

WELCOME TO

Virtual  
Marketing

*Blueprint*

Rei Rockstars

# Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

# 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

**Rei Rockstars**

# Virtual Marketing Blueprint

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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.

# 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.

# 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.

# 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.

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

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.

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.**

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.

Objective 2 Organizing & Posting Content

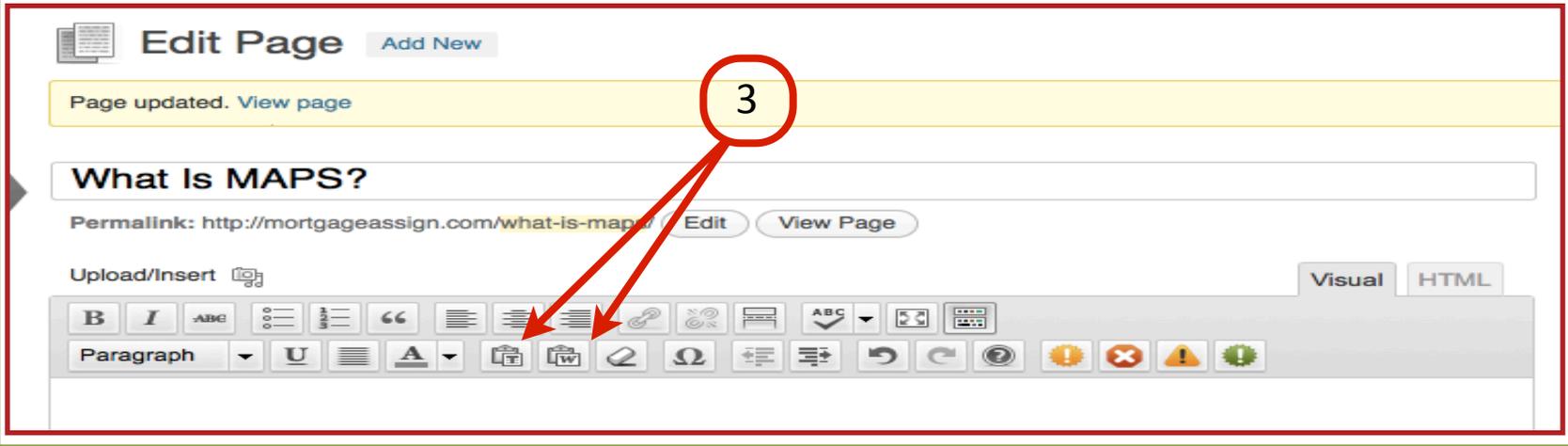
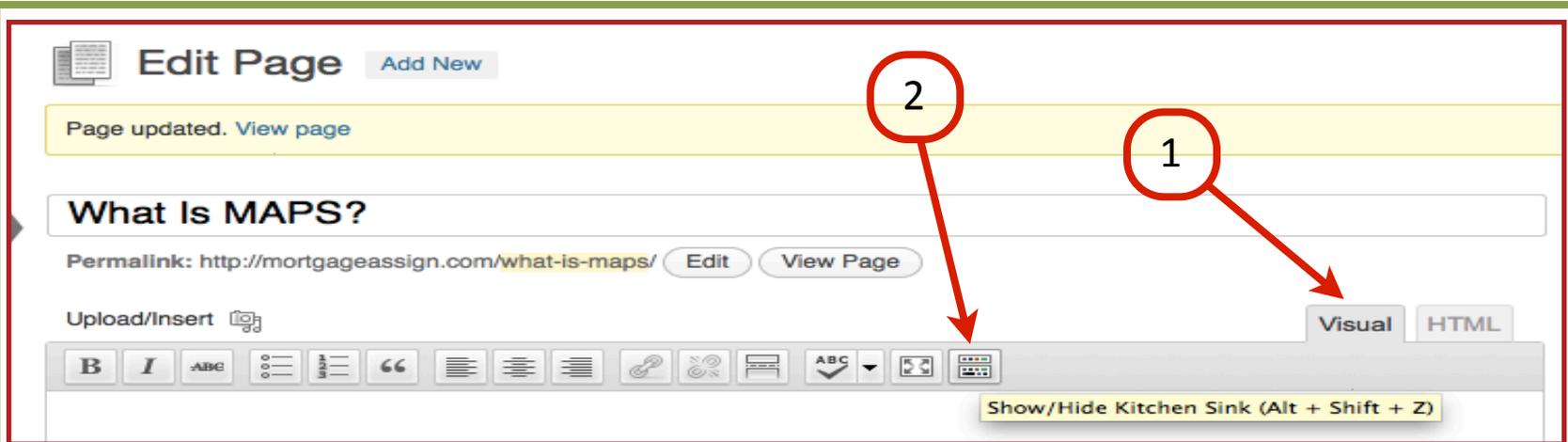
The screenshot displays the WordPress dashboard's 'Pages' section. On the left sidebar, the 'Pages' menu item is highlighted with a red circle containing the number '1' and an arrow pointing to it. The main content area shows a list of pages with the following titles: 'Title', 'What Is MAPS?', 'Owner Finance 101', and 'Bad Credit Okay'. The page titled 'What Is MAPS?' is circled with a red circle containing the number '2' and an arrow pointing to it. Above the list, there are controls for 'Bulk Actions', 'Apply', 'Show all dates', and 'Filter'. The page count is shown as 'All (6) | Published (6)'.

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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)*

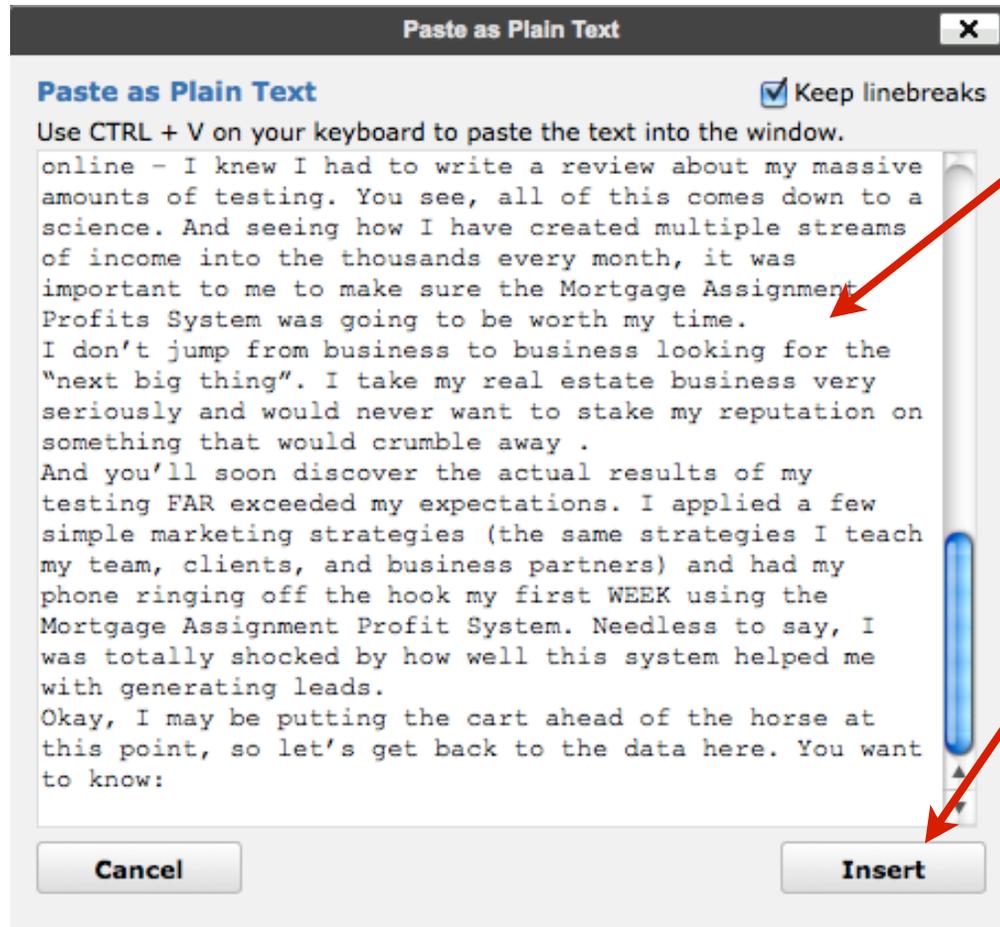
Objective 2 Organizing & Posting Content



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Step  
5

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



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Step  
7

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



Objective 2 Organizing & Posting Content

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

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

Step  
9

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

Objective 2 Organizing & Posting Content

The screenshot displays the WordPress dashboard interface. On the left sidebar, the 'Pages' menu is expanded, and the 'Add New' option is highlighted with a red arrow and a circled '1'. The main content area shows the 'Add New Page' screen with a title input field, an 'Upload/Insert' button, and a rich text editor toolbar. The toolbar includes options for bold, italic, text color, background color, link, unlink, list, and other formatting tools. The 'Visual' and 'HTML' tabs are visible at the top right of the editor area.

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Step  
10

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

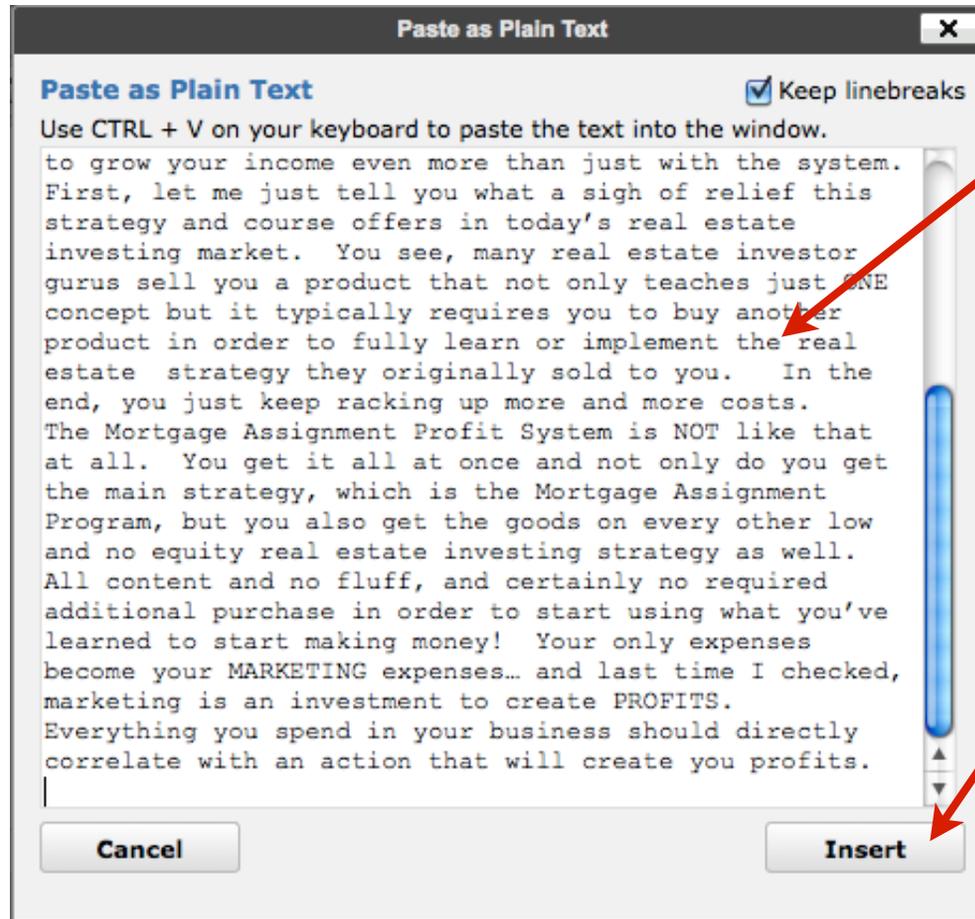
Objective 2 Organizing & Posting Content

The screenshot displays a content management system interface. At the top, there is a header area with the text "Add New Page". Below this, a text input field contains the article title: "How Do I Make Money With The Mortgage Assignment Profits System?". A red arrow points from a circled number "1" to this text field. Below the title field is a rich text editor toolbar. A red arrow points from a circled number "2" to the "Text" icon (represented by a document with a pencil) in the toolbar. The toolbar includes various icons for bold, italic, text color, background color, bulleted list, numbered list, link, unlink, table, and other editing functions. At the bottom of the editor, there is a status bar showing "Path: p", "Word count: 0", and "Draft saved at 12:42:12 am.".

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Step  
11

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



Step  
12

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

Objective 2 Organizing & Posting Content

The screenshot shows the WordPress 'Add New Page' interface. The page title is 'How Do I Make Money With The Mortgage Assignment Profits System?'. The 'Page Attributes' dropdown menu is open, showing the 'Parent' section with a dropdown menu. The dropdown menu is open, showing the following options: '(no parent)', '(no parent)', 'What Is MAPS?', 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans', 'About', and 'Contact'. A red arrow labeled '1' points to the 'Parent' dropdown menu, and another red arrow labeled '2' points to the 'What Is MAPS?' option.

Step  
13

# Click "Publish".

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

**Add New Page**

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

Permalink: <http://mortgageassign.com/how-do-i-make-...profits-system/> Edit

Upload/Insert Visual HTML

Paragraph

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

**Publish**

Save Draft Preview

Status: Draft Edit

Visibility: Public Edit

Publish immediately Edit

Move to Trash **Publish**

Page Attributes

Parent

What is MAPS?

**Edit Page** Add New

Page published. View page

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

Permalink: <http://mortgageassign.com/what-is-maps/how-do-i-make-...profits-system/> Edit View Page

Step  
14

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



Objective 2 Organizing & Posting Content

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Step  
15

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

Objective 2 Organizing & Posting Content

**Dashboard**

- Posts
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Contact**

## Contact Form 7

Contact form 1 [Add New](#)

### Contact form 1

Copy this code and paste it into your post, page or text widget content.

```
[contact-form-7 id="57" title="Contact form 1"]
```

#### Form

```
<p>Your Name (required)<br /> [text* your-name] </p> <p>Your Email (required)<br /> [email* your-email] </p>
```

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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.

Objective 2 Organizing & Posting Content

The screenshot displays the WordPress dashboard interface. On the left, the 'Pages' menu item is highlighted with a red circle containing the number '1' and an arrow pointing to it. Below 'Pages', the 'All Pages' sub-menu is also visible. The main content area shows the 'Pages' section with an 'Add New' button. Below this, there are filters for 'Bulk Actions' (set to 'Apply'), 'Show all dates', and a 'Filter' button. A list of pages is displayed, each with a checkbox and a title. The 'Contact' page at the bottom of the list is highlighted with a red circle containing the number '2' and an arrow pointing to it. The page titles in the list are: 'Title', 'What Is MAPS?', '— How Do I Make Money With The Mortgage Assignment Profits System?', 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans' (with 'Edit | Quick Edit | Trash | View' links), 'About', and 'Contact'.

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Step  
17

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

Objective 2 Organizing & Posting Content

The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Contact'. The 'HTML' tab is selected, and the contact form code is pasted into the content area. The 'Update' button is visible in the bottom right corner. Red circles and arrows highlight the HTML tab (1), the pasted code (2), and the Update button (3).

1

2

3

Step  
18

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

Objective 2 Organizing & Posting Content

The screenshot shows a website contact page. At the top is a navigation bar with links: What Is MAPS?, Owner Finance 101, Bad Credit Okay, Blog, Raving Fans, About, and Contact. The main content area is titled "Contact" and includes a form with the following fields: "Your Name (required)", "Your Email (required)", "Subject", and "Your Message". A "Send" button is located at the bottom left of the form. A red arrow points from the bottom right towards the "Send" button. To the right of the form is a sidebar with a "Free Report" section. This section features a large red downward-pointing arrow and the text "Free Report: #1 Secret To Selling Your House Fast and For Top Dollar". Below this is a "Name:" field, an "Email:" field, and a "Sign up!" button. At the bottom of the sidebar, it says "We respect your email privacy".

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.*

Objective 2 Organizing & Posting Content

**Edit Page** [Add New](#)

# About

Permalink: <http://mortgageassign.com/about/> [Edit](#) [View Page](#)

Upload/Insert

**Visual** **HTML**

**B** **I** ABC ABC

Paragraph

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# Virtual Marketing Blueprint

## Next Video...

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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.

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

The screenshot shows the WordPress 'Edit Page' interface. At the top, there's a title 'What Is MAPS?' and a permalink. Below the title, there are 'Edit' and 'View Page' buttons. The 'Upload/Insert' button is circled with a red '1', and a red arrow points from it to the 'Add Media' icon in the text editor. Another red arrow points from the 'Add Media' icon to a circled red '2' in the top right corner of the page editor. The text editor contains the following text:

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...

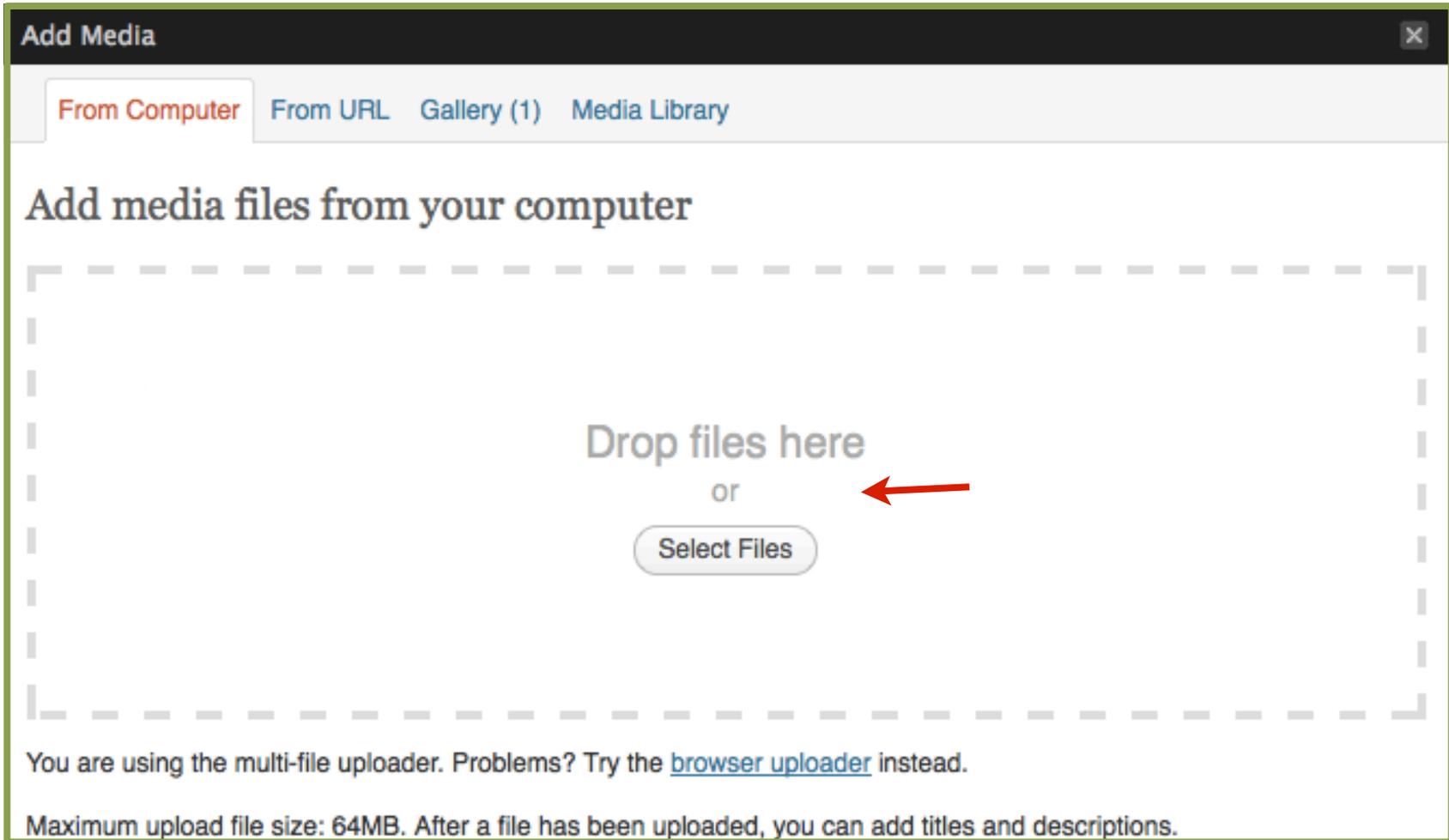
Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

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.

Step  
2

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

Objective 3 Adding Influential Content Components



Add Media

From Computer From URL Gallery (1) Media Library

Add media files from your computer

Drop files here  
or

Select Files

You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.

Maximum upload file size: 64MB. After a file has been uploaded, you can add titles and descriptions.

Step  
3

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

Objective 3 Adding Influential Content Components

Screen shot 2011-12-31 at 8.01.59 PM [Hide](#)



**File name:** Screen-shot-2011-12-31-at-8.01.59-PM1.png  
**File type:** image/png  
**Upload date:** January 1, 2012  
**Dimensions:** 285 x 298

[Edit Image](#)

**Title** \*  (1)

**Alternate Text**  
  
*Alt text for the image, e.g. "The Mona Lisa"*

**Caption**

**Description**

**Link URL**  
  
[None](#) [File URL](#) [Attachment Post URL](#)  
*Enter a link URL or click above for presets.*

**Alignment**  
 None  Left (2)  Center  Right (3)

**Size**  
 Thumbnail (150 x 150)  
 Medium  
 Large  
 Full Size (285 x 298) (4)

[Insert into Post](#) [Use as featured image](#) [Delete](#)

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Step  
5

Click on “Update” when satisfied with picture placement & size.

Objective 3 Adding Influential Content Components

The screenshot shows a CMS 'Edit Page' interface. At the top, the page title is 'What Is MAPS?'. Below the title, there are 'Edit' and 'View Page' buttons. A red arrow points from the 'Update' button in the 'Publish' sidebar to the 'Update' button in the main content area. The main content area contains a large graphic on the left with the text 'Assignment of Mortgage Payments System' and a yellow key icon. To the right of the graphic is text about a mortgage assignment profit system. The interface includes a rich text editor toolbar, a 'Publish' sidebar with an 'Update' button, and 'Page Attributes' settings.

Step  
6

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

Objective 3 Adding Influential Content Components

The screenshot shows a web editor interface with a toolbar and a text area. The text area contains the following content:

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-maps/> Edit View Page

Upload/Insert 

Visual HTML

**B I ABC**              

Paragraph          

**Format**

- Paragraph
- Address
- Preformatted
- Heading 1**
- Heading 2**

**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.

The screenshot includes two red circles with numbers: circle '2' is positioned above the 'Paragraph' dropdown menu, and circle '1' is positioned above the 'Heading 1' option in the format menu. Red arrows point from these circles to the respective elements in the interface.

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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.

Objective 3 Adding Influential Content Components

1

Page updated. [View page](#)

## What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-maps/> [Edit](#) [View Page](#)

Upload/Insert

Visual HTML

Heading 2 [U](#) [A](#)

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

[Move to Trash](#) [Update](#)

Page Attributes

Parent

(no parent)

Template

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

### 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

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.

Objective 3 Adding Influential Content Components



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  
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".

Objective 3 Adding Influential Content Components

The screenshot shows a CMS 'Edit Page' interface for a page titled 'What Is MAPS?'. The page content is displayed in a code editor view. A red circle labeled '1' points to the 'HTML' tab in the top right corner of the editor. A red circle labeled '2' points to the 'Upload/Insert' button in the top left corner. A red circle labeled '3' points to the 'code' button in the top toolbar. The main content area shows a paragraph of text, followed by a red-bordered box containing the following HTML code: 

```
<iframe width="560" height="315" src="http://www.youtube.com/embed/-rfTo3jMCKc" frameborder="0" allowfullscreen></iframe>
```

 Below the code box, there is another paragraph of text. At the bottom of the editor, it shows 'Word count: 468' and 'Draft saved at 3:09:26 am. Last edited by Dani Lynn Robison on January 1, 2012 at 2:53 am'.

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Step  
10

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

Objective 3 Adding Influential Content Components

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-mortga...profits-system/> Edit View Page

Upload/Insert

Visual HTML

**B** *I* ABC ABC

Paragraph



**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...**

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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”.

The image shows a screenshot of a web application's 'Insert/edit link' dialog box. The dialog has a title bar with 'Insert/edit link' and a close button. Below the title bar, it says 'Enter the destination URL'. There are two input fields: 'URL' and 'Title'. The 'URL' field contains 'w-do-i-make-money-with-the-mortgage-assignment-profits-system/' and the 'Title' field contains '/ Do I Make Money With The Mortgage Assignment Profits System'. There is a checkbox labeled 'Open link in a new window/tab' which is currently unchecked. Below these fields, there is a section titled 'Or link to existing content' with a right-pointing arrow. At the bottom left, there is a red 'Cancel' link. At the bottom right, there is a blue 'Add Link' button. Three red circles with numbers 1, 2, and 3 are overlaid on the image. Circle 1 points to the URL input field, circle 2 points to the Title input field, and circle 3 points to the 'Add Link' button.

Objective 3 Adding Influential Content Components

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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.)

Objective 3 Adding Influential Content Components

how you can make money with it, and then you can draw your own conclusions about it.' On the right side, there is a 'Publish' sidebar with a 'Preview Changes' button (circled with a red '2'), a 'Status: Published' field, a 'Visibility: Public' field, a 'Published on: Nov 11, 2011 @ 14:27' field, and an 'Update' button. Below the publish section is a 'Page Attributes' section with 'Parent' set to '(no parent)', 'Template' set to 'Theme default', and 'Order' set to '1'."/>

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-mortga...profits-system/> Edit View Page

Upload/Insert

Unlink

Visual HTML

Assignment of Mortgage Payments 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...

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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



Plugin  
Option

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

Objective 3 Adding Influential Content Components



# Install Plugins

[Search](#) | **[Search Results](#)** | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Term

| Name  | Version | Rating | Description  |
|---|---------|--------|--|
| <b>Yet Another Related Posts Plugin</b><br><a href="#">Details</a> <a href="#">Install Now</a> ←          | 3.4.3   | ★★★★☆  | Yet Another Related Posts Plugin introducing the reader to other...<br>An advanced and versatile algo...<br>categories, and now custom tax...<br>(Michael Yoshitaka Erlewine). |
| <b>Yet Another Featured Posts Plugin (YAFPP)</b><br><a href="#">Details</a>   <a href="#">Install Now</a> | 1.4     | ★★★★☆  | Yet Another Featured Posts Plugin...<br>Simply check the 'featured stars...<br>unfeature a post. This info is po...<br>This interface for featuring/unfe...                    |



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

### Featured Articles

-  [#1 Secret To Success](#)
-  [AMPS™/MAPS Success Stories](#)
-  [Cold Hard Facts on AMPS™](#)
-  [How Does AMPS™ Work?](#)
-  [How To Make Money With AMPS™](#)
-  [How To Succeed](#)
-  [Is AMPS™ a Scam?](#)

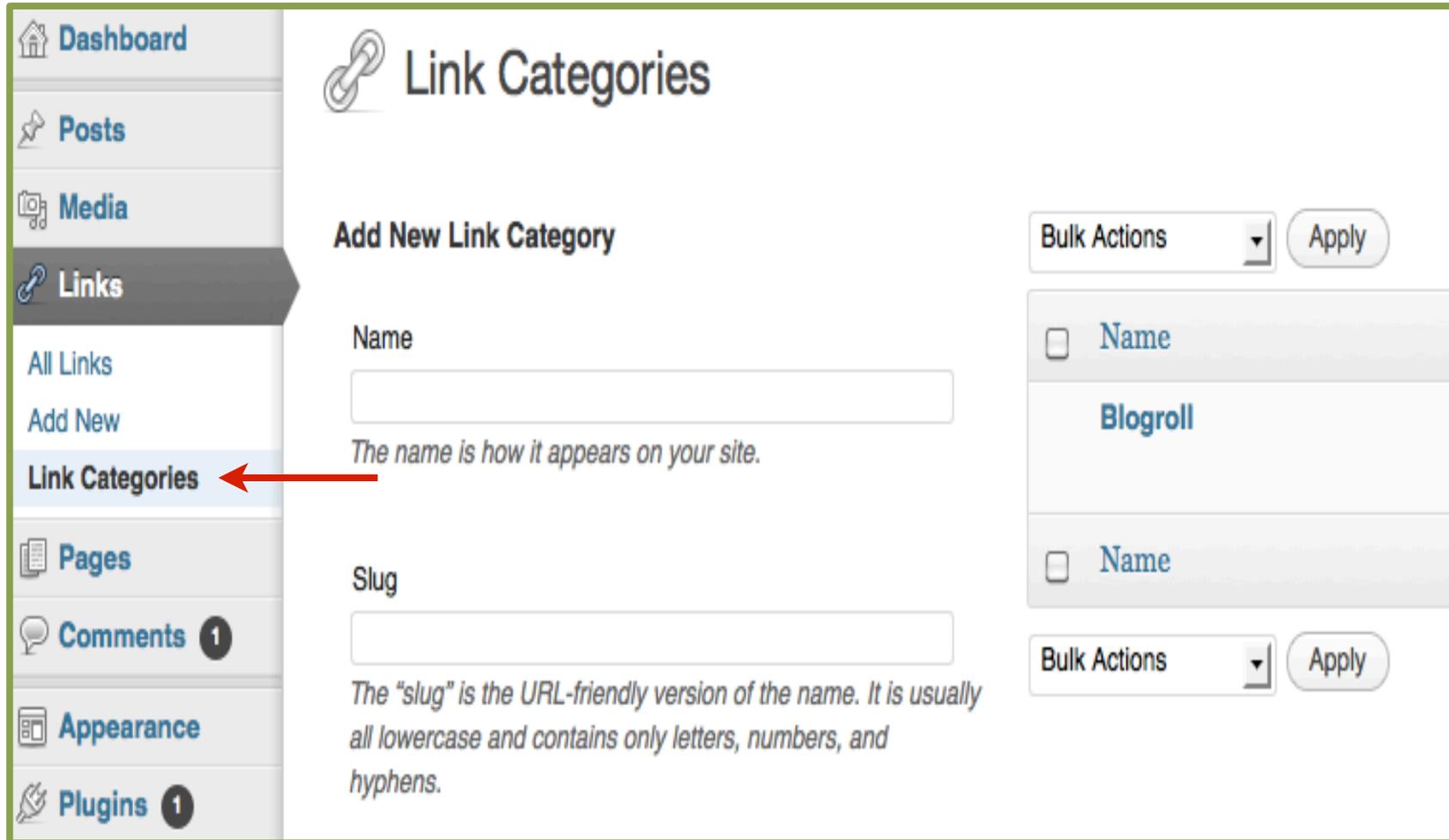
### Categories

-  [Assignment of Mortgage Payments System™ Review](#)
-  [Mortgage Assignment Case Studies](#)
-  [Q & A](#)

Step  
14

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

Objective 3 Adding Influential Content Components



The screenshot shows the WordPress admin interface for the 'Link Categories' page. On the left sidebar, the 'Links' menu is active, and 'Link Categories' is highlighted with a red arrow. The main content area is titled 'Link Categories' and features a 'Add New Link Category' section. This section includes two input fields: 'Name' and 'Slug'. Below the 'Name' field is the instruction: 'The name is how it appears on your site.' Below the 'Slug' field is the instruction: 'The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.' To the right of the 'Add New Link Category' section, there are two bulk action menus. Each menu consists of a 'Bulk Actions' dropdown menu and an 'Apply' button. The first bulk action menu shows a list of link categories, with 'Name' and 'Blogroll' visible. The second bulk action menu shows a list of link categories, with 'Name' visible.

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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".

Objective 3 Adding Influential Content Components

The image shows a screenshot of the WordPress 'Link Categories' form and a table. The form is on the left, and the table is on the right. Red boxes and arrows highlight specific elements, with circled numbers 1, 2, and 3 indicating the steps.

**Link Categories Form:**

- Name:** Input field containing "Featured Articles". A red arrow points to this field from a circled "1".
- Slug:** Input field containing "featured-articles". A red arrow points to this field from a circled "2".
- Description:** Textarea field.
- Add New Link Category:** Button at the bottom. A red arrow points to this button from a circled "3".

**Table:**

| Bulk Actions             |                   | Apply |
|--------------------------|-------------------|-------|
| <input type="checkbox"/> | Name              |       |
| <input type="checkbox"/> | Featured Articles |       |
| Blogroll                 |                   |       |
| <input type="checkbox"/> | Name              |       |
| Bulk Actions             |                   | Apply |

Step  
16

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

Objective 3 Adding Influential Content Components

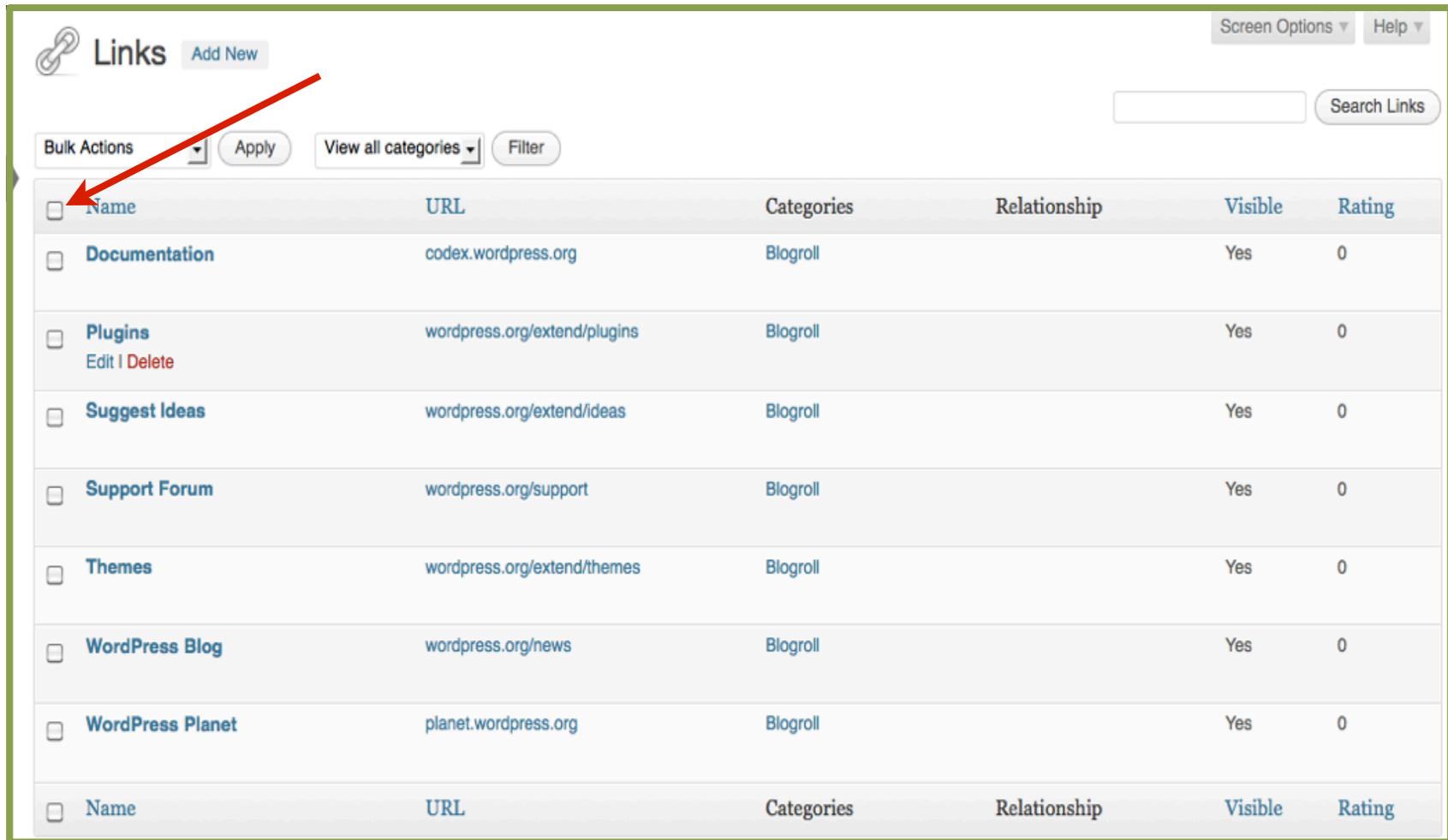
| <input type="checkbox"/> | Name          | URL                 |
|--------------------------|---------------|---------------------|
| <input type="checkbox"/> | Documentation | codex.wordpress.org |

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Step  
17

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

Objective 3 Adding Influential Content Components



The screenshot shows the WordPress 'Links' management page. At the top, there is a 'Links' title with a link icon and an 'Add New' button. On the right, there are 'Screen Options' and 'Help' dropdown menus. Below the title, there is a search bar labeled 'Search Links' and a 'Bulk Actions' dropdown menu with an 'Apply' button. A 'View all categories' dropdown and a 'Filter' button are also present. The main content is a table with the following columns: Name, URL, Categories, Relationship, Visible, and Rating. A red arrow points to the checkbox next to the 'Name' header. The table contains several rows of links, including 'Documentation', 'Plugins', 'Suggest Ideas', 'Support Forum', 'Themes', 'WordPress Blog', and 'WordPress Planet'. Each row has a checkbox in the 'Name' column.

| <input type="checkbox"/> Name   | URL                          | Categories | Relationship | Visible | Rating |
|---|------------------------------|------------|--------------|---------|--------|
| <input type="checkbox"/> Documentation  | codex.wordpress.org          | Blogroll   |              | Yes     | 0      |
| <input type="checkbox"/> Plugins<br><a href="#">Edit</a>   <a href="#">Delete</a> | wordpress.org/extend/plugins | Blogroll   |              | Yes     | 0      |
| <input type="checkbox"/> Suggest Ideas  | wordpress.org/extend/ideas   | Blogroll   |              | Yes     | 0      |
| <input type="checkbox"/> Support Forum  | wordpress.org/support        | Blogroll   |              | Yes     | 0      |
| <input type="checkbox"/> Themes   | wordpress.org/extend/themes  | Blogroll   |              | Yes     | 0      |
| <input type="checkbox"/> WordPress Blog   | wordpress.org/news           | Blogroll   |              | Yes     | 0      |
| <input type="checkbox"/> WordPress Planet   | planet.wordpress.org         | Blogroll   |              | Yes     | 0      |
| <input type="checkbox"/> Name   | URL                          | Categories | Relationship | Visible | Rating |

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Step  
18

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

Objective 3 Adding Influential Content Components

Links [Add New](#) Screen Options Help

**Bulk Actions**

**Bulk Actions**  
Delete

|   | URL  | Categories | Relationship | Visible | Rating |
|---|--|------------|--------------|---------|--------|
| <input checked="" type="checkbox"/> <b>Documentation</b>    | <a href="http://codex.wordpress.org">codex.wordpress.org</a>                   | Blogroll   |              | Yes     | 0      |
| <input checked="" type="checkbox"/> <b>Plugins</b>          | <a href="http://wordpress.org/extend/plugins">wordpress.org/extend/plugins</a> | Blogroll   |              | Yes     | 0      |
| <input checked="" type="checkbox"/> <b>Suggest Ideas</b>    | <a href="http://wordpress.org/extend/ideas">wordpress.org/extend/ideas</a>     | Blogroll   |              | Yes     | 0      |
| <input checked="" type="checkbox"/> <b>Support Forum</b>    | <a href="http://wordpress.org/support">wordpress.org/support</a>               | Blogroll   |              | Yes     | 0      |
| <input checked="" type="checkbox"/> <b>Themes</b>           | <a href="http://wordpress.org/extend/themes">wordpress.org/extend/themes</a>   | Blogroll   |              | Yes     | 0      |
| <input checked="" type="checkbox"/> <b>WordPress Blog</b>   | <a href="http://wordpress.org/news">wordpress.org/news</a>                     | Blogroll   |              | Yes     | 0      |
| <input checked="" type="checkbox"/> <b>WordPress Planet</b> | <a href="http://planet.wordpress.org">planet.wordpress.org</a>                 | Blogroll   |              | Yes     | 0      |
| <input checked="" type="checkbox"/> <b>Name</b>             | URL  | Categories | Relationship | Visible | Rating |

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Step  
19

Then click "Add New".

Objective 3 Adding Influential Content Components



Links

Add New

7 links deleted

Bulk Actions

Apply

Filter

Name

URL

No links found.

Name

URL

Bulk Actions

Apply

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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.)

Objective 3 Adding Influential Content Components

The screenshot shows the 'Add New Link' form in WordPress. The form is divided into several sections: Name, Web Address, Description, and Categories. The 'Name' field contains 'Make Money With MAPS' with an example 'Nifty blogging software'. The 'Web Address' field contains a URL: '-is-mortgage-assignment-profits-system/how-do-i-make-money-with-the-mortgage-assignment-profits-system/'. The 'Description' field contains 'How To Make Money With The Mortgage Assignment Profits System' with a note: 'This will be shown when someone hovers over the link in the blogroll, or optionally below the link.' The 'Categories' section has 'All Categories' selected, with 'Blogroll' and 'Featured Articles' checkboxes. The 'Featured Articles' checkbox is checked. The 'Save' section has a checkbox for 'Keep this link private' and an 'Add Link' button. A red box labeled 'Important' points to the 'Add Link' button. A red box labeled 'NOTE: You must have the link widget active for this linking strategy to work.' is also present. Red circles and arrows point to the following elements: 1. Name field, 2. Web Address field, 3. Description field, 4. 'Featured Articles' checkbox, and 5. 'Add Link' button.

1

2

3

4

5

Important

NOTE: You must have the link widget active for this linking strategy to work.

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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.

Objective 3 Adding Influential Content Components

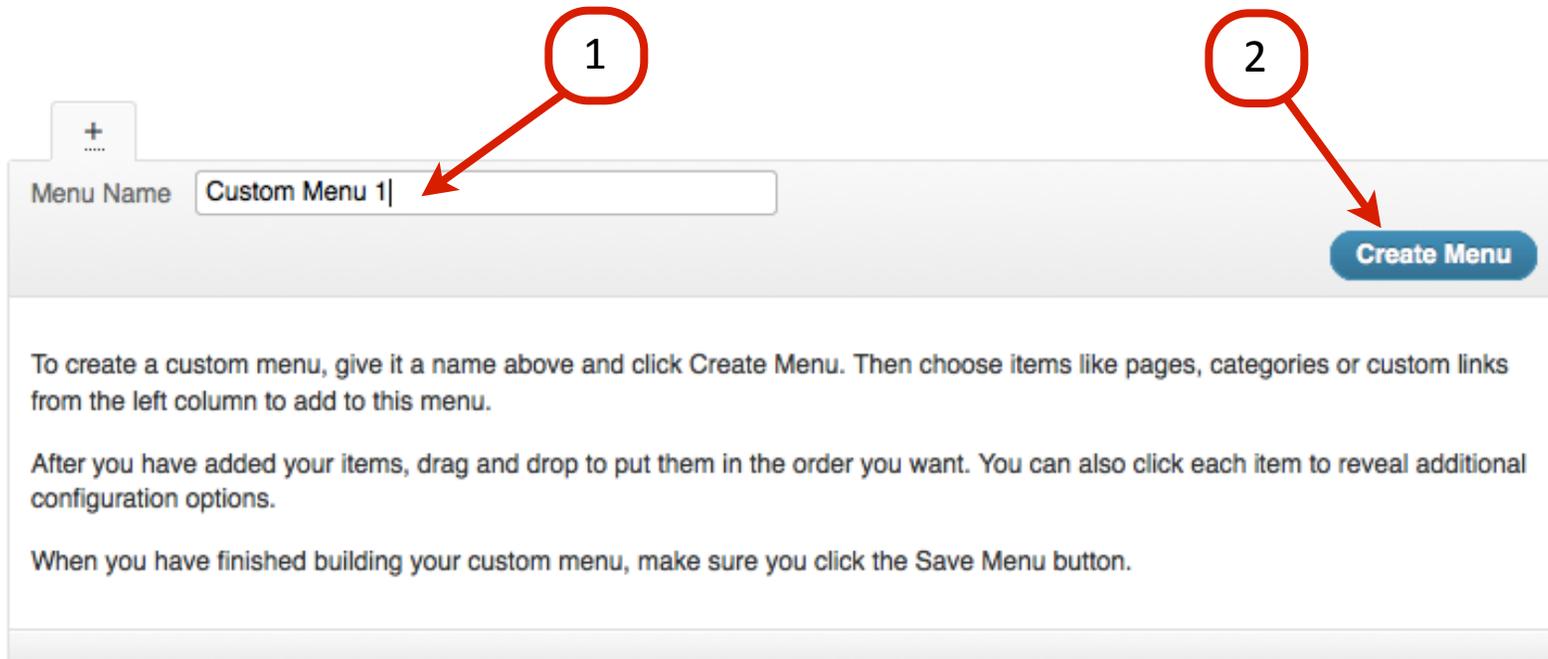
The screenshot displays the WordPress Admin Dashboard. On the left sidebar, the 'Appearance' menu is expanded, and 'Menus' is highlighted with a red arrow. The main content area shows the 'Menus' page. The 'Custom Links' section has two input fields: 'URL' with the value 'http://' and 'Label' with the value 'Menu Item'. Below these fields is an 'Add to Menu' button. The 'Pages' section shows a list of pages with checkboxes: 'Raving Fans', 'Contact', 'About', and 'Bad Credit Okay'. On the right side of the dashboard, there is a 'Menu Name' input field with the placeholder text 'Enter menu name'. Below this, there is instructional text: 'To create a custom menu, go to the left column to add a menu. After you have added your menu, go to the configuration options. When you have finished building your menu, click the Save button.'

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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”.

Objective 3 Adding Influential Content Components



The screenshot shows a web interface for creating a custom menu. At the top left, there is a small box with a plus sign and three dots. Below it is a text input field labeled "Menu Name" containing the text "Custom Menu 1". A red circle with the number "1" is positioned above the input field, with a red arrow pointing to the text. To the right of the input field is a blue button labeled "Create Menu". A red circle with the number "2" is positioned above the button, with a red arrow pointing to it. Below the input field and button, there is a white box containing instructional text:

To create a custom menu, give it a name above and click Create Menu. Then choose items like pages, categories or custom links from the left column to add to this menu.

After you have added your items, drag and drop to put them in the order you want. You can also click each item to reveal additional configuration options.

When you have finished building your custom menu, make sure you click the Save Menu button.

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Step  
23

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

Objective 3 Adding Influential Content Components

## Menus

The **Custom Menu 1** menu has been successfully cre

### Theme Locations

Your theme supports 3 menus. Select which menu appears in each location.

#### Header Menu

Custom Menu 1

#### Secondary Menu

#### Footer Menu

Save

1

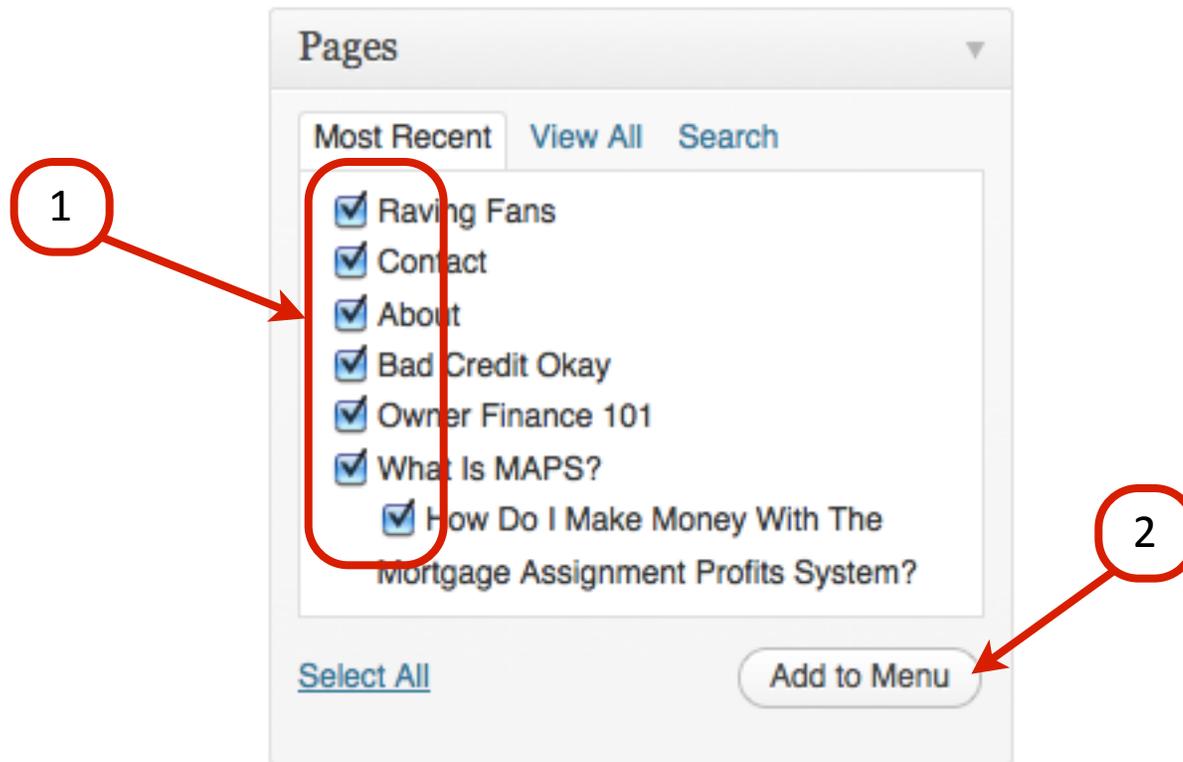
2

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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”.

Objective 3 Adding Influential Content Components



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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

The screenshot shows a web interface for managing a menu. At the top, there's a tab labeled 'Custom Menu 1' and a '+' icon. Below that, the 'Menu Name' is 'Custom Menu 1' and there's a checkbox for 'Automatically add new top-level pages'. A 'Delete Menu' link is on the left and a 'Save Menu' button is on the right. The main area contains a list of menu items, each with a dropdown arrow indicating its type (all are 'Page'). The items are: 'What Is MAPS?', 'How Do I Make Money With The Mortgage Assignment Profits System?' (indented), 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans', 'About', and 'Contact'. A red box highlights the entire list. A red arrow labeled '1' points to the list. A red arrow labeled '2' points to the 'Save Menu' button at the bottom right. A red box labeled 'Indented Page' points to the second menu item.

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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

**Rei Rockstars**

# 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.

# Introduction to Blogs & Blog Posting

## Blog Posting Tips for Readers & Search Engines

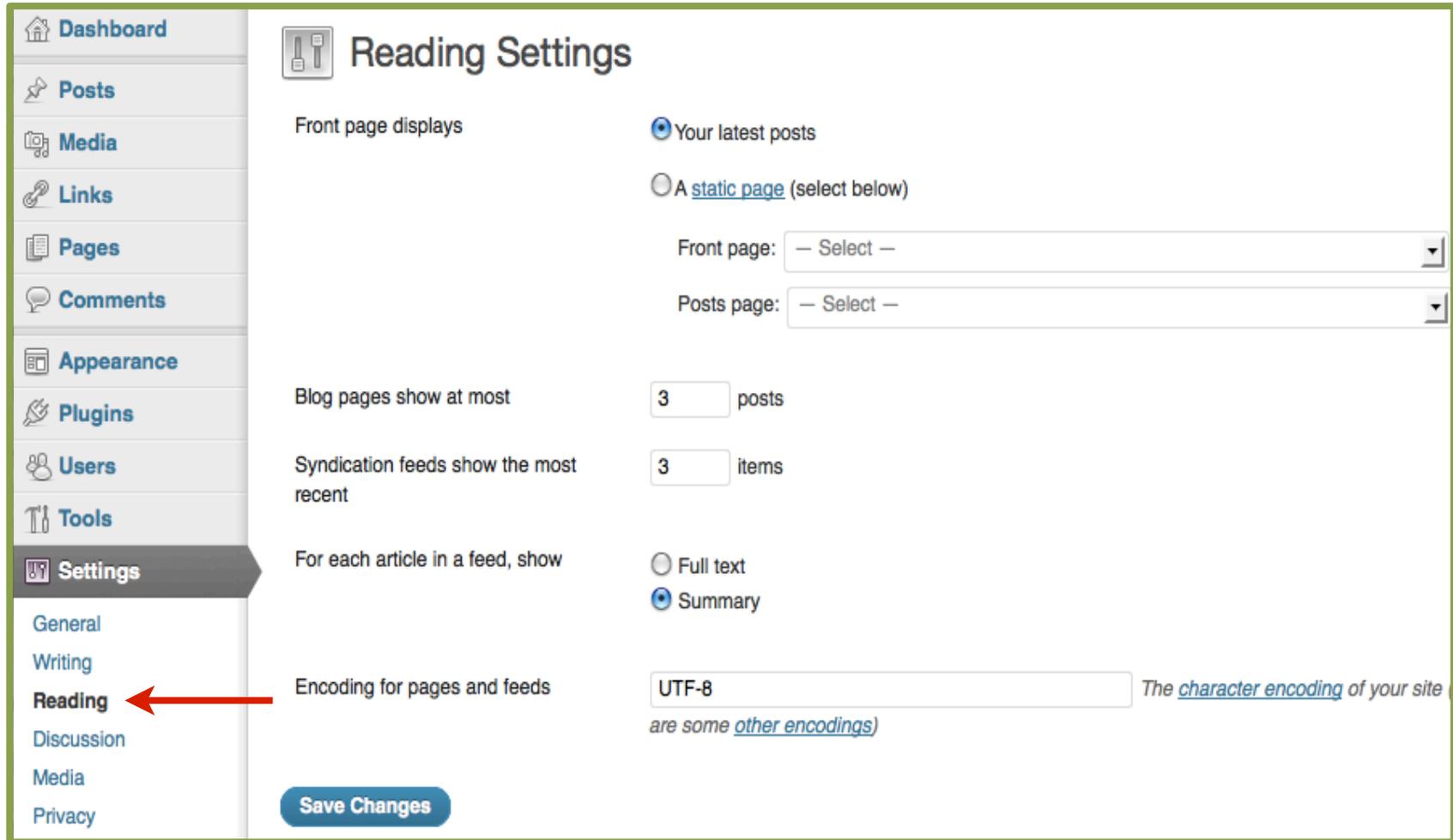


- Write 1 - 2 times a week to keep traffic and google visiting your site. (Pings)
- Be yourself, have fun! You already created your keyword content, so your blog is to engage your readers and make them want to keep coming back.
- Write about things your niche cares about.

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



The screenshot shows the WordPress dashboard's 'Reading Settings' page. On the left is a sidebar menu with categories: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. Under 'Settings', sub-items are listed: General, Writing, Reading, Discussion, Media, and Privacy. A red arrow points to the 'Reading' sub-item. The main content area is titled 'Reading Settings' and contains several settings: 'Front page displays' with radio buttons for 'Your latest posts' (selected) and 'A static page (select below)'; 'Front page:' and 'Posts page:' dropdown menus; 'Blog pages show at most' with a text input '3' and 'posts'; 'Syndication feeds show the most recent' with a text input '3' and 'items'; 'For each article in a feed, show' with radio buttons for 'Full text' and 'Summary' (selected); and 'Encoding for pages and feeds' with a text input 'UTF-8' and a note: 'The character encoding of your site (and its feeds) are some other encodings'. A 'Save Changes' button is at the bottom.

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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.*



## Reading Settings

Front page displays

1

Your latest posts

2

A [static page](#) (select below)

3

Front page:

Posts page:

Blog pages show at most

posts

Syndication feeds show the most recent

items

For each article in a feed, show

Full text

Summary

Encoding for pages and feeds

The [character encoding](#) of your site (UTF-8 and

are some [other encodings](#))

Save Changes

4

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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

The screenshot shows the WordPress dashboard with the 'Posts' menu item highlighted in the left sidebar (labeled '1'). The main content area shows a list of posts, including 'Hello world!' (labeled '2'). The 'Add New' button is circled in red (labeled '3').

| <input type="checkbox"/> | Title        | Author | Categories    | Tags    |
|--------------------------|--------------|--------|---------------|---------|
| <input type="checkbox"/> | Hello world! | admin  | Uncategorized | No Tags |

| <input type="checkbox"/> | Title  | Author | Categories    |
|--------------------------|--|--------|---------------|
| <input type="checkbox"/> | Hello world!   | admin  | Uncategorized |
|                          | <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a> |        |               |

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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

The screenshot shows the WordPress 'Add New Post' editor. A red circle with the number '1' is placed over the title input field, with an arrow pointing to it from the left. A red circle with the number '2' is placed in the main content area. A red circle with the number '3' is placed over the 'Categories' section, with an arrow pointing to the 'All Categories' tab. A red circle with the number '4' is placed over the 'Status' field, with an arrow pointing to the 'Publish' button below it. The interface includes a title field, a rich text editor with 'Visual' and 'HTML' tabs, a 'Publish' sidebar with 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', 'Publish Immediately', and 'Publish' buttons, and a 'Format' section with radio buttons for 'Standard', 'Status', 'Audio', 'Image', and 'Video'. The 'Categories' section shows 'All Categories' and 'Most Used' tabs, with checkboxes for 'Blogroll', 'Featured Articles', and 'Uncategorized'. At the bottom left, it shows 'Path: p' and 'Word count: 0'.

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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
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- 3) Adding Influential Content Components
- 4) Incorporating A Blog Into Your Website
- 5) **“Hands Off” Article Writing Resources**



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# “Hands Off” Article Writing: Articlesbase.com

Objective 5 “Hands Off” Article Writing Resources

The screenshot shows the homepage of Articlesbase.com. At the top left is the logo "Articlesbase Free Online Articles Directory". To the right is a search bar with the text "Find more articles, type your search..." and a "Search" button. Below the logo is a navigation menu with links: "Why Submit Articles?", "Top Authors", "Top Articles", "FAQ", "AB Answers", and "Publish Article". On the far right of the menu are links for "Login", "Login via Facebook", and "Register".

The main content area is titled "Find Free Articles & Submit Articles". It features three large promotional boxes: "Find" (Find free articles and content for your websites or newsletters from over 3 million articles), "Submit" (Submit your own articles for syndication & receive online recognition), and "Free" (Free and quick sign up, join over 300,000 authors and start submitting today!).

On the left side, there are social media links for Facebook and a "Visit Our Blog" button. Below these is a "Articles Categories" dropdown menu with options: Advertising, Arts & Entertainment, Automotive, Beauty, Business, Careers, and Computers.

At the bottom, there is an "Editor's Picks" section with two featured articles. The first is "Earn money through online writing jobs" by Lisa Klain, with a "Read article" link. The second is "Ways to Succeed in school" by Lisa Klain, also with a "Read article" link.

# “Hands Off” Article Writing: Private Label Rights: theplrstore.com

Objective 5 “Hands Off” Article Writing Resources

**thePLRstore.com**

Home » PLR Articles with private label rights » Options During Foreclosure PLR Articles [My Account](#) | [Cart Contents](#) | [Checkout](#)

|                                 |  |               |
|---------------------------------|--|---------------|
| <b>Shopping Cart</b><br>0 items | <b>Options During Foreclosure PLR Articles</b> | <b>\$3.99</b> |
|---------------------------------|--|---------------|

**Categories**  
[Amazon PLR Niche Turnkey Stores](#)

**Articles**  
[Acne](#)  
[Aging/Seniors](#)  
[Alternative Energy](#)  
[Animals](#)  
[Aquariums](#)  
[Art](#)  
[Article Marketing](#)  
[Article Packages](#)  
[Automotive](#)  
[Beauty](#)  
[Birds](#)  
[Blogging](#)  
[Business](#)  
[Cancer](#)

  
[Click to enlarge](#)

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

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

and much more!

# “Hands Off” Article Writing: Other Free Article Sites

## [Free Online Articles - Free Articles Directory](#)

[www.articlecircle.com/](http://www.articlecircle.com/)

Provides **free articles** to be reprinted or published on web sites, newsletters, ezines.

[Submit Article](#) - [Register](#) - [Login](#) - [Accounting](#)

## [Ezine Articles](#)

[ezinearticles.com/](http://ezinearticles.com/) +1

EzineArticles - Expert Authors Sharing Their Best Original **Articles**. Search. Join Sign in.

More Ways to ... back to your website. Start Your **FREE MEMBERSHIP** ...

You've visited this page 2 times. Last visit: 1/18/11

## [Free Articles, Free Web Content, Reprint Articles](#)

[www.articlesfactory.com/](http://www.articlesfactory.com/)

17 hours ago – Provides **free** content to be reprinted on web sites or newsletters.

## [ArticleCity.com - Free Articles for Reprint. Free Articles for your web...](#)

[www.articlecity.com/](http://www.articlecity.com/)

Welcome to ArticleCity.com - your one-stop source for **free articles**. Do you need content to add to your web site? Or articles for use on your opt-in newsletters ...

## [Free Articles Directory | Submit Articles - ArticlesBase.com](#)

[www.articlesbase.com/](http://www.articlesbase.com/)

29 minutes ago – **Free articles** provided by ArticlesBase.com - your **free articles** directory. Find free online articles for your website, eZine or newsletters. Submit ...

[Submit Articles](#) - [Register](#) - [Top Articles](#) - [Health](#)

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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.

# “Hands Off” Article Writing: Outsourcing Resources

Objective 5 “Hands Off” Article Writing Resources



Odesk.com



fiverr.com



Elance.com



123employee.com



textbroker.com



vworker.com

***The Content Authority***

thecontentauthority.com

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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*

**Rei Rockstars**