



BLOGGING AS CONTENT MARKETING

HOW TO USE 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?)**



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.)**



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?**



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



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 - **Let us know in Questions box**



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



BLOGGING AS CONTENT MARKETING

HOW TO USE RAINMAKER TO TURN BLOG TRAFFIC INTO SUBSCRIBERS

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

 RAINMAKER PLATFORM

Content Marketing Strategy

Attraction

Drive offline contacts to incentive content/downloads

OFFLINE
Referrals, Workshops, Events, Meetings

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

Create content to attract most wanted prospects

Retention

Attract searchers, demonstrate domain knowledge and expertise through blog

Blog

Email

Capture interested prospects on email list(s)

Conversion

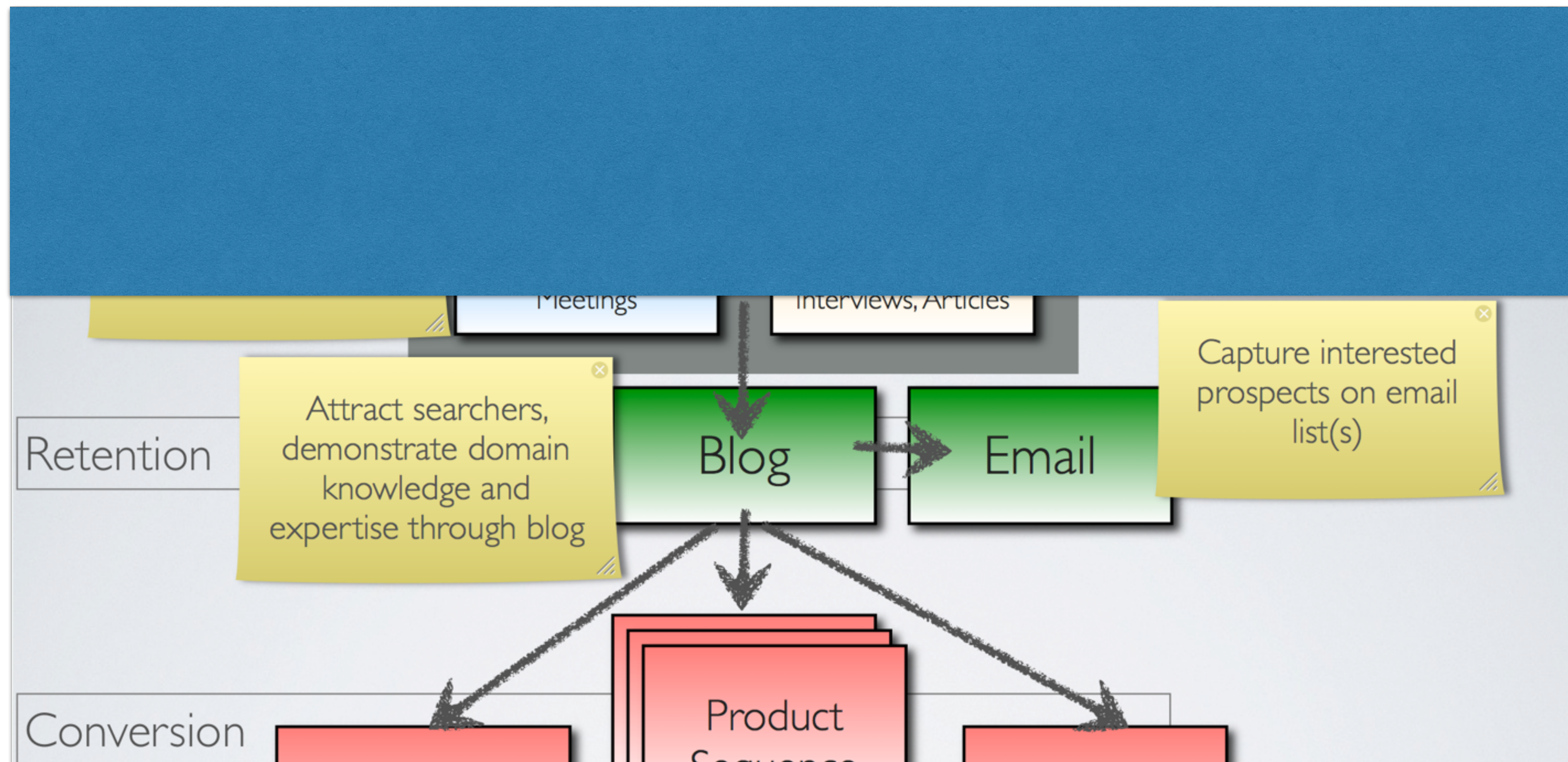
Comprehensive Solution

Product Sequence

Services

Customer List

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





Blogging as Content Marketing Series



Blogging as Content Marketing Series

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



Blogging as Content Marketing Series

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

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



How to Set Up and Manage Your Rainmaker Blog



How to Set Up and Manage Your Rainmaker Blog

- Editorial Calendar
- Tools to Keep People Reading
- The Two Types of Opt-In Methods
- Where to Present the Opt-In
- How to Create a Powerful Opt-In Incentive



Editorial Calendar



Editorial Calendar

Keep your content marketing efforts organized!



How to Use the Editorial Calendar



How to Use the Editorial Calendar

The screenshot shows the 'Content' management interface. At the top, there are buttons for '+ Add New', 'Edit', and 'Manage'. Below this is a 'Content' header with a settings gear and a help icon. The main area is divided into two sections: 'TYPES' and 'ORGANIZATION'. The 'TYPES' section includes: Posts, Pages, Landing Pages, Portfolio, Podcast Episodes, Media, Redirect Links, Forums, LMS, and Book Library. The 'ORGANIZATION' section includes: Post Categories, Post Tags, Podcast Network, Podcast Keywords, Portfolio Type, Editorial Calendar (highlighted with a red arrow), Book Authors, Book Series, and Book Tags.



How to Use the Editorial Calendar

Editorial Calendar ?

< March 20, 2017 - March 26, 2017 > »

Show Today

Show Unscheduled Drafts

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
20	21	22	23	24	25	26
8:00 AM Creative Strategies for Content Writers by Sonia Simone	8:00 AM Content Marketing that Sells, with Marcus Sheridan by Brian Clark 9:00 AM How New Yorker Writer and Author of 'The Rules Do Not Apply' Ariel Levy Writes by Kelton Reid	9:00 AM No. 093 How to Learn (and Teach) Better by Jerod Morris and Jon Nastor	8:00 AM The Digital Entrepreneur [DRAFT] by Caroline Early	8:00 AM Unemployable [DRAFT] by Caroline Early		

**At a glance:
what content is
published, what
is upcoming,
and what is
scheduled or
still in draft.**



Quick Help



How to Use the Editorial Calendar

Use Admin Screen Options to control what information is shown and how many weeks are displayed (up to 8 at a time).

Admin Screen Options for the Editorial Calendar:

- Show in Calendar Cell:
 - Author
 - Status
 - Time of day
- Show on screen:
 - 1 weeks at a time

[Apply](#)

Editorial Calendar ?

Admin Screen Options ?

Quick Help

March 20, 2017 - March 26, 2017 Show Today Show Unscheduled Drafts

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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How to Use the Editorial Calendar

Admin Screen Option

Editorial Calendar ?

To add a new item on a specific date, scroll over the date bar to reveal “New Post” link.

◀ March 20, 2017 - March 26, 2017 ▶ Show Today Show Unscheduled Drafts

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
20	21	22	23	24	New Post	
8:00 AM Creative Strategies for Content Writers by Sonia Simone	8:00 AM Content Marketing that Sells, with Marcus Sheridan by Brian Clark 9:00 AM How New Yorker Writer and Author of 'The Rules Do Not Apply' Ariel Levy Writes by Kelton Reid	9:00 AM No. 093 How to Learn (and Teach) Better by Jerod Morris and Jon Nastor	8:00 AM The Digital Entrepreneur [DRAFT] by Caroline Early	8:00 AM Unemployable [DRAFT] by Caroline Early		



How to Use the Editorial Calendar

Complete the fields in modal pop-up window.

The screenshot shows the 'Editorial Calendar' interface. A modal window titled 'New Post - March 25' is open, allowing users to create a new post or podcast episode. The modal contains the following fields:

- Title:** A text input field containing 'New Post or Podcast Episode'. A red arrow points to this field.
- Content:** A large text area with the placeholder text 'Leave blank, add placeholder text, or create the entire post right here.'
- Time:** A time selection field set to '12:00 AM'.
- Status:** A dropdown menu currently set to 'Draft'.
- Post Type:** A dropdown menu with 'Post' and 'Podcast' (checked) as options.
- Buttons:** 'Save' and 'Cancel' buttons at the bottom.

The background shows a calendar grid for March 20, 2017, with columns for Monday, Tuesday, and Sunday. A 'Drafts' button is visible in the top right corner of the calendar area.



How to Use the Editorial Calendar

Editorial Calendar ?

< March 20, 2017 - March 26, 2017 > » [Show Today](#) [Show Unscheduled Drafts](#)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
20	21	22	23	24	New Post 25	26
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New item appears on the date, with the time, and can be edited, deleted, or viewed.



How to Use the Editorial Calendar

Admin Screen Option

Editorial Calendar ?

< March 20, 2017 - March 26, 2017 > »

Show Today

Show Unscheduled Drafts

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Click on an item and drag it to change the date.





Tools to Keep People Reading



Tools to Keep People Reading

You attracted their attention ... now keep it!



1. Images



1. Images

Written by JEROD MORRIS | March 20, 2017 | 9 COMMENTS (EDIT)

7 Easy-to-Forget SEO Steps You Need to Consider Every Time You Publish

743
SHARES



Begin with an image to grab people's attention, and keep their eyes flowing down the page.

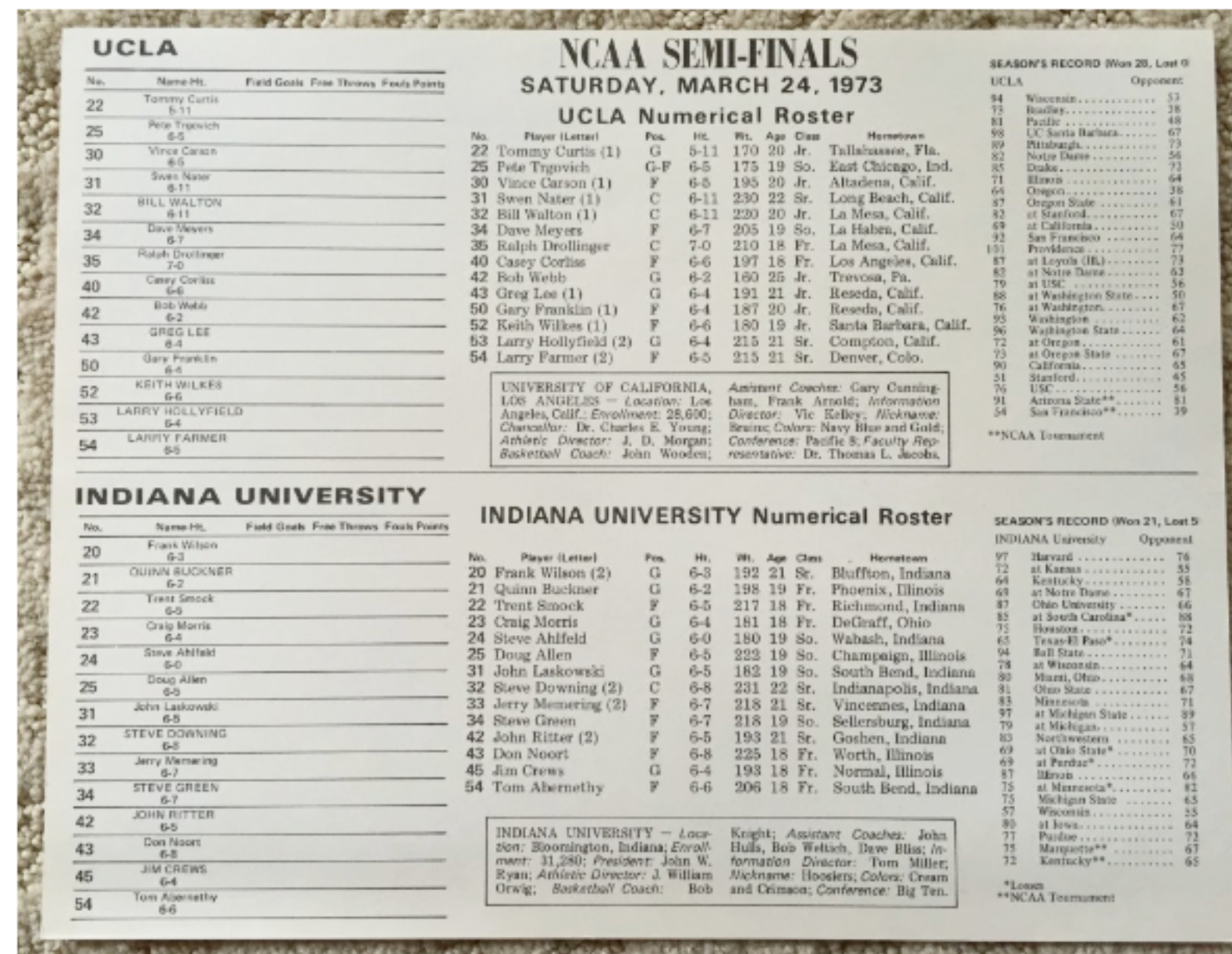


1. Images



Even with seniors Steve Downing and John Ritter departing, high hopes would remain for 1973-74 season.

Include images within post to re-engage attention. (Add captions for explanation and credit, if necessary.)



A 1973 Indiana vs. UCLA press flip card.

The 1973-74 roster featured a plentiful amount of talent, but lacked senior leadership. Nonetheless, expectations were high following the Final Four run in 1973. Returning starters Steve Green, Quinn Buckner,



1. Images

Edit images right from Rainmaker dashboard.


IU Artifacts: 1972-74 Era Indiana University Game Worn Basketball Shorts

Permalink: <http://assemblycall.com/iu-artifacts-1...ketball-shorts/> Edit View Post Get Shortlink

Add Media

Visual Text

Paragraph U



← Edit

p » a » img

Word count: 1114

Last edited by Jerod Morris on March 17, 2017 at 5:03 PM

Publish

Preview Changes

Edit with Visual Editor

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Revisions: 17 [Browse](#)

Published on: Mar 13, 2017 @ 16:11 [Edit](#)

SEO: N/A

[Move to Trash](#)

Update

Categories

All Categories Most Used

Select / Deselect All

- Blog
- Featured
- IU Artifacts
- 24 Hours Later
- 3-Point Shot
- 6-Banner Saturdays
- Admin Comments
- Big Ten Picks Challenge
- Bracket Watch



1. Images

Add a caption

Adjust the size

Image Details ✕

Caption

Alternative Text: 1972-74 Era Indiana University Game Worn Basketball Shorts

DISPLAY SETTINGS

Align: Left **Center** Right None

Size:

- Thumbnail - 150 x 150
- Medium - 300 x 200
- Large - 1024 x 683**
- Full Size - 3264 x 2176
- Custom Size

Link To: Media File

<https://assemblycall.com/wp-content/uploads/2017/03/IMG1404.jpg>

Advanced Options ▲


Image Title Attribute

Image CSS Class

Open link in a new window/tab

Link Rel

Link CSS Class



Edit Original

Edit the original image (flip, crop, change aspect ratio, etc.)

Update



2. Subheads and Bullets



2. Subheads and Bullets

Look at that
loooooong
block of text.

The screenshot shows a web page with a blue header containing navigation links: Add New, Edit, Manage, Help, Edit Post, Clear Cache, and Edit with Visual Editor. A user profile for 'Greetings, Jerod Morris' is visible on the right. The main content area features the 'The Assembly Call' logo and a menu with links for ABOUT, CONTENT, FORUMS, MEMBERS, SUPPORT, SUBSCRIBE, and LIVE. The text on the page is a single, long paragraph discussing basketball shorts from the 1970s and 1990s.

middle 1970's, including the 1974-75 and 1975-76 seasons.

If you were a player in the Bob Knight era, the shorts that you wore were, well, short.

The restrictive length of the shorts was especially noticeable against certain opponents, especially during the early 1990s when Indiana would face Michigan and the Fab Five. All kids my age, Michigan fan or not, wanted a pair of those Nike shorts. Yes, I was lucky enough to have a pair (depending on your definition of "luck," I suppose), much to the chagrin of my mother.

In any event, when OG Anunoby began wearing his shorts at a length that lacked normalcy in this generation of sports and uniforms, it was in many ways refreshing, and a throwback to simpler times in Indiana basketball. I thought back to the days where "short shorts" were the norm, despite their questionable style and probably even more questionable comfort level.

The 1972-73 would be full of great achievements for the Hoosiers: their first Big Ten title under Coach Bob Knight, and a Final Four appearance, the first for IU since 1953. The new red and white uniforms that were introduced at the beginning of the season would also pair up well with the candy-stripe warm-up pants that Knight had introduced during the 71-72 season.

Back from Knight's first season were veterans Steve Downing and John Ritter, as well as strong sophomores Steve Green and John Laskowski. The 72-73 season also marked the beginning of freshmen eligibility in NCAA basketball games. This meant that Knight's strong crop of freshmen including Quinn Buckner, Tom Abernethy, and Jim Crews were immediately available (Buckner, as a freshman, would actually start every game but one during the season).



2. Subheads and Bullets

Let's use subheads and bullets to fix it and make it more inviting to read.

The screenshot shows a WordPress blog post interface. The header is blue with white text for navigation: 'Add New', 'Edit', 'Manage', 'Help', 'Edit Post', 'Clear Cache', 'Edit with Visual Editor', a settings gear icon, a user profile picture, and 'Greetings, Jerod Morris'. Below the header is the site logo 'The Assembly Call' and a navigation menu with links: 'ABOUT', 'CONTENT', 'FORUMS', 'MEMBERS', 'SUPPORT', 'SUBSCRIBE', 'LIVE'. The main content area contains several paragraphs of text. The first paragraph is a sentence fragment: 'middle 1970's, including the 1974-75 and 1975-76 seasons.' The second paragraph reads: 'If you were a player in the Bob Knight era, the shorts that you wore were, well, short.' The third paragraph reads: 'The restrictive length of the shorts was especially noticeable against certain opponents, especially during the early 1990s when Indiana would face Michigan and the Fab Five. All kids my age, Michigan fan or not, wanted a pair of those Nike shorts. Yes, I was lucky enough to have a pair (depending on your definition of "luck," I suppose), much to the chagrin of my mother.' The fourth paragraph reads: 'In any event, when OG Anunoby began wearing his shorts at a length that lacked normalcy in this generation of sports and uniforms, it was in many ways refreshing, and a throwback to simpler times in Indiana basketball. I thought back to the days where "short shorts" were the norm, despite their questionable style and probably even more questionable comfort level.' The fifth paragraph reads: 'The 1972-73 would be full of great achievements for the Hoosiers: their first Big Ten title under Coach Bob Knight, and a Final Four appearance, the first for IU since 1953. The new red and white uniforms that were introduced at the beginning of the season would also pair up well with the candy-stripe warm-up pants that Knight had introduced during the 71-72 season.' The sixth paragraph reads: 'Back from Knight's first season were veterans Steve Downing and John Ritter, as well as strong sophomores Steve Green and John Laskowski. The 72-73 season also marked the beginning of freshmen eligibility in NCAA basketball games. This meant that Knight's strong crop of freshmen including Quinn Buckner, Tom Abernethy, and Jim Crews were immediately available (Buckner, as a freshman, would actually start every game but one during the season).'



2. Subheads and Bullets

Find a natural breaking point and add a subhead by highlighting the text and then choosing either Heading 2 or Heading 3 from the editor.

The screenshot shows a rich text editor interface. At the top, there's an 'Add Media' button and tabs for 'Visual' and 'Text'. Below is a toolbar with various icons for bold, italic, text color, background color, bulleted list, numbered list, quote, link, unlink, table, table of contents, undo, redo, and help. A dropdown menu is open, showing options: Paragraph, Heading 1, Heading 2, **Heading 3** (highlighted), Heading 4, Heading 5, Heading 6, and Preformatted. Below the menu, the text 'A season of great achievement begins' is highlighted in blue. The rest of the page content is partially visible, including a paragraph about the 1972-73 season and a footer with 'Word count: 1120' and 'Last edited by Jerod Morris on March 17, 2017 at 5:03 PM'.

Admin Comments
 Big Ten Picks Challenge
[+ Add New Category](#)

Tags

Separate tags with commas
[Choose from the most used tags](#)

Keyword Research

[Previous Keyword Suggestions](#)

Target Term
iu ([clear](#))







Content Optimizer













2. Subheads and Bullets

Then, identify sections of text that are lists broken up by commas. Put each item on its own line, then choose “Bulleted list” from the editor.

Visual Text

B *I* ABC      

Paragraph **Bulleted list**          

wanted a pair of those fake shorts. Yes, I was lucky enough to have a pair (depending on your definition of "luck," I suppose), much to the chagrin of my mother.

In any event, when OG Anunoby began wearing his shorts at a length that lacked normalcy in this generation of sports and uniforms, it was in many ways refreshing, and a throwback to simpler times in Indiana basketball. I thought back to the days where "short shorts" were the norm, despite their questionable style and probably even more questionable comfort level.

A season of great achievement begins


The 1972-73 would be full of great achievements for the Hoosiers:

- Their first Big Ten title under Coach Bob Knight.
- A Final Four appearance, the first for IU since 1953.
- And, the new red and white uniforms that were introduced at the beginning of the season would also pair up well with the candy-stripe warm-up pants that Knight had introduced during the 71-72 season.

Back from Knight's first season were veterans Steve Downing and John Ritter, as well as strong

p


Word count: 1120 Draft saved at 1:58:07 pm. Last edited by Jerod Morris on March 17, 2017 at 5:03 PM

Tags 

Add

Separate tags with commas

[Choose from the most used tags](#)


Keyword Research 

Research


[Previous Keyword Suggestions](#)


Target Term


iu [\(clear\)](#)

Content Optimizer 

100	75
Page Score	Site Score

 Title Tag Ready

 Meta Description Ready





2. Subheads and Bullets

Looks better,
right?

Visual Text

Add Media

Paragraph

wanted a pair of those Nike shorts. Yes, I was lucky enough to have a pair (depending on your definition of "luck," I suppose), much to the chagrin of my mother.

In any event, when OG Anunoby began wearing his shorts at a length that lacked normalcy in this generation of sports and uniforms, it was in many ways refreshing, and a throwback to simpler times in Indiana basketball. I thought back to the days where "short shorts" were the norm, despite their questionable style and probably even more questionable comfort level.

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Word count: 1120 Draft saved at 2:00:05 pm. Last edited by Jerod Morris on March 17, 2017 at 5:03 PM



Tags

Add

Separate tags with commas

[Choose from the most used tags](#)

Keyword Research

Enter a keyword Research

[Previous Keyword Suggestions](#)

Target Term

iu (clear)

Content Optimizer

100	75
Page Score	Site Score

✔ Title Tag Ready

✔ Meta Description Ready



2. Subheads and Bullets



middle 1970's, including the 1974-75 and 1975-76 seasons.

If you were a player in the Bob Knight era, the shorts that you wore were, well, short.

The restrictive length of the shorts was especially noticeable against certain opponents, especially during the early 1990s when Indiana would face Michigan and the Fab Five. All kids my age, Michigan fan or not, wanted a pair of those Nike shorts. Yes, I was lucky enough to have a pair (depending on your definition of "luck," I suppose), much to the chagrin of my mother.

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**Remember
this from
earlier?**



2. Subheads and Bullets



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Which looks more inviting to read?



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Which looks more inviting to read?





3. Interlinking and Article Series



3. Interlinking and Article Series

**This is the bottom
of the example
article about
basketball shorts.**

The screenshot shows the top of a website for 'The Assembly Call'. The logo is in red script with 'est. 1971' below it. The navigation menu includes: ABOUT, CONTENT, FORUMS, MEMBERS, SUPPORT, SUBSCRIBE, LIVE. Below the menu is a horizontal line and the text 'greatest combined success in the program's history.' Below that is a bold heading: 'To see more images of unique Hoosier artifacts like this one ...'. This is followed by a bulleted list of two links: 'Follow @IUArtifacts on Twitter' and 'Check out our IU Artifacts Online Museum'. Below the list is a paragraph: 'And if you want to contact Chris, either to contribute items to his collection or to appraise items you're holding on to, email him at gloryforoldiu@gmail.com.' At the bottom of the screenshot is the text: 'FILED UNDER: BLOG, FEATURED, IU ARTIFACTS'.

RECENT POSTS

- [3-Point Shot: Thoughts on Tom Crean's Image-Burnishing Farewell Tour \(Plus My Current Top 7\)](#) March 22, 2017
- [3-Point Shot: The Most Important Recruit, Dane Fife's Candidacy, and a Social Media Reminder](#) March 21, 2017



3. Interlinking and Article Series

Notice all the ways we encourage the audience to engage with more content.

The screenshot shows the website 'The Assembly Call' with a navigation menu: ABOUT, CONTENT, FORUMS, MEMBERS, SUPPORT, SUBSCRIBE, LIVE. Below the menu is a horizontal line with the text 'greatest combined success in the program's history.' Below this is a section titled 'To see more images of unique Hoosier artifacts like this one ...' with two bullet points: 'Follow @IUArtifacts on Twitter' and 'Check out our IU Artifacts Online Museum'. Below this is a paragraph: 'And if you want to contact Chris, either to contribute items to his collection or to appraise items you're holding on to, email him at gloryforoldiu@gmail.com.' Below this is a section titled 'FILED UNDER: BLOG, FEATURED, IU ARTIFACTS'. At the bottom is a 'RECENT POSTS' section with two bullet points: '3-Point Shot: Thoughts on Tom Crean's Image-Burnishing Farewell Tour (Plus My Current Top 7) March 22, 2017' and '3-Point Shot: The Most Important Recruit, Dane Fife's Candidacy, and a Social Media Reminder March 21, 2017'.



3. Interlinking and Article Series

I have this text (links included) saved in a *text expander.* I simply type the relevant command in the Rainmaker post editor once the rest of the post is done and it populates in a split second.

The screenshot shows the website 'The Assembly Call' with a navigation menu (ABOUT, CONTENT, FORUMS, MEMBERS, SUPPORT, SUBSCRIBE, LIVE) and a sub-header 'greatest combined success in the program's history.' The main content area features a bold heading 'To see more images of unique Hoosier artifacts like this one ...' followed by two bullet points: 'Follow @IUArtifacts on Twitter' and 'Check out our IU Artifacts Online Museum'. A large red arrow points from the right towards the second bullet point. Below this is a paragraph: 'And if you want to contact Chris, either to contribute items to his collection or to appraise items you're holding on to, email him at gloryforoldiu@gmail.com.' Underneath is a 'FILED UNDER:' section with tags 'BLOG, FEATURED, IU ARTIFACTS'. At the bottom is a 'RECENT POSTS' section with two entries: '3-Point Shot: Thoughts on Tom Crean's Image-Burnishing Farewell Tour (Plus My Current Top 7) March 22, 2017' and '3-Point Shot: The Most Important Recruit, Dane Fife's Candidacy, and a Social Media Reminder March 21, 2017'.



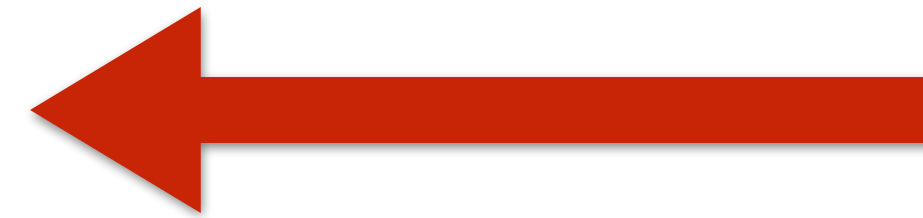
3. Interlinking and Article Series

This promotes the relevant Twitter account, our “online museum” of similar content (free membership required), and the author’s email address, at his request.



To see more images of unique Hoosier artifacts like this one ...

- Follow [@IUArtifacts](#) on Twitter
- [Check out our IU Artifacts Online Museum](#)



And if you want to contact Chris, either to contribute items to his collection or to appraise items you’re holding on to, email him at gloryforoldiu@gmail.com.

FILED UNDER: [BLOG](#), [FEATURED](#), [IU ARTIFACTS](#)

RECENT POSTS

- [3-Point Shot: Thoughts on Tom Crean’s Image-Burnishing Farewell Tour \(Plus My Current Top 7\)](#) March 22, 2017
- [3-Point Shot: The Most Important Recruit, Dane Fife’s Candidacy, and a Social Media Reminder](#) March 21, 2017



3. Interlinking and Article Series



Notice the “Filed Under” section. This allows easy access to this post’s attached categories. (Can organize with tags too.)

To see more images of unique Hoosier artifacts like this one ...

- Follow [@IUArtifacts](#) on Twitter
- [Check out our IU Artifacts Online Museum](#)

And if you want to contact Chris, either to contribute items to his collection or to appraise items you’re holding on to, email him at gloryforoldiu@gmail.com.

FILED UNDER: [BLOG](#), [FEATURED](#), [IU ARTIFACTS](#)



RECENT POSTS

- [3-Point Shot: Thoughts on Tom Crean’s Image-Burnishing Farewell Tour \(Plus My Current Top 7\)](#) March 22, 2017
- [3-Point Shot: The Most Important Recruit, Dane Fife’s Candidacy, and a Social Media Reminder](#) March 21, 2017



3. Interlinking and Article Series

The Assembly Call
est. 1971

ABOUT CONTENT FORUMS MEMBERS SUPPORT SUBSCRIBE LIVE

greatest combined success in the program's history.

To see more images of unique Hoosier artifacts like this one ...

- Follow [@IUArtifacts](#) on Twitter
- [Check out our IU Artifacts Online Museum](#)

And if you want to contact Chris, either to contribute items to his collection or to appraise items you're holding on to, email him at gloryforoldiu@gmail.com.

FILED UNDER: **BLOG, FEATURED, IU ARTIFACTS**

Recent Posts shows all the recent content published, in chronological order.

RECENT POSTS ←

- [3-Point Shot: Thoughts on Tom Crean's Image-Burnishing Farewell Tour \(Plus My Current Top 7\)](#) March 22, 2017
- [3-Point Shot: The Most Important Recruit, Dane Fife's Candidacy, and a Social Media Reminder](#) March 21, 2017



3. Interlinking and Article Series

The image shows a screenshot of the Rainmaker Platform's design settings menu. At the top, there is a blue header bar with the Rainmaker logo, a plus sign, and the text 'Add New', 'Edit', and 'Ma'. Below this is a dark grey sidebar with a 'Design' header and a back arrow. The main menu 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.



3. Interlinking and Article Series

Navigation menu with icons for Home, Add New, Edit, and Manage. The 'Design' section is active, showing options for Themes, Appearance, Menus, and Content Areas. The 'Content Areas' option is highlighted.

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.
Forum Search Form The Rainmaker forum search form.	Forums List A list of forums with an option to set the parent.

Configuration panel for Content Areas. It shows a list of content areas with dropdown menus for widget selection. A red arrow points to the 'Recent Posts' widget configuration for the 'After Entry' content area.

Primary Sidebar	Top 50 Hoosiers
Front Page 1	Network-2014-15
Front Page 2	Checkout Page
Front Page 3	Thank You Page
Footer 1	Main Post Sidebar
Footer 2	6-Banner Saturday Sidebar
Footer 3	IU Artifacts Online Museum
After Entry	Bracketology.FM

Widgets in this content area will display after single entries.

Recent Posts

Title:

Number of posts to show:

Display post date?

[Delete](#) | [Close](#) [Save](#)



The Two Types of Opt-In Methods



The Two Types of Opt-In Methods

Simple, flexible, reliable



1. Opt-In Widget



1. Opt-In Widget

Go to Design > Content Areas



1. Opt-In Widget

+ Add New Edit Manage Help Clear Cache

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.
Forum Search Form The Rainmaker forum search form.	Forums List A list of forums with an option to set the parent.
Forum Statistics Some statistics from your forum.	Forum Topic Views List A list of registered optional topic views.
LMS Navigation Display a list of LMS modules, courses, and lessons.	Member Profile Displays member profile block with Gravatar
Opt in Form Displays subscribe form	Pages A list of your site's Pages.

Front Page 2

Front Page 3

Footer 1

Footer 2

Footer 3

After Entry

Widgets in this content area will display after single entries.

Recent Posts

Opt in Form

Title:

Text To Show Before Form:

Text To Show After Form:





1. Opt-In Widget

Widgets in this content area will display after single entries.

Recent Posts

Opt In Form

Title:



Text To Show Before Form:
<h3>Want to become a smarter Indiana basketball fan?
</h3>

Text To Show After Form:
Start getting our weekly email newsletter today!

Opt-in Service Custom
 Feedburner
 RainMail



Form Action:

E-Mail Field:

First Name Field:

Last Name Field:



1. Opt-In Widget

Choosing RainMail brings up these built-in options. (Refer to KB for how to use with third-party services.)

</h3>

Text To Show After Form:
Start getting our weekly email newsletter today!

Opt-in Service: RainMail

Select RainMail List: IU Hoops Newsletter

Thank You Page: Thank you for joining the Assem

Open confirmation page in same window?

First Name Input Text: First Name

Last Name Input Text: Last Name

E-Mail Input Text: E-Mail Address

Button Text: Go

Delete | Close Save





1. Opt-In Widget

Easily edit the email input text and button text before saving.

</h3>

Text To Show After Form:
Start getting our weekly email newsletter today!

Opt-in Service: RainMail

Select RainMail List:
IU Hoops Newsletter

Thank You Page: Thank you for joining the Assembl

Open confirmation page in same window?

First Name Input Text:
First Name

Last Name Input Text:
Last Name

E-Mail Input Text:
E-Mail Address

Button Text:
Go

Delete | Close Save





1. Opt-In Widget

- [3-Point Shot: Thoughts on Tom Crean's Image-Burnishing Farewell Tour \(Plus My Current Top 7\)](#) March 22, 2017
- [3-Point Shot: The Most Important Recruit, Dane Fife's Candidacy, and a Social Media Reminder](#) March 21, 2017
- [The Maddening Narrative That IU Fans are Unreasonable is Just Plain Wrong](#) March 19, 2017
- [6-Banner Saturday: End of an Era](#) March 17, 2017
- [IU Artifacts: 1972-74 Era Indiana University Game Worn Basketball Shorts](#) March 13, 2017

**Want to become a smarter
Indiana basketball fan?**

Start getting our weekly email newsletter today!



**This opt-in form
currently appears right
below the Recent Posts
widget.**



1. Opt-In Widget

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.
Forum Search Form The Rainmaker forum search form.	Forums List A list of forums with an option to set the parent.
Forum Statistics	Forum Topic Views List

- Primary Sidebar
- Front Page 1
- Front Page 2
- Front Page 3
- Footer 1
- Footer 2
- Footer 3
- After Entry
 - Widgets in this content area will display after single entries.
 - Opt In Form**
 - Recent Posts
 - Text: Connect & Subscribe
 - Text
- Forum Sidebar



Drag and drop to move Opt-in Form *above* Recent Posts widget.



1. Opt-In Widget

ABOUT CO

FILED UNDER: 6-BANNER SATURDAYS, BLOG, FEATURED

**Ah, that's better.
(Increase chances of
conversion with the CTA
a bit higher on the page.)**

**Want to become a smarter
Indiana basketball fan?**

E-MAIL ADDRESS

SUBSCRIBE NOW!

Start getting our weekly email newsletter today!

RECENT POSTS

- [3-Point Shot: Thoughts on Tom Crean's Image-Burnishing Farewell Tour \(Plus My Current Top 7\)](#) March 22, 2017
- [3-Point Shot: The Most Important Recruit, Dane Fife's Candidacy, and a Social Media Reminder](#) March 21, 2017
- [The Maddening Narrative That IU Fans are Unreasonable](#)





2. Opt-In Form



2. Opt-In Form

The screenshot shows the 'Content' management interface. At the top, there are buttons for '+ Add New', 'Edit', and 'Manag'. The main menu is titled 'Content' and is divided into three sections: 'TYPES', 'ORGANIZATION', and 'TOOLS'. Under 'TYPES', there are options for Posts, Pages, Landing Pages, Portfolio, Podcast Episodes, Media, Redirect Links, Forums, LMS, and Book Library. Under 'ORGANIZATION', there are options for Post Categories, Post Tags, Podcast Network, Podcast Keywords, Portfolio Type, Editorial Calendar, Book Authors, Book Series, and Book Tags. Under 'TOOLS', there are options for Forms, Quizzes, RSS Feeds, Import, and Export. A red arrow points to the '+ ADD NEW' button next to the 'Forms' option.

2. Opt-In Form

Forms

Collect information and email addresses with Rainmaker's built-in forms.

First, give your form a name, and set up how your form results will be delivered at the top of this page. Then, create a follow-up email that will be sent out to your users when the settings at the bottom of this page.

When you're done, click Save Form Settings, and move to the next tab.

Opt-In Form

Form Settings

Field Settings

Email Marketing

Notifications

Form Preview

Basic Form Behavior Settings

Display Form Title

Require user to be logged in to view form?

Add form to this page

Submit via AJAX (without page reload)?

Clear successfully completed form?

If this box is checked, Forms will clear the form values after it has been successfully submitted.

Edit these settings to your liking. Save! Then, click "Field Settings"

Navigation sidebar with menu items: Content, 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.



2. Opt-In Form

If you find yourself using certain form fields frequently, you can click the star symbol when you're editing the field to add it to the Favorite Fields section.

Opt-In Form

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

Favorite Fields

Template Fields

Textbox	Checkbox
List	Hidden Field
Submit	Anti-Spam
Honey Pot	Timed Submit
Textarea	Password
Star Rating	Calculation
Number	File Upload

Layout Elements

User Information

First Name	Last Name
Address 1	Address 2
City	State
Zip / Post Code	Country
Email	Phone

Save Field Settings

Email | Email

Submit | Submit


Add as many different fields as you want, but the two you *have* to have are “Email” and “Submit.”





2. Opt-In Form

If you find yourself using certain form fields frequently, you can click the star symbol when you're editing the field to add it to the Favorite Fields section.


Opt-In Form


 Email Marketing Notifications Form Preview

Favorite Fields 

Template Fields 

Textbox	Checkbox
List	Hidden Field
Submit	Anti-Spam
Honey Pot	Timed Submit
Textarea	Password
Star Rating	Calculation
Number	File Upload

Layout Elements 

User Information 

First Name	Last Name
Address 1	Address 2
City	State
Zip / Post Code	Country
Email	Phone

Save Field Settings

Email Email ▾

Submit Submit ▾

**Save. Then click
“Email Marketing”
tab next.**



2. Opt-In 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.

Opt-In Form

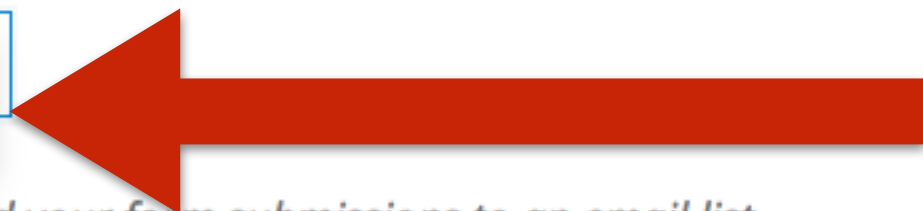
Form Settings Field Settings **Email Marketing**  Notifications Form Preview

Email Marketing Service

Select Email Marketing Provider

✓ No Service Selected
RainMail

Select your email marketing provider to add your form submissions to an email list



Choose your email provider. (Note: third-party email providers will show up here too.)

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

Save



2. Opt-In Form

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.

Opt-In Form

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

Email Marketing Service

Select Email Marketing Provider: RainMail

Select your email marketing provider to add your form submissions to an email list

Select RainMail List

- ✓ No List Selected
- Email Lists
 - 2016-17 Assembly Call Meetup
 - AC Die Hards
 - Assembly Call Donors (Recurring)
 - Assembly Call Free Member Email List
 - Assembly Call Past Donors (Non-Recurring)
 - Bracketology with Andy Bottoms
 - IU Gear Deal of the Week
 - IU Hoops Newsletter**
 - Test
 - Test List #2
- Autoresponders
 - Assembly Call Free Membership Welcome Sequence

Please click "Save" and then match the...

Save

Choose the email list or autoresponder that the submitted email address should be placed onto.



2. Opt-In Form

Select Email Marketing Provider

RainMail

Select your email marketing provider to add your form submissions to an email list

Select RainMail List

IU Hoops Newsletter

Select the email list users should be subscribed to.

Merge Settings

Email Address

- ✓ Select Field
- Email
- Submit

First Name

Select Field

Last Name

Select Field

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

Save

Next, set your merge settings. All fields in your form will show up as options here.

If you are asking for only the email address, you will only set the email address field.



2. Opt-In Form

Select Email Marketing Provider

Select your email marketing provider to add your form submissions to an email list

Select RainMail List

Select the email list users should be subscribed to.

Merge Settings

Email Address

- ✓ Select Field
- Email
- Submit

First Name

Last Name

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

Save.

Save





2. Opt-In Form

Forms

Opt-In Form

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

Then click the “Notifications” tab.

Notifications [+ Add New](#)

Bulk Actions ▾ | Apply | - View All Types ▾

<input type="checkbox"/>	Name	Type	Date Updated
--------------------------	------	------	--------------

No items found.

<input type="checkbox"/>	Name	Type	Date Updated
--------------------------	------	------	--------------

Bulk Actions ▾ | Apply


[m/admin/admin.php?page=ninia-forms&tab=notifications&form_id=41¬ification-action=new](#)




2. Opt-In Form

Forms

Opt-In Form

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

Notifications **+ Add New** 

Click "Add New"

Bulk Actions ▾ Apply - View All Types ▾

<input type="checkbox"/>	Name	Type	Date Updated
--------------------------	------	------	--------------

No items found.

<input type="checkbox"/>	Name	Type	Date Updated
--------------------------	------	------	--------------

Bulk Actions ▾ Apply

[m/admin/admin.php?page=ninia-forms&tab=notifications&form_id=41¬ification-action=new](#)



2. Opt-In Form

FORMS

Opt-In Form

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

New Notification [Back To List](#)

Notification Name

Type
 Redirect
 Success Message

Url

[Save](#)

You can choose:

- **An email notification (often for yourself or another admin)**
- **A redirect (often to a thank you page)**
- **Or a success message (for immediate display to your new subscriber).**



2. Opt-In Form

1 2 3 4 5

Opt-In Form

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

New Notification [Back To List](#)

Notification Name

Type

- Email
- Redirect
- Success Message

Url



Once you are satisfied with your notifications, save, and then your form is ready to go live!



2. Opt-In Form

For quick access to the shortcode, click Manage > Forms ...

The screenshot displays the Rainmaker Platform interface. At the top, a blue navigation bar contains the following options: '+ Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. The 'Manage' dropdown menu is open, listing various features: Comments, Forum Topics, Forum Replies, **Forms** (highlighted with a red arrow), Subscribers, Site Notices, Members, Affiliate Payments, A/B Testing, and Quizzes. Below the navigation bar, a card titled 'Opt-In Form' is visible. To the right of the 'Forms' menu item, a red arrow points to the text: 'For quick access to the shortcode, click Manage > Forms ...'. Below the navigation bar, there are several tabs: 'Form Setting', 'Email Marketing', 'Notifications' (with a green notification icon), and 'Form Preview'. The 'Notifications' tab is active, showing a notification form with the following fields:

- Notification Name: Thank you page redirect
- Type: Redirect
- Url: http://assemblycall.com/thank-you



2. Opt-In Form

Forms

[+ Add New Form](#)

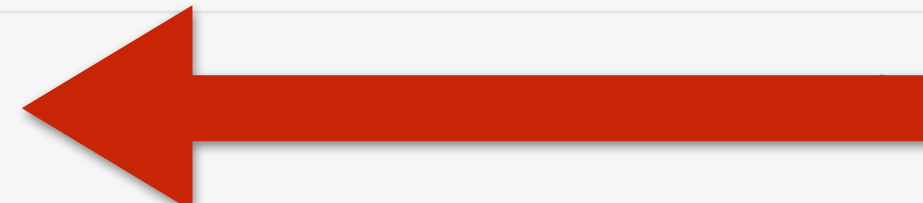
... locate your new form,
and copy the shortcode.

All (41)

Bulk Actions ▾ Apply 20 ▾ Forms Per Page Go

40 - 41 of 41 Forms << 3 of 3 >>

<input type="checkbox"/>	Form Title	Shortcode	Date Updated
<input type="checkbox"/>	Opt-In Form Edit Delete Duplicate Preview Form View Submissions	<code>[display_form id=41]</code>	3, 2017
<input type="checkbox"/>	Form Title	Shortcode	Date Updated





2. Opt-In Form

Add New Page [View All](#)

New Post

Add Media

Visual Text

b *i* [link](#) b-quote del ins img ul ol li code more close tags Copy HTML

[display_form id=41]



Then paste into any content area or post type that accepts shortcodes (which is most of them).



2. Opt-In Form

<p>A monthly archive of your site's Posts.</p>	<p>A calendar of your site's Posts.</p>
Categories	Custom Menu
<p>A list or dropdown of categories.</p>	<p>Add a custom menu to your sidebar.</p>
Featured Book	Featured Page
<p>Displays a single book with several customizable display options.</p>	<p>Displays featured page with thumbnails</p>
Featured Posts	Featured Tabs
<p>Displays featured posts with thumbnails</p>	<p>Displays featured posts in Tabs</p>
Forms Widget	Forum Login Widget
<p>Forms Widget</p>	<p>A simple login form with optional links to sign-up and lost password pages.</p>
Forum Search Form	Forums List
<p>The Rainmaker forum search form.</p>	<p>A list of forums with an option to set the parent.</p>
Forum Statistics	Forum Topic Views List
<p>Some statistics from your forum.</p>	<p>A list of registered optional topic views.</p>
LMS Navigation	Member Profile
<p>Display a list of LMS modules, courses</p>	<p>Display member profile block with</p>



Text
Recent Posts
Text
Front Page 1
Front Page 2
Front Page 3
Footer 1
Footer 2
Footer 3
After Entry
<p><i>Widgets in this content area will display after single entries.</i></p>
Recent Posts
Text: Connect & Subscribe
Text

You can also add the Forms Widget to any Content area.



2. Opt-In Form

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.
Forum Search Form The Rainmaker forum search form.	Forums List A list of forums with an option to set the parent.
Forum Statistics Some statistics from your forum.	Forum Topic Views List A list of registered optional topic views.
LMS Navigation Display a list of LMS modules, courses, and lessons.	Member Profile Displays member profile block with Gravatar
Opt in Form Displays subscribe form	Pages A list of your site's Pages.

Front Page 1

Front Page 2

Front Page 3

Footer 1

Footer 2

Footer 3

After Entry

Widgets in this content area will display after single entries.

Forms Widget

Display Title

- ✓ -- None
- 2016-17 AC Meetup
- Better Than Advertised Download Page Question
- Bracketology Updates from Andy Bottoms
- Contact
- Contact Us**
- Gear Ideas
- IU Pick 'em: Game 1
- IU Pick 'em: Game 1 (2016-17)

Then simply choose your form and click Save.



Where to Present the Opt-In



Where to Present the Opt-In

People won't take action they aren't asked to take (repeatedly)!



1. The Obvious Places



1. The Obvious Places

MAKER HACKS

[Home](#) [About Maker Hacks](#) [Maker Hacks Blog](#) [Members](#) [Resources](#) [Contact Maker Hacks](#)

IDEAS, NEWS AND TUTORIALS FOR MAKERS AND HACKERS

Arduino, Raspberry Pi, 3D Printing, laser engraving, robots, and more

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

For a limited time only - Get the full Robot Building & Programming course *absolutely free!*

Fields marked with a * are required.

First Name

Email *

SIGN UP

Hero area on homepage.



1. The Obvious Places

YOU ARE HERE: [HOME](#) / [HACKS](#) / EASY MODIFICATIONS OF DOWNLOADED STLs WITH SIMPLIFY 3D

Easy Modifications of Downloaded STLs with Simplify 3D

BEN EADIE

1 4 Tweet 1 0

Simplify 3D is a great slicer, but it can do more than just slice. While we are big fans of CAD software, if you just need to make simple dimension changes S3D has got you covered. Check out this video from Maker Ben!



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

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

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

Fields marked with a * are required.

First Name

Email *

SIGN UP

Sidebar on content pages



1. The Obvious Places

ABOUT CO

FILED UNDER: [6-BANNER SATURDAYS](#), [BLOG](#), [FEATURED](#)

After entry content area

Want to become a smarter Indiana basketball fan?

Start getting our weekly email newsletter today!

RECENT POSTS

- [3-Point Shot: Thoughts on Tom Crean's Image-Burnishing Farewell Tour \(Plus My Current Top 7\)](#) March 22, 2017
- [3-Point Shot: The Most Important Recruit, Dane Fife's Candidacy, and a Social Media Reminder](#) March 21, 2017
- [The Maddening Narrative That IU Fans are Unreasonable](#)



1. The Obvious Places



ABOUT CONTENT FORUMS MEMBERS SUPPORT SUBSCRIBE LIVE

**Inline on
content pages**

JEROD MORRIS / MARCH 23, 2017 (EDIT)

You should opt in!

Here is a basic opt-in form, posted inline with post content:

Email

SUBMIT

You probably want yours to look more elegant, but this page was slapped together quickly with our basic test form for purposes of demonstration. 😊

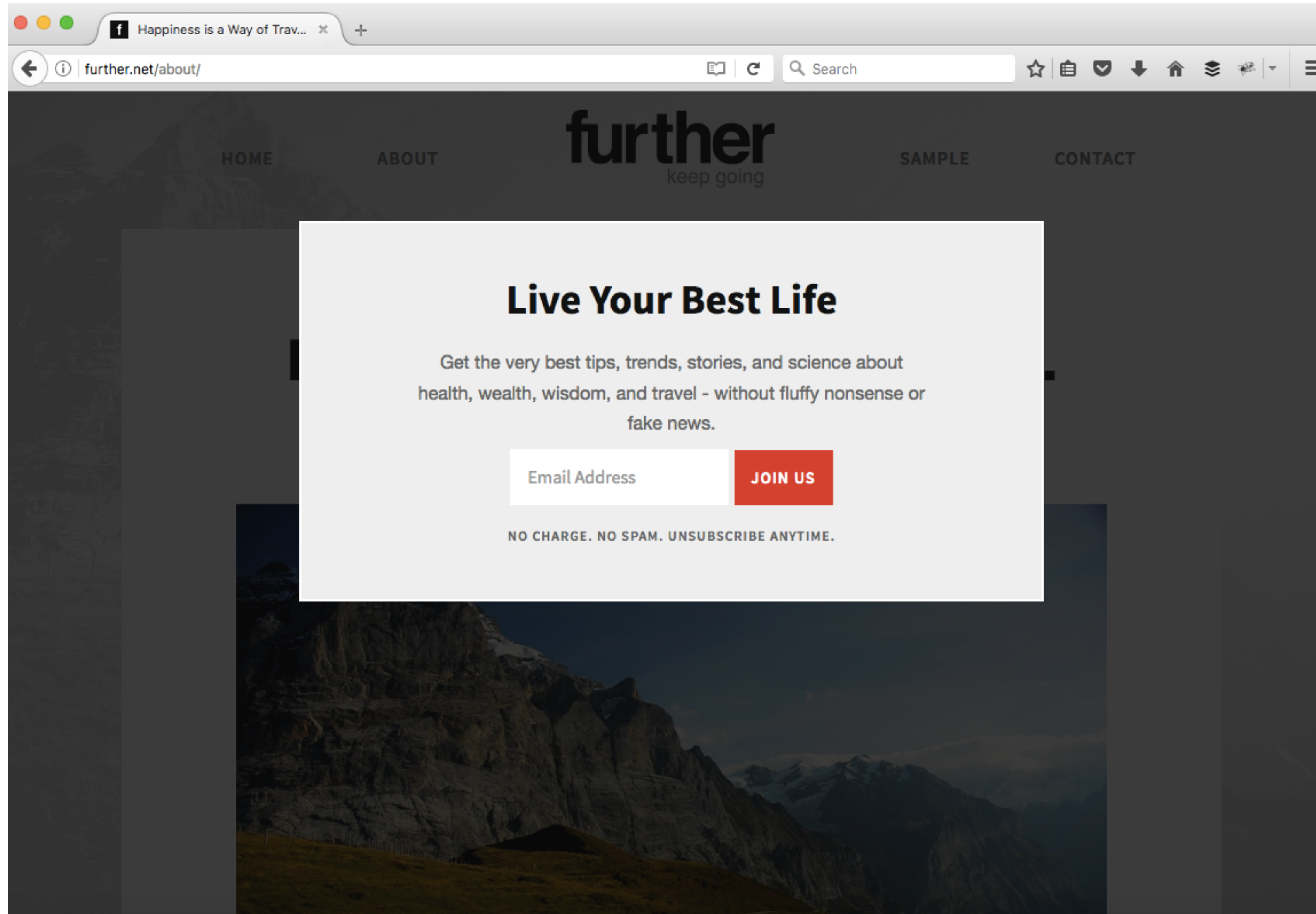
FILED UNDER: **UNCATEGORIZED**



2. Site Notice



2. Site Notice



From Brian Clark's site further.net, using Site Notice feature built into Rainmaker.



2. Site Notice

The screenshot displays the Rainmaker Platform dashboard interface. At the top, a blue navigation bar contains the following items: a menu icon, '+ Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. The 'Manage' menu is expanded, showing a list of options: Comments, Forum Topics, Forum Replies, Forms, Subscribers, Site Notices, Members, Affiliate Payments, A/B Testing, and Quizzes. A red arrow points to the 'Site Notices' option. The background shows a dashboard with a 'Dashb' header and several data cards: 'RainMail Subscr...', 'Podcast Downlo...', 'A/B Tests', and 'Right Now in Fo...'. A vertical sidebar on the left contains various icons for navigation.



2. Site Notice

Site Notices

+ Add New



All (5) | Published (1) | Drafts (4)

Search Site Notices

Bulk Actions Apply All dates Filter

5 items

<input type="checkbox"/>	Title	Date	ID
<input type="checkbox"/>	Enjoy a better IU fan experience Edit Quick Edit Trash	2016/08/21 Published	15497
<input type="checkbox"/>	Activate Your Free Assembly Call Membership Today! - Draft	2016/08/16 Last Modified	14488
<input type="checkbox"/>	Email Subscription Pop-up - Draft	2016/04/07 Last Modified	10500
<input type="checkbox"/>	Test Notice - Draft	2016/01/21 Last Modified	8382
<input type="checkbox"/>	Subscribe to Deal of the Day - Draft	2015/11/14 Last Modified	6754
<input type="checkbox"/>	Title	Date	ID

Bulk Actions Apply

5 items

Add a new Site Notice or edit an existing one.



2. Site Notice

Edit Site Notice

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

Enjoy a better IU fan experience

[Content](#)[Popup Settings](#)[Design Settings](#)[Display Settings](#)[Add Media](#)[Visual](#)[Text](#)

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

```
Join our global, growing community of IU fans here at The Assembly Call and get <strong>all</strong> of our members-only content <em>absolutely free.</em>
<blockquote>Loyal Hoosier basketball lovers need a place where they can surround themselves with likeminded fans for intelligent post-game wrap-up. That place is The Assembly Call. -- Jared Weyerbacher (IU, '08)</blockquote>
<table>
<tbody>
<tr>
<td><center><a class="button" href="http://assemblycall.com/go/join/" target="_blank">Yes, tell me more about my free membership</a><center>
</center></center></td>
<td><center><a href="http://assemblycall.com/go/subscribe/" target="_blank">I'll just subscribe to the email newsletter instead</a></center></td>
</tr>
</tbody>
</table>
<blockquote>I truly enjoy the intelligent analysis and thought that goes into the content on the page, and the post game shows. -- Pam Hegner (IU, '95)</blockquote>
```

Word count: 90

Last edited by Jerod Morris on March 23, 2017 at 10:11 AM

Create your content, just like you would with any blog post.



2. Site Notice

Edit Site Notice

+ Add New

View All

Enjoy a better IU fan experience

Content

Popup Settings

Design Settings

Display Settings

Add Media

Visual

Text

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

Join our global, growing community of IU fans here at The Assembly Call and get **all** of our members-only content *absolutely free.*

Loyal Hoosier basketball lovers need a place where they can surround themselves with likeminded fans for intelligent post-game wrap-up. That place is The Assembly Call. -- Jared Weyerbacher (IU, '08)

Yes, tell me more about my free membership	I'll just subscribe to the email newsletter instead
---	---

I truly enjoy the intelligent analysis and thought that goes into the content on the page, and the post game shows. -- Pam Hegner (IU, '95)

Consider adding style to your Site Notice with blockquotes, buttons, etc.

Word count: 90

Last edited by Jerod Morris on March 23, 2017 at 10:11 AM



2. Site Notice

Edit Site Notice

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Enjoy a better IU fan experience

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Last edited by Jerod Morris on March 23, 2017 at 10:11 AM

Note: If you want your form to appear inline, add the shortcode anywhere within the content.



2. Site Notice

Edit Site Notice

+ Add New

View All

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Last edited by Jerod Morris on March 23, 2017 at 10:11 AM

Note: If you want your form to appear inline, add the shortcode anywhere within the content.

(In this example, I'm using a button link to my "Join" page so I can make the case for membership without cluttering up the Site Notice.)



2. Site Notice

Enjoy a better IU fan experience

Content **Popup Settings** Design Settings Display Settings

Enable popup?

Display when? On Load On Scroll

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

Next, edit the Popup Settings.

(For more information on what each setting means, search “Notices” in the Knowledge Base)



2. Site Notice

Edit Site Notice

+ Add New

View All

Enjoy a better IU fan experience

Content

Popup Settings

Design Settings

Display Settings

Box Background Color

Box Border Color

Box Border Width *Add width in px like "1px." Type "0px" for no border.*

Box Width *Add width in px like "1140px."*

Main Heading Color

Text Color

Close Icon Color

Close Icon Hover Color

Next, edit the Design Settings. As you can see, you have a lot of flexibility with style of the Site Notice box.



2. Site Notice

Edit Site Notice

+ Add New

View All

Enjoy a better IU fan experience

- Content
- Popup Settings
- Design Settings
- Display Settings

Which types of content should this notice show on?

- Entire Site
- Front Page
- Archives
- Posts
- Pages
- Portfolio Items
- Library
- Forums
- LMS Items
- Podcast Episodes

Next, determine which content types this Site Notice should appear on.




2. Site Notice

Content Popup Settings Design Settings **Display Settings**

Which types of content should this notice show on?

- Entire Site
- Front Page
- Archives
- Posts
- Pages
- Portfolio Items
- Library
- Forums
- LMS Items
- Podcast Episodes




Status: Published [Edit](#)

Visibility: Public [Edit](#)

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

[Move to Trash](#)

Update

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 Drip Delay



Finally, determine what member groups should or shouldn't see this Site Notice.




2. Site Notice

Content Popup Settings Design Settings **Display Settings**

Which types of content should this notice show on?

- Entire Site
- Front Page
- Archives
- Posts
- Pages
- Portfolio Items
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- Forums
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Finally, determine what member groups should or shouldn't see this Site Notice.

This is one of the best features about Site Notices!



2. Site Notice

Content Popup Settings Design Settings **Display Settings**

Which types of content should this notice show on?

- Entire Site
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Set Drip Delay

Status: Published [Edit](#)

Visibility: Public [Edit](#)

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

[Move to Trash](#)

Update

For example, I don't want logged-in members to see this Site Notice because it promotes the membership they already have.




2. Site Notice

Content Popup Settings Design Settings **Display Settings**

Which types of content should this notice show on?

- Entire Site
- Front Page
- Archives
- Posts
- Pages
- Portfolio Items
- Library
- Forums
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- Books
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- Test Course

Set Drip Delay



Hit “Publish” like you would a normal blog post to make the Site Notice live (or “Update” after you make changes).



2. Site Notice

Content Popup Settings Design Settings **Display Settings**

Which types of content should this notice show on?

- Entire Site
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- Archives
- Posts
- Pages
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Site Notice Details:

- Status: Published [Edit](#)
- Visibility: Public [Edit](#)
- Published on: Aug 21, 2016 @ 23:46 [Edit](#)
- [Move to Trash](#)
- Update**

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Set Drip Delay

[Edit](#)

You can always change its status to “Draft” here.



2. Site Notice

The screenshot shows a web browser window with the URL assemblycall.com. The page features a dark header with the logo 'The Assembly Call' and navigation links: ABOUT, CONTENT, FORUMS, MEMBERS, SUPPORT, SUBSCRIBE, and LIVE. Below the header, there are buttons for 'LIVE POSTGAME SHOW' and 'JOIN'. A large white notice box is overlaid on the page, containing the following text:

Enjoy a better IU fan experience

Join our global, growing community of IU fans here at The Assembly Call and get **all** of our members-only content *absolutely free*.

“ Loyal Hoosier basketball lovers need a place where they can surround themselves with likeminded fans for intelligent post-game wrap-up. That place is The Assembly Call. -- Jared Weyerbacher (IU, '08)

[YES, TELL ME MORE ABOUT MY FREE MEMBERSHIP](#) [I'll just subscribe to the email newsletter instead](#)

“ I truly enjoy the intelligent analysis and thought that goes into the content on the page, and the post game shows. -- Pam Hegner (IU, '95)

Below the notice, there are two audio player thumbnails. The first shows '61 episodes' and '56 hours, 46 minutes' with a play button and the title 'Radio Show: Tom Crean Fired ... What'...'. The second shows '19 episodes' and '19 hours, 18 minutes' with a play button and the title '019: Chris Dobbertean, Dave Ommen,...'.



2. Site Notice

The screenshot shows a browser window with the URL assemblycall.com. The website header includes navigation links: ABOUT, CONTENT, FORUMS, MEMBERS, SUPPORT, SUBSCRIBE, and LIVE. A prominent pop-up notice is displayed, titled "Enjoy a better IU fan experience". The notice text reads: "Join our global, growing community of IU fans here at The Assembly Call and get **all** of our members-only content *absolutely free*." Below this is a testimonial: "“ Loyal Hoosier basketball lovers need a place where they can surround themselves with likeminded fans for intelligent post-game wrap-up. That place is The Assembly Call. -- Jared Weyerbacher (IU, '08)”. At the bottom of the pop-up are two options: a red button labeled "YES, TELL ME MORE ABOUT MY FREE MEMBERSHIP" and a link labeled "I'll just subscribe to the email newsletter instead". A second testimonial is at the bottom: "“ I truly enjoy the intelligent analysis and thought that goes into the content on the page, and the post game shows. -- Pam Hegner (IU, '95)”. The background of the website shows a grid of audio content with episode counts and durations.

Best practice: Offer your preferred option, plus an acceptable step-down option. (Hitting the “x” to close the pop-up is always a third option.) Focus the eye on the preferred option.



3. Adaptive Opt-In



CONNECT & SUBSCRIBE



Indulge your love for your Indiana Hoosiers

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

By [activating your free membership to The Assembly Call](#), you get:

- Our renowned postgame analysis emails
- Our weekly 6-Banner Saturday news roundups
- Access to our members-only postgame chat
- Access to our IU Hoops Halftime Report
- Access to our lively, moderated discussion forum
- Access to our 50 Greatest Hoosiers of All Time content library

“Loyal Hoosier basketball lovers need a place where they can surround themselves with likeminded fans for intelligent post-game wrap-up. That place is The Assembly Call. -- Jared Weyerbacher (IU, '08)

JOIN FOR FREE NOW!

“I truly enjoy the intelligent analysis and thought that goes into the content on the page, and the post game shows. -- Pam Hegner (IU, '95)

3. Adaptive Opt-In

This is an after-entry widget, viewed as a non-logged in user. It promotes our free membership.



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JOIN FOR FREE NOW!

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3. Adaptive Opt-In

I could add an opt-in form directly to this widget, but I have seen great success sending people directly to the free membership landing page.



3. Adaptive Opt-In

This is the same after-entry widget, but viewed as a logged-in user. It thanks the visitor for being a free member and provides two ways to support the show.

The screenshot shows the top navigation of 'The Assembly Call' website with links for ABOUT, CONTENT, FORUMS, MEMBERS, SUPPORT, and SUBSCRIBE. Below the navigation is a 'CONNECT & SUBSCRIBE' section featuring icons for Facebook, Twitter, YouTube, SoundCloud, and a share icon. A personalized message follows, addressed to 'Hey Jerod,' thanking him for being a member. The message explains that the show is an independent production and relies on audience support. It includes a link to discover support options and offers a recurring monthly donation via PayPal, specifically the 'Oladipo Option' for \$4.00 USD. A 'Donate' button and payment method icons (MasterCard, Visa, PayPal, etc.) are visible at the bottom of the widget.



3. Adaptive Opt-In

**Let's see how easy
this is to create ...**



3. Adaptive Opt-In

Go to Design > Content Areas and use a text widget.

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After Entry

Widgets in this content area will display after single entries.

Recent Posts

Text: Connect & Subscribe

Text

Title:

Content:

```
[show_to accesslevel="free"]<div style="background-color:#efefef; padding:15px;">
<h3>Hey [member_first_name],</h3> Thank you for being a member of The
Assembly Call! We hope you enjoyed this post.

The Assembly Call is an independent production. In addition to our sponsors, we
rely on the support of audience members like you to cover our costs and keep the
site growing while maintaining a distraction-free and user-focused design.

<a href="http://assemblycall.com/support" target="_blank">Click here</a> to
discover a variety of ways you can support the show.

Or right now you can set up a small, recurring monthly donation via PayPal. Choose
the most popular donation amount, the Oladipo Option, and for about the price of
a latte you can make a <em>huge</em> difference for us.

<form action="https://www.paypal.com/cgi-bin/webscr" method="post"
target="_top"><input type="hidden" name="cmd" value="_xclick-subscriptions">
<input type="hidden" name="business" value="SN9ACA5T69G7W"><input
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Automatically add paragraphs

Delete | Close

Save



3. Adaptive Opt-In

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Automatically add paragraphs

Delete | Close

Save

You will use a **shortcode to “show” content to a specific member group, and then “hide” other content from that same member group.**



3. Adaptive Opt-In

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<input type="hidden" name="business" value="SN9ACA5T69G7W"><input
```

Automatically add paragraphs

Delete | Close

Save



In this case, I am showing the messaging intended for members to accesslevel="free", which is our free member group.



3. Adaptive Opt-In

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After Entry

Widgets in this content area will display after single entries.

- Recent Posts
- Text: Connect & Subscribe

Text

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Content:

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type="hidden" name="option_frequency1" value="1"><input type="hidden" name="option_select2" value="Isiah-Yogi Option"><input type="hidden" name="option_amount2" value="11.00"><input type="hidden" name="option_period2" value="M"><input type="hidden" name="option_frequency2" value="1"><input type="hidden" name="option_index" value="0"><br><br><input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_donateCC_LG.gif" style="width:200px;" style="height:64px;" border="0" name="submit" alt="PayPal - The safer, easier way to pay online!"></center></form></div>[/show_to] [hide_from accesslevel="free"] <div style="background-color:#efefef; padding:15px;"><h3>Indulge your love for your Indiana Hoosiers</h3> Join our growing, global community of passionate, supportive IU fans. By <a href="http://assemblycall.com/join">activating your free membership to The Assembly Call</a>, you get:
```

Automatically add paragraphs

Delete | Close

Save



Scroll down in the widget and you will see where the [show_to] shortcode ends and the [hide_from] shortcode begins.



3. Adaptive Opt-In

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```

Automatically add paragraphs

Delete | Close

Save



As you can see, I am hiding content from the same member group (accesslevel="free"). This is the CTA for the free membership landing page.



3. Adaptive Opt-In

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```

Automatically add paragraphs

Delete | Close

Save

People who are already members have no reason to see this messaging. By setting it up this way, no one can see both messages, and the page will adapt to the needs of the user.



3. Adaptive Opt-In



CONNECT & SUBSCRIBE



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- Our weekly 6-Banner Saturday news roundups
- Access to our members-only postgame chat
- Access to our IU Hoops Halftime Report
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“Loyal Hoosier basketball lovers need a place where they can surround themselves with likeminded fans for intelligent post-game wrap-up. That place is The Assembly Call. -- Jared Weyerbacher (IU, '08)

JOIN FOR FREE NOW!

“I truly enjoy the intelligent analysis and thought that goes into the content on the page, and the post game shows. -- Pam Hegner (IU, '95)

What experience is most useful for your visitors?



CONNECT & SUBSCRIBE



Hey Jerod,

Thank you for being a member of The Assembly Call! We hope you enjoyed this post.

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[Click here](#) to discover a variety of ways you can support the show.

Or right now you can set up a small, recurring monthly donation via PayPal. Choose the most popular donation amount, the Oladipo Option, and for about the price of a latte you can make a huge difference for us.

Oladipo Option : \$4.00 USD - monthly





3. Adaptive Opt-In



CONNECT & SUBSCRIBE



Indulge your love for your Indiana Hoosiers

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

By [activating your free membership to The Assembly Call](#), you get:

- Our renowned postgame analysis emails
- Our weekly 6-Banner Saturday news roundups
- Access to our members-only postgame chat
- Access to our IU Hoops Halftime Report
- Access to our lively, moderated discussion forum
- Access to our 50 Greatest Hoosiers of All Time content library

“Loyal Hoosier basketball lovers need a place where they can surround themselves with likeminded fans for intelligent post-game wrap-up. That place is The Assembly Call. -- Jared Weyerbacher (IU, '08)

[JOIN FOR FREE NOW!](#)

“I truly enjoy the intelligent analysis and thought that goes into the content on the page, and the post game shows. -- Pam Hegner (IU, '95)

What experience is most useful for your visitors?

Adaptive opt-ins allow you to deliver it.



CONNECT & SUBSCRIBE



Hey Jerod,

Thank you for being a member of The Assembly Call! We hope you enjoyed this post.

The Assembly Call is an independent production. In addition to our sponsors, we rely on the support of audience members like you to cover our costs and keep the site growing while maintaining a distraction-free and user-focused design.

[Click here](#) to discover a variety of ways you can support the show.

Or right now you can set up a small, recurring monthly donation via PayPal. Choose the most popular donation amount, the Oladipo Option, and for about the price of a latte you can make a huge difference for us.

Oladipo Option : \$4.00 USD - monthly





How to Create a Powerful Opt-In Incentive



How to Create a Powerful Opt-In Incentive

Make it compelling enough to cut through the noise and drive action!



CREATE A COMPELLING INCENTIVE





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 contains a 'TOOLS' section with the following items: Setup Wizards, Products, Coupons, Orders, Member Groups, Members, **Download Manager** (highlighted with a red arrow), and A/B Tests. Below the tools is a 'MARKETING AUTOMATION TOOLS' section with 'Formulas'. The right side of the interface shows a 'Dashboard' with two dropdown menus: 'A/B Tests' and 'Right Now in Forums'.



Step 2: Upload Your File



Step 2: Upload Your File

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.

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

Member Groups

All Groups **Most Used**

free

[+ Add New Member Group](#)

Give your download file a descriptive name.

Decide what member groups will have access to it.



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'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

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

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 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

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

If you make this a members-only page, or wrap it in [show_to] or [hide_from] shortcodes, this becomes an opt-in incentive.



Step 3: Insert Into Any Page on Your Site

If you make this a members-only page, or wrap it in [show_to] or [hide_from] shortcodes, this becomes an opt-in incentive.

You could also deliver it via Autoresponder, which they only get by opting in.

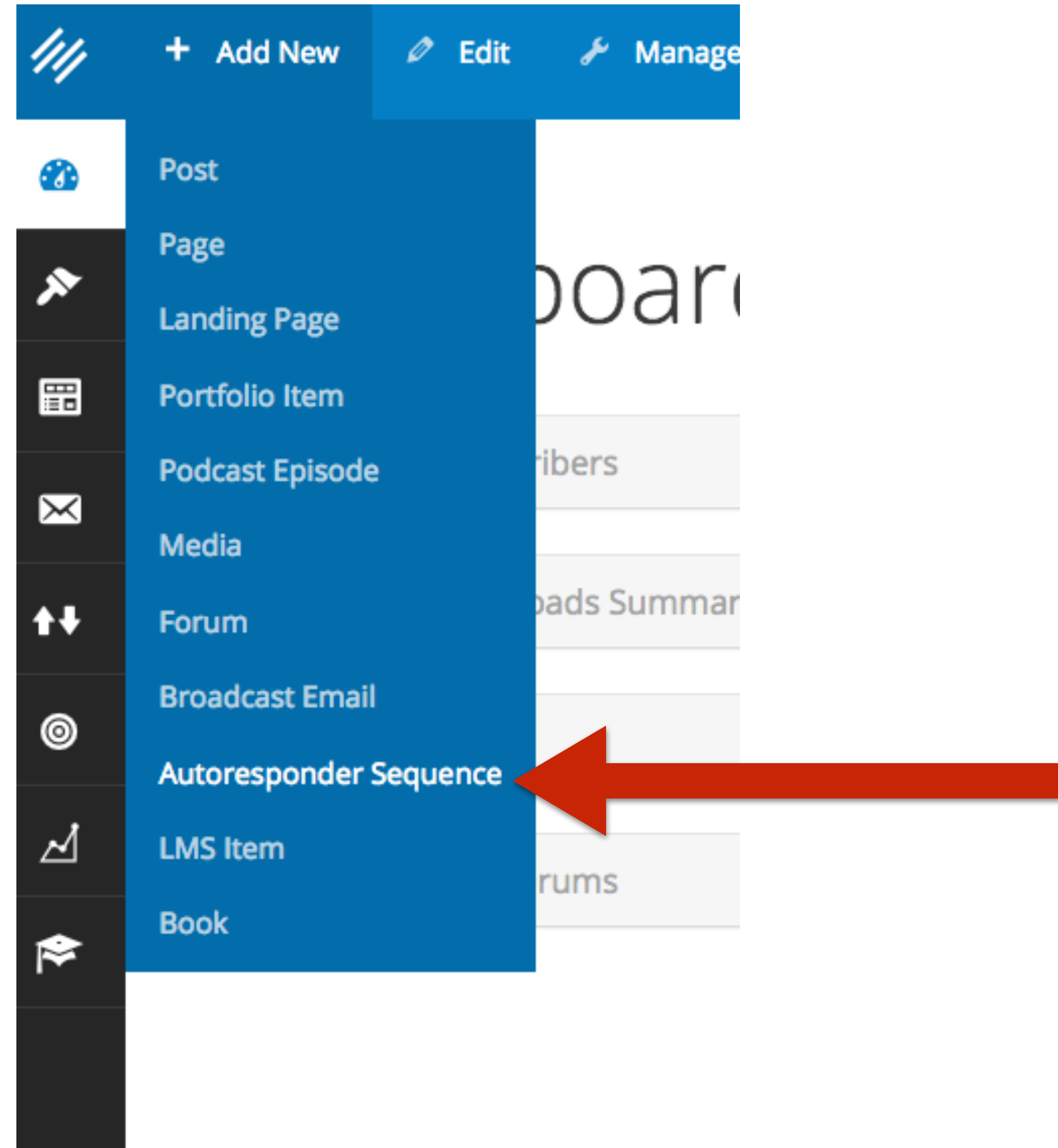


Long Term Attention = Autoresponders





Add an Autoresponder Sequence





Add an Autoresponder Sequence

Add New Sequence [View All](#)

Blank

Start from scratch and build exactly the autoresponder you have in mind.

Get Started

Course

Start with a series of emails designed specifically for course-based autoresponder sequences.

Use This Sequence

Sales

Start with a series of emails designed specifically for sales-based autoresponder sequences.

Use This Sequence

Newsletter with Offer

Start with a series of emails designed specifically for a newsletter sequence that leads to an offer.

Use This Sequence

**Choose your preferred
template sequence.**



Webinars

- Must register
- Get email addresses
- Tagging opportunities
- Engagement + Interaction
- Anticipation and excitement

GoToWebinar (Beta)

Enable GoToWebinar Module

Want to get more registrations for your GoToWebinar events? Enabling this feature will allow you to integrate GoToWebinar registration forms with native Rainmaker features like Landing Pages, Product Editor, Conversion Assistant, Forms, and Marketing Automation. To use, activate this Labs feature and then connect your Rainmaker site to your GoToWebinar account in Settings > Content.

GoToWebinar Integration

Authenticate

[Link GoToWebinar Account](#)



Webinars

The screenshot shows a modal dialog box titled "Add Webinar Registration" with a close button (X) in the top right corner. The dialog is overlaid on a blurred background of a web editor interface. The form contains the following fields and options:

- Select webinar:** A dropdown menu with the selected option "Another Test Webinar".
- Button Text:** A text input field containing "Register Now". Below the field is the text "Leave blank for default".
- Auto register? (No button click):** A checkbox that is currently unchecked.
- Redirect to thank you page?:** A checkbox that is currently unchecked.

At the bottom of the dialog is a blue button labeled "Insert Registration Form".



Coming up ...



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

Thursday, March 30 at 1:00 p.m. Eastern Time



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

Thursday, March 30 at 1:00 p.m. Eastern Time

How to Use Rainmaker to Get More Traffic, Visibility, and Sales

Thursday, April 4 at TBA



Questions?



 RAINMAKER PLATFORM