

## Session 3: The Web

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1. Web Publications
2. Ezines – constantcontact.com; mailchimp.com
3. Blog: [www.wordpress.com](http://www.wordpress.com) templates: Studio Press
  - a. Blog examples: [www.ThinkingAboutSuicide.com](http://www.ThinkingAboutSuicide.com)
4. The Changing Christian Magazine Market
  - Periodicals 1991 – \_\_\_\_\_ ; 2014 – \_\_\_\_\_
  - Women’s Publishers 1991 – \_\_\_\_\_ ; 2014 – \_\_\_\_\_
5. List special features of online magazine:
6. Sales Funnels

Fill in Blanks: Visitors, \_\_\_\_\_, Prospects, \_\_\_\_\_, \_\_\_\_\_
7. Coaching
8. ISSUU.com
9. Webpages: godaddy.com; hostgater.com