

Virtual Marketing Blueprint

Lead Generation

Objectives:

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

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VMB: Lead Generation Homework



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

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

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