RAINMAKER
PLATFORM

QUICK-START GUIDE

The Rainmaker Platform Quick-Start Guide

Get Your Rainmaker Site Set Up and
Ready to Accelerate Your Business

Welcome to the Rainmaker Platform!

We're so glad you're here. Let's get started on your new site right now ...

The Rainmaker Platform takes the technical hassle out of building a powerful, content-driven sales and marketing website, so you can focus on building your business.

And it gives you lots of options for seamlessly converting the prospects you attract into paying customers.

As you begin setting up your Rainmaker Platform site, we want you to feel comfortable experimenting with the features and tweaking the settings until you're happy with how everything looks and works.

That's why we've set you up with *a development site* to start.

Everything you create on this site happens out of the view of search engines.

You can share a direct link to the site if you'd like to show it to someone. But otherwise, people won't see it unless they have the exact website address.

When you're ready to go live with your site using a domain you own, we'll show you how.

In the meantime, this simple (and fast) Quick-Start Guide will walk you through getting everything set up and ready to attract and convert visitors.

Your username and password were on your login credentials screen. If you missed them, you can check your inbox for your Rainmaker Platform login information.

Log in now, and let's get started!

Four Simple Set Up Tasks

The four simple steps below are all you have to do to get your Rainmaker Platform site ready to preview. Log in now, and check these off:

⊠ 1.   **Add Your Site Name**

Your Site Name is used by search engines to figure out what your website is about. Make this short — just a few words.

⊠ 2.   **Add Your Site Description**

Your Site Description is a short sentence (like a tagline) that helps people and search engines learn more about your site. What would you like prospects and customers to know about you? Remember, you can update this later, so you don't need to make it "perfect" today.

⊠ 3.   **Set Your Time Zone**

This allows you to schedule your content. It's easy — just choose a city in your time zone.

⊠ 4.   **Choose Your Theme**

Your theme is like a beautiful paint job for your website — it gives it instant style.
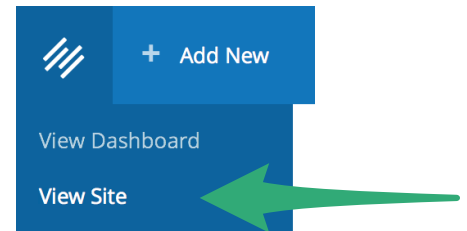
We have a library of polished, professional mobile-responsive themes to choose from. Pick one that appeals to you — and don't worry, just like your paint job, you can change it later if you want.

Choosing your theme is optional, but why not find a theme you like and take it for a spin? Go to **Design > Themes** and pick one to try.

That's it! Once you've done these steps, you'll be ready to preview your Rainmaker Platform website.

To preview your site, hover over the Rainmaker Platform symbol on the left of your admin toolbar, and choose **View Site.**
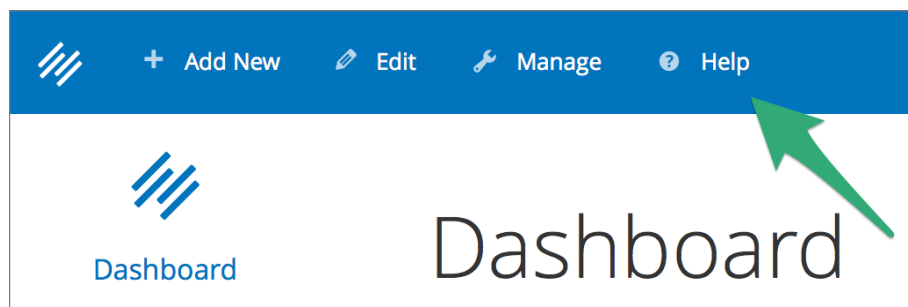
STEP 2

Decide — Move an Existing Site, or Set Up a New One?

If you're moving an existing website, answer the two questions that follow:

1. Are you importing only your website content?

You'll find directions in the admin toolbar under **Help.** Do a quick search for "Import Content," locate the article, and follow the step-by-step directions.

2. Moving an existing site? Read this about your email address

When you're moving an existing site to the Rainmaker Platform, you'll want the email addresses associated with your site to continue to work.

To make sure that happens, answer the questions below, and take action as needed.

Does your current email address match your domain, like something@yourdomain.com?

If your current web hosting company also hosts your email address, your email service will be disrupted when you make your Rainmaker Platform site live, and we don't want that to happen. Search the Knowledge Base for the article called Setting Up Email Hosting with Your Domain and follow the instructions.

If you're using an external email hosting service like Google apps, Namecheap, or Rackspace, there will be a short disruption to your email service when your site goes live. You shouldn't lose any email, but delivery might be delayed for an hour or two. This is normal.

Is your current email address different than your domain name, like something@gmail.com?

If your current email address doesn't match your domain name, like yourname@gmail.com, or yourname@yahoo.com, your email delivery won't be affected when your Rainmaker Platform site goes live. You don't need to do a thing.

STEP 3

Work On These Two Simple Tasks Next

☒ 1. **Connect the Rainmaker Platform to your email marketing provider.**

Effective online marketing centers around attracting people to your email list. So let's get your email service enabled right now.

Go to **Settings > Content** to connect your existing email marketing provider like MailChimp, AWeber, or Infusionsoft to the Rainmaker Platform. If you don't have an account yet, click the links here to set one up.

☒ 2. **Begin tracking your success.**

Track your success by connecting your Google Analytics account.

Go to **Settings > Results** to connect your existing Google Analytics account.

Don't have a Google Analytics account? Click to set one up: it's free.

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Decide — What Do You Want to Do Next?

If you've gone through the previous steps, you are well on your way to making it rain with your new website. Congratulations!

From here, most people either work on:

- **The structure of their site:** the appearance, menus, content areas, etc.

- **The content on their site:** the posts, pages, audio, and video content they'll use to attract people to their site.

Choose which one you'd like to focus on and follow the guidance below. There's no wrong answer here, so just pick whatever you'd like to tackle next.

Do you want to work on your site structure?

If so, work on these items:

- Choose a theme if you haven't already.

- After you activate your theme, you'll have the opportunity to import Rainmaker Platform theme demo content to give you a head start.

- Set up your menus with Rainmaker Platform sample content: you can change the content later.

- Set up your custom content areas using widgets. This will allow you to customize your header, sidebar, and footer areas.

- Upload a custom logo to your site, or simply use your site name as a text logo — it's up to you.

- Upload a custom favicon. Not sure what a favicon is? It's the symbol that appears in a browser window when someone visits your website.

And if these options seem a little confusing, don't worry: we've got Knowledge Base articles that will walk you through each task.

Find the **Knowledge Base** under the **Help** menu in your admin toolbar.

Do you want to add content to your site?

- We've provided you with Rainmaker Platform sample content already. You can start with our sample pages and write over them if you'd like. You can always create new pages and blog posts if you'd prefer.

- Most websites need to have these pages to start: About; Contact; and a page for the commerce section of the site, which may be called Products, Services, or Store. Get these pages written first.

Some sites also feature a:

- Blog

- Podcast page

- Portfolio page

- Frequently Asked Questions or FAQ page

- Forum, for member sites

- Library, for a free or paid content library

- Series of protected pages for membership-type sites

Need help?

You may already realize that the Rainmaker Platform is going to be a powerful sales and marketing ally for your business.
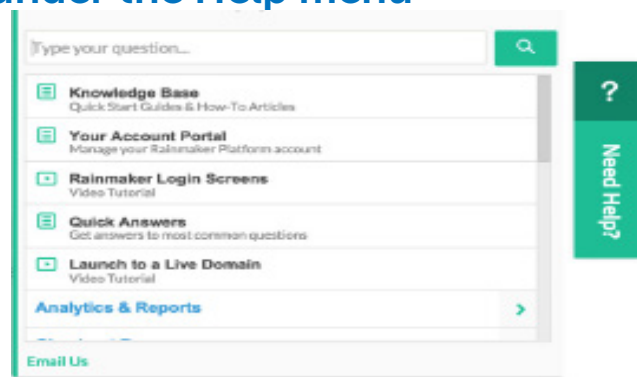
All that power has a learning curve, we know.

We want to make it as easy as possible for you to get started so that you can start making serious progress.

We've built all kinds of help into the Rainmaker Platform to guide you as you do just that.

The door to all this help is up in the admin toolbar on your site, under the Help menu

Under the **Help** menu, you'll find Rainmaker Platform's **Knowledge Base.** It's your one-stop shop for:

- Quick answers to the most-common questions asked by Rainmakers like you

- Articles that cover each Rainmaker Platform feature, and show you how to use it step-by-step

- Walkthroughs that walk you through typical Rainmaker Platform setups

- Videos that show you exactly how to use Rainmaker Platform features.

You can search the Knowledge Base to find what you need, too.

And if your question isn't answered there, you can email our top-notch, friendly support team, which is standing at the ready to personally assist you with your questions.

Emailing support is easy: just go to the **Help** menu, and select **Email Us.**

Ready? Go Make It Rain.

We can't wait to see what you create with your Rainmaker Platform site.

We're looking forward to helping you succeed, and cheering you on as you create your powerful Rainmaker Platform website.

All the best,

–The Rainmaker Platform Team