

WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keyword Research Session Recap

Prior to the start of this session, you should have completed the following tasks:

- 1) Review Analyzing The Competition Overview
- 2) Review Defining Key SEO Competition Factors
- 3) Download Your SEO Tools
- 4) Evaluate Your SEO Competition
- 5) Edit Your Keyword Tree & Print or Save Final Draft.
- 6) Email Your Final Keyword Tree to HQ for Tracking.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Copywriting & Content Creation

Objectives:

- 1) Reviewing The Keys To Copywriting
- 2) Introducing Copywriting's Magic Words
- 3) Introduction To Article Writing
- 4) How To Write Speed Copy
- 5) Addendum: "Hands Off" Article Writing Resources


Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Copywriting & Content Creation

Objectives:

-  **1) Reviewing The Keys To Copywriting**
- 2) Introducing Copywriting's Magic Words
- 3) Introduction To Article Writing
- 4) How To Write Speed Copy
- 5) Addendum: "Hands Off" Article Writing Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting

What Is It?

Copy = Words. Copywriting is the art of writing for advertising and has been called the “**Million Dollar Skill**”. It requires linguistic, persuasive and sometimes poetic skills. A copywriter uses all these skills to come up with text, headlines or tag lines which help sell a product, service, opinion, etc...

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting

Why Is It Important?

- 1) It Sets You Apart
- 2) It Helps You Close More Sales
- 3) It Increases Your Bottom Line
- 4) It Keeps Your Prospects Continuing To Take The Next Step In Your Sales Process (reading your google ad, your capture page, your emails, your website content, your offer...)
- 5) It Keeps Your Prospects On Your Page when they are just one mouse-click away from one of your competitors
- 6) Good copy in a website or sales letter is a “asset” to your business and will continue to produce ongoing income.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #1 - Personalization

- As technology becomes second nature, your message must become increasingly personal.
- Don't make this complicated...keep it simple.
- Test after test has proven this works
- People start to feel like they are getting to know you on a personal level even though they have never met you.
- Personalization will usually **DOUBLE** your results anytime you can use it.
 - Use their name
 - Use their address
 - Use your handwriting
 - Use your voice / video

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #2 - Audio / Video

- A simple technique that can increase your sales by a profit factor of 4.
 - Use text AND Audio / Video

The screenshot shows a website layout for 'Home Buyers'. At the top, there is a navigation bar with links for 'Home', 'About', 'Home Buyers', and 'Blog', along with a search bar. Below the navigation, the main content area is divided into two columns. The left column has a heading 'Home Buyers' and a paragraph: 'Discover how you can buy a home in today's market, no banks needed! Owner finance, Rent To Own, Lease Options, Lease Purchase and more...'. Below this text are two buttons: 'View The Details' and 'Buy Today | \$19.97'. The right column features a 3D product image of a book titled 'Home Buying Success Formula' with the subtitle 'Over 20 Financing Options'. Below the product image is a video player with a play button and a progress bar showing 0:00 / 0:00. The video player has a 'Welcome' title above it. Below the video player, there is a 'Welcome' heading followed by a paragraph: 'According to FICO and Credit.com, nearly 60 million Americans have credit scores below 640 and are unable to get a bank loan in today's market. An additional 20+ Million Self Employed Americans are in the same boat because they can't get loans for a variety of other reasons. These numbers don't include ITIN Buyers and Real Estate Investors who have different complications in getting bank loans. With an estimated 117 Million households in the United States (census.gov), 80+ Million Americans is an extraordinary number of people who are in need of some kind of financing alternative.'

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #3 - Examples, Experience

- Specific, relevant, real world examples
- Case studies
- Testimonials
 - Written testimonials
 - Written or audio testimonials with a picture of the client
 - Video testimonials

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #4 - Know Who You Are Targeting

TOP 3 Mistakes

- 1) Trying to sell something to someone who doesn't want to buy
- 2) Not getting your copy in front of the right prospects
- 3) Not telling the prospect what to do next or how to buy from you
 - Who needs your service?
 - How do you get in front of them?
 - Call to action and next steps

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #5 - Congruency

1) Be Consistent In Your Message

- What's in the title bar?
- What's in your headline?

2) Know Your Audience

- Strike a chord with your readers true concerns.
- What's on your mind may not be the core concern of the audience.
- If you don't have them at "hello", you just wasted a lot of time.
- Your headline needs to hit a bulls eye for what is foremost on their mind.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #5 - Congruency

3) Back Up Your Promise

- What does the reader need to know about selling a house that is underwater?
- What are the facts?
- How can you prove what you claimed, that you're the expert, a reliable authority? How are you different?

You want people to know, in compelling, dramatic detail, the trouble you've gone through to become the expert so they trust you and recognize this expertise.

Your copy should be concise, interesting, convincing & reassuring.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #6 - Writing Copy That Converts

Know Your Customer

- Know exactly what is on your customers mind and speak to it directly.
- Fears, Frustrations, Hopes, Dreams, Aspirations
- Language, Familiar Terms

What's Most Important To Entrepreneurs: Money? Freedom? or Control?

Knowing the answer to the above question will change your message and copy.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #6 - Writing Copy That Converts

Know Your Customer: Entrepreneurs Want FREEDOM:

“While top doctors and lawyers make in excess of \$1Million dollars a year, they don't have control over their time and they lack the freedom of a successful entrepreneur. How would you like to out-earn 99% of all doctors and lawyers and have a lifestyle they would be incredibly envious of?”

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #6 - Writing Copy That Converts

Make Your Copy Simple & Easy To Read

- 1) The layout should not be cluttered, it should be clean & focused.
- 2) Paragraphs should be short, usually 4 lines or less.
- 3) Copy creates interesting facts & descriptions which allow the reader to create mental images. Include stories that will generate emotion.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #6 - Writing Copy That Converts

Make Your Copy Simple & Easy To Read

- 4) Copy should be conversational so that when you read it, sometimes you forget that you're reading "copy".
- 5) If you're in the target market, you should be able to swear that this copy was written just for you.

***Create Your Customer Avatar & Talk To Them
As If You Were Talking To A Friend.**

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #7 - Features Vs. Benefits

Features Don't Sell...Benefits Do

Example of a Feature: Silestone Countertops
Benefits of Silestone Countertops: Bacteria Free,
Scratch, Stain & Heat Resistant

Human Psychology states that we are driven to action by attaining pleasure or avoiding pain. These can only be defined by benefits.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Key #8 - Test, Track & Tweak

Most marketers leave tons of money on the table because they don't test, track & tweak.

- 1) Is this headline any good? Test it.
- 2) Am I targeting the right prospect? Test it.
- 3) Does my copy just plain stink? Test it.

2 Keys To Growing Your Business & Increasing Profits

- 1) Spend less to get customers
- 2) Profit more with the customers you get

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Sales Tip:

Emotion + Logic = Winning Combination

Emotion: People who buy purely on emotion typically end up with buyers remorse

Logic: Sales pitches purely based on logic hardly ever sell. Logic tends to induce more thought, contemplation and sometimes confusion.

Solution: Instill emotional triggers to get the response and add logic to justify it.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

COPYWRITING TIPS:

1. Your first couple paragraphs are the most important so make every word count.
2. Use short sentences and short paragraphs.
3. Use the word “you” or “your” 10 times as often as the words “I” or “we”.
4. Use conversational language. If you have a large vocabulary, try to bring it down a couple notches so the simply layperson can understand.
5. No “hype”. Only use content that can be backed up with proof.
6. Address the WIIFM (What’s In It For Me?) factor
7. Ask yourself “why should I care?” and if you can’t answer that, start over.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Keys To Copywriting

Objective 1 Reviewing The Keys To Copywriting

Copywriting Resources

1. *The Ultimate Sales Letter* by Dan Kennedy
2. *Instant Sales Letters* by Yanik Silver
3. *The Irresistible Offer* by Mark Joyner
4. *Hypnotic Writing* by Joe Vitale
5. *Masters of Copywriting* by J. George Frederic
6. *Web Copywriting Secrets* by Yanik Silver
7. *Ultimate Copywriting Workshop* by Yanik Silver
8. Anything by John Carlton, Dan Kennedy, Yanik Silver and Joe Vitale

**Say NO to “Paralysis By Analysis”!
Say NO to Fear of Failure!**

**These will KILL your opportunity in
any business!**

**Take MASSIVE ACTION towards success and
continue to develop your skills as you go.**

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Reviewing The Keys To Copywriting
 - 2) Introducing Copywriting’s Magic Words**
 - 3) Introduction To Article Writing
 - 4) How To Write Speed Copy
 - 5) Addendum: “Hands Off” Article Writing
- Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Copywriting & Content Creation

Objectives:

- 1) Reviewing The Keys To Copywriting
- ➔ **2) Introducing Copywriting's Magic Words**
- 3) Introduction To Article Writing
- 4) How To Write Speed Copy
- 5) Addendum: "Hands Off" Article Writing Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Copywriting's Magic Words

Magic Words

What Are They?

Words or Phrases That Influence Prospects To Buy Your Product or Use Your Service.

Why Are They Important?

You have just seconds to capture a prospects attention when they visit your website and decide to either stay or leave to go visit one of your competitors websites.

Objective 2 Introducing Copywriting's Magic Words

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Copywriting's Magic Words

Objective 2 Introducing Copywriting's Magic Words

25 Magic Words

- | | | |
|----------------------|---------------|------------------|
| 1. Free | 9. Magic | 17. Powerful |
| 2. You/Your/Yourself | 10. Easy | 18. Instantly |
| 3. Announcing | 11. Quickly | 19. Mistake |
| 4. Introducing | 12. Naturally | 20. Prove |
| 5. New | 13. Amazing | 21. Eliminate |
| 6. Secret | 14. Discover | 22. Struggling |
| 7. How To | 15. Suddenly | 23. Little-Known |
| 8. Guaranteed | 16. Shocking | 24. Revealed |
| | | 25. Breakthrough |

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Copywriting's Magic Words

Objective 2 Introducing Copywriting's Magic Words

Headline Examples

FREE - "Free Report Tells You The Secrets Of How To Sell Your Home Fast"

You/Your - "Are You Ever Confused About Whether You Should Hire A Realtor Or Not?"

Announcing - "Announcing Flat Fee Listings - Sell Your House On The MLS Pay No Listing Agent Commissions!!"

Introducing - "Introducing Mortgage Assignments - An Alternative To Selling Your Home In A Down Market"

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Copywriting's Magic Words

Objective 2 Introducing Copywriting's Magic Words

Headline Examples

New - "Brand New Company Is Taking Austin Real Estate By Storm...5 Houses Sold In Less Than 30 Days!!"

Secret - "The Secret Of Buying A Home With No Banks"

Guaranteed - "Guaranteed To Sell Your House In Less Than 30 Days Or We'll Pay You At Closing!"

Magical - "Two Almost Magical Steps To Leverage Home Negotiations In Your Favor From The Very Start!"

Easy - "How You Can Sell Your House For Top Dollar By Following These 3 Easy Steps"

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Reviewing The Keys To Copywriting
- 2) Introducing Copywriting's Magic Words
- 3) Introduction To Article Writing**
- 4) How To Write Speed Copy
- 5) Addendum: "Hands Off" Article Writing Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Copywriting & Content Creation

Objectives:

- 1) Reviewing The Keys To Copywriting
- 2) Introducing Copywriting's Magic Words
-  **3) Introduction To Article Writing**
- 4) How To Write Speed Copy
- 5) Addendum: "Hands Off" Article Writing Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction To Article Writing

Article Writing

What Is It?

It's the process of writing articles.

Why Is It Important?

It's the major component of your content online.

Objective 3 Introduction To Article Writing

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction To Article Writing

Objective 3 Introduction To Article Writing

Key Components To Article Writing

- 1) Conversion
- 2) SEO

It's not always easy to write engaging articles if you're writing for SEO, but ultimately, you need to have a balance of both conversion and SEO.

TIP: Start your articles by writing for conversion, and then add the SEO aspect in after.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction To Article Writing

Objective 3 Introduction To Article Writing

Key Components To Article Writing

- 1) Google's Panda Update does not like "thin" articles which means low on content.
- 2) General rule of thumb: 300 - 400 words +

FYI: Resources like Ezine articles require a minimum of 400 words.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction To Article Writing

Objective 3 Introduction To Article Writing

Keyword Guidelines In Article Writing

1) Keyword Density: This depends on the length of the article, but using the exact keywords 3 times in a 300-400 word article is a good rule of thumb. (My personal max rule is 1 keyword insertion per 100 words if it's a short tail keyword.)

2) Keyword Variations: These could be plurals of your keyword, alternate spellings (misspellings), etc.. Using different versions of your keyword will help capture other search engine traffic and optimize your site. (*Misspellings may make your site look unprofessional so you may use these keywords on supporting sites only.) Keyword variations might be used at least a couple times.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction To Article Writing

Objective 3 Introduction To Article Writing

Keyword Guidelines In Article Writing

3) Similar Keywords: These could be synonyms you use such as "big guns" is now written as "large guns". Using similar keywords will help the search engines correctly categorize your page. Synonyms might be used a few times depending on the length of your article.

4) Try to use your keyword in the first line of your article. Don't be spammy, make sure the article reads well. You will be negatively impacted by search engines if they think you are "keyword stuffing".

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Reviewing The Keys To Copywriting
- 2) Introducing Copywriting's Magic Words
- 3) Introduction To Article Writing
- 4) How To Write Speed Copy**
- 5) Addendum: "Hands Off" Article Writing Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Copywriting & Content Creation

Objectives:

- 1) Reviewing The Keys To Copywriting
- 2) Introducing Copywriting's Magic Words
- 3) Introduction To Article Writing
-  **4) How To Write Speed Copy**
- 5) Addendum: "Hands Off" Article Writing Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Writing Speed Copy

Objective 4 How To Write Speed Copy

Speed Copy

What Is It?

Speed Copy is creating high-impact, persuasive, converting content FAST.

Why Is It Important

Instead of taking weeks or months agonizing about the content and headlines in your websites or marketing materials, you can do it in as little as minutes.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
1

Download The REI RockStars “Copywriting Magic Words” List.
Keep them handy for reference and use them while
you continue through the remaining steps.

Objective 4 How To Write Speed Copy

Virtual Marketing Blueprint

INTRODUCTION ▾ VIRTUAL MARKETING BLUEPRINT ▾ SOCIAL MEDIA FASTTRACK RESOURCES VMB FORUM

Copywriting & Content Creation

- [CLICK HERE](#) to download Session 5: Introducing Copywriting’s Magic Words
- [CLICK HERE](#) to download REI Rockstar Magic Words



Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
2

In Order To Get Started With Your Copy, Answer These 3 Questions So You Know What To Focus On

Objective 4 How To Write Speed Copy

1) Who is your prospect?

- *Be as specific as you can.*

2) What is their problem?

- *Try and answer this question using the prospects words, the actual way they would describe it.*

3) What are you offering them that will solve their problem or fulfill their desire?

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
3

Research Your Competition & Write Down Ideas For Your Articles, Sales Letter, Videos, etc...

Objective 4 How To Write Speed Copy

Find out what your successful competitors are doing so you can do something similar (not identical).

- If you're writing an article, look at other great articles.
- If you're working on a sales letter, look at other great sales letters.
- If you're working on a video, watch other great videos.
- If you're working on website copy, squeeze page copy, etc.. always reference successful competitors content before beginning to create your own.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
4

Create An Article Title For Your Top Level Keyword.

Objective 4 How To Write Speed Copy

Useful Tool: Headline Wizard

<http://www.internetmarketingcourse.com/freeheadlinegenerator/>

The screenshot shows the 'Headline Wizard' interface. At the top, it says 'Amazing - Breakthrough - Shocking - Incredible - Sizzling - Hot - Proven - Guaranteed - Risk-Free' and 'Headline Wizard by Tim Gross'. Below that, it says 'Million-Dollar Copywriter Presents Instant Headline Creation Software'. The main heading is 'Free Headline Generator' with the sub-heading 'Increase Your Sales Instantly By Finding A Better Headline'. The text explains that everyone knows the headline is 75% of an ad's effectiveness and that the tool can generate dozens of great headlines in minutes. It instructs the user to follow simple instructions and click the 'Generate' button. There are two input fields: 'Product Description' and 'Enter Your Main "Claim" Or "Goal" You're Advertising'. Each field has a 'Claim:' label and a text box. Examples are provided for both fields.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
5

Brainstorm content for Hot Button #1:

Objective 4 How To Write Speed Copy

Hot Button #1: Get Your Prospect Emotionally Involved With Your Copy By...

Describing a story/experience the prospect is having and how their problem is playing out in real life.



Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Brainstorm content for Hot Button #2:

Hot Button #2: Get Your Prospect Emotionally Involved With Your Copy By...

Talking about the specific way your offer is a solution to their problem because your product or service will do one of the below things. Phrase it in a way that helps the prospect easily relate to their own personal situation.

**7 Reasons
People Buy**

- i. Make Money
- ii. Save Money
- iii. Save Time
- iv. Save Effort
- v. Improve Health
- vi. Increase Pleasure
- vii. Eliminate Pain

Rei Rockstars

Brainstorm content for Hot Button #3:

Hot Button #3: Get Your Prospect Emotionally Involved With Your Copy By...**Using Envy**

- i. Talk about something you were envious of before you use your product or service.
- ii. Talk about something your prospect is envious of.
- iii. Talk about how other people will be envious of your prospect once they are enjoying the advantages of your product or service.

Rei Rockstars

Step
8

Brainstorm content for Hot Button #4:

Objective 4 How To Write Speed Copy

Hot Button #4: Get Your Prospects Emotionally Involved With Your Copy By...

Creating stories, examples or case studies in the body of your copy where the prospect can imagine themselves using your product or service.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
9

Add a closing paragraph that gives a call to action that tells them what to do next.

(This could direct them to your opt in or your offer or your sales letter, etc..)

Objective 3 Introduction To Article Writing

Since, then we are full time Real Estate Investors who have an honest goodness Assignment of Mortgage Payments System™ based business.

It really is unbelievable, and this is not hype, that is our ACTUAL EXPERIENCE..

I almost have to pinch myself :)

CLICK HERE TO BUY AMPS™ NOW!

What it all boils down too, is proper TRAINING and taking ACTION. You can start ANY business you want, real estate or otherwise, but without proper training... without LEADS for your business, you don't have a business. The Mortgage Assignment Profit System shows you how to create those leads and convert them into real estate profits.

Back

Get the Mortgage Assignment Profit System BONUS: By signing up for our Confidential Report, you will automatically get on the notification list.

Again – if you're the kind of person that wants to TAKE ACTION in life, sees the benefits of our training and resources, and wants to directly partner up with us in business... give us a call and let's talk business:

(512) 468-5475

or feel free to drop us an email at: **HQ@TheREIRockStars.com**

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
10

Evaluate content word count & keyword use.

*Keywords = once per 100 words or so + variations & synonyms of your keyword.
Add or delete as needed while ensuring the content reads well.*

Objective 3 Introduction To Article Writing

Thank you for doing your due diligence and research into the **Mortgage Assignment Profits System**. My intention in creating this website was to compile all of the **factual data** and knowledge I've amassed from working this system and testing it from beginning to end.

I will be providing you with a detailed review of the **Mortgage Assignment Profit System** so you can clearly see what the system is, how it works, how you can make money with it, and then you can draw your own conclusions about it.

Put simply, I've been working this system for the last year and I've done all sorts of research into dozens of different companies and systems in the past 16 months. I have seen the ins-and-outs of many real estate investing programs. I know what works and what doesn't. **My team and I know how to make \$10k per month using the Mortgage Assignment Profit System.**

How to make money with ANY real estate investing system comes down to a scientific formula. The ways I've been able to use technology to automate my real estate business, combined with the science of marketing will yield results in ANY real estate system.

In fact, if you're *dead serious* about learning how to use this system to make the kind of money you KNOW you're worth – feel free to give us a call anytime and we'll answer any questions you might have:

(512) 468-5475

That being said, with the launch of this new system online – I knew I had to write a review about my massive amounts of testing. You see, all of this comes down to a science. And seeing how I have created **multiple streams of income into the thousands** every month, it was important to me to make sure the **Mortgage Assignment Profits System** was going to be worth my time.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
11

Repeat Steps 4 - 10 for your 2nd Tier Keywords

Objective 3 Introduction To Article Writing



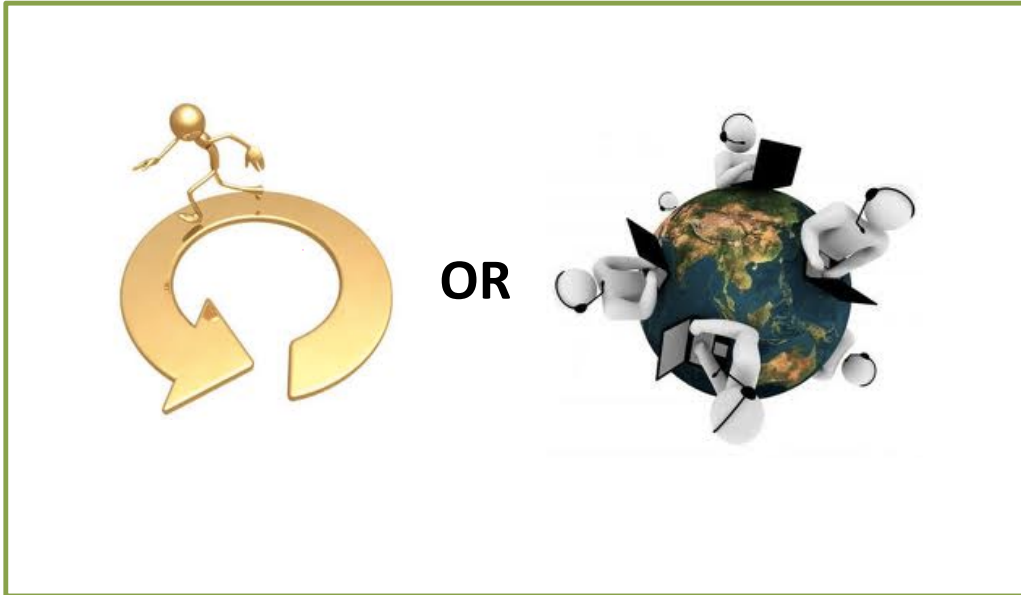
Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
12

**Repeat Steps 4 - 10 for your 3rd Tier Keywords.
(Or outsource this step.)**

Objective 3 Introduction To Article Writing



Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
13

**Review Your Article & Answer the Below Questions.
Address & Correct Any Items You Can.**

Objective 4 How To Write Speed Copy

1. Did you personalize the copy in any way with name, address, handwriting, etc..? (not always applicable)
2. Did you add any audio/video along with text? (not always applicable)
3. Did you use case studies, examples or testimonials?
4. Did you tell the prospect what to do next? Is there a call to action?
5. Is your headline benefit driven?
6. Is your message consistent? Headline, Title, Body, etc?
7. Does your headline hit a bulls eye for the prospects true concern?
8. Did you give the reader what you promised in your headline?
9. Did you back up your headline with facts to prove your case and establish yourself as the expert?
10. Is your copy simple and easy to read and is it clean and focused with paragraphs that are 4 lines or less?
11. Does your copy include stories and is it conversational & use simple language so that when a reader is reading, they feel like you are talking directly to them?
12. Did you use your keyword in line 1 or the first paragraph if possible?
13. Did you use the word "you" or "your" at least 10 times more than the word "I" or "we"?
14. Did you address the WIIFM (What's In It For Me) factor?
15. Does your content answer the question "Why Should I Care?"

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

TIP

Good News: You Don't Have To Be Perfect!

In all copy, relevancy is key #1! Your copy could be top notch and if you're content isn't relevant to your reader, it doesn't matter!!

Everyone should be a student of copywriting because no matter who you are in life, we all have to sell someone something at some point. Husbands to wives (vice versa), parents to children, employees to bosses (vice versa), etc/

You can also outsource all of your writing to professional copywriters if you want too and if you have the budget for it. However, should you choose this option, I recommend continual learning for a few reasons:

1. So you know who to hire (and more importantly who not to hire)
2. So you can write effective email broadcasts (real time emails)
3. So you can insert your personal stories or your personality to the professional content.

Objective 4 How To Write Speed Copy

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Next Video...

Copywriting & Content Creation Addendum:



"Hands Off" Article Writing Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Session 5: Copywriting & Content Creation

Addendum:



“Hands Off” Article Writing Resources

Resources to create instant content for your website. TIP: You can also submit articles of your own to some of these sites to be used by others which will help your inbound links!

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

“Hands Off” Article Writing: Articlesbase.com

Articlesbase
Free Online Articles Directory

Find more articles, type your search... Search

Why Submit Articles? Top Authors Top Articles FAQ AB Answers Publish Article Login Login via Facebook Register

Find Free Articles & Submit Articles

Find us on Facebook

Visit Our Blog

Find
Find free articles and content for your websites or newsletters from over 3 million articles.

Submit
Submit your own articles for syndication & receive online recognition.

Free
Free and quick sign up, join over 300,000 authors and start submitting today!

Articles Categories

- Advertising
- Arts & Entertainment
- Automotive
- Beauty
- Business
- Careers
- Computers

Editor's Picks

Earn money through online writing jobs
By: **Lisa Klain**
While many of us enjoy chatting and discussing over various social networks such as twitter and Facebook, some people work as freelancers to earn money while writing... [Read article](#)

Ways to Succeed in school
By: **Lisa Klain**
The best way to succeed in school is to work hard, yet without proper learning strategies, you will most likely fail to attain the grades you deserve. Have you ever thought about how to... [Read article](#)

Addendum: “Hands Off” Article Writing Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

"Hands Off" Article Writing: Private Label Rights: theplrstore.com

Addendum: "Hands Off" Article Writing Resources

thePLRstore.com

Home » PLR Articles with private label rights » Options During Foreclosure PLR Articles My Account | Cart Contents | Checkout

Shopping Cart 0 items

Options During Foreclosure PLR Articles \$3.99

Categories
Amazon PLR Niche Turnkey Stores

Articles
Acne
Aging/Seniors
Alternative Energy
Animals
Aquariums
Art
Article Marketing
Article Packages
Automotive
Beauty
Birds
Blogging
Business
Cancer

25 articles with between 400 and 700 words each, including:

- Buying Foreclosures: The Pros and Cons of REOs
- Facing Foreclosure: How to Find Advice Online
- Foreclosure Auctions: How to Find Them and What to Expect
- Foreclosure: Can It Be Stopped?
- Foreclosure: How and Why You Should Talk to Your Bank
- Foreclosures and Moving: What to Do
- Foreclosures and Renters: What Are Your Rights?

and much more!


Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

"Hands Off" Article Writing: Other Free Article Sites

Addendum: "Hands Off" Article Writing Resources

[Free Online Articles - Free Articles Directory](http://www.articlecircle.com/)
www.articlecircle.com/
Provides **free articles** to be reprinted or published on web sites, newsletters, ezines.
[Submit Article](#) - [Register](#) - [Login](#) - [Accounting](#)

[Ezine Articles](http://ezinearticles.com/)
ezinearticles.com/ 
EzineArticles - Expert Authors Sharing Their Best Original **Articles**. Search. Join Sign in. More Ways to ... back to your website. Start Your **FREE MEMBERSHIP** ...
You've visited this page 2 times. Last visit: 1/18/11

[Free Articles, Free Web Content, Reprint Articles](http://www.articlesfactory.com/)
www.articlesfactory.com/
17 hours ago - Provides **free** content to be reprinted on web sites or newsletters.

[ArticleCity.com - Free Articles for Reprint. Free Articles for your web...](http://www.articlecity.com/)
www.articlecity.com/
Welcome to ArticleCity.com - your one-stop source for **free articles**. Do you need content to add to your web site? Or articles for use on your opt-in newsletters ...

[Free Articles Directory | Submit Articles - ArticlesBase.com](http://www.articlesbase.com/)
www.articlesbase.com/
29 minutes ago - **Free articles** provided by ArticlesBase.com - your **free articles** directory. Find free online articles for your website, eZine or newsletters. Submit ...
[Submit Articles](#) - [Register](#) - [Top Articles](#) - [Health](#)

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

“Hands Off” Article Writing: Reminder About Duplicate Content

Duplicate Content

A somewhat controversial subject but some tips that appear to be true in the current online environment:

- Search engines don’t rank duplicate content
- Sometimes it won’t show up at all, but when it does, the originator of the post is who gets ranked.

Template Websites

- Use them for back linking.
- Use them to test their squeeze pages against your own.
- Don’t spend time working on anything you don’t own and control.

Rei Rockstars

“Hands Off” Article Writing: Outsourcing Resources



Rei Rockstars

Virtual Marketing Blueprint

Copywriting & Content Creation

Objectives:

- Reviewing The Keys To Copywriting
- Introducing Copywriting's Magic Words
- Introduction To Article Writing
- How To Write Speed Copy
- Addendum: "Hands Off" Article Writing Resources

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

VMB: Copywriting & Content Creation Homework

Prior to the start of the next session, you should complete the following tasks:

- 1) Review All Objectives For Session 5
- 2) Begin Writing Your Articles Using The "How To Write Speed Copy" Step By Step Guide
- 3) Complete articles for your top level & 2nd tier keywords.
- 4) Complete or outsource articles for your 3rd tier keywords.
- 5) Don't submit or post any articles yet. In session 6 we'll review posting, optimizing and organizing your freshly written content!

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Session!
Dani Lynn, Flip, Tucker and Sasha*

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint



Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.