

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

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

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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)

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.**

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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.

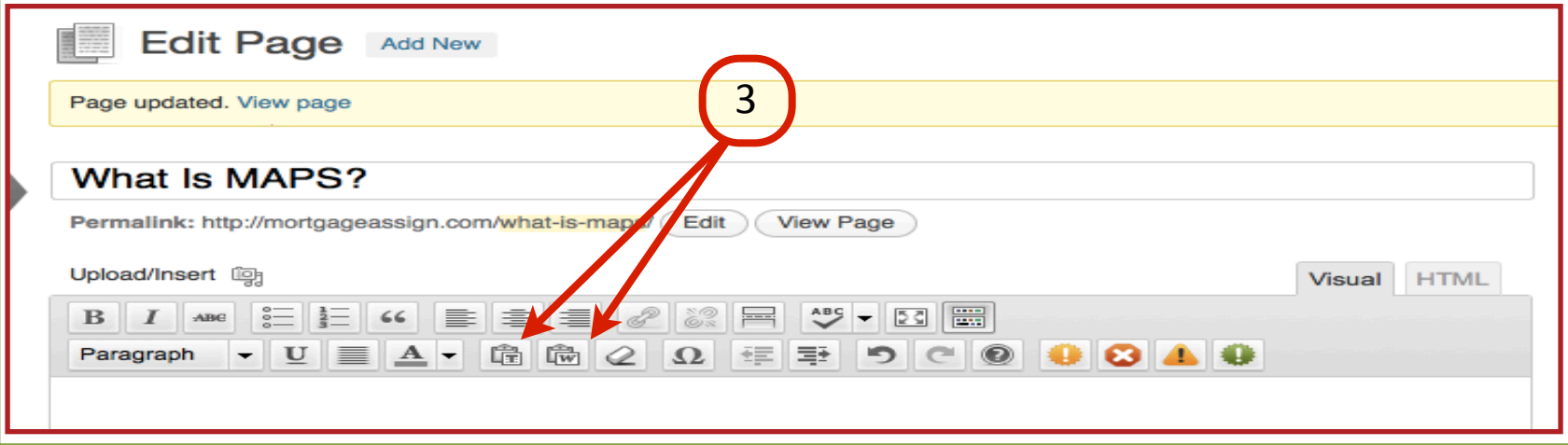
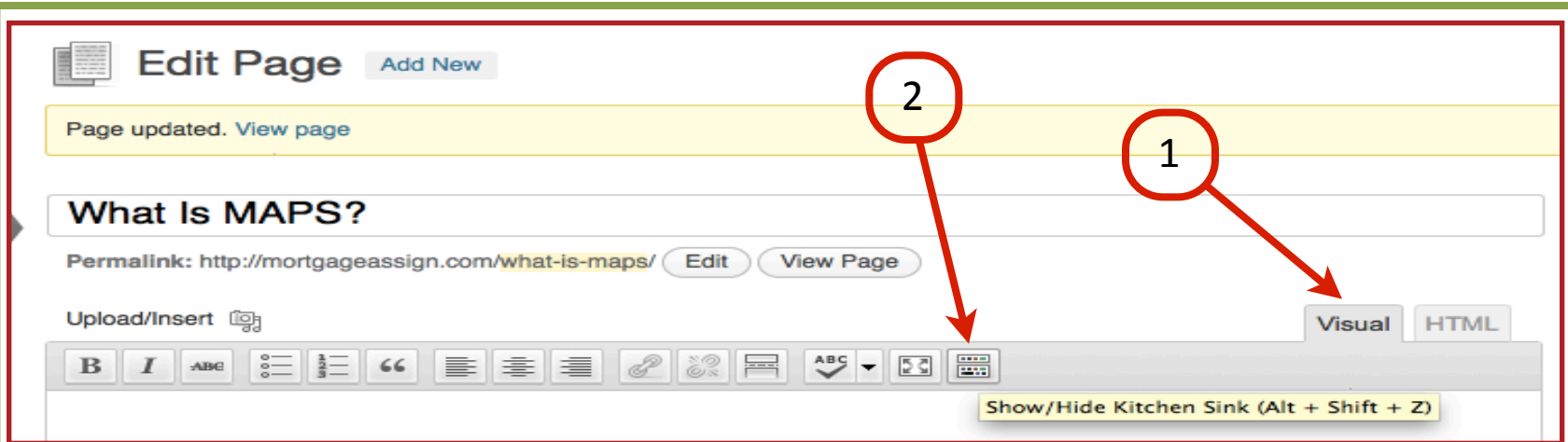
Objective 2 Organizing & Posting Content

The screenshot displays the WordPress dashboard interface. On the left sidebar, the 'Pages' menu item is highlighted and circled with a red circle containing the number '1'. An arrow points from this circle to the 'Pages' menu item. The main content area shows the 'Pages' section with a list of pages. The page titled 'What Is MAPS?' is circled with a red circle containing the number '2'. An arrow points from this circle to the 'What Is MAPS?' page title. The list of pages includes 'Title', 'What Is MAPS?', 'Owner Finance 101', and 'Bad Credit Okay'. The 'Add New' button is visible in the top right corner of the 'Pages' section.

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)

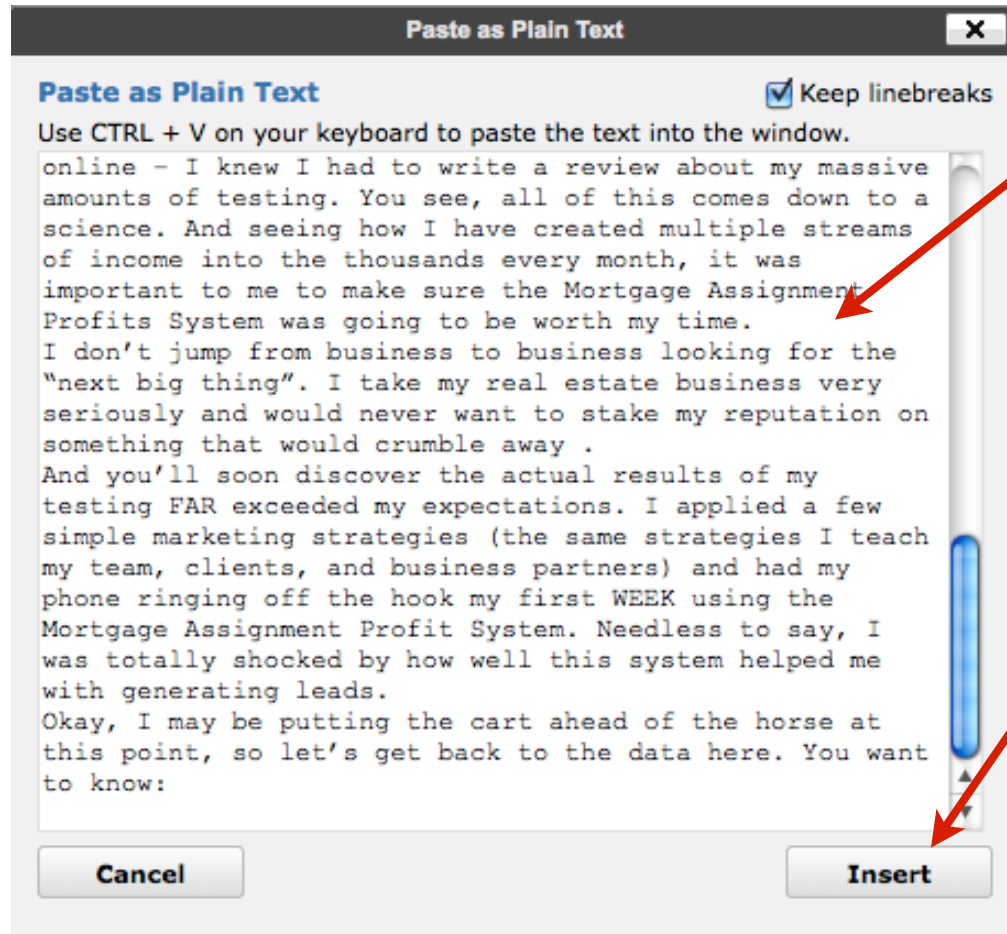
Objective 2 Organizing & Posting Content



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Step
5

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



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Step
6

Click on "Update"

Objective 2 Organizing & Posting Content

The screenshot shows the WordPress 'Edit Page' interface. At the top left, there is a 'Screen Options' dropdown and a 'Help' dropdown. Below them is the 'Edit Page' title and an 'Add New' button. A yellow notification bar at the top reads 'Page updated. View page'. The main content area shows the title 'What Is MAPS?' with a permalink 'http://mortgageassign.com/what-is-maps/' and 'Edit' and 'View Page' buttons. Below the title is a rich text editor with a toolbar containing various icons for text formatting, alignment, and media. The text in the editor reads: '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...' and '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.' On the right side, there is a 'Publish' section with a 'Preview Changes' button. Below that, the status is 'Published' with an 'Edit' link, and the visibility is 'Public' with an 'Edit' link. The published date is 'Nov 11, 2011 @ 14:27' with an 'Edit' link. At the bottom of the 'Publish' section, there is a 'Move to Trash' link and a blue 'Update' button. A red arrow points from the yellow notification bar to the 'Update' button.

Step
7

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



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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.

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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 (B), italic (I), text color (ABC), list creation, quote, indent, outdent, link, unlink, table, text background color, text background image, paragraph, underline (U), text color (A), insert image, insert video, insert audio, insert code, undo, redo, help, and status icons.

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Step
10

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

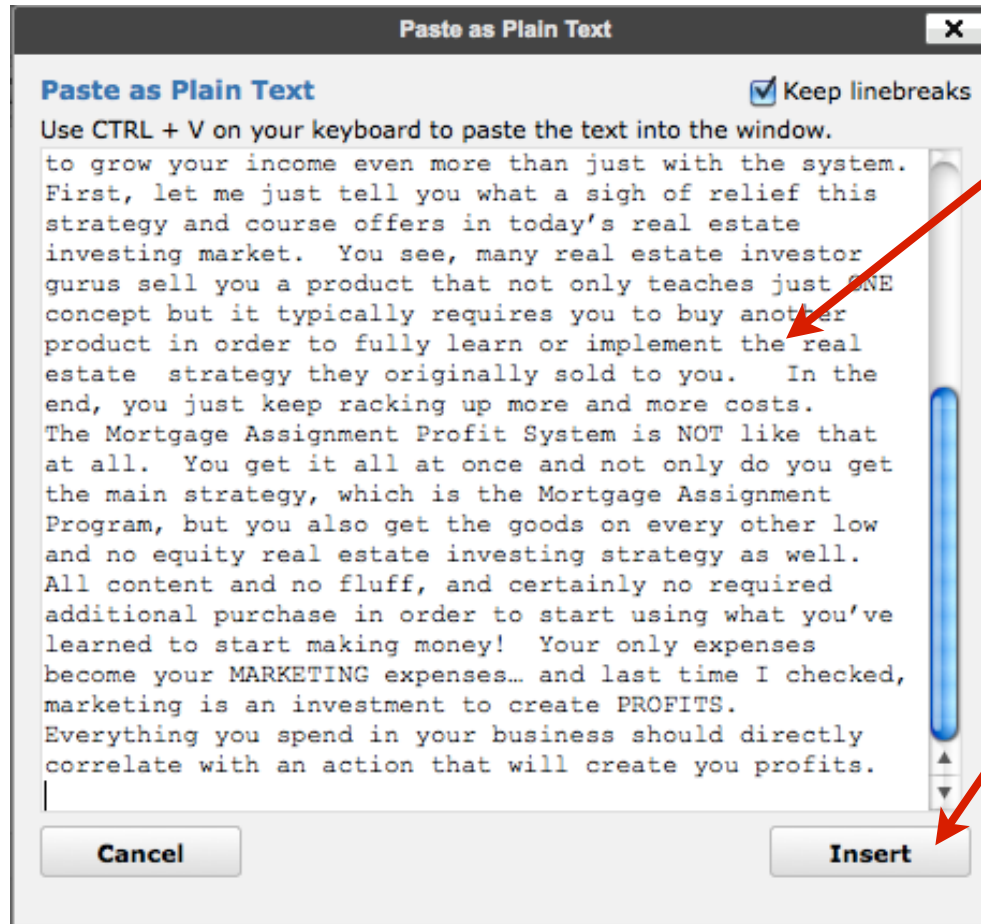
Objective 2 Organizing & Posting Content

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 lowercase 'a') 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 with the text "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)', 'What Is MAPS?', 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans', 'About', and 'Contact'. Red arrows and circles labeled '1' and '2' point to the dropdown menu and the list of options respectively.

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.

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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.

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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 item is also highlighted. The main content area shows the 'Pages' section with an 'Add New' button. Below this, there are filters for 'Bulk Actions', 'Apply', 'Show all dates', and 'Filter'. A list of pages is displayed, including 'Title', 'What Is MAPS?', '— How Do I Make Money With The Mortgage Assignment Profits System?', 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans', 'About', and 'Contact'. The 'Contact' page is highlighted with a red circle containing the number '2' and an arrow pointing to it.

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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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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 highlighted in the sidebar.

1: HTML tab

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

3: Update button

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 'Contact' page has a title 'Contact' and an '(Edit post)' link. The form includes fields for 'Your Name (required)', 'Your Email (required)', 'Subject', and a large 'Your Message' text area. A 'Send' button is located at the bottom left of the message area. A red arrow points from the bottom right towards the 'Send' button. On the right side, there is a 'Free Report' section with a large red arrow pointing down and a 'Sign up!' button. Below the sign up button is the text 'We respect your email privacy'.

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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.

Objective 2 Organizing & Posting Content

Edit Page Add New

About

Permalink: <http://mortgageassign.com/about/> Edit View Page

Upload/Insert

Visual HTML

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Next Video...

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