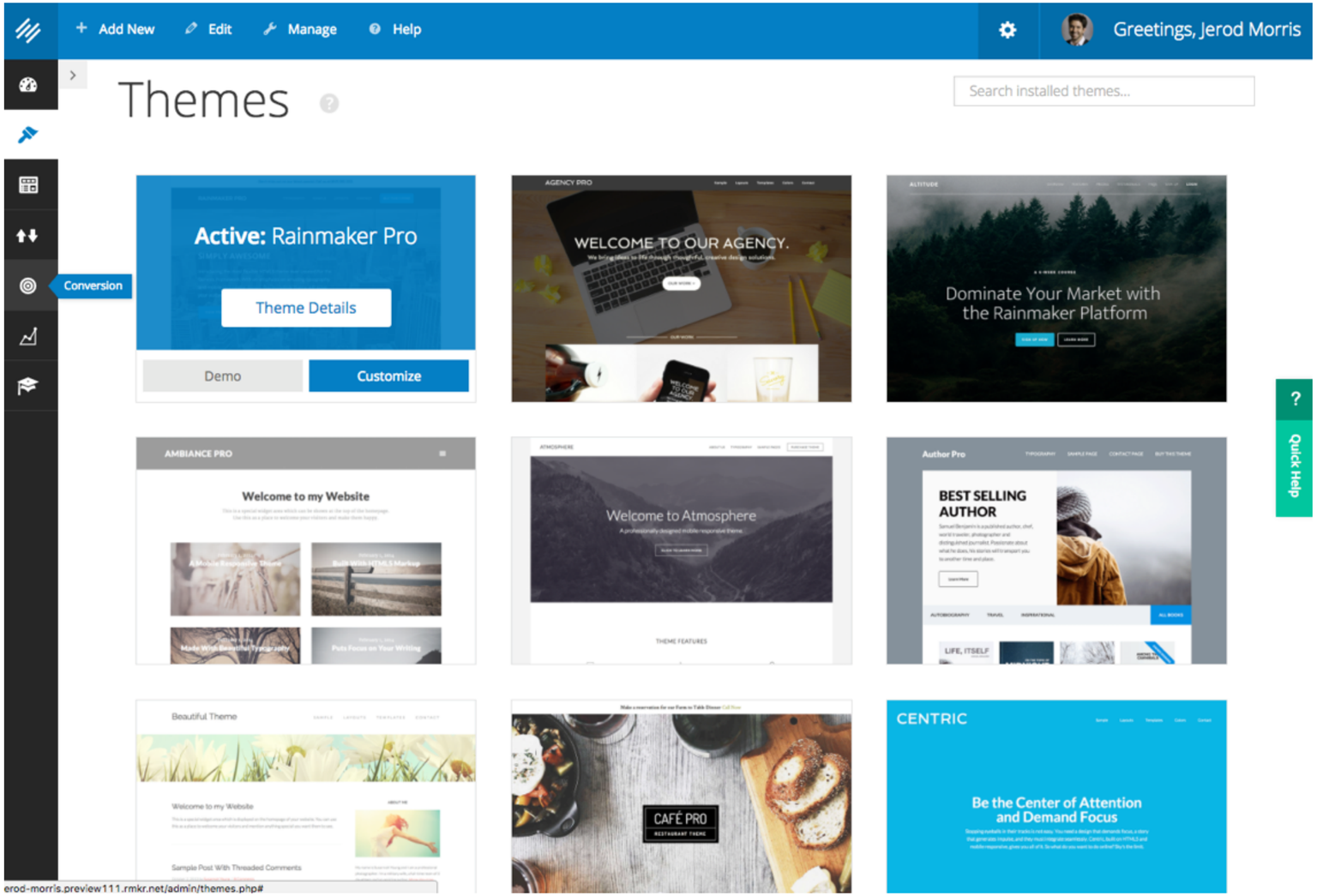
Rafal's First Point ...

“When you choose a Rainmaker theme, you don’t have to worry.”

Design with Rainmaker

Design with Rainmaker

- **30+ StudioPress themes**



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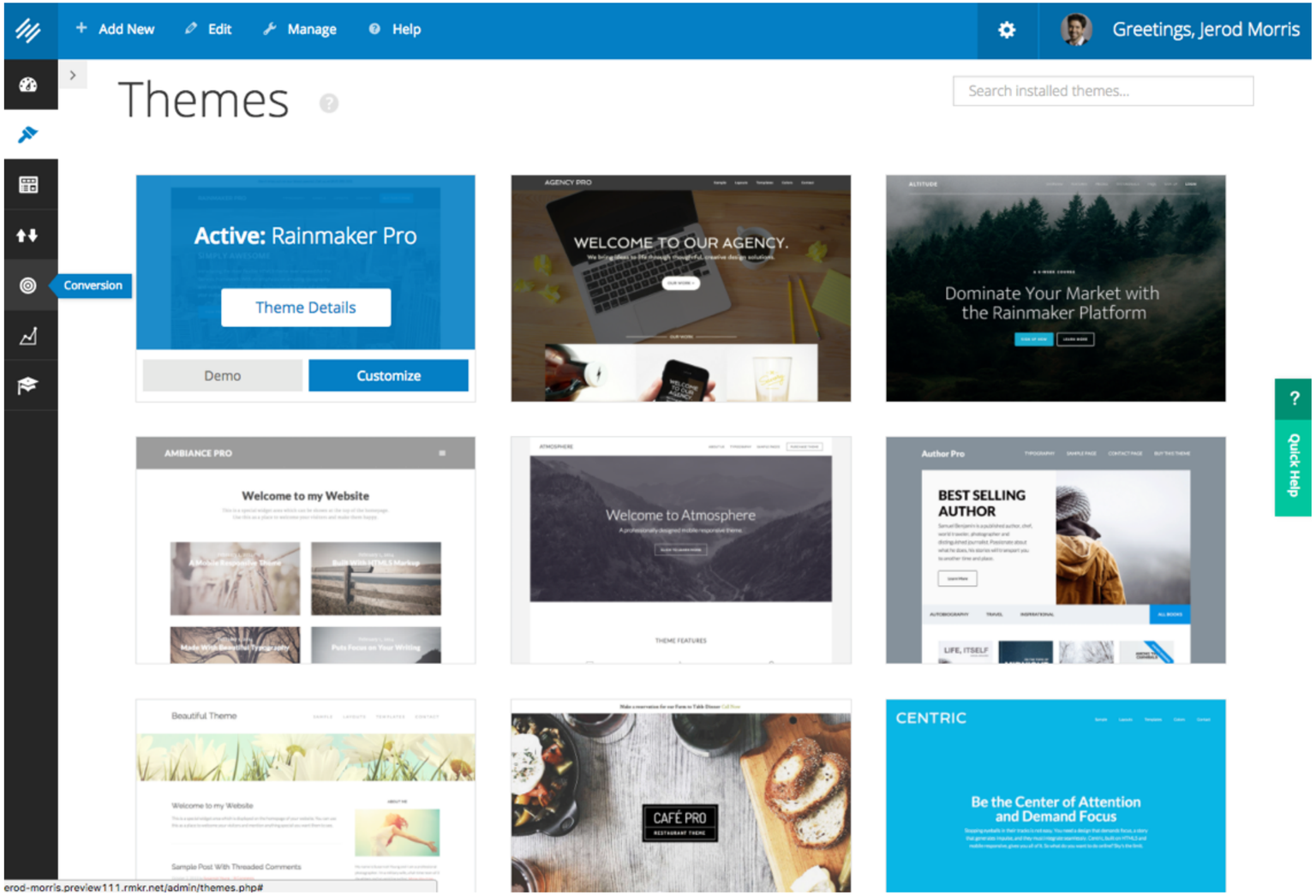

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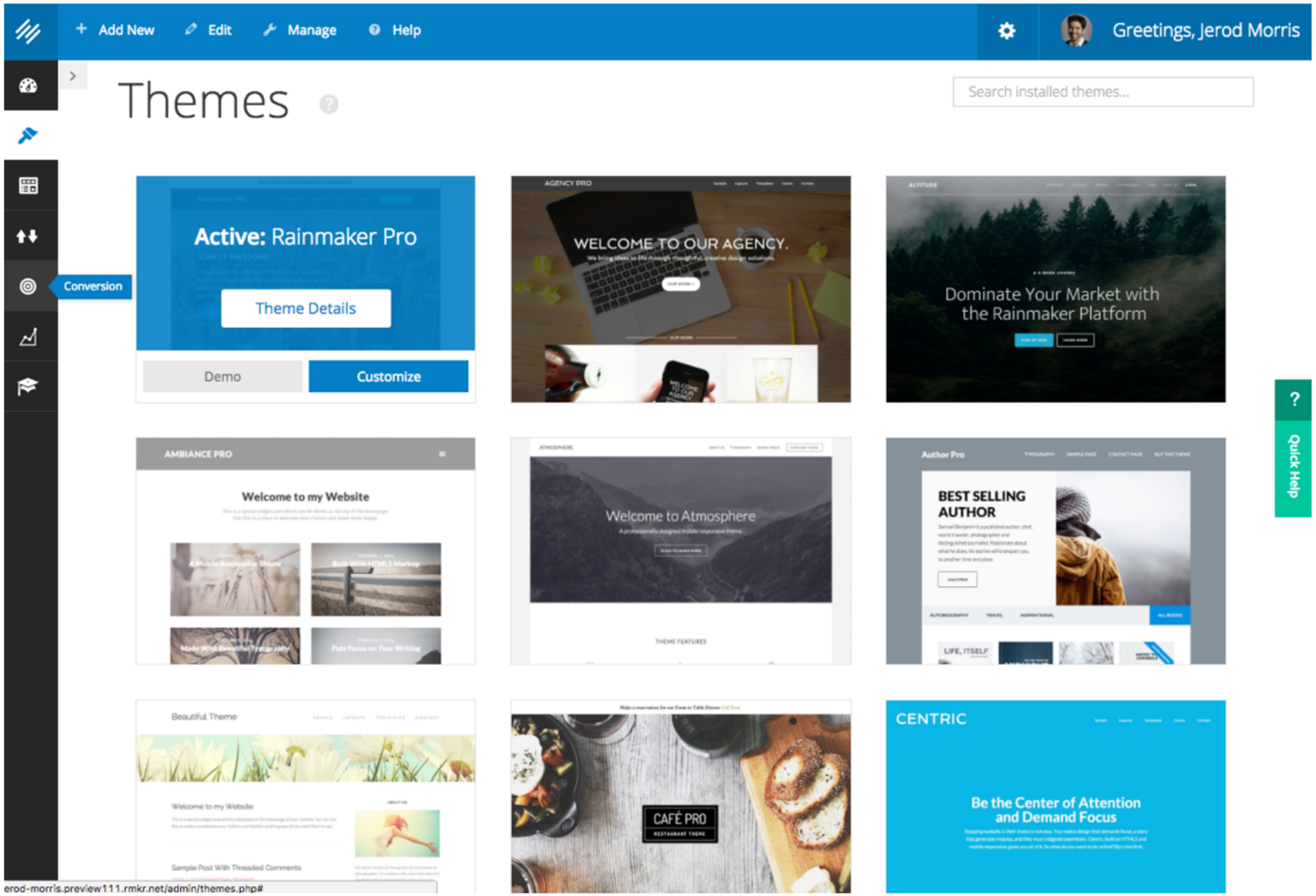
- 30+ StudioPress themes
- HTML5 / Mobile Responsive
- **No coding required …**



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Design with Rainmaker

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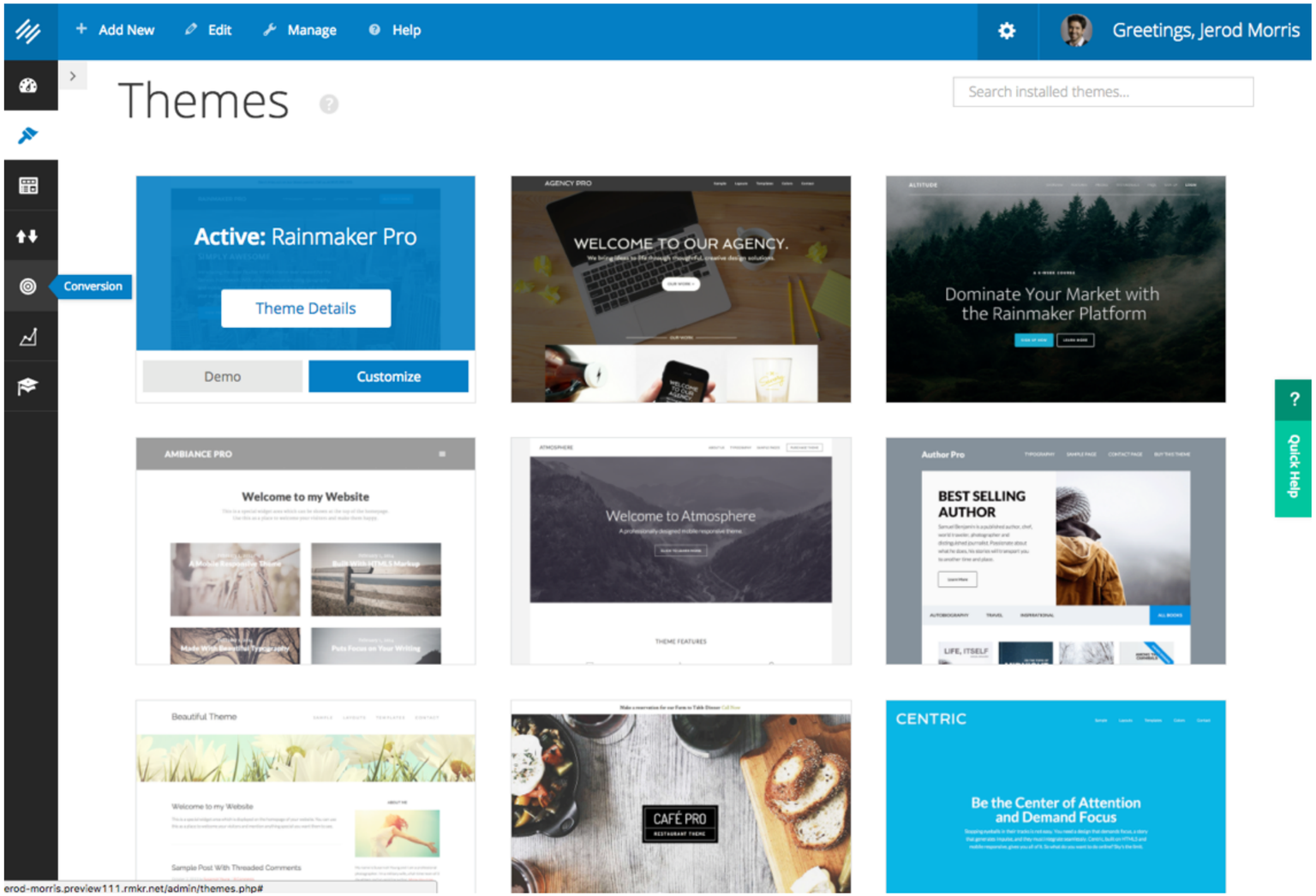
- **… but easy to add custom CSS**



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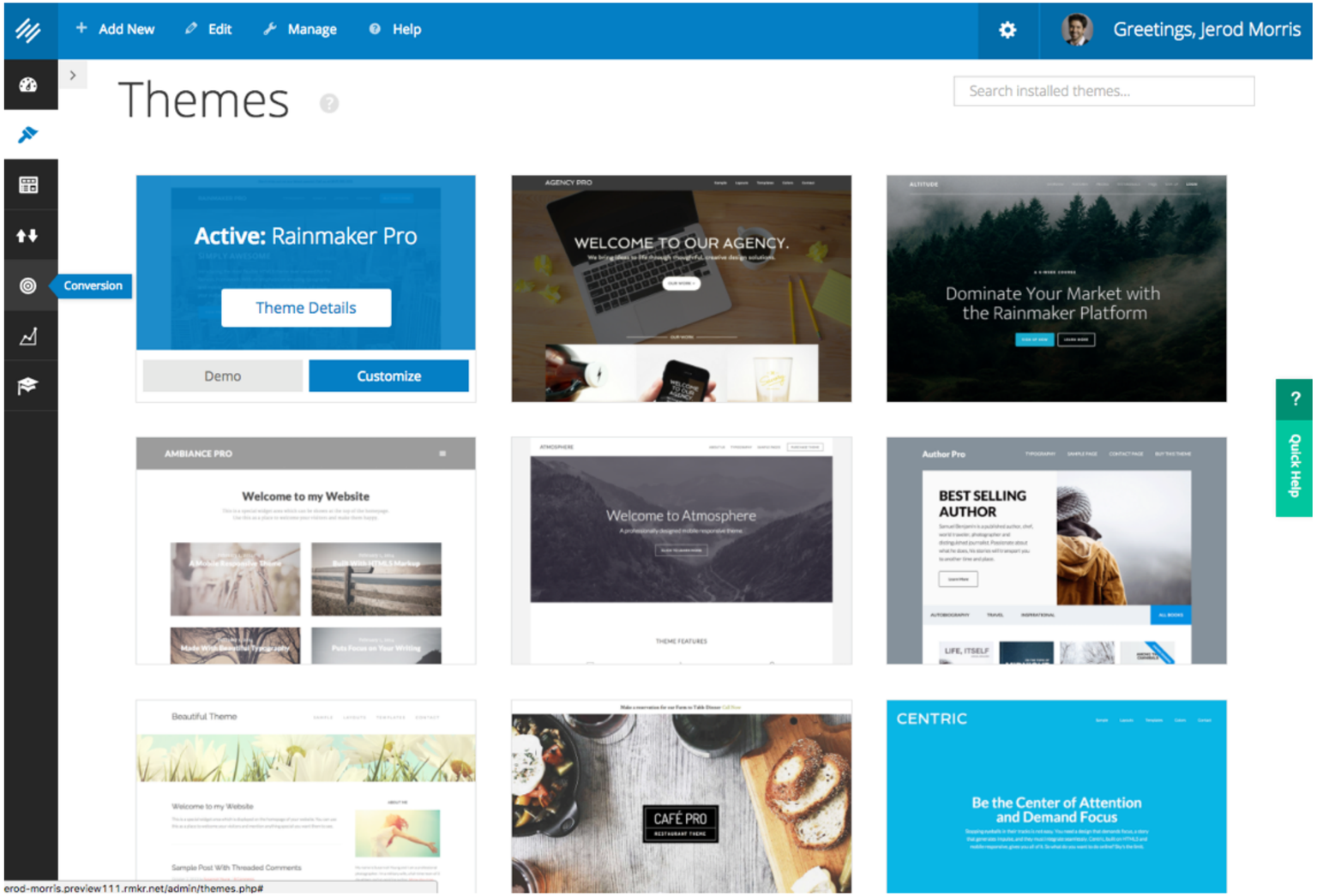

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Design with Rainmaker

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- HTML5 / Mobile Responsive
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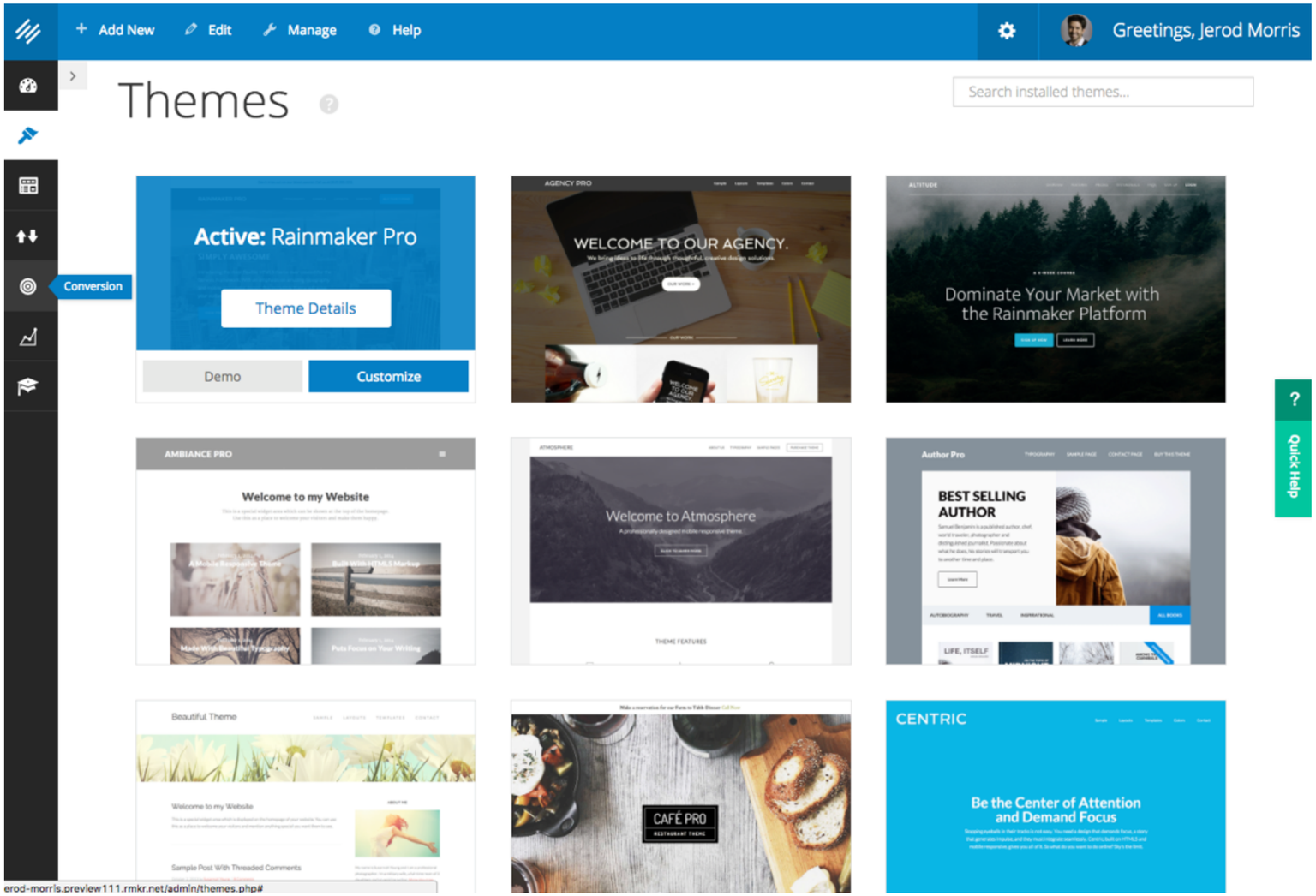
- Checked for accessibility
- **Custom Genesis designs allowed (upon approval)**



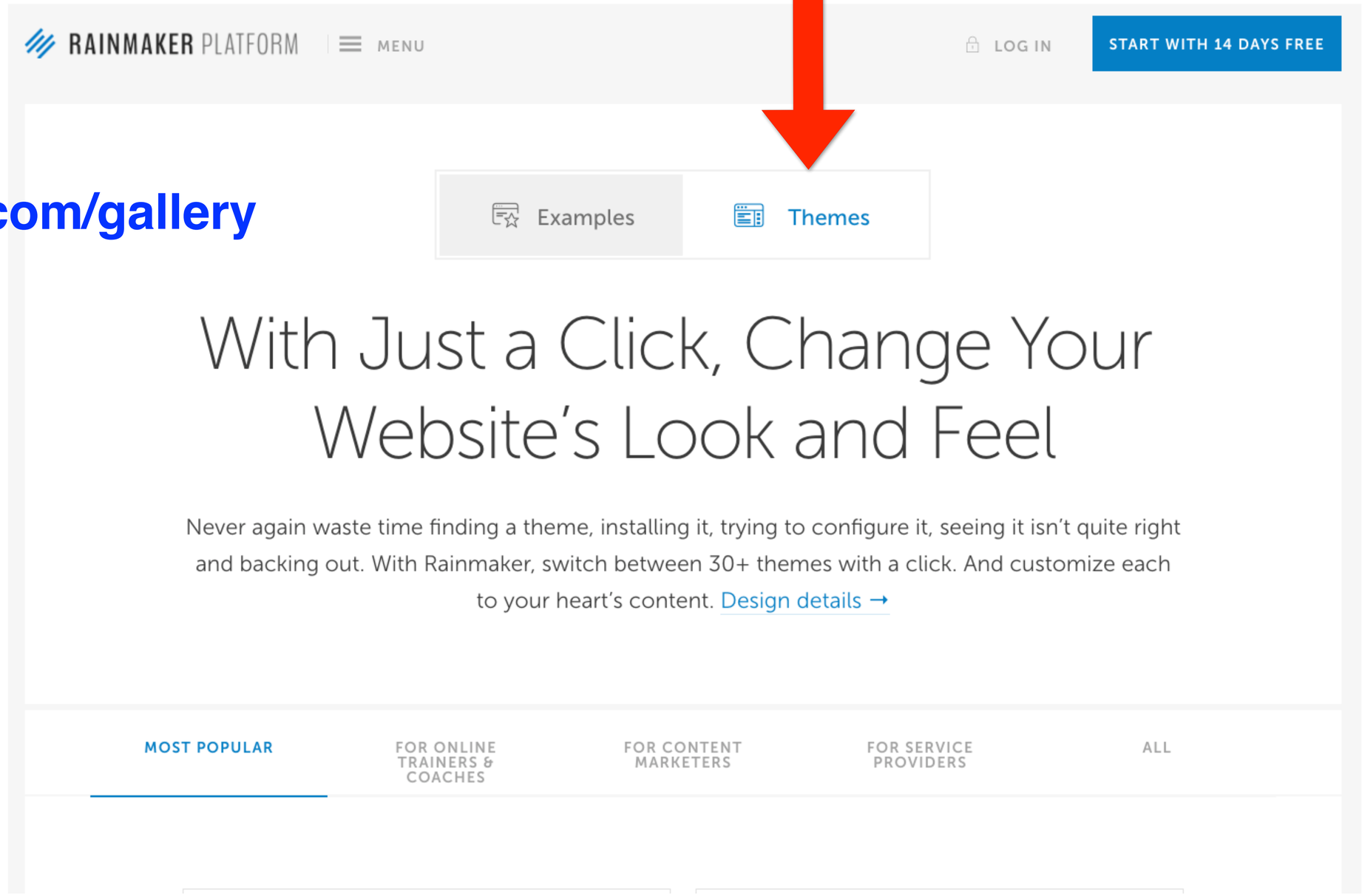
RAINMAKER PLATFORM

“You don’t have to make any quality compromises. All you have to worry about is which theme is right.”

A Quick Tip to Start ...

rainmakerplatform.com/gallery

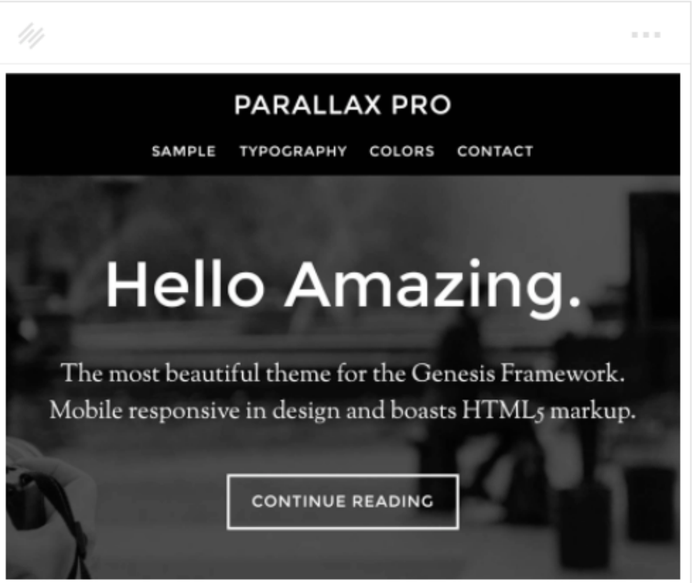
rainmakerplatform.com/gallery



RAINMAKER PLATFORM | MENU | LOG IN | START WITH 14 DAYS FREE

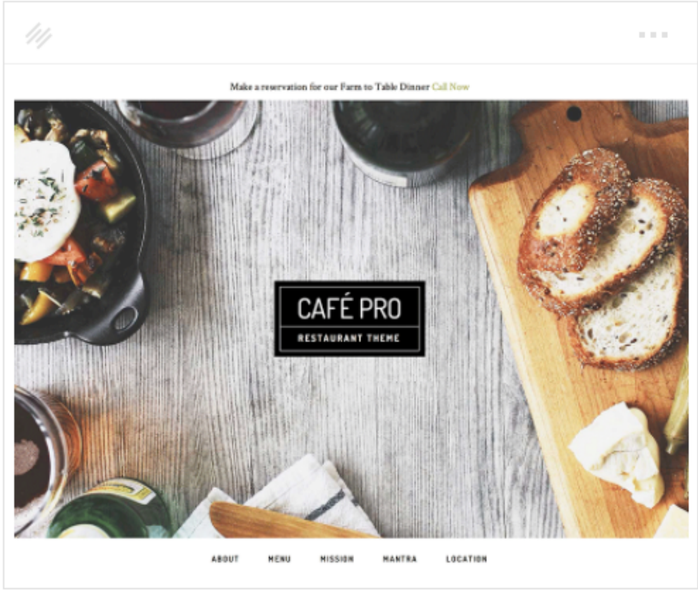
MOST POPULAR | FOR ONLINE TRAINERS & COACHES | FOR CONTENT MARKETERS | FOR SERVICE PROVIDERS | ALL

rainmakerplatform.com/gallery



Parallax Pro

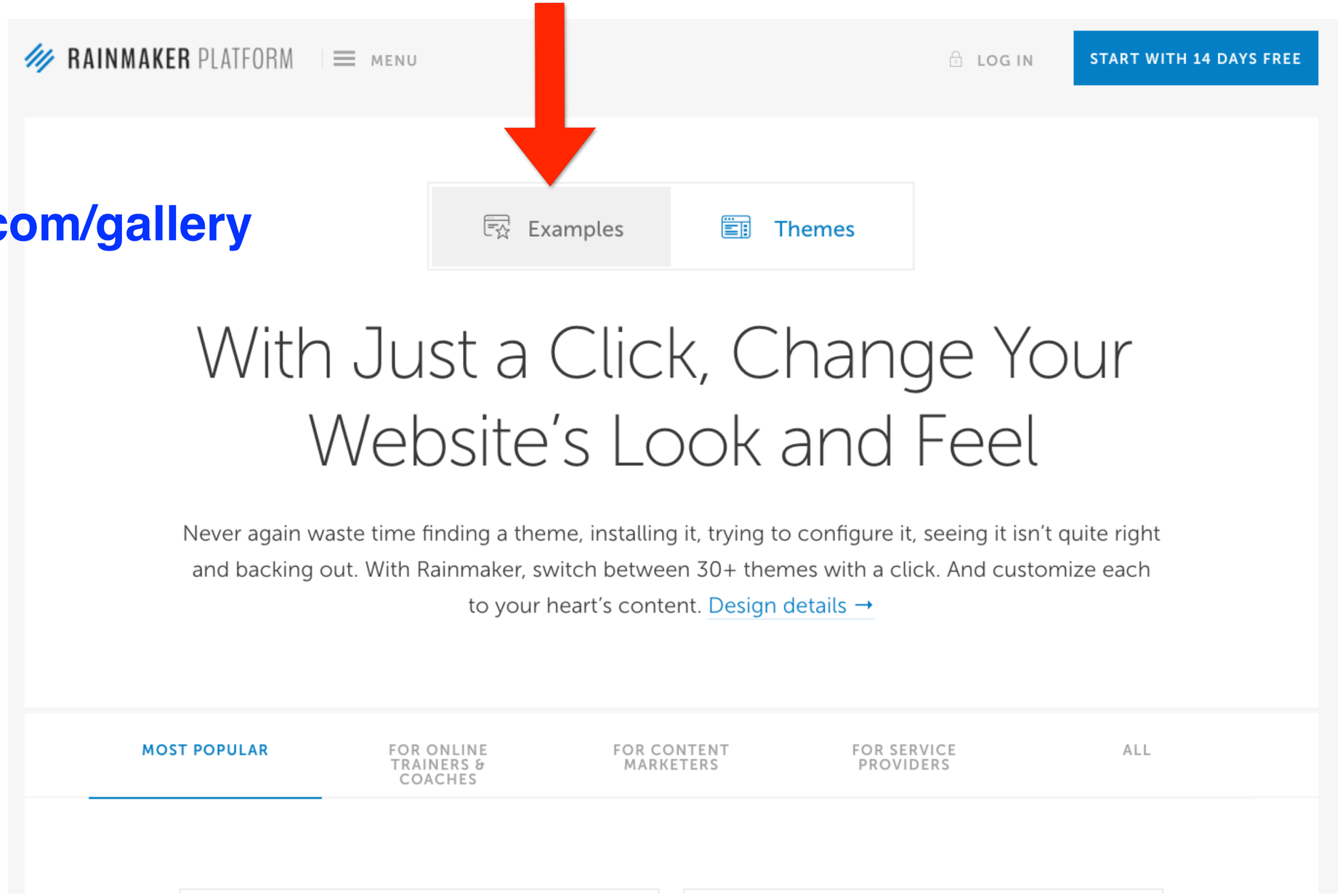
LIVE PREVIEW



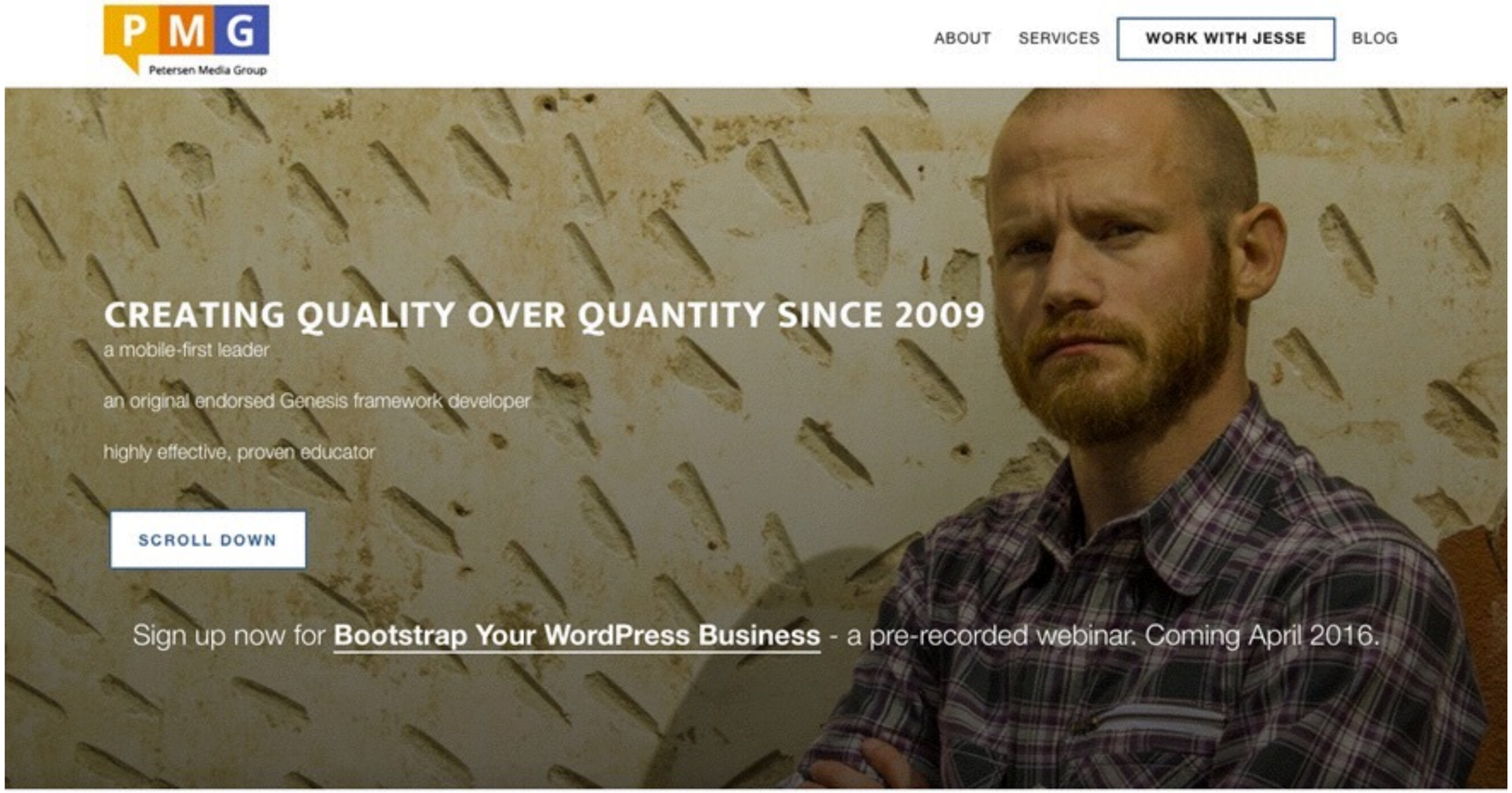
Cafe Pro

LIVE PREVIEW

rainmakerplatform.com/gallery



Altitude Pro



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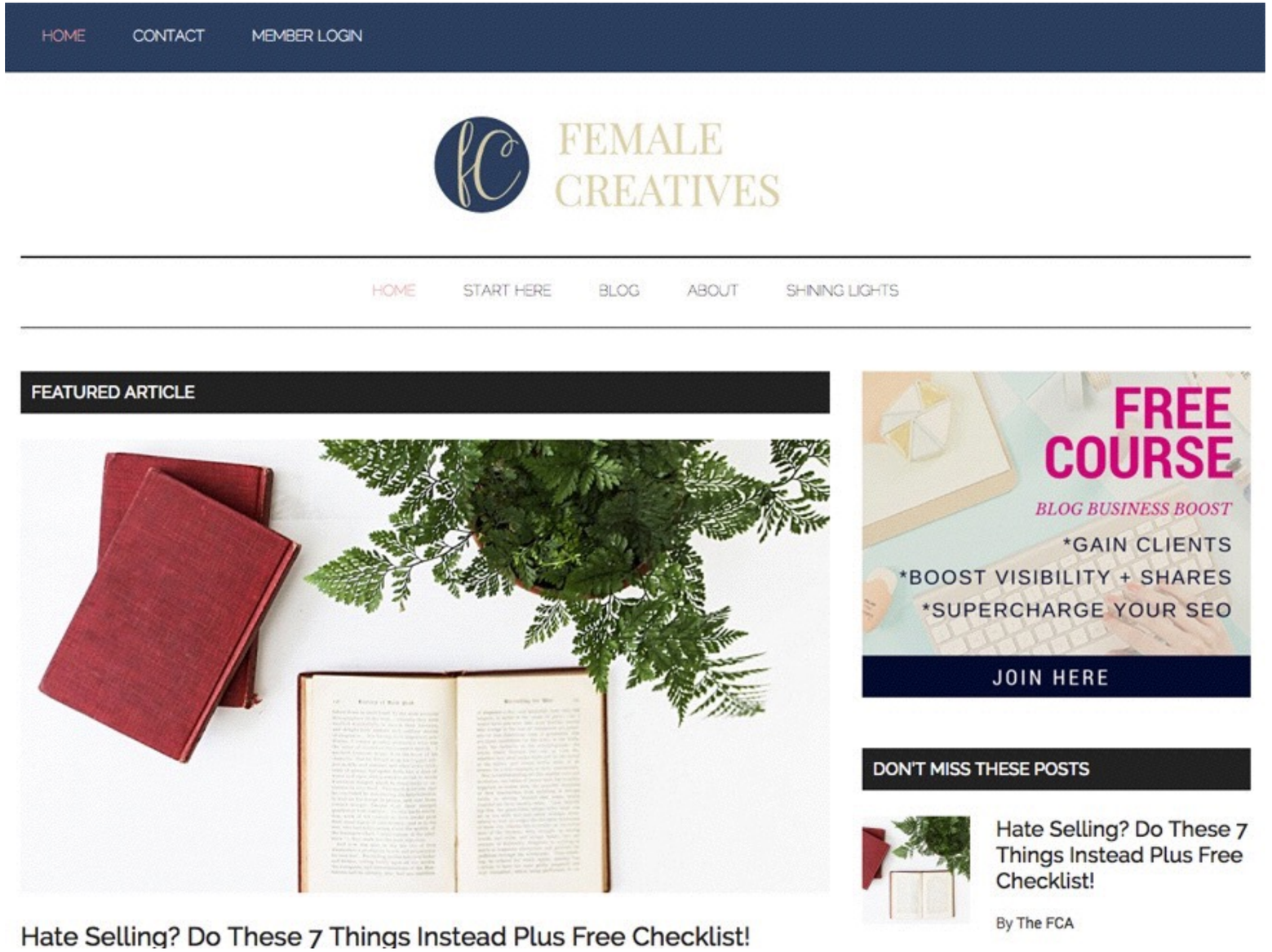
Magazine Pro



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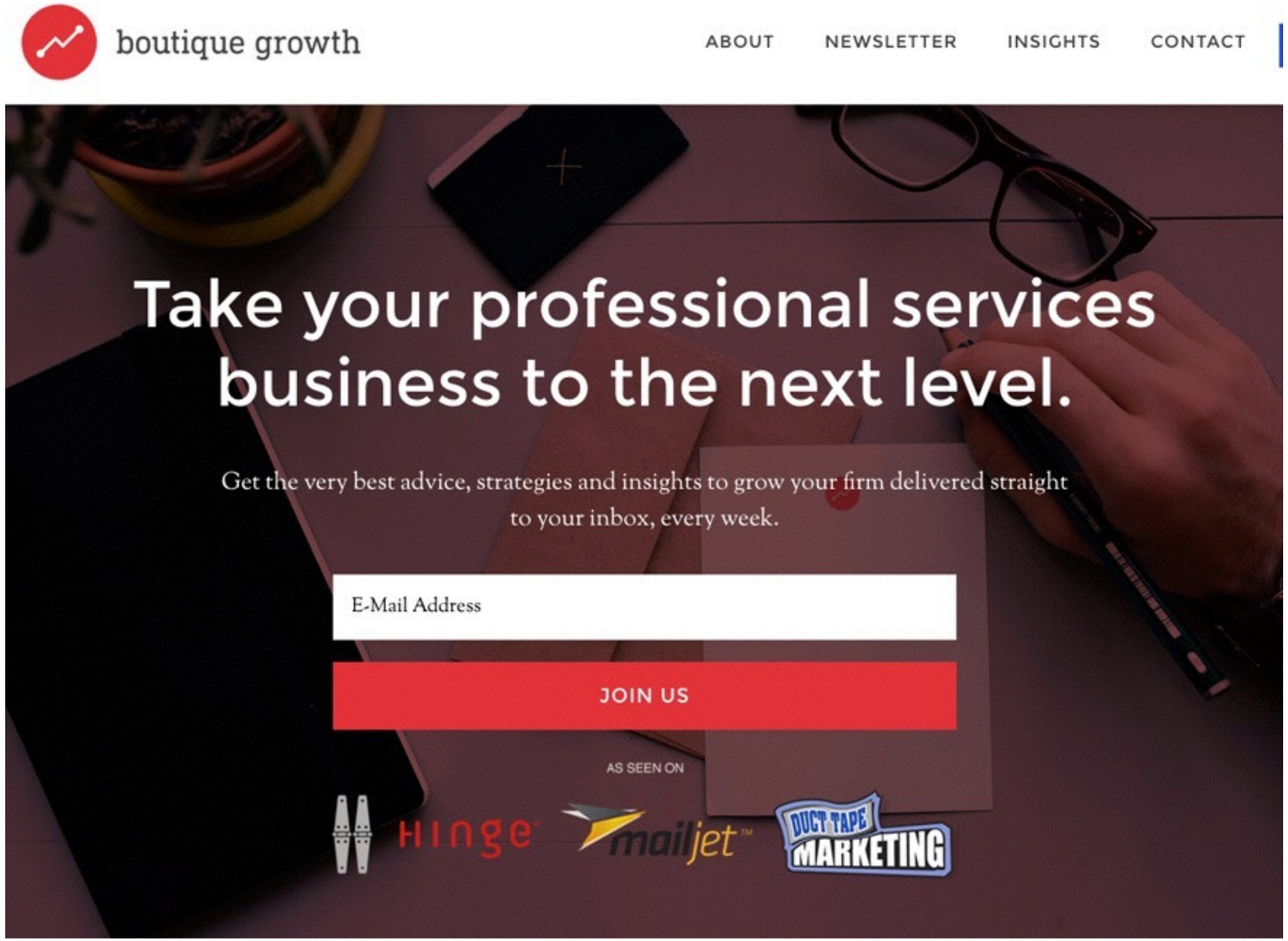

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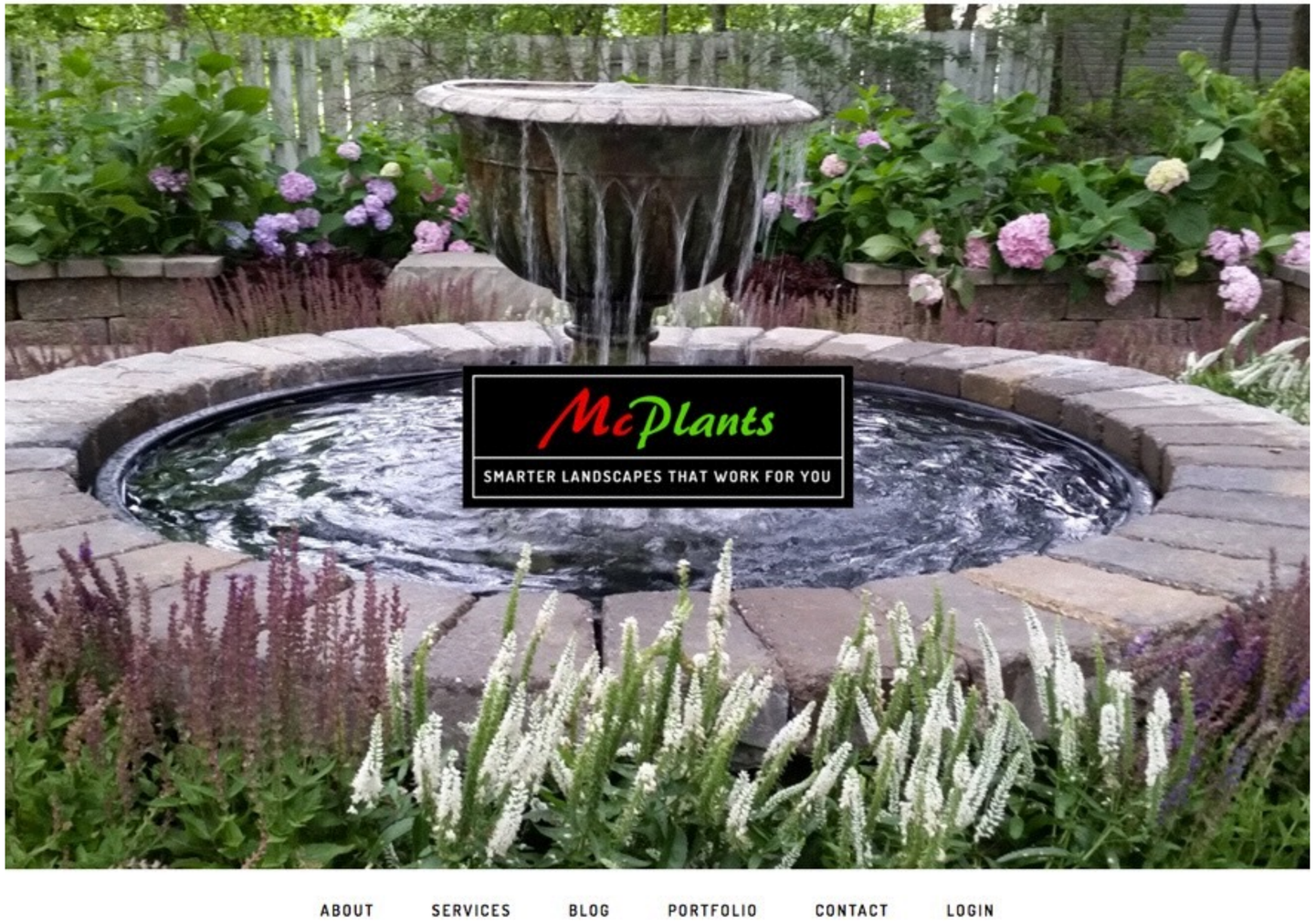
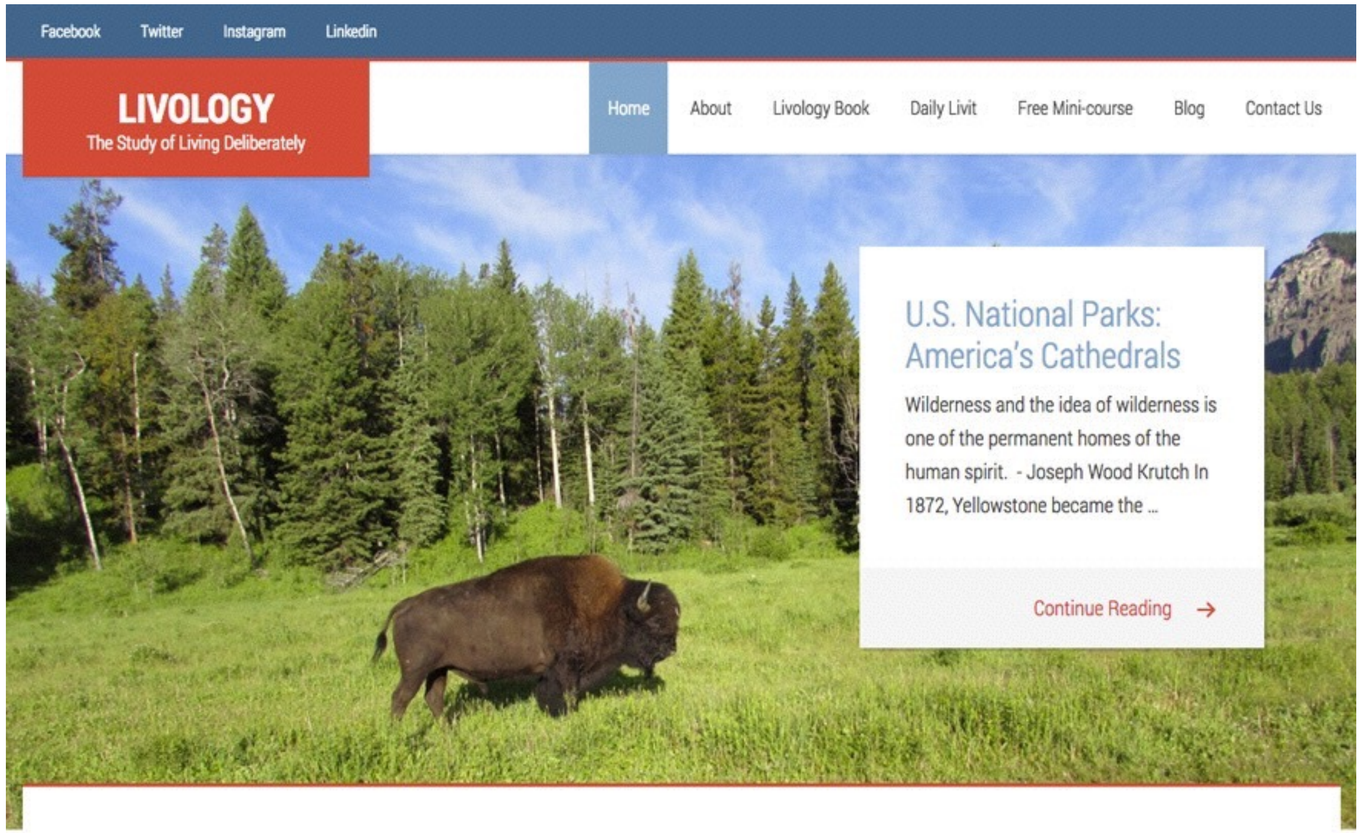

McPlants
SMARTER LANDSCAPES THAT WORK FOR YOU
ABOUT
SERVICES
BLOG
PORTFOLIO
CONTACT
LOGIN

Enterprise Pro

Education Pro



Parallax Pro

Agenda

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- Rafal's favorites
- Demo showing the versatility of Rainmaker themes

Start with Content

Step One: Pick a Basic Theme (Rainmaker Pro)

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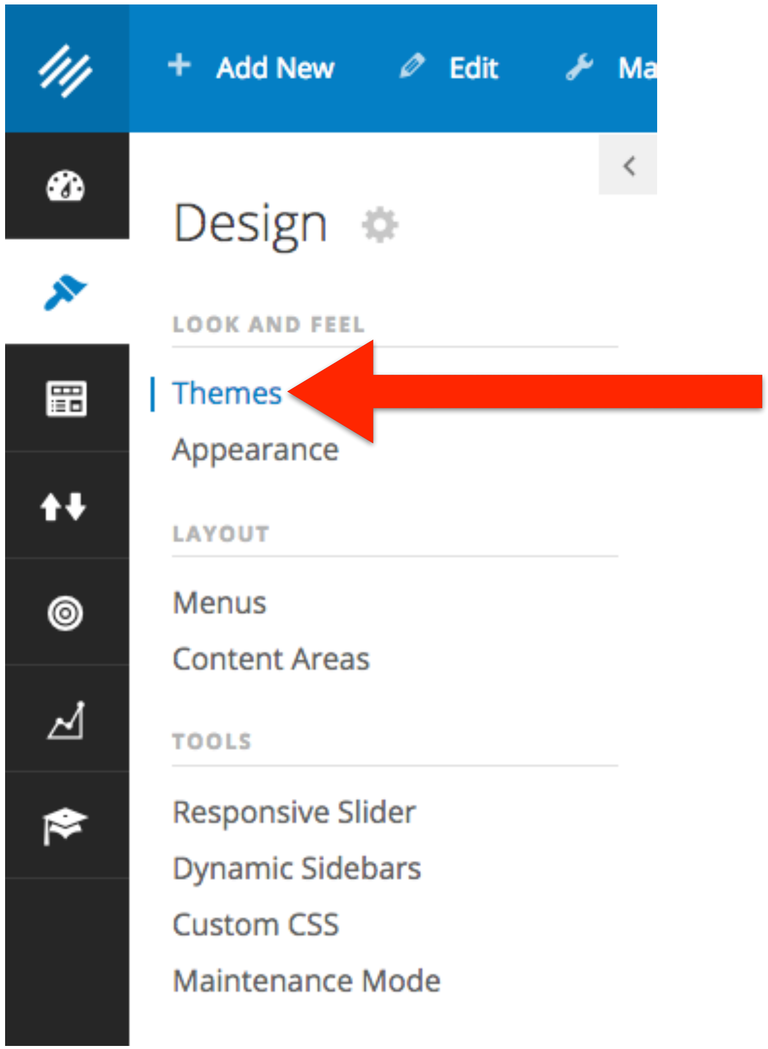

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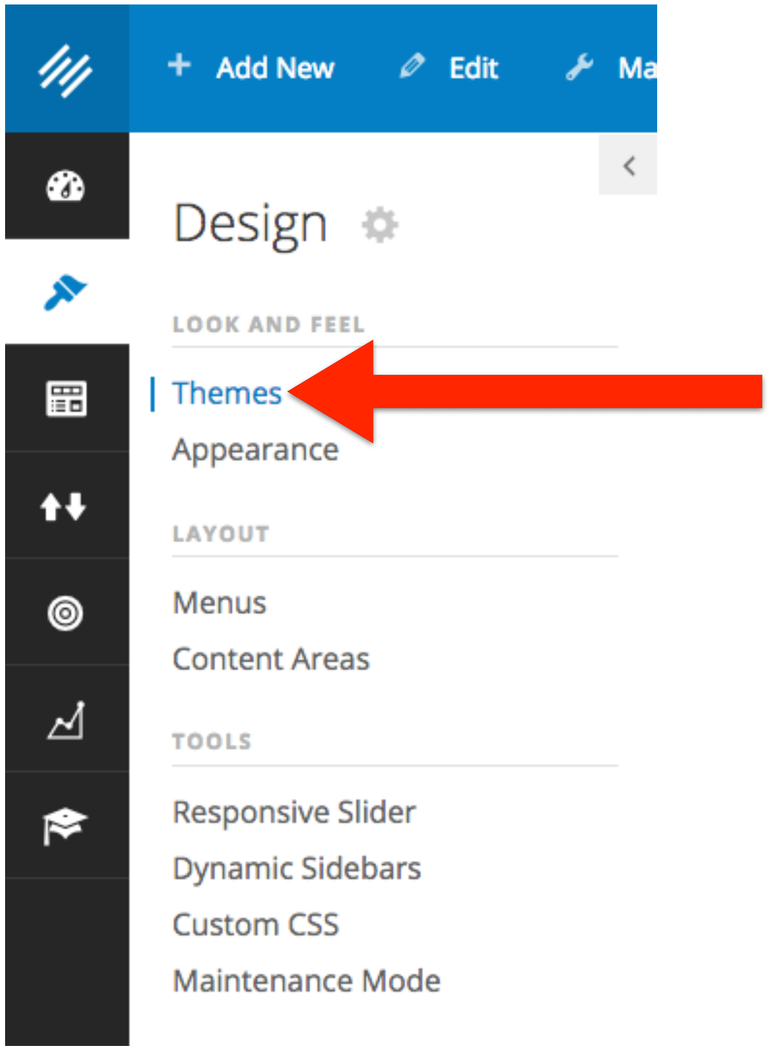

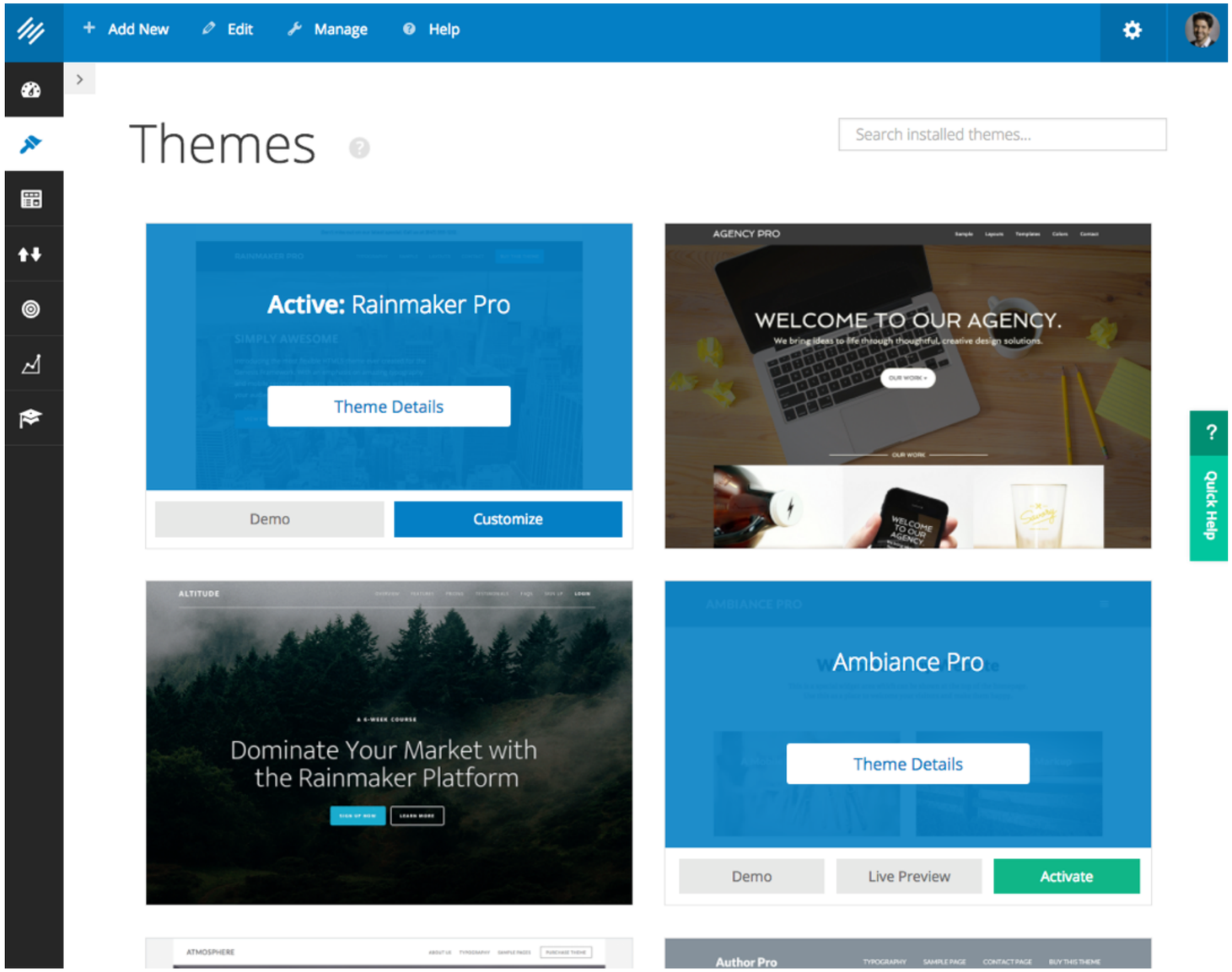

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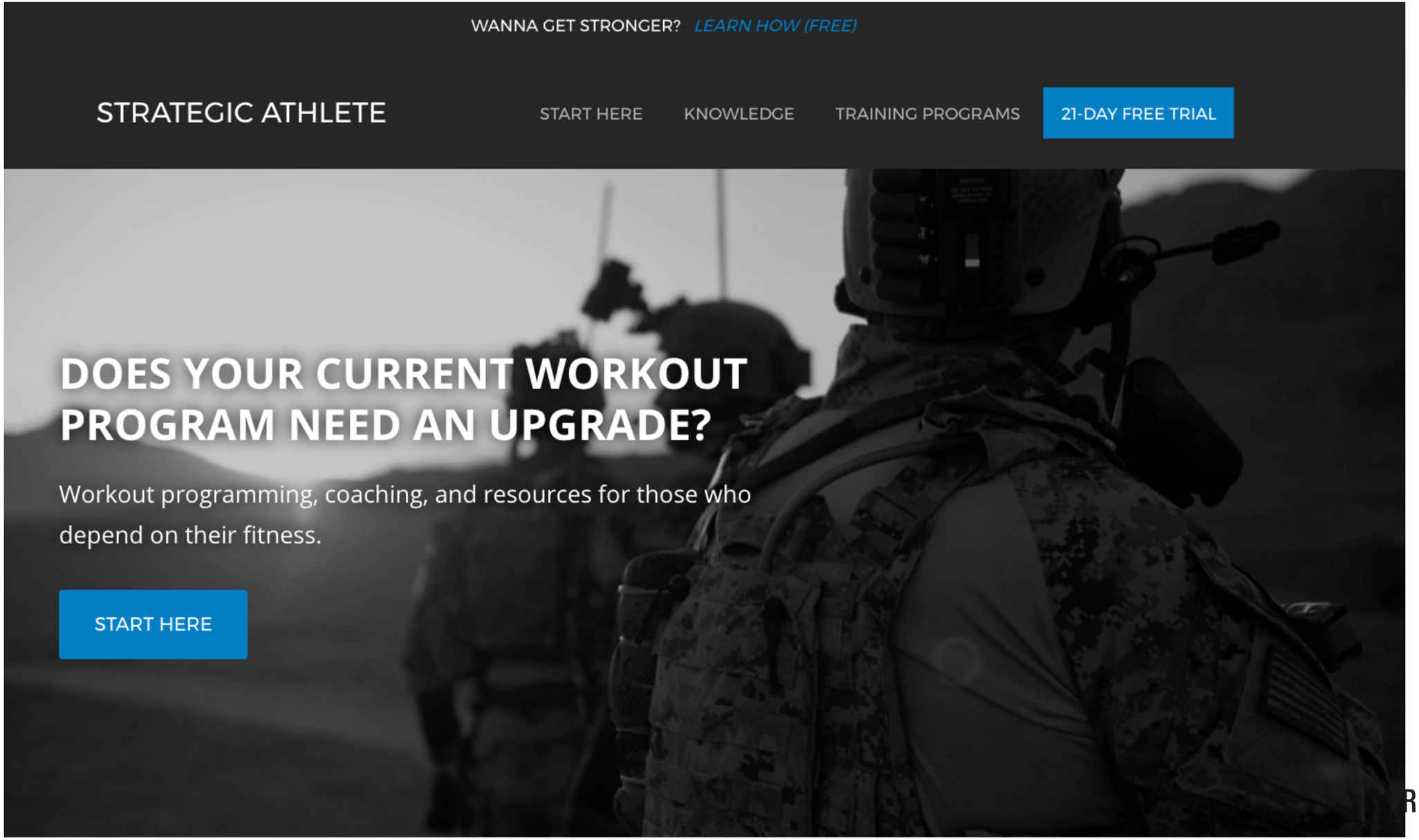

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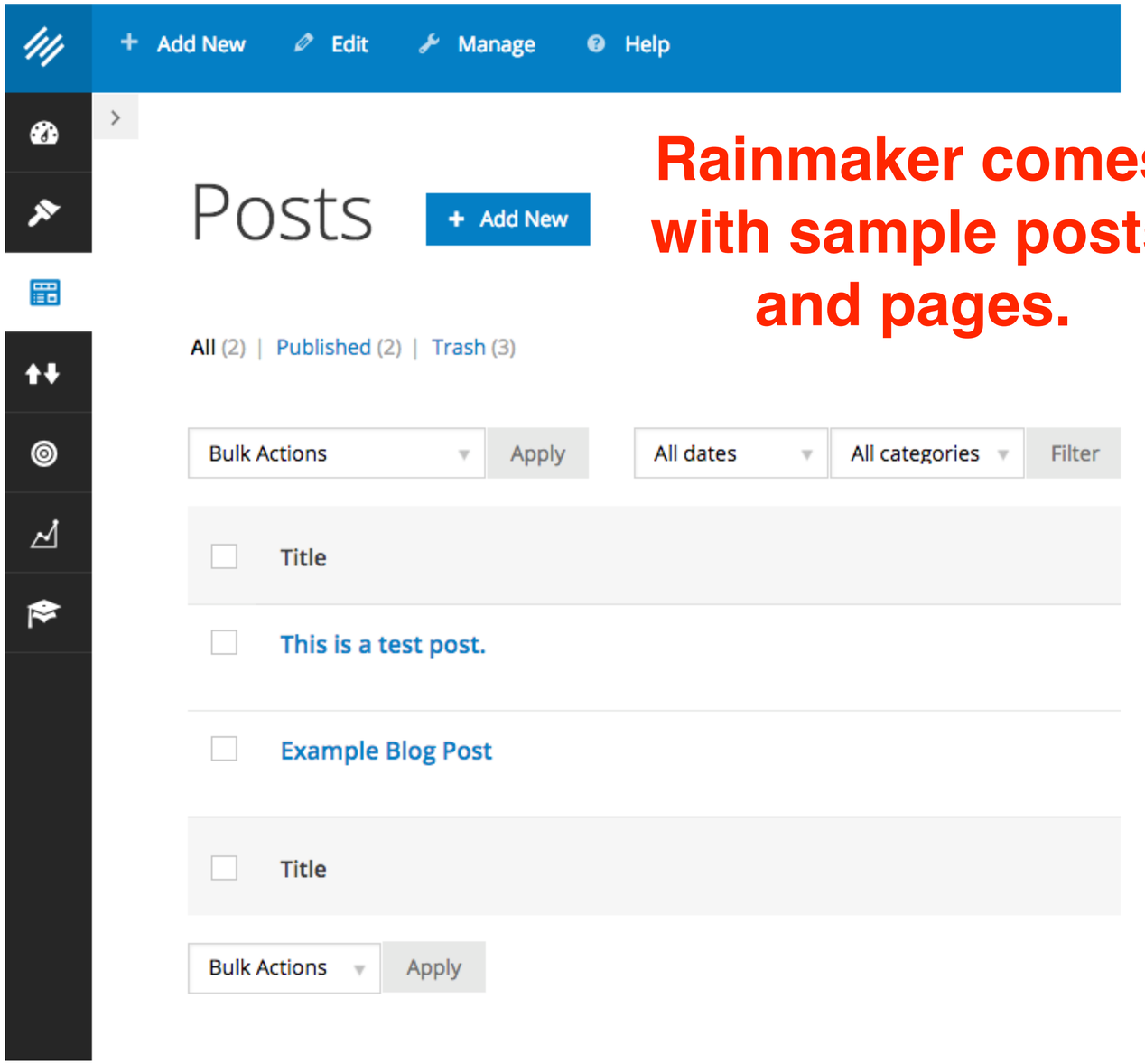
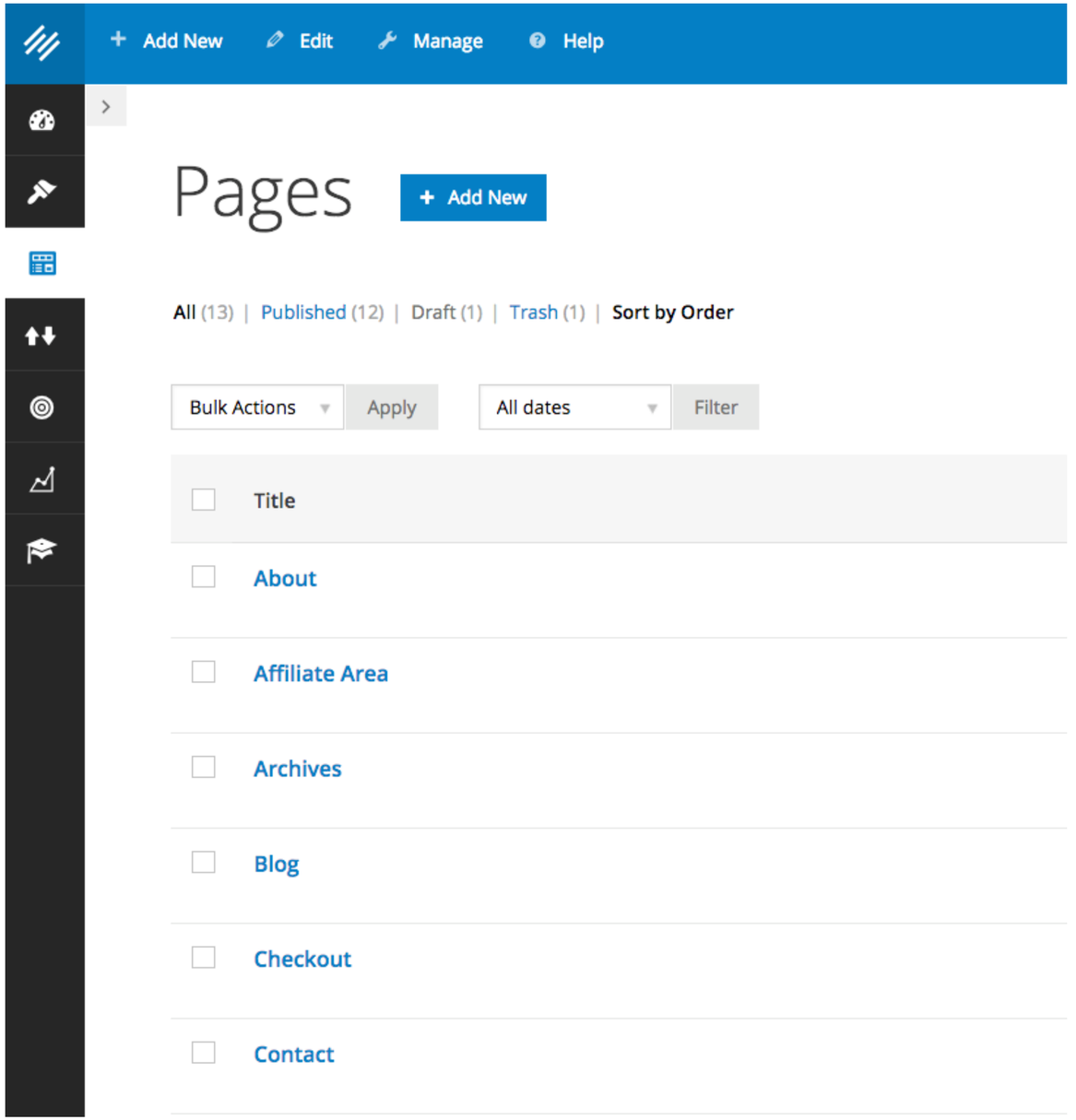
Step Two: Use the Sample Posts & Pages

Step Two: Set up Sample Posts & Pages



Rainmaker comes with sample posts and pages.



Step Three: Create Samples Specific to Your Content

Go beyond just the sample posts and pages.

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Project into the future.
Are you going to have …

- A blog?
- A podcast?
- A course?
- Products?

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Need a theme with a sidebar.

Step Three: Create Samples Specific to Your Content

Some elements you may want to demo …

- Your headlines (long or short?)
- Your writing style (long paragraphs or short?
- Hero images
- Post and featured images

Look how different this site's post setup is …

FEMALE CREATIVES

Home Start Here Courses About Blog Member Login

DON'T MISS THESE POSTS

The Power of a Picture

FEBRUARY 12, 2017 *by* JEN DZIUVENIS
— *Leave a Comment*

… from this site.

AHMAD MUNAWAR / DECEMBER 16, 2016

These 5 Factors Determine How Much You Can Charge

The more you charge for your services, the more money you'll make.

But you can't simply raise your prices indiscriminately. If you do that, without justifying the increase, you'll lose more business than you'll gain.

If you want to raise your prices, start by looking at the factors that

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“So you don’t choose your theme, spend time designing it,
then realize it doesn’t match your content.”

Step Four: Choose Your Theme

After **you have sample content ready to go.**

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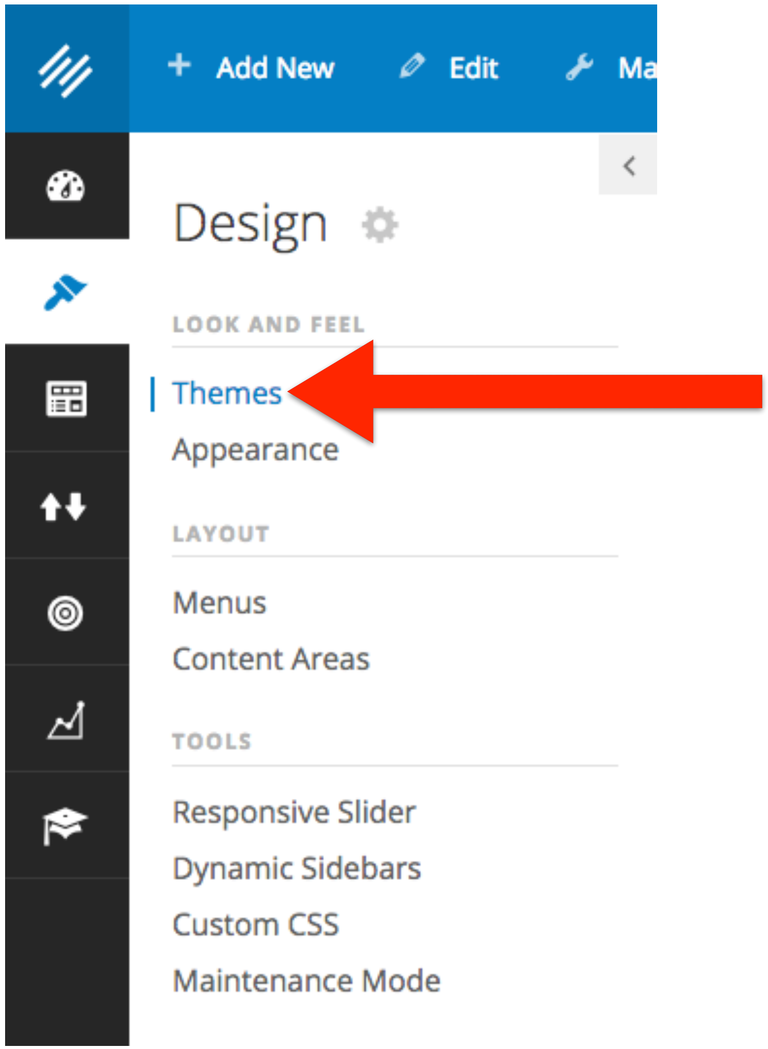

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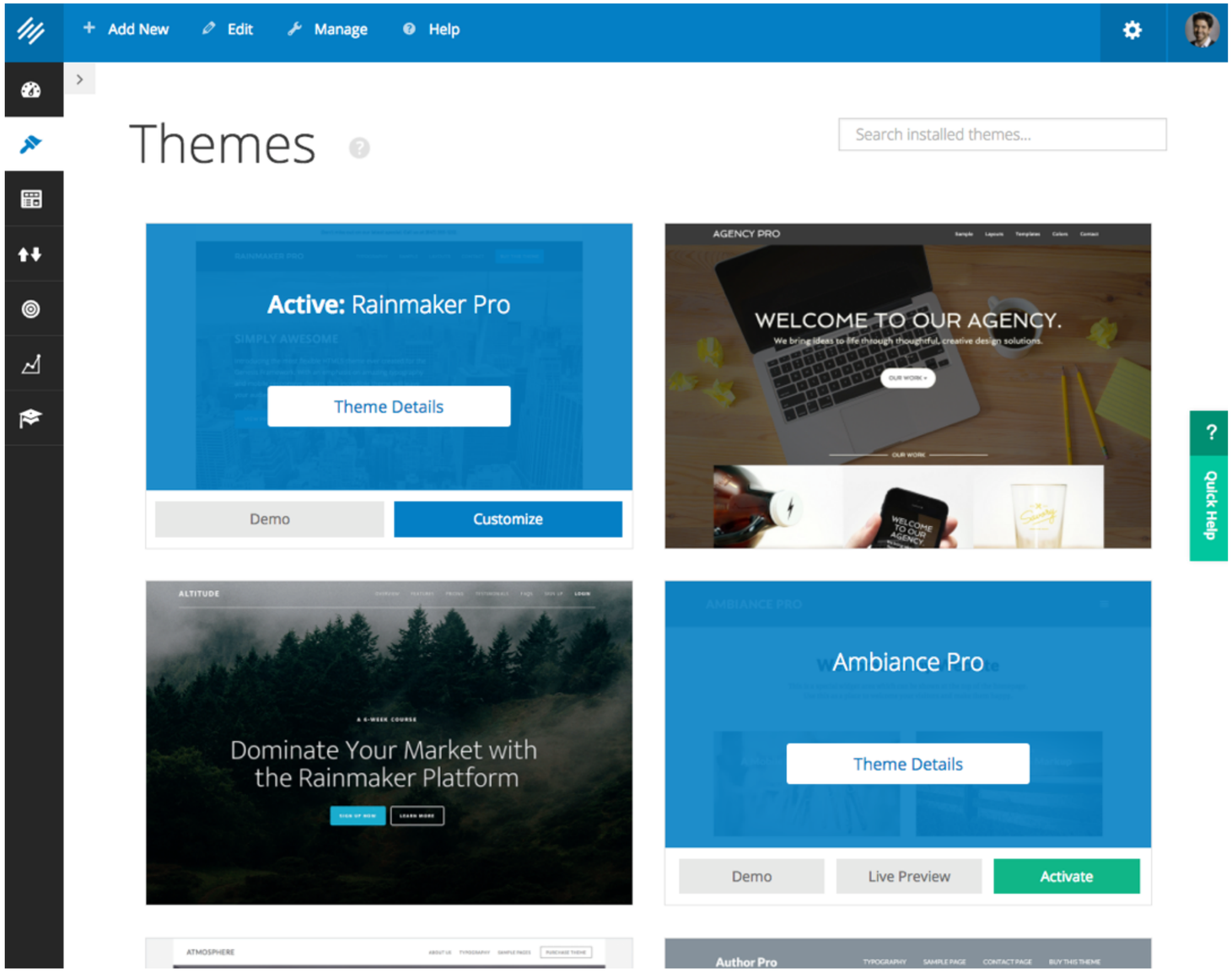

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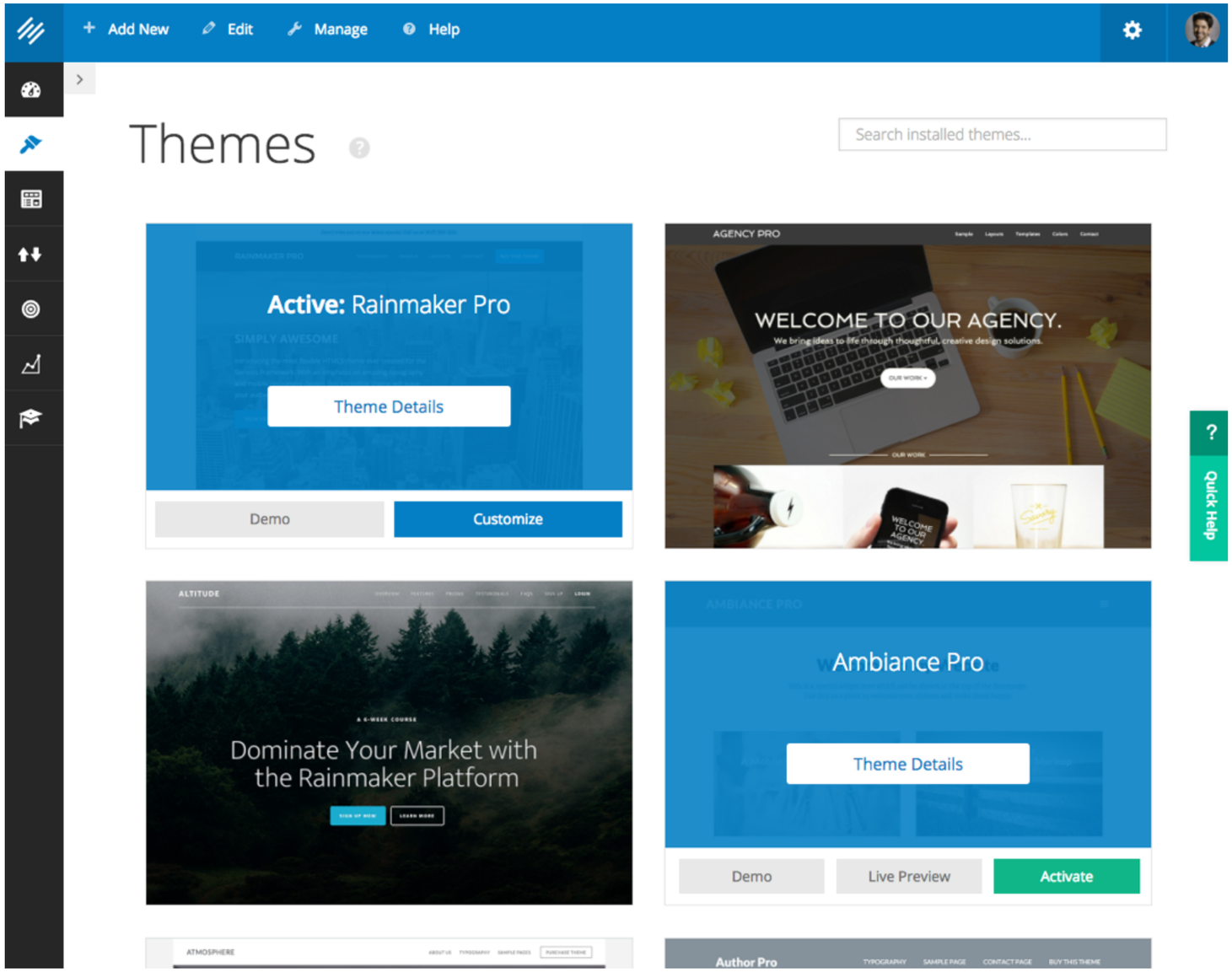
You have 30+ theme choices available with the click of a button. Demo them. Preview them. “Try them on.”



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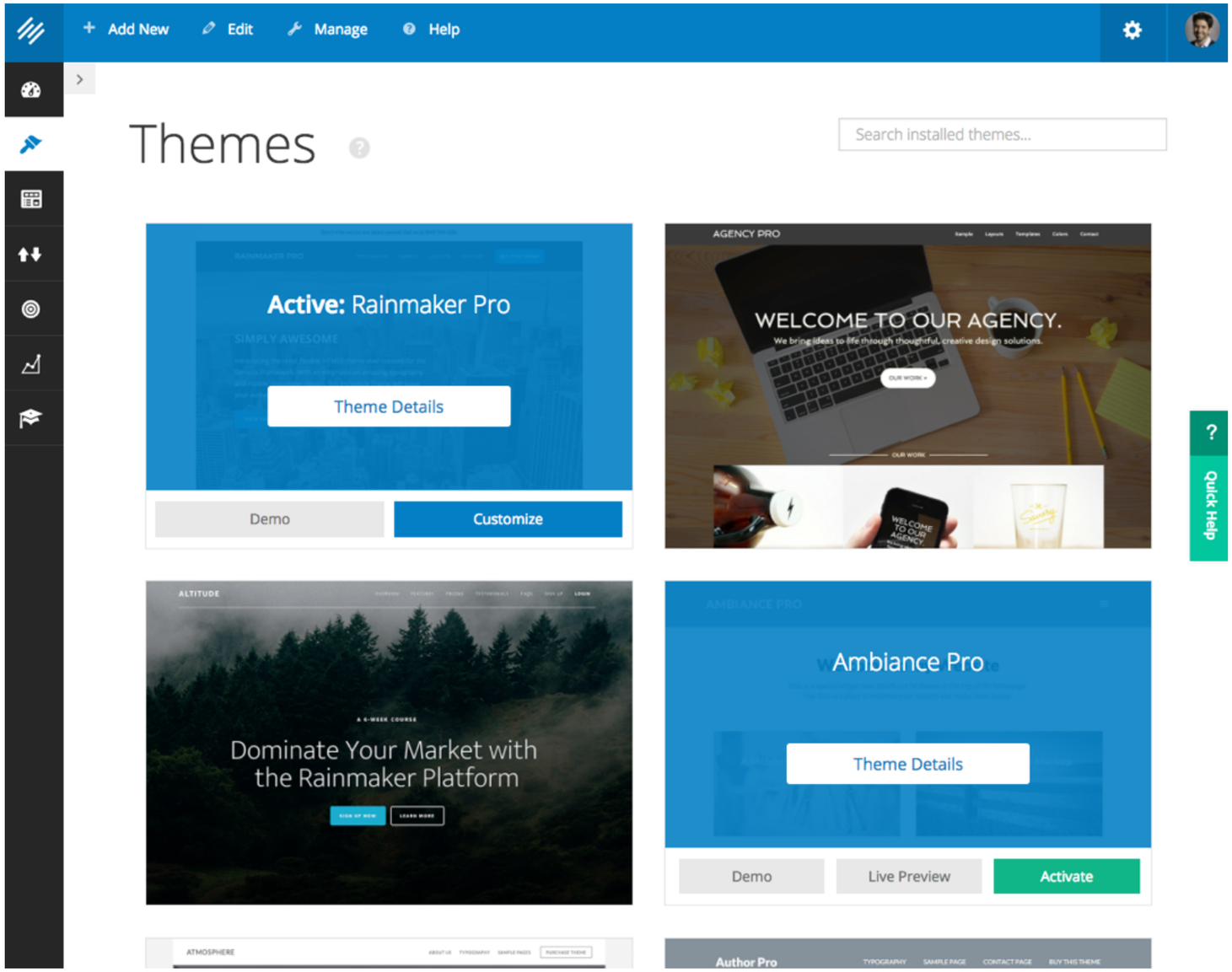
Or you can submit a custom Genesis theme for review.



But before you start customizing your theme's style, you need to decide what your theme's style will be — what feeling you want your site to evoke.

Identify Your Brand's Feeling

“Think like your customers.
Make them feel at home.”

Create a Mood Board

Collect random images that you feel are associated with your brand.

- Pinterest
- Pictures, color schemes, words, styles
- Show mood board to team to get everyone on the same page

soft
our approach
welcome
make contact
our work
Take the full tour.
Create your *free* wedding website
handmade
baby
our
joy
play
SEARCH
ACTION BUTTON
sweet

seed journal

get.away
Stay there

Now you’re ready to make basic customizations.

Tweak the Theme to Fit the Feeling

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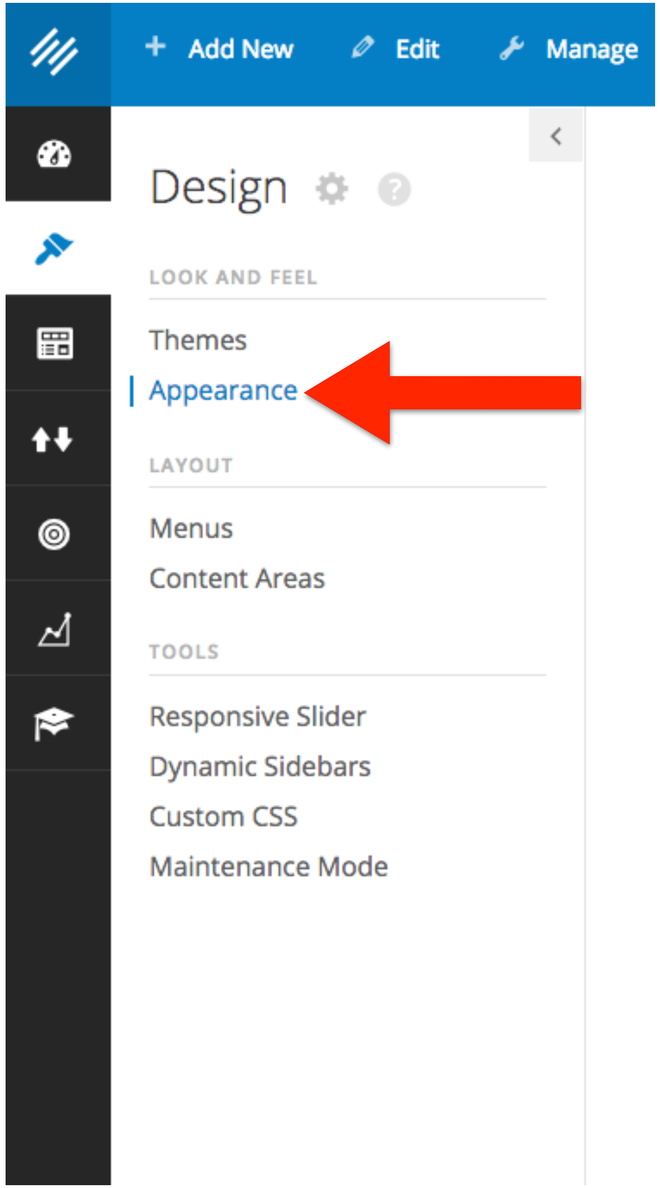

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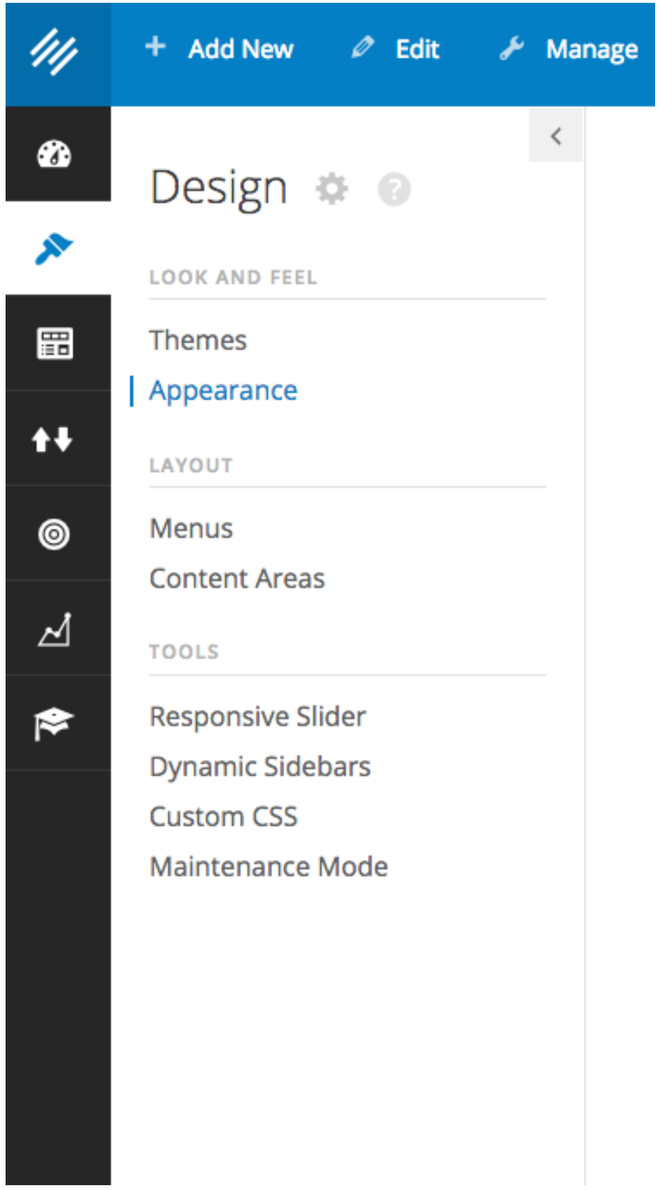

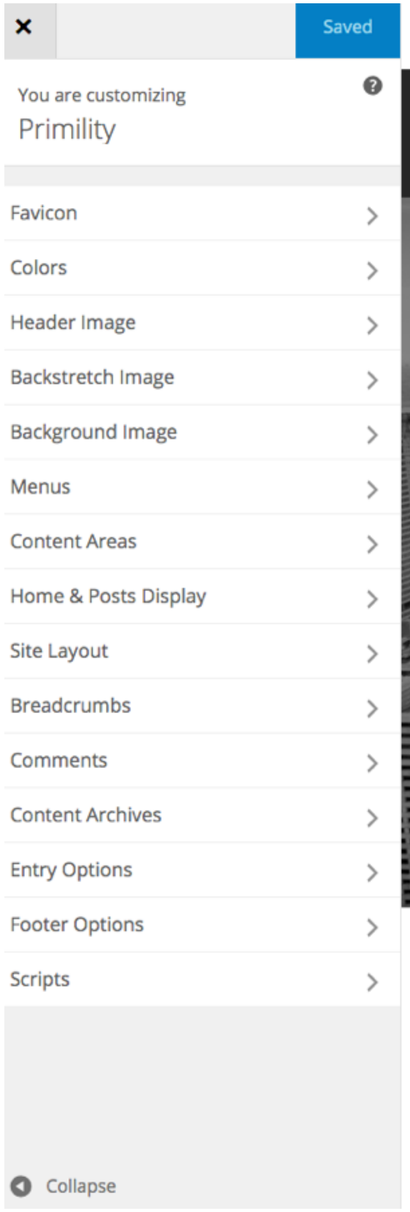

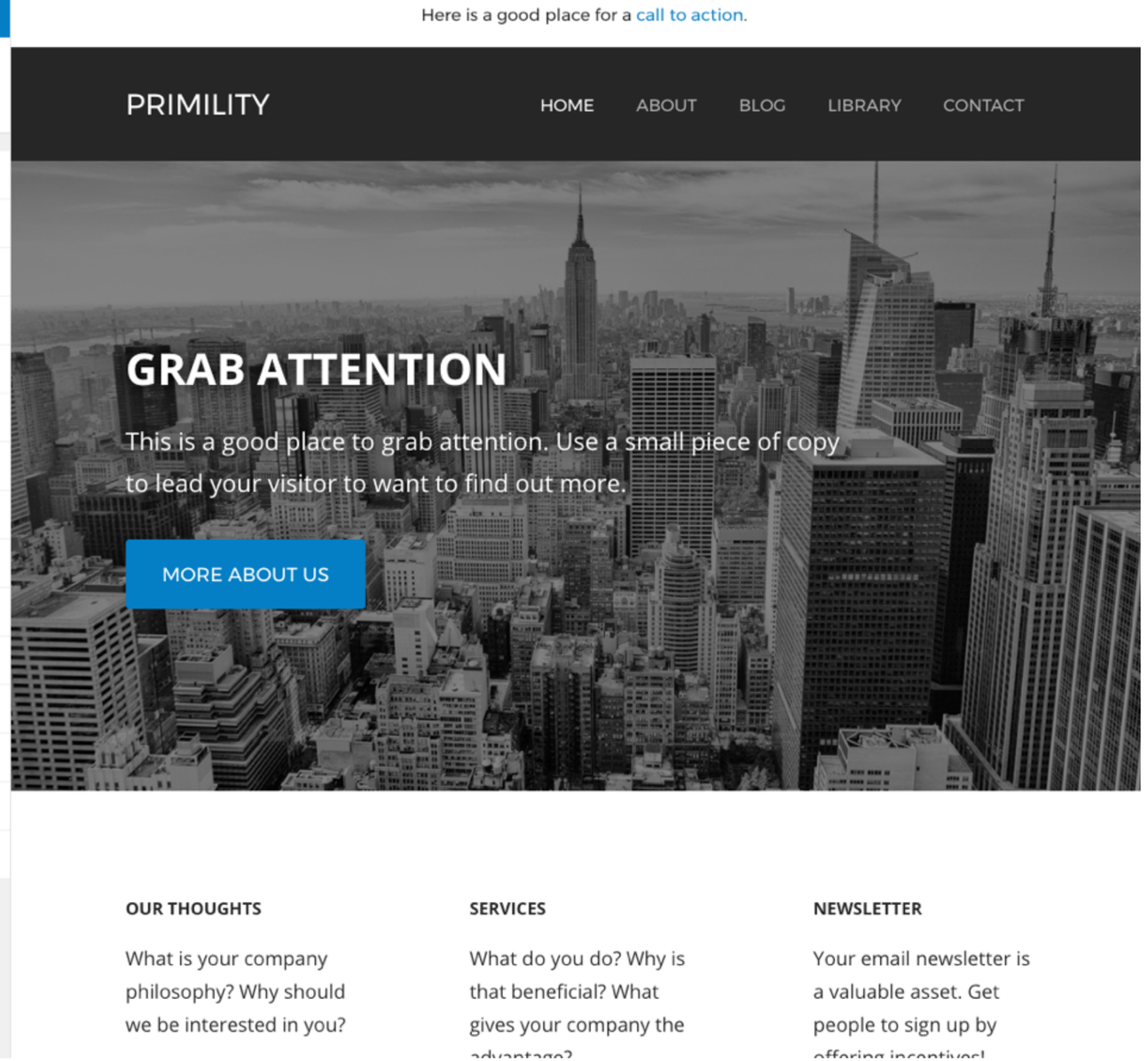

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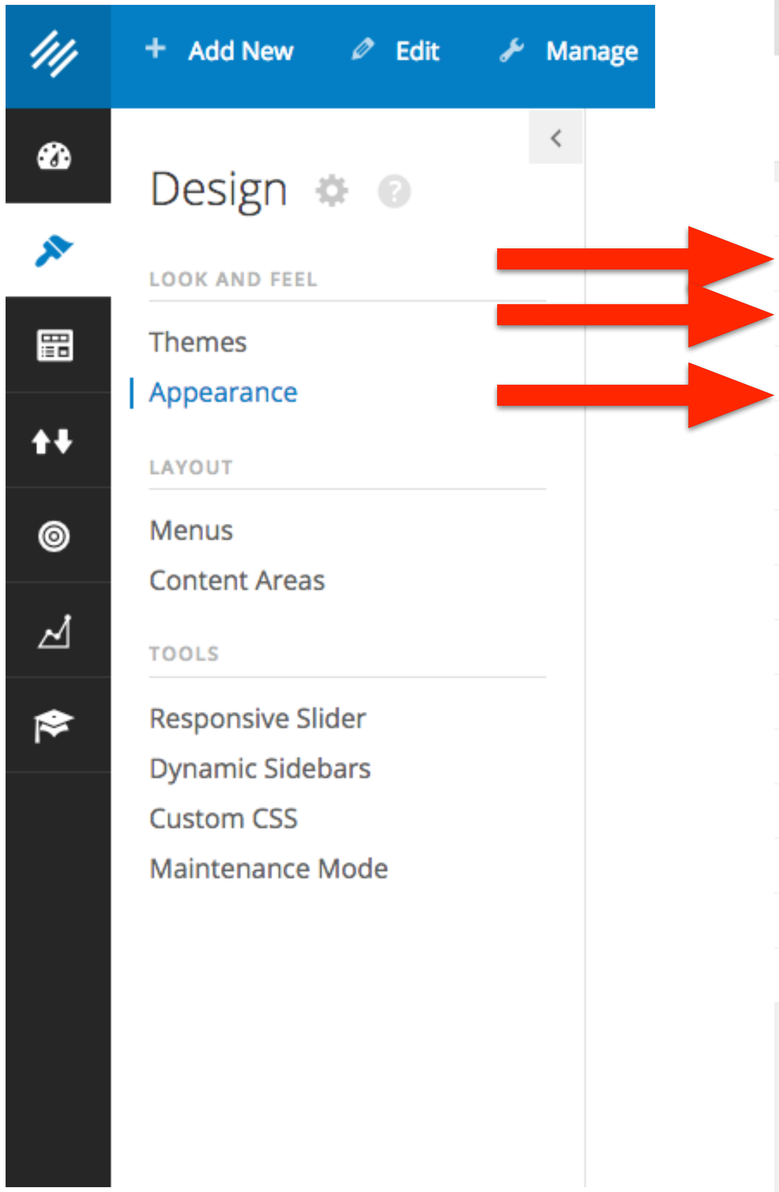

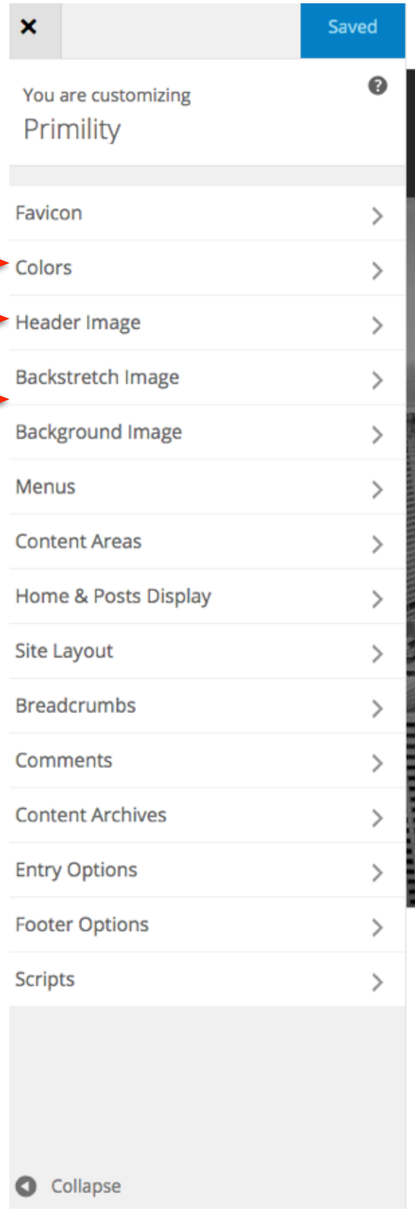

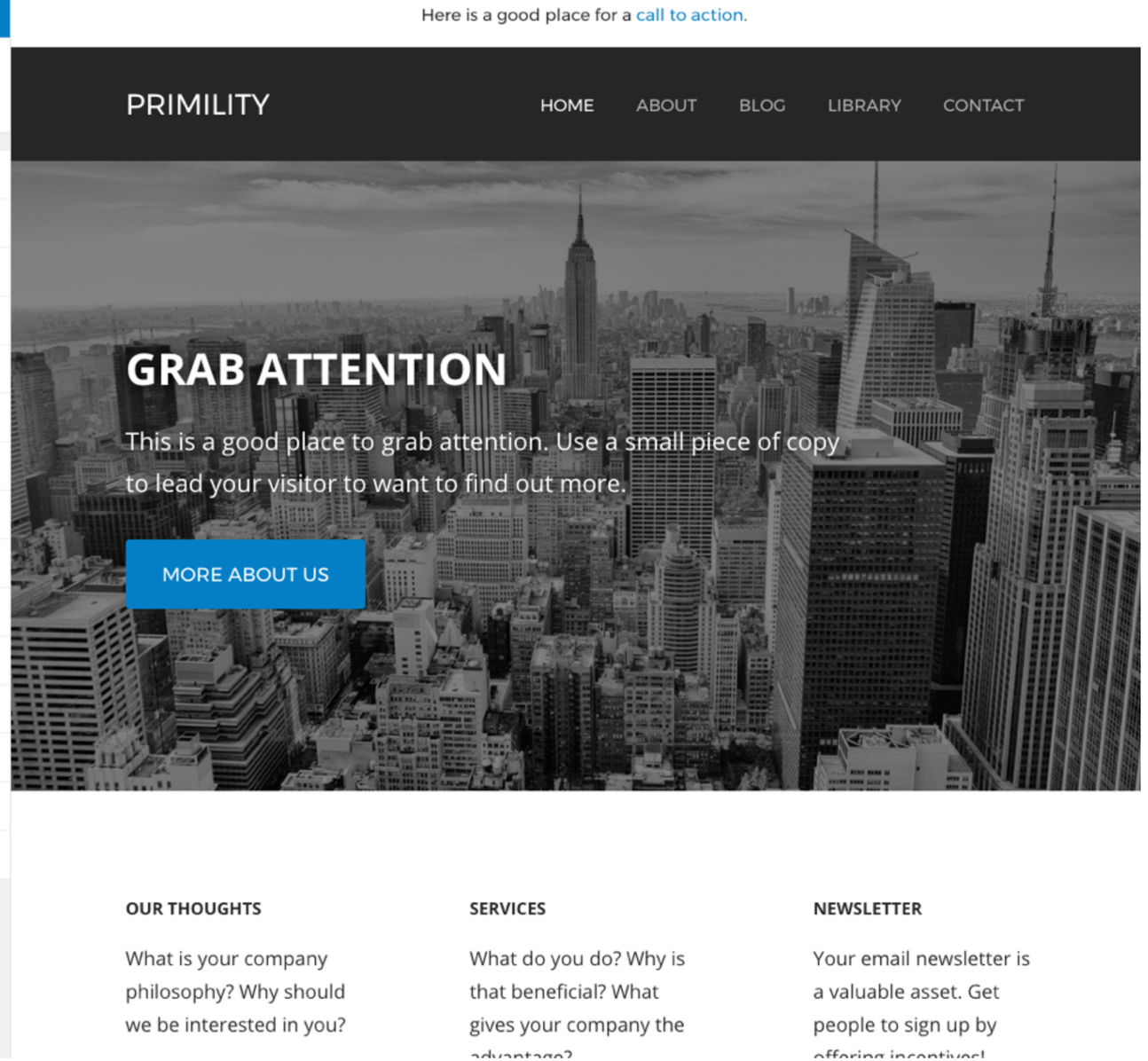

Step Two: Change Your Colors

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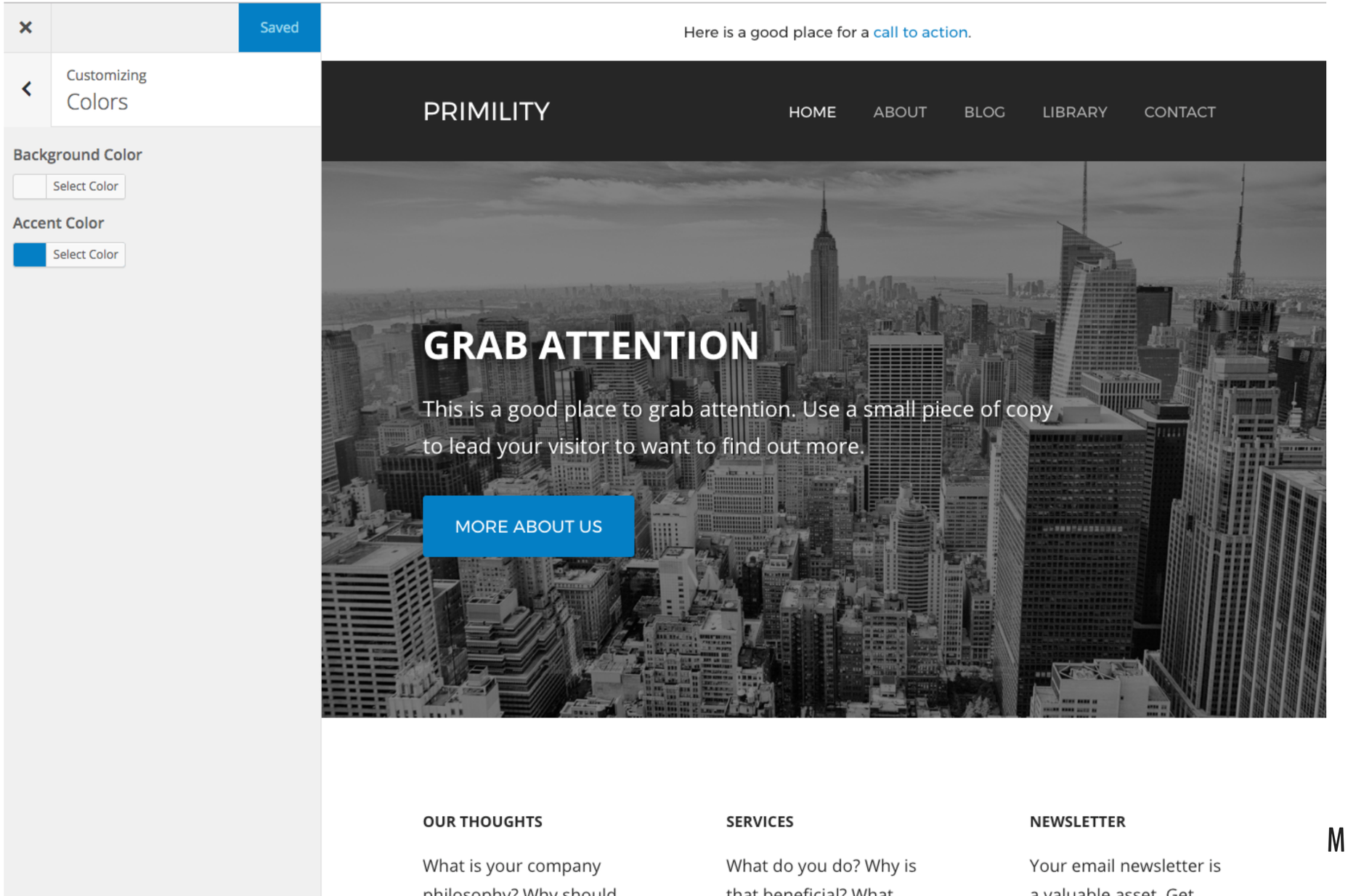

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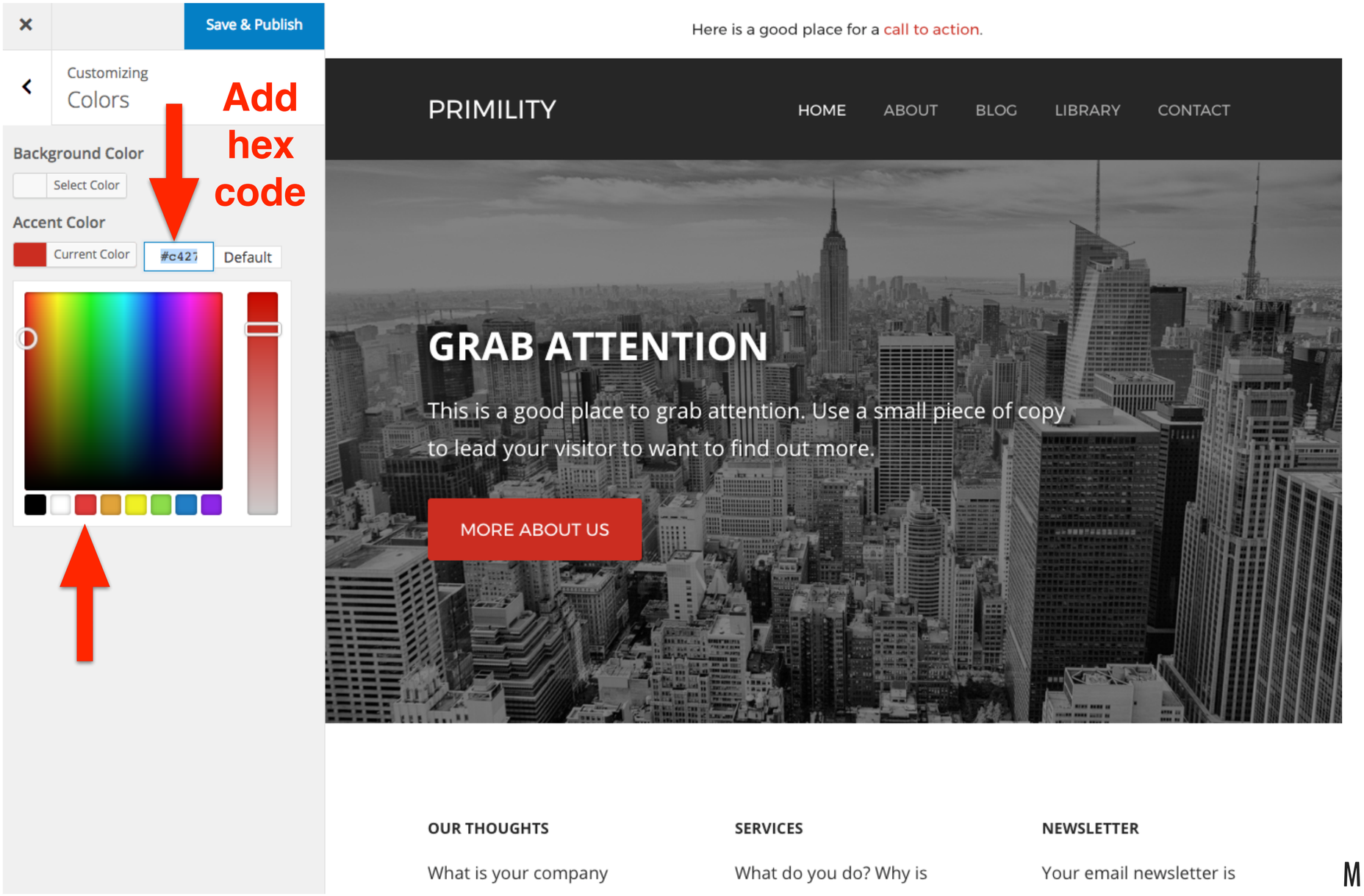

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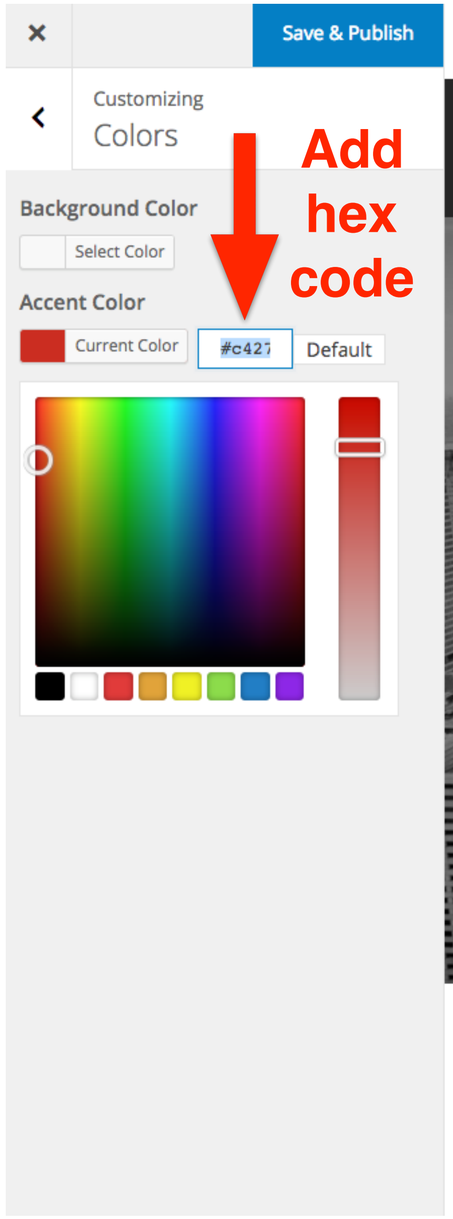
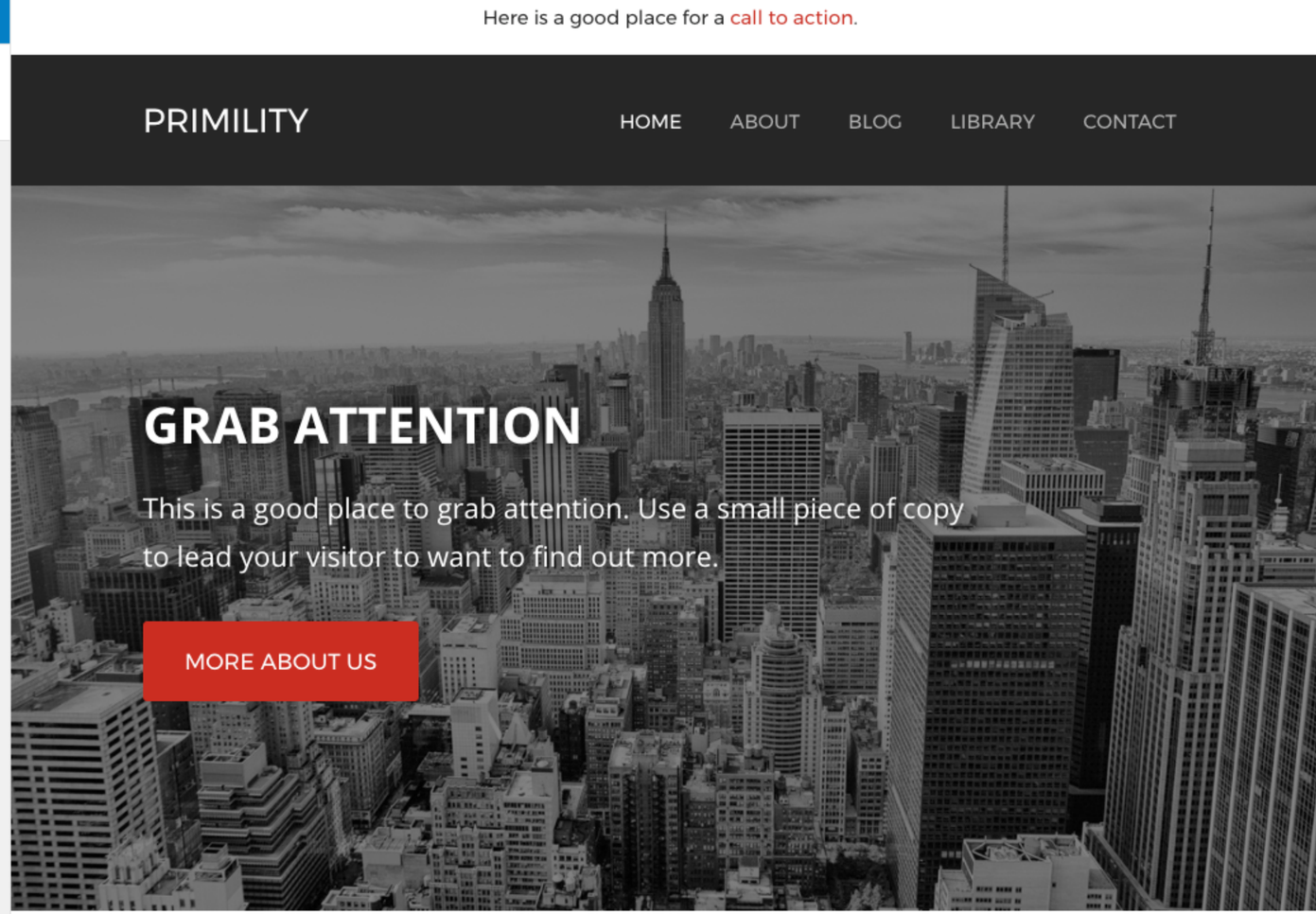
Pro tip: Use a digital color meter to identify the hex code of any color on your screen.





OUR THOUGHTS

What is your company

SERVICES

What do you do? Why is

NEWSLETTER

Your email newsletter is

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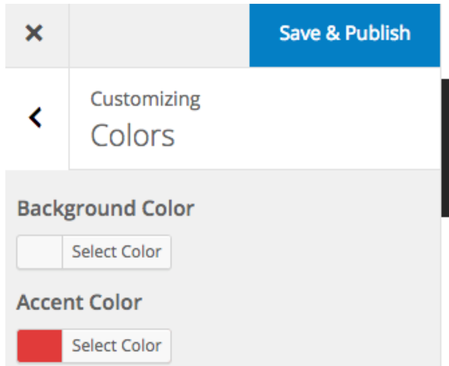
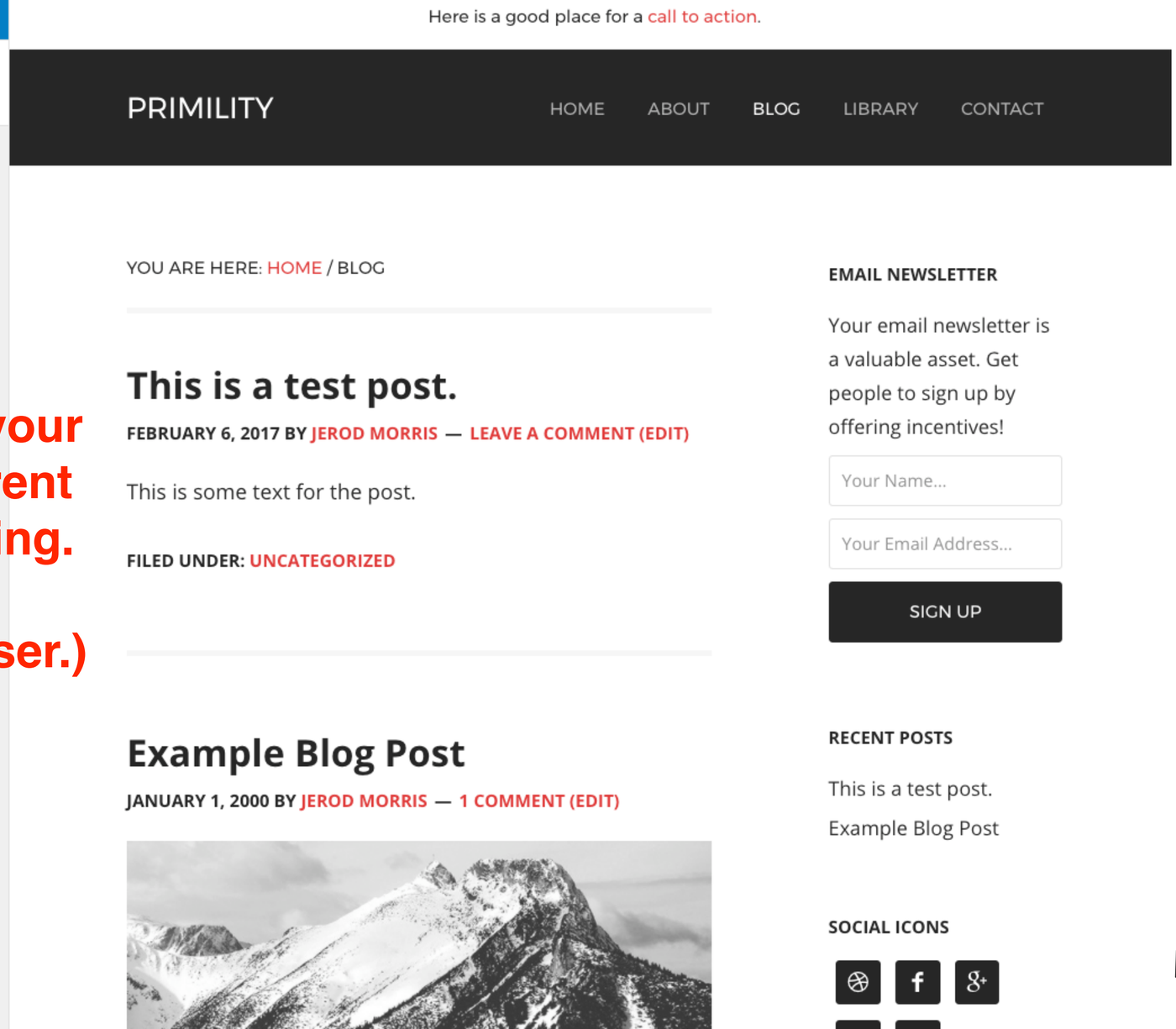


You can preview your changes on different pages before saving. (Click links in Appearance browser.)



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Step Three: Change the Backstretch/Background Images

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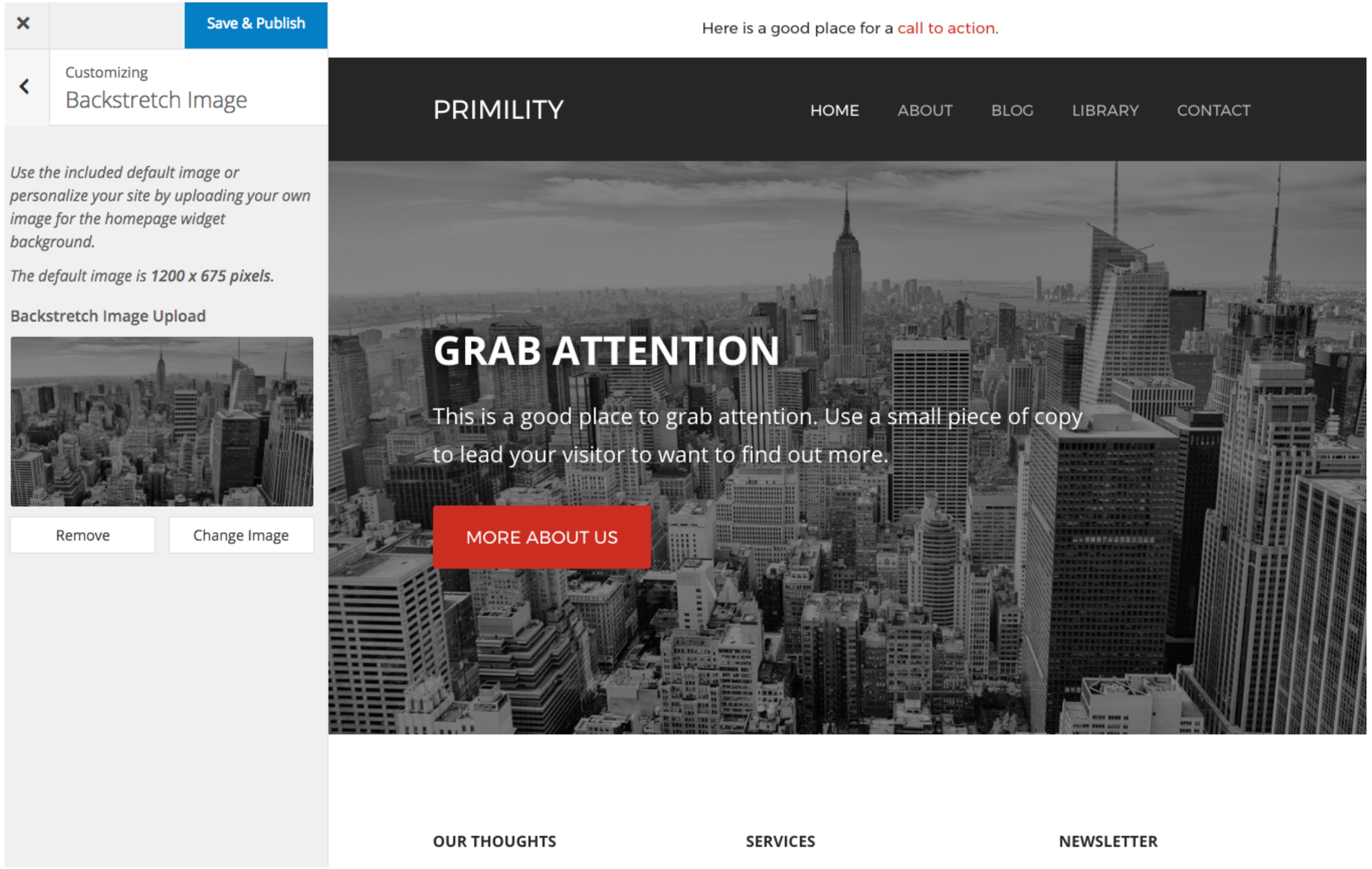

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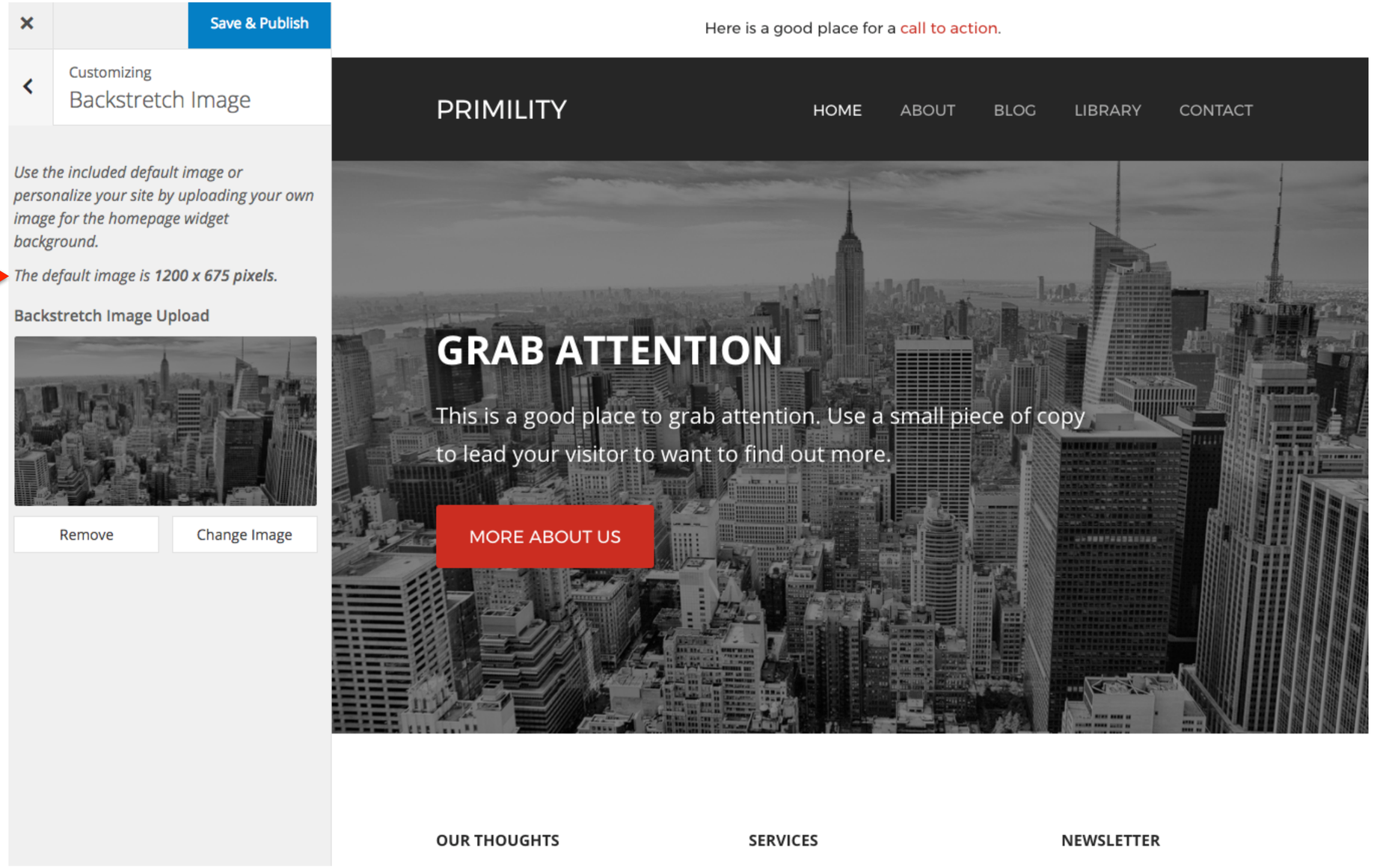

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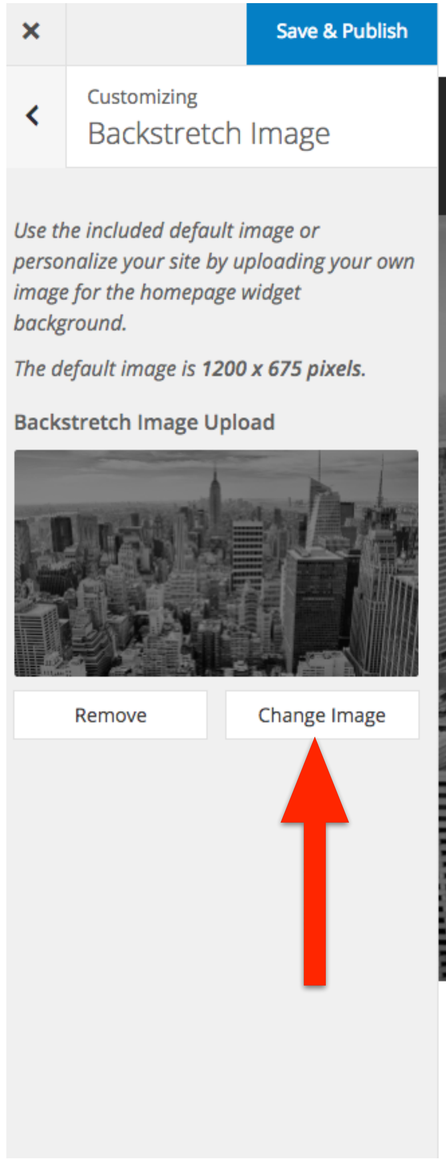

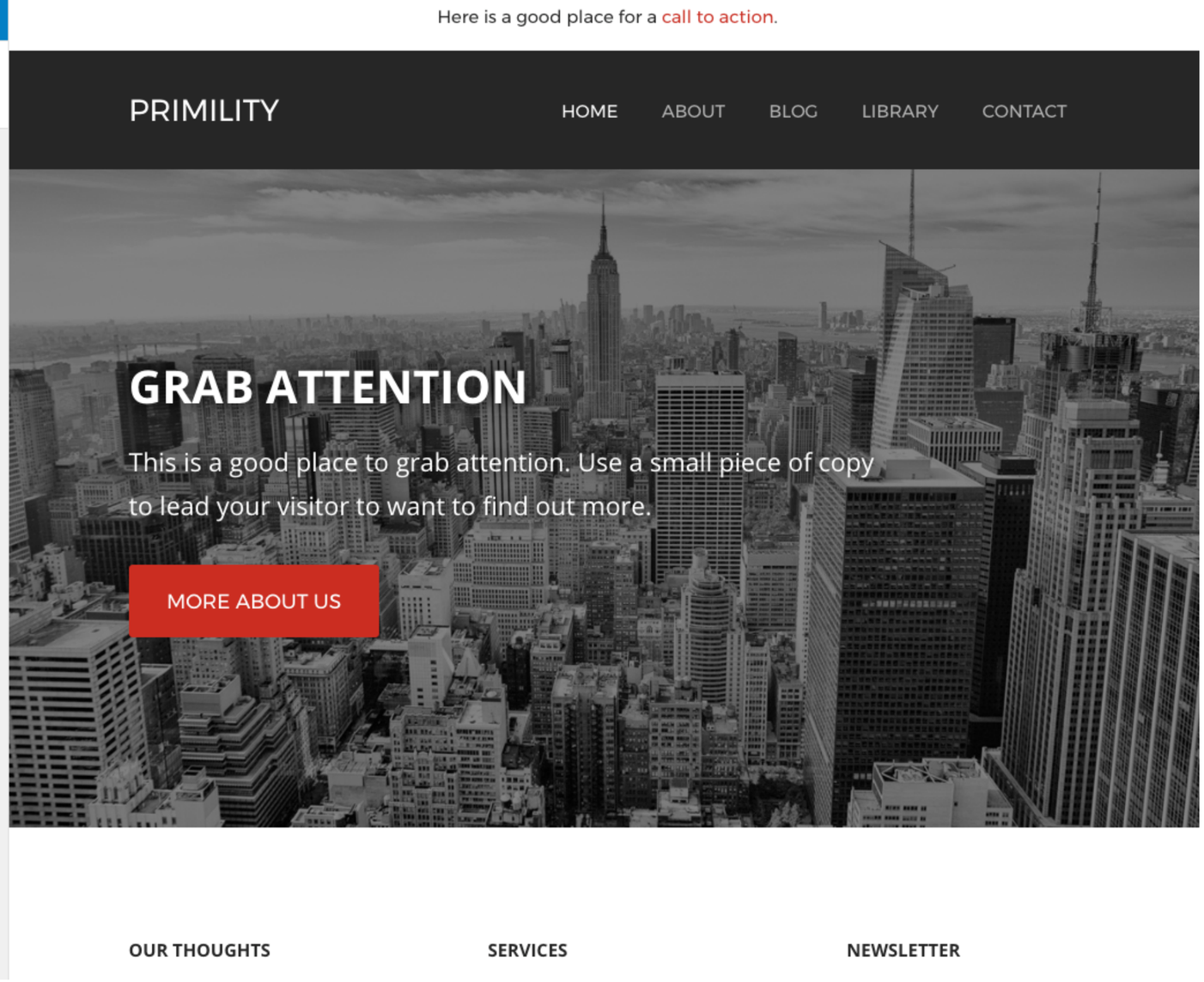

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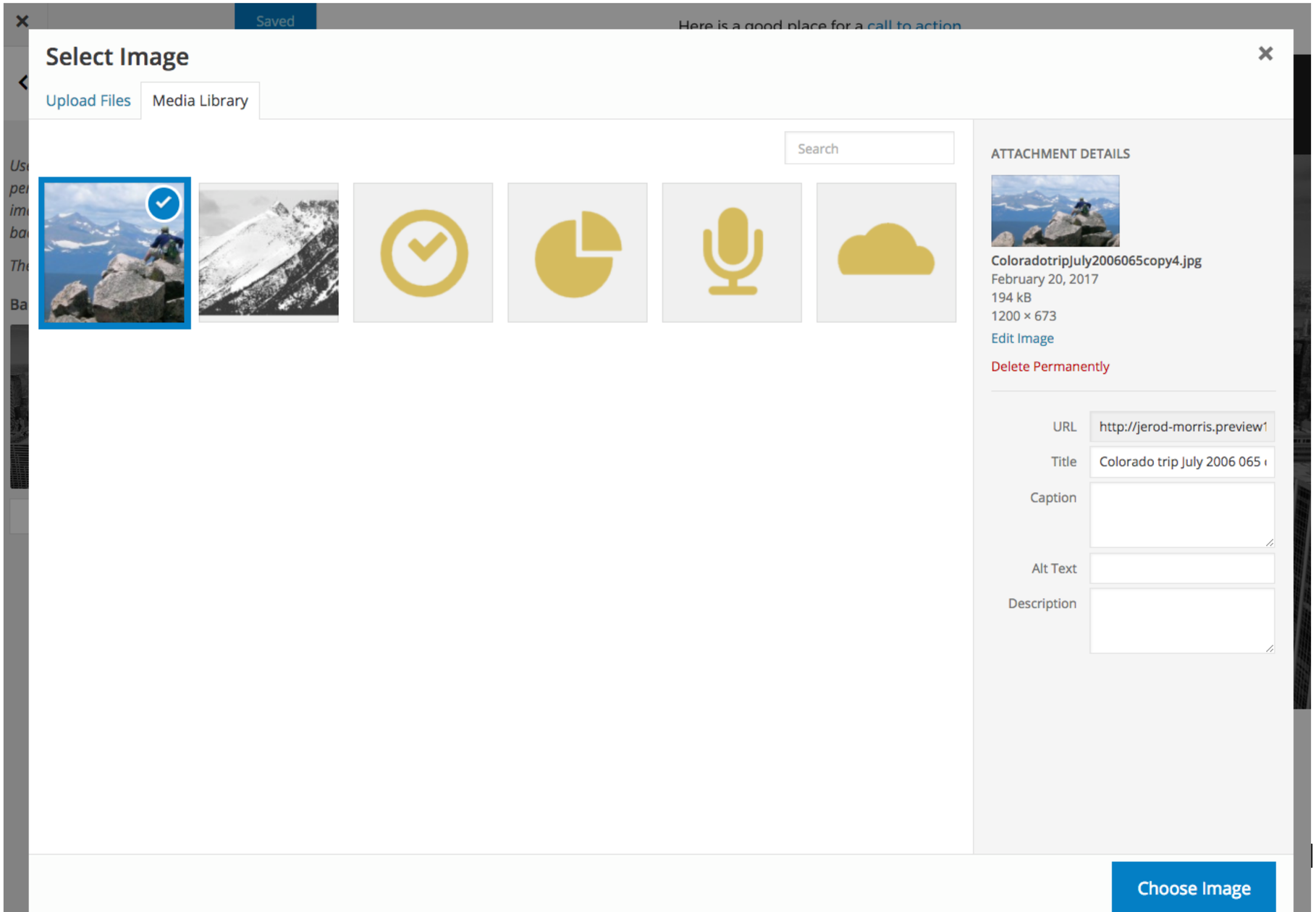

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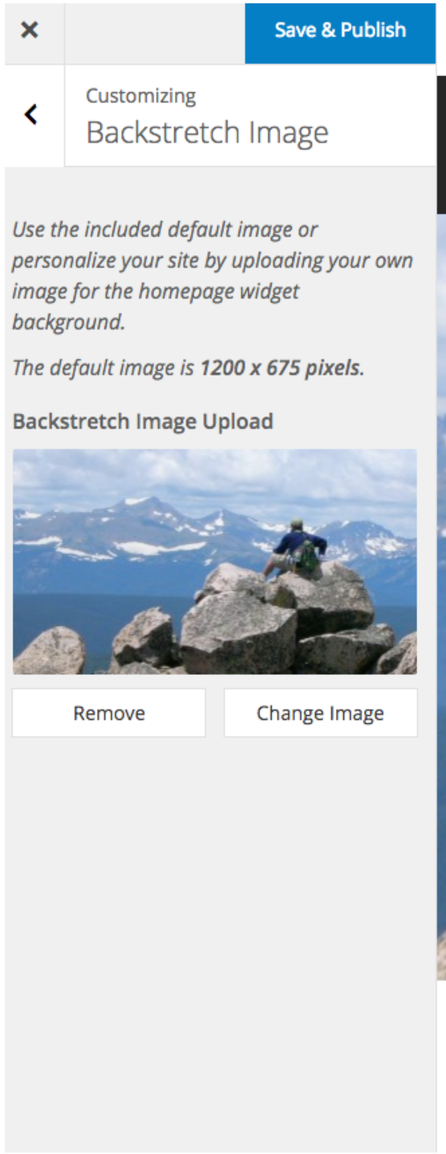

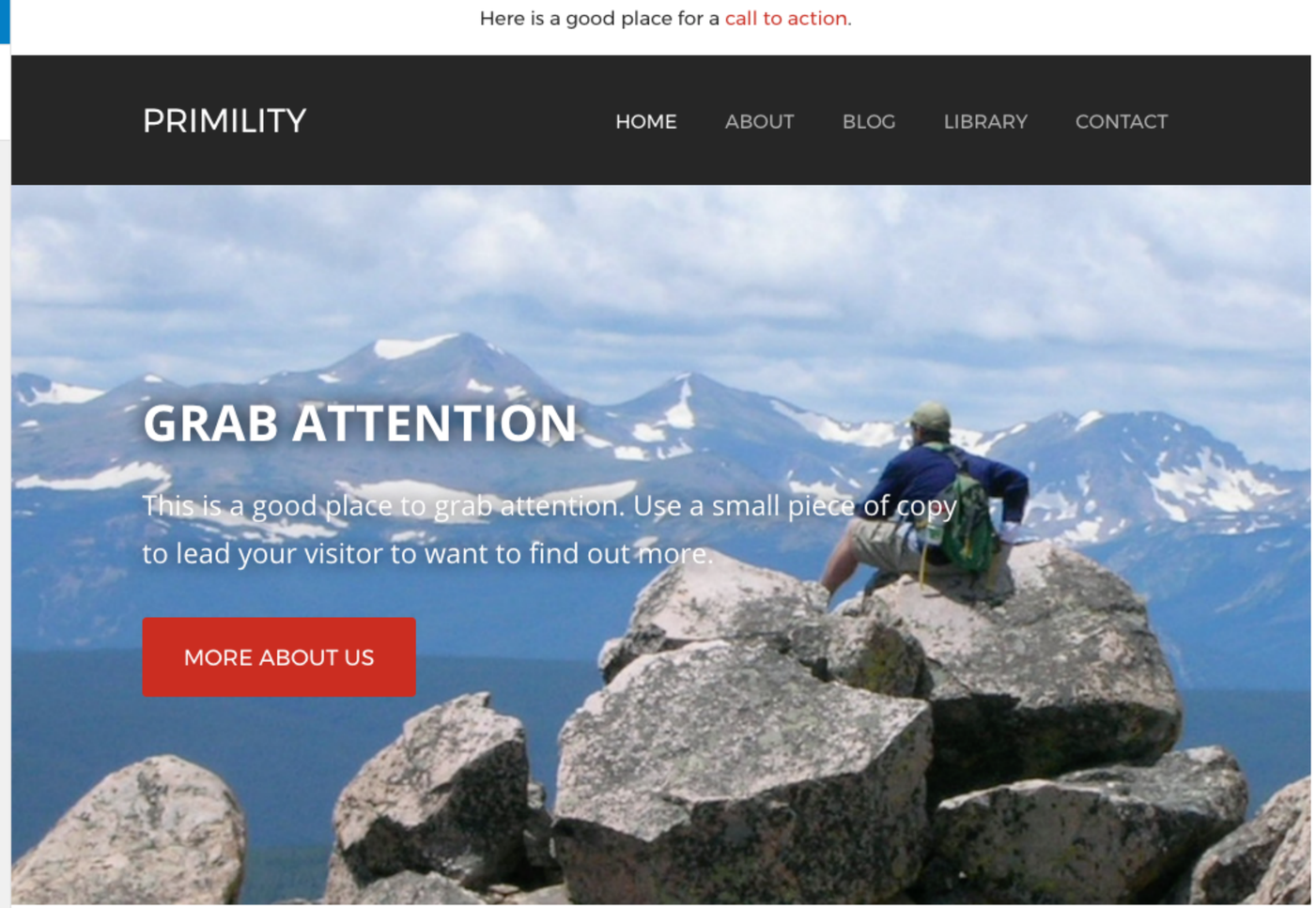

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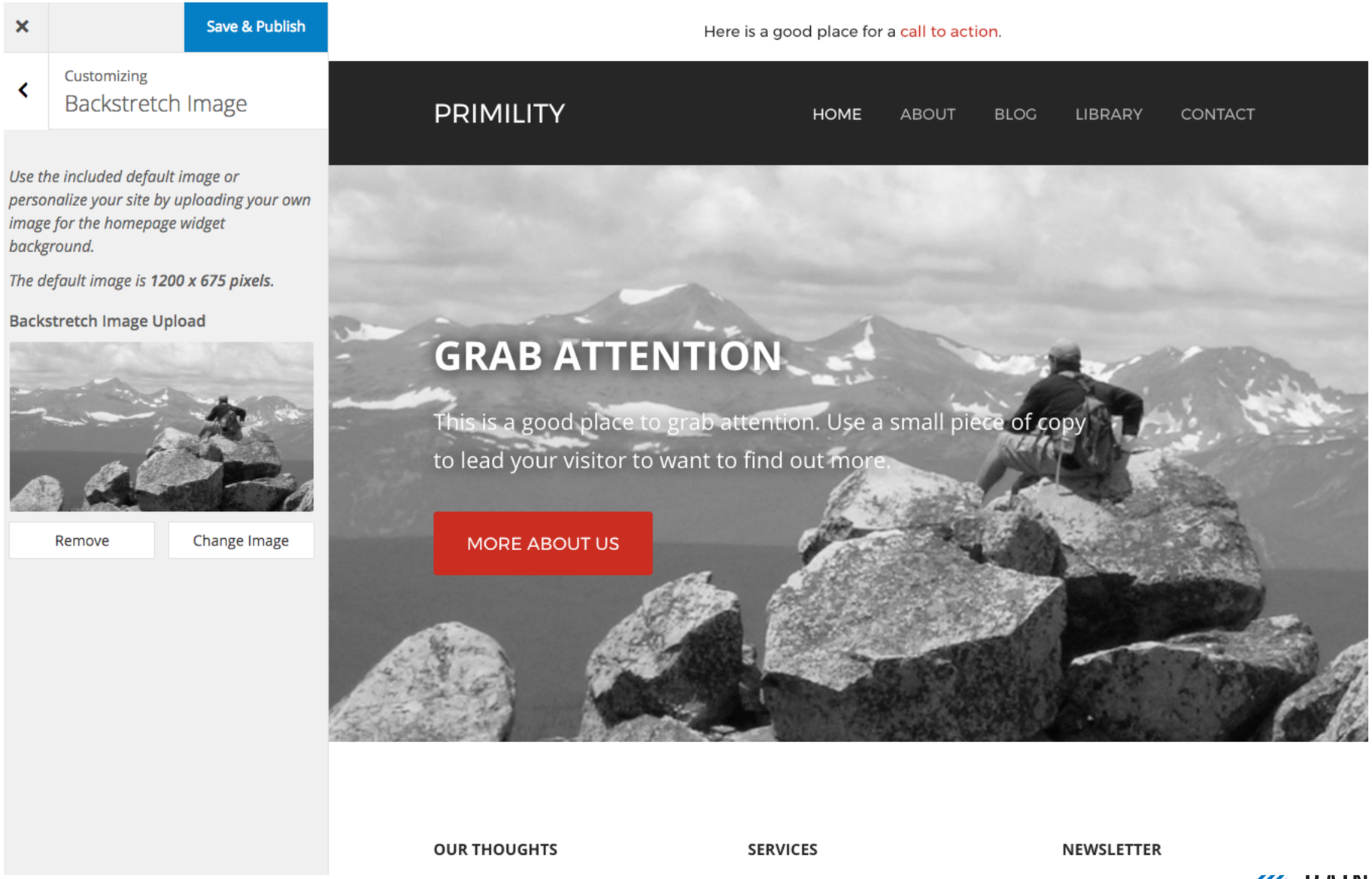
Step Three: Change the Backstretch/Background Images



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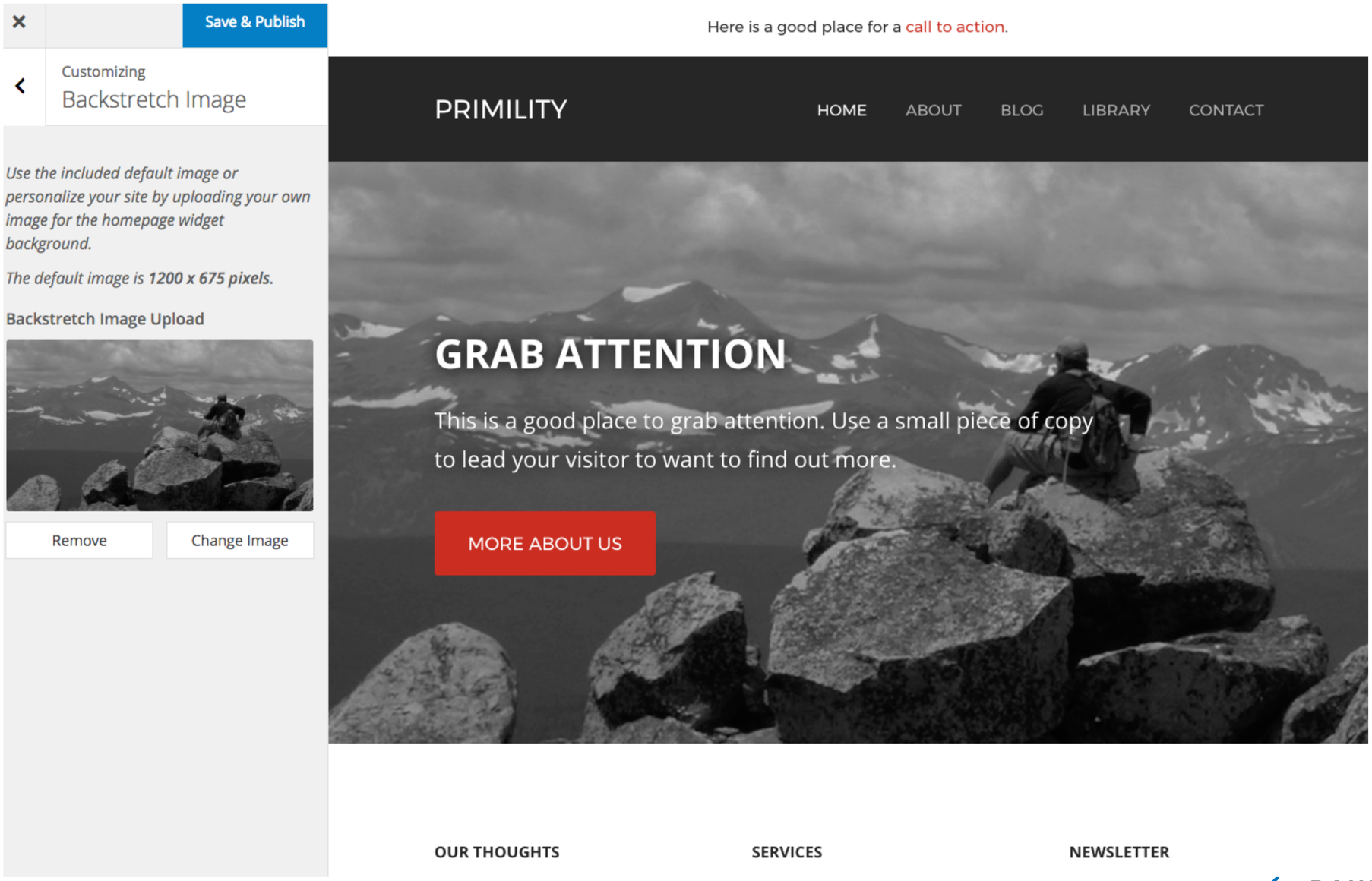

Step Four: Change the Header Image

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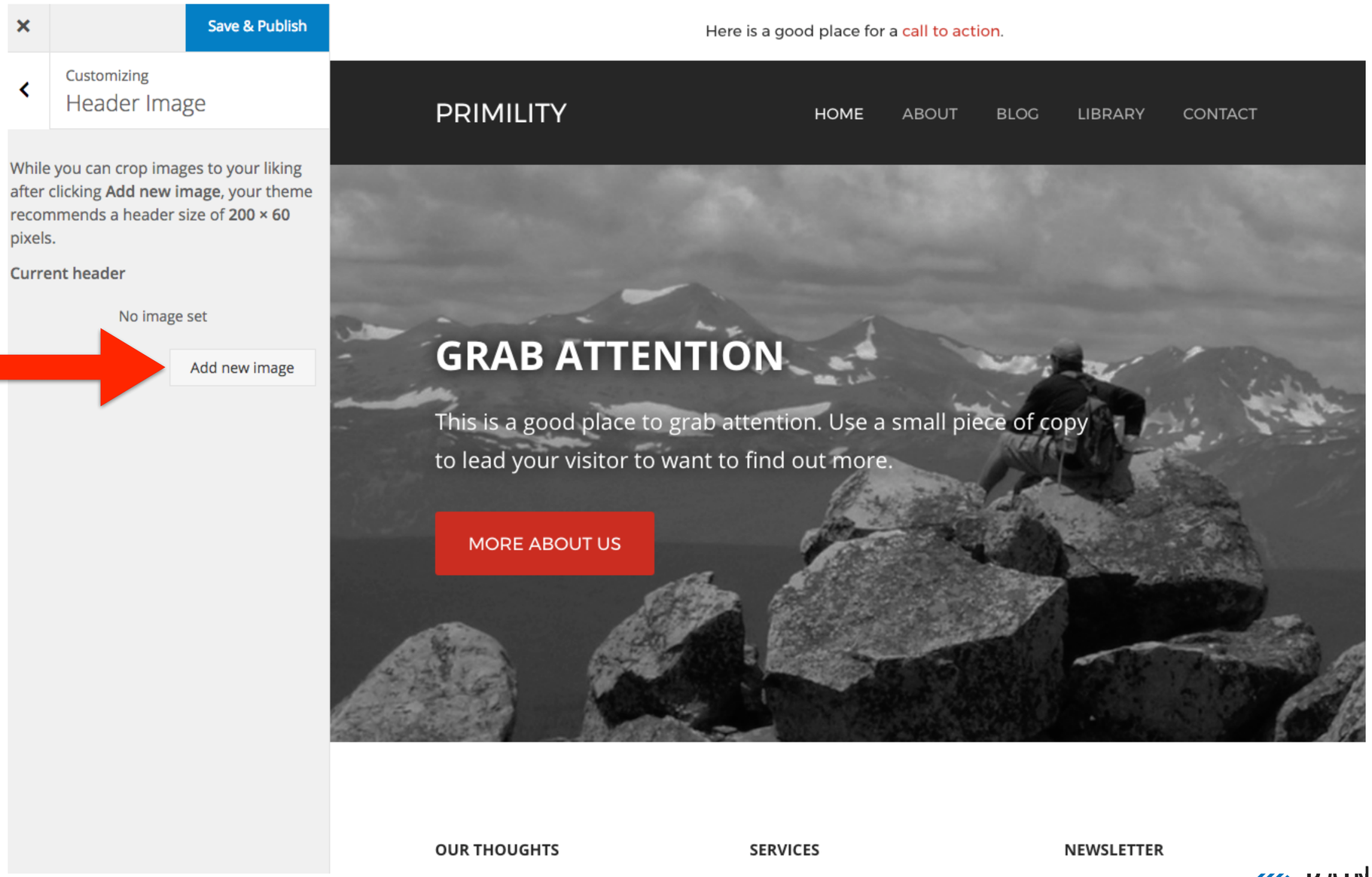

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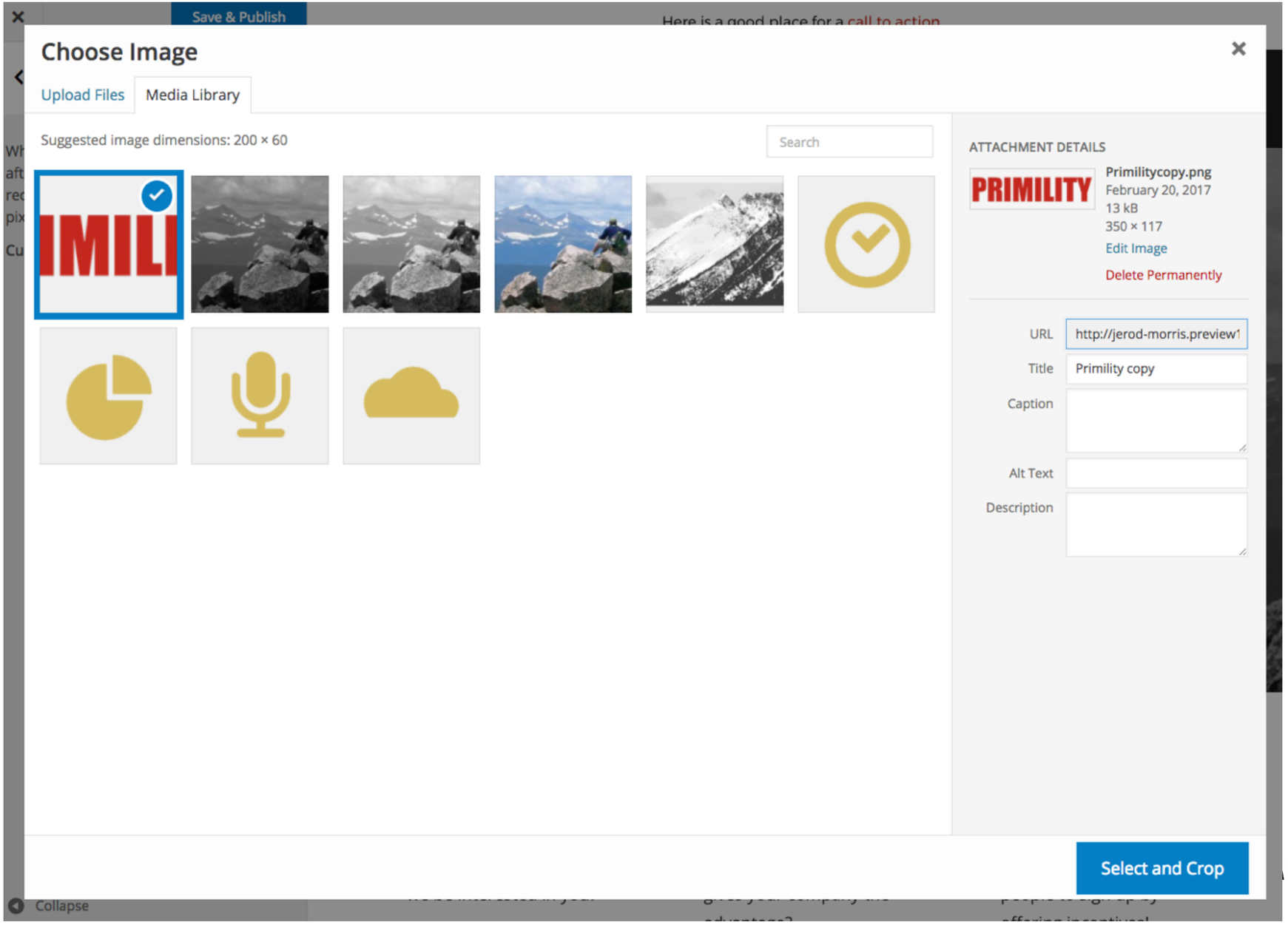

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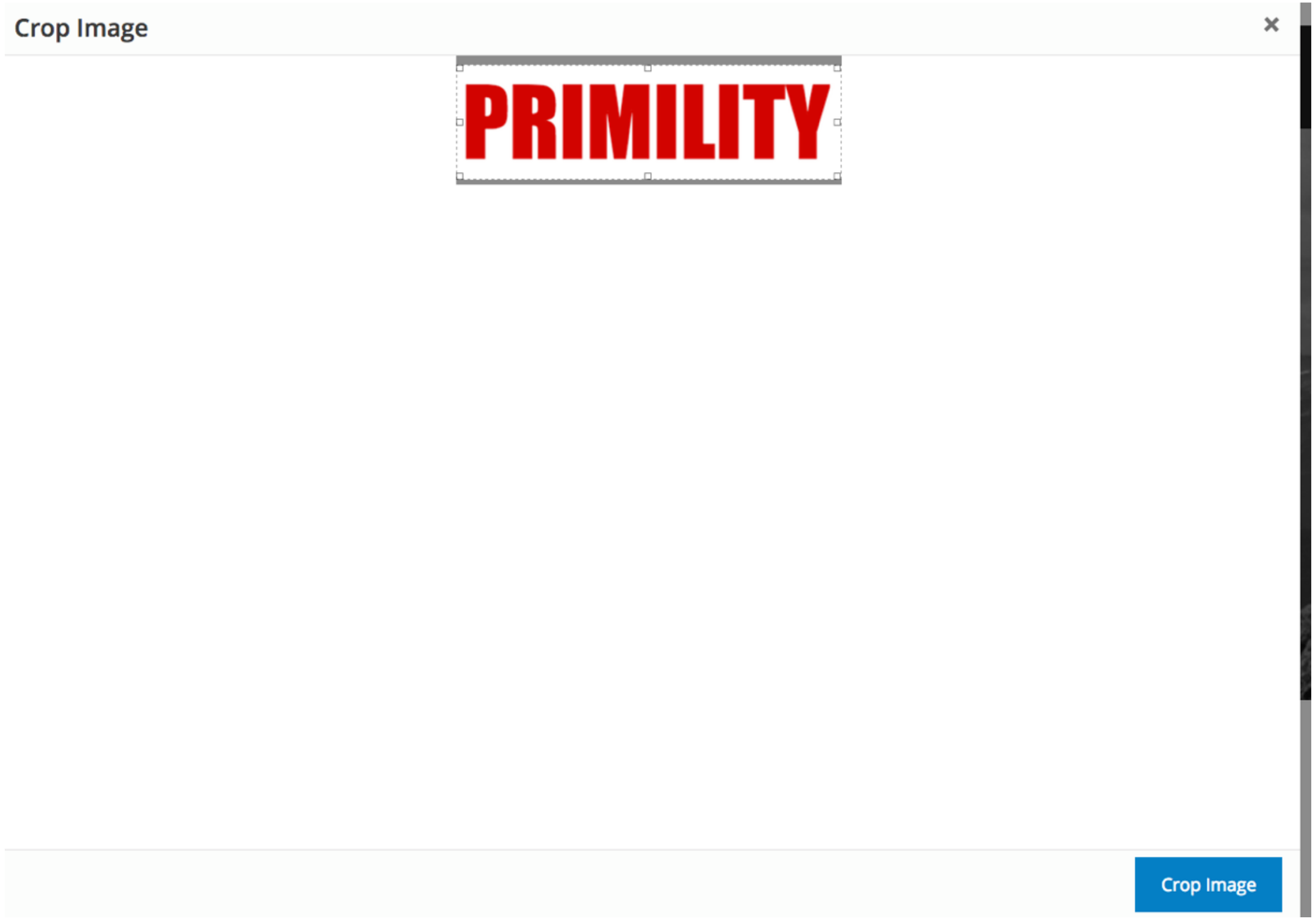

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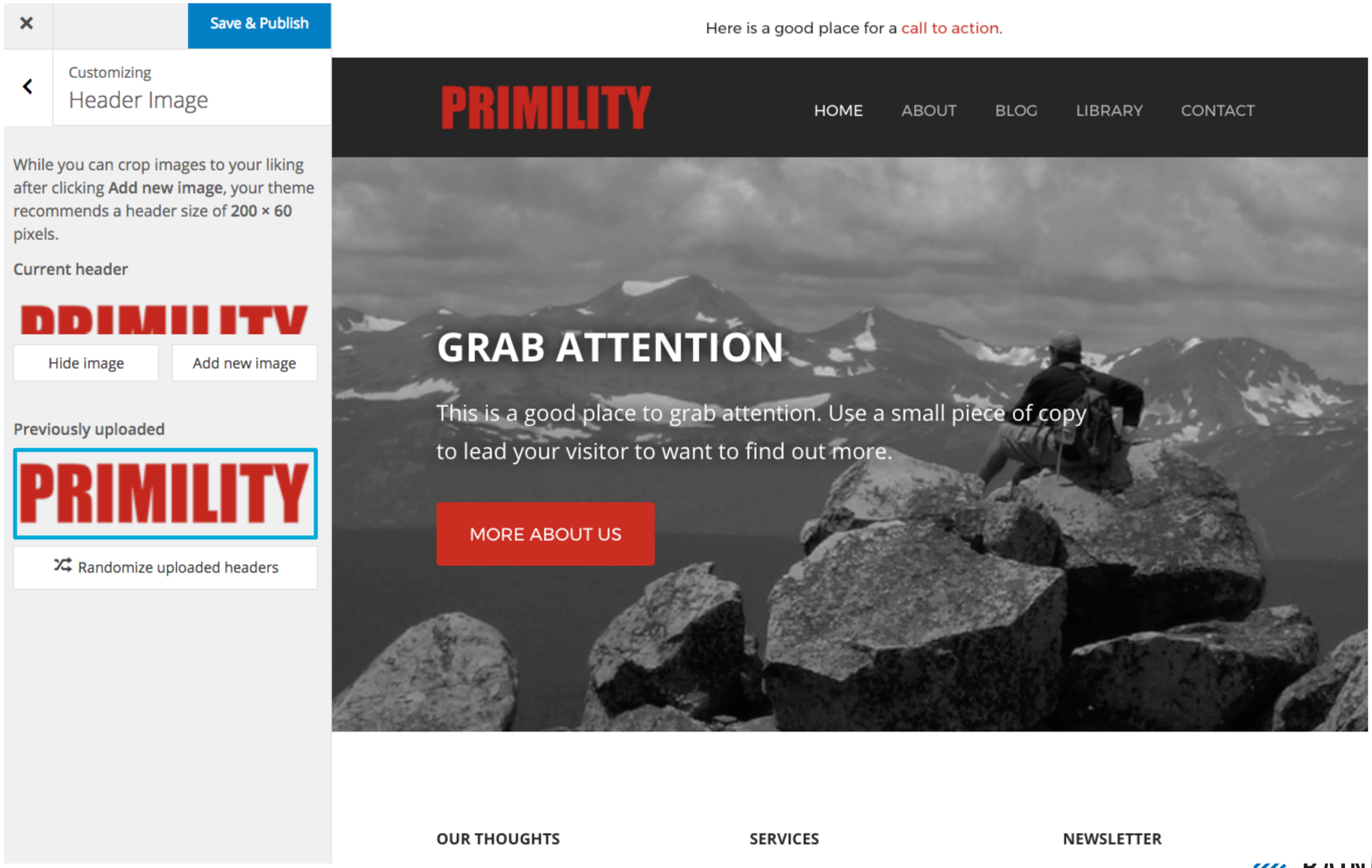

Step Five: Edit Content Areas

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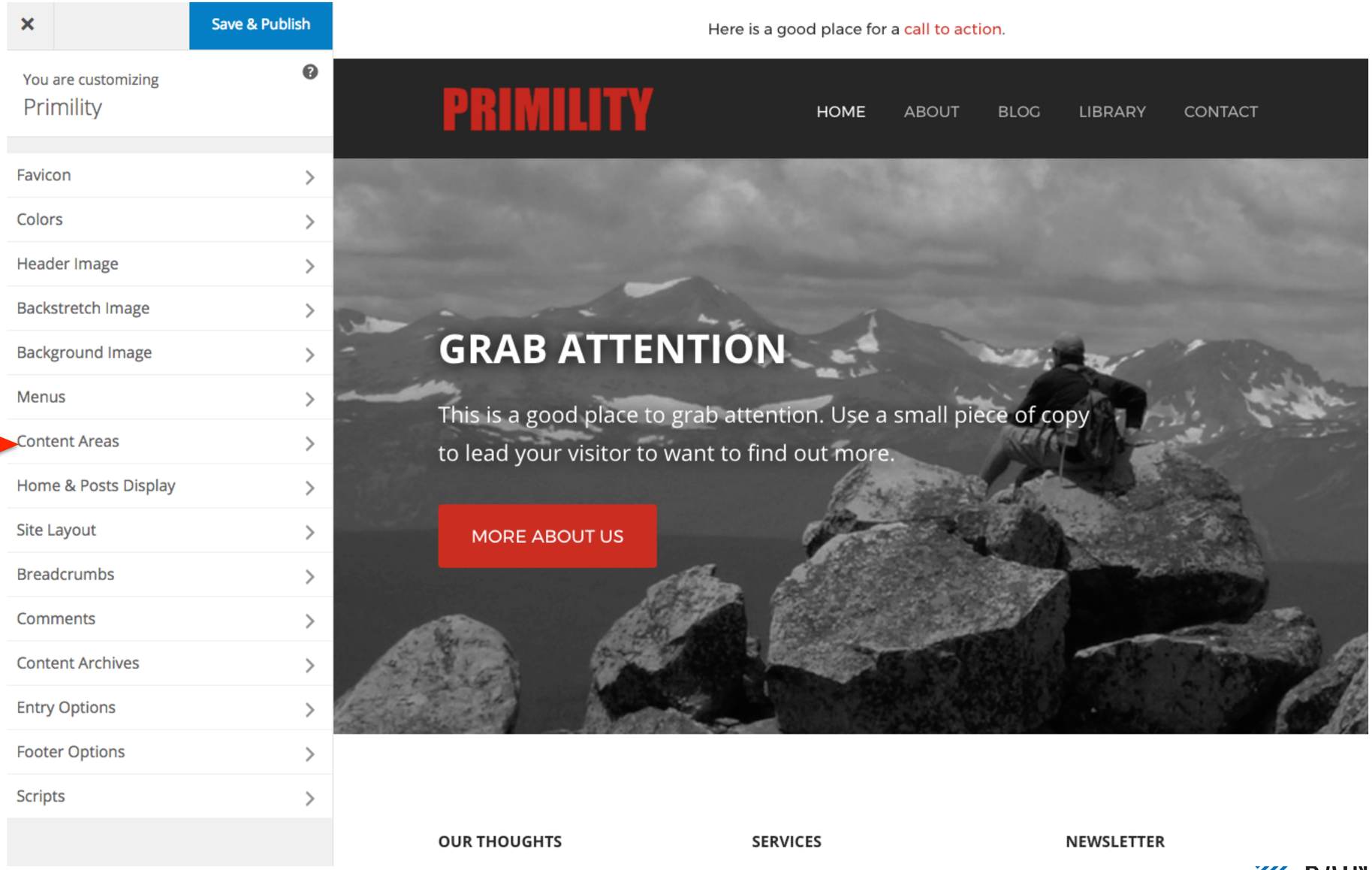

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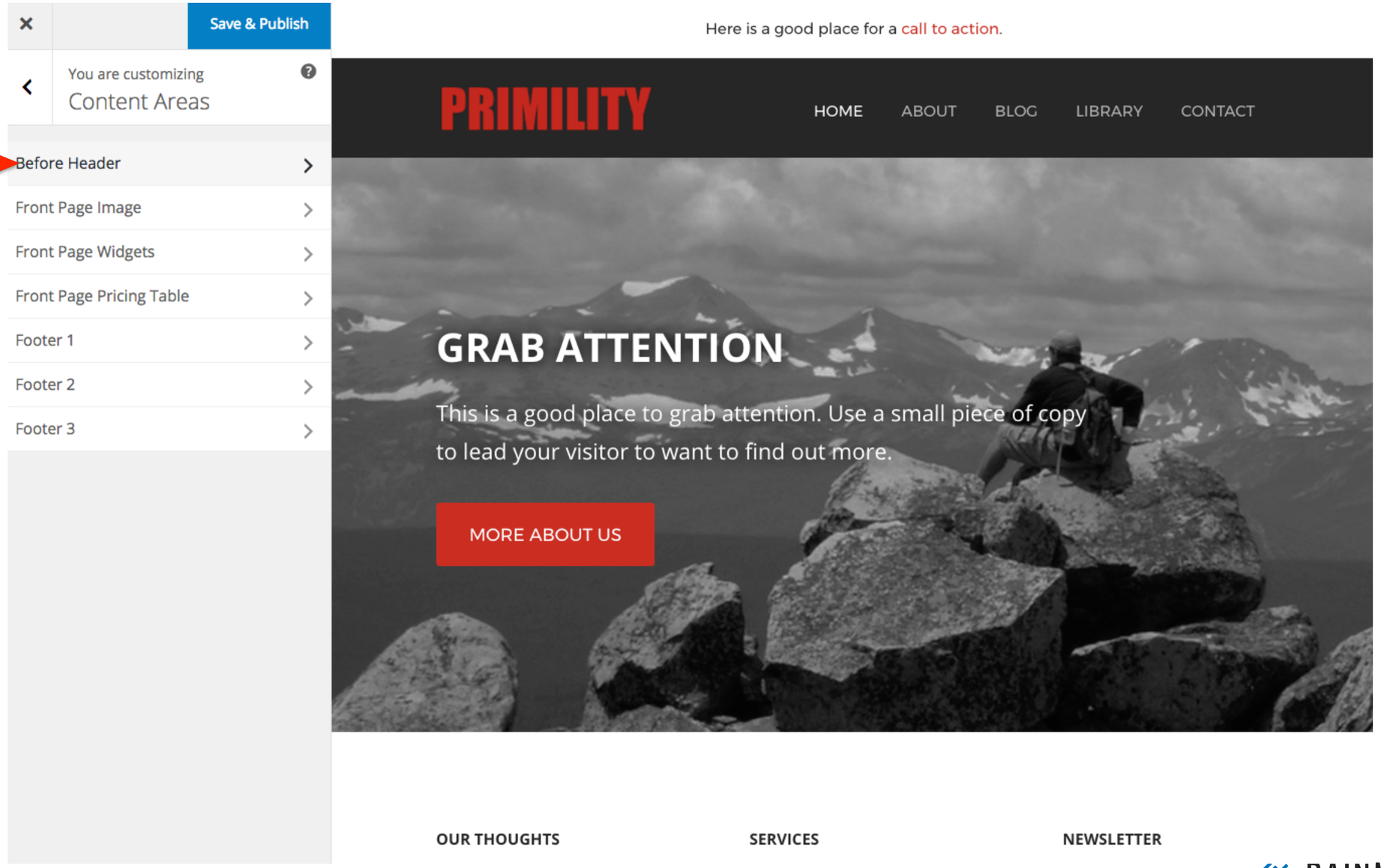

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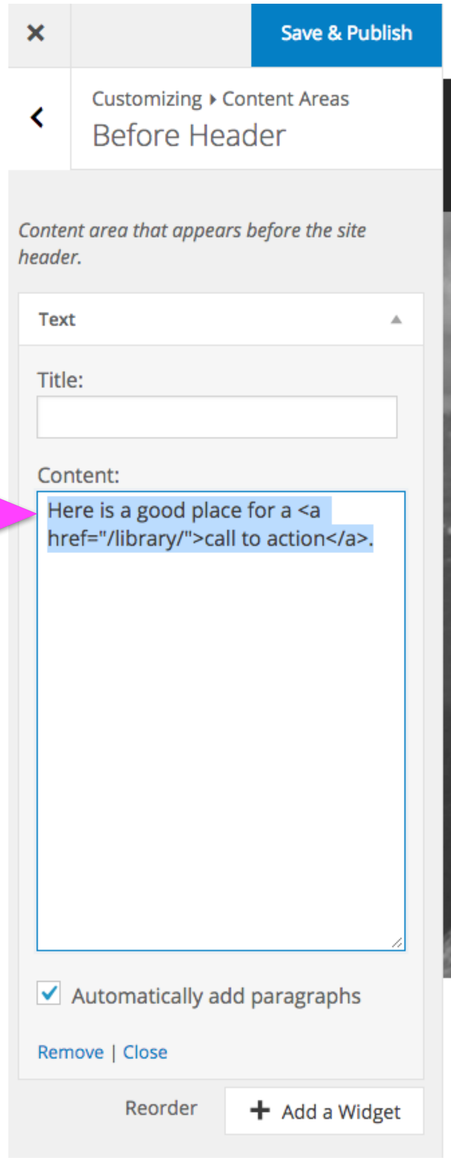
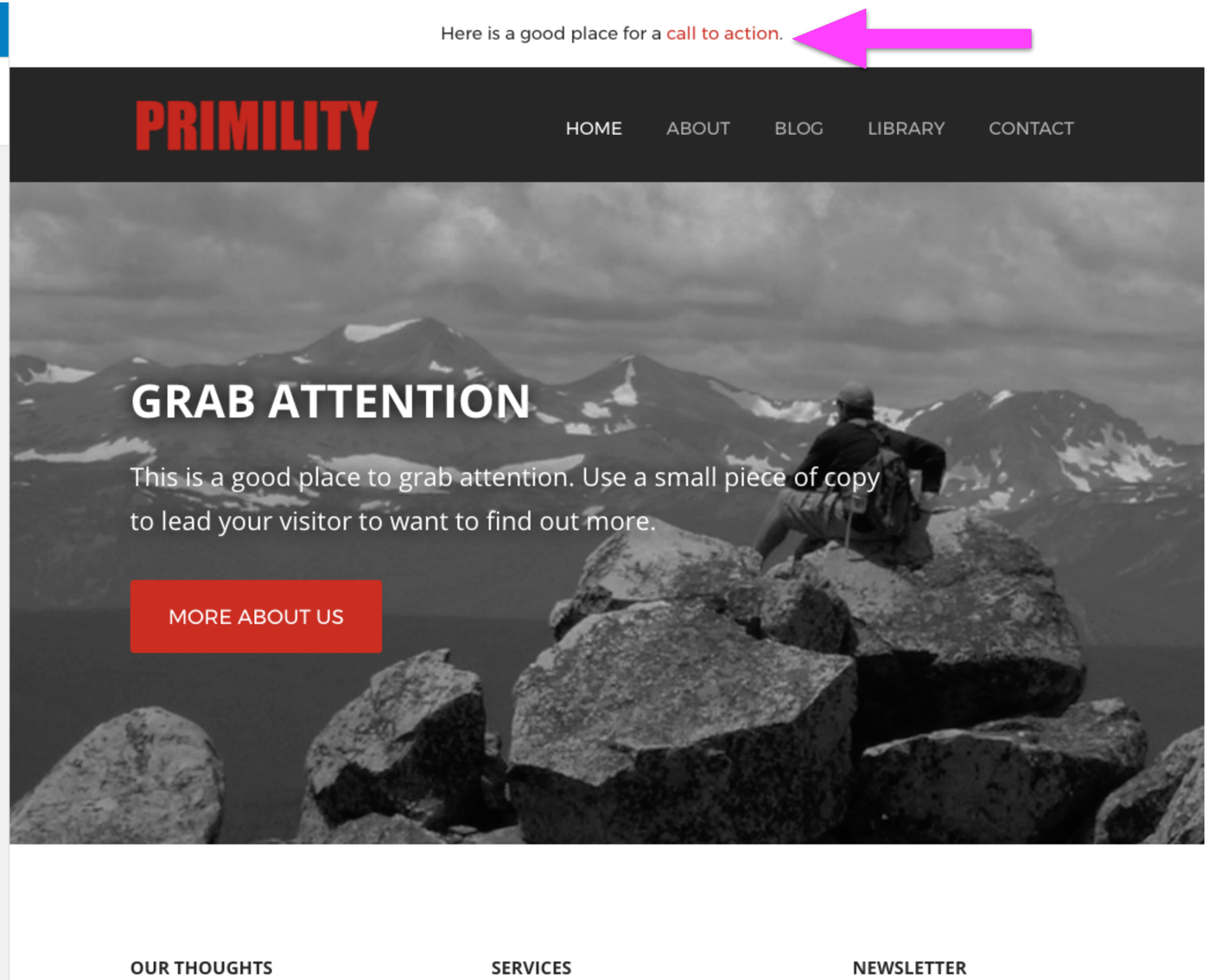
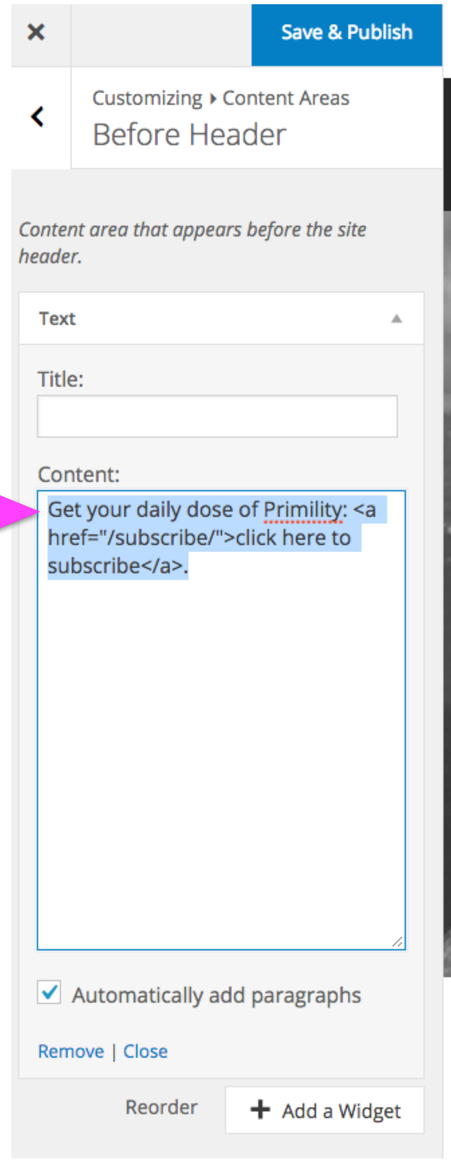
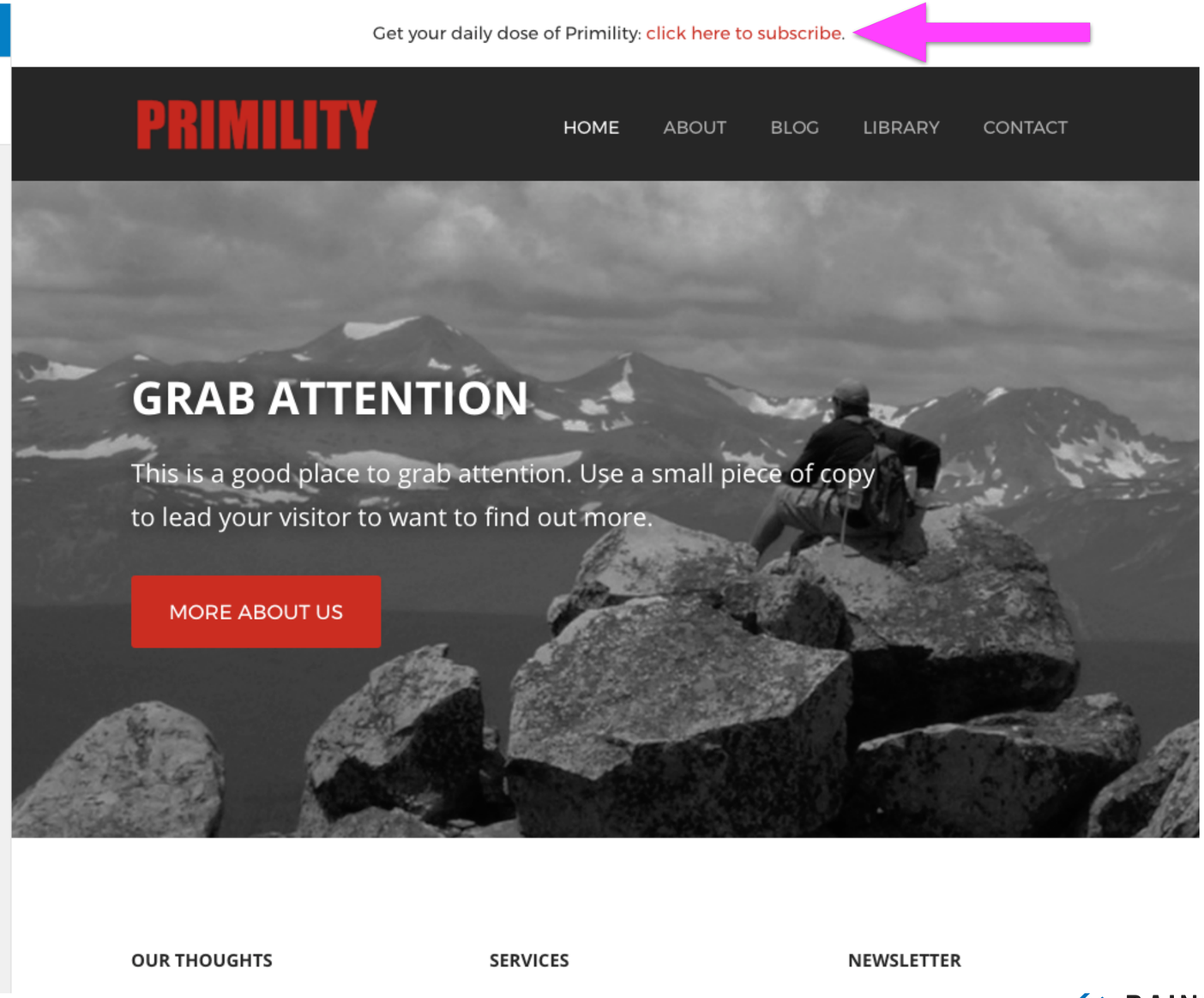




RAINMAKER PLATFORM

Step Five: Edit Content Areas





RAINMAKER PLATFORM

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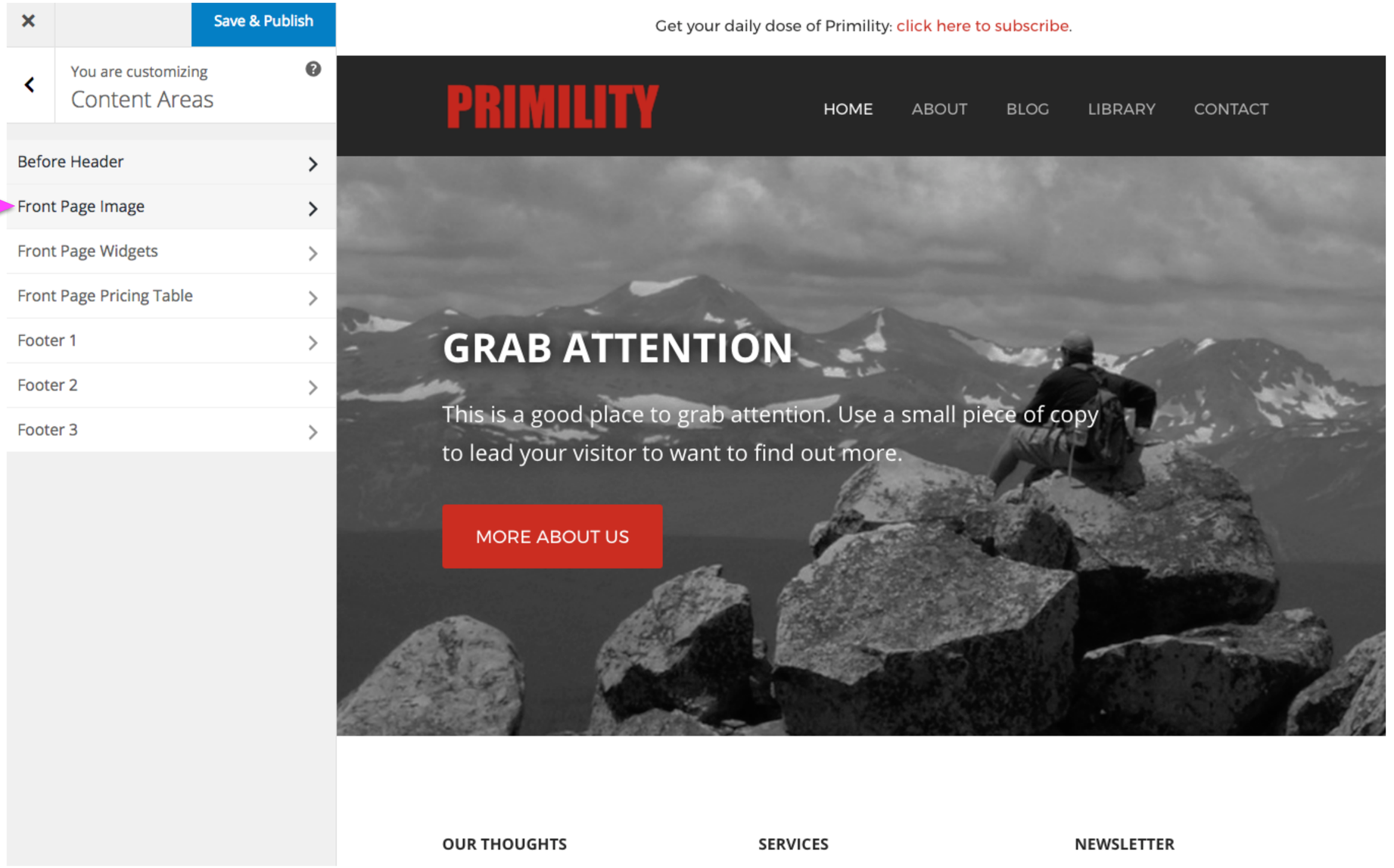

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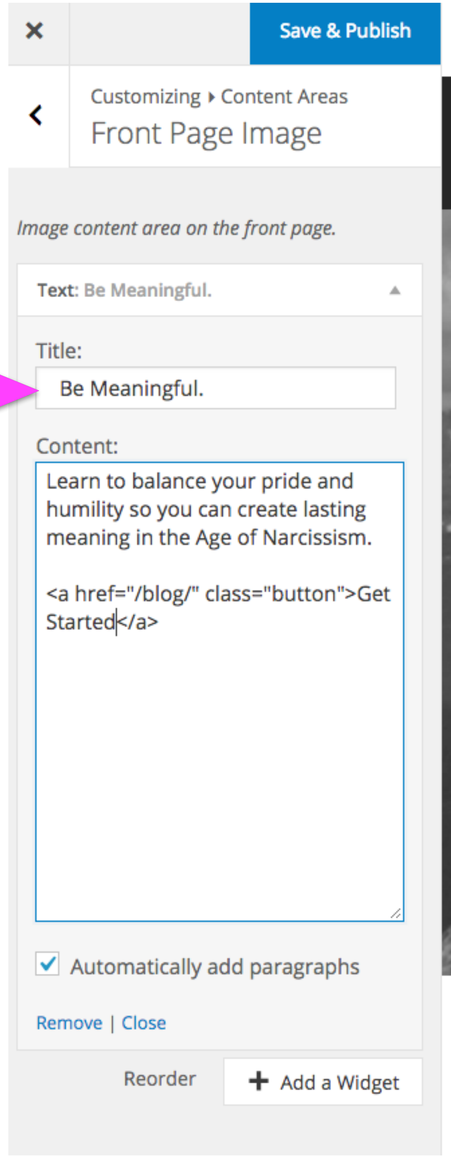

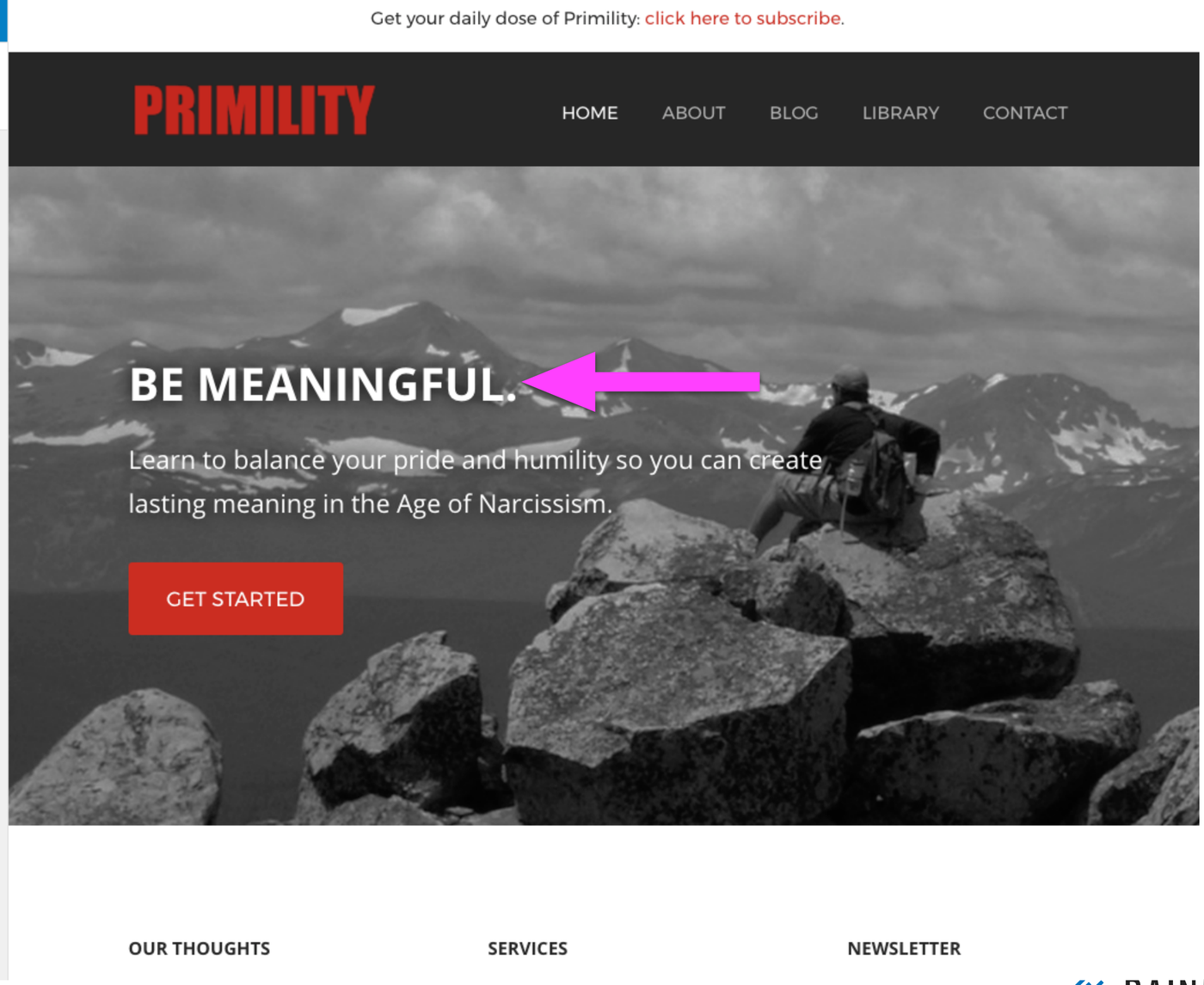

Step Six: Save :)

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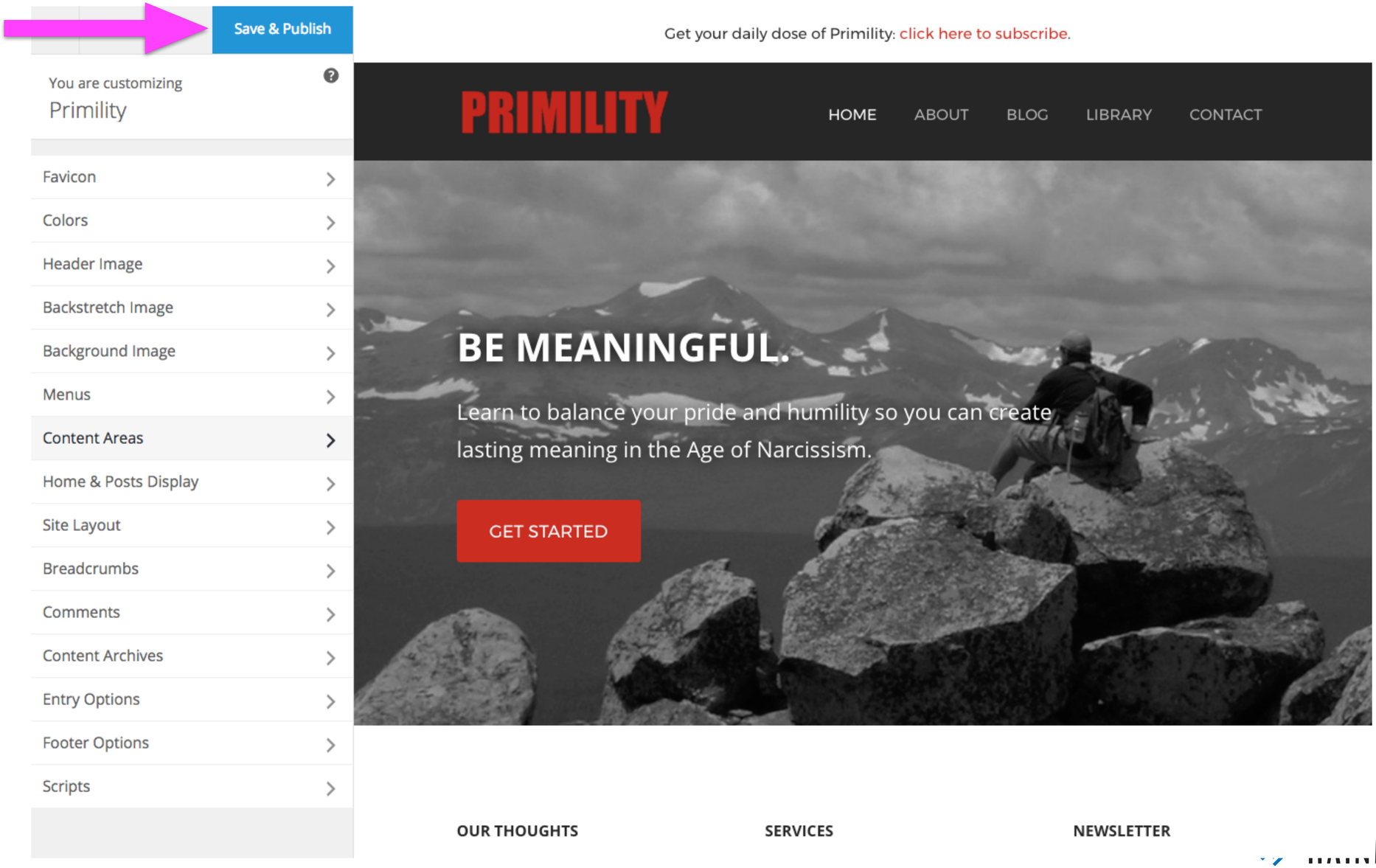

Important Note: *Be Consistent*

Take Advantage of the Live Preview Option

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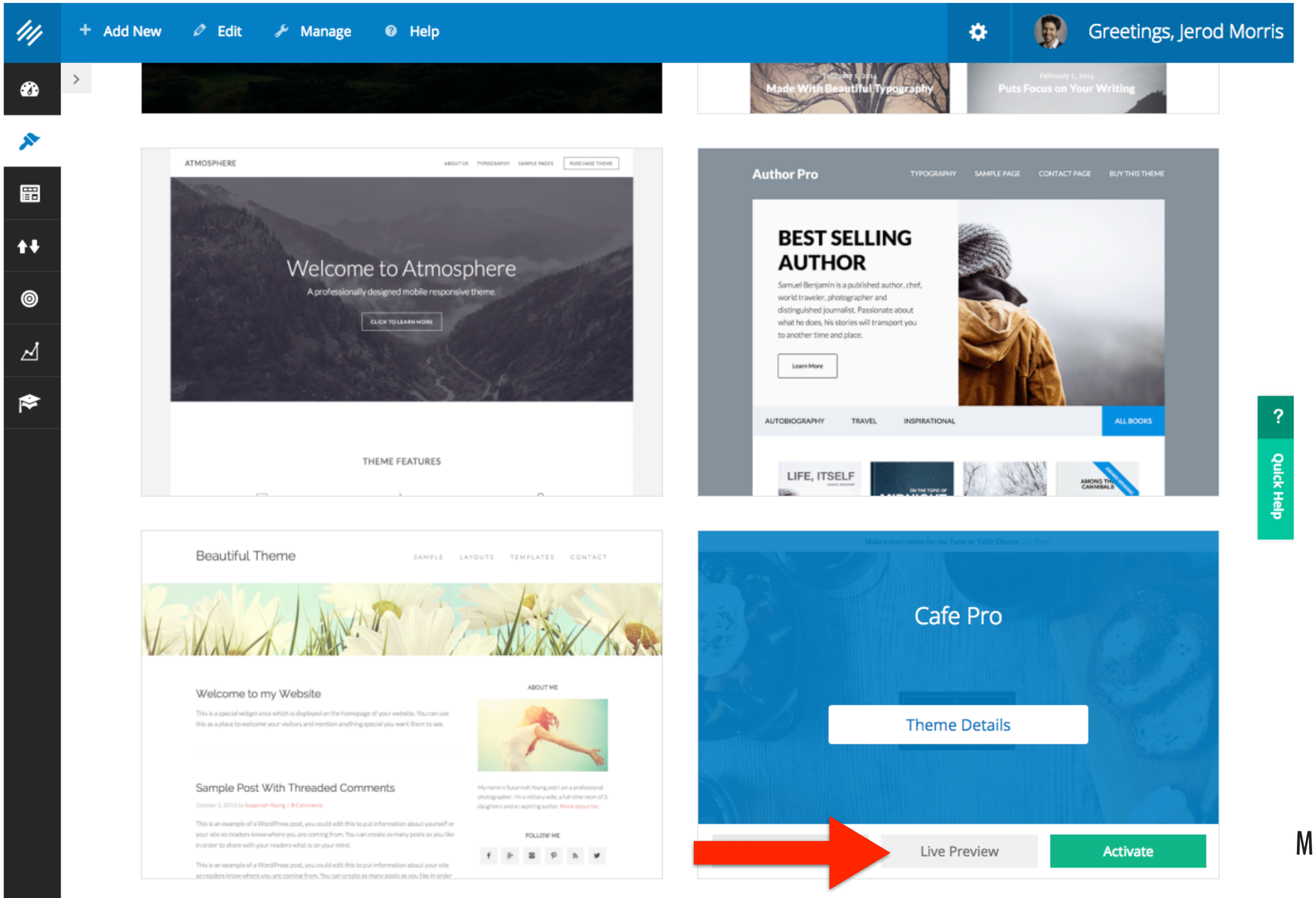

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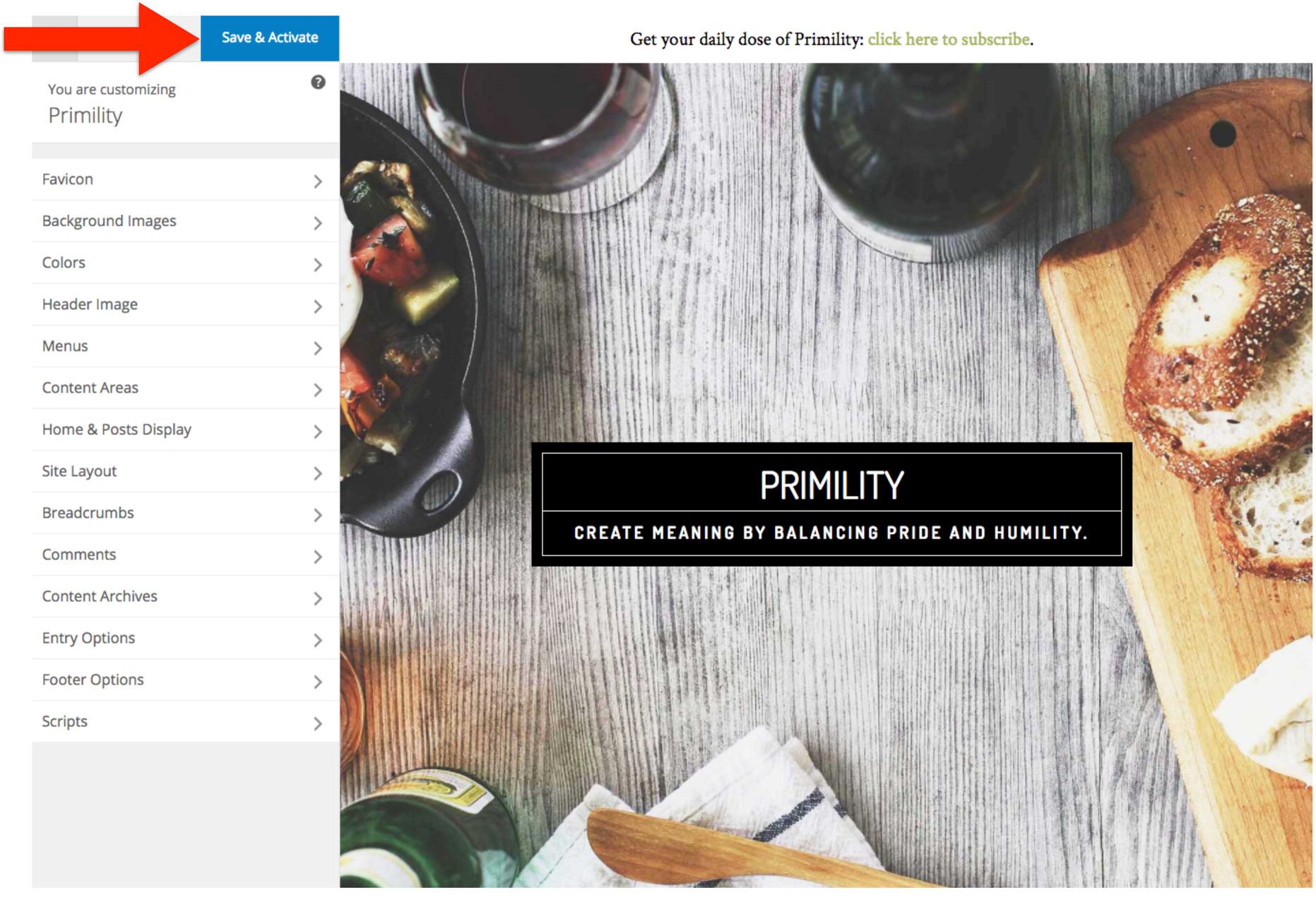

Consider Custom CSS

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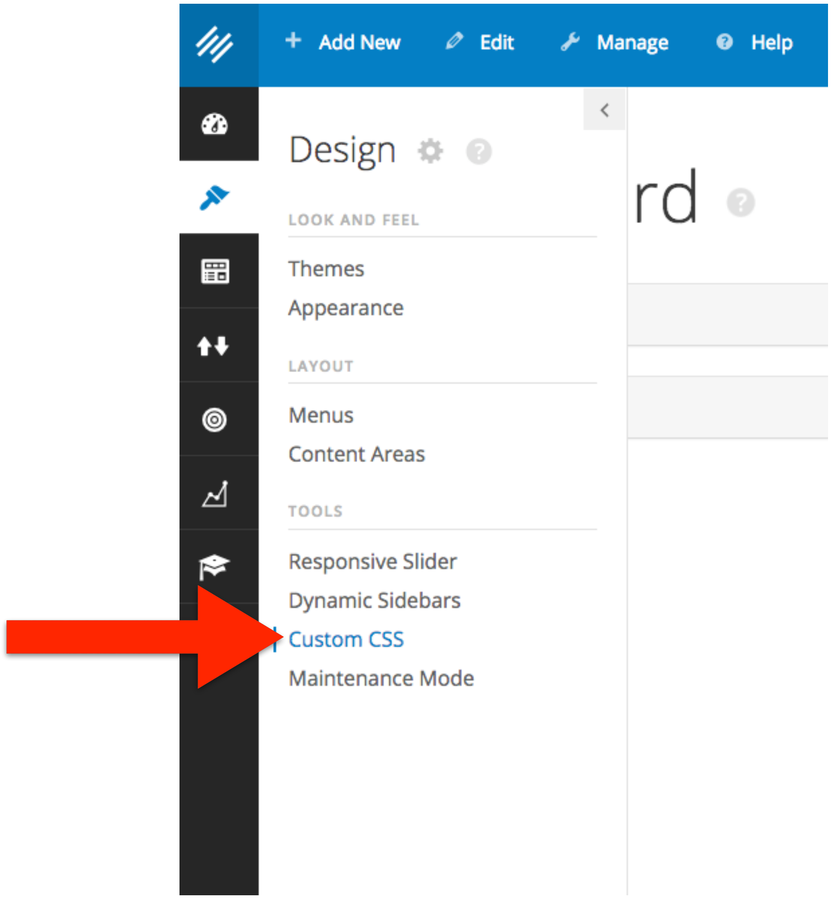
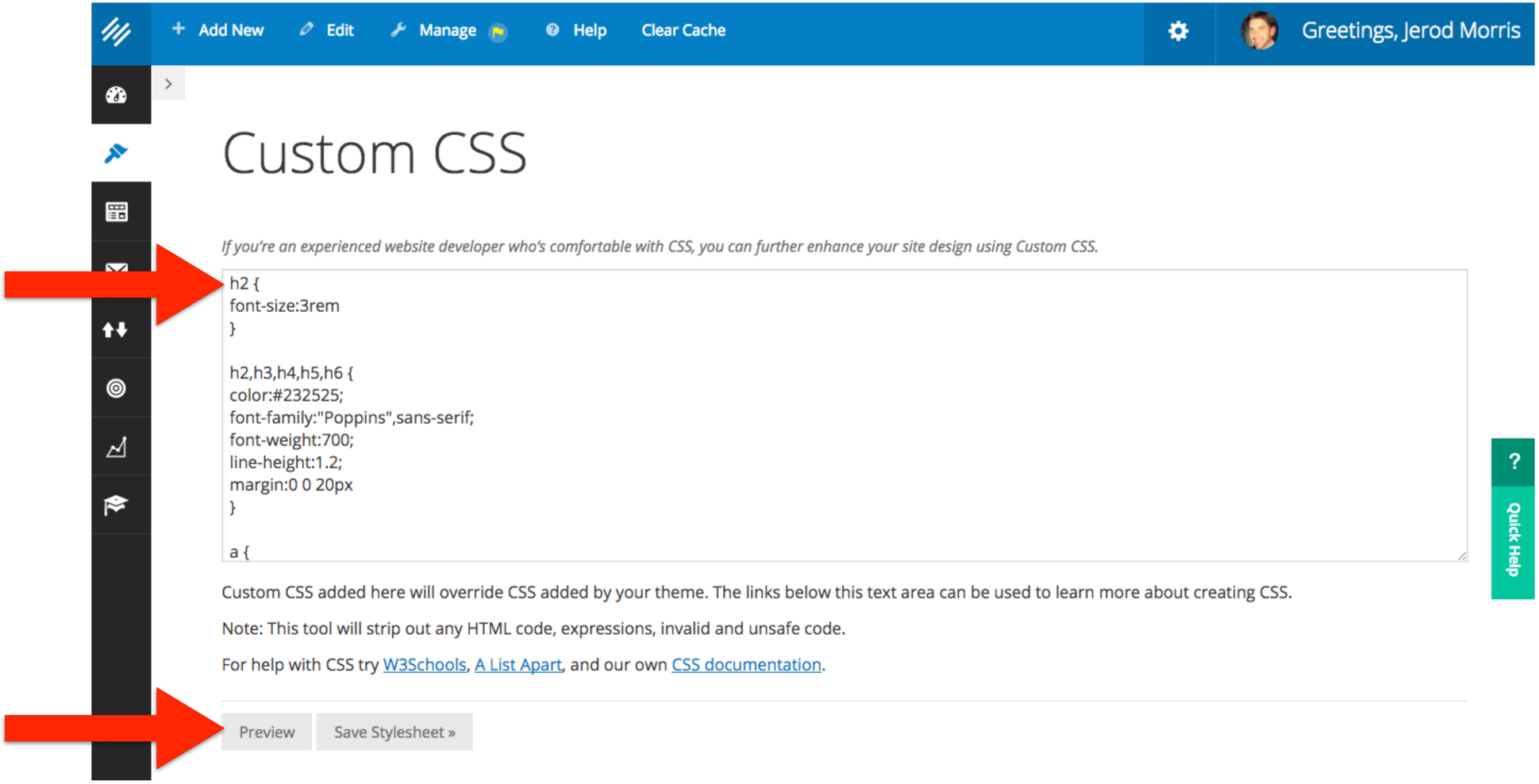


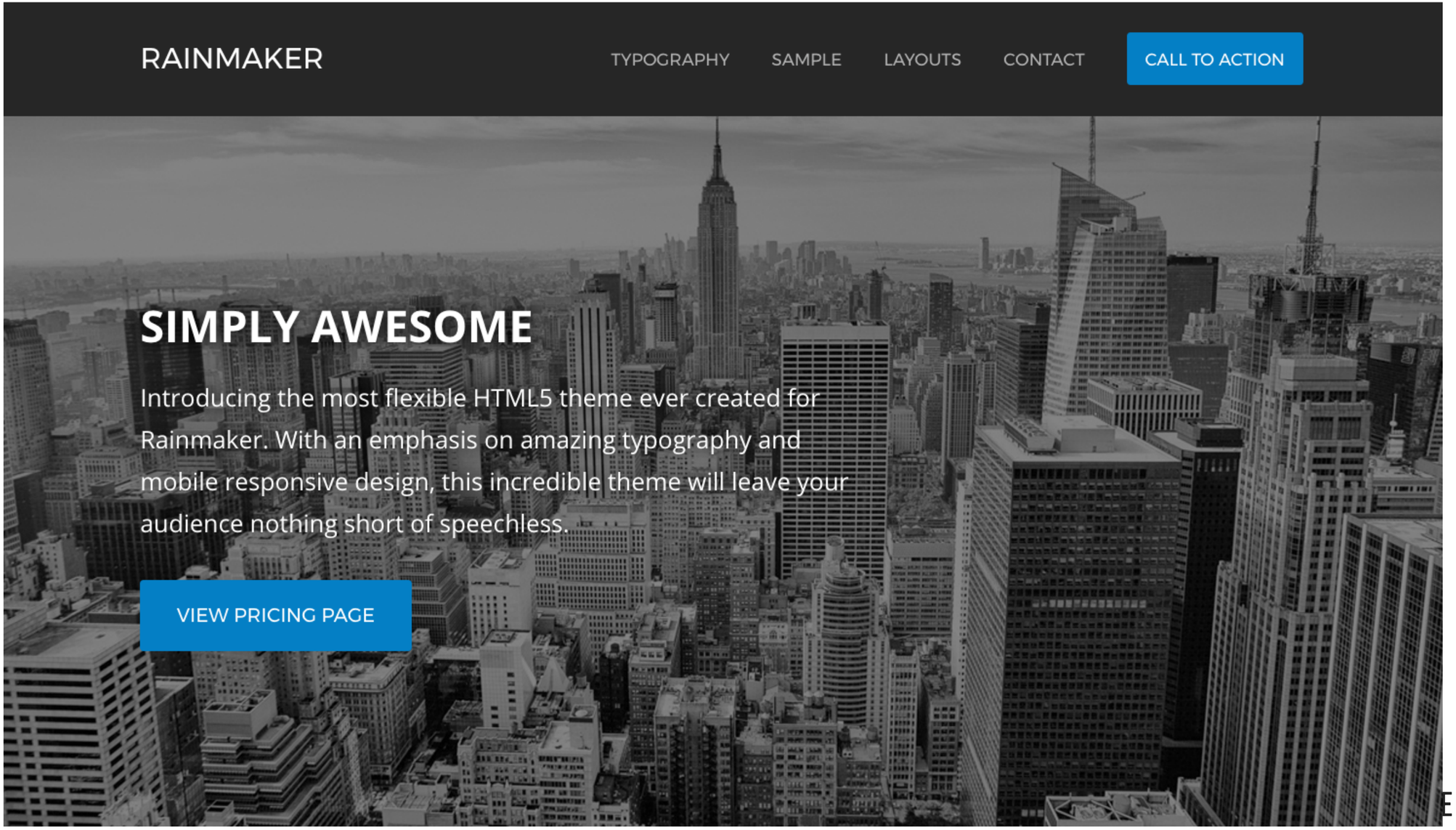
Consider Custom CSS



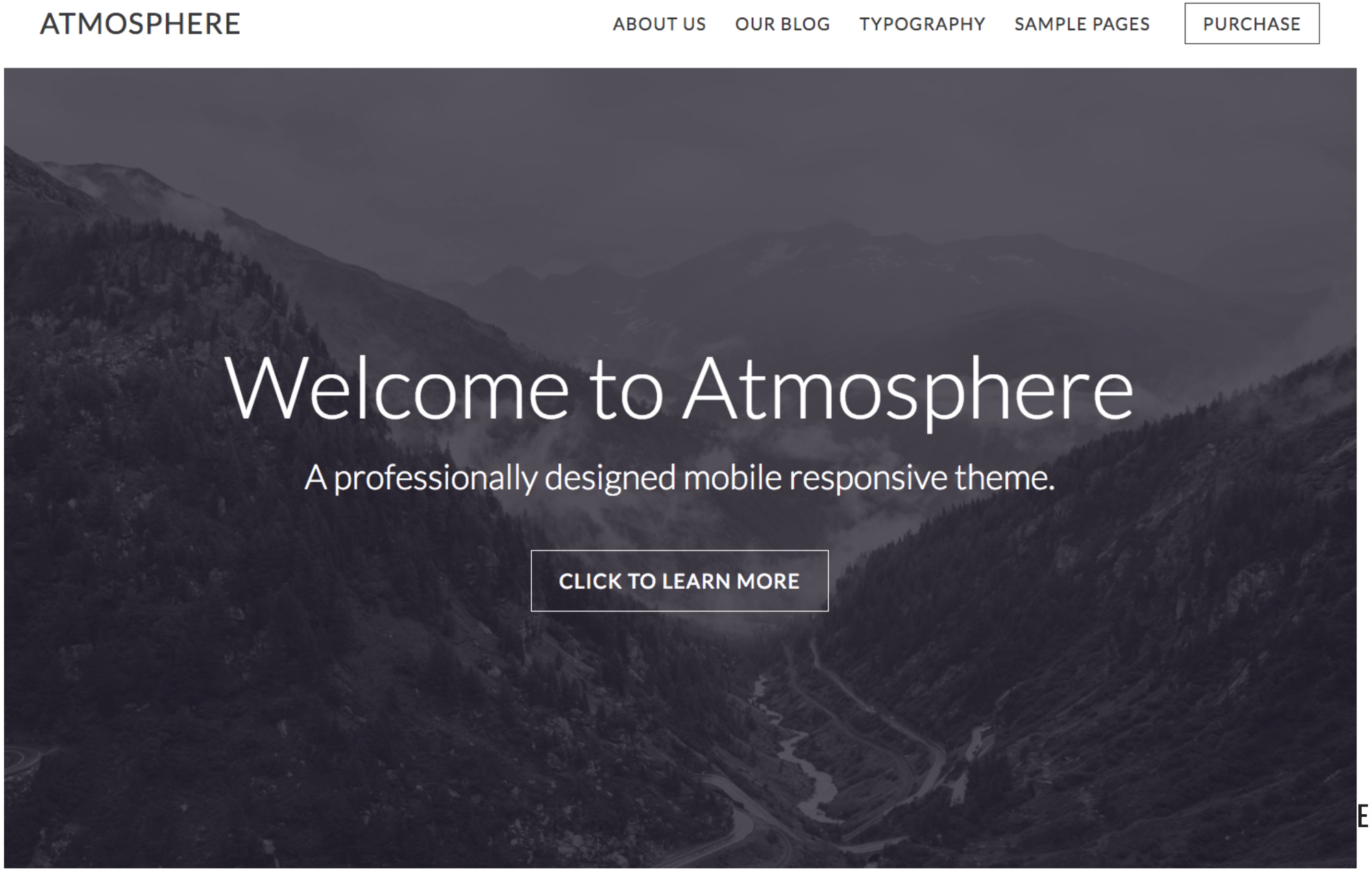
Rafal's Favorites

Rainmaker Pro

Don't miss out on our latest special.

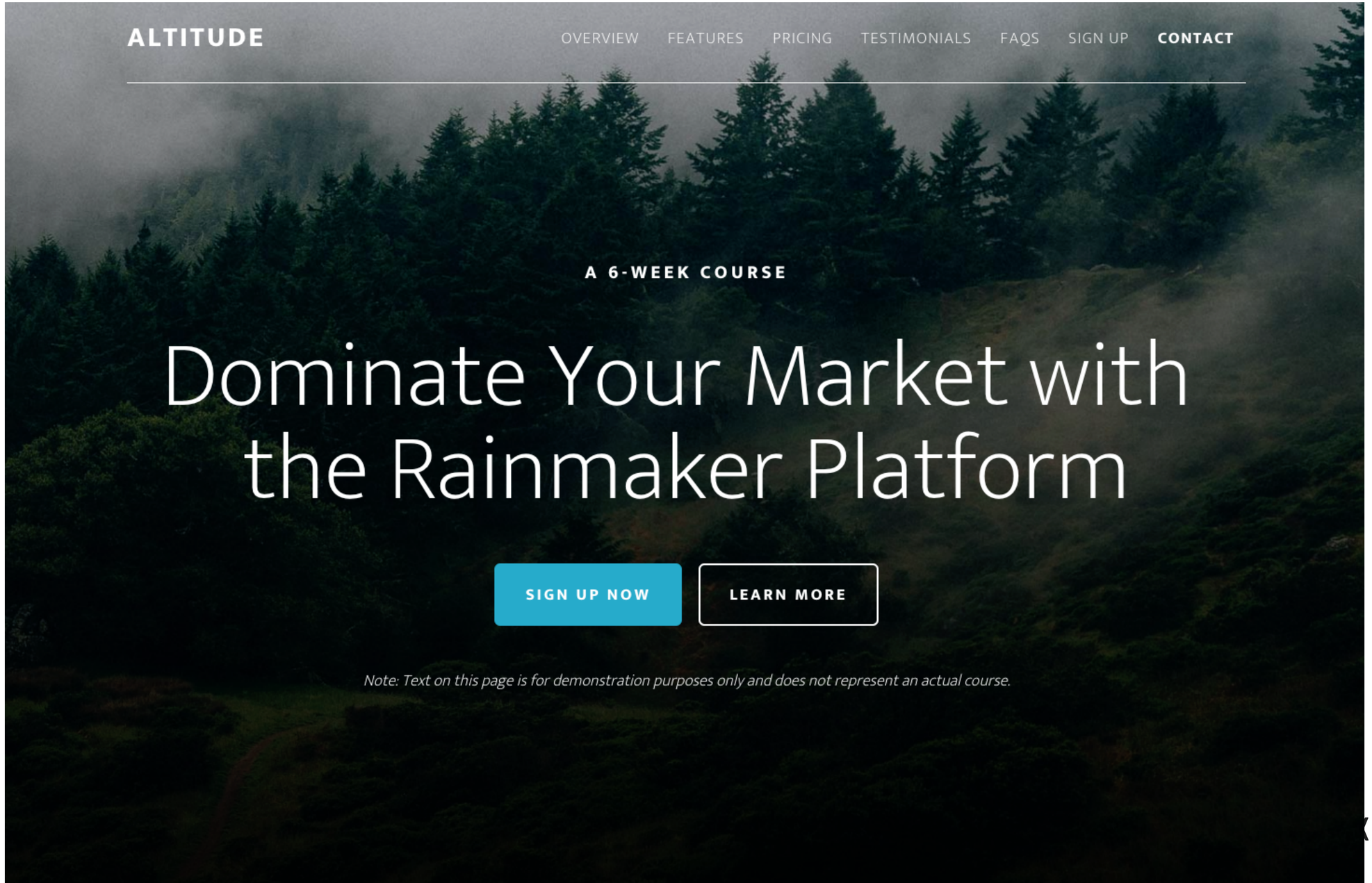


Atmosphere Pro



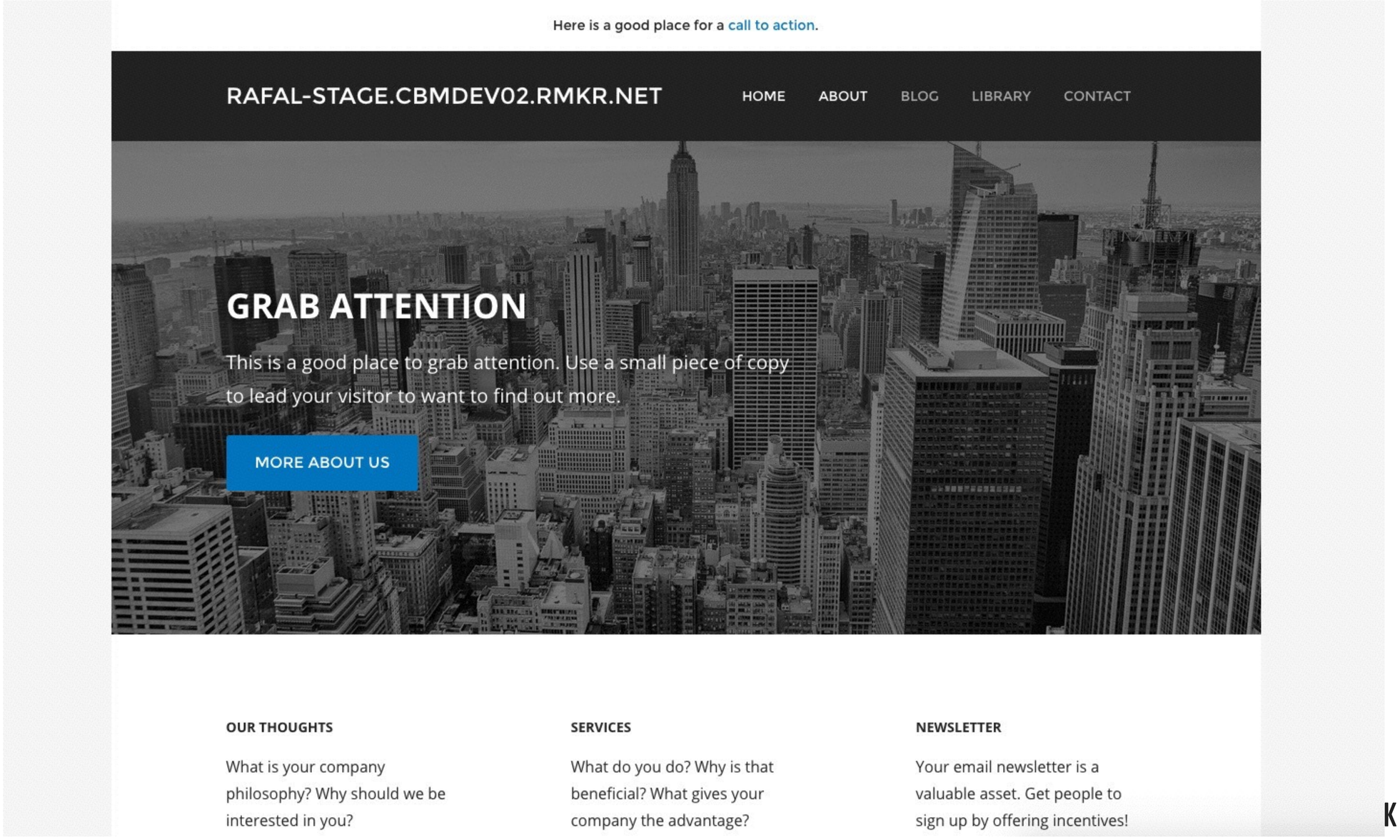
ER PLATFORM

Altitude Pro



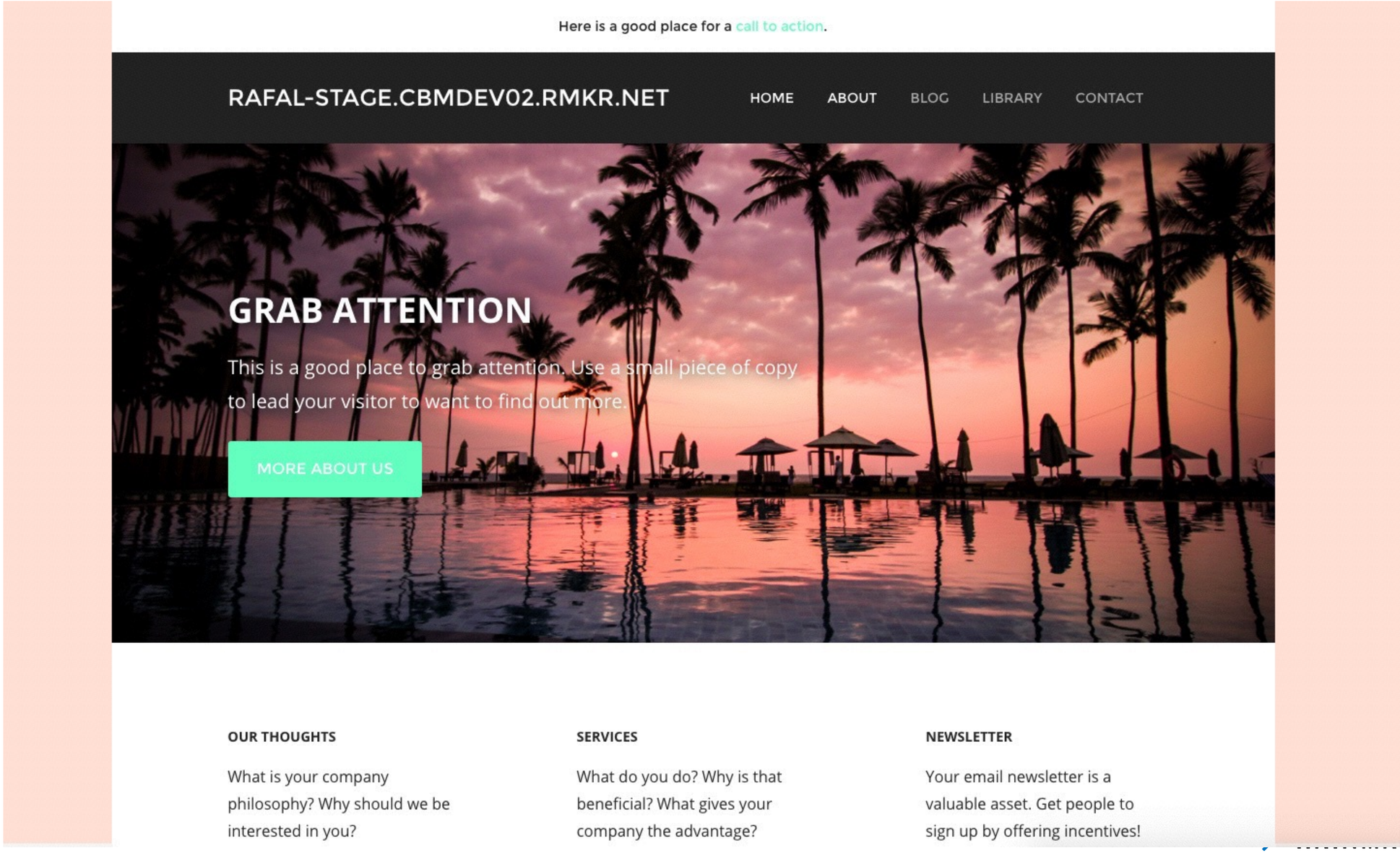
Demo Showing the Versatility of Rainmaker Themes

Rainmaker Pro: Out of the Box

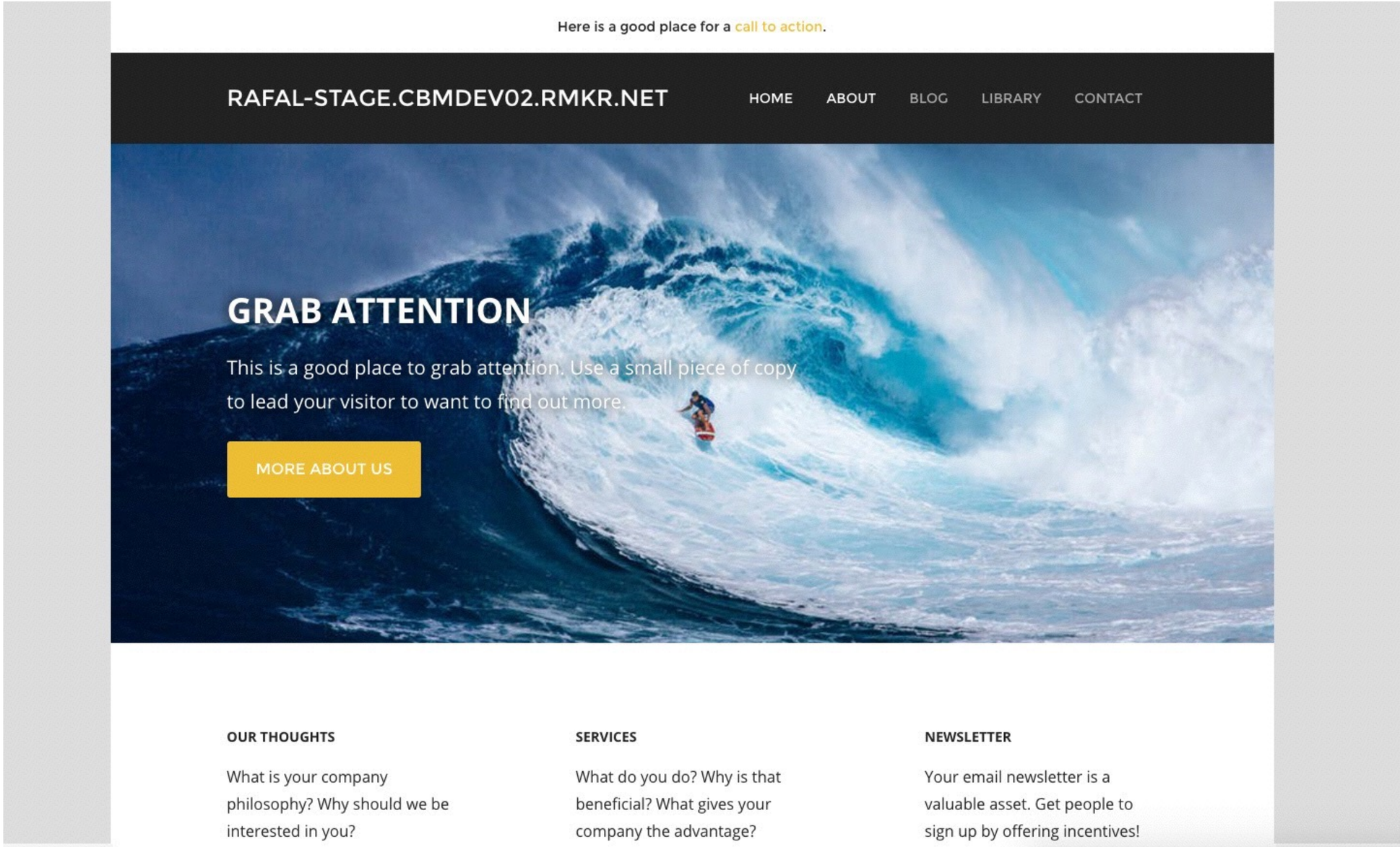


KER PLATFORM

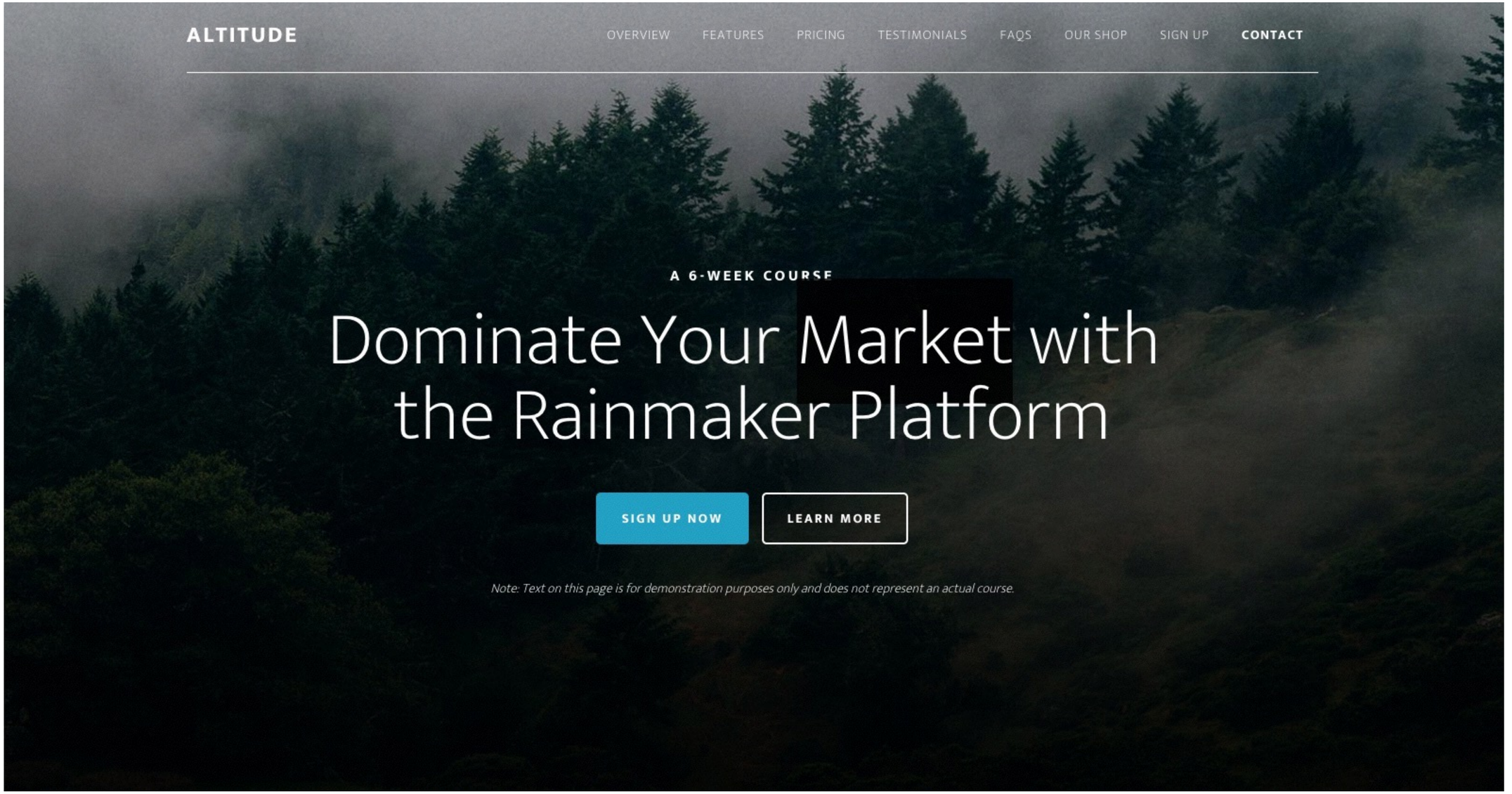
Rainmaker Pro: Variation 1



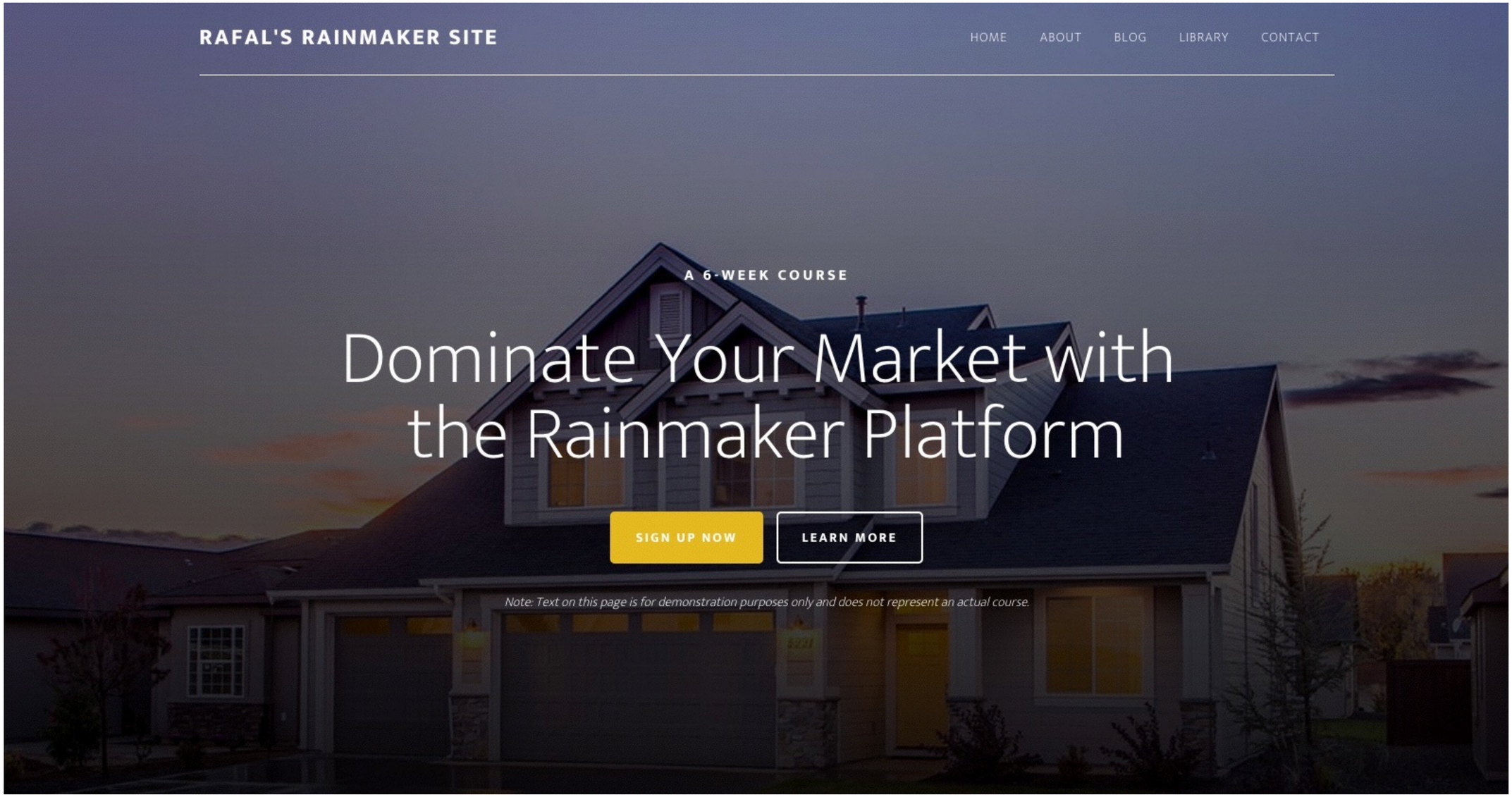
Rainmaker Pro: Variation 2



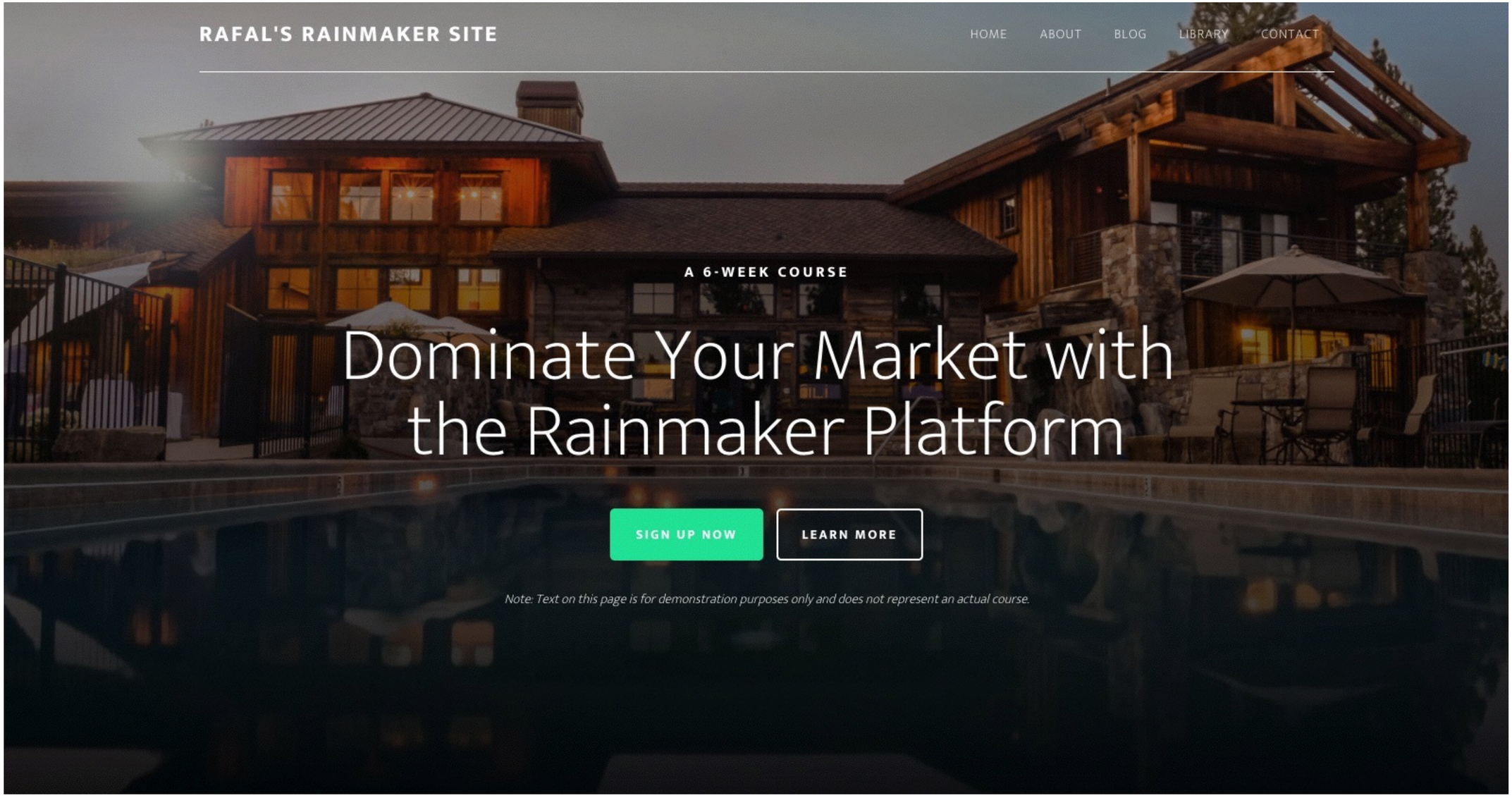
Altitude Pro: Out of the Box



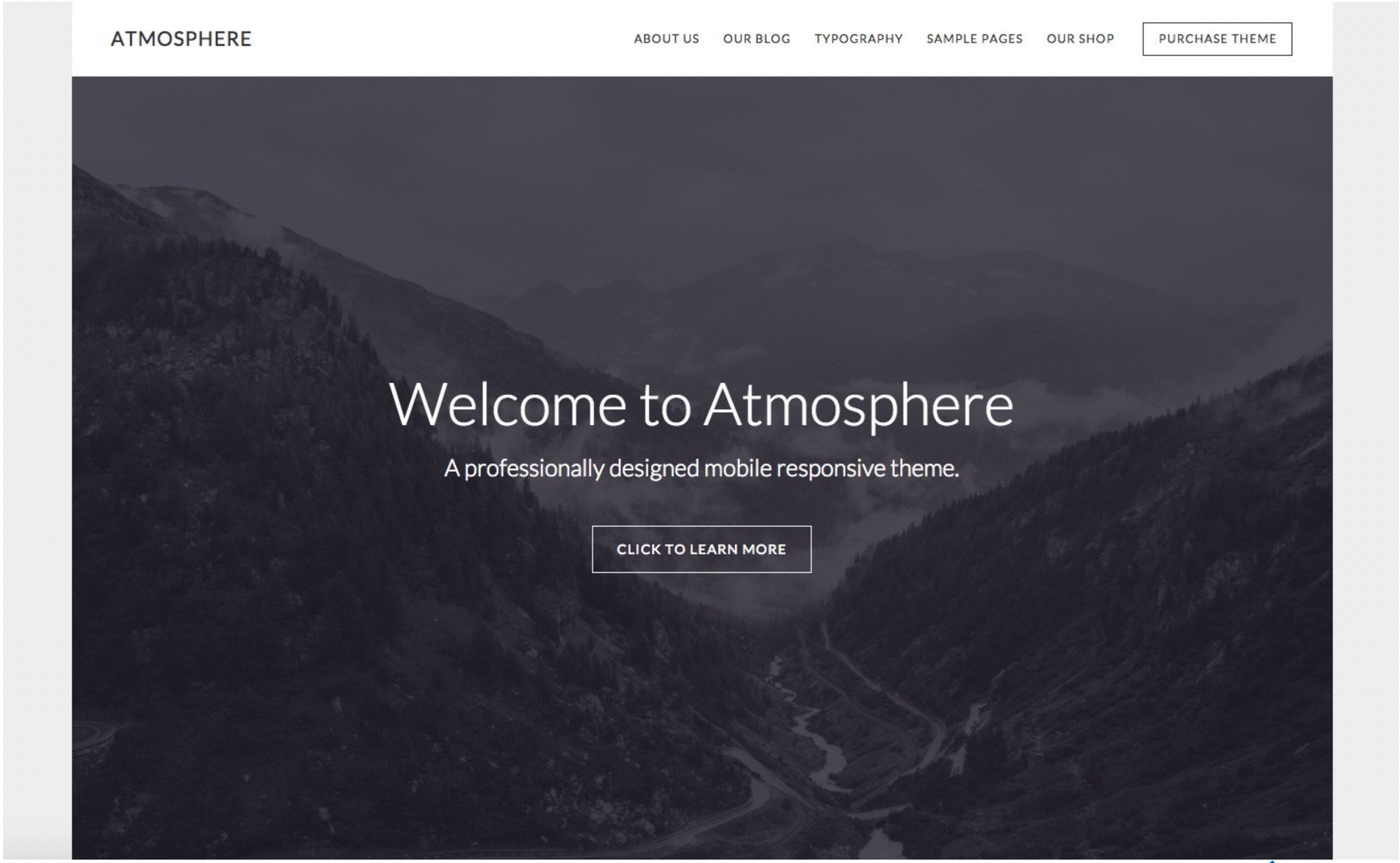
Altitude Pro: Variation 1



Altitude Pro: Variation 2



Atmosphere Pro: Out of the Box



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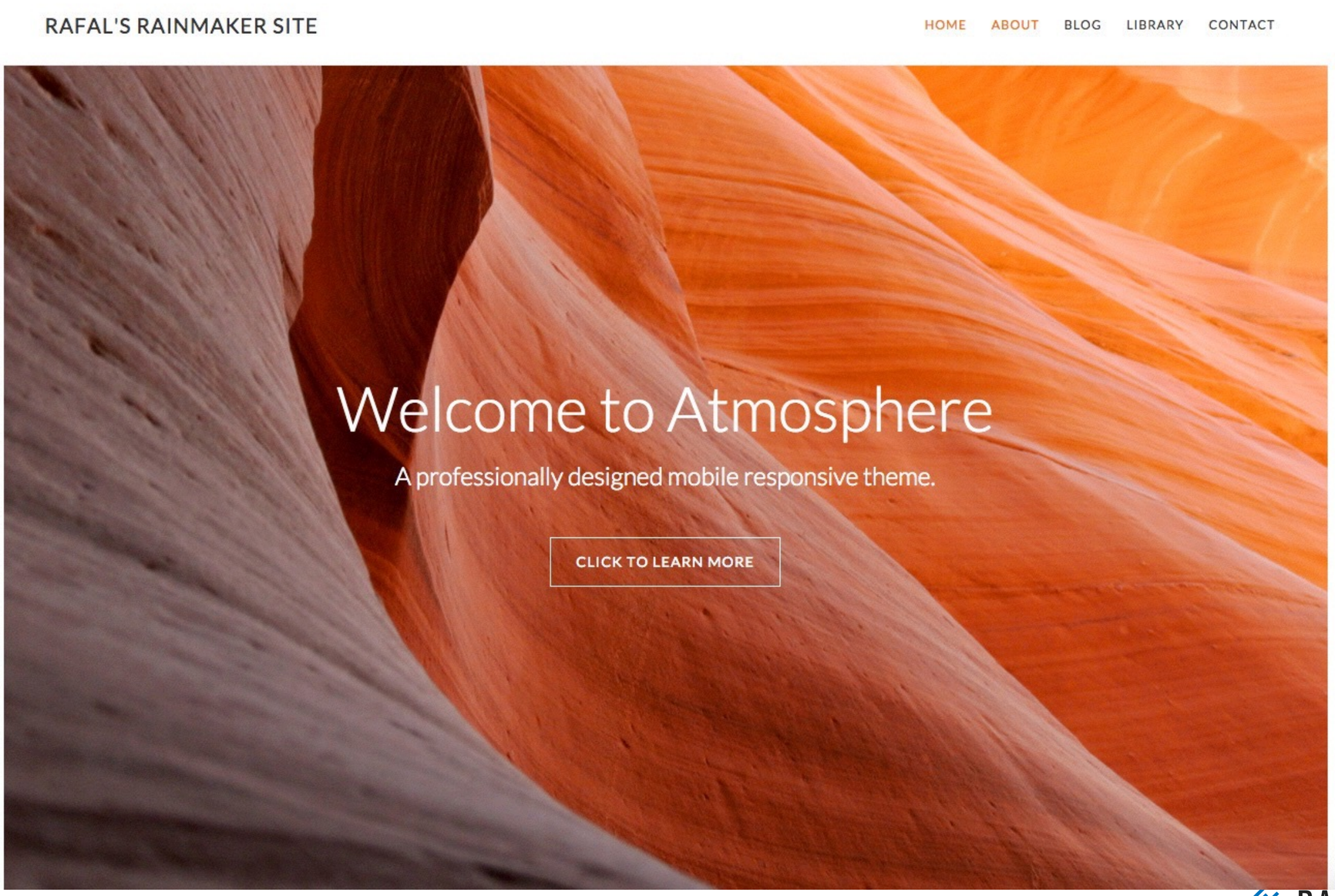
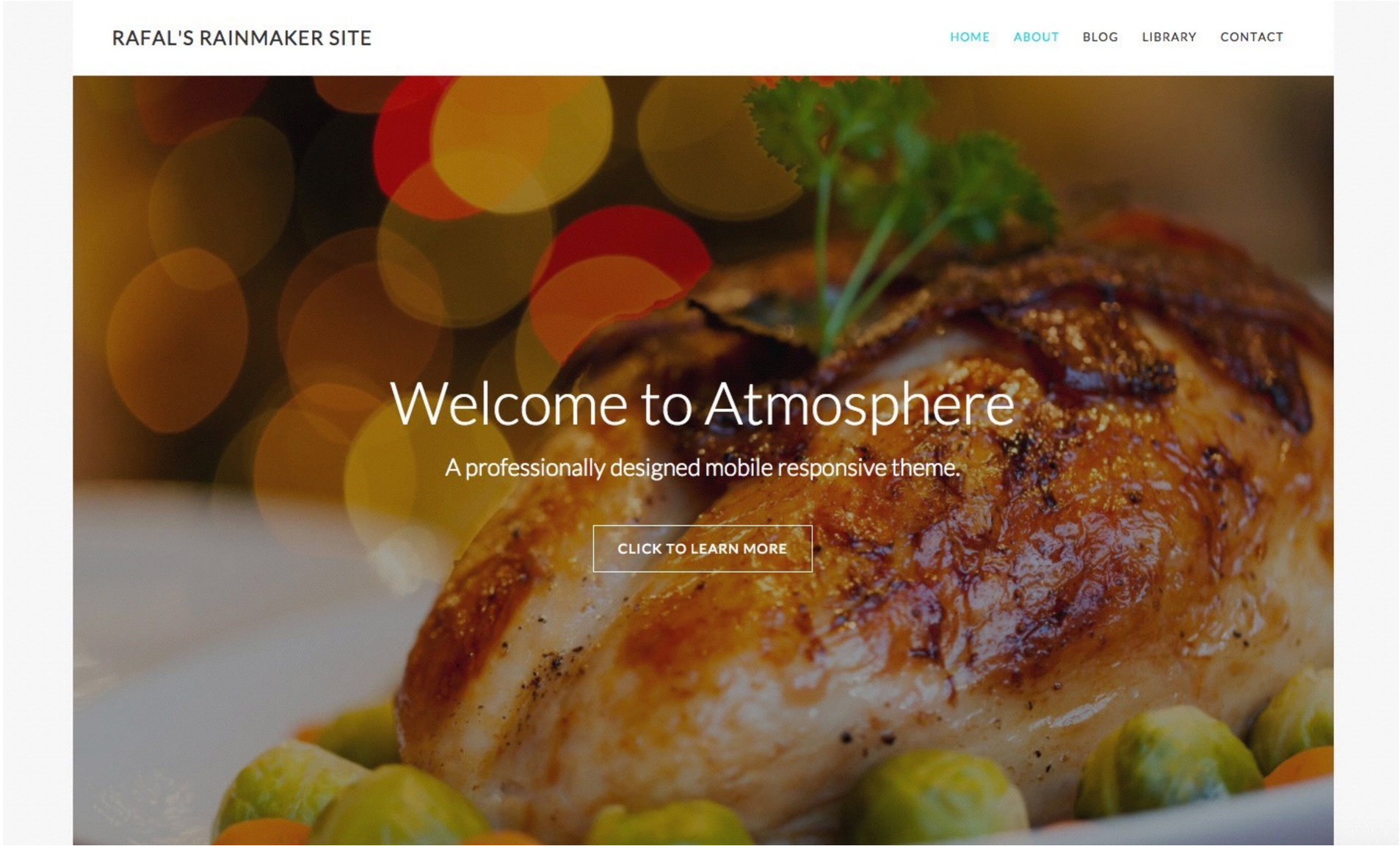


Atmosphere Pro: Variation 2



Coming up ...

Q&A on Rainmaker Design Settings with Rafal Tomal

Wednesday, March 1 at 1:00 p.m. Eastern Time

Q&A on Rainmaker Design Settings with Rafal Tomal

Wednesday, March 1 at 1:00 p.m. Eastern Time

How to Set Up and Manage Your Rainmaker Blog

Wednesday, March 8 at 11:00 a.m. Eastern Time

Questions?

RAINMAKER PLATFORM