# Running a NordPress Afency officer Running RABELL, CHIEF CREATIVITY OFFICER RABELL CREATIVE

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



Photo by Mike Mayhue



#### **About Rabell Creative**

Founders:

- Laura Rabell Chief Creativity Officer (that's me!)
- E.J. Rabell, Jr. Chief Financial Officer

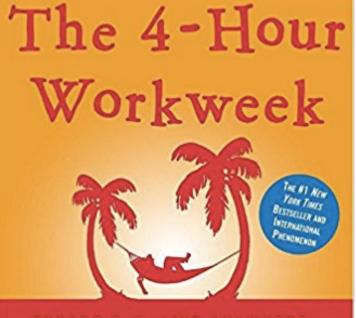
#### What We Do:

WordPress web design & digital marketing





"This is a whole new well game, highly recommended." —DR. STEWART D. FRIEDMAN, Work/Family Advisor to Jack Welch and Former Vice President Al Gore



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 "after client delivers all 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 3<sup>rd</sup> 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) <u>https://youtu.be/slHmty265Us</u>

Regret Minimization Framework, Jeff Bezos (YouTube video) <u>https://youtu.be/jwG\_qR6XmDQ</u> "You can only grow if you're willing to feel awkward and uncomfortable when you try something new."

- Brain Tracy



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