

Leads For Cash

Lesson # 4

Writing and Uploading Your Sales Page

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Foreword

In this lesson I'm going to show you how to make and upload a sales/capture pages for your leads business. I'm going to keep the page simple so you can get started quickly.

You will be using a piece of FREE software to make your page and another FREE software to upload your page to your host. Once you have these two things done you will be ready to make some money.

The first piece of software I want you to download is NVU editing software at:

http://www.download.com/Nvu/3000-2048_4-10412423.html?tag=lst-1

Download and place an icon on your desktop so you can access it quickly and often.

The next piece of software is an FTP program which you will use to upload files to you web host. You will find it here:

<http://www.coreftp.com/download.html>

Again place on your desktop so you can find it quickly. We will be switching back and forth between these programs in the instructions in this lesson.

I will give you an almost completed page that you can insert your information into to upload to your site BUT you will do well to learn how to make a page and upload for your future use.

This will be the last basic lesson and all the lessons from here on out will be for different campaigns you can run to make money. Each of the rest of over 20 lessons will be designed to give you a ready-made campaign so you can do at least one campaign a week if you desire. If your time is limited save the lessons and tackle them at your own pace. Also each lesson from here on out will give you tips, tools and other information that will make each campaign a success.

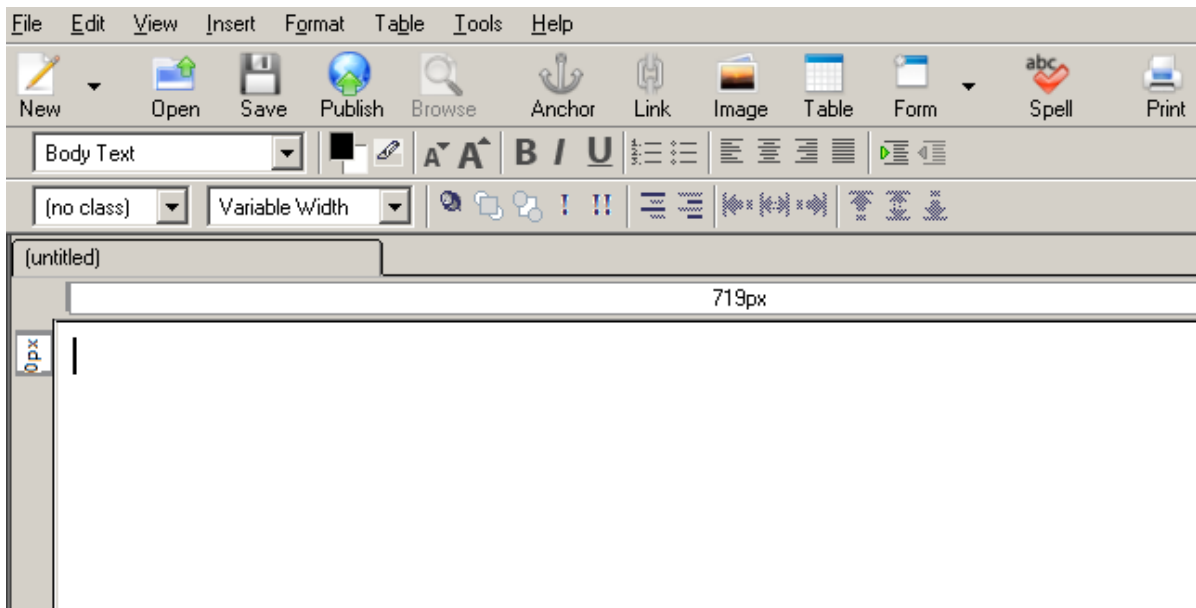
If you have not signed up for the rest of the lessons yet, you can do so with the link at the bottom of this lesson. I will also send you another email with just the benefits of the rest of the lessons and the details on signing up.

On to today's lesson on making a sales/capture page and uploading to your site.

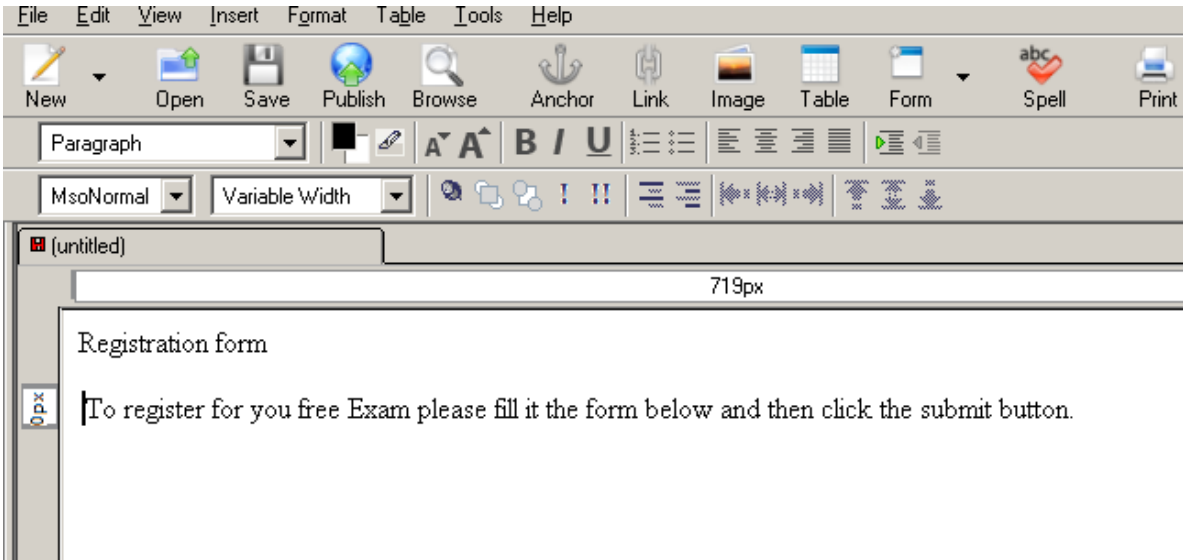
Introduction

By using the NVU software you will not have to know any HTML because this software is just like using your MS Word program to make a page. Most of the features of NVU are the same as Word. Most of the features that we will be using I will go over in detail but I am going to assume that you know how to use a word processor like Word. If you do not then you will have to learn. You can use your Word help file to find out any info you might need.

If you open the NVU you will see a page like below:

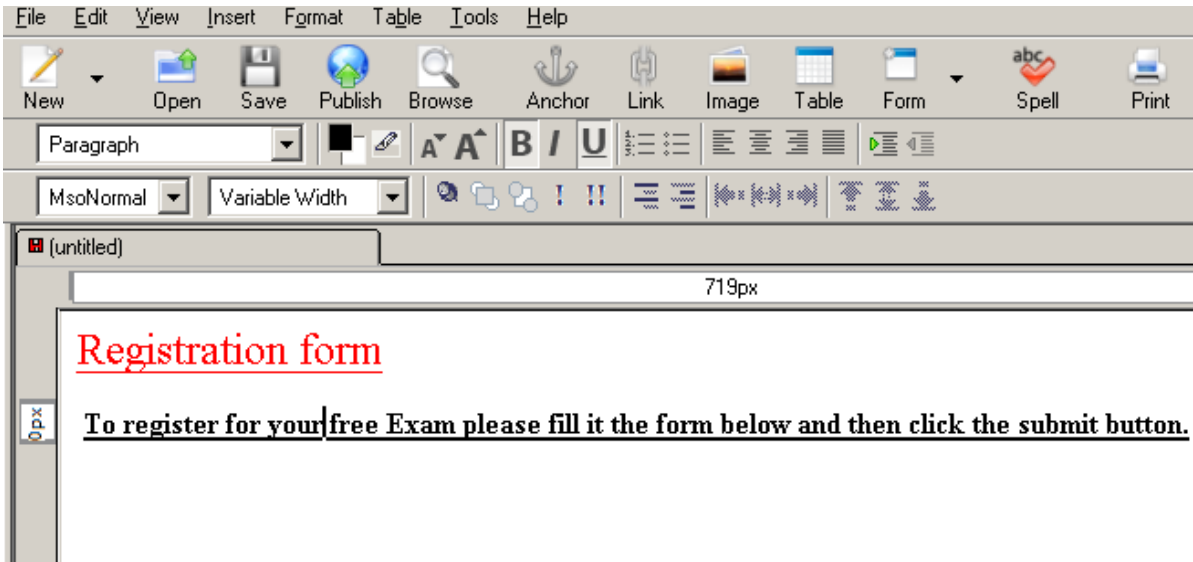


As you can see it is just like a word processor. To get started let's type the follow into the screen.



We can change anything on the screen just like in Word by using the icons on the task bar above. We can change the font, increase the size of the font, change the color and so forth. Play around with the above two lines and change them to your hearts content. ☺

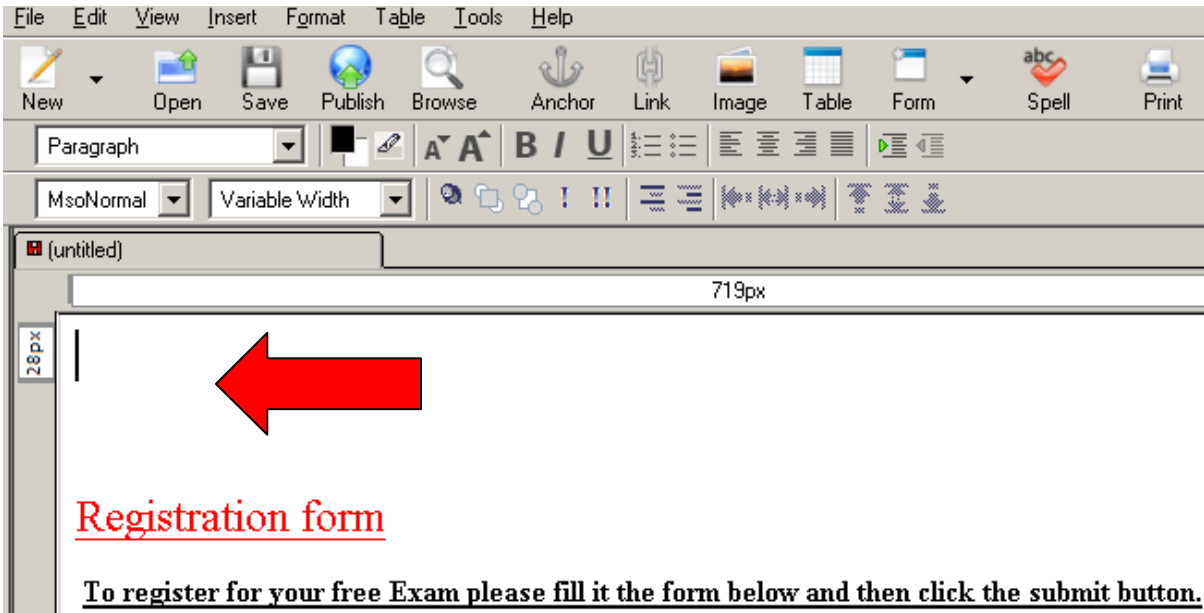
I have changed them like so:



I increased the size of the font, made it "red" and underlined the words.

Remember we are keeping this form very simple for right now. In later lessons I will give you templates for better looking pages but even this simple form will get them to request a coupon or certificate.

Let's put picture above the two lines. Place your cursor in from of the line Registration form and hit enter a couple of times. Then move your cursor to the top of the page like so:

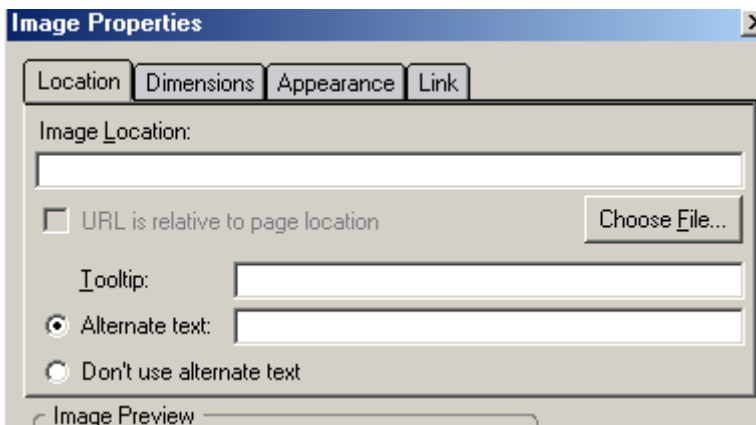


Now go to the following page

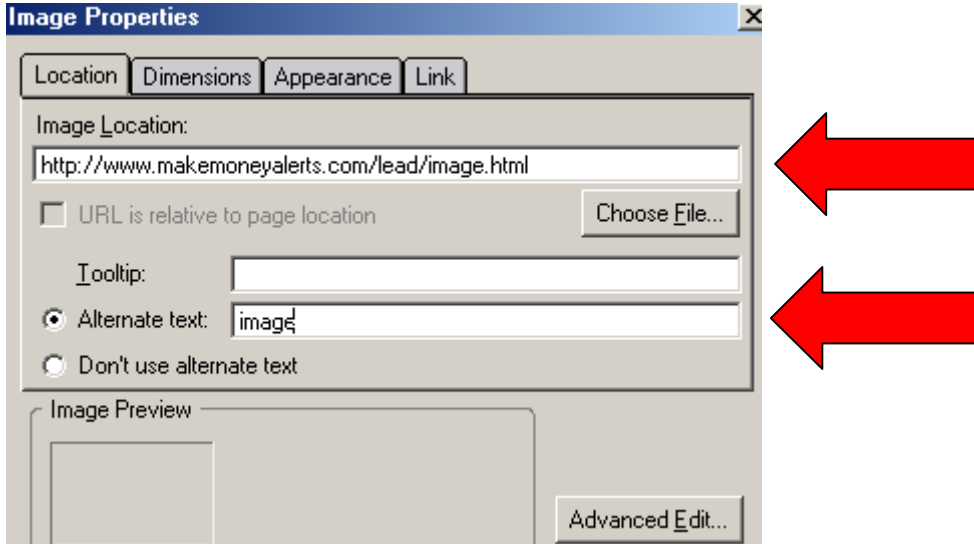
<http://www.makemoneyalerts.com/lead/image.html>

and right click on the picture and then on copy image location.. Now go back to your NVU software and click on the icon "image" in the top task bar.

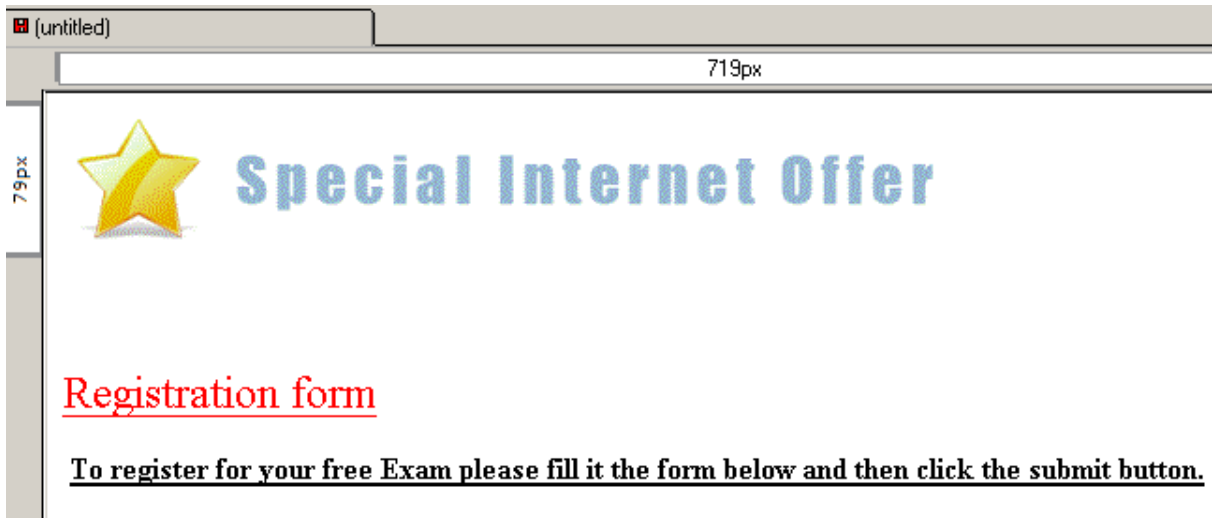
Note: or you can cheat and just copy the link above and paste it into the form below. You will get the following pop up>



In the image location box paste the link and then in the "alternate text" box type in any word to describe the picture. For now use the word "image". Like so:



Now when you click on "OK" your image will appear in the document. Now you have a page so far that looks like this:



I showed you that step because putting an image in the NVU software is a little different then placing a picture in Word but easy enough, right?

The above page is a form you can use for Chiropractors. The reason I use that category is because the roofing category is limited this time of year in the cold

weather areas and I wanted a category that can be used by all at any time of the year. I will give you both categories in the next two lessons.

Now we have to get the registration form into the page so they can sign up. Let's take a break and fool around with the page, then when fresh, come back to start the form set up, ok?

How to set up a Web Form

To set up your web form you have to go to your auto responder that you set up in the other lesson. I am going to use Aweber for this example but most auto responders should be about the same.

When I go to my Aweber account I see the following. I already clicked on add new list and entered a name of "mychiro" for the list name.

The screenshot shows the Aweber web interface. At the top left is the Aweber logo with the text "aweber communications". To the right are links for "Get Started" and "Help". Below the logo is a navigation bar with buttons for "Home", "Messages", "Leads", "List Settings", and "Reports". A "Live Chat - Online" button is also visible. The main content area shows "Managing List: mychiro" with a link to "Add New" and a "Change List:" dropdown menu currently set to "mychiro". A yellow warning box contains the text: "No Reply Address: You currently don't have a reply address set for this list. Until you have a reply address, you will not be able to send any followup or broadcast messages."

Fill


Fill in the next two sections and save. Then we will be ready to make a web form.

Company Branding:

Enter company information to brand various subscriber pages such as the unsubscribe link and verified opt-in confir

Company Name:	<input type="text" value="skip"/> Example: ABC Company, Inc.
Logo URL:	<input type="text"/> Example: http://www.abc-company.com/logo.gif
Website URL:	<input type="text"/> Example: http://www.abc-company.com
Divider HTML Color:	<input type="text" value="blue"/> 

Then I go to list settings and click on web form



Home	Messages	Leads	List Settings		
Settings	Web Form	Verified Opt-in	Custom Fields	Global Fields	Autom
1: Form Details	2: Design Form				
Form Name:	<input type="text" value="Chird"/> Appears only to you.				
Type:	<input checked="" type="radio"/> In-line - Appears within the current web page body. <input type="radio"/> Pop-up - Pops up in a new window. <input type="radio"/> Pop-under - Opens a new window underneath the current win <input type="radio"/> Exit Pop-up - Like pop-up, but the new window appears when leaves the current page. <input type="radio"/> Pop-over/Hover - Appears to hover within the web page. Usua				
Thank You Page:	<input type="text" value="http://www.aweber.com/form/thankyou_vo.html"/> <input type="checkbox"/> Open in				

The only thing I changed or added to was the Form Name. I left all the defaults the same. Now click on 2: Design Form.

1: Form Details

2: Design Form

Fields:

▼ Add New Field

Field Name: Subscriber Update: Add

Preview:

Please Send My Coupon For FREE Exam

Email:

Name:

Contact Telephone Number:

Submit

After getting the form set up the way you want it click on save. You will see the following:

popups, exit popups, popunders and standard web forms placed within your webpage. If you create more than one web form you will be opportunity to split test different forms on your site automatically and decide which form is the best to use.

Note: Statistics are delayed up to 10 minutes.

Name	Type	Displays	Subscribers	S/D	Unique Displays	SA/D	Preview	Get HTML	Copy	Reset Stat
Chiro	inline	0	0	0.0%	0	0.0%	Preview	Get HTML	Copy	Reset Sta

Create Web Form
↑

When you click on "Get HTML you will see:

Recommended: Copy and paste the following HTML code into your web page to use the web form titled "Chiro".

```

<script type="text/javascript"
src="http://forms.aweber.com/form/47/517067947.js"></script>
    
```

←

Alternatively, you can copy the following raw HTML if you want to use a non-javascript form.

Warning: Doing so will remove any pop-up, pop-over, pop-under, or exit pop functionality. The Display stats will not be kept if you use a non-javascript form.

```

<center><form method="post "
action="http://www.aweber.com/scripts/addlead.pl">
<input type="hidden" name="meta_web_form_id" value="517067947">
    
```

Copy the HTML code that appears in the first box and go back to the NVU software with your page in it.



Special Internet Offer

Registration form

To register for your free Exam please fill it the form below and then click the submit b



At the bottom of the page you will see the following buttons. Click on the source button and you'll get this: Note: Don't get nervous when you see what comes up, ok?

```
1. <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
2. <html>
3. <head>
4.   <meta content="text/html; charset=ISO-8859-1"
5.     http-equiv="content-type">
6.   <title></title>
7. </head>
8. <body>
9. <p style="text-decoration: underline; color: rgb(255, 0, 0);"
10.  class="MsoNormal"><big><big><big><big></big></big></p>
15. <p style="text-decoration: underline; color: rgb(255, 0, 0);"
16.  class="MsoNormal"><big><big>Registration form</big></big></p>
17. <p class="MsoNormal"><!--[if !supportEmptyParas!]>&nbsp;&nbsp;&nbsp;</p>
```


This is the HTML code for your page. You only need to look for one thing for right now. Scroll down until you see the wording "To register for your free Exam please fill it the form below"

and then click the submit button." See it? It is highlighted below:

```
15. <p style="text-decoration: underline; color: rgb(255, 0, 0);"  
16. class="MsoNormal"><big><big>Registration form</big></big></p>  
17. <p class="MsoNormal"><!--[if !supportEmptyParas]-->&nbsp;<span  
18. style="font-weight: bold; text-decoration: underline;">To  
19. register for your free Exam please fill it the form below  
20. and then click the submit button.</span></p>  
21. <p class="MsoNormal"><span  
22. style="font-weight: bold; text-decoration: underline;"></span></p>  
23. </body>
```

Now do you see the "/p>" at the end of that line? Place your cursor there and hit enter. That will give you a blank line in the code like below.

```
18. style="font-weight: bold; text-decoration: underline;">To  
19. register for your free Exam please fill it the form below  
20. and then click the submit button.</span></p>  
21. |  
22. <p class="MsoNormal"><span  
23. style="font-weight: bold; text-decoration: underline;"></span></p>  
24. </body>
```



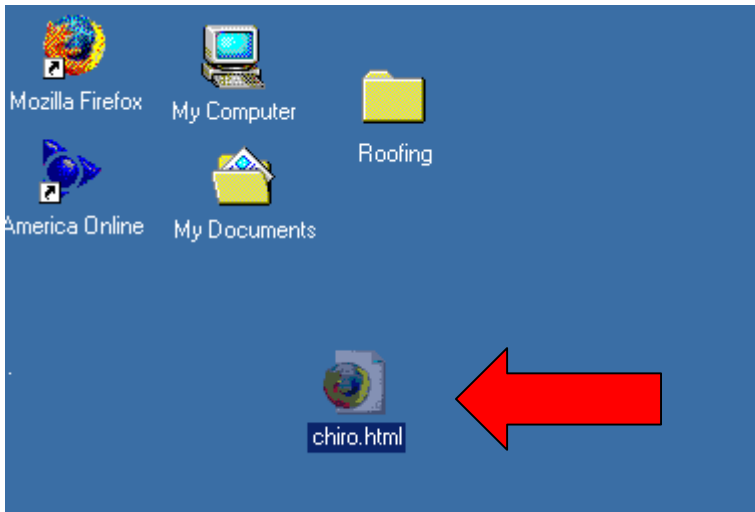
That is where you paste the code you copied from Aweber's web form and then it will look like so: It is the part that is highlighted.

```
register for your free Exam please fill it the form below  
and then click the submit button.</span></p>  
<script type="text/javascript" src="http://forms.aweber.com/form/47/517067947.f  
<p class="MsoNormal"><span  
style="font-weight: bold; text-decoration: underline;"></span></p>  
</body>
```

That's it! You have placed your form on your page. If you click on preview or normal YOU WILL NOT see your form. You have to upload the page to your host so the page is "out on the web" to be able to see the full page with the form in place. That is what we are going to do next.

You have to name and save this page to your desktop so you can find it easily and then we will be ready to upload it. You can name the page whatever you like but for now let's name it "chiro" for Chiropractor.

When on your desktop it will look like this:



If you have never made an HTML page before, well you have, NOW! Not that hard was it?

Here is what your page will look like once you upload it to your site:

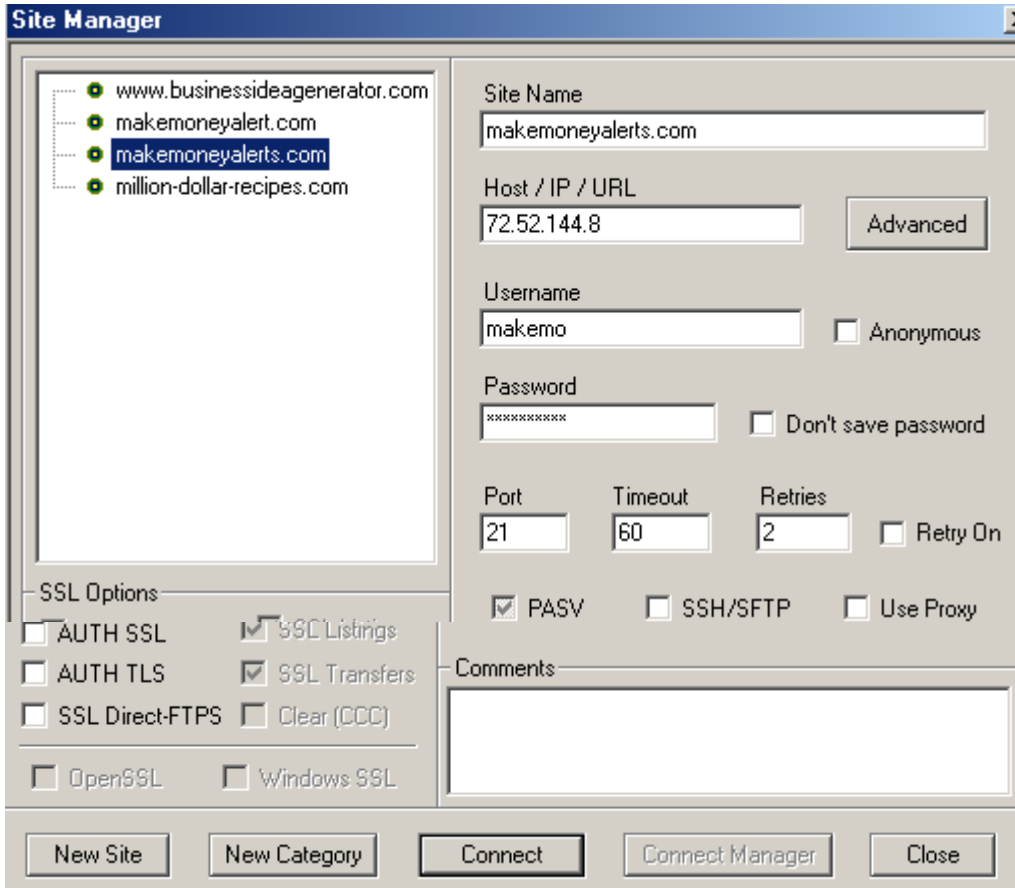
<http://makemoneyalerts.com/lead/chiro.html>

Nothing fancy but effective. Nothing to confuse the prospect because they only have ONE choice of what to do to get their coupon. That is fill in the form and click submit.

Now we CAN make this a lot better page and we will in later lessons but for now we will use this form.

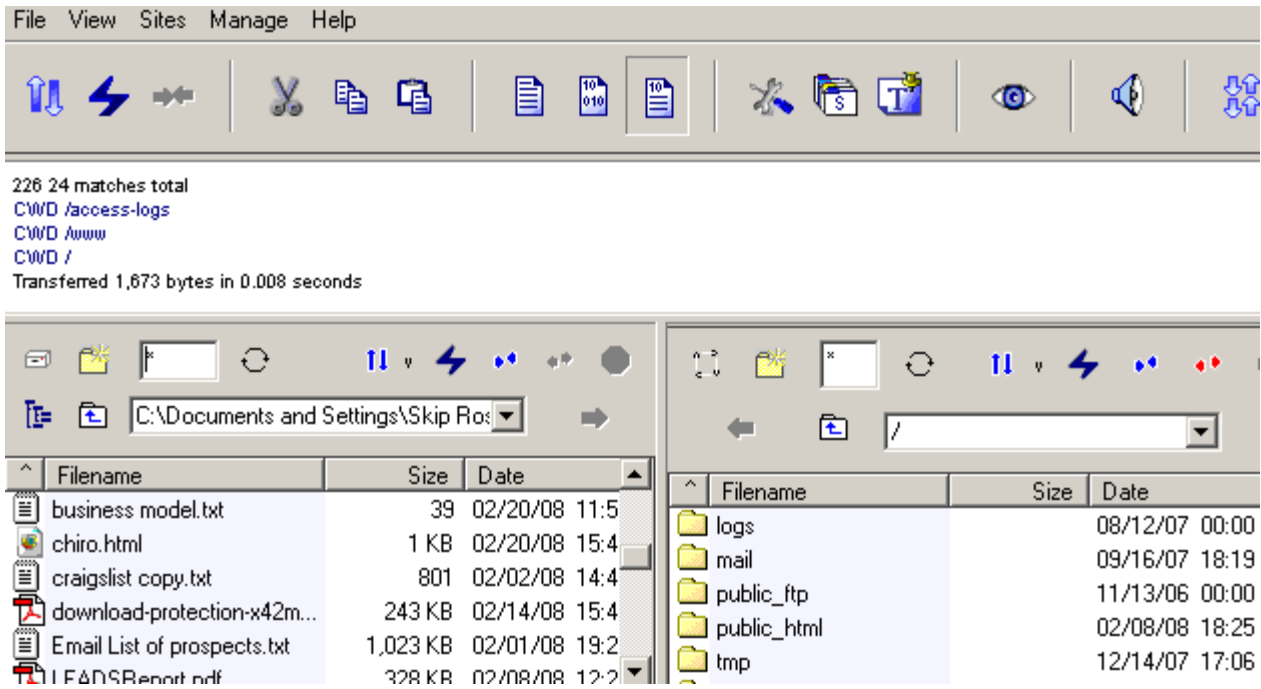
Uploading you new page to your site

Now we are going to use the FTP program you downloaded early. That is the Core FTP lite program. Open the program and fill in the details that are required in the form.



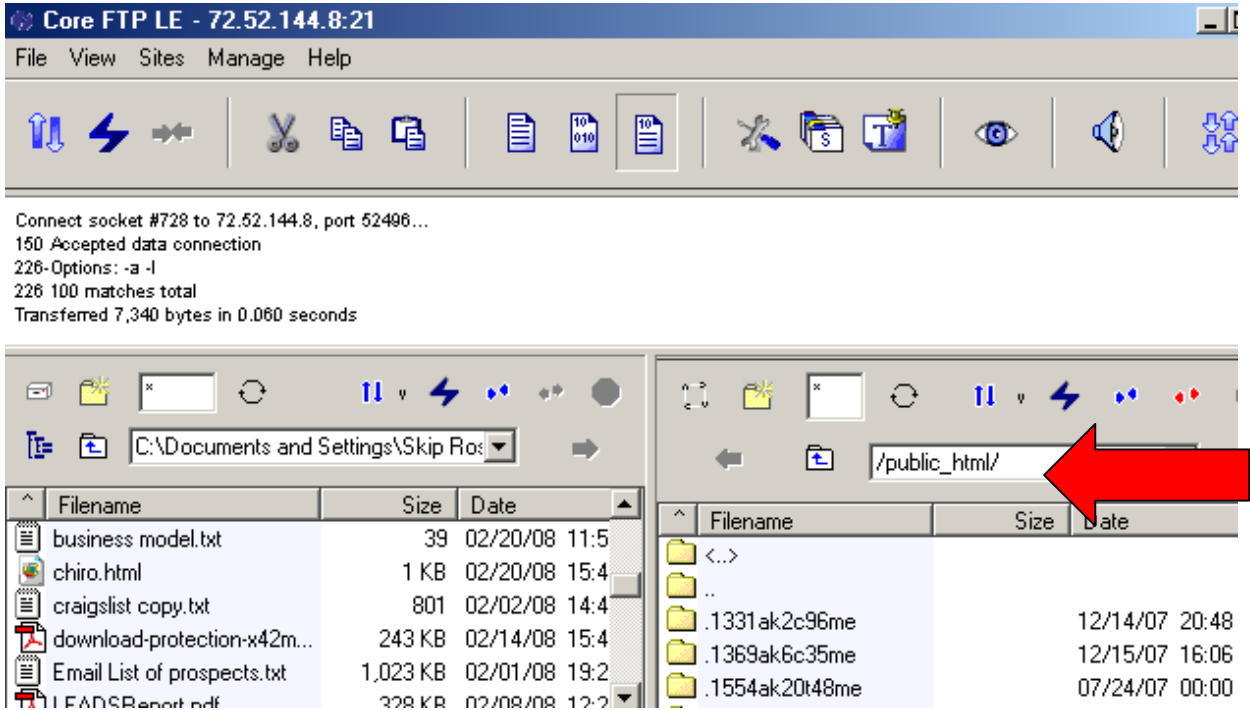
The above form has MY info in it, just insert your information that you got from your host and then click “connect”.

A screen with two panels will come up. The left side is what is on YOUR computer and the right side is where you will upload the files and pages that you want on YOUR web site. Here is a screen shot of mine:



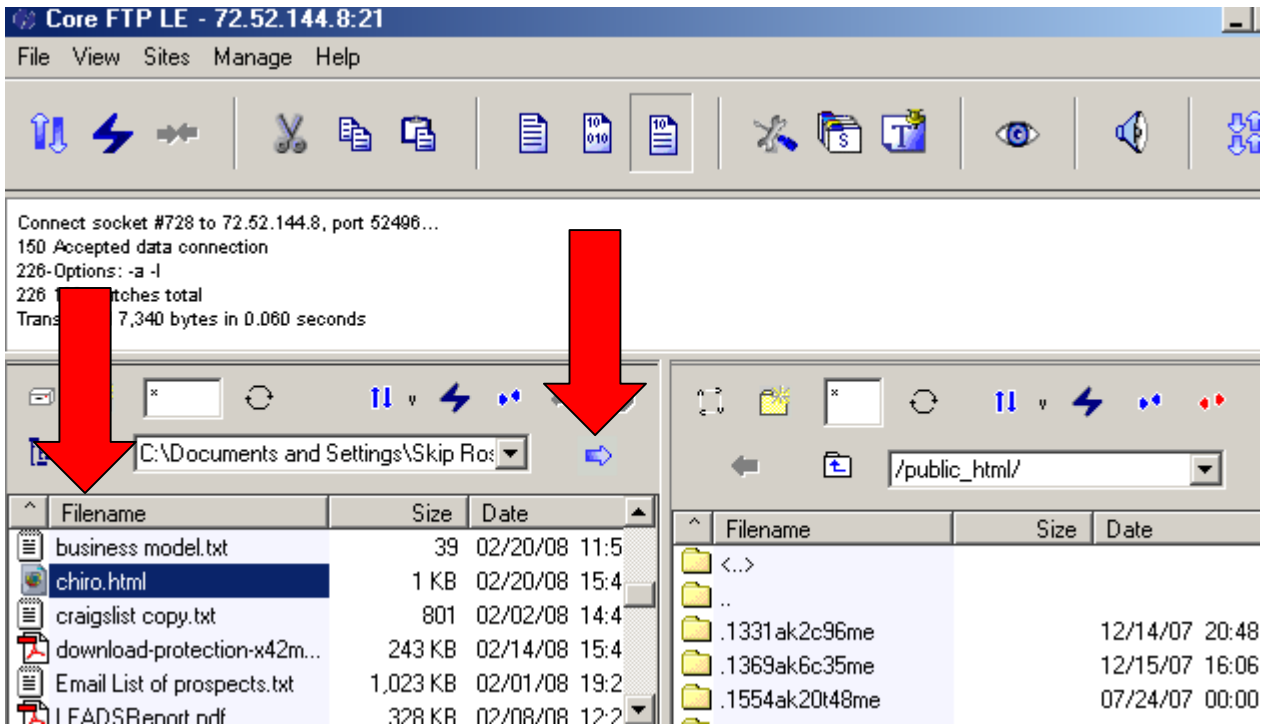
You navigate your computer in the left screen to get to the file you want to upload into the right panel. I have gone to my desktop and navigate to show the file “chiro.html” in the window.

Now on the right panel you have to double click on the “public_html” folder. This is where you will always place any files for your web site. When I do that you will see that in the task box it looks like the: /public_html/



All your files will be placed in this directory.

To get the file from "your computer" (Left Panel) to "your web site" (right Panel) just highlight the file in the left panel and hit the arrow button to transfer.



That's it! It will now appear on the web when you check your site with the name www.yourwebsite.com/chiro.html This is also the link you will be sending prospects for your coupon for Chiropractors to.

The link below is to MY web page for chiropractors.

<http://makemoneyalerts.com/lead/chiro.html>

I have it in a separate folder named "lead" and that is why mine URL includes the part /lead/ in the url. But for now you will access YOUR pages at <http://yourwebsite.com/chiro.html>.

WOW, if you have never made a page or never had your own web site we have covered a lot in the last few lessons. If you are experienced you thought this was very basic stuff and it was. But from now on we will be getting into information for both the "newbie" and the "experienced" Internet marketer.

This Week's Assignment

- 1) Download the free software to your computer
- 2) Make your sales page in the NVU software.

- 3) Make the web form in Aweber or your auto-responder and get the code.
- 4) Insert the code into your web sales page
- 5) Save the page to your desktop
- 6) Upload the page to your web site using the free Core FTP program

A couple of things I would like to go over before I quit this lesson. 1) the next lesson will put together all of what we have so far and you will be able to start making money. 2) The next lesson (and the rest of the lessons) will be delivered on a seven days schedule from here on out. Each lesson will give you a new market to make money in and also tips, tools and information to make this very easy. NOTE: You will also receive bonus Mini lessons in between some of the following lesson to expand on a point or to get you a better understanding of the process for a particular niche.

This is your last free lesson. You can sign up below for the rest of the lessons at the rate of \$47 per month for 5 months. I will also send you another email with details of the lessons to come and exactly how to sign up. But if you want to make sure you get the rest of the lessons just use the link below.

<http://makemoneyalerts.com/cashleads/lessons1.html>

Skip Rosell
Leads For Cash

Coming Up Next ...

Set up your marketing for the roofing and the Chiropractor niches
Taking orders and how to handle them

Previous Lessons information

Lesson #1 ... <http://makemoneyalerts.com/lead/LEADSReport.pdf>

Lesson #2... <http://makemoneyalerts.com/lead/lesson2.pdf>

Lesson #3... <http://makemoneyalerts.com/lead/lesson3part1.pdf>

Lesson #3a.. <http://makemoneyalerts.com/lead/lesson3part2.pdf>

Lesson # 4 <http://makemoneyalerts.com/lead/lessonfour.pdf>