



How to Profit by Creating
Your Own Viral Marketing Tool

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Table of Contents

[Introduction](#)

[What Is Viral Marketing?](#)

[Unleashing Viral Marketing's Power](#)

[The Simple 3-Step Viral Marketing Plan](#)

[Additional Tips and Tricks](#)

[How to Make Money With This Report](#)

[Special Bonus!](#)

Introduction

Welcome!

I want to congratulate you. You are about to learn some of the best kept secrets of Internet marketing!

Don't let the size of this report fool you!

This report may be short, but that's because I haven't included any "fluff". You're not going to find a lot of extras here, just the facts. I'm going to get right down to business and teach you the secrets of viral marketing

In the next few pages you're going to learn exactly what viral marketing is and how you can unleash its power (just like the pros do) to boost your online business.

After you've completed this report you'll have all the tools and training necessary to increase your profits, generate more traffic, and build your mailing list. The best part is that it's fast, and easy once you know how!

What is Viral Marketing?

Viral marketing is a term used to describe marketing that spreads like a fire or a virus. It is passed along from one person to another.

The phrase was first coined in connection with Hotmail. Hotmail would add advertising to the bottom of every email sent by its users. The advertising advertised Hotmail itself. Hotmail's user base grew very rapidly just by using this word of mouth advertising.

Viral Marketing has grown and matured since then and takes on all forms. These include "suggest this site to a friend" links, emails that are passed along, Internet movies or jokes that people share with one another, and even software that is passed from one user to the next.

Unleashing Viral Marketing's Power

Viral marketing has several key benefits. These include:

- Increasing Sales
- Generating Targeted Traffic
- Building Mailig Lists

While not an exhaustive list, this is the one we are going to work with for this report.

You should have one of these 3 goals in mind when creating your marketing "virus". I'll show you how to mix and match these goals, but for the most part I want yout to choose one of these goals as your primary goal.

The Simple 3-Step Viral Marketing Plan

In this section you're going to learn exactly what you need to do to create a hot, profit-generating viral marketing tool that you can unleash on the world!

Step 1 - Create a Viral Product

I created my first viral product by accident several years ago. I wrote a simple e-book describing how to set up an online business. The e-book is ***Virtual Vending Machines*** available from [LaserBeam Marketing](#).

I offered the book with resale rights, meaning that anyone that purchased the book could also sell it and keep all the profits. However, I put a small announcement in the book stating that I would gladly set up their website to sell ***Virtual Vending Machines*** for a fee. To this day I still make money from that link! Yet, I've never had to do anything else to get those customers.

Now I continue to build my "army" of viral marketing products. You can see two of my current favorites (and get free copies) right here: [Free Marketing Tools](#)

Now, if only I had known then what I know now I could be profiting even more!

So, how do you create a viral marketing product?

We are going to focus on a very specific type of viral marketing tool - informational products. This report is a prime example. Think of some piece of information that the people you are trying to attract would be interested in.

Let's assume, for example, that you are selling diet pills. Your goal is to get people to visit your website, possibly sign up for your mailing list, and (of course) buy your products.

So, you are going to write a brief report that would interest people trying to lose weight. This might include some recipes, a workout plan, and even some other helpful guidelines. You need to give your report a great, attention-getting title like *The Incredible 7-Day Weight Loss Plan*.

When you write your report you need to put several things into the report.

First, you are going to need to include links to your website. These should be links to additional information, or, if you talk about your product, they could be links to that product. Links to other recipes or videos demonstrating the workout routine would also work. This gets people to your website. You could also add a link for people to sign up for your newsletter or even a brief email course of some sort (this gets people on your list).

These links could also be to related products - products from other people that offer an affiliate program. Simply sign up for their affiliate program and include that link in report.

Next, you'll want to give people an incentive to pass along (or even sell) your report. Here are some good ways to get people pass along your report:

1. Allow people to sell your report and keep all the profits.
2. If you have an affiliate program you can let people customize your report with their affiliate links. That way they will earn a profit on each sale you make. You can create a Custom PDF that's fairly automated by purchasing a copy of my **Custom PDF Maker** script available from [LaserBeam Marketing](#).
3. Customize a copy of the report with a name or website name so that the report is "sponsored by" the person giving it away.

Now that you've got an idea for your product, you actually need to produce it.

By far, the fastest and easiest way to get your Viral Marketing program off the ground is to create a PDF. Simply type up your report in our favorite word processor. Then, you can use a product like [PDF 995](#) to turn it into a PDF file. The software is completely free and it's easy to use. Be sure to get the PDF Edit program as well so you can add hyperlinks to your PDF.

Another way is to create your own "software". You can easily create a Windows-based informational software program by using an inexpensive program called **Easy Ebook Creator** available from [LaserBeam Marketing](#).

Step 2 - Spreading Your "Virus"

The next part of the process can actually be the most challenging. Now that you've created a great Viral Marketing Tool, you need to let the world know about it. That means **advertising**.

Here are just a few ways to advertise your product without breaking the bank:

- Free Online Classified Ads. Place ads on the various online classified websites. Many of these are free. Just do a search for "free classifieds" in your favorite search engine and go to town!

- eBay. As long as you are the copyright owner of the product, you can sell it on auction sites like eBay. www.ebay.com

- StormPay and other online auctions. I really like StormPay's auctions. The great thing is that you can list your items for free! You do have to set up a StormPay account, and they are more expensive than PayPal (as far as fees go), but I've had really great response from my StormPay Auctions. Plus, the listing rules aren't as strict as eBay's. http://www.stormpay.com/stormpay/user/user_auctions.php

- Ezine Advertising. Ezines allow you to really target your audience - there's an ezine for just about anything. Writing articles for ezines and placing small ads in ezines is a great way to promote your new viral product. Here's a great way to "test the waters" with eZine advertising. It's very inexpensive and gets you in lots of ezines fast. [Noozles](#)

- Google Adwords. If you've ever used the Google search engine, then you've seen those ads at the right of the page. These are a great way to make money. If you really want to know the inside secrets of making money with Google's Adwords then I **highly** recommend [Google Cash by Chris Carpenter](#)

- Use your current list. Your own in-house list is, by far, the most powerful marketing tool that you have. They've purchased from you before and probably will again. Blast out an email announcing your new report and give them 1st crack at it!

- Put it on your website. Put links to it on your website! I recommend you require people to sign up for your mailing list to get access to your report.

Step 3 - Get Paid!

Continue to repeat the 2 steps above and then wait for your payments to come in! This is the fun part of the process!

Honestly, this is exactly how simple this process is - it just takes some time to get the word out about your product.

Additional Tips and Tricks

Ezine Fire is one of the greatest ways to get the word out about your product. You simply put a small piece of code on your website. Visitors get a very "nice" popup offering 2 ezines that they can subscribe to. Every time you show the ad on your website you earn credits. Your ad is then displayed on other sites (very Viral, eh?). Sign Up for [Ezine Fire](#)

A mailing list is by far the most important thing you can do in growing your online business. Use your new viral product to build your list quickly. Put a link on your website where visitors can join your list and get a free copy of your viral report. These prospects should be added to your autoresponder and you should follow up with them on a regular basis.

If you don't have an autoresponder, then I **highly** recommend Aweber. Their system has so many great features that I can't even begin to list them here! Once you have a subscriber base you can blast out emails whenever you want, or simply let the autoresponder do the follow-up work for you. Check out [Aweber's Autoresponder Service](#)

Here's a really fun and attention-getting way to create a viral product! Use Audio! This service is really a blast. In just a few minutes you can create any number of audio-based messages. I've even created presentations or audio-information products and sold them. It only takes a while to record your program and it's easy to do. Check out [Audio Generator](#)

Maybe you're not satisfied with a simple PDF or eBook. Maybe you've got gradiose dreams and want to make a truly unique piece of computer software. Well, now it's entirely possible - without having to learn any computer coding at all! The best part is it's really easy, fast and you have your own computer software in no time. [Make Your Own Software - Fast, Easy, Fun!](#)

I've built and hosted over 25 websites and have tried a variety of low-cost hosts. Believe me when I tell you that not all web hosts are created equal! I finally found one that was fast, honest, responsive, and **really, really inexpensive!** Their tech support is second to none! They have a 1 hour response guarantee, but I don't think I've ever had to wait more than a few minutes for answers to my questions. [Best Web Hosting](#)

How to Make Money With This Report

How would you like to make some money with this report?

There are two ways to earn some extra cash with this report. First, you simply re-sell it. I don't really care what you charge, and I'm sure that there are those that are going to simply give it away. So, you'll have to test it out and see what the market will bear.

However, the second way to profit with this report is by ordering a branded copy!

Throughout this report there are several links to products and services I've recommended. When someone clicks on a link and then makes a purchase, I earn a commission. However, anyone that chooses to brand the link will be able to replace my affiliate links with their own (pretty viral, eh?)!

Now, not everyone you give (or sell) a copy of this report to is going to choose to upgrade. That means that your links will still be active and will earn you a little extra income! Many of the affiliate programs pay as much as \$10 a month, over and over again. Others pay a single one-time fee, but that fee is as high as 50% of the product.

Plus, your name and website will appear on the front cover in the "presented by" section.

To get your own personalized copy just [Click Here to Upgrade](#). You'll have full instructions on how to complete the upgrade process and download your customized copy of this report.

Special Bonus!

Do you have a great idea for a Viral Marketing product, but just don't know how to get started?

Then my consulting service may be for you! Imagine having me working with you, hand-in-hand to develop your product, marketing materials, website, ordering systems, and more!

If you've got a great idea and are able to articulate it to me, then **let's talk!**

Now, I only have a limited amount of time, and I can't work with everyone (as much as I'd like to). If you would like to work with me to develop your project then you need to provide me with a detailed description of your project and what you need my help with.

Here are some of the areas I can help with:

- Sales letters
- Software Development
- Website Design
- Website Automation
- Payment Processing
- Autoresponder Set Up
- Ebook Creation
- Custom Web Script Writing / Installation
- Custom eBook Covers & Graphics
- Ghostwriting (I'll write your report/book for you)
- and more ...

To submit a proposal simply send me an email at: jpearson@laserbeammarketing.com
Be as detailed as possible about your project. I'll put together an estimated time and cost and get right back to you!

Sincerely,

James Pearson

<http://www.laserbeammarketing.com>