

Digital Scratch-Off Profits

Quick Start Guide

Congratulations on investing in Digital Scratch-Off Profits!

This guide will give you a quick overview of the scratch-off funnel, and help you rapidly kick-off a campaign so you can start generating commissions in affiliate marketplaces.

This guide does not replace the main training course, so be sure to study all the training materials that I have included.

Scratch Off Overview

This funnel provides a customized scratch-off coupon page useful for increasing engagement and conversions with affiliate product audiences.

**Be sure to watch the videos that come with this package,
as I go in-depth on each feature.**

The scratch off funnel has a couple of moving parts:

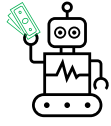
Headline: Use the offer headline or similar to hook the visitor.

Subhead: Supporting benefit statement under the headline, often used for a discount call-to-action.

Affiliate Link: Hoplink or redirect to offer or lead cap.

Coupon Code: Coupon code you want to use. Max 14 characters. 10 is optimal.

Contact Email: How people can report issues. This also populates the compliance links in the footer.



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Reveal: % to be scratched to reveal code

Celebration: Confetti launches when enabled.

Color selections are provided for:

- Page Background
- Headline
- Subhead
- Scratch Off Area
- CTA Button Color
- CTA Button Text

Button Text is the text used in the button and is limited to 25 characters.

Enable Timer:

This flag will enable the timer, which shows after the coupon has been revealed. This is designed to put some fear of loss on the buyer.

This timer has two modes which you will find useful:

Fixed Countdown Mode:

The timer will countdown a fixed number of hours.

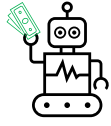
Expiry Date

The timer counts down to a fixed date in the future, used when offers have a hard stop or expiration date.

Both timer modes will remember the visitor for seven days to ensure the timer stays honest.

Reveal Percentage

This field sets the amount of the scratch off needs to be revealed to show the coupon code, celebration, and timer-reveal (if enabled.)



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Note: Values lower than 50% tend to be weird.

Celebration

When enabled, the page will fire confetti when a coupon is revealed.

This triggers a little dopamine hit in visitors and has been shown to increase conversions in our tests.

Getting Started With Page Configuration

Before customizing a page, you will need a few things:

1. An offer to promote
2. An affiliate link and coupon for the offer
3. Headline and Subhead for the page (often lifted right from the sales letter)

The main training walks you through each of these steps and more...

In short, find an offer on WarriorPlus, reach out and ask for a coupon code or use the “existing discount” of an offer with a random word or code.

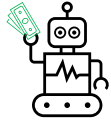
Grab your affiliate link from <https://warriorplus.com/affiliate/offers>

Use Notepad to simply populate the fields with your information once you’ve gathered it. Host it up and start promoting via social media, solo or paid ads.

NOTES:

I also include a library of headlines and subheads you can use in the member’s area, although it is best to customize each page for each unique promotion.

You have license to create unlimited promotions for unlimited affiliate products. You just can’t sell the scratch-off coupon page online or to clients without an explicit commercial license, which you may inquire about via the support desk.



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Customization After-the-Fact

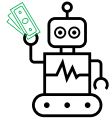
Further customization must be done on the index.html itself.

You can easily edit the index.html inside of notepad or any text editor. Just open the index.html by going to file > open in your text editor.

If you need to edit the page; the items you can change are at the top of the page in the <script> section:

```
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Claim Your Coupon Code...</title>
  <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0-alpha1/dist/css/"
  <script src="https://cdn.jsdelivr.net/npm/canvas-confetti@1.5.1/dist/conf
  </script>
  Affiliate_Link = "http://example.com";
  Coupon_Code = "11234";
  Coupon_Scratch_Color = "006d77";
  Coupon_Button_Text = "CLAIM NOW";
  Coupon_Button_Color = "006d77";
  Confetti = true;
  Contact_Email = "testMe@example.com";
  Headline = "Lose 50lbs Eating Nothing But Cheeseburgers?";
  Sub_Headline = "100% Science-Backed Backyard Cookout Diet...";
  Background_Color = "e7e8df";
  Headline_Color = "000000";
  Subhead_Color = "000000";
  Timer_Enabled = true;
  Scratch_Reveal_Percentage = 50;
  Countdown_Time = "2024-12-25T00:00";
  Timer_Mode = "expiry_date"; // "expiry_date" or "fixed_countdown"
  Countdown_Hours = "24"; // Hours for fixed countdown mode
</script>
```

You can also hire a webmaster on fiverr to make more elaborate customizations.



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Funnel Page Output

Once configured, the page gives you a single index.html that contains all functionality making it really simple to use and host. This page is responsive and works well on mobile & tablet devices.

The diagram illustrates the output of a digital scratch-off funnel page. It shows two versions of the page, connected by a large blue arrow pointing from left to right.

Left Page (Initial State):

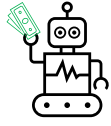
- Headline: **Lose 50lbs Eating Nothing But Cheeseburgers?**
- Subtext: **100% Science-Backed Backyard Cookout Diet...**
- Instruction: **Scratch To Reveal Coupon**
- Visual: A solid teal rectangular area representing the scratch-off surface.
- Footer: [Contact](#) | [Privacy](#) | [Terms & Conditions](#) | [Earnings Disclaimer](#)
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Right Page (Revealed State):

- Headline: **Lose 50lbs Eating Nothing But Cheeseburgers?**
- Subtext: **100% Science-Backed Backyard Cookout Diet...**
- Instruction: **Scratch To Reveal Coupon**
- Visual: A light gray rectangular area with the numbers **1 1 2 3 4** revealed.
- Button: **CLAIM NOW** (teal button)
- Countdown Timer: Four black boxes showing **14** Days, **12** Hours, **07** Minutes, and **19** Seconds.
- Footer: [Contact](#) | [Privacy](#) | [Terms & Conditions](#) | [Earnings Disclaimer](#)
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Note on Offer Linking:

You can link directly to an offer via your affiliate hoplink to generate sales, **or** you can link to a bridge page with an optin form to generate leads, THEN redirect the visitor to the affiliate link. Which approach you use is entirely up to you. headline or subhead fields.



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Hosting The Page

Once you've downloaded your page, you can upload to your webhost* or use a hosting service.

NOTE: To use your own web hosting service, you need a domain and hosting package.

You can use a free hosting service, such as <https://tiiny.host/>

Create a free account and then drop & drag the zip file you downloaded.

After uploading, you'll get a link to the hosted page to which you can now send traffic.

Regarding WordPress

WordPress sites are not supported. It can potentially be made to work, however.

You will need to create a WordPress page template, use tools to convert the page from HTML to WordPress or hire a webmaster versed in WP to create one for you. This is not a service that I can offer.

Final Notes

Once hosted, you can start sending targeted traffic.

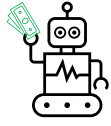
If you need traffic solutions, check out:

Micro Product Strategy: <https://link.luthersoffers.com/micro-product>

Posting Profit Strategy: <https://link.luthersoffers.com/posting-strategy>

If you need help, don't hesitate to open a support ticket at:

> > > www.landroinnercircle.com/support/



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SETTINGS NOMENCLATURE

<code>Affiliate_Link = "#";</code>	Your redirect affiliate hoplink
<code>Coupon_Code = "#1COFFEE";</code>	Text of coupon code
<code>Coupon_Scratch_Color = "006d77";</code>	HEX color code
<code>Coupon_Button_Text = "CLAIM NOW";</code>	Text found in button
<code>Coupon_Button_Color = "006d77";</code>	HEX color code
<code>Confetti = true;</code>	true or false
<code>Contact_Email = "testMe@example.com";</code>	Contact email address
<code>Headline = "text...";</code>	Offer headline
<code>Sub_Headline = "text:";</code>	Offer subheadline
<code>Background_Color = "e7e8df";</code>	HEX color code
<code>Headline_Color = "000000";</code>	HEX color code
<code>Subhead_Color = "000000";</code>	HEX color code
<code>Timer_Enabled = true;</code>	true or false
<code>Scratch_Reveal_Percentage = 50;</code>	Numeric value
<code>Countdown_Time = "2025-01-06T20:00";</code>	ISO Datetime code
<code>Timer_Mode = "fixed_countdown";</code>	"expiry_date" or "fixed_countdown"
<code>Countdown_Hours = "45";</code>	

NOTES:

True or False are case-sensitive and must be in lower case to work.

HEX color codes can be obtained using: <https://coolors.co/>

A timer mode in fixed_countdown will count-down from the hours specified in Countdown_Hours.

A timer mode in expiry_date will countdown to the day set in Countdown_Time.

If Timer_Enabled and Confetti are both set to "false," they will be hidden.