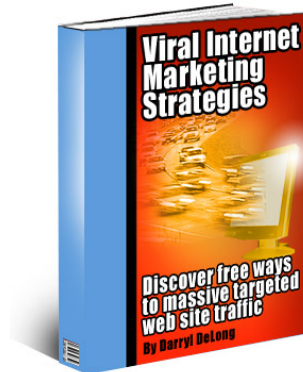


Viral Internet Marketing Strategies



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4/26/05

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How to Use This EBook

This is a free eBook that you can give away as a bonus or incentive. But it is much, much more than just another eBook!

Valuable

While you might not think so, viral Internet marketing strategies appear to have been overlooked as a topic of interest when it comes to published eBooks. If you have any extended treatment on it, it is probably something you paid a good sum for, or maybe came buried in some marketing course. Other than a few "6 principles" and "10 strategies" articles, a quick check of the first 50 listings on Google turned up only 2 eBooks on the topic. So you have something for free that is pretty rare, even if you were willing to pay for it!

A Traffic Creator

But not only is this eBook an excellent resource as you roll out your marketing plans, it has great potential as a viral marketing tool itself, to put the viral mechanism to work for you. Use it correctly and it can bring a huge boost in web site traffic, signups and sales! How does that work? Just brand it with your name linked to your web site URL, give it away and watch as your web site traffic grows. Let others do the work of making it viral, all you have to do is get it started.

Additional Profit Creator

Not only can you brand your own copy of this eBook with your name linked to your web site URL, you can add up to 11 affiliate links. Now when you give your copies away, not only are you getting extra traffic to your site, you are positioning yourself for affiliate sales. The viral mechanism can put your affiliate links before thousands of potential affiliate referrals!

But an additional huge profit potential is also in front of you...

Not only can you:

- ✓ Use the eBook strategies for your own marketing,
- ✓ Give it away to build your list,
- ✓ Drive traffic to your web site by your URL branding, and
- ✓ Grow your affiliate checks through links in the eBook...

But, when you purchase the branding rights, you can also earn 60% commission on every sale of branding rights through your personalized eBook! That's almost \$15 on each sale!

When your personalized eBook is created, the link to the branding rights purchase page will be changed to your ClickBank affiliate link, so that every person who purchases a branded copy through your eBook pays you 60%!

Don't miss the potential this has for bringing in a viral income to you! Actual sales are not guaranteed, of course. Your efforts to make sure the viral mechanism gets off to a good start with your personalized eBook are key. Your effectiveness in getting wide exposure for your personal branded copy determines your profit potential. **You don't have to sell anything; just give away a valuable resource!**

Are you ready to start your own viral marketing campaign? Get your personal branded copy of this eBook now by [Clicking Here](#). I will provide you **super promotional tools** to assist you, but it all starts when you get your personal, branded copy. Grab yours [here](#), now!

--The following page lists the eBook affiliate sites --

Chapter 1: Introduction to Viral Internet Marketing

If you remember the way you felt when you had your last head or chest cold, you may question the sanity of anyone who suggests there is anything good about a virus. Viruses can be rather nasty, after all. Antibiotics can't kill them; you generally have to suffer until your body mounts sufficient defenses to ward them off. A virus doesn't have to find a mate to multiply; it just replicates itself, again and again and again, until it can explode out of control.

Sounds bad if we are talking diseases, I will admit. But what if you could somehow harness the self-replication powers of a virus mechanism to multiply and enhance **everything** about your online marketing efforts –

Web site visitors

Opt-in list signups

Reputation as an expert in your field

Requests to be joint venture partners

Requests to advertise on your site

Sales!

The good news is: **You Can!**

The very thing you don't want creating pain and havoc inside your body is without doubt the most potent tool available to Internet marketers.

A definition of viral marketing is a good place to start explaining the power behind the concept.

Viral Internet Marketing is any strategy that works to encourage other people to pass along a marketing message to others, with the potential for explosive growth in the reach, exposure and influence of the message.

Like a true virus, a strategy fitting the definition above relies on rapid multiplication to cause the message to spread to thousands and perhaps millions.

A virus like a head cold spreads because all the elements are there to allow it to spread. If you are wondering what those elements are, I have saved that for last. That chapter is very useful as you think of ways to create new viral strategies. But I believe the first place to start is to look at some techniques that you can use to create a viral marketing campaign. Only if you have no interest in gaining more web site visitors, list signups and sales, would you want to ignore the power of the virus in your marketing effort. If that describes you, you probably wouldn't even be reading this eBook. But you are here, so **let's get started!**

Chapter 2: The Most Powerful Form of Advertising

Without a doubt, the traditional “Word of mouth” referral is still by far the most effective means of advertising. Let’s say for example you needed a new clutch for your car, but you weren’t sure which auto repair shop to take it in to get a new one. You’ve had a bad experience with all the auto repair shops you have used in the past. Your friend Doug tells you about this auto repair shop in the center of town that did great repair work for him at a very reasonable price and advised you to take your car to them. Do you think you would be more inclined to follow the advice of your friend that has already experienced what this auto repair shop has to offer? I know I would.

In the same way if a visitor to your web site likes what you have to offer, why not give him/her the opportunity to refer your web site to his/her friends? Do you have a newsletter? If so, you should always end your newsletter by encouraging your readers to forward it on to their friends.

This powerful and effective referral technique is responsible for the success of the popular Hotmail email service. If you ever had a free Hotmail email account you may remember seeing "Get your free email address from

Hotmail..." at the bottom of every email message that was sent out from their system. As a result many people signed up to get their own free email address from Hotmail and helped Hotmail become one of the fastest growing companies in history.

Here are some ways you can implement a referral system on your web site.

Use a third party service

<http://www.tell-a-friend-king.com/>

<http://www.referralblast.com/default.htm>

Software that you can install on your web site

<http://www.kcscripts.com/>

There are a few things to remember that will make the "refer-a-friend" form much more effective. They relate to the main objections people have to filling out these forms, such as:

- What's in it for me?
- Why should my friend want another email in his inbox?

- I'm not sure my friend will be interested in this web site.

The point is, your web site may not appear sufficiently valuable to first-time visitors for them to take the time to fill out the referral form, or for your friends to consider the email they receive to be worth it. Hotmail kept their promotion going by giving something away.

What can you do? Give something away, that's what! Either enter their name in a contest to win something really neat (you can do so since there will be only one, or a limited number, to give away) or give some useful eBook or script or whatever to everyone that refers a friend. If you have to pay money to get a useful eBook, that's much better than using some outdated eBook you have lying around on your hard drive – an eBook that will be totally ignored! The second thing you should do, and the one that really capitalizes on the **viral** aspect of the whole thing is this:

Make sure that with each referral email you include the same kind of offer of something of value if they refer your site to THEIR friends. It's great to incentivize the original person, but it will stop there unless you make sure that each person that receives the referral also has good reason to send it on. The original person refers 3 people, who refer 3 each (that's 9) who refer 3

more each (that's 27) who refer 3 more (that's 81), etc. Making sure everyone who gets the message from their friend also receives something of value if they keep the virus spreading! **That's viral marketing!**

Chapter 3: **Writing and Publishing Your Own Articles**

Imagine getting thousands of new visitors to your web site every single day without having to pay a cent to get them there. Does this sound too good to be true? Well it isn't and many Internet marketing experts are utilizing this one viral marketing technique to drive thousands of qualified prospects to their site every day and you can too!

So what is the secret to generating all this traffic? Answer: **Writing and Publishing Your Own Articles**

Write articles based on your area of expertise and articles of interest to your targeted audience. This will establish yourself as an expert in your chosen field and put your web site URL in front of literally hundreds of people.

Let's say for example you are selling brand new treadmills from your web site, if so you might write an article about the benefits of using a treadmill in one's exercise routine. In this example your targeted audience might be fitness enthusiasts.

Once you have identified your targeted audience you should write your articles based on their needs. Select a few keyword phrases that your targeted audience might use in the search engines to find similar content. Try to incorporate these keyword phrases in your articles with a keyword density right around 2% if possible. This will help your articles rank higher in the search engines. There are two tools I use on a regular basis to do keyword research for my articles; one is [Overture's Site Suggestion Tool](#) and [WordTracker](#).

Not good at writing? You can always hire a professional writer and outsource your article writing by using [Elance Online](#).

At the end of all your written articles it is very important that you add an Author Bio or Resource Box. In it should include a brief description about you, your web site and your web site's URL. This allows your readers to learn more about you and visit your web site. It should also include the option for others to reprint your article provided your resource box stays intact. Perhaps your article will be viewed by other webmasters who will then reprint your article on their web site or ezine linking back to your URL. This in turn will lead to even more free publicity and a significant boost in

your web site search engine rankings. The reach of a good article can be truly amazing!

Once you've written your articles it's time to post them to your own site.

Want to keep your visitors interested? Want repeat traffic? Then you need to have a good amount of informational content on your web site. Offer plenty of content and the more traffic it will generate. This will keep your visitors interested and coming back for more. Be sure to include a "Bookmark this page" link so your visitors can save your home page in their favorite's folder and easily come back to visit whenever they want to. [Click here](#) for the JavaScript that will enable you to do this. I think it is a big mistake to have a web site that does nothing but try to sell. Unfortunately a lot of Internet business owners make this mistake and usually don't stay in business for too long. People aren't necessarily looking to buy when they search online, but find information related to their needs. It's important to establish a relationship with your visitors first. They have to feel like they can trust you before they will buy from you. Question: Would you buy from someone you didn't trust?

You can build trust by making sure your visitors can contact you easily (is there a Contact Us link on your web site?), getting testimonials & putting them on your web site and offering a 30 day money back guarantee for example. Build trust and you will see an increase in your sales.

Studies show that one has to see your offer at least 7 times before they commit to buying.

Focus your marketing efforts on getting visitors to sign up to your mailing list rather than going for the quick sale. Once you've signed them up to your ezine then you can contact over and over again as long as they are subscribed to your list.

Don't have your own ezine? Not sure how to create one? [Click here](#) for a step by step guide to how you can create and promote your own ezine. I also recommend you stop over [here](#) and learn the secrets to how you can build a mailing list fast with some instructional videos that walk you thru the entire process.

If you're going to start a mailing list then you absolutely cannot do without an autoresponder. An autoresponder will allow you to automate the entire process, from capturing their email address, keeping track of all your leads and following up with them with your pre-loaded series of marketing messages that can be sent to them instantly. There are two autoresponder services that I highly recommend, one is [Aweber](#) (which I use) and the other is [GetResponse](#). For a complete users and buyers guide on autoresponder solutions check out [All About AutoResponders](#) by Glenn Gordon.

This is the secret to turning visitors into qualified prospects which in turn will lead to more sales.

Now it's time to publish your articles on the Internet by submitting them to search engines, ezine directories and free content directories.

Below are a few ways to publish them on the Internet.

Submit your articles to the search engines For FREE:

<http://www.google.com/addurl/?continue=/addurl>

<http://dmoz.org/>

Submit your articles to hundreds of ezines within a couple of minutes:

[EzineAnnouncer](#)

A list of web sites that allow you to submit your articles for inclusion to their free content directory:

<http://www.cashflowseller.com/ArticleSubmit.html>

<http://article-emporium.com/submit-article.cfm>

<http://www.ezinearticles.com/>

<http://www.allfreelancework.com/submitarticles.php>

<http://articlefinders.com/submit.html>

http://www.articlecity.com/article_submission.shtml

<http://www.businessstoolchest.com/articles/submit.shtml>

<http://www.ideamarketers.com/writers.cfm>

<http://www.marketing-seek.com/articles/submit.shtml>

<http://www.netterweb.com/artcls/>

<http://www.simplysearch4it.com/article/articlesub.php>

<http://www.vectorcentral.com/articles-form.html>

<http://www.goarticles.com/ulogin.html>

<http://www.articlehub.com/add.html>

<http://thewhir.com/find/articlecentral/suggest.asp>

<http://www.readycontent.com/>

<http://www.upromote.com/newsletter/submit.html>

<http://www.webpronews.com/submit.html>

http://www.web-source.net/article_submissions.htm

<http://www.webmasterslibrary.com/submit.jsp>

<http://www.articlewarehouse.com/>

<http://www.authorconnection.com/>

Chapter 4: Using Discussion Boards and Forums

Another great viral marketing technique you can use to leave your “imprint” everywhere you go.

Take advantage of posting messages to discussion boards and forums related to your online business. Most discussion boards and forums are free to post to and usually take only a few minutes to register with before you can start using. This gives you the opportunity to leave your signature file which should contain your web site’s URL. Your signature file should be no more than a few lines long and include a reason why they should visit your web site. Your messages should either be informative, asking a question or answering a question within the topic of the discussion thread you are posting to. Never let your message be an advertisement of your product or service. This is considered SPAM and is usually against the rules. It will ruin your credibility and anger a lot of people.

Posting to online discussion boards and forums not only will generate a lot of targeted traffic to your web site, but will also provide a link back to your web site increasing your web site popularity and providing a significant boost to your web site ranking with the search engines. There is also a

chance that your postings may get indexed by a search engine like Google. If that happens, the messages you post may be read for months or even years to come.

Online Resources:

[Directory of Forums](#)

[Forums Archive](#)

[Only Forums](#)

[Start Your Own Discussion Board](#)

Chapter 5: Offering FREE Incentives to Your Visitors

Offering free incentives from your web site is a great way to multiply your web site traffic in a matter of days.

The most important thing about this technique is to offer something of value to your visitors. Don't just give away anything. Give them something you know they will like and use. People love to get stuff for free and it's a great way to get referrals. What about a [branded screensaver](#)? A screensaver makes a nice downloadable gift and could be a great way to get your marketing message viewed on thousands of computer screens everyday.

Perhaps you could offer you visitors free software, an eBook or report that they can download from your web site. My preference would be writing an eBook and giving that away. Never written an eBook before? It's not as difficult as you may think and it's a great viral marketing tool. If you're interested in learning how to create your own eBook, then I highly recommend you grab a copy of Michael Rasmussen's eBook entitled "[eBook Marketing Revealed](#)". His eBook explains exactly step by step how you can write, publish and promote your own eBook. Of course there are

many resources out there on the subject of eBook creating, but I think Michael's book would be a great place to start.

If you do end up writing your own eBook then make sure you include your name and URL somewhere within the content of the book and offer free distribution rights to it. You want to make sure that anyone who reads your eBook will know exactly how they can get to your web site. That's why you want to include your URL. The distribution rights are very important, because this gives readers permission to give your eBook away from their own web site. The more people that download it and pass it off to others, the more FREE traffic and sales your web site will generate. If you're not great with graphic programs (which I am not!), but need a good eBook cover design then I would highly recommend the services of [Ebook Cover Art](#). They did my eBook cover and I thought they did a fantastic job with it.

There are some additional factors and considerations involved with the creation and distribution of a free eBook. The first is that you shouldn't limit the advertising to your web site. As with a product you are selling, use all the avenues at your disposal – ezines, signature files, joint ventures, etc. Contact publishers of ezines or newsletters and offer it to them as a gift or

incentive to their list (be sure you subscribe to each one first so they know you are serious and you can pass on honest compliments about the ezine). You should create a list of names and addresses of ezine publishers for this and similar purposes, if you haven't already. A sample email you could send follows (with suggested title):

A suggestion for your newsletter

Dear [Editor's Name],

I am a subscriber to your newsletter, [Name of Newsletter].

I really enjoy your newsletter, and I wanted to offer you a free gift you can give away to your subscribers.

I recently created a free eBook describing viral Internet marketing strategies. It has 62 pages and I have worked hard to make sure it has solid value. My research indicates that, while such concepts are discussed in many paid marketing courses, there are almost no eBooks available that really cover the topic as a whole, free or paid. I would love to hear what you think of my new eBook. You can download it here:

[URL to your eBook]

Once you've looked it over, you have my permission to give it away to your subscribers or website visitors.

Thanks again [Editor's Name]. Email me if you enjoy my eBook or if you have any questions or comments about it.

Sincerely,

[Your Name]

[Your Email Address]

[URL to your Free Ebook]

The second thing is that a great strategy is to offer an eBook that has real value in and of itself, but also leads the reader to purchase one of your products. This can be somewhat of a balancing act, to be sure, but is well worth working on. One approach is to think of the free eBook as supplying the “what,” while your paid product provides the “how.” The “what” is useful, necessary information but difficult to put into practice without the “how.” In other words, whet their appetite for the main course with a delectable but purposely “light” appetizer. If you do it right, you will have them absolutely drooling to get your main course!

An example is the free eBook [“Autoresponders Unleashed!”](#) and the paid product [All About Autoresponders](#). The free eBook is a somewhat introductory level treatment, but also gives some solid, useful information about autoresponders. It purposely opens the door to the reader about all the ways autoresponders are used, but doesn’t go into any detail about those uses. It leaves the reader acutely aware of the need to know this information, while also subtly conveying the idea that there is only one place he can get it. It also mentions that there are lots of factors to take into consideration when choosing an autoresponder, but leaves the question unanswered as to

what all those considerations are. The reader has to buy the product to get that information. Get the idea?

It is probably easier to write your full-meal version eBook first, then ask yourself what portion of that information will be most appealing and enticing when separated from the rest of the eBook. Some thought along that line will help you create the free version. If you sell information products, even if you didn't create them, you could use this technique, with an obvious caution. Don't infringe on the copyrights of other authors, even if you're not selling the resulting product. Instead, to create your free eBook, take overall concepts from the product you will be selling, supplement them with other information and restate these ideas using your own style and words.

There is another important aspect of creating your free eBook. I have mentioned the fact that the viral effect should bring visitors to your web site if you include your URL in the eBook. But don't stop there! Not all readers will come to your web site even if they have some interest in your web site topic. So you should, as part of the useful information you provide to your readers, include links to other products they might want (not competitors to yours, of course), and wherever possible, become an affiliate for those

products and make the link your affiliate link. Then, as the eBook gets passed on, your affiliate links get passed along as well, gaining you some sales. Be sure to do this with restraint; the idea is not to just publish a book full of your affiliate links. Instead, weave the links into appropriate places in the text, so that you are in fact doing the reader a favor in pointing out useful products, tools and resources. And of course choose affiliate products that you actually feel are useful and the best of their type.

And finally, add one more significant wrinkle – offer branding rights to the recipients of your free eBook, as I am doing with this one. If you have a popular, useful eBook, readers will recognize the viral potential of having it advertise for them instead of just for you. And don't depend on them to figure it out for themselves; tell them what it can do for them! You can offer branding rights for a reasonable amount and take advantage of the viral effect to garner significant sales.

And, in addition, offer to make your branding rights buyers **affiliates** so they can also make profits on the sales of branding rights that occur through their personal branded eBook. **This is powerful; don't miss it!** You are offering them the opportunity to earn large commissions for giving away a valuable

resource! This is much easier than selling, of course. You have the responsibility to set up a powerful sales page that converts well; all the affiliate has to do is spread the virus by giving away a valuable, useful eBook.

Be sure to offer your purchasers of branding rights the best value you can. That means, that in addition to just offering affiliate link branding, you should allow them to place their name and web site URL in the eBook as well, on every page if you can. You don't need to take your name and URL off, you can include both. You are the author or originator of the book; the purchaser is the sponsor, or something along that line.

To help feed the virus, offer useful promotional tools to help your affiliates spread it further and show them how they can use those tools. For example, I am offering a sample web page that can be used to offer this free eBook and built an opt-in list in the process. Sample ads are available to give them ideas that they can use to draw visitors to their site with the free eBook offer, along with an autoresponder series. Do all you reasonably can to make it easy to use your eBook for all it's worth.

It used to be that you had to create an .exe type eBook to offer rebranding. That format had several disadvantages relative to the PDF format, for which rebranding wasn't possible. Mac computer owners couldn't open the .exe type books and they were difficult to send and use because they could contain viruses. Fortunately, that limitation is a thing of the past. Products like the [PDF Brander](#) are available to automatically rebrand PDF format documents. It's automatic and requires no work on your part after it is set up. That's an important factor, of course, in making a virus spread. I recommend creating your eBooks in PDF format, then you can also offer rebranding.

Now that you understand the viral potential of free eBooks, you don't want to miss the opportunity to make this one create a virus of traffic and sales for you. To do that, as I have described above, you need to have your own version of this eBook, with your own affiliate links and your own name linked to your URL. When you purchase the branding rights, your version is created on the spot - almost instantly. The promotional tools I am providing - web site, banners, ads, autoresponder

series, etc. will now work to bring you affiliate sales and site traffic, not just opt-in list signups. **And, best of all, you will be in position to receive a whopping 60% commission on any branding rights sales that come through your personal branded copy.** Remember, you don't have to sell the eBook or the branding rights. All you have to do is give away a valuable resource to trigger a potential flood of marketing success! Start putting this viral marketing concept to work for you today! Click here to get all the details!

Chapter 6: The Viral Web site

As I mentioned in the previous chapter, the power of FREE is hard (actually impossible) to match. Giving away something free from your web site is a great incentive and, properly advertised, will bring in a large number of visitors, especially as those visitors spread the word that there is something of value being given away on your web site.

Usually this strategy involves adding the free item to the web site where you sell your products. I want to suggest a different way of looking at the power of “free.” That is, instead of having your web site feature something free that hopefully will be of interest to people involved in your niche area, consider setting up a free content web site. It’s not a new concept. What I am referring to is setting up a site where the main feature is the joke of the day, weird news story of the day or funny picture of the day – something that a wide range of people will come to, not because they will download anything (although you could do that as well), but because they enjoy what you have to offer.

Why in the world would I want to do that, you ask? Numbers. While you aren't attracting visitors who necessarily have interest in what you are selling on your main site, you now have thousands of eyeballs (if you do your site right) and some percentage of them will click through the text ad or graphic you place on your site. This site doesn't replace your main site, it is just a feeder site that funnels some traffic to your main site or sites. I'm not suggesting a page full of blinking banners, either. That approach turns most people off like a seedy sideshow hawker with striped pants and tobacco-stained teeth. A tasteful site with just the main feature (joke or whatever) plus your tasteful graphics and/or text ads that feature your main site(s). Where do you get your material? Use the power of syndication. You can find lots of information that can be placed on your site automatically, so there is no ongoing work on your part – very important, of course! You may have to pay a small amount or you may be able to place it for free if there is a link to the source included. And don't worry about the fact that the free content isn't original. The Internet is so big that chances are good that you will attract a lot of visitors that aren't aware the same content is available somewhere else.

If you will be putting ads for several of your sites on the free content site, you could rotate your ads to see which ones have better appeal to the site visitors you have. You can also play with several other elements. You could have a signup form on your site so that you can send an email when new content is up (if it's not changed every day). Any number of variations is possible; play with them to see what works best for your site and your visitors.

For an example of such a site, go [here](#). The owner says this site requires about 20 minutes to prepare a new page for uploading, which is done a few times each week. The result is about 3000 visitors per week and about 300 visitors click to the sales page. Not bad.

You can spread the word about your site by posting in news groups, putting it in your email signature, etc. Since it is a general interest site, there is almost no place that you could not appropriately give it a plug.

A few syndicated content sources are:

<http://www.ideamarketers.com/syndicated/>

<http://www.wilsonweb.com/syndicate/>

<http://www.freshcontent.net/>

<http://homebiztools.com/content/syndicate.htm>

<http://www.ez-entertainment.net/EZfeed.htm>

Chapter 7: Starting Your Own Affiliate Program

I cannot emphasize enough to web site owners the importance of starting your own affiliate program and the unlimited amount of free traffic and exposure it can bring to your web site. Simply put, having your own affiliate program can be the easiest and quickest way to expand your market reach and increase your sales.

An affiliate program allows you to build an army of sales people who will eagerly promote your web site for you (free advertising) in return for a commission fee if your product or service sells. The great thing about it is you don't pay your affiliates anything until they earn a profit for you and you can set your commission fee to any amount you desire. You can set the affiliate commission rate at 50% for example of the final purchase price if you wanted to; it's entirely up to you. You can use these affiliates to test out new marketing ads & banners. It's a good way to find out what's working and what's not with very minimal risk and without spending a lot of money on advertising. There are a number of ways to go about setting one up that I will discuss in a moment, but first you need to decide on the following:

How do you want to compensate your affiliates? Per sale generated or pay-per-click leads?

If you offer multiple products or services from your web site do you want your affiliates to promote all of them for you or just a few?

How about starting a two-tier affiliate program, compensating the affiliate for sales his referrals make too?

Do you want to pay a percentage of the selling price or a flat rate?

Do you want a global affiliate program with affiliates from around the world or just affiliates in your own area?

Do you want to require your affiliates to be purchasers of your product?

In order to run a successful affiliate program you need to make things as easy as possible for people to join. I should be able to go to your web site and quickly find a link to your affiliate program that explains exactly what I need to do to join and the commission I can make by generating sales of your product or service. Also, you should offer as many marketing tools as possible to your affiliates in order to promote your web site, sample ads, multiple types of banners of different sizes, text links, real-time stats and e-mail notifications when sales are made. Once your

affiliate program is setup, it is totally automated and works 24 hours a day, 7 days a week for you. All you will need to do is promote it, cut checks when sales are made and mail them out. It's really that simple.

There are several resources you can use to set up your own affiliate program.

If you're in need of a great no-monthly fee merchant account with affiliate setup and tracking capability, you could use a service like Clickbank. They provide a payment facility and will track all your affiliate sales. You can find out more by visiting [ClickBank](#).

If you already have your own merchant account but want to outsource your affiliate program to handle signups and track your affiliate stats for a small fee, you could use a service like <http://www.linkshare.com> or <http://www.cj.com>.

You can also purchase software that is an all-in-one affiliate management solution such as [AssocTrac](#) or use [QuickPayPro](#) **which will automate** your credit card processing, do follow-up marketing and is a complete affiliate management solution.

Here are some resources you can use to promote your affiliate program.

<http://www.revenews.com>

<http://www.associateprograms.com>

You can also promote your affiliate program on your own web site, ezine, or affiliate networks (commision junction, linkshare, clicksgalore, clicktrade).

Link popularity, discussed in detail in a later chapter, plays a huge role in the ranking of your site on the search engines, especially with a search engine like Google. The more sites that point to your domain will greatly increase the chances of web site ranking higher in the search engine. In my opinion, one of the quickest ways to get hundreds of sites to link to yours is by starting your own affiliate program.

If you're interested in learning more about search engine positioning go to the following web sites.

<http://www.sofer.com/research/searchmain.html>

http://www.evolt.org/article/10_Steps_To_Higher_Search_Engine_Positioning/20/60390/

<http://www.marketposition.com/newsletters.htm>

<http://www.submitcorner.com/>

<http://www.rankthis.com/>

http://www.globalserve.net/~iwb/search_engine/secrets.html

<http://www.worldwidelearn.com/online-training/search-engine-positioning.htm>

<http://www.thesitewizard.com/archive/google.shtml>

Chapter 8: Joint Ventures

You won't be involved in Internet marketing long before you see the term "Joint Venture." Perhaps you are familiar with the term from its application in the business world but don't see how it would apply to Internet marketing. Actually, it is one of the most exciting ways to generate targeted web traffic that you will find. For purposes of definition, you could say that a joint venture is an operation involving two or more Internet marketers, each contributing unique resources for their mutual benefit. That may sound a little stuffy, so look at it this way. Say you and your neighbor both need to plant trees in your respective backyards. He only has a wheelbarrow and you only have a shovel. Neither of you can do the job effectively by yourself, but together you can accomplish the job for both of you. That's a joint venture (backyard variety!).

Similarly, in Internet marketing, each of you contributes something that the other lacks, so that you both benefit by gaining more sales, site visitors and subscribers. In the majority of cases, this involves a product and a list. You may have created an explosive eBook (like this one!) but since you have been in marketing only a short time you don't have a very big list of people

that might be interested in your eBook. But you have a friend who is also marketing online, and he has an opt-in list of 5000 subscribers that have already expressed interest in the topic of your eBook. In a simple joint venture, he emails his list about your eBook and keeps a commission on any sales. You make a percentage on every sale and get a large number of targeted traffic to your site. The traffic may turn out in the long term to be more valuable than your immediate eBook sales. That's because, if you have an attractive site set up to entice visitors to leave their email address, a good portion of your friend's list becomes your list!

Joint ventures often are more complex than the simple one described above. You will see many joint ventures involving several marketers, perhaps a dozen or more. Sometimes a product isn't even sold – the main purpose is to get traffic to the web sites of the marketers and build their opt-in lists. In this kind of joint venture, each marketer contributes some product they sell or own. Then the JV may proceed any number of ways. The marketer (or marketers) with the list(s) may set up a contest, where the winner or winners gets all the products. Another way is to offer the participants the choice of one or more of the products if they visit all the web sites involved and sign up for all the opt-in lists of the marketers.

You could also do ad or article swaps (assuming you and your JV partner both have an ezine or newsletter). You could offer an eBook you have written to another marketer to be given away on his or her site. You have your name and affiliate links inside, and may give the eBook both more value and a viral quality by allowing the recipient to change some of the links to their own so they will want to pass it on. Your JV partner, in turn, has something of value to offer to his or her site visitors or subscribers. These are just a few possibilities; the options are limited only by your imagination. To summarize, here are some general types of JVs for you to think about.

Cross promotion – promote each other’s product or service, such as ezine ads in each other’s ezine.

Co-development – work together with another marketer to create a product such as a book, which you both can sell.

Product endorsement – pay a percentage of profits to your partner who endorses your product to his list.

Cooperative list building – similar to cross promotion, but concentrates on building the opt-in lists of each.

Regardless of the details, all the participants get a large number of visitors to their sites and the opportunity for their opt-in lists to grow dramatically.

Are you ready to start a joint venture? There are several things to consider before you rush into your first JV. First you need to select the right JV partner. A wrong choice can spell disaster for your project. It's best to start with people and businesses you already know and trust. If you have already decided all the parameters of your joint venture, it will be easier to choose the partner – it is someone that can complement what you already have.

Using a simple example, if you have the hot eBook, you need a partner who has a list, not another hot eBook. But if you have bigger plans for your first JV, you may want to partner with another eBook owner and together seek out additional JV partners with complementary resources. To help you get ideas and pick up additional JV partners, talk to your marketing friends about your JV idea and see what suggestions they might have.

If you can't find the JV partner you need from among your friends or business acquaintances, you may need to seek them out other ways. If you subscribe to several ezines (and you should!), their publishers may be good candidates since you presumably are subscribing to ezines that target your area of interest. If you don't know of any good ezines that target your market, look at [Directory Of Ezines](#).

What about the details of your JV? That will vary greatly depending on the type of venture you have in mind, but here are some general guidelines. If you will be offering a commission on sales, be aware that the average is about 50%. This may seem high, but, to restate the old adage, would you rather have 50% of the profit from 100 sales or 100% of none? You are unlikely to attract any serious JV partners if you are only offering a commission of 15 or 20%. Also, you are unlikely to attract many quality JV partners if their commission is less than \$25-30. So a \$10 eBook simply isn't a good JV attraction. And when you talk to someone about a JV, if you will be proposing to provide a product, offer it free so they can properly evaluate it – don't expect them to pay for it.

When you get ready to contact site or ezine owners you don't know, you need to create a good JV proposal letter. Remember they are busy just like you and won't read a long letter, so keep it short. Since the recipient probably regularly receives JV offers, you need to make yours stand out.

Following is a sample JV proposal you can learn from. It will of course need to be modified to fit the details of your proposed JV. In addition to an email (or instead of one), try faxing a copy to your potential partner; it is more likely to get their attention.

Dear _____,

My name is _____ and I visited your web site at http://www._____.com today and was extremely impressed with the quality and content of your Internet marketing articles. The article on _____ was especially helpful to me.

I run the _____ site at http://www._____.com and would like to offer you a free copy of my package. I would also like to discuss the possibility of a joint venture between our companies which could significantly increase the profits from your web site.

Please call me at _____ or email me at _____ at
your earliest convenience.

Thank you,

_____@_____.com

http://www._____.com

If you hit a brick wall writing a good JV proposal letter, you might look for
resources from the following:

[How To Write Hypnotic Joint Venture Proposals](#)

Here are some other resources to help you in your joint venture.

[Instant JV Letters - Create Profit-Pulling Joint Venture Letters In An Instant](#)

<http://www.agora-business-center.com/0203jointv.htm>

<http://home.earthlink.net/~fpearce/Jointventure.html>

<http://jvprofitpower.com/>

<http://jvsecretsrevealed.com/>

<http://jv-network.com/homepage.php>

<http://jv-exchange.com/>

Chapter 9: Reciprocal Links

Reciprocal links are an important step in your overall plan to get site visitors. What are they? Reciprocal links are mutual links you and some other web site owner agree to post on your respective sites. Why are they so important? It goes back to the basic nature of the Internet. The Internet exists as an information medium. When you go to a search engine, you are looking for links to the information you need. The better information sources have already been found by others, many of whom thought so much of those sources that they placed links to them on their web site. So the number of other web sites linking to a particular source of information, the better the chance it is a good source of information. All the major search engines take link popularity into account when they determine how to rank the results of any search. The end result is that to get a good ranking in the major search engines, an important step is to make sure there are lots of other sites that link back to yours. And, since the links are reciprocal, you will need to put a link to each site that links to you. You can't expect someone to link to you unless you link to them.

All right, you say, I will get all my friends to put links to my site on their sites. Not so fast! The number of links isn't all that matters! In addition to looking at the number of links that point to your site, the search engines also examine the quality of those links. Links from sites that are relevant to yours rank highest. If you sell dog food, for example, some good sites to link to yours would be pet toys, dog training, dog grooming, etc. Acquiring a lot of links that don't relate to your site not only doesn't help your search engine ranking, it will hurt it, because the search engines will assume you are trying to fool them into thinking your site is popular with a lot of "junk" links. Don't worry, there are lots and lots of relevant sites to do reciprocal linking with.

The number one ranking for any search term isn't entirely determined by the number of links to a site, but it is an important factor. And, as you know, having a ranking in the top ten for a search term will guarantee more visitors to your site. But in addition to improving your chances of being found through search engines, having links to your site on lots of other sites means you will get exposure to many site visitors who look at the links page or links section of a site for other related sites to visit. And, the more places

your name and site name pop up, the more you are likely to be recognized as an authority on the topic of your site.

So how do you go about building reciprocal links on my site? First of all you need to realize that reciprocal link building is an ongoing process, not a one shot deal. It needs to be something you continue to work on, although some of it can be automated. You will want to build a links page on your site, where you will place links to other sites which are also linking to you. Since you expect your links page to grow, you should establish separate link categories, all relating to the theme of your site. You can get an inexpensive script for creating and managing a link directory at [Linking101](#), not to mention a lot of good, general information about linking. On your links page, be sure to include simple instructions for anyone who wants to link with you. Many sites include a short piece of HTML code including all your link information, ready to be placed on the reciprocal sites links page. Be sure to place an easily-found link to your links page on the main page of your site as well.

Now you are ready to go looking for relevant link partners, sites that are complementary to yours, but not competitors. You can do it the manual way,

by doing searches on your site's favorite keywords. When you find a site, evaluate it for content relevant to your own, evaluate its quality and note its search engine rank. If you have to choose between a site that is ranked #2 and one that is #20, always choose the higher ranked site. Look for the links page, where you should find instructions on initiating links between your sites. If you don't find one, it usually isn't worth your time to contact the webmaster to inquire about links; go to the next one.

One method to speed up the process is to use a free service from <http://linkpopularity.com/>. From this site you can check the link popularity of your site. But, you can also check which sites are linked to your competitors – particularly your competitors with the high search engine ranking. With that information, you can go to each of these sites and most likely get a reciprocal link. A similar product, Link Survey, is available at <http://www.antssoft.com/linksurvey/index.htm>.

Another system for speeding up the process is <http://links4trade.com/>. Although not free, it also helps to manage the headache of link page maintenance.

More useful tools for finding link partners can be found at [Link Capture](#)

You can also sign up for the free [SiteSell Value Exchange](#). It registers your site as one that is seeking reciprocal links and searches for sites with similar content.

Link exchange services which claim to completely automate the link exchange process can be found at <http://www.powerlinks.com/> and <http://www.softbizscripts.com/link-exchange-script-features.php>.

A quite amazing tool you might look at is called Zeus, at <http://www.cyber-robotics.com/index.htm>. Zeus is an intelligent robot that builds a link directory and creates reciprocal links for your web site. A free version is available. You can also find a group of Zeus users ready to swap links at <http://www.zeuscollective.com/>.

Regardless of how you do it, continue to pursue reciprocal links; you are sure to find it rewarding!

Chapter 10: **Viral Marketing Strategy Elements**

So far we have looked at a number of viral marketing strategies. As you can see, this is a deep topic; to go into detail on each strategy would make this a very long book.

But, having absorbed the impact of some of these marketing strategies, you may want to create some new ones of your own. Perhaps something I have said has already caused bells to ring in your head, and that's a good sign. It means you have begun to internalize the basic concept I have presented. When you begin to understand the concept you may begin to see a large number of ways to apply it that extend well past the examples here.

But perhaps you need a little more discussion of the foundational concepts to begin to extend viral marketing strategies to entirely new areas in your online marketing effort. To help you do that, I have assembled some of the elements underlying viral marketing.

There are at least 8 elements that are involved in most viral marketing strategies. The more elements that are present in any given strategy, the

greater likelihood of success in the overall strategy – the greater the viral intensity and scope.

1. **Something free is given away**

The word “free” continues to be the most attractive word in the marketing world. Even if he intuitively knows it’s not entirely free, a person reasons that it is likely that he will get some value beyond what he has to pay, whether it is in time or some required purchase. Using “low cost” or “inexpensive” will draw some attention, but not like “free.” As the marketer, you don’t have to make your profit today, you are willing to wait while your free offer creates the virus swell that brings later profit, and much more of it. Free brings the visitors that see something you are selling that they need. Free draws visitors that have an interest in the topic of your ezine. If you already have a reputation that brings site visitors, you may not need to use the word “free” anymore. But if you are just getting started or in the process of building a reputation, nothing beats “free” to draw a crowd. As has been said innumerable times, the best site in the world that nobody knows about is just wasted effort. Free is not a substitute for building an attractive site, having good products and offering sterling

service. But all those things with no visitors are useless. Free is an essential element of a good viral Internet marketing strategy.

2. **The free item must be valuable, funny or interesting**

Free is great, but it's not enough. It has to have an appeal to the receiver to cause him to want to spread it to others. Different people may value it differently, but it has to have sufficient appeal in the eyes of sufficient people, or it will die without spreading significantly.

3. **The message transfers effortlessly**

Disease viruses spread because they take advantage of the normal activities of people, whether it is sneezing, coughing, failing to wash their hands or simply touching a doorknob. A virus that doesn't spread effortlessly won't spread far! Whatever method you use to spread your marketing virus, it must work effortlessly and on its own. Don't expect a marketing strategy to go viral if you have to send every email or approve every request for a free item. It ain't gonna happen! You have to take advantage of the ease with which email can be forwarded and a digital file can be copied. And, when the medium is correct, the message must be right. It takes both. If you require a long message to

be read to the end before it can be sent on, you have wasted the effectiveness of the medium. Keep your message short and compelling.

There is another aspect of this element. Not only must the spread be effortless on your part, it must be easy for the individuals involved in spreading it. I have looked a few times on sites offering free fonts.

Almost invariably, the process involved clicking links that only produced more links, instead of any fonts, until I just gave up. I don't bother clicking anywhere anymore that advertises 10,000 free fonts.

They may be there, but they are so hard to find that it's not worth it.

Your viral marketing strategy has to be easy to use as well. If you look at it from the standpoint of the visitor, you can decide whether the process is in any way cumbersome or hard to use. If in doubt, have some friends or other individuals test it just for this factor.

4. **The strategy scales easily**

Some strategies that have viral elements work well on a small scale but collapse under their own weight as they start to spread. Don't start a viral marketing strategy that requires you to add more servers every

time the numbers double, for example. A virus that kills its host won't spread far!

5. **The strategy employs common human motivations**

We have already seen that the word “free” is a big factor in making a strategy go viral. The reason, of course, is that a fundamental human motivation of greed is involved. Other motivations that you can build into a viral strategy are the desire to be popular, to achieve power or wealth, etc. For example, you might write an article in your ezine that promotes some marketing strategy. You invite your readers to comment on how effective they think the strategy is, and promise to publish their comments in a follow up article. People love to see their name in print, especially if they are in the position of appearing to be an expert. This strategy in itself isn't viral, but illustrates the kind of human motivations you can use in your marketing strategist. It is worth thinking through what common human motivations would be likely to be employed when you devise a new viral strategy. If there are none, you aren't likely to be successful.

6. It employs available communications media

We saw the need for a virus to use the normal, everyday activities of human beings to spread. But there is also a need for an existing communications method. What communications method does your viral marketing strategy employ? If doorknobs and handshakes were outlawed tomorrow, the rhinovirus (the nasty critter that gives you the head cold) would be largely out of business. If you are depending on a largely unused communications medium, your strategy is likely doomed before your start. Involve the common human desire to have a network of other people. Everybody has both a close network and a broader network; the size of each will vary from individual to individual. Network relationships develop on the Internet as well. The simple acts of collecting email addresses and adding web sites to your favorites list is a form of networking. When you set up an affiliate program or an opt-in list you are utilizing the value of networks. Placing your message in the existing stream of communications is an important factor in making a viral marketing strategy work.

7. It takes advantage of the resources of others

There is an old saying that goes “Learn from the mistakes of others;

you can't live long enough to make them all yourself." Similarly, a good viral marketing strategy will involve using the resources of other people to make it go ballistic. Publishing a news release that is picked up by a few hundred periodicals will likely end up on a number of web pages. If you give away free articles, they too will end up being seen by thousands of eyes on the web sites of others, not just yours. Starting an affiliate program means that graphic and text links will end up on innumerable web sites other than your own.

8. It does not reward the viral participants for spreading the virus

While this might sound a little strange, this element is the one that separates a viral strategy from a pure affiliate arrangement. Although an affiliate program can have some viral qualities, a true viral marketing strategy doesn't depend on the participants getting rewarded for spreading the message. The viral quality is in the value to the recipient in receiving the message, not in spreading it. In other words, if you have to somehow reward everyone to spread your message, you have some kind of affiliate program, but not a true viral marketing strategy. The recipient in that arrangement would wonder

about the value if the person he received it from had to be bribed to pass it on.

You can use these elements to evaluate your next viral marketing strategy. How many elements are included? Which one or ones are somewhat weak and need to be beefed up? How can you change your strategy to include more of them? These are some of the ways you can use these strategy elements to create a killer viral strategy next time out. **Let's go viral!**

Chapter 10: It's Your Turn!

Now you have seen the various strategies to make your marketing effort employ the power of the virus – effortlessly spreading and bringing you the marketing results you are looking for. From the practical methods to the elements that must be present to really make a viral strategy work, you have seen it all. The question is, what will you do with it? An astonishingly large number of people acquire eBooks that they don't read and don't put into practice. It is perhaps no surprise that an equally large percentage of online businesses fail each year.

But you don't have to be one of them!

You can start implementing viral marketing strategies with something you already have – this eBook! It was designed with that very purpose in mind. But it won't happen if it just sits on your hard drive.

Sure, you can use it as a valuable bonus or incentive with other products you are selling; it is unique enough to serve that purpose well. But if you have learned anything from this eBook, **you won't stop there.**

It is already going viral for **me**.

It will only go viral for **you** – for **your** benefit – if you make it your personal eBook by purchasing branding rights. When you do, you will have your **name** linked to your **web site URL** and **affiliate links** inside, and, the branding rights purchase link will become **your affiliate link**, earning you **60% commission** – **nearly \$15** – for each sale!

Don't let another day go by just reading about ways to supercharge your marketing, **do** something about it.

Go **here** to get the whole story about how easy and quick it is to have your own personal version, ready to start your own virus of web site traffic, leads, and sales.

Frankly, I feel insulted when I read ads offering to set you up in business online to make fantastic profits and claim you don't have to place any ads, make any calls – everything is done for you! I have to ask myself, if I don't have to do anything, you don't really need me, you just need my money – to continue placing these ridiculous ads and pocketing the difference!

I'm not claiming you don't have to do anything, and I certainly can't make promises as to what your commission checks from ClickBank will be. I am saying that what you need to do to start a viral campaign with this eBook **doesn't involve selling anything**. You just have to give away a valuable, virtually unique resource. The better job you do of that will bring more signups, site visitors, sales of your products, **and, fat commissions** on branding sales of this eBook.

It's time for you to put your viral marketing campaign into place. Now you have the knowledge and the tools to start a flood of site visitors, signups and sales. It all starts **here!**