

*YOUR Website for
YOUR
Entertainment
Career*

Chris Rogers

July 6, 2017

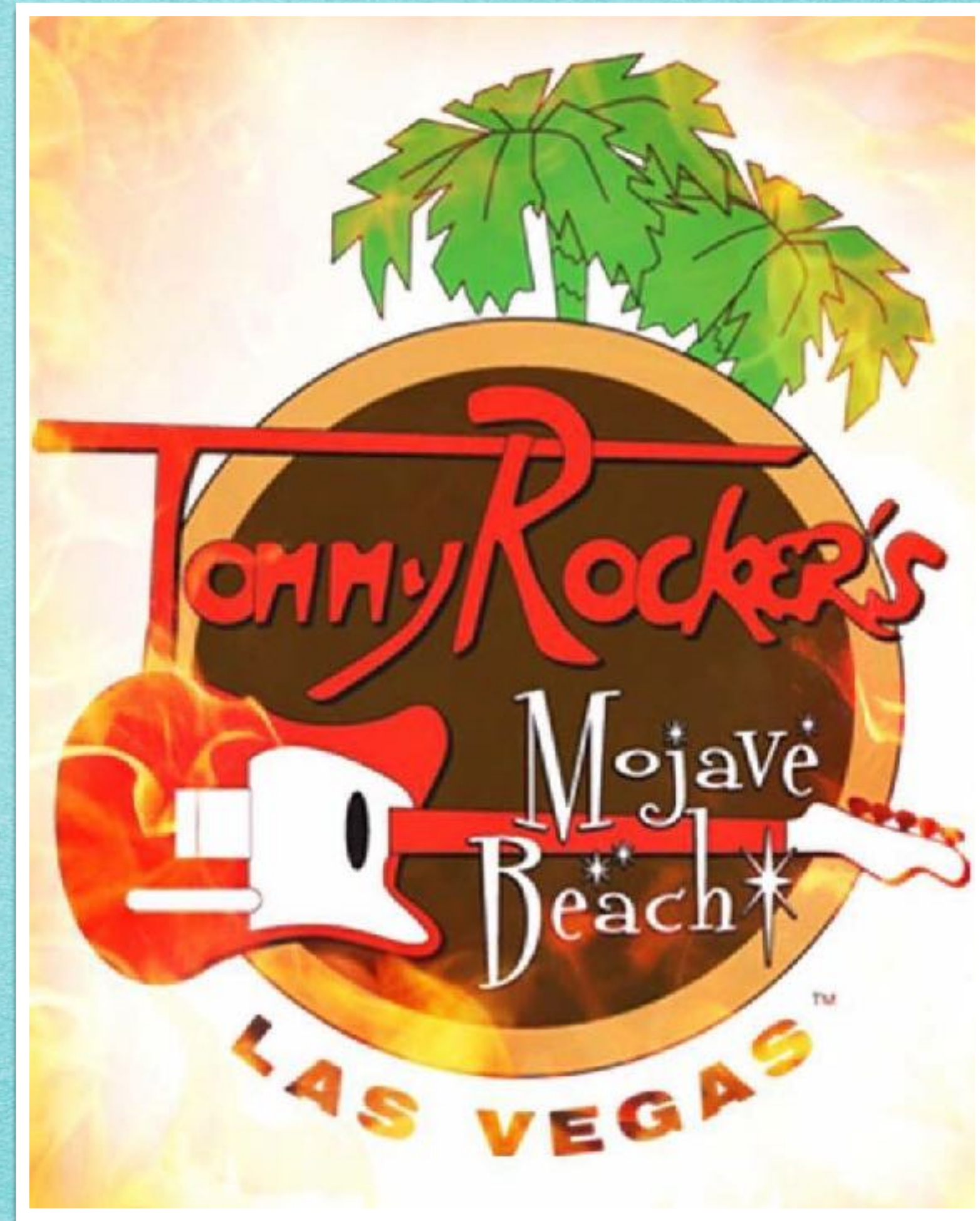
Tommy Rucker's Beach Club

6-8pm



*Thank you to
Tommy Rocker's*

*Buy a drink or food.
Tip your hot Waitress!*



*Hello &
Welcome to taking control of your
Entertainment Career*

<http://www.vanityfair.com/news/2017/01/why-hollywood-as-we-know-it-is-already-over>

The screenshot shows a web browser window with the URL www.vanityfair.com/news/2017/01/why-hollywood-as-we-know-it-is-already-over. The browser's address bar and tabs are visible at the top. Below the browser window, the article's header and content are shown. The header includes the Vanity Fair logo, navigation links for Business, Politics, Technology (highlighted in red), and The Players, and social media icons for Facebook, Twitter, and LinkedIn. The article title is 'WHY HOLLYWOOD AS WE KNOW IT IS ALREADY OVER', and the byline is 'From the Magazine'. The lead paragraph discusses the impact of disruption on the entertainment business, mentioning Aaron Sorkin, C.G.I. actors, and algorithmic editing.

Why Hollywood as We Know It x

www.vanityfair.com/news/2017/01/why-hollywood-as-we-know-it-is-already-over

Apps M CHRactor CHRMEDIA CraftYada IMDB IMDbPro SAG-AFTRA FB Twitter Instagram Vimeo YouTube Netflix

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H I V E

BUSINESS POLITICS TECHNOLOGY THE PLAYERS

f t in

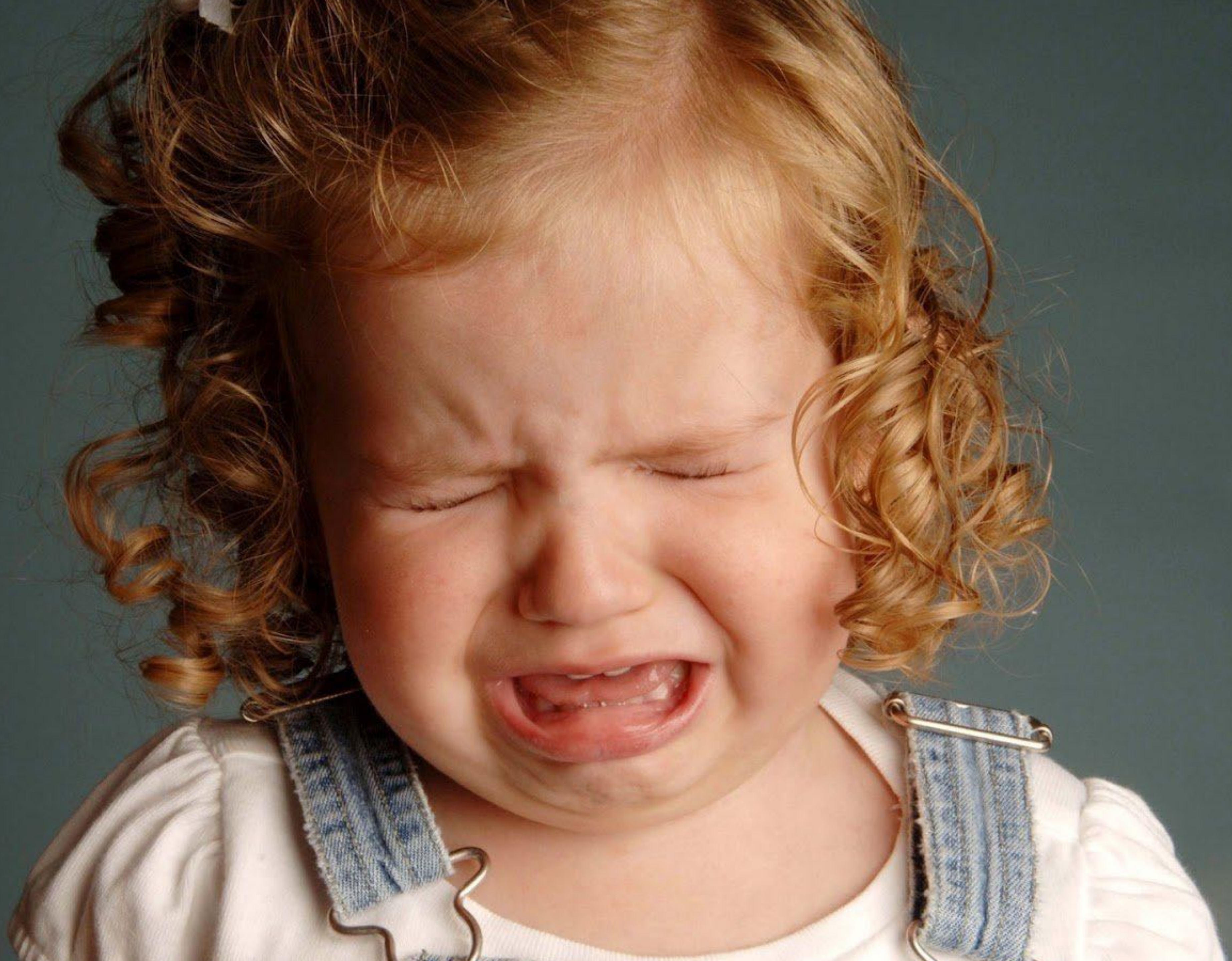
From the Magazine

WHY HOLLYWOOD AS WE KNOW IT IS ALREADY OVER

With theater attendance at a two-decade low and profits dwindling, the kind of disruption that hit music, publishing, and other industries is already reshaping the entertainment business. From A.I. Aaron Sorkin to C.G.I. actors to algorithmic editing, Nick Bilton investigates what lies ahead.

✉ f t





Objective

- ▶ **Pro-Active about your career**
- ▶ **How easy it is to create a simple website you will be PROUD to send people to**
- ▶ **Typical costs/time**

The Hidden Cost of “Free” Websites

*Wix
Weebly
GoDaddy
Cox
Earthlink*



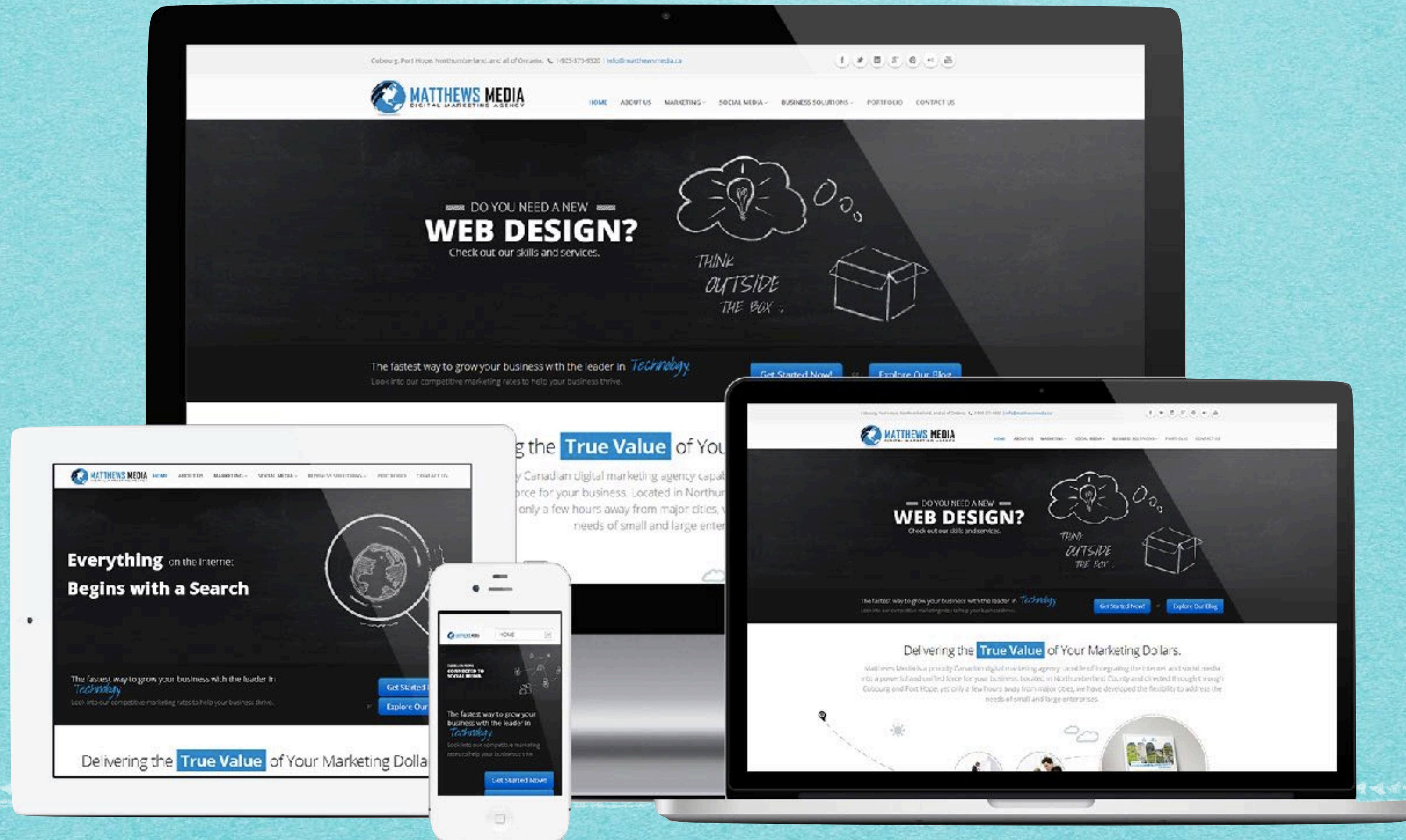
“Free” Websites

- ▶ [theirwebsite.com/yoursitename](#)
- ▶ **Slow/Shared Server**
- ▶ **Can’t move data. They own name/data.**
- ▶ **They put their ads on your site**
- ▶ **They can shut down your site or disappear for any reason**

“Free” Websites

- ▶ **They spam you/sell your personal info**
- ▶ **Often get hacked/malware installed**
- ▶ **Limited bandwidth/storage = BIG upgrade fee**
- ▶ **Limited design flexibility/can't change theme**
- ▶ **No Help or Customer Service**
- ▶ **Often not Responsive**

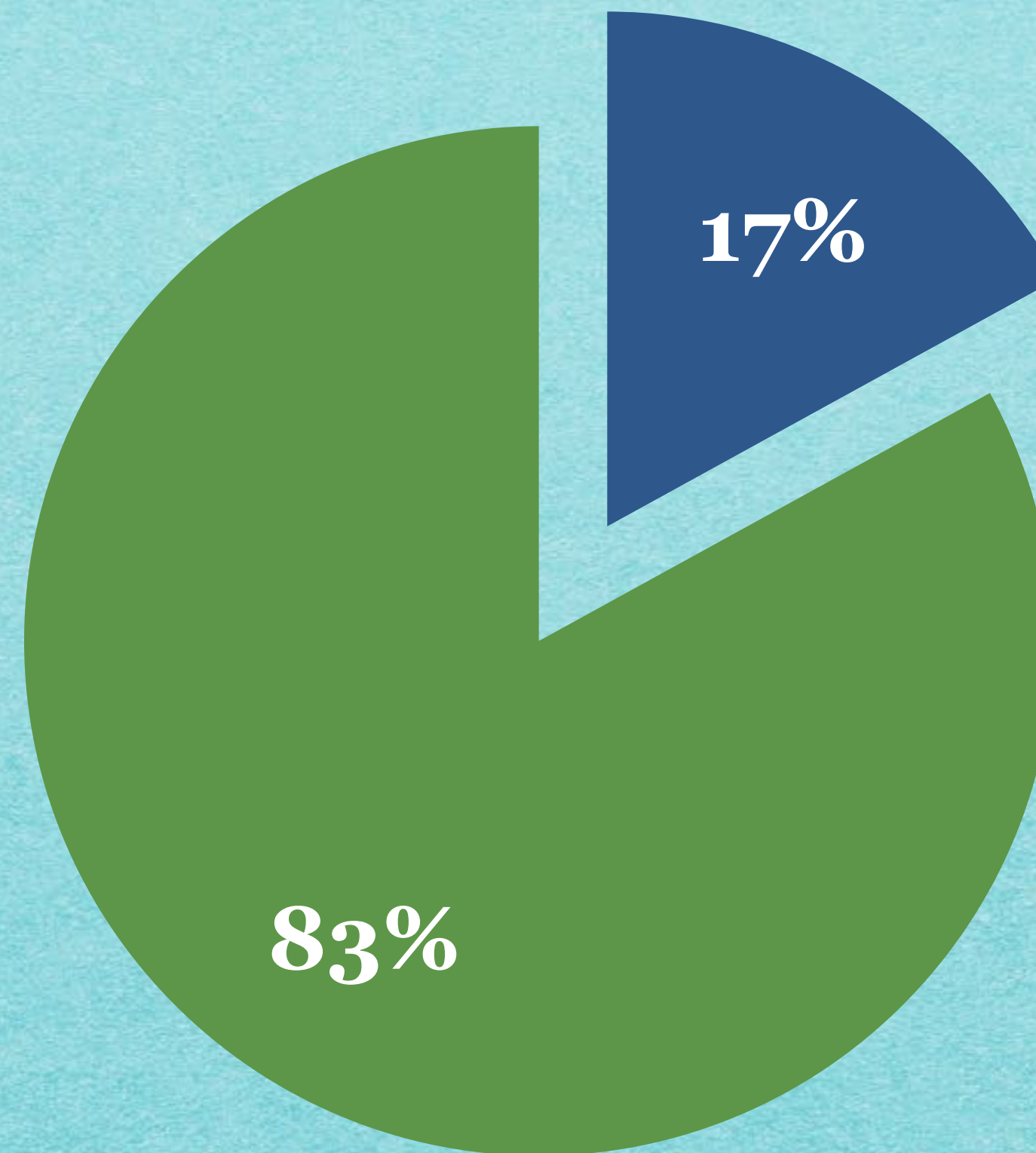
Responsive Design



Responsive Design

● **DESKTOP**

● **EVERYTHING ELSE**



Why WordPress?

- ▶ **Open Source = Free**
- ▶ **Not tied to any 1 host**
- ▶ **27% all websites now created with WP**
 - ▶ **CNN, Time, NYTimes, etc**
- ▶ **Huge installed User Base**



Why WordPress?

- ▶ **Extendable with 1Ks of FREE Themes and 50,000 Plugins**
- ▶ **SEO friendly**
- ▶ **Meetups**
- ▶ **WordCamps**



WP.COM vs .ORG



.COM

vs

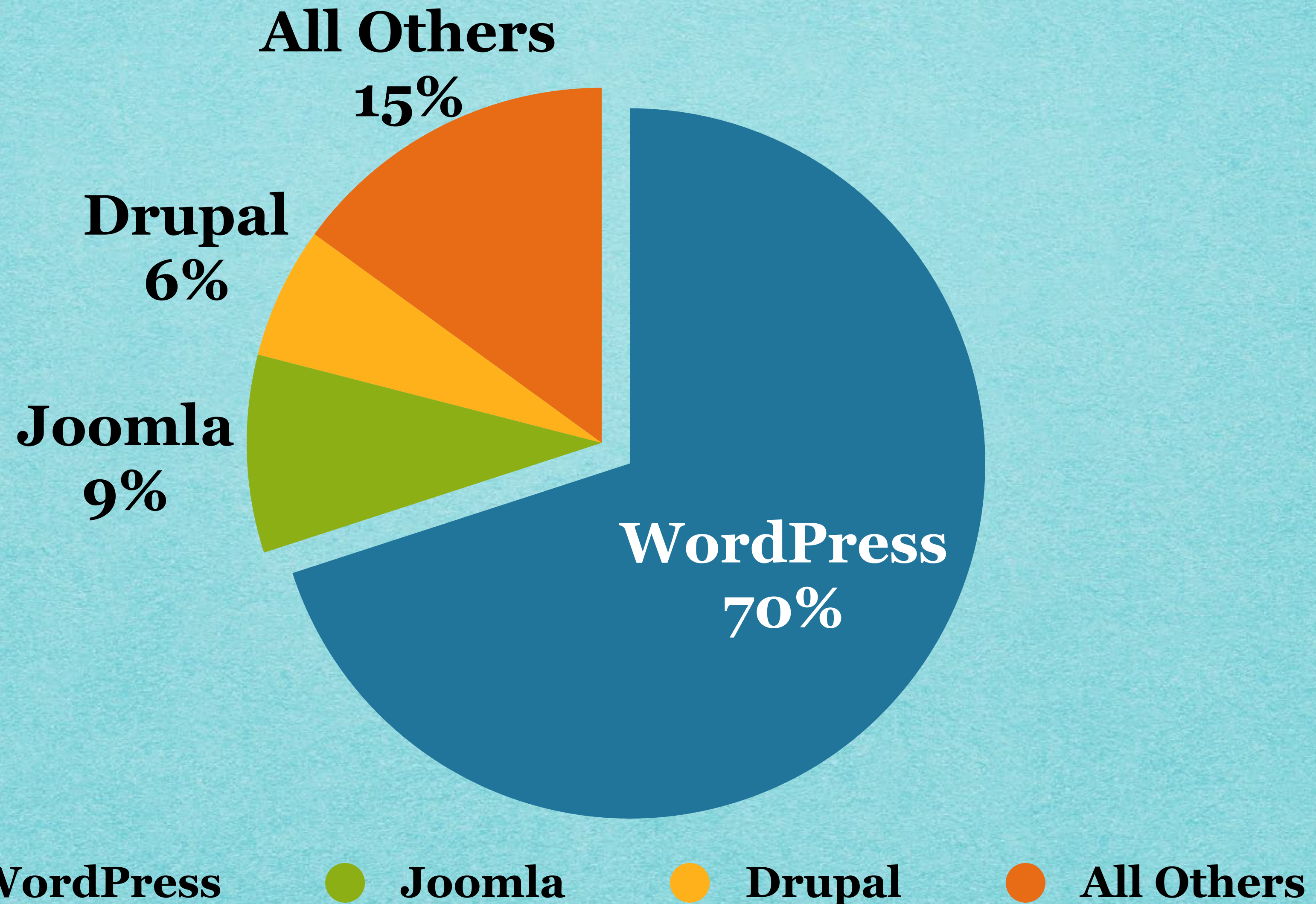
.ORG

1. wordpress.com/yoursitename

1. yoursitename.com

2. Self-Hosted


Market Share



Source: opensourcecms.com (2/8/17)

Costs

Category	\$0	\$1 - \$15	\$16 +
Research Name	https:// www.whois.net/		
Reserve Name		\$12/yr	
Host	http:// winningwp.com/best- wordpress-hosting/	\$5/mo	
Google for Business		\$5/mo (scales up)	



Freemium

Category	\$0	\$1 - \$15	\$16 +
Jetpack	Basic		Premium \$99/yr
Video Host	YouTube (free content)		VimeoPro \$149/yr
Links	Amazon Affiliate		\$640 chair = \$80 commission

AUTOMATIC



WORDPRESS

 Gravatar

 **COMMERCE**



JETPACK



VaultPress

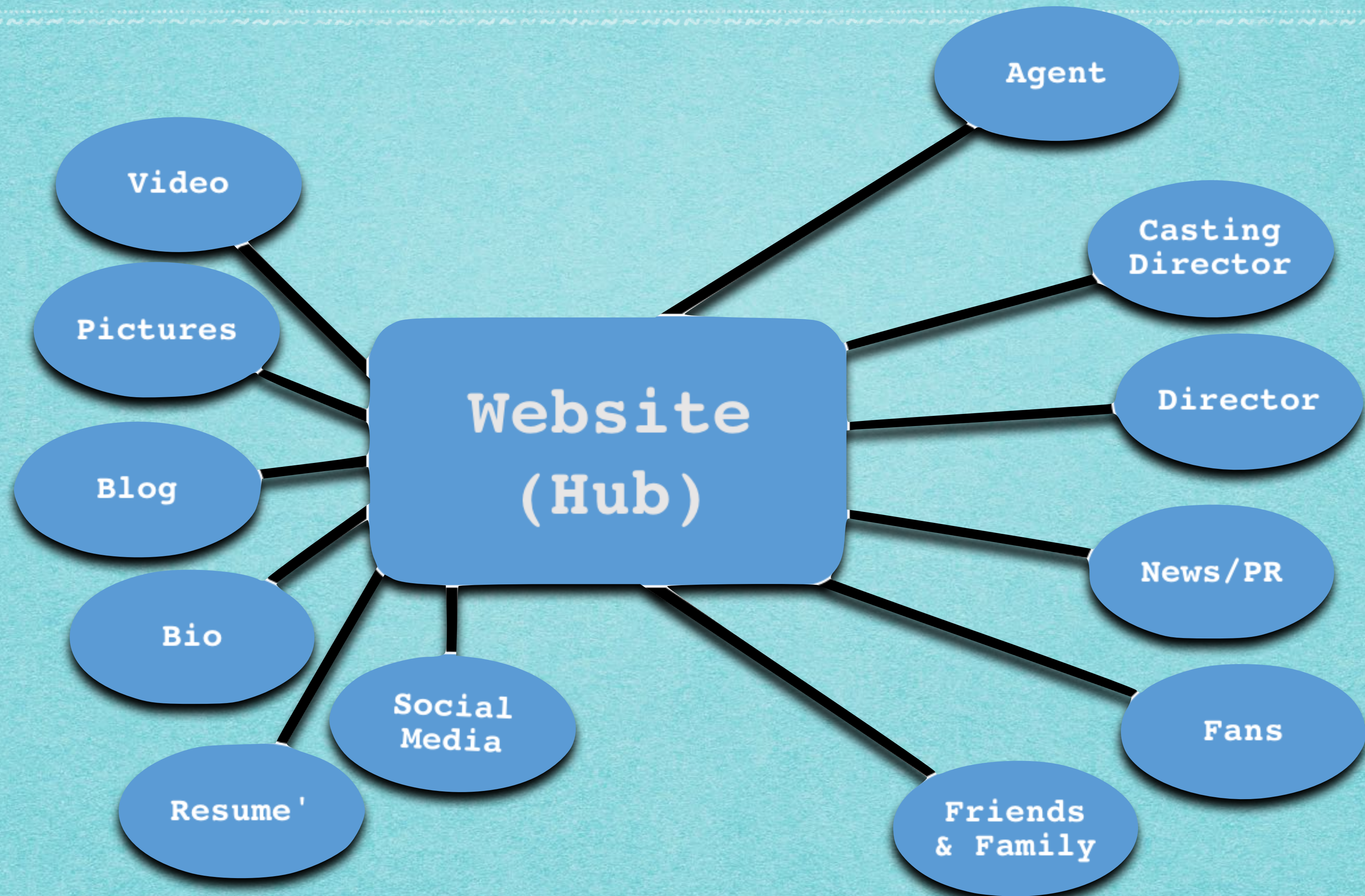


LONGREADS

A·kis·met



Simplenote



Goal

Website = Resume' = IMDbpro = Actors Access = ...

The image features a solid teal background. In the center, there is a white rectangular area with slightly irregular, hand-cut edges. The word "PASSION" is written in a bold, black, serif font, italicized, and centered within this white rectangle. Four decorative swirls, composed of white dotted lines, are positioned around the rectangle: one in the top-left corner, one in the top-right corner, one in the bottom-left corner, and one in the bottom-right corner.

PASSION

GO WIDE
Then
GO DEEP

President
(Executive)

3 Branches of Government



```
graph TD; President[President (Executive)] <--> SC[Supreme Court (Judicial)]; President <--> Congress[Congress (Legislative)]; SC <--> Congress;
```

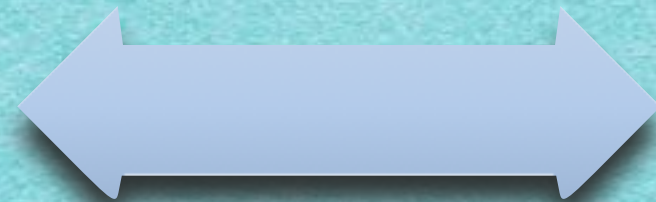
Supreme Court
(Judicial)

Congress
(Legislative)

Name



Email



Host

3 Email Addresses

- ▶ **G Suite email (Business)**
- ▶ **Old email (Friends and Family)**
- ▶ **Spam email**

Good WP Web Host

- ▶ **\$5/month**
- ▶ **WP-friendly**
- ▶ **5 Minute Install**
- ▶ **Phone or Chat 24/7**
- ▶ **Free SSL/Let's Encrypt**
- ▶ **Sandbox/Development Area**

Avoid EIG Webhosts

<https://www.reviewhell.com/blog/endurance-international-group-eig-hosting/>

Galleries

- ▶ **Headshots**
- ▶ **Character**
- ▶ **Body**
- ▶ **Behind the Scenes/On Location**
- ▶ **Special Skills and Talent**
- ▶ **Brand Ambassador/Convention/Mascot**
- ▶ **Old Headshots**
- ▶ **Baby Photos**

Build Trust

**THAT SWEET NIGERIAN PRINCE
NEVER MAILED BACK**



Qualifications



U OF DEPARTMENT OF
THEATRE ARTS

U OF SCHOOL OF
MUSIC





SAG·AFTRA®

1996



1999 - MultiMedia



2000



2017

Free



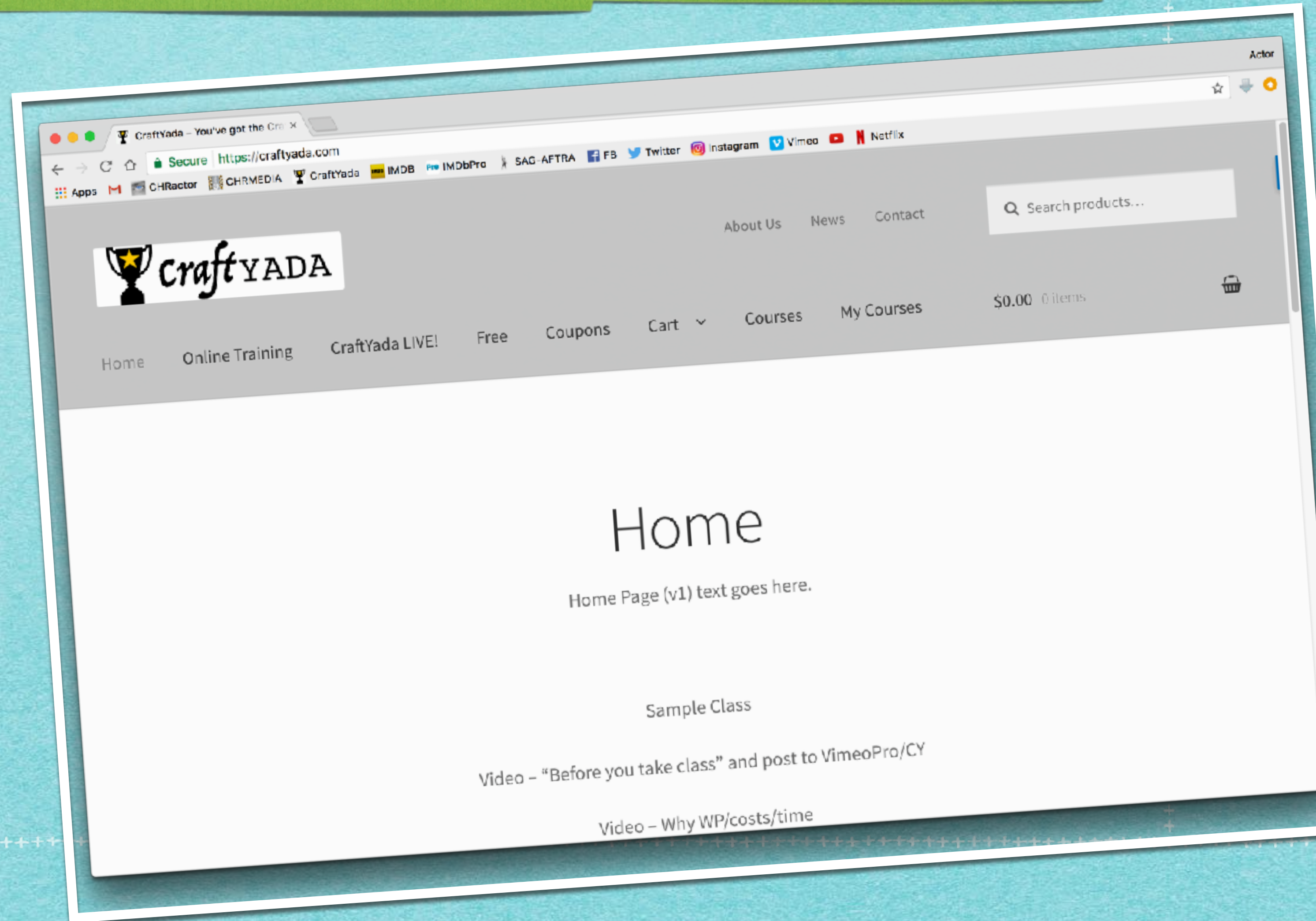
wpbeginner

U R Not Alone

- ▶ <http://www.meetup.com/The-Las-Vegas-WordPress-Meetup-Group/>
- ▶ <http://www.meetup.com/Las-Vegas-Bloggers/>
- ▶ <http://www.meetup.com/Social-Media-Las-Vegas/>

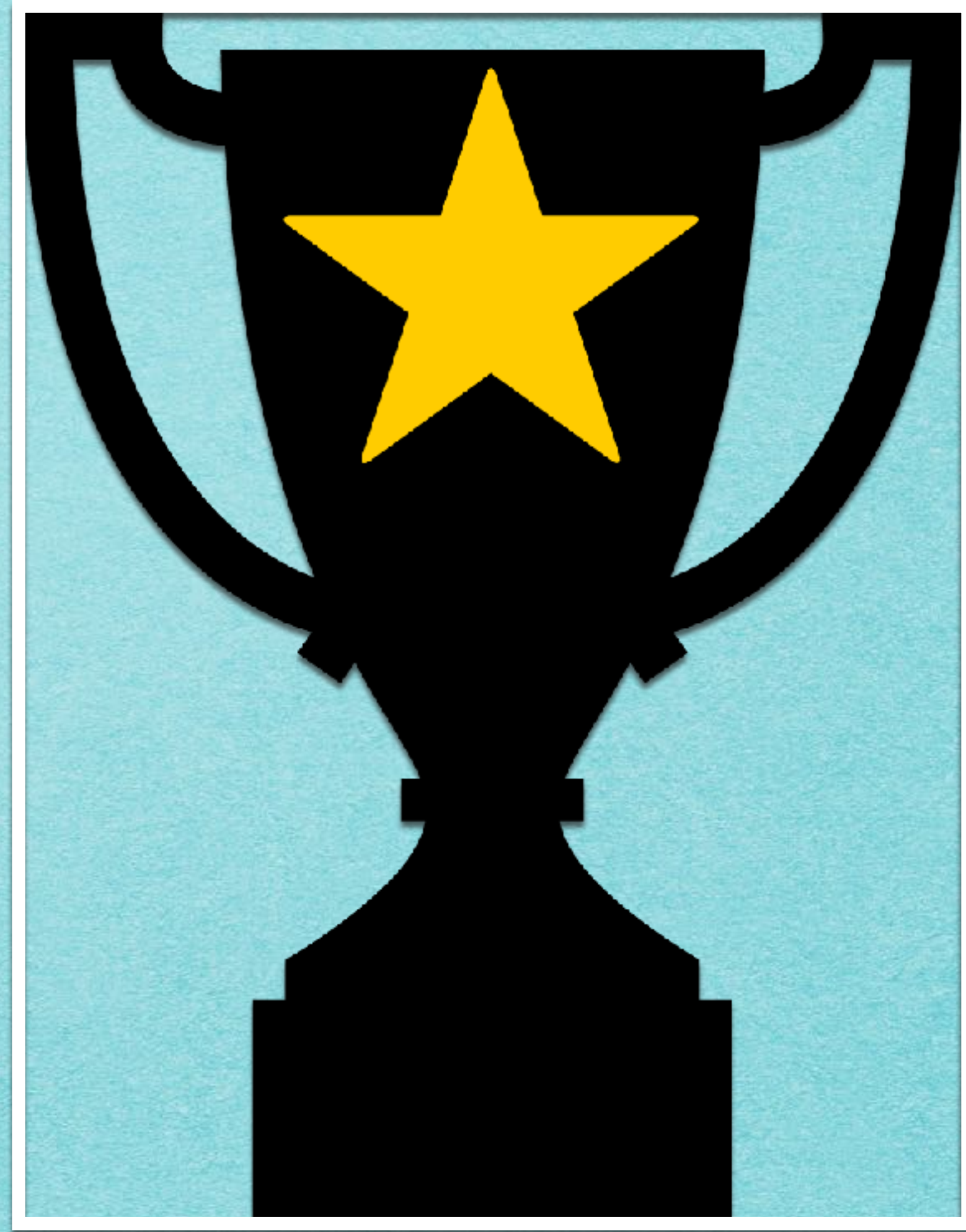
Go to Website
<http://www.craftyada.com/>

- ▶ **Online Training**
- ▶ **CraftYada LIVE!**
- ▶ **Free Stuff**
- ▶ **Coupons/Gift**



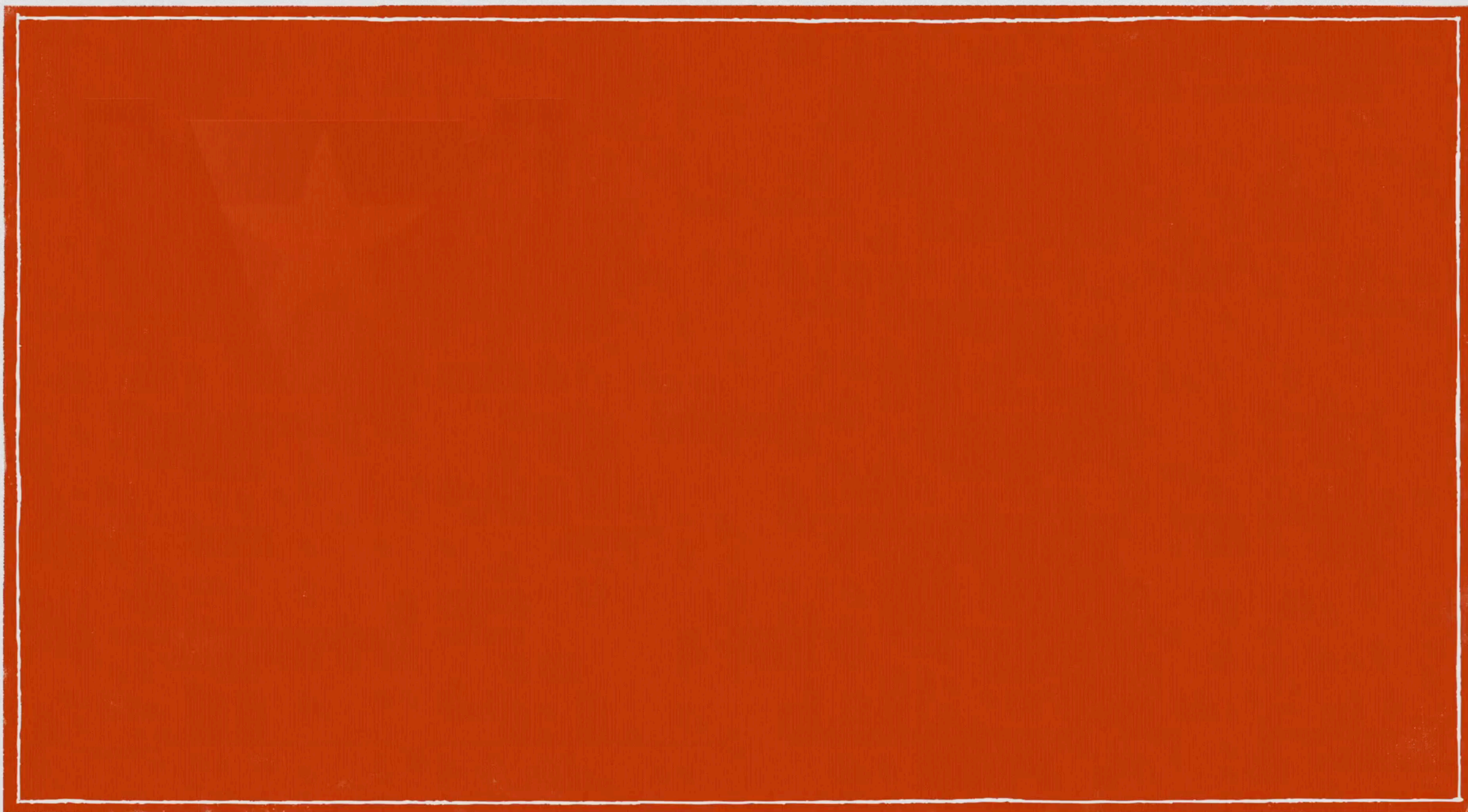
*Join the FREE
email list*

<http://www.craftyada.com/>





Websites
for the
Entertainment
Professional
(Beginner)



Passwords

(Change Title to) Your Name Website Passwords

IMDb
Pro

URL: <https://pro-labs.imdb.com/name/nm1195> - EXAMPLE

Name: Joe Blow Actor

Password: 1234abcD5

Comments: Joe Actor (VI)

Reserve Web
Name Co Icon

URL:

Name:

Password:

Comments:

URL:

<http://www.craftyada.com/>
(5 hours)

Online

LIVE!

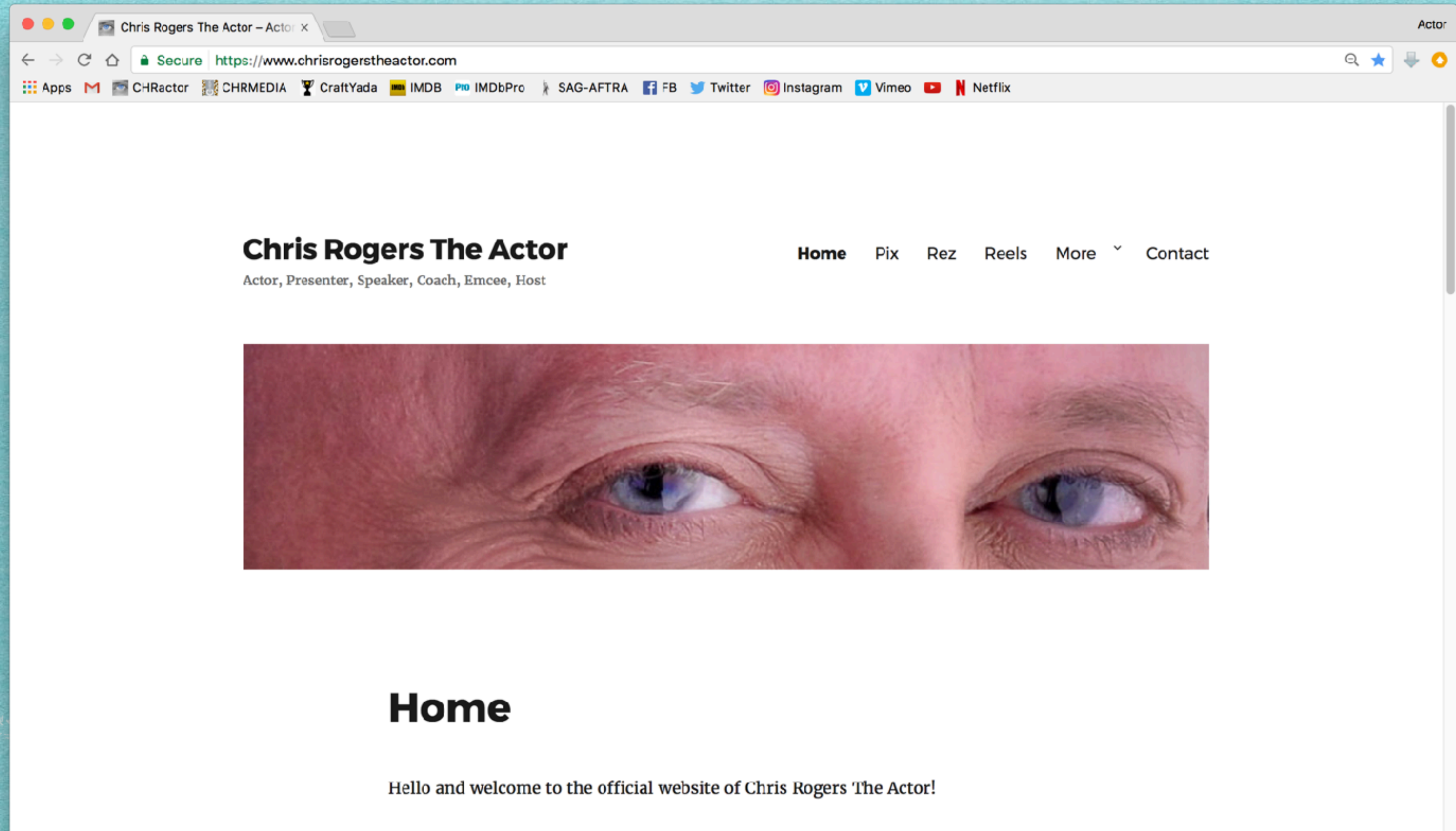
\$99

\$150

\$49 (Beta)

\$75 (Beta)

Example



*Join the FREE
email list*

<http://www.craftyada.com/>





Q & A

Chris Rogers

- ▶ info@CraftYada.com
- ▶ chris@chrmedia.com
- ▶ chris@ChrisRogersTheActor.com



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