

Virtual Marketing Blueprint

On Page SEO

Objectives:

- 1) Introduction To On Page SEO
- 2) Reviewing On Page SEO's "Low Hanging Fruit"
-  **3) Internal Linking Strategy Training**
- 4) Closely Guarded On Page SEO Secrets
- 5) Addendum: Blogs & Internal Linking

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Introduction to Internal Linking

Internal Linking

What Is It?

Linking to and from pages within your website.

Why Is It Important?

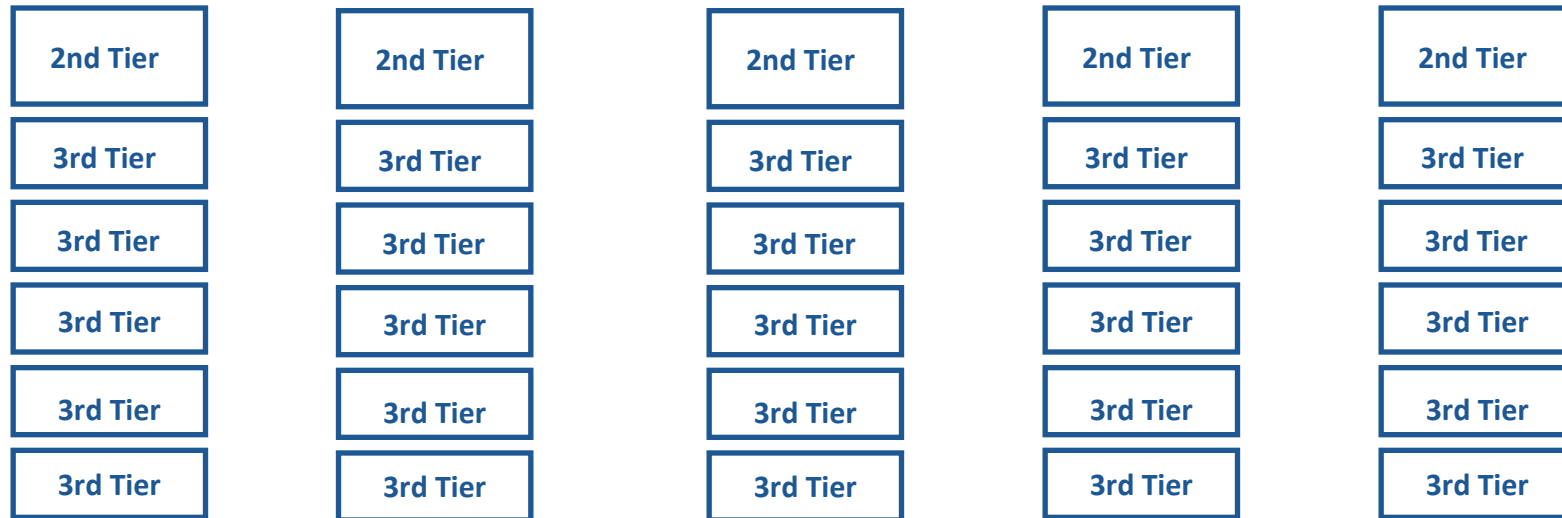
When Google Bots see a link in your site, they identify that link as a reference to another important page on or off your site and it passes authority on to that page.

Introduction to Internal Linking

Top Level
Keyword

Top Level = Main Market Keyword

2nd Tier = Money Keywords (Keywords you are really trying to rank for)

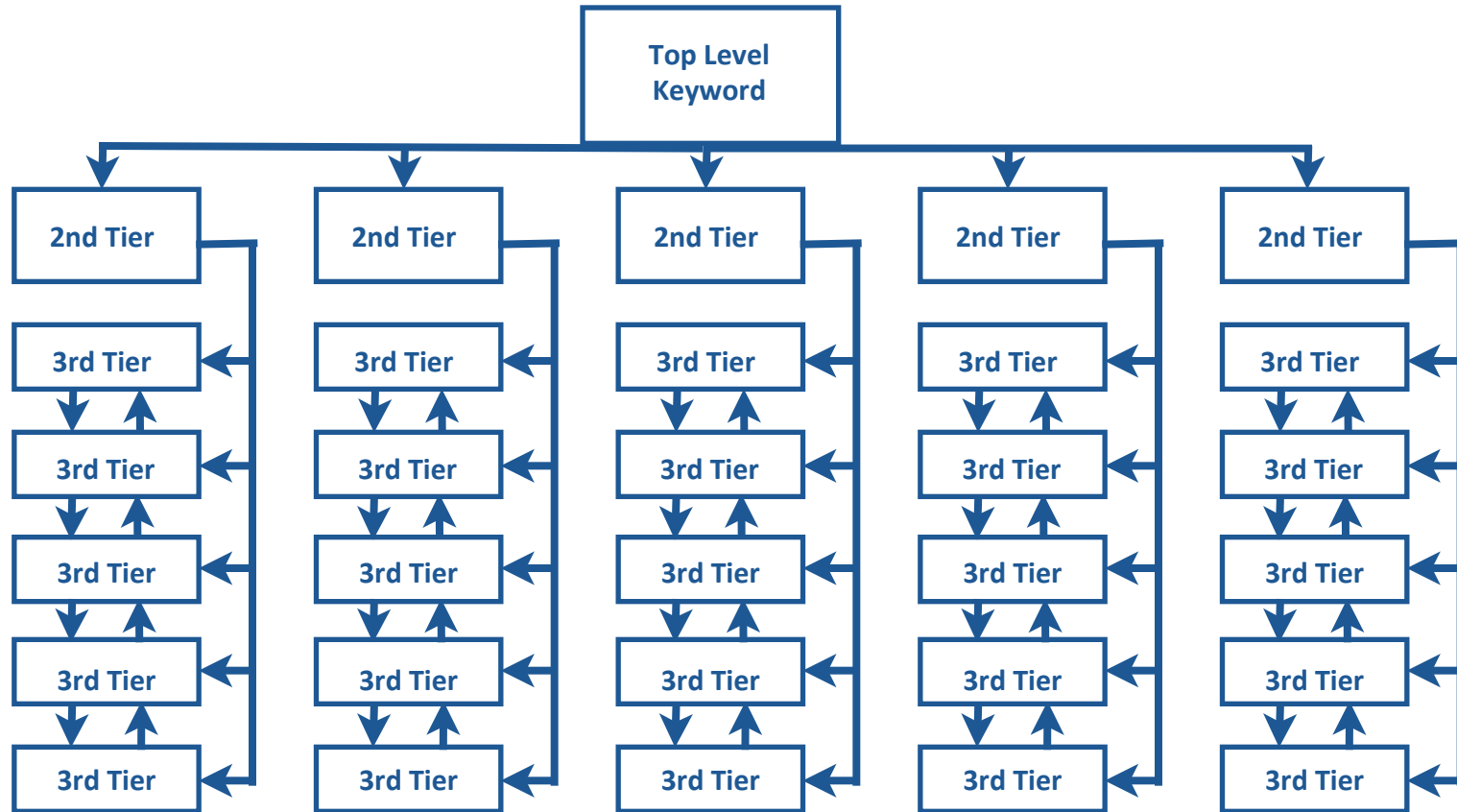


3rd Tier = Longtail Keywords that support your money keywords

Top Level = Home Page, 2nd Tier = Categories, 3rd Tier = Sub-Pages

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Introduction to Internal Linking



Introduction to Internal Linking

Types of Internal Linking: Contextual Linking

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.

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Introduction to Internal Linking

Types of Internal Linking: Related Posts/Pages

You can do this manually or with a plugin...

Continue Your Research With These Below Articles:



- ✓ Is The Assignment Of Mortgage Payments System™ A Scam?
- ✓ How does the Assignment of Mortgage Payments System™ work?
- ✓ What do I have to do to make money with the Assignment of Mortgage Payments System™?
- ✓ Cold Hard Facts On How To Profit With AMPS™
- ✓ Who Is Phill Grove?
- ✓ How To Succeed
- ✓ Is Phill Grove All Hype?
- ✓ How Much Does AMPS™ Cost?



Introduction to Internal Linking

Types of Internal Linking: Side Bar

Featured Articles

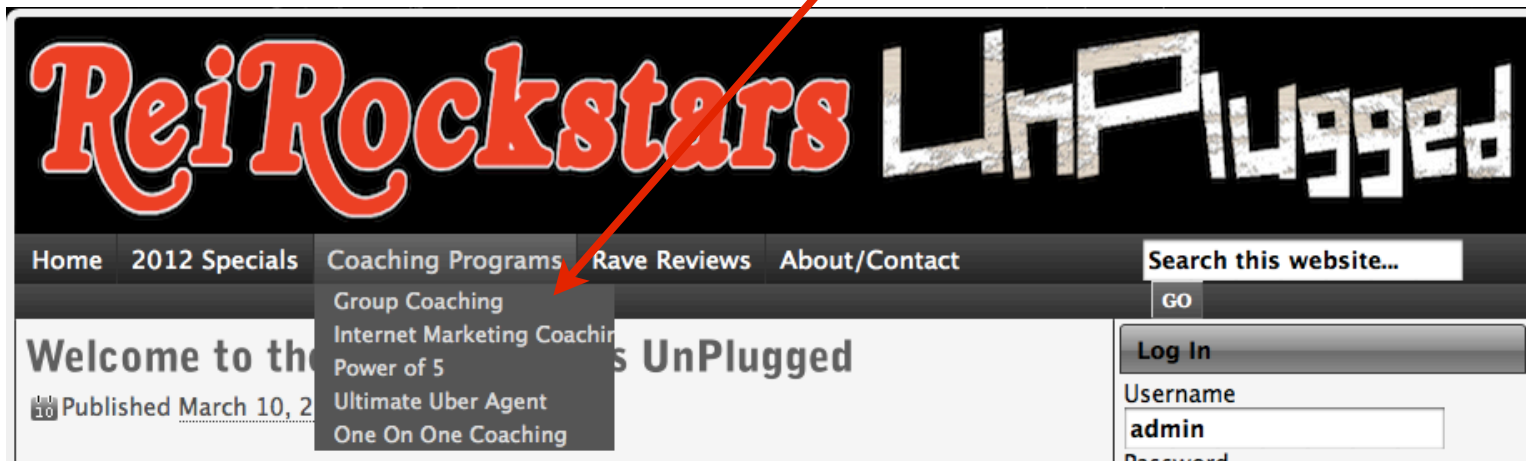
- [#1 Secret To Success](#)
- [AMPS™/MAPS Success Stories](#)
- [Cold Hard Facts on AMPS™](#)
- [How Does AMPS™ Work?](#)
- [How To Make Money With AMPS™](#)
- [How To Succeed](#)
- [Is AMPS™ a Scam?](#)

Categories

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

Introduction to Internal Linking

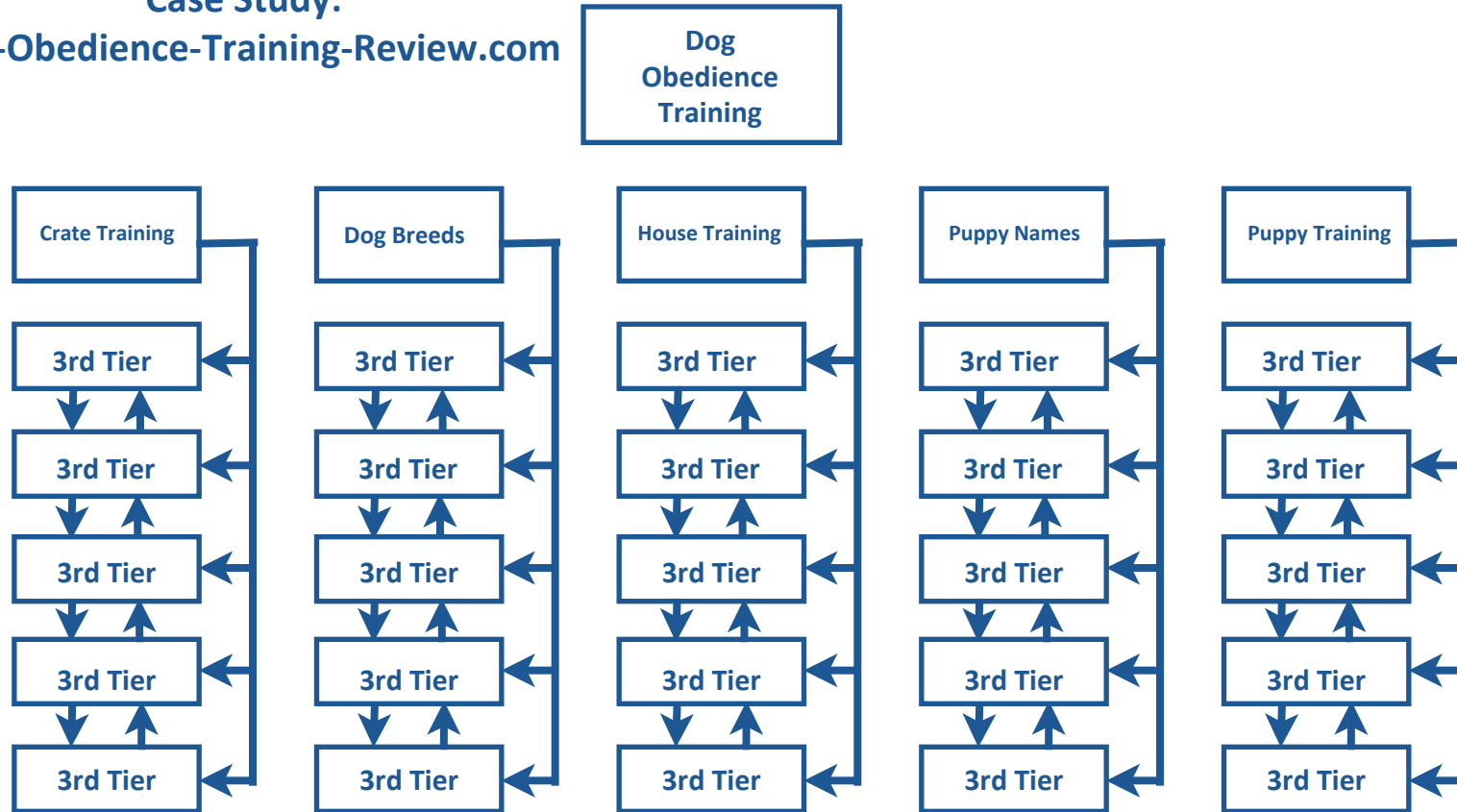
Types of Internal Linking: Top Navigation Bar



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Introduction to Internal Linking

Case Study: Dog-Obedience-Training-Review.com



Introduction to Internal Linking

Example of Internal Linking in Side Bars

dog-obedience-training-review.com

DOG TRAINING

[BEHAVIOR PROBLEMS](#)

[DOG OBEDIENCE](#)

[CLICKER TRAINING](#)

[DOG WHISPERING](#)

[COOL DOG TRICKS](#)

[DOG TRAINING BOOKS](#)

[DOG TRAINING FORUM](#)

DOG HEALTH

[DOG HEALTH CARE](#)

[DOG GROOMING](#)

[BEST DOG FOOD](#)

EDITOR'S PICKS

[TOP 10 DOG BREEDS FOR CHILDREN](#)

[HOW TO STOP PUPPY BITING](#)

[CRATE TRAINING INTRODUCTION](#)

[SEPARATION ANXIETY IN DOGS](#)

[STOP DOG BARKING](#)


[STOP DOG CHEWING PROBLEMS](#)

[HOW TO STOP DOGS FROM DIGGING](#)


[DON'T THAT DON'T SHED](#)

Hot Content


TOP 10 **POPULAR**




[10 Dog Breeds for Children](#)
Discover what the Top 10 dog breeds for children are!
[READ MORE](#)




[10 Dogs that don't shed](#)
According to the AKC, these are the top 10 non-shedding dogs...
[READ MORE](#)




[10 Most Popular Dog Breeds](#)
Every year, the AKC ranks what the 10 most popular dog breeds are...
[READ MORE](#)



[10 Most Expensive Breeds](#)
Some dog breeds are more expensive than others...
[READ MORE](#)



[10 Smartest Dog Breeds](#)
Some dogs are smarter than others - but which are the smartest?
[READ MORE](#)



[Top Ten Dog Breeds For An Apartment](#)
Do you live in small quarters? Then this is the list for you!
[READ MORE](#)

Introduction to Internal Linking

Example of Internal Linking: Contextual

dog-obedience-training-review.com

Also notice
use of bold
context
throughout
article

-
1. Get my puppies off to the best possible start in life.
 2. Correct numerous behavioral problems in my older dogs.
 3. Apply basic and advanced dog obedience training.
-

Please browse through my site, hopefully you'll discover [how to train a dog](#) yourself in an effective, positive and non violent manner.

You'll find lots of articles, tips and training advice, as well as my reviews of various popular **dog training techniques** including - [dog whispering](#), [clicker training](#), [puppy house training](#) and [dog obedience training](#).

This website has come about through years of research, reading, watching and most importantly real life hands on experience with my own dogs (and also my family's dogs).

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Introduction to Internal Linking

Example of Internal Linking: Related Posts/Pages

dog-obedience-training-review.com




How To Train A Puppy	Solving Problem Behaviors	Dog Training For Obedience
Puppy Training	Dog Behavior Training	Obedience Commands
Best Puppy Food	Stop Dog Chewing	Sit Command
Choosing A Dog Breed	Excessive Barking	Dog Training Come
Puppy House Training	Digging Problems	Stay Command
Puppy Socialization	Separation Anxiety	Leash Training
Puppy Crate Training	Poop	Clicker Training
Stop Puppy Biting	Eating/Coprohagia	
	Dog Food Aggression	Dog Whisperer


You Are The Best Person In The World To Train Your Dog

The dog training methods I explore, discuss and review on this site all meet or exceed the above criteria. I have successfully used these home based, cutting edge dog training techniques to:

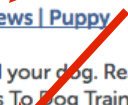
Dog Health Care and Dog Training Articles



[Puppy Crate Training system designed to crate train your dog fast](#)
Follow this step by step puppy crate training process to achieve great results for your dog. Vari Kennels and all mesh crates can be used in your crate training.



[Choosing A Dog Breed - Discover How To Choose A Dog Breed](#)
Choosing a dog breed is an important long term decision, put in some research to discover which breed of dog is right for you and your family. Includes a dog breed recommender and list of dog breeds.



[Dog Training Books | Impartial Dog Training Book Reviews | Puppy Training Ebooks](#)
Discover which dog training books are right for you and your dog. Read my detailed dog training book reviews including Secrets To Dog Training.



[Favorite Puppy Names - Huge List Of Popular Dog Names For Female And Male Dogs](#)
Find your favorite puppy names here - huge resource of popular dog names for female puppies and male puppies. Including cool dog names, cute dog names and unique puppy names.

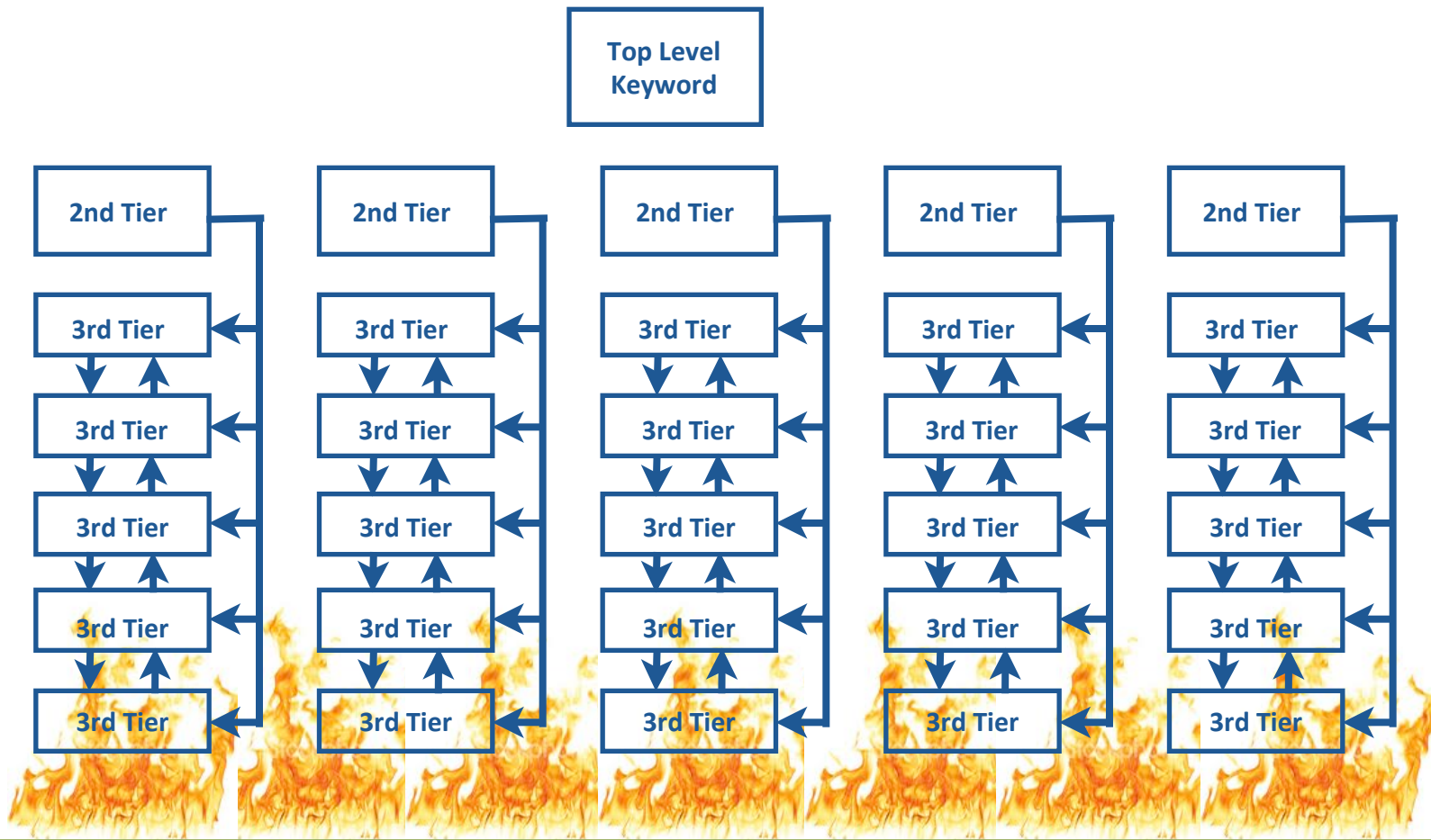
Introduction to Internal Linking

Internal Linking Tips

- Internal Linking is integral to SEO Success and one of the most overlooked components of SEO
- As 3rd tier pages (less competitive pages) gain authority through inbound links, 2nd tier pages start gaining authority as well.
- Rocket ship example



Introduction to Internal Linking



Step
1

Determine your linking strategy.

Linking Strategies:

- Contextual
- Related Posts
- Side Bar
- Navigation Bar

Example:

- Related Posts & Contextual on Tier 2
- Contextual on Tier 3
- Side Bar

Step
2

Create a text document with the url of every page on your site you plan on linking too.

Article Title

Article URL

1. What is MAPS?

<http://mortgageassign.com/what-is-mortgage-assignment-profits-system/>

2. How do I make money with the mortgage assignment profits system?

<http://mortgageassign.com/what-is-mortgage-assignment-profits-system/how-do-i-make-money-with-the-mortgage-assignment-profits-system/>

3. Owner Finance 101

<http://mortgageassign.com/owner-finance-101/> |

Step
3

Go to each page and begin
implementing your linking strategy.

Objective 3 Internal Linking Strategy Training

What Is MAPS?

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

Upload/Insert 

Visual HTML



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.

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Step
4

For contextual linking: Highlight appropriate words and then click on the “insert link” icon.

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The screenshot shows a web editor interface for a page titled "What Is MAPS?". The permalink is <http://mortgageassignment.com/what-is-mortga...profits-system/>. The editor toolbar includes an "Insert Link" icon, which is circled with a red "2" and has an arrow pointing to it. Below the toolbar, the main content area contains a logo for "Assignment of Mortgage Payments System" (a blue pentagon with a yellow key) and 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.

The phrase "how you can make money" is highlighted in blue, and a red circle with the number "1" and an arrow points to it, indicating the first step of contextual linking.

Step
5

Copy the url you want this text to link too and paste it into the URL field. Then type in the article title into the title field and click “Add Link”.

The screenshot shows a dialog box titled "Insert/edit link" with a close button (X) in the top right corner. The dialog contains the following elements:

- A label "Enter the destination URL" above the input fields.
- A "URL" input field containing the text "w-do-i-make-money-with-the-mortgage-assignment-profits-system/". A red circle with the number "1" is positioned above this field, with an arrow pointing to it.
- A "Title" input field containing the text "/ Do I Make Money With The Mortgage Assignment Profits System". A red circle with the number "2" is positioned above this field, with an arrow pointing to it.
- A checkbox labeled "Open link in a new window/tab" which is currently unchecked.
- A section header "Or link to existing content" with a right-pointing triangle icon.
- A red "Cancel" link at the bottom left.
- A blue "Add Link" button at the bottom right. A red circle with the number "3" is positioned above this button, with an arrow pointing to it.

Step
6

Verify link was added by change of color and underline, then click “update”. Go to live web page to 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 Internal Linking Strategy Training

The screenshot shows a WordPress editor interface. At the top, the title is "What Is MAPS?". Below the title, the permalink is displayed as "http://mortgageassign.com/what-is-mortga...profits-system/". The editor toolbar includes an "Unlink" icon, which is circled in red with the word "Unlink" written next to it. A red arrow points from this icon to a link in the main content area. The link text is "how you can make money" and is underlined and colored blue. A red circle with the number "1" is around the link, with an arrow pointing to it. To the right of the editor is the "Publish" sidebar, which includes a "Preview Changes" button, a "2" in a red circle, a "Status: Published" dropdown, a "Visibility: Public" dropdown, a "Published on: Nov 11, 2011 @ 14:27" timestamp, a "Move to Trash" link, and an "Update" button. A red arrow points from the "2" in the sidebar to the "Update" button. Below the "Publish" sidebar is the "Page Attributes" section, which includes a "Parent" dropdown set to "(no parent)", a "Template" dropdown set to "Theme default", and an "Order" dropdown set to "1".

Plugin
Option

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

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Install Plugins

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

Term



yet another related posts

Search Plugins

Name	Version	Rating	Description
Yet Another Related Posts Plugin Details Install Now	3.4.3	★★★★☆	Yet Another Related Posts Plugin introducing the reader to other categories, and now custom tax (Michael Yoshitaka Erlewine).
Yet Another Featured Posts Plugin (YAFPP) Details Install Now	1.4	★★★★☆	Yet Another Featured Posts Plugin Simply check the 'featured stars' to unfeature a post. This info is posted on This interface for featuring/unfe

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Step
8

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

The screenshot shows the WordPress dashboard's '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 link icon. Below the title is the 'Add New Link Category' section, which includes two input fields: 'Name' and 'Slug'. The 'Name' field has a text hint: 'The name is how it appears on your site.' The 'Slug' field has a text hint: '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 form is a table with two rows, each with a checkbox and the text 'Name'. The first row is highlighted and has the word 'Blogroll' in bold. Below the table are two 'Bulk Actions' dropdown menus, each followed by an 'Apply' button.

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Step
9

Add “Featured Articles” (or something similar you may like) to the name field. Then add “featured-articles” to the slug field. Click “Add New Link Category”.

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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 circles with numbers 1, 2, and 3 are placed next to the form fields and the 'Add New Link Category' button, with red arrows pointing to the corresponding fields in the table.

Link Categories

Add New Link Category

Name
Featured Articles
The name is how it appears on your site.

Slug
featured-articles
The “slug” is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Description

The description is not prominent by default; however, some themes may show it.

Add New Link Category

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

Bulk Actions Apply

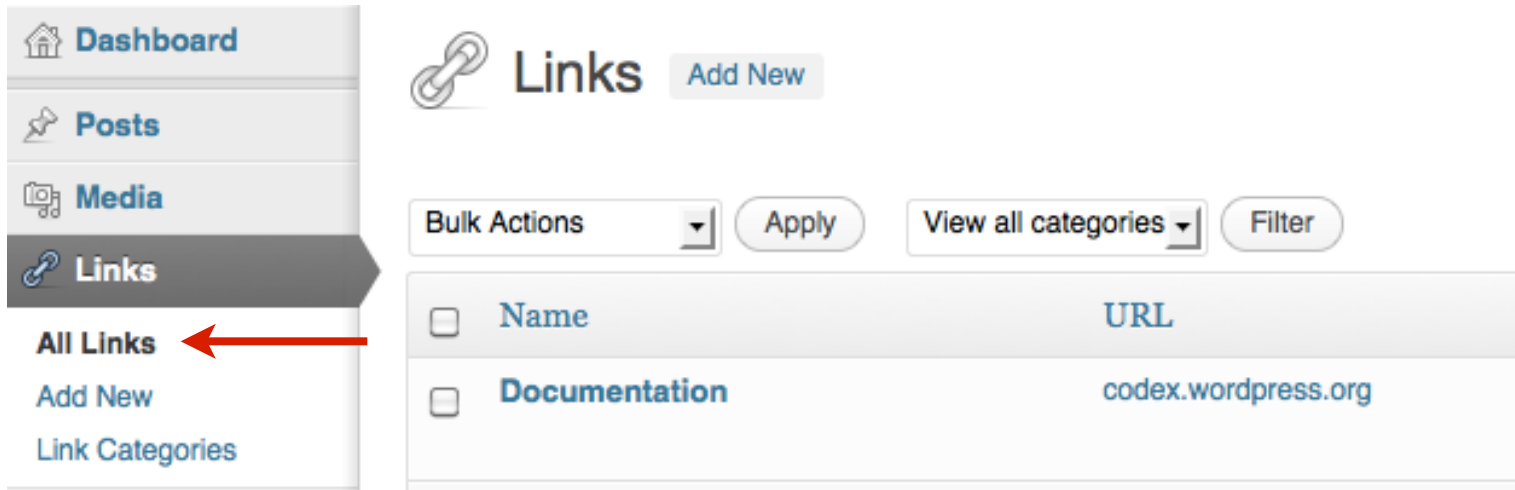
Bulk Actions Apply

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Step
10

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

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The screenshot shows the WordPress dashboard interface. On the left, the sidebar menu is expanded, showing options: Dashboard, Posts, Media, Links, All Links, Add New, and Link Categories. A red arrow points to 'All Links'. The main content area is titled 'Links' and includes an 'Add New' button. Below the title are controls for 'Bulk Actions' (a dropdown menu), an 'Apply' button, 'View all categories' (a dropdown menu), and a 'Filter' button. A table displays the following data:

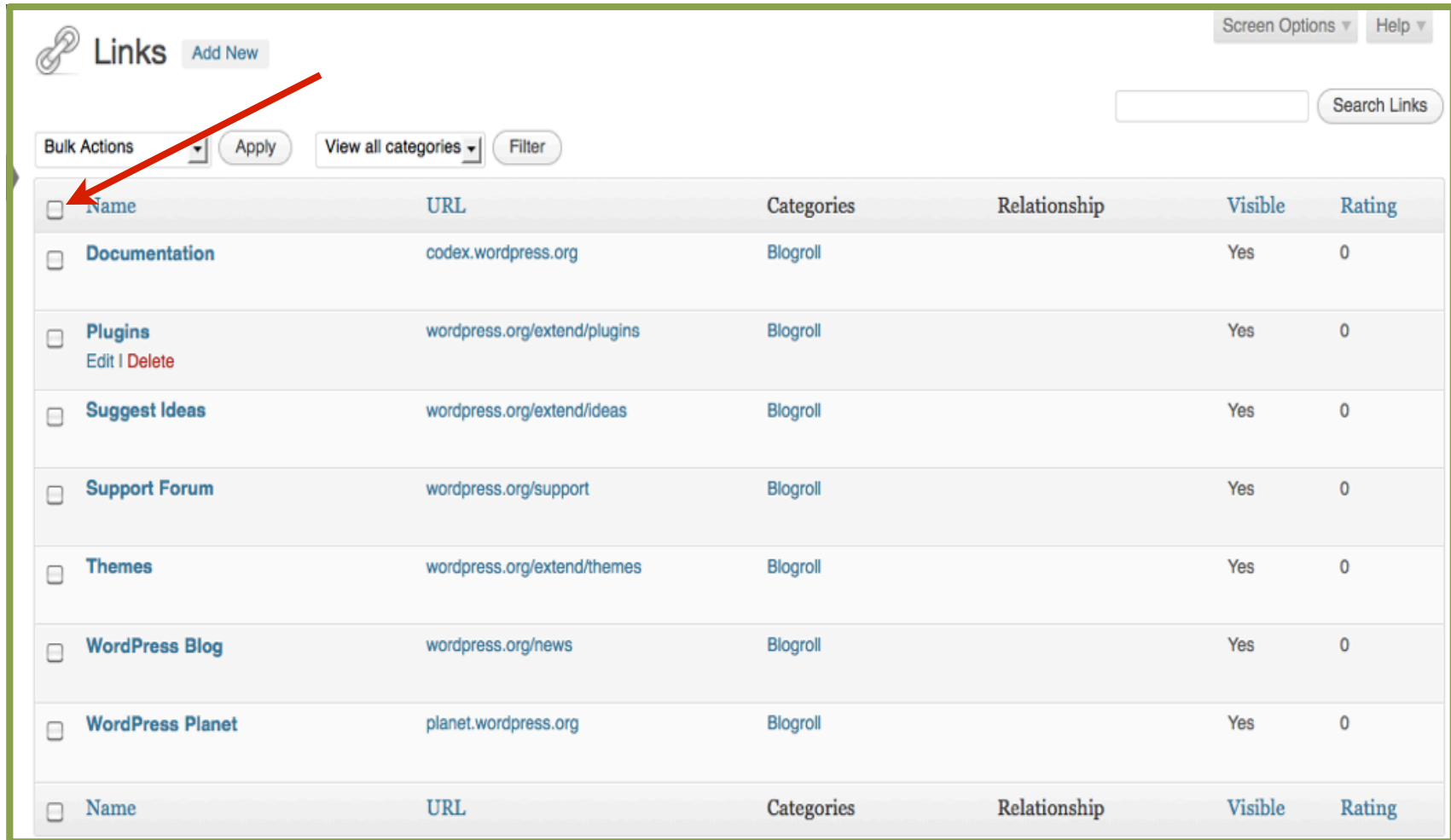
<input type="checkbox"/>	Name	URL
<input type="checkbox"/>	Documentation	codex.wordpress.org

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Step
11

Start by deleting all default wordpress links if you haven't already. Check the box next to "Name" and this will select all links.

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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. To the right are 'Screen Options' and 'Help' dropdown menus. Below the title is a search bar labeled 'Search Links'. A 'Bulk Actions' dropdown menu is set to 'All', with an 'Apply' button. Next to it is a 'View all categories' dropdown and a 'Filter' button. The main content is a table with the following columns: Name, URL, Categories, Relationship, Visible, and Rating. A red arrow points to the checkbox in the 'Name' column of the first row. The table contains the following data:

<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/>	Documentation	codex.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/>	Plugins <small>Edit Delete</small>	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
12

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

Objective 3 Internal Linking Strategy Training

Links [Add New](#) Screen Options Help

Bulk Actions

Bulk Actions
Delete

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

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Step
13

Then click "Add New".

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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
14

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.)

The screenshot shows the 'Add New Link' form in WordPress. The form is annotated with red circles and arrows indicating the steps: 1. Name: 'Make Money With MAPS'. 2. Web Address: '-is-mortgage-assignment-profits-system/how-do-i-make-money-with-the-mortgage-assignment-profits-system/'. 3. Description: 'How To Make Money With The Mortgage Assignment Profits System'. 4. Categories: 'Featured Articles' is checked. 5. The 'Add Link' button is highlighted. 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.

1

Name

Make Money With MAPS

Example: Nifty blogging software

2

Web Address

-is-mortgage-assignment-profits-system/how-do-i-make-money-with-the-mortgage-assignment-profits-system/

Example: <http://wordpress.org/> — don't forget the <http://>

3

Description

How To Make Money With The Mortgage Assignment Profits System

This will be shown when someone hovers over the link in the blogroll, or optionally below the link.

4

Categories

All Categories Blogroll Featured Articles

[Most Used](#)

5

Save

Keep this link private

Add Link

Important

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

Step
15

For top navigation bar linking: Go to “Menus”
under the left dashboard “Appearance” tab.

Objective 3 Internal Linking Strategy Training

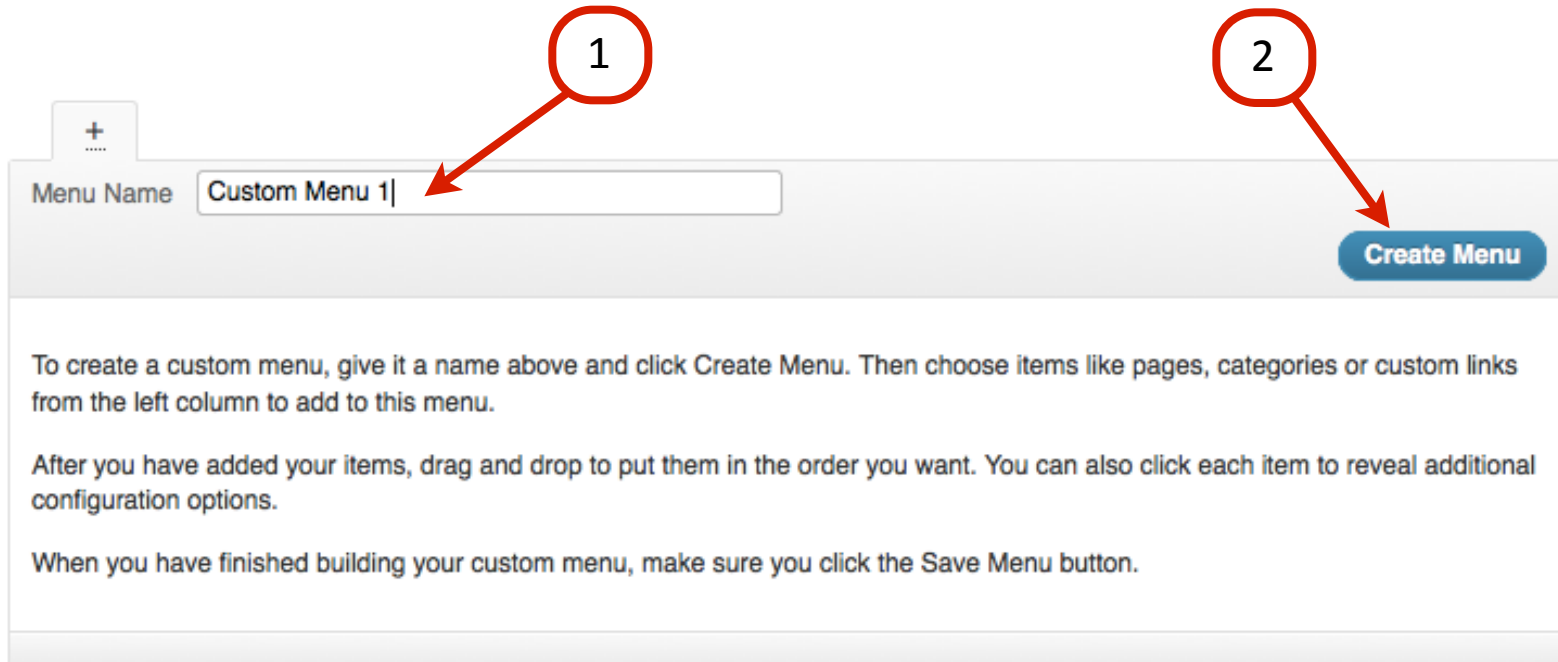
The screenshot displays the WordPress Admin Dashboard. On the left sidebar, the 'Appearance' menu is expanded, and a red arrow points to the 'Menus' option. The main content area is titled 'Menus' and features a 'Custom Links' section with input fields for 'URL' (containing 'http://') and 'Label' (containing 'Menu Item'), and an 'Add to Menu' button. Below this is a 'Pages' section with a 'Most Recent' tab selected, showing a list of pages: 'Raving Fans', 'Contact', 'About', and 'Bad Credit Okay', each with an unchecked checkbox. On the right side of the dashboard, a 'Menu Name' field is visible with the placeholder text 'Enter menu...', and a '+' icon above it. Below these fields, there is instructional text: 'To create a custom menu, go from the left column to add...', 'After you have added your configuration options.', and 'When you have finished bu...'

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Step
16

Create a custom menu name of your choosing and type it into the “menu name” field and then click “Create Menu”.

Objective 3 Internal Linking Strategy Training



The screenshot shows a web interface for creating a custom menu. At the top left, there is a small tab 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 large text area containing instructions:

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
17

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

Objective 3 Internal Linking Strategy Training

 **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

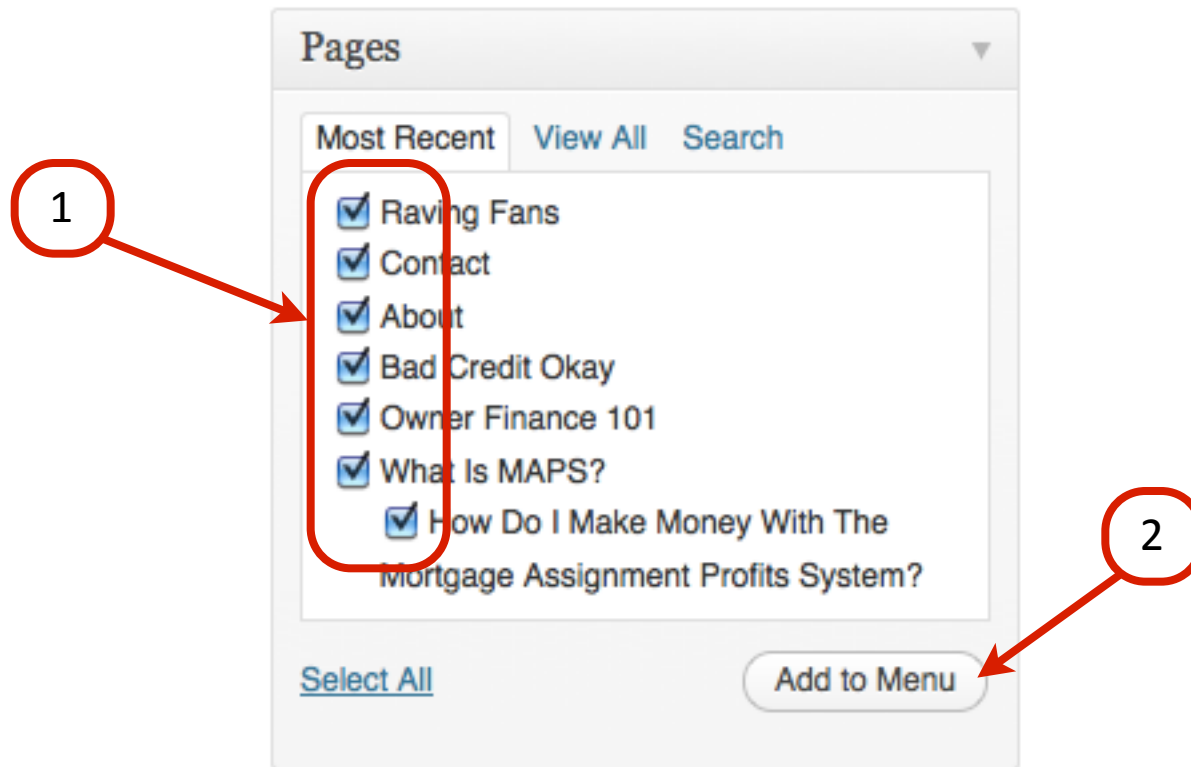


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Step
18

Scroll down to pages and check the menu items that you want to appear in your main website menu and click "Add to Menu".

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Step
19

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.

The screenshot shows a web editor interface for a custom menu. At the top, there's a tab labeled "Custom Menu 1" and a "+" icon. Below this, the "Menu Name" is set to "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?", "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 "Bad Credit Okay" item. Another red arrow labeled "Indented Page" points to the "How Do I Make Money With The Mortgage Assignment Profits System?" item, which is indented under "What Is MAPS?". A red arrow labeled "2" points to the "Save Menu" button at the bottom right.

Virtual Marketing Blueprint

Next Video...

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