



## *Viral Marketing Strategies!*

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*Activate A Traffic Generation System*  
That Will Pull In  
**1,000's Of Highly Targeted Customers,**  
To The *Website Of Your Choice!*

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### **The Many Facets of Viral Marketing**

In the beginning, e-mail was the one way that viral marketing was started. Since that long ago day, viral marketing has gone from a marketing strategy to an art form and there are many ways to accomplish the objective of creating a successful viral marketing campaign. Seven of those ways are:

1. **E-mail:** It was first but it is still around and still used. It is, however, getting a little harder to use as more and more government restrictions are placed on it. Still... it does work.
2. **Newsletters:** This is an extension of e-mail but it a very effective tool. If you include enough timely and valuable information, a good newsletter can drive up the number of visits to your website.
3. **Blogging:** Providing the tools on your website to enable bloggers to interact with one another is a terrific way to get the message about your product of service out there and being talked about. Bloggers have their ears to the ground for new products and services.
4. **Chat Rooms:** A chat room on your website can and does encourage interaction among your customers and that can't be a bad thing. Also, you can use the chat room to schedule special events like having an expert available to answer questions on a given day at a given time.
5. **Tell-a-friend Script:** If you add this with a statement saying that e-mail addresses supplied will never be shared with third parties, you can increase your potential customer list greatly.
6. **Video Clips:** Including cool video clips on your website will keep the interest up and increase traffic.

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7. **Flash Games:** Although they are a little costly to start, they are an extremely effective tool to get your viral marketing campaign going. Once they are launched, they require nothing more from you.

## **6 Ideas For Viral Marketing**

Here are six ideas to help you start your viral marketing campaign:

1. Purchase the branding rights to a viral E-book. Allow people to give away your free E-book to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the Internet.
2. If you have the ability to set up a forum or other bulletin board, you really have a great tool. Allow people to use your online discussion board for their own website. Some people don't have one. Just include your banner ad at the top of the board.
3. Do you have a knack for web design? Create some templates, graphics, etc. and upload them to your site. Then, allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site. Make sure that you include a link back to your site in the copyright notice and require them to keep your copyright notice in tact.
4. Write an E-book. Allow people to place an advertisement in your free E-book if, in exchange, they give away the E-book to their web visitors or E-zine subscribers.
5. Write articles that pertain to your product or service. Allow people to reprint your articles on their website, in their E-zine, newsletter, magazine or E-books. Include your resource box and the option for article reprints at the bottom of each article.
6. You can easily find products on the Internet that will sell you a license allowing you to distribute the product free of charge to other people. Look for those products that provide "branding rights". That is where you can include your own name, website, and contact information.

## **What Works & What Doesn't in Viral Marketing**

Stop with the enforced e-mail forwards already! Trying to force or bribe people to forward your info to a friends or family in order to be rewarded or win looks skanky in today's ultra-permission-based world. Especially when you tell visitors nothing about their friend's or family's privacy in the space directly next to the e-mail form.

A true viral campaign gets forwarded because consumers are compelled to do so by the glory of the content, not because you bribed them with points or something else.

### **What absolutely will not work:**

Suggesting that e-mail recipients forward your message to their friends and family will not work. Adding a line at the bottom of your e-mail that reads "Please feel free to forward this message to a friend" is more likely to get it deleted than forwarded.

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### **What absolutely will work:**

Offering something worthy of sharing like a valuable discount, vital information or offering an incentive for sharing like additional entries into a sweepstakes or an added discount or premium service will work.

Relevant or timely information, research, or studies that are included in your e-mail might encourage the recipients to share with their family and friends. Interactive content like a quiz or test, especially if it's fun, will inspire forwarding.

Jokes and cartoons are almost always forwarded to everybody the recipient knows. Why? Because they are entertaining and entertainment is meant to be shared.

A really cool multimedia experience is always going to achieve a lot of pass-along. Rich media is new and the novelty and tech factors alone are often enough to make the e-mail recipient eager to share it.

Oops! Almost forgot one really important thing...You can craft a brilliant e-mail following all the rules, but if a consumer visits your site and has an experience less than what was promised, you are going to achieve viral marketing, alright...the bad kind. So be certain that your product or service is ready and is as advertised.

### **Getting a "Buzz" On**

Viral marketing has matured a bit over the years. There seems to have been a shift to the web not just being seen by agencies and brands as another tick box for any ad campaign, which is significant enough, but now being the medium where a campaign is launched to create a buzz before it hits TV and print. Even before a movie is released which used to be seen as the pre-launch buzz-generation activity. Big business "gets it".

Buzz works! It can work for small and start-up businesses, as well. The planning stage of a viral campaign will set out objectives and develop the viral theme for a buzz. There are three core components to any viral campaign and businesses of any size can use them. They are:

1. **The creative material:** the viral agent that embodies the message you want to spread in a digital format (image, video, text, etc). The trick is to put together material that people will be eager to share with their family and friends and people are much more eager to share "advertainment" and advertisement.
2. **Seeding:** distributing and placing the agent online in places that provide the greatest potential spread. Direct viral material downloads or links on specialist viral third-party web sites in order to create awareness and spread before users get to the campaign destination site.
3. **Tracking:** Measuring the spread of the campaign to provide accountability and prove success. It is absolutely vital that you know what is or is not working. The only way to get that information is to track the results of your seeding.

Lessons have been learned, trends have been developed and there is definitely some science involved in creating a buzz successfully. The buzz technique is here to stay and, if used strategically, it can make a difference to the success of your e-business.

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## **Going Viral: How to get the most out of your marketing**

Viral marketing has become a respectable and most importantly, very effective means of marketing among businesses worldwide – that’s if it is done correctly and respectfully.

Correctly and respectfully? What does that mean? It means not abusing the system. It means using viral marketing tactics to spread the word about your business, your product and your service without offending others or being self-serving.

But, viral marketing is inherently self-serving, isn’t it? Well, yes and no. To be truly effective, viral marketing must include a give and take approach. You must engage others, take part in conversation, and give as much as you get. In other words, don’t expect your message to spread itself. Viral marketing takes time, careful planning and well-thought out execution.

It has, for lack of a better word, an incurable need for attention.

While viral marketing can be applied in a number of ways, there are 3 main approaches:

**#1 – To Share.** Social media sites like Facebook, Twitter, LinkedIn and YouTube are in fact products of viral marketing themselves. While they’re sole purpose is to allow (and encourage) users to share information, they too must share their service via their users. It’s simple, really. Their users believe in them and enjoy their websites so much, that they share those websites with others. Knowing this and trusting this would take place, these social media powerhouses have become multi-million, some billion dollar businesses thanks to, you guessed it, viral marketing.

**#2 – To Add Value.** Adding value is not a characteristic unique to viral marketing. It is a common marketing approach across the board. For hundreds of years, business owners have understood the importance of offering their customers “more”. For instance, buy this product and receive this additional product for free. You get the picture. So, this notion of adding value applies to your viral marketing in the same way. However, rather than simply applying added value to your products and services, make value-added offers to those who share your message. For instance, send this message to an additional 10 people, and receive a free product. You will see results!

**#3 – To create buzz.** Similar to sharing, creating buzz is can be extremely effective. How is it different? While sharing refers to others literally sharing information with friends (i.e. Like my Facebook page? Sign-up for your own Facebook page today and see more of what I’m up to, including photos, favorites and more!) creating buzz is more about spreading the word. Consider how gossip spreads, or the way in which gossip magazines create stories based on hearsay. The idea is to get people “talking” about you and your business in a positive way so that they begin to encourage others to become customers, sign-up or carry on the conversation on their own.

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## How the "Power of Viral Leverage" Works!

The chart below will show you the number of members you can have **Promoting Your Programs on Their Pages**.

In the example below we will use a very conservative and easily to attain number of 5 referrals.

If you get 5 people to join:	1x5	You will have <b>5 Members Promoting Your Programs</b>
Your 5 get 5 more to join:	5x5	You will have <b>25 Members Promoting Your Programs</b>
Those 5 get 5 more to join:	5x25	You will have <b>125 Members Promoting Your Programs</b>
Those 5 get 5 more to join:	5x125	You will have <b>625 Members Promoting Your Programs</b>
Those 5 get 5 more to join:	5x625	You will have <b>3,125 Members Promoting Your Programs</b>
Those 5 get 5 more to join:	5x3,125	You will have <b>15,625 Members Promoting Your Programs</b>
Those 5 get 5 more to join:	5x15,625	You will have <b>78,125 Members Promoting Your Programs</b>
Those 5 get 5 more to join:	5x78,125	You will have <b>390,625 Members Promoting Your Programs</b>
Those 5 get 5 more to join:	5x390,625	You will have <b>1,953,125 Members Promoting Your Programs</b>
<p><b>That's a lot of Members Pages with YOUR PROGRAMS listed on them!</b></p> <p><b>So, How many new members do you think you can get into your programs with this system?</b></p> <p><b>Only way to find out is to join and give it a try!</b></p>		<p>** Again, that's assuming you and everyone else under you only gets 5 Referrals!</p> <p><b>What if you get more than 5 Referrals??</b></p> <p>You'll Have <b>1,000's of Marketers</b> Advertising your Programs for you, which will result in your advertising efforts being <b>Put on Complete Automation!</b></p> <p>Which will result in the <b>Automatic Growth</b> of the downlines to your programs and in the creation of <b>Non-Stop Monthly Residual Incomes</b> from Multiple Sources.</p>

This **no-effort style of promotion (your downline members will be Promoting Their Pages with YOUR Programs listed on them)**, can really add up fast when you want to increase your income exponentially.

### **How Hotmail Became Hot - The history of viral marketing**

When you hear the term "viral marketing", you probably don't get a warm and fuzzy feeling inside. That is, unless you know the history of how it began and the incredible story of what it's become.

For internet marketers and business owners alike, viral marketing has not only woven its way into the advertising and marketing culture of modern-day success stories, but it is quickly becoming as necessary as billboards, newsletters and direct mail campaigns were just a decade ago. In fact, some may argue, it has already surpassed these archaic forms of marketing and is now the single most cost-effective, reliable and strategic way to share information while gaining customers through an approach that truly offers the most bang for your buck.

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So how did this technologically-driven marketing approach get its start? One word – Hotmail. Thanks to Hotmail, the first among free web-based email service providers, viral marketing has taken on a life of its own.

When Hotmail first began, they decided that the best way to entice new customers would be to reach the friends, family and colleagues of each user they had. So, in the footer of each and every email that was sent from a Hotmail account, the Hotmail team placed a link that read something like this: “Want a free email account? Sign-up for Hotmail today!” And yes, believe it or not, this strategy went, as we know call it, viral. Hundreds of thousands of users hurriedly signed up for their free email accounts and the rest is history.

That Hotmail model is the foundation for the viral marketing we are familiar with today. From Facebook, to Twitter, to YouTube and LinkedIn, viral marketing takes many shapes and forms. It can vary in approach and evolve within each format, but the bottom line is to share information and do so on a large-scale – for free. Rather than spend thousands on expensive advertising campaigns, businesses (both large and small) have come to recognize viral marketing as a cost-effective way to not only get their message across, but to increase sales and improve business overall. It truly is a phenomenon that continues to gain momentum.

And the more businesses that recognize viral marketing as an acceptable and reliable form of marketing, the more intriguing this approach becomes. Why? Because more and more people and businesses are joining the conversation. More and more we are seeing the positive effects of viral marketing and it doesn’t seem to be slowing down any time soon.

While Hotmail has suffered the consequences of major competition, they are still an important player in the email game, and an extremely influential model in the world of internet marketing. As the grandfather of viral marketing, Hotmail will forever be recognized as the service that started it all. Thanks to them, we have all been bitten by the viral marketing bug and our businesses are better for.

### **How To Make Your Marketing Viral**

An idea will only catch on if people like it; A marketing message will only become viral if people believe it. So, how do you use viral marketing to gain customers and increase your revenue stream? Here are three key tips to follow:

**1. Be Creative.** If you are selling widgets, make those widgets stand out! Nobody wants to buy a widget that is simply “easy to use” and “better than the rest”. People respond to innovation, to creativity, to things that appear to be exciting and new... even if they are not. Don’t waste your time with sales driven messaging. Instead, spend your time carefully crafting creative marketing that will grab the attention of others. Once you have their attention, going viral is the next logical step.

**2. Be Different.** There’s nothing worse than more of the same. You and your business have to stand out in the crowd. And even if your product is one in a million, make that one appear different and most importantly, the best. How? Add value to your offerings by incentivizing your products. Make customers feel appreciated and deliver on your promises. And above all, stay on top of the competition. You can’t do it better than them if you don’t know what they are doing and how they are doing it. Find out what message your competitors are sending and differentiate yourself with a stronger message, more strategic campaign and overall better offering.

**3. Be Consistent.** Without proper management, the attempt to go viral with any campaign can quickly turn sour. Consistency is key with any marketing, but when attempting to go viral, you will need to stay on top of every single message you put out there... and do so often. Viral marketing takes a lot of time and quality management. Prepare yourself to make this part of your daily routine, and invest your time as you would invest your capital into any advertising projects. While viral marketing is essentially “free”, you will need to spend valuable time and effort in order to make it work for you.

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Whether you are a veteran of the viral marketing world or new to this approach, remember that it's about what you put in that really matters. The more you manage all aspects of your online marketing, from tweeting to status updates, to feeds and daily blog posts, your message can only go viral if you are putting it out there on a regular basis.

And don't simply plaster your social media accounts with sales copy and unattractive pitches. As we've discussed, be creative. What would interest you? What would you want to share with your friends, family and colleagues? What would you encourage others to take a look at?

Take the time to respond to others, to craft creative messages and pay attention to what others are saying. In order to become part of the conversation, you have to engage in it and that is what viral marketing is all about.

### **Creating a Viral Marketing Campaign**

Creating a viral marketing campaign, while not difficult, does take careful planning. You must be strategic and clearly define your goal (or goals) as well as the means you will use to achieve them. Here are a few simple steps to follow that will guide you through the process of creating and devising your viral marketing campaign.

#### **Step 1: Clearly define your goals.**

What is it you are trying to achieve? Are you trying to attain a certain number of click-thrus? Are you trying to grow your customer base? Or simply attract visitors to your site? No matter what the goal, you must know what it is before you can achieve it.

#### **Step 2: Choose which outlets you will use.**

Do you plan to employ social media to apply your viral marketing messaging to? Will you focus on your blog as a means to get your message across? Or will you submit articles to multiple directories in hopes of driving traffic? No way is better than the other, but try to choose at least 3 means of viral marketing, ensuring that each approach is unique, yet compliments the others.

**For example**, if you write a blog post as part of your viral marketing campaign, you can then drive people to read the post by tweeting about it, as well as emailing the link to your list.

Another example might be, if you create a video and post it on YouTube, you can drive traffic to the video by sending the link as a download or embedding it on your Facebook wall.

#### **Step 3: Carefully craft your message.**

Once you know what your message is going to be, it will be much easier to know how to apply it depending on the outlets you plan to employ. In other words, say you set out to write an article. Once you know the title, you can then craft that title into 140 characters or less for Twitter, and post a slightly longer description on Facebook.

Do you see how this all weaves together so beautifully? That is why viral marketing has become such a strong force to be reckoned with in and among the online business community. It truly is a powerful way of communicating, of advertising and of doing business. Now, more than ever before, we have the ability to communicate in real-time in such a way that carries a single message to millions within seconds.

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While marketing in general has its limitations, the possibilities are endless. It's up to you to make the most of your messaging and turn your target market into paying customers. And remember, it's not only about them. It's about who they are willing to share your message, your product, your business with. That is the essence of viral marketing. Keep this gold rule in mind and you will be on the path to success... or to going "viral" as they say.

### **Why Viral Marketing Works**

Viral marketing is a phenomenon. It works and works well. Why? Because it puts the power in the hands of the people. It doesn't rely on advertising executives, million dollar campaigns or celebrity endorsements. It is real, down-to-earth, grassroots marketing that, when it comes down to it, might be advertising in its purest form.

Viral marketing, while driven by strategy and well-planned messaging, is only successful when its audience is captivated. A marketing campaign will only go "viral" if people like it and ultimately, share it with others. Therefore, they have the power. Not the marketer.

Online business owners and internet marketers alike understand the important role viral marketing plays in the success of their businesses today. Social media networks have become just as much about business as they are about pleasure. Facebook, Twitter, LinkedIn, YouTube and other key players are now joining us in the boardroom and in sales meetings. Blogs are replacing news media in many ways, and we must adapt our marketing approach to become players in this game.

From reaching the masses with special deals, invitations for sale events and enticing customers to purchase new products, viral marketing is a lucrative business tool, approach and strategy all wrapped in to one.

Say, for example, you are an internet marketer. You create and sell valuable sales tools, including E-books, reports, videos and webinars. Not only should you have a list to which you apply your email marketing campaign, but in addition, you can share your products by posting them on Facebook, tweeting about them on Twitter or uploading lessons to YouTube. The possibilities are endless.

With a little bit of creativity and a true understanding of your target market, viral marketing has the ability to skyrocket your business to new heights. Not only should you consider the favor of your current customer base, but approach your viral marketing campaign in such a way that encourages – and makes them want to – share your business with others. You could offer free products for every ten people your customers share your link with. The more you entice people to pass it on, the more likely people are to share with others.

Think about it, if you were your own customer, what would entice you to share your products? Would it be quality customer service? Great deals and monthly specials? What grabs your attention? Start there and see what works. The other great thing about viral marketing is, if one approach isn't working, you lose nothing by switching gears. Just be careful to settle in to a consistent message, no matter what your approach might be. You don't want to run the risk of turning people off.

So, engage in your viral marketing campaign. Be social on social networks, share others information and they in turn, will share yours. Viral marketing is a give and take and the more you give, the more you will get. There is an unspoken set of expectations that accompany viral marketing, and the most important of all is to respect those you are marketing to. If you do, they will recognize that and most likely help you on your way to going viral.

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## **Viral Marketing Etiquette**

Messages will only go viral if others like what they are saying. And in order to appeal to others, you will have to follow these simple rules of viral marketing etiquette.

**#1. Don't neglect your audience.** Viral marketing is only effective if it is managed properly, and to manage it properly takes time and effort. Daily time and effort. Viral marketing is not like an advertising campaign of old where 10 decision makers sit in a room, decide on a tagline and apply their message to branding across the board. Instead, viral marketing requires daily updates, changes and a constant shift in approach. If you don't maintain your efforts, you will not only go viral, but you will quickly lose favor among current and potential customers.

**#2. Don't overdo it.** While some make the mistake of neglecting their viral marketing efforts, others feel the need to make updates on a minute-to-minute basis. This approach is just as bad, if not arguably worse. Nobody likes SPAM. It's become an ugly four-letter word, and the last thing you want for you or your business is to ever be associated with it. So, don't inundate your followers, friends and connections. Instead, make updates and send out messages as often as necessary. Daily, sometimes twice a day is often enough to get the message across and do so effectively.

**#3 Don't be exclusive.** In other words, don't only communicate with those within your current circle. Broaden your horizons and connect with others (who might also be potential customers) by responding to their posts, sharing their information and participating in other viral marketing campaigns. If you like something you see, send it along! Pay it forward, if you will. If you do, others will recognize your willingness to be a team player rather than see you as a self-serving SPAMmer whose only interest is to plaster the web with sales copy and more of the same.

## **Spread the word, not the SPAM**

Don't make the fatal mistake of being mistaken for SPAM among the social media circles of the World Wide Web. "But I'm not a SPAMMER," you say? Well, you may not be a SPAMMER, but being mistaken for one is equally as detrimental to you and your business.

So, if you're not a SPAMMER, how would you get mistaken for one? Easily. Too easily, in fact.

In the world of viral marketing, there is a fine line between frequent communication and excessive updates. If you cross that line, you will become blacklisted among peers and customers alike, which is bad news for your business. To avoid overdoing it, consider the following: If you wouldn't care, why should they?

In other words, with every tweet, status update or blog post, you must be clear, concise and strategic. To balance these elements is the true test. How do you get your message across in such a way that is enticing, yet explains your complete offering while doing so in 140 characters or less? Okay, 140 is excessive, but it is the total characters allotted for on Twitter for each "tweet".

Regardless, your goal should always be to capture the attention of your audience and if you can do that, you have a great chance of going viral. So get out there and spread the word! *Leave the SPAM to the can.*

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## **Viral Marketing: Beyond Social Media**

Before Facebook and Twitter took over the universe, there was viral marketing in its infancy. In fact, it began in the year 1995 with a little service you may have heard of – Hotmail.

Hotmail was the creator, if you will, of viral marketing. How? Well, they included a link that resided in the footer of every Hotmail email message that allowed others to create their own free, web-based email account simply by clicking on it. The service, thanks to this linking campaign, went “viral.” Hotmail grew rapidly, by leaps and bounds, and hence the birth of viral marketing.

So, as hard as it is to believe, viral marketing preceded social media. Before there was MySpace, Facebook, Twitter or LinkedIn, there was, well, email. Yes, believe it or not, we actually used to send messages by composing messages to specific groups of people, rather than simply posting updates for the world to see. And we won't even get into what the world was like before email... that's just archaic.

However, its important to understand just how important social media is to the success of viral marketing. Can it work without it? Of course it can. That's how it began. Hotmail created viral marketing almost by accident, and didn't have the option to rely on social media to make their campaign work. So, we know it is possible. But now that it is available, it is a valuable tool that only enhances your viral marketing efforts.

## **Top Viral Marketing Campaigns**

Since its inception, there have been some wildly successful viral marketing campaigns... and some not so successful. However, let's not focus on the negative. Let's take a look at three viral marketing campaigns that not only worked, but serve as examples of the best viral marketing success stories to date.

### **The Hotmail History**

If you are familiar with viral marketing, then you know Hotmail is responsible for its creation. That's right, with no Hotmail, there was no viral marketing. It all began with a link that the Hotmail team decided to place in the footer of their email messages. Every Hotmail email included a call to action for the recipient to click the link, and create their own free web-based email account. The service grew like wildfire and Hotmail accounts were popping up everywhere. This is viral marketing at its best.

### **Gmail Follows Suit**

Google took notice of Hotmail's success and a few years later, began to offer their own answer to email – Gmail. The catch was the only way to signup for a Gmail account was by invitation only. Each user had the ability to invite 10 additional users, and so on. Eventually, the free web-based email service became available to the masses, sans invitation only limitations.

### **Bieber Fever**

Justin Bieber has become a teen pop sensation, and it's all thanks to YouTube. After winning a local talent contest for his singing prowess and boyish good looks, the teenage boy posted his performances on YouTube. Preteen and hormonal teenage girls everywhere not only liked his videos, but went crazy for them. Bieber is now a multi-millionaire after the music industry recognized his star power. And it was all thanks to viral marketing.

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## **"Folksonomies" - a New Viral Marketing Tool**

A new consumer phenomenon is called "tagging" or "folksonomies" (short for folks and taxonomy). Tagging is powerful because consumers are creating an organizational structure for online content. Folksonomies not only enable people to file away content under tags, but, even better, share it with others by filing it under a global taxonomy that they created.

**Here's how tagging works.** Using sites such as [delicious](#) - a bookmark sharing site - and [Flickr](#) - a photo sharing site - consumers are collaborating on categorizing online content under certain keywords, or tags.

For instance, an individual can post photographs of their iPod on Flickr and file it under the tag "iPod." These images are now not only visible under the individual user's iPod tag but also under the community iPod tag that displays all images consumers are generating and filing under the keyword. Right now Flickr has more than 3,500 photos that are labeled "iPod."

Tagging is catching on because it is a natural complement to search. Type the word "blogs" into Google and it can't tell if you are searching for information about how to launch a blog, how to read blogs, or just what. Large and small sites alike are already getting on to the folksonomy train. They are rolling out tag-like structures to help users more easily locate content that's relevant to them.

Although tags are far from perfect, marketers should, nevertheless, be using them to keep a finger on the pulse of the American public. Start subscribing to RSS feeds to monitor how consumers are tagging information related to your product, service, company or space. These are living focus groups that are available for free, 24/7. Folksonomy sites can be also be carefully used to unleash viral marketing campaigns - with a caveat. Marketers should be transparent in who they are, why they are posting the link/photos and avoid spamming the services.

## **Houston Museum of Natural Science Went Viral**

The Houston Museum of Natural Science (HMNS) was one chosen to showcase the world-famous Exhibition for the Lord of the Rings Trilogy. HMNS quickly realized that while the exhibit was expected to generate a great deal of interest, it didn't have a lot of appeal for their core audience. The success of the exhibition, therefore, would rest in how it was marketed.

The Houston Museum of Natural Science quickly called in Spur Digital to help reach the targeted demographic audience and generate interest in the Exhibit. HMNS was, also, hoping to acquire new patrons and members to further their future revenue.

Spur digital worked with HMNS to identify the target market for the campaign and developed an integrated online media plan to reach those audiences. The campaign featured an online contest that was marketed through targeted online media outlets including relevant Web sites, Search Engines and third party E-mail lists. Viral marketing was an important component of the campaign, so Spur developed an innovative strategy to get people to refer their friends.

Spur identified the target audience as males 18 to 34 years old who were fans of action and fantasy films, frequent video game players and movie renters, tech-savvy who generally didn't hang out at museums.

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Based on this information, Spur chose search engine advertisements that would accompany specific search words, dedicated e-mail advertisements, sponsored e-mail advertisements, banner ads on web sites targeted toward the desired audience, and e-mails to the HMNS list.

Did it work? You bet! The results were excellent.

The impact of the viral marketing effort was astounding - over 23% of registrants came originated from the Tell-A-Friend feature. The direct marketing efforts yielded impressive results as well.

In total, the 12 week, locally-targeted online campaign yielded more than 2 million targeted impressions, 40,000 unique visits, almost 12,000 and 6,000 invitations sent by friends at a cost per action of less than \$3.00.

These contributed to the record attendance of almost 100,000 over 3 months.

### **Using Chat Rooms in Viral Marketing**

Spamming chat rooms or instant messaging systems with undifferentiated marketing messages is certainly not a very good idea. But if they are used the right way, these channels can be great to communicate with the market - especially to establish a dialogue with customers.

Have you ever been to a chat room and posted a message. If you have then you may learn some free web-advertising secrets on how to market your products and service in chat rooms. Chat rooms are usually broken into categories. You will need to find the right chat room where your targeted audience would gather. If there isn't one, then you may need to create one.

It will be of no use to create one that is obviously for the sole purpose of selling your product or service. Rather, it needs to attract people who would be interested in your product or service. For example: If you sell garden products, your chat room should be on the subject of gardening and not the brand name of the products you sell.

Another way to use a chat room to promote your business is to include a chat room on your web site. Host a free online seminar in your own chat room about a subject of your expertise. Use your chat room to meet with your current customers and answer any questions or address and problems they may have. Regularly schedule free events in your chat room and be certain that your customers are made aware of when they will occur.

For example, you might have an expert in the field available to answer questions on a certain day and between certain hours. You might, also, host other people's chat rooms as an expert yourself. You, of course, could charge for this but it might be wise to do it free to gain publicity.

### **Using File Sharing in Viral Marketing**

There are probably ten million people online, looking for downloads at any given time. Of course, a lot of them could be looking for pornography or free software but still, reaching a minimum on a million people on any given day does offer some rather intriguing possibilities.

People like using file services to download music for two simple reasons, they're free, and there is an incredible selection. The fact is Pandora's Box has been opened. In Napster's wake, other quasi-legal services quickly emerged... a lot of them. Even if they are closed, others will succeed them.

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Major record companies would like to think otherwise but they are never going to stop file sharing. Net users are file sharers...plain and simple. Long before the Internet came into being, people made cassette tapes of their favorite music for their friends...cd burners are so much easier and faster.

So how can you use this to help your viral marketing campaign along? Think about this. Once someone downloads your MP3 files and those files are available on that listener's hard drive, viral marketing begins.

After two users start sharing your files, suddenly, your music is on the hard drive of a second computer... then a third... and on and on. When users are searching and they find your music on a lot of different computers, they are more likely to download the files. It's just a matter of time before you'll find your files showing up in more and more places.

No matter what genre music you play... Rock and Roll, Country, Tejano, Mozart sonatas, Heavy Metal, of Brazilian Jazz, there is an audience for it somewhere.

In this new paradigm, you aren't hawking a product, you are offering free music via a medium that lets you be directly connected with your audience.

### **Using Forums in Viral Marketing**

Recently, forum marketing has been touted as a kind of free, organic, viral marketing. But because so many marketers go into forums purely with the intention of marketing products or services, their actions and attitude unwittingly causes the exact opposite of the desired effect.

Forums aren't marketplaces but when used as such, the marketers' actions become offensive and will only inspire the wrath of fellow members and marketers, not to mention moderators who can ban them from the site with the click of their mouse.

In order to be effective, this kind of marketing carries a certain degree of commitment, responsibility and respect.

The first requirement is to take a personal interest in the main topic of the forum. Not only does that mean visiting it regularly, but it also means developing a good relationship with both other members and the moderators, as well as taking an active interest in helping others. Of course, it also means abiding by and all rules that exist. By doing this, one can develop a reputation and, since it is human nature to work with a trusted colleague, business will naturally develop from this.

This type of marketing has already suffered some abuse and because of this, many forums have recently developed stringent rules designed to protect their members from abusive or overly-aggressive marketing tactics. One forum grants .sig files only after a member has created one hundred valid posts and another has disallowed ads in sig files altogether.

Marketers must respect that the purpose of a forum is to be a platform to exchange ideas on a given topic. It is not there to advertise products and services. By focusing on the topic and posting questions and answers, a marketer's reputation will grow and this creates the potential for sales naturally.

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## **Viral Marketing using Forums**

There are different types of forums, beyond the obvious topical types, of "marketing" or "special interest", etc. "Marketing" and "special interest" are two types of what are commonly referred to as "open forums".

There are, however, business and professional forums, which do not operate under the same rules and, more often than not, disallow any and all types of advertising or self-promotion. Forums that have been created to support the membership of a particular program are especially adamant on this topic and often demand that all members refrain from all types of advertising on their sites.

Still, even with all these hurdles, it is possible to successfully advertise in forums. In all cases a per-requisite for success is developing a good reputation and a good relationship and maintaining both.

So, while it is true that this is a form of free advertising, it does require a certain amount of investment as far as time and energy are concerned, not to mention subtlety and finesse.

To successfully market on any forum, the first requirement is to take a personal interest in the main topic of the forum. That means visiting it on a regular basis and developing a good relationship with the members and the moderators. It, also, means taking an active role in the conversations and being willing to help others.

Of course, it goes without saying that it means abiding by any and all rules that exist. In this way, one can develop a reputation, and business will just naturally develop because humans tend to work with people they trust.

Since the main purpose of a forum is the exchange of information and/or ideas, marketers must respect that objective and abide by it. Marketing forums, where everyone there has something to advertise and sell, usually have even more stringent rules.

## **Successful Forum Viral Marketing**

In order to be successful using forums to do viral marketing there are some things that are required.

**Do Your Homework:** Prior to joining any forum, you must do some research.

1. Join relevant forums that are in some way related to the promotion's primary sales market. For example, someone involved with a health related product, many types of forums could apply... everything from holistic medicine to stay-at-home moms.
2. Choose popular forums. There is no point in wasting your time and energy on forums that have few members and few posts. Page ranking and the amount of active members are two good ways to check for this.
3. Choose forums that allow sig tags. If it's possible read the rules before joining and pay attention to them. Your time is important, too. It is better to find out that a forum doesn't allow posts with sig tags before you go to the time and trouble of joining.

**After You Have Joined:** OK... you have chosen two or three forums that meet your requirements... now what?

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1. Keep your sig tag short and update it regularly. The ideal thing is to limit yourself to one link, preferably to your main website.
  2. Never create posts that are nothing more than an advertisement. This all but a universal rule and only displays the marketers lack of experience if he does so. At best this kind of post will be deleted by the monitors... at worst, it is grounds for being banned.
  3. Work the room. Be an active member on the forum. Plan to spend at least an hour each day there and take the time to get to know the users. Take the time to introduce yourself with intelligent questions depending upon the forum's topic.

As a marketer becomes a regular member, they will hopefully develop a good reputation and without saying a word about their promotion, those who are interested in their product will approach them.

### **Using Videos in Viral Marketing**

More and more advertisers are adopting video as broadband continues to rise and ad-serving technologies become more sophisticated. Online video advertising is really taking off. Users' attention can be captured and ads stand out from the crowd in an increasingly ad-cluttered online environment.

It is true that video formats cost five to ten times more to serve than standard banners and they involve a lot more production and implementation work but they may well be worth all of that if they achieve greater response rates.

Where to use online video if wishing to maximize its effect, is what advertisers must carefully consider. Video to be used on the Internet should be information and communication focused while video to be used on television should be focused on entertainment.

Like everything else, there are good ways and bad ways to use video advertising. Right now most marketers are incorporating their audio-visual content into existing embedded ad formats like banners or over-content formats like pop-ups.

Though this could reach a potentially large audience, viewers are likely to be less captivated and more annoyed by these disruptive and distracting placements.

Cached or streaming video on a specific destination site offers the best chance of interesting consumers in brand messages, but it is not likely to reach a large audience unless it generates a viral outcome.

Whatever you come up with, don't forget to make it easy to open and distribute. File size is important, as is the media format. If your viral video has been created for a particular type of software that not many people use, how will you get people to spread it like wildfire?

Also, if you've made a video the impact will be better if you send the clip as an attachment rather than stream it. It's cheaper and, if you're not hosting it, it's more viral, too.

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## **Using E-Mail to Achieve Objectives**

Viral marketing is an integral part of a campaign strategy that is used to achieve objectives. It is not the objective itself. If the main objective of an e-mail campaign is branding, in order to achieve greater branding success craft your message or offer in a way that it encourages pass-along.

Producing a message with a quality offer or an incentive for pass-along is what viral marketing is all about.

Just suggesting that e-mail recipients forward your message to their friends and relatives is not viral marketing. A message at the bottom of your e-mail that reads "Feel free to forward this message to a friend" is nowhere close to viral marketing at its best.

On the other hand, if something worthy of sharing, such as a valuable discount, vital information, additional entries into a sweepstakes, an added discount or premium service, a joke/cartoon, or a hilarious video, is included in the e-mail, viral marketing happens naturally and quite successfully.

The bottom line is that your message must be perceived as having value. Relevant or timely information, research, or studies are all good examples of content that might be viewed as potential pass-along material.

Interactive content like a quiz or text can inspire forwarding, especially if it is fun. Personality tests, fitness quizzes, or compatibility questionnaires are all things that have been passed on by many people many times. Why? Because they are entertaining and entertainment has value.

A multimedia experience is always going to achieve some pass-along. Someone is always touting the benefits. It is a bit more of a time and money investment but the messages have a great appeal and rich media has the advantage of being new. The tech factor alone is often enough for the message to be perceived as valuable.

## **Humor Turns E-Mail Viral**

A study by Sharpe Partners, an interactive marketing agency, revealed that 89% of adult Internet users in America share content with others via e-mail. This is excellent news for those companies who use self-propelling word-of-mouth" e-mail techniques to sell their products.

The study generated some interesting results regarding the type of content that is most often forwarded, as well. The most popular content is humorous material.

The second most popular category is news, followed by healthcare and medical information, religious and spiritual material, games, business and personal finance information and sports/hobbies... in that order. So it is easy to see that humor is the best content for your viral e-mail campaign.

Cartoons, jokes and funny video clips are among the things that can be added to an e-mail to insure that it will go viral. People will want to pass along something that makes them laugh.

They are a lot more likely to hit the forward button and send your email to their friends and relatives if it is an advertainment" rather than an advertisement.

Not long ago, about 35 million people got an e-mail containing a picture taken in Disneyland. It took a minute to see it but there was Donald Duck lying prone in front of the famous Cinderella Castle.

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The title of the picture was "[Bird Flu has hit Disneyland](#)". It was a viral e-mail advertising Disneyland and used the edgy strategy of making light of what's serious... and it works.

I'd guess that most people who own a computer have seen that picture... and thus the advertisement for Disneyland. The bird flu epidemic is newsworthy and has the potential to attract an enormous amount of attention to any brand that might, for whatever reason, associate itself with it.

Remember that people are much more likely to share a joke or a funny picture than anything else so you would be well advised to include humor in your e-mail campaign.

### **Why and How E-mail Viral Marketing Works**

What does a virus have to do with marketing? Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence.

Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands and then to millions.

Public health nurses offer sage advice at flu season: stay away from people who cough, wash your hands often, and don't touch your eyes, nose, or mouth. Viruses only spread when they're easy to transmit.

Viral e-mail marketing works great on the Internet because instant communication has become so easy and inexpensive. Digital format make copying simple. From a marketing standpoint, you must simplify your marketing message so it can be transmitted easily and without degradation. Short is better.

Remember the K.I.S.S. standard. Keep it Simple Stupid. The shorter and easier to remember is always better than long and complicated.

Clever viral marketing plans take advantage of common human motivations. The desire to be cool and greed drives people. So does the hunger to be popular, loved, and understood. The resulting urge to communicate produces millions of websites and billions of e-mail messages.

Most people are social. Nerdy, basement-dwelling computer science grad students are the exception. Social scientists tell us that each person has a network of 8 to 12 people in their close network of friends, family, and associates.

People on the Internet develop networks of relationships, too. They collect e-mail addresses and favorite website URLs. Affiliate programs exploit such networks, as do permission e-mail lists.

Learn to place your message into existing communications between people, and you rapidly multiply its dispersion.

If you can design a marketing strategy that builds on common motivations and behaviors for its transmission, you have a winner.

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## **How to Get and Use E-Mail Addresses for Viral Advertising**

Viral marketing has an array of possibilities and ways to achieve your overall goals. However, just like everything else, pre-planning and the right setup to create success are the things you will need to make it work for you and your e-business.

The first thing you want to be sure you don't do is get over-zealous. The one thing you need to avoid at all costs is spamming. Spamming is still used widely, but with the government establishing more restrictions and fines you don't want this to be a problem for you. The professional image of your site will also suffer if you send mail blatantly.

Spamming requires a database that contains a huge list of e-mail addresses set up so that the message can be delivered with one click. The problem with it (**aside from the governmental restrictions and associated fines**), is that it irritates the recipients and kills the validity of your campaign, which in turn kills the factors that would motivate someone to refer your site.

You need to personalize by creating your website with personal appeal. You must see to it that your website makes your customers feel safe, secure and cared for. E-mail is important, because it is going to be one of the most affordable ways to keep in touch with your customers.

The proper way to handle email permission is to first let your customer know that you will not transmit their e-mail addresses to third party companies. The next thing to do is to attach the need for their e-mail addresses to benefits they can receive.

**For example:** Coupons or discounts that are only available to members who receive e-mail notifications. With each e-mail you send the viral marketing effect takes place.

## **Viral Marketing Goes Mobile**

Mobile devices, mobile phones and PDA's are one of last great frontiers of viral advertisement opportunities. However, we have become experts at filtering everything, our air and water, our e-mail and pop-ups, and our mobile devices as well. We are good at filtering.

The very idea of unwanted advertising streaming through our Blackberries is abhorrent. Mobile devices are the ultimate opt-in medium and, therefore, a great way for marketers to connect with users...if that's what the users want. "WANT" is the key word here. How should marketers approach the medium?

### **There are three main ways to achieve this. They are:**

1. **Offer exclusive content.** Anyone can offer ring tones. It's the unique content, such as exclusive mobile images of new brand concepts, that drives interest and calls them out in other media like e-mail campaigns, newsletters, websites, etc. So a wireless campaign is most effective when it offers exclusive content for wireless devices.

2. **Make it useful and timely.** Think about what would be handy and helpful to have on a mobile device. Last year, for example, Food Network enabled Sprint customers to download shopping lists for their Thanksgiving dinners. There was a lot of "Sprint-envy" going around among non-sprint customers.

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3. **Clearly define objectives.** Usually, one of two business objectives drives successful mobile experiences: incremental revenue or brand intimacy. On the intimacy factor, a text message usually takes priority over almost any other form of communication. Why? Because we haven't yet been saturated with mobile spam, and this is what causes us to prioritize wireless messaging over voice.

Mobile marketing has been out there for a while but marketers have a new territory to explore. Video offers fantastic opportunities for engagement. Consumers already bypass their filters for highly useful or entertaining content and will do so for rich exclusive, compelling content.

### **E-books and Affiliate Programs**

Some E-books combine very well with an affiliate program. When the affiliate receives some extra benefit from promoting the viral message, like being able to brand your E-book with his affiliate links, the affiliate makes a sale when a reader buys through a branded link.

You benefit from increased traffic on your website because the affiliate is willing to promote the E-books for you.

Be absolutely certain that your message includes a clear call to action. There shouldn't be any doubt whatsoever about what you intend recipients to do. Make sure that the instructions are perfectly clear so that recipients know HOW to act.

The action that you require should be simple and obvious as well. Don't make things complicated or it will confuse the reader, such as by adding numerous links.

Remember the K.I.S.S. principle Keep It Simple Stupid!

The incentive should be clear to those you want to take an action. Readers will look at your offering for about seven seconds before they move on. If it takes longer than that for them to figure out what it is you want them to do, they will move on.

Don't make your message vague or difficult to comprehend. If you do, chances are you will lose them. You must respect your readers enough to express your message clearly.

Once you are sure you have an E-book that will be of value to an affiliate program, approach them with your idea and be able to show that it will be mutually beneficial.

Viral Marketing using E-books is one of many techniques that all together have a cumulative effect in attracting customers and subscribers to your business and in attracting targeted visitors to your website.

You will very soon find out that this is an excellent way of increasing sales, subscribers and referrals.

### **What an E-book Can Do for You**

An E-book that includes your marketing message and a link to your website is a proven technique in viral marketing. This method uses the multiplication effect to "explode" the distribution of your message by willing participants.

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This is the basic principle that was used by Hotmail to get established. When the two founders set up their free email system, all the messages that were sent by subscribers had a text message at the bottom which identified Hotmail as the origin. People who sent emails to their friends advertised the free email site.

Using viral E-books as a marketing method is cheap. It doesn't take long to set up and it's even quicker if you use re-brandable E-books that have been written by others. Just use your favorite search engine and do a web search. You will find many re-brandable E-books that are available on whatever subject you are interested in and that apply to your e-business.

One method of distributing the E-book is to offer it to visitors in exchange for subscribing to your newsletter. If they pass it on to their friends and family it will promote your business for you.

E-books are capable of reaching a large audience and are limited only by the enthusiasm of the participants.

E-books are fairly easy to create. It's possible to produce your own E-books by combining articles that you have written or have gotten from public domain sources, such as directories.

A common approach is to use material that has Private Label Rights, including articles and reports that have been written specifically for that purpose, for that niche. Using a portion of a larger work that you have prepared such as the first three chapters of a large E-book could also be used as a viral E-book.

### **Your E-book is your Viral Salesman**

E-books are the future and the future is now. The printed word on paper and bound into books used to be the only way information was given and received. They were great, you could take them with you and put them on shelves and they do still exist and will continue to for the foreseeable future but the time of the E-book has arrived.

The marketing E-book is a slightly different animal from just an E-book. Marketing E-books contain text, images, links to web pages and navigation controls. The marketing E-book has become a very important part of marketing on the Internet.

With a marketing E-book you can present your story in an effective way and include links to your web sales pages. Your E-book can become your best salesman.

First, your E-book needs to be interesting and informative. It always has links back to your web site and to your sales page.

Next, be sure that you have a prominent section telling readers that they are free to give your E-book away. Let them know that they can post it on their site as a free download, that they can use it as a bonus, and that they can bundle it with other products. This is the way to create viral marketing for your products or services. Remember those links back to your site contained in the E-book?

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Last but certainly not least, before you send your E-book out to the world, double check spelling and grammar and be sure that you have tested every link to verify that it goes where it is supposed to go. Obvious errors will reflect badly on you and will not be of much value to you, it could even be damaging.

Post your E-book to some of the E-book directories. Many will let you post it for free.

### **Four Good Reasons to Use Viral E-books**

It is a well known and widely accepted fact, that E-books... FREE E-books...are one of the best weapons in a viral marketing campaign arsenal.

Here are four good reasons why this is true today and will continue to be true for the foreseeable future:

1. E-books are cheap to produce and don't take long to set up. If you have articles that you have already written about the subject you are promoting, you can simply combine these articles into an E-book. If, on the other hand, writing isn't your forte, you can use rebrandable E-books that have been produced by others. Just use your favorite search engine and do a web search for "rebrandable E-books".

You will get a lot of hits and have many to choose from. One way to distribute these E-books to visitors to your website is to give them as a free gift for subscribing to your newsletter. If your E-book contains material that people will want to share with their friends and family, they will pass it along to them... they will pass it along to others... and you will make money.

2. E-books are capable of reaching a large audience. The only limiting factor is the enthusiasm or the participants. Therefore, it is absolutely vital that your E-book contain something that people will want to share like timely information or humor. Remember that people like to know something that the rest of the world needs to know. They will pass along something that makes them look like they are in-the-know.

3. E-books are a way to sell other products other than the one you originally targeted. For example; if you are selling garden products, your customers could also be interesting in E-books about lawns, trees landscaping, etc.

4. E-books are effective in building your reputation. It is an implied recommendation if you give a quality E-book and users willing pass on to others.

### **3 Steps to Find "Freebies" to Add to Your E-book**

Those of us who regularly shop on line are familiar with the array of free gifts, free bonuses and just plain freebies that are offered to a visitor to a website to encourage them to buy.

How could you collect, select and offer free gifts, which will be valued as much as the original merchandise that is being purchased, put these gifts together and add them to your E-book?

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## **There are just three steps to do that very thing. They are:**

1. **Identify your key words in each chapter of your E-book.** Now, type those words into your favorite search engine. You are looking for free E-books on the same subject in more depth, by a greater expert than you are, or by someone who gives a new and fresh angle to the topic. Add a link to the free E-book in each chapter of your E-book.
2. **Research the Internet for related free gifts.** Now you are looking for things that you could give as free gifts in your E-book that will make it more appealing and give it more pass-along appeal to your readers. For example: If you are selling gardening supplies, find a planting guide on the web that can be downloaded and include that as a gift in your E-book.
3. **Download the freebies.** Visit the freebies pages on those web sites. Most sites have freebies and encourage you to distribute them.

Other key words I searched for are freebies, free E-books, and free reports and then gave the key word that I wanted the free stuff for. Like... "freebies for gardeners".

Give your reader the vest that you can offer. Give them your book, additional reading material and free gifts to boot. Everybody loves a bargain!

## **Start Viral Marketing Campaigns Using E-books**

Viral Marketing sounds like something bad but it is actually something very good. It is, also, a powerful way to generate traffic to your website.

Think about how a virus spreads from one person to another. One person gets sick and just by sneezing they can give the virus to many more people... those people get sick and share their germs with everyone they know and the next thing anybody knows is that there is an epidemic. That is the very concept of viral marketing. The idea is to get everyone to spread your marketing message around because they want to.

Now let's look at using an E-book to start your viral marketing campaign. First you create an E-book... a really good one that has links to your website, to your sales page and affiliate links to products and services that you recommend... and you give it to three people. In the book you encourage those three people to give it to their friends and family.

Before you know it the E-book is spreading across the Internet like wild fire. Digital information duplicates easily and quickly so before you know it, thousands of people could be reading your free E-book.

Make certain that you let people know that they have permission to forward the E-book around the Internet. When you create the E-book, you have the right to give people certain rights. One of those rights could be that you allow them to give the book to other people. Make it clear that this book is free to give away.

You can write the E-book yourself, use private label content or you can hire a ghostwriter to prepare the content. There are a lot of ways to create an E-book. Once you have your E-book written, use software to create your E-book.

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Better Yet, Use This Free e-Book, To...  
Activate Your Very Own 100% Free Traffic Generation System  
By Re-Branding This Free e-Book With Your Affiliate ID's!

By Re-Branding this Free e-Book with your Affiliate ID's and giving it away as a [Free Gift](#), you will be able to Increase your Downlines in the [Recommended Resources](#) located below, because your customers can also re-brand this Free e-Book with their Affiliate ID's.

They can do this by joining the programs under you, ([this will build your downlines, in that program](#)), and then they can offer this e-book as a Free Gift, as well, just as you can be doing.

Then **their customers**, can do the same, and re-brand this e-book with their Affiliate ID's.

[This process can go on and on and on and on, indefinitely](#) creating a **Non Stop Viral Effect.**

This works! All you have to do is to put it to work and in a short amount of time you will have 1,000's to 100,000's of marketers helping you Promote your business through various levels.

Visit the Recommended Resources below to see how they can help you build your business network using the **POWER OF VIRAL LEVERAGE!**

What is the **Power of "Viral Leverage"?**

It's having [1,000's of Marketers](#) Advertising [Your Sites](#) for you.

### **HOT TIP:**

Use the Recommended Resources below to **Promote your Main Income Opportunities.** Then use this Free e-Book as your **Main Promotional Tool** to get new members to join the Recommended Resources, under you.

This will give you 1,000's of New Members using the Recommended Resources to promote their Business which in turn will also be promoting your Business, as well.

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You can also [Re-Brand](#) the **Recommended Resources** located below with your Affiliate ID's.

These resources will help you Promote your Business and Increase your Income.

**[The Ultimate Viral Traffic Generator And Downline Builder!](#)** The Ultimate Viral Traffic Generator And Downline Builder will Increase your Websites Traffic and Build your Downlines in Multiple Resources that will result in Non-Stop Residual Monthly Incomes from Multiple Sources.

**[Click Here](#)** to visit [The Ultimate Viral Traffic Generator And Downline Builder!](#)

**[Viral Traffic Rush!](#)** Get your very own Branded Viral Ad Page and start building a team that advertises for you! Visit Viral Traffic Rush, Now, the #1 Viral Website Traffic Generator! Get 1,000's+ Guaranteed FREE Real Visitors to your website, and an ARMY of affiliates helping you to promote your websites and increase your profits today with ZERO risk ... that operates non-stop 24/7/365!

**[Click Here](#)** to visit [Viral Traffic Rush!](#)

**[Classy Clicks 4U!](#)** Driving Visitors to Your Web Site is Fast, Simple, and Free with Classy Clicks 4U! And you can get started in just a few short moments. Classy Clicks 4U is on the cutting edge of TE programs, bringing in new members to view your affiliate and splash pages.

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**[Cash In On Banners!](#)** Make Easy Money While Advertising - 100% Paid to YOU! Get a winning combination: The most effective viral banner-based traffic building system, bringing thousands upon thousands of real, qualified, guaranteed visitors that click on your banners and spend time on your websites. Combined with >>>>>The easiest, tested, fast direct pay=out system that makes it impossible not to make money.

**[Click Here](#)** to visit [Cash In On Banners!](#)

**[#1ProfitRing... High Impact Income is NOW HERE!](#)** YOU KEEP THE SALE! You don't give it away = High Impact Income is NOW HERE! The entire site is 100% custom built = it's custom catered to the advertising need of all sorts of internet marketers and is uniquely created to maximize YOUR money flow - THAT is for sure!

**[Click Here](#)** to visit [1ProfitRing!](#)

**[Global Domains International!](#)** 1,000's of people worldwide are earning quiet fortunes, from their homes, even while they sleep. Are you next? Get started for free right now!

**[Click Here](#)** to visit [Global Domains International!](#)

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## How Can This Free e-Book Help You Create *Multiple Streams of Income?*

By **Re-Branding The Recommended Resources** located above, and giving this Free e-Book away as a **Free Gift** you can [Build Your Downlines and Monthly Income](#) in the Recommended Resources and in the Various Programs that they offer as well.

This will help you [Create Multiple Streams of Income](#) from [Multiple Resources](#).

Once you get this all set up and going, you can be [Building Your Downlines and Online Income from Multiple Resources](#), all on [Auto-Pilot!](#)

## What Are The *Benefits Of Branding* This Report?

By branding this Report with your Affiliate ID's you will be able to:

- 1) Create Multiple Streams of **\$\$\$** Income **\$\$\$** in the Resources, above.
- 2) **Your customers can also re-brand this Report.** By allowing your customers to re-brand the Report, you will be Building your Online **\$\$\$** Income **\$\$\$** because your customers will have to replace your Affiliate ID's to these programs with their Affiliate ID's.

In order for them to re-brand this Report, they will need to join the Programs under you.

If they don't join a program under you, or, if they don't replace your Affiliate ID with their Affiliate ID, then your Affiliate ID will be carried over in their Free Report and they will be promoting your program for you.

In order to Re-Brand this Free Report with your Affiliate ID's you need to Join the programs listed below, to get your Affiliate ID's.

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Make This e-Book Yours And *Explode* Your Websites Traffic,  
Get *100,000's Of Guaranteed Visitors* To Your Websites  
And Increase Your *\$\$\$ Online Income \$\$\$*

*100% FREE*  
Re-Branding Rights!

**CLICK HERE**

To Get Your Customized - Branded Copy, Today

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