



*Jermaine Griggs'*

**“Hold You By The Hand”  
4-Week Online Training  
Program (Week 2)**

StickyMarketer.com  
NittyGrittyMarketing.com

---

---

---

---

---

---

---

---



**Steps to take to get  
development started**

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

**Steps to take to get community  
development started...**

- **STEP ONE:** Plot out (using a mind map or outline) every feature/benefit you'd like in your community. Use my 30-minute music video tour as a stimulant.
  - My first “behind-the-scene” bonus video for my latest top-secret project can help you with mind mapping as well.
  - Don't worry about organization... just “think & write!”
  - Use Freemind software:  
<http://freemind.sourceforge.net>

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Steps to take to get community development started (cont.)...

- **STEP TWO:** Prioritize which elements are most and least important to you.
  - **A-grade features** = Things you **can't** live without. Must be active before launch (core functionality / viral components).
  - **B-grade features** = Things you **can** live without but would be nice to have. They don't necessarily have to be active before launch but you'd definitely like to *time-release* them.
  - **C-grade features** = Things you definitely **can** live without. They are mere extra desires that you'd like to have but you can add any time in the future.

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Steps to take to get community development started (cont.)...

- **STEP THREE:** Determine your budget.
  - Consider the extensivity of your project.
  - All grades or will you start with **Grade A** features first?
  - How quickly do you need it?  
Urgency = more expensive in most cases.

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Steps to take to get community development started (cont.)...

- **STEP FOUR:** Post on freelance network to start getting bids or contact my recommendations.
  - Rentacoder.com, Guru.com, eLance.com
  - "This is a piece of cake for someone who knows what they are doing."
  - Post some type of specific instructions in the body of your message to make sure they've read the entire job description.
  - If they submit canned reply, call them out on it, and get them to give you a specific reply (...use this to make your final decision vs. programmers who took the time to write detailed replies back to you).
  - Ask specific follow-up questions to narrow down your choices.
  - If prices are way below your budget (as they sometimes can be), consider working with two programmers at once. You still have to pay both of them but now you have double the chance of getting exactly what you want.

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Steps to take to get community development started (cont.)...

- **STEP FIVE: Pick coder**
  - Work with coder closely... be detailed in your instructions of what you want.
  - Make checklist and tie deadlines to each item in the checklist.
  - On rentacoder.com, every Friday, coders must submit weekly status reports. Don't turn this option off.
  - Use instant messenger to communicate instantly with programmer. If they are like my programmers, they can make various changes right on the spot.
  - Compliment and cheer on your programmer. Express how pleased you are with the way the project is progressing.

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Steps to take to get community development started (cont.)...

***If you've found a good programmer who works efficiently and timely (and provides value to the project over and beyond what you've asked for), pay them a bonus at the end and stay in contact with them. They can be a great asset to your future operations.***

---

---

---

---

---

---

---

---



***"Do It Yourself"  
Approach***

---

---

---

---

---

---

---

---

## “Do It Yourself” Approach

- Use web host with cpanel and Fantastico De Luxe already installed.
  - E.g. – hostgator.com
  - (Godaddy doesn't have this option)
- Using the “Fantastico” feature, you can pick from dozens of scripts/systems to install on your website

---

---

---

---

---

---

---

---

## “Do It Yourself” Approach – Fantastico De Luxe

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>■ <b>Blogs</b> <ul style="list-style-type: none"> <li>□ b2evolution</li> <li>□ Nucleus</li> <li>□ pMachine Free</li> <li>□ WordPress</li> </ul> </li> <li>■ <b>Discussion Boards</b> <ul style="list-style-type: none"> <li>□ phpBB2</li> <li>□ SMF</li> </ul> </li> <li>■ <b>E-Commerce</b> <ul style="list-style-type: none"> <li>□ CubeCart</li> <li>□ OS Commerce</li> <li>□ Zen Cart</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>■ <b>Content Management</b> <ul style="list-style-type: none"> <li>□ Drupal</li> <li>□ Geeklog</li> <li>□ Joomla</li> <li>□ Mambo Open Source</li> <li>□ PHP-Nuke</li> <li>□ hpWCMS</li> <li>□ phpWebSite</li> <li>□ Post-Nuke</li> <li>□ Siteframe</li> <li>□ TYPO3</li> <li>□ Xoops</li> </ul> </li> </ul> |
|---|---|

---

---

---

---

---

---

---

---

## “Do It Yourself” Approach

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>■ <b>Customer Relationship</b> <ul style="list-style-type: none"> <li>□ Crafty Syntax Live Help</li> <li>□ Help Center Live</li> <li>□ osTicket</li> <li>□ PerlDesk</li> <li>□ PHP Support Tickets</li> <li>□ Support Logic Helpdesk</li> <li>□ Support Services Manager</li> </ul> </li> <li>■ <b>F.A.Q.</b> <ul style="list-style-type: none"> <li>□ FAQMasterFlex</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>■ <b>Image Galleries</b> <ul style="list-style-type: none"> <li>□ 4Images Gallery</li> <li>□ Coppermine Photo Gallery</li> <li>□ Gallery</li> </ul> </li> <li>■ <b>Other Scripts</b> <ul style="list-style-type: none"> <li>□ Dew-NewPHPLinks</li> <li>□ Moodle</li> <li>□ Classifieds</li> <li>□ Open-Realty</li> <li>□ phpAdsNew</li> <li>□ PHPauction</li> <li>□ phpFormGenerator</li> <li>□ WebCalendar</li> </ul> </li> </ul> |
|--|---|

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

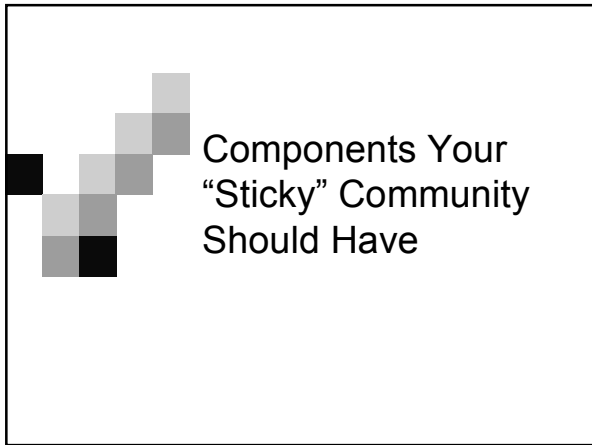
---

---

---

---

---



---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

A Sticky Site...

- **Engages users** and gives them a reason to return several time a day.
- **Has changing, dynamic content**
- **Makes users feel like they are a part of the site / "RELATIONSHIP"**
- **Allows users to control their own data** (updating, removing, enhancing) --- sense of ownership.

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

A Sticky Site...

- **Is viral, by nature**, giving users a reason to share with others, thus furthering your marketing message.
- **Uses web 2.0 practices**
- **Has interactive elements** like forums, chat rooms, “group messaging,” and other ways for visitors to interact (two-way interaction rather than one-way)
- **Helps “Social proof”**

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Forums...



---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Forums...

- Instantly adds “sticky” component to your site.
- Fresh content created by users daily (encourages regular log-ins to see *what's new*)
- Great way to get new product ideas (members will talk about their “needs” and “wants”)
- A way for you to build rapport and a personal relationship with users
- Users can subscribe to “hot topic” announcements and automatically be e-mailed of all popular threads.

---

---

---

---

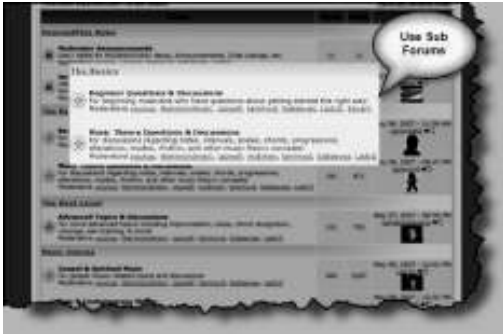
---

---

---

---

## Sub Forums



---

---

---

---

---

---

---

---

## Photos in Forums



---

---

---

---

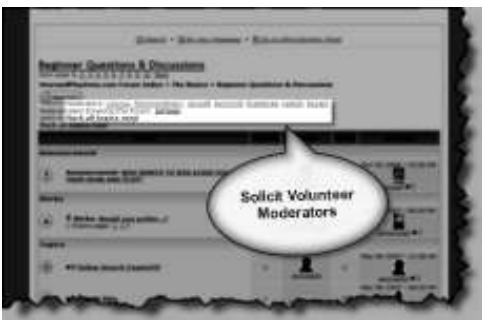
---

---

---

---

## Volunteer Moderators



---

---

---

---

---

---

---

---

### How to get volunteer moderators

- Offer free products/services in exchange.
- Pay a very low stipend (I paid one guy \$100/month to moderate my first forum in 2003).
- Give them a special rank / title in community.
- If applicable, offer to post their website/blog/profile in a prominent area of the site (exposure)
- If you are a "celebrity" to your audience, simply acknowledge how good of a member they are and invite them to become a leader/moderator.

**All my current moderators are absolutely \$free\$!**

---

---

---

---

---

---

---

---

### Ranks




---

---

---

---

---

---

---

---

### Easy Access to Member's Profiles




---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Increasing Interactivity on Forums

- **Automated topics:** Pull content from news sources and articles databases and post them as topics of discussion.
- **Solicit volunteer moderators** in exchange for free products or low stipends.
- **Member Points & Rewards:** Give points for posting on the forum. Points can be redeemed for free products & prizes (or allow readers to distribute points to others for helpful posts).
- **Member Ranks:** Users move up in rank as they post more (e.g. – “general member,” “premium member,” “elite member,” “royal elite member,” “super hero member,” etc.).

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Community Components: Content Center

Members can post comments and ratings.



**Content Center:** A place for users to post articles and information for others to read, comment on, and rate.

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Content Center

■ Newsletters	■ e-Courses
■ Articles	■ Autoresponder courses
■ Blog Posts	■ Audio lessons
■ User submitted articles	■ Video demonstrations
■ Hot forum discussions	■ ScreenCam Tutorials
■ Chat room transcripts	■ Frequently Asked Questions

Use in conjunction with incentives to boost user-created content

---

---

---

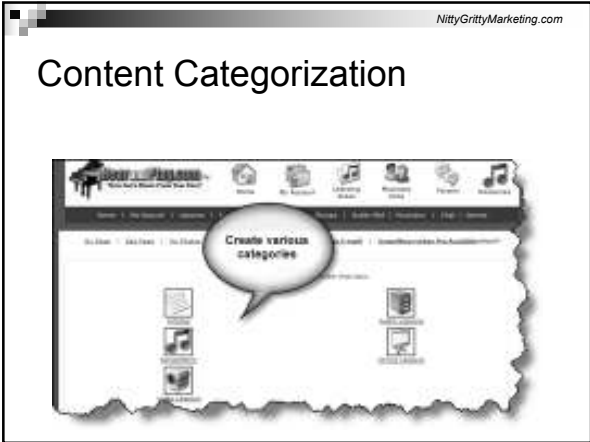
---

---

---

---

---




---



---



---



---



---



---



---




---



---



---



---



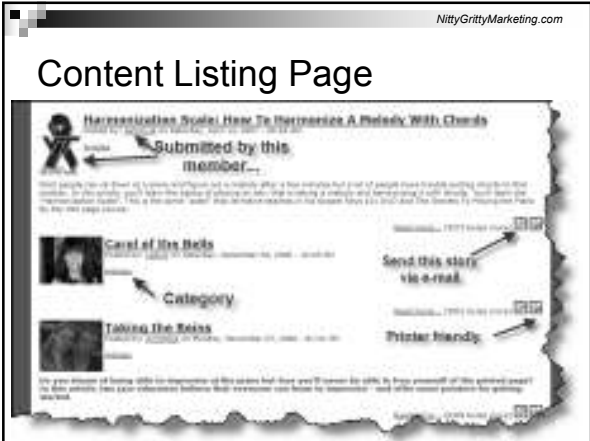
---



---



---




---



---



---



---



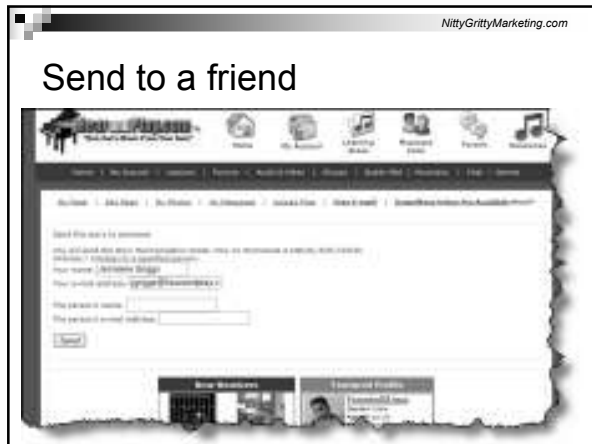
---



---



---




---



---



---



---



---



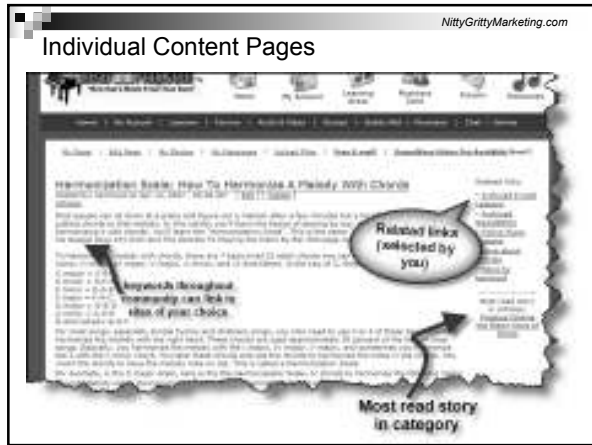
---



---



---




---



---



---



---



---



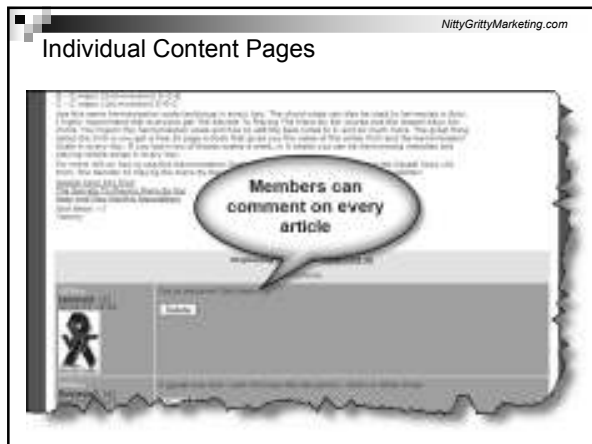
---



---



---




---



---



---



---



---



---




---



---

NittyGrittyMarketing.com

Community Components:  
Media (Downloads) Center



Members can post the code on other sites and a link is automatically posted on the bottom of the file to HearandPlay.com!

Download this file (right click and "save target as")

More files like this @ HearandPlayZone.com!

**File / Media Center:** A place for moderators and users to upload, manage, and comment on files.

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Categories...



Categories created by you

Next Download Category

Downloaded Files

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Submission Process



Easy for users to submit files

---

---

---

---

---

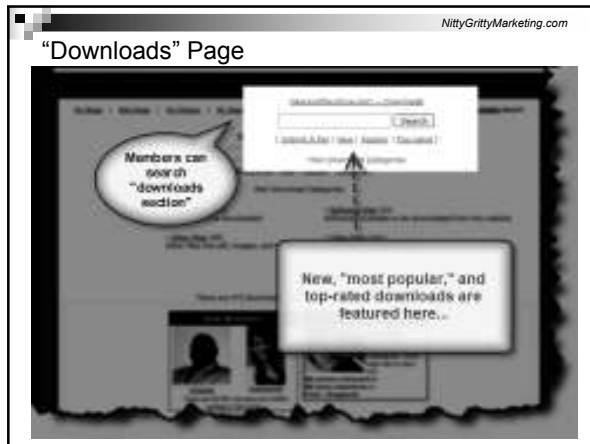
---

---

---

---

---




---

---

---

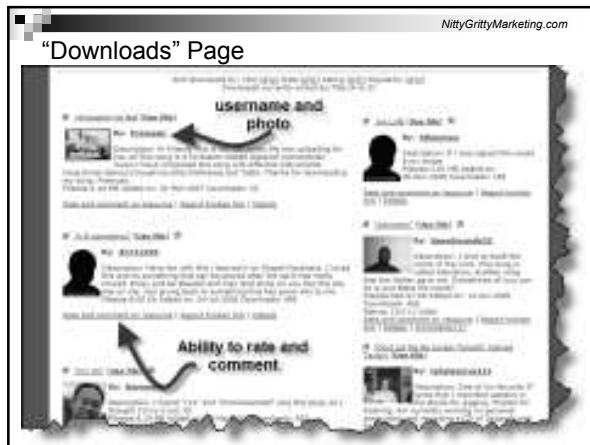
---

---

---

---

---




---

---

---

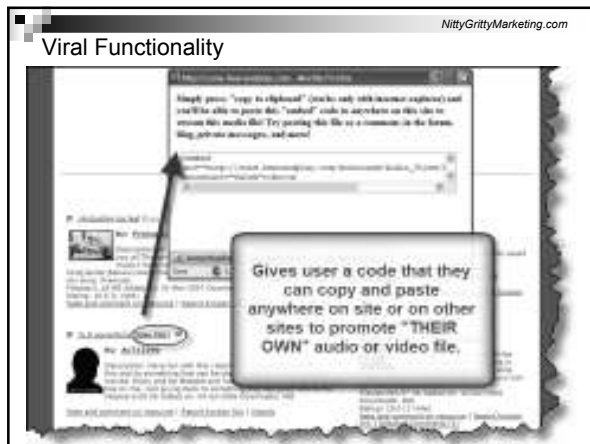
---

---

---

---

---




---

---

---

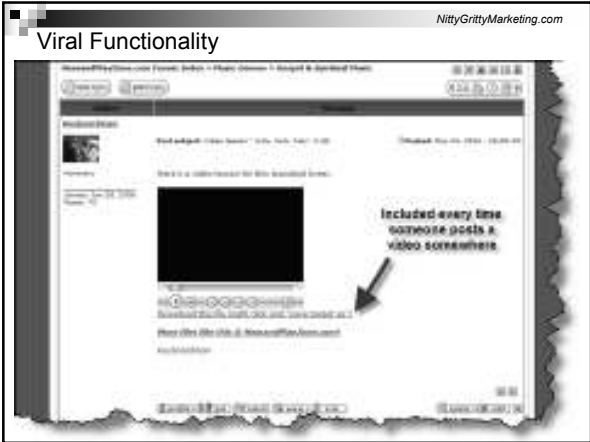
---

---

---

---

---




---

---

---

---

---

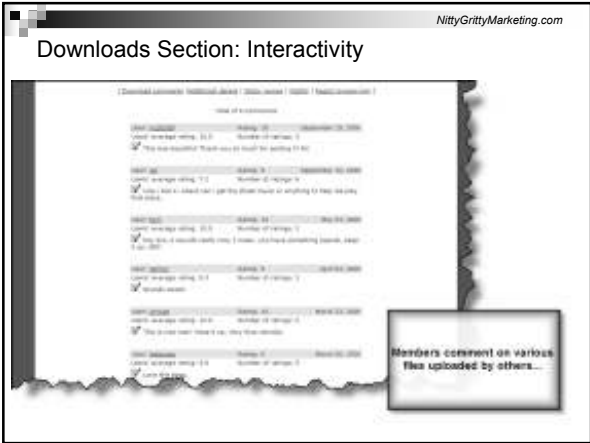
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---


---

---

---

NittyGrittyMarketing.com

**Community Components:**  
**Profile Management**



Gives users ability to manage their own profile website (content, background, photos, "likes/dislikes," self-introduction, media files, etc.).

*Users are more apt to share their personal page with their family and friends.*

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com




---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com




---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---


---

---

*NittyGrittyMarketing.com*

### Profile Management

- A **profile** consists of user's entire record (info about user, their latest forum posts, comments, ways to contact user).
- Allows users to stay connected by adding each other to their buddy list.
- Allows users to message each other (privately) or post comments (publicly).
- Users can be as creative as they want, altering background and adding various css codes to enhance their profiles (sense of ownership).
- Users get their own url (e.g. – [hearandplay.com/pages/username](http://hearandplay.com/pages/username))




---

---

---

---

---


---

---

---

*NittyGrittyMarketing.com*

### Profile Components: "Photos"




---

---

---

---

---

---

---

---

*NittyGrittyMarketing.com*

### Profile Components: "Info Section"




---

---

---

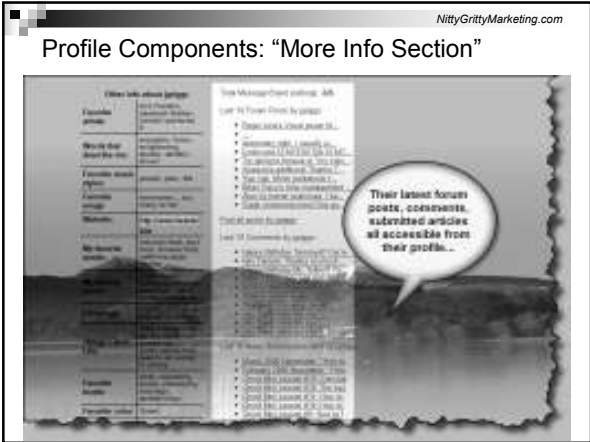
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Other Viral Examples




You are now logged in! From the menu above, you can become active member, access profile and video files, send and check your private messages / comments / notify email, add friends to your list, create and join groups, edit your account settings, read / leave / join / shy groups, search the members' page, and more!

My Home | My Profile | My Groups | My News | My Site | My Friends | My Messages | My Settings | My Account

My Site: <http://zone.havenadply.com/pages/pagga>

**My Best Friends:** [Munch](#), [Shed](#), [Surreal](#), [Jah](#), [Coco](#), [Jillie](#), [Belle](#) (All times)

Promote your zone profile page on other sites!

 <http://facebook.com/zone> |  <http://twitter.com/zone> |  <http://linkedin.com/zone>

Simply copy and paste to your other profiles (facebook, twitter, linkedin, etc)

---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Search Profiles



Home | My Account | Groups | Profile | My Profile | My Groups | My News | My Site | My Friends | My Messages | My Settings | My Account

My Home | My Profile | My Groups | My News | My Site | My Friends | My Messages | My Settings | My Account

Search for profiles by name, keyword, location, or date

Search by Name:  Search by Keyword:  Search by Location:  Search by Date:

Quick search:  
 From:   
 To:   
 Age:  and

**3 ways to search: Keyword, quick, or detailed**

---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Browse Profiles




Home | My Account | Groups | Profile | My Profile | My Groups | My News | My Site | My Friends | My Messages | My Settings | My Account

My Home | My Profile | My Groups | My News | My Site | My Friends | My Messages | My Settings | My Account

Browse by Category

All profiles and files are indexed according to the following categories:

-  [Creative Ideas \(1,234\)](#)
-  [Global Connections \(5,678\)](#)
-  [Entertainment \(3,456\)](#)
-  [Education and Training \(2,100\)](#)
-  [Travel, Adventure and Outdoor \(1,800\)](#)
-  [Technology and Gadgets \(4,567\)](#)
-  [Health and Wellness \(2,900\)](#)
-  [Love and Relationships \(1,500\)](#)

---

---

---

---

---

---

---

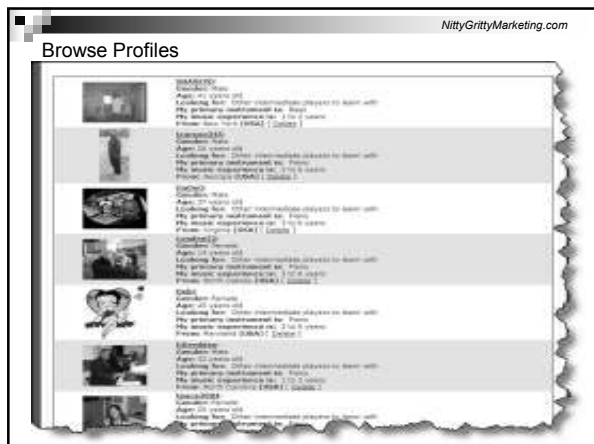
---

---

---

---

---




---

---

---

---

---

---

---

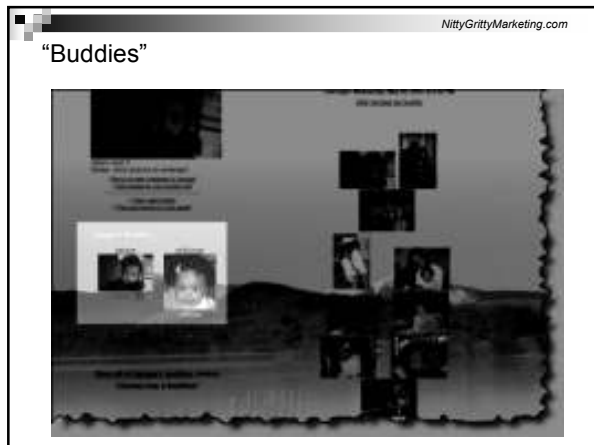
---

---

---

---

---




---

---

---

---

---

---

---

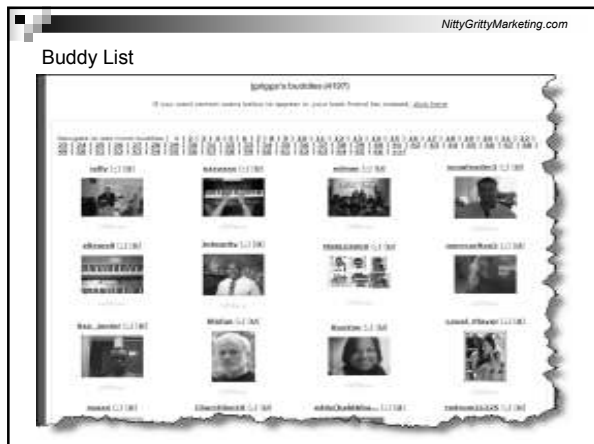
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

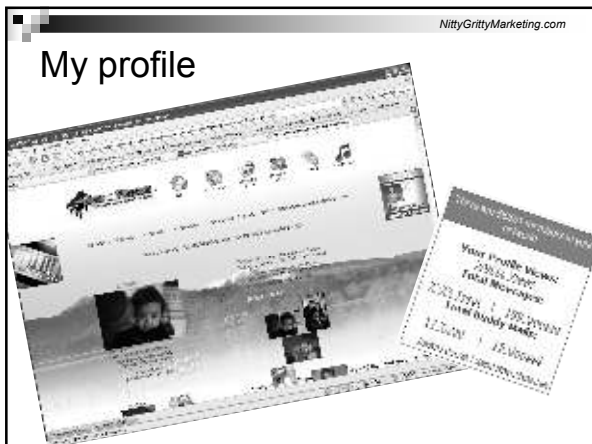
---

---

---

---

---




---

---

---

---

---

---

---


---

---


---

NittyGrittyMarketing.com

## Groups



Increases feeling of ownership



*Users can join, create, and manage their own groups according to their interests, skills, location, age, etc.*

---

---

---

---

---

---

---

---

---


---

---

---

NittyGrittyMarketing.com

## Group Categories



Categories set by you!

---

---

---

---

---

---

---

---

---


---

---

---

NittyGrittyMarketing.com

## Group Listings




---

---

---

---

---

---

---

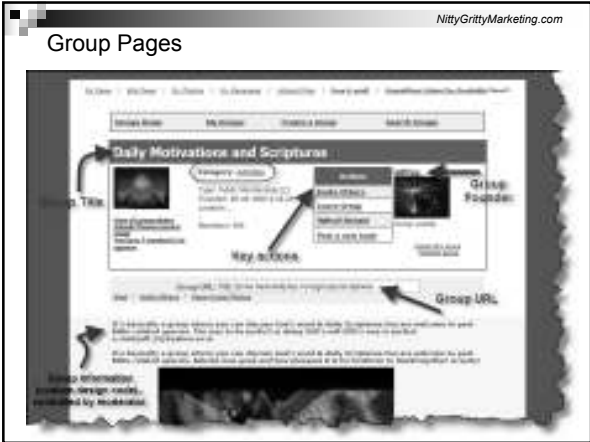
---

---

---

---

---




---

---

---

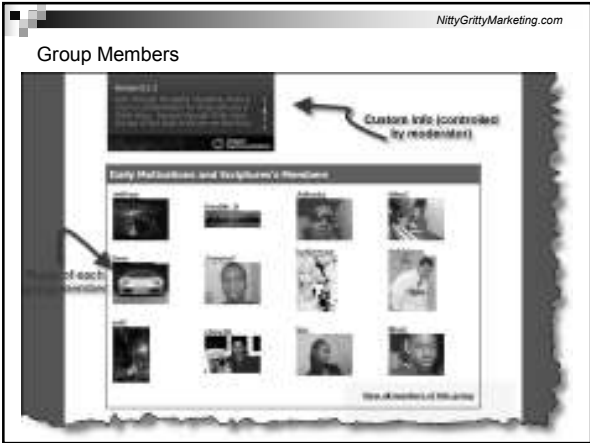
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

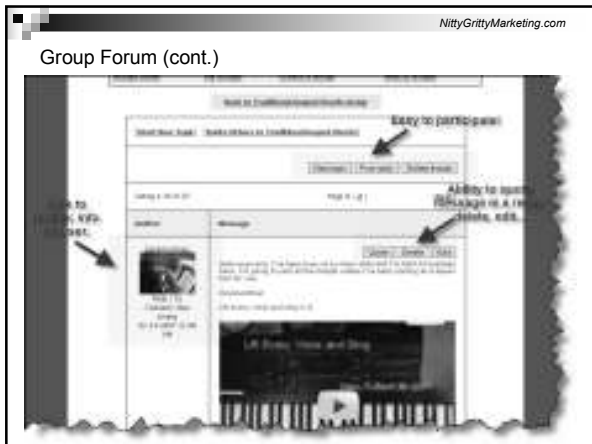
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

### Group Photos Page




---

---

---

---

---

---

---

---

---

---

---

---

### Group Creation Process




---

---

---

---

---

---

---

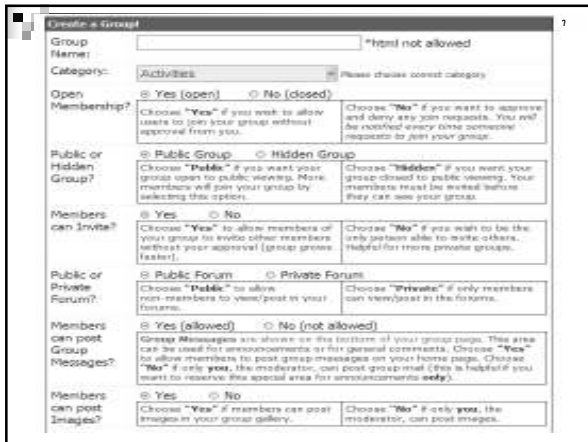
---

---

---

---

---




---

---

---

---

---

---

---

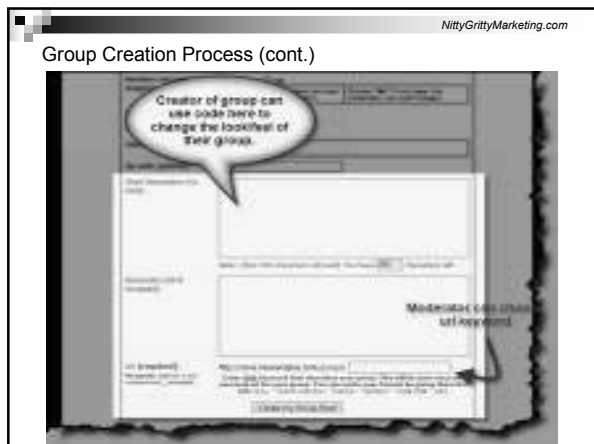
---

---

---

---

---




---

---

---

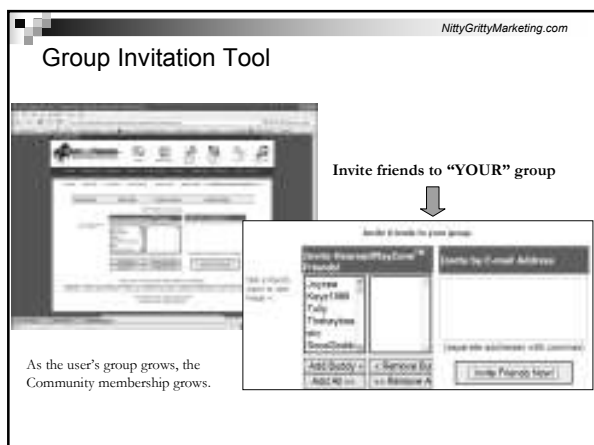
---

---

---

---

---




---

---

---

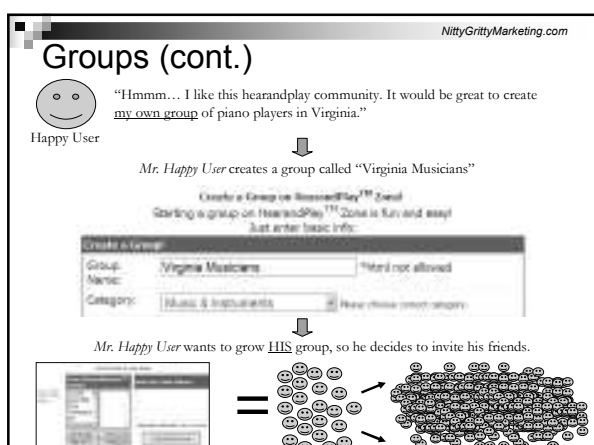
---

---

---

---

---




---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

## Blogs

Gives users ability to publish and manage their own blog/journal. They are free to write about anything they want and other users can comment.

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

## Blog Entry

---

---

---

---

---

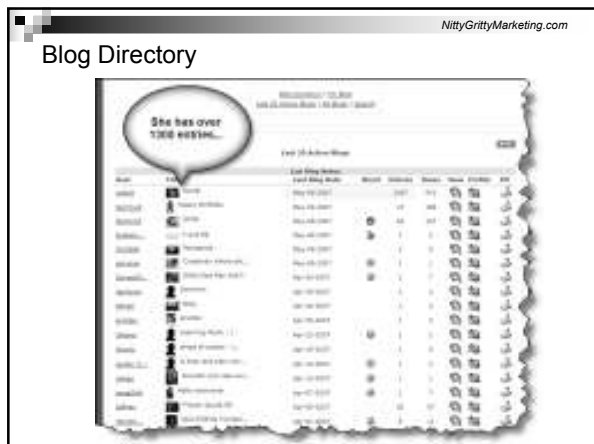
---

---

---

---

---




---

---

---

---

---

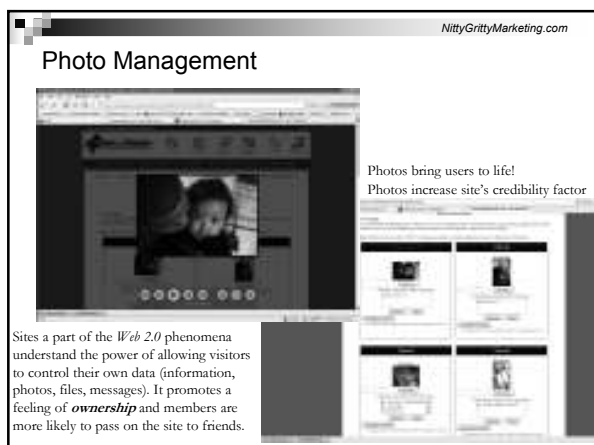
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Get PHOTO testimonials from community members... (instant believability)

Photo from his profile

Link to her profile... *more believability.*

The screenshot shows a grid of testimonials. Each testimonial includes a small photo of a person and a short text snippet. Annotations with arrows point to a photo in the top-left testimonial and a link in the bottom-right testimonial.

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### "Buddy" Mail

Only comes from users on your buddy list. Likewise, user messages are only seen by people on their buddy list.

The screenshot shows a window titled 'Buddy Mail' containing a list of messages. Each message entry includes a timestamp, a name, and a subject line. On the right side of the list, there are checkboxes for each message.

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### "Buddy" Mail

Link to profile, user's buddy list, and ability to private message

Actual message

The screenshot shows a message interface. At the top, there is a profile picture and a name. Below that, there is a message body. A large photo of two rabbits is visible at the bottom of the message. Annotations with arrows point to a link at the top right and the message content.

---

---

---

---

---

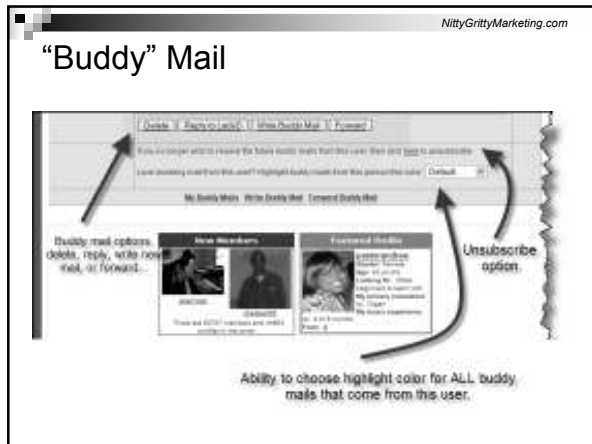
---

---

---

---

---




---

---

---

---

---

---

---

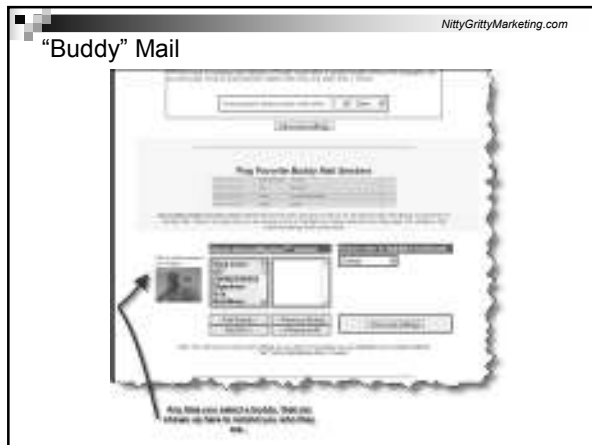
---

---

---

---

---




---

---

---

---

---

---

---

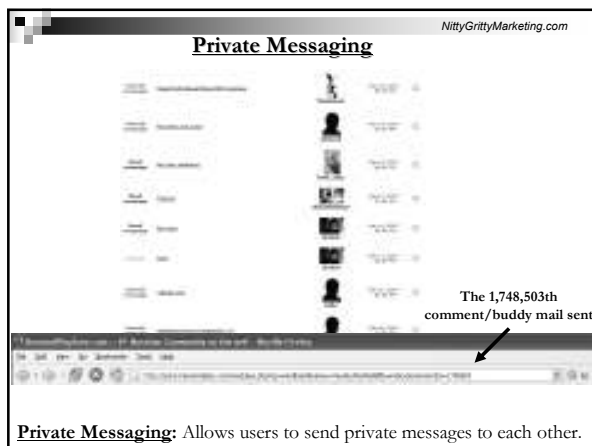
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---

## Private Messaging

NittyGrittyMarketing.com



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---




---

---

---

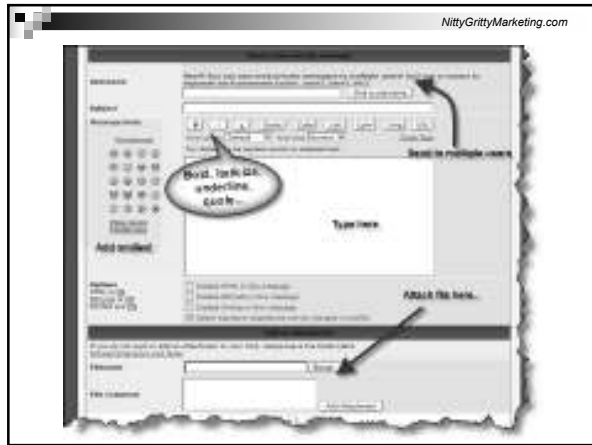
---

---

---

---

---




---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

## E-mail Alerts

*New Message \* New Comment \* New Friend Request \* New Group Invitation \* New Group Member Request*

Subject: New Friend has added you  
 Date: Fri 01/23/03 01:00:00  
 Re: groups

You now receive a new friend request at:  
<http://www.humanoid.com> (from search engine).

You can view this new friend by clicking on the following link:  
<http://www.humanoid.com/modules.php?op=detail&id=1&mode=detail&id=1&mode=detail>

Remember that you can always choose not to be notified of new buddies by changing the appropriate setting in your profile.

**Encourages users to log in regularly**

---

---

---

---

---


---

---

---

NittyGrittyMarketing.com

### E-mail Alerts



**Users can control the alerts they receive**

---

---

---

---

---


---

---


---

NittyGrittyMarketing.com

### Audio & Video Chat



### Instant Messaging



**Chatroom:** Gives users ability to chat with each other via text, webcam, and microphone.  
**Instant Messaging:** Same functionality as chat room but online users can contact each other immediately.

---

---

---

---

---

---


---

---

NittyGrittyMarketing.com

## Userplane.com

- Provides a host of community tools
- Free hosted chat room
- Free hosted instant messaging
- You can pay for premium service (which removes advertisements and allows you to host on your own servers, if desired).




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

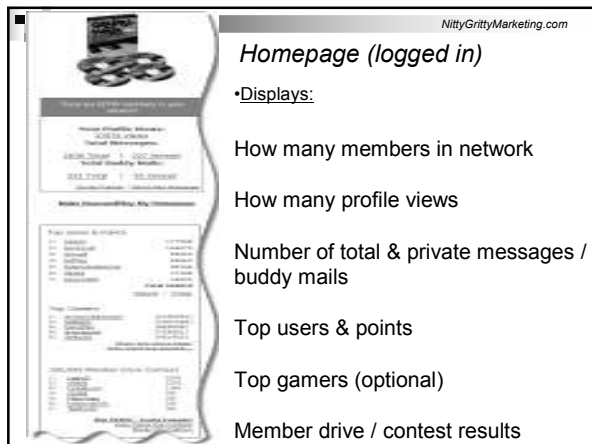
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Dynamic Footer (bottom of every page)

These are all users online (all members, all guests).

All online users are shown.  
Users with photos have asterisk by their username \*  
Users can choose to hide their online status

---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Change Online Status (bottom of every page)

show my status as

Users who choose "always offline" will not show up online

- User can toggle online status off and on instantly.

---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### User Rewards

- Activity is rewarded by distributing points
- Users can view their ranking
- Users can redeem points for prizes (free products, hearandplay promotional items, etc.).

Top Users & Points

1: [User] 404100

2: [User] 368824

---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Points

Name	Points	...	...	...	...	...	...	...	...
[Avatar]	10	...	...	...	...	...	...	...	...
[Avatar]	5	...	...	...	...	...	...	...	...
[Avatar]	3	...	...	...	...	...	...	...	...
[Avatar]	2	...	...	...	...	...	...	...	...
[Avatar]	1	...	...	...	...	...	...	...	...

---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Quiz Module

1. What is the 2nd largest city in Texas?

2. What is the capital of Texas?

3. What is the largest city in Texas?

4. What is the state capital of Texas?

5. What is the largest city in Texas?

6. What is the state capital of Texas?

7. What is the largest city in Texas?

8. What is the state capital of Texas?

9. What is the largest city in Texas?

10. What is the state capital of Texas?

**You can design quizzes that earn points for users (or as a part of a contest)**

---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### "Reviews" Module

1. [Review]

2. [Review]

3. [Review]

4. [Review]

5. [Review]

6. [Review]

7. [Review]

8. [Review]

9. [Review]

10. [Review]

11. [Review]

12. [Review]

13. [Review]

14. [Review]

15. [Review]

16. [Review]

17. [Review]

18. [Review]

19. [Review]

20. [Review]

21. [Review]

22. [Review]

23. [Review]

24. [Review]

25. [Review]

26. [Review]

27. [Review]

28. [Review]

29. [Review]

30. [Review]

31. [Review]

32. [Review]

33. [Review]

34. [Review]

35. [Review]

36. [Review]

37. [Review]

38. [Review]

39. [Review]

40. [Review]

41. [Review]

42. [Review]

43. [Review]

44. [Review]

45. [Review]

46. [Review]

47. [Review]

48. [Review]

49. [Review]

50. [Review]

51. [Review]

52. [Review]

53. [Review]

54. [Review]

55. [Review]

56. [Review]

57. [Review]

58. [Review]

59. [Review]

60. [Review]

61. [Review]

62. [Review]

63. [Review]

64. [Review]

65. [Review]

66. [Review]

67. [Review]

68. [Review]

69. [Review]

70. [Review]

71. [Review]

72. [Review]

73. [Review]

74. [Review]

75. [Review]

76. [Review]

77. [Review]

78. [Review]

79. [Review]

80. [Review]

81. [Review]

82. [Review]

83. [Review]

84. [Review]

85. [Review]

86. [Review]

87. [Review]

88. [Review]

89. [Review]

90. [Review]

91. [Review]

92. [Review]

93. [Review]

94. [Review]

95. [Review]

96. [Review]

97. [Review]

98. [Review]

99. [Review]

100. [Review]

---

---

---

---

---

---

---

---

---

---

---

---




---

---

---

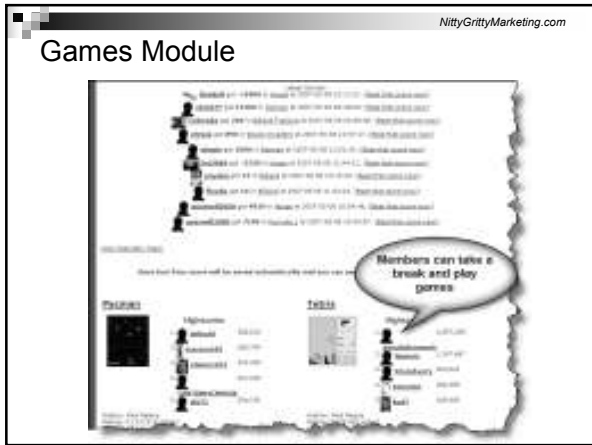
---

---

---

---

---




---

---

---

---

---

---

---

---

How I got 70,000 members in less than 15 months...  
Automated "Word of Mouth" Marketing

---

---

---

---

---

---


---

---

NittyGrittyMarketing.com

### "Invite-A-Friend" Module

Help Grow HearandPlayZone.com...  
...And win \$1,000.00 while you're at it!



...or simply enter e-mail addresses for existing lists

WHY NOT TO GET TO OFFER?

Direct link to give to others:

<http://www.hearandplay.com/invite-a-friend-02.html>



---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Import Address Book Script

- <http://svetlozar.net/>

---

---

---

---

---

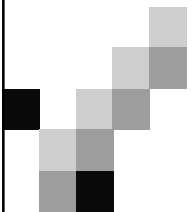
---

---

---

---

---



Integrating community  
and main internet  
marketing-focused site

---

---

---

---

---

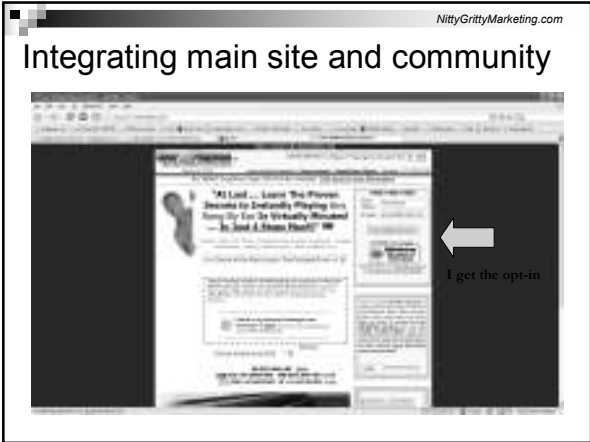
---

---

---

---

---




---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Ways to accomplish this

- **Add “step 2” to your opt in form process**
  - Using secondary page
  - Ajax (page never refreshes)
  - Lightbox on page unLoad (exit)
- **Keep process the same and solicit membership to community via autoresponder.**
- **Auto sign-up every member who joins your opt-in form and simply add extra “username” field. Automatically generate password with option to change password, once logged in.**

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Integrating main site and community

**IMPORTANT:**  
COOKIE IS  
PLACED ON THEIR  
SYSTEM AFTER  
FILLING OUT THIS  
PAGE.

---

---

---

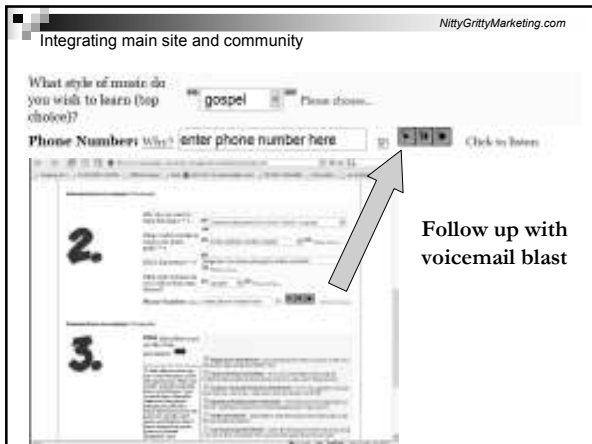
---

---

---

---

---




---

---

---

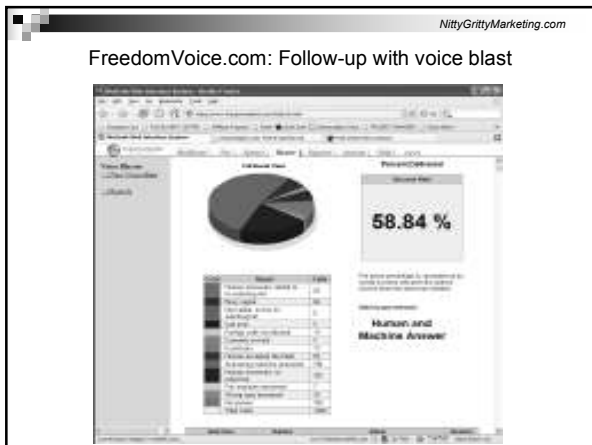
---

---

---

---

---




---

---

---

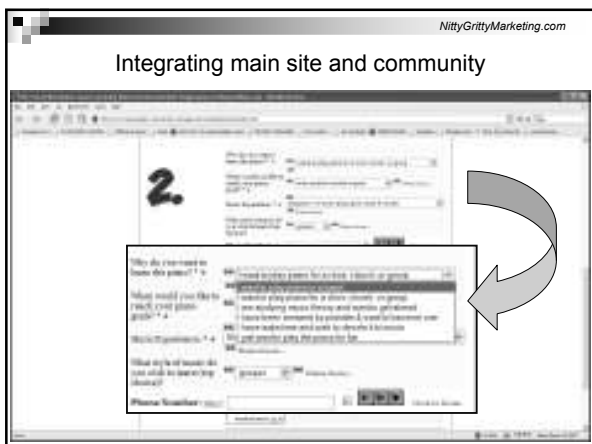
---

---

---

---

---




---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Integrating main site and community

**FREE** Subscribe to any (or all) of our newsletters

*"I had almost given up on e-mail because of all the spam I got. But now, after I started receiving your newsletters, your e-mails have literally improved my piano playing by double. I have learned more in the past six months with your newsletters than I have learned in seven years of formal studying. Your newsletters are just about the only e-mails I read now. You've been a blessing to me."*

*Frankie Perez, 59, IL*

- Beginner's Newsletter** - Join Jermaine as he shows you how to get your piano playing started the RIGHT WAY!
- Music Theory Newsletter** - If you are interested in learning the underlying concepts and principles of music, sign up for these lessons!
- Gospel / Church Musician Newsletter** - If you are a gospel or church musician (or want to be... real soon), this newsletter is a MUST!
- Chords & Progressions Newsletter** - Join Jermaine in expanding your "chord" vocabulary. Learn tons of chord progressions & sign up now!
- Mini Newsletters** - Instantiated in mini files (tips and tricks)? Sign up for this newsletter and enjoy!
- Ear-Training Newsletter** - Learn the techniques and tricks to training your ear in this newsletter. This is a must for gospel & jazz musicians!
- Special Offers & Promotions** - Receive updates of new products, special offers, and free trial products/downloads! Don't miss out!

---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

### Using personalization to build rapport

```

Hi [FIRSTNAME],

Welcome to your first lesson with me!

I'm so thrilled that you've decided to learn piano by ear and I'm going to show you everything you need to know to get started smoothly and quickly.

Hey, I just noticed that your from [STATE]. That's awesome because I have many students from [STATE] in my online community. In fact, you may find a few from [CITY] too. Feel free to connect with them online.

A lot of them you'll find on my success stories page at www.hearandplay.com/stories.html

But back to your first lesson...

If [PURPOSE], then you're really going to enjoy what I'm showing below in your first lesson...
  
```

Also, use personalized links  
E.g. - Visit [http://www.hearandplay.com/lesson?\[FIRSTNAME\]](http://www.hearandplay.com/lesson?[FIRSTNAME])  
<http://www.hearandplay.com/lesson?jermaine>

---

---

---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

```

Hi [Firstname]

Welcome to your third "Chord of the Day" with hearandplay.com! It has been a pleasure chatting with you since [day-2]!

Before I forget, you mentioned that you're interested in learning how to play [music-style] by ear. [Firstname], you're a lot like me because I love to play [music-style] music as well and have been playing it for years now (though I'm not as young as I used to be).

Didn't you also say that you wanted to learn the piano because [why-piano]? Well... [Firstname], if what you told me is true, then I strongly recommend that you check out my 300-pp ebook. It is filled with 20 chapters of useful, "easy-to-understand" principles that will show you "step-by-step" how to play the piano by ear in just a few weeks.

Let me ask you this? Have you learned some new things from any of the free [music-style] lessons at hearandplay.com? If so, imagine what a complete "A to Z" HD-guide on playing the piano will do for you... not to mention the TRICK software programs that will allow you to interactively train your ear on your computer!

[Firstname], if you are interested in reading about my 300-pp course, please visit: http://www.hearandplay.com or call 1-877-416-4187 to hear about our 1-day special which includes a bonus CD with 3 software programs!!!

Please note that the 1-day offer will expire tomorrow ([day-1]) at 12 noon. If you would like to order but have problems doing so before tomorrow, just simply call and make arrangements with me or my representatives. Believe me... we understand [Firstname]. Thanks!... here's today's tip: It is a chord.
  
```

---

---

---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

## Autoresponder Integration

- Using specific information you know about them to push them to various areas of your community:
  - Profile search listings page by geographic area, skill level, or particular interest to find other users like them going through the program.
  - Groups search page with information about the recipient already filled in.
  - Social proof: Send to a page with an ongoing list of member photos to show how many other people are sharing their struggles.

---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

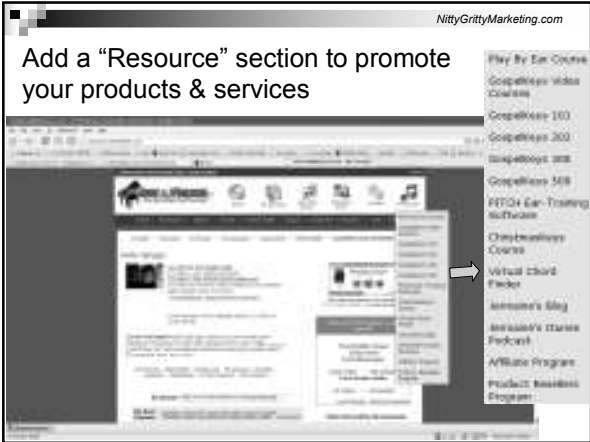
---

---

---

---

---




---

---

---

---

---

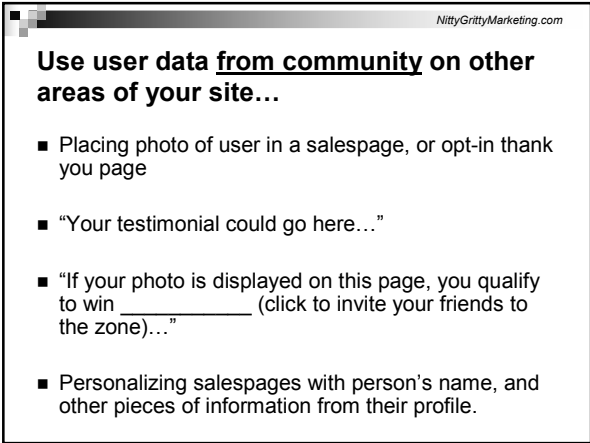
---

---

---

---

---




---

---

---

---

---

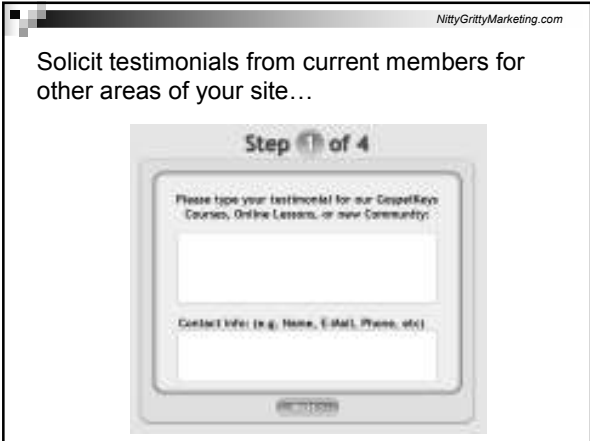
---

---

---

---

---




---

---

---

---

---

---

---


---

---

---

*NittyGrittyMarketing.com*

Showcase active members in your newsletter...




---

---

---

---

---


---

---

---

*NittyGrittyMarketing.com*

Promote products, events, & affiliate offers on post-action pages...




---

---

---

---

---


---

---

---

*NittyGrittyMarketing.com*

Create "exclusive" private group only for people who buy a particular product...




---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Position regular teleseminars as “weekly community event nights”

- Introduce new content
- Have users share success stories
- Invite guest speakers
- Sell products on the call (or online if using live streaming service)
- Imagine “virtual seminar week” with a community model where members can interact outside of live event.

---

---

---

---

---

---

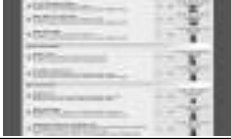
---

---

NittyGrittyMarketing.com

Use forum to build content for e-mail broadcasts & autoresponders

- Q & A: “User A had a question about \_\_\_\_\_. Not only did she get answers from me but 15 other members joined in on the conversation. Head over to [www.hearandplay.com/samplepost](http://www.hearandplay.com/samplepost) to check it out.”




---

---

---

---

---

---

---

---

NittyGrittyMarketing.com

Use community to attract “customer-affiliates”




---

---

---

---

---

---

---

---