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Author Guide to Hiring a Designer

Next week
 Thursday
 Author Guide to Evaluating Your Online Presence
 Tips for evaluating your online presence and setting goals

Where to go to learn more
 P&P blog
 Search on web marketing topic
 look for blog and reviews
 sign up for my weekly tips at P&P
 Sign up to receive my P&P Writer's Tip Blog posts via e-mail
 Members access to numerous articles, mind maps, templates.

Caller comments, questions, and coaching opportunities
 Next, I'd like to hear from anyone who has hired a designer to help them with their website. What kind of experience did you have? What were some of the easy parts, what were some of the hard parts?
 If you haven't yet hired a designer, what's the first step you're going to take?
 Who would like to receive some further coaching on identifying their needs and choosing the right designer?
 Does anyone have a specific question they'd like to ask about web marketing and design?
 These calls and the handouts are available to members at Published & Profitable.

Tips
 Learn what you can about topics like:
 Planning a blog
 Creating a blog content plan
 Landing page optimization
 Search engine optimization
 pay per click marketing
 Conversions
 Contact other authors, find out whom they use

Most important
 Does the designer have a "hostage" mindset?
 Authors need websites they can update themselves. They need to prove their thought leadership on a daily basis. They need to post new content, announce new events, set-up landing pages, and test offers throughout the week. Today's blogging software makes this possible, but many designers have not worked with clients whose site's content needed to be constantly updated.
 1. How much experience have you had setting up blogs?
 Authors need flexibility and control. If a designer isn't willing to set you up with a self-maintaining platform, you might want to look elsewhere. The day of "hostage" websites that author's can't update themselves is over. It's entirely reasonable for web designers to charge more to help authors operate independent on day-to-day issues. Their flexibility on this issue will result in authors who will want to hire them for other projects.
 2. Would you be willing to set up my blog, and show me how to add graphics and additional pages?
 Successful authors believe in permission-based marketing, which involves offering incentives that invite visitor sign-ups to receive weekly newsletters and tips. Red flags should appear if a designer can't easily set up a 1ShoppingCart or aWeber account, and show the author how to make weekly mailings.
 3. How often do you set up autoresponders and shopping carts?
 This is a control question, to verify the designer's understanding of the leading alternatives and ability to help you make an intelligent choice.
 4. What's your favorite autoresponder and shopping cart program?
 Surprisingly, there are still many print-oriented designers who rely on others to set-up the websites they design. This is bad, as it introduces another variable into the equation, and less accountability. Plus, websites based on blogging platforms, like WordPress, don't need "programming."
 5. Do you do your own programming?
 This is another "control," to ascertain where the designer lies on a continuum from "aesthetic" to "functional." Watch out for designers who delegate search engine tasks to others, or who assume the authors will take care of search engine marketing. A good follow-up question: "How did you search engine optimize your site, and how is it working out?"
 6. What do I need to know about search engine optimization?
 Many designers don't have any elasticity to cope with unexpected fires or temporary work overloads. Look for designers who have contingency plans in place for the unexpected. And, if possible, independently verify the contingency plans.
 7. What happens when you're traveling or on vacation?
 A great deal of your business equity is likely to be the content you add to your blog and website. Find out if the designer can provide, on a consistent basis, weekly and monthly back-ups of your blogs. Off-premise back-ups that get done as a matter of routine are better than on-premise back-ups that you "intend" to do yourself.
 8. What about back-ups?
 Terms
 Turnaround
 Exclusivity
 Other questions
 Are they all types of small businesses, or information marketers and authors?
 How far away are their clients?
 Are they "direct-marketing oriented"?
 Are they willing to share their knowledge with you
 Are they more focused on technology and design than marketing and sell through?
 MOST IMPORTANT: Are They Educators?

Advance chat
 Good afternoon. Welcome to a Published & Profitable Tuesday Topic event. This is your host Roger C. Parker.
 The goal of these calls is to highlight ways to help you plan, write, promote, and profit from a published book, and call attention to resources currently available at Published & Profitable and under development at Published & Profitable.
 These calls are recorded for the benefit of Published & Profitable members who couldn't attend today.
 The recordings are also available for your later review.
 To ensure a quiet recording, please mute yourself at this time by pressing Star 6.
 Unmute by repeating Star 6 to make a comment or ask a question

Welcome
 Purpose of calls
 Today's call
 An Author Guide to Choosing a Web Designer
 Download note-taking sheet and handouts <http://tinyurl.com/rcph11>

Relevance: Why is hiring a designer such a critical issue?
 Today, it is impossible to survive as a writer without design support.
 Writing a book is not enough; authors must also market and promote their books.
 The real competition is not in bookstores, but online
 An author platform is the first thing that agents and publishers look for when considering taking you on as a client and publishing your book
 Authors must be online marketers. Their website, blog, and e-mail marketing is their first and most important marketing tool
 HISTORY: many make the mistake of hiring the wrong designers; designers who are aesthetically driven, not marketing and search engine optimization driven.
 This is an outmoded way to do business. Times have changed.
 This just doesn't work out; change is an ongoing part of web marketing and authors don't have the luxury of time or money to waste when their site needs to be updated.
 In the past, many designers have supported themselves creating "hostage" sites that their clients could not update themselves.
 Other authors have sacrificed their business and their writing time by mastering web marketing tools and software to do their own work.
 Too many designers sell themselves on the basis of aesthetic decisions and good looking designs, rather than functional designs based on appropriateness and flexibility.

3-step process
 Step 1: Identify your goals and requirements
 Step 2: Evaluate their website and client portfolios
 Step 3: Questions to ask and clarify before you sign

Step 1: Identify your goals and true requirements
 How much specialization do you need?
 How much do you want to delegate?
 One sheets
 E-books
 White papers
 Book covers
 Print
 Website setup
 Blog banner and sidebar
 E-mail and autoresponders
 confirmation page
 landing pages
 Online marketing
 Permission marketing
 Online video
 social marketing
 Presentation
 Presentation support
 If not experienced in these areas, go elsewhere!
 Willingness for "educator" and "mentor" and "setup" roles
 Avoid hostage websites!
 What a designer should do for you
 Design once, produce often.
 Need for autonomy
 What you should do yourself
 Need to be able to make your own edits, additions, and deletions without HTML or web editing software
 Must have abilities
 WordPress experience
 Autoresponder and e-mail "broadcast" set-up
 Shopping Cart and PayPal
 Landing pages
 Priority trouble-shooting

Step 2: Evaluate their website and client portfolios
 Start with assumption of design competence
 Avoid subjective impressions
 Simplicity, appropriateness, and easy navigation
 Look for social marketing links
 Blogs
 e-mail sign-ups and incentives
 If their own site isn't a "marketing" site, how can they do for you

Watch your publishing success take shape on your computer monitor



If you're looking for an experienced writing and publishing coach who can guide you through the process of planning, writing, promoting, and profiting from a published book, you'll want to contact Roger C. Parker who offers a variety of computer-based learning programs to help you:

1. **Identify** the right type of book to build your brand
2. **Choose** a compelling title
3. **Prepare** a table of contents
4. **Select** the right publishing opinion
5. **Set-up** a blog and online presence
6. **Write** a compelling book proposal
7. **Master** the skills needed to write your book as quickly as possible
8. **Leverage** existing content and resources
9. **Prepare** a book marketing plan
10. **Create a marketing funnel** to convert readers into profits

Programs tailored to your needs

Options include:

- **Published & Profitable membership**, with access to over 400 pages of templates, worksheets, and recorded interviews. \$19.95 a month plus 1-time \$49.95 set-up
- **1-on-1 personalized coaching programs**, including 2 “webinar” brainstorming calls a month plus e-mail support
- **Short-term, task-based “help” calls** focused on copy and design issues, including setting goals, making decisions, mastering specific skills, preparing white papers and incentives, and website productivity. Get quick, competent assistance.

Contact roger@publishedandprofitable.com or call **603-742-9673** for details.