

Get Viral...

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Get Viral...

By Denise Ryder

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Hey, using eBooks, eReports and eCourses is a fantastic way to build a list.

You can use these things as an "incentive" for joining your affiliate program, as a "thank you" for visiting your site, a "bonus" when someone purchases a product/service from you. The possibilities are endless!!

Many eBusiness people use them, however, some are making TWO HUGE MISTAKES when they do use them. Here is what they do...

1. They upload these things to their site and publish the download link WITHOUT capturing an email address and name.

The WHOLE POINT of using this "stuff" is to build a list. YOU CAN'T MARKET TO A GHOST!!! Instead of uploading your items to your server and just publishing the download link, work smarter... Set yourself up with a mini-site where you can direct people to and for the PRICE of their email address and name, they can have the download link sent to them.

NOW you have a warm body to market to AND you know what they are interested in.

2. They don't take advantage of customizing eBooks, etc with THEIR OWN links.

You want your marketing efforts to pay off for YOU. If you are giving away an eBook with someone else's links in it then all your marketing is paying off for the person whose links are inside. WHY ARE YOU DOING THAT??

There are tons of people out there falling into that trap. However, right now YOU'RE my concern. If they want to not bother spending a little extra and purchase a customization license that's their

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downfall. Actually, we want those people because if they distribute our eBook with our links inside, great...they are marketing for us.

But YOU..no, no, no my friend. You are into working smarter...not harder. So ensure that if there is a customization license and if you can afford it, then upgrade to it. Get your links, site name, url and in some cases ads in the books, courses and reports you are giving away.

THEN encourage those who do request your reports, etc to give them away to their networks, downlines and associates. Your links and info are laced within and when people open it they see YOU and THAT'S WHAT YOU WANT ;o)

Here are two products which have customization licenses available, which won't break the bank.

1. "How To Turn A Simple Sign Up Process Into An... Unstoppable Income Stream." (eBook)

2. "How To Guarantee eBusiness Success" (eCourse)

A "mini-site" is included so all you have to do is paste in your autoresponder address or web form and you are good to go.

Viral marketing is the most cost effective marketing tool we have. An eBook or eCourse laced with your links inside can end up in more places than you could dream possible, and of course reach on your own.

Use viral marketing to its FULLEST and get it pulling for you and your ebusiness ;o)

Denise Ryder is a Marketing Coach writing from her home office in Northern Ontario (Canada). She is publisher of ProfitSpace Newsletter (

). Download her no cost 7-Day

eCourse "How to Guarantee eBusiness Success...Before You Even Get Started"

## **Viral Marketing...Is Your Website Infected?**

**By Bret Forster**

Viral...Viruses...Infections...not pleasant subjects for most situations. Unless you're discussing Viral Marketing! Viral marketing techniques can help you create huge increases in both targeted traffic and customers for your website. In this article we'll briefly discuss some of the most effective methods of Viral Marketing.

Before we discuss the different Viral Marketing Techniques, let's clarify what Viral Marketing is. Viral Marketing has nothing to do with computer viruses, causing damage to someone's computer or

property, or using deception to create traffic and customers. Viral Marketing includes using legitimate techniques like viral opt-in email, viral eBooks and reports, viral eCourses, and many more!

Let's discuss some great examples of Viral Marketing...

#### Free Viral eBooks and eReports-

Jimmy D. Brown, the Master of Viral eBook Marketing, has created an Internet Business Empire using free and paid-for viral eBooks and eReports! He creates eBooks and eReports and then allows his affiliates and customers the ability to brand them with their own website and affiliate links. His website, Profits Vault Monthly, offers a monthly membership where he creates a great new eBook product each month. He then allows his members to brand the website links with their own affiliate program links. You can find out more about his program at:

Creating Viral eBooks and eReports and distributing them to your affiliates and website visitors is one of the most effective ways to create viral traffic explosion on your website!

#### Free Viral Opt-in Ezines -

Viral Opt-in Ezines are another great Viral Marketing technique that uses a very powerful combination. Opt-in Email newsletters or ezines combined with word-of-mouth marketing. The ezine can be HTML-based, email-based, or website or BLOG-based. The key element that makes the ezine viral is getting your subscribers involved. Allowing your subscribers to participate in discussions, creating content, etc. can create a viral word-of-mouth traffic stampede to your website!

#### Free Viral Reprint Articles -

Viral Reprint Articles are short articles that you allow other webmasters, affiliates, and ezine publishers to reprint or use on their website for free. The only rule for the use of your viral article is that they have to leave your resource box at the bottom of your article. This resource box includes your website link. This creates a viral effect because your viral article gets passed around the Internet on websites and ezines.

#### Free Viral eCourses -

Last but not least, there's Viral eCourses. Viral eCourses are divided into a series of articles and lessons and are published on an autoresponder. When a person e-mails the autoresponder address, he will receive his first lesson via e-mail within seconds or a few minutes. Then usually every one or two days they will receive the another lesson until the e-course is complete. I've seen e-courses that have ranged from one lesson clear up to 52 lessons long. The most common are 7 lesson or 7 day e-courses. Viral eCourses are extremely popular! Allow other webmasters to use your viral eCourse full of useful information, and watch the highly-targeted web traffic epidemic occur.

In this article, we have covered several Viral Marketing techniques. But we haven't even scratched the surface! Use your creativity and come up with some other great ideas. Just don't discount the power of

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using Viral Marketing!

Bret Forster has been doing business on–line for over 4years. His website,

offers

the Secrets of How To Unleash Your Own Marketing Virus That Generates More Traffic, More Customers And More Money In Record Time – Or Your Money Back Guaranteed! Visit his website at

for details and get a FREE 5–Day eCourse on Creating Your Own Web

Traffic Virus!

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