



QUICK START GUIDE:

Get up and running with ActiveRain in 4 Easy Steps

Welcome to the ActiveRain community of real estate professionals!

As a member of ActiveRain you can:

connect

Build your network of real estate professionals, expand your sphere of influence, and create your support group and mentorship.

share

Exchange advice and showcase your experience in real estate, and gain referrals through your presence on ActiveRain.

learn

Take advantage of all the training offered by ActiveRain University and learn from ActiveRain veterans how to improve your online reputation and build more business.

I closed 3 transactions in the month of June from ActiveRain referrals. I've given 2 referrals, one solid buyer and one home sale. And I received another great referral for multiple purchases of investment properties. And this all happened in one month! I'm here to say ActiveRain works if you take the time to build relationships, blog good content and share your gifts and talents! Here's to Your Success in the Rain! ActiveRain Rocks!

– Anna Banana, RainMaker Ambassador, Phoenix, AZ

This Quick Start Guide will walk you through four steps to create your member Profile, get your blog up and running, and join ActiveRain Groups so you can start connecting, sharing, and learning with members and potential clients today.

TIPS

Make it Easy to Access ActiveRain:

- » Bookmark ActiveRain on your browser
- » Memorize your login name & password
- » Always log in first to leave comments, posts, and edit your Profile. You can also check the box to stay logged in.

LINKS

Before you get started, it's important you read and become familiar with the following documents:

- » [Weltanschauung](#): The guiding principles and philosophy of our organization; a world view.
- » [ActiveRain Community Guidelines](#): Our Community Guidelines is a living document that we periodically review and change as necessary.
- » [Terms of Service](#): Our Terms of Use are legally binding. If you have any questions, comments, or concerns, please contact us at support@activerain.com.

STEP 1: Set up your Profile and upload your photo

Your ActiveRain profile tends to be the most viewed page on ActiveRain, so make sure it's set up and represents you well.

1. Go to the ActiveRain website and click the "Login" link in the upper right hand corner of the screen and enter your username and password. If you don't have a username and password, go to <http://activerain.com/login> to sign up.
2. Click on the "My Home" link at the top right of the screen.
3. On the left side of your screen, select the "Edit" link next to "My Profile" and you will be directed to your Profile Page. (Image A)
4. Complete the fields on the Profile Page as demonstrated in image B to the right.



IMAGE A

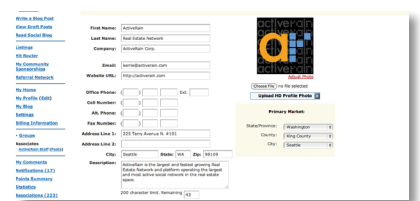


IMAGE B

TIPS

- » Please don't create multiple Profiles – one is all you need.
- » Add your company name to the Last Name field if you want it to appear when you comment on other blog posts.
- » The Description Box is for your one-sentence "value statement" that explains to potential clients why you should be their industry professional.
- » Remember: always click "Save Profile" after making changes to your Profile.

5. Click on the "Upload Picture" link under the sample headshot on your Profile page.
6. Using your computer's photo browser, click the photo you want and then click on the "Upload Photo" box. Don't forget to click "Save Profile" when you're finished.

TIPS

- » Use a photo of yourself, not a "scenery" or "graphic" image. Your Profile is about you!
- » Make sure your photo is at least 600x600

STEP 2: Add text and links to your Profile

Now you're ready to begin personalizing your Profile by adding content to the "About Us," "Areas of Expertise," and "Testimonials" sections.

TIP

It's good to have an idea of what you want your finished Profile to look like when it's completed. We'll breakdown the details of how to use all the tools and options, but it will be up to you to be creative. To view profiles of other ActiveRain members and get ideas, [click here](#).

1. Log in to your ActiveRain account and click the "My Home" link at the top of the screen.
2. Click on the "Edit" link next to the words "My Profile."
3. Go to the first section of your Profile called "About Us." Click on the "Rename Section" link and rename it whatever you want (i.e. Welcome to Your National Resource for Real Estate Technology & Marketing).
4. Use the space provided under each of the three sections to add your content. Remember, your profile doesn't have to be a perfectly written masterpiece right away! What's important is just to get started; you can always go back and edit later.

STEP 3: Create your first blog post

1. Go to your "My Home" and click "Write a Blog Post."
2. Complete the Title. Your title is one of the most important parts of your blog. Your title should be 70 characters and capture the key 3-5 words you would like found in the search engine. Also, pick a title that gets a reader interested and excited to read and share your content with others.
3. Choose what visibility you want for the post from the drop-down menu. Blogs marked as "Draft" will only be visible to you. Draft posts will be saved on the "View Draft Posts" page until you're ready to make it "Public" (anyone outside of ActiveRain can read it), "Members Only" (only other ActiveRain members can read it), or "Associates Only" (only your associates that you have invited can read it).

The screenshot shows the 'Write a Blog Post' form with the following fields and options:

- Tag:** An empty text input field.
- Visibility:** A dropdown menu currently set to 'Draft'.
- Post To:** A list of checkboxes for where to post:
 - Hyper-Local Pages
 - ActiveRain Channels (new)
 - Categories (11)
 - My Outside Blog
- Re-Blogging:** Allow others to re-blog this post.
- Allow your posts to sing in the "rain" with re-blogging!**

Re-blogging is a new feature that allows other ActiveRain members to feature your posts (with a prominent link back to you) on their outside blog, increasing your exposure and fame. Learn more at [Blogs official page](#).
- Don't want to participate?** You can opt-out at [My Settings](#).
- This is not my content but I have permission to repost it (?)
- Disable commenting on this post (?)
- Post Blog Entry** button

STEP 3: Create and customize your ActiveRain blog cont'd

4. In the "Post To" section, check where you would like your post to appear.
5. Check the Re-Blogging box if you want to opt in. To learn more about re-blogging, click the link provided.
6. If you're not using original content in your post (i.e. you're using content from an article or book not authored by you) check the box to confirm you have permission to use this content.
7. If you prefer not to have comments on your post, check "Disable commenting on this post."
8. Click "Post Blog Entry."

STEP 4: Join a group (or 10!)

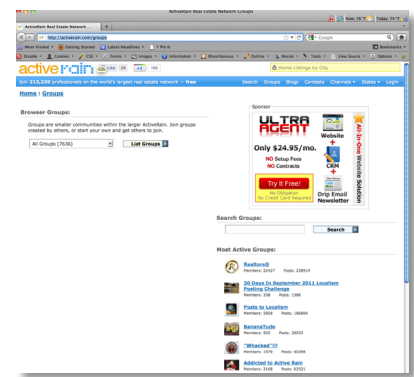
Now it's time to get connected to other ActiveRain members by joining Groups. Groups are like mini communities that offer great resources and information – and there are over 7,000 of them! Find the Groups that interest you most.

1. To search Groups, click on "Groups" at the top of the page, then use the drop down menu to view groups by type (i.e. Marketing, SEO, Technology, etc.).

Select a group and click "List Groups" link on the right. You may then browse every group in the list and/or search by keyword using the search window at the top of the screen.

2. To join a Group, click the "Join Group" button underneath the group description. To leave the Group, just click the button again which now reads "Leave Group." Don't forget to read the guidelines before joining and only post information relative to that Group.

That's it! You now have completed your ActiveRain Profile, your blog is up and running, and you have access to thousands of Groups to get plugged into the community and share information, answers, and resources.



Accelerate the ActiveRain Experience

Just as your business is always evolving, your Profile and blog will continue to be a “work in progress” as you become more familiar with ActiveRain and experience all the ways it can help you build your business. Below are some resources to help you get the most out of your membership.

TIPS FOR MANAGING YOUR ACTIVERAIN BLOG AND COMMENTING ON OTHER BLOGS

- » [Five principles to creating an effective blog post](#)
- » [How to create blogs for customers and search engines](#)
- » [What you should know about blog commenting](#)
- » [Why the blog comment section is NOT the place to advertise your business](#)
- » [ActiveRain etiquette: Commenting on another's blog or post](#)

ACTIVERAIN UNIVERSITY

- » [ActiveRain University Orientation](#): Our free online course is designed to help new members set goals and develop a social media marketing plan to meet those goals. To register, click [here](#).
- » ActiveRain University Training Calendar: ActiveRain University offers a wide variety of on-line real estate and social media training sessions and are designed for both new and experienced members. Plus, all classes are FREE to our RainMaker members. Click [here](#) to check out the latest training opportunities.

THE ACTIVERAIN POINT SYSTEM

ActiveRain awards members points based on participation and their individual involvement within the network and community. Click [here](#) to learn about some of the ways you can earn points.

THE ACTIVERAIN RAINMAKER PROGRAM

Supercharge your ActiveRain membership by enrolling in the ActiveRain RainMaker program. As a RainMaker member, you'll get:

- » Increased exposure to ActiveRain's 2 million+ monthly visitors
 - » Ability to get to page one of Google, Bing, & Yahoo
 - » Premium blogging and SEO training
 - » Ability to post your blog to social networks driving consumers to back to your blog
- [Become a RainMaker today!](#)

Accelerate the ActiveRain Experience cont'd

WHO'S WHO: AS A NEW MEMBER OF ACTIVERAIN
HERE ARE A FEW OF THE MOST POPULAR BLOGS TO FOLLOW:

See what we're doing to make ActiveRain even better on the [Official ActiveRain Blog](#)

NC native Debe Maxwell provides expert tips and advice about the Charlotte RE market
<http://activerain.com/debe>

Craig Rutman's creative, offbeat posts offer a wealth of great blog tips
<http://activerain.com/craigrutman>

Lenn Harley keeps tabs on the latest RE news and trends in VA
<http://activerain.com/lennharley>

Chicago agent Alan May, delivers straight talk and tips with humor
<http://activerain.com/alanmay>

Loreena Yeo shares the value of keeping RE local through stories from Frisco TX
<http://activerain.com/316teamrealty>

Walk beside Sally Cheeseman and discover RE treasures from the Hawaiian Islands
<http://activerain.com/cheesemanhomes>

Congratulations on becoming a member of the ActiveRain community! We hope the Quick Start Guide has provided you with the information needed to help you dive in and start getting results from your ActiveRain membership right away.

If you have questions, comments, or concerns, contact us at:
<http://activerain.com/action/default/feedback>