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# **Demonstration – The First Steps**

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# Introduction

The purpose of this lesson is to show how easy the system is. We're going to strip everything away other than what is absolutely essential in order to get started. By completing this lesson, you can start building your website.

All of the lesson from here on out build upon this foundation, and further explain the steps involved so that you are able to create content faster, easier, and more effectively.

If you haven't yet, go and apply to join the private Facebook group. You can find the link within your SPM member's area. It's not a support group, it's just an open community for all the SPM members.

You'll find a lot of material in the member's area, so don't get overwhelmed.

We're going to show you just how simple it is to get started. Sometimes it's really easy to overcomplicate things, and if you're not familiar with Wordpress you'll be overwhelmed with all the customization options.

There's just a few core steps you need to take to get started, so ignore everything else. We don't want to spend hours on design. We don't want to waste a lot of time with the software available.

We already covered how you pick what market to go for. So if you haven't done that, it is absolutely necessary.

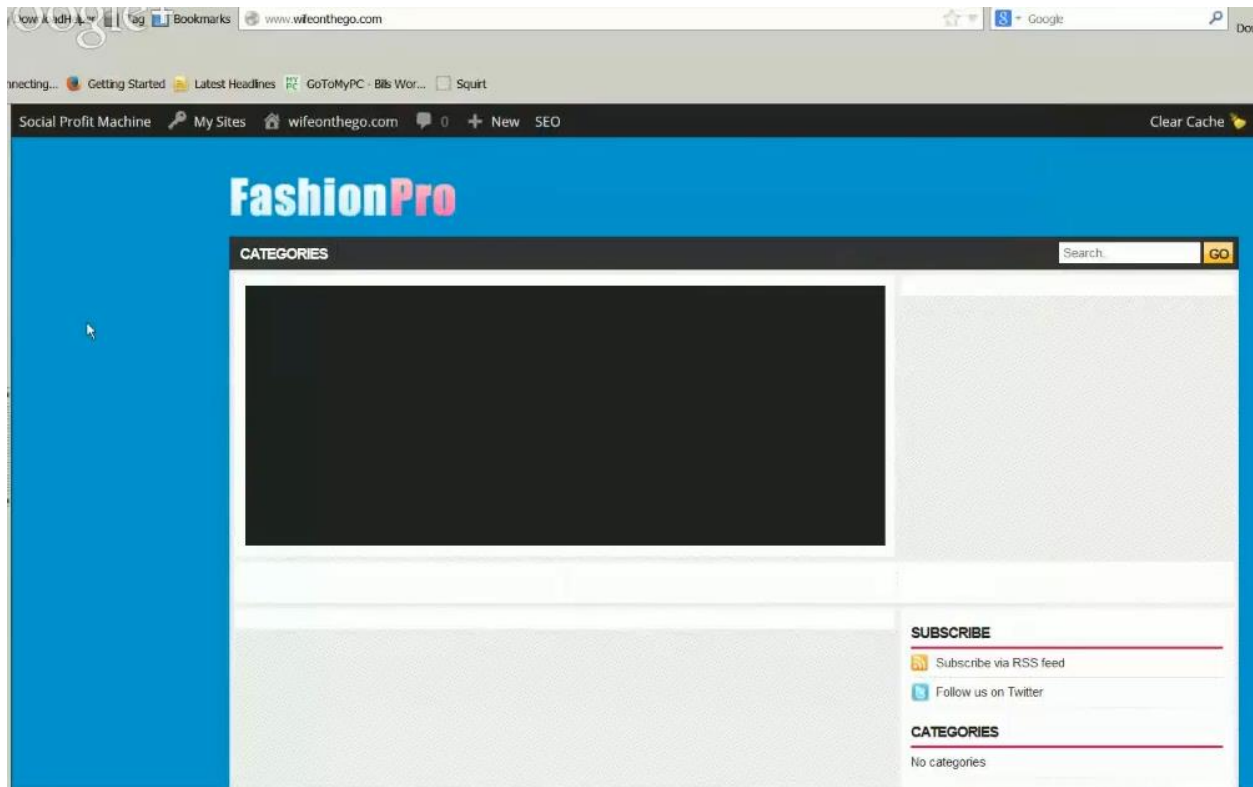
We also talked about how to find domain names. So you picked your markets, your domain name, and you submitted your site build.

That's all our preliminary stuff.

So today you want to jump and be in action immediately. Don't let that delay.

We're going to start by using an SPM member as a guinea pig. She has agreed to use her market and website as an example. So we're going to go over everything that needs to be done.

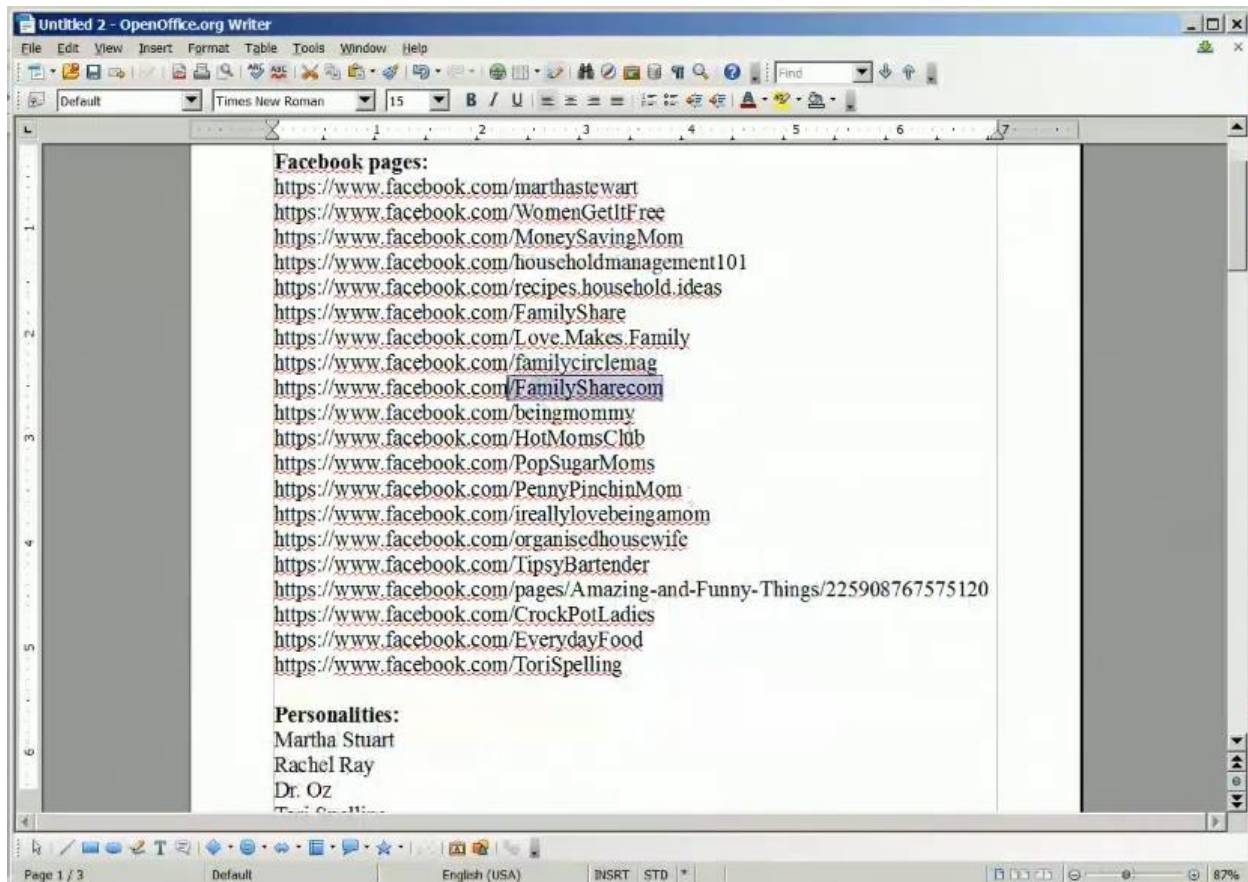
This is a blank website called Wife On The Go (<http://www.wifeonthego.com> )



This site is going to serve the moms and home-life market. You've probably seen sites like "mommy bloggers", and there's a lot of content in this market.

If you followed the steps in the first training, you should have a list of sources and places to get content from using the Facebook tools.

There's a few things you want to gather when doing research. One is to find Facebook pages that serve similar things what you're trying to serve:



These are all the Facebook pages that were determined similar to what she wanted to do.

A lot of times people will do for tiny niche markets. There's a lot of training in internet marketing to get you to pick tiny niche markets.

There might be "single moms who like the Beatles". In Social Profit Machine, we want something different. We want the big audiences.

So we have a big chunk of the population here where we want to talk about moms.

We can still target them based on their interests, but it's also a big market at the same time.

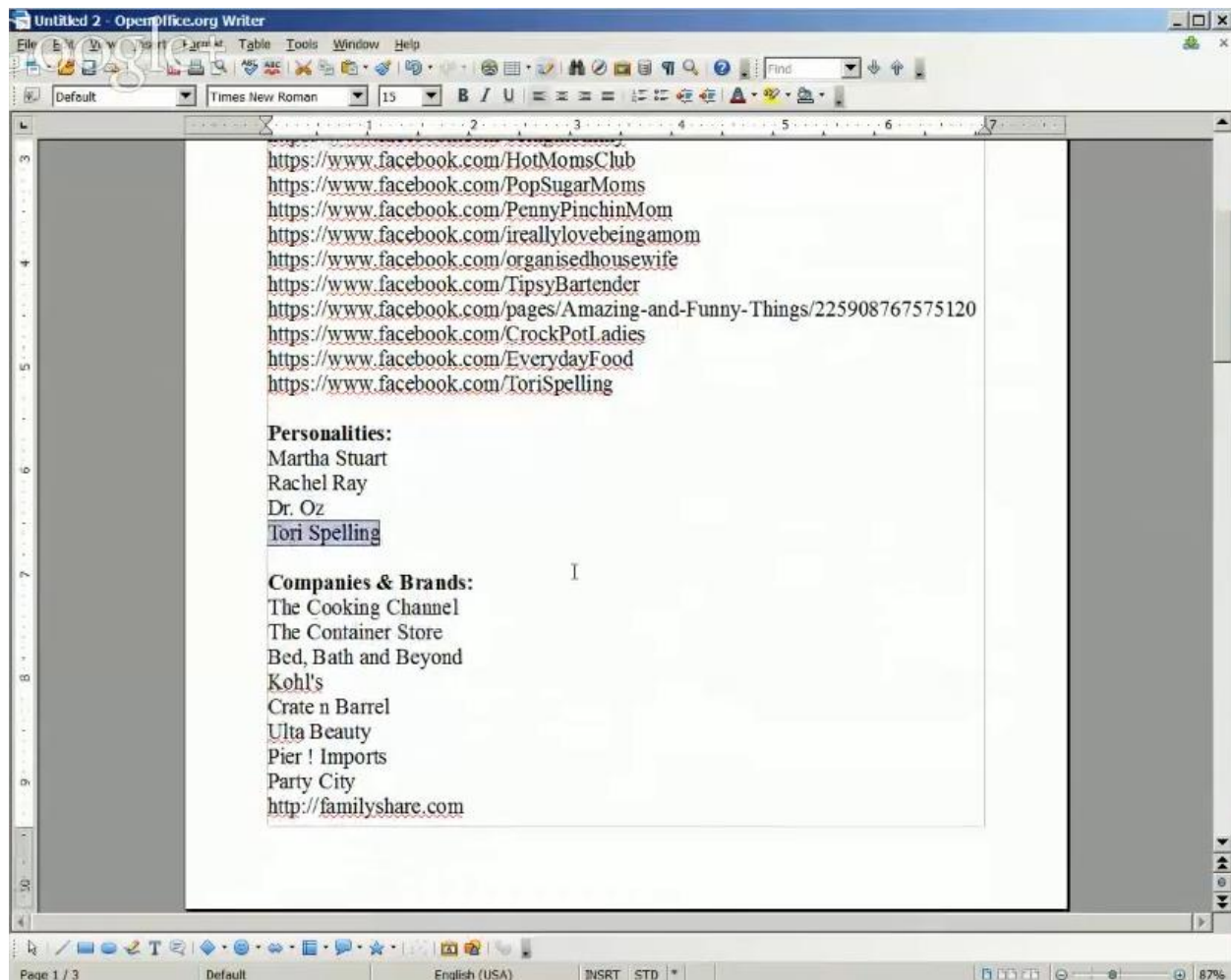
It's also a market that you see products in all the time, so they have an interest in buying stuff. That does help, because when it comes time to make some money with your site, if you're in a market that has a lot of commercial stuff, that's a good market.

The perfect mix is 1 – it's a big market that serves a lot of people.

2 – it's still targeted enough that there's interests and things you can target them by.

3 – it's still commercial with things that will make us money.

So start taking notes. Pick competing or similar Facebook pages. Are there any personalities that will serve things you can market on?



So we've got Martha Stuart, Rachel Ray, Dr. Oz, and Tori Spelling. These are all personalities we can follow to get content from for this kind of site. There are others too but we are just trying to get started.

You also want to look if there's big companies or brands.

Things like The Cooking Channel, The Container Store, Bed Bath & Beyond, etc.

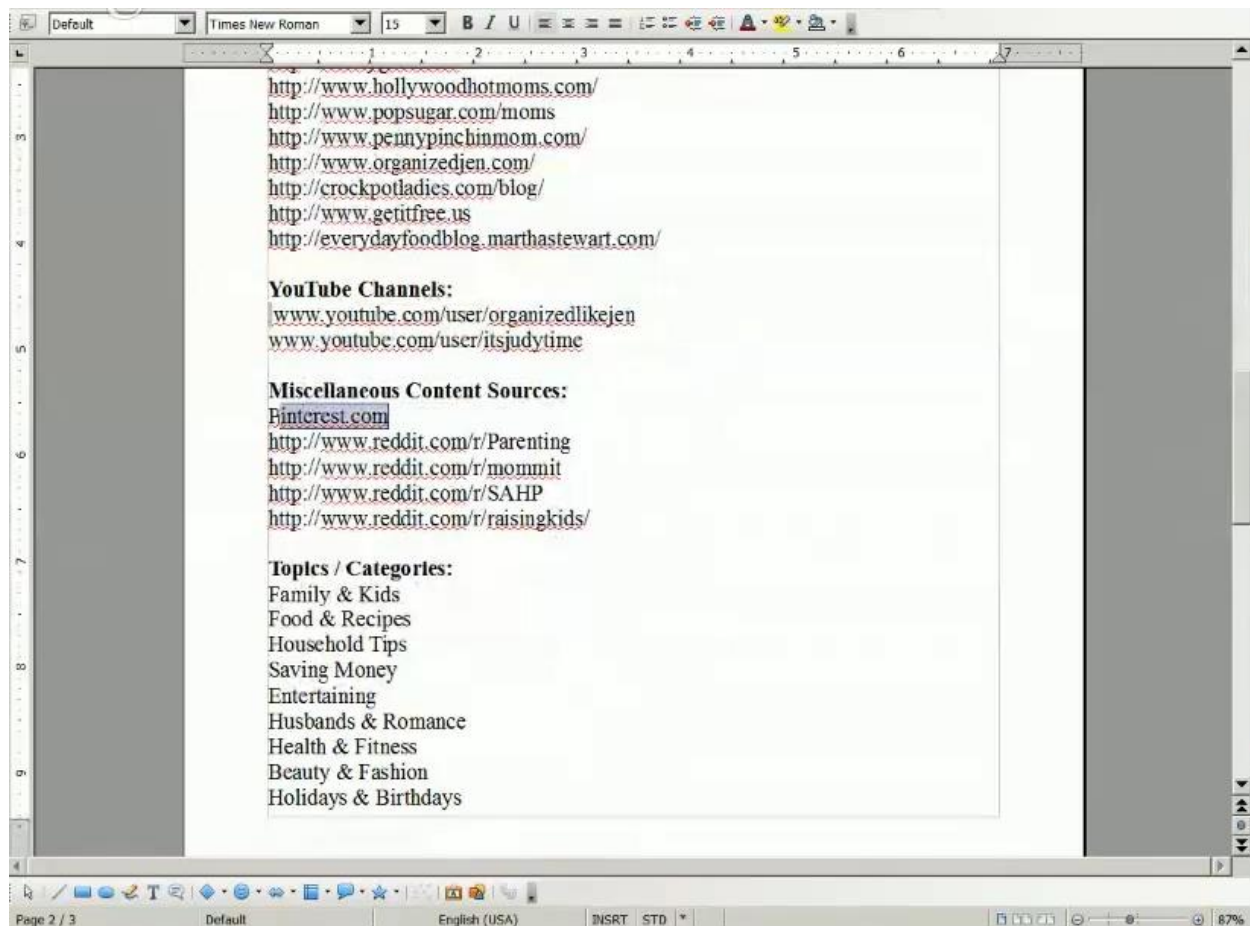
We're making this list to understand the market, and also because we need to get content. So these are all places where we can get content from.

You also want to find a list of blogs.

We showed you how to do that in the previous training, but now you want to go through and save them all.

These are going to be great sources for content as we get the site going.

There are also some other places to find content:



YouTube channels are great as you can feature videos frequently on your site.

And for the mom's market, Pinterest is a gold mine. For just about any market, you can find loads of great images.

We've also found that reddit is a great source for content. There are articles and many interesting things being posted.

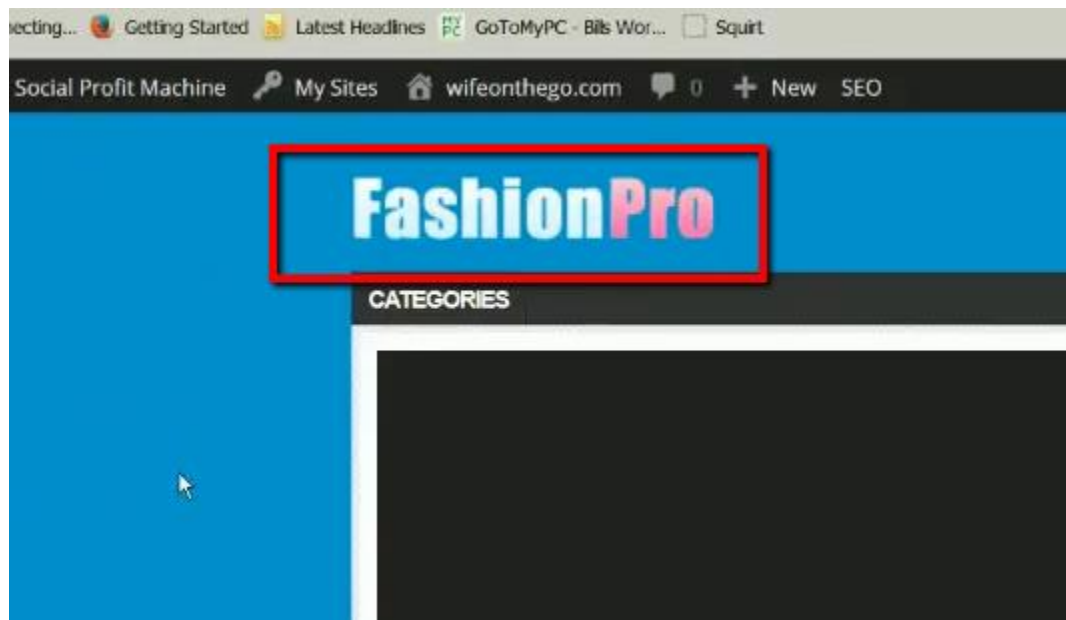
So you want to gather all these sources so that you really understand your market.

After you do all that research, pulled back all those resources, picked a domain, and put in the ticket to get your site built, you should be at this stage ready to start building the site.

It only takes about 2 minutes to get the site how we want it to look.

Your only job right now is to get rid of the default logo, and get the name of your site there:





You can also modify the colors slightly. But that's about it. You don't want to waste time on the design work and it will be more confusing.

Instead do minimal design and start adding content.

Because right now, it looks really blank and doesn't make a lot of sense.

It's worth mentioning that this is the home page. Part of the reason it may look disappointing is because there's no content.

Almost none of the people that we're sending will land on the home page first.

So that's probably the least important page that you're setting up.

We've also got some default pages that we built for you.

Depending on which theme you have, sometimes the links are on the top, and sometimes they are on the bottom:



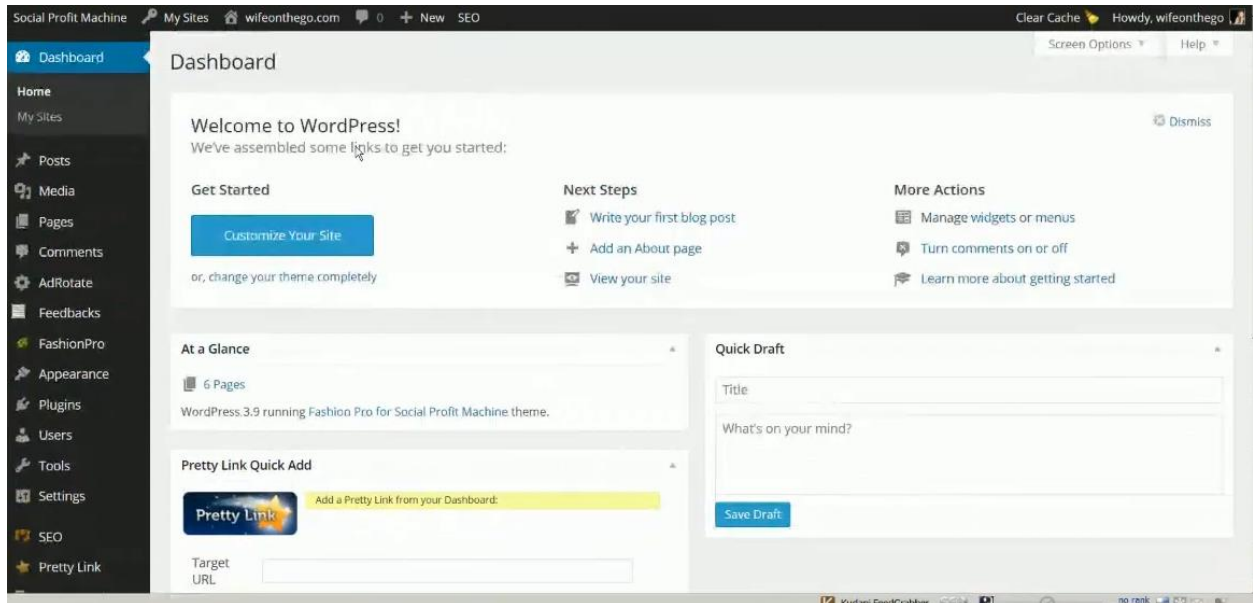
The pages are the "About us", "Contact us", "Curation Policy", "DMCA Policy", "Privacy Policy", and "Terms of Use".

Those are the standard pages that don't require much customization. We need a Curation & DMCA Policy that clearly states how we gather content, and if anyone becomes mad that we used their content, it clearly states what they can do to contact us so we can fix it for them.

# Customization

Let's dive into customizing the site. You'll be given a login link that you need to login to the backend of your website.

Since it's built on Wordpress, it looks like this:



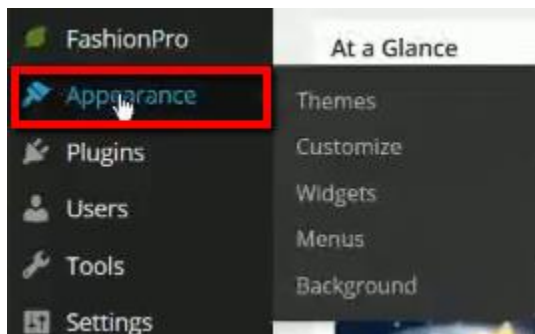
If you're not familiar with Wordpress, this might seem overwhelming. There is a lot of stuff there.

I want you to realize that there are a lot of things that you don't need to worry about yet.

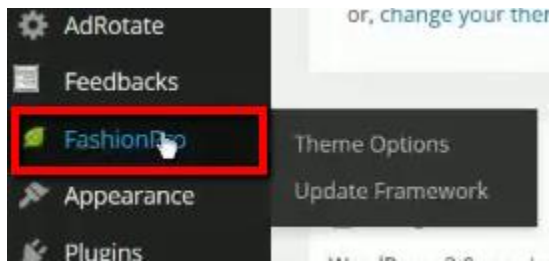
So don't look at this stuff, don't worry about it. You can ignore it completely and still get great results in the beginning.

The first thing you need to do is tweak your design.

You'll go here under Appearance:



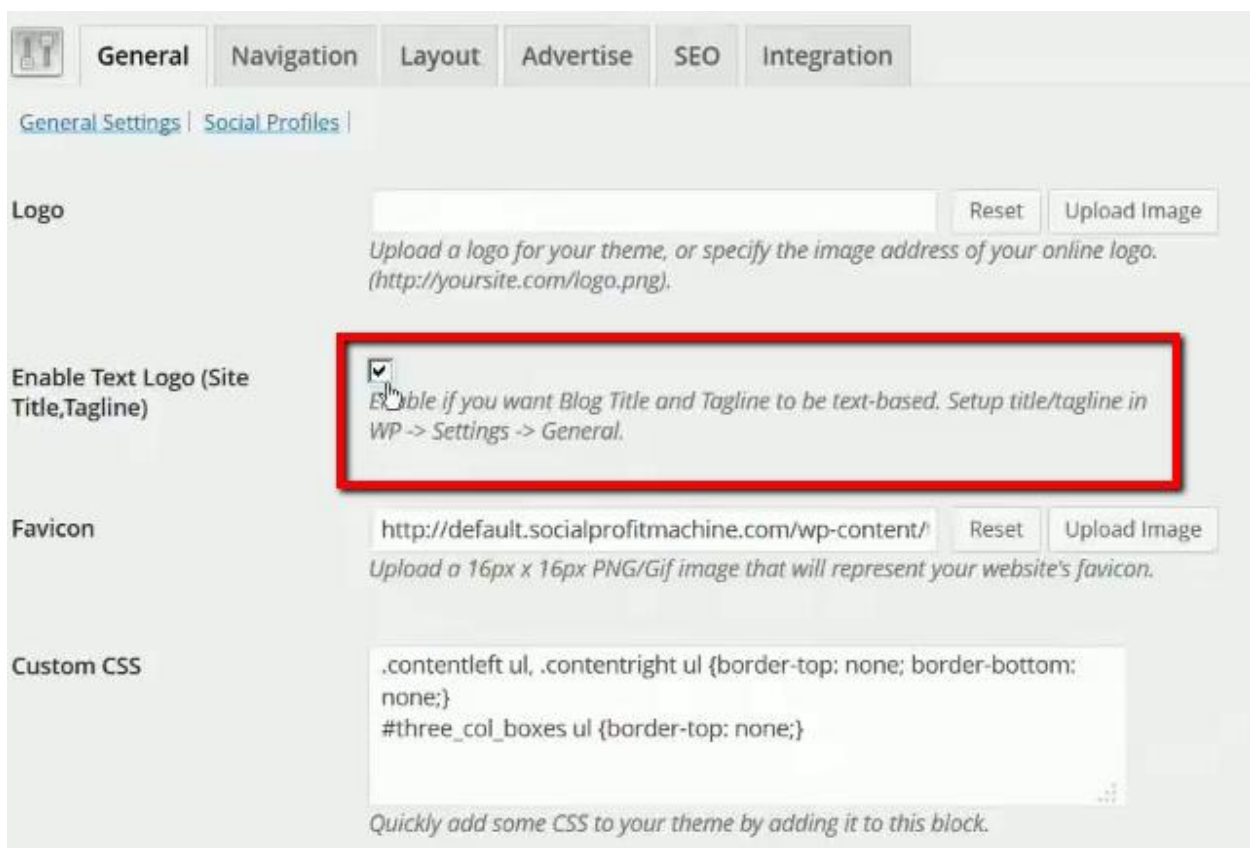
And other times it'll be under the theme (which is just the name of the theme):



So go into the “Theme Options”.

Right now there is the default logo. The very first thing you’ll see is the logo. Depending on the theme, it’ll be in slightly different places.

We don’t want the default logo, so check this little box that asks if you want it to be text-based:



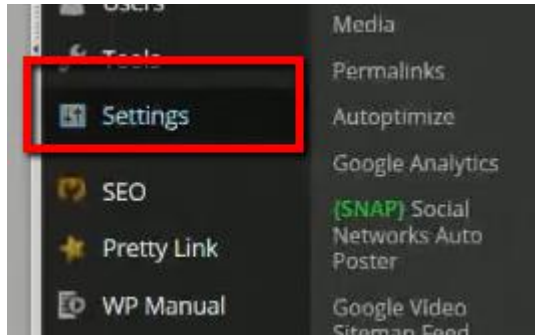
That’s going to take away the default image:



When you check that box & save, it's going to take that away.

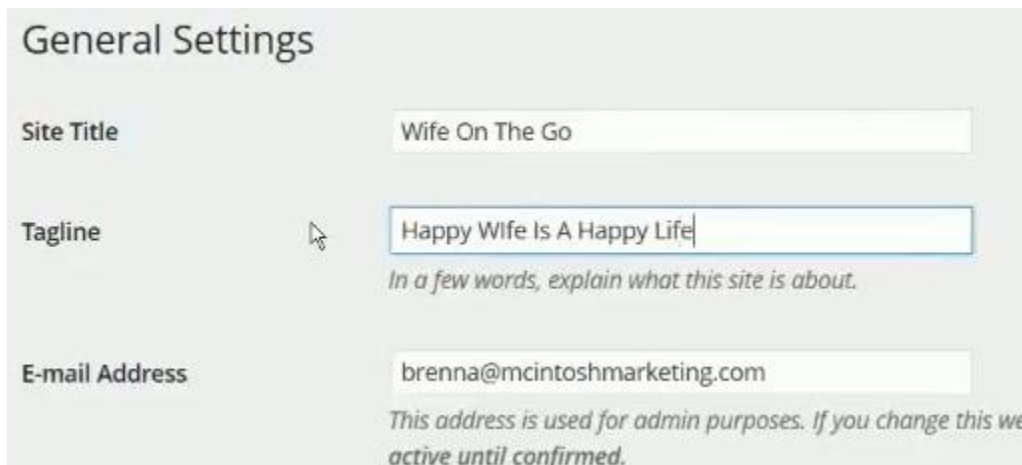
There's one other little thing to do, you'll have to tell the theme what you want it to say.

You can do this by clicking on "settings":



This is where you'll give your site a title. We're just going to call it "Wife On The Go".

Your tagline is a little line of text that will appear next to your title in different places. Again, don't get too complicated, just think up a little blurb that could become a sort of "slogan":

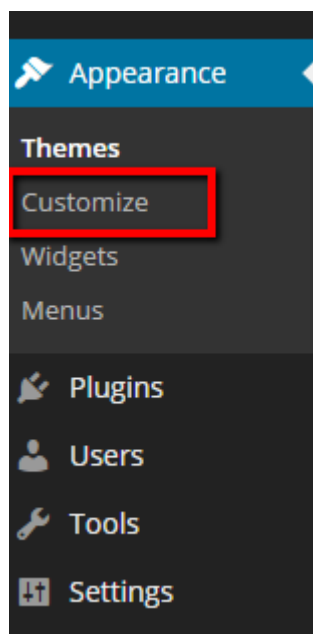
A screenshot of the 'General Settings' page in WordPress. The page has a light gray background. It contains three main sections: 'Site Title' with the text 'Wife On The Go' in a white input field; 'Tagline' with the text 'Happy Wife Is A Happy Life' in a white input field, and a subtext below it that reads 'In a few words, explain what this site is about.'; and 'E-mail Address' with the text 'brenna@mcintoshmarketing.com' in a white input field, and a subtext below it that reads 'This address is used for admin purposes. If you change this we active until confirmed.'

After that, remember to save the page (at the bottom). If you refresh the page again, this it should now be updated:

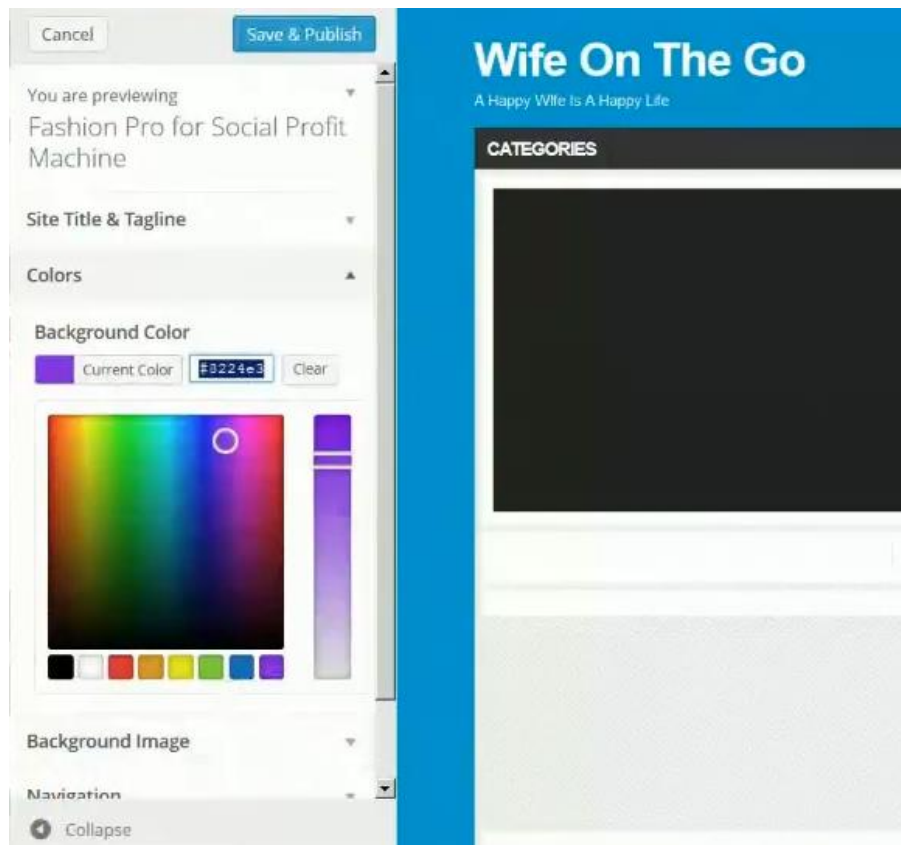


That's the extent of the design work you need to do right there, you don't need to do anything else. Also, you can change the background color if you like. But don't get distracted by anything else.

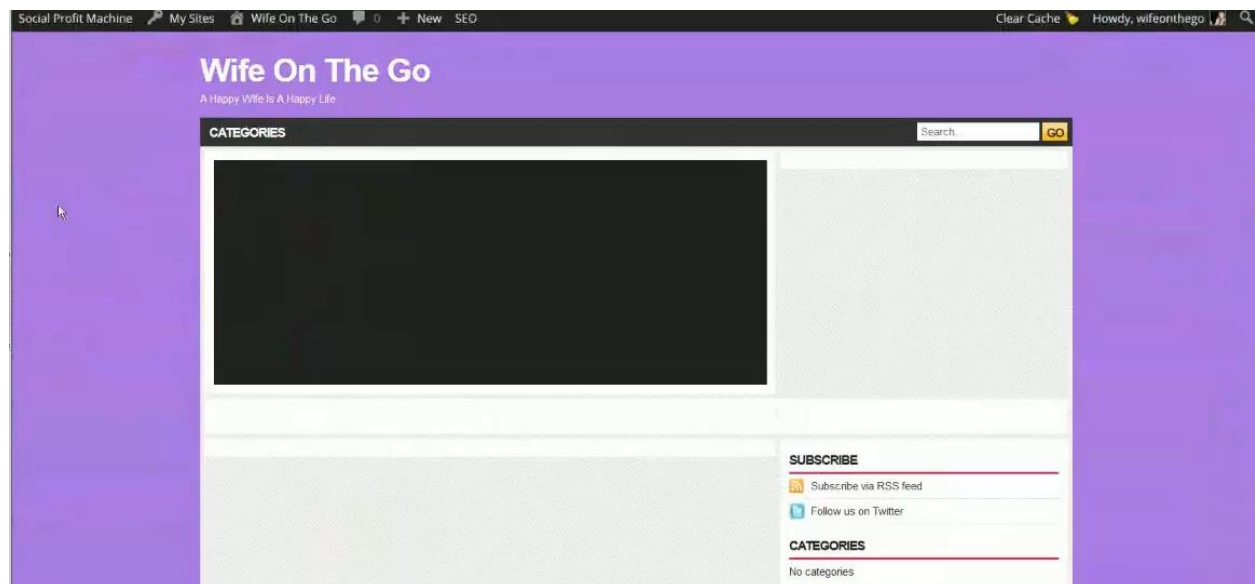
On most of the themes, you can change the background colors on "Appearance", and "Customize":



This will let you change different things. So you can change the background color and make it whatever you want:



Make sure to play around and remember to click “Save & Publish”. After doing that, refresh the page again to see what it looks like:



That’s good for now! So that’s it! We’re finished with design.

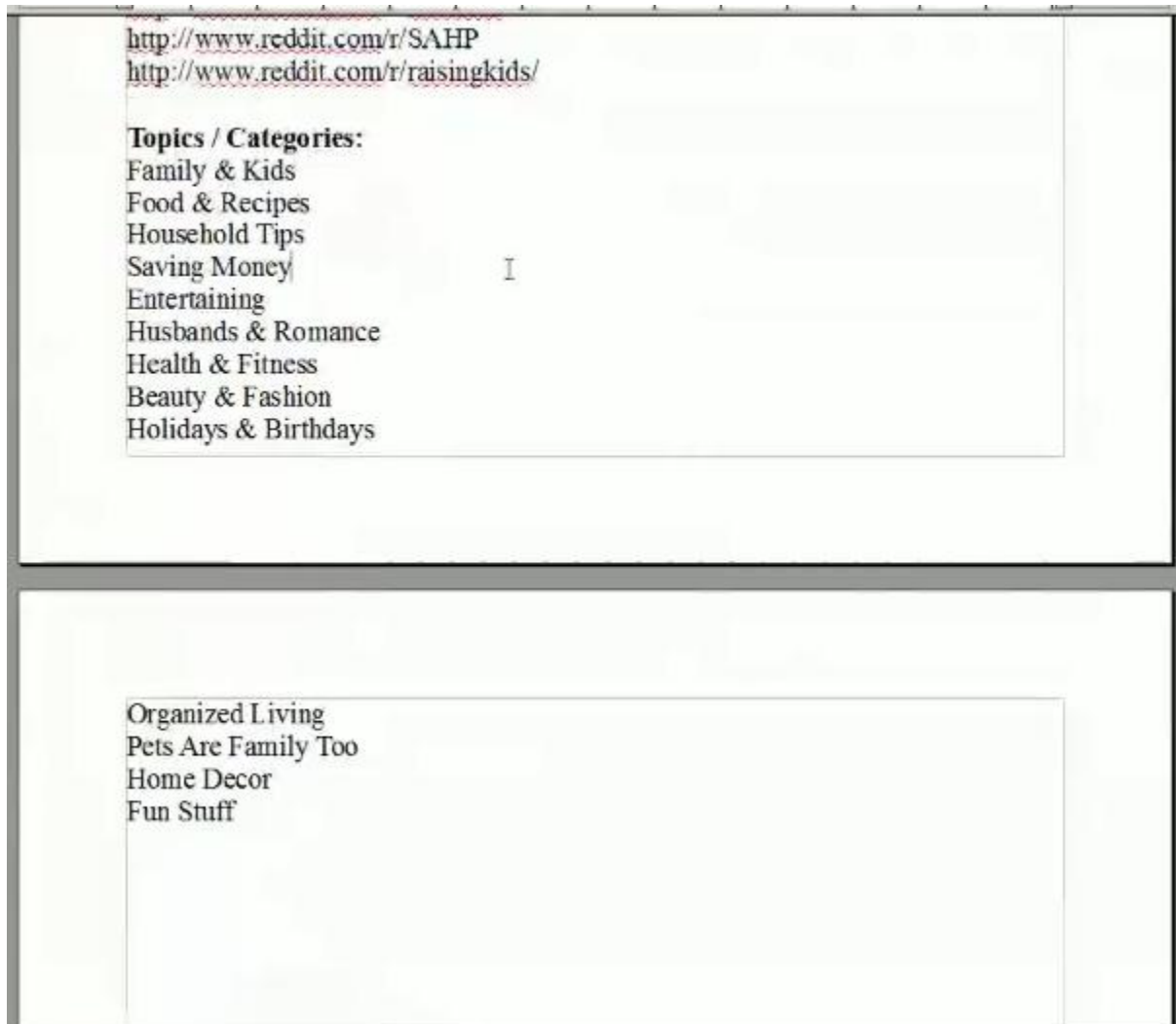
You shouldn’t do anything else than that when you first get your site. Now we have to make content.

# Adding First Content

We're going to actually put some content into the website.

Another thing you can do in your notes is come up with a list of Categories to put on your site.

What are some of the topics that you're going to be talking about?



This is just using logic. Don't worry about search engine optimization, or getting the title just right.

Realize that when you're coming up with names for what types of content you're going to talk about on your site, you just want it to be short, sweet, sound good, and easy to read.

Do not jam keywords into Category titles or anything.

So those were the categories that were decided to be used on the website.

We know those are the topics that we're going to be talking about.




Remember, you aren't creating content!

You aren't writing articles, making videos, or any of that.

You just want to find other articles out there that people are publishing.


To start off, we're going to go to Martha Stewart's Facebook Page and see what she's talking about today:

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Martha Stewart shared a link.  
June 30

Ricotta & Raspberries pair together perfectly to make a sweet & savory ice cream: <http://shout.it/wtq3>



Raspberry-Ricotta Ice Cream Videos | Berries How to's and ideas | Martha Stewart  
[www.marthastewart.com](http://www.marthastewart.com)

Watch Martha Stewart's Raspberry-Ricotta Ice Cream Video. Get more step-by-step instructions and how to's from Martha Stewart.

Like · Comment · Share

757 13 141 Shares

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Some of the things might be products, and others will be actual content that we can use for our site. If we click the link, we go to a huge list of recipes available on MarthaStewart.com.

Inside we find this cake recipe:








[◀ Back To Cake Recipes with Fruit](#)


## Strawberry Cream Cake

★★★★★

Cake, cream, and berries combine in a treat that's twice as delectable as the sum of its parts. The buttery cake soaks up the strawberry juices, while the whipped cream adds an airy richness.

PREP: 25 MINS | TOTAL TIME: 1 HOUR  
SERVINGS: 12

 2028      





We can actually tell that Martha curated this post from a place called Every Day Food (originally posted in 2008):

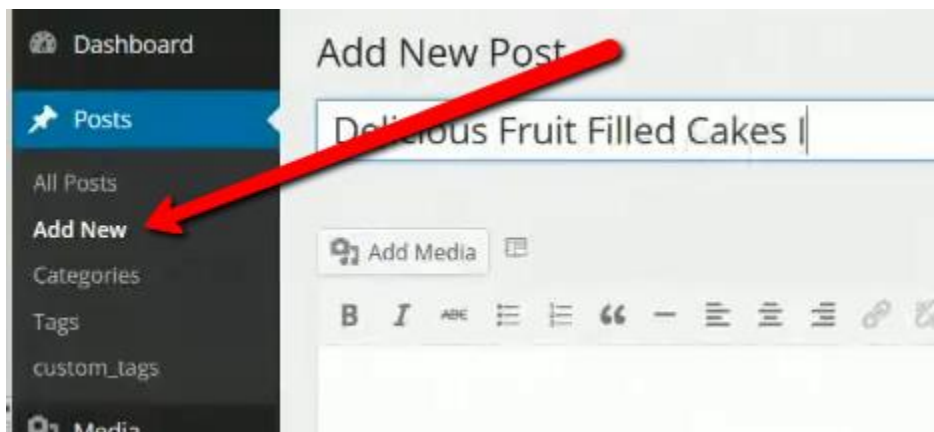


She pulled some content that was really old from some magazine. Some of the biggest sites out there are entirely curated.

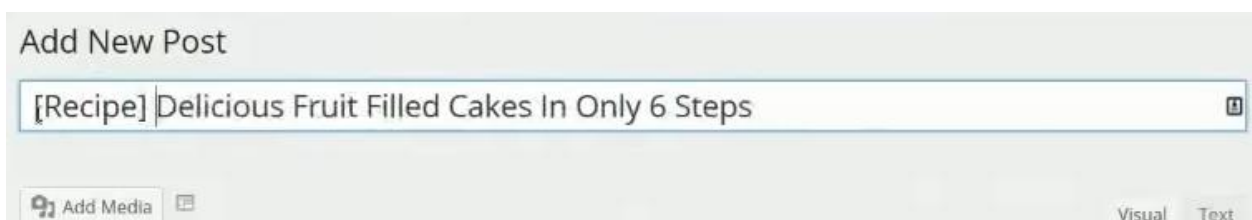
We're going to add this content to our site.

So it's a delicious fruit-filled cake and there are 6 steps to make it.

We're going to make a post about that, so go to Posts → Add new:



Give it a unique title (which is very important):



You always want a unique title, and it should be catchy titles that are entertaining. There is additional training later about how to make "viral titles". You want to grab someone's attention and give them enough reason to look at the content.

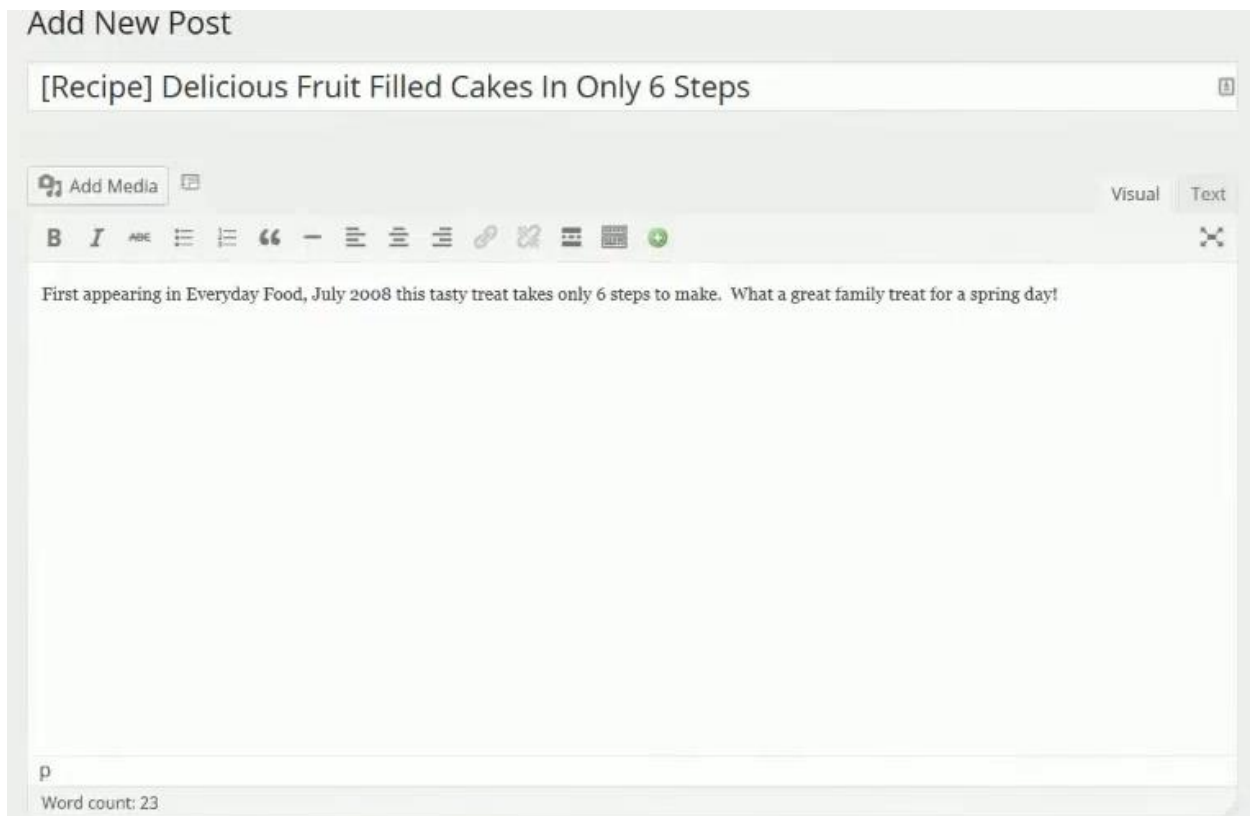
Every time you write a title, you want to borrow ideas from the existing title. All you have to think about is if you saw this post on Facebook, would you click it?

Make it appealing and interesting. Short, punchy, grab attention.

As long as it's not the same as what you're curating from, it'll be great.

People generally like “steps” so we made 6 steps, and described it in a way that will make people want to click on it.

Now all you have to do is introduce it. Since we know that Martha borrowed it from Every Day Food, you can write up something like this:



The screenshot shows the WordPress 'Add New Post' editor interface. At the top, the title field contains '[Recipe] Delicious Fruit Filled Cakes In Only 6 Steps'. Below the title is a toolbar with an 'Add Media' button and various formatting icons. The main content area contains the text: 'First appearing in Everyday Food, July 2008 this tasty treat takes only 6 steps to make. What a great family treat for a spring day!'. At the bottom left, a small 'p' icon indicates paragraph formatting, and a 'Word count: 23' is displayed.

After that, you can go back to the Martha’s post and just copy it.

You’re going to just copy and paste it.

In this case, it’s a recipe, so we want to copy the whole thing.

Often times, if it’s a news source you don’t want to take the whole thing.

## Add New Post

### [Recipe] Delicious Fruit Filled Cakes In Only 6 Steps

Add Media

Visual Text

**B I ABC** [List Icons] [Quote Icon] [Link Icon] [Table Icon] [More Icon]

**In this step:**

- How to Level and Split a Layer Cake

**4. Step 4**

Make topping: In a large bowl, combine [strawberries](#) and 1/4 cup sugar; set aside. Place 2 tablespoons cold water in a small saucepan, and sprinkle with gelatin; let soften 5 minutes. Place saucepan over very low heat, and stir until gelatin is dissolved. Remove from heat; let cool.

**5. Step 5**

Using an electric mixer, beat cream and remaining 1/4 cup sugar in a large bowl until very soft peaks form. Continue to beat, and gradually add gelatin mixture; beat until soft peaks form.

**6. Step 6**

Arrange half of [strawberries](#) over bottom cake layer; top with half of whipped cream, leaving a 1-inch border. Cover with top half of cake, cut side down. Top cake with remaining whipped cream, leaving a 1-inch border. Refrigerate cake and remaining strawberries separately, at least 1 hour (or up to 1 day). Just before serving, spoon strawberries over cake.

section » ol » li » p

Word count: 23

The other thing is to remove any links that are in there. You can do that with the little “remove link” button:

**B I ABC** [List Icons] [Quote Icon] [Link Icon] [Remove Link Icon] [Table Icon] [More Icon]

a medium bowl, whisk together flour, baking powder, and salt; set aside.

**In this step:**

- Buttering and Lining Cake Pans

**2. Step 2**

Using an electric mixer on high speed, beat butter and 1/2 cup sugar in a large bowl until light and fluffy. Add eggs and yolks, one at a time, beating well after each addition. Beat in vanilla. With mixer on low, alternately add flour mixture in 3 parts and milk in 2, beginning and ending with flour mixture; mix just until combined. Spread batter in prepared pan.

**In this step:**

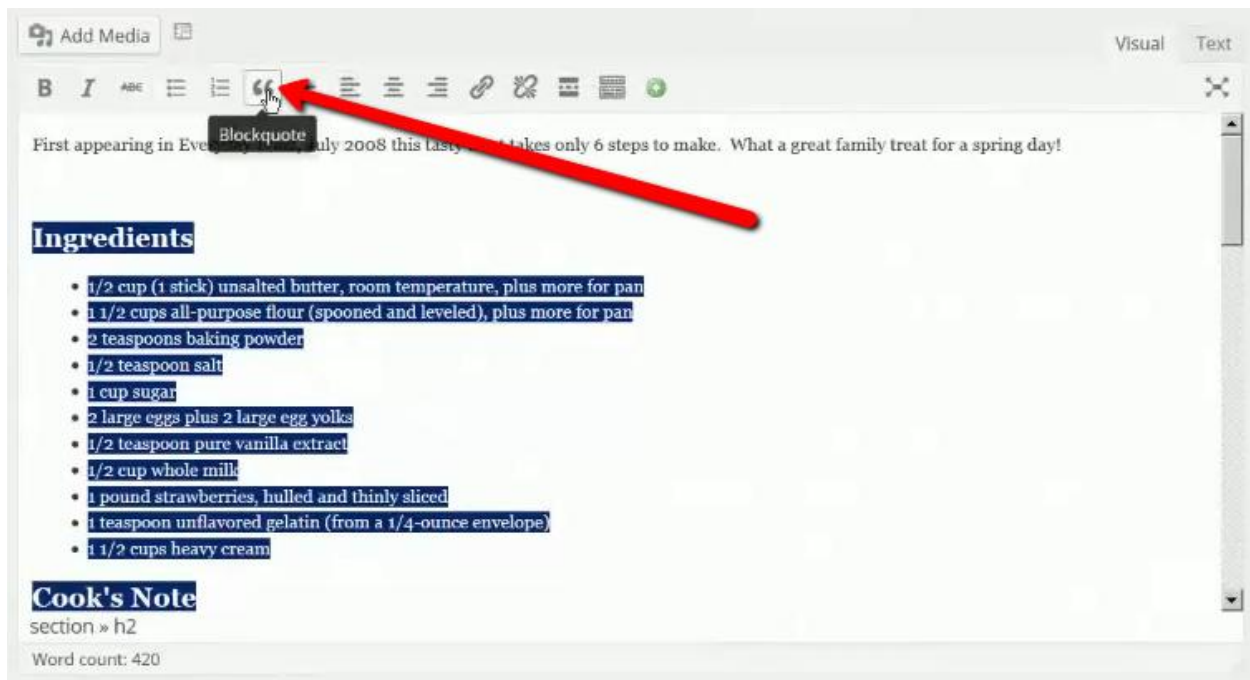
- How to Measure Flour

**3. Step 3**

Bake until a toothpick inserted in center of cake comes out clean, 30 to 35 minutes. Cool in pan 10 minutes; invert onto a wire rack to cool completely. Using a serrated knife, split cake in half horizontally; place bottom half, cut side up, on a serving plate.

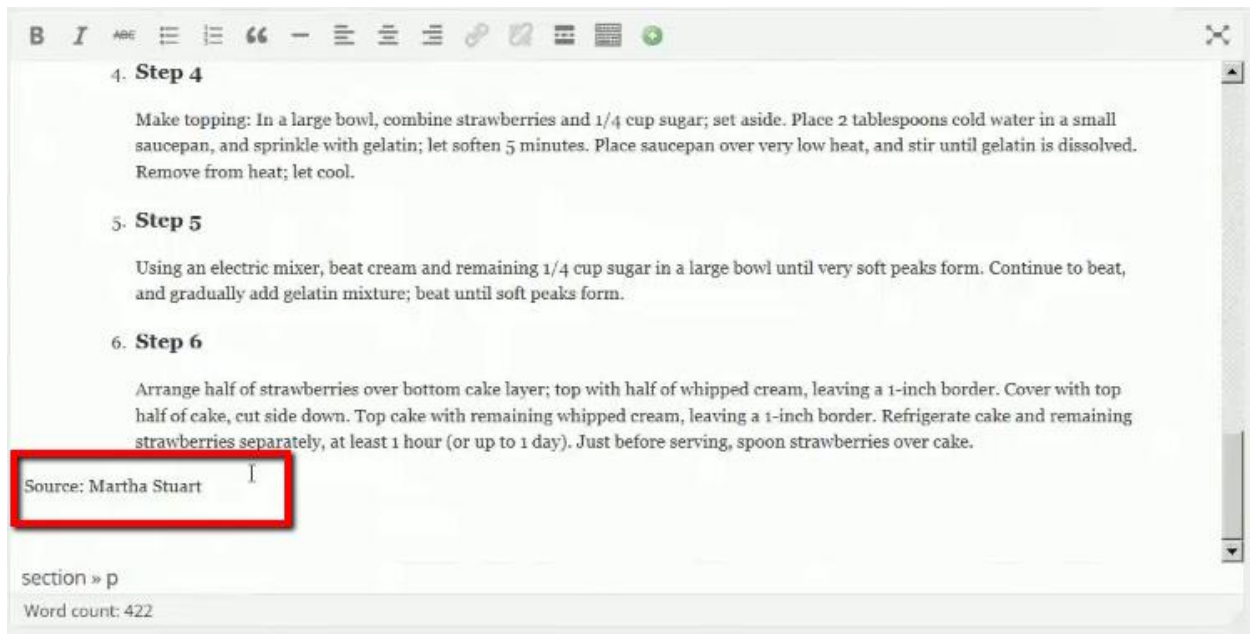
section » ol » li » p

The next thing to do is highlight over all the text that you just pasted, and hit the “block quote” button:

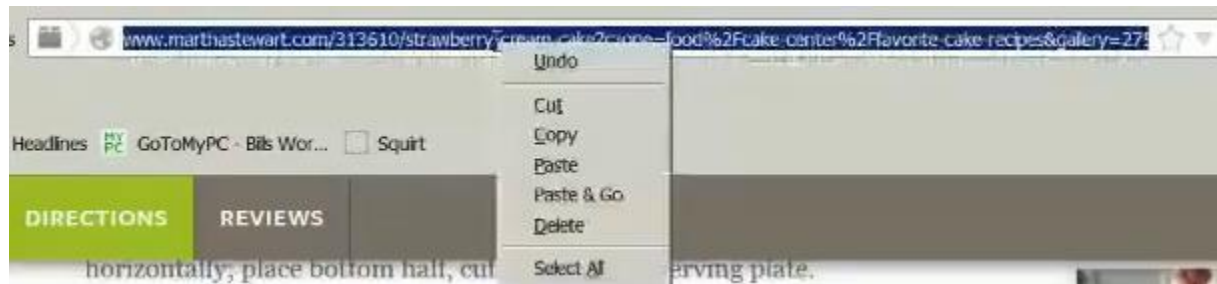


When you highlighted the content that you borrowed, this will make it obvious that you're quoting another source.

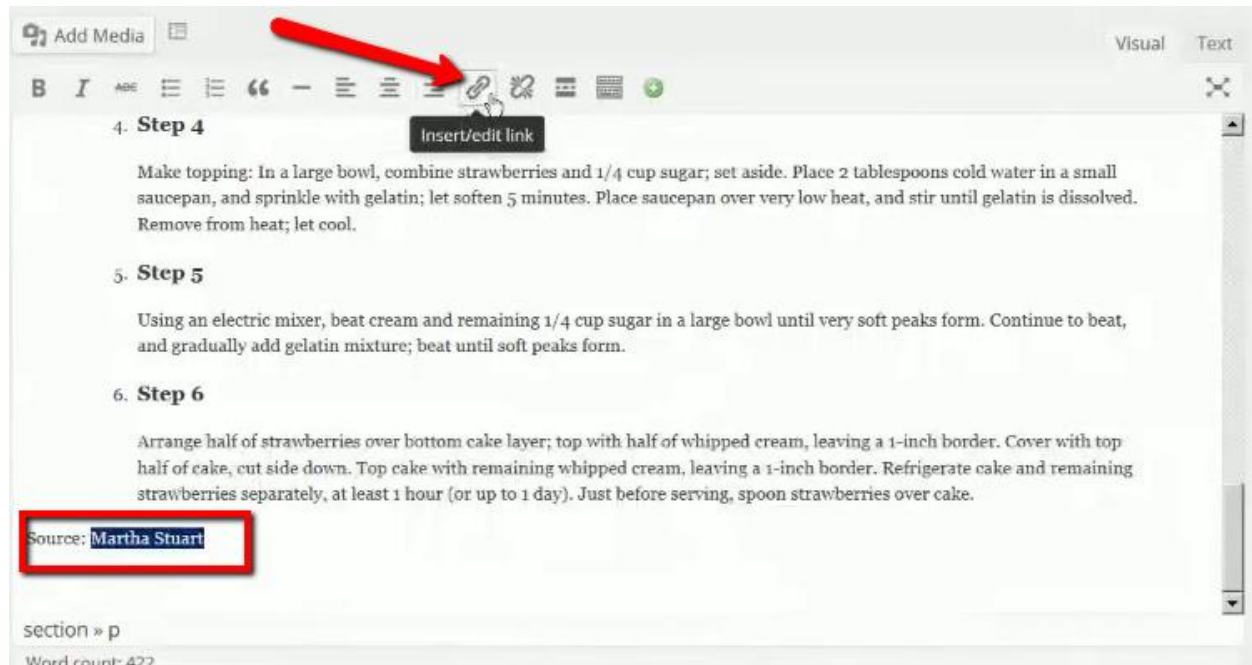
The last thing to do is go down to the bottom and add in the source credit:



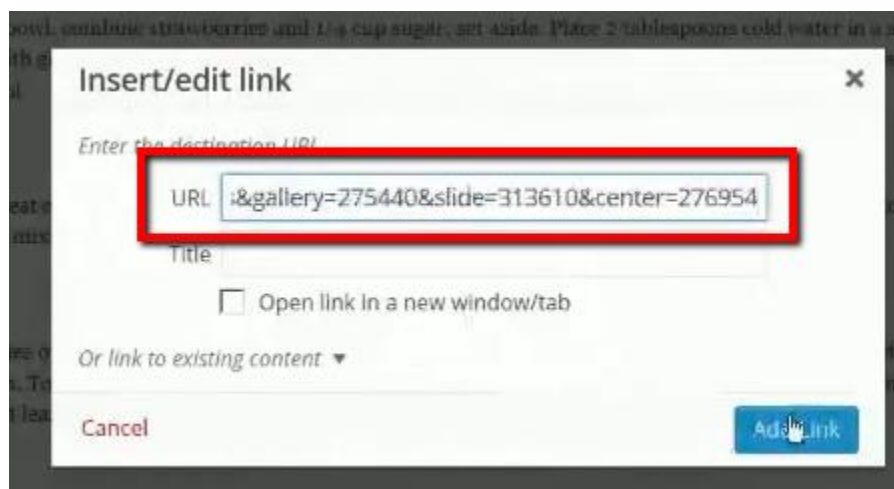
Now you just go to the page you got it from, highlight the link and copy it:



Then select her name and click the “insert link”:



Then paste it in the URL field, and click “Add Link”:



We have all the text content now.

So all the text that we have to put into the post is now done.

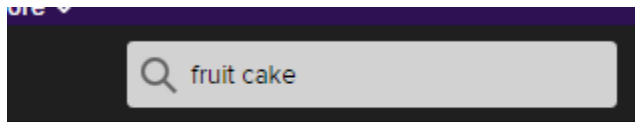
# Adding Images

There's one more step we have to do, and that is adding an image.

You can put images, or YouTube videos.

In further training, we'll expand on how to find images that you can borrow from.

So go to Flickr, type in "fruit cake":



Then scroll down (you might have to click on the "advanced search" link) to the Creative Commons section:

## Advanced Search

**Search for**

Tip: Use these options to look for an exact phrase or to exclude words or tags from your search. For example, search for photos tagged with "apple" but not "pie".

All of these words:

☒ Full text ☐ Tags only

None of these words:

---

**Search by content type**

Tip: Check the boxes next to content you'd like to see come up in searches.

☒ Photos / Videos  
☐ Screenshots / Screencasts  
☐ Illustration/Art / Animation/CGI

---

**Search by media type**

Tip: Filter to only display either photos or videos in your search results.

☒ Photos & Videos  
☐ Only Photos  
☐ Only Videos  
☐ HD videos only


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**Search by date**

Tip: Use one or both dates to search for photos taken or posted within a certain time.

Photos taken:  after:  before:

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 **creative commons**

Tip: Find content with a Creative Commons license. [Learn more...](#)

☐ Only search within Creative Commons-licensed content

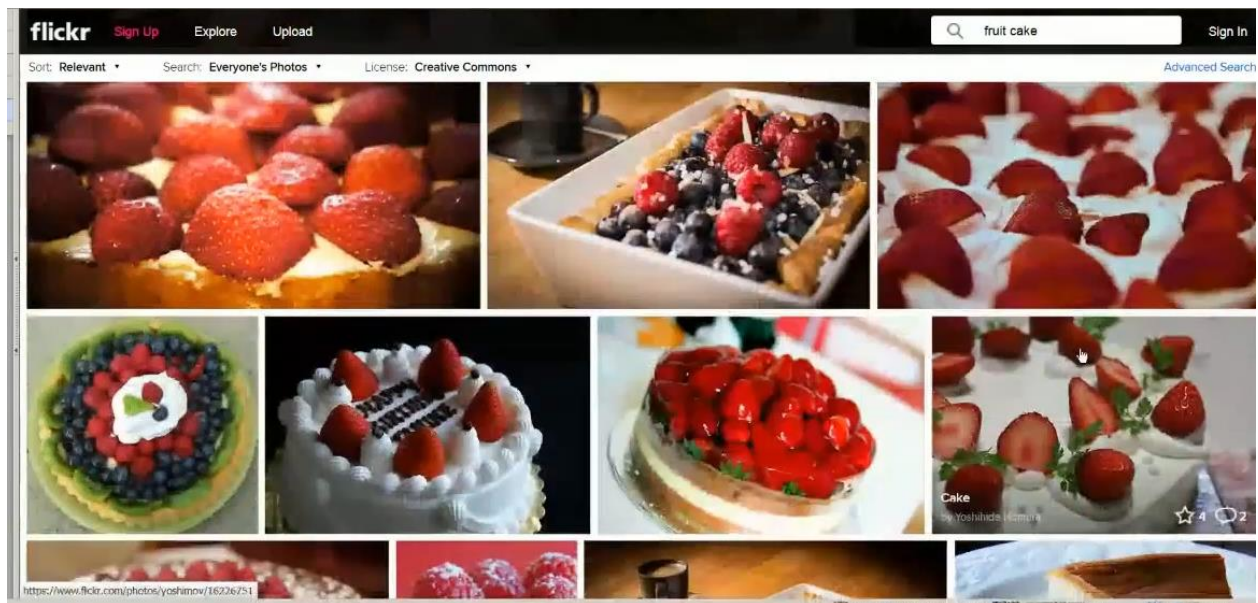
☐ Find content to use commercially

☐ Find content to modify, adapt, or build upon

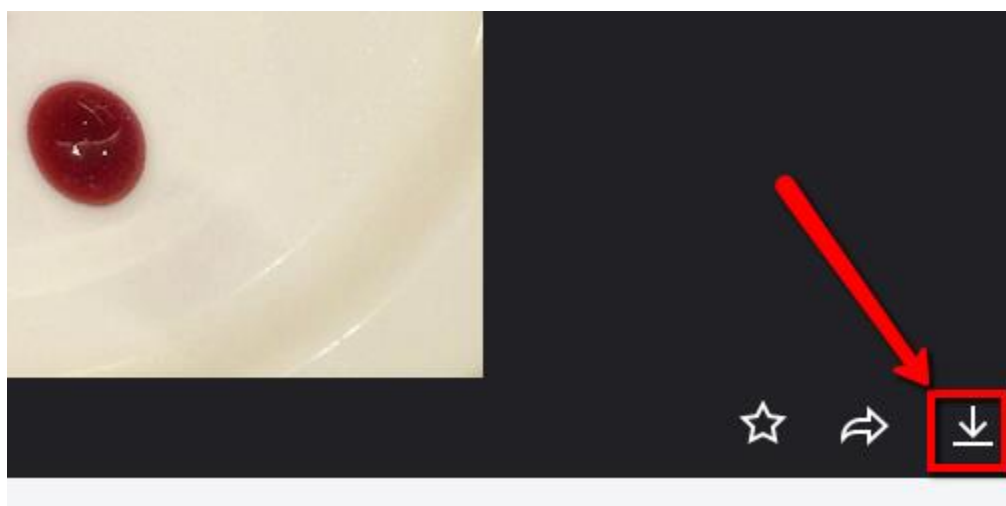
**SEARCH**

That means is that it's content that you can reuse. So you're ALLOWED to use these pictures on your website. So scroll through the results and find one that you like:

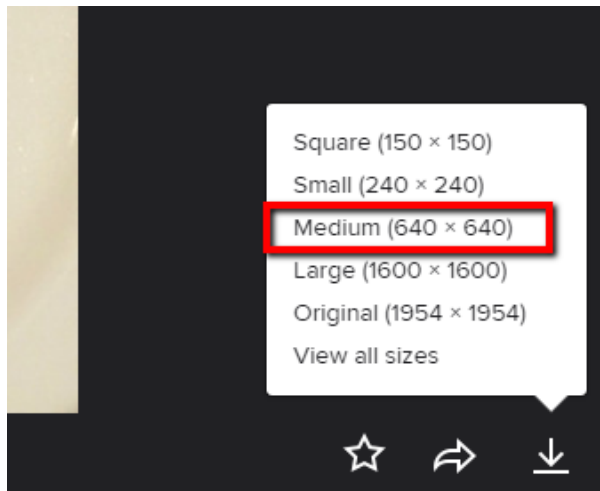




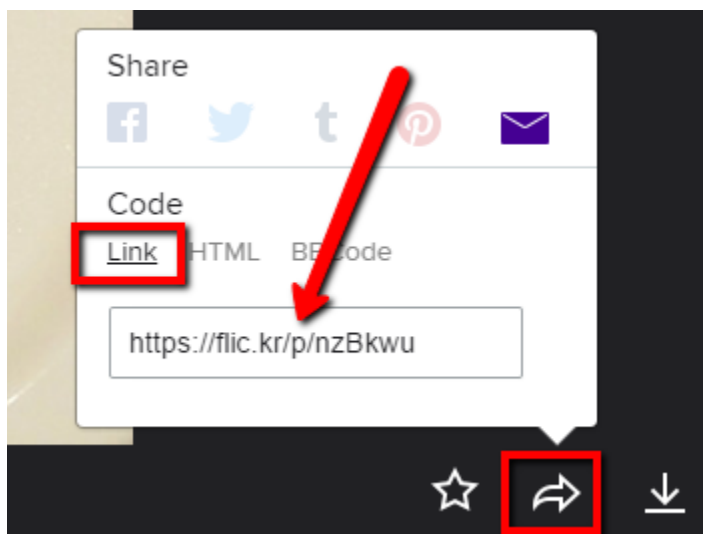
Then click on the image you want, there will be a little arrow with the option to download:



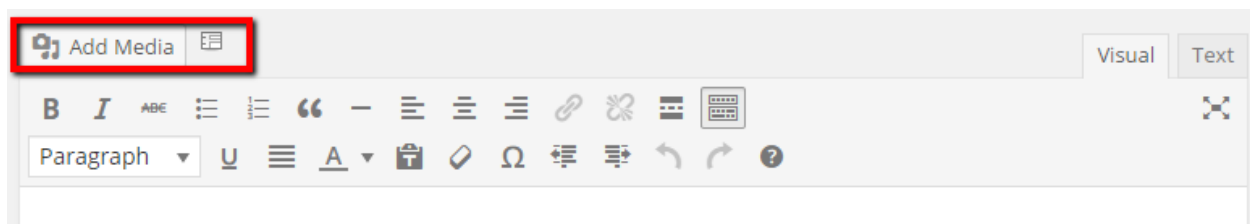
Clicking that will give you a choice of images sizes. Obviously you don't want it too big, so just click on "medium" (or whatever size is smaller):



You'll also need to grab the link to the image, as we'll need to add the attribution on our post. You can do this by clicking the little "arrow" button, and choosing "link":

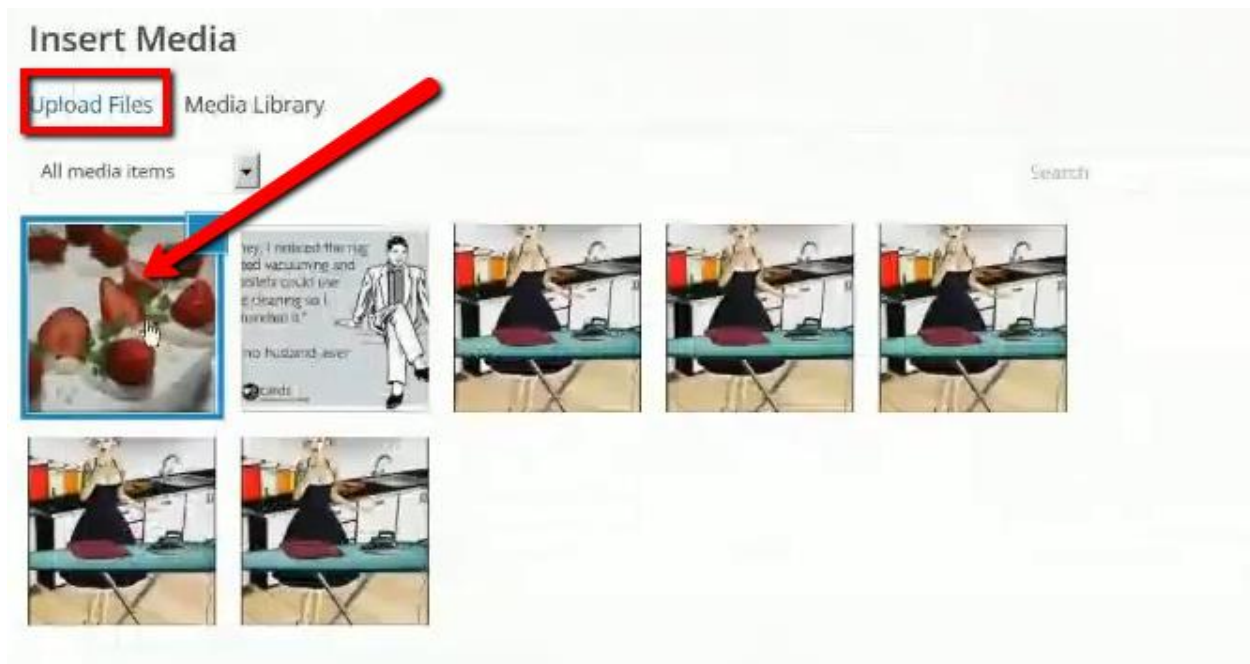


Now that you have that image downloaded, you go back to your site, and there's a button that says "add media". So click on that:

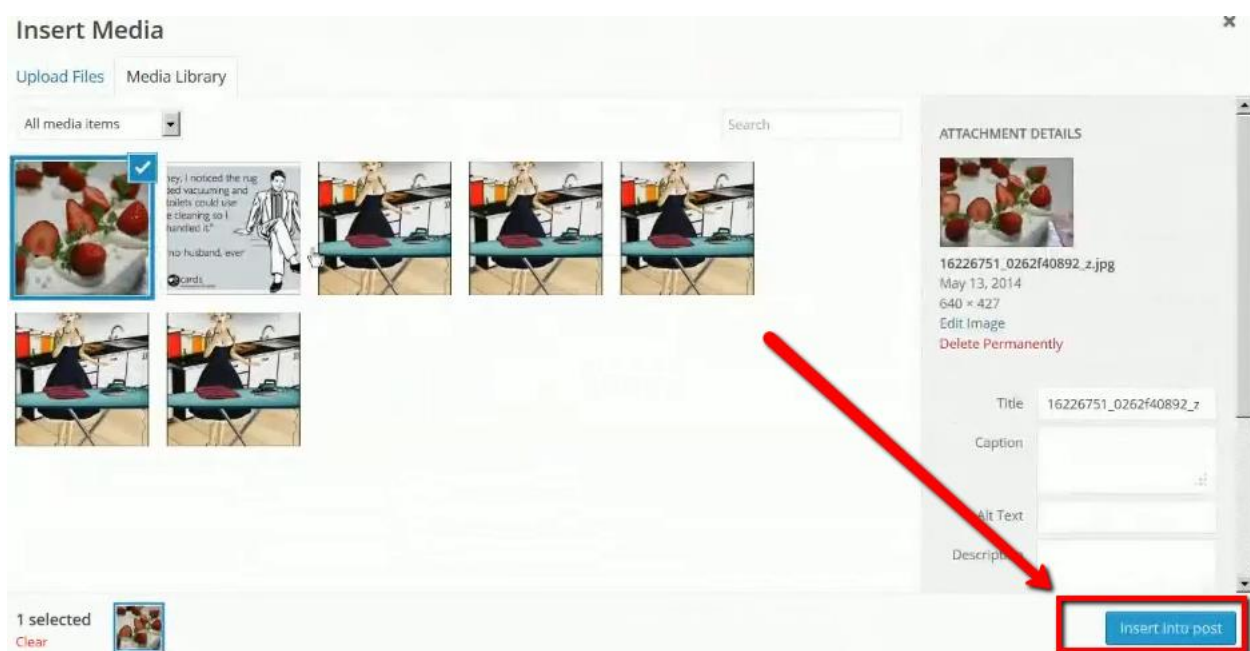


In the window that pops up, you can click on "upload files", and now you can literally drag and drop the image there, and it will upload it:





Now you can select and click “insert into post”:



Now that it's in there, you can do many things. You can move it around, center it, and even resize it.

You can move it by clicking on it to grab it, and literally dragging it to where you want it to be:

Nothing says summer quite like this easy but remarkably grand strawberry dessert. Even better, it can wait patiently in the refrigerator



for up to a day.

## Directions

- Step 1**

Preheat oven to 350 degrees. Butter bottom of an 8-inch round cake pan, and line with parchment paper. Butter and flour paper and sides. In a medium bowl, whisk together flour, baking powder, and salt; set aside.

blockquote » section » div » div » img

Word count: 423

When you click on it, you've also got options to control where it's going to sit:

Add Media

Visual Text

B I ABC [List Icons] [Quote Icon] [Link Icon] [Image Icon] [Table Icon] [More Icon]

Nothing says summer quite like this easy but remarkably grand strawberry dessert. Even better, it can wait patiently in the refrigerator

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## Directions

- Step 1**

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In this step:

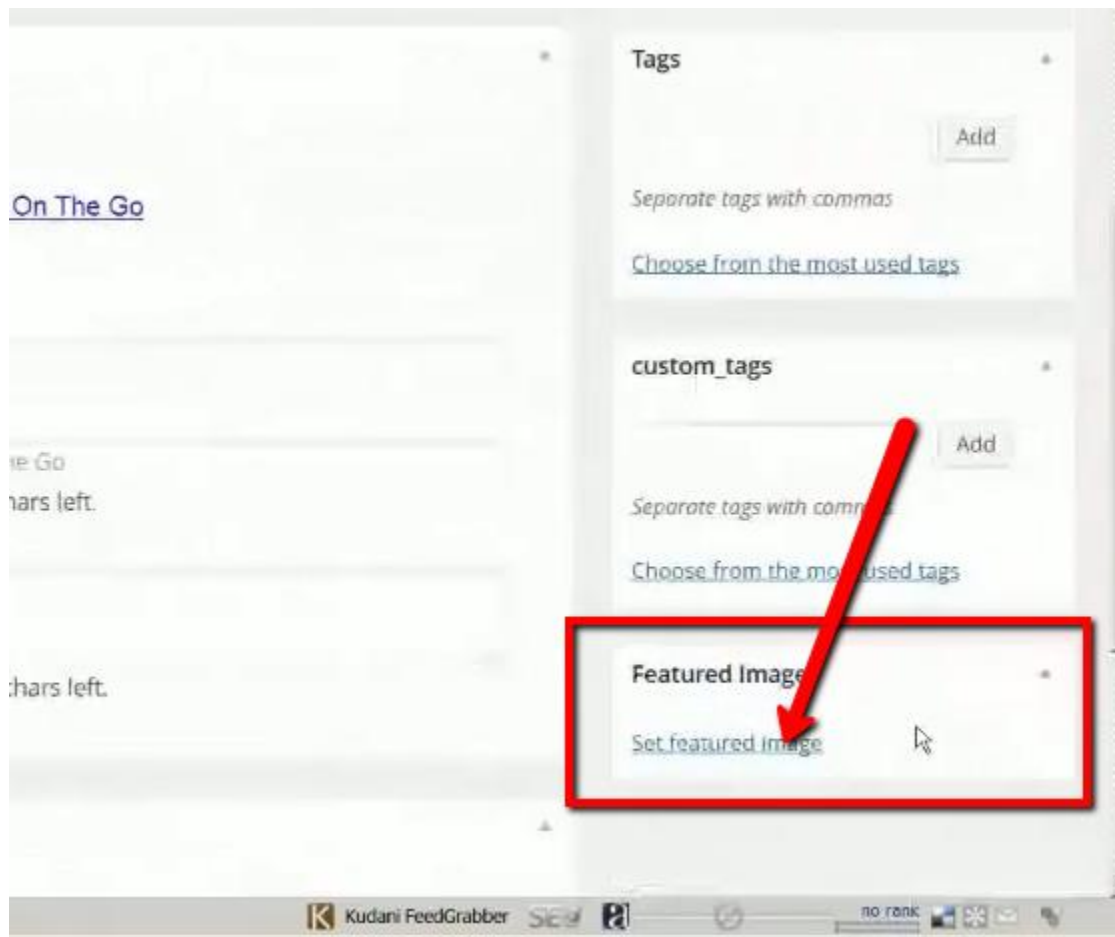
  - o Buttering and Lining Cake Pans
- Step 2**

Using an electric mixer on high speed, beat butter and 1/2 cup sugar in a large bowl until light and fluffy. Add eggs and yolks, one at a time, beating well after each addition. Beat in vanilla. With mixer on low, alternately add flour mixture in 3 parts and

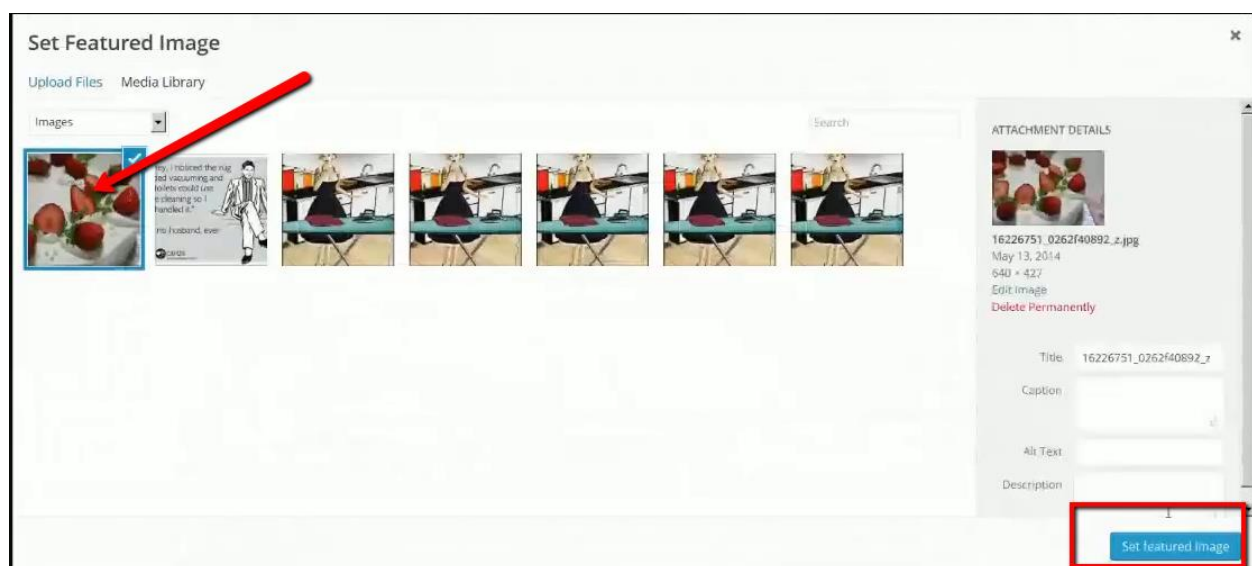
blockquote » section » div » div » img

One other thing you want to do is scroll down the page and make it a “featured image”.

That means it'll show up on the home page:



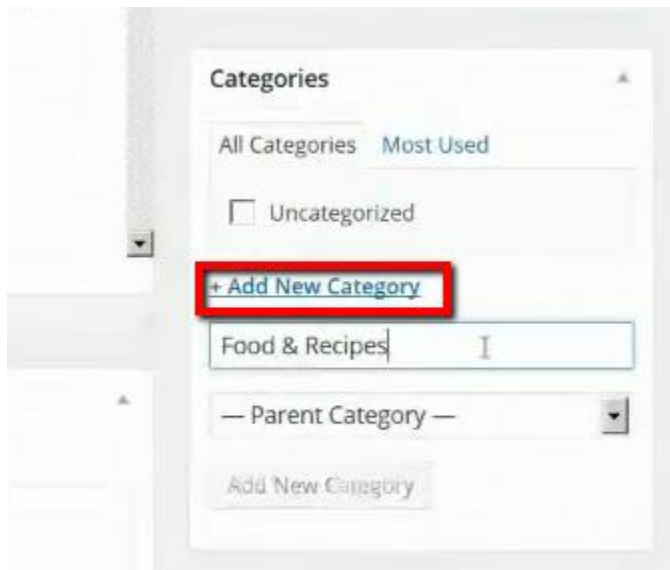
When you click on that, just choose the image you just uploaded, and “set featured image”:



The last thing you want to do is give it a category.

Make the category relevant.

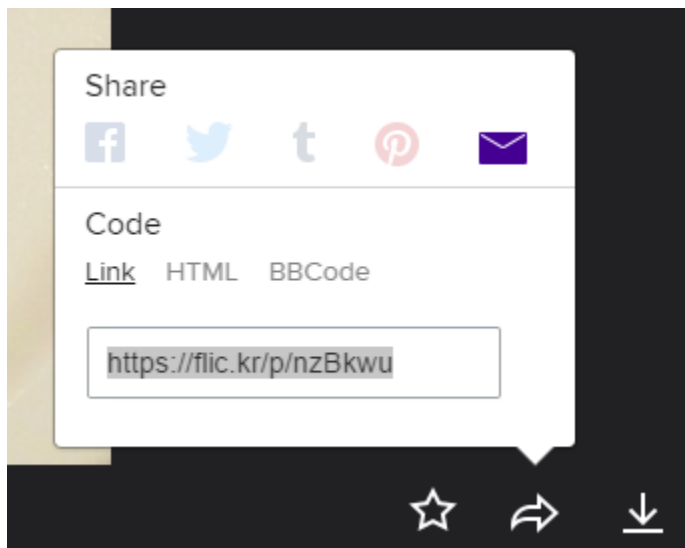
Later, after you've added all your categories, there will be a list of things to choose from.  
But for now, you just hit "add new category":



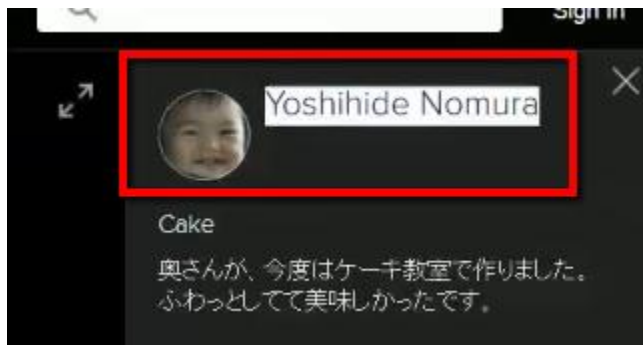
You'll never have to add it again, it's just there.

There's one last thing to do. You also want to give credit for the photo.

So go back to Flickr, and copy that image source:

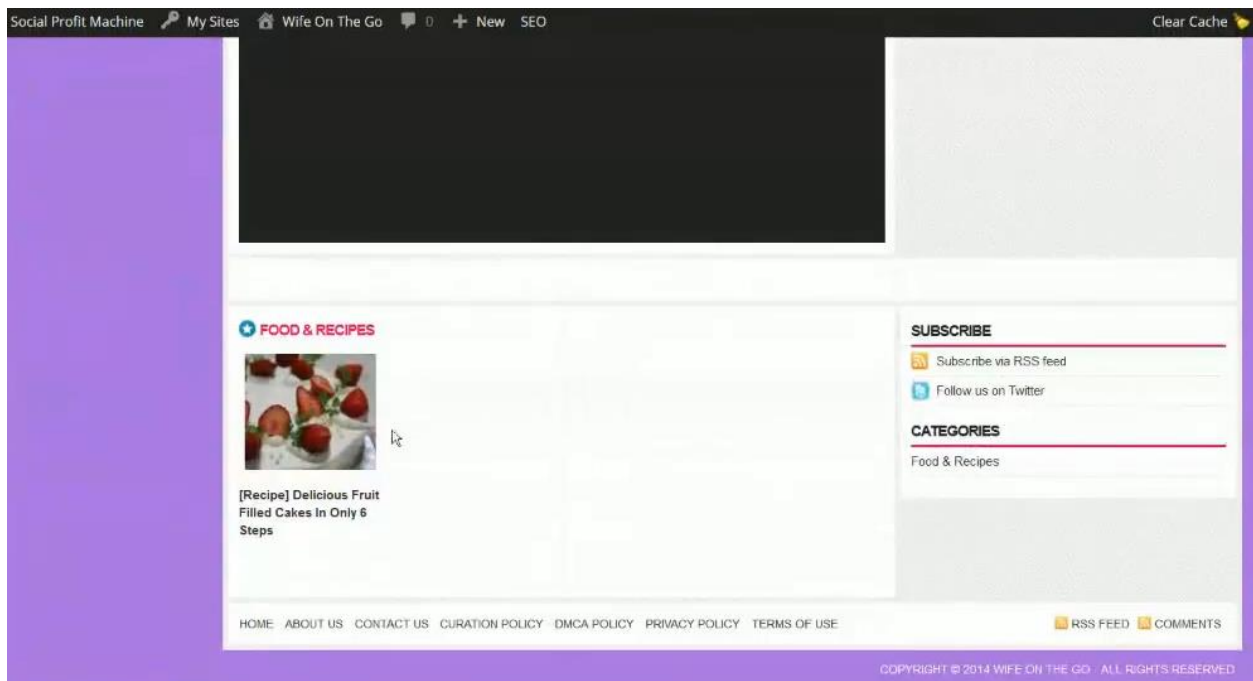


You should also get the person's name who originally added it.



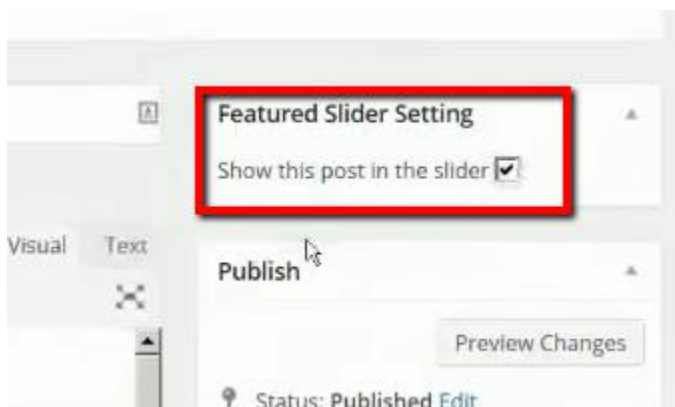
So now this post is completely done.

Now if you go to the home page, you will start to get a feeling for what your website is going to look like.



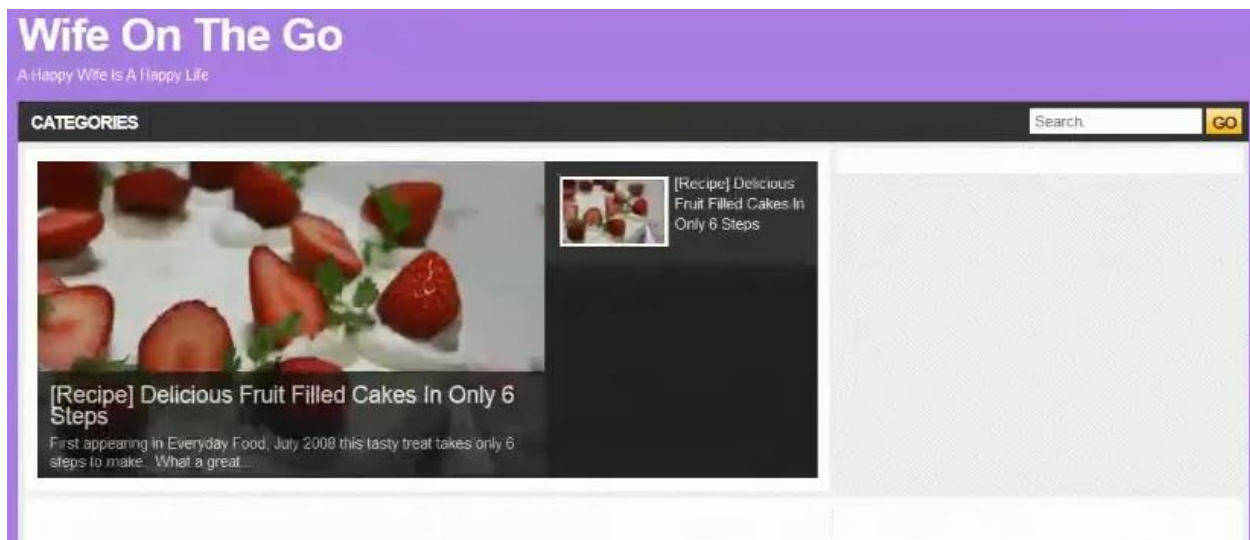
There's one other thing that you can do with this theme. There is an area called a "featured slider".

So if you want your post to be featured, go back to edit, and (depending on the theme) you should see an option like this:





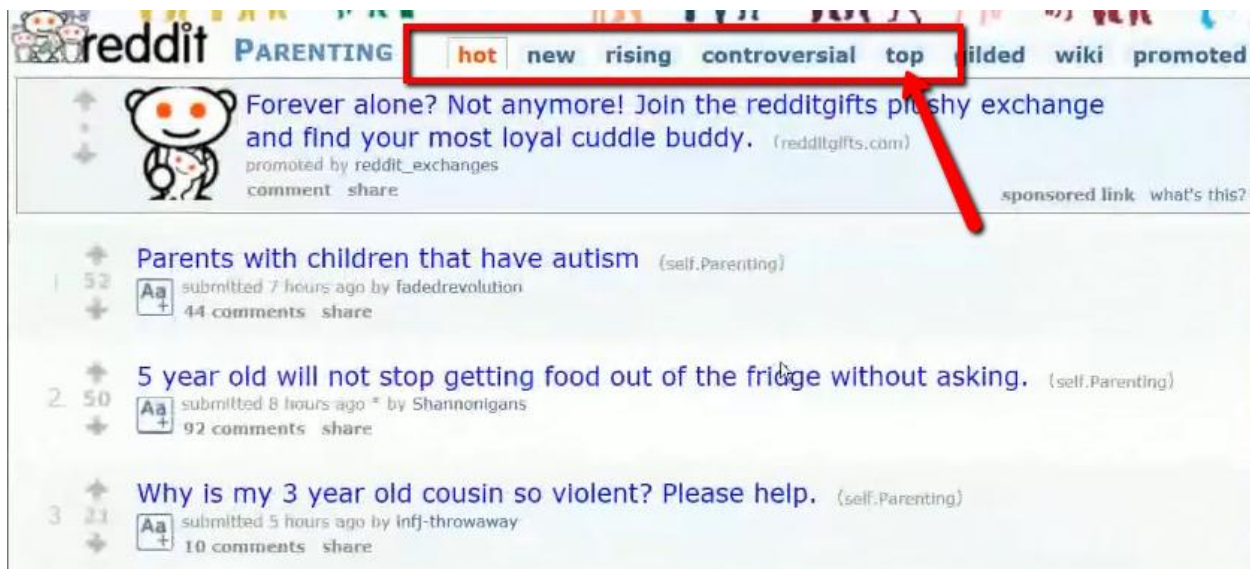
So check that, and hit update. And now it will be on our featured slider:



Now you see the site is starting to take shape.

Another great place to get viral content that we talked about before is of course reddit. If you don't know what reddit is, it's basically a huge list of user-submitted content. You can break it down for your market. In this case, we went to <http://reddit.com/r/parenting>

And you can sort it by how popular things are:



Some of these are just questions and other interactions, so this page didn't turn out to have really good content for us.

So if there's nothing there, try a different page. Next, we tried <http://reddit.com/r/mommit>

This page has more in terms of content being shared:



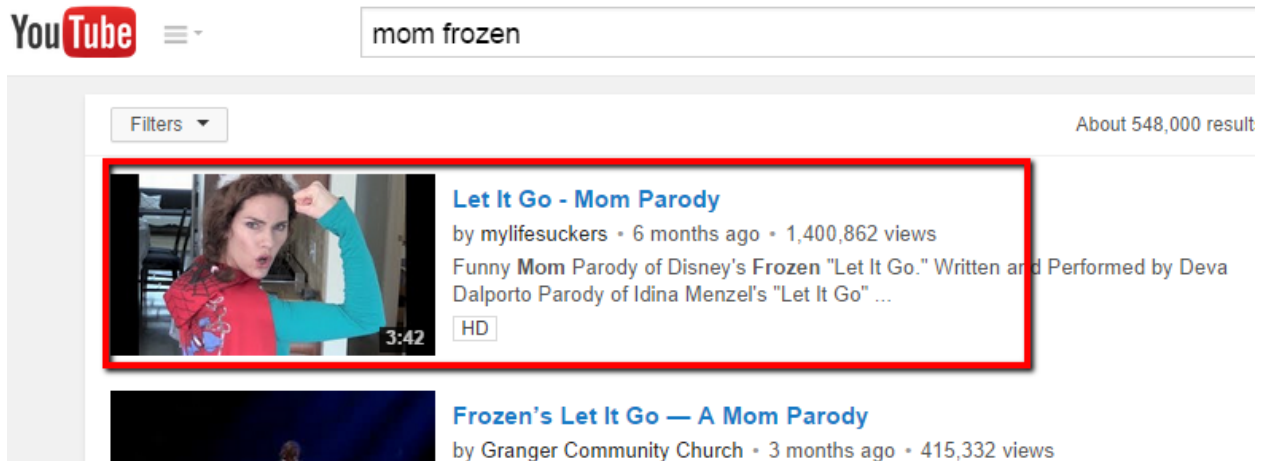
One thing to remember is your content does not have to be helpful. You can post silly pictures or videos relating to your market. Anything that has substance and will get a reaction out of people, or make them want to share it.

## Adding a Video

Let's say you wanted to post a video instead.

You can go straight to YouTube sometimes to find these.

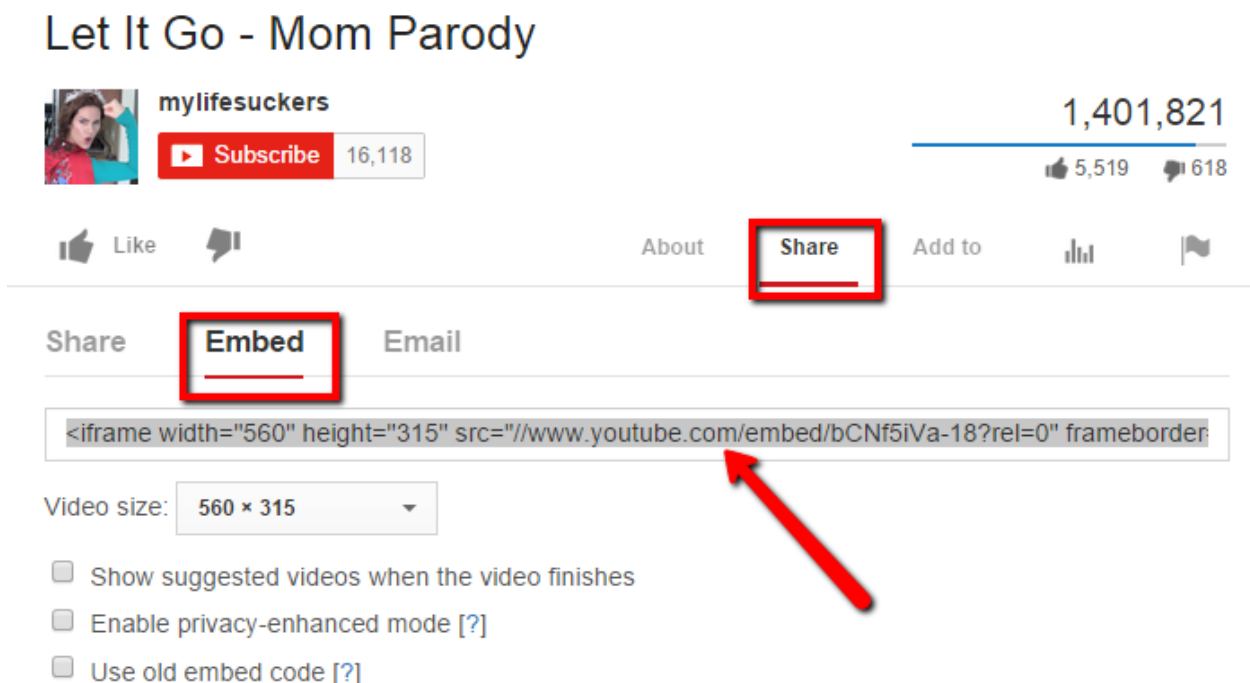
From our earlier research, we found a video of a Mom singing "Frozen". We noticed that Frozen is super popular, and this video would be perfect for our site.



Video content is way better, because it's even easier to curate.

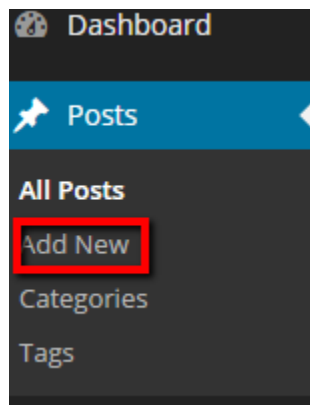
Let me show you how simple it is.

Just click on "share", then "embed", and copy the code that it gives you:

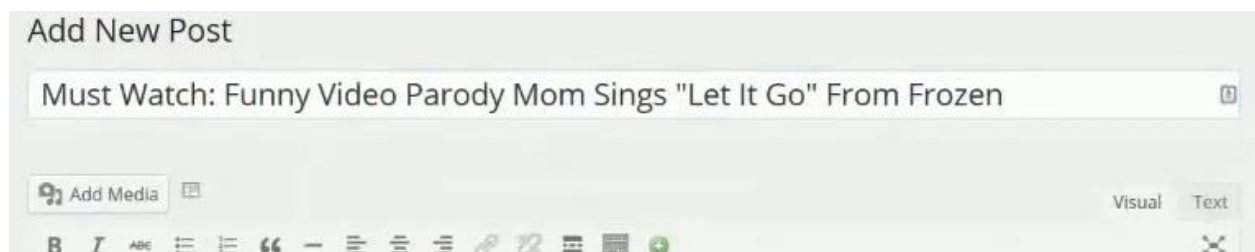




Go back to the post area on your website and click “add new post” again:



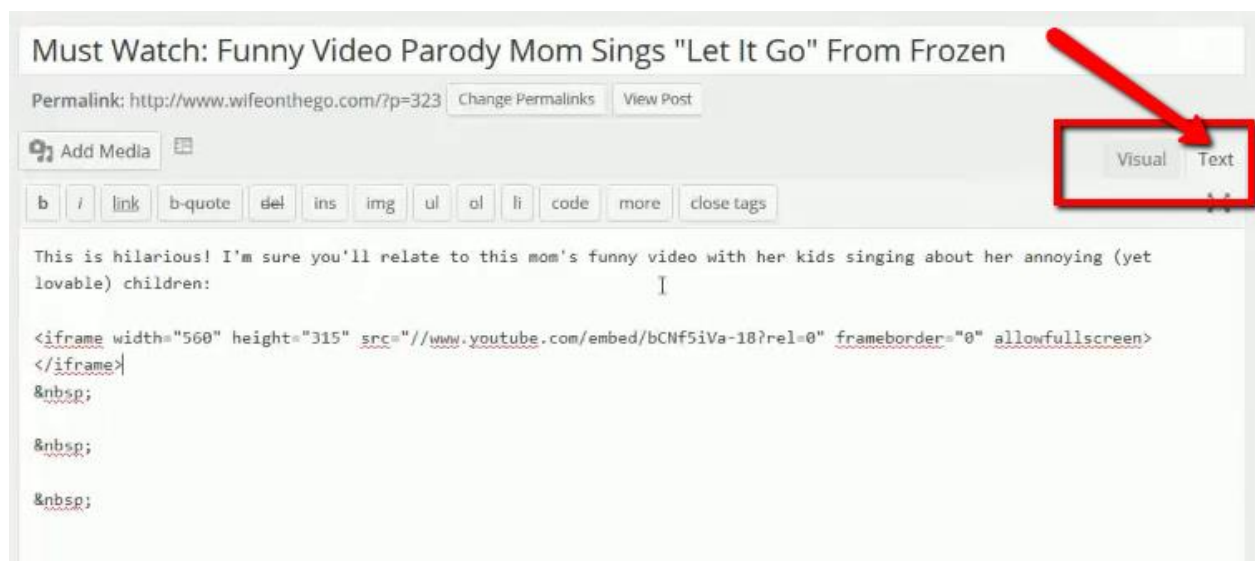
You want to give it a catchy title like we explained earlier:



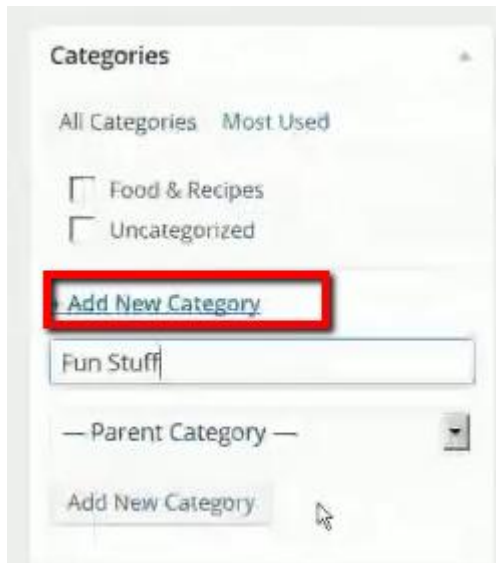
Then you can just write up a short little introduction.

It's a good idea to watch the whole video, because sometimes there can be things in the video you really don't want on your site.

Then paste in that video code, however, make sure it's in the “text” editor and not “visual” editor:



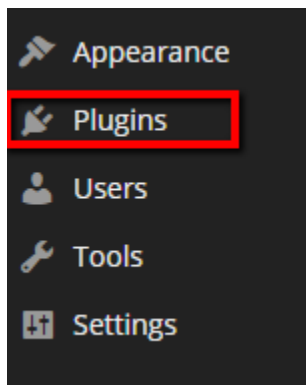
Remember to add in your new category:



And we're almost done!

At this point, there is a nifty little plugin that we need to activate that will automatically grab an image for us from the video. That way, we don't have to go and find something, as it'll pull it for us right away.

So click on the plugins link:

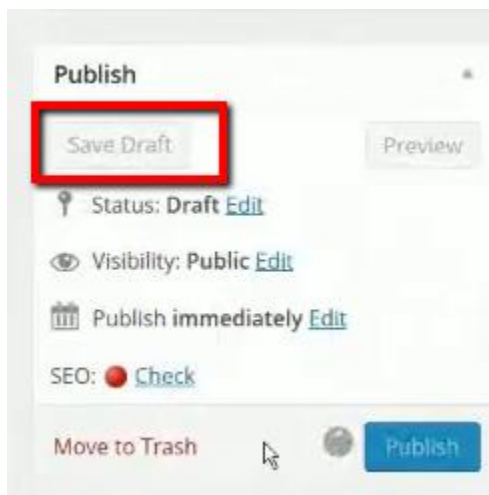


And scroll down until you find the "video thumbnails" link:

<a href="#">Deactivate</a>	them as gallery attachments on the post itself.
<input type="checkbox"/> <b>MaxBlogPress Ping Optimizer</b> <a href="#">Deactivate</a>	Saves your wordpress blog from getting tagged as ping spammer by installing this plugin. Adjust your settings <a href="#">here</a> .
<input type="checkbox"/> <b>Pretty Link Lite</b> <a href="#">Deactivate</a>	Shrink, track and share any URL on the Internet from your WordPress website!
<input type="checkbox"/> <b>PubSubHubbub</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>	A better way to tell the world when your blog is updated.
<input type="checkbox"/> <b>Shareaholic   share buttons, analytics, related content</b> <a href="#">Deactivate</a>   <a href="#">Settings</a>	Whether you want to get people sharing, grow your fans, make money, or know who's reading your content, Shareaholic will help you get it done. See <a href="#">configuration panel</a> for more settings.
<input type="checkbox"/> <b>Share Buttons by AddToAny</b> <a href="#">Activate</a>	Share buttons for your pages including AddToAny's universal sharing button, Facebook, Twitter, Google+, Pinterest, StumbleUpon and many more. [ <a href="#">Settings</a> ]
<input type="checkbox"/> <b>Video Thumbnails</b> <a href="#">Deactivate</a>	Automatically retrieve video thumbnails for your posts and display them in your theme. Supports YouTube, Vimeo, Facebook, Vine, Justin.tv, Twitch, Dailymotion, Metacafe, VK, Blip, Google Drive, Funny or Die, CollegeHumor, MPORA, Wistia, Youku, and Rutube.
<input type="checkbox"/> <b>WordPress Importer</b> <a href="#">Activate</a>	Import posts, pages, comments, custom fields, categories, tags and more from a WordPress export file.
<input type="checkbox"/> <b>WordPress SEO</b> <a href="#">FAQ</a>   <a href="#">Premium Support</a>   <a href="#">Settings</a>   <a href="#">Deactivate</a>	The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemap and much more.
<input type="checkbox"/> <b>WP Smush.it</b>	Reduce image file sizes and improve performance using the Smush.it API within WordPress.

Simply click on “activate” and we’re good to go.

Now go back to your post. You should click on “save draft” in order to refresh the page and pull up the plugin.



Being a video, it should automatically pull up the video thumbnail:



You don't even have to add an attribution link since it's a video that already links back to YouTube (which they allow you to use on your site).

So when you click publish, you'll really start to get an idea of what your site is going to look like:



If you look at the video post (and you did everything correctly):



This is really all you need to do.

Your site at this stage really only needs with as little as 4 pieces of content per day.

It'll quickly start to fill up and become a full site.

The next thing we need to do is set up our Facebook page.

# Creating Your Facebook Page

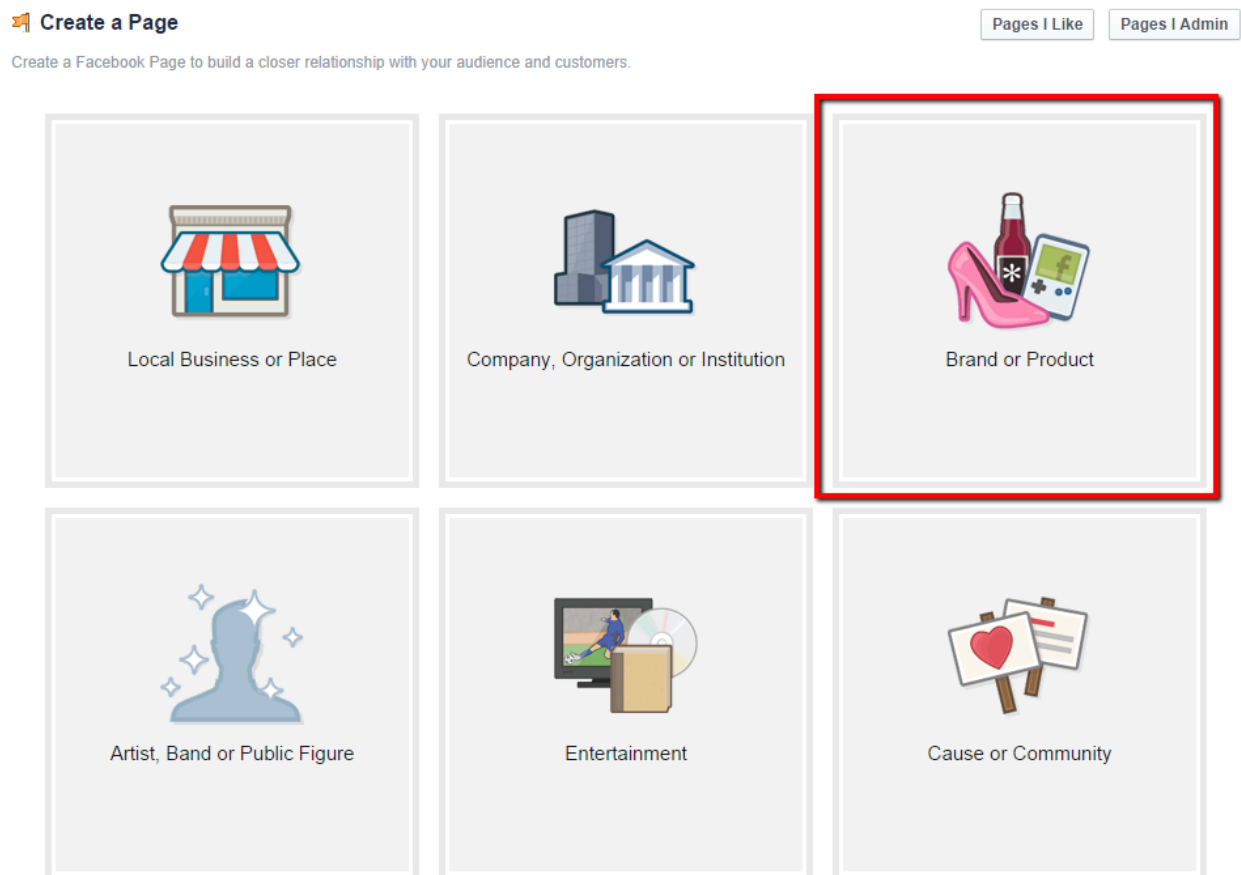
Facebook is going to want you to use everything under your personal account. However, for each page you create it will stand separately from your profile.

So you don't need to go and create a new Facebook account – and if you did that would actually get you in trouble.

No one will ever know it's you unless you want them to.

Go to <https://www.facebook.com/pages/create>

There will be a lot of different options, but you want to use “brand or product”:



You're going to want to pick a category, and that's pretty simple. We're a website, right?

**Brand or Product**

Website ▼

Brand or Product Name

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

**Get Started**

Then you want to give it a name, so just enter your website name:

**Brand or Product**

Website ▼

Wife On The Go

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

**Get Started**

In the next page, you should add a description. You can just use the slogan you thought up earlier. It's always smart to put in your full website address in there as well:

**Set Up Wife On The Go**

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

**Tip:** Add a description and website to improve the ranking of your Page in search.  
Fields marked by asterisks (\*) are required.

A happy wife is a happy life! <http://www.wifeonthego.com>

<http://www.wifeonthego.com>

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.  
<http://www.facebook.com/> Enter an address for your Page ...

Is Wife On The Go a real business, product or brand? ☐ Yes ☐ No  
This will help people find this business, product or brand more easily on Facebook.

Need Help? [Save Info](#) [Skip](#)

Then choose your Facebook URL:

**Set Up Wife On The Go**

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

**Tip:** Add a description and website to improve the ranking of your Page in search.  
Fields marked by asterisks (\*) are required.

A happy wife is a happy life! <http://www.wifeonthego.com>

<http://www.wifeonthego.com>

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.  
[http://www.facebook.com/ WifeOnTheGo](http://www.facebook.com/WifeOnTheGo)

Is Wife On The Go a real business, product or brand? ☐ Yes ☐ No  
This will help people find this business, product or brand more easily on Facebook.

Need Help? [Save Info](#) [Skip](#)

Depending upon your account, you may not get this option yet. Facebook might force you to get some fans first. If it's not there, don't worry because you can change it later.

For the last 2 options, just click yes:



### Set Up Wife On The Go

**1 About** 2 Profile Picture 3 Add to Favorites 4 Reach More People

**Tip:** Add a description and website to improve the ranking of your Page in search.  
Fields marked by asterisks (\*) are required.

A happy wife is a happy life! <http://www.wifeonthego.com>

<http://www.wifeonthego.com>

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.  
<http://www.facebook.com/>

Is Wife On The Go a real business, product or brand? ☒ Yes ☐ No  
This will help people find this business, product or brand more easily on Facebook.


Will Wife On The Go be the authorized and official representation of this business, product or brand on Facebook? ☒ Yes ☐ No  
This is a legally binding statement regarding the authenticity and representation of this Page.

Need Help? [Save Info](#) [Skip](#)

At this point you can do a profile picture, but for the moment you can even skip that. There is a tool in the Social Profit Member's area to easily create profile & cover photos. But for now you can just skip it:

### Set Up Wife On The Go

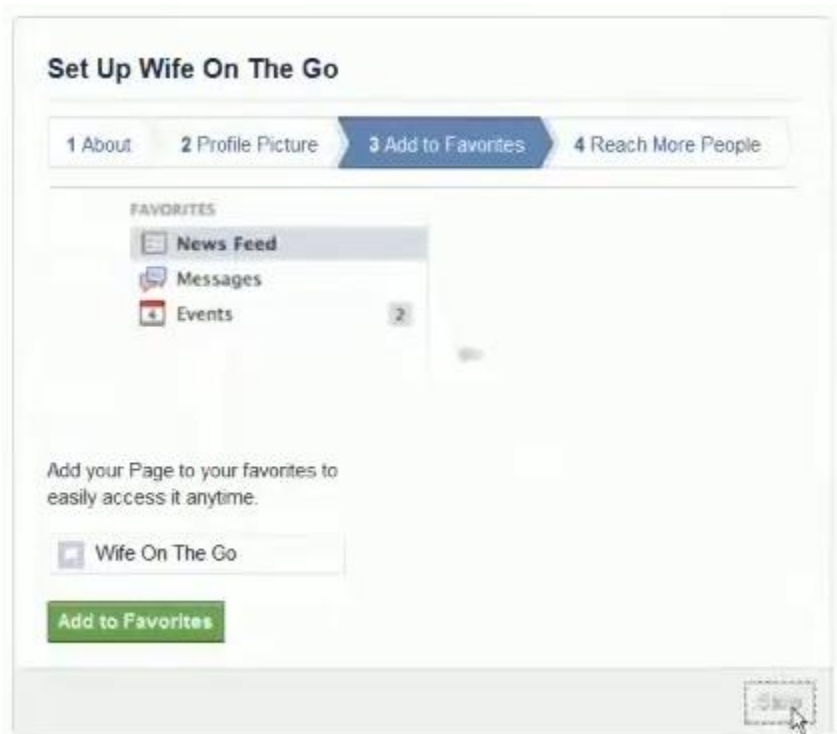
1 About **2 Profile Picture** 3 Add to Favorites 4 Reach More People



[Upload From Computer](#) [Import From Website](#)

[Save Photo](#) [Skip](#)

On the next page, you get the option to add it to favorites. You don't have to add it to your personal favorites, but you can if you want. So either do that or click skip:

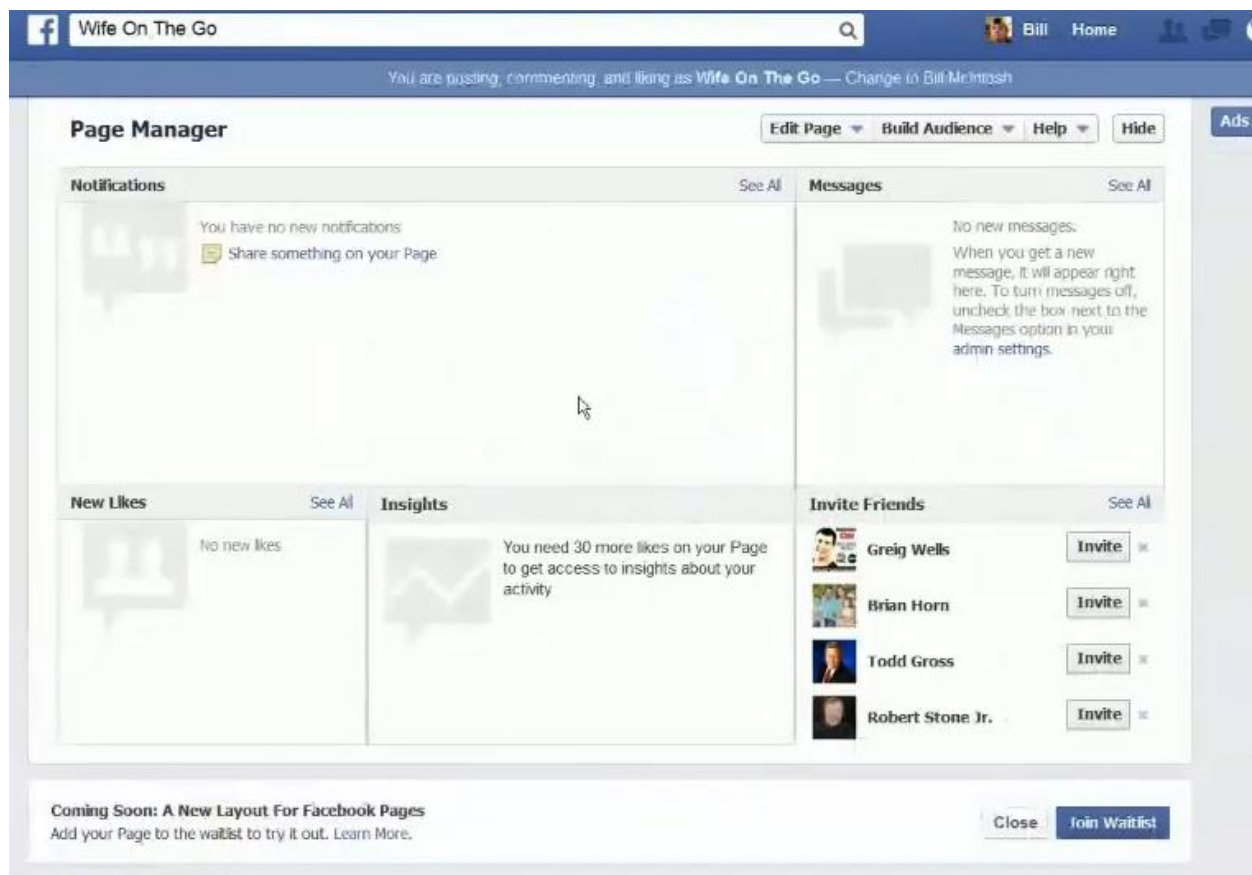


The final option is “reach more people” which is just creating an ad. We don’t want to do that right now so just click skip once again:



And that’s it, our page is created!

You should now have an official Facebook page.



So now the address <http://www.facebook.com/WifeOnTheGo> is a real page.

Since you're the admin, you'll see a bunch of extra options that normal visitors will not see.

At this stage, we're going to start putting content.

We have 2 properties now. The website, which we just setup. And the Facebook page, which we just set up.

It's these 2 things working together is where all the magic happens.

This is how all the traffic is driven, and spark off all these crazy numbers. Like the political site that is going to do a million visitors next month. It's all driven just like we're showing you right now.

All we're going to do is share what we're posting on our site with our Facebook fans.

So we're going to share the video.

Go back to your video post and copy the link:



Then go back to your Facebook page and basically do the same thing.

Paste the video in there, and write up some kind of blurb that will entice people to click:



That's it!

Something funny that sometimes happens, you'll notice a little text thing like this:



What happens is that once Facebook begins to know your page better, it will look a lot nicer.

Sometimes it'll pull a big preview image, and other times it will be a "thumb nail".

It's slightly mysterious but we believe it has something to do with the "trust factor" of your page.

So be patient, it'll happen.

Just focus on getting fans and posting great content, keep those titles so that people will click through.


Let's see a better example of what we mean from another page:

 **Let's Go All Natural** shared a link.  
July 11

Check out these 5 amazing health benefits of the papaya...

And Learn why you should NOT throw away the seeds-->

<http://www.letsgoallnatural.com/5-amazing-health-benefits-papaya-dont-throw-away-seeds/>



**5 Amazing Health Benefits Of Papaya. And Don't Throw Away Those Seeds ! - Let's Go All Natural**  
[www.letsgoallnatural.com](http://www.letsgoallnatural.com)

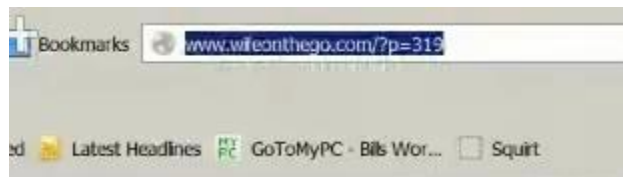
Papaya is one of the healthiest fruits available for your consumption. It is also a fruit that has been GMOed and grown commercially in Hawaii since 1999. So read the labels on the papaya fruit that you buy at the grocery stores. The excerpt that I have...

Like · Comment · Share94 98 Shares

It'll pull up image previews that look really nice. And as Facebook starts to trust you and your new site, you'll get beautiful images.

Since we're brand new, it's not quite looking like that.

We can now share the other recipe article that we created, so grab that link too:



And post it again on your Facebook page (writing another little blurb that gets people to click):



This time, Facebook pulled our image and we have a great looking post:





## What's Next

Your goal right now is to do exactly what we just did. Finish your site and put at the bare minimum 4 pieces of content (hopefully more).

We set up this website and Facebook page in about an hour.

You can easily post new content doing exactly what we just went over.

Your very next task is to complete these steps.

Make about 10 new pieces of content, and you'll be ready for the next step.

That's all you need to do, so don't focus on anything else. Concentrating on designs, logos, or anything else will just distract and slow you down.

What we're going to have happen next is starting to get traffic.

That's where our Facebook fan building strategy comes into play.

We'll cover that in the next training.

I should also mention that there are some tools included with the Social Profit Machine that will automate a lot of this. However, it's important that you learn how to do it by hand in case something goes wrong. You should always learn how to run your site before you let tools do it!

It doesn't take much time at all and you'll get comfortable doing this.

After we get to the next step we'll give you more tools and automation.



## Quick Recap: Posting an Article

These are steps all available on the Social Profit Member's area. However, we have provided them here for convenience. Once again, this guide is only intended as a reference. You should watch the videos before following anything here.

1. Once you find an article, copy less than 40% of it (where applicable). We have said up to 50% in the past, but less than 40% is smarter.
2. Open your WordPress Admin area for your website
3. Click on "posts" on the left-hand side.
4. Click on "Add New"
5. Type in a title for your post where it says 'Enter title here'
6. Then click on the body of the post, and type out an introduction.
7. Then paste the section of the article that you copied after the introduction.
8. Highlight this section of the article and at the top tool bar click on what looks like quotation marks "This will make the article stand out as separate text from the rest.
9. Go to Flickr.com to find a photo to put in your post.
10. Type what you're searching for in the Search Box in the top right corner.
11. Click on Advanced Search, scroll down and in the last section titled Creative Commons, check mark both boxes for these two points: "Only search within Creative Commons-licensed content", and "Find content to use commercially"
12. Once you have found a picture you would like to use, click on the picture, then on the right hand side there will be the 3 dots symbol ... click on those dots and find the option to Download/All Sizes. Then pick the Medium size and click Download.
13. Go back to your Word Press Admin area, where you were working on this current post. Click on Add Media, then click on Upload Files, then click on Select Files. Click on your Downloads folder on the left hand side. Find the photo you just downloaded by the time stamp, double click on it. Then click on "Insert into post" the blue bottom on the bottom right hand side. Now the photo is in your post, you can move it around and place it wherever you'd like.

14. Next, at the bottom of your post, write the word "Source:" then type the name of the article writer. Highlight the writer's name and then scroll up and click on the Paperclip icon in the top tool bar, this will pop open a box, enter the URL address of the article you used. Then click Add Link to make the writer's name a hyperlink.
15. Next, do the same thing for the Image Source. Now you're ready to publish your post. Scroll down the page and on your right hand side at the very bottom, click on the option to set the image as a Featured Image. This will make the photo appear on the home page of your website.
16. Scroll up a ways and find the Categories section. Click on the Add New Category button and type in what you would like to call this category and click add. Make sure it's check marked for this post. Or, select an existing category.
17. If you would like this post to be in your top photo slider section of your website, there is a checkbox for that at the top of this Admin page on the right hand side. Click that if applicable.
18. Last thing to do is find the blue "Publish" button on the right side of your page, click that and your post is now published to your website.

## Quick Recap: Posting a Video

1. Find a video you think your audience would like
2. Highlight the address in your web browser to this video and hit CTRL+"C" to copy it.
3. Open your WordPress Admin area for your website
4. Click on 'Posts' on the left hand side.
5. Click on 'Add New'
6. Type in a title for your post where it says 'Enter title here'
7. Then click on the body of the post, and type out an introduction.
8. Then paste the address to the YouTube video.
9. Now you're ready to publish your post.
10. Find the Categories section. Click on the Add New Category button and type in what you would like to call this category and click add. Make sure it's check marked for this post. Or, select an existing category.
11. If you would like this post to be in your top photo slider section of your website, there is a checkbox for that at the top of this Admin page on the right hand side. Click that if applicable.
12. Last thing to do is find the blue "Publish" button on the right side of your page, click that and your post is now published to your website.

## Quick Recap: Making An Image Post

1. Find an image on [pinterest.com](https://pinterest.com), [flickr.com](https://flickr.com) or elsewhere you can re-use. (see training videos 2 & 3 for more information)
2. Open your WordPress Admin area for your website
3. Click on 'Posts' on the left hand side.
4. Click on 'Add New'
5. Type in a title for your post where it says 'Enter title here'
6. Then click on the body of the post, and type out an introduction.
7. Download your image to your computer. Here's the procedure to do that on Flickr: Go to [Flickr.com](https://Flickr.com) to find a photo to put in your post.
8. Type what you're searching for in the Search Box in the top right corner.
9. Click on Advanced Search, scroll down and in the last section titled Creative Commons, check mark both boxes for these two points: "Only search within Creative Commons-licensed content, and Find content to use commercially"
10. Once you have found a picture you would like to use, click on the picture, then on the right hand side there will be the 3 dots symbol ... click on those dots and find the option to Download/All Sizes. Then pick the Medium size and click Download.
11. Go back to your Word Press Admin area, where you were working on this current post. Click on Add Media, then click on Upload Files, then click on Select Files. Click on your Downloads folder on the left hand side. Find the photo you just downloaded by the time stamp, double click on it. Then click on "Insert into post" the blue bottom on the bottom right hand side. Now the photo is in your post, you can move it around and place it wherever you'd like.
12. Next, at the bottom of your post, write the word "Image Source:" then type the name of the article writer. Highlight the writer's name and then scroll up and click on the Paperclip icon in the top tool bar, this will pop open a box, enter the URL address of the original image you used. Then click Add Link to make the writer's name a hyperlink.
13. Now you're ready to publish your post. Scroll down the page and on your right hand side at the very bottom, click on the option to set the image as a Featured Image. This will make the photo appear on the home page of your website.

14. Scroll up a ways and find the Categories section. Click on the Add New Category button and type in what you would like to call this category and click add. Make sure it's check marked for this post. Or, select an existing category.
15. If you would like this post to be in your top photo slider section of your website, there is a checkbox for that at the top of this Admin page on the right hand side. Click that if applicable.
16. Last thing to do is find the blue "Publish" button on the right side of your page, click that and your post is now published to your website.