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How To Produce The PERFECT Viral Ebook

By Harvey Segal

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Viral marketing is probably the number one method for generating traffic and sales – IF it is set up properly.

Take the case of a viral ebook – which means a book that can be passed from one person to another bringing benefits (profits) for each party in turn.

How is this achieved ?

The basic concept is that the book contains links to affiliate products. When a reader of the book makes a purchase from a link then the affiliate receives the commission.

The creator of such a book will allow some of the links to be 'rebranded' which means a person (who we will refer to as the rebrander) can replace them with his own affiliate codes thus collecting commission. This is the obvious incentive for him to pass the book around and begin the viral progression.

If we want to maximize the benefits for everyone and create the perfect viral ebook we need to have THREE key factors in place.

1) Wide Distribution

There are many permutations in the ways that you can offer an ebook. It can be free or paid, and for either option you can charge for rebranding or offer it free; plus you can have part customization or full customization. On top of that, for a paid book you can offer resale rights and even the right to grant resale rights.

Let's keep it simple. What we want is the widest possible distribution so that we get the most commission from the affiliate links.

So we will have a FREE book and FREE rebranding rights.

2) Quality Affiliate Links

It goes without saying that your book should contain good content on a topic of interest.

But will readers click on those affiliate links ?

The answer is 'NO' if you copy the poor example of many authors, for instance:

– have you ever opened an ebook and been faced with a barrage of affiliate links ?

– or seen affiliate products which have nothing to do with the theme of the book ? For example in a book about hypnosis you get a link to a web hosting company.

So what is the best way ?

The secret is to have highly relevant links and weave them naturally into the content in a low key style without appearing to push for a sale. So when you discuss a particular topic and want to show where more detail can be found, or how a particular problem can be solved, that's where you can mention the affiliate product as a source of further information. If you want to see really good examples of how to do this read the free book at the end of this article.

See – that last sentence was an ACTUAL working example of how to weave in a link.

3) Maximum Return For Both Parties

You need to get the rebranding balance right.

If you give away an ebook and allow all the affiliate links to be rebranded that is a great deal for the rebrander – but what do you get out of it ? No affiliate commission, just subscribers maybe for your mailing list if you have a sign-up form in the book.

Conversely if you hand out only a few affiliate links for rebranding then that provides little incentive for the rebrander to distribute the book.

Ideally what you want is the maximum motivation for your rebrander which would be

* to allow free rebranding

* to allow ALL the links to be rebranded

but in a way that you can still benefit.

Can that be possible ?

Fortunately it is, using any of 3 different methods

* if the links in the book are for your own products

* If the links are for products for which you have resale rights

* If the links are for 2–tier affiliate programs so that you collect the 2nd tier commission when a rebrander, who has signed up under you, makes a sale

And so, if you use these techniques you can begin a viral marketing campaign which will continue to generate traffic and sales with little on–going effort on your part.

EXCEPT for two issues we need to resolve

1) What happens if everyone rebrands the book and only makes purchases from their own copy ?

Well, I have found that in practise only a minority (say 10%) will take the time to rebrand a book which means that the majority (90%) will be reading your book and purchasing from YOUR links.

So only 10% will be 'lost' to you . . . or are they ?

2) Suppose you plan to produce a viral book. It's about a popular topic – so it's bound to have a wide circulation – but you can't find any of the three types of suitable links to put in the book, i.e. links to a product of your own, to products with resale rights or for 2–tier affiliate programs.

Is there a solution ?

Yes – there are answers to both problems in my book "101 SuperTips" – they are actually tips 100 and 101.

As you might expect this book is free, with valuable information linking to highly relevant products, and you can rebrand it, again for free.

By all the rules above it's a candidate, I hope you agree, for 'the perfect viral ebook' and a profitable source of revenue for you.

Harvey is the author of several viral ebooks including 101 SuperTips, a collection of unique Internet Marketing tips, at

<http://www.supertips.com/101/>

Viral Marketing - Making Your Site Sell Itself

By Gabriel Adams

Do you remember making snowmen when you were a kid? Remember how you started with a little ball of snow, and kept rolling the ball until it became a large ball? Did you ever roll your ball of snow down the hill and watch as it got bigger and bigger and bigger!?

Well, that's how viral marketing works. You start a viral marketing campaign, give it a push, and it goes under its own power, getting bigger and bigger. Of course, all the while it is creating traffic to your website and generating sales for you. Quite an attractive setup, huh?

Truth be told, a successful viral marketing campaign requires some time, effort, and investment to get it started, but if you do it right, it's worth it.

A good viral marketing plan could be broken down into three parts:

1– The bait To start with, you need a free gift that you can give away. It must be extremely valuable, because you want people to share it with their friends, etc. Some examples would be an ebook, a video, a forum, etc.

2– The hook Once you have created your bait that you're going to distribute to people (and they to others, and they to others, etc, etc), you need a hook. You need a way to bring all of these people who are enjoying your free gift back to your website to buy. If you're giving away an ebook, embed links to your website in the ebook. Depending on the product, you'll have to use different kinds of hooks - be innovative!

3– Marketing Yes, that's right! You have to market your viral marketing campaign. (This is the push that you give your snowball to send it rolling down the hill.) You have to promote your free gift, so that people start using it and distributing it.

Viral marketing can be an extremely effective marketing method - but it will require some time, effort, and lots of ingenuity on your part. Happy marketing!

We offer Internet Marketing & Link Building:

<http://www.evolution-internet.com/51/internet-marketing.aspx>

and Viral marketing:

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