



BLOGGING AS CONTENT MARKETING:

# Q&A ON USING RAINMAKER TO TURN BLOG TRAFFIC INTO SUBSCRIBERS

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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- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
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  - **Try reloading the webinar**



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

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- 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 USING RAINMAKER TO TURN BLOG TRAFFIC INTO SUBSCRIBERS

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

 RAINMAKER PLATFORM





# Question 1 (Rena)

I have a small website on the Rainmaker platform. I also have a huge website on the Synthesis platform. Both sites target the same audience and are for my same business. **Can I use RainMail to capture subscribers on both websites?** My Synthesis-hosted website gets the lion's share of my traffic and action, so I want to be sure I have the ability to capture subscribers via RainMail on both sites. I'd like to be able to use only RainMail - without having to also pay for an additional third party system (AWeber, Mailchimp, etc.). Is this possible?



# Question 1 (Rena)

I have a small website on the Rainmaker platform. I also have a huge website on the Synthesis platform. Both sites target the same audience and are for my same business. **Can I use RainMail to capture subscribers on both websites?** My Synthesis-hosted website gets the lion's share of my traffic and action, so I want to be sure I have the ability to capture subscribers via RainMail on both sites. I'd like to be able to use only RainMail - without having to also pay for an additional third party system (AWeber, Mailchimp, etc.). Is this possible?

**Yes. You can capture subscribers on both websites. But you will only be able to email them from your Rainmaker site.**





# 1. Create a Subscribe Page on Your Non-Rainmaker Site



# 1. Create a Subscribe Page on Your Non-Rainmaker Site



ABOUT CONTENT FORUMS MEMBERS SUBSCRIBE LIVE

JEROD MORRIS / MARCH 30, 2017 (EDIT)

## Subscribe to MakerHacks!

Because Chris Garrett is awesome!

Subscribe here:

NO FORM YET

FILED UNDER: **UNCATEGORIZED**

RECENT POSTS

**Look! I created a page on my site, Assembly Call, where people can subscribe to Chris' site, MakerHacks.**



# 1. Create a Subscribe Page on Your Non-Rainmaker Site



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**Look! I created a page on my site, Assembly Call, where people can subscribe to Chris' site, Maker Hacks.**

**\* - for purposes of demonstration only :-)**



# 1. Create a Subscribe Page on Your Non-Rainmaker Site



ABOUT CONTENT FORUMS MEMBERS SUBSCRIBE LIVE

JEROD MORRIS / MARCH 30, 2017 (EDIT)

## Subscribe to MakerHacks!

Because Chris Garrett is awesome!

Subscribe here:

NO FORM YET



FILED UNDER: **UNCATEGORIZED**

**Now I need a form that will subscribe people to Chris' RainMail list.**

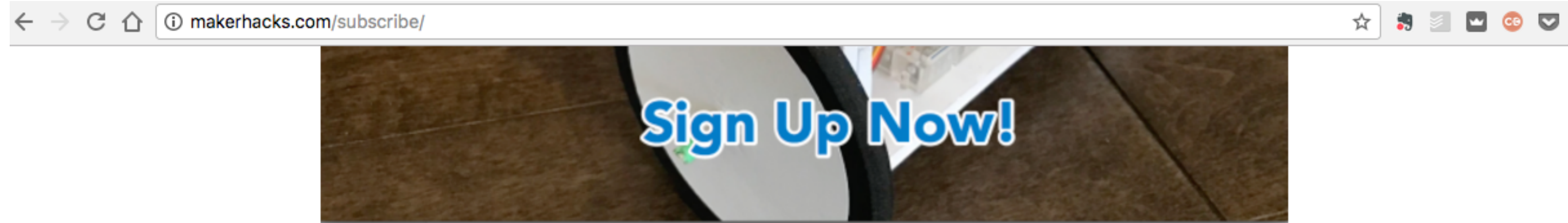
**RECENT POSTS**



## 2. Copy RainMail Subscribe Form



## 2. Copy RainMail Subscribe Form



Free access to 3D CAD and printing training webinars

Learn how to design and print your inventions with OnShape



Free membership to the community

Get helpful, friendly answers to your burning questions



In-depth tutorials and bonus content, direct to your inbox

Learn how to build cool stuff



Get the Robot Building course *absolutely free!*

(Limited time only)

Get fresh maker news, tutorials and tips, direct to your inbox

Sign Up Now!

*The Robot Building & Coding course is a limited time offer so sign up now and get lifetime access before it is withdrawn!*

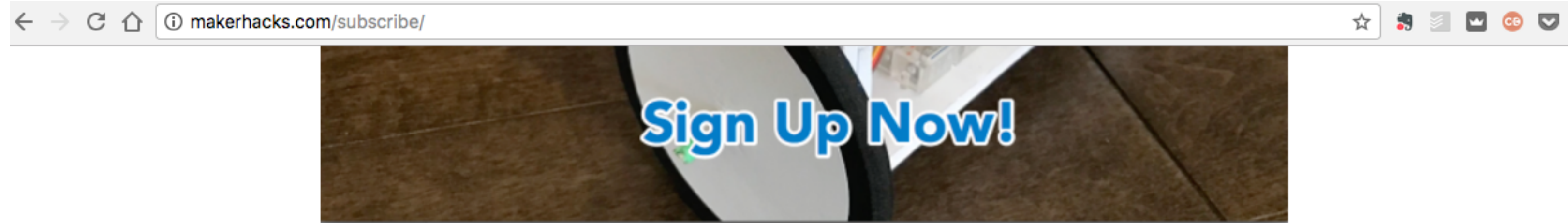






**Chris already has this form on his Subscribe page. I can swipe it.**





## 2. Copy RainMail Subscribe Form



-  **Free access to 3D CAD and printing training webinars**  
Learn how to design and print your inventions with OnShape
-  **Free membership to the community**  
Get helpful, friendly answers to your burning questions
-  **In-depth tutorials and bonus content, direct to your inbox**  
Learn how to build cool stuff
-  **Get the Robot Building course absolutely free!**

(Limited time only)

**Get fresh maker news, tutorials and tips, direct to your inbox**

*The Robot Building & Coding course is a limited time offer so sign up now and get lifetime access before it is withdrawn!*



**You would do the same – create the form on your Rainmaker site, and then swipe it for your Synthesis-hosted site.**

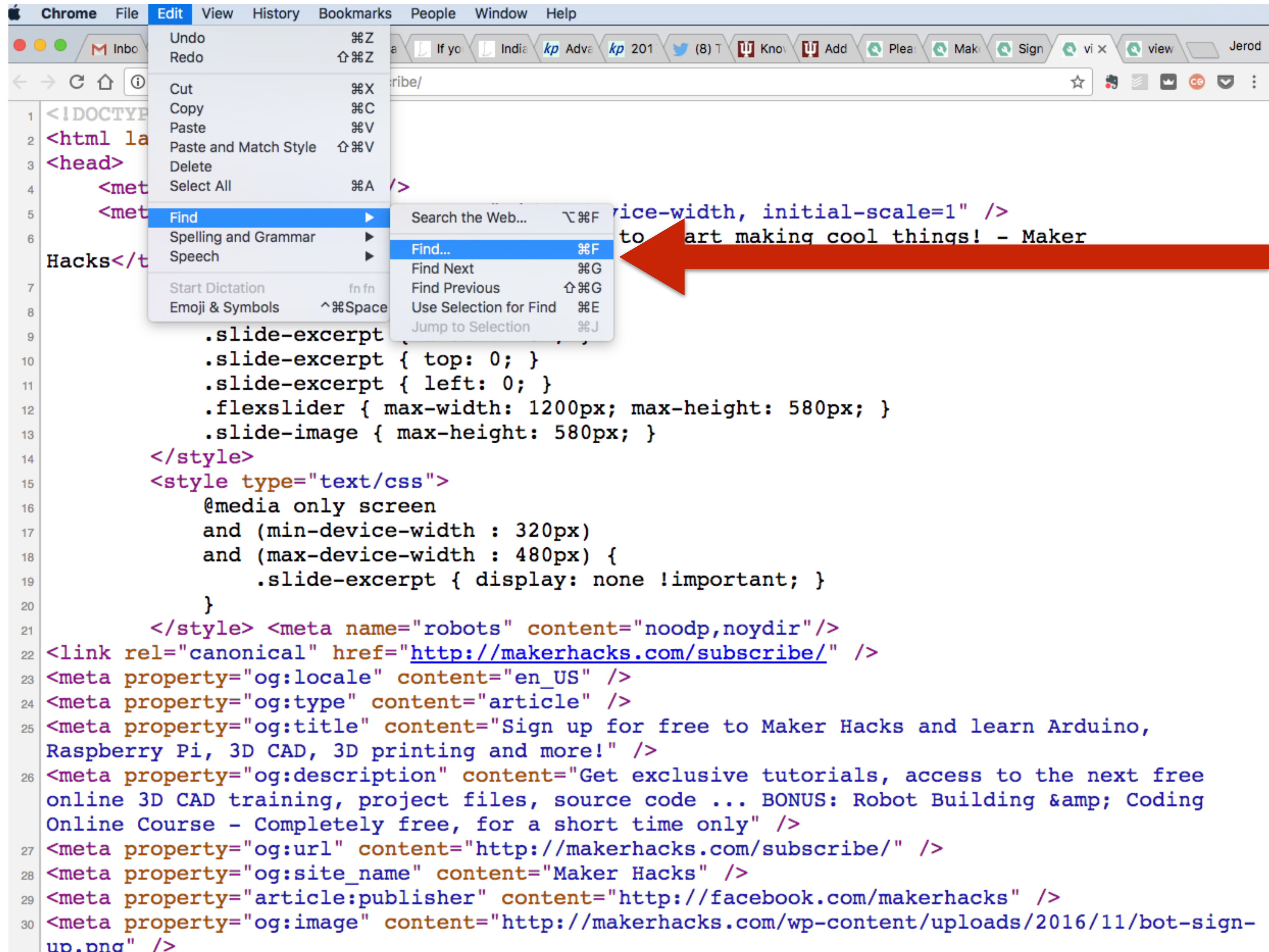






## 2. Copy RainMail Subscribe Form

**When you see the page's source code, you want to "Find" where the form is so you can copy the code.**



```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1" />
<title>Sign up for free to Maker Hacks and learn Arduino, Raspberry Pi, 3D CAD, 3D printing and more! - Maker Hacks</title>
<style type="text/css">
@media only screen
and (min-device-width : 320px)
and (max-device-width : 480px) {
.slide-excerpt { display: none !important; }
}
</style>
<meta name="robots" content="noodp,noydir" />
<link rel="canonical" href="http://makerhacks.com/subscribe/" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="article" />
<meta property="og:title" content="Sign up for free to Maker Hacks and learn Arduino, Raspberry Pi, 3D CAD, 3D printing and more!" />
<meta property="og:description" content="Get exclusive tutorials, access to the next free online 3D CAD training, project files, source code ... BONUS: Robot Building & Coding Online Course - Completely free, for a short time only" />
<meta property="og:url" content="http://makerhacks.com/subscribe/" />
<meta property="og:site_name" content="Maker Hacks" />
<meta property="article:publisher" content="http://facebook.com/makerhacks" />
<meta property="og:image" content="http://makerhacks.com/wp-content/uploads/2016/11/bot-sign-up.png" />
```



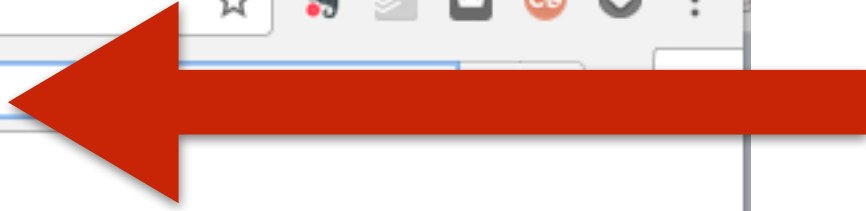


## 2. Copy RainMail Subscribe Form

```
view-source:makerhacks.com/subscribe/
<!DOCTYPE html>
<html lang="en-US">
<head>
  <meta charset="UTF-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1" />
  <title>Sign up now and discover how to start making cool things! - Maker Hacks</title>

  <style type="text/css">
    .slide-excerpt { width: 40%; }
    .slide-excerpt { top: 0; }
    .slide-excerpt { left: 0; }
    .flexslider { max-width: 1200px; max-height: 580px; }
    .slide-image { max-height: 580px; }
  </style>
  <style type="text/css">
    @media only screen
    and (min-device-width : 320px)
    and (max-device-width : 480px) {
      .slide-excerpt { display: none !important; }
    }
  </style> <meta name="robots" content="noodp,noydir"/>
<link rel="canonical" href="http://makerhacks.com/subscribe/" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="article" />
<meta property="og:title" content="Sign up for free to Maker Hacks and learn Arduino, Raspberry Pi, 3D CAD, 3D printing and more!" />
<meta property="og:description" content="Get exclusive tutorials, access to the next free online 3D CAD training, project files, source code ... BONUS: Robot Building & Coding Online Course - Completely free, for a short time only" />
<meta property="og:url" content="http://makerhacks.com/subscribe/" />
<meta property="og:site_name" content="Maker Hacks" />
<meta property="article:publisher" content="http://facebook.com/makerhacks" />
<meta property="og:image" content="http://makerhacks.com/wp-content/uploads/2016/11/bot-sign-up.png" />
<meta name="twitter:card" content="summary_large_image"/>
<meta name="twitter:site" content="@makerhacks"/>
<meta name="twitter:domain" content="Maker Hacks"/>
```

<form



**Search for “<form>” so you find only instances of the actual <form></form> code you are looking for, and filter out instances of just the word “form.”**



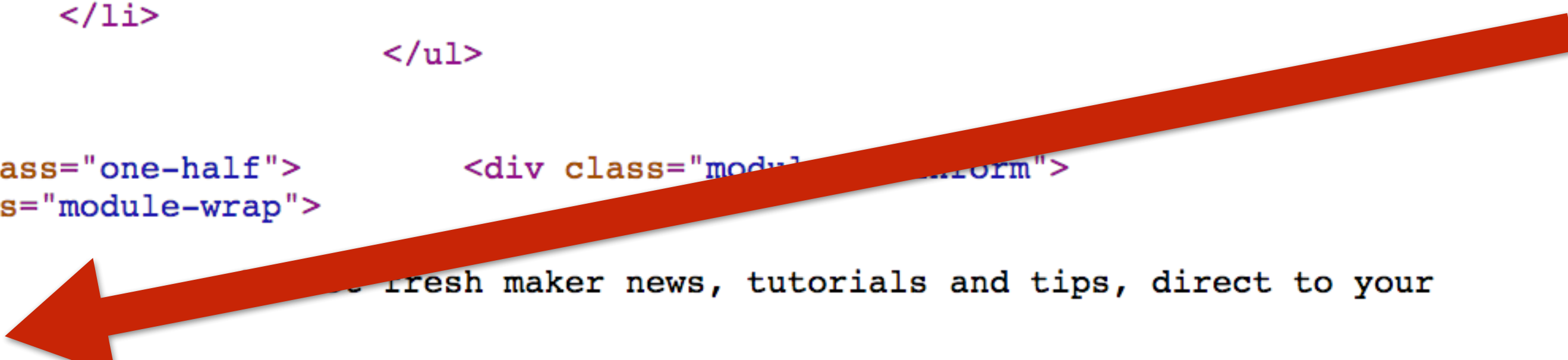


## 2. Copy RainMail Subscribe Form

There it is.

If you only have one form on the page, there should be only one instance of “<form>”. You know that’s the code you’re going to copy.

```
view-source:makerhacks.com/subscribe/
</li>
      <li>
        <div class="feature-icon dashicons dashicons-email-alt"></div>
<h4>In-depth tutorials and bonus content, direct to your inbox</h4>
        <p>Learn how to build cool stuff</p>
      </li>
      <li>
        <div class="feature-icon dashicons dashicons-lock"></div>
<h4>Get the Robot Building course absolutely free!</p></h4>
        <p>(Limited time only)</p>
      </li>
    </ul>
  </div>
</div>
</div><div class="one-half"
      <div class="module-wrap"
    </div>
    inbox</h3>
    <form class="3-input-fields" action="http://makerhacks.com/subscribe/"
method="post"><input type="email" value="" placeholder="Email Address" name="email"
class="field-1 field-email opt-in-field"><input type="text" value="" placeholder="First Name"
name="fname" class="field-2 field-fname opt-in-field"><input type="text" value=""
placeholder="Last Name" name="lname" class="field-3 field-lname opt-in-field">
      <input type="hidden" name="list-id" value="1001823" />
      <input type="hidden" name="service" value="rainmail" /><input class="opt-in-
submit" type="submit" value="Sign Up Now!" name="opt-in-submit"></form><small>The Robot
Building & Coding course is a limited time offer so sign up now and get lifetime access
before it is withdrawn!</small>
    </div>
  </div>
</div>
</div>
      <div id="section_testimonials" class="section testimonials-section two-
columns multiple-columns">
        <div class="section-wrap">
          <div class="one-half first testimonials-column">
            <div class="module-wrap">
```







## 2. Copy RainMail Subscribe Form

```
view-source:makerhacks.com/subscribe/
</li>
<li>
  <div class="feature-icon dashicons dashicons-email-alt"></div>
  <h4>In-depth tutorials and bonus content, direct to your inbox</h4>
  <p>Learn how to build cool stuff</p>
</li>
<li>
  <div class="feature-icon dashicons dashicons-lock"></div>
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</li>
</ul>
</div>
</div>
</div><div class="one-half">
  <div class="module-wrap">
    <h3>Get fresh maker news, tutorials and tips, direct to your
inbox</h3>
    <form class="3-input-fields" action="http://makerhacks.com/subscribe/"
method="post"><input type="email" value="" placeholder="Email Address" name="email"
class="field-1 field-email opt-in-field"><input type="text" value="" placeholder="First Name"
name="fname" class="field-2 field-fname opt-in-field"><input type="text" value=""
placeholder="Last Name" name="lname" class="field-3 field-lname opt-in-field">
  <input type="hidden" name="list-id" value="1001823" />
  <input type="hidden" name="service" value="rainmail" /><input class="opt-in-
submit" type="submit" value="Sign Up Now!" name="opt-in-submit"></form><small>The Robot
Building & Coding course is a limited time offer so sign up now and get lifetime access
before it is withdrawn!</small>
  </div>
</div>
</div>
</div>
  <div id="section_testimonials" class="section testimonials-section two-
columns multiple-columns">
  <div class="section-wrap">
    <div class="one-half first testimonials-column">
      <div class="module
```

Copy everything from the opening `<form>` tag to the `</form>` tag.



## 2. Copy RainMail Subscribe Form

The screenshot shows the Rainmaker Platform admin interface. The top navigation bar includes 'Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. The main content area is titled 'Subscribe to MakerHacks!' and shows a permalink: <http://assemblycall.com/37755-2/>. Below the title is an 'Add Media' button and a text editor with 'Visual' and 'Text' tabs. The text editor contains the following HTML code:

```
<form class="3-input-fields"
action="http://makerhacks.com/subscribe/" method="post"><input
type="email" value="" placeholder="Email Address" name="email"
class="field-1 field-email opt-in-field"><input type="text" value=""
placeholder="First Name" name="fname" class="field-2 field-fname opt-
in-field"><input type="text" value="" placeholder="Last Name"
name="lname" class="field-3 field-lname opt-in-field">
      <input type="hidden" name="list-id"
value="1001823" />
      <input type="hidden" name="service"
value="rainmail" /><input class="opt-in-submit" type="submit"
value="Sign Up Now!" name="opt-in-submit"></form>
```

The right sidebar contains a 'Publish' section with buttons for 'Save Draft' and 'Preview'. Below these are status and visibility settings: 'Status: Draft Edit', 'Visibility: Public Edit', and 'Publish immediately Edit'. At the bottom of the sidebar is a 'Publish' button and a 'Categories' section.

**Paste the code you just copied into the Text editor of any post or page, or into a text widget in any Content Area or Landing Page.**





## 2. Copy RainMail Subscribe Form



ABOUT CONTENT FORUMS MEMBERS SUBSCRIBE LIVE

JEROD MORRIS / MARCH 30, 2017 (EDIT)

# Subscribe to MakerHacks!

Because Chris Garrett is awesome!

Subscribe here:

Email Address

First Name

Last Name

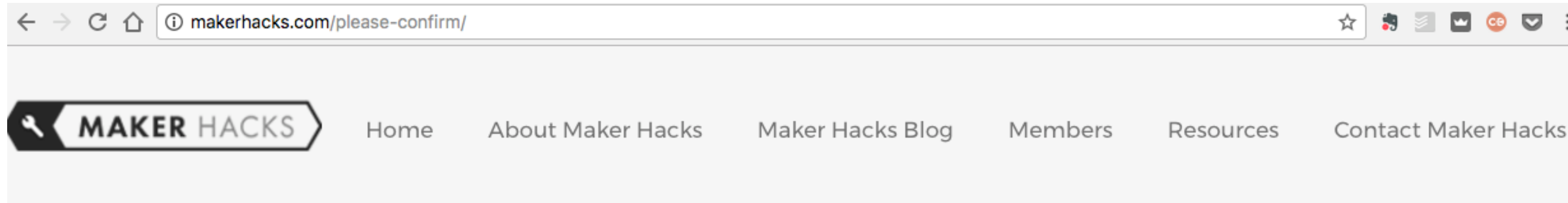
**SIGN UP NOW!**

**Chris' form from MakerHacks.com is now on AssemblyCall.com! And as you can see, it adopts the style of the site it's on.**





## 2. Copy RainMail Subscribe Form

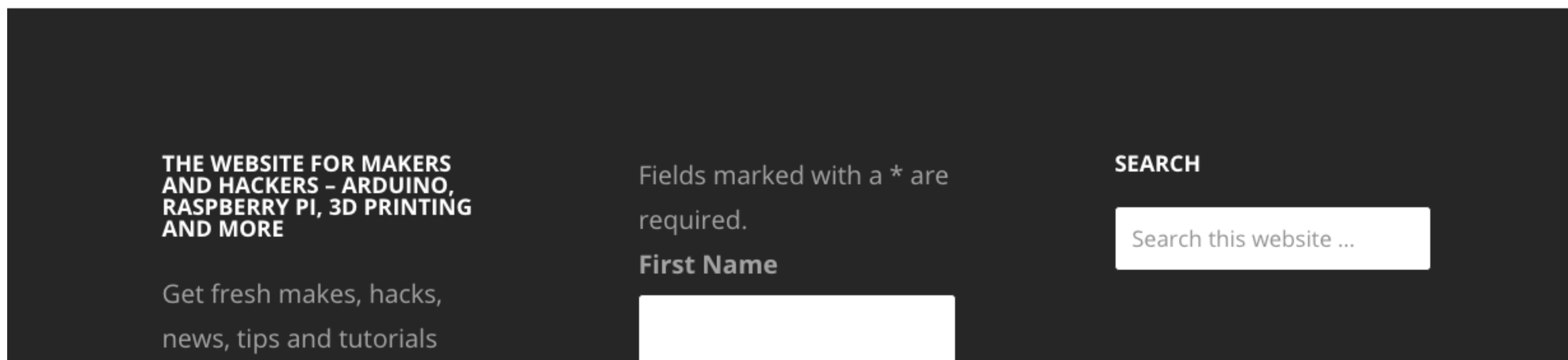


YOU ARE HERE: [HOME](#) / PLEASE CONFIRM

### Please confirm

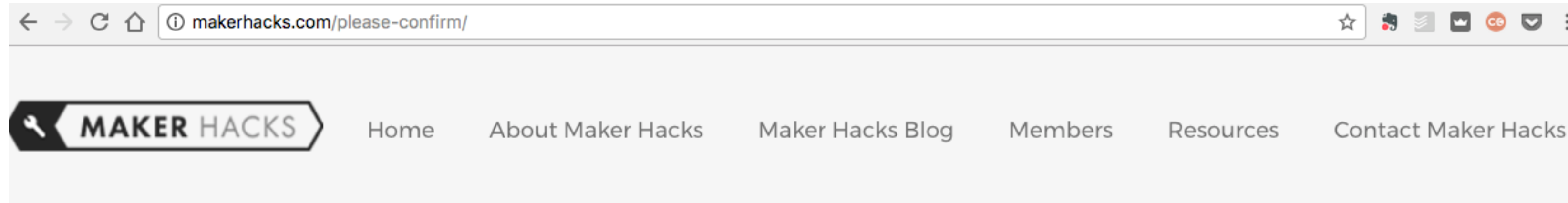
Look out in your inbox soon as there will be an email asking you to confirm your email signup. I can't send you email until you click that special link! 😊

**When I complete the form, I am taken to the confirmation page on [MakerHacks.com](#).**





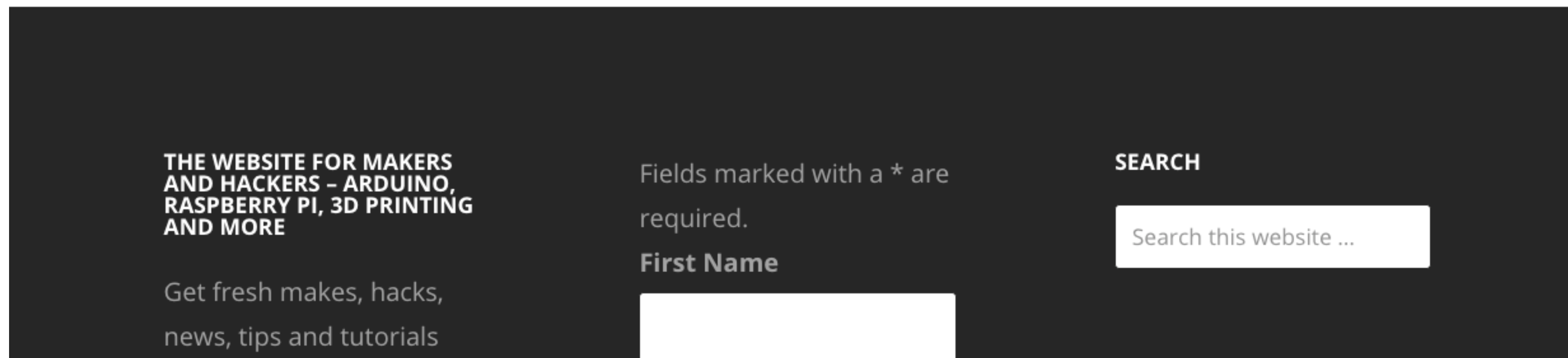
## 2. Copy RainMail Subscribe Form



YOU ARE HERE: [HOME](#) / PLEASE CONFIRM

### Please confirm

Look out in your inbox soon as there will be an email asking you to confirm your email signup. I can't send you email until you click that special link! 😊



**To create a better user experience, you should create a thank you/confirmation page on *the same site the form is on*, so the user isn't disoriented by being redirected to a different site.**





### 3. Send Email From Rainmaker Site

# 3. Send Email From Rainmaker Site

Sender Name: Vary based on list  
*Leave empty to use list default.*

Sender Email: Vary based on list  
*Leave empty to use list default.*

Recipients

Send to	List Suppression
<input type="checkbox"/> Copyblogger Weekly	<input type="checkbox"/> 12/12/2016 Webinar w/ Brian Clark
<input type="checkbox"/> Copyblogger [Template Test]	<input type="checkbox"/> Accelerator Customers - StudioPress.com
<input type="checkbox"/> Customer List: Build Your Online Training Business the Smarter Way	<input type="checkbox"/> AI 2014 and AR 2015 Alumni
<input type="checkbox"/> Digital Commerce Institute Academy Member	<input type="checkbox"/> Authority Certified Content Marketers
<input type="checkbox"/> Digital Commerce Institute Free Membership	

**Notice how this is digitalcommerce.com but I can choose from lists for Copyblogger, Authority, and StudioPress.**

### 3. Send Email From Rainmaker Site

The screenshot shows the 'Add New Email' interface in the Rainmaker Platform. The browser address bar shows the URL: [https://digitalcommerce.com/admin/post-new.php?post\\_type=mail](https://digitalcommerce.com/admin/post-new.php?post_type=mail). The page title is 'Add New Email' with a 'View All' link. The navigation bar includes 'Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. The main content area has four tabs: 'Sender & Recipients', 'Template', 'Content', and 'Test & Schedule'. The 'Sender & Recipients' tab is selected. It contains the following fields:

- Sender Name:** A text input field containing 'Vary based on list'. Below it is the text 'Leave empty to use list default.' A red arrow points to this field.
- Sender Email:** A text input field containing 'Vary based on list'. Below it is the text 'Leave empty to use list default.'
- Recipients:** A section with a question mark icon and a list of email lists with checkboxes:
  - Copyblogger Weekly
  - Copyblogger [Template Test]
  - Customer List: Build Your Online Training Business the Smarter Way
  - Digital Commerce Institute Academy Member
  - Digital Commerce Institute Free Membership
- List Suppression:** A section with a question mark icon and a list of email lists with checkboxes:
  - 12/12/2016 Webinar w/ Brian Clark
  - Accelerator Customers - StudioPress.com
  - AI 2014 and AR 2015 Alumni
  - Authority Certified Content Marketers

A 'Save' button is located at the top right of the form. A 'Quick Help' button is visible on the right side of the page.

**Also notice how you can vary the Sender Name and Sender Email for any broadcast email.**








### 3. Send Email From Rainmaker Site


## Add New Email

[View All](#)

Sender & Recipients | **Template** | Content | Test & Schedule | [Save](#)

Select template

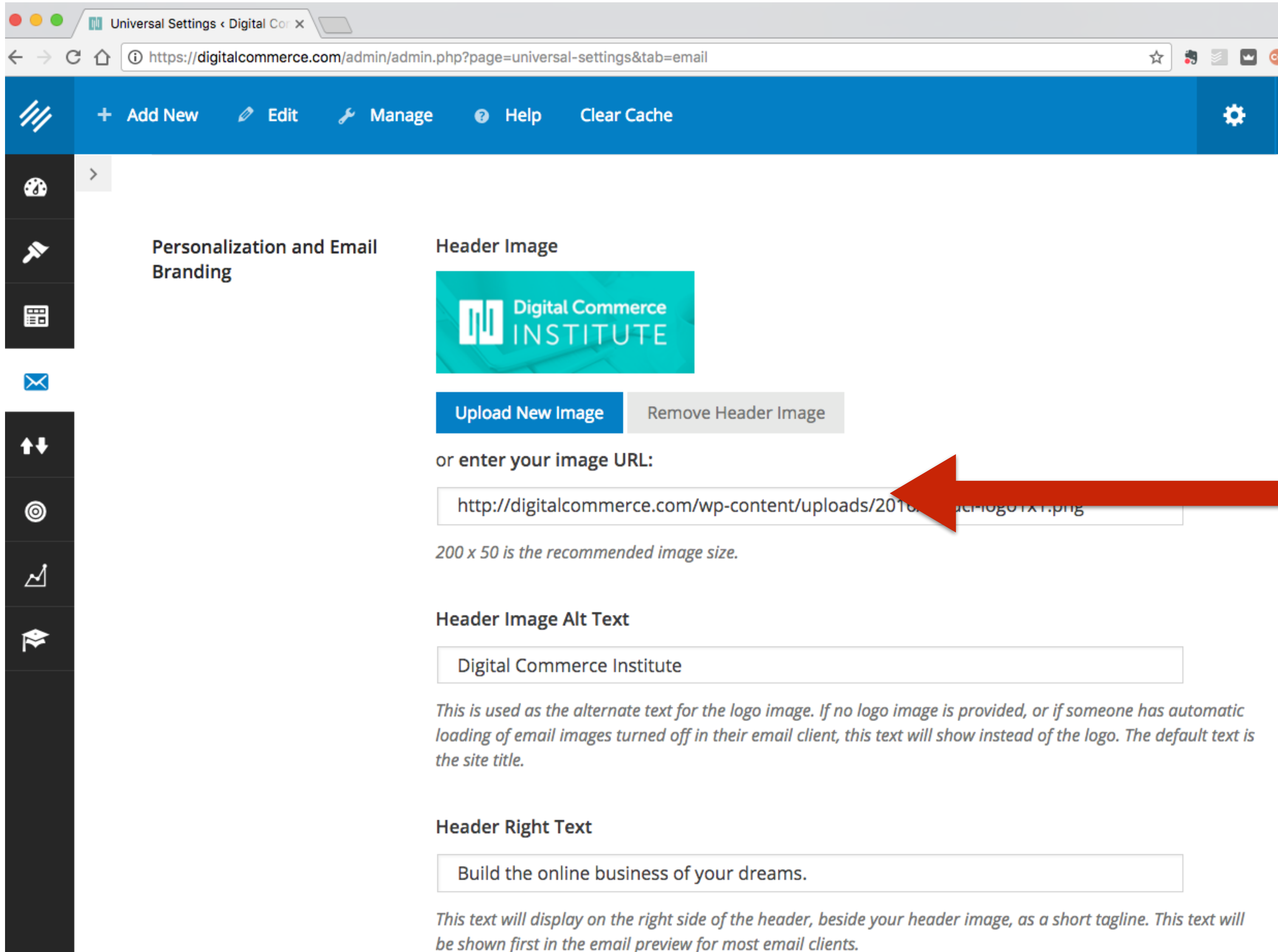
-   
Default  
(Basic - [change](#))
-   
Plain Text
-   
Basic
-   
Sidebar
-   
Custom



**If you will need the design to vary between the lists, you can make use of different templates and use a custom template – this can be chosen at the individual email level.**



### 3. Send Email From Rainmaker Site



The screenshot shows the 'Universal Settings' page for 'Digital Commerce Institute' in the Rainmaker Platform. The page is titled 'Personalization and Email Branding' and is divided into several sections:

- Header Image:** Displays a teal header image with the 'Digital Commerce INSTITUTE' logo. Below the image are two buttons: 'Upload New Image' (highlighted in blue) and 'Remove Header Image' (greyed out). Below these buttons is a text input field containing the URL: `http://digitalcommerce.com/wp-content/uploads/2016/01/logo1x1.png`. A red arrow points from the right towards this input field.
- Header Image Alt Text:** A text input field containing 'Digital Commerce Institute'. Below it is a descriptive note: 'This is used as the alternate text for the logo image. If no logo image is provided, or if someone has automatic loading of email images turned off in their email client, this text will show instead of the logo. The default text is the site title.'
- Header Right Text:** A text input field containing 'Build the online business of your dreams.' Below it is a descriptive note: 'This text will display on the right side of the header, beside your header image, as a short tagline. This text will be shown first in the email preview for most email clients.'

**Note that these settings (Settings > RainMail) will apply to ALL emails.**



# Question 2 (Peter)

You spoke about subheads (in the previous webinar). You mentioned H1 for headline and H3 for subheads. Re: H1, does that mean that the tag should be at the top, within the body of the page, or is that the "title" (or both)? What exactly is the protocol for best (SEO-optimum?) use / placement of H1 tags within Rainmaker?





# Question 2 (Peter)

You spoke about subheads (in the previous webinar). You mentioned H1 for headline and H3 for subheads. Re: H1, does that mean that the tag should be at the top, within the body of the page, or is that the "title" (or both)? What exactly is the protocol for best (SEO-optimum?) use / placement of H1 tags within Rainmaker?

**All content pages on Rainmaker (or using any StudioPress theme) are designed with the headline wrapped in an <h1> tag. You don't need to do anything.**



# Question 2 (Peter)

You spoke about subheads (in the previous webinar). You mentioned H1 for headline and H3 for subheads. Re: H1, does that mean that the tag should be at the top, within the body of the page, or is that the "title" (or both)? What exactly is the protocol for best (SEO-optimum?) use / placement of H1 tags within Rainmaker?

**All content pages on Rainmaker (or using any StudioPress theme) are designed with the headline wrapped in an <h1> tag. You don't need to do anything.**

**The optimal practice is to have *one* (and only one) <h1> tag on your page to clearly indicate to search engines what the page is about. With Rainmaker, that's taken care of for you.**





# Question 3 (Peter)

I was not previously aware of the "button" possibilities. By copying the code Jerod showed in his demonstration (about the Indiana artifacts) I've managed to produce a button link. Is there a good "article" within the knowledge base to explain how buttons are created and, e.g., how you format their size, colors, etc.?



# Question 3 (Peter)

I was not previously aware of the "button" possibilities. By copying the code Jerod showed in his demonstration (about the Indiana artifacts) I've managed to produce a button link. Is there a good "article" within the knowledge base to explain how buttons are created and, e.g., how you format their size, colors, etc.?

**At present, there is no KB article that goes beyond explaining how to add class="button" to your `<a></a>` code when creating a link. However, if you reach out to Support with the specifications you would like your button to have, they will send you CSS code that you can add to your Custom CSS field.**





# Question 3 (Peter)

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**You can also follow a few simple steps to edit the CSS on your own ...**





# 1. Add Custom CSS



# 1. Add Custom CSS

The screenshot shows the 'Design' 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 sidebar with various icons. The main content area is titled 'Design' with a gear icon and a question mark icon. 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 red arrow points to the 'Custom CSS' option.

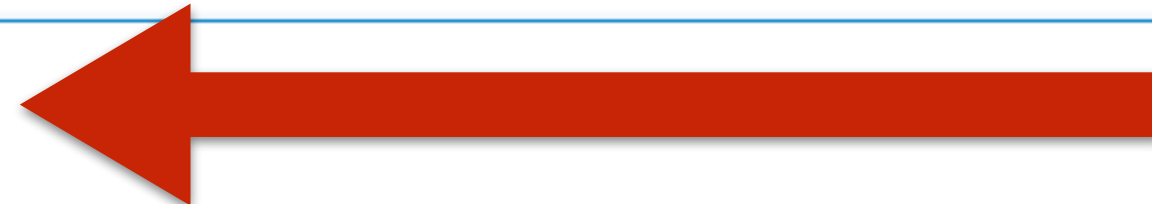


# 1. Add Custom CSS

## Custom CSS

*If you're an experienced website developer who's comfortable with CSS, you can further enhance your site design using Custom CSS.*

```
.button-secondary,.entry-content a.button-secondary,.textwidget a.button-secondary {  
background-color:#444  
}  
  
.page .entry-title, .single .entry-title {  
font-size: 48px;  
font-size: 4.0rem;  
font-weight: 700;  
letter-spacing: -3px;  
text-align: center;  
}
```



**Paste CSS, then Save**

Custom CSS added here will override CSS added by your theme. The links below this text area can be used to learn more about creating CSS.

Note: This tool will strip out any HTML code, expressions, invalid and unsafe code.

For help with CSS try [W3Schools](#), [A List Apart](#), and our own [CSS documentation](#).

Preview Save Stylesheet »







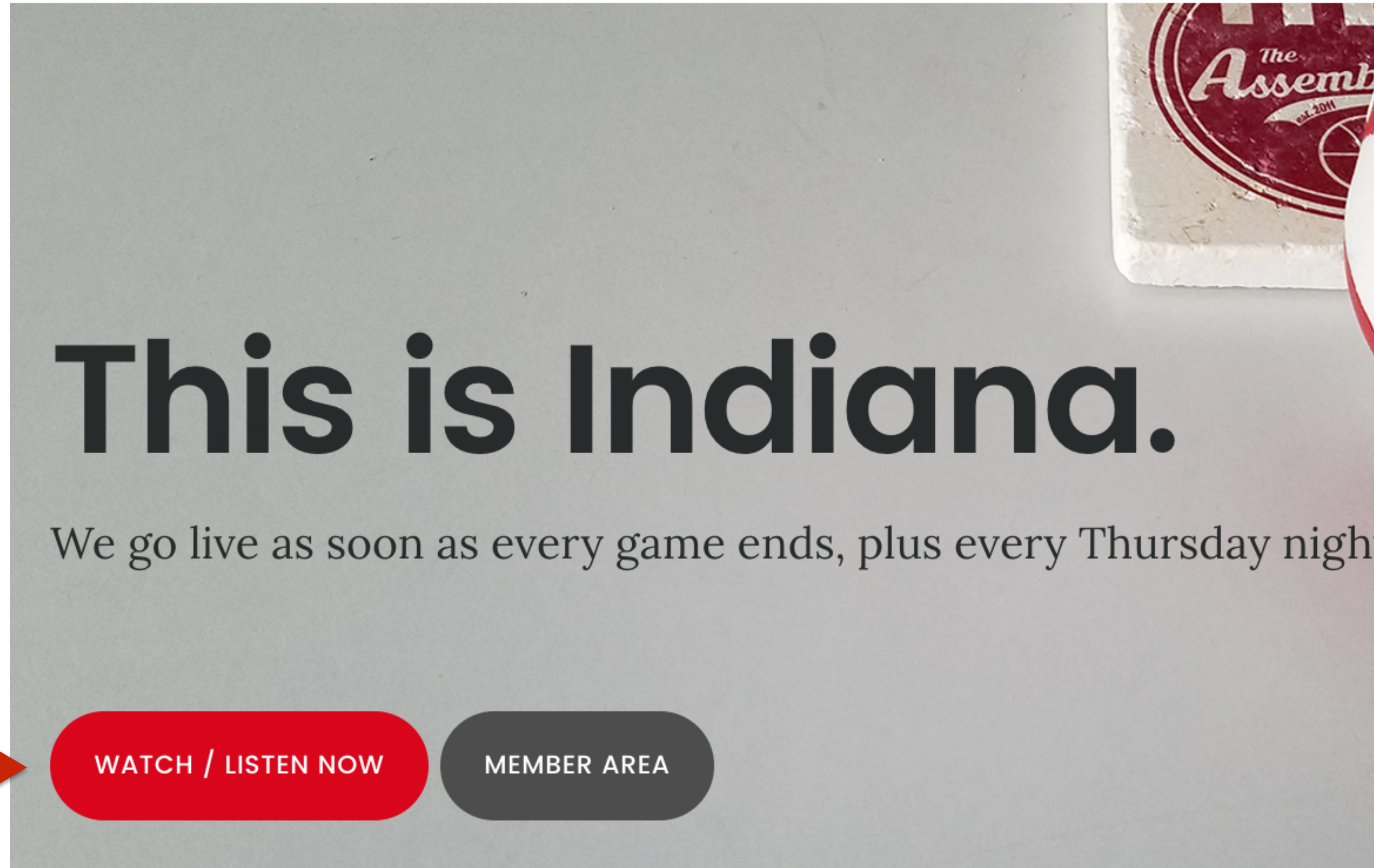
## 2. Create Custom CSS Using Chrome “Inspect Element” Tool



## 2. Create Custom CSS Using Chrome "Inspect Element" Tool



ABOUT CONTENT



Notice red  
button.



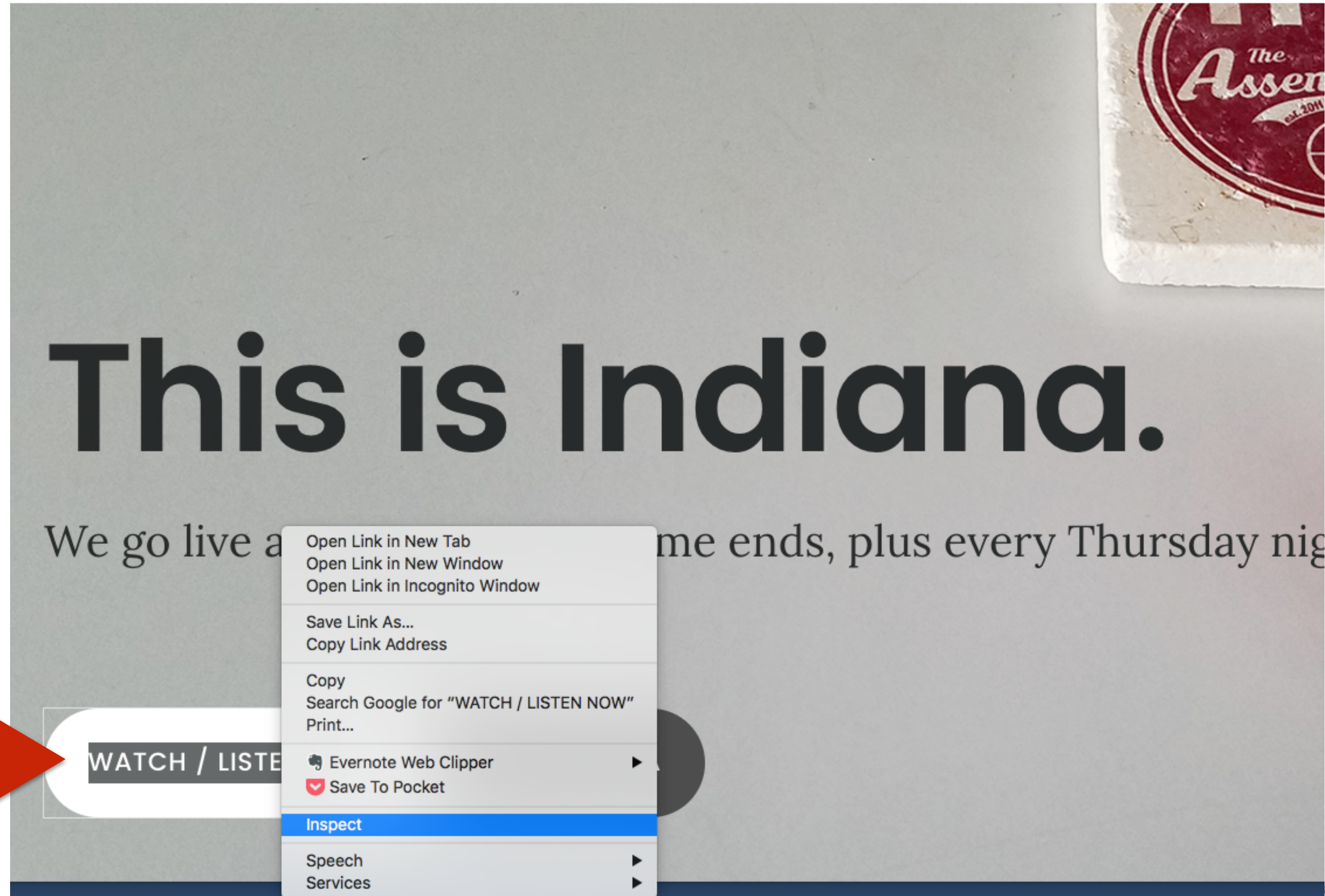




## 2. Create Custom CSS Using Chrome "Inspect Element" Tool



ABOUT CONTENT



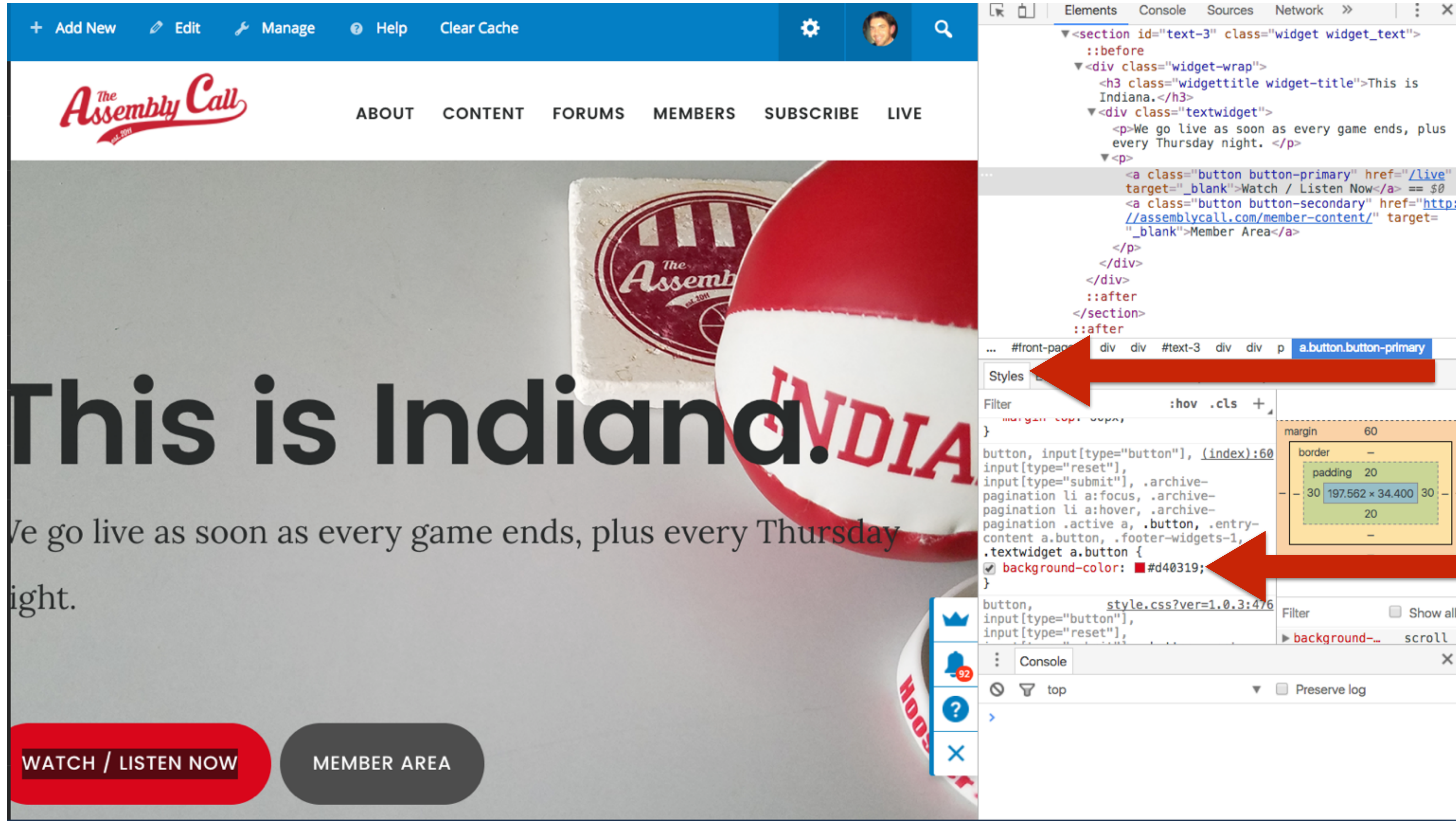
Using Google Chrome, I scroll over button, right click, and then choose "Inspect."





## 2. Create Custom CSS Using Chrome "Inspect Element" Tool

Scroll in the "Styles" section to find the code governing the button. (Tip: Look for the color match.)





## 2. Create Custom CSS Using Chrome "Inspect Element" Tool

To change the color, click on the hex code (#XXX123) and change it.

The screenshot shows a web browser with the 'Inspect Element' tool open. The page content includes the 'The Assembly Call' logo, navigation links (ABOUT, CONTENT, FORUMS, MEMBERS, SUBSCRIBE, LIVE), a large heading 'This is Indiana.', and two buttons: 'WATCH / LISTEN NOW' and 'MEMBER AREA'. The 'Inspect Element' tool is open on the right, showing the HTML structure and the 'Styles' panel. A red arrow points to the 'background-color: #fff;' property in the CSS rule for the 'button.button-primary' class.

```
HTML Structure:  
<section id="text-3" class="widget widget_text">  
  ::before  
  <div class="widget-wrap">  
    <h3 class="widgettitle widget-title">This is Indiana.</h3>  
    <div class="textwidget">  
      <p>We go live as soon as every game ends, plus every Thursday night. </p>  
      <p>  
        <a class="button button-primary" href="/live" target="_blank">Watch / Listen Now</a> == $0  
        <a class="button button-secondary" href="http://assemblycall.com/member-content/" target="_blank">Member Area</a>  
      </p>  
    </div>  
  </div>  
  ::after  
</section>  
  ::after
```

Styles Panel (button.button-primary):  
margin: 60px;  
border: 1px solid #ccc;  
padding: 20px 30px;  
background-color: #fff;



## 2. Create Custom CSS Using Chrome "Inspect Element" Tool

To change the color, click on the hex code (#XXX123) and change it.

(Note: You will see the change, but nothing is actually happening on the live site!)

The screenshot displays the Chrome DevTools interface with the 'Inspect Element' tool active. The main content area shows a website for 'The Assembly Call' with a large banner that reads 'This is Indiana.' Below the banner, there are two buttons: 'WATCH / LISTEN NOW' and 'MEMBER AREA'. The DevTools interface shows the HTML structure of the selected button, with the 'background-color' property in the 'Styles' panel highlighted by a red arrow. The 'Properties' panel shows the button's dimensions and padding.



## 2. Create Custom CSS Using Chrome "Inspect Element" Tool

Copy the entire section of code for that element.

Identify the previous section's closing } and then copy everything through the next }.

The screenshot shows the 'The Assembly Call' website with the 'Inspect Element' tool open. The tool highlights the HTML code for a button element, and the 'Styles' panel shows the default CSS for that element. A red arrow points from the text instructions to the closing curly brace of the CSS rule in the Styles panel.

```
<section id="text-3" class="widget widget_text">
  ::before
  <div class="widget-wrap">
    <h3 class="widgettitle widget-title">This is Indiana.</h3>
    <div class="textwidget">
      <p>We go live as soon as every game ends, plus every Thursday night. </p>
      <p>
        <a class="button button-primary" href="/live" target="_blank">Watch / Listen Now</a> == $0
        <a class="button button-secondary" href="http://assemblycall.com/member-content/" target="_blank">Member Area</a>
      </p>
    </div>
  </div>
  ::after
</section>
::after
```

Styles

Filter :hov .cls +

margin 60

border -

padding 20

20

background-color: #fff;

button, input[type="button"], (index):60

button, input[type="button"], input[type="reset"], input[type="submit"], .archive-pagination li a:focus, .archive-pagination li a:hover, .archive-pagination .active a, .button, .entry-content a.button, .footer-widgets-1, .textwidget a.button {

background-color: #fff;

button, input[type="button"], input[type="reset"],

style.css?ver=1.0.3:476

Filter Show all

background-... scroll





## 2. Create Custom CSS Using Chrome "Inspect Element" Tool

### Custom CSS

 Stylesheet saved.

*If you're an experienced website developer who's comfortable with CSS, you can further enhance your site design using Custom CSS.*

```
button, input[type="button"], input[type="reset"], input[type="submit"], .archive-pagination li a:focus, .archive-pagination li a:hover, .archive-pagination .active a, .button, .entry-content a.button, .footer-widgets-1, .textwidget a.button {  
  background-color: #fff;  
}  
  
h2 {  
  font-size:3rem  
}  
  
h2,h3,h4,h5,h6 {  
  color:#232525;  
  font-family:"Poppins",sans-serif;  
  font-weight:700;
```

**Paste the code you copied, then Save.**

Custom CSS added here will override CSS added by your theme. The links below this text area can be used to learn more about creating CSS.

Note: This tool will strip out any HTML code, expressions, invalid and unsafe code.

For help with CSS try [W3Schools](#), [A List Apart](#), and our own [CSS documentation](#).

Preview

Save Stylesheet »





## 2. Create Custom CSS Using Chrome "Inspect Element" Tool



ABOUT CONTENT FORUMS MEMBERS SUBSCRIBE LIVE

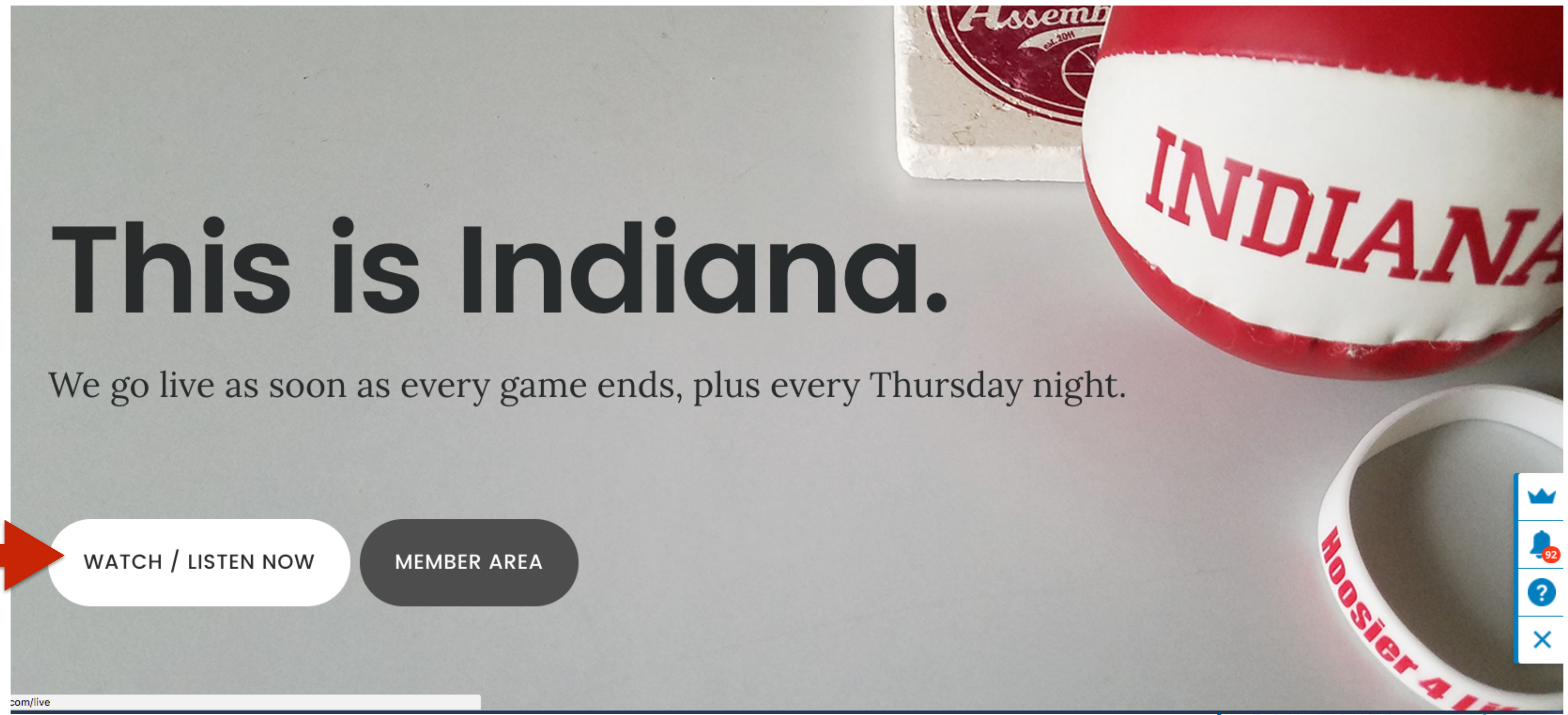
# This is Indiana.

We go live as soon as every game ends, plus every Thursday night.

WATCH / LISTEN NOW

MEMBER AREA

Voila!



com/live





# Question 4 (Brian)

Your focus has primarily been on blogging. I'd welcome some guidance on whether it can be helpful to include vlogs and whether you think this is likely to be a coming trend. In what circumstances may it be beneficial or detrimental to a site?



# When to use video blogs



# When to use video blogs

- When the projected (and ultimately, measured) ROI is positive





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- When you can produce quality (lighting, audio, background, etc.)



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- When you are building your audience on YouTube and/or Facebook





# When to use video blogs

- When the projected (and ultimately, measured) ROI is positive
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- When you are building your audience on YouTube and/or Facebook
- When you want to encourage a more intimate connection w/ audience



# When to use video blogs

- When the projected (and ultimately, measured) ROI is positive
- When you can produce quality (lighting, audio, background, etc.)
- When a visual element actually adds value
- When you are building your audience on YouTube and/or Facebook
- When you want to encourage a more intimate connection w/ audience
- When you want to create one piece of content that can be repurposed in several different ways (video, podcast, transcript, etc.)



Chris Garrett, and Jerod Morris

MODULE 2:  
[Setting Up and Maximizing Your Rainmaker Blog](#)

MODULE 3:  
[Getting More Traffic, Visibility, and Sales](#)

MODULE 4:  
[Email, Autoresponders, and Publishing a Curated Newsletter](#)

MODULE 5:  
[Selling Digital Downloads](#)

MODULE 6:  
[Using Rainmaker to Build Authority and Community Through Podcasting](#)

MODULE 7:

- Launching live and migrating (05:10)
- Quick Help and Help Mode (08:30)
- Settings Overview (14:00)
- Tips for General Settings (15:40)
- Tips for Results Settings (24:52)
- Tips for Admin Settings (28:00)
- About Page (37:15)
- Contact Page (40:35)

THE RAINMAKER SITE BUILDING ROADMAP

# TIPS FOR SETTING UP YOUR BASIC RAINMAKER SITE SETTINGS

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

58:38

mp3 Audio

DOWNLOAD

**This video series will have a positive ROI, because the videos, slides, and audio replays will be useful to customers and prospects for years to come.**





**Here, the visual element really adds to the experience and usefulness of the blog post.**

# 3D Printing Tip: Quick and easy filament 3D printer spool holder

BEN EADIE

1 17 Tweet 1 0

3D printing filament spool holders have often been a pain. Most don't work well in practice, and can take too much time to make. In this video, Ben shows how to make one that takes seconds to build, and uses materials you probably already have on hand!







**Here, the video helps us improve connection with the audience, grow our audience on YouTube, and create a piece of content for repurposing.**

The screenshot displays the Rainmaker Platform interface for a podcast episode. At the top, the browser address bar shows the URL: [assemblycall.com/shows/podcast-3-meaningful-values-emerged-archie-millers-press-conference/](https://assemblycall.com/shows/podcast-3-meaningful-values-emerged-archie-millers-press-conference/). The navigation bar includes options: Add New, Edit, Manage, Help, Edit Podcast Episode, Clear Cache, and Edit with Visual Editor. The site logo is 'The Assembly Call' with 'est. 2011' below it. The main navigation menu contains: ABOUT, CONTENT, FORUMS, MEMBERS, and a search icon. The episode title is 'Podcast: 3 Meaningful Values That Emerged from Archie Miller's Press Conference' by JEROD MORRIS. Below the title is a video player with a progress bar at 00:00 / 22:38 and a 'share' button. A red button labeled 'DOWNLOAD AUDIO' is positioned below the player. At the bottom, a video thumbnail shows a man with a beard speaking into a microphone, with the text '3 Meaningful Values That Emerged from Archie Miller's Press Confer...' overlaid.





**Pro tip: Comb your hair and put on a decent shirt before you record the video.**

The screenshot shows a web browser at the URL [assemblycall.com/shows/podcast-3-meaningful-values-emerged-archie-millers-press-conference/](https://assemblycall.com/shows/podcast-3-meaningful-values-emerged-archie-millers-press-conference/). The page features a blue navigation bar with options: Add New, Edit, Manage, Help, Edit Podcast Episode, Clear Cache, and Edit with Visual Editor. Below this is the 'The Assembly Call' logo and a menu with ABOUT, CONTENT, FORUMS, MEMBERS, and a search icon. The main content area displays the podcast title 'Podcast: 3 Meaningful Values That Emerged from Archie Miller's Press Conference' by JEROD MORRIS. A player interface shows a progress bar at 00:00 of 22:38, a volume control, and a share button. A prominent red button labeled 'DOWNLOAD AUDIO' is positioned below the player.







assemblycall.com/shows/podcast-3-meaningful-values-emerged-archie-millers-press-conference/

+ Add New Edit Manage Help Edit Podcast Episode Clear Cache Edit with Visual Editor

*The Assembly Call* est. 2011 ABOUT CONTENT FORUMS MEMBERS



Podcast: 3 Meaningful Values That Emerged from Archie Miller's Press Conference

JEROD MORRIS

00:00 22:38 share

DOWNLOAD AUDIO



**Pro tip: Comb your hair and put on a decent shirt before you record the video.**

**— Jerod's wife**



# Question 5a (Roger)

When you need to write something with HTML, like Jerod composed and placed in text expander, can you use the visual editor (in Rainmaker) and copy the HTML from the text tab?





# Question 5a (Roger)

When you need to write something with HTML, like Jerod composed and placed in text expander, can you use the visual editor (in Rainmaker) and copy the HTML from the text tab?

**Yes.**





# Question 5b (Roger)

Does the editorial calendar actually trigger "publishing" the content?



# Question 5b (Roger)

Does the editorial calendar actually trigger "publishing" the content?

**Yes. The content will be published on the date/time you schedule it for, just as with any blog post.**



# Question 5c (Roger)

Do I create opt-in forms within Rainmaker -- not in my third party mail service (AWeber)?





# Question 5c (Roger)

Do I create opt-in forms within Rainmaker -- not in my third party mail service (AWeber)?

**You can do both. AWeber (and other third-party email platforms) have tools that allow you to create embeddable opt-in forms. Those will work in any content area. But you can also create opt-in forms using Rainmaker's built-in Forms tool that will work with your third-party email service.**



# Choose your provider in Email Marketing settings of Form

## Forms

Use this tab to add form-submitted email addresses to a list at your email marketing provider.

When this step is complete, click Save Form Settings, and click the Form Preview tab to review your form on your website.

2017 Offseason (Ep. 1)

Form Settings   Field Settings   **Email Marketing**   Notifications   Form Preview

### Email Marketing Service

Select Email Marketing Provider

- ✓ No Service Selected
- MailChimp**
- RainMail



Send your form submissions to an email list

Please click "Save" and then match the merge fields below to complete email marketing setup.

Save



# Question 5d (Roger)

How do you get a "background image" in your form? I see Chris had that on his maker site.





# Question 5d (Roger)

How do you get a "background image" in your form? I see Chris had that on his maker site.

**That image is added using Custom CSS. Our Support staff can help you add an image to a form.**



# Question 6 (Patrick)

I'm looking for a model that works, where members can be part of a paid forum and experts can offer their help. Is there a way to share in the profits, by giving incentives for the experts to join?





# Question 6 (Patrick)

I'm looking for a model that works, where members can be part of a paid forum and experts can offer their help. Is there a way to share in the profits, by giving incentives for the experts to join?

**A paid forum is simple to set up. Create a member group, make the forum accessible only to people with that member group, and then create and sell a product that grants access to the member group.**

**However, there is no automated way to share profits with experts using Rainmaker. You would need to manually calculate and distribute total profits from your paid forum membership, or use a third-party service that would help you do this.**





# Question 7 (Arthur)

On a previous webinar, Jerod mentioned a strategy where he displays visitors a form inviting them to join his email list, if they say "no" to becoming a member of his site. (Using an Exit Pop?) What is the process for doing that in RainMail / Rainmaker? Thanks!




# Add Exit Pop-Up (with Step-Down Option)



# Add Exit Pop-Up (with Step-Down Option)


**This is a free membership registration.**





**GET MORE OUT OF BEING AN IU BASKETBALL FAN**

Join our fast-growing, global community of supportive and passionate IU fans.



“ Whether basking in a signature victory or wallowing in a defeat, loyal Hoosier basketball lovers need a place where they can surround themselves with like-minded fans for intelligent post-game wrap-up. **That place is The Assembly Call.** -- Jared Weyerbacher (IU, '08)

**You're just a few seconds away from joining our community of 3,000+ fellow IU fans!**

Complete the form below and get immediate access to all our members-only content:

**1. Create Your Account**




First Name:

Last Name:

Email Address:

**Here's what you get**

You get immediate, free access to all of this members-only content when you join:

-  **IU Hoops Email Newsletter**  
Get our members-only postgame analysis plus our weekly 6-Banner Saturday news roundups.
-  **Discussion Forum**  
Talk IU hoops, IU football, and more in our moderated, members-only forum.
-  **Postgame Live Chat**  
Join fellow members for a live chat that





# Add Exit Pop-Up (with Step-Down Option)



GET MORE OUT OF BEING AN IU BASKETBALL FAN

Join our fast-growing, global community of supportive and passionate IU fans.



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**This is what someone will see when not logged in.**

**You're just a few seconds away from joining our community of 3,000+ fellow IU fans!**

Complete the form below and get immediate access to all our members-only content:

**1. Create Your Account**

First Name:

Last Name:

Email Address:

## Here's what you get

You get immediate, free access to all of this members-only content when you join:



### IU Hoops Email Newsletter

Get our members-only postgame analysis plus our weekly 6-Banner Saturday news roundups.



### Discussion Forum

Talk IU hoops, IU football, and more in our moderated, members-only forum.



### Postgame Live Chat

Join fellow members for a live chat that



# Add Exit Pop-Up (with Step-Down Option)



## GET MORE OUT OF BEING AN IU BASKETBALL FAN

Join our fast-growing, global community of supportive and passionate IU fans.



“ Whether basking in a signature victory or wallowing in a defeat, loyal Hoosier basketball lovers need a place where they can surround themselves with like-minded fans for intelligent post-game wrap-up. That place is *The Assembly Call*. -- Jared Weyerbacher (IU, '08)

**When they *are* logged in, they will see this ...**



### You're already a member!

Use the button below to visit your member area.

MEMBER CONTENT

### Here's what you get

You get immediate, free access to all of this members-only content when you join:



**IU Hoops Email Newsletter**

Get our members-only



# Add Exit Pop-Up (with Step-Down Option)

When someone is about to leave the page without taking action, this pop up appears.



The screenshot shows a website for 'The Assembly Call' with a red exit pop-up. The pop-up has a white background and a red border. It contains the following text:

**Want just the IU Hoops Email Newsletter?**

Don't want to activate your free membership? No worries! You can get *just* the IU Hoops Email Newsletter -- which more than 3,000 IU fans just like you subscribe to.

You'll receive our subscriber-only postgame analysis emails, as well as our weekly 6-Banner Saturday news roundups.

Enter your email address

**Join for free now**

The background of the website is dimmed and shows the 'The Assembly Call' logo, the text 'GET MORE OUT OF BEING AN IU BASKETBALL FAN', and a section titled 'You get immediate, free access to all of this members-only content when you join:'. At the bottom, there is a button for 'IU Hoops Email Newsletter'.





# Add Exit Pop-Up (with Step-Down Option)

**This pop up is created using Sumo.**



The screenshot shows a website for 'The Assembly Call' with a grey background. At the top, the logo 'The Assembly Call' is written in a red, cursive font, with 'est. 2011' in a smaller font below it. Below the logo, the text 'GET MORE OUT OF BEING AN IU BASKETBALL FAN' is displayed in bold black letters. A white pop-up window is centered on the page, featuring a red title 'Want just the IU Hoops Email Newsletter?' and a close button (X) in the top right corner. The pop-up contains two paragraphs of text: 'Don't want to activate your free membership? No worries! You can get just the IU Hoops Email Newsletter -- which more than 3,000 IU fans just like you subscribe to.' and 'You'll receive our subscriber-only postgame analysis emails, as well as our weekly 6-Banner Saturday news roundups.' Below the text is a white input field with the placeholder text 'Enter your email address' and a red button labeled 'Join for free now'. The background website content is partially visible, including a section titled 'You get immediate, free access to all of this members-only content when you join:' and a list of benefits.



# Add Exit Pop-Up (with Step-Down Option)

By adjusting the Popup Settings, you can create a \*similar\* effect using Rainmaker's built-in Site Notice feature.

Admin Screen Op

## Edit Site Notice

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

Enjoy a better IU fan experience

Content **Popup Settings** Design Settings Display Settings

Enable popup?

Display when?

How many days between displays?   
We recommend displaying once every 30 days. Leave at 0 to display only once total.

How far down the page, as a percent, before the popup shows?   
Popup will be shown when the user has scrolled selected percentage of total page height.

Which HTML element will trigger the popup to show?   
Id or class of the element to show the popup at. For example, enter #comment to show the popup at the comment form. Leave empty to use the percentage setting.

How many pages before showing?   
We recommend not showing until at least the second page load

**Publish**

Save Draft

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish on: Aug 21, 2016 @ 23:46 [Edit](#)

[Move to Trash](#)

**Publish**

**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):

- 50 Greatest Hoosiers
- Assembly Call Free Membership
- Better Than Advertised (2015-16)
- Books
- Deal of the Week
- Recruiter
- Test Course

Set Drin Delay





# Add Exit Pop-Up (with Step-Down Option)

Has it worked?



The screenshot shows a website for 'The Assembly Call' with a grey background. At the top, the logo 'The Assembly Call' is written in a red, cursive font, with 'est. 2011' in a small red banner below it. Below the logo, the text 'GET MORE OUT OF BEING AN IU BASKETBALL FAN' is displayed in bold black letters. A white pop-up window is centered on the page, containing the following text: 'Want just the IU Hoops Email Newsletter?' in red, followed by 'Don't want to activate your free membership? No worries! You can get just the IU Hoops Email Newsletter -- which more than 3,000 IU fans just like you subscribe to.' and 'You'll receive our subscriber-only postgame analysis emails, as well as our weekly 6-Banner Saturday news roundups.' Below this is a white input field with the placeholder text 'Enter your email address' and a red button labeled 'Join for free now'. The background of the website is partially visible, showing a person's face and some text.





# Add Exit Pop-Up (with Step-Down Option)


Form Name	Status	Created	Views	Clicks	Conversion %	Target	Action
Hey you! Bob Knight "Hey you! Join the IU Hoops New..."	PAUSED	2017-03-26	8,007	67	0.84%	D	Make Form Live
Hey you! Thomas Brya... "Hey you! Join the IU Hoops New..."	PAUSED	2017-03-26	3,954	59	1.49%	B, C	Make Form Live
Hey you! Bob Knight "Hey you! Join the IU Hoops New..."	PAUSED	2017-03-26	1,956	14	0.72%	B, C	Make Form Live
Popup #8 "Bracketology Updates!"	PAUSED	2017-03-26	11,241	40	0.36%	---	Make Form Live
Bracketology.FM "Never Miss a Bracket!"	PAUSED	2017-03-26	13,674	113	0.83%	---	Make Form Live
Hey you! Tom Crean "Hey you! Join the IU Hoops New..."	PAUSED	2017-03-26	790	0	0%	B, C	Make Form Live
Hey you! Tom Crean "Hey you! Join the IU Hoops New..."	PAUSED	2017-03-26	2,343	41	1.75%	B, C	Make Form Live
Deal of the Week #1 "Want more great deals on IU g..."	ACTIVE	2017-01-17	1,529	6	0.39%	---	Pause Form
Join The IU Hoops Ne... "Want just the IU Hoops Email N..."	ACTIVE	2017-01-17	46,280	851	1.84%	B	Pause Form
Join The IU Hoops Ne... "Want just the IU Hoops Email N..."	ACTIVE	2017-01-17	796	4	0.5%	---	Pause Form


So far, so good.





# Add Exit Pop-Up (with Step-Down Option)

+ Add New   Edit   Manage   Help   Clear Cache    Greetings, Jerod M


> Infusionsoft 

API Key

Application Name   
Application Name assigned to your account, for example if your account URI is `http://xyz.infusionsoft.com`, enter

Sumo

Enable Sumo Module   
Automate the process of adding Sumo services to your site (so you don't have to copy/paste any JavaScript).

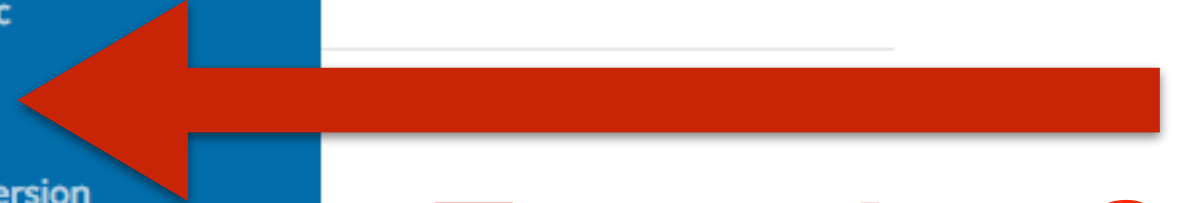
ConvertKit 

API Key   
This is the API key available from your ConvertKit dashboard

Constant Contact

Connect with Constant Contact [Set Up Constant Contact Account](#)


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




**To enable Sumo on your site, go to Settings > Email**



# Add Exit Pop-Up (with Step-Down Option)

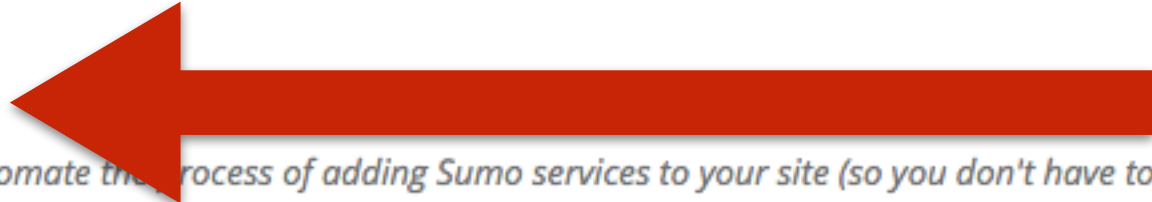
+ Add New   Edit   Manage   Help   Clear Cache    Greetings, Jerod M


> **Infusionsoft** 

API Key

Application Name   
Application Name assigned to your account, for example if your account URI is `http://xyz.infusionsoft.com`, enter

**Sumo**

Enable Sumo Module    
Automate the process of adding Sumo services to your site (so you don't have to copy/paste any JavaScript).

**ConvertKit** 

API Key   
This is the API key available from your ConvertKit dashboard

**Constant Contact**

Connect with Constant Contact [Set Up Constant Contact Account](#)

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

**Then check Enable Sumo Module (followed by hitting "Save")**





# Add Exit Pop-Up (with Step-Down Option)

The screenshot shows the RainMaker Platform settings interface. At the top, a blue navigation bar contains links for '+ Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. On the right, a user profile for 'Creative Jared Martin' is visible, with a blue callout box that says 'Click here to set up Sumo (ONLY YOU CAN SEE THIS)'. A large red arrow points from the 'Email' tab in the settings menu to this callout box. The main content area is titled 'Settings' and has several tabs: 'General', 'Design', 'Content', 'Traffic', 'Email' (selected), 'Conversion', 'Results', 'Podcast', 'Social', and 'Rainmaker Labs'. Below the tabs, the 'RainMail' section is expanded, showing 'RainMail is Configured' with buttons for 'Manage RainMail Billing' and 'Remove RainMail Authentication', 'Email Lists' with a 'Manage Email Lists' button, and 'Remote Subscribers' with a 'Sync Subscribers' button. A descriptive paragraph follows: 'Changes in subscriber data may have taken place outside of your website (for example: people clicking the unsubscribe link). Clicking this button will sync with remote servers to ensure all your RainMail subscriber lists are up to date. The sync may take a few minutes, so do not close this tab once the sync process has started.' At the bottom, the 'RainMail Settings' section is visible, with a 'Default template' section containing four options: 'Plain Text', 'Basic' (highlighted with a blue border), 'Sidebar', and 'Custom'. A vertical 'Quick Help' button is on the right side of the page.

**Look for this message after saving.**



What's next?



# Upcoming Sessions

## **How to Use Rainmaker's Powerful Suite of Traffic and SEO Tools**

Thursday, April 6, 2017 at 1:00 p.m. ET

## **Q&A on Using Rainmaker's Powerful Suite of Traffic and SEO Tools**

Thursday, April 13, 2017 at 12:00 p.m. ET





Additional Questions?



 RAINMAKER PLATFORM