**Alan & Angela's Algarvian Activities or A&A's A&A 4 A’s**

1. Read your content (duh!)
2. Subscribe to your email list.
3. Share your content and website with others.
4. Engage on your website and leave comments.
5. Get excited about what’s coming next.

**1. Your Seven-Second Pitch**

Chronicles from Quinta Antiga

Uprooted from their Cambridge home, follow the progress of Angela (‘Her Outdoors’) and Alan (‘Sundance’) as they share their experiences of starting a new life with the expats in Portugal... indulging her love of gardens and growing things, with his love of creative AV production and hard landscaping.

And as a bonus, an opportunity to peruse a range of short videos produced by their language and media students!

Hope you’ll be rooting for us!

Subscribe now to receive updates and new post.

Pick up the spade….in sunburnt Portugal

these ramblings started as a way of

2. Content That Will Be Live on Day One

**YOUR VIRAL PIECE**

**1. Beastly resource**

**2. An Expert Round-Up Post**

* Determine the most important question that your target audience wants answered.
* Email other experts in your niche, asking them to answer that one specific question.
* Compile all of the answers into a single blog post, and you’ll begin to see just how much of a resource this post will be for new visitors!

With whatever you write about, make sure to craft that content using three different variations:

* **Analytical or Rational Content**: This type of content appeals to those in your audience who are ***left-brainers****—*people who are all about the numbers and analytics, reasoning and logic. An example of this would be if I were to write a post titled: *How Much Does it Cost to Start and Run a Food Truck Business?*
* **Philosophical or Theoretical Content:**This type of content appeals to the ***right-brainers****—*people who are all about design and theory, intuition and emotion. An example of this would be if I were to write a post titled: *10 Reasons Why People Buy from the Food Truck Parked Next to Yours.*
* **Case Studies and How-To Content**: Case studies and how-tos are the backbone of the SPI blog, and it’s what people enjoy reading the most. The [niche site duel](http://www.nichesiteduel.com/) is an example of a case study, as is information about Green Exam Academy and FoodTruckr, for example. The common thread is that this content is made up of examples, experiences and results) from real-life that people can learn from. An example of this would be if I were to write a post titled: *How the Patty Flynn Food Truck Went From $15,000 in Debt to $50,000 in Profit in 6 months.*

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**Set Up a Google Alert for Your New Brand**

* Go to [Google Alerts](http://alerts.google.com/) and set up an alert for keywords that match your brand name, your URL and even your own name.

**Create a Share Page**

[http://www.mykidsadventures.com](http://www.mykidsadventures.com/grandparents-activities/#more-10539)

**Create a Pre-Launch “Coming Soon” Teaser Page**

* Let your visitors know what you’re doing.
* Spark some interest.
* Capitalize on that interest by capturing email addresses.

**AFTER LAUNCH**

* **Email the list you’ve built.** You already have an email list—awesome! Now it’s time to email your subscribers and let them know you’re live. Also, give them an easy way to share your new site by including a link to that convenient share page that you created on your website. These are your ambassadors and you’re definitely allowed to ask them to share for you.
* **Source your 200-outreach program.**Beyond tapping into your existing list, send a quick, personalized email out to each website and blog on your 200-outreach program spreadsheet. You could even draft each of these emails beforehand so you aren’t spending time on launch day writing them. A quick mention that you’re live and a link to your ultimate resource can go a long way, and even if you get a 2-5% response rate, that’s more than you’d get if you didn’t send any emails at all. Don’t force anything or be aggressive in your emails, and remember what’s in it for them too.
* **Thank those who have helped you.**If anyone has helped you get to this point, email them to thank them. It can go a very long way. If you’re thanking those in a round-up post, include a quick, easy-to-copy-and-paste link that they can share on their social media platforms. If you find people are retweeting your stuff or mentioning your new website on Twitter, reach out and thank them too.
* **Reply to every comment.**On launch day, if you do it right and you have traffic coming to your website, chances are you’ll get a number of comments on each of the posts that you’ve already written. Respond to *each one* of them. You want to be as present on Day One as possible because if new visitors see you’re actually replying to comments and active on the site, they’ll be more likely to stick around and share. You won’t always be able to reply to every comment down the road, but it’s one of the most important things to do within the first few months of a website’s start.
* **Reach out to local news.**Local news stations are always looking for new stories, content (and events!) to share. There’s no harm in reaching out to all of the local news networks and pitching them your new website and seeing if they’d be willing to cover the story. What’s the worst that could happen? They’ll say no… and that’s not a big deal.

About 92,200 results (0.31 seconds)

quintessential

ˌkwɪntɪˈsɛnʃ(ə)l/

*adjective*

adjective: **quintessential**

1. representing the most perfect or typical example of a quality or class."he was the quintessential tough guy—strong, silent, and self-contained"

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| --- | --- |
| 1. *synonyms:*
 | 1. [typical](https://www.google.pt/search?biw=1026&bih=641&q=define+typical&sa=X&ved=0ahUKEwicm7XT_P_PAhVJrRQKHZz1BV4Q_SoIHTAA), prototypical, stereotypical, [archetypal](https://www.google.pt/search?biw=1026&bih=641&q=define+archetypal&sa=X&ved=0ahUKEwicm7XT_P_PAhVJrRQKHZz1BV4Q_SoIHjAA), [classic](https://www.google.pt/search?biw=1026&bih=641&q=define+classic&sa=X&ved=0ahUKEwicm7XT_P_PAhVJrRQKHZz1BV4Q_SoIHzAA), [model](https://www.google.pt/search?biw=1026&bih=641&q=define+model&sa=X&ved=0ahUKEwicm7XT_P_PAhVJrRQKHZz1BV4Q_SoIIDAA), [essential](https://www.google.pt/search?biw=1026&bih=641&q=define+essential&sa=X&ved=0ahUKEwicm7XT_P_PAhVJrRQKHZz1BV4Q_SoIITAA), [standard](https://www.google.pt/search?biw=1026&bih=641&q=define+standard&sa=X&ved=0ahUKEwicm7XT_P_PAhVJrRQKHZz1BV4Q_SoIIjAA), [stock](https://www.google.pt/search?biw=1026&bih=641&q=define+stock&sa=X&ved=0ahUKEwicm7XT_P_PAhVJrRQKHZz1BV4Q_SoIIzAA), [representative](https://www.google.pt/search?biw=1026&bih=641&q=define+representative&sa=X&ved=0ahUKEwicm7XT_P_PAhVJrRQKHZz1BV4Q_SoIJDAA), true to type, [conventional](https://www.google.pt/search?biw=1026&bih=641&q=define+conventional&sa=X&ved=0ahUKEwicm7XT_P_PAhVJrRQKHZz1BV4Q_SoIJTAA); More
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