



Viral Traffic Secrets

Viral Traffic Secrets

Exposed!

- MORE free traffic
- MORE Subscribers
- MORE Sales
- MORE Profit!

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**White Hat Guys, LLC.**  
**The trainers behind the Gurus**

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## Who are the White Hat Guys

There is a terrible secret in Internet Marketing. It is never discussed and everyone involved denies it publicly. If this secret ever got out, it would change the face of Internet Marketing forever. The secret is white hat guys.

Who are white hat guys? Imagine your favorite guru. Behind him is a secret team whose sole job is to keep this person on top of the guru pile. This secret weapon is made of white hat guys. Unknown experts dedicated to keeping abreast of every major development and product being launched.

Every member of the White Hat Guys brings a different expertise to the team. Together the white hat guys are a highly skilled and well trained online marketing special forces elite tactical team. These guys have access to what the famous gurus REALLY think about the latest and greatest online marketing idea. This is true underground intelligence.

- Do you really believe every testimonial a guru gives to the next latest and greatest product?
- Do you every wonder if the latest email selling the next "big thing" has more to do with filling the guru's bank account than helping you build your business?
- What if you could get the information that the gurus didn't want to share?
- How much would you save if you had an insiders view of every new product launched?
- Imagine what would happen to your online business if you had your own team of white hat guys ready to help you out at every step of the way?

We broke free from the gurus to bring you the best in marketing information and strategies. We consult with you rather than the gurus. Look to us to bring you the best and latest information in creating and selling information products on the Internet.

For more information send an email to: [whitehatguys@weber.com](mailto:whitehatguys@weber.com)

## **Viral Traffic Secrets Exposed**

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# Chapter 1

## What Is Viral Traffic?

When you purchased an item or availed of a service of a certain establishment and are satisfied with what you got, don't you recommend that to a friend? And when you give your recommendation, doesn't your friend buy or avail of it as well?

More often than not, we express our satisfaction with some product or service by telling our friends and relatives about our experience. Some of them will actually try the same product or service that we recommended. Essentially, we have just successfully advertised the product through word-of-mouth without the establishment having to spend a penny on it.

That is the idea behind viral Traffic. Viral Traffic is an advertising strategy that entices people to pass on a Traffic message to their relatives and friends. It is called as such because of its similarity to an epidemic that easily spreads out, with an exponential growth, once an individual gets "infected."

How did this marketing phenomenon start?

The concept of Viral Traffic, which is passing along a message, has been around for a long time now, even for centuries. There was just no specific name for it until 1997 when Steve Jurvetson, a venture capitalist, came up with the term "viral Traffic" to describe Hotmail's Traffic practice then.

Hotmail's practice was to append an advertisement of itself on each message that is sent using their service. When a recipient gets interested and clicks on the ad, it will lead to Hotmail's website for him to signup. This will go on and on, and the growth is similar to an exponential curve.

### Types of Viral Traffic

There are different ways to apply viral Traffic strategy.

- **Pass-along.** This is the most common type of viral Traffic. Web sites that ask their users to tell-a-friend about their products and services is an example of pass-along messaging. However, there is a risk of the message being labeled as "spam" by email providers. Thus, it is important that the "from" and "subject" lines do not contain any word that may be tagged as spam.

- **Incentivised viral.** This is a Traffic technique used by companies in which users are offered rewards when they refer somebody to the company. This becomes more effective when the referred person needs to take action for the reward to be given.

- **Undercover.** The most difficult viral to spot, undercover Traffic sends a viral message that is disguised as just an unusual page or piece of news without obvious link citations.

- **Edgy gossip or buzz Traffic.** This type is most common in the entertainment world. A good example is the spread of different controversies, like getting married or divorced, involving the stars of a movie that is yet to be released. This is like a word-of-mouth advertising for the movie.

## Methods of Transmission

Spreading the viral message can be done in different ways.

- **Email.** This is the most common type, when people forwards messages such as inspirational messages, jokes, funny clips and pictures that advertises a certain product or service.

- **Instant Messaging.** People who receive links from friends through instant messaging servers, like Yahoo or MSN, are more likely to check it out because of the notion of urgency of the sender.

- **Web sites.** Most of the articles now published online have a link that says "Send to a friend." This is one way to make the article reach a good number of people by just posting it in one site.

- **Word of mouth.** Of course, this is the traditional way of passing on a message to another person; and most of the time, the most reliable method too.

Though there are several ways on how to do this kind of advertising, there are also barriers to it. One was already mentioned, which is the risk of the message being labeled as "spam." Since a lot of companies now are using this method and promoting their products through email, email providers proactively created some sort of filter in their system to separate potential spam emails from the more trusted ones.

Other barriers can be the size and format of the viral message. If the content is a video clip, its reach may be limited because of size limitations of most of the email providers. Media format is also one thing to consider because not all recipients of the message may have the right application to open the file.

But despite of these constraints, businesses are already getting into this style of Traffic. Indeed, this technique helps in dramatically increasing revenues by reaching a huge number of the target market without having to spend a big chunk of money for advertisements. Viral Traffic will definitely go a long way, especially in the World Wide Web.

## Chapter 2

# Viral Traffic Principles Explained

Viral Traffic has definitely gained its popularity over the global network. More and more businesses are adopting this Traffic strategy to gain their fair share in the market. The approach developed by Hotmail in increasing its number of subscribers is the classic example of viral Traffic at its best.

### How Hotmail Did It

Hotmail is one of the first web-based email providers that gave away email addresses for free. Their Traffic approach started by giving free web-based email addresses and even some additional services. Each of the messages sent with a Hotmail address had an advertisement at the bottom that goes: "Get your private, free email at <http://www.hotmail.com>."

Then, of course, Hotmail subscribers used the service to send messages to all their friends and colleagues. These friends and colleagues got the message and read it, and then clicked on the link at the bottom of the message. They then also signed up and became a subscriber just like what the sender did. Then these new subscribers also emailed their own set of friends and the cycle just goes on and on.

This is why viral Traffic has the power of reaching thousands, even millions, of people in such a short time. Just like a virus passes from one person to the next this form of Traffic grows "virally" with little effort from the person who initiated the message.

### Elements of Viral Traffic

Dr. Ralph Wilson, an e-commerce consultant, named six elements or basic principles of viral Traffic. A viral Traffic technique doesn't need to have all of these, but the more principles the message follows, the more powerful the strategy will become.

1. Give away products or services. This is the first and most basic principle of viral Traffic. When a person hears the word "free," it ignites an interest in him/her and they will grab that free product, or service, for sure. Having cheap or inexpensive products may also do the trick, but "free" will give much faster results by a factor of a 100 to 1.

Patience is important in viral Traffic. Giving away products for free may not earn profit today but if the business gets to develop a customer base by giving something for free, it will soon generate income for those customers. This is the number one principle used by marketers to build their mailing lists.

2. Easy transfer to others. The medium used to carry the Traffic message, to other people, should be relatively easy. Viral Traffic has proven very powerful over the internet because of the ease of communication that the Internet technology offers. Email, web sites, software downloads are just a few examples that can be used in viral Traffic.

Ideally the message should be short for easy copying and transmission. Simple and short but straight to the point is best, just like Hotmail's advertisement at the bottom of each email that got sent by the freebie user.

3. Scalability from small to very large. When viral Traffic is used as a Traffic style, it is most effective when the business is already prepared for rapid growth. In cases of increasing web traffic thru viral advertising, the web owner should make sure that the host server is prepared enough to handle the expected increase in traffic that can come within a very short period of time.

This should not be taken for granted; else, it will defeat the purpose of doing viral Traffic. Once people notice that the site takes a long time to load, they will just leave and forget about it. That means an automatic loss of potential customers.

4. Exploit motivation and behaviors. A Traffic strategy that builds on motivation and behaviors of people for its transmission is a definite plus. People love to be popular. This motivation will drive them to communicate to more and more people to be known.
5. Utilize existing networks. According to social scientists, an average person has about 8 to 12 members in their close network of family, friends and colleagues. Moreover, the internet gives way to creating a bigger network circle. To understand this growing phenomenon just look at the popularity of the "social network" sites like MySpace. Learning to use these existing networks in viral Traffic will yield better results.
6. Take advantage of other people's resources. Viral Traffic need not consume all of your own resources. Using other web sites to post your articles, for example, will get them read by a large number of people without the need of creating your own web page.

It is best to learn these basic elements or principles of viral Traffic first before actually doing it. Being too aggressive without doing your homework may just lead to damage instead of success. Try to adopt those that may be applicable to your product. Use all of the principles, if possible, for a more successful output.

## Chapter 3

### Viral Traffic

#### Why is it so Powerful?

Viral Traffic is the new Traffic and advertising trend right now, especially in the online scene. It takes advantage of the internet's network effect to be able to reach the greatest number of people in the shortest amount of time.

##### Benefits of Viral Traffic

Viral Traffic strategies offer several advantages to businesses.

- **Easy to execute.** There are several methods of sending viral contents or messages and all of them are easy to do. Among those methods are sending email, instant messaging, and using web sites. Sending viral messages through these media will not take much effort and time.

- **Low-cost.** As compared to sending direct mails or paying for an expensive AdWords campaign, viral Traffic proves to be considerably cheaper and a more cost-effective method. With just a small investment on viral advertising, its power can reach hundreds of thousands of people. Compare that to spending the same amount of money for traditional advertising methods that may only reap a few hundred people, at best. That is because the only money you spend is for sending the initial set of viral contents, the forwarding or replicating of your message does not require any additional costs.

- **Good targeting.** With viral Traffic, there is a huge probability that the message will reach people that are interested in your message. Since the concept of viral Traffic is essentially passing on a message from one user to another person, most likely, the user will pass it on to a person whom he knows will be interested in it. Thus, the percentage of wasted advertising, which is sending the message to the wrong market, is greatly reduced.

- **High and rapid response rate.** Since viral Traffic reaches a large number of the businesses target market, there is a very big possibility you will have a high turnover ratio. Even if the responses do not immediately convert into profits, there will still vast amounts of traffic that the business will receive - which is what most web owners need and want.

These are indeed some great benefits a business can get by adopting this particular Traffic technique. But what really makes it more powerful than other Traffic or advertising strategies?

Let us take the example of Hotmail, where this viral Traffic term really started. Hotmail was able to spread over the internet at an absolutely amazing rate. It is like an epidemic that quickly spread out to others once there is a single person infected by the virus. That is why this technique was so named.

According to Hotmail's statistics, its number of subscribers grew from zero to twelve million users in just 18 short months. Imagine that - from zero to 12 million! What's more amazing is that the company only spent \$50,000 on the advertising to achieve that number of subscribers. Compare that to Juno which spent \$20 million on traditional advertising during the same time period as Hotmail but only got a fraction as many subscribers.

With those facts about Hotmail, viral Traffic's main strength is indeed reaching a huge number of the target market at a considerably lower cost. Hotmail did not even have Traffic or advertising presence in most countries outside the United States but it got to be the major email service provider in such places as India and Sweden.

What adds more power to viral Traffic is the fact that the viral message passed on is like an endorsement from a friend or somebody who can be trusted. People have this way of thinking that "if my friend uses this product and is happy about it, what stops me from using it as well?"

In Hotmail's case, when those people who received an email from their friends, relatives, or colleagues who were using Hotmail they learned that it works and their friend is a user, they quickly signed up and became members as well. These people wanted to belong in this group that their friends were also in. This technique is also called a matter of association or affiliation.

Hotmail's case is not an isolated one, though. During the same time that Hotmail was gaining its popularity, so did ICQ. ICQ was like a buddy list and instant messenger rolled into one, much like MSN and Yahoo Messenger are now. ICQ also used the same technique and Traffic campaign and it gained almost the same number of subscribers as Hotmail within the same time frame.

Viral Traffic is indeed one powerful tool to increase popularity of a product or service. However, just like other things, proper use of the technique is absolutely necessary. A single mistake or misuse of it may mean permanent damage to the product or service being promoted.

## Chapter 4

### Need More Subscribers and Huge Traffic?

#### Produce Viral e-Books

Viral Traffic, when done correctly, can produce very good results. These results can be in the form of site traffic, subscribers to your mailing list, increased sales of your products and services or all of the above.

One of the best ways to use a viral Traffic strategy is through the production of viral e-books. This is not just an ordinary e-book. These are books that can be freely passed on by someone to another person with added benefits to both parties.

##### How does it work with viral e-books?

Aside from having an interesting topic and a wealth of information, the main purpose of the viral e-book is containing links to the site and products the author is promoting. These links can be modified from one person to another by changing the affiliate ID in the link. These links still lead to the web site of the author but credit will also be given to the affiliate which is like a commission.

The author can allow rebranding rights of the e-book to its readers. That means the reader, who would also want to earn from the e-book by becoming an affiliate, can replace the links with his own affiliate code to earn commissions. With this incentive or reward, he will surely pass the book to more and more people. That's where the viral explosion begins.

To be able to maximize the purpose of producing a viral e-book, have an explosion of traffic and have huge number of subscribers, we must have the following factors already in place.

- **Wide distribution.** There are several ways on how you can offer your e-book. You can offer it for free or for a minimal amount. If you allow rebranding, you can also charge for it and have options such as full customization or just part customization rights. Resale rights can even be offered for a certain fee.

However, if a certain amount is tagged to your e-book, its spread will be limited as not everyone is willing to spend money on these e-books. So to have the widest possible reach of your e-book, it is best to offer it for free and the

rebranding rights, maybe only a limited customization, for free as well. Anyways, what we are after is for the e-book to reach a huge number of potential customers and get the most commission from the attached affiliate links.

- **Quality affiliate links.** To be able to maximize your e-book and give its full potential, it should have good and legitimate affiliate links. But how do you make the readers really click on those links?

If your e-book bombards the readers with lots of affiliate links instead of quality information, they will probably stop reading your book, delete forget about it. Likewise, if the links lead to affiliate products which are totally unrelated to the e-book's theme, you will lose a good number of potential customers.

The best way to include the affiliate links in your e-book is to make them appear as natural as the other statements in your book. Try to weave them into the content in such a way that it is not obvious to the eyes of your readers. For example, when you want to readers to learn more about a certain topic discussed on your e-book, you can then mention the link as a source of additional information.

- **Maximum return for all parties involved.** Since you want wide distribution of your e-book, you will offer it for free as well as the rebranding rights. But then what will you benefit from? Of course, just the fact that people will sign up as an affiliate for them to be able to rebrand the links with their own codes means that you will gain more and more subscribers to your list.

Having more and more people who would want to rebrand the links means that more chances of your e-book getting distributed to others because of the incentives these people would gain. And the more people who will get to receive your e-book, the more traffic you will get on your site.

It wouldn't really matter, for now, if you are not earning from the rebranding rights. What is more important is the increased traffic and subscribers you will get which will eventually lead to more and more sales and success for your business.

## Chapter 5

# How to Make Sure Your Viral e-Book is actually Read

One of viral Traffic's principles is to give away something for free. This will definitely catch the attention of a huge number of people. Free items are always the best when trying to introduce something new in the market.

Most businesses and individuals who adopt this Traffic strategy have found different ways of giving away information and other things for free. One of those methods is coming up with an e-book and sending it to potential customers.

There are a lot of e-books available for download over the internet. Almost all of these can be obtained for free. But even so, it is not assured that everyone will read it, much less get it. So how do you make that your own e-book is popular and will be read by the most number of people possible?

### **Tips on Producing an Effective Viral e-Book**

Your main goal in producing a viral e-book is to get your product or service known to a huge number of people or to get huge traffic to your web site. But you don't have to do all the work on your own.

The way viral e-books work is to initially inform a sufficient number of your target market. Then these first-hand customers will send your e-book to their own set of friends and colleagues, so will these second-generation customers. The cycle goes on and on.

But the question is how will you make your first-generation customers send your viral e-book to other people? What should entice them in distributing it?

First of all, you have to make sure that your e-book is of good quality. It should look professional and not like a compilation of links. It should not have the first impression of being an advertisement or else others will think of it as a form of spam messaging.

Your e-book should also contain valuable and interesting information about something that concerns the vast majority of your target market. It should be reader friendly in such a way that the format is consistent and the words are not

very technical. Remember, you do not have control as to whom will get a hold of your e-book and read it.

Of course, it's not all about being interesting and informative. The most important thing that will make people distribute your e-book is when they know that they will also earn from it. It should be a mutual relationship. You should be getting something from it, as well as those who will help you pass it on to others.

This is what internet marketers usually call affiliations. Your first-generation customers are your first set of affiliates. They should be able to edit the links included in the e-book to add their affiliate ID or change the link to their affiliate URL. When the links are clicked, they will lead to your site but there is also credit given to the affiliate who sent the e-book. This requires a two tier affiliate program to work properly.

With this, your site will get the traffic it needs; at the same time, your customers or affiliates also get something from it. This will give them the motivation to read through your e-book and then distribute it to more people.

One thing to make sure of, when you allow for rebranding or modifying the link, is to still maintain some sort of control over the product. As the author of the e-book, you have the control as to what should be changed or modified. Make sure that the modification is just the affiliate ID or affiliate URL and not a totally different link which you may not have control of.

Finally, you have to keep in touch with your customers. The key to having a huge client base and maintaining it is to have a good relationship with your customers. Following up on them will not harm you. It is actually a good thing to do to make sure that they read your e-book and pass it on to others.

You may also want to provide a few add-ons to your e-book. Additional information, updates and related articles to the topic you discussed on your e-book will continue to encourage them to spread the word about your book.

So before going into the nitty gritty details of writing the e-book itself, make sure that you have done these things, or at least give a thought to them. Writing your e-book without defining your goal and coming up with a plan will be a waste of your time and effort since it may not be able to serve its intended purpose.

## Chapter 6

### How to Make Your Readers

#### Pass on Your Viral E-book

Producing a viral e-book can be the most important aspect to determine your business' success. Most people consider it the number one internet Traffic strategy at the present time. Most businesses, especially online, have adopted this technique and are using it to their advantage.

A viral e-book is a book that can be downloaded over the internet and most of the time it is free. This e-book is also one that can be freely given away by readers after they have finished reading it. It is termed viral because of the fact that people would be willing to give it away to others for the benefit of the author.

#### **What would make readers give it away?**

As a consumer, what makes you recommend a product or suggest a service to your friends or relatives? Or what makes you do otherwise?

When you buy a product or use the service of a certain shop or establishment and are happy with your experience as a customer, you are most likely to tell your friends and relatives about it. People have this instinct to share what made them happy and feel good for others to experience the same thing.

Likewise, if you are dissatisfied with something, you will also tell others about the bad experience to warn them. This attitude of consumers is well-known to marketers and they use it to their advantage. This is basically how viral Traffic and your viral e-book works.

If your e-book is something that is really interesting and contains information a person can benefit from, there is a high probability that the reader will pass it on to others who he thinks will be interested as well. It is similar to chain emails that contain jokes and funny stories that are continuously being passed around over the internet.

Another thing that will make your readers pass the e-book to others, and perhaps the most effective, is through affiliate links. If you make your reader be someone like a business affiliate, that would encourage him more to pass it on because he knows he will also benefit from it.

Let's say you go into a membership shop and buy something. When you are already at the check-out counter, the saleslady tells you that if you bring in a friend next time, who also becomes a member, you will receive a \$50 gift certificate. Wow! That will surely encourage you to invite someone to become a member - wouldn't it?

The same concept can be applied in your e-book to make it more "viral." You can give rights to the readers to include their affiliate Id's in your link. That would mean more sales to you because these people would register under you as an affiliate and at the same time allows them to earn the affiliate commissions of your program.

However, there are things to be considered to make sure that you still have some control of those links that will be modified. There might be others who may place a totally different link which is not in any way related to your e-book. That will just ruin the process.

You should put clear instructions as to how these people can distribute your e-book with their affiliate links in it. There should also be an agreement in black and white to prevent some legal issues that may arise.

Also, make sure to control the amount of links in your e-book. Something that looks like a compilation of tons of affiliate links will discourage readers in proceeding with your e-book. It is also best to place the links in such a way that is not too obvious to the eyes of the readers. Try to sneak them in a clean way within the statements of your e-book.

Always remember, when you are trying to produce your e-book, your main goal is for it to reach the most number of potential customers in a short time and with a little effort on your part. So make use of your readers to help you achieve this goal. Utilize them wisely and give fair rewards to better entice them in passing your e-book on to others. Anyways, this is one of the principles of viral Traffic.

## Chapter 7

# How Can You Generate Sales With Your Viral e-Book?

As we have already talked about viral Traffic is an extremely effective way of promoting your products and/or services. It can extend your reach to thousands, even millions, of people who might be interested with your offer. This also entails huge cost savings as it does not require all of your time and money to do what it has to do.

One way of applying this viral Traffic technique is by producing a viral e-book. After you have come up with the topic you want your e-book to talk about and have chosen an attractive title, it is now time to think about the content of your e-book.

What are the things that you need to write on your e-book for you to achieve your goal? Remember, your aim is for your products to gain popularity and increase sales in the shortest time possible.

### **Different Ways to Generate Sales**

There are several things that you can do for your viral e-book to generate sales for you.

Having affiliate links on your viral e-book will help you reach your goal of reaching as many people as possible. Yes, you can offer rebranding or customizing the affiliate links for free. However, you also have an option to charge a very minimal fee for customization rights.

If your offering, or commission, for the affiliates are really desirable these people would not mind paying a small amount in exchange for the huge incentives they will get if they become an affiliate. That is already one way for you to earn income just by releasing your e-book.

Writing a viral e-book about a topic that you know very well will help you gain respect from the readers. Once they realize that you are like an expert in your own field, they will build trust on you. If this happens, they are more likely to buy your products and services without any hesitations.

Of course, having your own product or service is the best way to generate more sales thru your e-book. The links that you add on your e-book should lead the readers to your own site where they can find more information about your products and services.

Leaving something to the reader's curiosity is a good way to generate more income. Let us say you have an e-book that contains 101 ways in making money over the internet. This is the product you are selling for a fee. You can make your viral e-book discuss a few, like 10, of those tips that they can find in the full version, then neatly interject the link where they can find the full version and purchase it for a minimal fee.

Same goes when you are selling tangible products. You can make your viral e-book talk about the features and benefits of such products to entice the readers to buy. You may also want to include testimonials from other people who have purchased the product. Then include the link to your site where they can purchase the item.

Keeping in touch with your customers is also a plus. It doesn't mean that once a customer already purchased your product that you have to stop there. After-sales service adds more value to your product and credibility to you. Once these customers realize that you give them importance by constantly keeping in touch with them, they are more likely to buy again once you have new products to offer.

### **Common Mistakes to Avoid**

For you to generate more sales, some precautionary measures need to be taken when writing your viral e-book.

Since you will be allowing rebranding or customization of the affiliate links included in your e-book, make sure that the links to be modified are still valid and still points to your site. There are some e-book compilers that allow you to do this for your protection. So better to scout for this software and use it in creating your viral e-book.

When you are promoting your product in your e-book, avoid including time-specific discounts and freebies. Remember, you do not have control as to whom and when your e-book will be passed on to. It may reach a person a year after the discount offer has passed. That will just make that potential customer mad and it will be a loss for you.

When producing a viral e-book with your links in it, make sure that your links would open in a new window instead of using the same browser. With that, you can make sure that the reader still goes on reading your e-book, at the same time, browsing the site where the link was pointed to.

These are just some suggestions on how to make your e-book really do its job for you. There are other ways that you can try which we will discuss later in this book. Always be creative and success will follow!

## Chapter 8

### Starting a Viral e-Book?

#### Choose a Good Topic

Viral Traffic is the most popular type of Traffic strategy in the online industry at the moment. Why is it so?

Because it can give a huge number of potential customers in just a short period of time with very minimal cost. Of course, if there are a large number of potential clients, the turnover percentage will also be bigger.

Viral Traffic can be done in many ways. There are newsletters sent thru email, web sites, invitational emails and much more. One effective way to do it is by producing an e-book, or the so-called viral e-book.

#### **What is a viral e-book?**

E-books, or electronic books, are the online or electronic version of books, newsletters, publications, manual, etc. E-books are downloadable files from the internet and can be installed on one's computer. Some of the popular books, like Harry Potter, actually have e-book versions now because of this popularity. Some of these are free; some are available for a minimal cost.

The concept of e-books has been adopted by Traffic people because of the ease of their distribution to a huge number of people via the internet. They usually incorporate advertising and Traffic strategies with e-books to boost revenue, at the same time giving useful information to other people.

That is how the term viral e-book came about. Viral e-book is, basically, an e-book that is passed on to others which brings several benefits, mainly profits, for each individual. These e-books are free, most of the time, to encourage more people to get them and pass them on to others.

Viral e-books contain useful information about something related to what the marketer is promoting. And since it is a Traffic tool, these viral e-books contain links that lead to the marketer's web site. Thus, if a person reading the e-book becomes interested and clicks on the link, that will already be a potential sale to the one who originally sent the e-book.

If you are planning to start making such an e-book to promote your products or services, you should consider several things before jumping on to it. The very first thing that you have to think about is the topic.

### **How to choose a topic?**

An e-book can be about anything and some are now being produced as "Audio" (talking) e-books. But, of course, if you are planning to make profit from your e-book it should be about something interesting to your target market. It should deal with things that your target market people are concerned about. People want things where they can benefit from in whichever way it may be.

The first thing to consider when thinking about the topic for your e-book is your main goal. You have to define your purpose of writing the e-book. If your goal is to increase sales of your product or service, then your topic should be something related to those things.

You, as the maker of the e-book, should also be interested in the topic you choose; else, it will feel like a burden doing something that you do not really like. Also, it will be easier for you to write things about a topic that interests you so you can express yourself better.

To better help you in selecting a topic, you must set an ample amount of time thinking about it. Go in a place where you can concentrate. Try to think of the things that interest you, things that you are comfortable with. Then list down all those things that come to your mind, even the crazy ones.

Once you've listed them, select those that can be related to your product or service, if you are promoting these things. If not, select the topic that you think will be most profitable. Also, make sure that you can have a lot of resources for the topic you choose. More resources would mean more information to put in your e-book, and the more interesting it will be to read.

Having a good topic is the best way to start your viral e-book. A topic that interests you, as the author of the e-book, will make the journey of creating it be enjoyable and fun. Other than that, more valuable and quality information will be incorporated since you know the topic well.

So start brainstorming now with yourself. Choose the best topic that you can think of. And make that vision of increased profit turn into reality with your own viral e-book.

## Chapter 9

# How to Tempt Customers to Read Your e-Book

## Just By Reading Its Title

So you have already decided about the topic that you think many people would be interested in. You already formulated an outline of the things that you need to put in your e-book to make it more interesting to read. But how do you make these people actually get your e-book and, more importantly, read it?

When people try to find books to read, the first thing they look at is the title. In fact, this is applicable to any product, not only to books. The title or the label is always the first thing seen by consumers.

Most of the time these people buy the product based on its title or label. Some take time to scan the contents and other things they can find out about the product. But, still, the major factor that affects the decision to purchase the item is the title or label.

Try to test yourself. Let us say you are trying to look for ways to generate income over the internet. Then you came across a couple of e-books that talk about that same topic that you want to learn about, but with different titles.

The title of the first e-book is “Different Ways to Generate Money Over the Internet.”

The second one is called “How I Made \$30,000 In Just One Month Using the Internet?”

With those titles given, which one do you think would you choose and read first? Both of them will definitely give you the information you need but the e-book that is more tempting to read is the second one, isn't it?

From the title of the first e-book, it promises to show you the different ways to earn money over the internet. It may give you the techniques, the programs or job offers over the internet that would give you sufficient income. And, yes, you can definitely learn from it and try those ways that the book suggests.

However, the second e-book seems more appealing and definitely grabs your attention. It is because the title implies that the person who wrote the book

indeed earned a huge sum of money over the internet and is willing to share it to other people. This e-book seems more credible as the techniques or programs that the book may suggest are tried and tested.

The second title, indeed, is catchier than the first as it promises to give you what you want and what you are looking for. At the end of the day, what you really want is something that will show you a tested way on earning a big sum of money, not just tell you the different things that you can try but there is no guarantee.

Both titles may be used on a single e-book but using the second one will be more successful than the first. People are most likely to buy something that would be beneficial to them. People buy benefits, not just features.

To succeed in Traffic, you must keep that principle in mind: that people buy benefits. So every time you think of a title to your e-book, sales letter or advertisement, always consider that fact.

The title you choose should:

- catch the attention of your potential customers
- clearly show what your e-book offers and what it is about
- arouse curiosity and interest of potential customers
- most of all, promise benefits to these customers

To be able to do that, try to place yourself in your potential customer's shoe. What do you think would tempt you in a title? Check out other e-books that cover the same topic, if there are, and pick one that you think has the best title. Then analyze why you think it is the best among others. You can also ask a friend who may be interested in the subject you are going to write what title would interest him.

Another tip is to keep your title as short as possible. Short titles, but straight to the point, are the best. Adding a sub-title will also help in providing much more benefits to your potential customers.

Always remember that the title of your e-book is critical to its success. An e-book with a title that catches the attention and promises benefits to your potential customers will prove to be easier to sell and distribute than those with just a simple, descriptive title.

So start thinking of the title that will promise the most benefits to your target market. Again, people don't just buy features, they buy benefits!

# Chapter 10

## Your Viral e-Book

### Should It Be EXE or PDF?

The main purpose of creating a viral e-book is to pass it on to as many people as possible with only a minimal effort on the author's part. To be able to pass it on to others, it should be in the form that can easily be accessed and opened by other people.

After you have accomplished writing your viral e-book, the next thing you have to do, before it actually gets to the hands of other people, is to compile it. There are two ways that you can do it, either to compile it as an exe file or as a pdf file.

EXE, which means executable, is the file extension for files created by e-book compilers. PDF, or portable document format, is the extension of files created with Adobe Acrobat. In the World Wide Web, PDF e-books are now considered to be the industry standard.

#### **Advantages of PDF over EXE files**

- 1.** If you choose to compile your viral e-book using Adobe Acrobat, you do not have to create an HTML web page for every page of your e-book. A simple MS Word document will do.
- 2.** When you compile using Acrobat, the PDF file automatically numbers each of the pages. Most EXE compilers do not have that function.
- 3.** PDF files are relatively easy to edit. New pages can be added; you can also delete or replace pages. Page numbers will automatically adjust itself once you modify the pages. EXE files are actually fixed once compiled and cannot be edited. You have to compile a new one to be able to change your e-book.
- 4.** You can print PDF files a lot easier than EXE files.
- 5.** PDF files have a bookmark tab on the left side of the page. Using this feature makes navigating around the file much easier than in an EXE file.
- 6.** When PDF files are compressed, the file sizes are significantly smaller than EXE files because PDF converters compress better.

7. PDF files are not at all susceptible to viruses since they are just simple files, unlike EXE files which are like programs or applications. EXE files are more prone to carrying and transmitting virus and end up being corrupted.

8. Last but not the least, PDF files are universal. As long as the computer has an installed Acrobat Reader, PDF files can be opened and viewed, whether the computer is a PC or a Mac. EXE files are not read on a Mac computer.

Since your main goal is to expand your target market then you need to consider these facts. According to the Nielsen Netratings, over 8% of the US online population uses a Mac. It may not be a huge number but can still be significant in the increase of your potential customers.

### **Advantages of EXE files over PDF files**

On the other hand, EXE files also have their own set of advantages over PDF files.

1. e-Book compilers, the software that create the EXE files, are just a fraction of the cost of Adobe Acrobat. Though there are a number of PDF creators recently released that are also cheap, e-book compilers still have the advantage in terms of price.

2. The most important advantage of EXE files over PDF files is its ability to allow rebranding of the e-book. Some of the e-book compilers such as e-Book Generator, DeadEasy WOW eBook Maker, e-Book Edit, and e-Book Paper have built-in rebranding function.

If the viral e-book is your tool for doing viral Traffic, granting rebranding rights is the key to your success. Allowing rebranding of your e-book will guarantee increased promotion and distribution because people can modify the book with their affiliate codes to earn incentives.

If you want increased exposure by having more people able to view and read your e-book, then go with PDF files. Not only is it more readable with a PC or a Mac, it also has relatively small file size compared to EXE files.

But if your main concern is giving out free customization and rebranding rights to your e-book for wider distribution, then you might better go with e-book compilers to produce an EXE file. If you still prefer to use a PDF format you will need to get either PDF Brand or Viral Brand software to accomplish this.

Given the different advantages of one type over the other, it is really up to you, the author, to choose which one you think will work best for you. Both types have

their own good sets of advantages. It is just a matter of determining your priorities for your e-book and basing your decision from those priorities.

How you can write your book faster than you ever thought possible. [Free Report](#)

## Chapter 11

# How do You Make Your Viral e-Book

## Popular?

So you already have your e-book. You are amazed at the wonderful work you have done. But it is still just in your possession. You will not benefit from it unless you let others know that you have that e-book. You have to make the online world know about your e-book and start making it viral.

So how, exactly, do you make your e-book known to as many people as possible? How do you advertise or promote your e-book?

### Promoting Your Viral e-Book

The main purpose of producing a viral e-book is to generate sales and increase your revenue within a very short period of time. For that to happen, your e-book should have as much maximum exposure as possible. But if you try to do it all on your own, that would definitely take all of your time and is not efficient.

The first thing you should do is clearly define your target market. Having a well defined set of audiences will make your promoting time more effective and efficient.

The next thing that you should do is create a newsletter or an ezine that will reach your target market. Start to build a list of subscribers for a newsletter that might interest your potential customers. This newsletter can have articles, tips, news and other updates related to your e-book and your product.

This ezine should prominently feature your e-book. It will be useless to create an ezine if your site and products are not promoted in there. But promoting your e-book or products within the ezine should be done in a not-so-obvious manner.

Once you have thought of what to put in your newsletter, it is now time to gather subscribers for your ezine. One way to get a subscriber is to include a page in your web site where people can subscribe. Having a small pop-under box where people can place their email addresses to subscribe also works, no matter how terribly annoying it may be.

Have your newsletter listed on group subscription forms and on the inside pages of high traffic Web sites. Signing up for a free publisher account on sites such as

Idea Marketers will also be beneficial because you can add your newsletter in their directory.

Other than newsletters or ezines, you also have to actively promote your e-book on your own web site. A good way to have it seen in your site is to devote a single page, or even more, just for the e-book. Listing in together with all your other products will do no good.

Make it easy for your visitors to find information about your e-book anywhere in your site. Feature the e-book on all the pages, if possible, or add a navigation bar just for it. Featuring some good excerpts from the e-book will also arouse their curiosity and most likely lead them to get your e-book.

As the author of the book, include information about yourself as well. The more people know about you, the more they will build their trust on you. Having a picture also adds more credibility to your personality.

There are also a lot of e-book directories out there. Make sure that your e-book gets listed in every single e-book directory there is to gain more exposure. Joining forums that talk about the same topic as your e-book is also one way of actively promoting it. You can post threads or reply to other people's concerns that may be related to what your e-book is offering.

If you want to maximize exposure, apply one of the principles of viral Traffic. Give your viral e-book for free to people who might find it useful and interesting. You just need to gather a list of potential customers then send the e-book to them for free. Just make sure that it will not appear like a spam message; else, it will just damage your e-book and may not reach its full potential that you would desire.

These are just a few examples on how you can promote your e-book. There are a lot more possibilities that you can explore. You just have to be imaginative and creative. But these methods can be sufficient enough for you to start promoting your viral e-book.

## Chapter 12

# How To Write A Convincing Sales Letter

## For Your e-Book

Have you ever been in a situation when you are so convinced in an ad that you are already convinced to buy **after** just a few minutes of reading it? That ad must have been so effective if it persuaded you immediately to buy the product. Don't you want to have that same convincing power for your e-book?

Having a killer sales letter is a plus in promoting your e-book. But how do you do it especially if you do not have the writing skills required?

### Steps in Writing a Sales Letter

**1.** Before starting to write anything on your sales letter, you must first determine your target audience. Who do you think are the people who will be interested in your e-book? Let us admit that not every person in the world would be interested in your product.

Knowing your target market will make your letter more effective. Also, you will be able to write your letter as if it is talking directly to your prospects, thus, gaining you more profit.

**2.** You have to know what sets your product apart from all of its competitors. Determine the edge and the advantages of your product from others. Make this your selling point.

If you can tell your potential customers that your e-book offers several desirable benefits that others do not have then there is a huge possibility of you making that sale.

**3.** You should make your potential customers believe you. It might be difficult to it because of the many scams and false information in advertisements right now. You should tell them every single reason why they should believe you.

Adding more data and statistics to back up your statements will add to the credibility of your letter. Prove to them that what you are saying is true from the beginning.

4. Provide your potential customers all the benefits your e-book has to offer. Even the not-so-obvious benefits should be included.

After you have identified your target market, the next things that you should determine are the issues and concerns your target audience may be having. Make a list of these problems and determine the benefits of your product that will solve each of these problems.

Problems are always there, it is the solution to the problem that is lacking. So if you can show them that you have the **right** solution to their problems, then you will be in for huge sales. Having a long list of benefits that your product offers gets you better chance of turning these readers into buying customers.

5. Write your sales letter in the way you would want it as a reader. Once you think that you are almost done with it, read it from the viewpoint of a potential customer. Ask yourself if you would say yes to the offer.

As much as possible, try to find a loophole or something in your letter where your potential customer would probably say no. If you find one, then you may want to consider revising your letter in such a way that it would address that objection. By answering all possible objections that customers have, you will definitely have a killer sales letter. Needless to say, it will also bring you huge profits.

6. The last thing that you have to consider is getting your potential customers to take action as soon as possible. Give them the reason why they should buy from you now. If you miss this step, you may have just missed a sale altogether.

Provide a realistic reason for them to act immediately. Offering special discounts or bonuses for a limited time period is one way to make them buy your product now. Telling them that your product is limited and will not be offered anywhere else once sold out may get them to make the decision now. Giving them rebranding or Private Label Rights to your e-book is yet another strong enticement. You may come up with other strategies but just make sure that your sense of urgency should still sound realistic.

These steps are just the basic ones to get you started writing your sales letter. It may not be perfect at first but it is alright. Learning to write a very good ad or sales letter may take some time. But starting now with the basics may be your first step on becoming a professional sales writer.

## Chapter 13

### How to Write Your e-Book's Content?

When producing a viral e-book, you have to consider a lot of things before going into the nitty gritty details of writing it. Your viral e-book is your key to succeed in the online market. It should help you increase your site traffic, client base, and sales, of course; else, it defeats the purpose of having a viral e-book.

First thing that you have to plan is what your viral e-book should be about. The topic should be interesting and it must be related to the product or service you are promoting. Once this is done, the next step is choosing a good title for your e-book.

People look at the title or the label of a product first before anything else. Thus, the title that you decide for your viral e-book should grab the attention of as many people as possible.

Once you have accomplished these things, it is now time to think about what to write on your e-book. What should it contain for it to be really interesting to the readers?

#### **What to Include on Your e-Book**

When you are in the process of choosing the topic for your e-book, you should also have considered the amount of information you can write about that topic. So it is better to choose one that you are very knowledgeable of, something that you know by heart, especially if you will be the one writing.

The content of your viral e-book is like its heart; without the content, your e-book will not survive. And even if it does have content but not that informative and useful to anybody, it will eventually fade out since there will be less and less people who would want to pass it on.

If you are writing your e-book yourself, it is best to write about something that you really know very well. When you write the contents yourself, it will add to the credibility of the information included and will have a personal touch. It has the added benefit of letting your audience know you are an expert on the subject increasing your creditability when offering more products later. You will be able to control the information included since you know what you want included and not.

If you think that you cannot do it yourself because you are busy with other things or just do not know how to write effectively, you can always hire a ghostwriter. Ghostwrites are those who write articles and other materials in behalf of another person. The reason for such a name is because the identity of the real writer remains anonymous.

Hiring a ghostwriter is beneficial since most of these people do have a wide experience in writing things about different topics. With this, you can focus on more important things while being assured that your e-book will have its quality content because another person is doing it for you.

Before choosing the right writer for you, you can ask them for their portfolio or any sample work. This way, you will have an idea about how they write and if it would fit your requirements.

Also, make sure that the writer clearly understands the topics to be written. If you have certain instructions that should be followed, make sure it is clear and well understood by the writer. Having a bad relationship with the writer that you choose will only ruin your viral e-books success.

Your viral e-book should be interesting and informative at the same time. Depending on the topic, you can add research studies, current statistics, interviews with professionals or expert on that field, results of surveys you may have conducted, and a lot more. With these things, your e-book will not look boring and monotonous to the readers.

Writing the contents of your e-book can be the most enjoyable part in producing this viral Traffic technique. This is where you can show your creativity and imagination. Even if you are not the one writing the contents and articles, you still have some control over the write-ups by providing the instructions on what you want to include in the article and not.

You indeed have several options on how to add contents on your e-book. Whatever option you choose, you should make sure that the content of your e-book will serve its purpose. It should be able to make you reach your goal of producing the e-book.

How you can write your book faster than you ever thought possible. [Free Report](#)

## Chapter 14

### Your Master Resell Rights e-Book

#### As a Viral e-Book

So you have finished writing your own e-book. Everything is already polished and it is now ready to be distributed. You have already done some promotion about it here and there. And you are now waiting for results to pour in.

However, there are some more ways that you can do to increase your sales through your e-book. Being the author of your e-book, you have all the rights to do whatever you want with it. You have the control over the contents of your e-book. With that fact, you have offer the master resell (or resale) rights of your e-book

Gaining the master resell rights of an e-book means huge profit and a return of investment that is unheard of in the outside world. If you have the master resell rights of an e-book, you have the right to sell the e-book to other people, and those who purchase it will also have the same right to sell it again to others.

How do master resell rights earn you a lot of money? Let us say you purchased an e-book with master resell rights for \$47. Since you have the master rights, you will resell the e-book for the same price. Having just one sale already makes you break-even. Of course, you wouldn't stop with just one customer. If you sell 11 more copies, that means a whopping 1000% profit just on that single e-book.

If you want your e-book to be viral, which means to spread out exponentially, applying the concept of master resell rights, or private label rights, can be very helpful. However, for it to get distributed easier in a short time, we must apply one principle of viral Traffic. That principle is giving away something for free.

You may ask - how can you earn when you give away your e-book for free? Being the author of the e-book gives you full control on what is inside it. You can have as many links as you want inside your e-book. But just do not make the links too obvious for readers not to get skeptical about your e-book.

Those links that you put on your e-book lead to your site. So once a reader clicks on a link, it is already one possible new customer for you.

But how do you make it viral? Giving away your e-book for free is just one part of the strategy. Yes, you can earn from there but not as much as you would if your e-book gets viral. So for that to happen, you can offer master resell rights of your e-book to your customers.

You can give an option to your customers to either get your e-book for free or add just a very minimal fee to obtain master resell rights for the e-book as well. But why would they pay for the master resell rights? It is simply because with that right, they can customize all the links of your e-book and change them with their own affiliate code.

Having their own affiliate code on those pages of your e-book will earn them commissions from your site. Other than that, having master resell rights will allow them to sell or give away your e-book to their customers, and those customers can do the same with their own set of customers.

With all those possibilities, they will definitely be motivated to pass out more and more copies of your e-book. Not only do they earn commissions from your site, they also get some income by also selling master resell rights or just resell rights.

Once that happens, you will realize that your e-book indeed has gone viral and your site is gaining more and more traffic with increased sales as well. And all these happened just by giving away your e-book for free and adding master resell rights for a minimal fee.

There is no doubt that viral Traffic is really the future of internet Traffic. It guarantees huge outcome with only little effort and small cost on your part. Viral Traffic will soon overcome all those traditional Traffic and advertising where one should spend thousands of dollars just to gain maximum exposure.

So once you already have your product and have finished creating an e-book for that product, better start distributing it now and make it viral to maximize your profit to its full potential.

## Chapter 15

### Different Elements of Your Viral e-Book

Once you have all the resources and information to put in your e-book, it is now time to think what your e-book should look like. As much as possible, you would want to keep your e-book at a professional level. This would earn your e-book more credibility which can mean increase in returns.

The first thing that you have to think about is what your e-book cover should look like. Although you are just making an online document, meaning no papers and printing necessary, electronic books still need a good cover to attract more readers.

Having an inclination to arts and graphic design will surely help in doing the layout of your e-book cover. If you are the type of person who is not really into designing, you can always hire someone to do it for you. You can just give him the details as to how you want the cover to look like and let him use his imagination to create a perfect e-book cover.

The color, main and secondary fonts should be considered in making an eye-catching cover. Here are some general tips to follow when creating the cover of your e-book:

- Use color combinations among these colors: red, blue, black and white.
- If you think of using yellow, you may use it sparingly with black because it has the strongest contrast.
- A strong font is best to use for the main title of the book – it may be Arial Black for short titles and Impact for longer ones.
- Limit the number of fonts used in the cover to three. Having a lot of different fonts will make it look like a mess.
- The cover should contain the following:
  - a. main title
  - b. a good subtitle or teaser phrase
  - c. author's name
  - d. URL where the e-book can be found

It is best to keep the cover as simple as possible. A small image and a short title will do just fine. Putting a lot of information in the cover makes it unreadable, unpleasant to the eyes and very unprofessional looking.

Now that you have a good cover for your viral e-book, let us talk about what should be inside it. First of all, your e-book should show first basic information about the book itself such as its copyright information and author's name with a short biography.

Then, to serve as a guide to the contents of your e-book, you should have a table of contents. This should, more or less, outline the different parts of the book so when a reader wants to go back to a certain portion of the book, he can just jump to the page indicated in the table of contents.

No matter what your purpose is in creating your viral e-book, try to keep it short but contains enough information as much as possible. You would not want to bore your readers reading hundreds of pages on your e-book. This is more applicable when you are creating a viral e-book that serves as a preview of the full-version. This e-book should only contain enough relevant information to gain the reader's curiosity and make them purchase the full-version.

The layout of the pages on your e-book should be the same all throughout. The pages should be also made as simple as possible yet with a touch of professionalism.

Other than the actual contents and links that you will put on your e-book, you should also add a page that discusses in detail the instructions on how an affiliate can customize the links on your e-book. You would not want to be bothered by a phone call in the middle of the night just to be asked how to rebrand your e-book.

Clear and full instructions on rebranding and customization should be included in the contents of your e-book. This way, the readers can just sign up as your affiliate, then once they have their own affiliate identification or code, they can do their own customization with the instructions you have placed in your e-book.

When you are creating a viral e-book, simplicity is the key. Having a simple yet interesting and informative e-book will increase its chance of being spread to more and more people over the internet. Adding the good rewards and incentives that an affiliate can get in distributing your e-book will definitely give you huge returns in no time.

How you can write your book faster than you ever thought possible. [Free Report](#)

## Chapter 16

### Why Choose Viral Traffic?

The Internet has modernized man's way of living. It has also affected how we do certain things including business tasks. Traffic has come a long way and it is not being totally revolutionized by the Internet.

Internet viral Traffic is the most cost effective way to be able to reach a targeted audience and efficiently convey your Traffic message. Viral Traffic outside the context of the Internet is usually connected with spreading a message through word-of-mouth. In the context of the Internet, the concept is the same, but the ways of doing it are diversified.

Internet viral Traffic is similar to a virus. Viruses are notorious for being easily spread. This is the concept behind Internet viral Traffic. Viruses, if not contained, can quickly become epidemics. Internet viral Traffic behaves like viruses, it aims at spreading a Traffic message to people through other people.

The mere dynamism of the Internet makes it possible for viral Traffic to do its job quite effectively. In the world of the Internet, viral Traffic can be done in many ways. The whole structure of the Internet has been a tool which has been used by many to be able to make a statement and/or advertise their products and services.

We say that using Internet viral Traffic, or viral Traffic in general is one of the best, if not **the best** way of Traffic a certain product or service. This book has tried to lay down the reasons for that claim.

To recap here are some reasons why viral Traffic is the best way to market:

#### - It's free!

This is probably the absolute best reason why viral Traffic is the best way to market. There are many ways to market a product or a service. One can utilize some of the old-school techniques such as the use of print media (banners, posters, flyers) or audio-visual tools. There is not much argument about the effectiveness of these methods, given the assumption that they are done with careful preparation and planning. However, these things cost money -lots of money.

An actual example of the cost of these other Traffic techniques can be seen in the pharmaceutical industry. Studies say that more than half of the cost that

people are incurring for buying branded medicines is used to cover the expenses of Traffic those products. This is a reality that reflects how Traffic costs can take their toll on the product itself.

Another example is the breakfast food industry. Over 60% of the total price you pay for a box of cereal is Traffic expense! You can now buy the same cereals in the "no name" aisle, at your grocers, for less than half the cost of the advertised brand. Someone has to pay for all of those cartoon shows!

Viral Traffic is a free way of spreading your Traffic message. One can argue that it is not totally free (as claimed). However, the only costs for Internet viral Traffic are the costs associated with Internet connection and some minor tools for getting on track. One can also do an economic valuation of the time spent for viral Traffic, but every other Traffic technique consumes time and usually more time than viral Traffic does.

### **- Availability of techniques**

There are many ways of doing viral Traffic, especially through the Internet. Literally, there are hundred different ways of spreading a Traffic message through the web. The most popular way is to use affiliate programs.

Affiliate programs give incentives for webmasters to put up there banners. The webmasters earn some profit whenever the banner is clicked on by the visitors. AdSense is another way webmasters are getting paid for advertising other peoples products and/or services. whenever a visitor clicks on an AdSense ad the webmaster earns a small fee, Google earns a fee and the advertiser pays the bills.

One can also look into the option of giving away free stuff to other people to get their attention and be agents of their viral Traffic endeavor. You can give away free web space, free articles, free newsletters, free software, free graphics, free screen savers, etc. If you remember our earlier chapter this was the concept employed by the developers of hotmail. Hotmail became a craze when it was launched and the rapid growth of their product is what coined the phrase "Viral Traffic". People who signed up for the free email literally became Traffic agents for hotmail. They carried the Traffic message which was simply embedded into their email addresses.

### **- Impact of viral Traffic**

Viral Traffic, if done properly, will not only convey a Traffic message, it will let the message stick to people's minds. Creativeness comes into play when using viral Traffic as a strategy. Everything starts with a bright idea and this idea is then put into operation with careful planning and execution.

Viral Traffic is the way to go into these modern times of Traffic. It is a the most cost effective and efficient way of conveying a Traffic message towards a targeted audience!

## Chapter 17

### Viral Traffic Technique Contagion

Everyone who's involved in Traffic or advertising must master the art of reaching their target consumers in a fast, effective, easy and even cheapest way. There are lots of ways and means on how to touch prospective clients and the television is proven to be the most effective yet expensive way. Nevertheless, with the fast boom of technology, the Internet is now also considered as one of the easiest and comfortable avenue to disseminate product awareness.

The word "free", perhaps, is the most compelling word in a marketer's vocabulary and this is basically what Viral Traffic is all about. From the term itself, which is coined from the word "Virus", viral Traffic is a Traffic technique which is similar to the spread of an epidemic that can reach others through word of mouth to increase brand consciousness.

Viral Traffic has been popular because it's been proven to be more efficient than the others. It makes advertising easier, and it can obtain a high and rapid response rate at a relative low-cost. Remember, if one likes a particular service, a person will tell it to his friend then his friend will pass it to her friend, therefore, a word or mouth Traffic starts. However, one main weakness of this technique is that messages, which are usually send through e-mails may look like spam mails, thus creating a bad impression on the brand and without knowing it, the said promotional messages will just be sent to the e-mail's trash bin.

One typical example of viral Traffic is the Hotmail.com wherein the tactic goes like this. They give away free e-mail service, then every message they sent has a simple tag at the bottom which says "Get your private, free email at <http://www.hotmail.com>". On the other hand, those who receives the e-mail will be able to see the note below the message and it will encourage them to get their own e-mail address with hotmail since it is just for free then the list goes on, the propelling of message to reach a number of recipients hence increasing social networks.

There are several types of viral messages and methods of transmission. One type is the pass-along message which encourages users to pass the message to others. One example of this is chain letters which prompts readers at the end of the message to forward the e-mail to a number of users believing that they'll get good luck if forwarded and bad luck if done otherwise. Another form would be the infamous anonymous matching on ecrush.com which requires a user to create a list of friends or acquaintances they secretly crush on. A match only happens if the object of their affection responds by logging in and does the same. Most of these services allow users to email anonymous messages notifying them that a

concealed person fancies them. Hopeful romantics become hooked up on this Traffic as they aim to find out if their crush also feels the same for them.

Also, the process of dissemination can occur in various ways. It may be through word of web where it converts web-based information into an e-mail. One classic example is the article from CNN.com wherein there's a link that encourages someone to send a particular article to a friend. Another sample would be the word of email, which is considered to be the most common type. It's just the simple forwarding and exchanging of e-mails such as jokes and the like. But perhaps, the fastest mode of transmission would be through instant messaging such as Yahoo messenger, ICQ, Google and MSN since this is the most popular among young people and a link referred by a friend is more likely safe than by some unknown sender through e-mails.

Sometimes Traffic companies even offer rewards or special offers for referring customers, encouraging the use of the aforementioned methods. Freebies and discounts can be music to the ear of everyone especially if acquiring them is just as easy as counting from one to three. This is probably one of the main reasons why marketers prefer this technique among others.

For a viral Traffic technique to be successful, an effortless transfer of Traffic message to others is important and this works famously on the internet because on the spot transmission is a lot undemanding and less costly. Also, from a Traffic point of view, it is essential that the message to be transferred is simple to avoid degradation. In short, the principle of KISS must be followed. Keep it short and simple so that Traffic message would not trigger the recipient to aim their mouse pointer to the "report as spam" button.

## Chapter 18

### A Guide to Viral Traffic Techniques

Viral Traffic has garnered much attention today. The way it spreads a Traffic message can be very effective. Internet viral Traffic behaves like a virus, as the name implies. The Traffic message has a tendency to be spread through virus-like activity.

There are many well-known ways of creating a fuzz through Internet viral Traffic. One can utilize site links, referral programs and other viral Traffic techniques to be able to reach his target audience. A bright idea is the start of the viral Traffic venture and this is made operational through the right techniques.

This article tries to explain some of the other viral Traffic techniques that are out there on the Internet. These are tools which can sometimes be overseen by the marketer because his vision of viral Traffic is limited.

Here are some of the techniques which can be effective in spreading a Traffic message:

#### **Create an award**

Awards catch attention. When someone or something is given an award, it creates fuzz in the target audience. One can look into award creation to be able to attract people and be successful in spreading the Traffic message.

#### **Distributing a free software**

Everybody loves freebies! If one is competent in creating software programs for different applications, he can actually use them to as Traffic tools. One must make sure, though, that the software contains some kind of advertisement containing the Traffic message.

#### **Providing free email account**

This is the technique that was employed by hotmail when it initially started. Every person who signed up for their free email account carried the Traffic message. This simple idea turned hotmail into a craze and its owners into millionaires. Although doing the same thing today may not emulate the results which were generated by hotmail, but it still is an effective way of Traffic.

## **Providing free web space**

Again, freebies are loved by everyone. If one has the option to give free web space to enthusiasts, he can do so. This is a way of effectively Traffic a message since people will be intrigued and enticed by the free web space offer. One can make a deal with the people who would want to get some free web space. One can demand to put up his logo, or the Traffic mechanism in the website that will be developed by the one who availed the free web space.

Creating a top 100 site

Viral Traffic can be seen as a game of getting hits from the Internet users. A “top 100” website is very popular for people who are researching for something or engaged in plain web surfing. They would like to get quick information about the best websites that are out there. The problem of too much information on the Internet can be used as an effective tool for viral Traffic.

## **Offering free e-cards**

The keyword here is, again- **Free!**

## **Offering free graphics, banners, templates**

If one is involved in doing artworks, he can publicize his works and offer them to different people who might want to use them for their own purposes. Again, one must be creative in using these media in Traffic.

## **Offering free consultation**

If one is a specialist in a certain area, he can offer free services for a certain period of time or for a certain topic and use this opportunity to relay his Traffic message.

## **Offering specialized link directory**

People are always looking for specialized link directories. This is connected to the problem of having too much information in the Internet. Sometimes, people just want to get information faster.

## **Free newsletter with bonuses**

Newsletters can directly contain the Traffic message that one would want to convey, but of course, people should have some incentive to look at the newsletters.

### **Free redirect service.**

Linking with other websites can be used as a viral Traffic tool. There are many people who are doing this right now.

### **Free screensavers**

In using screensavers, one should have a general theme so that people can identify with them.

### **Free autoresponder service**

An autoresponder service is a program which automatically responds to emails that are sent to the responder.

### **Free email course**

A free email course can be used by marketers since it is a good way to learn and get information about the basics of getting connected through the net.

### **Writing articles and distributing them for reprint**

If one is a good writer, he can write articles and use them to be able to convey his message. The articles may not necessarily contain the message itself but arrangements should be made by the marketer with the other party.

### **Using forums and discussion boards (using signatures)**

If you have a discussion board on your website let people use it free. An advertisement at the top of the discussion board will definitely be an effective way to market the website.

### **Start your own affiliate program** (one of the best method to generating traffic and sales!)

Affiliate programs give incentives to webmasters to put up your banners into their websites. This is one of the most popular viral Traffic techniques today.

### **Joint Ventures**

Special arrangements can be made with the webmasters so as to maximize the potentials of the banners and minimize the cost of putting them up.

## **Provide free guestbook**

Providing a free guestbook will attract people because it is an avenue where they can share their ideas and these ideas will eventually be read by others.

## **Provide a free forum**

Forums are quite popular. People love to have conversations and forums are one of the main reasons why people visit a certain website.

These are just some of the ways on how a marketer can spread his message through the Internet. There may be other ways of doing viral Traffic and marketers are encouraged to look at these possibilities.

## Chapter 19

### Getting The Word Out with Viral Traffic

Viral Traffic provides astonishing results to almost any online business, products or services. It is a vast source of “one-way” links, sales leads and targeted traffic. Yet, still several marketers are either not familiar with these techniques or does not recognize their capabilities or not taking complete advantage of what they call the “viral factor” in their online Traffic efforts.

Viral Traffic refers to the method of giving away or supplying something for free then permitting individuals to distribute or send out to others. Viral Traffic’s main purpose is to circulate your message or promotion to as various individuals as possible yet not spending any money for promotion or advertising.

Generally, viral Traffic strategies can be utilized by any online business or web site, be it small or big. Any online marketer can use such strategies provided is willing to devote some time to set certain steps into position. Viral Traffic strategies done the right way will produce numerous benefits.

Simply put, the basic concept of all viral Traffic strategies is to include a freebie in your ad that people can use or giveaway.

#### **Benefits of viral Traffic:**

- Increase link popularity
- Increase or improves targeted traffic
- Builds brand recognition
- Generates targeted leads
- Automates Traffic efforts

#### **Types of viral Traffic strategies:**

**1. Writing articles with resource box.** Write articles pertaining to your service or products. Permit your recipients to reprint or copy your articles in their newsletter, website, ezine, magazine or e-books. Your article must include or display your “resource box” as well as the option for reprints of articles at the

bottom. When you have any affiliate program, then let your visitors add in an affiliate identification in your “resource box”.

**2. Using forums and discussion boards.** When you are capable of setting up a bulletin board or a forum, then you actually have an efficient Traffic tool. You can invite and permit online users to utilize your “discussion board” in their website since many internet users do not have these tools.

Just remember to incorporate your banner at the board’s uppermost portion. If you are not capable of setting up a bulletin board or a forum, then you can browse the internet for hosting services that allows you to put up one for free.

**3. Providing free website.** When you are making use of a “dedicated server”, you are able to permit internet users to register for a web site for free on your own server. And because you gave away some space, you can oblige them or demand that they display your “banner ad” at the uppermost portion of their site.

**4. Distributing free software.** Permit your website visitors to distribute your software for free. Simply include your online business ad within the software. The internet provides numerous available tools that permit you to “brand” your software with messages and your contact information.

You can pay for the rights and then you have your own software for free! Or, there are programs available that permits you to make your very own software. Just search the internet!

**5. Offering free graphics, banners, templates, etc.** If you have the skill and talent for web design, then you can be able to make graphics, templates, banners etc., upload all to your website and allow your visitors to pass on your fonts, graphics, templates, banners etc., for free, of course. Simply display your ad onto your designs or oblige recipients that they “link directly” to your site. Also be certain that you incorporate a “link back” to your website in your “copyright notice” and oblige your recipients to hold intact your “copyright notice”.

**6. Free redirect service.** Permit your web visitors to impart your “free online service” to their visitors, web site, e-zine or newsletter subscribers. It can be a free e-mail, “search engine submissions”, e-mail consulting, etc. Let your imagination soar and think of things that you can offer for free.

Keep in mind that your Traffic message that will be relayed or transmitted by any type of viral strategy should be brief and clear; likewise it should be simple for your visitor to obtain your free offer.

In the same way each free item should carry a very simple course through which a recipient is able to inform his links or friends about it, in order that they also can

obtain your free offer and simultaneously be able to view your message then supply you with their email address and names.

Viral strategies are very powerful Traffic tools; nonetheless, these are tools that require to be carefully used with substantial thought. When you are offering something for free, note that it needs to be of good quality, of value and targets the needs of your prospects.

## Chapter 20

### What Are Name Squeeze Pages

It has been a well-accepted fact that in sales, leads are very important simply because without leads, there will be no sales. But then, acquiring leads these days can be very tedious, especially when it comes to online business.

However, some strategies are built specifically to address the issue. One of the best techniques ever known to help Internet marketers build quality leads is the lead capture page or the namesqueeze pages.

Since the inception of Internet Traffic, more and more people have come to realize the importance of leads and making lists. That is why the creation of opt-in lists has been a major breakthrough in the world of virtual Traffic.

In the Internet, it is simply illegal for a marketer to send emails that are not solicited, whether they are for commercial or even personal purposes. Spamming, or sending out unsolicited emails are now considered as illegal.

Hence, most Internet marketers consider opt-in lists as highly valuable Traffic devices. With opt-in lists, you can send emails to people who have opted to subscribe in your business' promotions and advertisements through emails. It is for this reason that opt-in lists are deemed as "gold" to most Internet marketers.

In order to get a good opt-in list, some info-tech genius has created a device that will easily generate names and emails. This is known as the lead capture page or the namesqueeze pages. It refers to a particular page in one's website that is built to acquire email addresses as well as names of the visitors on purpose.

The main purpose of a namesqueeze page is to compel people to join the list or opt-in to subscribe for the lists before getting an access on the main website.

The problem is that most Internet marketers are so desperate in boosting their sales that they often misunderstood the purpose of namesqueeze pages. Most of these people have the propensity to create some well-written scripts that would require the website visitor to answer some questions.

Unfortunately, the visitors are not aware that they are already being lured to provide some information that would coerce them into joining a website's mailing list even if it is against their will. This is completely unfair and against the principles of Internet Traffic. Besides, the emails that the consumers will receive

will be regarded as spam because they are not aware of such emails, and that is extremely illegal.

Hence, it is important to create quality namesqueeze pages that would generate quality leads as well. This means that these leads are not compelled or obliged to do anything that is against their will.

Consequently, a quality namesqueeze page or lead capture page can generate leads that are interested to find more information about the business. However, one should keep in mind that it is important to send emails that are packed with good and feasible information. After all, that is what the consumers are after that is why they have provided you with the information that you need, right?

When done right, namesqueeze pages can absolutely guarantee your online business growth. Why? It is simply because consumers who opted to get into your lists are interested to whatever concept you want to tell them. Hence, creating massive opt-in lists would be very possible if you know how to use namesqueeze pages correctly.

What matters most here is that if you know how important lead generation and list building is to your online business, then, using namesqueeze pages could be the most workable device you could ever have.

Here is a list of some of the benefits that Internet marketers can derive from merely using namesqueeze pages or lead capture pages:

### **1. Massive list building**

One of the best reasons why namesqueeze pages work is that they compel people to make some actions. The problem with the other websites that are not generating enough sales is that they do not motivate or oblige their visitors to make some appropriate actions.

The problem with those sites is that even if they have created a good “sales letter,” but it was not able to coerce people to subscribe to the site’s mailing lists, it will not work as it was expected.

With namesqueeze pages, people are moved into actions. This can be done by offering freebies that can only be acquired if the visitors will opt to be included on your list.

### **2. Get an overall insight on the visitors’ interests**

Using namesqueeze pages will allow you to have an insight on the customer’s individual interests. This is because customers, who have opted to subscribe to

such namesqueeze pages, are most likely interested to particular information that you are offering.

Hence, you can change your topics from time to time and identify what information are highly saleable to the public. This will give you more ways to generate better leads by providing in-demand information.

The bottom line is that generating good traffic is useless if you will not be able to convert your visitors into potential customers; and the only way to do that is to include them on your list. That is why if everything counts in, namesqueeze pages really matters.

## Chapter 21

# Generating Profits with Name Squeeze Pages

There are many ways on how to earn money from the Internet. Many people have claimed of having gained certain millions from using the Internet as a Traffic tool. Emails, ezines, affiliate programs, these are just a few of the most popular ways of earning through the Internet.

Traffic itself has made a dramatic shift towards the use of the virtual world of the Internet to be able to reach a certain market to promote a certain product or service. Most Internet marketers are familiar with what are called “squeeze pages.” However, many of them fail to use them effectively to be able to translate the Traffic effort into hard sales and eventually to realized profits.

For those people who have no idea what squeeze pages are, they are simply websites which asks people to act upon a certain “opt-in” towards another action. When people come across these web pages, they will be asked if they would want to continue with a certain business endeavor or not. Some name squeeze pages only have two options for the readers, one is - “opt-in” and the other one is “leave.”

Other squeeze pages, people are actually provided with options one how to continue to explore the business opportunity, although these types of squeeze pages are argued by some as not belonging to the category of squeeze pages.

### **Rational**

Why bother putting up a website just to ask people whether they would like to continue with the transaction or not? The underlying principle behind squeeze pages is that marketers who promote their products or services through the Internet know that people will not avail their products and services during their first encounter with them. Squeeze pages are actually intended to be able to gather the email addresses of people who are interested in a certain product or service and to get their consent as well. With these components are at the disposal of the marketer, he can then proceed with providing these people who are interested with sales proposals and other Traffic materials.

## Components

An effective squeeze page squeezes a lot of valuable information in a single web page while getting the attention of the reader. It usually contains a lot of enticing bullet points about the next steps after one clicks on the “proceed” button. Curiosity will kill the cat and will get people to click on the “proceed” button as well.

## Email Usage

The most efficient and effective squeeze pages employ emails to be able to gather potential traffic. These emails contain interesting facts which should be hard to resist. Usually, these emails are written by the agents of the product or service being promoted. The basic concept is that the email will lay down the foundations for selling the product, just like a “pre-sale” effort.

## Leaks

Many squeeze pages experience what one might call as leakage because visitors know how to get around the squeeze page without clicking the proceed button. To prevent this from happening, one should have the knowledge on how to encrypt the follow up page's URL. Another way of preventing this leakage is to use email as a tool to do what is promised on the name squeeze page. By using email, you ensure that people would provide their correct email addresses to be able to get what is behind that mysterious door that is your squeeze page

## Personalize

A good squeeze page should be seen as a personalized website which is specifically targeting the person who is accessing it. There is software available in the market place which will help a marketer to generate a squeeze page which will look personalized. Some squeeze pages actually contain information about a person's life such as what kind of pet or television he owns, and other such things.

Name squeeze pages are more commonly referred to as lead capture pages. They are generally popular in multi-level Traffic and have been proven by many people to generate down lines and eventually profits.

They are particularly effective because they generate a list of interested people who become prospects and clients. Effective squeeze pages provide information

that is valuable to those who will be reading it. They are also relatively easy to build because you just need a little “technique” to get people to visit the site.

Some may be doubtful of the capabilities of name squeeze pages in terms of Traffic a business and generating a profit. However, the basic foundations of these pages make sense and the effectiveness of these pages have been proven by thousands of Internet marketers for some time now.