Slide 1

WELCOME TO

Virtual Marketing
Blueprint

Rei Rockstars

Slide 2

Virtual Marketing Experts

Dani Lynn   Flip

Rei Rockstars

Slide 3

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 <u>key</u> internet marketing concepts into your business.

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Slide 4

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

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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

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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.

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Introduction to Ethical Bribes

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**

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Step 1 — **Decide what type of ethical bribe you want to offer.**

Ethical List Building Bribes

- **E-Book**
- **Report**
- **Video Training**
- **Articles**
- **Marketing Piece**
- **Webinar Access**
- **VIP List**
- **Free Newsletters**
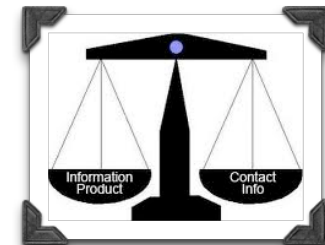
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Create your bribe or outsource the writing or video.

FREE REPORT!

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!

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Create A Marketing Image For Your Bribe.

- **Keynote / Powerpoint**
- **Photoshop**
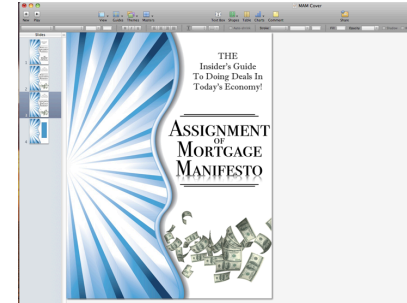
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Resources To Create Your Marketing Cover

2D & 3D Marketing Cover Resources

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

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Resource Ideas to Buy Your 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

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Slide 1

Virtual Marketing Blueprint

Next Video...

Objectives:
1) Creating a Profitable List Building Bribe
2) **Creating & Installing Custom Web Forms**
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Slide 2

Virtual Marketing Blueprint

Lead Generation

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Slide 3

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.

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Slide 4

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.)*
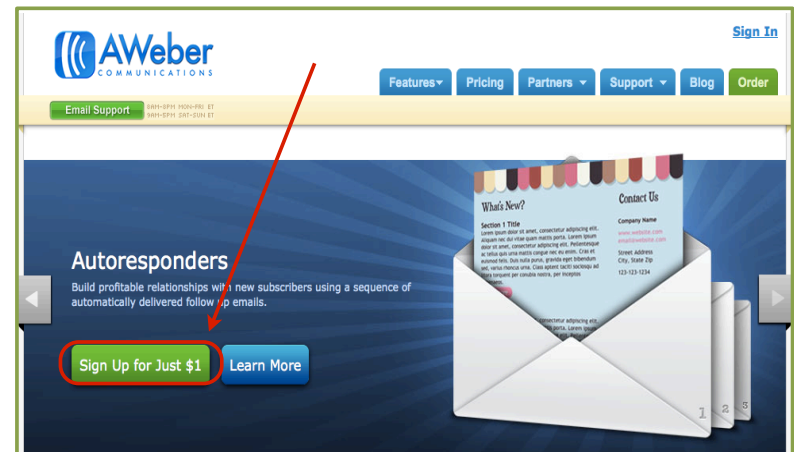
Objective 2 Creating & Installing Custom Web Forms

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Step 2

Select a Pricing Plan & Create Your Account

Objective 2 Creating & Installing Custom Web Forms

Step 3

Once your account has been created, log in.

Objective 2 Creating & Installing Custom Web Forms

Step 4

Next, click on "Create and Manage Lists".

Objective 2 Creating & Installing Custom Web Forms

Step 5

Next, click on "Create a New List".

Objective 2 Creating & Installing Custom Web Forms

Step 6

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

① **Basic Information** The bare essentials for your list.

List Name *
ofhomesellers
1
✓ List name available!

List Description
Owner Finance Home Sellers
2

"From" Name
Dani Lynn
3

Address *
info@ownerfinancehomestore.com
4

* required

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.

Contact Address *
3720 Gattis School Rd., Suite 800-196, Round Rock, TX 78664, USA edit

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

Enter your name and email below
Name   Email   ADD
5

Save Settings
6

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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".

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

Company Name
FDR & Associates
1

Website URL
http://www.fdr-associates.com
2

Email Signature
Dani Lynn
FDR & Associates
3

FDR & Associates

UPLOAD YOUR LOGO
4

Save Settings
5

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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".

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

ON OFF
1

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
http://www.fdr-associates.com/thankyou

☐ Pass subscriber info for personalizing this page. (Not recommended for WordPress users)
2

Save Settings
3

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Step 9

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

AWeber with profollow.com

My Account | My Apps | Help | Logout

Home My Lists▾ Messages▾ Subscribers▾ Web Forms Reports▾

Current List: ofhomesellers ▾ (Create and Manage Lists)
1

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
2

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.
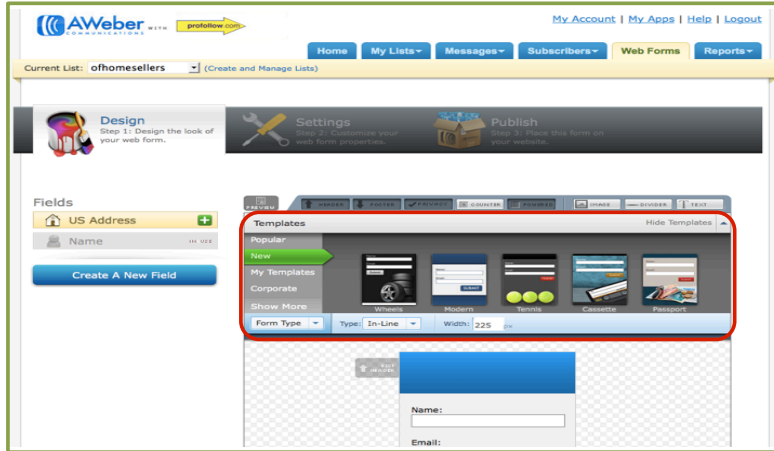
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Browse & Choose Your Web Form Template.

Once You've Chosen a Template, Click "Load Template".
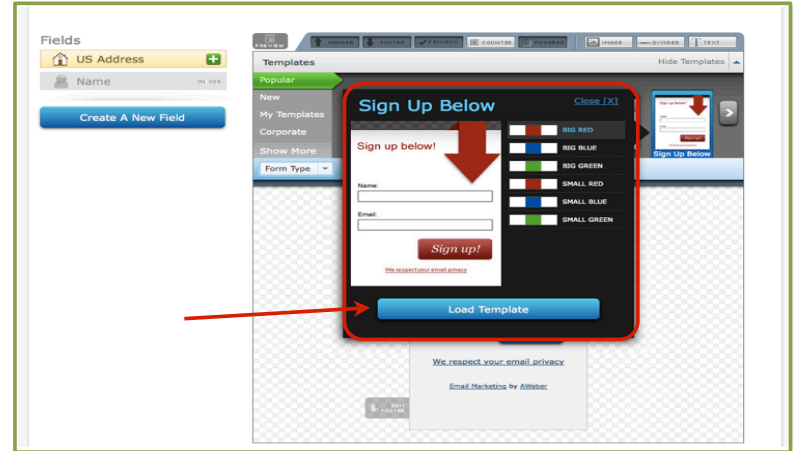
Hover over sections of the web form with your curser to edit or delete.
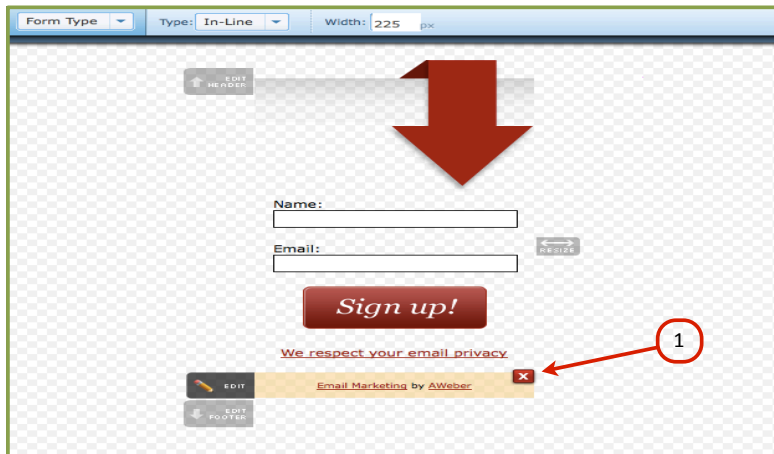
Click in the top area of the web form to open a window where you can type in your Headline Bribe Offer and then click "Save".
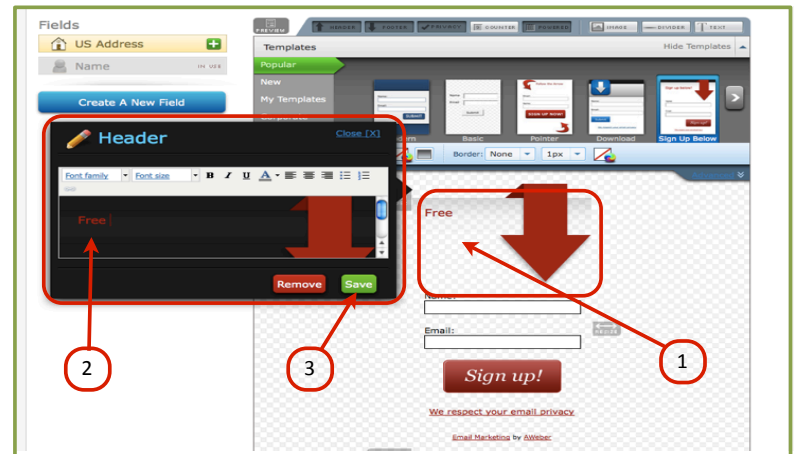
Explore the form to edit what you wish, such as expanding your form (1) or creating more fields besides name and email (2). When finished, click "Save Web Form" and then "Go To Step 2".

Create A New Field

2

Free Report: #1
Secret To Selling
Your House Fast
and For Top Dollar

Name:

Email:

Sign up!

We respect your email privacy

1   4

3   Save Web Form   Go To Step 2

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

PREVIEW   HEADER   FOOTER   PRIVACY   COUNTER   POWERED   IMAGE   DIVIDER   TEXT

Templates   Show Templates

Form Type   Type: In-Line   Width: 233   px

Header
Body
Labels
Inputs   1
Links
Submit Button

Free Report:
#1 Secret To
Selling Your
House Fast
and For Top
Dollar

2

Then click on "Advanced".

PREVIEW   HEADER   FOOTER   PRIVACY   COUNTER   POWERED   IMAGE   DIVIDER   TEXT

Templates   Show Templates

Submit Button   Verdana   14px   Color: Position:

Advanced

EDIT HEADER

Free Report:
#1 Secret To
Selling Your
House Fast
and For Top
Dollar
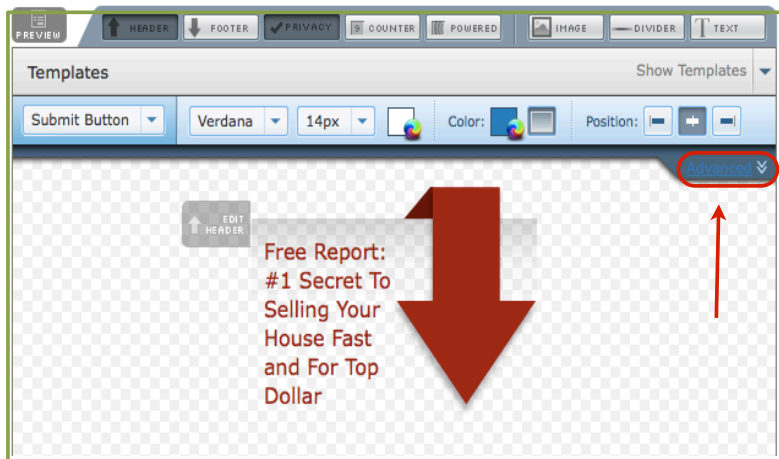
Change the url for the button you want to use.
(You can load the button you want into your media files in wordpress and use that url to copy/paste here.)
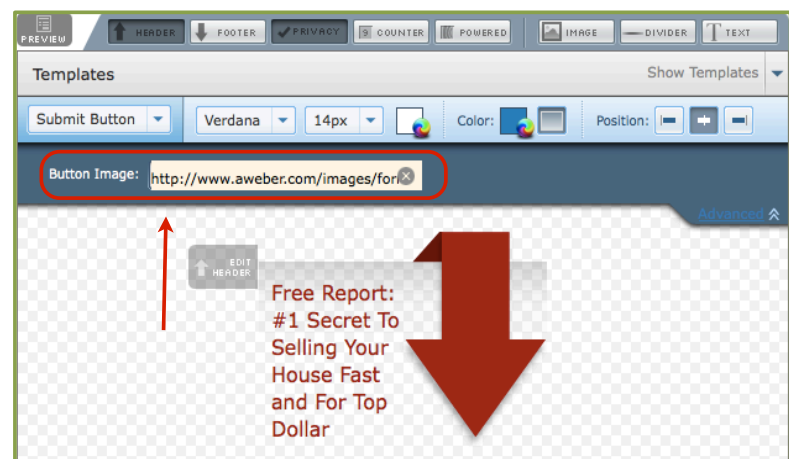
PREVIEW   HEADER   FOOTER   PRIVACY   COUNTER   POWERED   IMAGE   DIVIDER   TEXT

Templates   Show Templates

Submit Button   Verdana   14px   Color: Position:

Button Image: http://www.aweber.com/images/for

Advanced

EDIT HEADER

Free Report:
#1 Secret To
Selling Your
House Fast
and For Top
Dollar

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".

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)

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".

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.

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".

What Is MAPS?

Permalink: http://mortgageassign.com/ [View Page]

Upload/Insert

b i link b-quote del ins img ul ol li code more lookup close tags

fullscreen

```
        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>

<!-- /AWeber Web Form Generator 3.0 -->|
```

Word count: 692   Last edited by Dani Lynn Robison on January 22, 2012 at 9:45 pm

Publish

[Preview Changes]

Status: **Published** Edit

Visibility: **Public** Edit

Published on: **Nov 11, 2011 @ 14:27** Edit

Move to Trash   [Update]

Page Attributes

Parent

(no parent) ▾

Template

Theme default ▾

Order

1

Need help? Use the Help tab in the upper right of your screen.

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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:

Submit

We respect your email privacy

Share the knowledge!

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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.

Weekly Subscriber Growth - upgradereality

Real results.

350% INCREASE!

Started using PopUp Domination

Weekly New Subscribers - moneydummy

200% INSTANT INCREASE!

Started using PopUp Domination

Weekly New Subscribers - villages-1

Started using PopUp Domination

Weekly Subscriber Growth - imhighway-ebook

1050% INCREASE!

Started using PopUp Domination

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Virtual Marketing Blueprint

Next Video...

Objectives:
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Virtual Marketing Blueprint

Lead Generation

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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.

Introduction to 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.

Introduction to 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).

Slide 1

Introduction to Auto Responders

Auto Responder Message Types

Top Five Email Marketing Myths

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

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Slide 2

Introduction to 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

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Slide 3

Step 1

Begin brainstorming & generating ideas for your content.

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?

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Slide 4

Step 2

Write Your Subject Line

EMAIL Subject Lines

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

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Step 3

Start Your Email

- 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

It was a dark and stormy night.

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Step 4

Address the solution...part of it.

- 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.)

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Step 5

Make the pitch

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".

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Step 6

Call To Action

- 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).

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Slide 1

Virtual Marketing Blueprint

Next Video...

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Slide 2

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Slide 3

Introduction to Email Marketing

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.

Objective 4 Setting Up Your Email Marketing System

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Slide 4

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

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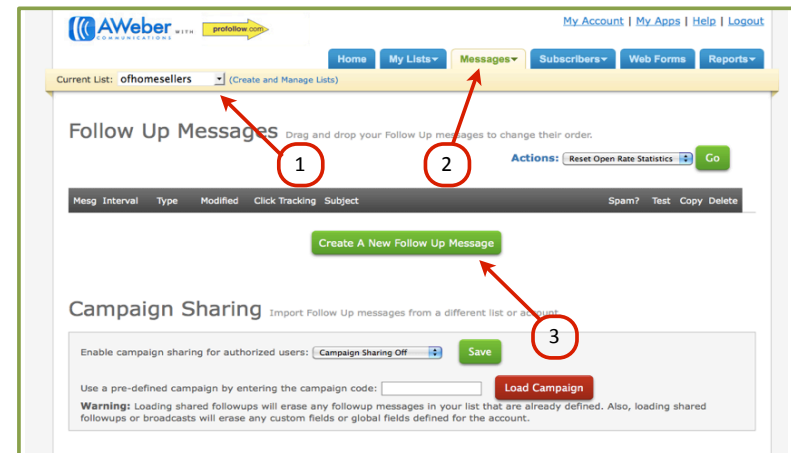
Step 2

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

Step 3

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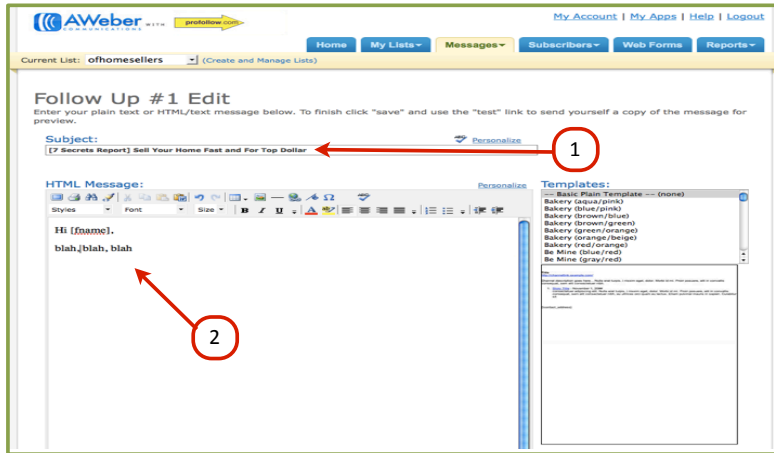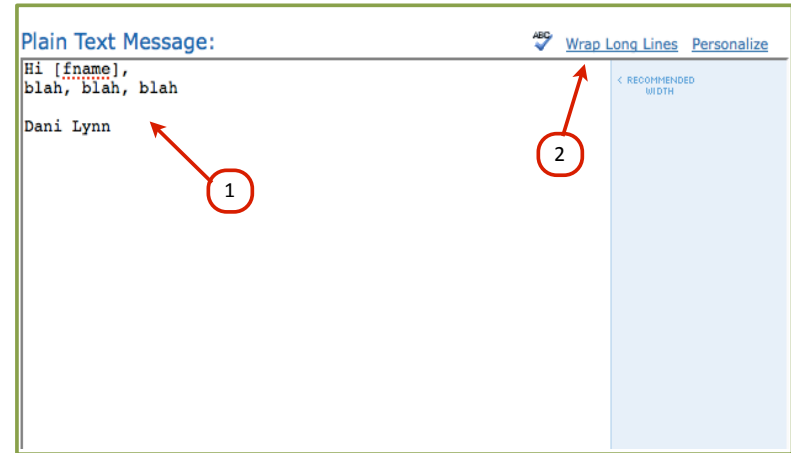and then click on "Wrap Long Lines".

Plain Text Message:

Hi [fname],
blah, blah, blah

Dani Lynn

Wrap Long Lines   Personalize

Objective 4 Setting Up Your Email Marketing System

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.
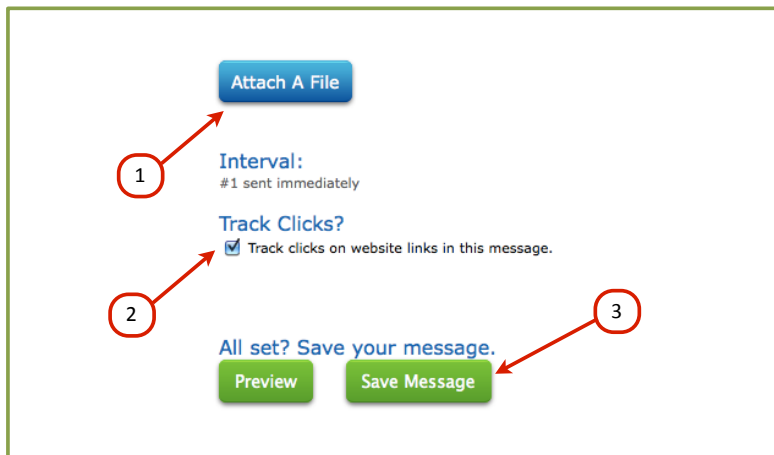
Attach A File

Interval:
#1 sent immediately

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

All set? Save your message.
Preview   Save Message

Objective 4 Setting Up Your Email Marketing System

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.
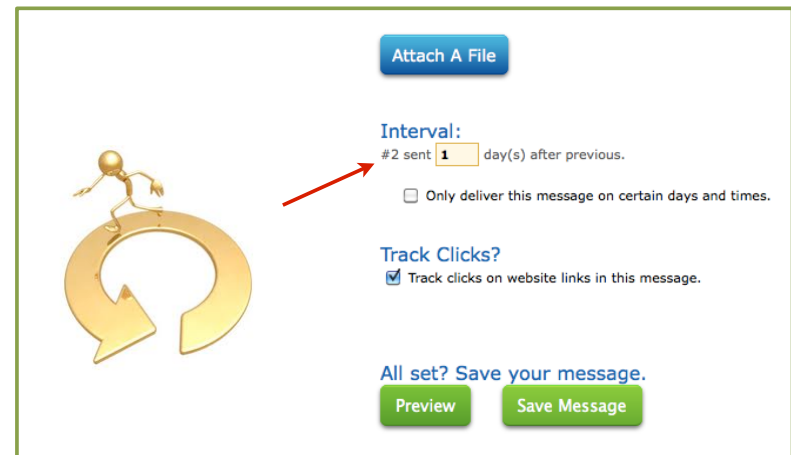
Attach A File

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

Objective 4 Setting Up Your Email Marketing System

Slide 1

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.

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Slide 2

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Slide 4

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.

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Introduction to 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.)

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Introduction to 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.

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Introduction to 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.

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Introduction to 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

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Slide 1

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..

Slide 2

Slide 3

Slide 4

Introduction to 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)

Objective 5 Simple System To Create Squeeze Pages

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Step 1

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

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!

Objective 5 Simple System To Create Squeeze Pages

Rei Rockstars

Virtual Marketing Blueprint

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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

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

Slide 1

Introduction to Split Testing

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

Slide 2

Introduction to Split Testing

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

Slide 3

Introduction to Split Testing

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

Slide 4

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".

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
OF Seller Web Form	inline	191	3	1.6%	19	15.8%	Preview	Publish	COPY	RESET	X
OF Seller Web Form Version 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

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

Create A New Split Test

Rei Rockstars

Slide 1 (top left)

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".

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 — **1**

OF Seller Web Form:
50 % — **2**

OF Seller Web Form Version 2:
50 %

Save Split Test — **3**

Objective 6 Split Testing & Tracking Profit Enhancement

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Slide 2 (top right)

Step 3

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

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							

1

Note: Statistics are delayed 10 minutes.

Create A New Split Test

Publish Your Split Test   Close [X]

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>`

2

Objective 6 Split Testing & Tracking Profit Enhancement

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Slide 3 (bottom left)

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".

1 2 4 3 5

Objective 6 Split Testing & Tracking Profit Enhancement

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Slide 4 (bottom right)

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

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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"

My products - Edit

AdSense	AdWords	Analytics - Settings
Calendar - Settings	Code	Docs - Settings
Google Affiliate Network	Google Places	Groups - Manage subscriptions
iGoogle - Settings Add content	Picasa Web Albums - Settings	Sites
Talk	Voice	Web History
Webmaster Tools	**Website Optimizer**	YouTube

1

Google Website Optimizer

Experiments | My Account

Website Optimizer: Experiment List

+ Create another experiment

2

Step 7

Choose what type of experiment you want to create.

Google Website Optimizer   danilyn

Experiments | My Account

Website Optimizer > New experiment

What type of experiment would you like to create?

Not sure which type of experiment is right for you? Learn more about Website Optimizer experiments

1 **A/B Experiment - The simplest way to start testing fast**

This method compares the performance of **entirely different versions of a page**. Use it if the points below describe your desired experiment.

- You are able to publish a new page to test against an existing page
- You want to test a new layout or overall look of a page

Multivariate Experiment - The most robust way to test lots of ideas

This method compares the performance of **content variations in multiple locations on a page**. Use it if the points below describe your desired experiment.

- Your page receives more than ~1,000 views a week
- You want to try multiple content changes in different parts of the page simultaneously

---

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".

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. 1

« Back | Create » 2

Step 9

Name Your Experiment.

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

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".

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

1

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

2

Continue » **3**

Step 11

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

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.

1

« Back   Continue »   Save progress and finish later

2

Step 12

Copy the code in the "Control and Tracking Script" field.

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 page's 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){
```

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".

🔌 **Install Plugins**   Screen Options ▾ Help ▾

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

Term ▾ | google website optimizer | Search Plugins   100 items « ‹ 1 of 4 › »

1

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   **2**

🔌 **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   **3**

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.

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 -->
```

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".

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.

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

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 -->
```

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**.

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

1   **3**

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]   **2**

Step 20

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

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 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.

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.

Est. conv. rate ▾   ● Original   ● Variation 1

100%
50%
0%

Variations (2)   Download: 📄 PDF 📄 XML 📄 CSV 📄 TSV | 🖨 Print

Disable   All Combinations (2) ▾   Key: ■ Winner ■ Inconclusive ■ Loser ?

☐ Variation	Status ?	Est. conv. rate ?	Chance to Beat Orig. ?	Observed Improvement ?	Conv./Visitors ?
Original	Enabled		—	—	0 / 0

⊕ Collecting data. No high-confidence winner found yet. Learn more

| ☐ Variation 1 | Enabled | | — | — | 0 / 0 |

Show rows: 15 |◀ ◀ 1 to 1 of 1 ▶ ▶|

Go to Experiment List »

Virtual Marketing Blueprint

Lead Generation

Addendum:

Addendum: Split Test Results

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.

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.

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 then 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%.

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%

Addendum: Split Test Results

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

One of our VMB Mottos is....

ALWAYS...

TEST --> TRACK --> TWEAK

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

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