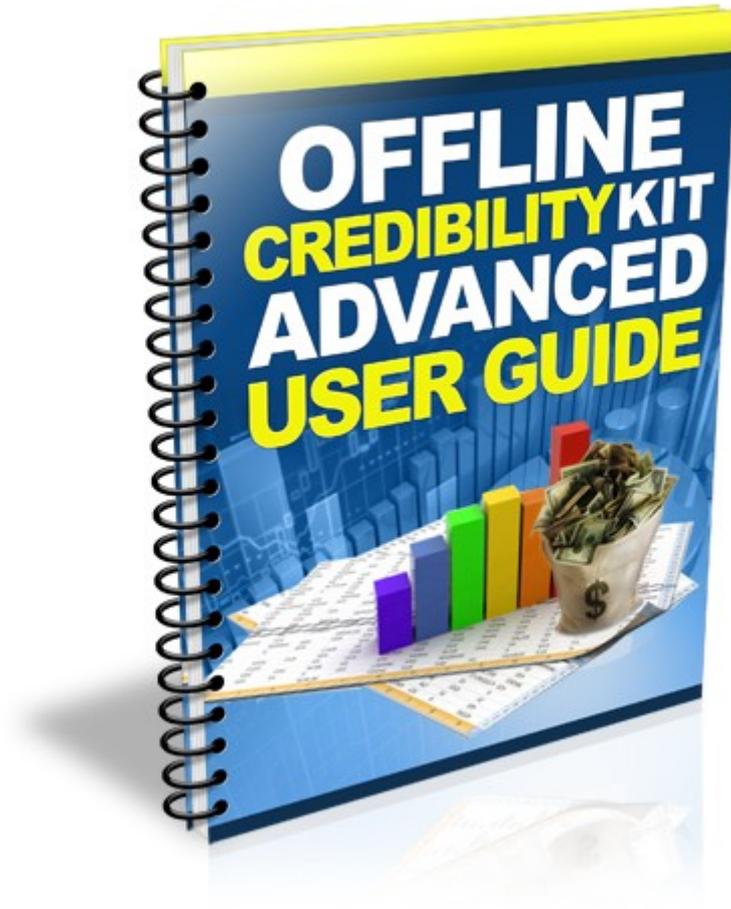


# Offline Credibility Kit Advanced Edition User Guide



Developed And Brought To You By:  
James B. Allen

[Contact](#)

## Overview

Thank you for your investment in the Offline Credibility Kit Advanced Edition - a powerful upgrade to your Starter Edition purchase.

This Advanced Edition contains all the “parts” needed to put together a powerful lead-prospecting and client-generating system to use with your videos.

Here's a brief overview of the steps involved:

**Step 1:** Upload all ten of your videos to your blog, website or video hosting service.

**Step 2:** Add your auto-responder form code to the provided squeeze page and upload it to your server.

**Step 3:** Customize the included follow-up email series and add them to your auto-responder sequence.

**Step 4:** Send targeted visitors to your squeeze page URL. One powerful way to do this is to edit the included Press Release with your details and squeeze page URL and submit it to local medial outlets in your area for free publicity.

In this way, targeted prospects will land on your squeeze page offering them a set of 10 videos - showing them how to boost their business with online strategies.

Once they sign up, they will receive your auto-responder series, each one sending them to the URL to view one of your videos.

In each email and on the pages with your videos, you can include your contact information - and remind them to get in touch with you if they would like more information or a consultation.

**Don't wait** - put this simple but powerful 4-step plan into action today. Remember, the sooner you get this set up and running, the sooner you will begin to see results.

Sincerely,

James B. Allen  
Product Creation Expert  
Auckland, New Zealand  
[Contact Me](#)

**P.S.** On the following pages are more detailed instructions and tips for setting up your Advanced system and driving traffic to it. Be sure to read through it!

**Step 1: Upload all ten of your videos to your blog, website or video hosting service.**

Begin by downloading the .zip files for each of your videos from your Offline Credibility Kit Advanced Edition download page.

Then, extract each of the files.

Next, upload each of the videos to your website, blog or video hosting service.

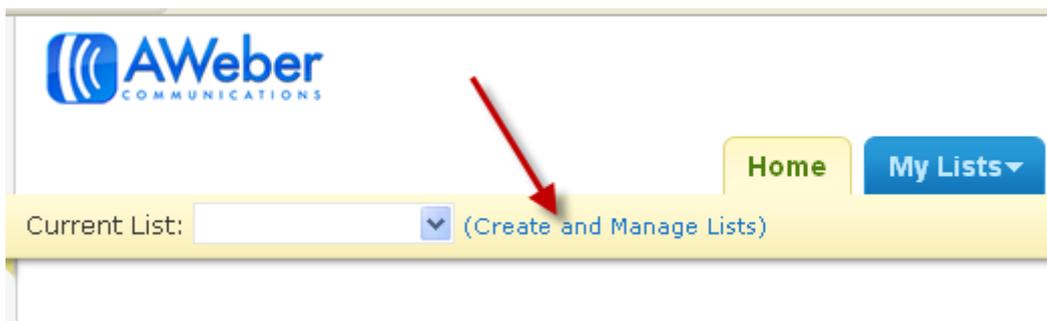
We recommend uploading the videos to your own servers or Amazon S3 servers, and then embedding each one on a separate post or webpage on your own website or blog. This way, you can include additional information about your services and your contact information, along with each video on your webpages.

Make note of the URL of each video, or each webpage with the video embedded on it.

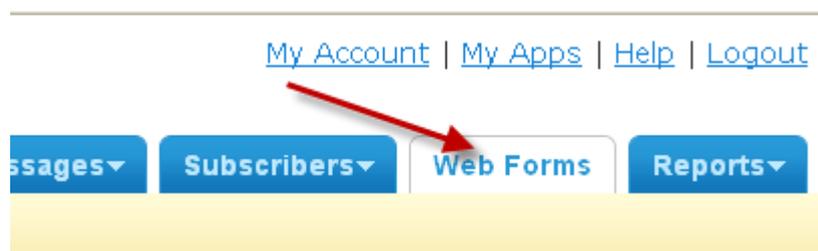
**Step 2: Add your auto-responder form code to the provided squeeze page and upload it to your server.**

This step assumes you already have an autoresponder account. If not, we recommend using a service such as AWeber.

First, create a new list for your lead generating system. Here's where to do it in AWeber:



Once you've finished creating your list, you'll want to create a "opt-in" form to add to your squeeze page. In AWeber, you can do this from the "Web Forms" tab:



**Note:** Statistics are delayed 10 minutes.



If you are using Aweber, just create the “basic” form with the form editor with name, email and submit button. We used the editor to make “Name” and “Email” labels a bit bigger and bolder so they look better with the squeeze page.





## I Will Install My Form

You are comfortable with HTML and have access to edit your pages



### Javascript Snippet

The Quick and Easy Version



### Raw HTML Version

Advanced Design Customization

#### Recommended

- If you change your form here, you won't have to update your website.
- Track statistics in your account.

You can paste the snippet below anywhere between the body tags of your website:

```
<script type="text/javascript" src="http://forms.aweber.com/form/45/224936145.js"></script>
```

Once you've saved your web form, you can skip Step 2 and go to step 3 where you'll be provided with a snippet of javascript code. You'll want to copy and save this snippet of code for the next steps.

Next, inside your "SqueezePage" folder you will find your your html squeeze page system. The only file you need to edit is the "index.html" file inside the "free" folder.



Open index.html with a text editor and look for the section that reads:

**<!--Enter Your Autoresponder Form Code Below This-->**

**<!--Enter Your Autoresponder Form Code Above This-->**

You'll want to paste your code for your auto-responder opt-in form between these two lines.

```
jQuery(document).ready(function($) {
  $('a[rel*=facebox]').facebox({
    loadingImage : 'src/loading.gif',
    closeImage   : 'src/closetlabel.png'
  })
})
</script>
</head>
<body>
<div id="header">
<div class="header-isi">
  <div class="aweber">

<!--Enter Your Autoresponder Form Code Below This-->
<!--Enter Your Autoresponder Form Code Above This-->

</div>
```

Please note: Most other auto-responder have a similar form generator and will provide you with the code snippet need for the above steps.

Once you've done this, save your updated index.html file. If you open it in your browser, it should now look something like this:



You can even enter your own name and email to test it out, as long as you're connected to the internet.

Now, you'll want to upload the entire "free" folder to your website. Make sure to upload all the files and folders inside the "free" folder as they are needed to make the opt-in page function correctly.

Once uploaded, you'll be able to view and test your Opt-In page by visiting:

<http://yoursite.com/free>

Note: If you want to set your squeeze page up on it's own domain and have the squeeze page be the home page, just uploaded all the files inside the "free" folder to your site - but not the free folder itself. In that case the URL to your Opt-In page will be:

<http://www.yoursite.com>

### **Step 3: Customize the included follow-up email series and add them to your auto-responder sequence.**

Inside your Advanced folder, open up your FollowUpEmails folder.



Inside, you'll find a series of 10 follow-up emails to send your prospects who opt-in to receive the free videos.

You'll need to edit each of the emails with YOUR details including:

- The URL to the video mentioned in the email.
- Your NAME
- Your CONTACT DETAILS

Once you've done this, you'll want to add these emails to your auto-responder list as follow-up emails.

In Aweber you can do this from the "Messages" tab, and then clicking on the "Create New Follow Up Message" button:



For each email - first enter the subject in the subject box:

## Follow Up #1 Edit

Enter your plain text or HTML/text message below. To finish click for preview.

Subject:



... and then paste the rest of the email in the "Plain Text Message".

Plain Text Message:



[Wrap Long Lines](#)

[Personalize](#)

[< RECOMMENDED WIDTH](#)

Interval:

#1 sent immediately

Track Clicks?

Track clicks on website links in this message.

All set? [Save your message](#)

Preview

Save Message



Once finished, click the "Save Message" button. Repeat for all 10 of your emails.

Please Note - your first email's Interval will be set to send immediately - your prospect will get it right after they subscribe. We recommend setting the interval for each of the other emails at 2-3 days, so your prospect hears from you over the course of a month.

#### **Step 4: Send targeted visitors to your squeeze page URL.**

At this point, your lead-capture and follow-up system is all set-up, but it's not running until we add the most important part - sending targeted prospects to your Opt-In page. To help get you generating targeted local traffic, we've included a powerful press release you can use to generate local media attention.

You'll find your editable press release in your "Press Release" folder. You'll want to edit it with your details - the place that need to be edited are clearly labeled in the file. Pay particular attention to providing the correct URL to you site and your contact details - and **make SURE you give your real name and phone number as the purpose is to actually get contacted by local media.**

Once you've done that, export the press release as a PDF file - and then email it to local media outlets.

**NOTE:** This is NOT a press release to be submitted through a large "Press Release" distribution website, but rather for you to personally and selectively submit to local media contacts in YOUR area including: Local Radio Stations, Local Newspapers and Local TV Stations.

Almost all of these in your area will have websites with either a contact form, email address or link for submitting newsworthy items including press releases. Submit your press release directly this way. Remember, this press release is designed to get you actual media exposure in your local area - not backlinks or SEO traffic.

If you are uncomfortable with the idea of being interviewed on the radio, on TV or for a Newspaper article, you may want to rethink the business you are in.

#### **Other Local Traffic Options:**

Since you want to get local business owners to visit your Opt-In page URL and opt-in to see your videos, consider these other options for getting your URL in front of them:

- Include your URL on your business card
- Include your URL on your vehicle - bumper stickers and car magnets are inexpensive.
- Include your URL on flyers that you post on local bulletin boards or distribute directly to local shops.
- Advertise your URL in your local "[Coffee News](#)".
- Advertise your URL in your local newspaper and classifieds publications.

**Enjoy using your Credibility Videos and this sytem to generate new business leads for your local internet marekting business.**