

Title of Session: Urbanesque.com Web Presence Package

Moderator: Adrienne Fritze

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BJ: Welcome to tonight's special presentation by Adrienne Fritze. She'll be discussing a special program she's started.

AdrienneF: Hi All!

BJ: we usually start all discussions in Tapped in with brief introductions

MerileneM: hello, Adrienne

BJ: I'm an art teacher in Pennsylvania

MerileneM: I'm a poet and i run an organization called telepoetics

AdrienneF: I'm an artist and ontological coach, and founder of Empty & Meaningless: the Box Project - an applied arts program used in schools, prisons and with other groups

KathyWe: I am a technology coordinator in a school

AdrienneF: BJ, shall we begin?

BJ: Yes, please, Adrienne

AdrienneF: I'd like to start out with some background about myself and how I came to create the web package solution I'll talk about in a bit

AdrienneF: As I wrote I am an artist, workshop leader, social activist and businesswoman.

AdrienneF: I've spent a good 20 years as a self-employed person (read: Jane-of-all-trades), with another 6 years working for large corporations serving national and global clients as a senior product manager and client services director. As such, I have a marbled marketing background that includes guerilla grass roots experience all the way to high-tech advertising using all forms of media, including the Internet.

AdrienneF: About a year ago I left the advertising/marketing world behind and returned to my grass roots, taking a hobby business I'd launched 2 years before to full-time. The company is called "Empty & Meaningless: the Box Project", and is an applied visual arts and ontological coaching program. (More information on E&M may be found at <http://www.urbanesque.com/empty>).

AdrienneF: The program is unusual - it's a fascinating service

AdrienneF: what I do is conduct workshops where I combine my skills as a life coach and artist to create a setting for my workshop participants to experience real breakthrough in their relationships.

AdrienneF: This program has been used in schools, in social movements, in private homes and now in prisons here and soon in England.

BJ . o O (Adrienne lead a discussion on her box project a month or so ago)

AdrienneF: indeed..

AdrienneF: A year ago, when I sat down with my family to tell them that I wanted to pursue this hobby as a business, and asked for and received their permission to do so, I would not have been able to predict for you that what I had created with my children years prior would become the in-demand powerful transformational program it is today

AdrienneF: By taking my passion hobby into my life as the source of my income and as my conduit to personal fulfillment I'm required to step way beyond my boundaries of comfort, and walk the talk of my coaching

AdrienneF: and one of those is to market - promote - what I'm doing....

AdrienneF: although I found it simple to market others' "stuff"

MerileneM: . o O (hearye, hearye)

AdrienneF: selling my own was difficult...

AdrienneF: and there wasn't any low-cost way that I could figure out to do it

AdrienneF: <---not making the big bucks anymore

AdrienneF: so, over the past year I've re-learned what it is to do guerilla marketing

AdrienneF: online

AdrienneF: and share that knowledge, and give others a break by offering a solution that I think will work for others

AdrienneF: so you all are now the first to see the Beta version of this offering

MerileneM: thanks

AdrienneF: <g>

AdrienneF: the tool is called the Urbanesque.com Web Presence Package (UWPP) and in its present Beta version provides five "template" pages for people to get their ventures online

AdrienneF: the identity page, calendar of events, press room, product/service descriptions, and FAQs (frequently asked questions)

AdrienneF: Each piece is essential in communicating to the world who you are, what you provide for them in the way of services or products, how they can participate with you

AdrienneF: The pages also address the needs of the media

AdrienneF: having all the fundamental information about you and your business available to them, as well as a place all their own where they are able to download your current press releases and images

AdrienneF: if you all have another window for your browser open, I'll take you to the Beta pages...

AdrienneF: www.urbanesque.com/UWPP

BJ: . o O (click on the url to open a new browser window)

AdrienneF: let me know when you all have opened the first page = the pitch page, as it were

MerileneM: lovely colors & nice graphics

AdrienneF: thank you

AdrienneF: the service is simple.....it's subscription based

AdrienneF: and the pages are being designed as a tutorial....giving you an idea of what can go on the pages...

AdrienneF: it's very specific

AdrienneF: if you scroll down to "Contact & Identity Page"

AdrienneF: and click on the arrow

AdrienneF: another page will open up with the templates

KathyWe: thank you Adrienne!

AdrienneF: sure....

AdrienneF: this page can be modified with your logo, tagline, and then all the specific information about your group, service or company...

AdrienneF: clicking on the red circle, upper right corner, will open up the calendar

AdrienneF: and as you go through each section you see how this is set-up

AdrienneF: any questions? comments?

MerileneM: no questions just yet. comment: I know someone I'll have to refer immediately if not sooner

AdrienneF: <---I'll talk in a moment about using these pages....and other marketing activities that go along with a web presence

AdrienneF: All levels of the subscription require the identity page, each level thereafter adding to that in any combination you choose

AdrienneF: the subscription includes the pages being on the web sub-letting (if you will) from urbanesque.com

AdrienneF: as well as updates to the pages...

AdrienneF: some pages take a bit more maintenance than others

AdrienneF: but all in all it washes out in the end

AdrienneF: To keep the cost of the subscription down, you do the work of writing and creating the necessary components for your web pages

AdrienneF: with guidance from the example pages of the template and

AdrienneF: 30 minutes of consultation "FREE" in your first month

AdrienneF: Also, if you are in the Portland Oregon area, I conduct a 2.5 hour guerilla promotions workshop which is FREE to UWPP subscribers

AdrienneF: (it's \$250 for non-subscribers)

AdrienneF: I'm considering an online version of the workshop

AdrienneF: in the near future

AdrienneF: depending on how many subscriptions I retain outside of the Portland area

AdrienneF: (I actually have one subscriber already from England)

AdrienneF: Now, these pages all on their own will not get you the attention and cash flow you need.

AdrienneF: You use your UWPP as a communications tool

AdrienneF: it gives you an online home to send your audience so they may pick up more detailed information about you and your offerings.

AdrienneF: The workshop that accompanies the subscription service is, I believe, key to the success of your promotional program, and includes elements of offline and online marketing techniques

AdrienneF: any question so far?

BJ: you're doing a great job of explaining, Adrienne.

AdrienneF: thank you...

AdrienneF: may I ask...

AdrienneF: how is this striking you all ?

AdrienneF: so far?

MerileneM: it's good information, a service I will surely share with those I know who can use it

BJ: for someone who doesn't have the expertise or the time, it's a wonderful service.

AdrienneF: in the future, as I gain clients, I imagine we'll offer other pages types...

AdrienneF: but for the moment these are the key pieces to a successful pr program

AdrienneF: now I'd like to talk about what's covered in the workshop

SusanR: I like the concept, Adrienne.

AdrienneF: leaving behind a tip or two along the way....

AdrienneF: Thank you Susan

AdrienneF: First topic - PRESS RELEASES

AdrienneF: In it we cover the elements of a press release that provide the information for which a news or calendar editor is looking

SusanR: The calendar feature is priceless.

AdrienneF: Things like - What information to include in the heading. What makes a good headline?

AdrienneF: Lead with the most important information first. Thinking of the press release like a pyramid....

AdrienneF: the tip of the pyramid has the vital info you want the editor to understand

AdrienneF: then adding to the story as the release goes on

AdrienneF: keep the release to one or two pages

AdrienneF: both formatting and content topics are discussed

AdrienneF: and I refer all my clients, friends, collaborators to my fav PR website

AdrienneF: www.prweb.com

AdrienneF: we talk about How to distribute your press release

AdrienneF: Research the publications and programs you want to target, understand the content of their pubs, their point of view, get to know the writers and their interests

AdrienneF: find out who the editors are for the sections or programs that relate to what you are promoting, get the correct spelling of the writers and editors names

AdrienneF: for TV and radio, find out the same info for the segment producers

AdrienneF: ask for their direct contact information - e-mail, phone and FAX, and more

AdrienneF: we also go over places to distribute your press releases

AdrienneF: PRweb.com, specialty lists and bulletin boards, AP news service, local and national media outlets, etc

AdrienneF: and finally, with regard to press release, talking with the media

AdrienneF: Checking your ego at the door. Listening to the needs of the editor or writer.

AdrienneF: Persistence and perseverance payoff. Take "no" as an opportunity to learn. Don't take any response personally.

AdrienneF: Be bold and ask for what you want, while being respectful of the editor and writer's time and agenda.

AdrienneF: any question before we head to the next topic?

AdrienneF: one thing I wanted to point out in the calendar

AdrienneF: if you click on the event on the 24th

AdrienneF: Art and Relationship being filmed

AdrienneF: That's a real event - actually they all are...

MerileneM: wow!

AdrienneF: but that particular event came about by my following the guidelines of promotion

AdrienneF: that I lay out in the workshop

AdrienneF: and by using these kinds of tools consistently

AdrienneF: the producer found me via the web

AdrienneF: because I post on bulletin boards, send out press release through PRweb

AdrienneF: post on specialty websites and through news groups

AdrienneF: it's all about communicating what you do

AdrienneF: why you do it

AdrienneF: to everyone you meet

AdrienneF: we'll get to that in more detail in a moment

AdrienneF: next I'd like to talk about optimizing the web

AdrienneF: are we ready to go on to that?

MerileneM: yes

SusanR: yes

AdrienneF: When writing for the web use powerful descriptions to get the idea across as simply and quickly as possible. Create downloadable documents. Write tag descriptors for your graphics. Write powerful headlines.

AdrienneF: In your HTML code to optimize your web page for search engines, follow specific guidelines for your Title, and Meta Tag keywords and descriptions

AdrienneF: Now, for the subscription service, you provide the information, and I place the code...

AdrienneF: I will also work with you to optimize your Meta Tags

AdrienneF: as they are the key to great placement in the search engines

AdrienneF: by the way

AdrienneF: that producer found me through a search engine, coupled with the information I'd posted in appropriate places...

AdrienneF: she typed in specific words like, prison arts, portland, raw arts, etc.

AdrienneF: all keywords I use in my pages

AdrienneF: both hidden in the Meta Tags

AdrienneF: and in the body copy

AdrienneF: I'm going to pass along to you three key ideas about Meta Tags

AdrienneF: and then move on to the last topic

AdrienneF: In the HTML of a home page

AdrienneF: are all these descriptions embedded in the text

AdrienneF: one of them is the Title of the page

AdrienneF: For optimal results, make sure it specifically describes your product or service and makes proper use of 3 or 4 keywords.

AdrienneF: Keywords are used by the search engines to rate your page....

AdrienneF: The engines match those you've embedded in your Meta Tag list...and those that you use in the body copy of your page

AdrienneF: Meta Tag Keywords | For optimal results use a tag sized between 300 and 500 characters. Note that keywords should be separated with commas

AdrienneF: And then there is the description....of your business, services, offerings, etc. - again hidden in the HTML...

AdrienneF: Meta Tag Description | Most search engines will only display 200 characters of your description. It is recommended that you keep your description text under 200 characters

AdrienneF: Now even though you wouldn't be coding these tags into the pages of your pages on Urbanesque.com

AdrienneF: you writing them is essential

AdrienneF: as you are intimately acquainted with what you're offering

AdrienneF: I'm on to the final topic....

AdrienneF: Are you all still with me?

MerileneM: yes

AdrienneF: Here it is - GO TELL IT TO THE MOUNTAIN!

SusanR nods

AdrienneF: The most important thing is to talk about what you do - and the more people you are able to talk to at one time - the better for you

AdrienneF: presenting to groups - like the Soroptomists

AdrienneF: or your church group

AdrienneF: other teachers

AdrienneF: etc.

AdrienneF: is essential

AdrienneF: Tell your friends, family, co-workers, fellow students

AdrienneF: Tell your neighbors, your landlord, your bill collectors, your customers

AdrienneF: Don't forget your healthcare practitioners - doctor, dentist, masseuse, chiropractor

AdrienneF: And service providers - the phone gal, your hairdresser, clerk at the store

AdrienneF: People love to find out about the people they know

AdrienneF: As a society I think we're dying to know about each other

AdrienneF: And for you to be open about what you're up to

AdrienneF: Your passions and commitments

AdrienneF: Is endearing and memorable for others

AdrienneF: And, it allows them the opportunity to contribute

AdrienneF: Searching out, find and book presentation opportunities. Some of these presentations you will do free, others for a fee

AdrienneF: Often civic groups want to know what's happening in the "softer" fields...

AdrienneF: Hand out business cards to everyone

AdrienneF: And brochures

AdrienneF: and plaster your webpage URLs all over them

AdrienneF: hmmm

AdrienneF: I think that's all I've got for the moment....

AdrienneF: except for listing my favorite online services....

AdrienneF: www.prweb.com

AdrienneF: www.paypal.com

AdrienneF: and

AdrienneF: www.submitnet.net

AdrienneF: there

AdrienneF: what do you think?

MerileneM: thanks, Adrienne. this is great information. I shall pass it on

AdrienneF: it's nice how this chat module will send you the transcript....

AdrienneF: time to review stuff...

MerileneM: in fact, I know a couple of people I will send the transcript to already

AdrienneF: what do you think about doing either a tele-conference or online chat like this to present the workshop?

AdrienneF: I'm leaning toward the tele-conference while folks are logged on...

MerileneM: I think it would have great impact

AdrienneF: BJ, do you have anything to add...or any questions?

MerileneM: have you considered using Tapped In as a communication community for uwpp

SusanR: Thanks Adrienne, I plan to pass this along to colleagues.

AdrienneF: no actually - although I intend to offer this to the Tapped In community at large because I think many folks would find it valuable...

AdrienneF: Thank you Susan!

BJ: I've nothing to add right now, Adrienne.

AdrienneF: Cool - BJ may we e-mail re: your suggestion?

BJ: although, you might want to start a group for the project

BJ Nods to Adrienne

AdrienneF: Is there anything that's missing from y'all's perspective?

AdrienneF: start a group for the project....coolio!

AdrienneF: <g>

AdrienneF: I truly appreciate your time in being here....

AdrienneF: and invite you to explore the service at your leisure....

AdrienneF: and to visit the mother site of all that I do

AdrienneF: www.urbanesque.com

SusanR: Thank you for your in depth presentation, Adrienne.

MerileneM: ditto

AdrienneF: my pleasure ladies...

BJ: wonderful job, Adrienne

MerileneM: ditto, again

AdrienneF: <-----worryes there's always too much info

AdrienneF: LOL

AdrienneF: thank you

BJ . o O (that's what transcripts are for)

AdrienneF: ROFLMAO

MerileneM: what

AdrienneF: [Rolling on the Floor Laughing My Arse Off]

MerileneM: ha ha ha

MerileneM: ha ha ha ha

AdrienneF: you have all been so gracious.....

AdrienneF: and BJ, as always you are the hostess with the mostess....

BJ smiles. Thanks.

MerileneM: nice to see everyone & also very swell to meet you Adrienne

AdrienneF: ditto Merilene

MerileneM hugs everyone good night

AdrienneF: good night ladies!

SusanR: Thanks again, Adrienne