

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 Auto Responders

High Powered Auto Responders

What Is It?

A series of emails written to communicate with your leads automatically after they have opted into one of your web forms.

Why Is It Important?

Auto Responders are a “hands off” way of keep in front of your prospects. Auto Responders are where the money is - they say 90% of your revenue will come from building a relationship with your list...only 10% buy or use you immediately.

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Introduction to Auto Responders

Objective 3 Writing High Powered Auto Responders

Prospect Mindset

- They found your website or squeeze page and was excited enough to opt in to receive your ethical bribe because they felt it would bring them value by either solving a problem (avoid pain) or attaining some kind of pleasure.



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Introduction to Auto Responders

Objective 3 Writing High Powered Auto Responders

Prospect Expectations

- Content relevant to the topic they opted in for
- Messages relayed in similar fashion to the original (same tone of excitement or entertainment).
- Easy to understand
- Value Based Content from the prospects eyes (not yours).



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Auto Responder Message Types

Top Five Email Marketing Myths



- Newsletter
- Email “Series” about a certain topic
- Audio Messages
- Video Messages
- Special Reports

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Introduction to Auto Responders

Auto Responder Content



Good:

- Provide Value
- Build a Relationship
- Remember Your Purpose
- Be a Leader
- Make Friends
- Easy To Understand

Bad:

- Off Topic Content
- Politics, Religion, Sex
- Humor w/no purpose
- Hard Sales (no value)
- Boring...
- Hard To Understand

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Step
1

Begin brainstorming & generating ideas for your content.

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Pick a topic that address a problem, desire or frustration of your prospect.



- What is foremost on their mind?
- Use your FAQ & SAQ questions you should have brainstormed during your keyword research.
- How can you help solve those problems, desires or frustrations?
- How will you transition that solution into your pitch that lets them know they need to buy your product or use your service to get the answer?

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Step
2

Write Your Subject Line



- **Keep it short**
- **Make it intriguing**
- **Use a tag for quick identification [VMB]**

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Start Your Email

- Start with a problem that relates to the prospect

Or

- Start with an interesting fact

Or

- Start by talking about an event you attended or something you heard



Address the solution...part of it.

- Present part of the solution to the problem you opened up your email with.
- Don't give them the whole answer
- Keep them wanting more (the "more" which is delivered to them by buying your product or using your service.)



Make the pitch

The word "PITCH" is written in a large, bold, stylized font. The letters are red with a yellow outline and a 3D effect, giving it a playful and energetic appearance.

- Direct them back to your website for the rest of the answer.
- Lead them either directly or indirectly to your website to get the “rest of the story”.

Call To Action

- Give them a call to action by being a leader and telling them what to do next.
- Provide a link that says “CLICK HERE to....”.
- Adding more than one link is okay, many times this is what the P.S. is used for in emails. “Don’t forget to get the rest of the story here (insert link).”



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Next Video...

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