

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.

Virtual Marketing Blueprint

Lead Generation

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Virtual Marketing Blueprint

Lead Generation

Objectives:

- ➔ **1) Creating a Profitable List Building Bribe**
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Introduction to Ethical Bribes

Ethical List Building Bribes

What Is It?

Any offer you provide prospects in exchange for their name and email.

Why Is It Important?

A great offer is the fastest way to get leads and build your list online.

Objective 1 Creating A Profitable List Building Bribe

Rei Rockstars

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

Introduction to Ethical Bribes

Objective 1 Creating A Profitable List Building Bribe

Success Tips:

- Know Your Customer Avatar
- Center Your Bribe Around Your Customers Fears, Frustrations, Hopes, Dreams or Aspirations.
- This bribe should do 1 of 2 things: Help the prospect Avoid Pain (solve a problem) or Attain Pleasure.
- Use the Headline Generator For Help With Your Title.
- Give 'Over The Top' Value
- Build Trust & Rapport
- Keep it Simple

Rei Rockstars

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

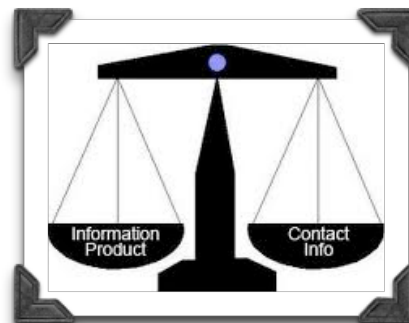
Step
1

Decide what type of ethical bribe you want to offer.

Objective 1 Creating A Profitable List Building Bribe

Ethical List Building Bribes

- E-Book
- Report
- Video Training
- Articles
- Marketing Piece
- Webinar Access
- VIP List
- Free Newsletters



Rei Rockstars

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

Step
2

Create your bribe or outsource the writing or video.

Objective 1 Creating A Profitable List Building Bribe



**How to Get Paid
THOUSANDS
of Times Per Day**

Breakthrough Money-Making Discovery
Lets You Tap Into a Hidden Trillion-Dollar
Industry - and Create a Lifetime Residual
Income Giving Away a Valuable **FREE**
SERVICE That Millions Need!

Rei Rockstars

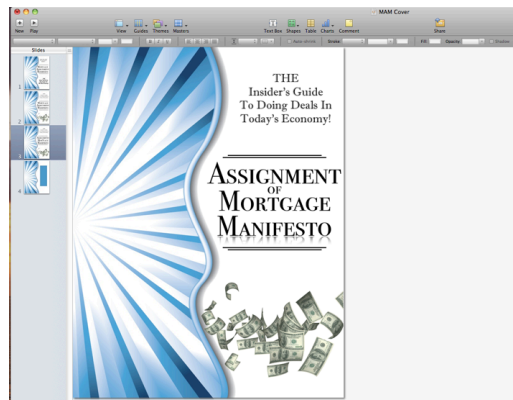
Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
3

Create A Marketing Image For Your Bribe.

Objective 1 Creating A Profitable List Building Bribe

- Keynote / Powerpoint
- Photoshop



Rei Rockstars

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

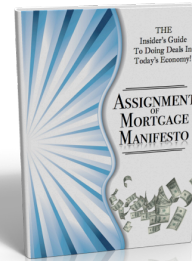
TIPS

Resources To Create Your Marketing Cover

Objective 1 Creating A Profitable List Building Bribe

2D & 3D Marketing Cover Resources

- Outsource it! (ODesk, Elance, etc)
- 3D Box Creator we use (\$80)
- Search online for other companies
 - Check "VMB Resources"



Rei Rockstars

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

TIPS

Resource Ideas to Buy Your Bribe

Objective 1 Creating A Profitable List Building Bribe

Research online to see what you find.

Warning: Content is not always great, some niche's you won't find information for, etc... If you can't use a product "as is", perhaps use them as templates and customize them from there.

World's Largest Collection of Products with Resell & Private Label Rights!

3405+ eBooks	654+ Software	692+ Videos	155+ Turnkey Sites	100's of Graphics Articles Tutorials
--------------	---------------	-------------	--------------------	--------------------------------------

indigitalworks.com

Rei Rockstars

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

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms**
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Virtual Marketing Blueprint

Lead Generation

Objectives:

- 1) Creating a Profitable List Building Bribe
-  **2) Creating & Installing Custom Web Forms**
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Introduction to Custom Web Forms

Objective 2 Creating & Installing Custom Web Forms

Custom Web Forms

What Is It?

The graphics & fields you see on websites that ask you for your name, email, etc. in exchange for their ethical bribe.

Why Is It Important?

Without an attention grabbing opt in form, you can not collect the prospects information and generate leads for your business.

Rei Rockstars

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

Step 1

Go to VMB Resources & Click on "AWeber" under Email Marketing. Then sign up for an AWeber account. (AWeber happens to be one of the most reliable and widely used auto responder management systems in the business.)

Objective 2 Creating & Installing Custom Web Forms

Sign In

Features Pricing Partners Support Blog Order

Email Support 9AM-5PM MON-FRI ET
9AM-5PM SAT-SUN ET

Autoresponders
Build profitable relationships with new subscribers using a sequence of automatically delivered follow up emails.

Sign Up for Just \$1 Learn More

What's New?
Section 1 Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque nec dui et enim quam mattis porta. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ac nulla quis urna maecenas congue nec eu enim. Cras est auctorid velit. Duis nulla purus, gravida eget bibendum sed, varius morcha urna. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himen.

Contact Us
Company Name
www.123456789.com
email@123456789.com
Street Address
City, State Zip
123-123-1234

Rei Rockstars

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

Step 2

Select a Pricing Plan & Create Your Account

Objective 2 Creating & Installing Custom Web Forms

Create Your \$1 Trial Account

You will be charged \$1 for your first month, and \$19 on a recurring monthly basis after your trial.

Risk Free Guarantee
If you are not completely satisfied with AWeber, simply contact us within 30 days for a full, no-hassle refund.

30 DAY MONEY BACK GUARANTEE

1 Select A Pricing Plan (\$1 trial applies to 1 month plan only)

<input checked="" type="radio"/> MONTHLY First Month Just \$1 \$19 \$1 TRIAL	<input type="radio"/> QUARTERLY 3 Months Recurring \$49 SAVE \$8	<input type="radio"/> YEARLY 12 Months Recurring \$194 SAVE \$34
---	---	---

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

Rei Rockstars

Step 3

Once your account has been created, log in.

Objective 2 Creating & Installing Custom Web Forms

Protect Your Login

We will **never** ask you to login to your account on any domain except aweber.com.

We will never email or call you asking for login information about your account.

When in doubt, go directly to aweber.com instead of clicking on a link in an email.

[How to keep your login safe](#)

Login
Customers and affiliates login below

Customer Login (Affiliate ID)

Password

[Forgot Your Password?](#)

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

Rei Rockstars

Step 4

Next, click on "Create and Manage Lists".

The screenshot shows the AWeber dashboard interface. At the top left is the AWeber logo with 'WITH profollow.com' next to it. On the top right are links for 'My Account', 'My Apps', 'Help', and 'Logout'. Below these are navigation buttons: 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. A dropdown menu is open under 'My Lists', showing 'Current List: of-homestore' and a button labeled 'Create and Manage Lists' which is circled in red. Below this is a 'Subscriber Search' section with an input field containing 'is' and a 'GO' button. To the right is a 'Live Webinars' section for 'How to Get Started' on 'Tues, November 15th (7 - 8 PM ET)' with a 'Register Now' button. At the bottom is a 'List Stats' section with a table header: 'Listname', 'Today', 'Yesterday', 'Subscribed', 'Unsubscribed', 'Grand Total', and 'List Completion'.

Objective 2 Creating & Installing Custom Web Forms

Rei Rockstars

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

Step 5

Next, click on "Create a New List".

The screenshot shows the AWeber dashboard interface. At the top left is the AWeber logo with 'WITH profollow.com' next to it. On the top right are links for 'My Account', 'My Apps', 'Help', and 'Logout'. Below these are navigation buttons: 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. The 'My Lists' button is highlighted in yellow. Below this is a section titled 'Your Lists' with the subtitle 'Create new lists, back up & deactivate lists.' At the bottom of this section are two buttons: 'Create a New List' (circled in red) and 'Back Up & Export All Active Lists'. Below the 'Your Lists' section is the text 'Unlimited Autoresponders'.

Objective 2 Creating & Installing Custom Web Forms

Rei Rockstars

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

Step 6

Fill out the Basic Information for your list: List Name, List Description, "From" Name, Address & Notifications. Then Click "Save Settings".

Objective 2 Creating & Installing Custom Web Forms

1 Basic Information The bare essentials for your list.

List Name *
ofhomesellers

List name available!

List Description
Owner Finance Home Sellers

"From" Name * Address *
Dani Lynn info@ownerfinancehomestore.com

Contact Address *
3720 Gattis School Rd, Suite 100-196, Round Rock, TX 78664, USA edit

Enter your name or company and an email address that messages should appear from.
Tip: Avoid using "free" addresses from sites like Yahoo.com and AOL.com, instead it's recommended you use an email address from your domain.

2 Notifications Receive an email every time a new subscriber is added to your list.

Enter your name and email below

Name Email ADD

Save Settings

Rei Rockstars

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

Step 7

Fill out your company Information. Company Name, Website URL, Email Signature & Logo. Fill out any other info you want and click "Save Settings".

Objective 2 Creating & Installing Custom Web Forms

1 Company Branding Give your messages and pages a personal touch.

Company Name
FDR & Associates

Website URL
http://www.fdr-associates.com

Email Signature
Dani Lynn
FDR & Associates

UPLOAD YOUR LOGO

Save Settings

Rei Rockstars

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

Step 8

Choose Your Confirmed Opt In Settings. Choose On or Off. If On, you may want to edit email above item #2. Add a Success Page URL if you want too and then click "Save Settings".

Objective 2 Creating & Installing Custom Web Forms

2 Require Opt-In on Web Forms We strongly recommend leaving confirmed opt-in ON.

ON OFF All subscribe methods require Confirmed Opt-In to ensure only recipients who have specifically requested to be on the list are subscribed. This means you have proof someone opted-in, fewer unsubscribe requests and far fewer spam complaints.

3 Success Page What page of your website do you want to send people when they confirm?

Confirmation Success Page URL

 Pass subscriber info for [personalizing](#) this page. (Not recommended for WordPress users)

Save Settings

Rei Rockstars

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

Step 9

Now that your list is created, click on "Web Forms" and then click "Create A New Web Form".

Objective 2 Creating & Installing Custom Web Forms

AWeber COMMUNICATIONS WITH [profollow.com](#)

My Account | My Apps | Help | Logout

Home | My Lists | Messages | Subscribers | **Web Forms** | Reports

Current List: **ofhomesellers** (Create and Manage Lists)

Web Forms Create a beautiful web form in just 3 clicks!

Turn off any pop-up blockers before using this page. The web form wizard allows you to create hover pops that are immune to pop-up blockers, traditional pop-ups, exit pop-ups, pop-unders and standard web forms placed within your webpage. If you create more than one web form you will be given the opportunity to split test different forms on your site automatically and decide which form is the best to use.

Name	Type	Displays	Submissions	S/D	Unique Displays	S/UD	Preview	Publish	Copy	Reset Stats	Delete
------	------	----------	-------------	-----	-----------------	------	---------	---------	------	-------------	--------

Note: Statistics are delayed 10 minutes.

Create A New Web Form

Split Tests Gather detailed information about which form generates the most new subscribers.

Create more than 1 web form above to enable split testing web form features. This will allow you to put a special link on your website that will automatically rotate different web forms on the same webpage and tell you which one generates more subscribers. Use this to test different headlines, colors, submit button text, how much information to ask for, etc.

Rei Rockstars

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

Step 10

Browse & Choose Your Web Form Template.

The screenshot shows the AWeber web form creation interface. At the top, there are navigation links for 'My Account', 'My Apps', 'Help', and 'Logout'. Below that, there are tabs for 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. The current list is 'ofhomesellers'. The interface is divided into three main sections: 'Design' (Step 1: Design the look of your web form), 'Settings' (Step 2: Customize your web form properties), and 'Publish' (Step 3: Place this form on your website). The 'Fields' section on the left shows 'US Address' and 'Name' fields. The 'Templates' section is highlighted with a red box, showing various design options like 'Wheels', 'Modern', 'Tennis', 'Cassette', and 'Passport'. The 'Form Type' dropdown is set to 'In-Line' and the width is 225 px. Below the templates, there is a preview of the selected form template, which includes a 'Name' field and an 'Email' field.

Objective 2 Creating & Installing Custom Web Forms

Rei Rockstars

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

Step 11

Once You've Chosen a Template, Click "Load Template".

The screenshot shows the AWeber web form creation interface with a 'Sign Up Below' dialog box open. The dialog box contains a form with 'Name' and 'Email' fields, a 'Sign up!' button, and a 'Load Template' button. A red arrow points to the 'Load Template' button. The background shows the same interface as in Step 10, but with the 'Sign Up Below' dialog box overlaid. The dialog box has a title bar with 'Sign Up Below' and a 'Close [X]' button. It contains a large red arrow pointing down to the form fields. The form fields are 'Name' and 'Email'. Below the form fields is a 'Sign up!' button and a link 'We respect your email privacy'. At the bottom of the dialog box is a 'Load Template' button. A red arrow points to this button from the left. The background shows the same interface as in Step 10, but with the 'Sign Up Below' dialog box overlaid. The dialog box has a title bar with 'Sign Up Below' and a 'Close [X]' button. It contains a large red arrow pointing down to the form fields. The form fields are 'Name' and 'Email'. Below the form fields is a 'Sign up!' button and a link 'We respect your email privacy'. At the bottom of the dialog box is a 'Load Template' button. A red arrow points to this button from the left.

Objective 2 Creating & Installing Custom Web Forms

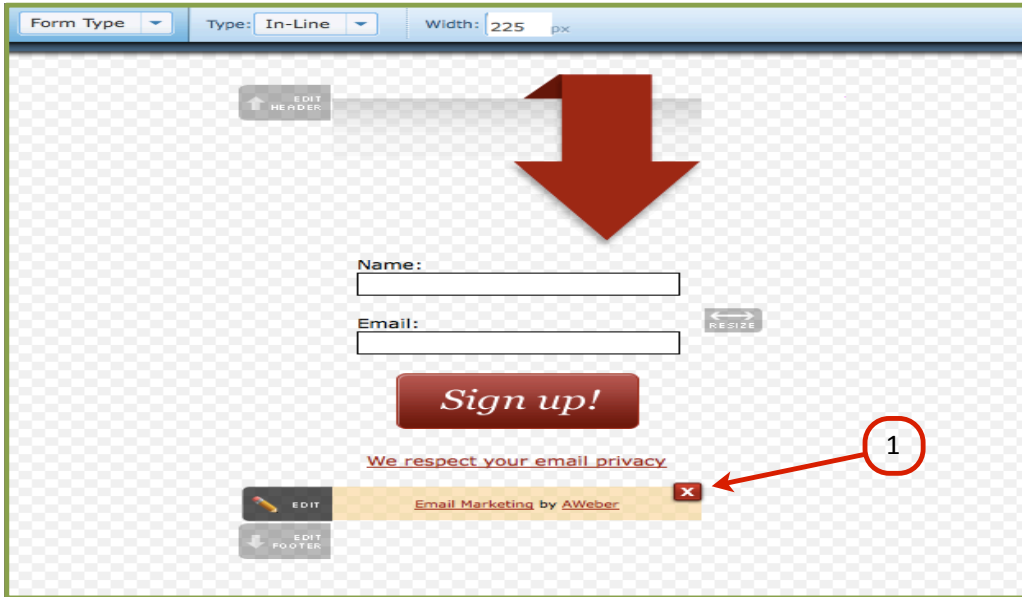
Rei Rockstars

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

Step 12

Hover over sections of the web form with your cursor to edit or delete.

Objective 2 Creating & Installing Custom Web Forms



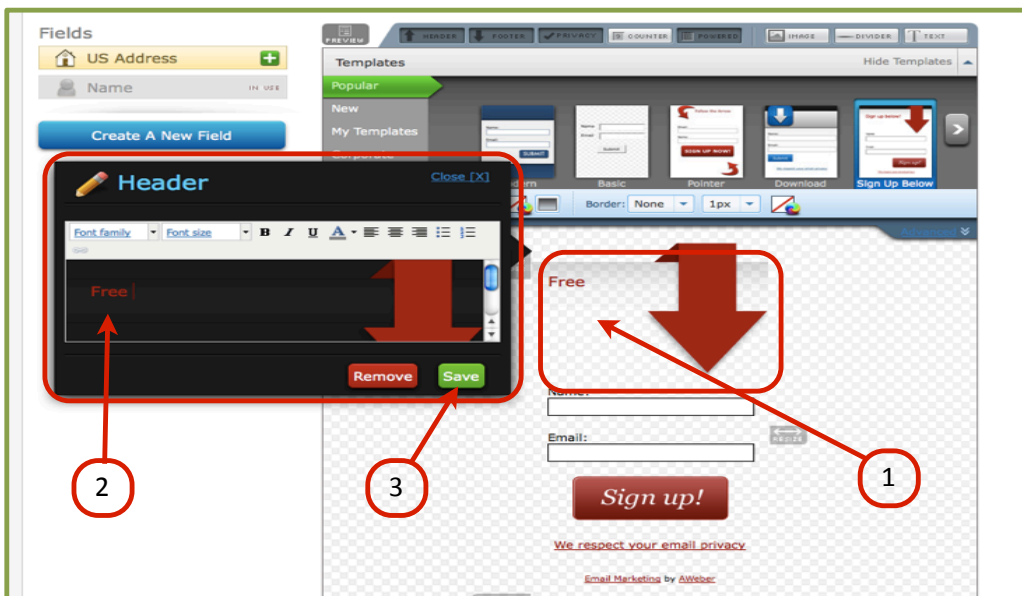
Rei Rockstars

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

Step 13

Click in the top area of the web form to open a window where you can type in your Headline Bribe Offer and then click "Save".

Objective 2 Creating & Installing Custom Web Forms

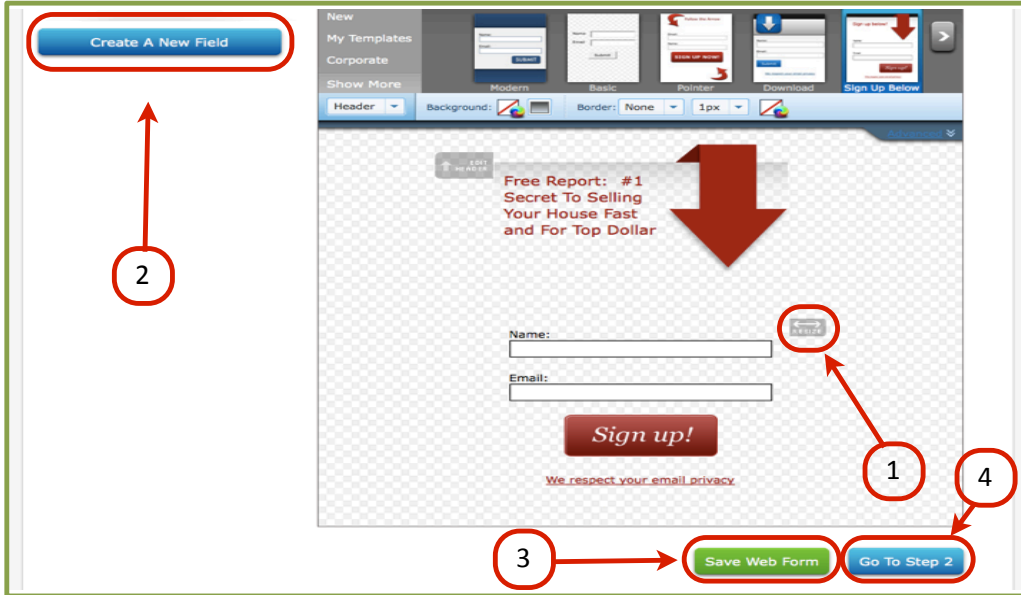


Rei Rockstars

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

Step 14

Explore the form to edit what you wish, such as expanding your form (1) or creating more fields besides name and email (2). When finished, click "Save Web Form" and then "Go To Step 2".



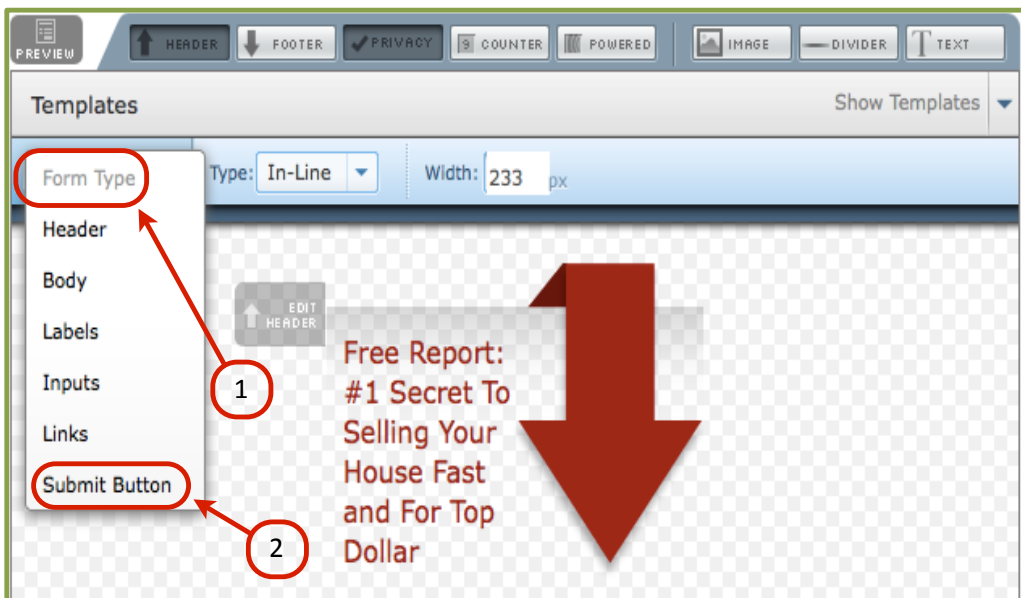
Objective 2 Creating & Installing Custom Web Forms

Rei Rockstars

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

Step 14 TIP

To change the submit button, click on the Form Type Drop Down Menu and then click on "Submit Button".



Objective 2 Creating & Installing Custom Web Forms

Rei Rockstars

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

Step
14
TIP

Then click on "Advanced".

The screenshot shows a web form builder interface. At the top, there are tabs for 'PREVIEW', 'HEADER', 'FOOTER', 'PRIVACY', 'COUNTER', 'POWERED', 'IMAGE', 'DIVIDER', and 'TEXT'. Below these is a 'Templates' section with a 'Show Templates' dropdown. The main editing area has a toolbar with 'Submit Button', 'Verdana', '14px', 'Color', and 'Position' options. The 'Advanced' tab is selected and highlighted with a red circle. A red arrow points from the 'Advanced' tab down to a large red arrow pointing to a text box containing the text: 'Free Report: #1 Secret To Selling Your House Fast and For Top Dollar'. An 'EDIT HEADER' button is visible in the top left of the editing area.

Objective 2 Creating & Installing Custom Web Forms

Rei Rockstars

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

Step
14
TIP

Change the url for the button you want to use.
*(You can load the button you want into your media files in
wordpress and use that url to copy/paste here.)*

The screenshot shows the same web form builder interface as the previous one. The 'Advanced' tab is selected. The 'Button Image' field is highlighted with a red circle and contains the URL: 'http://www.aweber.com/images/for'. A red arrow points from the 'Button Image' field down to a large red arrow pointing to a text box containing the text: 'Free Report: #1 Secret To Selling Your House Fast and For Top Dollar'. An 'EDIT HEADER' button is visible in the top left of the editing area.

Objective 2 Creating & Installing Custom Web Forms

Rei Rockstars

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

Step 15

Set Up Your Basic Settings. Name your web form, set your preference for your 'Thank You Page' and 'Already Subscribed Page'. Then click "Save Web Form" and click "Go To Step 3".

Objective 2 Creating & Installing Custom Web Forms

Basic Settings

Customize your web form properties.

Form Name*:
My Web Form

Facebook Integration:
 Enable Facebook registration form.
Form must be at least 300px wide.

Thank You Page:
Basic Version
 Open this in a new window

Already Subscribed Page:
Basic Version

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

Rei Rockstars

Step 16

Once on Step 3 (Publish): Click on "I Will Install My Form". Then Click on "Raw HTML Version" and then copy the code in the box below. (Ctrl-A to select all, Ctrl-C to copy)

Objective 2 Creating & Installing Custom Web Forms

Design Step 1: Design the look of your web form. Settings Step 2: Customize your web form properties. Publish Step 3: Place this form on your website.

Who Will Publish This Form To Your Website?

I Will Install My Form
You are comfortable with HTML and have access to edit your pages

Javascript Snippet
The Quick and Easy Version

Raw HTML Version
Advanced Design Customization

For Those Comfortable with Raw HTML:

- Easily customizable to fit any scenario.
- Track statistics in your account.

```
<!-- AWeber Web Form Generator 3.0 -->
<style type="text/css">
#af-form-2034905514 .af-body .af-textWrap{width:98%;display:block;float:none;}
#af-form-2034905514 .af-body .privacyPolicy{color:#000000;font-size:12px;font-family:Verdana,san
#af-form-2034905514 .af-body a{color:#AA0101;text-decoration:underline;font-style:normal;font-we
#af-form-2034905514 .af-body input.text,#af-form-2034905514 .af-body textarea{background-color:
#af-form-2034905514 .af-body input.text:focus,#af-form-2034905514 .af-body textarea:focus{backg
#af-form-2034905514 .af-body label.previewLabel{display:block;float:none;text-align:left;width:auto;
#af-form-2034905514 .af-body{padding-bottom:15px;background-repeat:no-repeat;background-post
#af-form-2034905514 .af-header{padding-bottom:95px;padding-top:20px;padding-right:115px;paddi
#af-form-2034905514 .af-quirksMode .bodyText{padding-top:2px;padding-bottom:2px;}
#af-form-2034905514 .af-quirksMode{padding-right:15px;padding-left:15px;}
#af-form-2034905514 .af-standards .af-element{padding-right:15px;padding-left:15px;}
#af-form-2034905514 .bodyText p{margin:1em 0;}
</style>
</pre>

Include beautiful form styles. Uncheck to get unformatted basic form.


```

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

Rei Rockstars

Step 17

Open a new window browser and go to your wordpress dashboard. Go to "Widgets" under the appearance tab and click on the upper right corner of the text widget for your opt in. Paste your code, add a title and click "Save".

The screenshot shows the WordPress dashboard for 'mortgageassign.com'. The 'Appearance' menu is open, and 'Widgets' is selected. The 'Text' widget is active, and its settings are being edited. The widget title is 'Free Home Buyers Guide'. The content area contains JavaScript code for an AWeber form. The 'Save' button is highlighted with a red circle and arrow.

Objective 2 Creating & Installing Custom Web Forms

Rei Rockstars

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

Step 18

Refresh your website to see the new form added. If you need to make adjustments, go back to AWeber and make the changes, save the web form and copy the new code over to wordpress and save. Then refresh your page to check the new live form.

The screenshot shows a real estate website for 'DANI LYNN | Internet Marketing Coach'. The navigation bar includes 'Home', 'Search Austin Homes', 'Owner Finance 101', 'Bad Credit Okay', 'About', and 'Contact'. The main content area features a post titled 'Avoid Top 10 Mistakes Made By Real Estate Investors'. On the right side, there is a 'Free Report' form with fields for 'Name:' and 'Email:', a 'Sign up!' button, and a 'Welcome To My Blog' message. A red arrow points to the form, and a red box highlights the form fields and button.

Objective 2 Creating & Installing Custom Web Forms

Rei Rockstars

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

Step 19

OPTIONAL: Repeat steps 9 - 16 to create a web form for the footer of your pages. When you have your html code ready to paste, go to each page on your site and click on the html tab. Scroll all the way to the bottom of the post and paste the code. Then click "Update".

The screenshot shows a WordPress editor for a post titled "What Is MAPS?". The editor is in the "HTML" view. A red box highlights the following JavaScript code:

```

if (document.getElementById("af-body-312260712")) {
  document.getElementById("af-body-312260712").className = "af-body inline
af-quirksMode";
}
if (document.getElementById("af-header-312260712")) {
  document.getElementById("af-header-312260712").className = "af-header
af-quirksMode";
}
if (document.getElementById("af-footer-312260712")) {
  document.getElementById("af-footer-312260712").className = "af-footer
af-quirksMode";
}
}
})();
-->
</script>
<!-- /Weber Web Form Generator 3.0 -->

```

Red circles and arrows indicate the workflow: circle 1 points to the "HTML" tab, circle 2 points to the code area, and circle 3 points to the "Update" button in the "Publish" sidebar.

Objective 2 Creating & Installing Custom Web Forms



Step 20

If you did Step 19: Go to your website page and see how the new footer web form looks on each page and change as needed.

Other related posts you may want to read:

- How to Make Money With the Mortgage Assignment Profits System
- Cold Hard Facts About The Mortgage Assignment Profits System

Note: These opt ins / ethical bribes are how you balance out poorly written content and conversion. The odds are greater that your bribe is going to be more compelling than the article, so you want to draw the visitor's attention to them as much as you can to maximize your chance of conversion on your SEO'd article.

FREE: Juicy Secrets Most Investors Will Never Know About The Assignment Of Mortgage Payments System Revealed In My All New Assignment Of Mortgage Payments Manifesto

Name:

Email:

[We respect your email privacy](#)

Share the knowledge!



Objective 2 Creating & Installing Custom Web Forms



Step
21

OPTIONAL: Go to the VMB Portal and click on Resources. Then scroll down and click on "Pop Up Web Form" under Misc. This tool increases your opt in rate if you choose to make the investment. Just follow their tutorials to get it set up.

Objective 2 Creating & Installing Custom Web Forms



Rei Rockstars

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

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders**
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Virtual Marketing Blueprint

Lead Generation

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) **Writing High Powered Auto Responders**
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Introduction to Auto Responders

High Powered Auto Responders

What Is It?

A series of emails written to communicate with your leads automatically after they have opted into one of your web forms.

Why Is It Important?

Auto Responders are a “hands off” way of keep in front of your prospects. Auto Responders are where the money is - they say 90% of your revenue will come from building a relationship with your list...only 10% buy or use you immediately.

Objective 3 Writing High Powered Auto Responders

Rei Rockstars

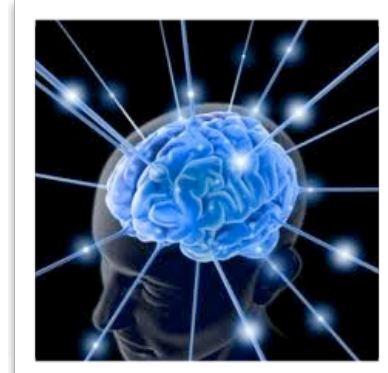
Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Auto Responders

Objective 3 Writing High Powered Auto Responders

Prospect Mindset

- They found your website or squeeze page and was excited enough to opt in to receive your ethical bribe because they felt it would bring them value by either solving a problem (avoid pain) or attaining some kind of pleasure.



Rei Rockstars

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

Introduction to Auto Responders

Objective 3 Writing High Powered Auto Responders

Prospect Expectations

- Content relevant to the topic they opted in for
- Messages relayed in similar fashion to the original (same tone of excitement or entertainment).
- Easy to understand
- Value Based Content from the prospects eyes (not yours).



Rei Rockstars

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

Introduction to Auto Responders

Objective 3 Writing High Powered Auto Responders

Auto Responder Message Types

Top Five Email Marketing Myths



- Newsletter
- Email “Series” about a certain topic
- Audio Messages
- Video Messages
- Special Reports

Rei Rockstars

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

Introduction to Auto Responders

Objective 3 Writing High Powered Auto Responders

Auto Responder Content



Good:

- Provide Value
- Build a Relationship
- Remember Your Purpose
- Be a Leader
- Make Friends
- Easy To Understand

Bad:

- Off Topic Content
- Politics, Religion, Sex
- Humor w/no purpose
- Hard Sales (no value)
- Boring...
- Hard To Understand

Rei Rockstars

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

Step
1

Begin brainstorming & generating ideas for your content.

Objective 3 Writing High Powered Auto Responders

Pick a topic that address a problem, desire or frustration of your prospect.



- What is foremost on their mind?
- Use your FAQ & SAQ questions you should have brainstormed during your keyword research.
- How can you help solve those problems, desires or frustrations?
- How will you transition that solution into your pitch that lets them know they need to buy your product or use your service to get the answer?

Rei Rockstars

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

Step
2

Write Your Subject Line

Objective 3 Writing High Powered Auto Responders



Subject Lines

- Keep it short
- Make it intriguing
- Use a tag for quick identification [VMB]

Rei Rockstars

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

Step
3

Start Your Email

Objective 3 Writing High Powered Auto Responders

- Start with a problem that relates to the prospect
- Or
- Start with an interesting fact
- Or
- Start by talking about an event you attended or something you heard



Rei Rockstars

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

Step
4

Address the solution...part of it.

Objective 3 Writing High Powered Auto Responders

- Present part of the solution to the problem you opened up your email with.
- Don't give them the whole answer
- Keep them wanting more (the "more" which is delivered to them by buying your product or using your service.)



Rei Rockstars

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

Step
5

Make the pitch

Objective 3 Writing High Powered Auto Responders

PITCH

- Direct them back to your website for the rest of the answer.
- Lead them either directly or indirectly to your website to get the “rest of the story”.

Rei Rockstars

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

Step
6

Call To Action

Objective 3 Writing High Powered Auto Responders

- Give them a call to action by being a leader and telling them what to do next.
- Provide a link that says “CLICK HERE to....”.
- Adding more than one link is okay, many times this is what the P.S. is used for in emails. “Don’t forget to get the rest of the story here (insert link).”



Rei Rockstars

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

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System**
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Virtual Marketing Blueprint

Lead Generation

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
-  **4) Setting Up Your Email Marketing System**
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Introduction to Email Marketing

Objective 4 Setting Up Your Email Marketing System

Email Marketing

What Is It?

Reaching out to your prospects via email by using auto responder messages or broadcast messages.

Why Is It Important?

So you can stay in communication with them to continue to build trust and rapport. Some will buy your product/service immediately and some will buy after awhile or in the future.

Rei Rockstars

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

Step 1

Log in to your AWeber account and select the list you want to create an auto responder campaign for. Then click on "Messages" in the top menu bar and then click on "Create A New Follow Up Message".

Objective 4 Setting Up Your Email Marketing System

The screenshot shows the AWeber web interface. At the top, there is a navigation bar with links for Home, My Lists, Messages, Subscribers, Web Forms, and Reports. Below this, a dropdown menu for 'Messages' is open, showing 'Create A New Follow Up Message' as an option. A red circle with the number '1' is around the 'Messages' link in the top menu, and another red circle with the number '2' is around the 'Create A New Follow Up Message' option in the dropdown. Below the navigation bar, the main content area shows 'Follow Up Messages' with a table of existing messages and a 'Create A New Follow Up Message' button. A red circle with the number '3' is around this button. At the bottom of the page, there is a 'Campaign Sharing' section with a 'Save' button and a 'Load Campaign' button. A red circle with the number '3' is also around the 'Save' button in this section.

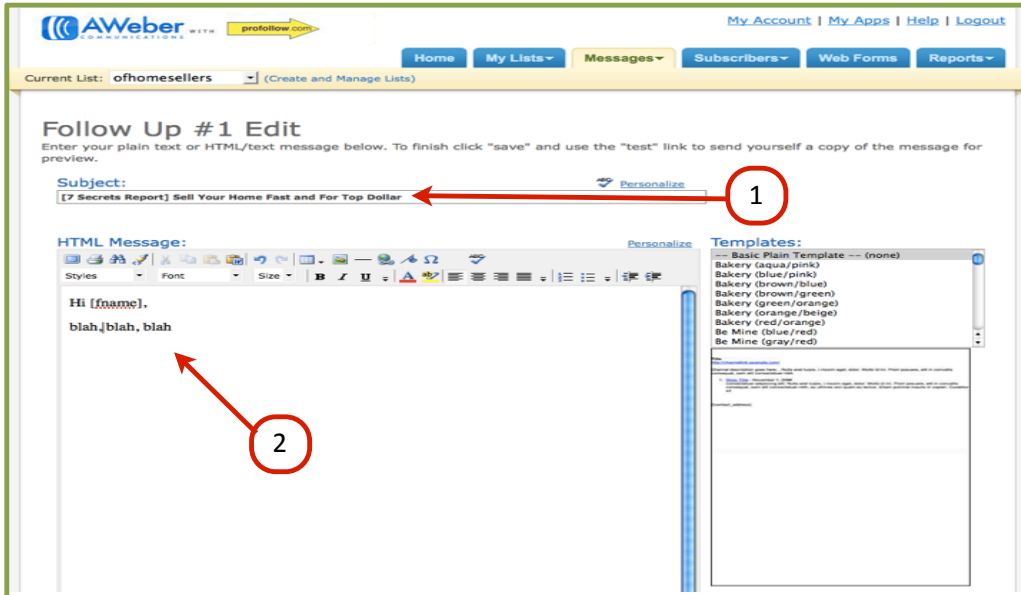
Rei Rockstars

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

Step 2

Copy/Paste Your pre-written "Subject Line" into the Subject Field.
Copy/Paste Your pre-written "Email Content" into the HTML Message Field.

Objective 4 Setting Up Your Email Marketing System



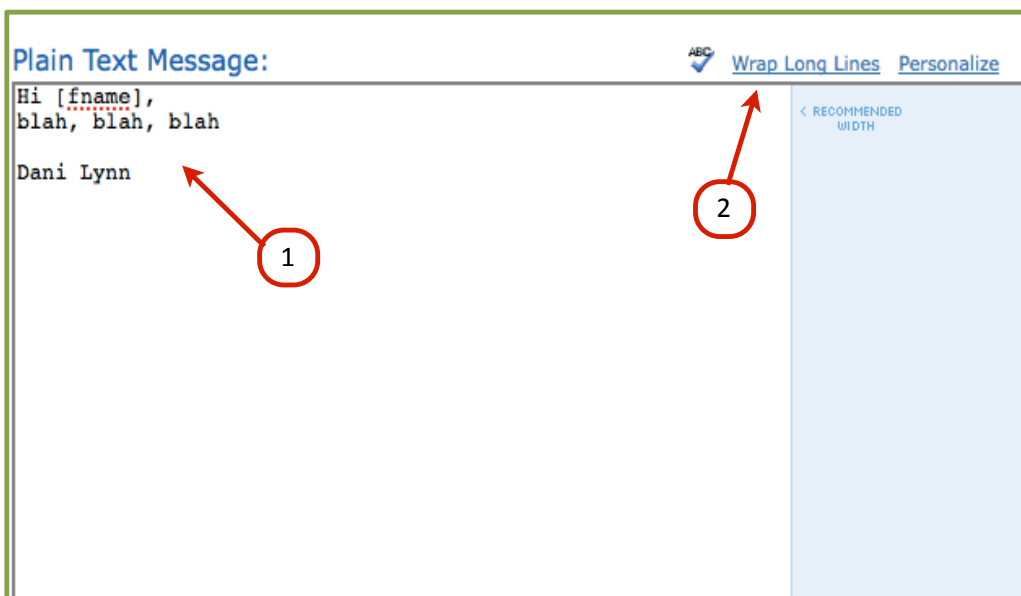
Rei Rockstars

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

Step 3

Copy/Paste Your "Email Content" into the Plain Text Message Field,
and then click on "Wrap Long Lines".

Objective 4 Setting Up Your Email Marketing System



Rei Rockstars

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

Step 4

Click "Attach A File" if you wish to attach a report of some kind and click "Track Clicks" if you wish to track who clicks any links in your message. Click "Save Message" when you're done.

Objective 4 Setting Up Your Email Marketing System

Attach A File

1

Interval:
#1 sent immediately

Track Clicks?
 Track clicks on website links in this message.

2

3

All set? Save your message.

Preview Save Message

Rei Rockstars

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

Step 5

Repeat this process again for email #2, 3 and so on, except this time you will need to choose how many days will pass before this next message is sent.

Objective 4 Setting Up Your Email Marketing System

Attach A File

Interval:
#2 sent 1 day(s) after previous.

Only deliver this message on certain days and times.

Track Clicks?
 Track clicks on website links in this message.

All set? Save your message.

Preview Save Message

Rei Rockstars

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

TIP

If you are in a business where you need to manually add prospects or clients to your auto responder, iContact is a one of the best email management systems available in terms of ease of use and deliverability. Go to VMB Resources and click on "iContact" under Email Marketing.

Objective 4 Setting Up Your Email Marketing System



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

Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages**
- 6) Split Testing & Tracking Profit Enhancement

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

Rei Rockstars

Virtual Marketing Blueprint

Lead Generation

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System
- 5) **Simple System To Create Squeeze Pages**
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Introduction to Squeeze Pages

Squeeze Pages

What Is It?

Also known as a capture page or landing page, these pages capture a visitor's information in exchange for your "bribe".

Why Is It Important?

This is the "entry point" to your sales process and the quickest way to build one of your biggest online assets: Your qualified & targeted lead list.

Objective 5 Simple System To Create Squeeze Pages

Rei Rockstars

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

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

Squeeze Page Options

- 1) A static capture page** - great for focused campaigns where your main goal is just to capture the lead, not to establish trust and rapport which will come later. These pages can go after a handful of keywords and get quick results.
- 2) Home page of your blog** - great for broader campaigns and you can go after a few dozen keywords and dominate them. (All SEO Keywords will be targets for this squeeze page.)

Rei Rockstars

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

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

Squeeze Page Components

- 1) Navigation Free** - The prospect has 2 choices: Stay & opt in or leave. (These outperform all other options but aren't always Google PPC friendly so you can't send traffic that way)
- 2) Filter headline** - to qualify your visitors
- 3) Headline** - the MOST important aspect of the squeeze page. It should address a pain or pleasure element and invoke an emotional response. The headline will determine if a visitor stays or goes.

Rei Rockstars

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

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

Squeeze Page Components

- 4) **Sub-Headline**
 - "Discover How..."
- 5) **Bullet Points/Video or both**
 - 4 to 7 benefit driven bullets
 - Concentrate on what the offer "does" for the prospect, not what the offer "is"
- 6) **Colors** - different markets react differently but in general, white, grey and dark blue backgrounds are successful.

Rei Rockstars

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

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

Squeeze Page Components

- 7) **Opt-In Box**
 - Keep it above the fold
 - Opt in Headline
 - Sub-headline with instructions
 - Opt in Fields
 - Submit Button
 - "Grant Me Access" or "I Want In"
 - Tell the visitor the report will be emailed to them for a higher chance of valid emails

Rei Rockstars

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

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

Squeeze Page Components

8) Privacy Policy

- Make a strong statement
- Put it as close to the submit button as possible

9) Design & layout

- Dotted line around opt in box
- Pictures or video
- Placement of items, etc..

Rei Rockstars

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

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

LEARN SECRETS MOST INVESTORS WILL NEVER KNOW ABOUT THE ASSIGNMENT OF MORTGAGE PAYMENTS SYSTEM™ ...



In My FREE Assignment of Mortgage Payments Manifesto, You'll Learn:

- How to develop the perfect strategy to attract deals in this economy
- How to magnetize yourself so potential deals call you
- Simple "blastoff" plan to start doing deals immediately
- Find "hotspots" to make multiple \$5,000 - \$15,000 deals a month
- BONUS: 30 Minute Confidential Assignment of Mortgage Payments Video Report
- BONUS: Our Personal Highest Deal Converting Marketing Letter

Sign up for 2 FREE Reports + AMPS™ Marketing Letter

***Free!**
Juicy Secrets Most Investors Will Never Know About The Assignment Of Mortgage Payments System™ Revealed in My All New "Assignment Of Mortgage Manifesto"



EXTRA BONUS: FREE Video Report and High Converting AMPS™ Marketing Piece

Name:
Email:

Get Instant Access

Rei Rockstars

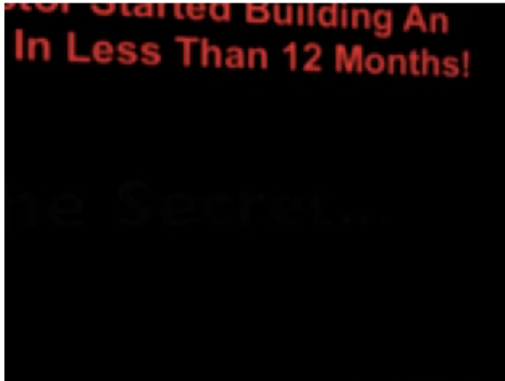
Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

Dear Real Estate Agents & Real Estate Investors,

FREE! Online Training Videos Show You "How a Struggling, 'Newbie' Realtor® & Investor started building an EMPIRE in less than 12 Months!"
(More importantly, how you can do it too!)



Get Videos Now



Enter your name and email in the box below and double check it for accuracy to ensure you get your 7 Free training videos.

Name:

Email:



Our privacy policy keeps your email safe and secure. We will never sell, rent, give, or divulge your email information to ANYONE.

Rei Rockstars

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

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

**Ready To Buy A Home
But Can't Get A Loan?**



Sign Me Up!



First Name:

Last Name:

Email:

Phone Number:

Max Down Payment:

Max Monthly Payment:

Where you want to look:



Plus! Receive A Free Home Buyer's Guide When You Sign Up Today

Let's Get Started!

Rei Rockstars

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

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

Squeeze Page Copy Tips

- Sell Benefits and the solution to their problem
 - Perry Marshall Example: “If you want to sell drills, you sell information on making the hole”
- Stress the “pain” of not opting in if you can
- Keep it exciting, visually & verbally
- Easy & Functioning (no submit button errors)
- Non-Threatening
- Offer more in return than what you’re asking for (perceived value)

Rei Rockstars

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

Step
1

Go the VMB Portal and click on the “Resources” tab.
Scroll down under Wordpress Themes and click on
“Cool WP Theme”.

Objective 5 Simple System To Create Squeeze Pages


It's time to Create Killer Squeeze Pages



Enter your name...

Enter your email...

Download Now

 We respect your privacy, will never share your email!

Rei Rockstars

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

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement**

Rei Rockstars

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

Virtual Marketing Blueprint

Lead Generation

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement**



Rei Rockstars

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

Introduction to Split Testing

Objective 6 Split Testing & Tracking Profit Enhancement

Split Testing

What Is It?

It's an A/B test of a marketing piece where one element of the page is changed in order to determine a "winner" in terms of prospects response rate.

Why Is It Important?

It's one of the most important, yet often overlooked, success principles of business. It is a necessary skill that allows your business to continue improving your response rates and profit margins.

Rei Rockstars

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

Introduction to Split Testing

Objective 6 Split Testing & Tracking Profit Enhancement

Top 4 Reasons To Test & Track:

- 1) It's a definitive way to measure your marketing's effectiveness in order to make improvement.
- 2) It could be the difference between you failing or succeeding in business.
- 3) It's how you keep your edge on the competition as the market gets overcrowded.
- 4) It's the key to spending less & getting more.

Rei Rockstars

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

Introduction to Split Testing

Objective 6 Split Testing & Tracking Profit Enhancement

What Should You Test?

- 1) Subject line
- 2) Headline
- 3) Sub-headline
- 4) Bullet Points
- 5) Bribe
- 6) Design Elements
- 7) Body of Copy
- 8) Price
- 9) Bonuses
- 10) Testimonials
- 11) Guarantee
- 12) Offer
- 13) Payment Plans
- 14) Etc...

Rei Rockstars

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

Step
1

For a web form split test, go to aweber.com and create 2 web forms that you want to test against each other and then click on "Create A New Split Test".

Objective 6 Split Testing & Tracking Profit Enhancement

Web Forms Create a beautiful web form in just 3 clicks!

Turn off any pop-up blockers before using this page. The web form wizard allows you to create hover pops that are immune to pop-up blockers, traditional pop-ups, exit pop-ups, pop-up under and standard web forms placed within your webpage. If you create more than one web form you will be given the opportunity to split test different forms on your site automatically and decide which form is the best to use.

Name	Type	Displays	Submissions	S/D	Unique Displays	S/UD	Preview	Publish	Copy	Reset Stats	Delete
OF Seller Web Form	inline	191	3	1.6%	19	15.8%	Preview	Publish	<input type="button" value="COPY"/>	<input type="button" value="RESET"/>	<input type="button" value="X"/>
OF Seller Web Form Version 2	inline	0	0	0.0%	0	0.0%	Preview	Publish	<input type="button" value="COPY"/>	<input type="button" value="RESET"/>	<input type="button" value="X"/>

Note: Statistics are delayed 10 minutes.

[Create A New Web Form](#)

Split Tests Gather detailed information about which form generates the most new subscribers.

[Create A New Split Test](#)



Rei Rockstars

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

Step 2

Name your split test and then decide what percentage of site visitors you want to see each form. When done, click "Save Split Test".

Objective 6 Split Testing & Tracking Profit Enhancement

Split Test Web Forms

Test multiple web forms on your website.

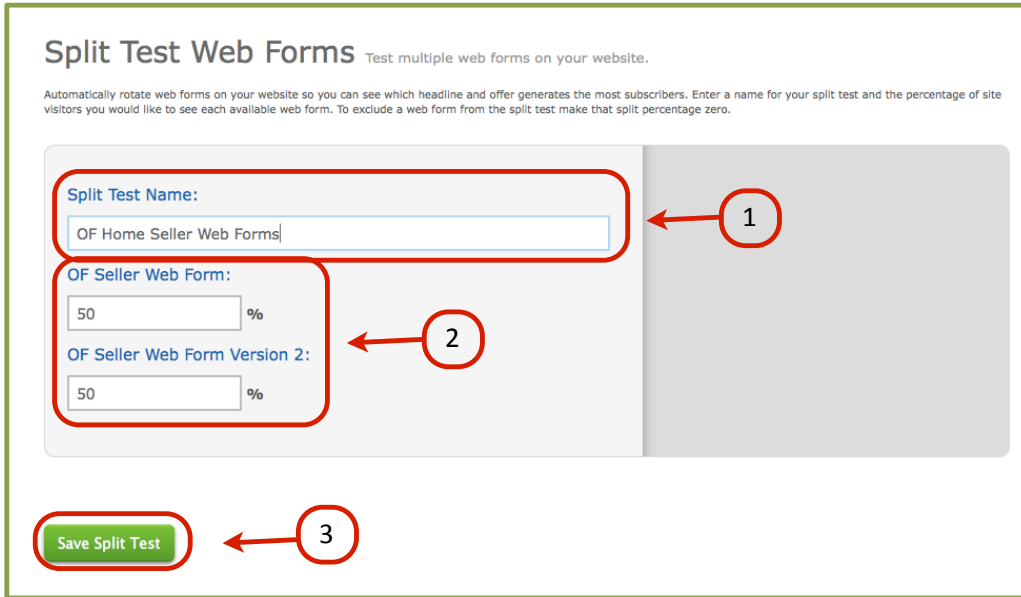
Automatically rotate web forms on your website so you can see which headline and offer generates the most subscribers. Enter a name for your split test and the percentage of site visitors you would like to see each available web form. To exclude a web form from the split test make that split percentage zero.

Split Test Name:
OF Home Seller Web Forms

OF Seller Web Form:
50 %

OF Seller Web Form Version 2:
50 %

Save Split Test



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

Rei Rockstars

Step 3

Then scroll down to your split test and click on "Get HTML". Then copy the code.

Objective 6 Split Testing & Tracking Profit Enhancement

Split Tests

Gather detailed information about which form generates the most new subscribers.

Split Test Actions	Web Form	Probability	Displays	Subscribers	S/D	Unique Displays	S/UD
EDIT OF HOME SELLER WEB FORMS	OF Seller Web Form Version 2	50%	0	0	0.0%	0	0.0%
GET HTML	OF Seller Web Form	50%	0	0	0.0%	0	0.0%
RESET STATS							
DELETE							

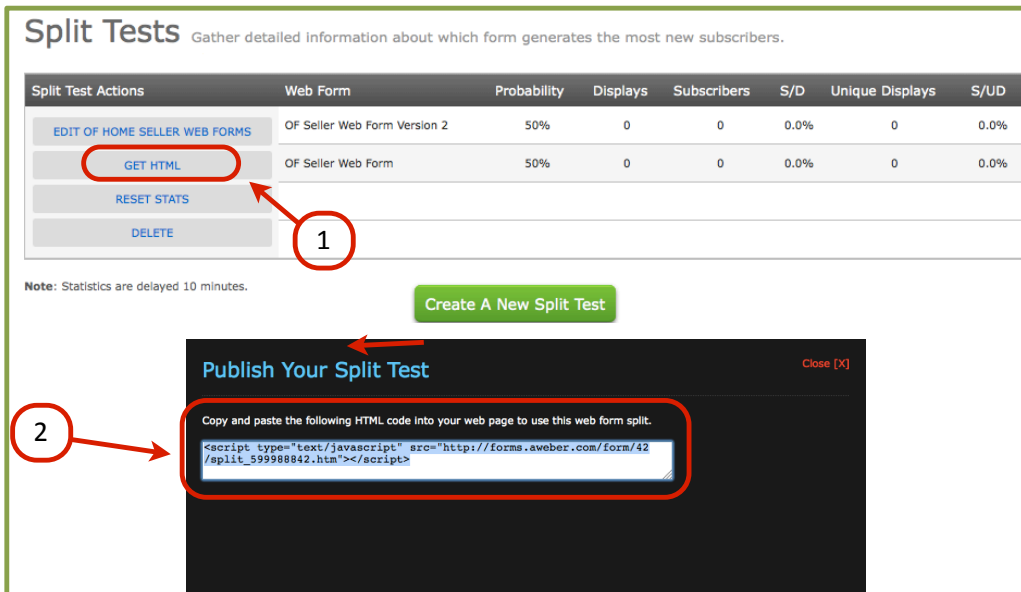
Note: Statistics are delayed 10 minutes.

Create A New Split Test

Publish Your Split Test

Copy and paste the following HTML code into your web page to use this web form split.

```
<script type="text/javascript" src="http://forms.aweber.com/form/42/split_599988842.htm"></script>
```

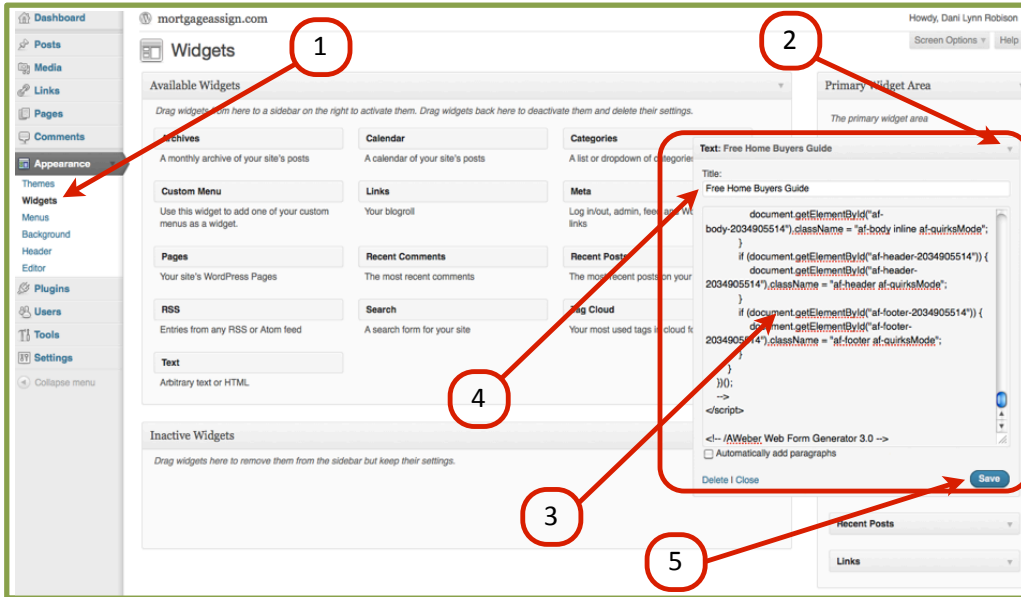


Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 4

Open a new window browser and go to your wordpress dashboard. Go to "Widgets" under the appearance tab and click on the upper right corner of the text widget for your opt in. Paste your code, add a title and click "Save".



Objective 6 Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Step 5

Mark you calendar to check on the split test results once a month. Sometimes you will have a clear winner early on, sometimes you need a larger sample in order to determine the winning form.

Ratio of the # of submissions compared to displays or unique displays.

Name	Type	Displays	Submissions	S/D	Unique Displays	S/UD	Preview	Publish	Copy	Reset Stats	Delete
OF Seller Web Form	inline	191	3	1.6%	19	15.8%	Preview	Publish	COPY	RESET	X
OF Seller Web Form 2	inline	0	0	0.0%	0	0.0%	Preview	Publish	COPY	RESET	X

Note: Statistics are delayed 10 minutes.

[Create A New Web Form](#)

Objective 6 Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Step 6

To split test an entire page, go to Google.com/websiteoptimizer. (You should have access since you've already signed up for an analytics and webmaster account.) After your signed in, click on "Create Another Experiment"

Objective 6 Split Testing & Tracking Profit Enhancement

The screenshot shows the 'My products - Edit' page in Google. A red box highlights the 'Website Optimizer' link in the middle column. A red circle with the number '1' points to this link. Below it, a callout box shows the 'Google Website Optimizer' interface. In this callout, a red box highlights the '+ Create another experiment' button, with a red circle and the number '2' pointing to it.

Rei Rockstars

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

Step 7

Choose what type of experiment you want to create.

Objective 6 Split Testing & Tracking Profit Enhancement

The screenshot shows the 'Google Website Optimizer' 'New experiment' page. The user is logged in as 'danilyn'. The page asks 'What type of experiment would you like to create?' and provides a link to 'Learn more about Website Optimizer experiments'. A red arrow points to this link. Below, two experiment options are listed. The first option, 'A/B Experiment - The simplest way to start testing fast', is highlighted with a red box and a red circle with the number '1'. The second option is 'Multivariate Experiment - The most robust way to test lots of ideas'.

Rei Rockstars

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

Step 8

Make sure you've completed everything on this page so you're ready to proceed. Click the box indicating you have completed these steps and then click "Create".

Objective 6 Split Testing & Tracking Profit Enhancement

Google Website Optimizer danily

Experiments My Account

Website Optimizer > A/B Experiment Checklist

A/B Experiment Checklist

Before you start, make sure you complete the following:

- 1. Choose the page you would like to test**
Examples of potential test pages could be your homepage or a product detail page.
- 2. Create alternate versions of your test page**
Create and publish different versions of your test page at unique URLs so that Website Optimizer can randomly display different versions to your users. These URLs could be bookmarked by your users, so after your experiment finishes, you may want to keep these URLs valid.

How many alternate versions should you test?
Generally, we recommend **around 100 conversions per page variation** over the course of your experiment. For example, an experiment with 3 page variations will typically need around 300 conversions before drawing any conclusions.

- 3. Identify your conversion page**
This is an existing page on your website that users reach after they've completed a successful conversion. For example, this might be the page displayed after a user completes a purchase, signs up for a newsletter, or fills out a contact form.

I've completed the steps above and I'm ready to start setting up my experiment.

« Back Create »

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

Rei Rockstars

Step 9

Name Your Experiment.

Objective 6 Split Testing & Tracking Profit Enhancement

Google Website Optimizer

Experiments My Account

Website Optimizer > A/B experiment set-up: Name your experiment and identify pages

Name experiment and identify pages > Install and validate JavaScript tags > Preview and start experiment

A/B experiment set-up: Name your experiment and identify pages

- 1. Name your experiment**
The experiment name will help you to distinguish this experiment from others; your users won't see this name.

Experiment name:
Example: My homepage test #1

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

Rei Rockstars

Step 10

Name the pages you want to test and add the url's. Then add your success page url (could be your thank you page). Wait for google to verify your pages (you'll see a green check mark next to each url). Then click "Continue".

Objective 6 Split Testing & Tracking Profit Enhancement

2. Identify the pages you want to test

Add as many variations as you like, naming them so you can easily distinguish them in your reports. At least two (including the original) are required. These URLs could be bookmarked by your users, so after your experiment finishes, you may want to keep these URLs valid. [Learn more](#)

Name: Original	Original page URL: ⓘ Example: http://www.example.com/webpage.html
Name: Variation 1	Page variation URL: ⓘ Example: http://www.example.com/webpage1.html

[Add another page variation](#)

3. Identify your conversion page

This is an existing page that users reach after completing a successful conversion. For example, this might be the page displayed after a user completes a purchase, signs up for a newsletter, or fills out a contact form. [Learn more](#)

Conversion page URL:
Example: http://www.example.com/thankyou.html

[Continue »](#)

Rei Rockstars

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

Step 11

Select "You will install and validate the JavaScript tags. Then click "Continue".

Objective 6 Split Testing & Tracking Profit Enhancement

[Name experiment and identify pages](#) > [Install and validate JavaScript tags](#) > [Preview and start experiment](#)

A/B Experiment Set-up: Install and Validate JavaScript Tags

Now you need to add the Website Optimizer JavaScript tags to your pages' source code. [Learn more](#)

Who will install and validate the JavaScript tags?

- Your webmaster will install and validate JavaScript tags.
Google will provide a link to the installation and validation instructions for you to send to your team. You'll be able to check on the status by returning to this page.
- You will install and validate the JavaScript tags
You should be comfortable with basic HTML editing, have access to your web pages, and be able to upload the tagged pages to your server.

[« Back](#) [Continue »](#)

[Save progress and finish later](#)

Rei Rockstars

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

Step
12

Copy the code in the “Control and Tracking Script” field.

Objective 6 Split Testing & Tracking Profit Enhancement



New A/B Experiment

Step 2: Install and validate JavaScript tags

Change your mind about the installation? You can [go back and send instructions to your webmaster](#).

Once you've pasted each of the JavaScript tags into your experiment pages and uploaded them to your webserver, click "Validate pages" at the bottom of this page so we can make sure everything is good to go.

Control and Tracking Script: Paste the following script immediately after the opening <head> tag of your original pages source code. ?

```
<!-- Google Website Optimizer Control Script -->
<script>
function utmx_section(){}function utmx(){}
(function(){var k='3963739271',d=document,l=d.location,c=d.cookie;
function f(n){
```

Rei Rockstars

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

Step
13

Go to your wordpress dashboard and click on “Plugins” and then “Add New”. Search for “Google Website Optimizer For Wordpress” and then click on “Install Now” and on the next screen click “Activate Plugin”.

Objective 6 Split Testing & Tracking Profit Enhancement



Install Plugins

Screen Options Help

Search | **Search Results** | Upload | Featured | Popular | Newest | Recently Updated

Term Search Plugins 100 items

Name	Version	Rating	Description
Google Website Optimizer for WordPress	2.0	★★★★☆	This simple plugin lets you optimize your landing pages (as posts or pages) using the Google Website Optimizer without needing to edit the HTML code of the theme. By Filippo Toso.

Details **Install Now**



Installing Plugin: Google Website Optimizer for WordPress 2.0

Downloading install package from <http://downloads.wordpress.org/plugin/google-website-optimizer-for-wordpress.2.0.zip>...

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Google Website Optimizer for WordPress 2.0**.

Activate Plugin [Return to Plugin Installer](#)

Rei Rockstars

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

Step 14

Then go to "Pages" or "Posts" and click on the page you listed for the "Original Page". Scroll down to the Google Website Optimizer Plugin and paste the html code into the "Control Script" field. Then click "Enable" and then click "Update".

Google Website Optimizer

To use this plugin you must register a [Google Website Optimizer](#) account. It's free.

Enable the Google Website Optimizer support for this page/post.

Control Script

`<!-- Google Website Optimizer Control Script -->
<script>
function utmx_section(){function utmx()}`

Insert here the **Control Script** provided by the Google Website Optimizer. You must fill this field only if this page/post is your **Original page**.

Tracking Script

Insert here the **Tracking Script** provided by the Google Website Optimizer. You must fill this field only if this page/post is your **Original page** or a **Variation page**.

Conversion Script

Insert here the **Conversion Script** provided by the Google Website Optimizer. You must fill this field only if this page/post is your **Conversion page**.

Objective 6 Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Step 15

Go back to the website optimizer window and copy the "Tracking Script" Code.

Tracking Script: Paste the following script immediately after the opening <head> tag of all (1) of your variation pages' source code. ?

```
s.parentNode.insertBefore(ga, s);  
}());  
</script>  
<!-- End of Google Website Optimizer Tracking Script -->
```

Objective 6 Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Step 16

Then go back to your wordpress dashboard and go to "Pages" or "Posts" and click on the page you listed for the "Variation 1 Page". Scroll down to the Google Website Optimizer Plugin and paste the html code into the "Tracking Script" field. Then click to "Enable" and then click "Update".

Objective 6 Split Testing & Tracking Profit Enhancement

Google Website Optimizer

To use this plugin you must register a [Google Website Optimizer](#) account. It's free.

Enable the Google Website Optimizer support for this page/post.

Control Script

Insert here the **Control Script** provided by the Google Website Optimizer. You must fill this field only if this page/post is your **Original page**.

Tracking Script

```
<!-- Google Website Optimizer Tracking Script -->
<script type='text/javascript'>
var _gaq = _gaq || [];
```

Insert here the **Tracking Script** provided by the Google Website Optimizer. You must fill this field only if this page/post is your **Original page** or a **Variation page**.

Conversion Script

Insert here the **Conversion Script** provided by the Google Website Optimizer. You must fill this field only if this page/post is your **Conversion page**.

Rei Rockstars

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

Step 17

Go back to the website optimizer window and copy the "Conversion Script" Code.

Objective 6 Split Testing & Tracking Profit Enhancement

Conversion Script: Paste the following script immediately after the opening **<head>** tag of your conversion page's source code. ?

```
s.parentNode.insertBefore(ga, s);
})();
</script>
<!-- End of Google Website Optimizer Tracking Script -->
```

Rei Rockstars

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

Step 18

Then go back to your wordpress dashboard and go to "Pages" or "Posts" and click on the page you listed for the "Conversion Page". Scroll down to the Google Website Optimizer Plugin and paste the html code into the "Conversion Script" field. Then click to "Enable" and then click "Update".

Google Website Optimizer

To use this plugin you must register a [Google Website Optimizer](#) account. It's free.

Enable the Google Website Optimizer support for this page/post.

Control Script

Insert here the **Control Script** provided by the Google Website Optimizer. You must fill this field only if this page/post is your **Original page**.

Tracking Script

Insert here the **Tracking Script** provided by the Google Website Optimizer. You must fill this field only if this page/post is your **Original page** or a **Variation page**.

Conversion Script

```
<!-- Google Website Optimizer Tracking Script -->
<script type="text/javascript">
var _gaq = _gaq || [];

```

Insert here the **Conversion Script** provided by the Google Website Optimizer. You must fill this field only if this page/post is your **Conversion page**.

Objective 6 Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Step 19

Go back to the website optimizer page and scroll down to step 4 and click "Validate Pages". Once the new window appears and all pages are validated (see example below), click "Ok" and then "Continue".

4. Publish and validate your pages

After you add your tags, **publish your updated test, variation, and conversion pages on the web**.

We will check your pages to make sure that the scripts are correctly placed.

[Validate pages](#) **Pages not accessible?** Click "Validate pages" anyway. If we can't access something, we'll ask you to manually upload your pages for validation.

[« Back](#) [Continue »](#) [Save progress and finish later](#)

Validating URLs

- ✓ Original page — Installation complete
- ✓ Variation pages (1) — Installation complete
- ✓ Conversion page — Installation complete

Congratulations!
All your pages have been validated and you are ready to continue to preview and launch your experiment.

[OK](#)

Objective 6 Split Testing & Tracking Profit Enhancement

Rei Rockstars

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

Step 20

If your pages are ready for testing, click "Start Experiment".

Objective 6 Split Testing & Tracking Profit Enhancement

Summary

Although we've validated that the URLs exist and checked the JavaScript code on each page, we strongly recommend you preview your pages for any layout or markup issues/errors prior to starting your experiment.
[Preview this experiment now](#)

Once you start your experiment, we will begin displaying your page variations to your site's visitors. Reporting data will be available within a few hours.

« Back **Start Experiment »** [Save progress and finish later](#)



Step 21

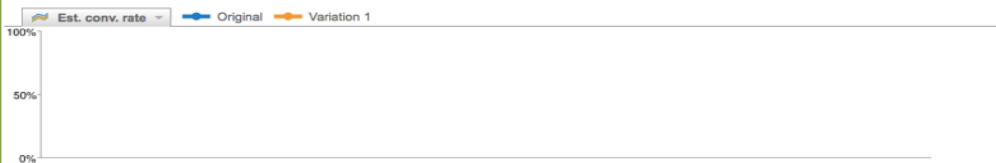
Mark your calendar to check on the split test results once a month. Sometimes you will have a clear winner early on, sometimes you need a larger sample in order to determine the winning form.

Objective 6 Split Testing & Tracking Profit Enhancement

Mortgage Assign Home Page test #1
Running - [Pause](#) | [Stop](#) | [Follow Up](#) | [Copy](#) | [Settings](#) | **Report**

Created: Jan 22, 2012 | Launched: Jan 22, 2012

No data has been collected yet. Please wait a day or so in order to start seeing results.



Variations (2) Download: PDF XML CSV TSV Print

| Variation | Status | Est. conv. rate | Chance to Beat Orig. | Observed Improvement | Conv./Visitors |
|-------------|---------|-----------------|----------------------|----------------------|----------------|
| Original | Enabled | 0% | — | — | 0 / 0 |
| Variation 1 | Enabled | 0% | — | — | 0 / 0 |

Collecting data. No high-confidence winner found yet. [Learn more](#)



Virtual Marketing Blueprint

Lead Generation

Addendum:



Addendum: Split Test Results



Rei Rockstars

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

Addendum: Split Test Results

Split Test Results...The Winner Is...

- You Should Test Everything You Possibly Can!
- You have no idea how much money you are leaving on the table right now. You might be missing out on 80% of your profits because you think you know what your market wants when the truth is, none of us do. You can run surveys, pick up the phone, and network with your market face-to-face and still be proven wrong by a split test.
- These test results are to give you examples only, they are not intended to encourage you to not test things yourself. Every market is different.

Rei Rockstars

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

Addendum: Split Test Results

Split Test Results...The Winner Is...

- The video with copy out-pulled the text only version by an insane 50%.
- In one test, a size 16 font out-pulled a size 24 font by 32%.
- We tested the effects of various background colors on the conversion rates of our capture pages. Navy blue, Sky blue, and light grey. To our surprise navy blue background decreased conversion 70% over the white background! Whereas the light blue increased conversions by 16%.
- We tested a red "buy now" button against a standard blue hyper text link one. The blue text out-pulled the red button by 11%!
- Placing a red headline on all of their testimonials increased their conversions by a whopping 34%
- Some people will swear up and down that fonts with little feet on them like Times New Roman (serif fonts) will always out-pull fonts that don't have feet like Helvetica, Tahoma, or Arial (sans-serif fonts). Well, in a way, they're right, but only offline.

Rei Rockstars

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

Addendum: Split Test Results

Split Test Results...The Winner Is...

- It all comes down to readability. It's easier to read a sans serif font online than it is to read a font like Times New Roman. So that bumps up the number of people reading your ads, which most often leads to more sales.
- They've discovered that changing all body text to Arial 12 point font will show a readability increase of 31%-36%!
- The experts say that the P.S. or post script is the second most read part of your sales letter next to the headline. So it really shouldn't surprise anybody if small changes here would yield massive results.
- Placing a testimonial under their P.S. increased their conversions by 19%!
- Offering customers the option to buy using a payment plan increases conversions 32%. However, only about 17% of the sales chose the payment plan.
- Placing an 800# on your site and taking phone orders will increase your conversions by 30%.

Rei Rockstars

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

Addendum: Split Test Results

Split Test Results...The Winner Is...

- HTML versus plain text emails.... plain text delivered 4% more clicks
- Video lead capture page vs. Lead Capture page... Video 26.2% - original 18.1%
- Auto play video vs. video with buttons... Auto play won 18.1% to 12.5%
- Add to cart button vs Timed button... Timed button won 2.38% to .76%
- Headline vs. Headline with picture... Headline wins 21% to 18.9% (no picture)
- Gray Background vs Blue Background vs White Background
 - Gray 13.3% Blue 12.0% White 11.9%
- “Make Money” headline vs “Free Gift” headline
 - Make money 9.24% Free gift 5.96%
- Headline vs No Headline.... Headline won 37.8% to 32.7%
- Long form sales letter vs Video Sales Letter.... Long form 9% to 6.9%

Rei Rockstars

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

Addendum: Split Test Results

Split Test Results...The Winner Is...

One of our VMB Mottos is....

ALWAYS...

TEST --> TRACK --> TWEAK

Rei Rockstars

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

Virtual Marketing Blueprint

Lead Generation

Objectives:

- Creating a Profitable List Building Bribe
- Creating & Installing Custom Web Forms
- Writing High Powered Auto Responders
- Setting Up Your Email Marketing System
- Simple System To Create Squeeze Pages
- Split Testing & Tracking Profit Enhancement
- Addendum: Split Test Results

Rei Rockstars

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

VMB: Lead Generation Homework



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

- 1) Create an Ethical List Building Bribe
- 2) Create & Install Your Web Form
- 3) Write Your Auto Responders
- 4) Set Up Your Email Marketing System
- 5) Create A Squeeze Page & Install A New Web Form
- 6) Create A 2nd Squeeze Page to Split Test & Track Against Your First Squeeze Page

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 Q & A 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.