

Set the World on Fire

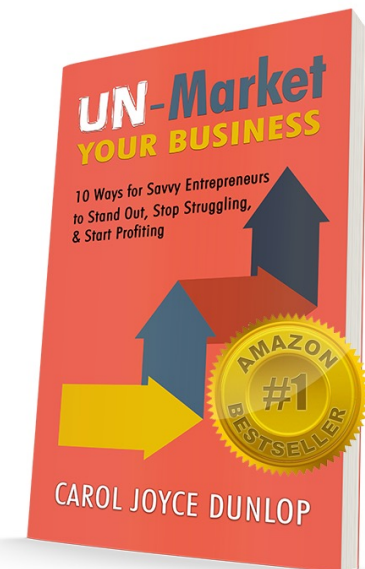


Now that you have your blog up and running, You need to let people know it exists!

csicorporation.com/4pillars



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Set the World on Fiyah

- ✓ Last Week's Assignment
- ✓ 4 Pillars Webinar series
- ✓ Tweaking Your Hub
- ✓ Email Marketing
- ✓ Automation
- ✓ Week 8 Assignment



Tweaking Your Hub

- ✓ Regular Maintenance
- ✓ Themes
- ✓ Plugins
- ✓ Weekly site visit



When you send an email, what does your audience do?

- Ignore it?
- Open it and do nothing else?
- Click a link?
- Purchase or follow other instructions?



Successful marketing is about
putting the right message in
front of the right person at
the right time -Dan

Kennedy #success

#SayQuotable



Know → Like → Trust → Buy



Email Marketing
is part of your
sales system



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Know → Like → Trust → Buy

Email Marketing


- **6x** more likely to get a click-through
- **40X** more effective in getting new customers
- More likely to share your content



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Nurture Your Audience

nur·ture

/ˈnərCHər/ 

verb

gerund or present participle: **nurturing**

care for and encourage the growth or development of.

"Jarrett was nurtured by his parents in a close-knit family"

synonyms: bring up, care for, take care of, look after, **tend**, rear, raise, support, foster; [More](#)

- help or encourage the development of.
"my father nurtured my love of art"
- cherish (a hope, belief, or ambition).
"for a long time she had nurtured the dream of buying a shop"



- SIGN UP
- RECEIVE MAILINGS
- DECISION
- BOOM!



Automation Options

Option categories

← All Options > Actions

- Has clicked on a link
- Has not clicked on a link
- Has opened
- Has not opened
- Has shared socially
- Has forwarded
- Has not forwarded
- Has replied
- Has not replied
- In list
- Not in list
- Subscribed with subscription form

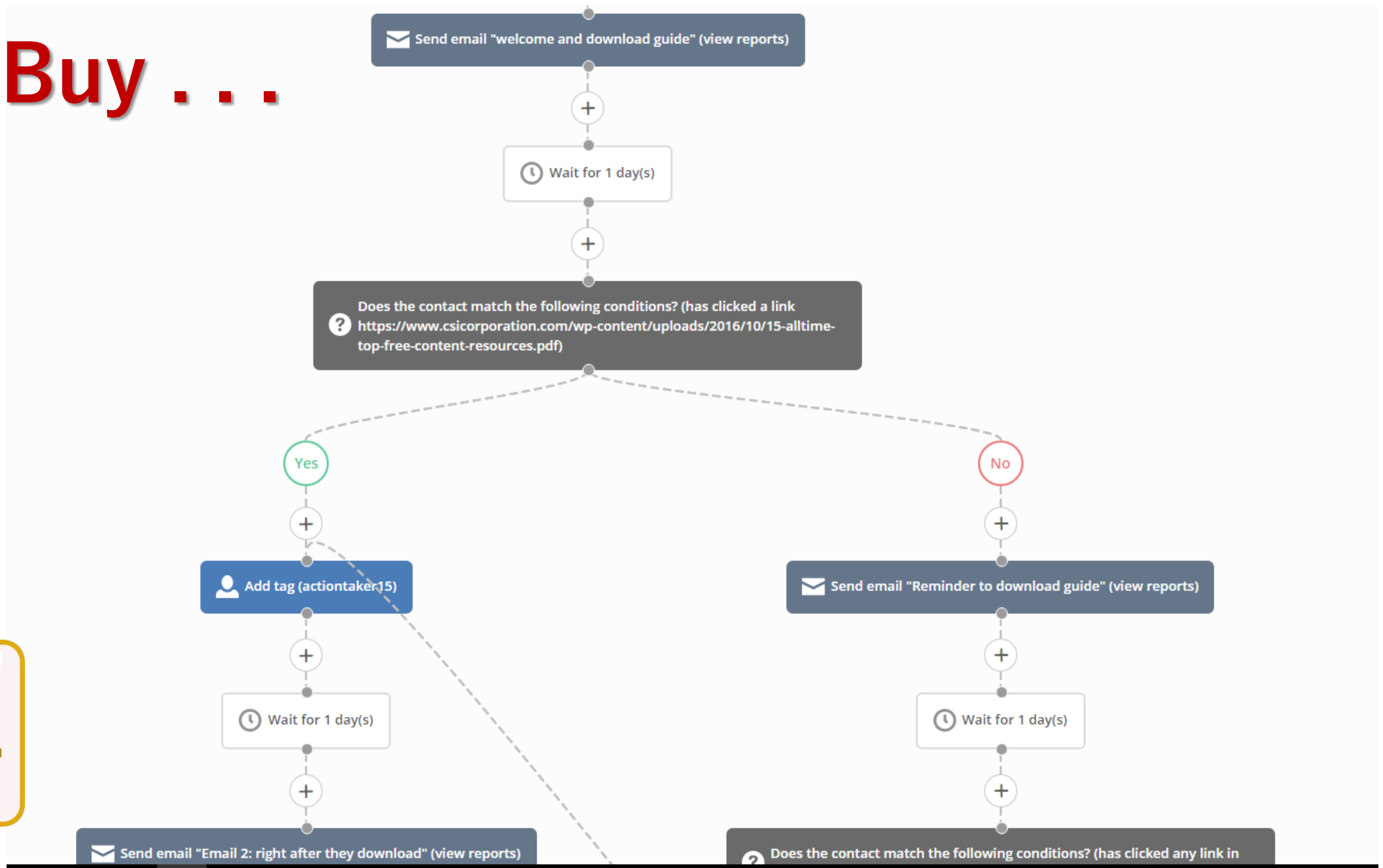
Option categories

- Did not subscribe with subscription form
- Submitted form
- Did not submit form
- Achieved goal
- Has not achieved goal
- Skipped goal
- Waiting on goal
- Has entered automation
- Has not entered automation
- Has ended automation
- Has not ended automation
- Currently in automation
- Not currently in automation



- Not currently in automation
- Read site message
- Has not read site message
- Sent site message
- Has not been sent site message

I Will Buy . . .

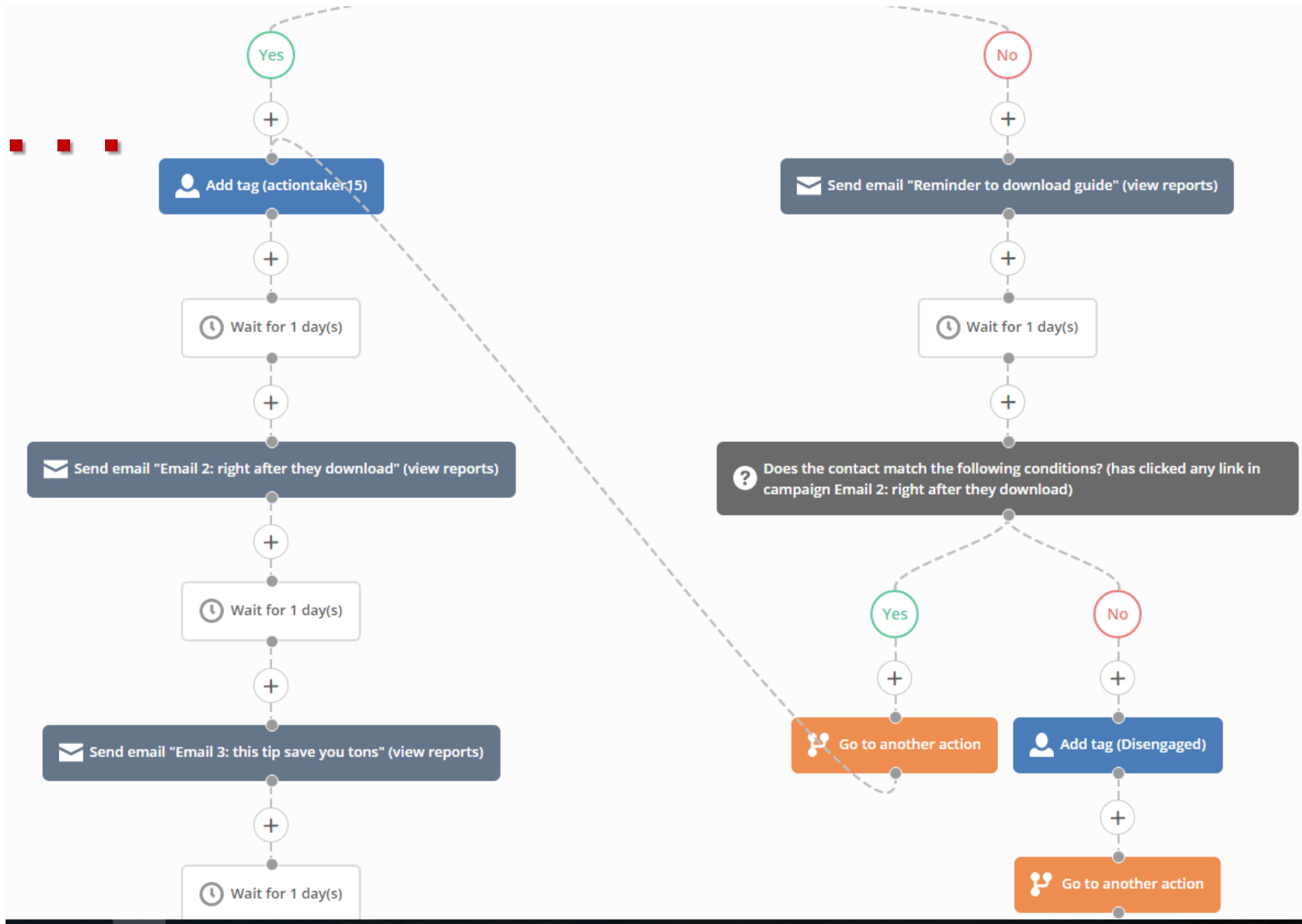


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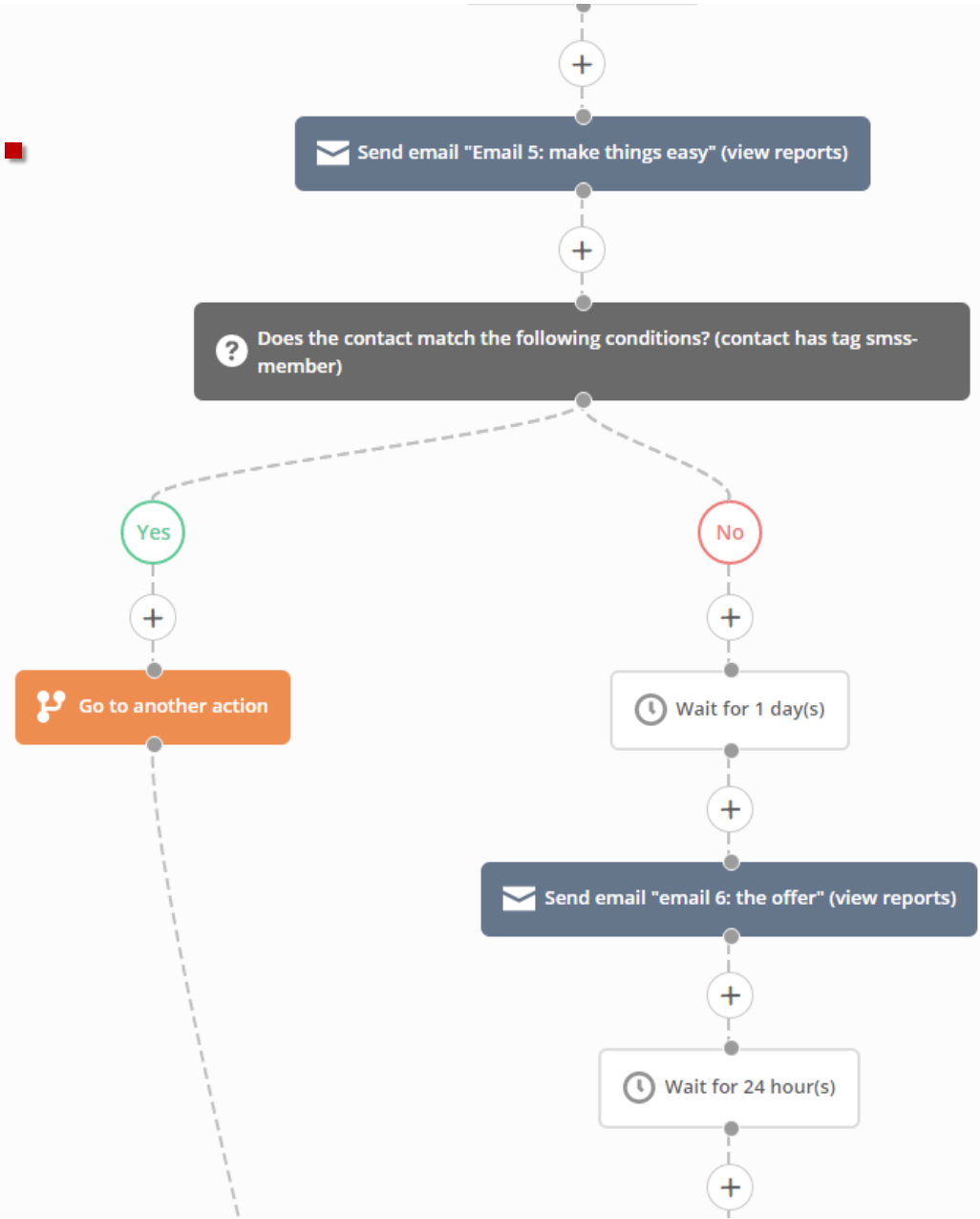
I Will Buy . . .



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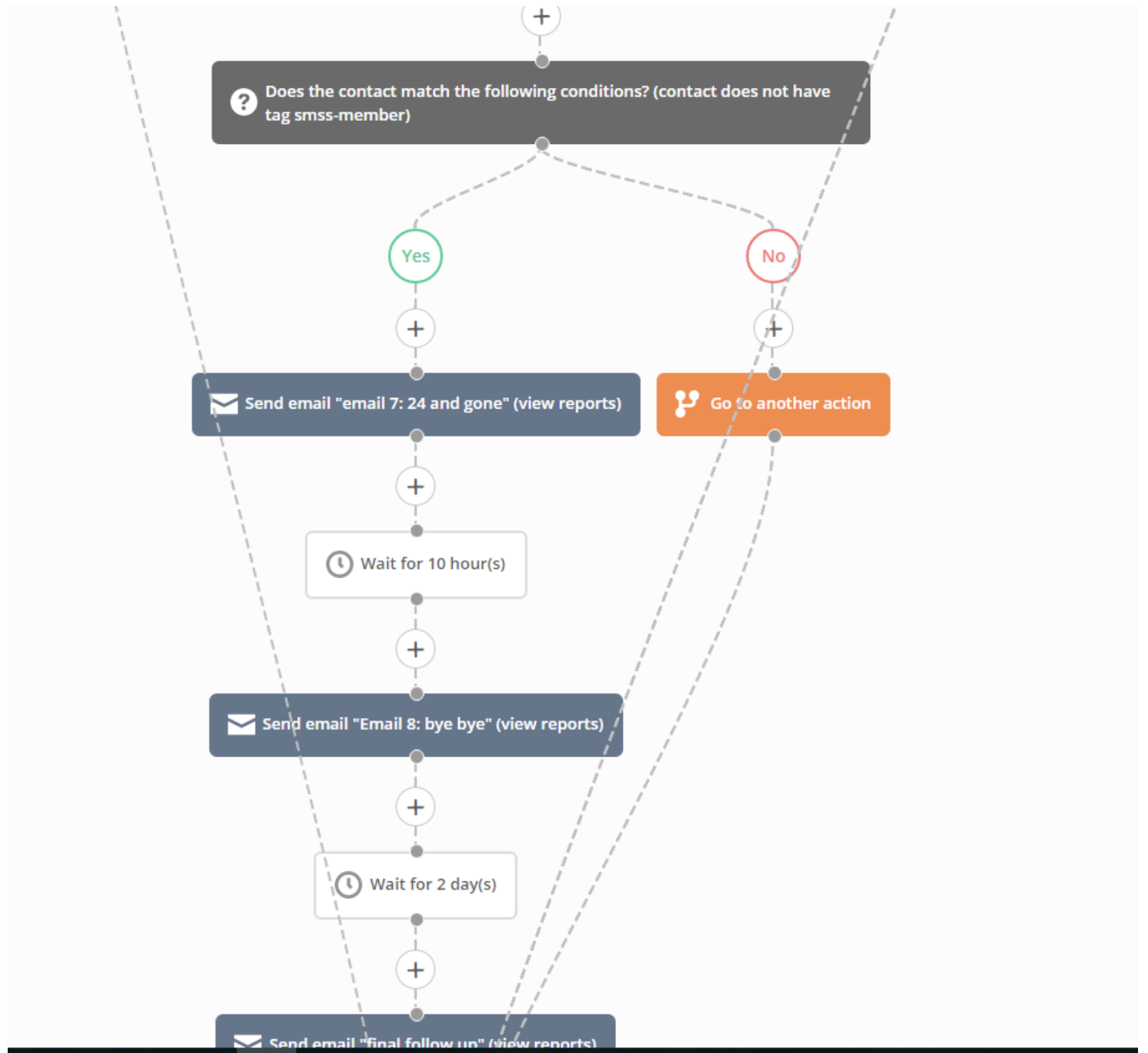
I Will Buy . . .



I Will Buy . . .



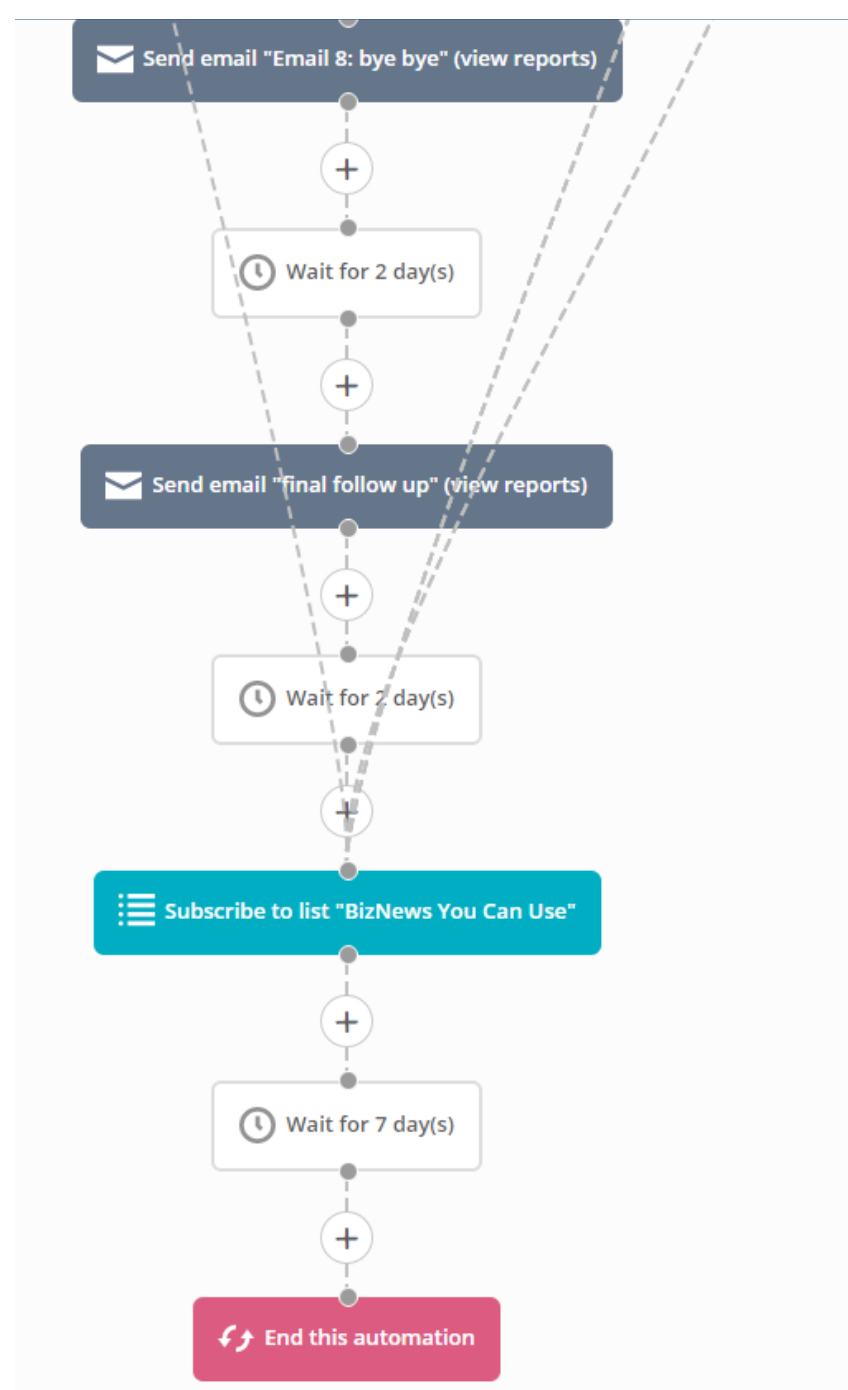
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I Will Buy . . .



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Fiyah-starting Platforms

- ✓ Quora.com – ask questions, get answers
- ✓ Medium – to repost your blog posts
- ✓ HARO – be part of the story
- ✓ IFTTT – automate a LOT of functions
- ✓ Zapier – another automation tool



Content Upgrades

What is a Content Upgrade?

A content upgrade is a lead magnet (or opt-in bribe) created **specifically for a particular blog post** or page.

- ✓ PDF of the post
- ✓ Cheat sheet or check list
- ✓ Master list of resources
- ✓ Use Alexa to create an audio of the post
- ✓ Transcribe your podcast episodes
- ✓ Quick start guide
- ✓ Challenge, contest, or Give-Away
- ✓ Template



Homework



✓ Create your promotion strategy

1. Social media graphics
2. Content upgrades
3. Email schedule
4. Contest or challenge
5. Facebook groups
6. How will you utilize the other platforms