



Training Workbook

Targeting Your Company Traffic.

This is a workbook designed to complement Jenn Lawlor's webinar, "Targeting Your Company Traffic".

To watch a replay of the webinar:

<http://the7figurenetworker.com/training/company-traffic/>

Setting Up Your Company Targeted Page Within The 7 Figure Networker System.

1. From the navigation bar within The 7 Figure Networker System, click:
Campaigns >> Add Campaign >> Keyword Campaigns >> 'Company Targeted Page'.
2. Autoresponder Campaign: **yourcompanynametest** 3.
- Choose Your Keyword: **your company name**.
4. Choose Advanced Options >> Optin Form: phone - YES.
5. Choose Advanced Options >> Meta Data: add your title tag and descriptive keywords to meta tag 1,2,3.
6. Save your campaign changes by clicking 'Add Campaign'.

Login To Your Getresponse or Aweber Account.

1. Create a new campaign that you'll know is targeting your company targeted prospects. 2. Set your campaign settings.
3. PRELOAD the message from our admin account into your new campaign.

For more details on how to set up and preload messages into either Aweber or Getresponse, download one of the following:

[Getresponse campaign set up](#)

[Aweber campaign set up](#)

Getresponse preload username/password you'll need:

grcompanytargeted2

grcompanytargeted2

Aweber preload password you'll need:

companytarget-75e48-\$F

Now, Go Back to Your Campaign Within The 7 Figure Networker System.

1. Autoresponder campaign: make sure this matches the campaign name you just created within Aweber or Getresponse.
2. Create the 5 youtube videos you'll need to complete your capture and thank you pages. Paste in the youtube codes into the appropriate fields...and SAVE your changes.

Decide If You Want To Customize Your Email Campaigns, or leave them with the default videos of Jonathan.

If you're not sure what I mean, I'm referring to the links that looks like the one below (highlighted in RED) within your back end email messages:

Click this link to access day 5 of the 'Mastermind' boot camp...

[Mastermind Email Series 5]

In day 5, you're going to learn secrets to success in this industry that have honestly made me a FORTUNE, and...

You can actually make these pages CUSTOMIZED to you and your specific message. It's more work, but recommended if you're up for it!

NOTE: If you do not want to do this at this stage, simply segue your email messages so that it's natural for your prospect to see a page with Jonathan's video on it.

Using the example back end email above, I'd say something like this:

Click the link below to access day 5 of the 'Mastermind' boot camp where my partner, Jonathan Budd describes the secrets to success in this industry...

[Mastermind Email Series 5]

If you're ready to customize those pages, here's how:

Within the system...

1. Campaigns >> Add Campaign >> Email Campaigns
2. Name Your Campaign: **your company name Email #1**
3. Pick Your Capture Page: **Mastermind Email Series Day 1**
4. Choose Advanced Options >> Alternate Headline: (Paste the following, edited, into the field):
"Who Is YOUR NAME And How Can You Grow A [INSERT company name] Business Massively From His/Her Marketing Secrets?"
5. Watch Jonathan's default video for this page and take notes. Then shoot your own, similar youtube video for this page.
6. Choose Advanced Options >> Youtube Embed Code: paste in your own code.
7. Save and repeat for all 8 days of this series!

Now, The FINAL Step Is To Edit Your Back-End Email Messages.

1. Login to your Getresponse (or Aweber) account.
2. Find your company targeted campaign.
3. Edit the first message - include your first Email link (the one you just created with the above steps) and your Main 7 Figure Networker System sales link. If you're confused with where to find these links, refer to tutorial videos in the Fast Start Guide (Level II: Editing Your AR Messages)

NOTE: if you created your own AR email campaigns, with your OWN videos, you'll want to include THOSE links, rather than the default links.

FINALLY! You're Ready To Get Out There And MARKET.

Remember, marketing is the act of plastering your new capture page link around the internet.

This can be accomplished in a variety of ways.

Please refer to:

Training >> Marketing Training within The 7 Figure Networker System for training on various marketing strategies.

OR, refer to the webinar replay that accompanies this workbook:
<http://the7figurenetworker.com/training/company-traffic/>

Enjoy the process!

Jonathan Buckel, Jenn Buckel,
& THE 7 FIGURE NETWORKER TEAM.