RABELL
CREATIVE

Running a WordPress Agency

BY LAURA RABELL, CHIEF CREATIVITY OFFICER

Get the Slides!
laurarabell.com/slides

How Running a WordPress Design Agency Allowed Me to Follow My Dreams of Becoming a Musician

laurarabell.com/tweet

Photo by Mike Mayhue

About Rabell Creative

Founders:

- Laura Rabell – Chief Creativity Officer (that's me!)

- E.J. Rabell, Jr. – Chief Financial Officer

What We Do:

WordPress web design & digital marketing

The 4-Hour Workweek

ESCAPE 9–5, LIVE ANYWHERE, AND JOIN THE NEW RICH

EXPANDED AND UPDATED

TIMOTHY FERRISS

Laying the Foundation

- Google Domains – Domain Name $15/year

- G Suite Basic (email) – $5/mo/user

- Microsoft Office Personal – $7/mo
  (Includes unlimited OneDrive file storage)

- Wave – Free Accounting Software w/Invoice Features

- HubSpot – Free CRM (& email templates!)

- MailChimp – Free Email Mailing List Software

- LastPass – Password Management (must have!)

- Adobe Creative Cloud - $50/month

How to Get Clients

- Social Media (existing friends, family, contacts)

- Build your portfolio

- Do Good Work

- Under-promise & over-deliver

- Actually care about people (be a good listener)

- Solve their problems

- Encourage "do it yourself-ers"… you are looking for clients who are busy & see the value in hiring an expert

- Too much spam in the industry
- Focus on centers of influence
- Add value
- Cultivate a reputation for doing what you say you're gonna do

WordPress *Process*

Find a process that works for you and stick to it!

- SiteGround Hosting, $4 - $35/mo

- Genesis + StudioPress Pro Plus Package - $499

- Beaver Builder Pro Plugin - $200/year
  - with the Genesis Dambuster plugin

WordPress Time Savers

- **Never do anything without a recent backup**
  - Backup your backups
  - Daily backups? Great! But you also don't want to lose all of the work you just did today.
- One-Click vs. Manual Installation
- Zip your favorite plugins and upload <u>once</u> to FTP
- Import Theme Demo Data
- Widget Importer & Exporter

Favorite Plugins

- SG Optimizer (SiteGround)

- Yoast SEO or All-in-One-SEO Pack

- Genesis Simple Edits (and all the Genesis plugins)

- Genesis Dambuster

- Pods - Custom Content Types and Fields

- Simple Social Icons

- Simple 301 Redirects

Favorite Plugins

- WPForms (free)

- Gravity Forms (premium)

- Use Any Font (or use Font Squirrel webfont generator)

- Event Calendar (by Modern Tribe or Time.ly)

- Calls to Action: SumoMe or OptinMonster

- Better Search Replace

- Page Links To

Favorite Plugins

- AMR Shortcode Any Widget

- Coming Soon

- Widget Importer and Exporter

- WD Instagram Feed

- WooCommerce

First Client Meeting & Getting Started

- You are running the meeting

- Prepare a meeting agenda (use a template)

- Give client a checklist (another template!) of what items & information you need from them

- Ask lots of questions before making recommendations

- Agree on a timeline & meeting schedule

- Create the first draft of the site content outline

Working with Clients

Listen & respond with empathy.

Be transparent with pricing. What's included & what's not.

Be trustworthy & reliable.

- 24 hour response time
- Quick turnaround
- Under-promise, over-deliver.
- Apologize if you make a mistake. Do whatever you can to make things right.

Working with Clients

Define your boundaries!

- Designers design content; they don't create it.

- Base all timelines around "<u>after</u> client delivers <u>all</u> content."

- Spell out your process in detail.

- 3 rounds of changes

- 30 days of free edits & tech support after launch

- "No problem! We can just track our time & bill hourly for that."

- Track time in 15 minute increments minimum

Time Management

- Toodledo (free to do list software)

- Eat the frog. (Do the most important thing first!)

- Don't get stuck responding to incoming emails. Rarely is the most recent email the most important task for you to be working on.

- I'd rather work on a site for 1-2 hours every day instead of pulling all-nighters at launch time.

Website Wrap-Up Checklist

- Double check mobile site

- Enable cache/site speed plugin(s)

- Configure SEO plugin

- Install Google Analytics

- Verify site in Google Search Console & submit index.xml

- Video screenshare tutorial(s) on how to make basic edits

- Backup the site. Then backup your backup somewhere else.

- Deliver document with all passwords & site access

Consider Recurring Revenue Opportunities

- Search Engine Optimization (organic, unpaid results)
- Search Engine Advertising (Google Adwords & similar)
- Web Hosting
- Proactive Website Maintenance monthly plans
- Social Media Management/Consulting
- Social Media Advertising
- Other products & services

Checklist – Items You Need from Client

Login Information:

- Domain Name & Login
- Website Hosting Login
- Current WordPress or website login
- Google account (for analytics/search console)
- Other 3rd party software we are integrating with the site
  - Email Marketing
  - Event Calendar
  - Social Media… etc.

Checklist – Items You Need from Client

- 3 Sites You Like or Dislike with a Brief Mention of Why

- Logo (.ai, .eps, .png, .jpeg filetypes preferred, in that order)

- Branding style guide or any related information or examples of fonts, colors and brand

- Photos & Videos (original highest quality files; send large files using www.wetransfer.com if needed)

- Approve First Draft of Site Outline

- Send Final Website Content & Copy

Additional Resources

The 4-Hour Workweek by Tim Ferriss

10 Mistakes You're Making with Clients That Cost You: (podcast) seanwes.com/122

Automating When You Can't Afford to Hire Yet: (podcast) seanwes.com/193

The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level by Gay Hendricks

Additional Resources

New Year, New Life by Tony Robbins
(YouTube video) https://youtu.be/slHmty265Us

Regret Minimization Framework, Jeff Bezos
(YouTube video) https://youtu.be/jwG_qR6XmDQ

"You can only grow if you're willing to feel awkward and uncomfortable when you try something new."

- Brain Tracy

Free Music Download:
Join my email list at www.laurarabell.com

Questions?

Email: laura@rabellcreative.com

Music: www.laurarabell.com

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