



WORDPRESS

Creating your marketing “voice”
with a Wordpress Blog

LYRIC Marketing & Design
social media * blogging * print * web * email * direct mail

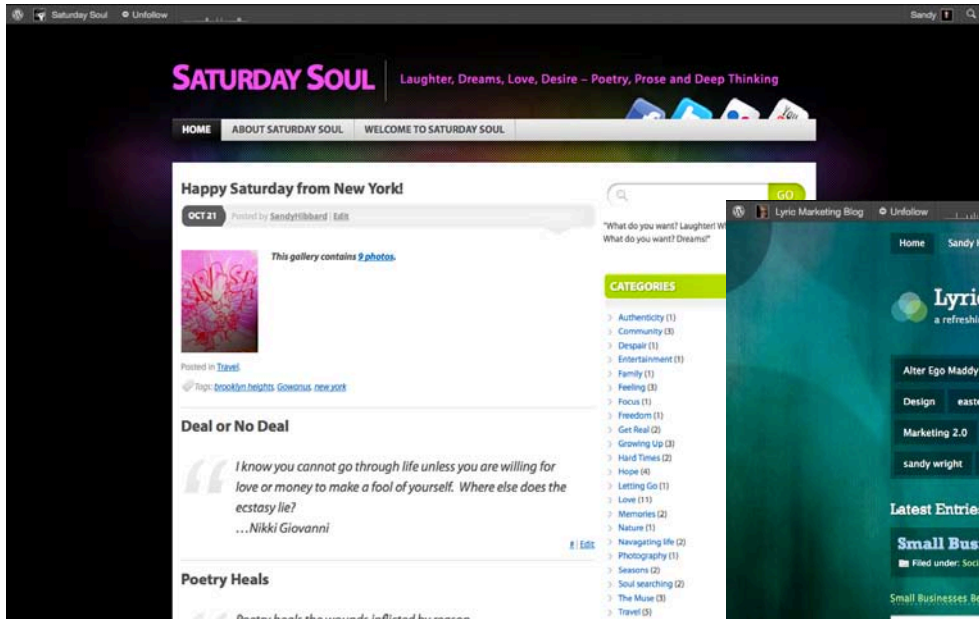


WORDPRESS

What we will discuss:

- Websites with WordPress
- Social Media
- Email Marketing
- Communicating/Interacting with Your Audience

Examples of Wordpress sites:



Examples of Wordpress sites:

REGISTER REAL ESTATE ADVISORS

NEWS BLOG OUR TEAM SEARCH HOMES CALCULATORS CONTACT GLOSSARY COMMERCIAL MORTGAGE

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The Ultimate Guide to Real Estate in a Down Economy

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Instant Access!

For Sellers For Buyers

A different kind of real estate firm for a different kind of market.

Specializing in Houston and the northern suburbs (Spring, The Woodlands, Tomball, Conroe, and Cypress Texas), RREA is the fastest growing real estate firm in Texas for a reason. If you are looking for a home, we have the most user-friendly database search available anywhere where you can search every home on the market and find your dream home. If you are thinking of selling your home, see how we leverage technology to ensure your home is found and SOLD! Buying, selling, short sales, foreclosures, luxury homes. RREA has the tools and expertise to get the job done!

We pride ourselves on having the most educated and knowledgeable agents in the business that will exceed your expectations. Check out our award-winning blog and connect with us on Facebook, Twitter, and YouTube.

Have a look around and see what makes us different and uniquely able to meet your real estate needs in a complex and changing market. We look forward to earning your business.

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CLICK HERE

Search Our Database
Quick Home Search
Advanced Home Search
Avoid Foreclosure!

Latest News Stories
"One-of-a-Kind" Home for Texas Veterans **NEW**
Texas Home Starts Rising **NEW**
Texas Cranking Out Jobs
Suppressed Foreclosure Rates Keep Values Flat in Near Term

Latest Blog Posts
RREA Presents: 2023 Rene Creek Court, Spring TX 77388 **NEW**
Questioning Flood Insurance Rates & Worried About the Mapping Guidelines? **NEW**
Don't Slow Down Your Closing Because of a Flood Plain **NEW**
WBM #38 - HAFA Timeline to Closing **NEW**

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ask the JUDGE

CENTURY 21 Judge Fite Company answers your real estate questions with Information you can use!

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Categories
applications blogger
Buying a Home
century 21 data
economy facebook
financial Home Style
insurance investing
Judge Fite
Knowledge marketing
Mortgage plaza
Real Estate 411
Real Estate Agents real estate marketing realtor
residential

Attention REALTORS: Are you meeting the market's demands?
Posted on March 4, 2011 by askthejudge
Source: Attention REALTORS: Are you meeting the market's demands? Risk Management with Jan Fite Miller <http://ow.ly/57Zee>

Risk Management

The market we now have demands networking - meeting people, not just other REALTORS, but the public!
So many things to tell you and so much of it seems like a broken record - for you young guys that is something repeated over and over monotonously - so here goes: [Read more.](#)
Filed under: [Risk Reduction for Realtors](#) | [The new real estate career](#) | [real estate risk reduction](#) | [Leave a Comment](#)

What is Homestead Exemption?
Posted on January 10, 2011 by askthejudge

Twitter Updates
Ask the Judge: What are the best tips for selling your house during the holidays? You may think that the holiday... <http://t.co/Wk4u5Fd> 3 hours ago
Real Estate 411: 10 Tips to Help You Sell Your House During the Holidays <http://t.co/4wajoz9> 5 days ago
Ask the Judge: Real Estate 411: How do I protect my investment property during the winter months? Maximize you... <http://t.co/gG3FE0XM> 4 weeks ago
HUD changed procedures - got up to speed with FREE class October 25 <http://t.co/0mMw5od> <http://t.co/0mMw5od> 1 month ago
Real Estate 411: Seasons are

My Wordpress website: www.LyricMarketing.com

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Featured

Diversity in Marketing is Queen!

October 11, 2010, No comments

In this day and time, in our businesses we are all looking for "the one thing". That one tool or product that will get our marketing done, bring us prospects, make the sale, clean our house, make us happy....I could go on.



Lyric Marketing FREE downloads!



Lyric's Exclusive Download Area

Get access to Lyric Marketing's exclusive FREE download area full of graphic and business "goodies" including the new 2011 Calendars. We are adding things all the time so be sure and check back often. To gain access to this exclusive area, please complete the form below and click SEND, you will immediately be given access.

Your Name (required)

The Latest from Lyric Marketing



Examples of Wordpress sites:

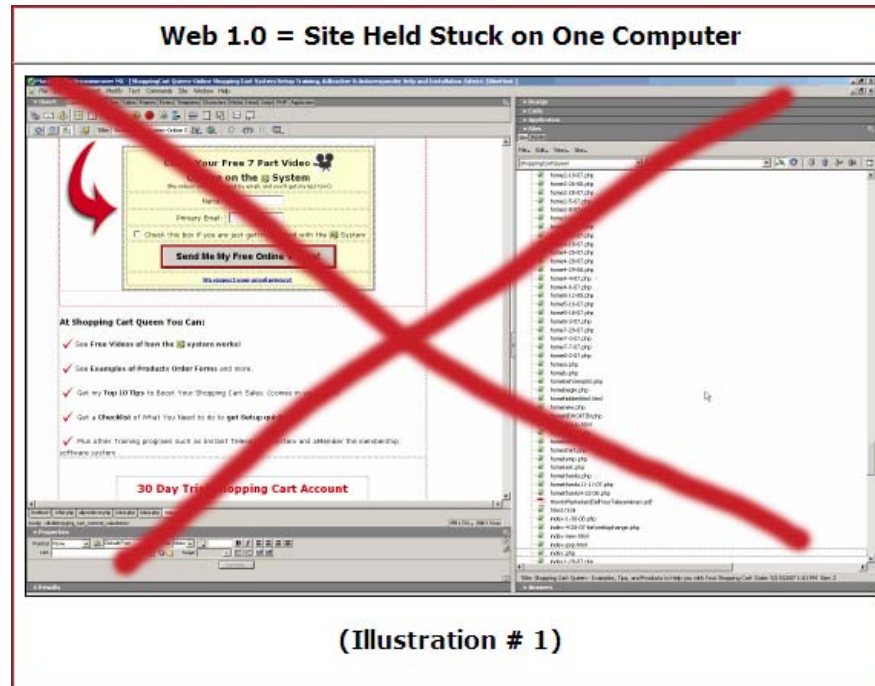


Wordpress gives you power to interact with your audience by easily controlling, updating and adding dynamic content to your website – no matter what your industry or topic.

What is Web 2.0 and why is WordPress a Social Media tool?

The Old Days (web 1.0)

Pretty online brochures and the site was stuck on one computer



With Web 2.0 You Have...

Blogging

FaceBook

Twitter

LinkedIn

Youtube



All of these are Social Media tools that let you interact with your audience.

A Blog Post

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You are here: Home » Blog » Are You Making These Three Common Branding Mistakes? Lyric Marketing FREE downloads!

Are You Making These Three Common Branding Mistakes?

Written by admin on August 31, 2011 in Blog, Marketing - No comments

A man in a dark suit and blue tie stands in front of a cityscape, holding a white sign with the word "WHOOPS!" written on it in black, hand-drawn letters.

[Like](#) Kimi Hammonds, Patricia Dion-Choice and 5 others like this

Over the years I've spent working as a personal branding consultant, I have seen plenty of mistakes made. The reality is that mistakes are inevitable—what is important, as a business owner, is that you learn from your mistakes and that you do not repeat them. That said, there are several personal branding mistakes that I have seen pop up time and time again. I am going to cover three of the most common mistakes below—take a moment and ask yourself if you are making any of them.

A collection of promotional graphics including a 2011 calendar, a graphic with the text "When you're stuck in a rut", and a graphic with the text "Escape to the Big Apple". Below these is a button that says "Lyric's Exclusive Download Area".

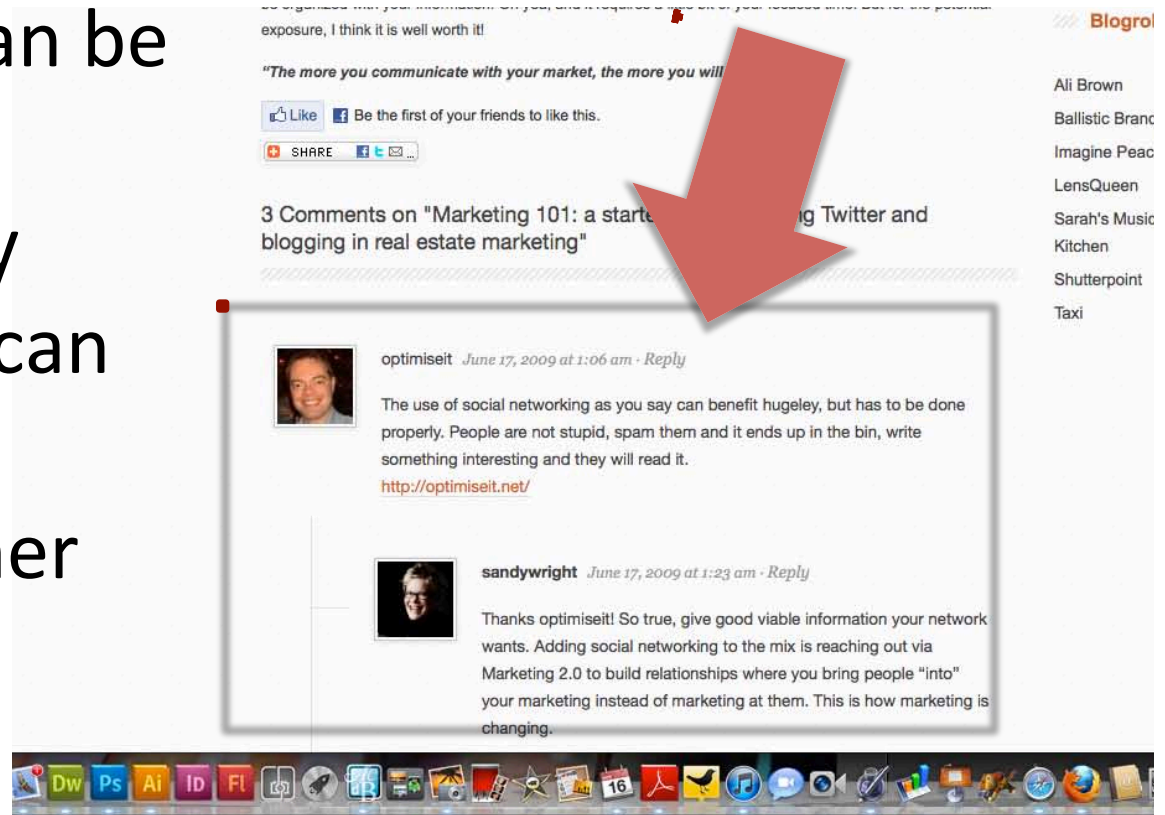
Get access to Lyric Marketing's exclusive FREE download area full of graphic and business "goodies" including the new 2011 Calendars. We are adding things all the time so be sure and check back often. To gain access to this exclusive area, please complete the form below and click SEND, you will immediately be given access.

Your Name (required)

Your Email (required)

Bloggging Builds Relationships

Your blog posts can be “liked”, shared or commented on by readers, and you can share the post to Facebook and other social networks.



Tweet Your Blog Post

The image shows a screenshot of a Twitter timeline. On the left side, there is a profile picture of a woman with glasses and a red shirt. A red circle highlights the profile information, which includes the name 'Sandy Hibbard' and several website URLs: 'Marketing.com', 'en.com', 'right.Wordpress.com', 'om/sandywright', 'k.com/sandyhibbardwright', and 'e.com/maddyroseandsoulmix'. The main timeline shows several tweets. A red arrow points to a tweet by 'sandywright' (Sandy Hibbard) that says 'Are You Making These Three Common Branding Mistakes? bit.ly/siT6xW via @AddThis'. The tweet is highlighted in light blue. Other tweets include one from 'Nas' (Nasir Jones) about a contest, one from 'cinemablend' about a TV series, one from 'Tinu' about PR, one from 'toptentopten' about a location guide, and one from 'STARTUPSMAP' about a partnership.

Create Notes on Facebook or Add to your Facebook Wall

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Allegiance
TITLE COMPANY
www.allegiantitle.com
Call us: 214.373.3500
Your Resource for Results!

FOCUS ON Rusty Reid: Well rounded and ready for customer service! Edit
by Allegiance Title Company on Wednesday, November 16, 2011 at 3:32pm

The closing experience in real estate can sometimes be challenging. When problems arise, you need an escrow officer to handle it with experience and quick action. Rusty Reid is the person you want to handle each transaction successfully. With over 20 years of real estate experience and a month's featured escrow officer background, Rusty can give you the confidence you expect of an escrow officer. This month, we put the spotlight on Rusty from the Allegiance Title Coppell Branch.

With a background stretching from real estate sales and marketing professional, to real estate attorney, everything in between, Rusty has experienced first-hand nearly all sides of the transaction. He can easily relate to the agent's challenges in working with buyers and sellers, appraisals, mortgage deadlines, inspections, and closings, marketing demands and keeping an open line of communication with his clients. "I have seen the real estate transaction from almost every angle - from the real estate agent's AND the consumer's perspective, the sales and marketing concerns, the legal side, and now I am seeing it from an escrow/title insurance side," he explains. With this level of experience, you can count on Rusty to get the transaction closed with unsurpassed customer service levels and skill.

Rusty began his career in the 1990's as a real estate professional assisting clients in purchasing residential properties. After listing and selling residential real estate, Rusty decided to turn his attention to sales and marketing in the title business and worked as part of the Allegiance Title team until he went back to school in the early 2000's to earn a law degree with a focus on real estate. After earning his degree, Rusty was eager to re-join the Allegiance Title team. "This is my second tour with Allegiance Title. It is a good company,

Browse Notes
Friends' Notes
Pages' Notes
My Notes
My Drafts
Notes About Me
Jump to Friend or Page
Add tags

facebook Search

Sandy Hibbard ▾ October Status

Write a comment...

Sandy Hibbard shared a link.
October 25

Sarah Sellers latest blog post from her France adventure!

Foodie in France - Day 6: Annecy
sarahsmusicalkitchen.com
Today we are bidding adieu to Beaune and heading to Annecy in the Rhône Alps region. Beaune is one of the most beautiful places I've ever been and I look forward to visiting again!

Like · Comment · Share

Sandy Hibbard
October 24 near New York, NY

Steps to create a Blog Post with



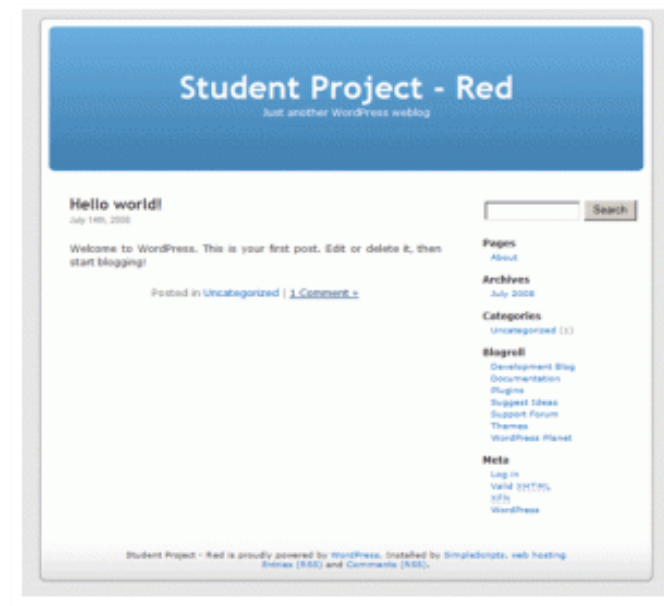
WORDPRESS

You can access, modify, and add and delete content on your site from anywhere!

FIRST: The difference in “.com” and “.org”



Custom/requires hosting = .org



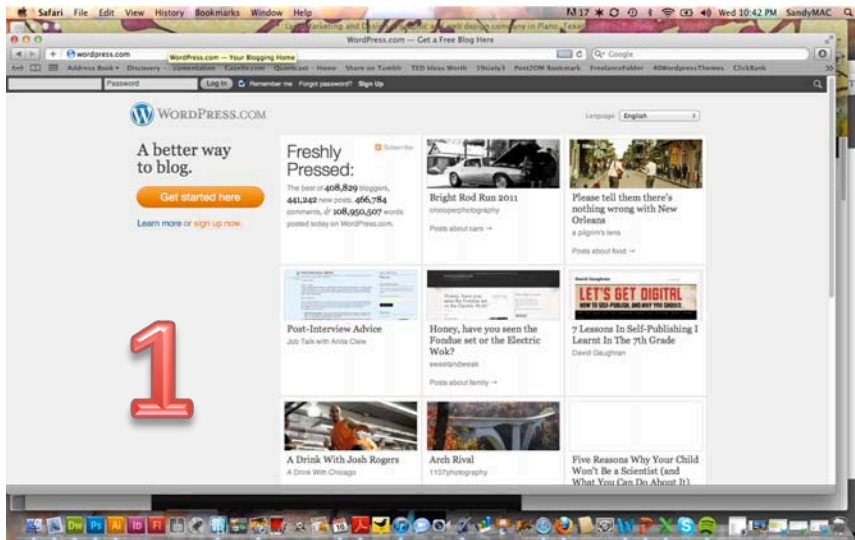
Template/self hosted = .com



Go online to wordpress.com and sign up for a new blog



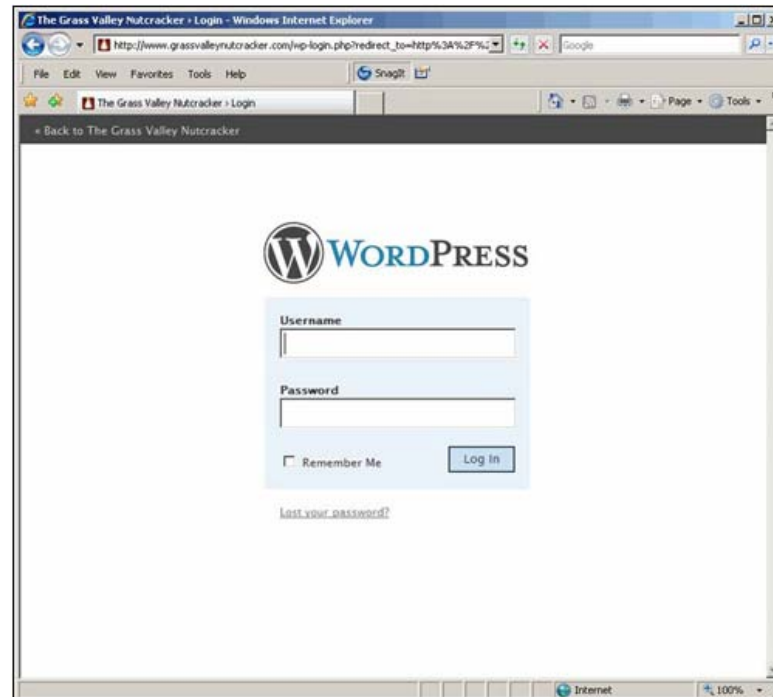
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After you sign up, to
access your dashboard
log in to Wordpress

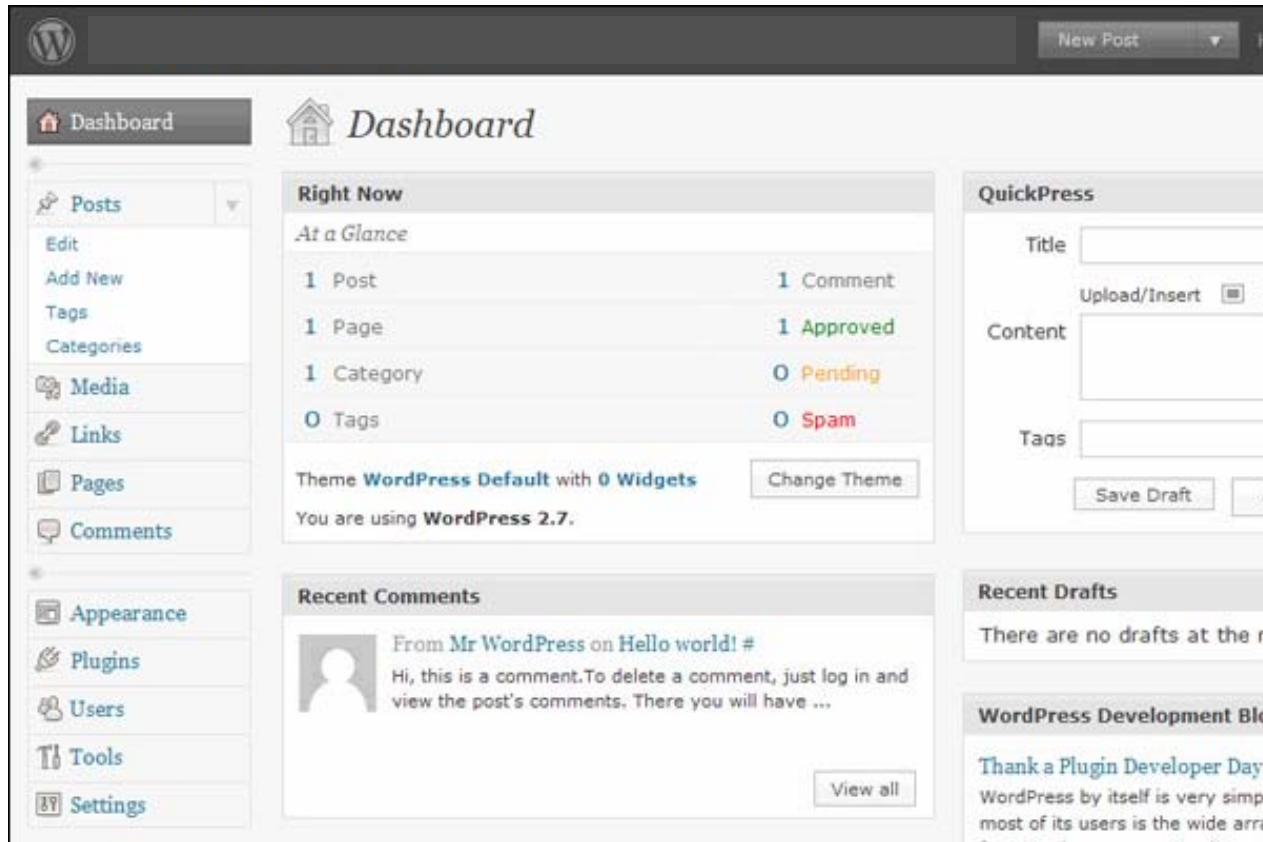


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Inside your Admin “Dashboard”



Create Your Blog Post Online

The image shows a screenshot of the WordPress dashboard with the 'Add New Post' workflow highlighted. The interface includes a sidebar on the left with navigation options like 'Dashboard', 'Posts', 'Media', and 'Links'. The main content area features a title field, a rich text editor with various formatting tools, and a right-hand sidebar with publishing options. Red arrows and text annotations guide the user through the process:

- 1**: Points to the 'Add New' button in the 'Posts' menu.
- 2**: Points to the 'Add New Post' button in the top navigation bar.
- 3**: Points to the 'Write a Title' text field.
- 4**: Points to the main content editor area with the instruction 'Type in Your Content'.
- 5**: Points to the 'Publish' button in the right-hand sidebar, with the instruction '"Save Draft" or "Publish"'. The 'Save Draft' button is also visible.

Additional visible elements include the 'Status: Draft', 'Visibility: Public', and 'Publish Immediately' options, as well as a 'Tags' section at the bottom right.

Give Your Blog Post a Category

The image shows the WordPress 'Add New Post' editor interface. The top navigation bar includes 'New Post', 'Howdy, Christina Hills | Turbo', and 'Log Out'. The left sidebar contains various menu items like 'Dashboard', 'Posts', 'Media', 'Links', 'Pages', 'Comments', 'Flexx Theme', 'Appearance', 'Plugins', 'Users', 'Tools', and 'Settings'. The main content area features a rich text editor with 'Visual' and 'HTML' tabs, and a 'Publish' sidebar on the right. A red arrow points to the 'Categories' dropdown menu, which is highlighted with a red box. The dropdown menu lists 'All Categories' and 'Most Used' categories: 'Getting Started', 'Replays', 'Social Media', 'Student "Walls"', 'Twitter', and 'Uncategorized'. A '+ Add New Category' link is visible at the bottom of the dropdown. The text 'Select a category' is written in red above the arrow.

Edit and Publish Your Blog Post

Edit Post

Go Grab Your Facebook Name Now

Permalink: <http://www.websitecreationworkshop.com/blog/social-media/go-grab-your-facebook-name-now/> | Edit | View Post

Upload/Insert [Icons] Visual HTML

Font size Format [Icons] Font family Styles [Icons]

Last night Facebook opened up 'vanity' names. That means that you can now have your name on Facebook like this: www.Facebook.com/christinahills

Now, as you probably realize, many people have the same name on facebook. Just go look and you will be amazed how many of **YOU** there are out there.

Path: Word count: 225 Last edited by Christina Hills on August 26, 2009 at 10:55 am

Publish

Preview Changes

Status: **Published** Edit

Visibility: **Public** Edit

Published on: **Jun 13, 2009 @ 7:00** Edit

Delete Update Post

Post Tags

Add new tag Add

Separate tags with commas.

facebook google profile video

Choose from the most used tags in Post Tags

Categories

All Categories Most Used

- Social Media
- Videos
- About Us
- Articles
- Get Registered Now
- Information
- Replays

+ Add New Category

View Your Blog Post Online

Helping You Create Your Website with WordPress!
- Christina Hills

Home ABOUT CHRISTINA FAQ SEARCH WHAT IS WORDPRESS? SITE MAP THE NEXT WORKSHOP

ARTICLES INFORMATION SOCIAL MEDIA SUCCESS STORIES WORDPRESS TIPS

Archive for Social Media

JUN 13 **Go Grab Your Facebook Name Now** 
Posted by: Christina Hills | Comments (8)

Last night Facebook opened up 'vanity' names. That means that you can now have your name on Facebook like this: www.Facebook.com/christinahills

Now, as you probably realize, many people have the same name on facebook. Just go look and you will be amazed how many of **YOU** there are out there.

facebook

Facebook helps you connect and share with the people in your life.



So if you want your name, you should go get it now. And here's how you do it:

Get Blog Updates Via Email
Enter Your Info Here
Name:
Email:
Keep Me Updated

subscribe

WEBSITE TOOLS

WishList
MEMBER
TURNS WORDPRESS INTO A
MEMBERSHIP SITE
VERY SIMPLE TO USE

The Benefits of Building a Website or Blog with Wordpress

- You can Access it from any Internet connection
- Works on Macs as well as PCs
- You can give separate access to biz partners and assistants
- Your design is separate from your content
- Worldwide support from developers because it's Free
- 'Open Source' Software
- No HTML Knowledge is Required

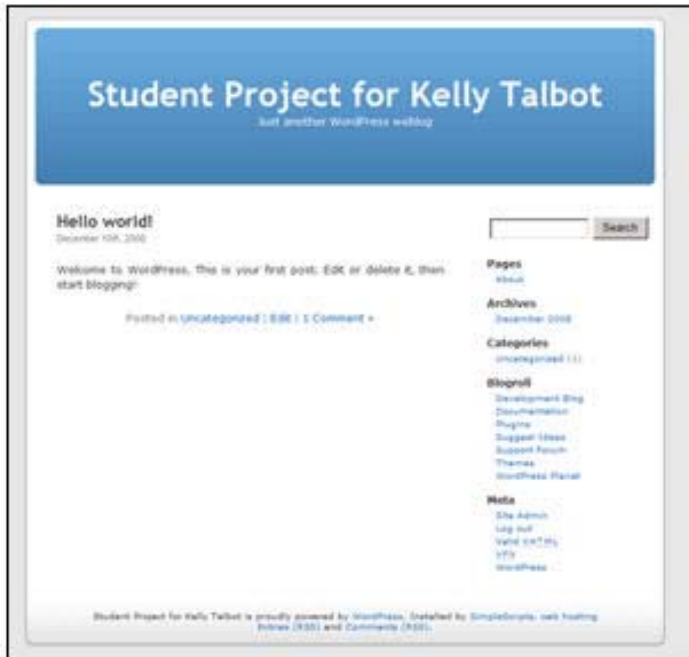
You Can Change Content and Design “on the fly”



WordPress Default Look

WordPress Customized

Changing Designs with Wordpress

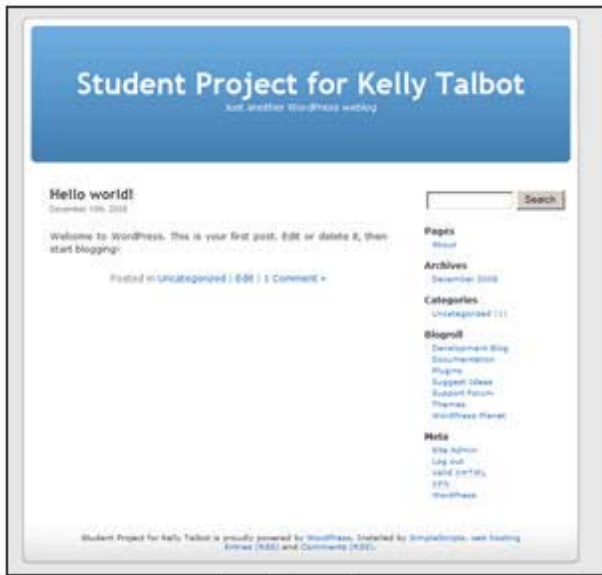


No Design

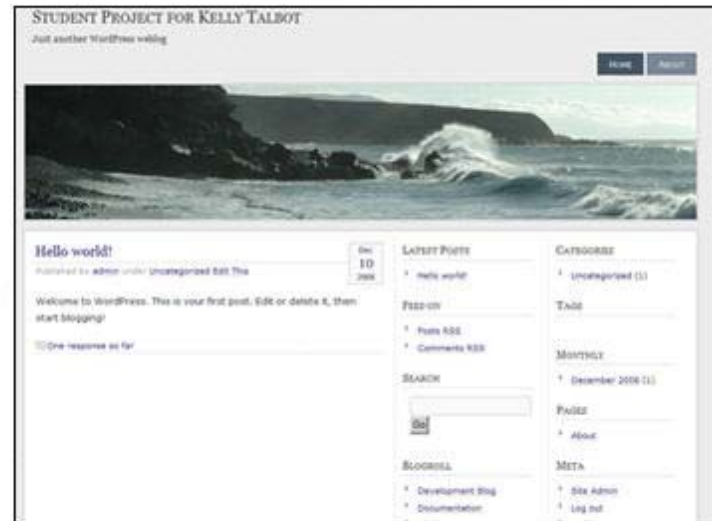


With Design

Changing Designs with Wordpress



No Design



With Design

Build Your Email List and Get Repeat Traffic

The image shows a screenshot of a WordPress blog post. At the top right, there is a quote: "Helping You Create Your Website with WordPress! - Christina Hills" next to a photo of a woman. Below this is a navigation menu with items like "THE NEXT WORKSHOP", "WHAT IS WORDPRESS?", "FAQ", "ABOUT CHRISTINA", "SEARCH", "SITE MAP", and "CASE STUDIES". The main content area features a post titled "Julia Child is Back in the Kitchen Cooking up a Post!" by Christina Hills, dated September 08. The post text begins with "I had a great Labor Day weekend, and I hope you did too. Mine was great because my new gal pal Julia Child stopped by and cooked up a blog storm. And you're in luck, because we got the latest episode here for ya. Watch now...". Below the text is a video player showing Julia Child in a kitchen. On the right side of the page, there is a sidebar with a blue button that says "BLOG & VIDEO UPDATES DELIVERED". Below this button is a text box that says "Registration for the Fall 2009 Workshop is Now Open and Seats are Filling Up...". A red arrow points from this text box to a yellow-bordered sign-up form titled "Get Workshop Updates by Email". The form includes the text "Enter Your Info Here", "Name:" with an input field, "Email:" with an input field, and a "Keep Me Updated" button. Below the form is a "RECENT POSTS" section with several links and a "subscribe" button. At the bottom of the sidebar is a "WEBSITE TOOLS" button.

Build Your Email List and Get Repeat Traffic

The screenshot shows a website layout with a navigation bar at the top containing links for 'ABOUT US', 'ARTICLES', 'GET REGISTERED NOW', 'SCHEDULE', and 'SUCCESS STORIES'. Below the navigation bar, the article title 'Tina Cook's Story' is displayed, with a red arrow pointing to it. The author is listed as 'By Christina Hills'. To the right of the article title is a profile picture of Christina Hills, labeled 'Christina Hills Your Teacher'. Below the article title is a testimonial from Tina Cook, accompanied by her photo. The testimonial text describes the value of the course and the instructor's expertise. To the right of the testimonial is a red 'Register Now' button. Below the button is a registration form titled 'Get On the Next Preview Call' with fields for 'Name', 'Email', and 'Get Phone Num'. A red arrow points to the registration form.

ABOUT US | ARTICLES | GET REGISTERED NOW | SCHEDULE | SUCCESS STORIES

JAN 09 **Tina Cook's Story** ←
By Christina Hills

Here is a testimonial I got from a student in the fall class:

*The huge value for me is **Christina knows WordPress, [Shopping cart](#), [AWeber](#) ... you name all the best online systems and services, and Christina knows them thoroughly AND, most importantly, is the only person that I know that teaches you how to integrate them so, within a relatively few weeks, you can master these new skills and open your new website doors!***

*Because Christina is so knowledgeable, the learning curve is shortened. **She researches the newest and best, and is always introducing you to easier ways as the technologies are evolving so does her course content.***

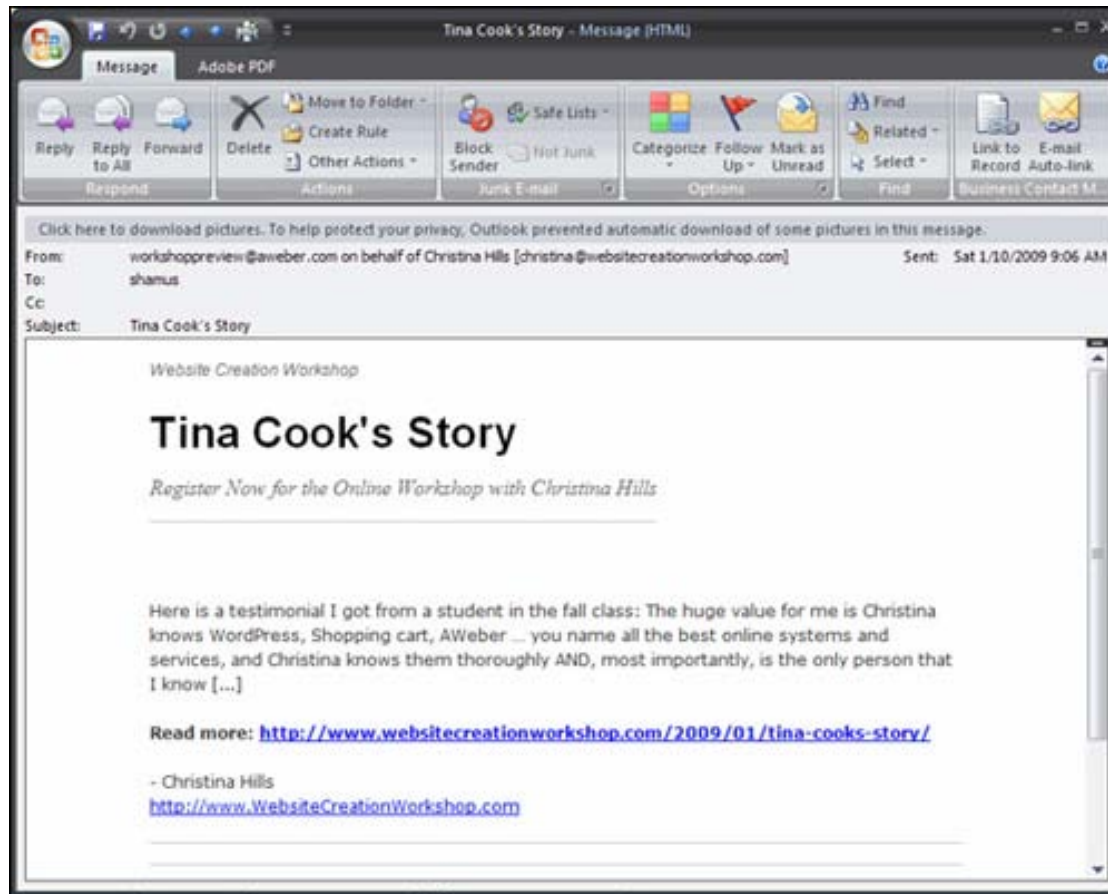
*Christina is very generous, there is a vast wealth of tutorials and resources to experiment with and explore. **All the webinar classes***

Christina Hills
Your Teacher

Register Now

Get On the Next Preview Call
Enter Your Info Here
Name:
Email:
Get Phone Num

Blog Article Delivered as an Email!



With a Wordpress Blog or Website You can Expand your Exposure to Your Audience

- Articles (showing you as the expert)
- Interactive Commenting (building relationship)
- Twitter
- Facebook
- LinkedIn
- Email content for your database

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- Content Marketing for your networks
- Email Marketing and Campaigns
- Print Marketing and Campaigns
- Web and Blog Development
- Mastermind Coaching
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- www.LyricMarketing.com