Welcome To

Virtual Marketing

Blueprint

Rei Rockstars

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Virtual Marketing Experts

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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.

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Virtual Marketing Blueprint

Content Creation

Objectives:

1) Introduction To Article Writing
2) Organizing & Posting Content
3) Adding Influential Content Components
4) Incorporating A Blog Into Your Website
5) "Hands Off" Article Writing Resources

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Virtual Marketing Blueprint

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Objectives:

1) **Introduction To Article Writing**
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Introduction To Article Writing

Article Writing

What Is It?

It's the process of writing articles.

Why Is It Important?

It's the major component of your content online.

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Introduction To Article Writing

Key Components To Article Writing

1) **Conversion**
2) **SEO**

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

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

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Introduction To Article Writing

Key Components To Article Writing

1) Google's Panda Update does not like "thin" articles which means low on content.

2) General rule of thumb: 300 - 400 words +

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

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Virtual Marketing Blueprint

Next Video...

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Introduction to Content Posting

Content Organization & Posting

What Is It?

Organizing & Posting Your Content In a Way For Users To Navigate Your Site (SEO: Also Makes It Easy For Google Bots To Index Your Site).

Why Is It Important?

Users & Google Bots are lazy. The easier you make it for them to crawl/navigate your website, the more pages you'll get viewed and indexed on search engines.

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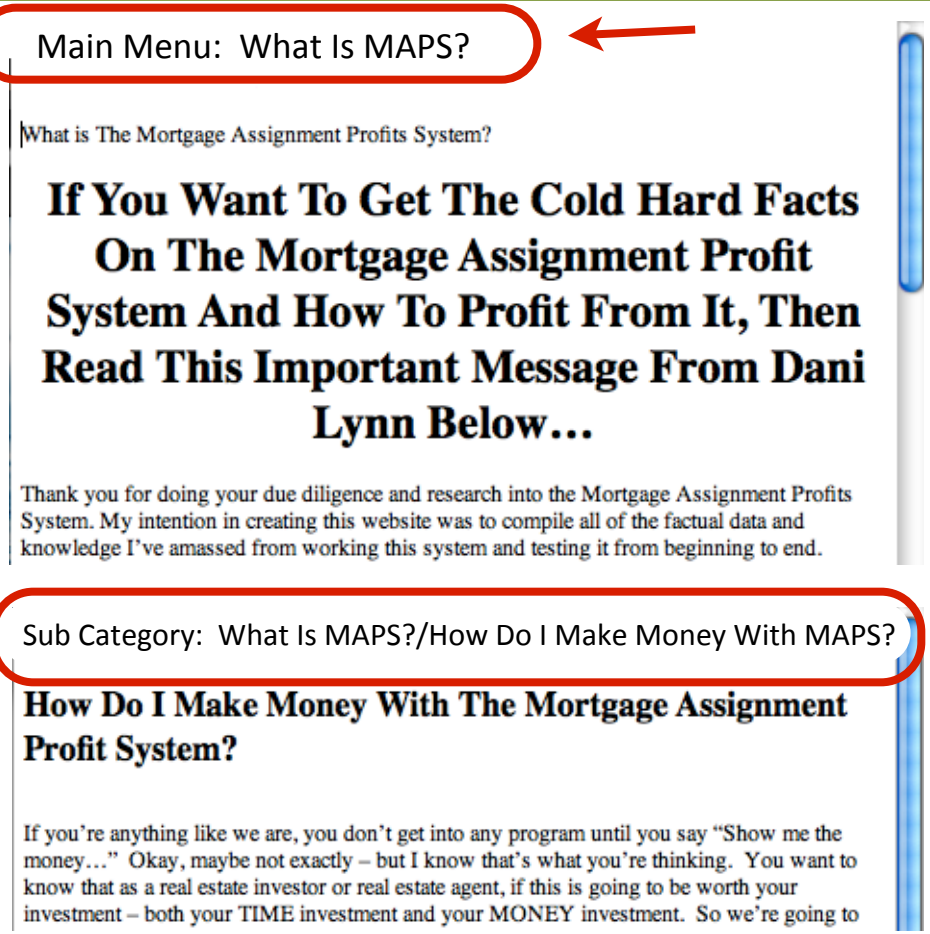
Step 1

Organize all of your written articles according to the menu item the article corresponds with.

Main Menu: What Is MAPS?



What is The Mortgage Assignment Profits System?

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below…

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

Sub Category: What Is MAPS?/How Do I Make Money With MAPS?

How Do I Make Money With The Mortgage Assignment Profit System?

If you're anything like we are, you don't get into any program until you say "Show me the money…" Okay, maybe not exactly – but I know that's what you're thinking. You want to know that as a real estate investor or real estate agent, if this is going to be worth your investment – both your TIME investment and your MONEY investment. So we're going to

Objective 2 Organizing & Posting Content

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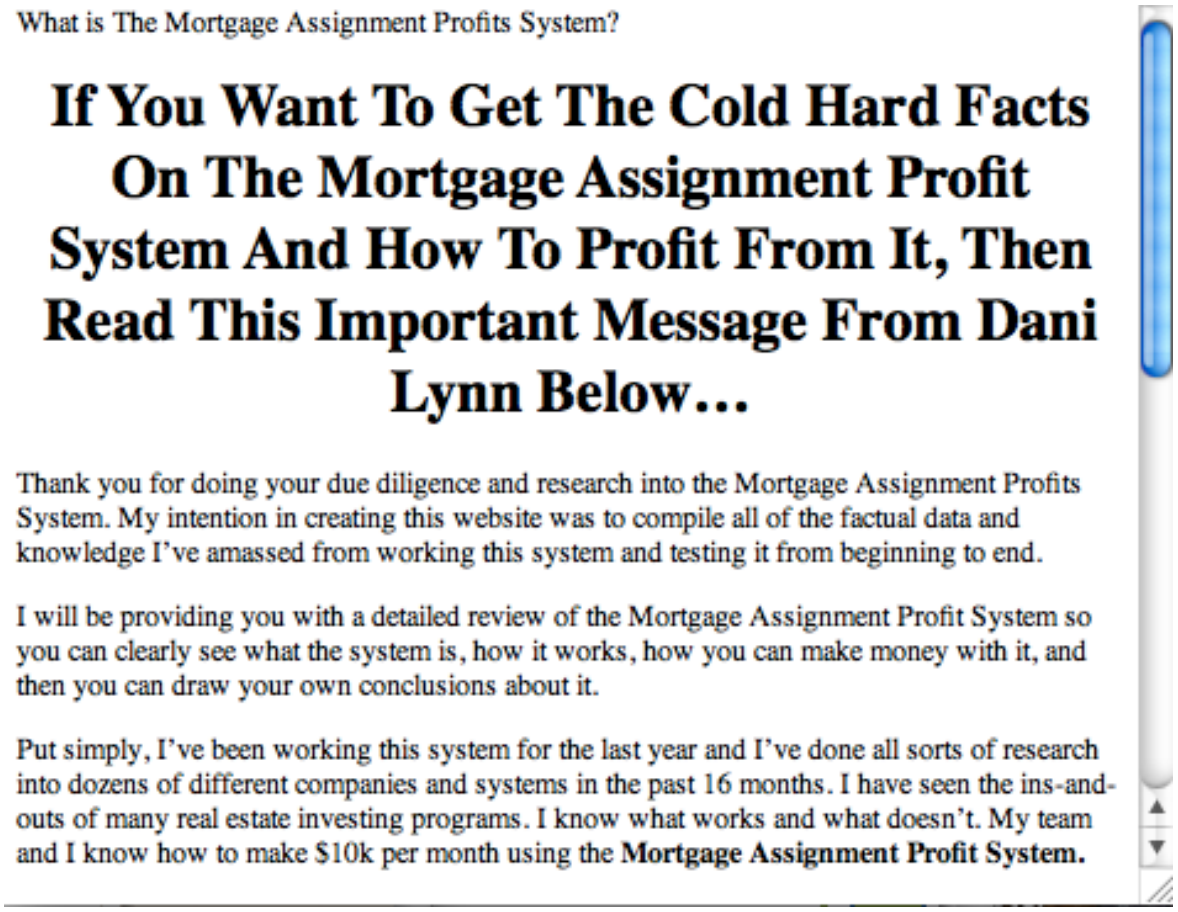
Step 2

Find one of your main menu articles and copy it. (CTRL-C or Apple-C is the keyboard shortcut)



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

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

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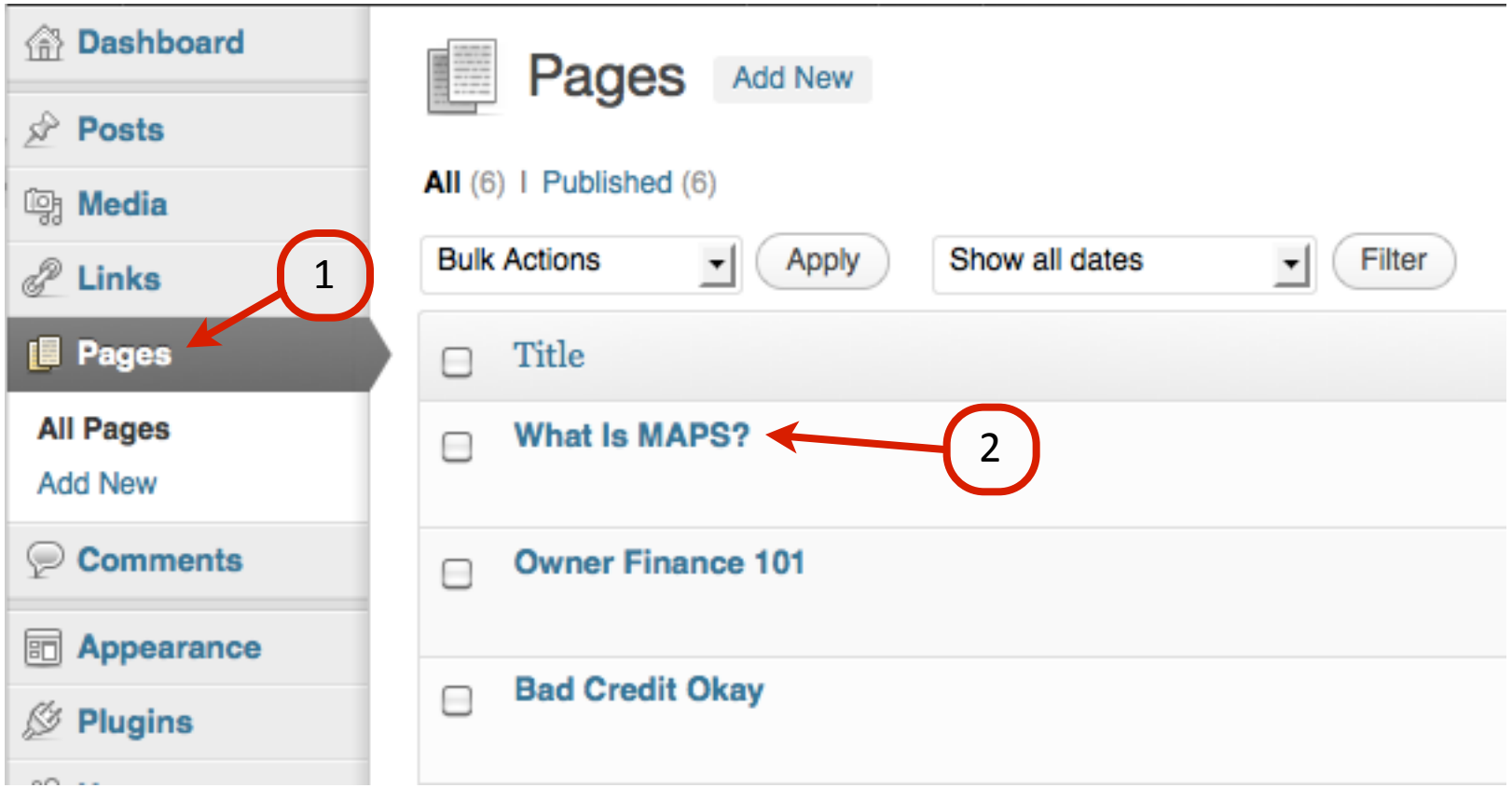
Step 3

Log In To Your Website and under the left dashboard, click on "Pages". Then click on the page you've already created for that article.



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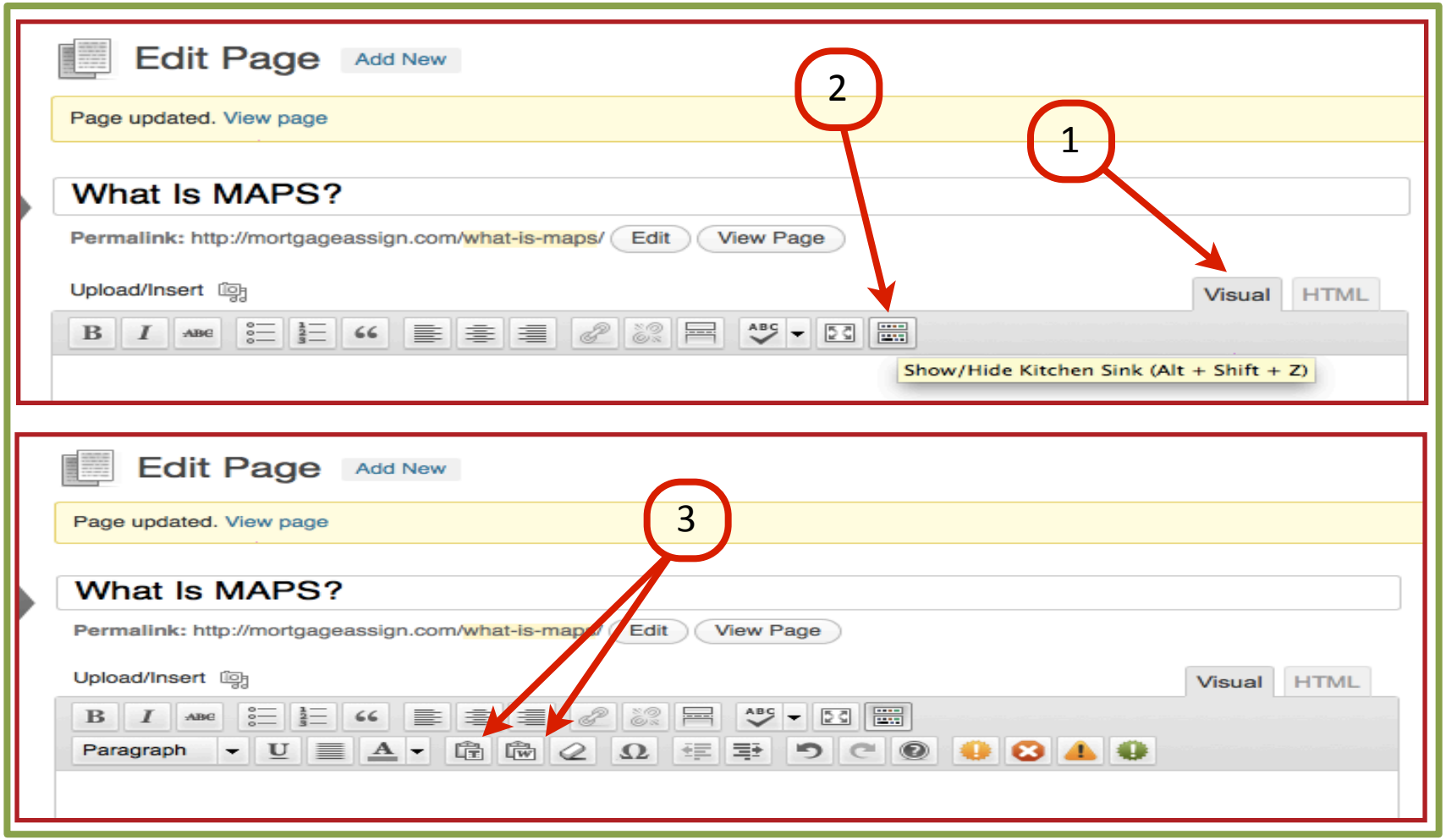
Step 4

1) Click on "Visual" Tab. 2) Click on "Kitchen Sink" icon.
3) Click on "Text" or "Word" icon.
(This depends on where you created your article)



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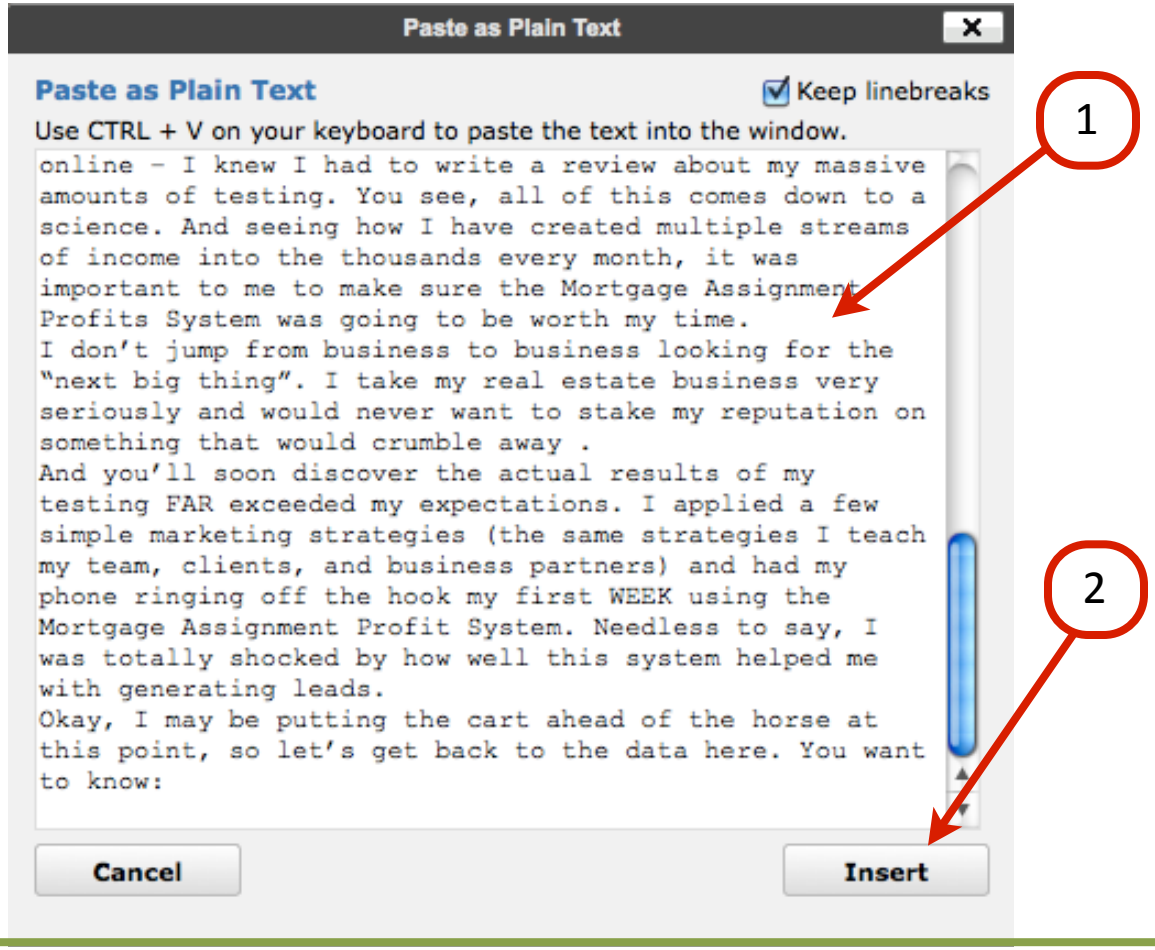
Step 5

Paste article into text area and then click on “Insert”.



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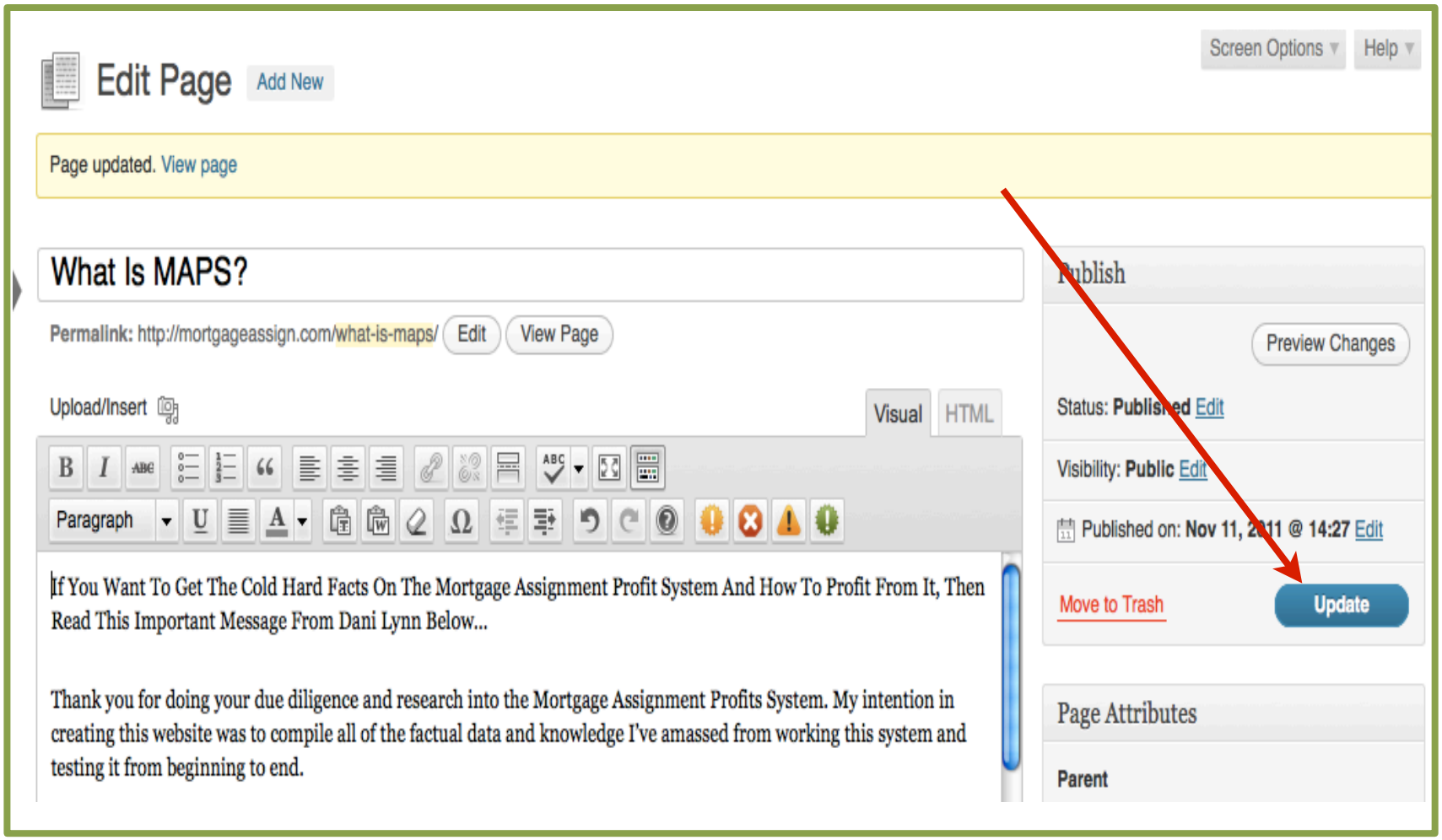
Step 6

Click on "Update"



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Step 7

Repeat Steps 2 - 6 For All Menu Items You Wrote Articles For.

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Step 8

Sub-Category articles: First, copy the article. (CTRL-C or Apple-C is the keyboard shortcut)

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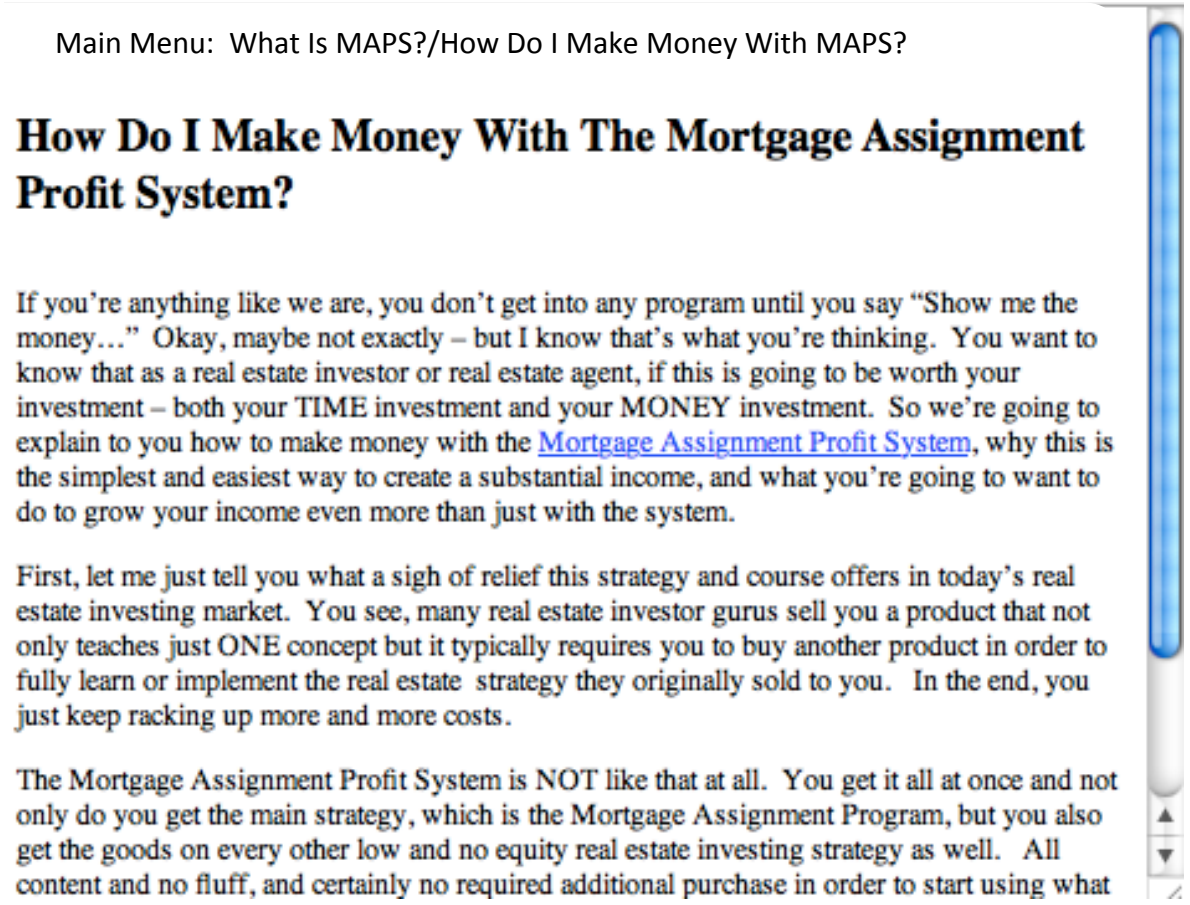

Main Menu: What Is MAPS?/How Do I Make Money With MAPS?

How Do I Make Money With The Mortgage Assignment Profit System?

If you're anything like we are, you don't get into any program until you say "Show me the money…" Okay, maybe not exactly – but I know that's what you're thinking. You want to know that as a real estate investor or real estate agent, if this is going to be worth your investment – both your TIME investment and your MONEY investment. So we're going to explain to you how to make money with the Mortgage Assignment Profit System, why this is the simplest and easiest way to create a substantial income, and what you're going to want to do to grow your income even more than just with the system.

First, let me just tell you what a sigh of relief this strategy and course offers in today's real estate investing market. You see, many real estate investor gurus sell you a product that not only teaches just ONE concept but it typically requires you to buy another product in order to fully learn or implement the real estate strategy they originally sold to you. In the end, you just keep racking up more and more costs.

The Mortgage Assignment Profit System is NOT like that at all. You get it all at once and not only do you get the main strategy, which is the Mortgage Assignment Program, but you also get the goods on every other low and no equity real estate investing strategy as well. All content and no fluff, and certainly no required additional purchase in order to start using what

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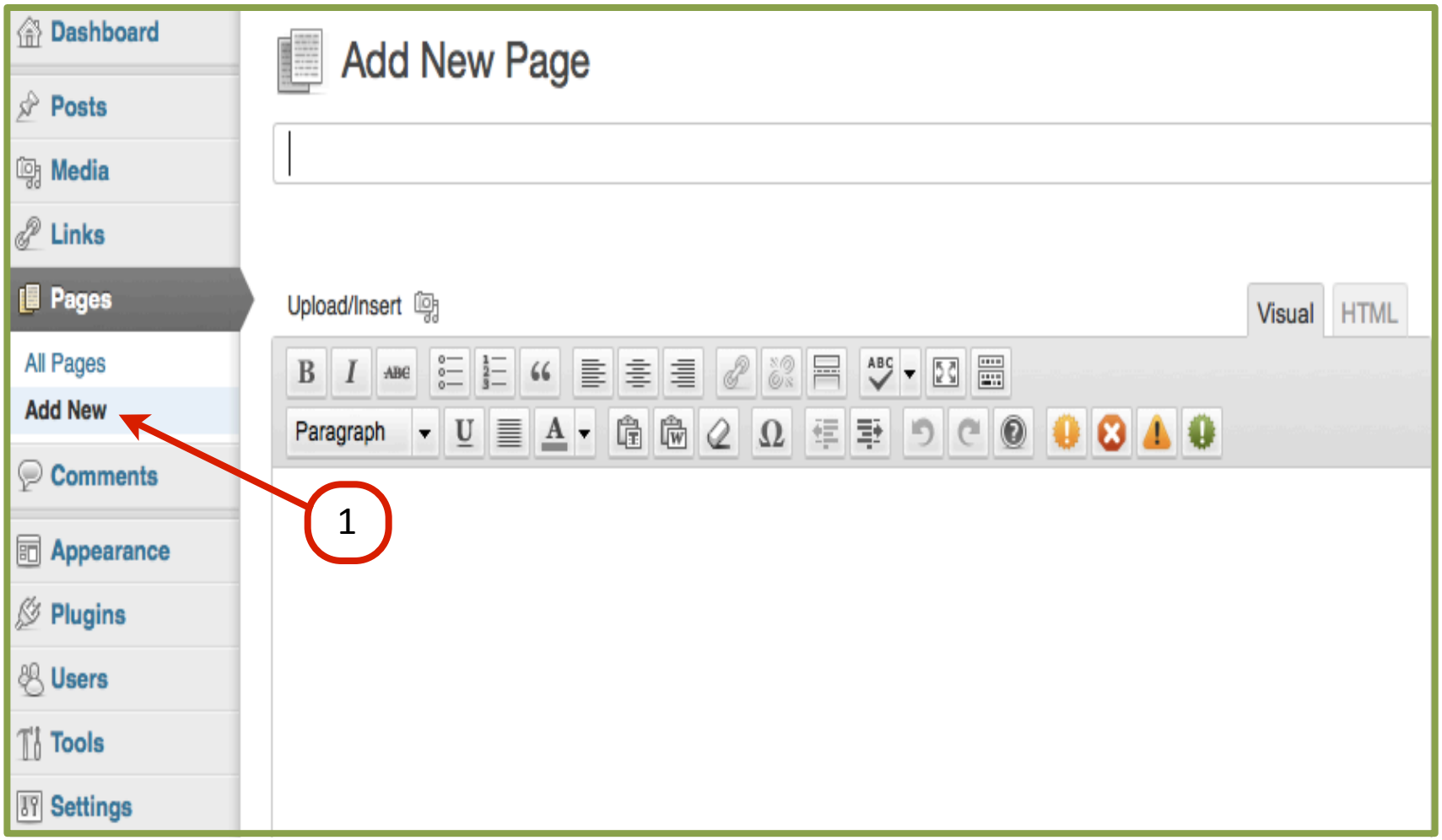
Step 9

Click on “Add New” Under The Left Dashboard Menu Pages Tab.



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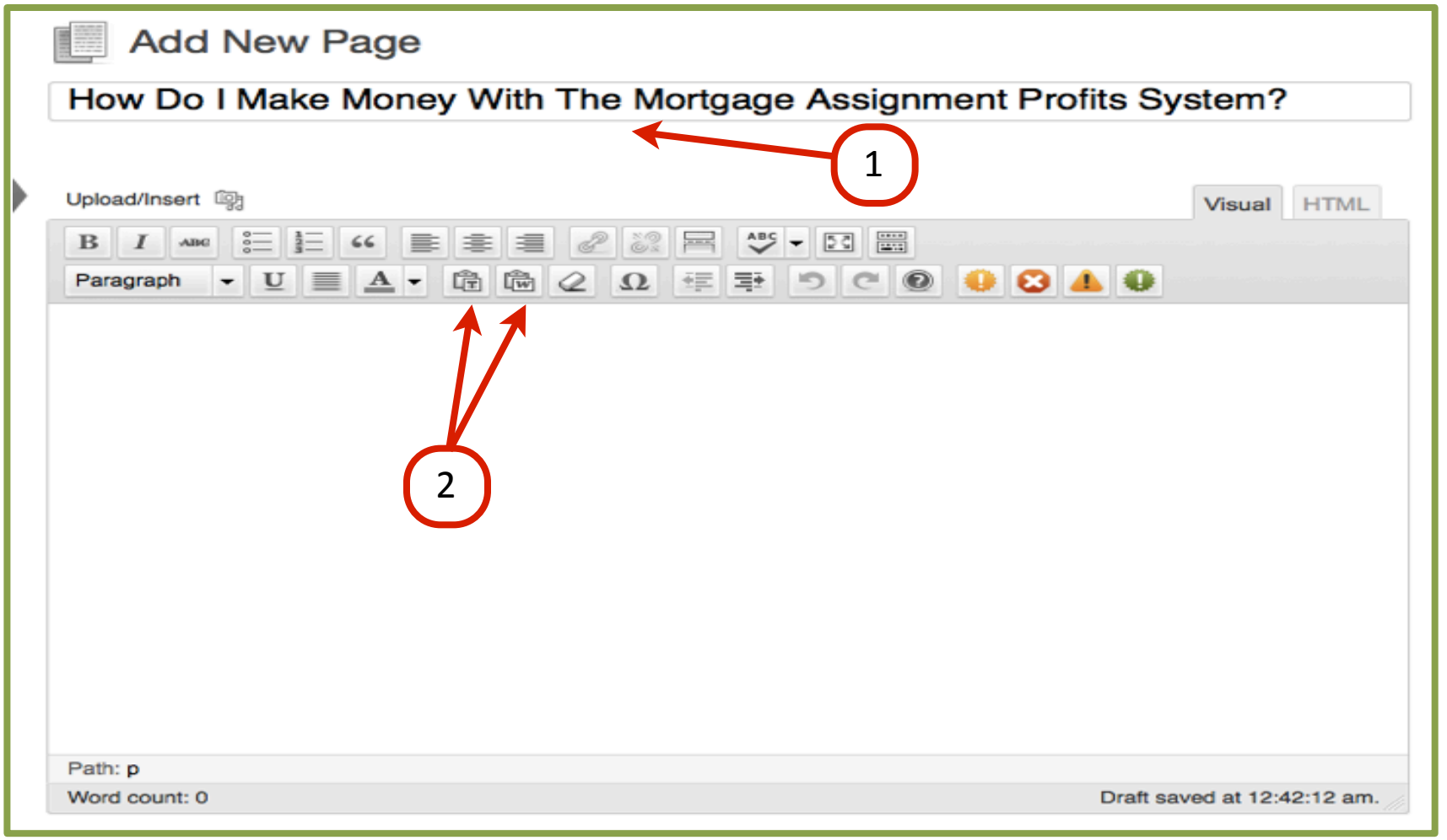
Step 10

Type in Article Title and Then Click on "Text" or "Word" icon.



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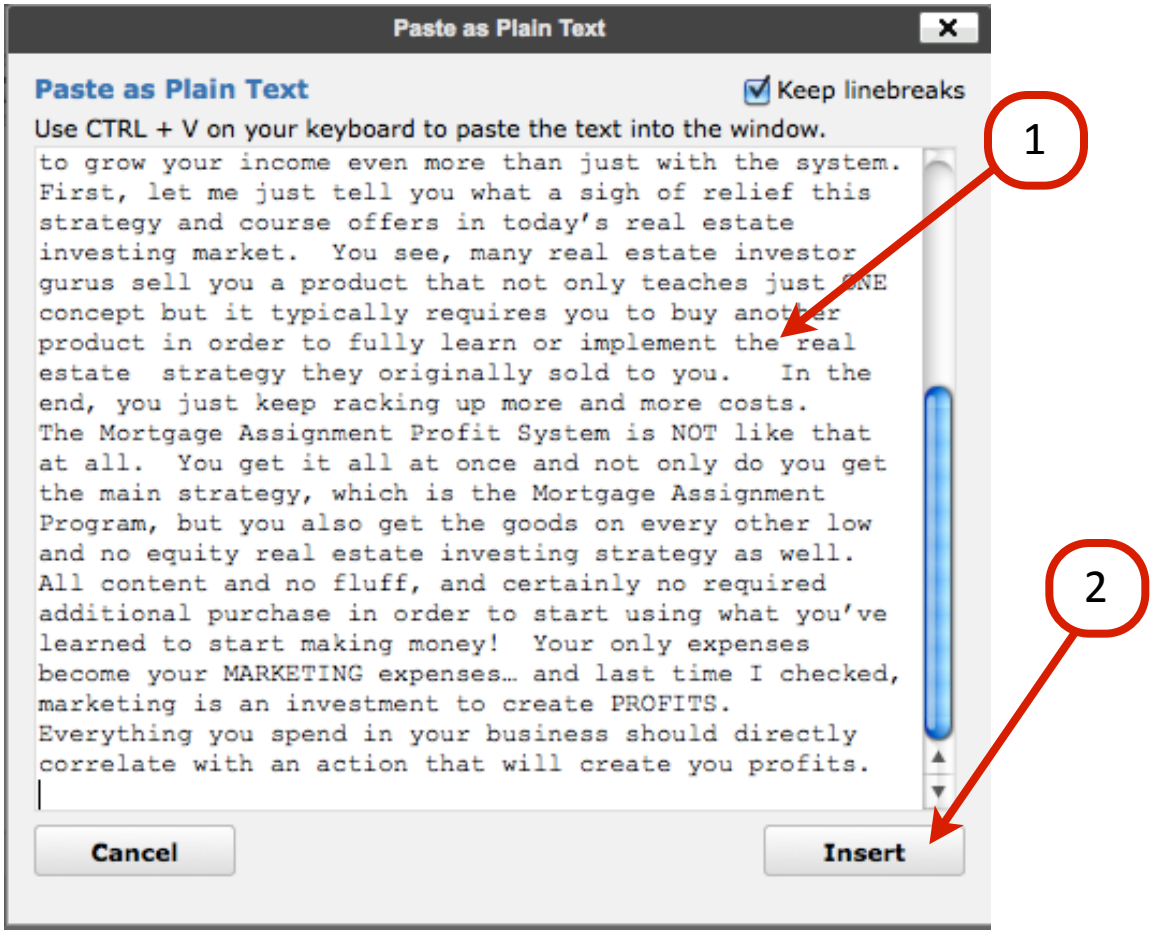
Step 11

Copy & Paste Article Content and Then Click “Insert”.



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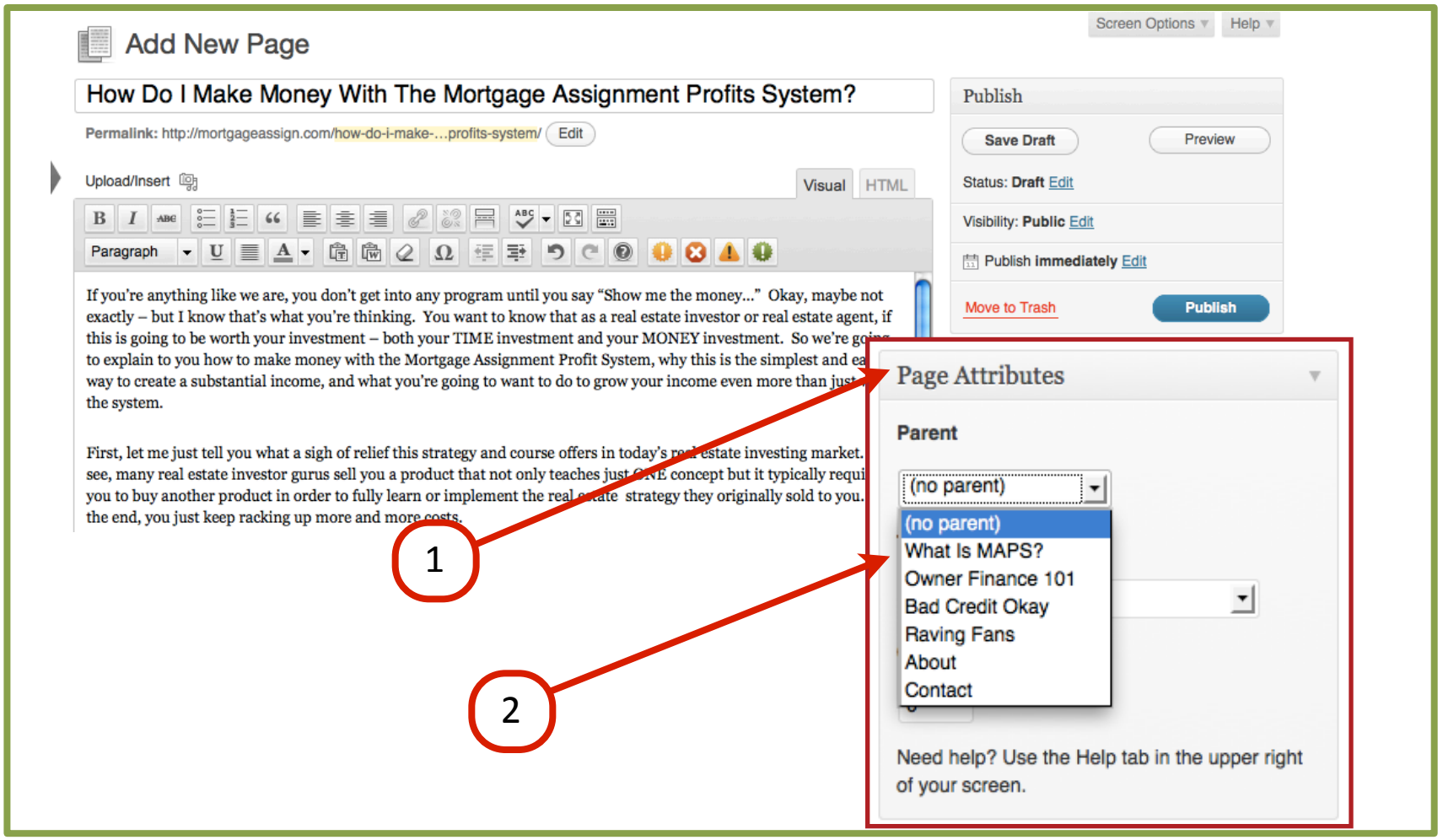
Step 12

Under Page Attributes, Click On "Parent" Drop Down Menu. Choose Correct 2nd Tier Page.



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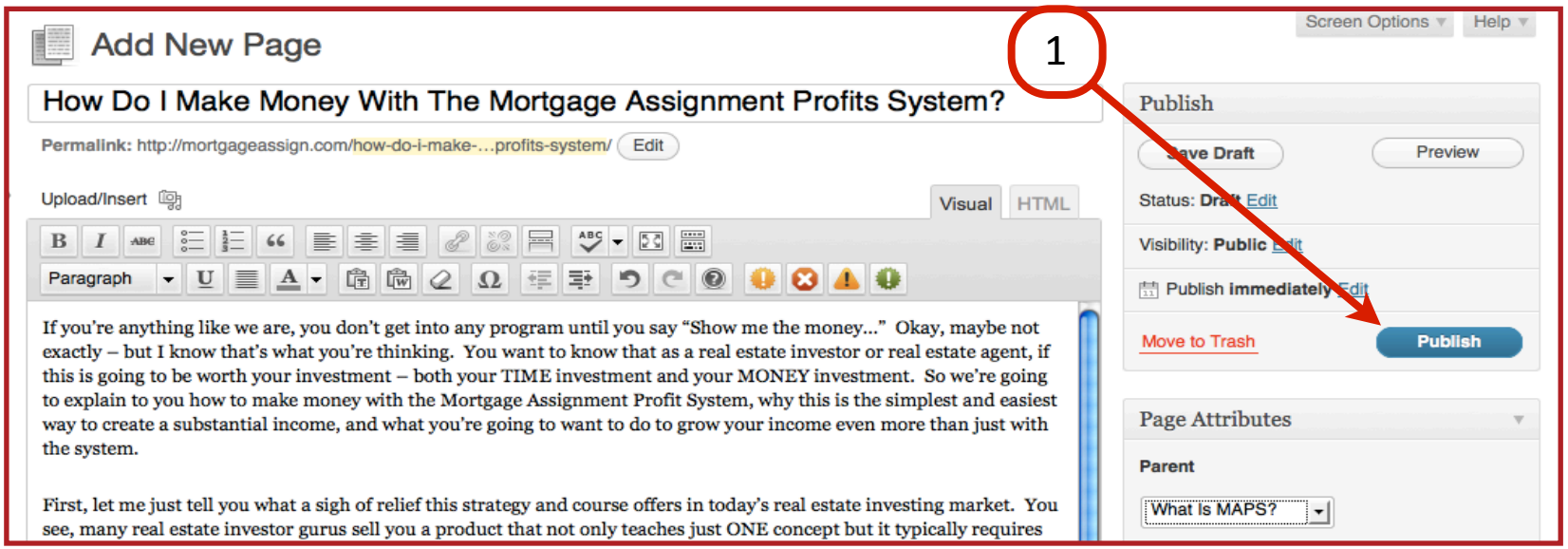
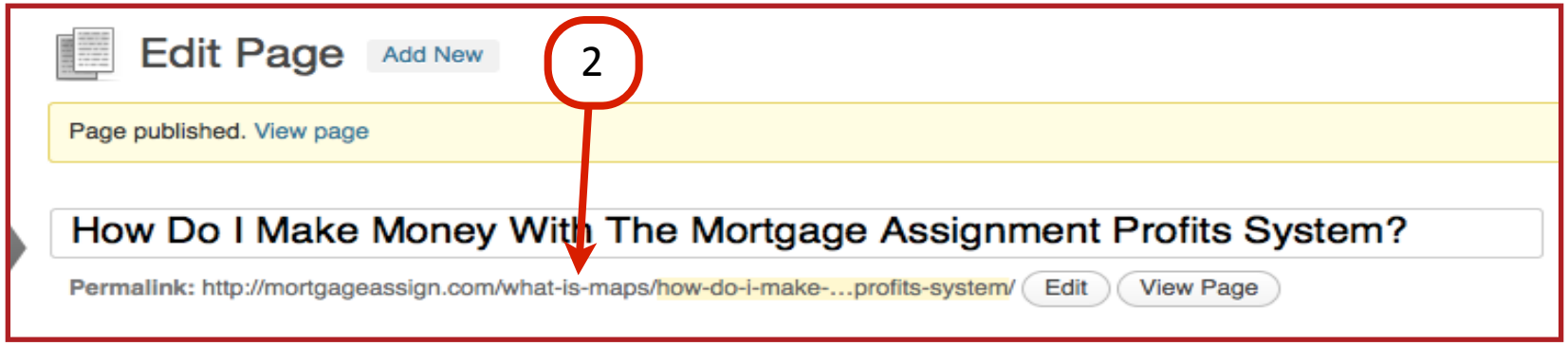
Step 13

Click "Publish".

Note: Once published you'll see your permalink change to include parent category.





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Step 14

Repeat Steps 8 - 13 For All Sub-Category Articles.

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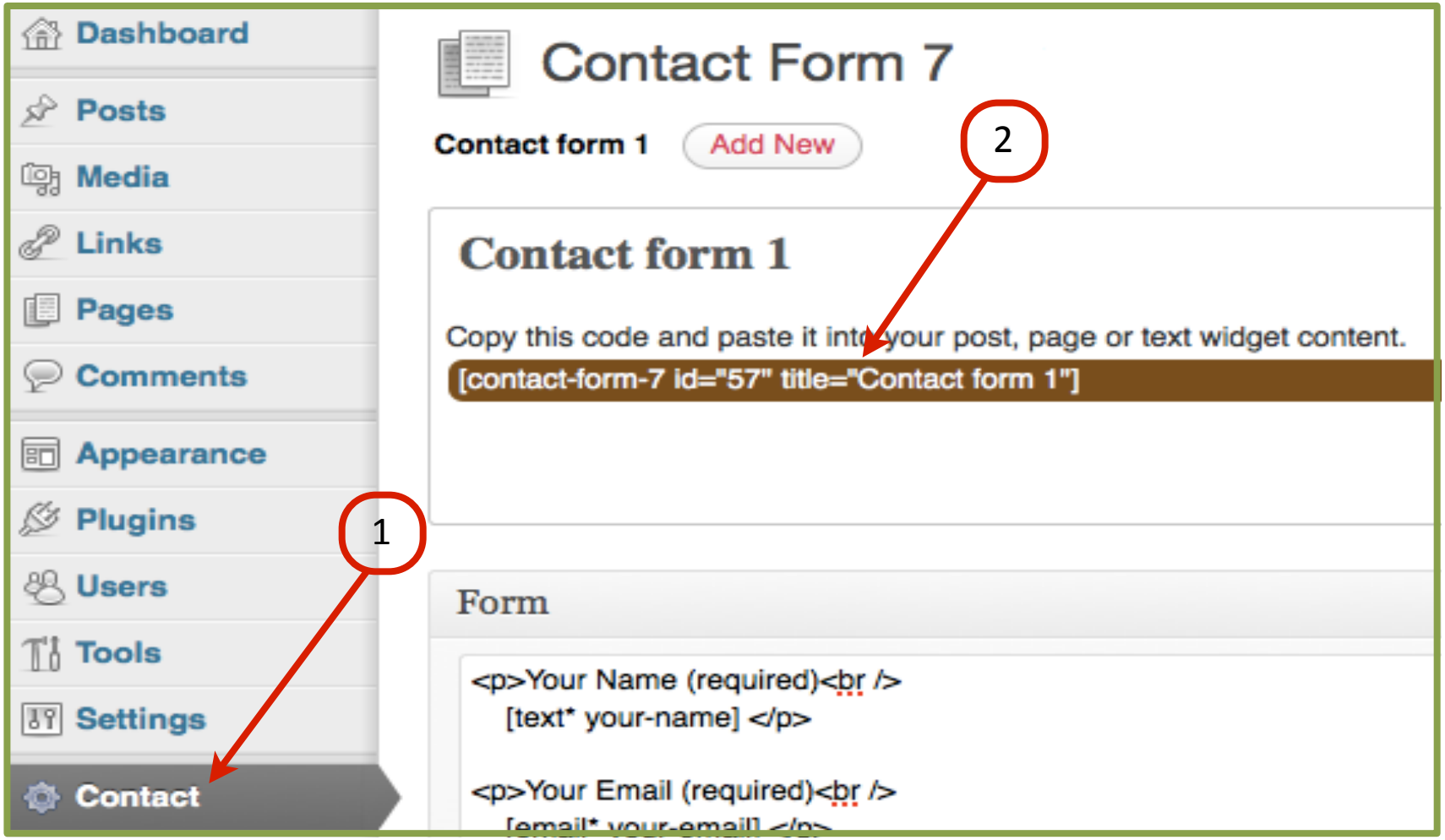
Step 15

Click On "Contact" On The Left Dashboard Menu and Copy the Code at the top of the page.



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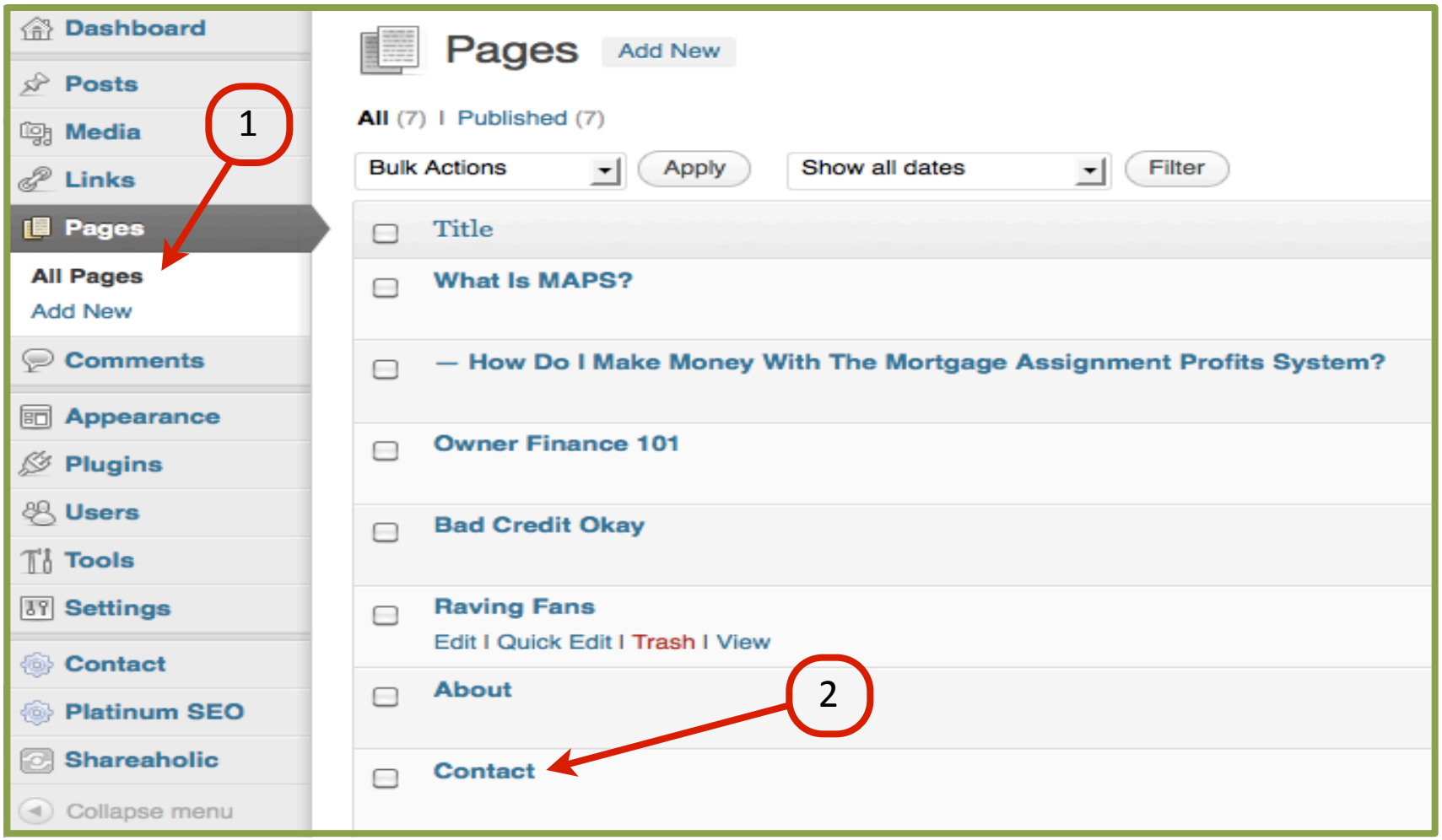
Step 16

Click On "All Pages" under the Page Tab on the Left Dashboard Menu. Then Click On the Appropriate Page For Your Contact Form.



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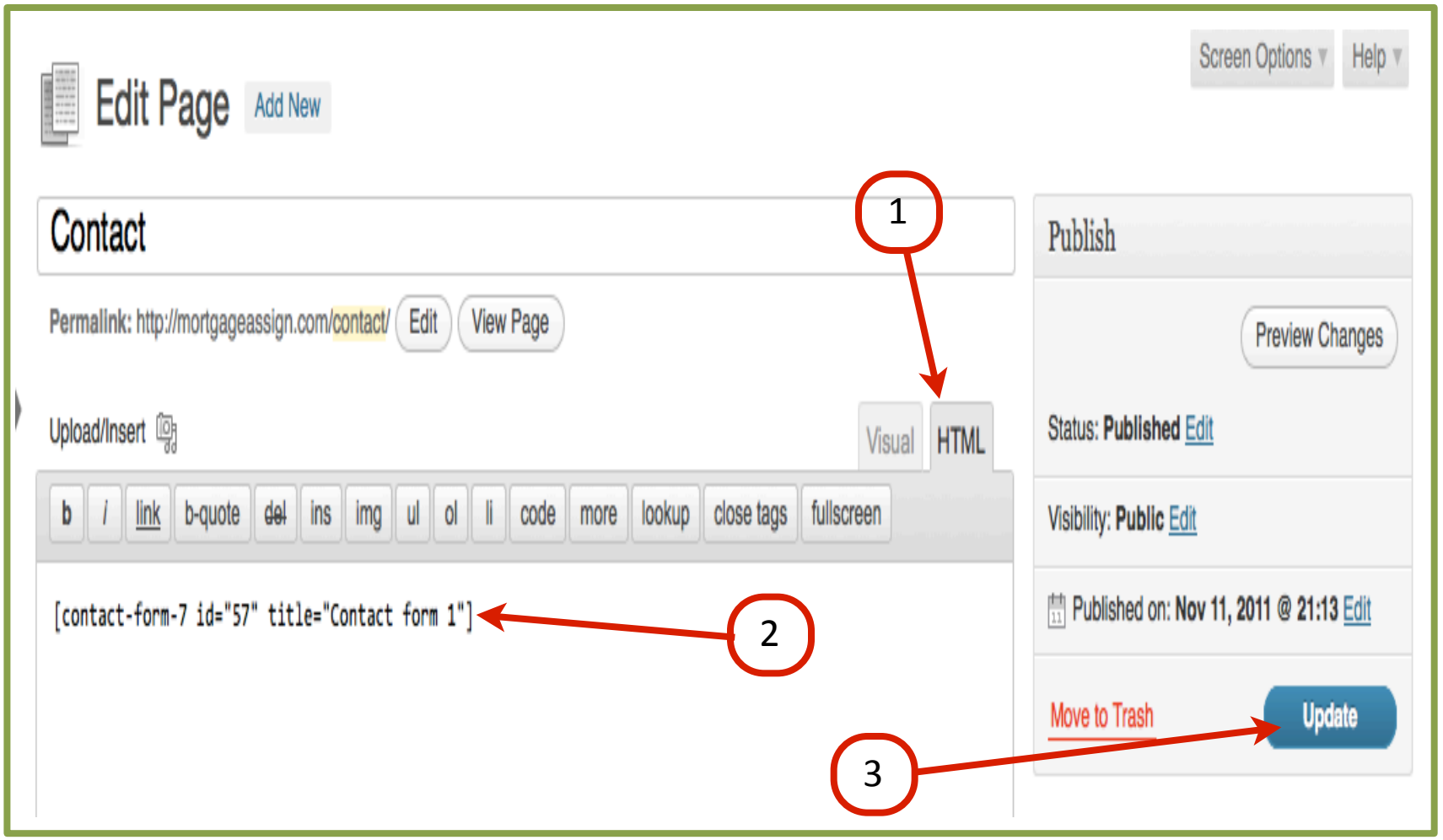
Step 17

Click On the "HTML" tab. Paste The Contact Form Into the content area. Click on "Update".



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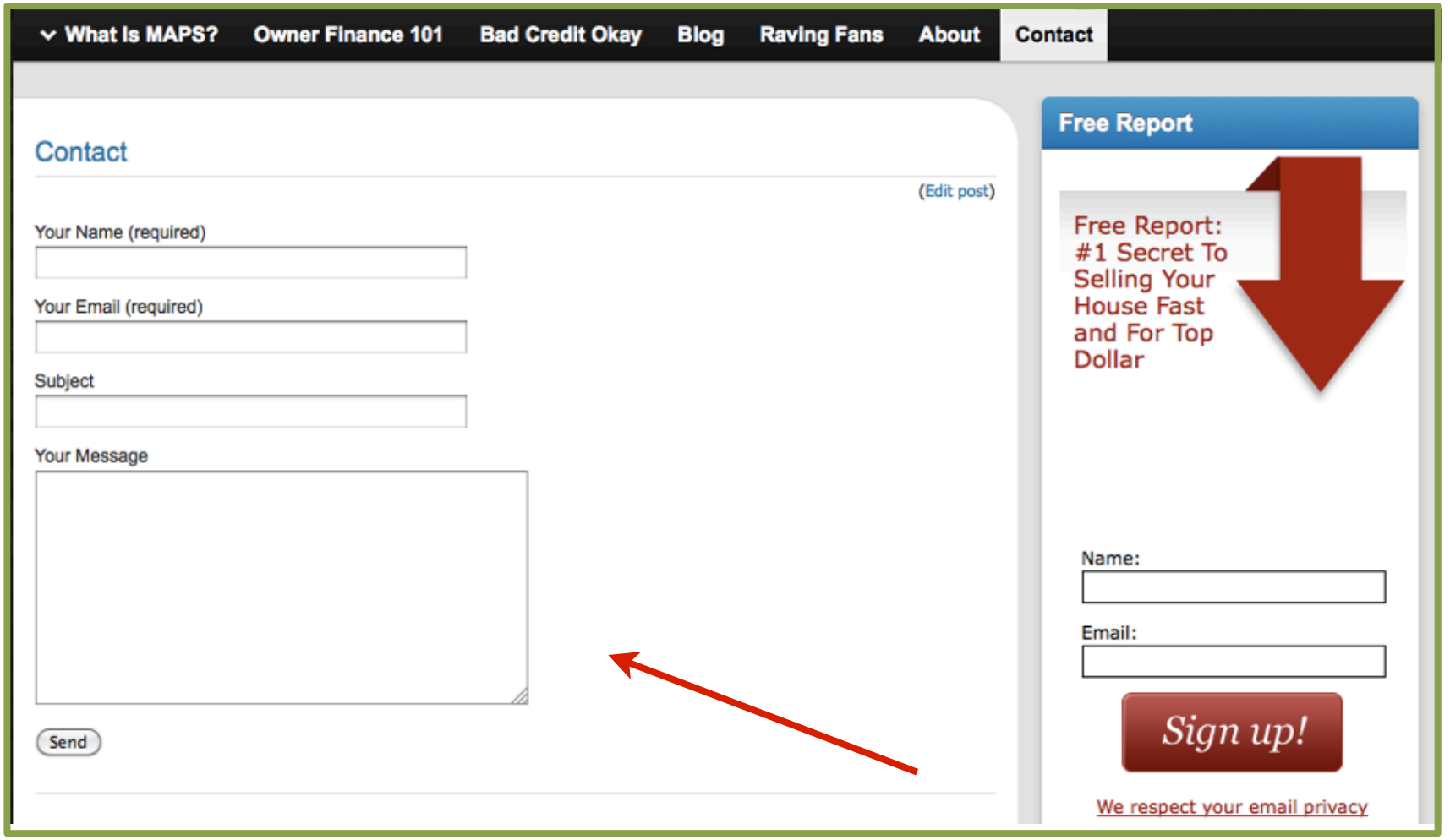
Step 18

Test Your Contact Page On Your Website and Make Sure It Functions Correctly.



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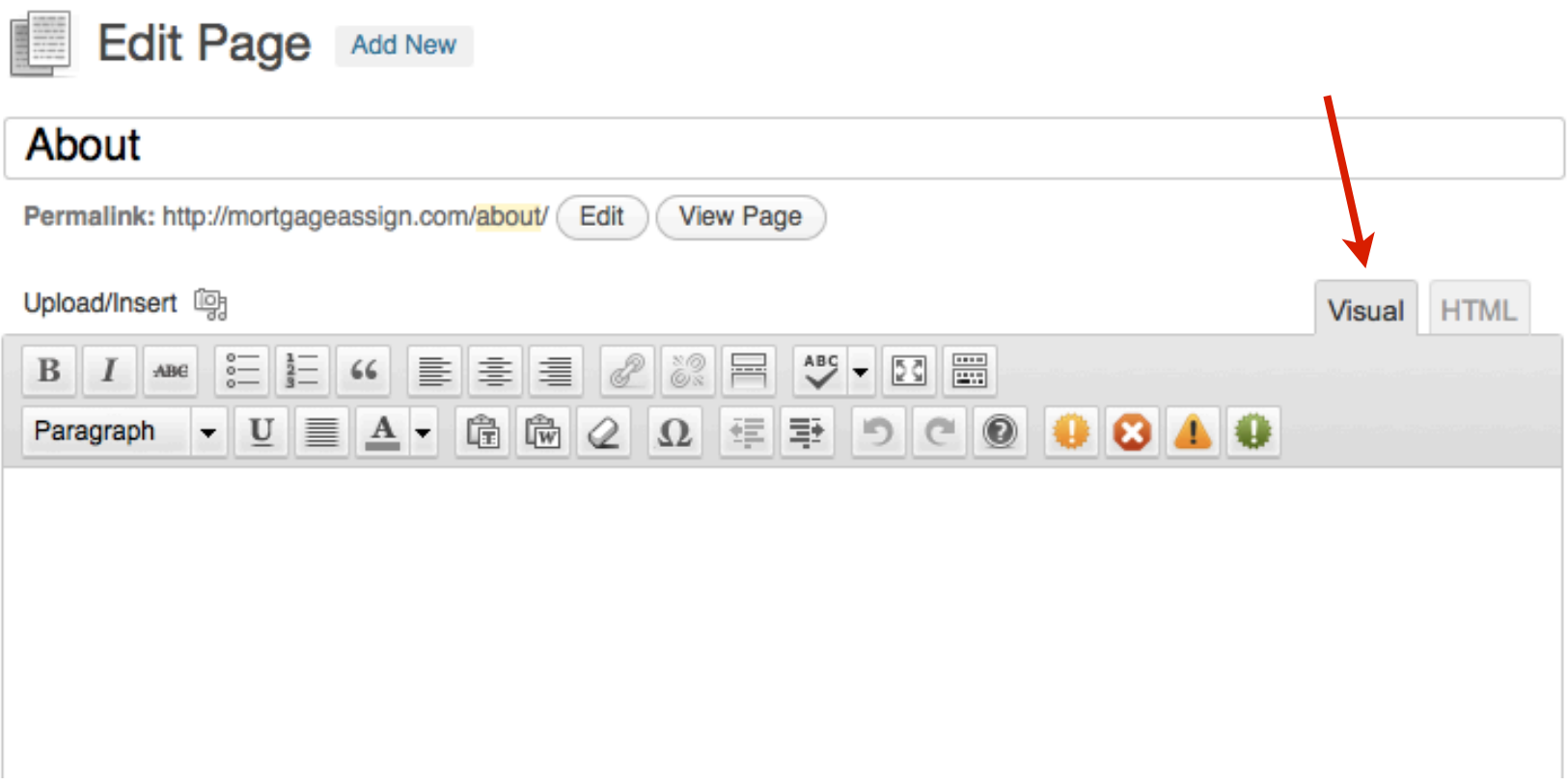
Step 19

Write Your "About" Page & Publish it.

(Be Personable, Show What Sets You Apart & Sell Yourself.)

NOTE: You may have to click on the visual tab if the last page you saved was written in the html tab.



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Virtual Marketing Blueprint

Next Video...

Objectives:

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Introduction to Content Components

Content Components

What Is It?

The components you integrate into your content, such as text, photos, audio, video, heading tags, etc..

Why Is It Important?

These components help the Google Bots categorize your content and determine what keywords your content is relevant for. These components also help the users by having multiple message mediums & easy to read web pages.

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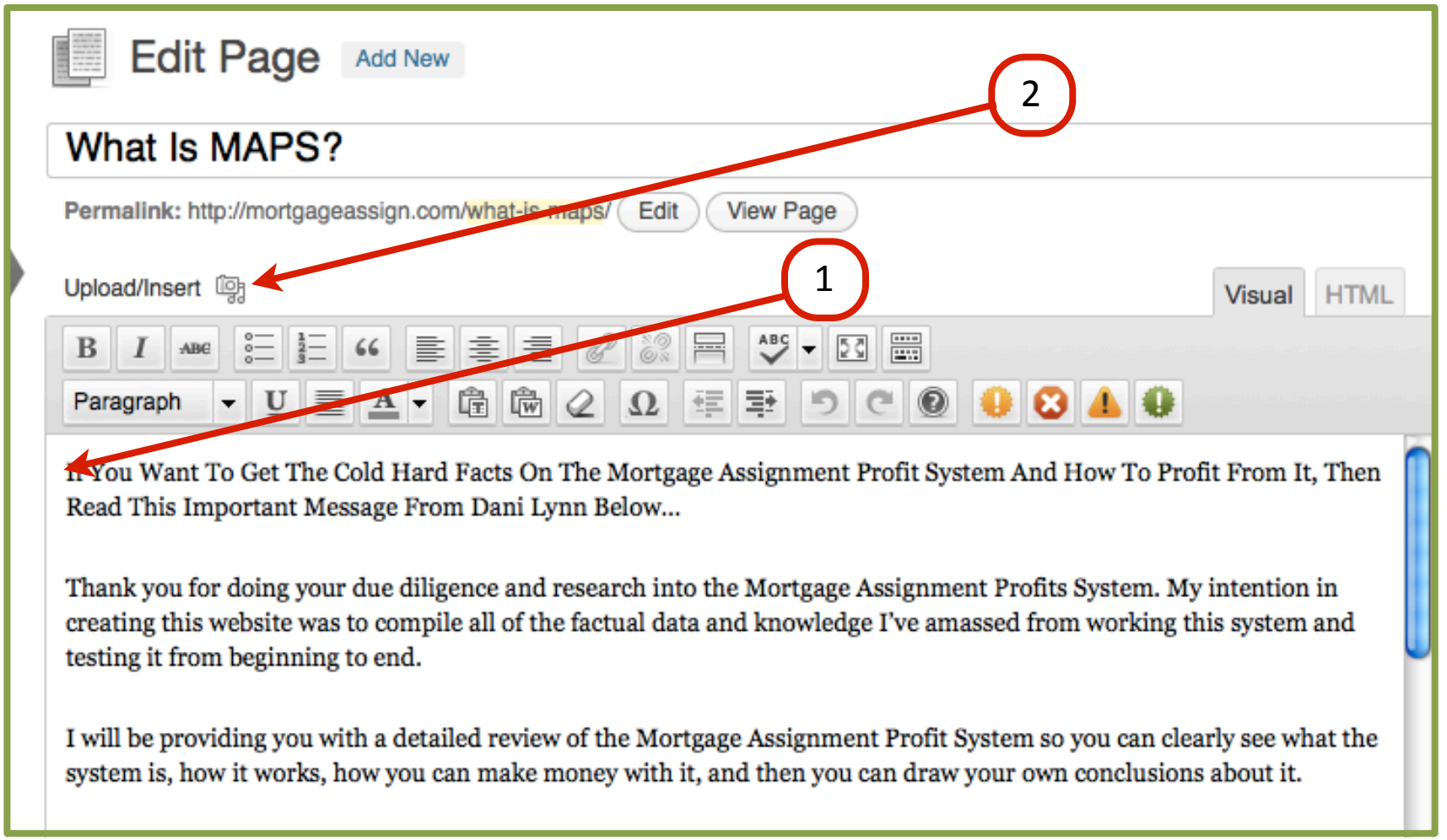
Step 1

Open up One of Your Articles and Click The Place In Your Article Where You Want A Picture, Then Click on the "Add Media" Icon.



Objective 3 Adding Influential Content Components

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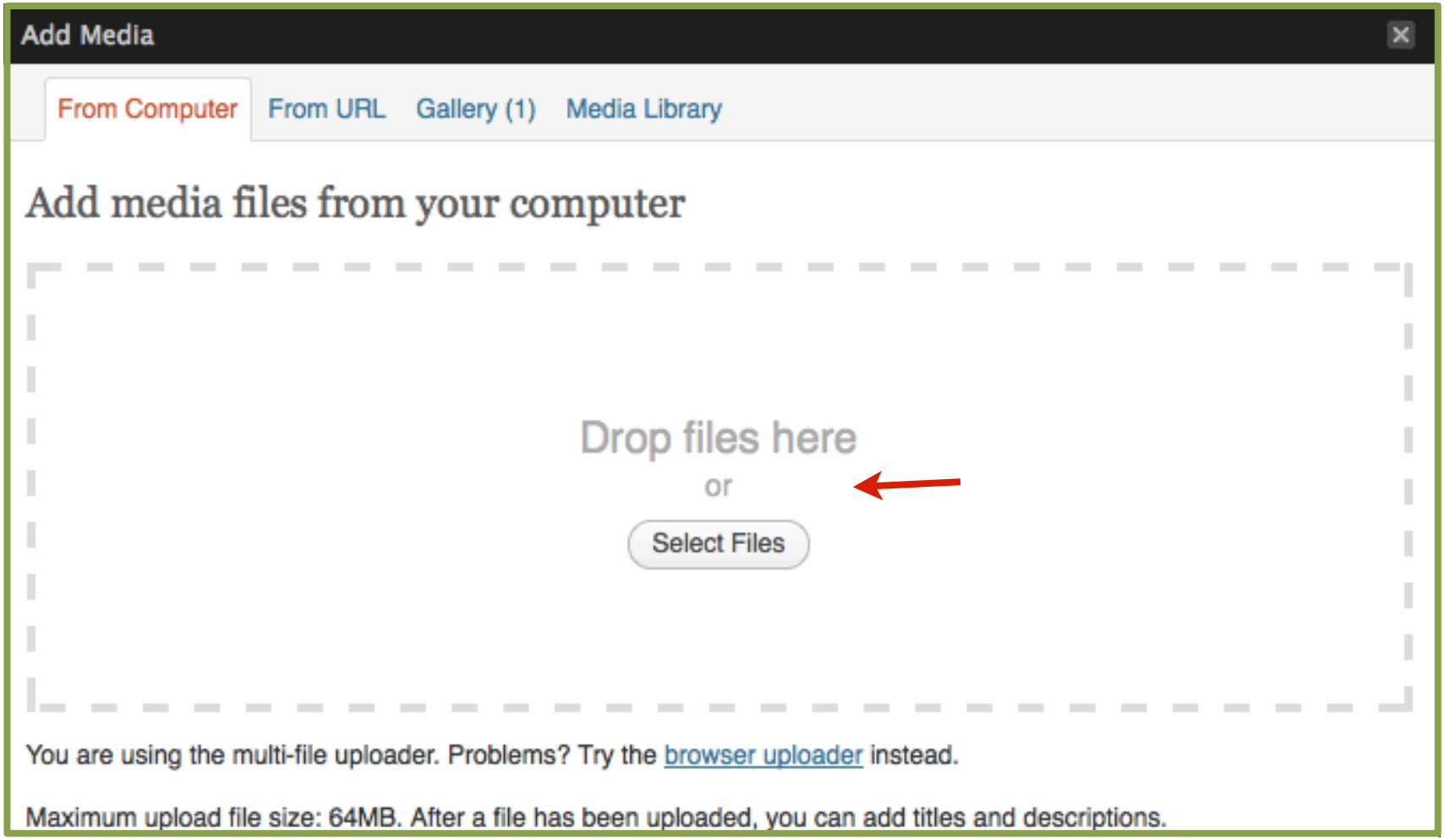
Step 2

Drag File To Media Area or Click "Select Files" and choose a file from your computer.



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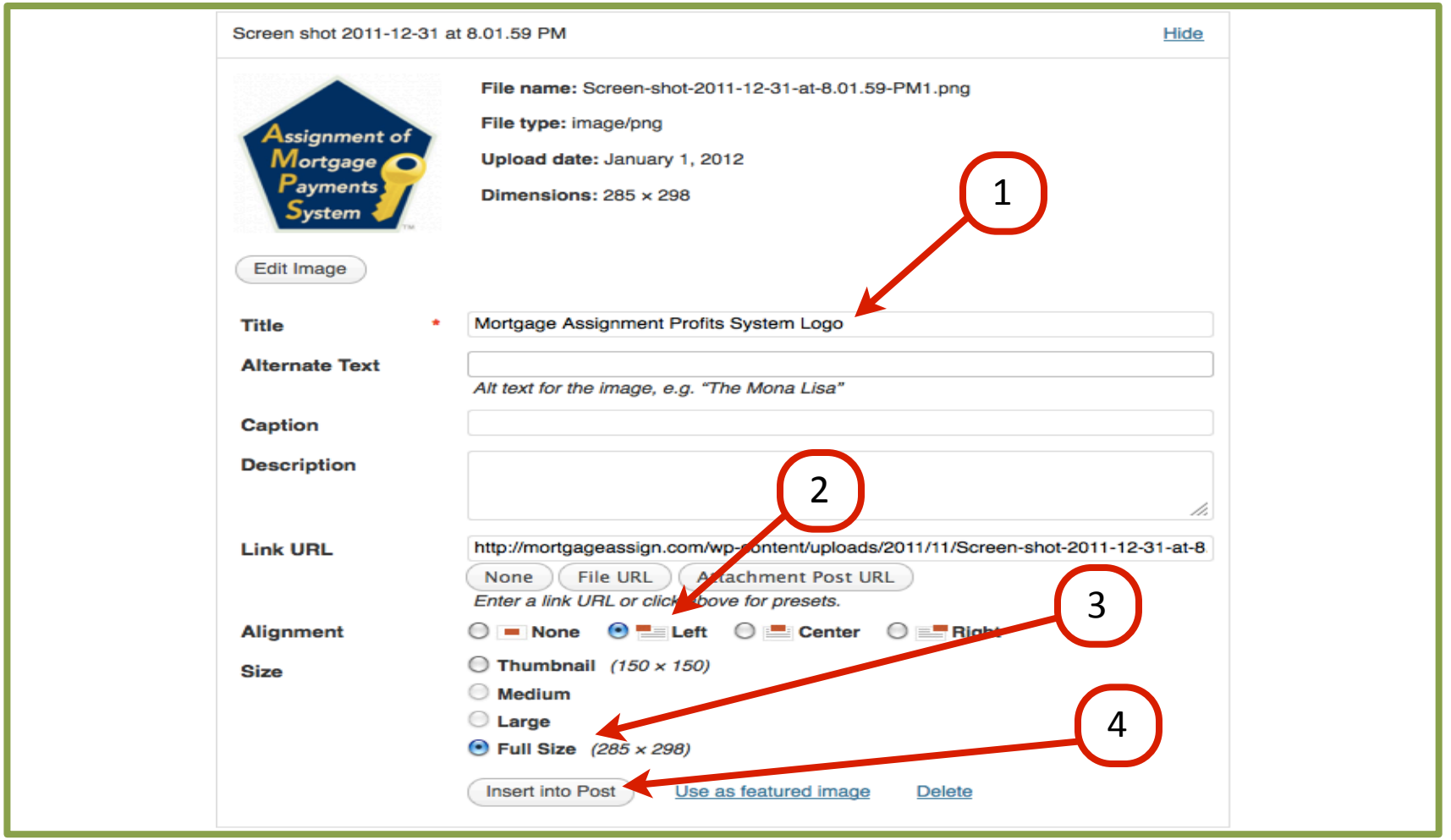
Step 3

Rename Your Picture With Your Keyword In It. Choose Alignment, Choose Size & Click "Insert Into Post".



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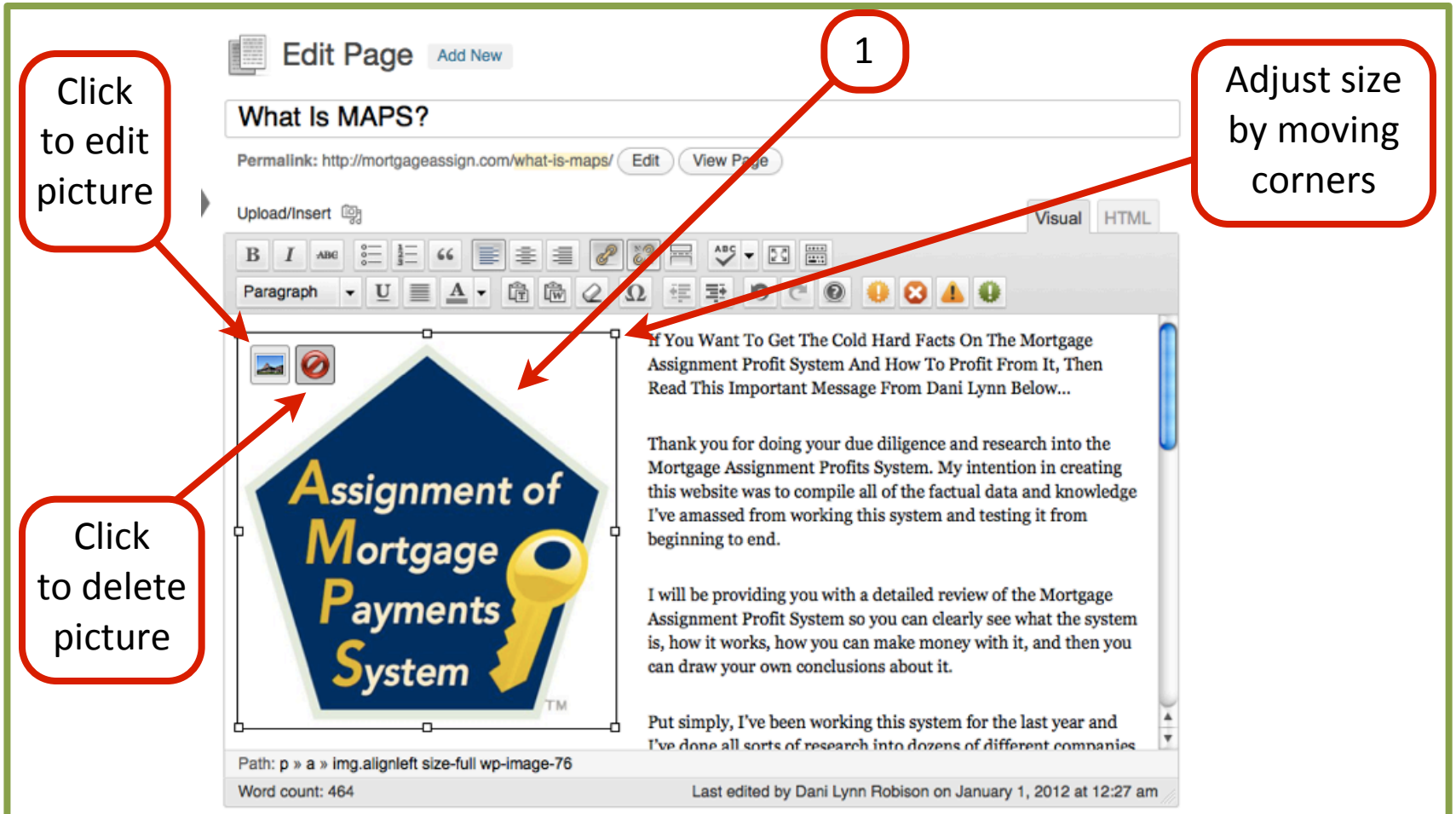
Step 4

Click On The Picture To Edit, Delete or Adjust As Needed.



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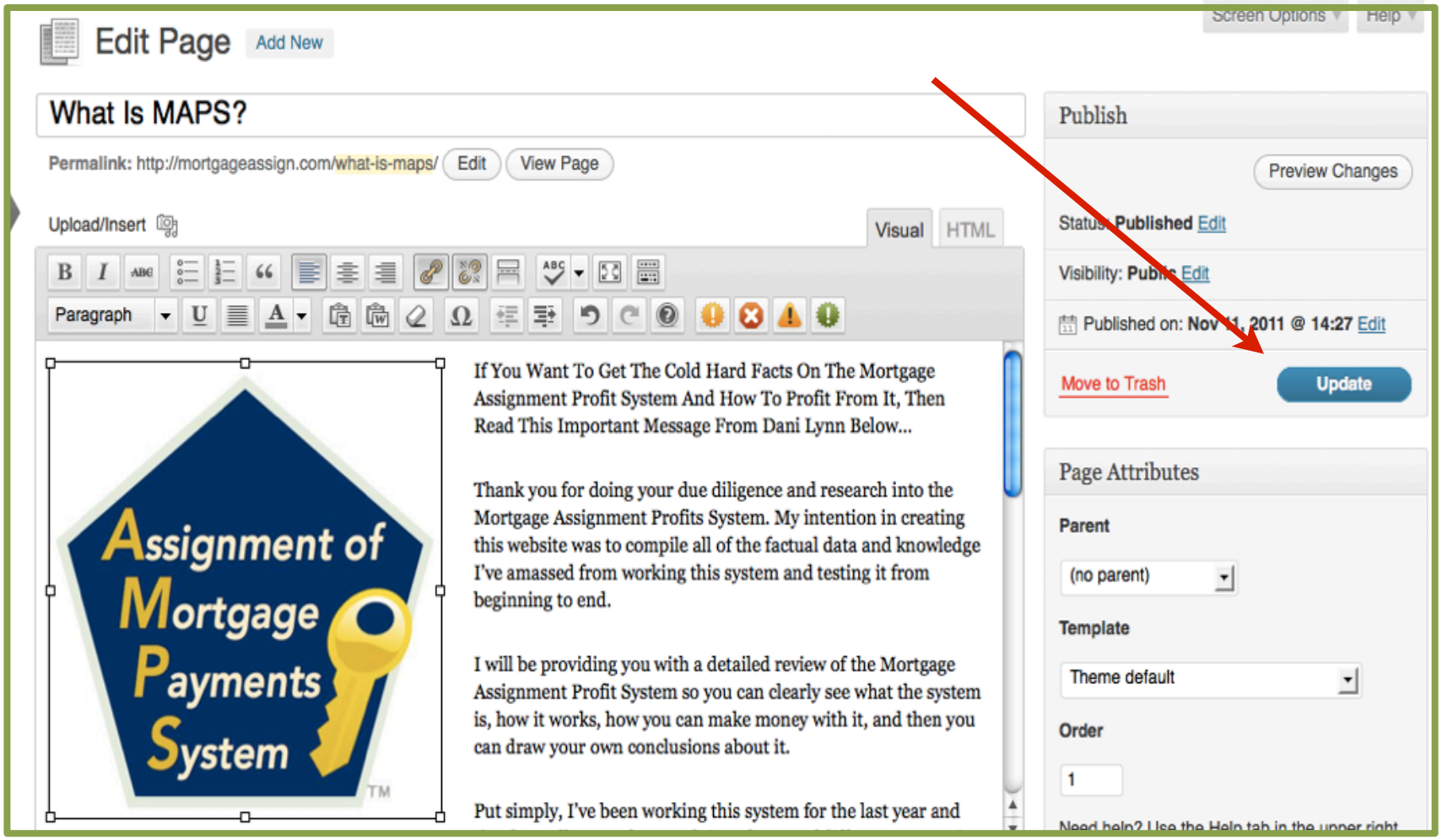
Step 5

Click on "Update" when satisfied with picture placement & size.



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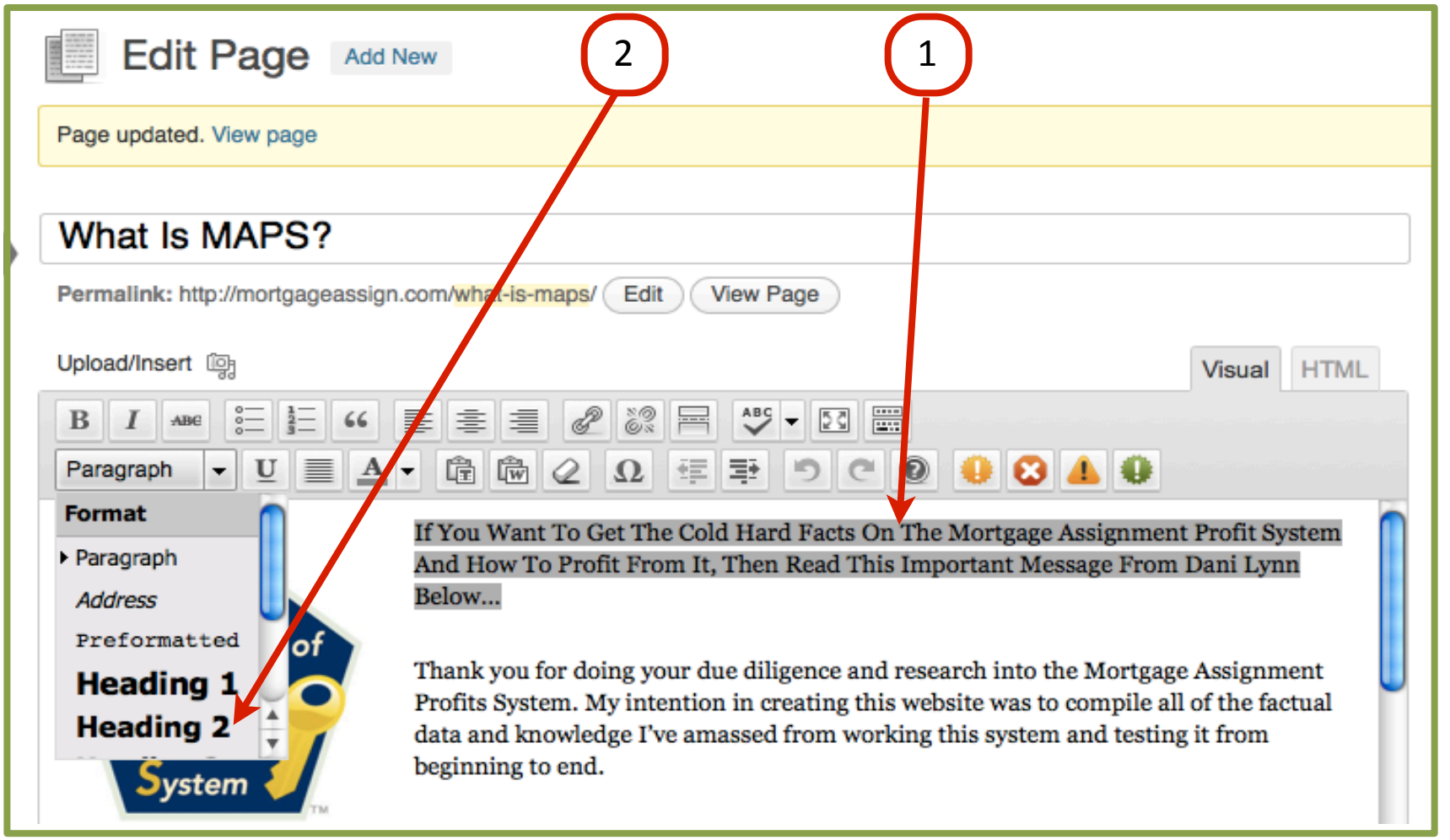
Step 6

Highlight any "Headline" Text. Change the text format by using the "Paragraph" Drop Down Menu.



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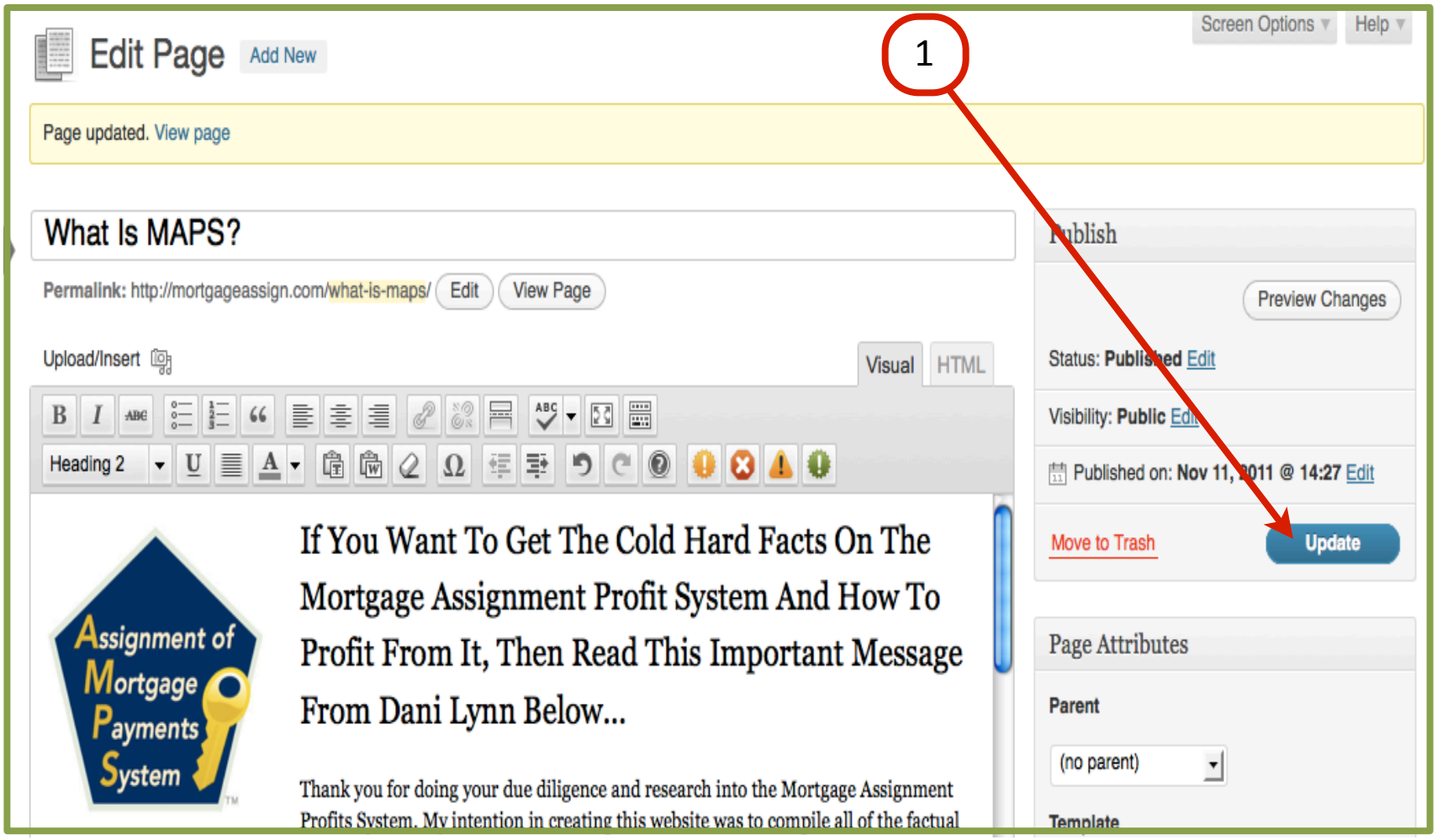
Step 7

Click on "Update" and scroll through the rest of the article to change any other heading tags as desired.



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Step 7 Example

Short paragraphs (4 lines or less) plus we use headings throughout to break up the article.

Objective 3 Adding Influential Content Components

Is It Legal?

Over the last couple of months I have spoken to hundreds of investors who heard about the Assignment of Mortgage Payments System™ or AMPS™. One of the big questions, particularly in response to some negative accusations made about the legality of this process has caused investors to ask the question…

"Is AMPS™ Legal?"

See Lawyer Scott Horne's AMPS™ Review Video?

This is an important question because it doesn't matter how much money you make if at the end of the day, you end up in jail. Obviously, we the REI RockStars run our business with integrity, and would never put all our hard work at risk by doing something illegal.

That said, there are a number of reasons why I believe the AMPS™ are legal. I have formed these opinions by doing deals with my partners as well as talking to a number of attorneys who between themselves have done thousands of owner financed transactions without issue.

Keep in mind though this is just my opinion, I am not an attorney and you should seek your own counsel.

Is AMPS™ legal? Here is my take…

Basically, AMPS™ is just another form of "subject-to" which has been around for a long time and has been taught by many "Gurus" including Robert Kiyosaki just to name one. Now, would someone as high profile as Robert Kiyosaki, teach strategies that were blatantly illegal.

NOT LIKELY….

A Note About Heading Tags:

- Types of headings: H1 - H6
- H1 is most important, H6 is least
- H1 & H2 are most commonly used
- H1 is typically the title of your page.
- Use other headings to break up article

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Step 8

Highlight text to bold or italicize any other relevant keywords or phrases you feel are important and should stand out. Don't over do it.

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

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

Objective 3 Adding Influential Content Components

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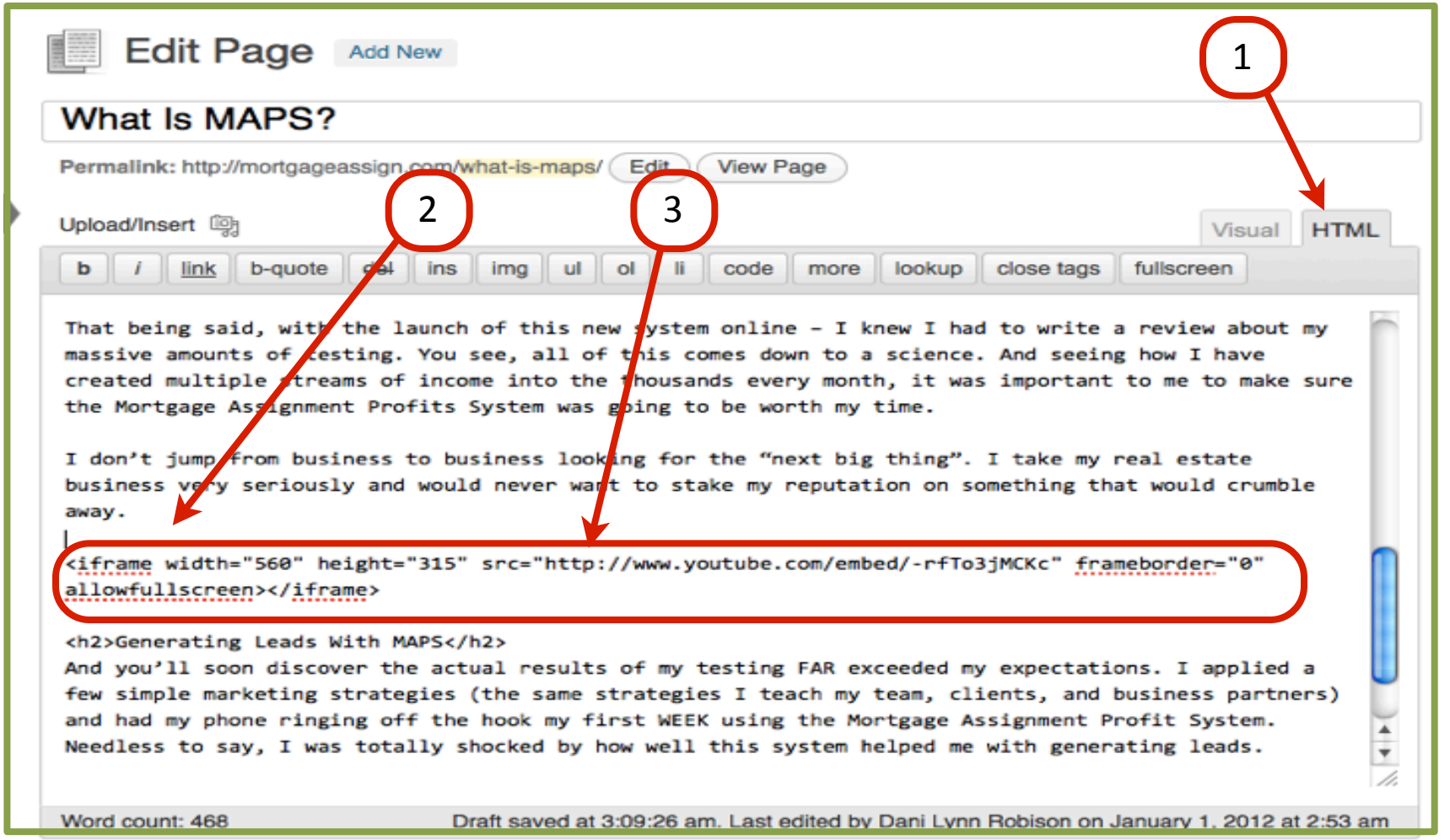
Step 9

Click on HTML Tab. Determine where you want to place audio or video. Copy/paste HTML Code for any audio or video files if applicable and click "update".



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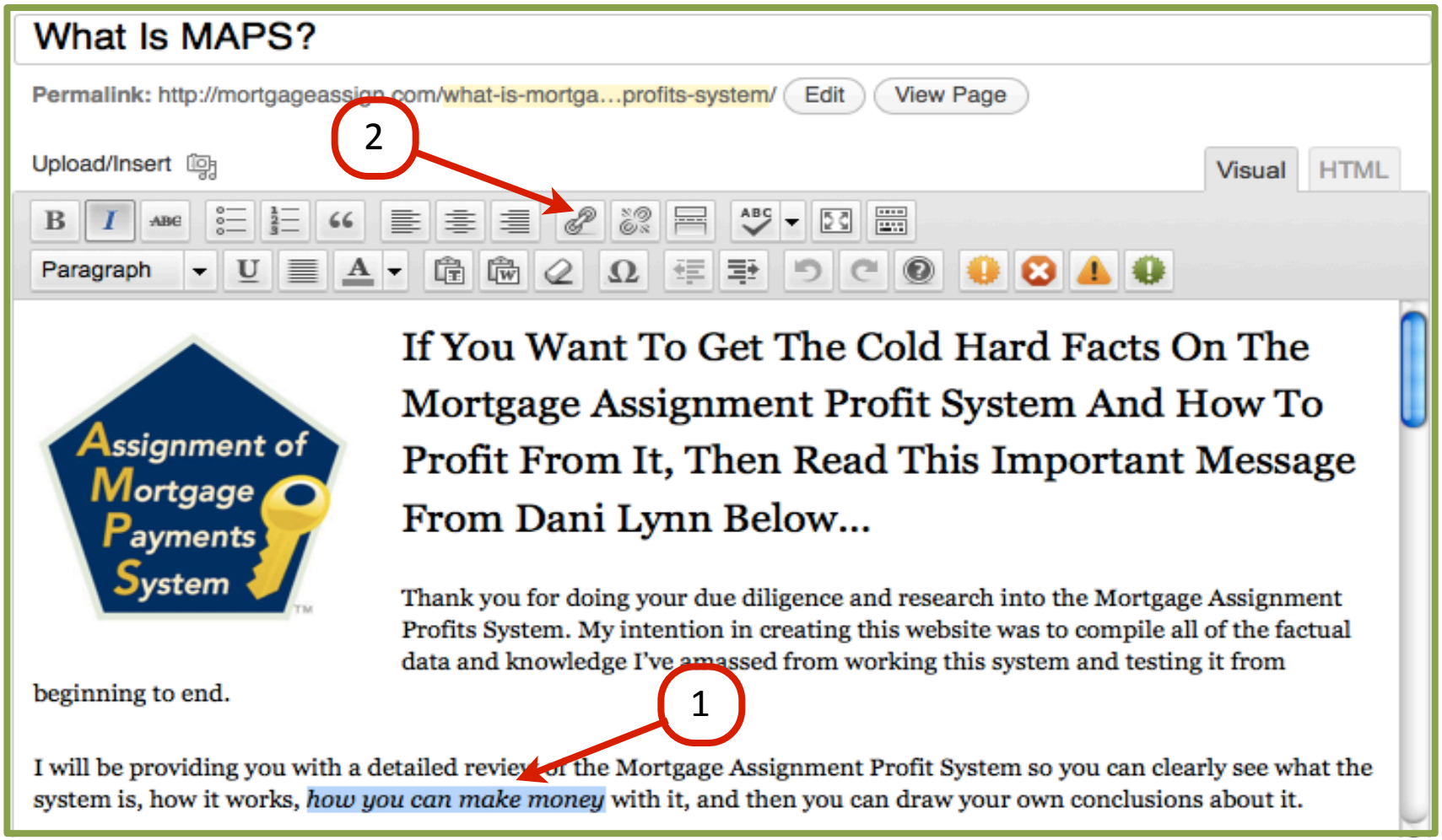
Step 10

To Link text to other pages: Highlight appropriate words and then click on the "insert link" icon.



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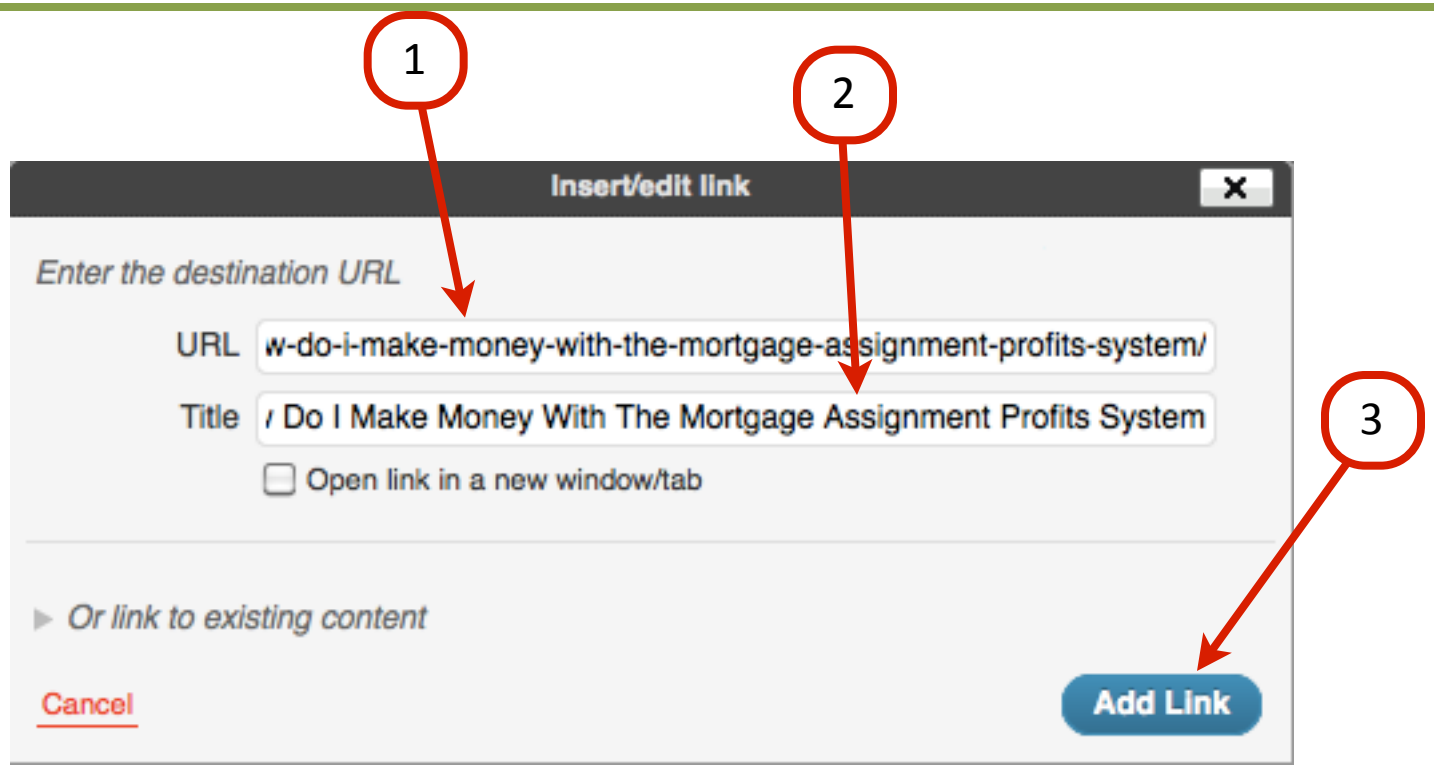
Step 11

Copy the url you want this text to link too and paste it into URL field. Then type in the article title into the title field and click "Add Link".



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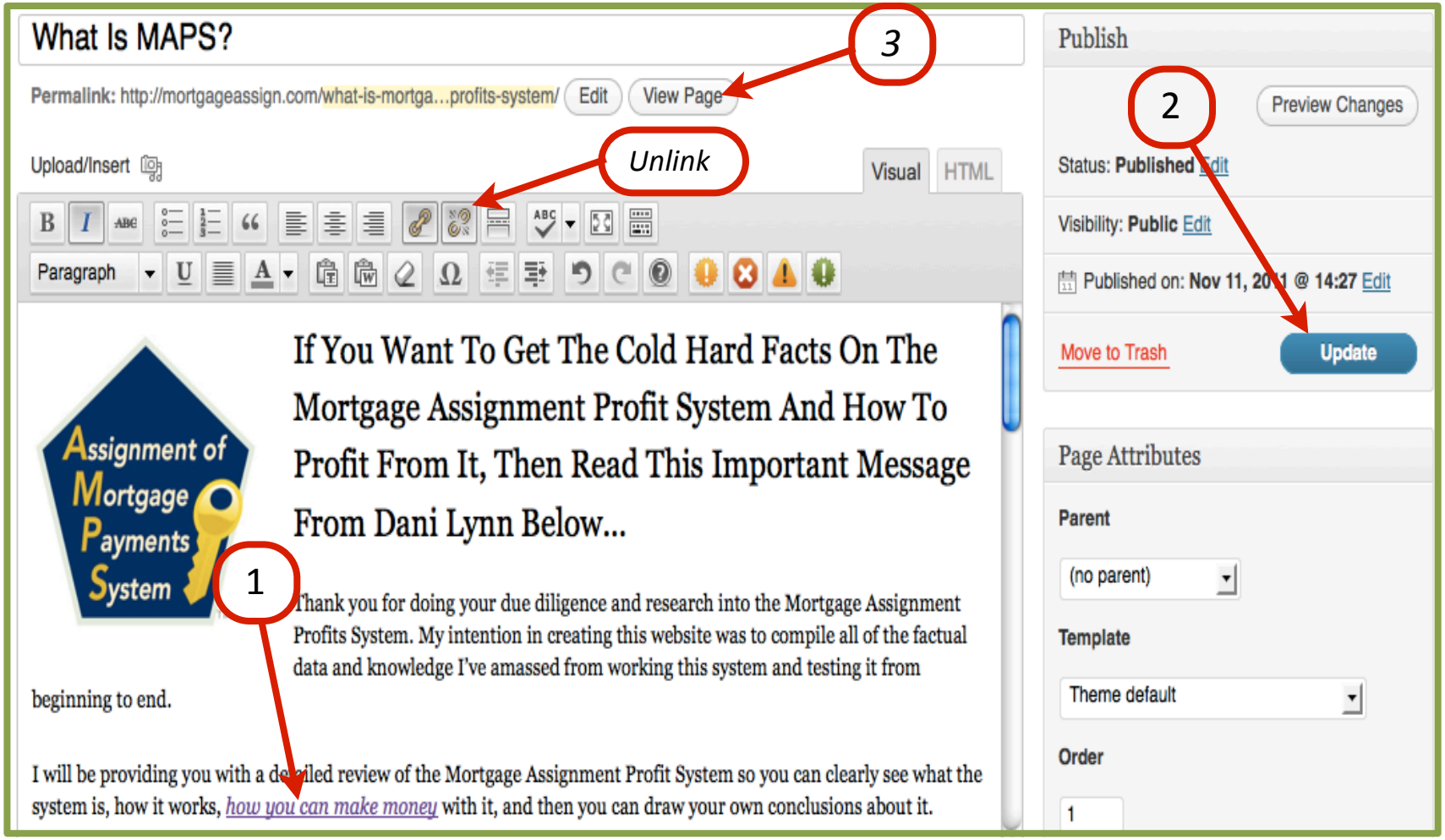
Step 12

Verify link was added by change of color and underline, then click "update". Click on "view page" and verify link works correctly.

(If you need to fix a link, just highlight the link & click on the "unlink" icon and start again.)



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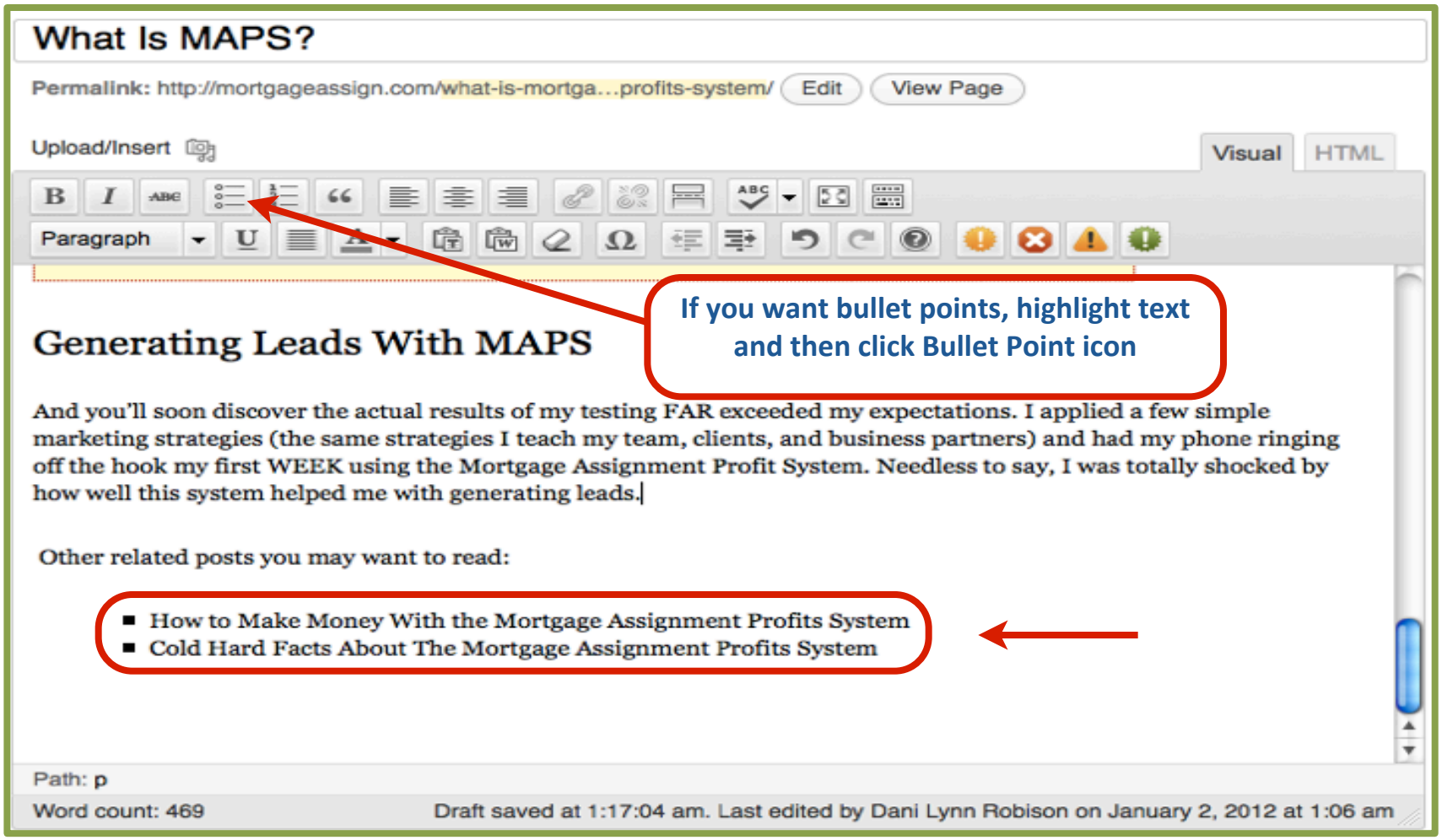
Step 13

If you want to add related post links at the bottom of your article: Add bullet points with the title of the related article and then link to the appropriate post by repeating steps 4 - 6.)



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Plugin Option

For related post linking: You Can Also Install "Yet Another Related Posts Plugin".

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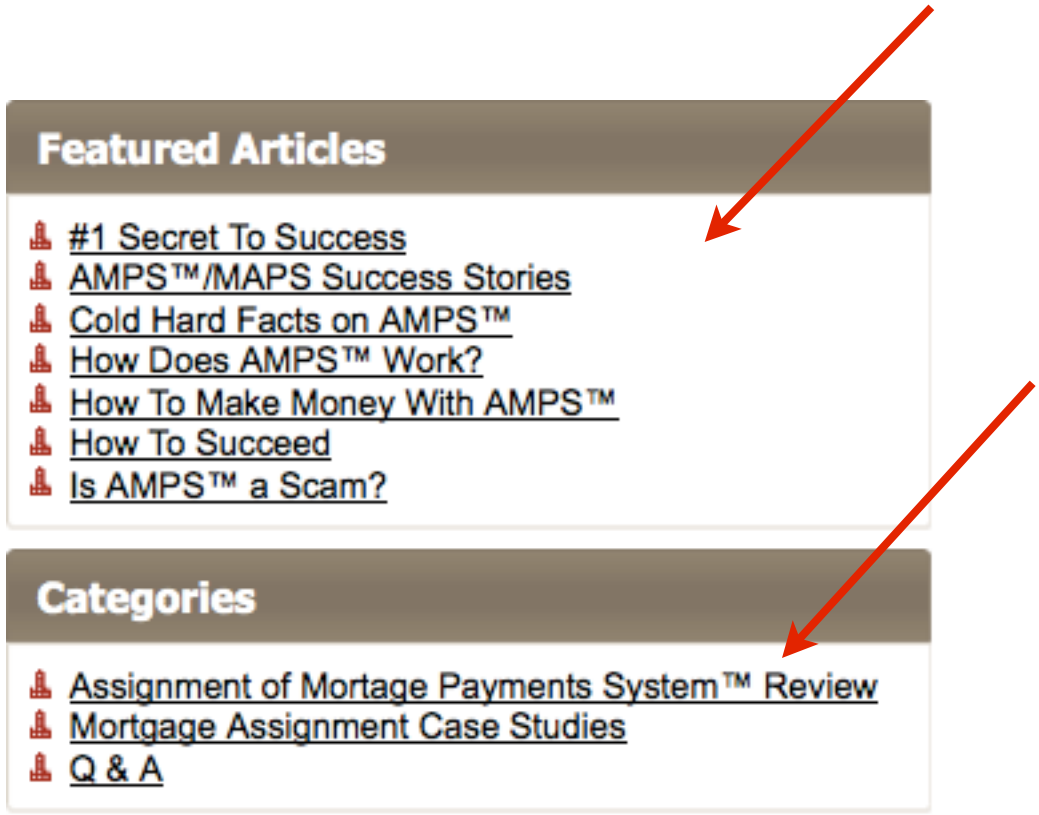
Side Bar

If you want to add Side Navigation Bar Linking...



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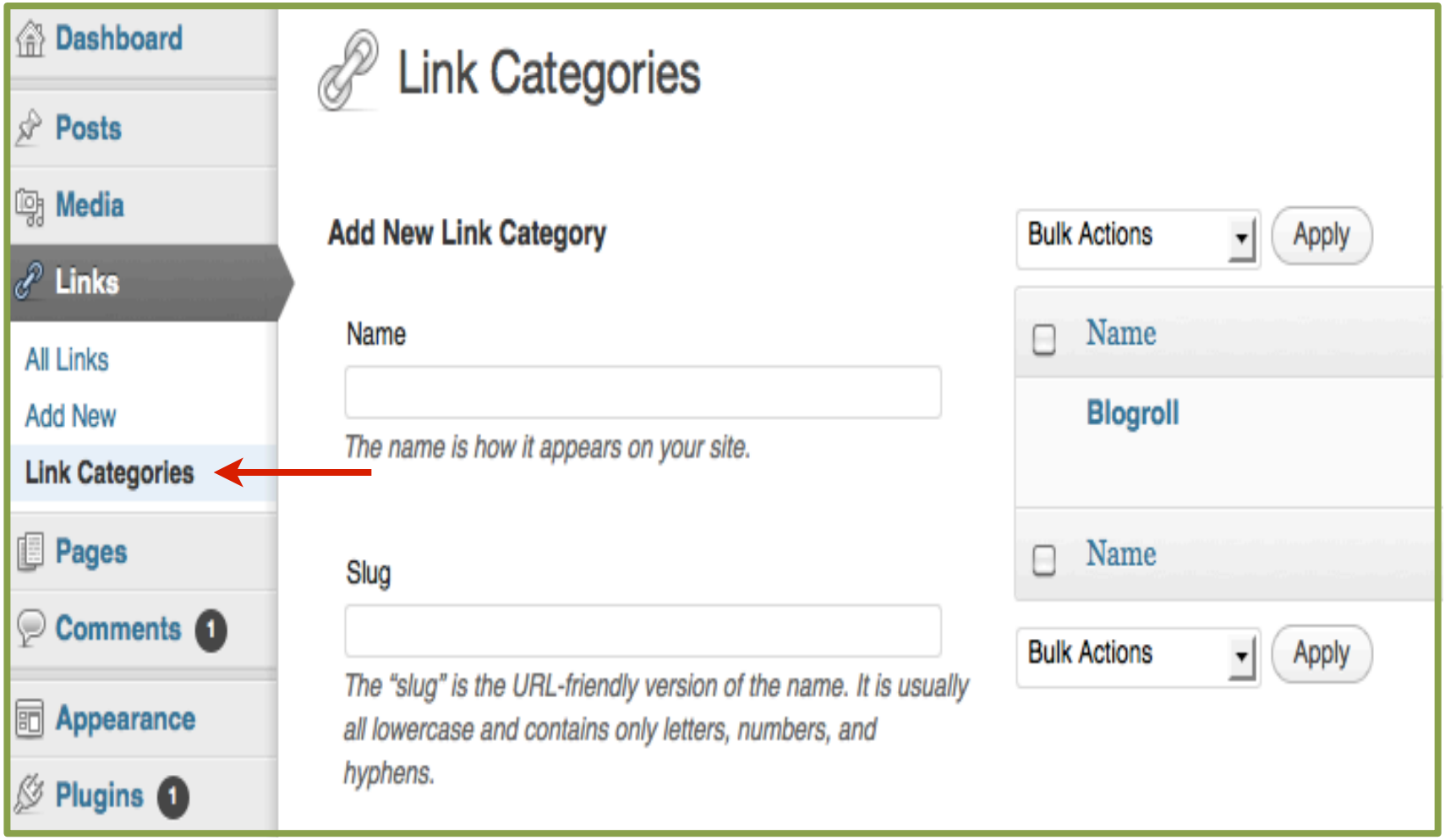
Step 14

For side bar linking: Go to "Link Categories" under the left dashboard "links" tab.



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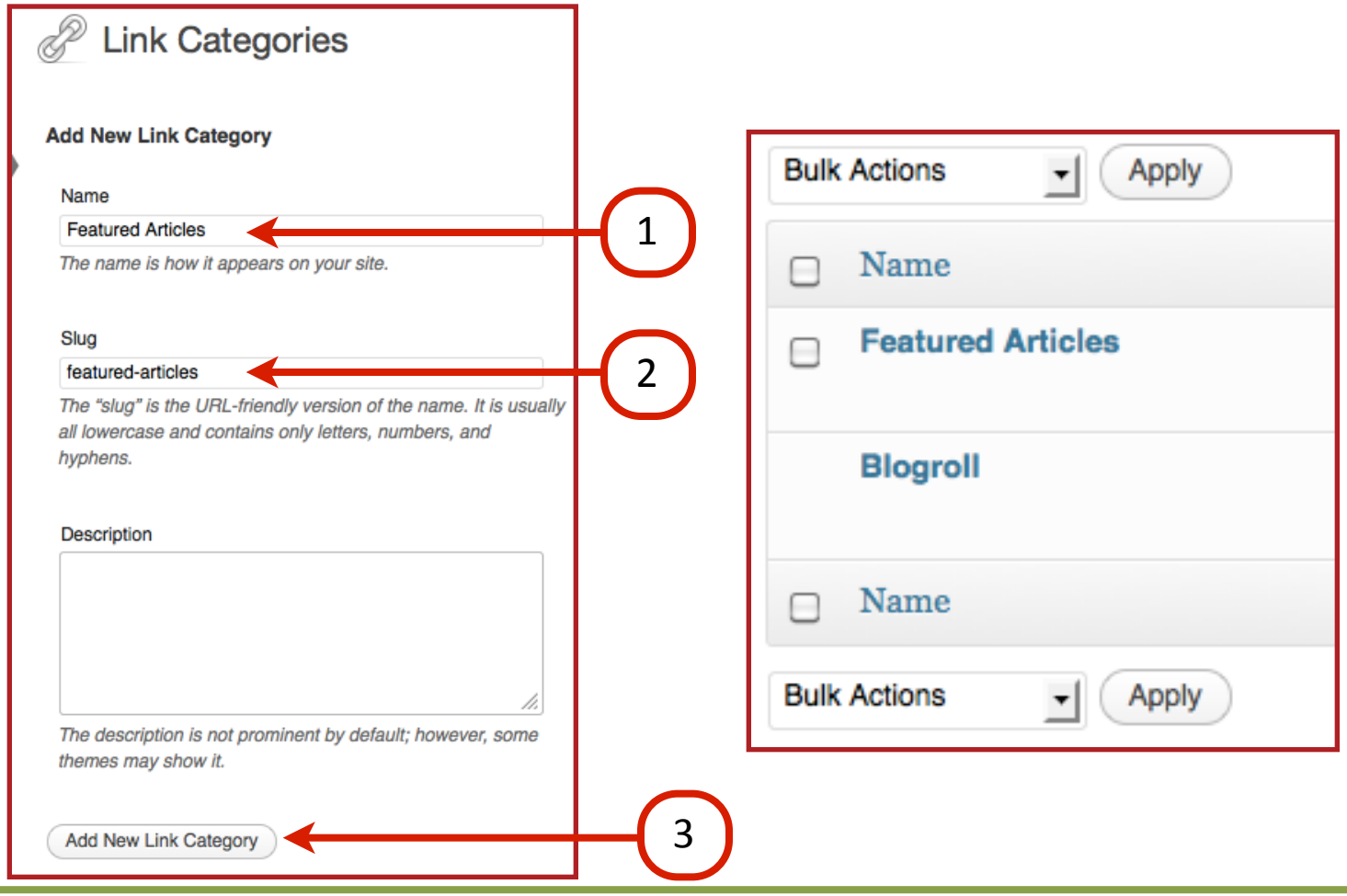
Step 15

Add "Featured Articles" (or something similar) to the name field. Then add "featured-articles" to the slug field. Click "Add New Link Category".



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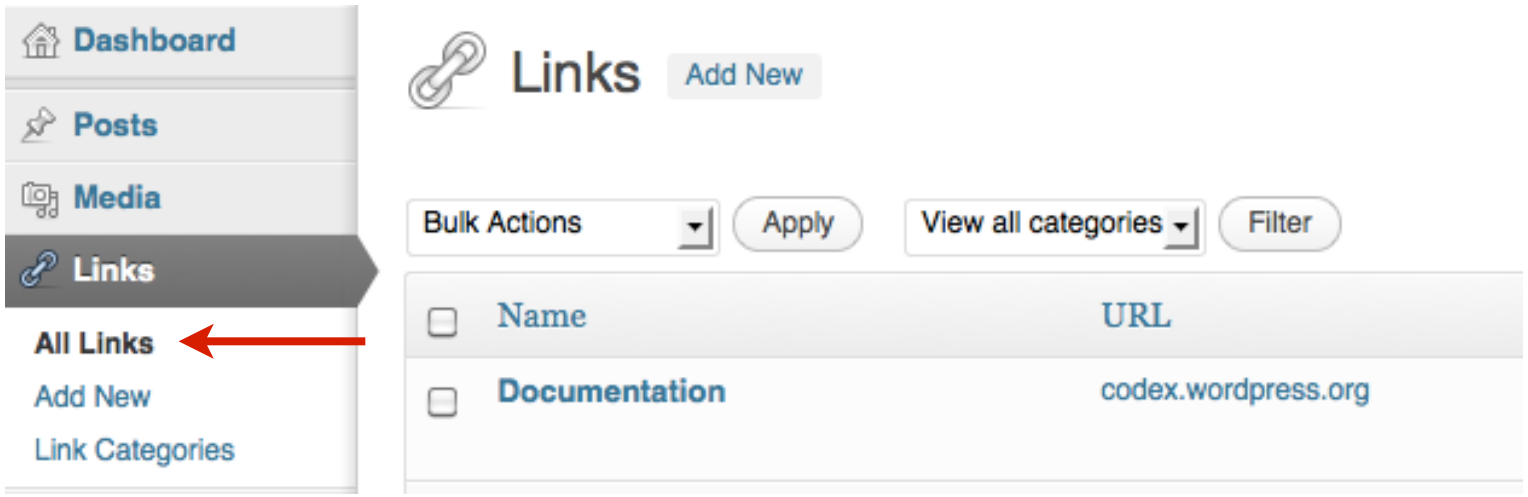
Step 16

Next, go to “All Links” under the left dashboard menu.



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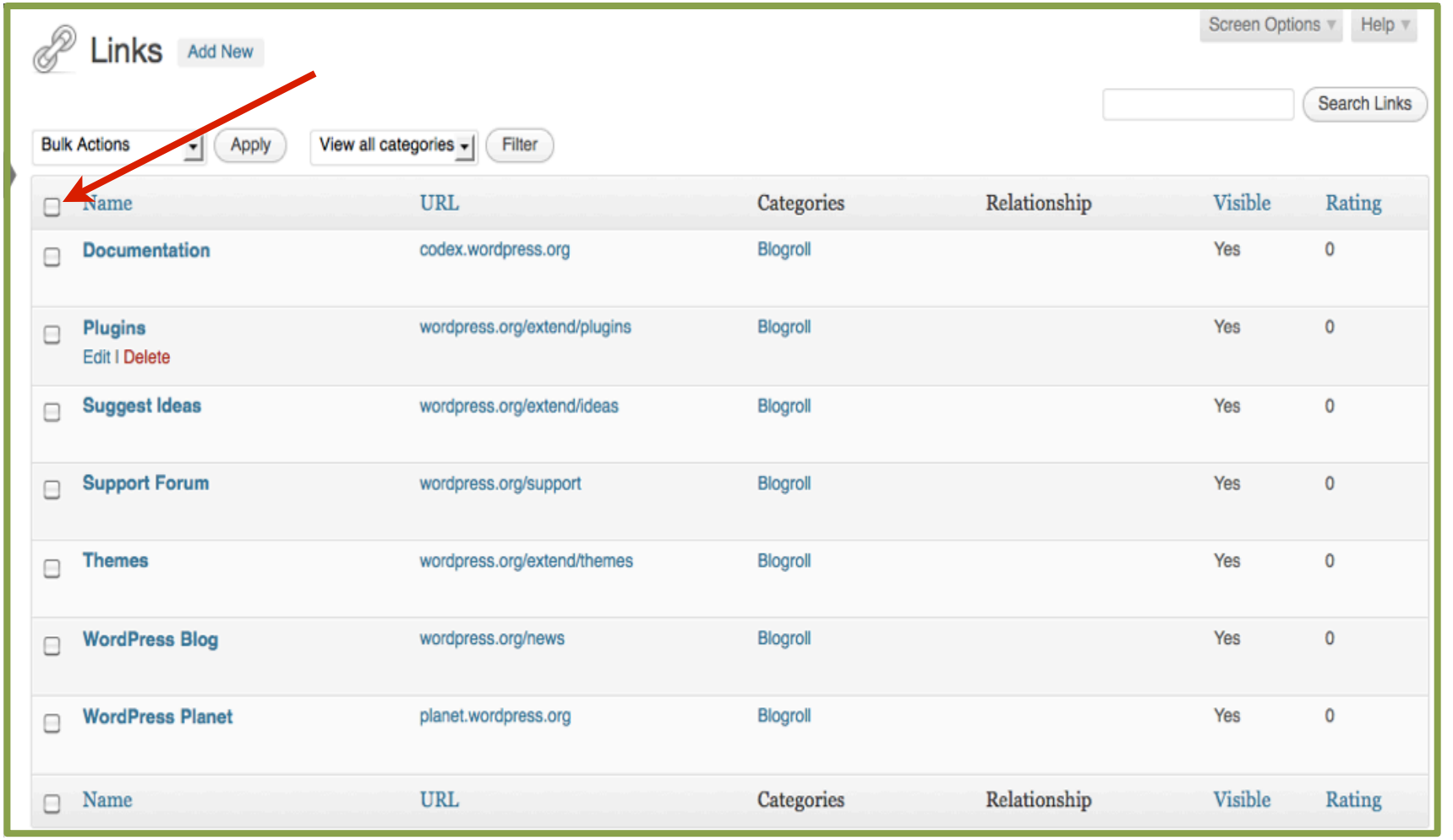
Step 17

Start by deleting all current links. Check the box next to "Name" and this will select all links.



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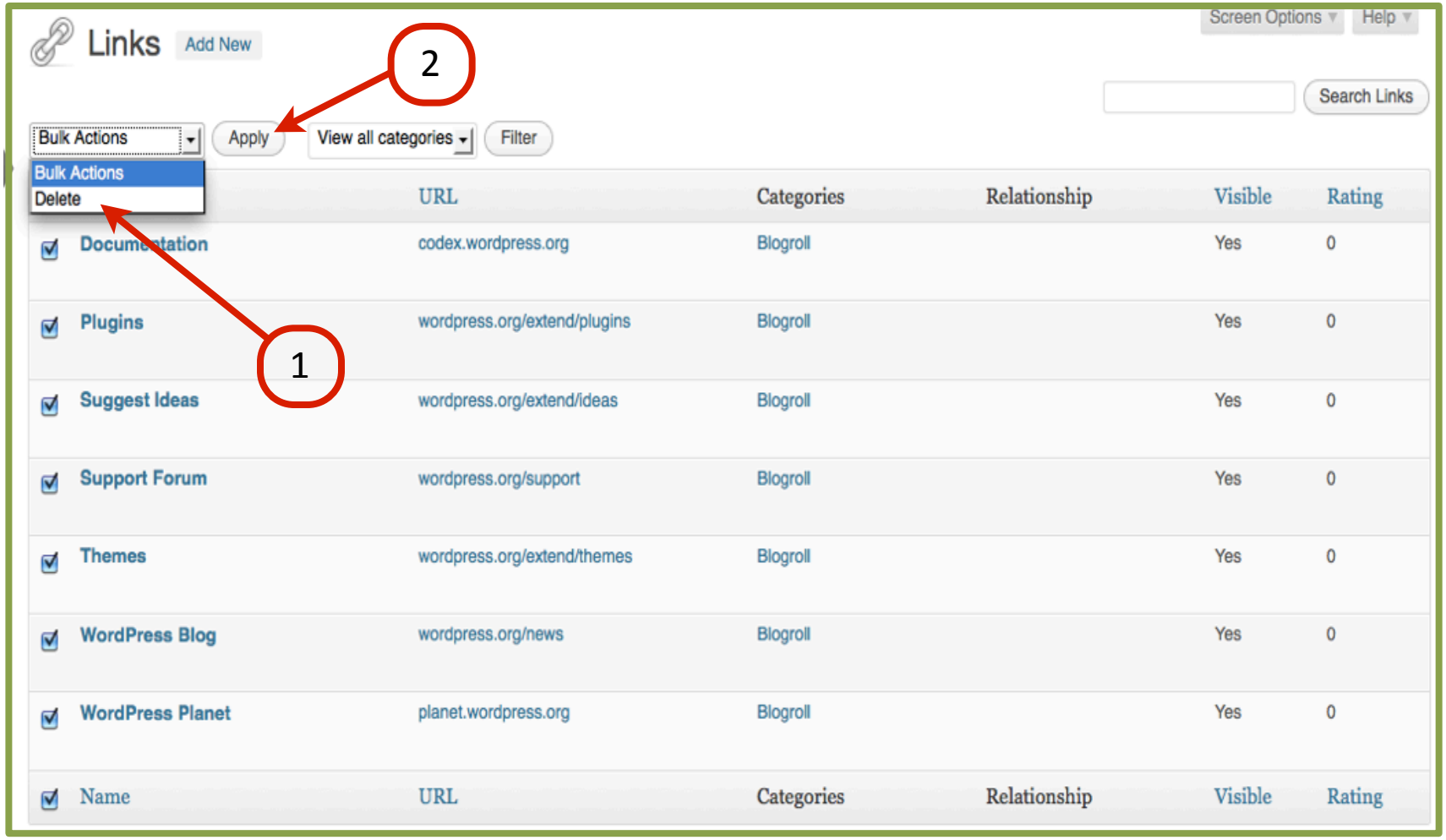
Step 18

Then use the drop down menu to select “Delete” and then click “Apply”.



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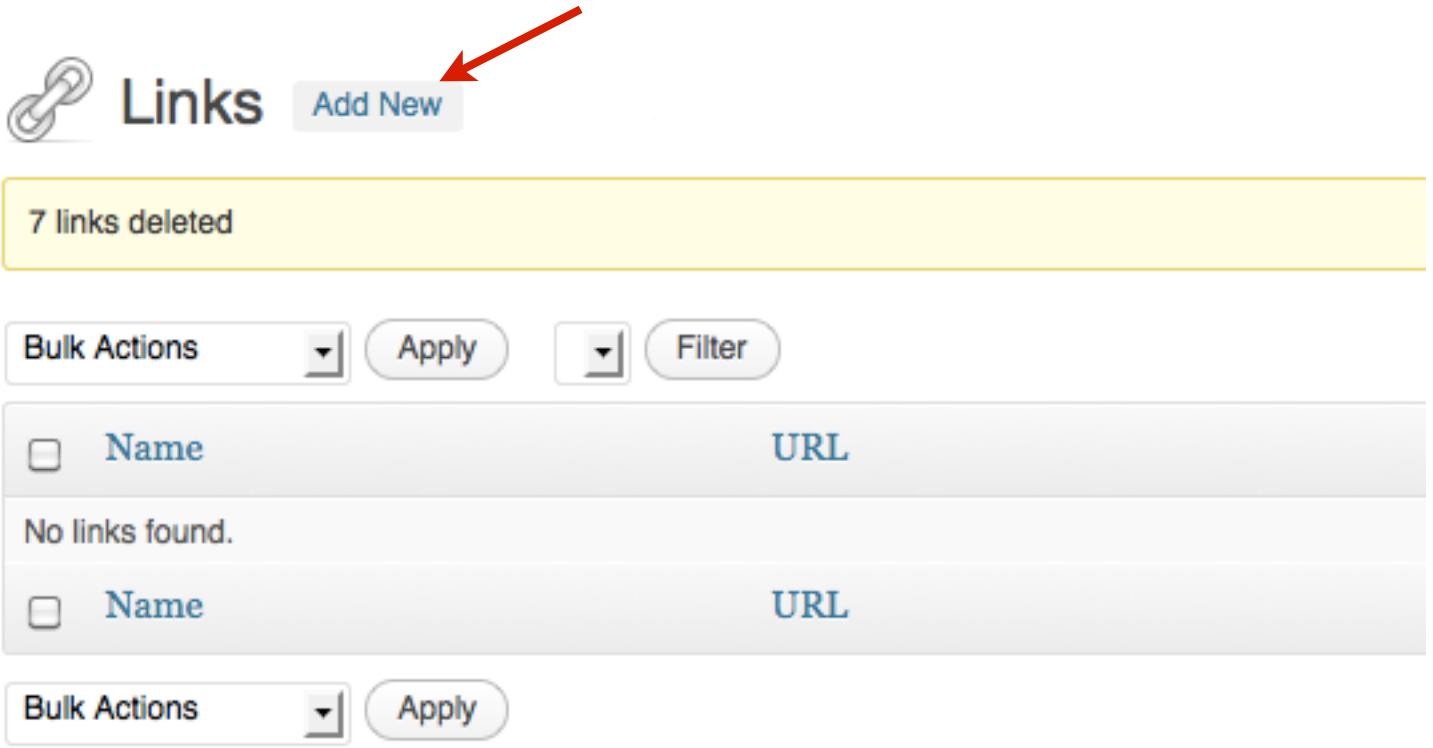
Step 19

Then click “Add New”.



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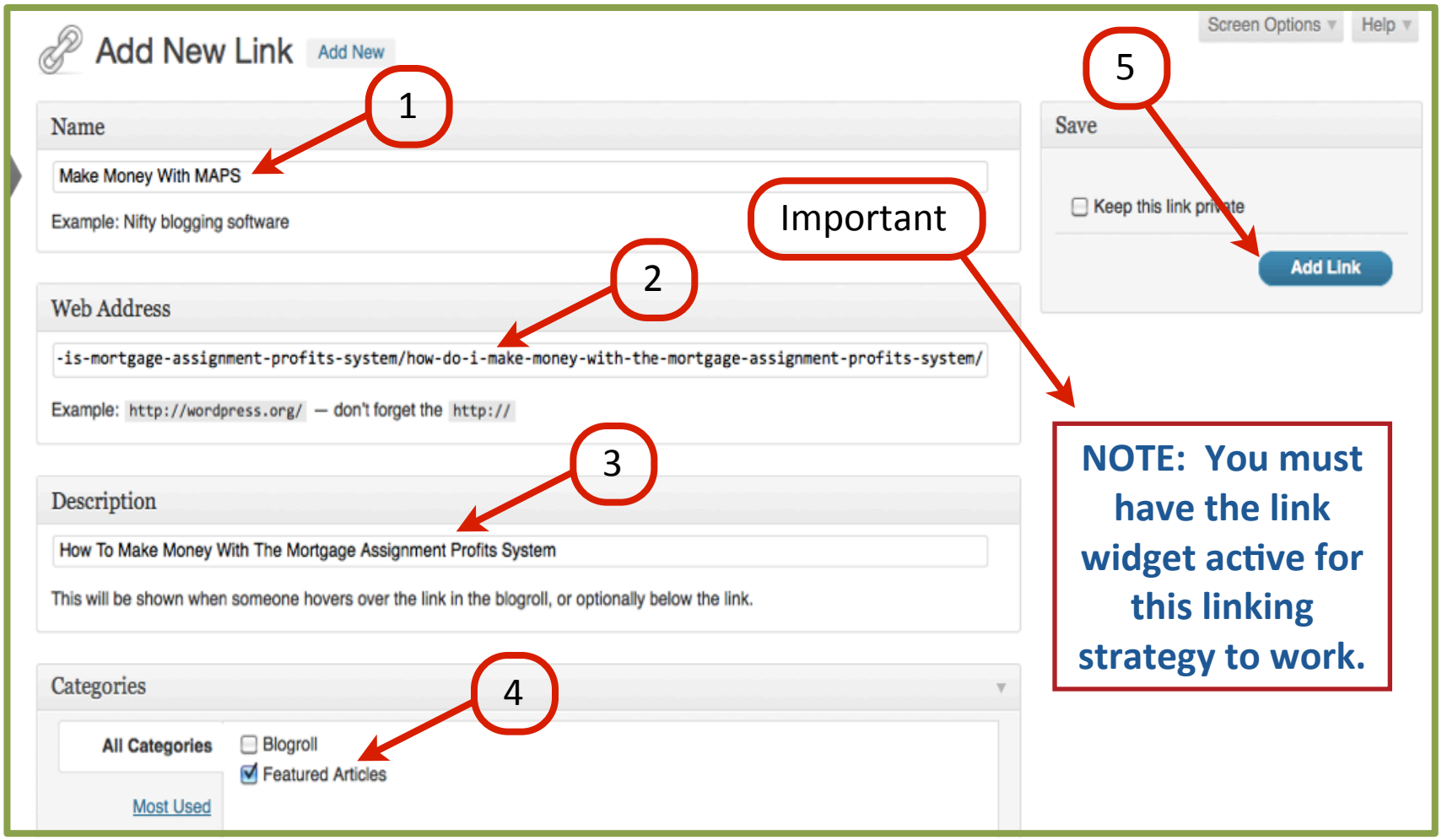
Step 20

Add the Name of the link, then the copy/paste the url, then type in the full description & then check the appropriate category box. Then Click "Add Link". (Check website to verify the link works.)



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Menu Bar

If you want to add Menu Bar Navigation Linking...

Objective 3 Adding Influential Content Components

Types of Internal Linking: Top Navigation Bar

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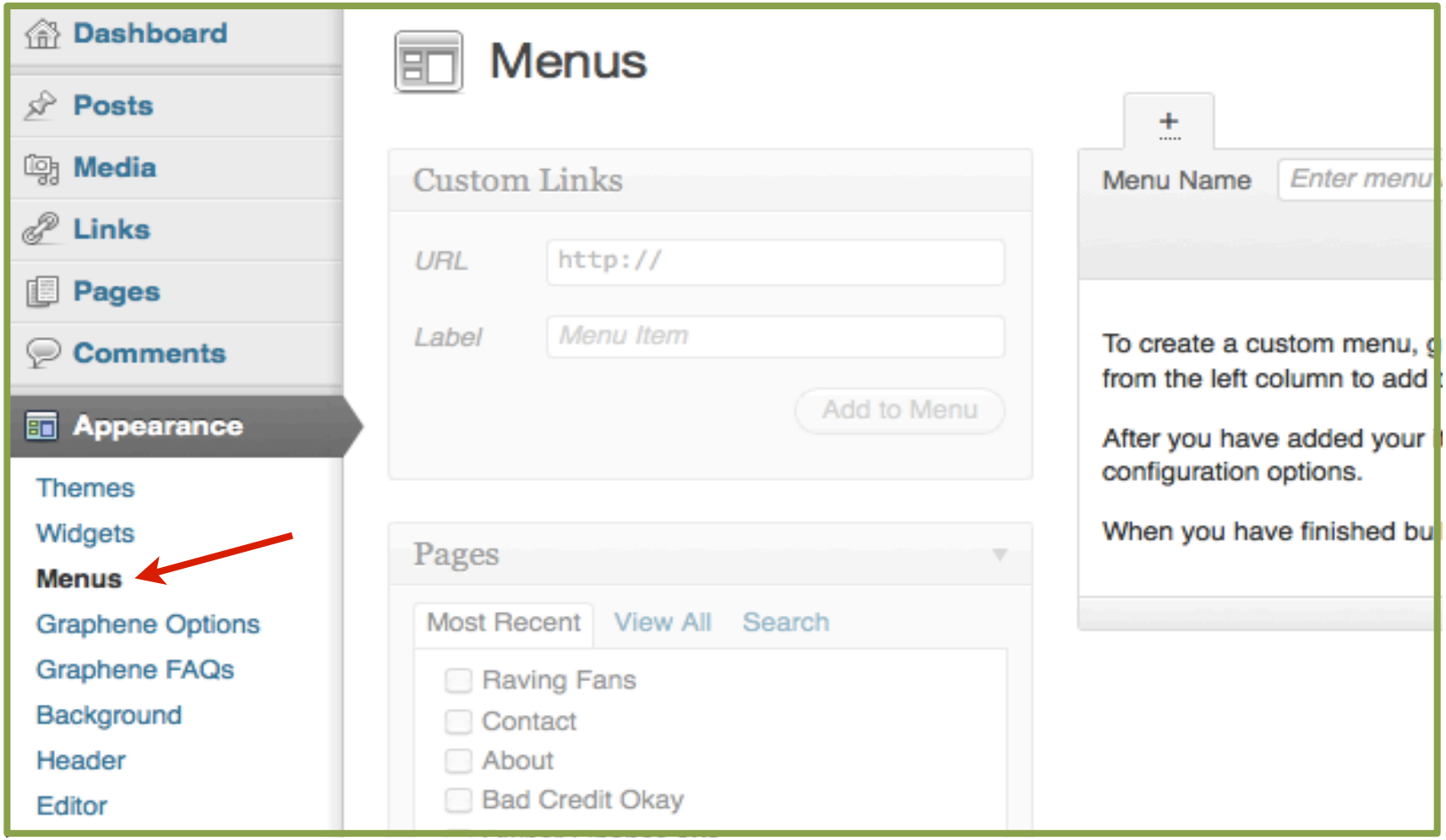
Step 21

For top navigation bar linking: Go to "Menus" under the left dashboard "Appearance" tab.



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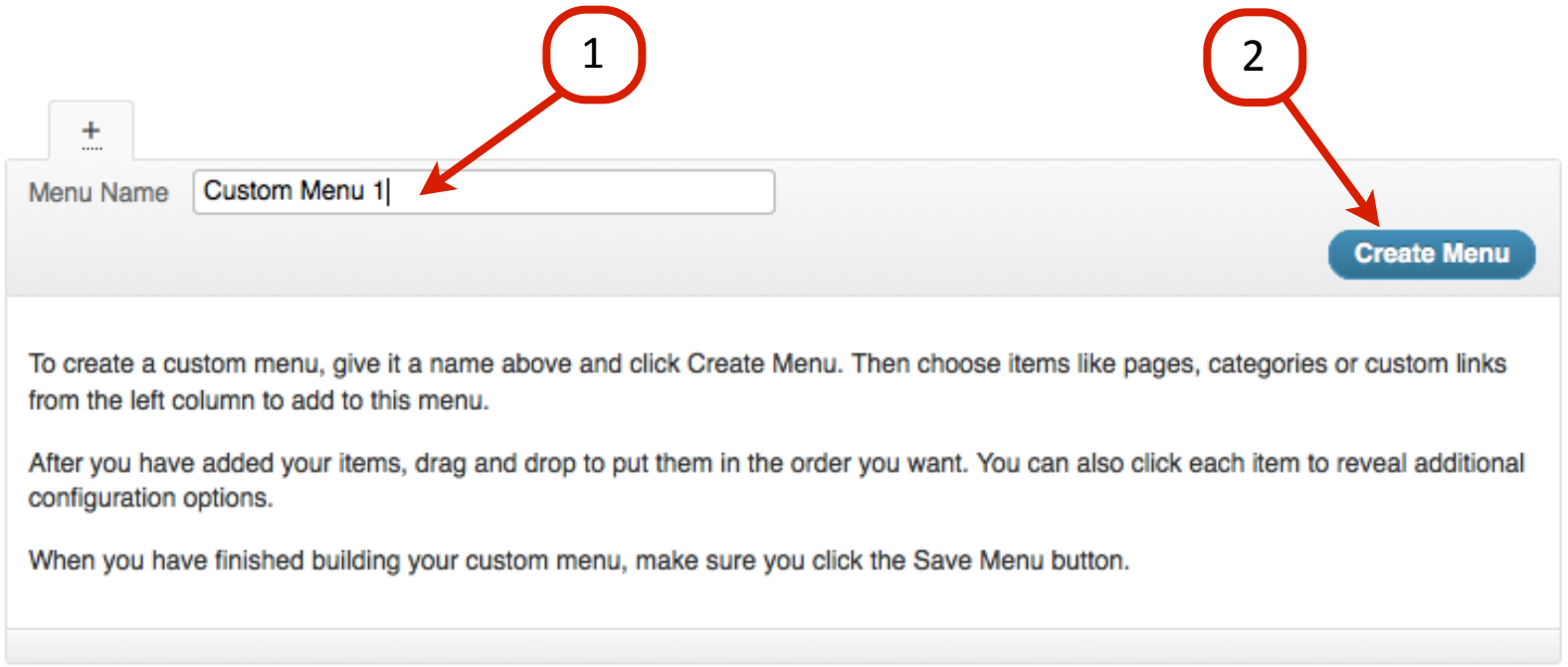
Step 22

Create a custom menu name of your choosing and type it into the “menu name” field and then click “Create Menu”.



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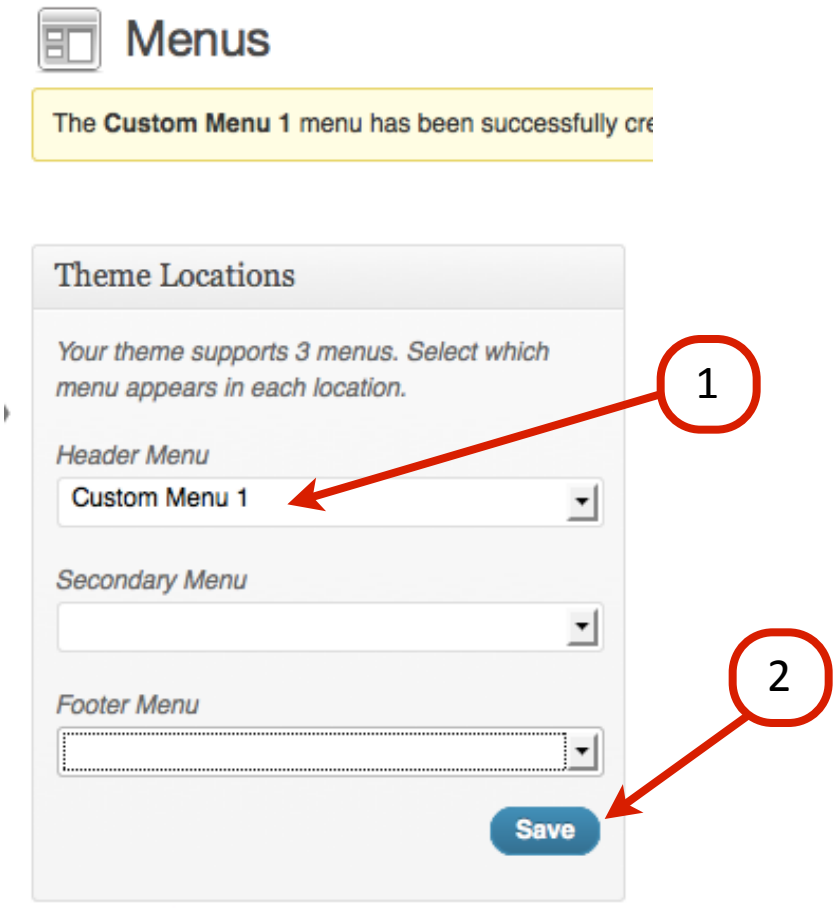
Step 23

Use the drop down menu under “Header Menu” to choose your custom menu and then click “Save”.



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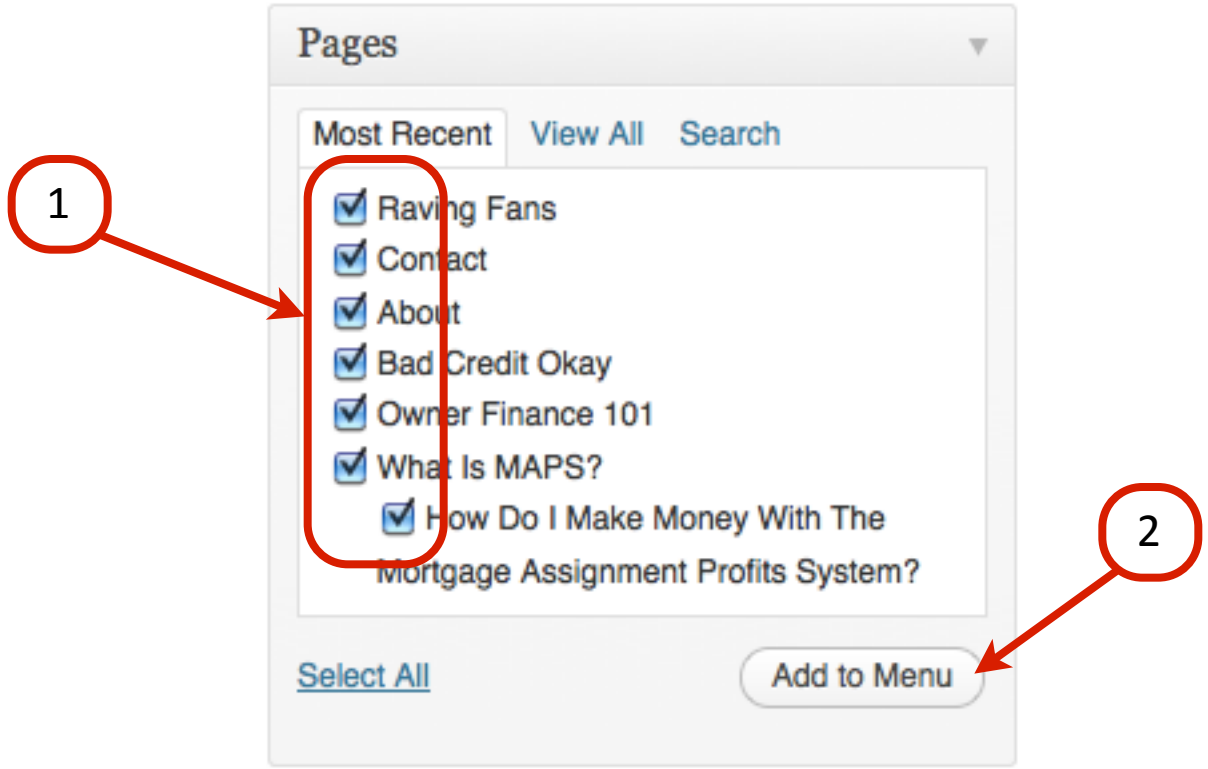
Step 24

Scroll down to pages and check the menu items that you want to appear in your main website menu and click “Add to Menu”.



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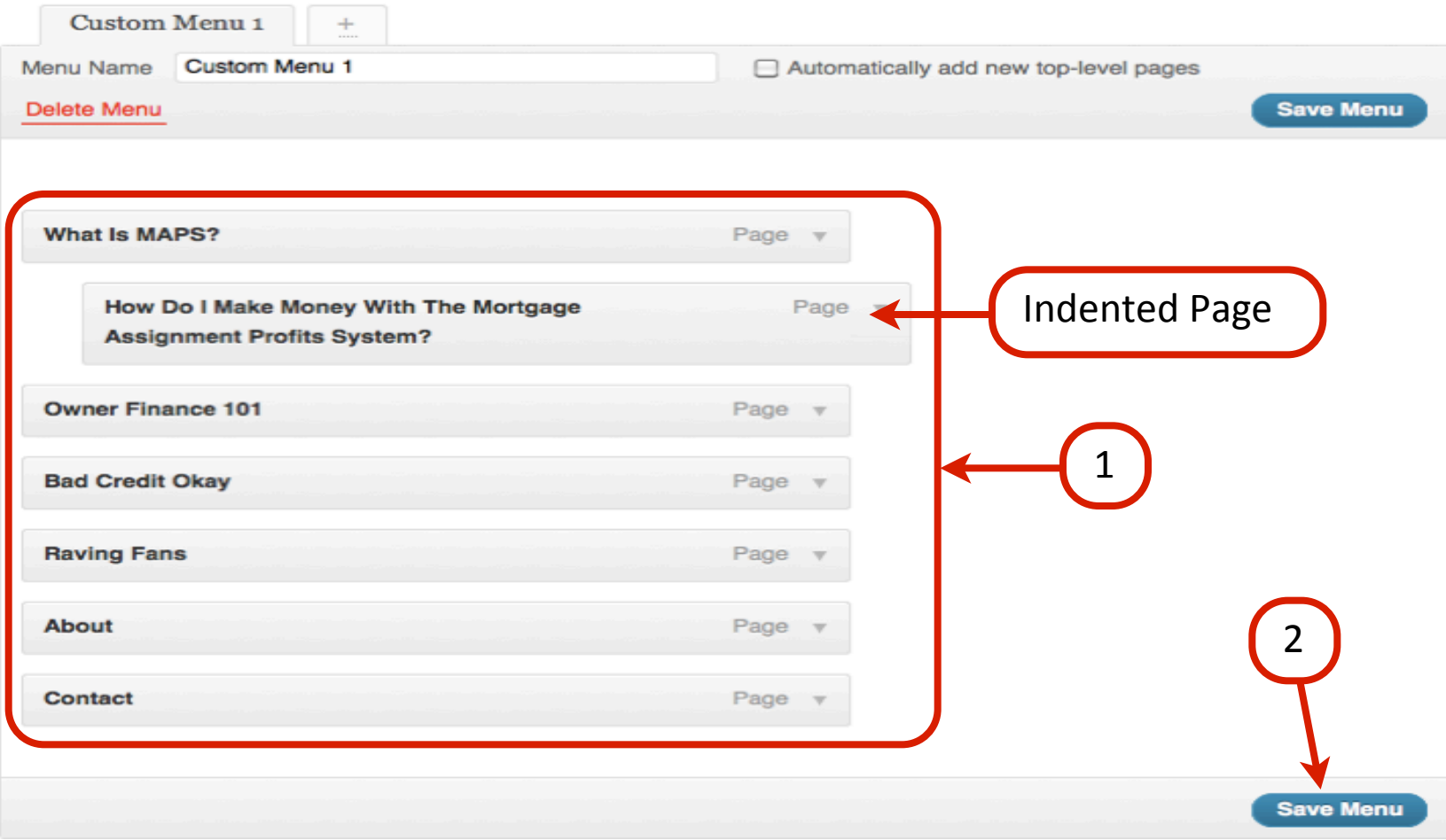
Step 25

Drag boxes around to put the menu items in order. Indent a menu item if you want it to follow under a 2nd tier main menu item. When done, click "Save Menu" and check website.



Objective 3 Adding Influential Content Components

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Virtual Marketing Blueprint

Next Video...

Objectives:

1) Introduction To Article Writing
2) Organizing & Posting Content
3) Adding Influential Content Components
4) **Incorporating A Blog Into Your Website**
5) "Hands Off" Article Writing Resources

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Virtual Marketing Blueprint

Content Creation

Objectives:

1) Introduction To Article Writing
2) Organizing & Posting Content
3) Adding Influential Content Components
4) **Incorporating A Blog Into Your Website**
5) "Hands Off" Article Writing Resources

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Introduction to Blogs

Blog

What Is It?

It's like a journal... but public... and online.

Why Is It Important?

- Blogs ensure fresh content is continually added
- Blogs are very social (they get shares, likes, etc)
  - Fresh content ranks better with Panda
  - Social aspects rank better with Panda
- SEO: Posts link to pages and as blog posts gain in authority, so does pages and overall site.

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Introduction to Blogs & Blog Posting

Blog Posting Tips for Readers & Search Engines

- Write 1 - 2 times a week to keep traffic and google visiting your site. (Pings)
- Be yourself, have fun! You already created your keyword content, so your blog is to engage your readers and make them want to keep coming back.
- Write about things your niche cares about.

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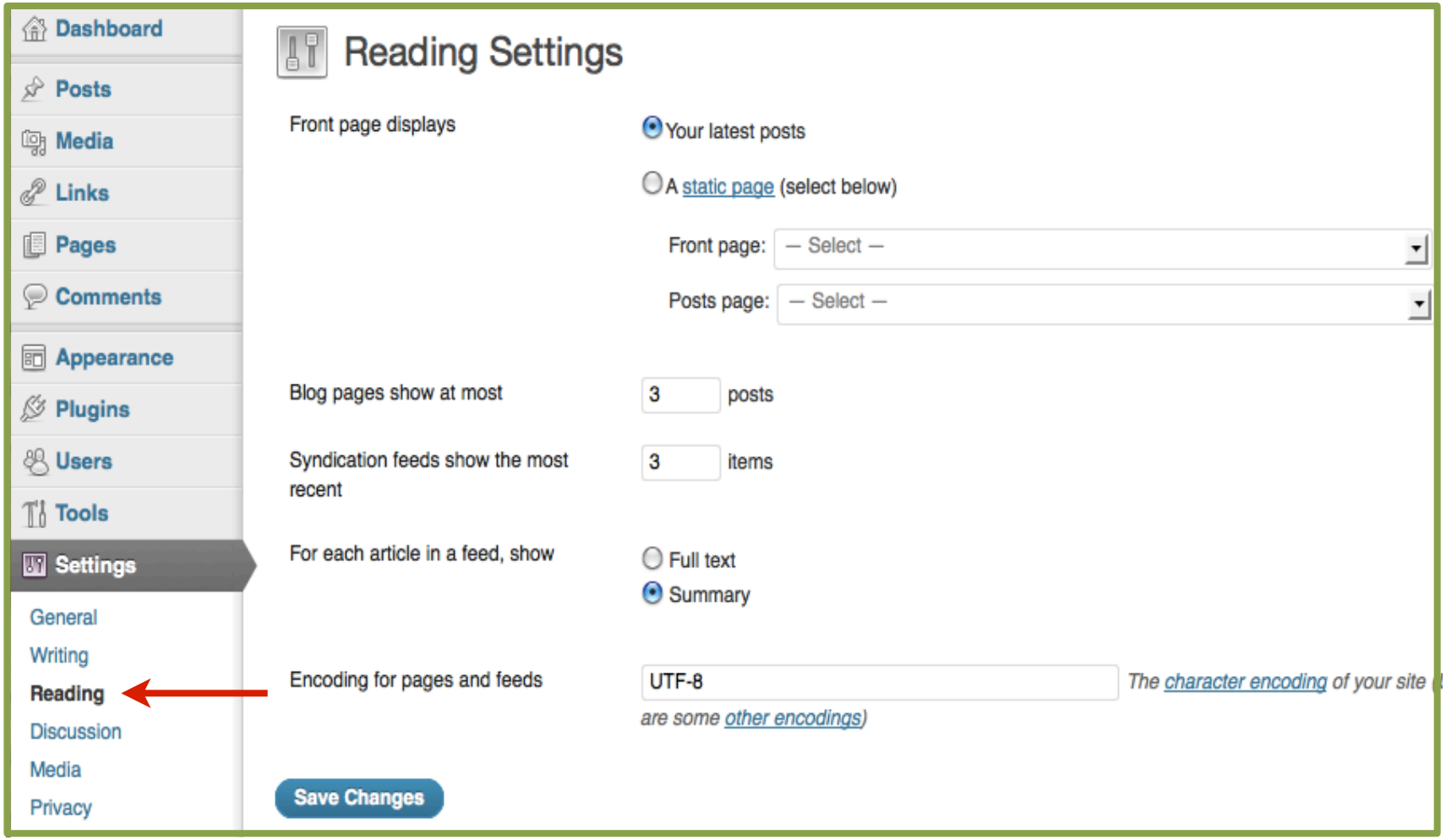
Step 1

Determine where your blog will go. (Default is the home page.) Go to "Reading" under the left dashboard "settings tab if you want to change the blog's location.



Objective 4 Incorporating A Blog Into Your Website

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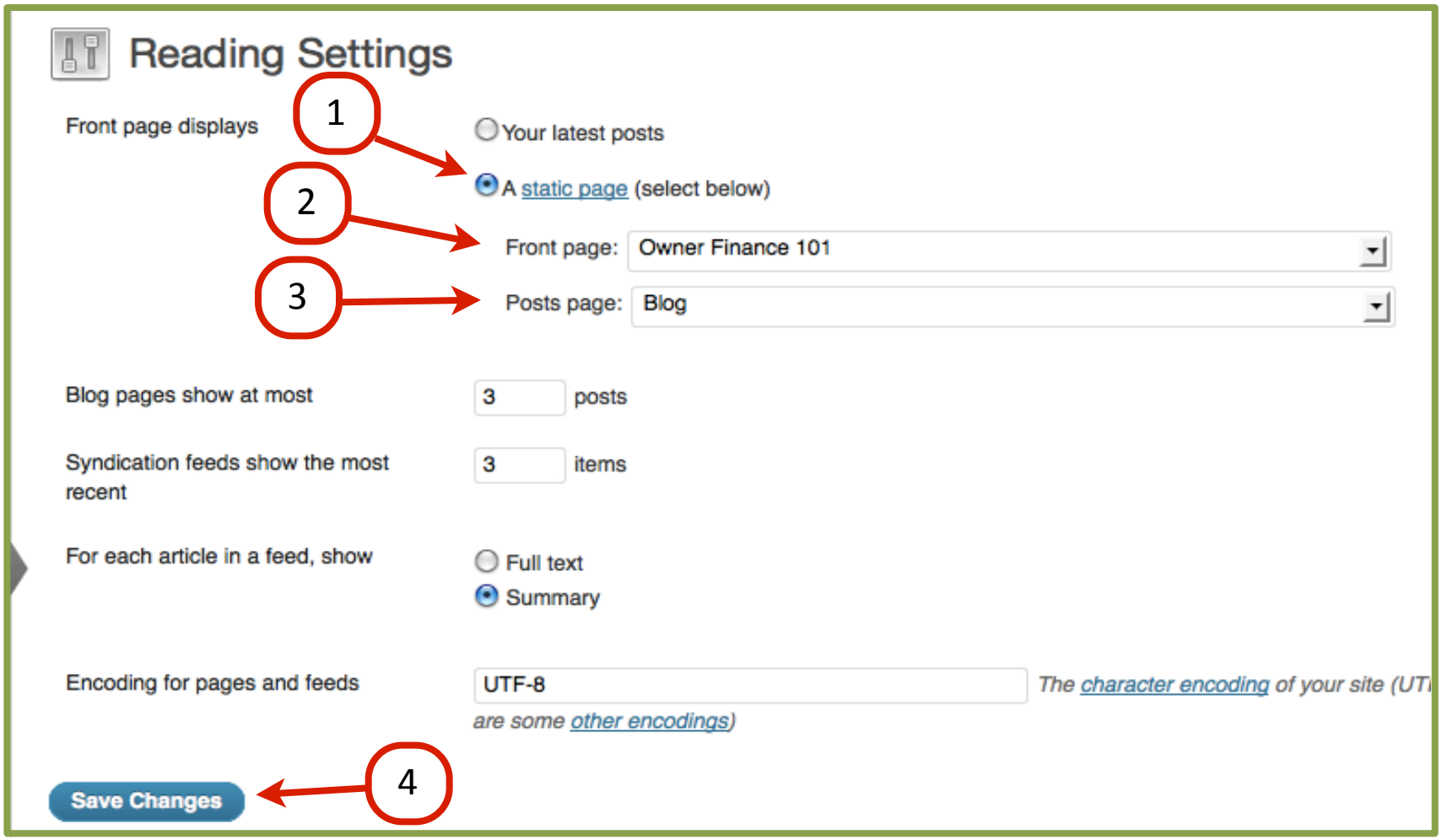
Step 2

Click on "A static page" and then choose which page you want to be the new home page. Next, choose which page you want to be the new blog page. When done, click "Save Changes" and check your website.

Note: The page has to be an existing page for it to show up in this drop down menu.



Objective 4 Incorporating A Blog Into Your Website

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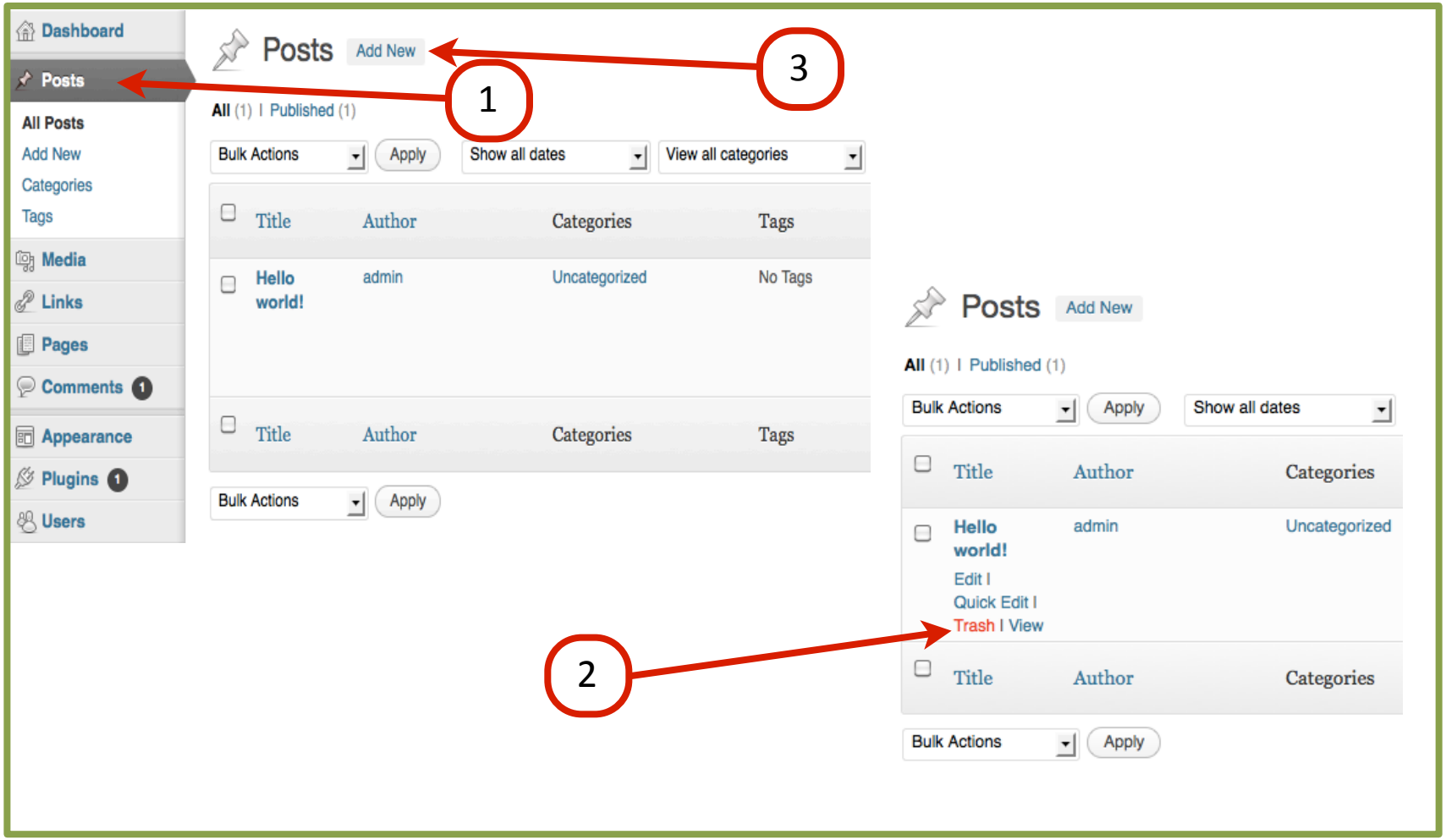
Step 3

Go to “Posts” under the left dashboard menu and “Trash” sample Hello World Post and click “Add New”.



Objective 4 Incorporating A Blog Into Your Website

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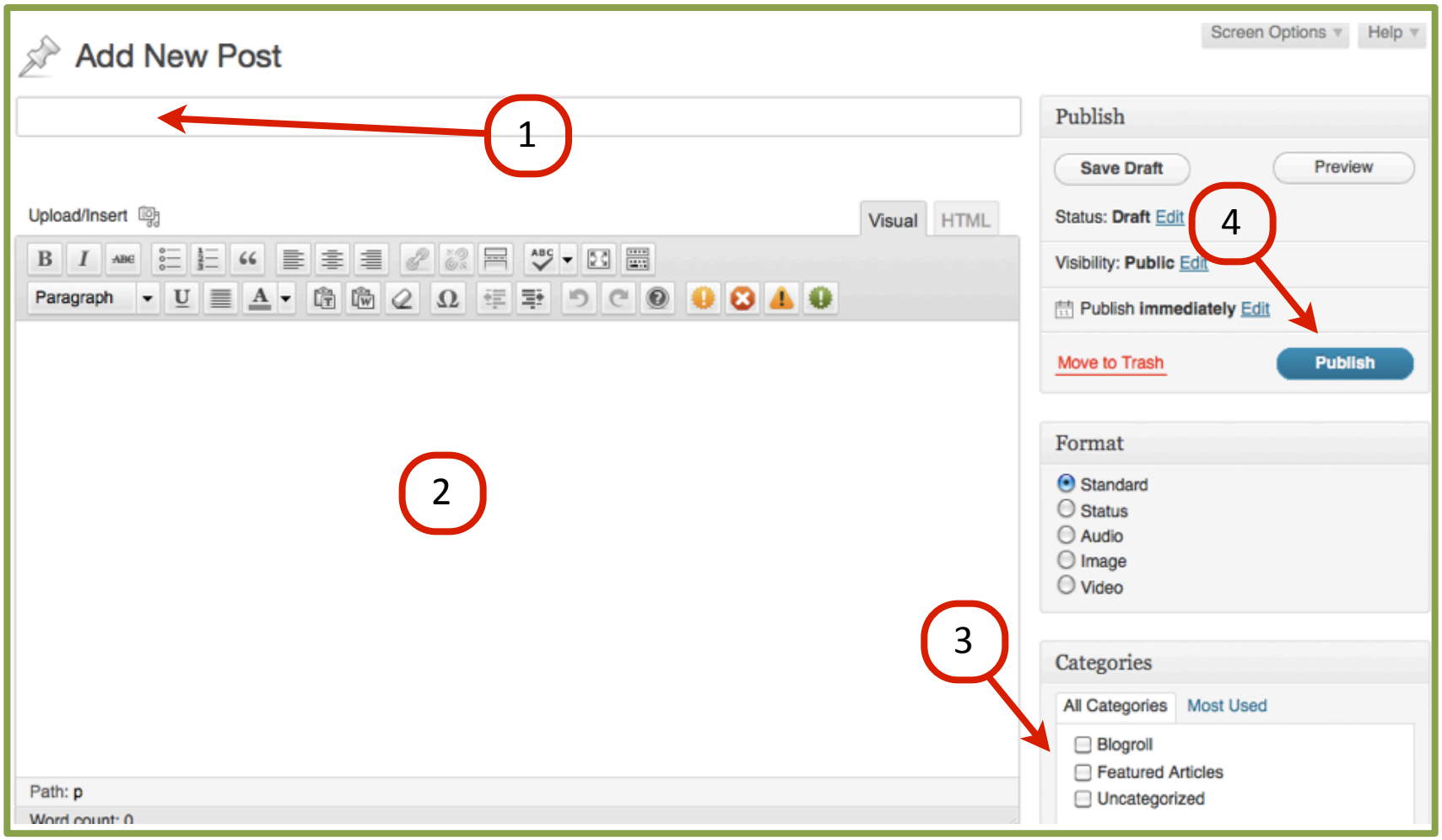
Step 4

Add title of post, then content. Choose the category and when done, click "Publish".



Objective 4 Incorporating A Blog Into Your Website

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Step 5

Add pictures, featured image, audio, video, or any other influential content components as discussed earlier. When done, click "Update" and check website.

images, heading tags, links, etc

Featured image

Objective 4 Incorporating A Blog Into Your Website

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Virtual Marketing Blueprint

Next Video...

Objectives:

1) Introduction To Article Writing
2) Organizing & Posting Content
3) Adding Influential Content Components
4) Incorporating A Blog Into Your Website
5) **"Hands Off" Article Writing Resources**

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Virtual Marketing Blueprint

Content Creation

Objectives:

1) Introduction To Article Writing
2) Organizing & Posting Content
3) Adding Influential Content Components
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5) **"Hands Off" Article Writing Resources**

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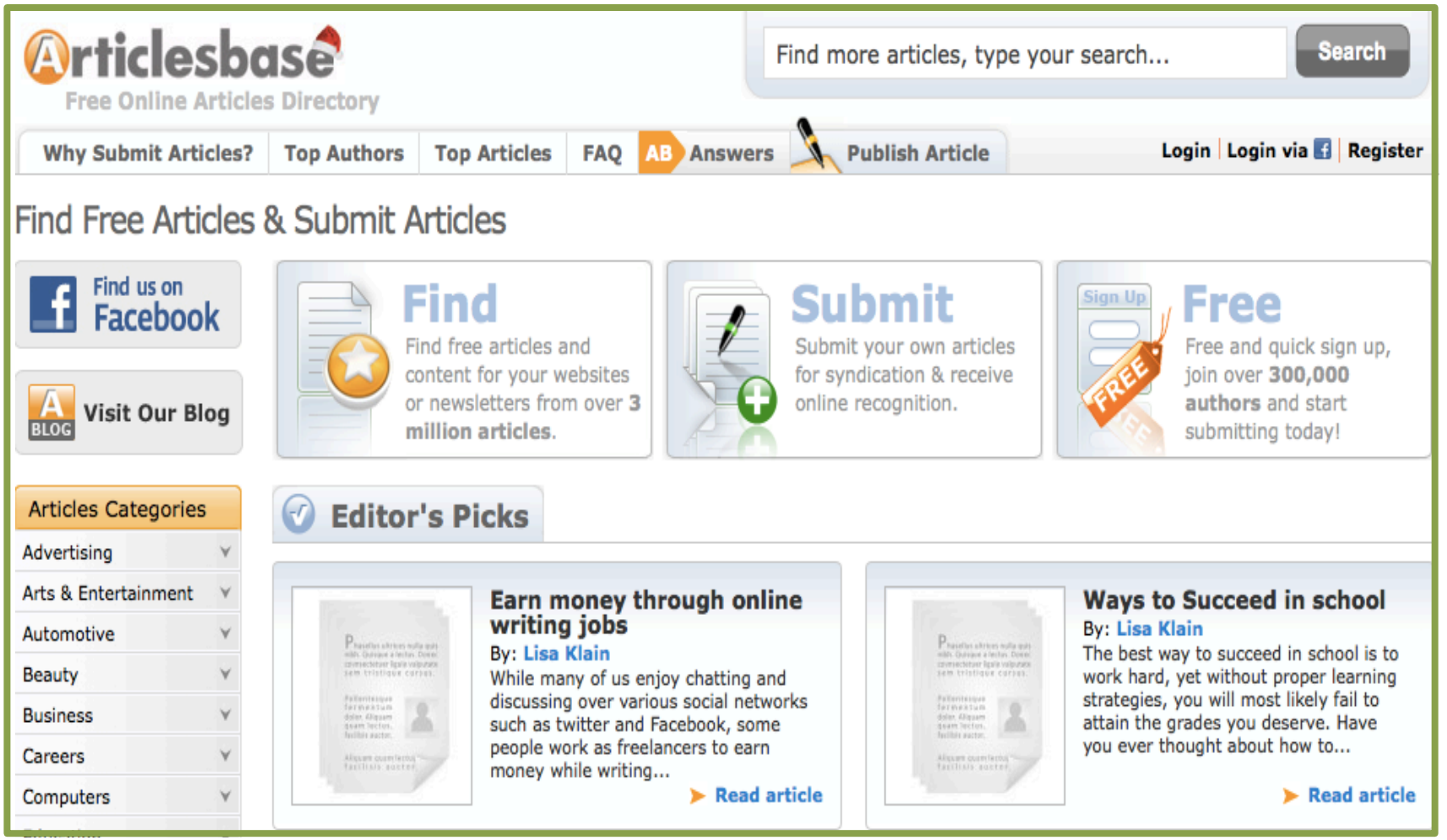
"Hands Off" Article Writing: Articlesbase.com



Objective 5 "Hands Off" Article Writing Resources

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

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"Hands Off" Article Writing: Other Free Article Sites

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"Hands Off" Article Writing: Reminder About Duplicate Content

Duplicate Content

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

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

Template Websites

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

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"Hands Off" Article Writing: Outsourcing Resources

Odesk.com

fiverr.com

Elance.com

123employee.com

textbroker.com

vworker.com

thecontentauthority.com

Objective 5 "Hands Off" Article Writing Resources

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Virtual Marketing Blueprint

Content Creation

Objectives:

- ☑ Introduction To Article Writing
- ☑ Organizing & Posting Content
- ☑ Adding Influential Content Components
- ☑ Incorporating A Blog Into Your Website
- ☑ "Hands Off" Article Writing Resources

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VMB: Content Creation Homework

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

1) Begin Writing Your Articles Using The Copywriting Resources
2) Organize & Post Your Articles
3) Write & Post Your "About" Page & Insert Your Contact Form
4) Add Influential Content Components: Pictures, Video/Audio, Bold/ Italicize, Heading Tags, Linking in Content, Side Bar or Navigation Bar
5) Add/Remove Your Blog. Write Your First Post If You Use A Blog & Develop a Posting Strategy
6) Use "Hands Off" Article Resources if Your Time Is Limited

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Thank You!

We look forward to seeing you on the next Virtual Marketing Blueprint Q & A Session!

Dani Lynn, Flip, Tucker and Sasha

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