Building a Winning, Comprehensive, Compelling Online Presence

Arizona Academy of Nutrition and Dietetics
Making Our Vision a Reality
by
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Attention Span
8 Seconds

One
Two
Three
Four
GONE

Arizona Academy of Nutrition and Dietetics Annual Meeting
Transitioning to the Internet

BUT
WHY?????

What WAS I thinking

6/4/2014
Arizona Academy of Nutrition and Dietetics Annual Meeting
Objectives

– ID a compelling online presence
– Winning online presence
– What must YOU do
What’s your Purpose?

Get repeat visits

Grow your list
Your Turn
Grade yourself on scale of 1-10

- Growing your list
- Repeat visits
- Making money

Let’s Hear from You

Quick Tip
Growing Your List

What NOT to do

Give Them Solutions
Create Your Tip Sheet

1. ID your ideal client
2. Clarify their biggest problem
3. Determine the solutions they want

Tip Sheets Solve Problems

MAKE THINGS HAPPEN!
YOUR TURN!

Create YOUR Tip Sheet

Let's Hear from You

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