

COMPLIANCE PROFIT AI

DONE-FOR-YOU INSTRUCTIONS

WELCOME

Hey,

Thank you for picking up the Compliance Profit AI Done-For-You Package!

This package contains tools for using video sales funnels and a follow-up process to warm up your 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 Done-For-You 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:

- **Cold Drop** – generates referrals
- **Lead Warmer** – generates optin leads (no video)
- **Educational Authority** – generates referrals
- **Legal Scare** – generates referrals
- **Compliance Narrative** – generates referrals
- **Warm Hand-Off** – generates referrals

Here are the videos included:

- **Cold Outreach VSL** – used to send to cold prospects
- **Cold Report Drop VSL** – cold drop a report on a cold prospect
- **General Outreach VSL** – used for generalized approaches
- **Settlement Scare VSL** – used in the legal scare page
- **Handoff Referral VSL** – used after you generate a report for a prospect

USING THE PAGES

Most pages in this package are purely for video display.

The exception is the Lead Warmer. You can use this page to generate an opt-in list, and it does not require a video.

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:

ColdDrop_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: COLD DROP

1. Open ColdDrop_index.html in notepad
2. GOTO Line 37 or find "<iframe>...</iframe>"
3. For YouTube, enter your video ID into the space labeled "YOUTUBE_VIDEO_ID_002"
4. For Vimeo, replace the entire <iframe>

PAGE TYPE: LEAD WARMER

1. Open DFY-Lead-Warmer_index.html in notepad
2. GOTO Line 49 or find "<form id='checkboxlist-form'"

3. Replace the entire <form> section with your own form (from aweber or getresponse, etc) <a href="#"
4. Alternatively, place a button there that sends the prospect to a Google Form

PAGE TYPE: EDUCATION/AUTHORITY

1. Open Education_Authority_index.html in notepad
2. GOTO Line 34 or find **"YOUTUBE_VIDEO_ID_003"**
3. For YouTube, enter your video ID into the space labeled "YOUTUBE_VIDEO_ID_003"
4. For Vimeo, replace the entire <iframe>
5. GOTO Line 95 or Find <mailto:sender@example.com>
6. Replace with your email or email for your referral partner intake

href="mailto:name@example.com"

Becomes:

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

<a href="https://www.partnerexample.com/referral-link/"

PAGE TYPE: LEGAL SCARE

1. Open Legal_Scare_index.html in notepad
2. GOTO Line 34 or find **"YOUTUBE_VIDEO_ID_004"**
3. For YouTube, enter your video ID into the space labeled "YOUTUBE_VIDEO_ID_004"
4. For Vimeo, replace the entire <iframe>
5. GOTO Line 77 or Find <mailto:name@example.com>
6. Replace with your email or email for your referral partner intake

href="mailto:sender@example.com"

Becomes:

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

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

PAGE TYPE: NARRATIVE

1. Open Narrative_index.html in notepad
2. GOTO Line 31 or find **"YOUTUBE_VIDEO_ID_ VERSATILE"**
3. For YouTube, enter your video ID into the space labeled "YOUTUBE_VIDEO_ID_ VERSATILE"
4. For Vimeo, replace the entire <iframe>
5. GOTO Line 51 or Find href="#" or <mailto:name@example.com>
6. Replace with your email or email for your referral partner intake

href="mailto:sender@example.com"

Becomes:

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

7. Repeat this step for Line 95 or find href="mailto:sender@example.com"

href="mailto:sender@example.com"

Becomes:

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

PAGE TYPE: WARM HAND-OFF

1. Open Warm_Handoff_index.html in notepad
2. GOTO Line 31 or find **"YOUTUBE_VIDEO_ID_005"**
3. For YouTube, enter your video ID into the space labeled "YOUTUBE_VIDEO_ID_005"
4. For Vimeo, replace the entire <iframe>
5. GOTO Line 54 or Find href="#"
6. Replace with your email or email for your referral partner intake

href="mailto:sender@example.com"

Becomes:

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

KICKING OFF CAMPAIGNS

Once you're setup, you're ready to kick off funnel campaigns.

The object is to use the videos to generate warm referrals from the leads you've been provided, where the pages facilitate the hand-off to the referral partner instead of you personally handling it.

NOTE: It is best to get setup first, and then request your leads. In this way, your leads won't age while you are in the building stage.

Follow the promotional instructions and guidance provided in the main guide. This package does not replace the main course, which explains the model, approach, reasoning, and nuances.

Of course, at any time, if you get stuck; please hit me up in the support desk by using the support bubble on the member's page, or by visiting:

www.landroinnercircle.com/support/

Thank you for upgrading!

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