

COMPLIANCE PROFIT AI

AI AUTOMATOR FUNNEL PAGE INSTRUCTIONS

WELCOME

Hey,

Thank you for picking up a copy of the Automator for Compliance Profit AI!

This package contains tools for using video sales funnels and a follow-up process to book more warm leads for your referral partners.

This is **important** for a couple of reasons:

1. You never want to send 100% totally cold leads to partners. This is a recipe for disappointment and low conversions.
2. It doesn't take much to warm up a prospect. A little information and storytelling is often enough to take prospects from *ice cold* to *somewhat-interested*.

The materials in this package are designed to improve the partner's closing percentage, and as a result, improve your commission gains.

REQUIREMENTS

Here are the things you'll need to put the funnels into use:

- Domain (GoDaddy or equivalent)
- Webhost (GoDaddy or equivalent)
- Simple text editor (notepad, notepad-plus-plus)
- Video host (YouTube, Vimeo preferred)
- Video embed code for your desired video

If you have those things ready, we can begin setting up the funnel.

NOTE: These instructions are specific to the Automator package. If you are using another package, please refer to the funnel instructions for that package.

WHAT'S INCLUDED

Here are the pages included with this video funnel:

- **Compliance Landing Pages** – Traditional hero pages that warm up prospects
- **Delivery Page** – Use this to delivery reports to any prospects
- **Video Landing Page** – Use this to deliver the report and a video

Here are the videos included:

- **Cold Outreach Video Sales Letter** – used to send to cold prospects
- **Cold Report Drop Video Sales Letter** – cold drop a report on a cold prospect
- **Handoff Referral VSL** – used after you generate a report for a prospect

USING THE PAGES

Video Landing Page

This page is your primary video display tool. Hook up the video (instructions below) and send to cold prospects. Can deliver a general report, or redirect to a hero compliance page.

Delivery Page

This can be considered a traditional download page. You add your client's report (or a general industry report for lead bait)

Compliance Landing Page

These can be used as a front-door for funnels that provide more insights to prospects and are most useful when a provider has given you an affiliate link. You simply add your affiliate link to any link on the page, so a prospect is seamlessly sent to your referral partner.

HOSTING THE VIDEOS

You can host these videos wherever you'd like, so long as you get an embed code, which looks like the below. Remember, YouTube shows other links so Vimeo is preferred.

YOUTUBE:

```
<iframe class="absolute top-0 left-0 w-full h-full"
src="https://www.youtube.com/embed/gRbAasgeXm4UbMA&controls=0"
frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-
media; gyroscope; picture-in-picture; web-share" referrerpolicy="strict-origin-
when-cross-origin" allowfullscreen title="YouTube video player"> </iframe>
```

VIMEO:

```
<div style="padding:56.25% 0 0 0;position:relative;"><iframe
src="https://player.vimeo.com/video/114321990183?badge=0&autoplay=0&
player_id=0&app_id=58479" frameborder="0" allow="autoplay; fullscreen; picture-
in-picture; clipboard-write; encrypted-media; web-share" referrerpolicy="strict-origin-
when-cross-origin" style="position:absolute;top:0;left:0;width:100%;height:100%;"
title="001-MAIN-Welcome"></iframe></div><script
src="https://player.vimeo.com/api/player.js"></script>
```

The text in red above is the Video ID, which is the most important part. This determines which video is displayed.

GETTING YOUR VIDEO EMBED CODE / ID

YOUTUBE.COM

1. Upload Your Video (+Create in top navigation)
2. Set to unlisted.
3. Once uploaded: click SHARE and then click EMBED. Click COPY to copy the embed code to your clipboard.

VIMEO.COM

1. Click CREATE, upload your video, set to Hide from Vimeo under "privacy."
2. Click SHARE. Your video ID is also in the address bar:
3. /manage/videos/11450031301 ← numbers are your ID

RENAMING PAGES

Pages are given prefix names to help you understand their nature. When you upload them to your host, they should be placed in a folder and then renamed. For example:

delivery_page_index.html → yourdomain.com/offer/index.html

In this way, when a prospect visits www.yourdomain.com/offer/ the index.html is shown to the prospect. This is the cleanest and simplest way.

Make sure you only rename them after being uploaded to the folder to prevent confusion.

EDITING PAGES

Here are the steps for editing the pages.

Step 1: Download the page package from the member's area.

Step 2: Extract the page package to a folder on your desktop.

Step 3: Open up the text editor of your choice. (Notes, Notepad or Notepad-plus-plus)

Step 4: Go to File > Open and navigate to the folder where you extracted the pages.

Step 5: Follow the steps below for the page type you are working with:

PAGE TYPE: DELIVERY PAGE

1. Open delivery_page_index.html in notepad
2. GOTO Line 41 or find “<!-- CTA Button in Nav (visible on desktop) -->”
3. Replace the text in between the quotes to your document download location:

<a href=”<https://www.example.com/download/doc>”

Becomes:

<a href=”<https://www.yourdomain.com/offer/downloads/report.doc>”

4. Scroll down to “<!-- Anchor pointing to the form below -->”
5. Enter the same download address to the block on line 72.

<a href=”<https://www.example.com/download/doc>”

Becomes :

```
<a href="https://www.yourdomain.com/offer/downloads/report.doc"
```

Note: You should include contact details or remove the links, however, if you're going to use any social media, platforms like Facebook require footer link matter. You can make this contact link your referral link to your provider.

PAGE TYPE: VIDEO LANDING PAGE

1. Open video_landing_page_index.html in notepad
2. GOTO Line 37 or find “<!-- Logo/Brand Name -->”
3. Replace the text in between the quotes to your referral link:

```
<a href="#"
```

Becomes:

```
<a href="https://www.partnerdomain.com/referralink"
```

4. GOTO Line 41 or find “<!-- CTA Button in Nav (visible on desktop) -->”
5. Replace the text between the quotes with either your referral affiliate link or a link to a contact form

```
<a href="#contact-form"
```

Becomes:

```
<a href="https://www.partnerdomain.com/referralink"
```

6. GOTO Line 64 or find “<!-- Iframe for video embed -->”
7. Replace the text <iframe>...</iframe> with your video embed code, which will also be an <iframe>...</iframe>.
8. GOTO Line 78 or find “Download Your Free Compliance Report”
9. Replace the text between the quotes with either your referral affiliate link or a link to a contact form

```
<a href="#contact-form"
```

Becomes:

```
<a href="https://www.partnerdomain.com/referralink"
```

NOTE: If you want prospects to contact you via email on any of these links for any page. Simply change the href= to:

```
<a href="mailto:example@domain.com"
```

Be sure to include the quotes!

PAGE TYPE: HERO VARIANT PAGE

Hero Variant Pages are all from the same family and will be configured in the same way. You do not have to use these, although they look professional and can help boost your status with prospects. They can also be used with lead capture or to display a video. Ideally, they are used to push prospects into the arms of your provider.

1. Open video_landing_page_index.html in notepad
2. GOTO Line 37 or find “<!-- Logo/Brand Name -->”
3. Replace the text in between the quotes to your referral link:

`<a href="#"`

Becomes:

`<a href=https://www.partnerdomain.com/referralink`

4. GOTO Line 41 or find “<!-- CTA Button in Nav (visible on desktop) -->”
5. Replace the text between the quotes with either your referral affiliate link or a link to a contact form

`<a href="#contact-form"`

Becomes:

`<a href="https://www.partnerdomain.com/referralink"`

6. GOTO Line 60 or find “Start Your Free 15-Minute Consultation”
7. Replace the text between the quotes with either your referral affiliate link or a link to a contact form

`<a href="#contact-form"`

Becomes:

`<a href="https://www.partnerdomain.com/referralink"`

8. GOTO Line 131 or find “<!-- 4. CTA / Contact Form -->”
9. Remove this section (Between <section>...</section> or replace with a contact form that emails leads to your provider. (some providers may supply this form or an email address or a link to a form on their websites.)

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