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The Easy Way To Build A Viral E–book That Brings You Traffic

By Nicole Dean

Every time I release a free e–book to my subscribers, I get great feedback about how awesome I am and how they could NEVER create anything so cool.

((sigh))

I have a confession to make. You see ... it is really really simple to make a short, viral e–book. It's not rocket science, I promise.

If you know how to use Word for Windows, you can create an e–book. Now, as far as doing market research to find out if anyone will *buy* your e–book — that's a whole 'nother ball game. But, if you want to make a nice little giveaway for some viral marketing, it's easy as pie!

Step 1: Write your e–book in Word for Windows.

As you write it, keep the following in mind:

* This e–book should serve a purpose, either to generate traffic to your website or to make affiliate sales. However, it should also be informative and useful to the reader. This e–book will represent your company. Make it quality.

* Double check that all links are active before you save your final copy in Word.

* Keep your images and pictures small, because you don't want the final product to have a large file size. When you're saving your images, test the file types. I find that saving an image in .jpg is smaller than saving it in some other file sizes. Test yours, too.

Step 2: Go to my favorite tool,

<http://convert.neevia.com/>

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See where it says "Select the file"? Browse to your Word for Windows file and click Upload and Convert

That's all there is. Like I said, EASY EASY EASY.

Now, it's your job to get your ebook into the hands of people.

1. Send it to your mailing list or newsletter. 2. Allow your friends to give it away. 3. Submit it to free e-book directories. 4. Use it as an enticement for people to sign up for your mailing list (You can say "Sign up and receive this cool e-book – free!") 5. You can even give it away as a free gift to people who win your auctions on eBay to make your auction stand out from others.

So, if you'd like to have viral marketing working for you, too, get started today on your giveaway!

Nicole Dean invites you to take her free tutorial to learn simple ways to get more traffic. Sign up for Web Traffic School at

<http://www.WebTrafficBasics.com>

And, pick up a bunch of free ebooks at

<http://www.free-ebooksonline.com>

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...

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.

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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 using Viral Marketing!

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

WebTrafficVirus.com

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

<http://www.webtrafficvirus.com/>

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

Traffic Virus!

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Targeted Traffic Is Your Key To Success
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Viral Marketing - Making Your Site Sell Itself
Create Viral Traffic With Brandable eBooks

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Faith
Super Six PHP Scripts
Traffic Explosion
Ebook Authors Interviewed



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