



VERETEKK? FastStart Manual

Basic Instructions to get up and running fast

By Rose Bassett

VeretekK is a very complex system that once learned is easy to understand. It is a learning curve that is to be taken if you plan to be successful, and I know that you are going to be successful. I would highly recommend that you get on the trainings for VeretekK, go often and listen to different trainers. All the training is online and you can record the trainings to your computer so you can review it at anytime. This manual is not a replacement for training.

You need to have Anti-virus protection and a good Spyware/Adware protection before doing any submissions using VeretekK. If you don't have protection, click on Veretraining on the black bar across the top of the VeretekK screen, and click on Support links to get information about protection and where you can get it. You could also speak to your Mentor about what they use or recommend.

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RECOMMENDED SCHEDULE

ONCE A DAY – should take you about 3 - 5 minutes.

Send a letter, you choice, to your Unverified Leads. If you don't, you loose them.

ONCE A WEEK – should take you about 5 – 10 minutes.

Verify your email through your Portal Marketing center and send a letter through Bully Pulpit.

ONCE A MONTH – should take you about 5 – 10 minutes.

Do your Search Engine Submissions for your Portals.

In regard to how often you Hammer, that is up to you. This company uses the Chaos Theory. We all do different timings of how often we Hammer and we all use different Ad Titles and Ad Contents. If you Hammer every Portal every day, some sites that your ads/postings are being submitted to will 'Black list' you for a period of time for posting too often. On the other hand, if you do get Black listed from some sites, the positive side is that you have posted to so many others that it might offset the Black listed sites. On the other hand, to play it safe, you could just Hammer one Portal once a week. That's your choice.

Once you have signed up for Veretekk, and you have received the email confirming that you signed up for the system, log in with your username and the password that they supplied. I would suggest that you copy the password that they supplied, being that it is usually long, and paste it in when you log in for the first time.

CONFIGURATION

Once you have logged in, the screen is going to change. Along the left side will be a series of 6 bars. The first bar is **CONFIGURATION**. That is where we are going to start, so click on **CONFIGURATION**. The screen is going to change. Along the left side there will be a series of 11 bars. That is where we are going to work on first, so click on **PERSONAL INFO**.

Display Name: Display an alias other than your real name on your web if you don't want your real name used.

First Name: First name capability makes automation more personable, etc.

Last Name: Last name capability makes automation more personable, etc.

Contact Phone: For Admin use only. We use this number to contact you.

Public Phone: This number appears on your Website and email letters.

Fax Number: Add a fax number if you have one. If not, you can get one at www.efax.com or at www.k7.net.

Display Address: This address gets published on the Internet. You may want to use a PO box, if this concerns you.

City: The city is REQUIRED for search engines, etc....

State: The state is REQUIRED for search engines, etc....

Zip: The zip is REQUIRED for search engines, etc....

Country: The country is REQUIRED for search engines, etc....

TAX ID: Identifies your sponsorship to Inetekk Inc. Please no special characters and spaces. This is needed to issue out any commissions to you (Gold systems only).

Change Password (1): Change your password frequently. If someone else gains access, they could easily steal your leads.

Confirm Password (2): Confirm to make sure you know your new password. If you forget it, the system will send it to the email address in your profile. If that email gets deactivated, you may need to get a new system. Don't lose it.

Then you need to click on **SAVE.***

Next you go back to the bars on the left and click on **PERSONAL EMAIL**.

This is where you need to put in your primary email, where you will receive emails from Veretekk. Next you need to put in a secondary email, an email that all your emails that are sent to your Veretekk email address, i.e. – username@veretekk.com, will go to your secondary email address. You will need to go there to verify your email address for the ads that you are placing using Veretekk. It is recommended that you use an email service that is free like yahoo. You will need to get one of these 'throw away' email addresses before you fill this out. Once you do fill out your email addresses, you click on **SAVE.*** Veretekk will send you a confirmation email to you secondary email address to verify that it is working properly. After you confirm your email address with Veretekk, it usually takes approximately 24 hours to actually take effect.

* If you ever change your personal information or personal email, any information, ie – linking, ad title and ad content, may revert to the default. You should save all that information to a separate file like Microsoft Excel or Word, just in case.

At that point you can go to **MARKET CENTER** on the left side. The Market Center is all about promoting your opportunity. To set it up is real easy. STEP 1. Give the link to your opportunity site an intriguing title. STEP 2. Put the web site address to your business opportunity's site here (don't forget the http://). STEP 3. Press the **UPDATE** button and your done. You can click the button above those two steps to view your Market Center to verify that your information is correct.

Under **ACCOUNTING**, you can change your credit card that you are billed through if you need or want to. There is a charge of \$2 to change your billing information.

Under **COMMISSIONS**, you will see how much money in commissions you have accrued so far for the month. I suggest you check this at least at the end of the month so you have an idea of what you can be expected to make.

Under **GENEALOGY**, you can view your downline and your direct upline, your sponsor. You will have your sponsor's name, phone number and email address, up 4 lines. You can see your downline up to three levels deep. You will also be able to see how many are gold and how many are silver members. You will be able to see their username, their name, the date they signed up, their location, and if they are on your first level, you will be able to see their phone number and email address. It is highly recommended that you contact your newest people when they sign up, welcome to Veretekk and direct them to the trainings. You can explain the difference between Silver and Gold, encouraging them to sign up for Gold at their earliest convenience.

PORTAL MARKETING

At the left side at the bottom of the 11 bars is **MAIN CENTER**, click on that. It will take to back to the first set of 6 bars. You will want to click on **PORTAL MARKETING**. Now this is where the big guns are located. You should scroll down in the lower right hand box and copy all the links that are listed there. They are your links to your Portals. Save them in a file.

First, click on **VANITY RESPONDER**. This is where your auto responder is located. It will tell you if your auto responder is on or off. When it is on, you choose which series of emails are being sent out to anyone that sends an email to your Veretekk email address. These are the leads that you will find in your Bully Pulpit. There are times you need to turn this auto responder off, but leave it on anytime except those exceptions mentioned later.

On the left hand side, you will notice quite a number of bars. These are your portals that you will send ads through. You will notice that some of these bars have an asterisk on the end of the names. These portals have their own 'Command Center.' Before long there will be even more portals and each portal will have their own 'Command Center' of their own. The portals that do not have an asterisk on the end of their name use **THE HAMMER** that is located on the bars on the left side.

For the portals that have their own 'Control Panel,' let's use **BLASTOMATIC** in this example. Click on **BLASTOMATIC** on the left side, and a control panel will show up on the right side. I would suggest that you click on your link along the bottom of the box there, i.e. –

www.veretekk.blastomatic.com/username. That way you know what prospects will see when they go to your site. You want to know what type of product or service you are offering them.

Along the top of the control panel you will see in the black bar from left to right, Configuration, Autoresponders, Photo Upload, Linking, Hammer and Veretracking. Start with clicking on **Configuration**. The bottom box will change to Dusty Rose and Black colors. Click on the arrow next to ACTIVATE. Click on CONFIGURATION in the drop-down bar. This is where you will do your ad layout. In Category, click on the drop down menu and choose Business. At this time you can skip Image URL. Scroll down and you will see this instruction.

IMPORTANT NOTICE: Your AD Title and AD Content have restrictions from many of the sources we submit to: Do not use ALL CAPS, do not use <HTML>, do not make paragraphs and do not use more than 25 words or your ads will fail to post to many of the sites the Hammer submits to! This does include words like a, the, your, free. If you use any duplicate words, your ad won't take. You do want to know something about the portal that you are advertising about so you can use appropriate wording.

Ad Title: Your headline for your ad. You want it to be appropriate for the site you are promoting here. You want it to grab their attention. You will want to change your ad title often.

Ad Content: Your body copy for your ad. You want it to reinforce your title but not any duplicate words here.

Normally, people aren't really reading the ad, just simple and too the point to get their attention, and people are reverse marketing us and they get caught into our autoresponder system and get placed into your Bully Pulpit.

At this time the rest of the information is already filled in. I would not suggest you change any of that information until you have been to some advanced training.

At the bottom is **Update config**, click on that. If everything was done correctly, meaning that there are not duplicate words, not over 25 words, etc., your configuration should update successfully. If not, you have to review what you put in and correct the errors.

Next you will want to click on **Autoresponders** on the black bar next to **Configuration**. The bottom box will change to Minty Green and Black colors. Click on the arrow next to AUTORESPONDER. In the drop-down bar, you will want to click on AUTORESPONDER. This is where you will check to see if your auto responder for this portal is on or if it is off. When it is on, it will let you know which series of emails are being sent out to anyone that sends an email to your Veretekk email address. These are the leads that you will find in your Bully Pulpit. There are times you need to turn your auto responders off, but leave it on anytime except those exceptions mentioned later. When you are ready to either HAMMER or do Search Engine Submissions, your autoresponders MUST be off. If they are on, your submissions will not go through. When you do submissions, the sites that your ad or site is being submitted to will send you emails to verify that you did submit them. If your autoresponders are on, you won't get the verification emails and nothing will be submitted.

Next, you will want to click on **Hammer** on the bar towards the right. The bottom box will change to a Grayish-Olive Green color with black type. Click on the arrow next to AD SERVICE. The first thing you will want to do here is click on Email Verify. You will only need to do this once a week and it will be good for all the portals. You will get an email to verify

your email address. You might get just one or you might get plenty. When you do this you **MUST** have your autoresponders turned off. Once you have verified your email address, you can go back here, click on AD SERVICE and choose THE HAMMER from the drop down bar. When you do this, you are submitting the ad that you created in Configuration to 12 million places. It takes awhile depending on the speed of your computer and Internet connection. It can take anywhere from 5 minutes to 45 minutes or more. There will be some pop ups, and some you need to pop up to verify. Most of the other sites will send you an email, which will go to your secondary email address, to verify that you submitted the ad. You must verify these or the ads won't be placed. After you have verified all the emails, go back to your Veretekk site and turn ON your autoresponders, both your Vanity Responder and the autoresponder in the portal that you just hammered.

For all your Portals that have the asterisk on the end of the name, you will need to do the same things as above.

SEARCH ENGINE SUBMISSIONS

Click on **SE Submission**, across the top of the black bar. You will need to turn your autoresponders OFF to do this. Choose which ad you want to submit your URL to 250 search engines. Use this service sparingly. You only need to do this once a month. If you flagrantly overuse this service, some search engines will drop your site. To really optimize this service, go to several of the advanced classes and they will teach you how.

To see how your search engine rankings are, how high or low you are on the search engines, click on **SE Ranking**. This is an important tool on determining how effective your submissions have been. I would recommend that you check this once a month also.

For the Portals that do not have their own Control Center, they work differently. You need to work them through **THE HAMMER** on the left hand side. Before you start working on these places, I recommend that on the first screen for Portal Marketing, in the box on the right side, scroll down to the bottom. There will be a listing of all your url's for all your portals. I recommend that you copy that entire list and place in into a Word file and save it to your computer so you can access it at anytime. (You will need that list for working on your portals without their own control center.)

In Portal Marketing, click on **THE HAMMER**, on the right side the box will turn Red and Black. Click on Configuration in the black bar across the top. The box will turn Lilac and Black. Click on New Ad Edit. The drop down bar will say Edit Ad, New Ad and Home. Let's say I am working on Sohomatic. It says Ad Maker. Create an ad name for future reference and retrieval. Use a name that will help you recall what this new ad will contain. For this example, let's call it Business Tools. Once you have done that, it will take you to Ad Layout. First you have to choose a category. I suggest Business. When it asks for URL, go to that list of your URL's and choose the appropriate URL for this ad. For Sohomatic, the URL is <http://veretekk.sohomatic.com/yourusername>

NOTICE: Ad Title and Ad Content should not contain: Paragraphs, <HTML>, Exclamation (!), ALL CAPS. Some of the systems we submit to will refuse your ad if the Ad Title exceeds 50 characters and the content exceeds 60 characters. The choice, however, is yours. Also,

some other systems are extremely sensitive to profanity, even if you did not intend to use it. IE: the word "title" will be refused because in the word "tit" appears as well as the word brass will be refused because the word ass appears. Just so you know.

This does include words like a, the, your, free. If you use any duplicate words, your ad won't take. You do want to know something about the portal that you are advertising about so you can use appropriate wording.

Ad Title: Your headline for your ad. You want it to be appropriate for the site you are promoting here. You want it to grab their attention. You will want to change your ad title often.

Ad Content: Your body copy for your ad. You want it to reinforce your title but not any duplicate words here.

Password: Some of the systems Veretekk submit to require a password. Make sure it is something you will remember, just in case.

Keywords: I would not suggest you change any of that information until you have been to some advanced training.

Next you need to go to Verification, across the top of the black bar. You need to click Verify along the top left of the Purple box. You need to do this because several of the larger submission services that Veretekk uses needs to pre-verify your email address. Make sure your autoresponders are turned OFF before you do this. You will need to go to your Secondary email and verify the emails that were sent to you. After you have verified everything there, get back into your Veretekk site, Portal Markets, The Hammer, and click on The Hammer across the top of the Black bar. From there, you choose the ad that you want to submit. Remember, you named that ad so you will remember it. Then hit submit. Your ad is then going out to 2 billion places. You still need to have your autoresponders OFF when you Hammer. It can take anywhere from a couple of minutes to 45 minutes plus, depending on your Internet connection and your computer. After it has shown that it is completed, you then need to go back to your secondary email and verify your ads again. Once you have verified everything, go back to Veretekk and turn on your autoresponders.

SEARCH ENGINE SUBMISSIONS

Click on **SE Submission**, across the top of the black bar. You will need to turn your autoresponders OFF to do this. Choose which ad you want to submit your URL to 250 search engines. Use this service sparingly. You only need to do this once a month. If you flagrantly overuse this service, some search engines will drop your site. To really optimize this service, go to several of the advanced classes and they will teach you how.

To see how your search engine rankings are, how high or low you are on the search engines, click on **SE Ranking**. This is an important tool on determining how effective your submissions have been. I would recommend that you check this once a month also.

COMMUNICATION

This is where your gold is located, leads. There are several different stages of leads.

Unverified Leads - This button will take you into your Veremail system where, if you are using Veremail Gold, you have the ability to receive and process a large number of unverified leads (also known as "raw leads"). Most of these raw leads come off of Veretek's massive FFA server farm and are basically email addresses that did not verify when the initial submission was made. Using Veremail Gold you are able to send out a one-time email to these leads to catch some of them before they are deleted. Once they verify (by either clicking the link in the verification email or simply responding to it), the lead is added to your contact database, allowing your system to start automatically marketing to them and giving you the ability to send our Bully Pulpit emails to the contact. It's not uncommon to receive 1000 raw leads or more per day. This you need to do every day. If you don't, you lose them.

The Bully Pulpit - This is the tool you use to actually perform your email marketing. The Bully Pulpit contains a categorized list of all of your verified contacts. This includes your basic verified leads (e.g. Veremail leads, CPT leads, Vanity Email Capture leads, etc.) as well as all of your Premium Leads (i.e. those generated by one of your traffic portals). You can select one or more of these groups and then view the list of contacts and/or send out an email.

When you send out an Email Letter to a list of contacts, it is a one-time email. You have the ability to do this only once per week.

You should send out emails through your Bully Pulpit once a week.

A **PREMIUM LEAD** (also called an "upper-level lead") is defined as a lead that was generated through one of your Traffic Portals or Market Center. This is a real lead generated by a real person who has visited one of your web sites, signed-up for the service, and verified their email address. These are leads that are actually in your funnel right now. When you enter the Premium Leads area you will see a drop down list that allows you to select a group of leads.

Once you select a group, the list of contacts will be displayed. There are 2 functions that are immediately available at this point: Transfer and Delete. In order to use either of these functions you first need to go through the contact list and check all of the boxes for the contacts you wish to use. You can then either transfer these leads to another Veretek account (e.g. if you have another account you wish to send them to, or maybe you want to help out someone in your downline by transferring leads to them.) or else you can Delete them. (The only reason you might want to delete a lead is if you know it is a false lead, bad email address, etc. But, the reality is that it's not going to hurt your system at all to just leave them in there.)

Now, the whole point of the Premium Leads area is to allow you to process and manage each of your contacts. In order for this to be the most effective, **YOU NEED TO CALL EACH PERSON AND TALK TO THEM!!!** Can you have some success without doing this? Answer: Yes. However, in order to really maximize this system you need to maintain that personal touch with people. What's the worst that will happen? All you have to do is simply contact each of your Premium Leads (the sooner the better) simply to say "hi" and initiate a relationship. If they are interested in talking to you about your system and/or business - great! If not, no problem. All you want to do is just tell them that you saw that they signed up for one of your services and you just wanted to call to introduce yourself and find out if they have any

questions. Relationships are everything. This system provides you with the perfect excuse to initiate and maintain them with an unlimited number of people!

If you want to send one of your Silver members a **Discount Coupon**, here is how you do it. You go into Premium Leads, in the drop-down menu to "Look for Premium Leads to Process," choose Veretekkk Signups and hit Search. At that point it will list everyone that has signed up for Veretekkk, on your first level. You would click on their name, and the screen will change towards the bottom. It will come up Veretekkk Signups Traffic Portal Lead Management. On the right side of the box it will say Management Options. Click on that drop-down bar and choose Discount Coupon. That side of the box will change to say Tele Portal Live Special Offer. When you click on Send Offer, it will send that person an email with the Discount Coupon for \$50 off the registration fee to upgrade to Gold.

SEQUENTIAL MAILER - Your Sequential Emailer system is easy to set up. Create unlimited sets of marketing letters. There is no limit to the number of letters in each set either. Easily track your letters with Veretekkk's Veretracking. Instantly know how many letters are delivered, opened and clicked on. Send your letters with your own unlimited array of email addresses as well. Create sets of letters for your premium leads, verified leads as well as the respond letter sets that can go out for every one of your Traffic Portals.

Your letters can be sent in Text or HTML. You can make your own customized HTML and or Flash Sequential Letters here. Use the existing default letters for a fast start. If you feel you need a little bit more for your letters, perhaps you want to hire a copywriter or just want to do something different, this is where you do it. Do you want to do a little designing or have access to a series of killer letters, add them to your unlimited portfolio right here. If you have trouble writing letters, don't worry. Not only do you have an excellent set of default letters, Veretekkk has additional solutions as well.

Your default letters promote your Traffic Portals, like Blastomatic.com and Freeffas.com. Join our frequent Veretraining classes. Just check into your Veretekkk Support center and check the calendar for the dates. Learn how to write your own Marketing Email Letters. We help you "start out small" and grow "great things"!!

TRANSFER ALL LEADS – This is where you can transfer all your leads, your Premium and Bully Pulpit. You could do this to help some of your teammates. It would need to go to a Gold center to be able to be useful. Maybe you have someone in your team who is still Silver, and they can't see their leads, they could transfer all their leads to you and you could utilize them for your Silver person. In the first box, put the username of the person you want to transfer your leads to. In the second box, put veretekkk.com (all lower case). The next screen will be a confirmation of where you want these leads to go. If that is correct, send them and they will be sent immediately.

VERETRaining

Here is where you can learn how to use the Veretekkk system and, ultimately, maximize your efforts and results. You will need to go to the very top Black bar, on the far right is Veretraining, click on it.

On the left hand side there will be 10 Gold Bars.

The first one is **HOME**. That will bring you back to the Home page of Veretraining.

The second one is **FORUM**. The forum is used to leave questions or answers when no one is around. We check the forum quite often and will answer your questions as we discover them, etc. Since the whole community has access to the forum many other members also have the ability to pitch in and help.

The third bar is **GOLD CONFERENCE**. That is where you would go to log into the Gold Conference Room. When you click on the bar on the left, the screen on the right will change. You will need to click on the button that says Enter Conference Room. If this is the first time you have been here, you will need to download the software to enter into the room. If you have problems downloading it, the problem could be either your Firewall or your Internet Security. If it is your Firewall, you will need to let your Firewall know it is okay to let this through. If it is your Internet Security, the instructions are right on that screen to walk you through the process of lowering your internet security to allow the download, but to change it back as soon as the download is complete. You will only have to do that once. Several of our live services require your signed invoiced faxed to Inetekk (858.625.9030) to be activated. If they are not activated you will be asked to process the requirements for activation. Simply push a button, print out the resulting PDF, sign it and fax it in. Once we are in receipt of your signed agreement, we will activate the live sections of the Veretraining system.

The fourth bar is **SILVER CONFERENCE**. That is where you would go to log into the Silver Conference Room. When you click on the bar on the left, the screen on the right will change. You will need to click on the button that says Enter Conference Room. If this is the first time you have been here, you will need to download the software to enter into the room. If you have problems downloading it, the problem could be either your Firewall or your Internet Security. If it is your Firewall, you will need to let your Firewall know it is okay to let this through. If it is your Internet Security, the instructions are right on that screen to walk you through the process of lowering your internet security to allow the download, but to change it back as soon as the download is complete. You will only have to do that once.

The fifth bar is **CALENDAR**. That is where all the classes will be shown. The screen to the right will change to a calendar. You will need to click on the date and a separate screen will pop up showing you what classes are for that day. They are listed for both Gold classes and Silver classes. That will tell you who the trainers are and at what time. The times are listed in both PST and UK time. It will also tell you if the classes are basic configuration, linking or

search engine optimization classes. You will want to start with the basic classes until you understand that, then move on to more advanced classes.

The sixth bar is **TRAINING MODULES**. These modules are for the basic start up. It will take you step by step on what to do to get started. It is helpful until you can get to a training call.

The seventh bar is **SUPPORT LINKS**. Here you will find all of the outside services we mention in our trainings and many valuable free services to help with your online marketing.