

web SUCCESS framework

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It's hard to distill online success to just a few factors, but here's my best shot.

[1] Migrations: How easily can you export content & upload it to other platforms?

New tools and social platforms come out all the time, do you have a mixed media library that's easy to export and adapt to new formats?

[2] Stickiness: Is it easy to stare at your content for hours? Do people look forward to your content?

Think about stim toys like fidget spinners and squishy balls filled with water. Is your product as engaging to use as those? Is your site captivating?

[3] Emotional Give & Take: Where are you depositing value? Where are you asking for value?

Deposit value in your audience like you're depositing money in a bank account.

When it comes time for you to ask for money, an email address, webinar attendance, or whatever your call to action is. For people to say "YES!" to that decision you need to have enough 'emotional cash' already deposited in them.