



BLOGGING AS CONTENT MARKETING:

Q&A ON SETTING UP AND MANAGING YOUR RAINMAKER BLOG

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

 RAINMAKER PLATFORM



A few quick notes before we begin ...



A few quick notes before we begin ...

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



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- **To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- **Have issues?**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- Have issues?
 - **Check your settings**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- Have issues?
 - Check your settings
 - **Let us know in Questions box**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- Have issues?
 - Check your settings
 - Let us know in Questions box
 - **Try reloading the webinar**



A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- 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:

Q&A ON SETTING UP AND MANAGING YOUR RAINMAKER BLOG

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

 RAINMAKER PLATFORM



Question 1 (Atif)

Hello, I would like the homepage of my website to be a landing/about page with an opt-in form. In the primary navigation is a "blog" tab, which takes you to the blog. This is where I would like to have a primary navigation bar too. Is this possible? Usually, you see the latest posts (sometimes out of hundreds of posts). It would be good for my readers to see the categories and even a sidebar with popular/latest posts.



Step 1: Make Blog Home Page Your About Page



Step 1: Make Blog Home Page Your About Page

The screenshot shows the Rainmaker Platform interface. 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 with various icons. The main content area is titled 'Design' and contains several sections: 'LOOK AND FEEL' with 'Themes' and 'Appearance' (highlighted by a red arrow), 'LAYOUT' with 'Menus' and 'Content Areas', and 'TOOLS' with 'Responsive Slider', 'Dynamic Sidebars', 'Custom CSS', and 'Maintenance Mode'. The main content area also displays 'Dashboard' and two dropdown menus: 'Right Now in Forums' and another one below it.



Step 1: Make Blog Home Page Your About Page

× Saved

You are customizing Primality ?

- Favicon >
- Colors >
- Header Image >
- Backstretch Image >
- Background Image >
- Menus >
- Content Areas >
- Home & Posts Display** ←
- Site Layout >
- Breadcrumbs >
- Comments >
- Content Archives >
- Entry Options >
- Footer Options >
- Scripts >



Step 1: Make Blog Home Page Your About Page

Customization sidebar showing a list of settings categories:

- You are customizing Primality
- Favicon
- Colors
- Header Image
- Backstretch Image
- Background Image
- Menus
- Content Areas
- Home & Posts Display**
- Site Layout
- Breadcrumbs
- Comments
- Content Archives
- Entry Options
- Footer Options
- Scripts

Customization panel for Home & Posts Display:

Your theme supports a static front page.

Front page displays

- Your latest posts
- A static page

Front page

About

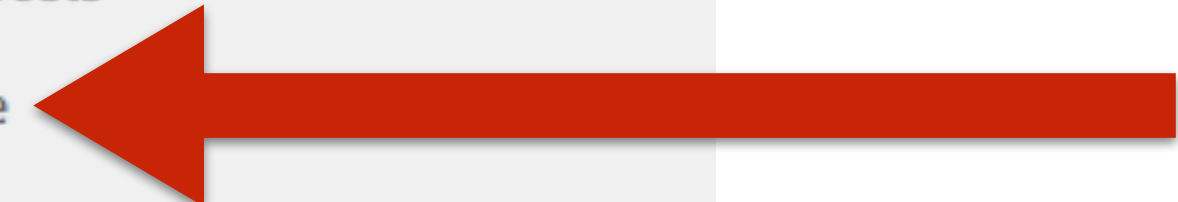
Posts page

— Select —

Max Posts Per Page

10

Maximum number of posts to display on the posts and archives pages.





Step 1: Make Blog Home Page Your About Page

× Saved

You are customizing Primality ?

- Favicon >
- Colors >
- Header Image >
- Backstretch Image >
- Background Image >
- Menus >
- Content Areas >
- Home & Posts Display >
- Site Layout >
- Breadcrumbs >
- Comments >
- Content Archives >
- Entry Options >
- Footer Options >
- Scripts >

× Saved

< Customizing Home & Posts Display

Your theme supports a static front page.

Front page displays

Your latest posts

A static page

Front page

About

Posts page

— Select —

Max Posts Per Page

10

Maximum number of posts to display on the posts and archives pages.

Note: If you make this change and do not see it reflected on your live site, remove all existing widgets from Content Areas (even the defaults).





Step 2: Add Opt-In Form to About Page

Step 2: Add Opt-In Form to About Page

The screenshot displays the admin interface of the Rainmaker Platform. At the top, there is a blue navigation bar with a hamburger menu icon, a '+ Add New' button, and 'Edit' and 'Manage' options. Below this is a 'Content' section with a settings gear and a help icon. The main area is divided into three categories: 'TYPES', 'ORGANIZATION', and 'TOOLS'. The 'TOOLS' category is expanded, and a red arrow points to the 'Forms' option. The 'URL' at the bottom of the page is 'erod-morris.preview111.rmk.net/admin/admin.php?page=nia-for'.

- Content
- TYPES
 - Posts
 - Pages
 - Landing Pages
 - Portfolio
 - Podcast Episodes
 - Media
 - Redirect Links
 - Forums
 - LMS
 - Book Library
- ORGANIZATION
 - Post Categories
 - Post Tags
 - Podcast Network
 - Podcast Keywords
 - Portfolio Type
 - Editorial Calendar
 - Book Authors
 - Book Series
 - Book Tags
- TOOLS
 - Forms
 - Quizzes
 - RSS Feeds
 - Import
 - Export

Step 2: Add Opt-In Form to About Page

Navigation sidebar with options: Add New, Edit, Manage. Content types include Posts, Pages, Landing Pages, Portfolio, Podcast Episodes, Media, Redirect Links, Forums, LMS, Book Library, Post Categories, Post Tags, Podcast Network, Podcast Keywords, Portfolio Type, Editorial Calendar, Book Authors, Book Series, Book Tags, Forms, Quizzes, RSS Feeds, Import, Export.

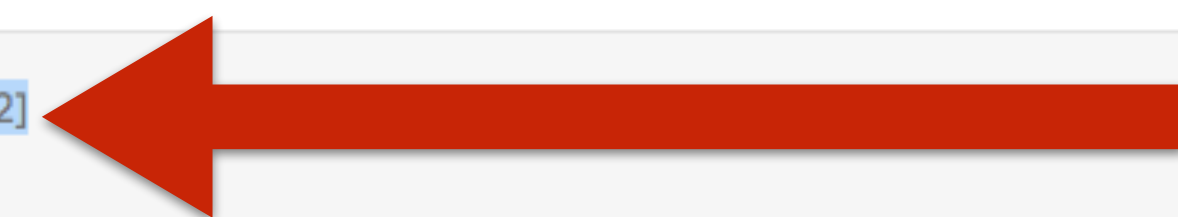
Forms [+ Add New Form](#)

All (2)

Bulk Actions [Apply](#) 20 *Forms Per Page* [Go](#)

1 - 2 of 2 Forms

<input type="checkbox"/>	Form Title	Shortcode	Date Updated
<input type="checkbox"/>	Contact	[display_form id=1]	May 15, 2014
<input type="checkbox"/>	Opt-In Form Edit Delete Duplicate Preview Form View Submissions	[display_form id=2]	
<input type="checkbox"/>	Form Title	Shortcode	Date Updated





Step 2: Add Opt-In Form to About Page

Pages

+ Add New

All (13) | Published (12) | Draft (1) | Trash (1) | Sort by Order

 Search Pages

Bulk Actions

Apply

All dates

Filter

13 items

<input type="checkbox"/>	Title	Author		Date	ID
<input type="checkbox"/>	About - Front Page Edit Quick Edit Trash View Duplicate Purge cache	Jerod Morris	—	2014/01/24 Published	15
<input type="checkbox"/>	Affiliate Area	Jerod Morris	—	2014/09/11 Published	340
<input type="checkbox"/>	Archives	Jerod Morris	—	2014/04/09 Published	80
<input type="checkbox"/>	Blog	Jerod Morris	—	2014/01/24 Published	19
<input type="checkbox"/>	Checkout	Jerod Morris	—	2014/01/22 Published	7





Step 2: Add Opt-In Form to About Page

About

Permalink: <http://jerod-morris.preview111.rmkr.net/> [View Page](#)

[Add Media](#)

Visual Text

B *I* ABC [List icons] [Quote icon] [Link icon] [Image icon] [Table icon] [Code icon] [Fullscreen icon]

A Compelling Headline to Introduce Your Website’s Unique Appeal

Welcome to [Name of Your Website or Business] – the answer to the question your prospects are looking for.

[A photo of your founder or employees is recommended to personalize this page]

Subscribe now to get all of our best information delivered directory to your inbox:

`[display_form id=2]` ←

A smart About Page is an important part of keeping the attention of your audience. It’s one of the first things visitors look at when they find your website, and it can convert them into regular readers.

Publish ▲

[Preview Changes](#)

[Edit with Visual Editor](#)

📍 Status: **Published** [Edit](#)

👁 Visibility: **Public** [Edit](#)

Revisions: **2** [Browse](#)

📅 Published on: **Jan 24, 2014 @ 20:22** [Edit](#)

● SEO: N/A

[Move to Trash](#)

[Update](#)



Step 2: Add Opt-In Form to About Page

About

Permalink: <http://jerod-morris.preview111.rmkr.net/> [View Page](#)

[Add Media](#)

Visual Text

B *I* ABC [List icons] [Quote icon] [Link icon] [Image icon] [Code icon]

A Compelling Headline to Introduce Your Website's Unique Appeal

Welcome to [Name of Your Website or Business] – the answer to the question your prospects are looking for.

[A photo of your founder or employees is recommended to personalize this page]

Subscribe now to get all of our best information delivered directory to your inbox:

`[display_form id=2]`

A smart About Page is an important part of keeping the attention of your audience. It's one of the first things visitors look at when they find your website, and it can convert them into regular readers.

Publish ▲

[Preview Changes](#)

[Edit with Visual Editor](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: 2 [Browse](#)

Published on: Jan 24, 2014 @ 20:22 [Edit](#)

SEO: N/A

[Move to Trash](#)

[Update](#)

Primary Sidebar

Default ▼

Secondary Navigation ▲

Secondary Navigation

Genesis Default ▼

Featured Image ▲

[Set featured image](#)

Append A Form ▲

- None
- ✓ Contact
- Opt-In Form**





Step 3: Edit Primary Navigation Bar



Step 3: Edit Primary Navigation Bar

The screenshot shows the Rainmaker Platform design editor interface. At the top, there is a blue navigation bar with a menu icon, '+ Add New', 'Edit', and 'Manage'. Below this is a dark sidebar with icons for Design, Appearance, Layout, Menus, Content Areas, Tools, Responsive Slider, Dynamic Sidebars, Custom CSS, and Maintenance Mode. The main content area is titled 'Design' and lists categories: LOOK AND FEEL (Themes, Appearance), LAYOUT (Menus, Content Areas), and TOOLS (Responsive Slider, Dynamic Sidebars, Custom CSS, Maintenance Mode). A large red arrow points to the 'Menus' option in the LAYOUT section.

Step 3: Edit Primary Navigation Bar

Design

LOOK AND FEEL

Themes
Appearance

LAYOUT

Menus
Content Areas

TOOLS

Responsive Slider
Dynamic Sidebars
Custom CSS
Maintenance Mode

Menus Manage in Appearance

Edit Menu **Manage Locations**

Primary Menu (Header Menu) Select or [create a new menu.](#)

Pages

Most Recent **View All** Search

- Affiliate Area
- Thank you
- Example Icon Links
- Archives
- Free Member Content Library
- Join Our Free Content Library
- Membership
 - Blog
 - Contact
 - #15 (no title)

[Select All](#) **Add to Menu**

Posts
Custom Links
Categories

Menu Name Primary Menu **Save Menu**

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

- Home Custom Link
- Blog**
- Library Page
- Contact Page

Menu Settings

Auto add pages Automatically add new top-level pages to this menu

Theme locations Header Menu
 After Header Menu
 Footer Menu (Currently set to: Widget Menu)



Step 4: Edit Secondary Navigation Bar



Step 4: Edit Secondary Navigation Bar

Menus [+ Manage in Appearance](#)

[Edit Menu](#) [Manage Locations](#)

Secondary Menu [Select](#) or [create a new menu.](#)

Pages [▼](#)

Posts [▼](#)

Custom Links [▼](#)

Categories [▲](#)

Most Used [View All](#) [Search](#)

Uncategorized

Basics

[Select All](#) [Add to Menu](#)

Menu Name [Save Menu](#)

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home	Custom Link ▼
#15 (no title)	Page ▼
Blog	Page ▼
Library	Page ▼
Contact	Page ▼

Menu Settings

Auto add pages Automatically add new top-level pages to this menu

Theme locations

- Header Menu (Currently set to: Primary Menu)
- After Header Menu
- Footer Menu (Currently set to: Widget Menu)



Step 4: Edit Secondary Navigation Bar

Menus

[+ Manage in Appearance](#)

[Edit Menu](#)

[Manage Locations](#)

Select a menu to edit:

Secondary Menu

Select

or [create a new menu.](#)

Pages

Posts

Custom Links

Categories

Most Used

[View All](#)

[Search](#)

Uncategorized

Basics

[Add to Menu](#)

Menu Name

[Save Menu](#)

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home

Custom Link

#15 (no title)

Page

Blog

Page

Library

Page

Contact

Page

Uncategorized

Category

Basics

Category

Menu Settings

Auto add pages

Automatically add new top-level pages to this menu



Step 4: Edit Secondary Navigation Bar

Menus

+ Manage in Appearance

Edit Menu

Manage Locations

Select a menu to edit:

Secondary Menu

Select

or [create a new menu.](#)

Pages

Posts

Custom Links

Categories

Most Used

View All

Search

Uncategorized

Basics

[Select All](#)

Add to Menu

Menu Name

Secondary Menu

Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home

Custom Link

URL

/

Navigation Label

Home

Move [Down one](#)

Remove | [Cancel](#)

#15 (no title)

Page

Blog

Page



Step 4: Edit Secondary Navigation Bar

Menus

+ Manage in Appearance

Edit Menu

Manage Locations

Select a menu to edit:

Secondary Menu

Select

or [create a new menu.](#)

Pages

Posts

Custom Links

Categories

Most Used

View All

Search

Uncategorized

Basics

[Select All](#)

Add to Menu

Menu Name Secondary Menu

Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Uncategorized

Category

Basics

Category

Menu Settings

Auto add pages

Automatically add new top-level pages to this menu

Theme locations

Header Menu (Currently set to: Primary Menu)

After Header Menu

Footer Menu (Currently set to: Widget Menu)

[Delete Menu](#)

Save Menu



Step 5: Create a Dynamic Sidebar



Step 5: Create a Dynamic Sidebar

The image shows a screenshot of the Rainmaker Platform's design sidebar. At the top, there is a blue header bar with the Rainmaker logo, a plus icon, and the text 'Add New', 'Edit', and 'Manage'. Below this is a dark grey sidebar with a clock icon and a back arrow. The main content area is titled 'Design' with a gear icon and a question mark. It is divided into three sections: 'LOOK AND FEEL' containing 'Themes' and 'Appearance'; 'LAYOUT' containing 'Menus' and 'Content Areas'; and 'TOOLS' containing 'Responsive Slider', 'Dynamic Sidebars', 'Custom CSS', and 'Maintenance Mode'. A large red arrow points to the 'Dynamic Sidebars' option.



Step 5: Create a Dynamic Sidebar

Navigation bar: + Add New, Edit, Manage

Design [Settings] [Help]

LOOK AND FEEL

- Themes
- Appearance

LAYOUT

- Menus
- Content Areas

TOOLS

- Responsive Slider
- Dynamic Sidebars**
- Custom CSS
- Maintenance Mode

Add New Sidebar

Name

Blog Sidebar

A recognizable name for your new sidebar content area

ID

blog

The unique ID is used to register the sidebar content area

Description

Sidebar for blog page with secondary navigation menu.

Add New Sidebar





Step 5: Create a Dynamic Sidebar

The screenshot shows the 'Design' sidebar menu in the Rainmaker Platform. At the top, there is a blue header bar with the Rainmaker logo, a '+ Add New' button, an 'Edit' button with a pencil icon, and a 'Manage' button with a wrench icon. Below this is a dark grey sidebar with a 'Design' title, a gear icon, and a question mark icon. 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). A large red arrow points to the 'Content Areas' option in the 'LAYOUT' section.



Step 5: Create a Dynamic Sidebar

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 Displays featured posts with thumbnails	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.

Content Areas: Primary Sidebar, Before Header, Front Page Image, Front Page Widgets, Front Page Pricing Table, Image Page Widgets, Footer 1, Footer 2, Footer 3, After Entry, Blog

Blog Content Area Settings:

- Title:
- Select Menu: **Secondary Menu**
- Buttons: Delete | Close, Save



Step 5: Create a Dynamic Sidebar

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 Displays featured posts with thumbnails	Featured Tabs Displays featured posts in Tabs
Forms Widget	Forum Login Widget

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

Before Header

Front Page Image

Front Page Widgets

Front Page Pricing Table

Pricing Table

Image Page Widgets

Footer 1

Footer 2

Footer 3

After Entry

Blog

- Custom Menu**
- Recent Posts**
- Simple Social Icons: Social Icons**





Step 6: Add Dynamic Sidebar to Blog Page



Step 6: Add Dynamic Sidebar to About Page (Homepage)

Pages

+ Add New

All (13) | Published (12) | Draft (1) | Trash (1) | Sort by Order

Search Pages

Bulk Actions All dates

13 items

<input type="checkbox"/>	Title	Author		Date	ID
<input type="checkbox"/>	(no title) - Front Page	Jerod Morris	—	2014/01/24 Published	15
<input type="checkbox"/>	Affiliate Area	Jerod Morris	—	2014/09/11 Published	340
<input type="checkbox"/>	Archives	Jerod Morris	—	2014/04/09 Published	80
<input type="checkbox"/>	Blog Edit Quick Edit Trash View Duplicate Purge cache	Jerod Morris	—	2014/01/24 Published	19
<input type="checkbox"/>	Checkout	Jerod Morris	—	2014/01/22 Published	7
<input type="checkbox"/>	Contact	Jerod Morris	—	2014/01/24	17





Step 6: Add Dynamic Sidebar to About Page (Homepage)

Comments

[Add comment](#)

No comments yet.

Scripts

Page-specific Scripts

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

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

Sidebar Selection

Primary Sidebar

- Default
- Blog

Secondary Navigation

Secondary Navigation

Secondary Menu

Featured Image

[Set featured image](#)





Step 6: Add Dynamic Sidebar to About Page (Homepage)

The screenshot shows a web editor interface for a blog. The browser address bar displays 'jerod-morris.preview111.rmkr.net/blog/'. The editor toolbar includes 'Add New', 'Edit', 'Manage', 'Help', 'Edit Page', and 'Edit with Visual Editor'. A user profile for 'Jerod Morris' is visible in the top right. The main content area features a blog post titled 'What Are the Benefits of Keeping Pride and Humility in Balance?' by Jerod Morris, dated March 7, 2017. The post includes a large image of a person hiking on a mountain ridge. Below the image is the text: 'You should do everything in your power to stay on the straight and narrow between pride and humility.' To the right of the main content is a sidebar with sections: 'Uncategorized Basics' (highlighted by a red arrow), 'RECENT POSTS' (listing the current post and two others), and 'SOCIAL ICONS' (with icons for Facebook, Google+, Instagram, and Twitter).



Question 2 (Steve)

What is the best practice for including PDF documents in blog posts? I have an insurance agency and am thinking of posting insurance quotes (once personal information is removed) to give visitors an idea of actual prices customers are paying for insurance.



Step 1: Go to the Download Manager



Step 1: Go to the Download Manager

The screenshot displays the Rainmaker Platform interface. At the top, a blue navigation bar contains the platform logo, a plus sign, and the text "Add New", "Edit", "Manage", and "Help". Below this is a dark sidebar with various icons. The main content area is titled "Conversion" and "Dashboard". A list of menu items is visible on the left, including "Setup Wizards", "Products", "Coupons", "Orders", "Member Groups", "Members", "Download Manager", "A/B Tests", and "Formulas". A red arrow points to the "Download Manager" item. The "Download Manager" item is highlighted with a blue bar on the left. The "A/B Tests" and "Right Now in Forums" items are also visible as dropdown menus.



Step 2: Upload Your PDF



Step 2: Upload Your PDF

Create New Download View All

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog ←

Status Save Delete

Link Details

Link URI *Save link to generate URI*

File

Upload new file Choose File RMSBR_template_qa_3.pdf

Publicly Accessible *Allow the public to access this file.*

Delay Access Days
Delay access to this file by X days after signup.

Track Downloads *Track all downloads of this file.*

Include in Shortcode *Include in Member Downloads shortcode.*

Member Groups

All Groups **Most Used**

free

[+ Add New Member Group](#)

Give your download file a descriptive name.



Step 2: Upload Your PDF

Create New Download [View All](#)

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog

Link Details

Link URI *Save link to generate URI*

File

Upload new file [Choose File](#) RMSBR_template_qa_3.pdf

Publicly Accessible *Allow the public to access this file.*

Delay Access Days
Delay access to this file by X days after signup.

Track Downloads *Track all downloads of this file.*

Include in Shortcode *Include in Member Downloads shortcode.*

Status

Member Groups

All Groups **Most Used**

free

[+ Add New Member Group](#)

Choose the Member Group required for access (if applicable)



Step 2: Upload Your PDF

Create New Download [View All](#)

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog

Link Details

Link URI *Save link to generate URI*

File

Upload new file [Choose File](#) RMSBR_template_qa_3.pdf

Publicly Accessible *Allow the public to access this file.*

Delay Access Days
Delay access to this file by X days after signup.

Track Downloads *Track all downloads of this file.*

Include in Shortcode *Include in Member Downloads shortcode.*

Status

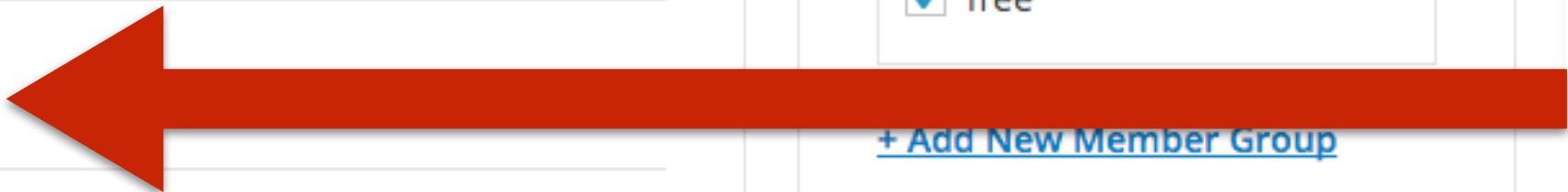
[Save](#) [Delete](#)

Member Groups

All Groups **Most Used**

free

[+ Add New Member Group](#)



Choose your file and upload it.



Step 2: Upload Your PDF

Create New Download [View All](#)

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog

Link Details

Link URI *Save link to generate URI*

File

Upload new file [Choose File](#) RMSBR_template_qa_3.pdf

Publicly Accessible *Allow the public to access this file.*

Delay Access Days
Delay access to this file by X days after signup.

Track Downloads *Track all downloads of this file.*

Include in Shortcode *Include in Member Downloads shortcode.*

Status

[Save](#) [Delete](#)

Member Groups

All Groups **Most Used**

free

[+ Add New Member Group](#)

Adjust the other settings as needed.





Step 2: Upload Your PDF

Create New Download [View All](#)

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog

Link Details

Link URI *Save link to generate URI*

File

Upload new file [Choose File](#) RMSBR_template_qa_3.pdf

Publicly Accessible *Allow the public to access this file.*

Delay Access Days
Delay access to this file by X days after signup.

Track Downloads *Track all downloads of this file.*

Include in Shortcode *Include in Member Downloads shortcode.*

Status

[Save](#)

Member Groups

All Groups Most Used

free

[+ Add New Member Group](#)



Save.



Step 2: Upload Your PDF

Edit Download

[+ Create New Download](#) [View All](#)

Link published.

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog

Link Details

Link URI *http://jerod-morris.preview111.rmkr.net?download_id=23f08ba4b12e482f8b8e77fab62ea66b*

File

Upload new file No file chosen

Publicly Accessible Allow the public to access this file.

Delay Access Days
Delay access to this file by X days after signup.

Track Downloads Track all downloads of this file.

Include in Shortcode Include in Member Downloads shortcode.

Status

Member Groups

 free
[+ Add New Member Group](#)



You'll know the upload was successful when you see the file name in this previously blank field.



Step 2: Upload Your PDF

Edit Download

[+ Create New Download](#) [View All](#)

Link published.

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog

Link Details

Link URI *http://jerod-morris.preview111.rmkr.net/?download_id=23f08ba4b12e482f8b8e77fab62ea66b*

File RMSBR_template_qa_3.pdf

Upload new file [Choose File](#) No file chosen

Publicly Accessible Allow the public to access this file.

Delay Access Days
Delay access to this file by X days after signup.

Track Downloads Track all downloads of this file.

Include in Shortcode Include in Member Downloads shortcode.

Status
[Save](#) [Delete](#)

Member Groups
[All Groups](#) [Most Used](#)
 free
[+ Add New Member Group](#)



You can copy this URL to create a link on any page on your site.



Step 3: Insert Into Any Page on Your Site



Step 3: Insert Into Any Page on Your Site

Add New Post [View All](#)

Test Page for Downloading PDF of Slides

Permalink: <http://jerod-morris.preview111.rmkr.net/test-page-for-...-pdf-of-slides/> [Edit](#) [View Post](#)

[Add Media](#)

Visual Text

B *I* ABC [List Icons] [Quote Icon] [Link Icon] [Image Icon] [Insert Download Icon]

Insert Download

Word count: 0 Draft saved at 2:55:41 pm.

Layout Settings

Select Layout Default Layout set in Design Settings

Publish

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

SEO: N/A

[Move to Trash](#)

[Publish](#)

Categories

All Categories Most Used

Select / Deselect All

Basics

Choose Insert Download from editor options.



Step 3: Insert Into Any Page on Your Site

Admin Screen Op

Add N

Test Page fo

Permalink: http://jerc

Add Media

B I ABE

Word count: 0

Layout Settings

Select Layout

Default Layout set in Design Settings

Categories Most Used

/ Deselect All

Uncategorized

Insert Download

Select Download:

Slides

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog

LINK TEXT (Optional)

Save Draft

Preview

publish to enable the visual

Draft [Edit](#)

: Public [Edit](#)

Immediately [Edit](#)

A

[Move to Trash](#)

Publish

Start typing the name of your file and it will come up. (See why I suggested a descriptive name?)



Step 3: Insert Into Any Page on Your Site

Admin Screen O

Greetings, Jerod M

Insert Download

Select Download:

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog

Link Text (Optional):

Slides: Q&A on Setting Up and Managing Your Rainmaker Blog

Insert Download

Test Page f

Permalink: http://jerc

Add Media

B I ABC

Word count: 0

Layout Settings

Select Layout

Default layout set in Design Settings

Save Draft

publish to enable the visual

Draft [Edit](#)

: Public [Edit](#)

Immediately [Edit](#)

A

[Move to Trash](#)

Publish

Categories Most Used

/ Deselect All

Uncategorized

**Add link text,
then click Insert
Download.**



Step 3: Insert Into Any Page on Your Site

Admin Screen Opt

Add New Post [View All](#)

Test Page for Downloading PDF of Slides

Permalink: <http://jerod-morris.preview111.rmkr.net/test-page-for-...-pdf-of-slides/> [Edit](#) [View Post](#)

[Add Media](#)

Visual Text

B *I* ABC

[Slides: Q&A on Setting Up and Managing Your Rainmaker Blog](#)

Word count: 0 Draft saved at 3:00:06 pm.

Layout Settings

Select Layout Default Layout set in Design Settings

Publish

[Save Draft](#)

[Preview](#)

Save draft or publish to enable the visual editor.

Status: [Draft](#) [Edit](#)

Visibility: [Public](#) [Edit](#)

[Publish immediately](#) [Edit](#)

SEO: N/A

[Move to Trash](#)

[Publish](#)

Categories

All Categories [Most Used](#)

[Select / Deselect All](#)

Basics

Now you have a clickable link to your PDF.



Step 3: Insert Into Any Page on Your Site

Edit Post [+ Add New](#) [View All](#)

Post draft updated. [Preview post](#)

Test Page for Downloading PDF of Slides

Permalink: <http://jerod-morris.preview111.rmkr.net/test-page-down...ing-pdf-slides/> [Edit](#) [View Post](#)

[Add Media](#) Visual Text

b i link b-quote del ins img ul ol li code more close tags Copy HTML

`class="button" href="http://jerod-morris.preview111.rmkr.net/?download_id=23f08ba4b12e482f8b8e77fab62ea66b" xlink="href">Slides: Q&A on Setting Up and Managing Your Rainmaker Blog`

Word count: 10 Last edited by Jerod Morris on March 15, 2017 at 3:01 PM

Layout Settings

Publish

Save Draft

Preview

Edit with Visual Editor

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

SEO: N/A

[Move to Trash](#)

Publish

Categories

All Categories Most Used

Which can easily be turned into a clickable button.





Step 3: Insert Into Any Page on Your Site

Now your audience can get the PDF with one click of the button.



PRIMILITY HOME ABOUT BLOG LIBRARY CONTACT

Test Page for Downloading PDF of Slides

MARCH 15, 2017 BY [JEROD MORRIS](#) (EDIT)

[f](#) 0 [Tweet](#) [in](#) 0

Here is some text introducing the PDF.

Hey! You should download this PDF! It's the bee's knees!

[SLIDES: Q&A ON SETTING UP AND MANAGING YOUR RAINMAKER BLOG](#)

Thank you. Hopefully you enjoy the information.

Now please share this page with your friends. 😊

[f](#) 0 [Tweet](#) [in](#) 0

ris_preview111_rmkrc.net/?download_id=23f08ba4h12e482f8b8e77fab62ea66h

EMAIL NEWSLETTER

This is an example of an opt-in form widget that can be used in your sidebar or other Content Areas

[SIGN UP](#)

RECENT POSTS

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

This is a test post.

Sample Post With Image Aligned Right

Example Blog Post

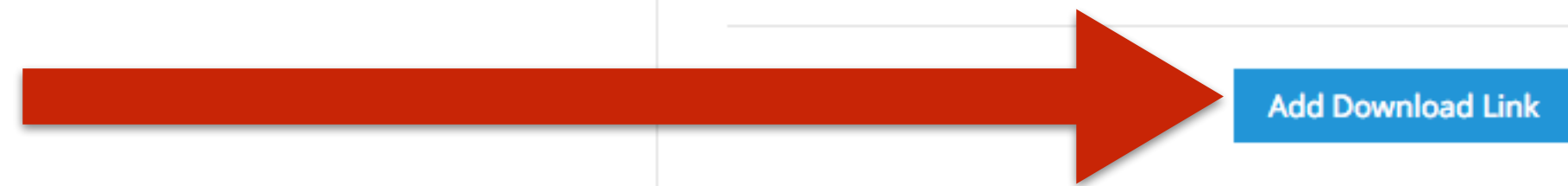
SOCIAL ICONS

[globe](#) [f](#) [g+](#) [img](#) [t](#)



Step 3: Insert Into Any Page on Your Site

Note: If you're creating an LMS item, find the "Add Download Link" button to insert your download.





Question 3 (Mike)

What type of disclaimer does Chris use for his affiliate links?



Question 3 (Mike)

What type of disclaimer does Chris use for his affiliate links?

NB. As always also, even though they won't cost you a penny more, and nothing influences my suggestions and opinions, I do use affiliate links, so if you buy after clicking I might get a couple of dollars in return.



Question 4 (Lori)

(I'm planning to submit my business plan for an ABC hot seat session, but would like to get further along before I do. I'm wanting three demo sites when I'm all said and done: one using StudioPress themes & Synthesis, one using New StudioPress Sites, and one using Rainmaker.)

My Rainmaker site is going to be a hyperlocal podcast network (among other things). I would like to incubate hyperlocal podcasts that can be spun into their own sites. My questions concern the ability to host these podcasts as related but separate content using categories. Can I use both a site URL and a podcast specific redirect? (I'm pretty sure the answer is yes to this one, but my other questions flow from this premise.)

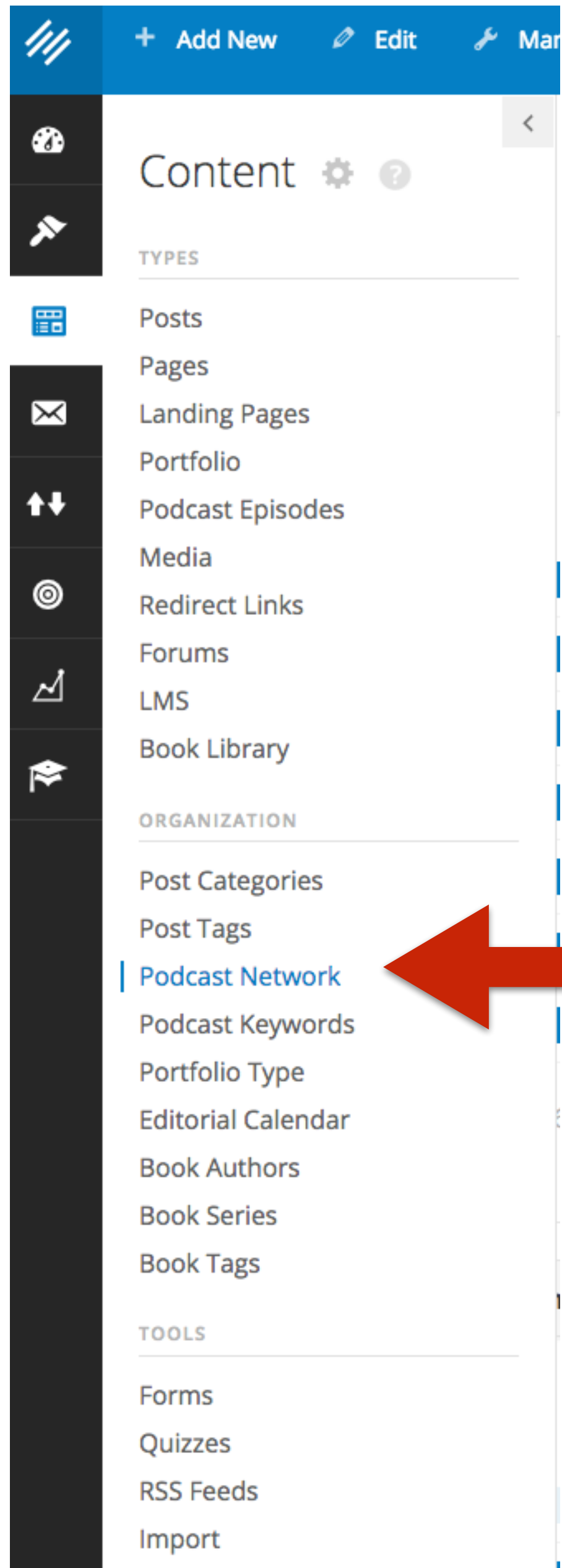
Do I attach the redirected URL to the archive page for the podcast category? Will the redirect apply to both the parent category archive page and any "children" associated with it?

When we set the social media sharing options, are they only set for the parent site or can we set them differently for each parent category? Do I need both a blog and a podcast feed or can they be combined? (Pretty sure it's the latter, but double checking)



Step 1: Create a Podcast Series

Step 1: Create a Podcast Series



The screenshot shows the 'Content' management interface. At the top, there are navigation options: '+ Add New', 'Edit', and 'Mar'. Below this is a 'Content' header with a settings gear and a help question mark. The main area is divided into three sections: 'TYPES', 'ORGANIZATION', and 'TOOLS'. Under 'TYPES', items include Posts, Pages, Landing Pages, Portfolio, Podcast Episodes, Media, Redirect Links, Forums, LMS, and Book Library. Under 'ORGANIZATION', items include Post Categories, Post Tags, Podcast Network (highlighted with a red arrow), Podcast Keywords, Portfolio Type, Editorial Calendar, Book Authors, Book Series, and Book Tags. Under 'TOOLS', items include Forms, Quizzes, RSS Feeds, and Import.



Step 1: Create a Podcast Series

Content ⚙️ ?

TYPES

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

ORGANIZATION

- Post Categories
- Post Tags
- Podcast Network**
- Podcast Keywords
- Portfolio Type
- Editorial Calendar
- Book Authors
- Book Series
- Book Tags

TOOLS

- Forms
- Quizzes
- RSS Feeds
- Import



Admin Screen Opt

Podcast Network

Add New Podcast Series

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

Add New Podcast Series

Bulk Actions

Search Network

9 items

<input type="checkbox"/>	Name	Slug	Series feed URL	Episodes	ID
<input type="checkbox"/>	Assembly Call Classic	classic	http://assemblycall.com/series/classic/feed/	15	341
<input type="checkbox"/>	Ball Isn't Life – Get to Know the IU Media One Podcast at a Time	ball-isnt-life	http://assemblycall.com/series/ball-isnt-life/feed/	3	425
<input type="checkbox"/>	Bracketology.fm with Andy Bottoms	bracketology	http://assemblycall.com/series/bracketology/feed/	19	337
<input type="checkbox"/>	Hoosier Talk	hoosier-talk	http://assemblycall.com/series/hoosier-talk/feed/	1	339
<input type="checkbox"/>	Postgame Shows 2014-15	postgame-shows-2014-15	http://assemblycall.com/series/postgame-shows-2014-15/feed/	38	223





Step 1: Create a Podcast Series



Admin Screen Options

Edit Podcast Series

Name

Name is how it will appear on your website.



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

Parent

Sidebar Options

Primary Sidebar

Secondary Navigation

Secondary Navigation

Podcast Settings

Series Feed URI <http://assemblycall.com/series/bracketology/feed/>





Step 1: Create a Podcast Series



Admin Screen Options

Edit Podcast Series

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

Sidebar Options

Primary Sidebar

Secondary Navigation

Secondary Navigation

Podcast Settings

Series Feed URI



The category page will be this URL minus the “/feed/” part.





Step 1: Create a Podcast Series



Admin Screen Options

Edit Podcast Series

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

Sidebar Options

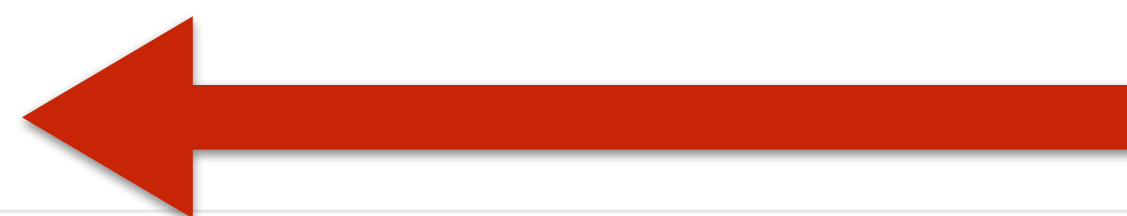
Primary Sidebar

Secondary Navigation

Secondary Navigation

Podcast Settings

Series Feed URI



I also created a dynamic sidebar for this podcast series.



Step 1: Create a Podcast Series

Podcast Series Archive Settings

Archive
Headline

Bracketology.fm with Andy Bottoms

Leave empty if you do not want to display a headline.

Archive
Intro
Text

```

<p><strong>Andy Bottoms is the #1-ranked bracketologist in the world, <a href="http://www.bracketmatrix.com/rankings.html"
target="_blank">according to Bracket Matrix</a>.</strong> In his weekly podcast, he interviews a variety of guests and provides college basketball
analysis with a bracketologist's bent. </p>

<a class="spreaker-player" href="https://www.spreaker.com/show/2020916" data-resource="show_id=2020916" data-width="100%" data-
height="350px" data-theme="light" data-playlist="show" data-playlist-continuous="true" data-autoplay="false" data-live-autoplay="false" >Listen to
"Bracketology.FM with Andy Bottoms" on Spreaker.</a>

<center><a class="button button-secondary" target="_blank" href="http://assemblycall.com/bracketology/">View Andy's latest bracket</a></center>

<table>
<tbody>
<tr>
<td><center><a href="https://www.facebook.com/bracketologyfm" target="_blank"></a></td></center>
<td><center><a href="https://twitter.com/andybottoms" target="_blank"></a></td></center>
<td><center><a href="https://itunes.apple.com/us/podcast/bracketology.fm-andy-bottoms/id1174169947" target="_blank"></a></td></center>
<td><center><a href="https://play.google.com/music/listen#/ps/lxlwhsabyzbbyd2kdmezslwrynm" target="_blank"></a></center></td>
<td><center><a href="http://tunein.com/radio/Bracketologyfm-with-Andy-Bottoms-p930621/" target="_blank"></a></td>
<td><center><a href="http://www.stitcher.com/podcast/jerod-morris/bracketologyfm-with-andy-bottoms?refid=stpr" target="_blank"></a></td></center>
</tr>
</tbody>
</table>
</center>

```

Leave empty if you do not want to display any intro text.



I set up the archive page to include an external player that includes every episode, as well as specific social links. (Note: Rainmaker social settings are site-wide.)



Step 1: Create a Podcast Series

Podcast Series Archive Settings

Archive
Headline

Bracketology.fm with Andy Bottoms

Leave empty if you do not want to display a headline.

Archive
Intro
Text

```

<p><strong>Andy Bottoms is the #1-ranked bracketologist in the world, <a href="http://www.bracketmatrix.com/rankings.html"
target="_blank">according to Bracket Matrix</a>.</strong> In his weekly podcast, he interviews a variety of guests and provides college basketball
analysis with a bracketologist's bent. </p>

<a class="spreaker-player" href="https://www.spreaker.com/show/2020916" data-resource="show_id=2020916" data-width="100%" data-
height="350px" data-theme="light" data-playlist="show" data-playlist-continuous="true" data-autoplay="false" data-live-autoplay="false" >Listen to
"Bracketology.FM with Andy Bottoms" on Spreaker.</a>

<center><a class="button button-secondary" target="_blank" href="http://assemblycall.com/bracketology/">View Andy's latest bracket</a></center>

<table>
<tbody>
<tr>
<td><center><a href="https://www.facebook.com/bracketologyfm" target="_blank"></a></td></center>
<td><center><a href="https://twitter.com/andybottoms" target="_blank"></a></td></center>
<td><center><a href="https://itunes.apple.com/us/podcast/bracketology.fm-andy-bottoms/id1174169947" target="_blank"></a></td></center>
<td><center><a href="https://play.google.com/music/listen#/ps/lxlwhsabyzbbyd2kdmezslwrynm" target="_blank"></a></center></td>
<td><center><a href="http://tunein.com/radio/Bracketologyfm-with-Andy-Bottoms-p930621/" target="_blank"></a></td>
<td><center><a href="http://www.stitcher.com/podcast/jerod-morris/bracketologyfm-with-andy-bottoms?refid=stpr" target="_blank"></a></td></center>
</tr>
</tbody>
</table>
</center>

```

Leave empty if you do not want to display any intro text.



I set up the archive page to include an external player that includes every episode, as well as specific social links. (Note: Rainmaker social settings are site-wide.)



Step 1: Create a Podcast Series

+ Add New Edit Manage Help Edit Podcast Series Clear Cache [Settings Icon] [Profile Picture]



ABOUT CONTENT FORUMS MEMBERS SUPPORT SUBSCRIBE LIVE

Bracketology.fm with Andy Bottoms

Andy Bottoms is the #1-ranked bracketologist in the world, according to [Bracket Matrix](#). In his weekly podcast, he interviews a variety of guests and provides college basketball analysis with a bracketologist's bent.

BRACKETOLOGY.FM

with Andy Bottoms

19 episodes 19 hours, 18 minutes

▶	019: Chris Dobbertean, Dave Ommen, and Ed Feng	01:14:50
▶	018: Jordan Majewski and Raphielle Johnson	01:21:00
▶	017: Matt Norlander of CBS Sports	39:29

Go to bracketology.fm to view the full page.

VIEW ANDY'S LATEST BRACKET



ANDY BOTTOMS / MARCH 13, 2017 (EDIT)

Bracketology.FM

Episode 19: Chris Dobbertean,

[all.com/shows/bracketology-fm-episode-19-chris-dobbertean-dave-ommen-ed-feng/](https://bracketology.fm/shows/bracketology-fm-episode-19-chris-dobbertean-dave-ommen-ed-feng/)





Step 2: Create a URL Redirect

Go to bracketology.fm to view the full page.



Step 2: Create a URL Redirect

- 1. Buy your domain (bracketology.fm) and DNS — *this is not done at Rainmaker.***



Step 2: Create a URL Redirect

- 1. Buy your domain (bracketology.fm) and DNS — *this is not done at Rainmaker.***
- 2. Via your DNS settings, you can set up a Domain Forward. Do this and forward your new domain to the series page (assemblycall.com/series/bracketology)**



Question 5 (Susanna)

I have digital and physical products I would like to offer, but I do not know the best way to set up an online store/storefront. I know there are limitations to the RM platform when it comes to this, but I would love to be able to keep everything connected on my site. Would you suggest setting up a store and storefront with RM? And if so, how can I set up a professional-looking store front? Or would you use a third party like Shopify?

Thank you so much for doing these webinars, they are extremely helpful and encouraging!



Question 5 (Susanna)

I have digital and physical products I would like to offer, but I do not know the best way to set up an online store/storefront. I know there are limitations to the RM platform when it comes to this, but I would love to be able to keep everything connected on my site. Would you suggest setting up a store and storefront with RM? And if so, how can I set up a professional-looking store front? Or would you use a third party like Shopify?

Thank you so much for doing these webinars, they are extremely helpful and encouraging!

Ask Support to refer you to Services.



Question 6 (Peter)

You spoke about important "pages" to have: About; Subscribe; Resources; Services. Taking Maker Hacks as an example, it does not appear to me to have "Subscribe" as a top (or any) menu option (whereas the others do appear there). Is it just an "invisible" or unattached page, linked to from, say, blog posts, guest posts, interview "where can we find you online?" questions? Do you consciously decide not to put the Subscribe page on a menu or is it just a "lack of space" thing? What's the thought process? Thank you.



Question 7 (Roger)

I'm currently working on my Rainmaker site using the Minimum Pro theme, and will eventually migrate my existing site over. I have a couple of questions regarding navigation for my content:

1) On my existing site, which has a typical blog-type homepage, I have navigation below the header that relates to my categories. 7 navigation tabs show, and within those are 10 more as drop-downs. I do intend to reduce/consolidate the number of categories (I know Chris recommended having 5-7). My question is: I see quite a few blogs today that don't have navigation like this. I presume they rely on people using the Categories and Tags listed at the end of each post. If so, should I then adopt this style? (And then, if I don't have navigation tabs for categories, does a Search box then become the main way people find topical articles? I'm not a fan of tag clouds.)

2) One of the navigation links I'd like to have at the top (header area) would be for my cornerstone content, of which there will be 4 main topics — each having its own landing page. Could that be the "Resources" tab? And would that tab then have a drop-down for the 4 topics?



Edit Menus



Edit Menus

The screenshot shows the 'Design' configuration page in the Rainmaker Platform. At the top, there is a blue header bar with the platform logo, a '+ Add New' button, an 'Edit' button with a pencil icon, and a 'Manage' button with a wrench icon. Below the header, the 'Design' section is active, indicated by a clock icon and the text 'Design' with a gear and question mark icon. The main content area is divided into three sections: 'LOOK AND FEEL', 'LAYOUT', and 'TOOLS'. The 'LOOK AND FEEL' section includes 'Themes' and 'Appearance'. The 'LAYOUT' section includes 'Menus' (highlighted with a blue bar and a red arrow pointing to it from the right) and 'Content Areas'. The 'TOOLS' section includes 'Responsive Slider', 'Dynamic Sidebars', 'Custom CSS', and 'Maintenance Mode'. On the left side of the main content area, there is a vertical sidebar with icons for each section: a clock for Design, a paintbrush for Look and Feel, a grid for Layout, a target for Menus, a chart for Tools, and a graduation cap for Maintenance Mode.



Edit Menu

Menus

+ Manage in Appearance

Edit Menu | Manage Locations

Select a menu to edit: Primary Menu (Header Menu) Select or [create a new menu.](#)

Pages ▾
Posts ▾
Custom Links ▲
URL: /site.com/resources
Link Text: Resources
Add to Menu
Categories ▾

Menu Name: Primary Menu Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home	Custom Link ▾
Blog	Page ▾
Library	Page ▾
Contact	Page ▾



Menu Settings

- Auto add pages Automatically add new top-level pages to this menu
- Theme locations Header Menu
 After Header Menu
 Footer Menu (Currently set to: Widget Menu)



Edit Menus

Menus

+ Manage in Appearance

Edit Menu

Manage Locations

Select a menu to edit: Primary Menu (Header Menu) Select or [create a new menu.](#)

Pages

Posts

Custom Links

Categories

Most Used View All Search

Uncategorized

Basics

[Select All](#)

Add to Menu

Menu Name Primary Menu

Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home Custom Link

Blog Page

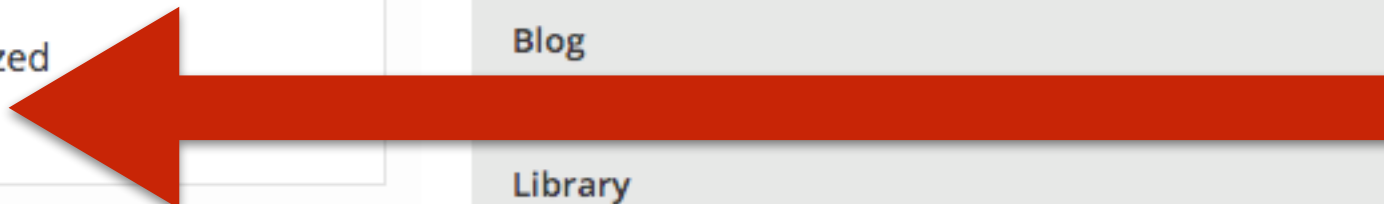
Library Page

Contact Page

Resources Custom Link

Menu Settings

Auto add pages Automatically add content level pages to this menu





Edit Menus

Menus

+ Manage in Appearance

Edit Menus

Manage Locations

Select a menu to edit: Select or [create a new menu.](#)

- Pages
- Posts
- Custom Links
- Categories**

Most Used View All Search

- Uncategorized
- Basics

Select All Add to Menu

Menu Name

Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

- Home Custom Link
- Blog Page
- Library Page
- Contact Page
- Resources Custom Link
- Uncategorized Category
- Basics Category

Notice how they are all aligned vertically?



Menu Settings



Edit Menus

Menus

+ Manage in Appearance

Edit Menus | Manage Locations

Select a menu to edit: Primary Menu (Header Menu) Select or [create a new menu.](#)

Pages
Posts
Custom Links
Categories

Most Used View All Search

Uncategorized
 Basics

[Select All](#) Add to Menu

Menu Name Primary Menu Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

- Home Custom Link
- Blog Page
- Library Page
- Contact Page
- Resources Custom Link
- Uncategorized sub item Category
- Basics Category

Click and drag the items you want to be in the submenu beneath the intended parent item.



Menu Settings



Edit Menu

Menus

+ Manage in Appearance

Edit Menu | Manage Locations

Select a menu to edit: Primary Menu (Header Menu) Select or [create a new menu.](#)

Pages
Posts
Custom Links
Categories

Most Used | View All | Search

Uncategorized
 Basics

[Select All](#) | [Add to Menu](#)

Menu Name: Primary Menu [Save Menu](#)

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

- Home Custom Link
- Blog Page
- Library Page
- Contact Page
- Resources Custom Link
- Uncategorized sub item Category
- Basics sub item Category





Edit Menus

+ Add New Edit Manage Help Edit Page Edit with Visual Editor Greetings, Jerod Morris

PRIMILITY HOME BLOG LIBRARY CONTACT RESOURCES

Uncategorized
Basics

Welcome to our website!

Want our best content delivered directly to your inbox? Subscribe via email:

Email

SUBMIT

Primary Sidebar Content Area

This is the Primary Sidebar Content Area. You can add content to this area by visiting your [Content Areas Panel](#) and adding new widgets to this area.

When a user scrolls over the parent item, the submenu flies under.

A smart About Page is an important part of keeping the attention of your audience. It's



Question 8 (Dan)

At some point, will you explain some of the more advanced blog post features? Content optimizer, link building, and SEO settings?



Question 8 (Dan)

At some point, will you explain some of the more advanced blog post features? Content optimizer, link building, and SEO settings?

Yes. We have an SEO webinar and Q&A planned for April.



Question 9 (Duane)

As I begin to develop a content strategy I am not quite clear on the difference between Category Pages and Cornerstone Content Pages.

Are they the same? Could you show us a comparison or example of the two and how they work together or overlap?



Category Pages v Cornerstone Content Pages





Category Pages v **Cornerstone Content** Pages

Landing Pages
TURN TRAFFIC INTO MONEY

What is a landing page?

The page you're currently reading is a content landing page designed to organize many related pages around an overall theme.

LEARN MORE ABOUT OUR FREE GUIDE

Our landing page guide will make you smarter

This free guide will help you start creating killer landing pages right away. Grab our free ebook, **Landing Pages: How to Turn Traffic into Money**, when you register for My.Copyblogger.com below.

Register for My.Copyblogger.com

IT'S FREE



Category Pages v Cornerstone Content Pages

www.copyblogger.com/category/adaptive-content/

+ Add New Edit Manage Help Edit Category Clear Cache

copyblogger Words That Work Menu

Written by STEFANIE FLAXMAN | August 8, 2016 | 23 COMMENTS (EDIT)

The Friendly Way to Adapt Your Content Like a Flexible Yoga Instructor

1433 SHARES

1.0k 160 203 47 23

BREATHE DEEP AND
tune in to your audience

copyblogger

Get instant access to proven marketing training — for free.

Get free training

Search copyblogger.c



Category Pages v Cornerstone Content Pages





Question 10 (Kelly)

Why does a customer have to create a username and password to buy a product? My site isn't live yet and I'm still on Wordpress.com, but I've had friends say they didn't follow via email because they didn't want to create a username and password just to receive my blog by email. Why add another 'resistance' factor?

Your visitors will need to create a username and password to become a *member* of your site. You do not need to require a username and password for someone to become a *subscriber*. Subscriber opt-in can be my email only.



Free membership option

Smart Advice for Creating ... x +

digitalcommerce.com/register/

Digital Commerce INSTITUTE

ACADEMY PODCAST PLATFORM HELP

LOG IN

- ✓ **The Digital Entrepreneur Newsletter**, our weekly curated email newsletter
- ✓ **Six free lessons** from the paid course "Build Your Online Training Business the Smarter Way" by Brian Clark
- ✓ **Three free lessons** from the paid course "How to Create Automated Marketing Funnels that Work"
- ✓ **Three Case Study Webinars** on building a digital business, plus one "Cutting Edge" webinar on using Periscope for content marketing
- ✓ **Weekly episodes of *The Digital Entrepreneur*** podcast
- ✓ **Exclusive offers** on tools, training, conferences, and workshops
- ✓ *****Advance notice***** when we reopen the doors to Digital Commerce Academy and Brian Clark's course *Build Your Online Training Business the Smarter Way* (currently closed until 2017).

Get free, instant access today:

First Name:

Email Address:

Password:

Re-enter Password:

GET ACCESS





Subscription option (on exit)

The screenshot shows a web browser window with the address bar displaying `digitalcommerce.com/register/`. The page header includes the Digital Commerce INSTITUTE logo and navigation links for ACADEMY, PODCAST, PLATFORM, and HELP, along with a LOG IN button. The main content area features the headline "Smart Advice for Creating and Selling Digital Products". A teal modal is overlaid on the page, titled "The Digital Entrepreneur" with a lightbulb icon. The modal asks "Want just the newsletter?" and provides a sign-up form with a text input field labeled "Enter your Email" and two buttons: "SIGN UP NOW" and "NO THANKS".



Question 11 (Heinrich)

1. How best to go about choosing topics for a blog(s)?
2. How does one monetize a blog or other content on the Rainmaker Platform?



Question 11 (Heinrich)

1. How best to go about choosing topics for a blog(s)?
2. How does one monetize a blog or other content on the Rainmaker Platform?

7 monetization options:

- 1. Sell digital products (ebook, course, content library, etc.)**
- 2. Sell a paid membership**
- 3. Sell one-on-one coaching**
- 4. Sell offline services**
- 5. Sell products as an affiliate**
- 6. Sell sponsorships on your content**
- 7. Accept donations**



Question 12 (Arthur)

As a multimedia artist, I'd like to use graphics & videos in my content marketing strategy (in addition to articles). My goal is to attract an audience and build an email list of people who like my "visual content."

What strategies can I use, and what Rainmaker features are available for working with graphical & video content?



Question 13 (John)

I never have had any blog published before. Please advise what platform to use for my blog and how to set up.



Question 13 (John)

I never have had any blog published before. Please advise what platform to use for my blog and how to set up.

 **RAINMAKER PLATFORM**



Question 13 (John)

I never have had any blog published before. Please advise what platform to use for my blog and how to set up.

studiopress.com

Introducing **StudioPress Sites**

WordPress made easy *without* sacrificing power or flexibility. It's perfect for bloggers, podcasters, and affiliate marketers, as well as those selling physical products, digital downloads, and membership programs.



Upcoming Sessions

How to Use Rainmaker to Turn Blog Traffic Into Subscribers

Thursday, March 23 at 2:00 p.m. ET

Q&A on Using Rainmaker to Turn Blog Traffic Into Subscribers

Thursday, March 30th at 1:00 p.m. ET



Additional Questions?



 RAINMAKER PLATFORM