


Virtual Marketing Blueprint

Lead Generation

Objectives:

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

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Introduction to Squeeze Pages

Squeeze Pages

What Is It?

Also known as a capture page or landing page, these pages capture a visitor's information in exchange for your "bribe".

Why Is It Important?

This is the "entry point" to your sales process and the quickest way to build one of your biggest online assets: Your qualified & targeted lead list.

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Introduction to Squeeze Pages

Squeeze Page Options

- 1) A static capture page** - great for focused campaigns where your main goal is just to capture the lead, not to establish trust and rapport which will come later. These pages can go after a handful of keywords and get quick results.
- 2) Home page of your blog** - great for broader campaigns and you can go after a few dozen keywords and dominate them. (All SEO Keywords will be targets for this squeeze page.)

Introduction to Squeeze Pages

Squeeze Page Components

- 1) Navigation Free** - The prospect has 2 choices: Stay & opt in or leave. (These outperform all other options but aren't always Google PPC friendly so you can't send traffic that way)
- 2) Filter headline** - to qualify your visitors
- 3) Headline** - the MOST important aspect of the squeeze page. It should address a pain or pleasure element and invoke an emotional response. The headline will determine if a visitor stays or goes.

Introduction to Squeeze Pages

Squeeze Page Components

4) Sub-Headline

- "Discover How..."

5) Bullet Points/Video or both

- 4 to 7 benefit driven bullets
- Concentrate on what the offer "does" for the prospect, not what the offer "is"

6) Colors - different markets react differently but in general, white, grey and dark blue backgrounds are successful.

Introduction to Squeeze Pages

Squeeze Page Components

7) Opt-In Box

- Keep it above the fold
- Opt in Headline
- Sub-headline with instructions
- Opt in Fields
- Submit Button
 - “Grant Me Access” or “I Want In”
- Tell the visitor the report will be emailed to them for a higher chance of valid emails

Introduction to Squeeze Pages

Squeeze Page Components

8) Privacy Policy

- Make a strong statement
- Put it as close to the submit button as possible

9) Design & layout

- Dotted line around opt in box
- Pictures or video
- Placement of items, etc..

Introduction to Squeeze Pages

Objective 5 Simple System To Create Squeeze Pages

LEARN SECRETS MOST INVESTORS WILL NEVER KNOW ABOUT THE ASSIGNMENT OF MORTGAGE PAYMENTS SYSTEM™...



In My FREE Assignment of Mortgage Payments Manifesto, You'll Learn:

- How to develop the perfect strategy to attract deals in this economy.
- How to magnetize yourself so potential deals call you.
- Simple "blastoff" plan to start doing deals immediately.
- Find "hotspots" to make multiple \$5,000 - \$15,000 deals a month.
- BONUS: 30 Minute Confidential Assignment of Mortgage Payments Video Report
- BONUS: Our Personal Highest Deal Converting Marketing Letter

Sign up for 2 FREE Reports + AMPS™ Marketing Letter

***Free!**
Juicy Secrets Most Investors Will Never Know About The Assignment Of Mortgage Payments System™ Revealed In My All New "Assignment Of Mortgage Manifesto"



EXTRA BONUS: FREE Video Report and High Converting AMPS™ Marketing Piece

Name:

Email:

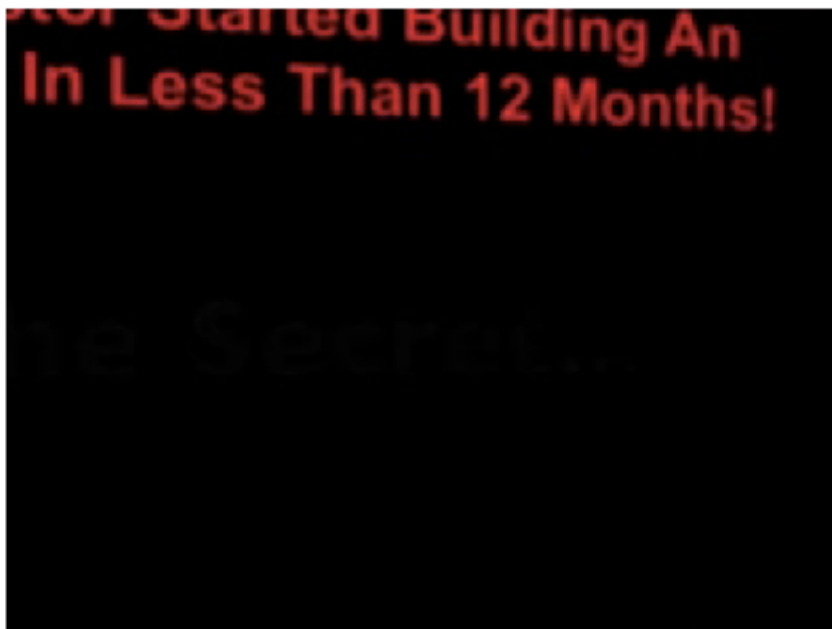
Get Instant Access



Introduction to Squeeze Pages

Dear Real Estate Agents & Real Estate Investors,

FREE! Online Training Videos Show You "How a Struggling, 'Newbie' Realtor® & Investor started building an EMPIRE in less than 12 Months!"
(More importantly, how you can do it too!)



Get Videos Now



Enter your name and email in the box below and double check it for accuracy to ensure you get your 7 Free training videos.

Name:
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Our privacy policy keeps your email safe and secure. We will never sell, rent, give, or divulge your email information to ANYONE.

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Objective 5 Simple System To Create Squeeze Pages

**Ready To Buy A Home
But Can't Get a Loan?**



**Plus!! Receive A
Free Home Buyer's
Guide When You
Sign Up Today**

Sign Me Up!



First Name:

Last Name:

Email:

Phone Number:

Max Down Payment:

Max Monthly Payment:

Where you want to look:

Sign up!

Let's Get Started!

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Introduction to Squeeze Pages

Squeeze Page Copy Tips

- Sell Benefits and the solution to their problem
 - Perry Marshall Example: “If you want to sell drills, you sell information on making the hole”
- Stress the “pain” of not opting in if you can
- Keep it exciting, visually & verbally
- Easy & Functioning (no submit button errors)
- Non-Threatening
- Offer more in return than what you’re asking for (perceived value)

Step
1

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

It's time to Create Killer Squeeze Pages



Enter your name...

Enter your email...

Download Now



We respect your privacy, will never share your email!

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Next Video...

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