

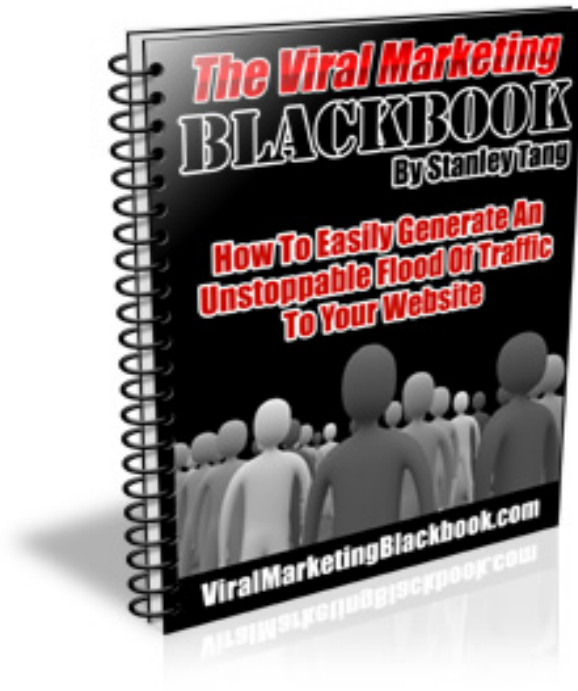
**The
Viral Marketing
Blackbook**

By Stanley Tang

The Viral Marketing Blackbook™

Version 1.3

2007 Edition



By Stanley Tang

<http://www.stanleytang.com>

<http://www.viralmarketingblackbook.com>

<http://www.increasetargetedwebsitesitetraffic.com>

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Introduction

Hello, my name is Stanley Tang and welcome to ***The Viral Marketing Blackbook™***.

I want to congratulate you for taking another step closer in your journey to financial freedom. This ebook contains everything you need to unleash an unstoppable flood of free traffic to your website using viral marketing.

Most people shudder when they hear the word *viral*. In the cyber world, viruses are those nasty things that spread from host to host extremely fast, and make us and our computers sick. Viral marketing, on the other hand, has nothing to do with disease.

Viral marketing is one of the fastest growing methods of online advertising today. Using viral marketing for your business allows your website to stand out. It also has many other advantages, including being able to get visitors to spread the word about your work and your site.

This ebook is not a magic bullet or get rich quick scheme. Just reading this ebook won't generate you millions of free viral traffic overnight.

Rather, this ebook is a simple, easy-to-follow, step-by-step guide containing practical and solid advice on generating massive amounts of traffic to your website using the power of viral marketing.

This ebook will arm you with the knowledge to help you start from bottom and help create your first 500 visits day or 1000 visits day. You need to lay out the strong foundation, and master the basics. That is what this ebook is all about.

The information is based on my own personal experience as well as things taught by my mentors. Every single tactic and strategy I discuss has been tried and tested.

So without further delay, let's begin!

To your success,

Stanley Tang

Stanley Tang

The Art of Traffic Generation

As you may know, traffic is the lifeblood to success for all online businesses. Making money on the internet is all about ***traffic monetization***.

You probably heard this phrase many many times before: *“The money is in the list”*.

WRONG!

And nope, it is also not *“the money is what you do with the list”*. The list is just part of the big picture in internet marketing. Building a list is just *one way* of generating and monetizing your traffic.

But in the end, everything comes down to traffic. Forget what the so-called “gurus” have taught you over the years. Most of them probably haven’t even made a single cent outside the internet marketing niche, and only know how to make money by teaching others how to make money.

The true remarkable stars of internet marketing are people like Larry Page and Sergey Brin (founders of Google), Sabeer Bhatia and Jack Smith (founders of Hotmail), David Filo and Jerry Yang (founders of Yahoo), Pierre Omidyar (founder of eBay), Jeff Bezos (founder of Amazon) etc.

I don't think any of these made their billions using an opt-in list. They made their billions by driving massive traffic to their website and *monetizing* them.

The foundation of all internet businesses is traffic. No matter how good your website looks, if you don't have any traffic, you won't make any money. Using a red headline in your sales letter isn't going to help much if you are only receiving 10 impressions a day.

Stop wasting your time and money, trying to find the "secret" formula to increasing your AdSense revenue or your subscriber list. Concentrate on building the quality targeted traffic first, before working on your conversion rates.

Many people think conversion is the way to get started. Yes, conversion is essential, but you need the traffic to work on your conversion. Even if your conversion stinks, you can still make tons of money if you have a large volume of traffic.

That is why you should focus on building the traffic first, so that you are in a much better position to test the conversions.

Bottom line: **the person with the most traffic wins almost every time.**

The Basic Formula To Online Success

This brings me to the basic formula to online success:

Traffic + Conversion = Profits

It is as simple as that. Get massive amounts of traffic, and convert as much of it as you can. If you can achieve that, then you will become rich online. This is the exact same fundamental formula ALL online businesses use, including Google and Yahoo.

Do you think Google paid \$1.65 billion for YouTube because they had good advert optimization or good web design? **NO**. They bought YouTube because it had a wide audience and *massive traffic*, even though it had no revenue. Google paid for the traffic that they hope will eventually monetize and convert to create *profit*.

So by being able to generate traffic, and constantly testing and tracking to see what converts, you will make money. That is why I have attached the free bonus *Ad Tracking Like A Pro*, which will teach you how you can test and track your website to increase your conversion, and ultimately profits.

I recommend you to take a look at Frank Bauer's *Add2It Go To System* for an easy-to-use tracking software:

<http://www.stanleytang.com/recommends/add2it>

Fundamentals of Traffic Generation

According to internet guru John Reese (*of income.com*), there are only three legal ways of generating traffic in the entire universe (with the fourth being stealing, which is using spywares etc).

1. Buy Traffic

You can buy traffic. This includes things like pay-per-click advertising, banner advertising, ezine advertising, co-registration etc.

2. Create Traffic

You can create traffic. This may involve things like article marketing, press releases, search engine optimization, traffic from your list, social networking, social bookmarking etc.

3. Borrow Traffic

Finally, you can borrow traffic. There is no better way than to leverage other people's traffic. This may include things like placing ads on other people's ezine or newsletter, joint ventures etc.

Viral Traffic

Traffic from viral marketing goes somewhere in between creating traffic and borrowing traffic. This is probably the most powerful way of generating massive amounts of free traffic. In fact, many

successful businesses you see today (both online and offline) succeeded by using the power of viral marketing, or word-of-mouth advertising as its called offline. And of course, most importantly, viral traffic is *free*.

The Fatal Traffic Mistake

Before I move on, let me start off by emphasizing something vitally important to you. This is probably the number one fatal traffic mistake almost everyone makes when trying to get traffic to their website. This mistake practically guarantees that they are wasting their time and money on ineffective advertising.

And what is this fatal mistake?

They do not track every traffic source individually.

Tracking every single traffic source individually, including individual keywords, is the most important thing if you want to get profitable traffic. And if you are not doing that, then you won't be able to know which traffic sources are making you money, and which are not, meaning that you won't be able to improve and increase your targeted traffic.

Are you confused?

Here is an example. Let's say I ran a pay-per-click campaign, placed some banner ads and bought some ezine ads to drive traffic to my website, but I forgot to track my traffic individually.

At the end of the day, I look at my results and see that I have spent \$500 on advertising and earned \$1000 in revenue. I made a stunning \$500 profit! I should be happy right?

Absolutely not.

Why? Because there is a good chance that probably \$400 of the \$500 spent on advertising was useless, and probably all the revenue came from the \$100 advertising. If I was tracking the traffic source individually, and was able to pin-point where the traffic were coming from, I could have saved up to \$400 and have made a profit of \$900 rather than \$500.

And that is the number one fatal mistake almost everyone makes.

As John Reese said, ***“testing and tracking is where 95% of the profit is made”***, because it allows you to differentiate the winners from the losers.

What Is Viral Marketing?

Viral marketing is very much like it sounds. It is called *viral* because, as you can guess, it spreads like a virus. It is a way of spreading information to many people by others coming into contact with each other. In the offline world, it is called “word of mouth” advertising.

What happens is basically the *“I told 5 friends, and each told 5 friends, and so on, and so on...”* process. Look at the stats below:

You – 1
Your friends – 5
Their friends – 25
And so on – 125
625
3,125
15,625
78,125
390,625
1,953,125
9,765,625
48,828,125
244,140,625
1,220,703,125

As you can see, if done properly, your website has the huge potential to reach 1 billion visitors. However, this can't continue forever, as there are only so many people living on this planet.

Eventually, you will reach what is called the *saturation point*. If you can reach saturation point, then you will become a billionaire. But even if you reach saturation point, that doesn't mean your website won't continue growing; it will just grow at a slower rate. This is just to give you an idea on how powerful viral marketing can be.

Viral marketing is used by internet marketers to help increase awareness of a product or service, and let people know that this company exists. Your goal with viral marketing is not so much blatant advertising saying, *"Hey, come buy these great products"*, but more to say, *"Hey, come check out this great new website and see what I have to offer you."*

You provide people with valuable products and information that they can use, and discreetly advertise your business through those products. So you basically promote something while amusing the viewer through various different methods, including interesting articles, videos, games or other online files. It will be so useful or interesting that it will prompt the viewer to send the viral marketing piece to others. In other words, the topic or product you are offering must be something ***buzz worthy***.

You are basically creating interest in your website by offering people something they want, and in many instances, something that they can use for their own purposes as well. You don't have to spend a lot of money on viral marketing, which is another reason it is becoming so popular. You create products, and allow others to freely distribute them to their friends, family, and business associates, and your links

get out there for millions of people to see. This helps you build awareness for your site, and helps the other person give something of value to their loyal customers.

The good thing about viral marketing is that you get targeted traffic to your site, which is invaluable. Sure, you want to get plenty of visitors to your website, but if they come just to check things out, but have no real interest in what you are offering, odds are they won't make a purchase, where as targeted traffic very likely will, because they already want what you have. There are many other ways that a business owner could promote his online site, but viral marketing is proving to be the most effective and cheapest way. So, if you aren't using viral marketing, you should read on and give it a try! You may be surprised at how well your efforts pay off!

Another part of using viral marketing is that it allows you to offer special deals to visitors. When using viral marketing, businesses can offer special deals to go with the marketing tool or piece of information people are receiving. This includes special rebates or discounts. It helps to increase the likelihood of a person using your service and spreading the word to others.

Using viral marketing is an inexpensive and safe method of marketing. One of the best parts of using viral marketing is that the piece of marketing you are using will not be seen as spam on email servers. That is because customers use the viral marketing to send it personally to other people so that others will know that it is being sent to them by a good friend and that it is not spam.

The biggest advantage of using viral marketing is that it allows for a great increase in publicity for your services and your site. Using viral marketing allows for you to get a stronger flow of customers and site visitors because your name will become easily memorable through the viral marketing process.

Of course, having a good imagination for how you plan on using viral marketing and having a good offer will greatly help improve the efficiency of the program. Also, using viral marketing should be done in conjunction with many other methods of promotion, including search engine optimization. While it is just one part of the marketing process, using viral marketing is still a great idea.

The last thing to consider about using viral marketing is that word about something can spread quickly. This includes rumors about celebrities and sports teams that are spread online and interesting types of media that are found all over the Internet. There are many great examples as to how people have the power on the Internet, and by using viral marketing you can tap into that power for your marketing.

In summary, viral marketing is any form of online advertising or marketing techniques that spread like a virus without you having to do anything. It spreads exponentially just from one initial contact.

Why Choose Viral Marketing?

Viral marketing is one of the most cost effective ways of transmitting your sales literature. Before the internet, the premier way to employ viral marketing strategies depended on word of mouth. This usually only happened if someone had already purchased your product and found it useful.

When it comes to online viral marketing, your sales pitch, can, in its own way, become a product. Thus, unlike the non-cyber version of viral marketing, you don't have to wait for people to buy your product in order to pass your information along. As an example, because virtual reality is relatively cheap, you can give away things for free that will induce your audience to pass your contact information along to others.

The underlying concept of viral marketing is to spread your information with the same speed and effectiveness of a virus. While your objective is not to make people or computers get sick, you do certainly want to create an *epidemic* saturation of your sales literature to people that are likely to buy your products.

You are able to gain visitors not only through your own efforts, but also the efforts of others. For example, you create an ebook and distribute it at no cost all over the Internet, and also allow those who download it to distribute it as they see fit as well, with your links still intact, of course. Every person that gets your ebook sees your links, and may become a future customer. So, with little effort,

and almost no expense, you have advertised your site to thousands of people all over the Internet!

The techniques and tools employed in the creation and disbursement of viral advertisements are almost limitless. One of the best things about all of these tools and methods is that most of them are free. As an example, you can post to most groups, forums, and message boards at no cost. Domain names run as cheap as \$2.95 per year, and may even include the free webspace and shopping cart tools necessary to sell your product.

Compared to their paper counterparts, virtual banners and brochures are also much cheaper to create. In addition, banner exchange sites and other similar forums are much cheaper than sending your brochures by regular mail.

Many businesses that don't take advantage of the internet, and go with the traditional ways of marketing suffer from the cost of promoting their product. This, in turn, gets passed along to consumers in the way of higher prices. As an example, it is estimated that 50% of the cost of new medications is directly related to all of the things pharmaceutical representatives do in order to make doctors and prospective patients aware of their new product.

Viral marketing strategies, like all other forms of marketing, require time and effort to prepare. That said, viral marketing offers unparalleled advantages when it comes to the distribution of viral sales literature. While the same electronic version of an email or

article can be forwarded and copied virtually without cost, their paper counterparts must be printed all over again. Online viral marketing also provides many easy means for one person to transmit your sales message and product information to thousands of other people.

Six Important Principals Behind Viral Marketing

According to Dr. Ralph Wilson (*of wilsonweb.com*), there are six principles to successful marketing for viral traffic. While a successful campaign must incorporate all of these components, it still remains up to the marketing specialist to understand the time hallowed principles that underly the sale of products.

1. Give Something Away

The first principle is to give something away. A medium is required to pass the information of your promotion along. This could be anything from a free ebook to viral videos.

2. Motivate People

The second principle is to capitalize in a positive way on what motivates people. Motivators, or rewards, can be in the form of free downloads, membership to restricted parts of a website, and many other things.

As an example, one of the first things MSN did was to offer free email addresses via Hotmail. A person that signed up for this free service also gained access to discussion groups, and many other services that required a secret password to get into. Not only was there a *secret*, you could have within the MSN community everything that you could have on AOL. And, while you were constantly seeing your AOL bill, all you saw of MSN was *it is free*.

3. Make It As Easy As Possible

The third principle is to make it as easy as possible. While Juno was the very first company to give away free email addresses, they failed to capitalize on the growth and competitive rates of smaller Internet Service Providers. In order to get a free email account from Juno, you had to have a diskette from them. The ability to dial direct into Juno's computer was a boon to many that couldn't afford internet access.

MSN took advantage of the fact that people were already online, and getting online was getting cheaper and cheaper. Furthermore, these people wanted to be able to read their email from any computer, anywhere in the world. While Juno users had to go an extra step to invite new members, all Hotmail users had to do was send emails to anyone they pleased. At the bottom of each email, there was a simple advertisement that said *"Get your private, free email at <http://www.hotmail.com> "*.

4. Take Advantage Of Existing Structures

Thus, MSN also capitalized on the fourth principle, to take advantage of existing structures. This included the increased number of people online, as well as the family members and friends that would see their link in the emails from hotmail users.

5. Ensure Your Server Can Handle The Extra Traffic

The fifth important principle to viral marketing is make sure your website server and domain provider can handle the extra traffic. Early AOL users are sure to remember what happened after they signed up for a certain number of free hours, and then figured out the AOL forums weren't all the internet had to offer. Unfortunately, access to the rest of the World Wide Web had to be done through a *portal* that often clogged up from too much traffic.

Here again, Microsoft correctly understood what their target audience wanted, and chose the wiser path by dedicating an entire network with plenty of resources to their internet endeavors.

One of the biggest concerns you will face is whether or not your domain/website provider allows enough bandwidth for traffic needs. The last thing you want to do is be successful at drawing people to your site, only to have them get an access denial message.

6. Take Advantage Of Existing Communities

The sixth and final principle of marketing for viral traffic is to take advantage of existing communities. With the growth of message boards, forums, and blogs, you may not even need a website for advertising purposes.

In addition, with all of the free webspace available from other marketers trying to sell their products, you can get almost

everything you need for free, and concentrate solely on developing viral sales literature.

While MSN is one of the most successful viral marketer, it will take time and patience to learn how to create viral campaigns and put them into action. With a little bit of information, and spotting the right opportunities, you too can expand your traffic beyond belief.

The Buzz

Remember that I said in order to create a successful viral marketing campaign, the information that is being passed along must be *buzz worthy*?

Buzz is the virus of viral marketing. It has always been an important element of marketing, selling and branding for *all* businesses, whether it is online or offline.

First off, the information you are passing along must be worth talking about, or give an incentive for the person to pass along the information. Here are several ways which makes something buzz worthy:

1. Be Different

Be different. Be unique. Try to discover an aspect of you that might interest someone or something that sets you apart from the herd.

Do you still remember the Rich Jerk, and how viral it was? The reason for it was because it was different. The sales letter was unique, and stood out from the crowd. It wasn't just another boring standard sales letter with a standard layout and standard style. It was different, and left people with deep impressions.

2. A New Concept

Maybe you have thought of a new concept or idea for your particular niche. This is a great way to make something viral and buzz worthy.

It can also be a new perspective on something tried and proven, like bum marketing. Bum marketing is just basically a new perspective of article marketing, something that was tried and proven, yet it was viral and buzz worthy.

3. Innovation

Another point you can focus on your buzz is innovation. It might be a new cutting-edge technology, or a unique script which can change the market or the world, like Mike Filsaime's Butterfly Marketing Script. Or it can be even something new you have discovered but nobody else knows. For example, at the WarriorForum*, not many people knew that you could generate traffic using StumbleUpon, until a warrior named Moshin ran a WSO* about it. It ended up being the best selling WSO ever (over 10 pages).

*The Warrior Forum is the biggest online forum for internet marketers. All the top dogs in the industry all use it extensively and some even treat it as a main medium of their marketing arsenal.

*WSO stands for Warrior Special Offer. It is basically a forum within the Warrior Forum dedicated for users to sell products to other forum members. (Sort of like a marketplace)

Conduct an ask campaign to your list or friends to get ideas on what to create. You can ask something like *“(fill in the blanks) I wish I had a software that would _____”*.

You can also visit forums in your niche and see what is popular and hot. See what they are talking about, and create a product that will fill in the gap for that niche.

You can also brainstorm and do some keyword research. I am sure you will be able to utilize the creative side of you and come up with thousands of innovative ideas for your viral marketing campaign.

Ask Database (to create your ask campaign)

<http://www.askdatabase.com>

WordTracker (keyword research)

<http://www.stanleytang.com/recommends/wordtracker>

Overture (keyword research)

<http://inventory.overture.com>

Smart Draw (mind mapping software for brainstorming)

<http://www.smartdraw.com>

4. Controversial

If you have something which will make your mother go crazy, then you have something built for a buzz. People love controversial and scandals; and are attracted to it like steel magnet.

A great example is the best selling book *The Da Vinci Code*. The book is full of controversial theories and idea; that is why it became so popular, buzz worthy and made it to the best selling books list.

A good way to create something controversial is by writing about how much something sucked. A good example is Keith Baxter's *Give PPC the Finger*. It was hugely successful because people see Google Adwords as their number one traffic source, and then Keith tells everybody that pay-per-click advertising sucks.

5. Humor

Do you still remember the Numa Numa kid video? Well, as you know, people love being entertained and share the laughter. Humor is definitely the crowd's favorite when it comes to getting people to pass information along.

Take a look at these figures:

Top 10 Viral Videos (as of 27/11/2006)

1. Star Wars Kid (900m)
2. Numa Numa (700m)
3. One Night In Paris (400m)
4. Kylie Minogue for Agent Provocateur (360m)
5. The Exploding Whale (350m)
- =6. John West Salmon Bear Fight (300m)
- =6. Trojan Games (300m)

8. Kolla2001 (200m)
9. AfroNinja (80m)
10. The Shining Redux (50m)

The number of people sharing funny videos out there is enormously huge. As you can see, the Star Wars Kid video was viewed over 900 million times. Imagine if you can get 900 million people viewing your video, and 25% of the people come through to your website (225m), and 10% opt in to your subscriber list. That is 22.5 million double opt-in targeted subscribers you have got there! And even if just 1% of those purchase a \$10 product from you, that is \$22.5 million! That is a lot of money. It is just a shame that the Star Wars Kid didn't know how to monetize the traffic.

This just shows you the power of viral videos and how humor can create a huge buzz in your niche.

6. Anticipation

Building anticipation is another great way to create a buzz. If you can build anticipation, for example for your product launch, then you are sure to expect a successful product launch. For those who don't what building anticipation is, building anticipation is like giving people a preview of what is coming. It is basically the things you do during the pre-launch phase of a product launch.

Trailer (movie preview) is a great example of building anticipation. By including small snippets and previews of the movie, it makes people excited and hungry to see the movie.

You can also go as far as creating a viral report for the sole purpose of building anticipation for an upcoming product launch. A great example of this is Henry Gold's *The Copywriting Secrets Manuscript*:

<http://www.viralmarketingblackbook.com/viralthankyou/TheCopywritingSecretManuscript.pdf>

7. Inspiration

If you have a story that could inspire somebody to do the extraordinary, then consider an inspirational buzz. People love to hear stories of a hero overcoming obstacles and defeating the odds. Many best selling business books are actually inspirational books, for example *Rich Dad Poor Dad* and *Think and Grow Rich*.

You can create a viral ebook or email which purely motivates people to take action.

8. Incentive

Finally, and not least, offering an incentive to the person to giveaway the information you are trying to pass to people. This is probably the most common method used in the internet marketing

niche when trying to pass along ebooks. This could include things like:

a) Commissions

This is by far the most popular incentive of trying to get people to promote your product. The \$7 dollar script was an excellent method of creating a huge viral effect by simply offering the customers 100% commission.

Be generous. Offer at least 50% commission on your products.

Jonathan Leger's \$7 Dollar Secrets

<http://www.stanleytang.com/recommends/7dollarsecrets>

b) Rights

This is a popular method among free viral reports. You can offer the reader resale rights so they can keep all of the profits, or giveaway rights so they can offer their members/subscribers valuable content.

c) Cost-Per-Action

This is a common tactic used by the *gurus* of internet marketing. What basically happens is that the affiliate gets paid every time somebody he/she refers comes to the website and opt-in to for a particular free offer, e.g. a free report. So the website owner is

paying the affiliate every time an action, in this case subscribing to their list, occurs – thus the term *cost-per-action*.

The advantage of this method is that you are able to build a huge subscriber list quickly, as many people will promote it, since it is easy to get people to purchase free products.

However, it requires a huge sum of cash to pay the affiliates. Some good examples include Mike Filsaime's *The Death of Internet Marketing* and Eric Rockefeller and Keith Wellman's *The Rockefeller Files*.

In fact, this method was so powerful that Mike Filsaime's *The Death of Internet Marketing* actually reached a stunning Alexa ranking of 146 without him even sending a SINGLE email to his list regarding the free ebook! It was all done through the power of viral marketing.

Here was the script that Mike, Eric and Keith used to run their CPA viral campaigns:

<http://www.butterflymarketing.com>

For those who are not able to afford Butterfly Marketing, I highly recommend using Floyd Fisher's *Subscriber Fire* to set up your CPA viral campaigns:

<http://www.stanleytang.com/recommends/subfire>

Or you can just set up an affiliate program by setting it to a \$1 sale every time somebody downloads the report.

Affiliate programs softwares:

Post Affiliate (Free)

<http://www.qualityunit.com/postaffiliate>

iDev Direct

<http://www.idevdirect.com>

All Affiliate Pro

<http://www.allaffiliatepro.com>

d) Contests and Races

Running referral contests and races are also some good strategies you can use to increase your viral traffic. This technique is normally used in product launches and giveaway sites.

The idea of contests and races is to get everybody to promote your website or affiliate program and that bonuses and prizes are awarded to the winners. The prizes can be anything from a free software to CASH bonus.

The difference between a contest and a race is that a contest ends on a certain date, e.g. 7 day contest, while a race ends based on qualifiers, e.g. ends when somebody reaches 100 referrals.

I usually prefer a race rather than a contest. Why? Well, let me give you an example:

Let's say you have a website that sells a \$10 report on golf tips converting at 10%. Then you know that for every 100 visitors, you are able to make \$100 on average.

You then went and set up a \$100 7 day referral contest. But the winner only sent you 10 referrals in the 7 day contest. It ended up being a loser of -\$90, but you still had to pay the winner the \$100.

However, if you went and set up a \$100 referral race that ends at 500, then you know for certain that the winner will produce an average profit of \$400 (\$500 sales minus \$100 bonus). It is a sure win situation. That is why I prefer a race rather than a contest.

Ensure that the bonuses you are offering the winners are worth it; otherwise they will not be willing to work hard for you during the race/contest period.

Also, another tactic I always see internet marketers do during the race/contest period is to create excitement. During product launches, they will usually post daily updates on their blog or JV blog and say things like:

"Cody won't quit producing sales... he wants #1 and has challenged anyone to take it from him, and Harris Fellman came

in at turn 4 with the pedal to the metal looking to jump into this race and joined late in the game in the Top 20.

Let's see if Harris can break into the top 10 today on Day 6 of this action packed race to the finish line in Vegas. And don't forget about Eric's Cinderella story in the making.

Will the Sterling & Michael team rally to the top 5? And how about Ewen... he sounded pretty excited about the Vegas trip... will he make it into the top 5? And if so, who will be bumped from their top 5 slot as of now? Joel, Shawn, or Eric?

Down to the wire ladies and gentlemen...down to the wire!"

(Taken from *The Butterfly Marketing Manuscript* JV blog)

To check out a great example on creating excitement during a contest period, check out Mike Filsaime's *The Butterfly Marketing Manuscript's* JV blog:

<http://www.thebutterflymarketingmanuscript.com/jvblog>

e) Bonuses

Another common method to force people to pass your information along is by offering them bonuses. This could be simply some resell rights products you have packaged together, or a product of your own. It can even simply be a bunch of private label rights articles you have dumped together to create a short 10 page viral report.

I hope these have given you some ideas for your next viral marketing campaign. Make sure that whatever you create, ensure that it is *buzz worthy*, otherwise known as a link bait.

Think outside the box is required. Link bait is hard to come by, but once you have found it, you will be hooked.

However, if without this one thing, your viral marketing buzz will be useless, and this one thing is a simple link/advertisement of your website. This may sound obvious, but I have seen people trying to create anticipation but forgot to type in the URL. Include the URL of your website as much as possible when creating your viral information product.

Hopefully, you now know how you can create a buzz and generate a viral effect.

If you want to learn more about creating buzz, I recommend you to take a look at Mike Filsaime's *The Butterfly Marketing Manuscript*.

<http://www.stanleytang.com/recommends/butterflymanuscript>

You can also scroll down to the resource section for some recommended readings.

The Three Keys To Building Huge Amounts Of Viral Traffic

There are three keys to marketing for viral traffic:

1. Consider The Behavior Of Potential Customer

The first key is consideration of the behavior of potential customers when they see your information. The objective is to create sales literature that will “spread” from person to person. This may come in the form of adding your link to their websites, or forwarding your emails and contact information to other people.

2. Sales Literature

The second key to viral marketing is the sales literature promotes the product without it being obvious to the reader. Thus, an email flyer might start out with a comic story. The company's logo might be placed in the upper corner of the flyer, but no attention is given to it anywhere else in the flyer. At the bottom, there might be a helpful link to your website, or a brief footer with information about a product.

3. Give Something Back To The Reader

The third key to viral advertising is giving something back to the reader. We humans, after all, hate being used or tricked into doing someone else's work for them. That said, many people will pass on

advertisements right along with whatever else caught their attention. Some marketing specialists will consider the content in their sales flyer reward enough for passing the information on. Others, however, use incentives. These might come in the form of free cyber products (example email accounts or access to forums), rebates, and bonuses.

Certain items lend themselves well to usage as marketing for viral traffic. These include flash games, videos, and comical stories. For the most part, people want to be happy and entertained. They also want useful information. Having the company logo or product descriptions included with this type of content increases the likelihood that it will be passed along to others.

In addition, the literature can add a human and humane quality to the company image. Who wants to pass along a flyer from a corporate giant simply because they want to sell something to as many people as possible? As soon as you add humor, information, or a story, people key in to the fact that a person gave some special attention to the sales literature. They, in turn, will see it with an increased sense of value and pass it along to others.

The recyclable nature of marketing for viral traffic makes its cost very low in comparison to the coverage gained. Where competitors might send out mass emailings, and thus be blocked as spammers, viral marketers have a unique advantage. Their information is sent from hundreds, and perhaps thousands of legitimate email addresses to people that are likely to open the forwarded email because it is from someone known to them. This also increases the

potential for reaching previously unknown individuals within the target audience.

The capacity for marketing for viral traffic techniques to reach large, targeted audiences is almost endless. Successful sales literature is sure to garner increased public awareness of the company, as well as the products that are being sold. Correctly targeting your audience directly translates into increased traffic for your site, and most importantly, increased sales.

Viral Marketing Techniques

There are many viral Marketing techniques. Some items lend themselves better to being viral content than others.

Articles are one of the easiest and most reliable methods. Basically, you offer free information regarding the use, history, or other information of interest surrounding your product. Not only will this boost your search engine ranking, you will be able to include some vital viral pieces on the page. The first's the link to your store, or other contact information. The second is permission for the reader to use the information on the page for their purpose, as long as they leave your contact information intact.

Free ebooks are another valuable tool to viral marketers. Ideally, the free ebook contains solid information that readers will want to pass along to others. Within the ebook, there will also be links to related products. These can be from your own store, or from the stores of others. One of the most satisfying aspects of viral ebooks is you can form an affiliate network that will make money for you.

Finally, free softwares can also be a valuable promotional aid. You may want to include a demo version of software, along with links where the reader can purchase the full version. Some other software related items include free screensavers, skins, cellphone ring tones, and desktop wallpaper.

Your choice of transmission method is critical. Because you want to reach large numbers of people, there is the potential that your viral sales literature will become as useless as spam to the recipients. As an example, the foolish viral marketer might try to bombard guestbooks with links to their information. Not only will his/her links be deleted, the webmaster may well make a point to never buy the spammers product!

With a little bit of care in the choice of transmission methods, the issue of being a spammer is easy to avoid. Making effective use of groups, message boards, and other communication structures is vital to the success of any viral marketing campaign. While you can make your own message boards and groups, it is easier, cheaper, and faster to place your literature within the established groups of others. Since all people that might be interested in your product don't belong to all groups, posting on many forums gives you the opportunity to reach new people.

Your objective is to induce others to pass your information along. Thus, an understanding of human motivation and behavior is also important. While rewards and incentives are helpful, you need to see what else you can use as leverage. As an example, you might look at the current news items, and see if there is something there that can be turned into a joke or comical image.

When carrying out a viral traffic marketing campaign, you will also need to make sure that your server can accommodate the increased traffic. Together with that, if you are selling a product that needs to

be manufactured and shipped, that each member in the chain of delivery can handle the increase in orders.

While there are a number of items you need to keep in mind before launching a viral traffic marketing campaign, the rewards of a successful venture are limitless. In addition to the basic design of the viral sales literature, you will also need to make sure that your business, and that of your suppliers, can handle all of the new orders that will come as the result of your viral marketing efforts.

Now let's discuss some of the techniques in details:

Viral Ebooks

The goal of viral marketing is to increase traffic to a website in order to derive increased revenue. While one may think of books as taking a great deal of time to write, and even longer to produce, free ebooks offer some unique and powerful opportunities to the viral marketer.

Basically, promotion of another business in your ebook can become just as mutually valuable as shelf space in Wal-Mart. Please keep in mind, Wal-Mart certainly doesn't charge their customers to come in and browse around! Yet, they expend enormous amounts of money to build each store, maintain it, and hire people to work in it.

Therefore, it is not the ebook that you are looking to make money from. Rather, it is the other businesses that pay you commissions based on the sales that result from being included in the book. Typically, viral ebooks are very easy to pass along from one person to another.

There are several things you must do to make sure your ebook goes viral.

The first is to make sure your ebook has wide distribution. This includes making sure that your topic is interesting to as large a number of people as possible. As an example, you might be fascinated by the way the color of your socks randomly line up in your bureau.

On the other hand, most other people may not be interested, and will not bother to read your ebook, let alone pass it along.

On the other hand, find a unique and successful way for parents to keep their kids off drugs - and you will have a block-buster.

While you may want to charge a small fee for you ebook, the fastest way to get it moving and in the hands of many people is to offer it for free. That is not to say, however, that you can't charge for rebranding (adding more vendor and related affiliate links to the book) and other customizations. Remember - the goal is not to gain money from the ebook, the goal is to get commissions from the vendors whose information is found in the ebook.

The next thing you will need are reputable and relevant affiliate links. As an example, you will want to work with vendors whose websites are strong to begin with. You will also need to find websites that cater to your specific topic. As an example, if your topic is cooking with Paprika, you won't want to include websites about growing Parsley.

If you can find websites where you can gain information on your topic, you will easily be able to add them in the reference sections of your own ebook. In addition, if you phrase individual sections of the ebook in such a way that readers need to pursue the links in order to learn more, you will increase the odds of them going to the

website. No matter how you get the links into the book, they should fit into the landscape without dominating it.

Third, you will need to make sure that everyone gains maximum benefit from obtaining, and then passing the ebook on to as many other people as possible. That includes you. There are many ways to set up affiliates, commissions, and rebranding rights. You may want to do some additional research on these methods in order to find out which one will work best for you.

I recommend you to use Viral PDF, which allows you to create brandable PDF's for your affiliates:

<http://www.stanleytang.com/recommends/viralpdf>

Viral marketing has an almost limitless supply of techniques at its disposal. One of the most powerful methods is to give away a free ebook that includes affiliate links and also links to your own website. With the right topic and affiliate strategy, you can be on your way to millions in no time.

Writing Your Ebook

You might be thinking, *“Stanley, but I don't know how to write?”*, or *“I don't like writing”*.

Do you know how to talk? Then you know how to write.

Have you spoken to somebody today? Then you know how to write.

The way to do it is to record your voice. If you can speak into a microphone for five minutes, as if you are talking one on one to a person trying to explain something, then you will end up with a 10 page report.

Just get a few bullet points that you can speak around, and off you go! You can pause, gather your thoughts, and continue. This is the audio recording tool I recommend you to use:

Audacity (free)

<http://audacity.sourceforge.net>

You will also need to download the MP3 conversion tool (otherwise known as LAME)

<http://audacity.sourceforge.net/help/faq?s=install&i=lame-mp3>

Once you have finished recording, just simply transcribe the audio recording by using transcription services such as:

<http://www.castingwords.com>

(more transcription service websites in the resource section)

It will cost you \$0.75 per minute, or \$0.45 if you convert it into a podcast. These will be transcribed by humans, not computer.

Once you have got your transcripts back, import it into a word processor. I like to a free and cool tool called Open Office:

<http://www.openoffice.org>

Format the document using a clear font, such as Arial or Verdana. Justify all paragraphs, make the headlines bold, and make your ebook look professional.

Give your ebook a title, then insert page numbers, and add a contents section. It is also a good idea to include an *about the author* section to promote and brand yourself.

After you have proofread your ebook, you can then simply hit the PDF button on the sidebar. This will instantly turn your document into a PDF.

Always ensure to include links pointing back to your website throughout the ebook. I would suggest at least one on the title page and one on the last page. Having links in the header and footer, with clear benefits why people should go there, will also help increase the chance of your reader to visit your website.

I highly recommend you to check out product creation expert Kevin Riley's *Recipe For Quick And Easy Product Creation*. He will go through the process of product creation step-by-step from

researching niche, monitoring competition, researching product contents, to producing the product:

<http://www.stanleytang.com/recommends/productcreation>

I also recommend you to check out Jimmy D. Brown's *Viral Ebook Brainstorm* to learn how you can create your own viral ebook:

<http://www.stanleytang.com/recommends/viralebook>

Outsourcing

Of course, there is always the option of outsourcing your viral ebook. It should only cost you around \$10-\$20 for a short 5 page report, which you can turn into 10 pages after editing and formatting.

Here are some places where you can find people to outsource things to do:

Guru (highly recommended for upper writers and programmers)

<http://www.guru.com>

E lance (recommended for writers and programmers)

<http://www.elance.com>

Rent A Coder (recommended for programmers to create your free viral softwares)

<http://www.stanleytang.com/recommends/rentacoder.php>

Scriptlance (for cheap and simple outsourcing tasks only – not recommended for upper writers and programmers)

<http://www.stanleytang.com/recommends/scriptlance>

Editing and Writing Services (good for outsourcing articles)

<http://www.editingandwritingservices.com>

To learn more about outsourcing, I highly recommend you to check out Dominic Lee's *Definitive Outsourcing Machine*:

<http://www.stanleytang.com/recommends/outsourcemachine>

Email: Viral Traffic Machines

Most people think bad news travels the fastest, while others may believe that gossip will circulate faster than any other kind of information. One marketing agency, Sharpe Partners, found an entirely different story when they studied the email forwarding habits of adult internet users in the United States. Initially, they found that 89% of the people in the study group forwarded emails to other users. Even more interesting, they found humorous content was most likely to be sent along to others.

While marketing and sales people would love to see email sales flyers and sales pitches ranking high on the list of forwarded emails, these types didn't even make it into the top 10. Rather, humor was followed by news, health related information, items related to religion/spirituality, games, money, and hobbies.

Therefore, if you want to start a viral traffic email campaign to sell a product, you will need to include something else in the email to induce readers to forward it. This is not so different from the trends in search engine optimization, where you include articles on the website related to the items you have for sale.

Since humorous emails are forwarded the most often, this would appear to be the best place to start your viral traffic email campaign. As an example, at one point, Disneyland incorporated humor about a very serious subject, the Avian Flu, into one of their ads. The

Caption of the image was “Bird Flu has hit Disneyland”. The image featured the Cinderella Castle with Donald Duck laying in front of it.

With one simple image, this email managed to hit the top three most forwarded email items observed by Sharpe Partners.

First, and most obviously, humor. As it is, we all know what to expect when Donald Duck is anywhere within quacking distance! Second - the Bird Flu is both news worthy, and a health issue. This viral email was so popular, almost every person with an email account either sent it or had it sent to them. And, along with the email, came the reminder that the Disney theme parks are there for you to visit.

Before video clips started becoming available, cartoons and text jokes were the most likely additions that would assure your email viral success. The wave of the future, however, is most likely verbal emails and video clips. Imagine the potential sales power of a novelty like a comical verbal or video email.

If you want a successful viral traffic email campaign, the first thing to take advantage of is the information revealed by Sharpe Partners with regards to the kinds of information that people forward. The next thing to consider is how you will deliver the content. Since there are several new email innovations available, there are any number of possible combinations you can use to create a successful email viral traffic campaign.

Viral Videos

Television and radio commercials are some of the most popular means of advertising; for companies that can afford it. Marketers quickly realized the value of flashing their names and products into the homes and cars of millions of people as they tune in to some other program. As more and more people obtain high speed internet access, the potential for video advertising is virtually unlimited. When paired with viral traffic strategies, a company can very quickly go from unknown to notorious.

While video formats may cost more, they also have an eye catching value that their static counterparts lack. At this time, a video or audio email is still somewhat novel. That will change as more and more marketers see the value of video in everything from emails to business cards based on CD-ROMS. In addition, more and more graphic designers are catching the wave of animation, and softwares like Flash and Adobe Illustrator are giving them access to effects only seen in movies, as well as making their jobs much easier.

There is still no substitute for the mind, heart, and instincts of a marketing specialist. No matter how novel and effective online video marketing may be at reaching audiences, the advertiser must still carefully evaluate target audiences and know how to reach them. When it comes to video formats, the internet marketer has the luxury of using informational formats. This, in turn, keeps the attention of the audience for longer periods of time, and allows them to stay focused on the company and its products. This is a distinct

advantage over the television marketer, who only has, at most, 30 seconds to grab the customer before they hop off the couch to do something else while the commercials are running.

Although internet video formats offer almost unlimited potential, the most effective technique have yet to emerge. At the current time, many marketers simply add audible or animated content to their existing banners, pop-ups, and other formats. While these changes still reach massive numbers of people, the annoyance to the viewer may turn them away from a site or product. The other possibility is a video clip that runs once the person reaches the website. While this may be less irksome than a pop-up, the site is not likely to reach large audiences unless a viral advertisement scheme is used to draw them to it.

It is also very important to consider the technology that makes the video clips work. Large file sizes can cause a person to click the close dialog before the video even gets started. The format of the file is also important. As an example, if your file only plays on some obscure viewer with a unique format, it will never be seen by the millions that can view Flash files. Since the person can't view the material, they are not likely at all to send it along to someone else!

Of course, there is always the option of uploading your videos promoting your website to video sites such as YouTube.com. That way, you are able to leverage the traffic coming from YouTube for your own video, and ultimately, your website.

To learn how you can generate traffic using YouTube, you can get a free copy of Tube Traffic here:

<http://www.viralmarketingblackbook.com/viralthankyou/TubeTraffic.pdf>

Finally, if you are going to send your video clips via email, it is best to include them as an attachment. You can use the traditional viral static email strategies to induce the viewer to click on your video. As you may recall from traditional marketing strategies, it takes an average of five contact related events to a potential customer before they will buy your product. Not only will the static content load faster, it increases your number of contacts with the potential customer from one to two. And, if they go to your website - you have made three.

While there is a great deal of potential in using videos for viral traffic purposes, the savvy marketer must use this tool with discernment. With careful selection of the target audience and application of tried and true marketing methods, online video can be a powerful tool to increase traffic.

I recommend you to check out Jonathan Leger's *1000 Visitors In 24 Hours*, where he will teach you how you can create the perfect viral video.

<http://www.stanleytang.com/recommends/1000visitors.php>

Tell A Friend Script

Another method of viral marketing that can be used for your site is a tell a friend script.

A tell a friend script is a programming script that can be used in your site. It easy fits into the site's programming and can be edited too. The tell a friend script is used to help a visitor to a site send information to another Internet user to visit a website that the person is viewing. It is like sharing sites, and it helps to bring in new customers and visitors to a site.

A typical tell a friend script involves a user entering in that user's email address and name along with the name and email address of the person who is going to receive a message to see the site. This is like an email attachment, only it is a link to a site that the sender finds to be interesting and worth sharing. Also, the email will not be identified as spam because it will be seen as a trustable email.

Also, a tell a friend script is useful because unlike mass emails, a tell a friend script usually features a message entered in by the individual sender, meaning that this will not be read as spam. This helps to improve the efficiency of the tell a friend script.

Inside the email send through the tell a friend script is information about the company or website that the sender is interested in sharing information about. It can also feature things like video, audio or another interesting feature. Also, another tell a friend script

can be used in the email to help get the message sent to another party. Over time the tell a friend script will be spread throughout the Internet and therefore will help to increase the traffic you get.

Putting in a tell a friend script into your programming for your site is easy. All you have to do is copy and paste a tell a friend script programming script to your programming code. You can find tell a friend scripts to use online through web searches, thus making it even easier to set up. However, with so many tell a friend scripts that you can use available today it never hurts to look around to see which tell a friend script will work for your own site needs.

The most classic example of using tell a friend scripts in viral marketing is probably Gmail. The combination of offering a free quality email service and the cleverness of Google's "invitation marketing" made it so popular.

The important part of using a tell a friend script is while it can be an effective and low cost method of promoting your site it can take time. Be patient when using a tell a friend script, because while you may not get the word out instantly over time the number of people who will see your site will increase.

Tell A Friend Script Availability

A tell a friend script is very simple and doesn't require a complicated method of programming. In fact, you can copy paste a script and simply put it on an intended page. Finding one is even simpler. All

you have to do is go to a search engine and type in the search box: “tell a friend script” then press enter or click go.

In the search results page you will see many links that will direct you to a site where you can get a tell a friend script. It would just be a simple matter of looking and searching for the script and copying it to your intended web page.

With a tell a friend script viral marketing strategy you can drive traffic into your site which could potentially spell profits. This is a simple harmless script that offers great benefits for low cost, and compiled with great creativity and foresight.

It is imperative that you have patience in using a tell a friend script. If your chosen media doesn't get the mileage that is expected of it, it may take some time before it gets spread or shared. But surely many people will see your ads and there is great probability that they will visit your site increasing your traffic flow.

I highly recommend you to take a look at Mike Filsaime's *Viral Friend Generator*. This is probably the best tell a friend script ever on the market. You can see my testimonial on his sales letter.

<http://www.stanleytang.com/recommends/viralfriend>

Affiliate Programs

Starting your own affiliate program is an excellent way to generate viral traffic to your website and to sell products or services that you have.

Affiliate programs are fairly easy to establish, there are just a few things you need to know to start generating more traffic every day with affiliate programs.

First, lets give a little explanation here as to what affiliate programs really are. What this means is that you are going to put a product or service that your website sells out for others to promote and sell for you. In return, these individual who work hard promoting your product will get a commission for each one they sell. Below is an example.

You sell software that people can download immediately. It is a speech recognition software and you really think it is going to sell great. So you decide to put an affiliate program together. You then figure that for every sale that is made this way, the person who referred the buyer will get 60% of the profits.

Now you might think this is a lot to give away to another person for your product, but think about what they are putting into this. They are using their time and resources to write about your product or promote in on their own site. For this they need to be reimbursed and the more money you are willing to give to these people who are

essentially driving traffic to your site the more money you are going to make in bulk sales. They might even use methods of selling that you have never thought of and therefore would have been money lying on the table that you would have never seen. It is really one more great way to generate traffic to your site.

When the person purchases these items from you, through the affiliate program, you can often capture information about these buyers, such as email addresses and this is a great way to start building your all important list.

The key to creating a successful affiliate program is making it easy and simple. Provide all the promotion tools for them, so that it is simply a copy-paste job for the affiliates. Guide them through step-by-step, so your affiliate program could be something like:

Step 1: Send this email to your subscriber list

Step 2: Post these banner ads on your website

Step 3: Use this forum signature

Etc...

K.I.S.S. – That is the key to a successful affiliate program. Make it so simple and easy to use that even a 10 year old can go and promote your product. Here is a great example of a good step-by-step affiliate program:

<http://www.thebutterflymarketingmanuscript.com/affiliate>

Also, be generous. I see too many people nowadays that only offer their affiliates 20% commission. That may sound a lot compared to Amazon.com's 8%, but that is because Amazon has built itself a reputation and brand. You haven't. So you must be generous. The more generous, the more people will promote your product, the more money you will make. Offer at least 50%.

Here are some softwares which you can use to create your own affiliate programs:

Post Affiliate (Free)

<http://www.qualityunit.com/postaffiliate>

iDev Direct

<http://www.idevdirect.com>

All Affiliate Pro

<http://www.allaffiliatepro.com>

aMember

<http://www.amember.com>

Easy Click Mate (to be used with Clickbank)

<http://www.easyclickmate.com>

Here are some digital products retailers which you can use for your own affiliate program:

Clickbank

<http://www.clickbank.com>

Commission Junction

<http://www.cj.com>

Joint Ventures

Traffic from joint venture partners is probably the hardest way to generate more traffic on the internet. Not from getting people to come to your site, but by finding someone who will partner with you.

When you start a joint venture it is with one or more people who have similar products or sites to yours. Usually the joint venture is something that buyers from both website would find useful or entertaining. Below is an example.

Let's say you have a site that deals with real estate. You found someone who wants to do a joint venture with you. They have a site on how to remodel a house and create more equity in it. Sounds like the two are mutually compatible without being competitors.

So first you both start promoting each others sites on the web sites. After that, you both start including links to the others website in your emails out to your lists. Eventually you are now talking about the other person's website in your emails and sending people to their website.

Now all the while the partner you have is doing the same thing on his side. Promoting your website or products on his/her site and including information on about your site on their list.

Eventually you will start to see new people coming onto your list from the other person's site and vice versa. Now imagine you have a

joint venture with three or four different sites? That is going to start creating a lot of new people to add to your list and if there is one thing that generates traffic and more money, it is the almighty list!

Finding Joint Venture Partners

Basically you want to contact anyone who looks to have a large amount of people either subscribed to their newsletter or is on a large list.

A good way to start, if you have no idea of where to look, it to become part of someone else's list. This can be done by going to any internet marketing forum, or looking up products that you think would benefit the people on your list and signing up to be on their list.

This give you access to the information that they are spreading and you will gain a first hand knowledge of what this site is all about and the quality of writing too.

Another way of getting joint venture partners is through forums. In fact, forums are actually the best places to recruit joint venture partners and affiliates online. Put into a Google a search on forums that relate to your sites. Look around in the forum, quite often someone will have a link to a site or newsletter in their signature file.

The best bet is to become a regular poster, and show people what you are able to contribute. Show people why it is worth it to join

your affiliate program. Afterwards, you can begin contacting potential joint venture partner through private messaging.

Always make it clear that you are willing to give far more than you receive. Offer them perhaps a 90% commission if it is your first contact.

If you are starting out, then you should always give your potential JV partner *free access* to your product. You don't have to be hardcore by saying to them:

"Hi John, my name is Bob. I have just created this brand new cool product XYZ. Can you promote it to your list? I will offer you 90% commission. Here's the free access."

Rather, you should be softcore and say something like:

"Hi John, my name is Bob and I am a subscriber, customer and affiliate of yours. I really appreciate you as an internet marketer. Do you mind sparing a few minutes just to review this new product I have created? It's called XYZ and its blah blah blah. Here is the link. If you felt that you have wasted your time after reviewing my product, then I will buy you a \$50 beer to compensate for your wasted time. Thank you."

And if they give you a positive review, then you can say something like *"Thank you so much. By the way, if you would like to promote my product just go here."* If not, just say *"Thank you for reviewing."*

That way, you are able to filter out the people who don't like your product from the people who like your product.

The key to writing a good JV proposal is by being professional, getting straight to the point and being clear. Don't waste other people's time by saying nonsense and confuse them with overcomplicated sentences.

Below are the forums I recommend you to use to recruit joint venture partners if you are in the internet marketing or make money online niche:

<http://www.warriorforum.com/forum>

<http://forums.digitalpoint.com>

You can also go to these websites to find JV partners:

<http://www.jvnotifypro.com>

<http://www.jvdealmakers.com>

<http://www.jvalert.com>

<http://www.stanleytang.com/recommends/jvnetwork>

Of course, there is always the option of recruiting joint venture partners offline at internet marketing seminars. In fact, most of the big deals are actually made at offline seminars and workshops.

The most important thing to remember is that you are working with someone who has a list the mirror your own, or they have a list of people that would likely be interested and want to buy the products or receive the information that you give out in your own mailings.

Take the time to find others who would want to partner with you and you could double your list or more. Again, it bears repeating, your list is your lifeline to your clients and how effective you are in making money as well as generating traffic. Relationship is the key to recruiting super joint venture partners and affiliates.

The Fatal Mistake Of Joint Venture

However, there is a fatal mistake that many people make when writing joint venture proposals. Do you still remember in chapter one where I told you that you should always test and track your traffic source?

Well, that is the same when you have a new product. You must test and track your conversion rates of your sales letter and make sure it converts well before approaching potential JV partners.

What most people do is they approach JV partners with an untested website and expect your JV partner to be a “guinea pig” for your

website conversions. This will destroy your relationship with JV partners as they will soon realize that your conversion rates stinks.

You have just ruined your chance to leverage their list and any future joint venture with your JV partners because you were too lazy to buy some pay-per-click traffic to test your conversion rates before approaching your potential JV partners.

Blogging

Blogging has become a mainstream for regular internet users and businesses as well. Though, the latter wasn't even considered a few years ago. In fact, the word "blogging" wasn't well known as little as five years into the past. So, what is this "blogging" and what does it do for a person and a business?

Generally, blogging is used as an online journal, or diary, for many of today's internet users. It is a way of keeping people up to date with your life or a place to vent, if need be. Much like a journal in real life, a blog has many purposes - a well thought out explanation of what has happened in the past day, week, or month, random babbling, a place to host your "online quizzes" that you have taken, etc... But why would a business want such a thing?

Think of the vast millions of people who surf the internet and, most likely, blogs as well. And also, think of what they might read if they were to catch a glimpse of your business' blog. They could read about what is to come for your services, or what is already in service and why they should try it. It might also be a great way to check up on what your competitors are doing and how you can "one up" them.

Blogs offer a great brainstorming mechanism for you business as well. Because blogs don't need to be publicized, you can create a blog and type out an idea for your business as soon as the idea comes to you. This way, you don't need to fear that if your computer crashes you lose your ideas since blogging is stored online via the

host of the service. Blogging is also an inexpensive way to get customer feedback. Instead of doing field surveys, blogging customers can read and give you feedback right then and there. Putting podcasts into your blogging is another great way for customers to view commercials or business ideas without any tedious reading.

There is, of course, the downfall to your competitors seeing what you are doing. You may feel vulnerable, but once you get the hang of blogging it is quite easy to grab the attention of your audience.

The possibilities of getting the word out there about your products (new and old), what is to come for your business, or just your business is virtually endless. Millions of people sign up for blogs each day on numerous websites. You always want to use information relevant to your services and business. Some internet search may point directly to your blog if you have worded the information correctly, and thus bringing in traffic and potential customers.

Much like *word of mouth* in real life, internet blogging has the same concept. A person reads your blog, is interested, and tells another of your services or products and so on and so forth. Networking not only is one of the best ways to get information out to the public on the internet, but also one of the easiest. Blogging can create so many possibilities for your business (whether it is internet or real life), the numbers are staggering. If blogging is free, what have you got to lose? It only takes a few minutes to create a successful blog

and then you will be well on your way to fantastic advertising on the internet.

Much has been written about blogs and right so. You can start your own blog for free at <http://www.blogger.com> or <http://www.wordpress.com>. A blog is like personal diaries where you can post literally anything you want. As a marketer however you want your writings to be informative and interesting. Your objective is to make yourself a subject matter expert who knows what he or she is talking about. Visitors to your blog must enjoy reading and the comments features allows them to respond to your posts. This creates a healthy feedback mechanism.

Starting Your Own Blog

Building your credibility is vitally important when trying to generate viral traffic. People are more likely to visit and purchase something from somebody they know, rather than a stranger. A blog allows you to build your credibility and establish yourself as an expert in that field. You should have your blog at YourName.com, like I have mine at StanleyTang.com, since it allows you to brand yourself and use it for promotion. You can do this using WordPress (<http://www.wordpress.com>), which is free. Alternatively, you can go to free services like <http://www.blogger.com> or <http://www.livejournal.com> to create your blogs.

When you have created your account, you can log in and start posting. You may log in and start using the default blog you created

or start new blogs. If you use <http://www.blogger.com>, you need to remember that the blog name will become part of the URL and since that has to be unique you will need to check for its availability. You can select a different template for each blog and customize it as required.

Click on the link or button to create a New Post to start blogging. Once you are done writing all that you wish click on the Publish button. Every post will be granted its own unique URL, known as "permalink", which you can include in you emails. This way you get to advertise your main blog URL as well as the URL to specific posts on your blog.

Managing The Blog

Business blogs are slightly different from personal blogs. Even though they use the same basic technology, it is what goes into the blog that makes it different. Do not underestimate the power of a business blog as a small business and a huge corporation can benefit equally when this tool is used properly. A blog is cheap (well, free actually), easy to manage, with no technical know-how required from the owner. It is the most convenient and at present among the most effective ways for a business to gain an edge in a crowded market.

Strictly speaking, a business blog is not an advertising platform but more of an informative platform. As a promoter you will not use the blog to ask visitors to buy what you suggest but rather you will

create posts on your blogs which will explain to your visitors why buying some specific product you recommend is a good idea.

For this purpose you will be required to write honest and in-depth reviews of the products you are promoting. Readers need to empathize and relate with what you are writing so if you write as if you were delivering a sales pitch then you are not likely to succeed. You need to write objectively and make it sound that you are giving an honest opinion without trying to subtly persuade the reader into taking an action. The more readers appreciate your reviews and recommendations the more your network will widen. Eventually, this will lead to a point where you will have a tremendous brand recognition that will convert into brand loyalty as more and more visitors to your blog will realize the worth of your posts. Through the comments and feedback mechanism, you will be able to address their queries and offer them suggestions when they are unclear on some point. This is the advantage of a blog over a regular website because visitors get to address the blog owner directly instead of writing to some webmaster or tech support representative.

Studying the profile of your blog visitors and matching them against recorded preferences and buying habits will also help you formulate better promotional campaigns.

Also note that a blog is a good tool for studying consumer behavior and as such you need to conduct some research into blogging and how it applies to your own business. If most of your customers

never use the Internet then you are obviously not going to see any significant influence in your profits.

Here are some factors that you should consider before making your blog live on the internet:

1. Design

Like a website, your blog must look good and organized. Free blogging services offer many templates that you can choose from and also offer their own level of customization to the design. Obviously, your blog design must be reflective of your business, mission, product line, and attitude. If the existing templates don't satisfy you then there are many paid services that can create a customized design for a small fee. Always play around with a few designs and get a second and third opinion on which one works best. The visual appeal of your blog is the first thing that all visitors are going to judge so it must look good, clean, pleasant, and easy to navigate.

2. Posts

Once the basic design is done and you are satisfied, it is time to get some posts out there. You need to create a few initial posts that will make it clear to your visitors why the blog exists, what is your point behind your posts, and how they can benefit from it. In other words, you have to explain your business mission and your approach to your customers' problems without drowning them with a sales pitch.

Your posts are meant to inspire trust so that visitors come back when you post fresh content. This means you cannot always post marketing material. If you are into health products, then you must post about health issues without going into specific product advantages. If you are into sports products, then try and start a discussion about the recent game and its exciting finish and why you thought some player performed really well. You must come across as someone willing to give and take information without bringing in a commercial angle. But do keep in mind that you are in **business**, so you must get the balance between the amount of free content you are offering and promotions right.

3. Policies

Business websites include disclaimers and other policy documents. Depending on your products and parent industry you should seek legal advice on what type of disclaimers you need to include in your blog. Business blogging is not yet fully matured and there are many open issues that might create a problem, so it is best to be safe.

4. Follow Up

Do not begin promoting your blog through blog directories and search engines unless you have at least 20-25 posts in there. All these posts must make a good reading and not be put there just for the sake of increasing the number of posts. Once you begin promoting the blog, you will have to take care and update it regular with good content. If people come back to your blog only to find it is

updated at some random time, then they will simply stop coming. Make at least 1-2 quality posts a week. Most blog owners have a main business website in addition to their blog. Include a link to that website in all your posts as well as in the main design of your blog before you begin submission to search engines and blog directories. Also ensure that your blog posts contain all the right search engine keywords before you start submission.

Tag and Ping

Sounds like a fun game right? Well, it can be fun and if you want to consider it a game, but really, tagging and pinging are ways to maximize your blog's internet exposure. Once again, this is important for earning money through your blog. You would benefit greatly by learning this method and putting it into practice. Whether you are a serious business blogger or an entrepreneurial hobby user, marketing your blog is a necessity for success. The more approaches you take to publicizing the more likely your attempts will pay off financially.

In today's market place, blogs are a standard marketing strategy. In order to most effectively use a blog for business purposes, search engines must recognize the blog as often as possible. An excellent way to do so is by pinging your blog every time it is updated. What is pining? It is alerting search engines to the fact that a web page has been updated. Search engines are more likely to display a current, up to date blog over an old, untouched web page. Many blogging programs immediately ping a blog every time it is updated,

but through any system you can make sure to ping your blog yourself. How to ping? Clicking through your tags will be sure to ping your blog. What is a tag? Ultimately they are keywords used to connect blogs within a network. Many blogging systems request that you choose general tags for your blogs such as, "Hobby" or "Dating." More specific tags come from your content.

Let's follow the ping and tag process through Technorati. First, how does Technorati function? It uses Flickr photos, Furl tags, links to blogs with the same keyword tags, and links to particular posts with the same keyword tags. Then it compiles this information and places the organized results on what is known as a "landing page." This is like a table of contents of a book. That landing page is important because it also shows up in search engine results. Not to mention, you are competing with other bloggers for prime position on that landing page so the more you do to promote your blog through pinging and tags the more likely you will get the top placement.

Most importantly, register with Flickr and Furl. These systems will help you to expand your presence on the net. Make sure your blog has a photo. This may seem trivial to some but Flickr works with photos so a picture will bring in more traffic. It doesn't matter what the picture is of. It doesn't even have to be a picture of yourself (though it could be if you feel a portrait of yourself is applicable to your blog). It can be a picture of your pet (your dog Fido), your hobby (a coin collecting blog could use prized coin pictures), or your company logo. It isn't the photo itself that will cause rising on

landing page list, it is simply having a photo. Also, be careful to tag your keywords correctly, especially through Technorati.

Tagging and pinging are effective methods of blog promotion when used consistently. Once you get the hang of it the process will be a synch and will quickly become a habit. Blogging is an incredible wave of self-expression, communication, and advertising that has made its way to mainstream acceptance. If you haven't caught the blogging bug yet, don't worry, you will.

Viral Marketing And Internet Forums

You now probably know that many people use ebooks, articles, and software for their viral marketing campaigns, but did you also know that you can use internet forums as well?

Don't worry, I am not telling you that you have to create and maintain your own internet forum, so you can stop clenching the desk. I am talking about posting, with your links, in internet forums that already exist, but you have to be careful. There are some things that you should do before logging into a random internet forum and blatantly advertising your site.

Look for forums that are related to the products or services that you are trying to promote. For example, if you have a website that is used to sell vitamins and other health related products, you should look for a health related forum, not an internet marketing forum. Look for a forum where you will be able to add to the conversations that are going on, and where people might actually be interested in clicking on your links to see what you have to offer. If you want to learn more, then by all means join one of the many internet marketing forums, just don't think that you will be successful with your viral marketing efforts there.

Make certain that you read the TOS of the forums you are thinking of joining, and make certain that you are allowed to have a signature file with links on your posts. It will do you no good to join

a forum that doesn't allow tags, since no one will be able to see your links.

Once you have read the TOS and found a few topic related forums that you want to join, you will need to create a signature file, including your links. You will want to update this file often, and change it randomly so that it attracts interest. You only want to post one link in your signature file, so pick your website wisely.

Don't blatantly use the forum just to advertise your site, as this will be ineffective, and could get you banned from the forum completely.

Take some time each day to read the posts that have been placed on the forum, and reply where you can. The more posts you make, the more your link will be displayed, again, just remember that your goal should be to add to the forum, not just post nonsense things to get your link shown. Your reputation comes into play here. If you show forum members that you are a smart, savvy marketer and that you are knowledgeable about the products that you are promoting, you will gain many more customers than you will from posting garbage just to be posting.

If you do a good job with your posts and adding to the forum, eventually the traffic and sales will come!

You can find a list of some of the most popular forums on the internet here:

<http://www.viralmarketingblackbook.com/viralthankyou/TheForumList.pdf>

Newsletters

You want to make the most of the traffic you are getting on your website. So why not ensure that every visitor to your web site is offered a free subscription to your newsletter within moments of arriving?

At least this way, until your sales process is converting visitors to customers, you can capture the names and email addresses of these valuable leads! Make certain that your directions are clear. *"We offer a free newsletter"* vs. *"Subscribe to our free newsletter."* If you don't provide clear take-action statements, they are going to leave.

Plus, to add a little viral marketing to the mix, include special *"pass it on"* suggestions at the bottom of every newsletter. This way, readers are encouraged to share articles with close friends and associates, driving more traffic to your web site and generating even more subscriptions.

You could even post your subscription offer in your signature file when responding to posts in newsgroups and chat rooms.

A compelling newsletter offer paired with a simple *"pass it on"* strategy like this will not only allow you to squeeze the most value out of every visitor to your web site, but also give you an opt-in list of targeted leads ready and waiting to purchase from you!

A newsletter should contain valuable information, not just sales copy - otherwise interest will quickly drop off and you'll be getting a number of unsubscriptions.

Worse still, your newsletter will be deleted as soon as it arrives, leaving you with a valueless list that only sucks up your time and resources and does nothing to increase your sales.

One of the successful attributes of a website is to maintain a newsletter by which you can keep in contact with your web visitors in order to maintain a reliable and long term relationship with them through your regular email to those opt-in subscribers. It will help them to remember your website and increase your web traffics in the long term.

The days are long gone where a catchy buzz marketing campaign could be launched and you could just sit back, watch it take off and start raking in the profits.

Users are getting more knowledgeable and opportunities are getting slim. Now you are going to have to use your know-how to make viral marketing campaigns work.

Viral marketing is all about information and the information has got to be good, timely and relevant. One effect the internet has had on the world is that it is teaching people how to be effective searchers, as well as, savvy searchers. Information has become a commodity on the Internet much like coffee beans and oranges are in the brick

and mortar world. Offer your subscribers good information, and you will be able to build a list of hungry list of people waiting to purchase from you.

If one site charges you for the information you are seeking, while another site gives away that information for free, which site will you most likely use? This means that when it comes to your viral marketing campaign, the better the information you distribute to your users, subscribers, and website visitors, the better your chances are for success.

Newsletters are a perfect example of informational marketing. You are giving something of value for nothing. That value could be hard-to-find knowledge or it could be you... yourself.

After all, individuality is something that can never be a commodity. Knowledge is power and if it is free, well then it is free power and that is pretty cool. You have to rely on what you have and what you know to move that marketing virus along.

Fill that newsletter up with great information... always exceed expectations. Viral marketing is more “grassroots” now than it has ever been before. Hook onto a feeling like prestige or drive with something like a contest or a giveaway.

Know what your market considers contagious, then you only need to figure out a way to deliver it.

Flash Games as Viral Marketing

If you have ever received an email from a friend with a link to an interesting or intriguing game, you are part of the growing target list for viral games, an online marketing tool which counts on users sending a web address to other people in order to promote an idea, product or company.

Six or seven years ago, or roughly the same time that Flash became mainstream, is when viral games started. Greeting cards were one of the first to use flash.

Advertising agencies employ some of the most talented designers and programmers on the market to design flash games that will catch people's attention quickly and make users pass them on.

One huge advantage is that flash games tend to have a shelf life of years... but not always. Sometimes the shelf life is only a matter of weeks or months. However, sometimes you can get away with something that is a bit risqué.

Interaction is the key.

Viral movies or pictures can be great and very funny but people will look at them once or twice and that's it. If you can find a concept that is simple to grasp, make it enjoyable and incredibly easy to use and then get your user to keep coming back for more, you will have

the opportunity of exposing them a greater number of times to your message.

If you can add something as simple as keeping score to make a game competitive you can get people to play over and over. Quirky games have the same effect. The Burger King Subservient Chicken proved to be extremely effective.

The only disadvantage is that games are more expensive than other kinds of viral marketing. However, the return from a successful viral game exceeds the initial investment.

The Present and Future of Flash Games

The Present: The initial cost of creating a viral game is more than other viral marketing methods but, compared to print campaigns, buying advertising space, radio or television advertising, viral games are a pretty cost-effective way of reaching your market.

The other thing about games which is hard to put a price on is that you can reach your target audience with content that is relevant and interesting to them with ease and, once the game is launched, with very little effort.

There have been a lot of extremely successful campaigns using Flash. One of my personal favorites is the Burger King Subservient Chicken simply because when it came out it was a new concept and it has

spawned several copycats since, which is always a good sign of a successful campaign.

The biggest problem today is connection speed. The game must be streamlined and kept catchy and easy to use. Broadband is slowly getting rid of the download time problem.

Other problems revolve around restricted technology within businesses. Companies sometimes block Flash in their company machines because of security concerns. JavaScript is, also, occasionally blocked.

The Future: The distant future in the world of cyberspace is within the next two years... things move fast.

Viral games will be pushed to mobiles and be made location-based. Won't it be fun when the game you are playing on the bus is using your location to provide clues to get you to a certain retail outlet to collect a prize? That is going to happen.

Multiplayer viral games are going to be on the move and once they are multiplayer kids at school will be playing them, people will be playing them with their fellow commuters on the train to work... the games are going to spread like wildfire.

Social Networks

Social networking websites allow people to interact easily with one and another. The use of chat rooms or forums on your website encourages interaction among customers. The powerful thing about social networks is that it is completely user driven. It is your customers and users that are building the content for you; it is your customers and users that are spreading the words to tell their friends to join.

The most popular example of using viral marketing to drive traffic to your forum is *Conquer Your Niche* by Russell Brunson. The combination of offering credits and commissions as incentives, and a quality forum offering valuable content has allowed *Conquer Your Niche* to transform from an unknown stranger into one of the most popular internet marketing forums (after WarriorForum) virtually overnight.

Here is a free script that allows you to build your own mini-myspace:

Dolphin Smart Community Builder

<http://www.boonex.com/products/dolphin>

Here are some scripts which allow you to create your own forum:

<http://www.vbulletin.com>

<http://www.wwwthreads.com>

<http://awsd.com/scripts/webbbs>

<http://www.simplemachines.org>

<http://forum.snitz.com>

Viral Marketing – Case Studies

Case Study #1:

Hotmail – From 0 to 30,000,000 in 30 months

MSN Hotmail's viral marketing success story is practically in the realm of folk lore... actually I guess it is in the realm of internet folk lore.

Back in 1995, when Sabeer Bhatia and Jack Smith approached the venture capital firm of Draper Fisher & Jervetson with their idea for a free email service, the firm liked the idea but wondered how they would attract members and build a company around it. Today there are more than 30 million active members.

The Hotmail user base grew faster than any media company in history faster than CNN, faster than AOL, even faster than Seinfeld's audience. Hotmail tripled its size in one year. The current sign-up rate for new memberships often exceeds a million per week.

Tom Draper is the one who actually suggested that they should append an advertising message to every outbound email: *"P.S. Get your free email at Hotmail"* and called it viral marketing. It was a very bold move at the time. Would users balk at having this automatic addition to the content of their private messages? Hotmail tempered the idea by clearly marking the promotional plug and removing the "P.S.".

Still, every outbound message conveyed an advertisement and a subtle implied endorsement by the sender. The recipient knew that the sender was a Hotmail user and that this new free email thing seemed to work for them. Each new user became a salesman and the message spread like... well... an extremely contagious virus.

Of course, if Hotmail had been only mediocre and not provided a terrific free email service, no amount of advertising, paid or free, would have turned it into the wildly successful thing it is today. Hotmail's recipe for success is pretty simple. It delivers the qualities consumers really want in an email service: speed, reliability, ease of use and a rich set of features.

Case Study #2:

ICQ – Free Chat Tool Turned Millions

In 1996, four Israeli men, two of whom didn't even finish high school, Yair Goldfinger, Arik Vardi, Sefi Vigiser and Amnon Amir, is when ICQ (I Seek YOU) came into being. After their army service the four men thought about a holiday trip to India but decided to take jobs at a local computer store instead.

At night they worked on their dream project... a program for instant easy Internet communication. They called their company Mirabilis.

Internet service was very expensive in Israel, so the men moved to California and later to New York. It took less than 18 months for

more than 10 million computer users to download and install ICQ. ICQ was free. It wasn't advertised by a big time marketing campaign. Those 10 million people had heard about ICQ by "word-of-mouth" advertising. What we call viral marketing or buzz marketing. Mirabilis said a firm 'NO" to Microsoft, but accepted a 300 million dollar buy out from AOL. ICQ then quickly exploded to 100 million downloads and a million new subscribers each week.

The interesting thing about ICQ is their marketing... or rather the lack thereof. Journalist, Ami Ginsburg came to interview the Israeli founders, all the "marketing" they could show was a brochure they had once produced but that was hardly ever used.

They just didn't do any marketing... at least nothing that resembled any marketing techniques up until that time. All of their efforts were directed at motivating the users to spread the word.

They made it easy to spread the word by using the standard email that will invite your friends to join, but the software can also be instructed to scan your address book and send all your friends invitation letters. Their idea was to build a tool that includes an inherent mechanism for spreading the work and then just letting it grow.

Success Story #3:

The Blair Witch Project

Eduardo Sanchez and Daniel Mynick, two unknown filmmakers, with a budget of less than \$100,000.00, wrote and directed a mock documentary about three student filmmakers who disappear while searching for evidence of a legendary witch in the Appalachian foothills of western Maryland. Artisan Entertainment, a film distributor, purchased the right to the movie for \$1 million in an all-night bidding session at the 1999 Sundance Film Festival. The Artisan team wanted to maximize the film's success but limit the marketing expense to \$1.5 million. The film was called *The Blair Witch Project*.

The marketing strategy for the movie is a classic example of viral marketing and a prime candidate for buzz generation. Some of the horror in the film evokes a strong, emotional response on many levels.

Because of its shaky handheld, low-budget production values, the film generates visual curiosity, which viewers who are used to more polished Hollywood production values, generates its own emotional response... one of displeasure and sometimes vertigo. The key thing here is to realize that you make whatever you have a positive.

Artisan's creative team posted the following pieces of "evidence" on the original <http://www.blairwitch.com> web site, embellishing the myth of the Blair Witch and the vanished students:

- Invented journal entries written by one of the three characters
- Fictional but seemingly authentic police reports
- A fictional legend of the Blair Witch dating back to the 18th century.

Artisan updated the web site weekly, each time revealing more information and features in order to build suspense and encourage repeat visits. The web site was averaging 2 million hits a day.

Of course, Artisan didn't stop there... they continued to bait and intrigue audience's right up to and past the release of the film. Wow! That is what I call viral marketing at its very best!

Spread The Word – Make Money With This Ebook!

Nobody sells a book better than someone who has already read it. You know the strong selling points of the product and can endorse it without hesitation.

You can start making money and earn a generous 60% commission just by recommending “The Viral Marketing Blackbook” to your friends, family or subscriber list!

My affiliate program Clickbank pays you twice a month. Clickbank is a trusted third party affiliate management company, and is the leader in online secure credit card processing for digital information products.

I will provide you with all the ready-written email teasers, headlines, graphics, ads you need so you can simply copy and paste them straight into your website or autoresponders.

It only takes seconds to sign-up and you could be earning within minutes – find out more:

<http://www.viralmarketingblackbook.com/affiliates.htm>

Closing Thoughts

In summary, using viral marketing is a great option for your online business. It is inexpensive and it allows for the word about your site to spread easily. It is also easy for people to see, as it will not be identified as spam on email servers. Remember to consider using viral marketing for your website.

Again, thank you for purchasing *The Viral Marketing Blackbook*. Now that you know everything, it's time to **TAKE ACTION!**

When you roll out and achieve success, feel free to drop me a testimonial through the links below, and get free traffic and branding!

[Click here to submit your testimonial by email](#) (if you want include your picture, MP3 or video)

[Click here to submit your testimonial through my helpdesk](#) (if you are just writing text)

I want to thank you for reading this ebook in full. Let me once again congratulate you for taking another step closer to online success.

Best wishes,

Stanley Tang

Stanley Tang

P.S. Visit my blog at <http://www.stanleytang.com> for more internet marketing tips and strategies!

Resources

Recommended readings:

The Butterfly Marketing Manuscript (Highly Recommended)

<http://www.stanleytang.com/recommends/butterflymanuscript>

Recipe For Quick and Easy Product Creation

<http://www.stanleytang.com/recommends/productcreation>

Viral Ebook Brainstorm

<http://www.stanleytang.com/recommends/viralebook>

Unleashing The Idea Virus

<http://www.sethgodin.com/ideavirus/01-getit.html>

Viral Copy

http://downloads.copyblogger.com/Viral_Copy.pdf

Tube Traffic

<http://www.viralmarketingblackbook.com/viralthankyou/TubeTraffic.pdf>

1000 Visitors In 24 Hours

<http://www.stanleytang.com/recommends/1000visitors.php>

Definitive Outsourcing Machine

<http://www.stanleytang.com/recommends/outsourcemachine>

The Forum Lists

<http://www.viralmarketingblackbook.com/viralthankyou/TheForumList.pdf>

General viral marketing articles

<http://www.rsspieces.com/2006/12/14/are-you-contagious-viral-marketing-101>

Articles on link bait

<http://www.seobook.com/archives/001113.shtml>

<http://www.mattcutts.com/blog/seo-advice-linkbait-and-linkbaiting>

<http://www.jimwestergren.com/linkbait>

<http://performancing.com/node/38>

Articles on viral videos

<http://www.rsspieces.com/2007/03/04/almost-famous-how-to-create-viral-video>

<http://www.marketingexperiments.com/improving-website-conversion/viral-video-clips-targeted-traffic.html>

Tools

Add2it Go To System

<http://www.stanleytang.com/recommends/add2it>

Ask Database (to create your ask campaign)

<http://www.askdatabase.com>

WordTracker (keyword research)

<http://www.stanleytang.com/recommends/wordtracker>

Overture (keyword research)

<http://inventory.overture.com>

Subscriber Fire

<http://www.stanleytang.com/recommends/subfire>

\$7 Dollar Script

<http://www.stanleytang.com/recommends/7dollarsecrets>

Viral PDF (to create brandable viral PDF's)

<http://www.stanleytang.com/recommends/viralpdf>

Audacity (audio recording tool)

<http://audacity.sourceforge.net>

MP3 conversion tool (LAME)

<http://audacity.sourceforge.net/help/faq?s=install&i=lame-mp3>

Open Office (free alternative to Microsoft Office)

<http://www.openoffice.org>

Viral Friend Generator (Highly Recommended)

<http://www.stanleytang.com/recommends/viralfriend>

Dolphin Smart Community Builder (to build your mini-myspace)

<http://www.boonex.com/products/dolphin>

Mind Mapping Softwares

Smart Draw (mind mapping software for brainstorming)

<http://www.smartdraw.com>

Mind Jet

<http://www.mindjet.com/us>

Free Mind

<http://sourceforge.net/projects/freemind>

<http://freemind.sourceforge.net>

Do Organizer

<http://www.gemx.com/doorganizer.php>

Transcription Services

Casting Words

<http://www.castingwords.com>

Escriptionist

<http://www.escriptionist.com>

Hired Hand

<http://www.hiredhand.com>

Get It Transcribed

<http://www.getittranscribed.com>

Success Transcripts

<http://www.successtranscripts.com>

iDictate

<http://www.idictate.com>

Anderson Transcription Services

<http://www.andersontranscriptionservices.com>

Outsourcing

Guru (highly recommended for upper writers and programmers)

<http://www.guru.com>

Elance (recommended for writers and programmers)

<http://www.elance.com>

Rent A Coder (recommended for programmers to create your free viral softwares)

<http://www.stanleytang.com/recommends/rentacoder.php>

Scriptlance (for cheap and simple outsourcing tasks only – not recommended for upper writers and programmers)

<http://www.stanleytang.com/recommends/scriptlance>

Editing and Writing Services (good for outsourcing articles)

<http://www.editingandwritingservices.com>

Workaholics 4 Hire (recommended for support, linking campaigns) – hourly rate

<http://www.workaholics4hire.com>

Agents of Value (long term employees for things like linking, article writing, article submission, basic webmaster etc)

<http://www.agentsofvalue.com>

Digital Point Market Place (good for cheap directories, social bookmarking submission, myspace bulletin etc. In other words, simple time-costly work)

<http://forums.digitalpoint.com/forumdisplay.php?f=60>

Internet Marketing Forums For JV

Warrior Forum

<http://www.warriorforum.com/forum>

Digital Point

<http://forums.digitalpoint.com>

JV Websites

JV Notify Pro

<http://www.jvnotifypro.com>

JV Deal Makers

<http://www.jvdealmakers.com>

JV Alert

<http://www.jvalert.com>

JV Network

<http://www.stanleytang.com/recommends/jvnetwork>

Affiliate Programs

Post Affiliate (Free)

<http://www.qualityunit.com/postaffiliate>

iDev Direct

<http://www.idevdirect.com>

All Affiliate Pro

<http://www.allaffiliatepro.com>

aMember

<http://www.amember.com>

Easy Click Mate (to be used with Clickbank)

<http://www.easyclickmate.com>

Here are some digital products retailers which you can use for your own affiliate program:

Clickbank

<http://www.clickbank.com>

Commission Junction

<http://www.cj.com>

Tagging and Pining

<http://www.pingoat.com>

<http://www.pingomatic.com>

Forums Scripts

<http://www.vbulletin.com>

<http://www.wwwthreads.com>

<http://awsd.com/scripts/webbbs>

<http://www.simplemachines.org>

<http://forum.snitz.com>