

Viral Marketing Magic

Free Advertising
For your product or service

Alan Tutt

Viral Marketing Magic

By Alan Tutt

Author of:

Treasure Map to Online Riches

Prosperity From the Inside Out

Keys To Power Prosperity

Keys To Power Persuasion

Choose To Believe: A Practical Guide to Living Your Dreams

And creator of the brand new:

Success B.R.A.C.E.S. System

Published by:

PowerKeys Publishing

<http://www.PowerKeysPub.com>

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About the Editor



Alan Tutt has operated his online business since January 10th, 2003. During that time, he has learned from people such as Joseph Sugarman, Jay Abraham, Dan Kennedy, Bob Serling, Mark Joyner, Corey Rudl, Terry Dean, Jimmy D. Brown, Willie Crawford, Jim Edwards, Yanik Silver, Mike Filsaime, Paul Myers, Glenn Livingston, Paul Hartunian, Fred Gleeck, Jeff Walker, Frank Kern, Eben Pagan, Rich Schefren, and many others.

This report was created in less than 6 hours (start to finish, including graphics) using principles revealed in Alan's "*Treasure Map to Online Riches*". If you'd like to learn the secrets to making money quickly, get a copy for yourself.

Books by Alan Tutt

Treasure Map to Online Riches

Prosperity From the Inside Out

Keys To Power Prosperity

Keys To Power Persuasion

Choose To Believe: A Practical Guide to Living Your Dreams

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Audio Programs by Alan Tutt

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Awaken Your Power (guided meditation)

Sharpen Your Focus (guided meditation)

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Six simple principles of viral marketing

by Dr. Ralph Wilson

Viral marketing is more than a buzz word. It's a powerful way of leveraging your marketing efforts. It's an essential marketing technique.

I admit it. The term "viral marketing" is offensive. Call yourself a Viral Marketer and people will take two steps back. I would. "Do they have a vaccine for that yet?" you wonder. A sinister thing, the simple virus is fraught with doom, not quite dead yet not fully alive, it exists in that nether genre somewhere between disaster movies and horror flicks.

But you have to admire the virus. He has a way of living in secrecy until he is so numerous that he wins by sheer weight of numbers. He piggybacks on other hosts and uses their resources to increase his tribe. And in the right environment, he grows exponentially. A virus don't even have to mate -- he just replicates, again and again with geometrically increasing power, doubling with each iteration:

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In a few short generations, a virus population can explode.

Viral Marketing Defined

What does a virus have to do with marketing? Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions.

Off the Internet, viral marketing has been referred to as "word-of-mouth," "creating a buzz," "leveraging the media," "network marketing." But on the Internet, for better or worse, it's called "viral marketing." While others smarter than I have attempted to rename it, to somehow domesticate and tame it, I won't try. The term "viral marketing" has stuck.

The Classic Hotmail.com Example

The classic example of viral marketing is Hotmail.com, one of the first free Web-based e-mail services. The strategy is simple:

1. Give away free e-mail addresses and services,
2. Attach a simple tag at the bottom of every free message sent out: "Get your private, free email at <http://www.hotmail.com>" and,
3. Then stand back while people e-mail to their own network of friends and associates,
4. Who see the message,
5. Sign up for their own free e-mail service, and then
6. Propel the message still wider to their own ever-increasing circles of friends and associates.

Like tiny waves spreading ever farther from a single pebble dropped into a pond, a carefully designed viral marketing strategy ripples outward extremely rapidly.

Elements of a Viral Marketing Strategy

Accept this fact. Some viral marketing strategies work better than others, and few work as well as the simple Hotmail.com strategy. But below are the six basic elements you hope to include in your strategy. A viral marketing strategy need not contain ALL these elements, but the more elements it embraces, the more powerful the results are likely to be. An effective viral marketing strategy:

1. Gives away products or services
2. Provides for effortless transfer to others
3. Scales easily from small to very large
4. Exploits common motivations and behaviors
5. Utilizes existing communication networks
6. Takes advantage of others' resources

Let's examine at each of these elements briefly.

1. Gives away valuable products or services

"Free" is the most powerful word in a marketer's vocabulary. Most viral marketing programs give away valuable products or services to attract attention. Free e-mail services, free information, free "cool" buttons, free software programs that perform powerful functions but not as much as you get in the "pro" version. Wilson's Second Law of Web Marketing is "The Law of Giving and Selling" (<http://www.wilsonweb.com/wmta/basic-principles.htm>). "Cheap" or "inexpensive" may generate a wave of interest, but "free" will usually do it much faster.

Viral marketers practice delayed gratification. They may not profit today, or tomorrow, but if they can generate a groundswell of interest from something free, they know they will profit "soon and for the rest of their lives" (with apologies to "Casablanca"). Patience, my friends. Free attracts eyeballs. Eyeballs then see other desirable things that you are selling, and,

presto! you earn money. Eyeballs bring valuable e-mail addresses, advertising revenue, and e-commerce sales opportunities. Give away something, sell something.

2. Provides for effortless transfer to others

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

The medium that carries your marketing message must be easy to transfer and replicate: e-mail, website, graphic, software download. Viral marketing works famously on the Internet because instant communication has become so easy and inexpensive. Digital format make copying simple. From a marketing standpoint, you must simplify your marketing message so it can be transmitted easily and without degradation. Short is better. The classic is: "Get your private, free email at <http://www.hotmail.com>." The message is compelling, compressed, and copied at the bottom of every free e-mail message.

3. Scales easily from small to very large

To spread like wildfire the transmission method must be rapidly scalable from small to very large. The weakness of the Hotmail model is that a free e-mail service requires its own mailservers to transmit the message. If the strategy is wildly successful, mailservers must be added very quickly or the rapid growth will bog down and die. If the virus multiplies only to kill the host before spreading, nothing is accomplished. So long as you have planned ahead of time how you can add mailservers rapidly, you're okay. You must build in scalability to your viral model.

A viral report or ebook scales much easier, as others spread the message for you, using their own communication networks, such as email, web hosting, or file-sharing networks. Granted, this isn't as effortless for others to transfer for you, and is a tradeoff you should be aware of.

4. Exploits common motivations and behaviors

Clever viral marketing plans take advantage of common human motivations. What proliferated "Netscape Now" buttons in the early days of the Web? The desire to be cool. Greed drives people. So does the hunger to be popular, loved, and understood. The resulting urge to communicate produces millions of websites and billions of e-mail messages. Design a marketing strategy that builds on common motivations and behaviors for its transmission, and you have a winner.

5. Utilizes existing communication networks

Most people are social. Nerdy, basement-dwelling computer science grad students are the exception. Social scientists tell us that each person has a network of 8 to 12 people in their close network of friends, family, and associates. A person's broader network may consist of scores, hundreds, or thousands of people, depending upon her position in society. A waitress, for example, may communicate regularly with hundreds of customers in a given week.

Network marketers have long understood the power of these human networks, both the strong, close networks as well as the weaker networked relationships. People on the Internet develop networks of relationships, too. They collect e-mail addresses and favorite website URLs. Affiliate programs exploit such networks, as do permission e-mail lists. Learn to place your message into existing communications between people, and you rapidly multiply its dispersion.

6. Takes advantage of others' resources

The most creative viral marketing plans use others' resources to get the word out. Affiliate programs, for example, place text or graphic links on others' websites. Authors who give away free articles, seek to position their articles on others' webpages. A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of thousands of readers. Now someone else's newsprint or webpage is relaying your

marketing message. Someone else's resources are depleted rather than your own.

An Elementary Exercise

Let's put this into practice. I am seeking to promote my newest FREE e-mail marketing newsletter, Doctor Ebiz (<http://doctorebiz.com>), which discusses Web marketing and e-commerce trends and strategies. I'm using two viral marketing strategies and I'd appreciate your help in testing them, if you're up to an interesting challenge. I'll report results shortly to give you feedback on the effectiveness of these techniques.

1. First, I've placed a Recommend-It button on every page of the DoctorEbiz.com site to encourage visitors to tell a friend about the site. When you go to <http://www.doctorebiz.com> please try the Recommend-It button, and then report at <http://www.wilsonweb.com/wmt5/ri-report.htm> on how effective you think this strategy is. I'll share some of the results and your comments in a subsequent article: "Review: Recommend-It" (<http://wilsonweb.com/reviews/recommend-it.htm>).

2. Second, I grant permission for every reader to reproduce on your website the article you are now reading -- "The Six Simple Principles of Viral Marketing" (see <http://www.wilsonweb.com/wmt5/viral-principles.htm> for an HTML version you can copy). But copy this article ONLY, without any alteration whatsoever. Include the copyright statement, too, please. If you have a marketing or small business website, it'll provide great content and help your visitors learn important strategies. When you've placed the article on your website, please tell me at <http://wilsonweb.com/wmt5/viral-reprint.htm> I'll tally the results and report them shortly, so to be included in the count, please do this quickly. (NOTE: I am giving permission to host on your website this article AND NO OTHERS. Reprinting or hosting my articles without express written permission is illegal, immoral, and a violation of my copyright.)

Thank you for helping me carry out and then track this marketing exercise.

To one degree or another, all successful viral marketing strategies use most of the six principles outlined above. In the next article in this series, "Viral Marketing Techniques the Typical Business Website Can Deploy Now", we'll move from theory to practice. But first learn these six foundational principles of viral marketing. Master them and wealth will flow your direction.

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Viral Marketing - Using It To Your Advantage

By: Gen Wright

In our technologically expanding world, where the Internet is the most available form of media, Viral Marketing is an extremely effective form of advertising. Before the Web explosion, this form of advertising would have been referred to simply as "word of mouth" or getting your message out by having your customer base spread the word.

Why Use Viral Marketing?

There are several studies that state that if someone has a good experience, chances are they will tell a few close friends. However, with a bad experience people will repeat it to anyone who will listen. Since the pace of the Internet is so much faster than that of word of mouth, you will want to be careful with the messages you put out there. The message you put forth can spread, and spread quickly, whether that message is good or bad.

Viral Marketing is exactly what it sounds like -- advertising that works like a virus does. It can be as simple as a message that is attached at the bottom of an email. Like a virus, as the email is sent from one person to another, so goes the attached message. It is like an electronic version of that famous television commercial that said "you'll tell two friends, and they will tell two friends, and so on and so on...", only with the World Wide Web, one well placed message can have the ability to reach millions with one click of the mouse.

Remember when Hotmail was starting? You could only get an account if a friend sent you an email with the link. Everyone wanted one, and emails spread like wildfire. And BMW had that great campaign with very famous directors, a very new Clive Owen and very short movies -- all on the Internet, which was becoming a brand new venue for movies. You may not

have enough money in your advertising budget to hire Clive Owen, but there are still things you can do to attempt some viral marketing.

Essential Features

To tap into the potential power of a viral campaign you will need a few essential elements — free products or services that are easily transferred to others using existing communications networks. These products or services should be something that will exploit people's natural behaviors and emotions. Some examples beyond commercials would be how-to guides, surveys, best-of guides, educational guides, tools, widgets, quizzes and badges.

Sometimes nothing grabs peoples attention faster than the word FREE. Free trials, free email accounts, free anything can put you in a potential customer's head. Free can get your name out there and introduce people to the goods or services that will generate future revenues for your business.

There are rewards you can offer as well. Rewarding loyal customers with anything from percentage rebates and coupons for future purchases to free gifts for their continued patronage is another outstanding way to make sure that your 'virus' continues to spread.

Know Your Customers

Knowing and understanding your customer base will make your viral marketing more successful; tracking and analyzing what motivates them to want to pass along your message. You need to know what makes them tick. What is going to make the working mother of three take the time out of an already incredibly busy day to not only be drawn to your message, but also be interested enough to pass that message along to the other extremely busy moms in her address book?

As an example, say you have an errand-running service. You could offer a day of running errands to the lucky winner of a contest. All you have to do to enter to win the free day of errands is to register by clicking the link to

your website. Strategies such as these can be a bit more effective as the people that register tend to have an interest in the services you offer.

If you can zero in on who your customer is, this type of marketing can be quite inexpensive and highly effective. Online surveys and questionnaires can also be quite useful in getting inside your customer's head. They can and should be your most valuable resource when it comes to figuring out what they want. Careful consideration of your customer's needs and the commitment to meet those needs is what will ultimately make you successful in business.

Viral Marketing is a useful tool and it's something to think about along with your other online marketing strategies. However, you still need to create something unusual and useful that people will naturally want to share and tell others about.

With the Internet there are opportunities to reach a much larger number of people much faster than in decades past. However, the basic marketing rules still apply if you want your viral marketing campaigns to be successful. Know your products or services. Know what demographics you are targeting. Get in their head and figure out what they need to feel compelled to not only spend their hard earned money with you, but what will make them want to keep coming back, and more importantly, bringing their friends with them.

About the Author

Enzo F. Cesario is a copywriter and co-founder of Brandsplat. Brandcasting uses informative content and state-of-the-art Internet distribution and optimization to build links and drive the right kind of traffic to your website. Go to www.Brandsplat.com or visit our blog at: www.brandsplatblog.com

How to Create a Successful Viral Marketing Campaign

by Barry Densa

On the "Ask a Question" marketing page on LinkedIn.com I often see the following question: How can I make my go viral on the web?

It could be a website selling weight loss pajamas ... an eBook on fractal theory ... a copywriting home-study course ... or anything else the marketer wants to promote.

Of course, what the marketer is really asking is: How do I get my valuable, clever, entertaining message about my product to spread like a virus across the web – so I can make LOTS of MONEY FAST?

Viral Marketing is to Marketers What Immediate Gratification is to Consumers

Everyone wants what they want – NOW!

Fat people want a skinny pill. Skinny people want a muscle pill. Poor people want a get-rich-quick pill. And flacid male people want a blue pill from Pfizer.

And marketers want to wake up in the morning and see six zeroes added to their PayPal account overnight.

Blame it on YouTube

Whether it was a video of an embarrassing, unlikely yet subsequently wildly talented performer on a TV talent show ... or an awe-inspiring video of dung beetles doing it to the beat of Eminem ... which then spread virulently across the web from one person to another by text, chat, email, Facebook, Twitter, phone call or over-the-shoulder viewing on a Blackberry

in the office – marketers quickly realized that viral is the new, best, must-have marketing pill!

So how do you create an emotionally and intellectually appealing promotion guaranteed to garner a gazillion views within 24 hours of it being uploaded to the web, and quickly make its creator RICH?

How do you harness the wind?

Viral by Any Other Name Would Still be...

... Engaging, stimulating, mass appealing, and ultimately ineffable!

The problem is: How does anyone know how or when the unruly, fickle and transcendent zeitgeist – or just your target market – will react to any statement, opinion, proposition, expression or product you proffer?

As a book, Harry Potter went viral. As a movie, Avatar went viral. As a marketing methodology, Mass Control went viral.

No doubt they were in the right place at the right time to strike a perfectly pitched note that resonated wide and far.

So will every fantasy novel, alien movie or marketing platform go viral – even if theme and content are duplicated exactly? Of course not.

If Harry Potter, Avatar, and Mass Control had been released one or two years earlier, or later – would they have had the same effect, the same appeal if the political, economic, or social landscape had been different?

And what if the same story line or marketing message had been crafted and delivered by someone else – not J.K. Rowling, James Cameron or Frank Kern – would they still have been a success?

If you fall in love with a blonde, tall, athletic, tanned, funny and intelligent woman, or man – will you fall in love with each and every person who looks and acts exactly that way, too?

When you gaze into your lover's eyes – will you ever see, can you ever feel, ever be enraptured in that same way by the eyes of another person just because they may be brown or blue and almond shaped, too?

What makes a joke hysterically funny when told by one comedian and flat and stupid when told by another?

What can be taught? What can be learned? What can be patented?

The 3 Guardians of Viral's Holy Grail

If you're a marketer, three indispensable components must be present if your marketing message and your product will ever be disseminated at anything close to viral speed.

One, you must have a quality product – one that eminently satisfies a proven and measurable need or hunger. It must have value beyond its price.

Two, your marketing platform and creative has to match and cater to the personality and sensibilities of your target market. You must understand them, speak like them and walk some distance in their shoes. You must have a passion to help, not to just make money.

Three, your target market has to be clearly defined and approachable. It can be delineated by gender, age, income or any other demographic or psychographic attribute, singularly or in combination, so long as they communicate with one another and can be reached initially by you. A communication network must be in place.

And the degree to which those three criteria are met, will determine the light speed and the distance at which your message and product will travel.

Concentrate on one component to the exclusion or the diminution of the other two will effectively produce a crashing and forgettable thud rather than a viral, self-perpetuating marketing bang.

Unfortunately, most marketers who ask: How can I make my go viral on the web ... just want a magic pill that requires no effort, much less an understanding of what works and what doesn't.

What they have yet to understand is that in the marketing world, going viral, as in getting big-buck lucky, requires the convergence of the tangible with the intangible; it is the hallowed marketplace wherein opportunity and preparation gleefully meet.

A great product, a well-planned launch and a continually evolving and adaptive marketing campaign – none of which happens magically or overnight – is marketing's true, only, and attainable Holy Grail.

Going viral only happens, if at all, afterwards.

About the Author

Barry A. Densa is a freelance marketing and sales copywriter. Read more of his irreverent musings, and download a FREE copy of his NEW eBook, containing 21 of his most outrageous rants, when you visit his blog: [Marketing Wit & Wisdom!](http://www.PowerKeysPub.com/gifts)

10 Viral Marketing Strategies to Get More Traffic

By Gina Gaudio-Graves

"Viral Marketing" is giving something away for free and allowing people to pass it on to others. The main purpose of viral marketing is to spread your message to as many people as possible without having to spend any money for advertising.

In order to start an effective viral marketing campaign, you need to provide people with a reason for passing your information around. For example, jokes are often passed around just because they are funny. However, how often have you forwarded an ad for an eBook on to other people? Unless you were an affiliate of that eBook, you probably never sent it on to a single person.

So, when you think about using viral marketing online to obtain free traffic for your website, be creative! Think about the various reasons that a person would have for passing your message around. Freebies are a good way of using viral marketing online. Provide something to your visitors, customers, and mailing list and allow people to giveaway and use your free product or service in order to multiply your marketing quickly over the internet. The idea behind viral marketing is that you include your ad with the freebie people giveaway or use.

Below are ten high impact viral marketing strategies:

1. Write articles that pertain to your product or service. Allow people to reprint your articles on their website, in their e-zine, newsletter, magazine or ebooks. Include your resource box and the option for article reprints at the bottom of each article. If you have an affiliate program, let them include an affiliate ID in the resource box!

2. You can easily find products on the internet that will sell you a license allowing you to distribute the product free of charge to other people. Look

for those products that provide "branding rights". That is where you can include your own name, website, and contact information. Then, simply allow people to use any of these "freebies" as free bonuses for products or services they sell. Include your ad on all your freebies.

3. If you have the ability to set up a forum or other bulletin board, you really have a great tool. Allow people to use your online discussion board for their own website. Some people don't have one. Just include your banner ad at the top of the board. (Don't have a way to set up a forum or bulletin board? Some hosting services allow you to set one up for free just by using a "snap in" script. For example, you can check out our host that includes tons of these services at no extra cost!)

4. If you are using a dedicated server (instead of simply using a one site hosting account), you can allow people to sign up for a free web site on your server. Since you are giving away the space, require them to include your banner ad at the top of the site. (Note: Even if you are using a single hosting account, you may still be able to take advantage of this idea if you can set up unlimited subdomains with their own domain names. Many hosting companies will let you do this for a small, one time charge.)

5. Set up a reciprocal links directory on your site. There are tons of reliable software programs that are fairly inexpensive that make doing this a breeze! You simply allow people to add their link to your free web site directory. Just require that they return a link back to your web site, advertising your directory. Make sure you provide people with a link from your main pages to get to your directory and add their reciprocal link.

6. Allow people to provide your free online service to their web site, visitors, or e-zine subscribers. This could be free e-mail, e-mail consulting, search engine submissions, etc. Your imagination is the limit! Think about this for a little while. What do you have that you can give away free? How about a short report on your niche market? Use the tools that you have available (such as an autoresponder) to make this even easier for you to manage.

7. Allow people to give away your free software. Just include your business advertisement inside the software program. There are many tools

available that allow you to "brand" the software with your contact information and message. Simply pay for these rights and the software is yours free! Or, you can even find some programs that allow you to create your own software. Use the search engines for some ideas.

8. Do you have a knack for web design? Create some templates, graphics, etc. and upload them to your site. Then, allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site. Make sure that you include a link back to your site in the copyright notice as well and require them to keep your copyright notice in tact.

9. Write an ebook. Allow people to place an advertisement in your free ebook if, in exchange, they give away the ebook to their web visitors or e-zine subscribers.

10. Purchase the branding rights to a viral eBook. Allow people to give away your free ebook to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the internet.

About the author

Gina Gaudio-Graves, Esq. is an attorney and an Internet Marketing Consultant specializing in internet advertising. Gina founded The Abundance Group, LLC in 1996 which provides assistance to people looking to make an income online. Gina has written a series of viral eBooks which are available through <http://www.ViralMarketingOnline.com>.

Rebrandable PDFs - A Viral Traffic Generation Mega-Tool!

by Willie Crawford

It's no secret that if you can create a product that points back to your site, and can then send it viral, you'll generate an endless stream of website traffic. If your website is structured properly, you should be able to turn that traffic into a steady stream of subscribers and orders.

Over the past 10 years, the biggest problem that I've seen with most viral tools I've studied is that they fizzle before they really reach critical mass. Once a viral tool reaches a certain "velocity," then it will continue spreading. If it never reaches that critical velocity...where enough people are passing it along, then it "technically" was never viral.

Of all the viral tools that I've studied and dissected, the easiest to create and most successful one that I've personally used is the rebrandable PDF. Let's look at what makes that such a powerful tool!

First of all, people need a reason to pass something along and send it viral. One of the best reasons they can be given for doing this is that it will make them money. When you create your PDF files, you simply set up certain links so that they can be changed to other links that pay the recipient money when they pass the PDFs along.

As someone who sells several dozen products through my own affiliate programs, I have found this to be the perfect tool. When I write ebooks or special reports, I often give them away (or sell them very cheaply) with reprint or redistribution rights. Then I give the buyers or recipients permission to rebrand certain links in the PDFs, changing those links to THEIR affiliate links.

Now, they have a real incentive to pass the PDFs along! They get paid when a customer makes a purchase.

I've done this with the articles I've written too...given people permission to substitute an affiliate URL for my URL in these articles. This works especially well with your affiliates who publish ezines or have blogs. They happily publish your articles and substitute their affiliate URLs in them. They get to produce a quality publication or blog with minimal effort.

In my experience, the PDF document seems to work even better. I'll let you in on a little SEO secret here. When your affiliates, or clients, take a PDF that they have redistribution rights to and post it on their websites, the PDF document will often rank HIGHER than straight HTML web pages on the same topic. The search engines sometimes seem to treat the PDFs as more valuable, perhaps because authoritative reports and research studies are often published online in PDF format.

So, sometimes it's better to just post your PDF documents, with branded affiliate links, or links to your own products, on your web server. Then just link to those PDF documents from another web page that is already indexed and frequently spidered. I like to do this by referencing a PDF document on one of my blogs that's visited by the search engine spiders every day.

PDF files have another advantage over plain text files or html files posted on a website. They have a longer shelf life with individual readers. The typical reader will download a PDF file to their hard drives and then periodically notice it. Since disk space on their hard drives is so inexpensive, they often hesitate to delete the PDFs...even after they read them. So they keep seeing your PDFs, and that increases the chance of them clicking a link and visiting your site, or at least passing your PDFs on.

I said that creating a PDF is easy. I simply type up my documents in MS Word (TM) and then save it using my favorite PDF creation tool. I use a fairly expensive, well-known PDF creation tool now, but there are lots of free PDF creation tools that easily output perfect PDFs.

For many years I used a free tool called PDF995. With PDF995, after you finish writing and editing your Word file, you simply tell Word to print. When it asks for a printer, you select your PDF creation program as the printer, and the PDF is magically created.

After you create the PDF, you need to make it brandable before passing it on, or selling it, if you really want it to go viral. For that I use a PDF brander called Ace PDF Brander. You can get a copy at: <http://AcePDFBrander.com>.

You'll notice that Ace PDF Brander was actually created to MY specifications. That's because I found ALL of the other PDF branders that I looked at either too expensive or too cumbersome to use. Ace PDF Brander is neither.

After you create your brandable PDF, designating which links in the document can be rebranded, you want to package it up with a rebrander tool (that's included when you get ACE PDF Brander) and a readme.txt file. The readme file simply explains to the recipient how to use the rebrander. You zip this all up into a neat package and you're ready to start your traffic virus. I've done this dozens of time and achieve outstanding result almost every time.

If you are too lazy, or don't feel comfortable creating your own PDF documents, Ace PDF allows you to take preexisting PDF documents and make links within those rebrandable. This is very powerful, but also has tremendous potential for abuse. Theoretically, you could take ANY PDF document (that's not locked or encrypted) and rebrand the links, and then pass it on...and perhaps violate the author's copyright.

I'm certainly not advocating doing that, nor do I do it. What I am advocating doing, and what I do frequently do, is:

- * Buy reprint or private label rights to PDF documents and then make them rebrandable or rebrand them before passing them on. This allows me to either change the links inside to my own affiliate links, or to make it so that my affiliates can rebrand the links to their affiliate links. I'm sure you can see how powerful this is!

- * Request permission from the authors of PDF ebooks that aren't rebrandable to make them rebrandable...and then change selected links to my affiliate links or pass the rebrandable PDFs on to my affiliates.

Many of the documents that I do this with were created BEFORE this technology was invented. Many of them were written when the only way that you could make a PDF rebrandable was to add clunky "tags" to the documents as you were writing them. Then you converted them to brandable documents with some fairly expensive software. With modern tools, you no longer have to do that.

As you can tell, I'm BIG on creating and distributing rebrandable PDFs. The reason is that it works in sending lots of traffic and sales to my sites. It also serves to spread my name around . . . building my credibility and reputation. It can do the same for you!

If you're not using this very powerful tool today to start viral traffic-building campaigns, then you're probably generating traffic using more difficult methods . . . or your site simply isn't getting any traffic. Fix that problem today. Begin by checking out the tools that I mentioned. Ace PDF Brander is at...where else, <http://AcePDFBrander.com>.

PDF995 is available at: <http://www.pdf995.com> The free version works fine but had a "nag screen" when you first open it. They do offer an upgraded version to include an "enterprise version." When I used PDF995, I used the free version . . . for several years, and generated dozens of very profitable PDFs ;-)

Now that you know the secret, you have no excuse not to start creating that traffic virus today.

About the Author

Willie Crawford has taught thousands how to build successful online businesses since late-1996. His membership site contains over 40 interviews of leading online marketers sharing their views on "How To Break Into The Internet Marketing Inner Circle." You can access those powerful and shocking interviews at: <http://TheInternetMarketingInnerCircle.com>

More details about viral marketing tools at WillieCrawford.com.

Super Affiliate Marketing Tool - The Viral Report

By Michael Lee

Viral marketing products are powerful affiliate marketing tools that encourage affiliates to voluntarily pass them along to other people. These so-called super affiliate marketing tools often come in the form of software, ebooks, videos, or emails.

If you want to apply viral marketing to succeed in your affiliate promotions, you must have or create a viral marketing product that makes life easier, contains quality content or beneficial advice worth spreading around, or is controversial in nature.

There must be an incentive for people to pass your viral affiliate marketing tool along. People forward jokes or inspirational stories because they want to brighten someone else's day. Similarly, if your viral product is interesting, useful or can help solve certain problems, people will pass them to their friends; their friends will pass it to their friends, and the viral marketing campaign spreads like wildfire.

Some product owners have a ready-made brandable report for affiliates to share with others. This is good news since the affiliates don't need to create the viral product themselves.

Affiliates can include their affiliate links within the brandable report provided by the product owner. Aside from earning affiliate commissions every time someone buys from the affiliate link in the report, affiliates also get to give something that may positively affect people's lives.

If the brandable report also has the ability to include the affiliate's name and personal website, the more motivated the affiliate will be to pass the report to others.

**Luckily for you, the Expert Persuader Affiliate Program provides you a high quality brandable report that you can brand with your affiliate link,*

as well as include your name and personal website. [Click Here](#) to download it immediately and earn huge affiliate commissions!

If the product owner does not provide its affiliates with any brandable report, or if you want more viral products to pass along, you can browse any reputable article directory and gather articles related to the same topic as the affiliate product you're promoting.

Make sure that the article directory allows you to reprint or republish articles along with the resource box. If not, you have to ask permission from the authors first. Compile the articles in an organized manner and create a special report. You may arrange the articles in such a way that each article represents one chapter.

An attractive title is a necessity. People will never read your viral report if the title does not grab their attention or if it does not press any of their emotional buttons. If they don't read the report, it will not get passed around no matter how good the content is.

Remember to insert your affiliate links within the viral report. If possible, include testimonials towards the end of the report. If the product owner provides a brandable report for his affiliates to brand, and he did not include testimonials, ask him if he could put testimonials from his sales page in the viral report. Taking advantage of the power of social proof through testimonials is an effective marketing strategy.

If the viral report is from the product owner, it is most likely in PDF format already so you can already send them to your subscribers, friends, and contacts. However, if you've created it yourself, you may convert it into PDF format through the adobe website at:

<http://createpdf.adobe.com>

The viral report is one of the best affiliate marketing tools you can use to pre-sell people, since you're giving valuable information and not hard-selling. People will like you for sharing something worthwhile with them, and you get to earn affiliate commissions in the process. Very cool, isn't it?

About the Author:

Michael Lee manages one of the top money making affiliate programs online. He provides highly profitable and free affiliate marketing tips, tools and resources to help you easily earn monster profits at <http://www.20daypersuasion.com/affiliateforce.html>

Creating Viral Affiliate Reports (That Actually Go Viral)

By Sean Morrissy

In today's lesson I want to write about viral reports and how you can implement them in your own affiliate marketing efforts to generate tons of affiliate sales.

We're going to look at what an affiliate report is, what its purpose is, how to structure it, then how to make sure it actually goes viral, because this is the main problem people face.

Creating a viral report is easy. Making it go viral and making you a lot of affiliate sales is the tricky bit. But after today's lesson, you'll have a much better idea of how to go about it.

OK, so let's get cracking

Basically, a viral report is going to be a PDF report that you're going to send out to your list (or give away on your website with a direct link) that serves two main purposes:

1. To get people to buy the stuff you recommend
2. To get people to send it to other people who will then buy the stuff you recommend and pass it on to other people. And so on...

Creating reports that get people to buy stuff isn't that hard. It's just like writing a sales letter. If you can give people a report that shows them how to solve their problem with something you're promoting, you'll sell stuff.

But while selling stuff in a report is good, there is another level and that's getting things to go viral. Imagine if you have a report that not only converts 1:100 readers to buy something, but each report you give out causes people to send it to 5 friends.

And if those 5 people then send it on to more friends and they send it on ad infinitum, then you've hit a goldmine. And that's how viral marketing works.

There's a reason it's called viral marketing. It spreads like a virus and once it's unleashed, it can be damn near impossible to rein it in.

Which is great, but you do have to take a couple of precautions in case things really do go viral for a long time (but more on that in a little while).

So let's now look at what to put in a viral report and how to structure it. A good rule of thumb to follow is that a really good viral report should have 90% content and 10% sales pitch.

People aren't stupid. If you send them a "fr.ee report" that's just a sales page in disguise, you'll lose credibility in their eyes and that's not what you want to do here.

So your first step is to figure out a good topic to write the report on. If you're in the muscle building niche, maybe you could write a report about "The 10 Dumbest Things People Do In the Gym".

Anyone who goes to the gym would be thinking "I wonder how many of those things I do..." which translates to "I wonder if I'm dumb in the gym".

And since no one wants to think of themselves as dumb, they'll go ahead and read it. Just think about a topic that would make the people in your niche go and open the report, or actually give you their name and email in exchange for it.

Maybe you're in the language niche. You could write a report (or pay someone else to do it for you) on the "10 Biggest Mistakes People make when learning a new language".

Some other ideas could be:

- X Ways to Speed up your _____
- Why you're going about _____ the wrong way

Anything that challenges the way something is generally thought of will work really well. One of the niches I'm active in is the fitness niche and one of my best reports goes into the main reasons why people can't get abs (i.e they're following the usual methods like everyone else) and it works really well.

Usually, reports of around 20-30 pages works best. You don't want to give away so much information that people don't need to buy your stuff, but you do want to give away so much that people think

"damn, this is a free report, imagine what the product he's recommending is like..."

Jimmy D Brown (who's a smart internet marketer) recommends giving them content that is "useful but incomplete", meaning that it really is useful to the reader, but doesn't answer every single one of their questions.

Then finally, once you've delivered your content, it's time for the sales pitch. It doesn't have to be long, you just need to do a little bit of a presell and then recommend the product.

So by now you've got a good report that should sell your prospects pretty well. But how do you actually get it to go viral? Well, this is the hard bit and more often than not, it won't go viral.

But if you try to get it to go viral, you just never know. Two videos that went insanely viral are the Numa Numa kid and the Pachelbel Rock.

I don't have time to write an entire book about how to make things go viral (although maybe I should...) but can you guess why these two videos were so popular?

Video one went viral because it's pretty awesome. I'm sure you know the tune. It's used all over the place, but until that Korean kid played it on the guitar, no one had ever heard the rock version.

I don't know about you, but I think it's an awesome song. I even downloaded the mp3. And because it's so awesome, it's something you would tell your friends about.

It's something that makes you go "hey buddy, check THIS out". It makes you feel like you need to tell your friends about it so they'll think you're really smart for "discovering" it.

The second video went viral because it's a fat guy singing a funny song and doing a funny dance. It's a funny video. When you see something that funny (or stupid) you feel the need to pass it on to your friends.

So if you want to make your reports viral, try and make them awesome or funny, or something that has the "OMG, I have to send this to everyone I know" or at least a few people they know would be interested.

Of course, you'll never get mass distribution with a niche product, but that's ok, you don't need mass distribution to make thousands of dollars.

Another great source of stuff that's viral is digg.com which is basically stuff that loads of people find cool and interesting. Check out digg.com and see the type of stuff that people vote up there.

Add those elements to your reports and see how they go.

About the Author

Sean Morrissy runs the free affiliate marketing training centre, <http://www.sixdayweekend.com> So if you're interested in learning how to build a six figure business that you can run from anywhere in the world, without paying a cent for the training, go and signup for a free account at <http://www.sixdayweekend.com>

5 Secrets Of Writing A Red Hot Viral Report

A technique we have used effectively for more than 5-years online is creating short, focused special reports turning them viral so that we leverage the effort of hundreds of list owners and website owners send us their traffic.

There are many advantages of writing viral special reports, but the best is that you spend hours to create a marketing tool that continues to send you highly targeted, hungry traffic months, even years, after release.

By releasing one viral special report each month for a year, you can be generating a stampede of traffic and sales to your online business.

You may have tried developing special reports in the past with limited success, here are 5 secrets that will turn your viral reports into red-hot traffic generators.

1. Have an exciting, attention grabbing and compelling title.

When other people market your special report for you, the title is often the only link to your report they include, so it better be good. Study great advertising, the top headlines

2. You have two customers:

The end reader and your distributor. It's important that you write a report that attracts and offers value to your reader, but it's also important to remember that your first target are the army of distributors that will take your report and begin the viral outbreak resulting in massive traffic coming your way.

3. Brandable with your partner's links.

Writing a report targeting a hot topic will itself attract some publishers, but what will really put your viral campaign over the top is making your report, ebook or written product brandable. Ideally, your report is delivered in Adobe PDF format since it is the standard for delivering digital information products. So, how do you allow your partners to insert their affiliate links in your report in a scalable way where you don't have to be customizing every report manually? There are a number of PDF branding tools on the market today that allow you to accomplish this task. Look for one that is simple to use for your partners. By allowing them to re-brand links within your report, you are giving them a financial reason to virally share your report with as much of their list and readership as possible.

4. Create a buzz factor

Setup a forum category to discuss each report. In this age of Web 2.0 where user generated content is accepted as a major marketing weapon, setting up a corresponding forum, blog or file sharing site around your report is a great way to increase it's buzz thereby turning your report into a real viral home-run.

5. Create basic graphics to help partners present the report and increase conversion rate.

Your partners will benefit tremendously (and be more likely to offer your report) if you offer them some professional graphic covers and banners so they can integrate your viral report easily into their overall site design. I know when I promote an affiliate product for someone, I like to have a choice of graphics depending on whether I promote through out blog, main websites, forums or in my e-newsletter.

Viral special reports and viral e-books are proven methods that work to generate lots of traffic, leveraged income through partners and if you play

your cards right, a viral explosion that can catapult you to market dominance within your niche.

Author Info

Discover How To Instantly Develop High-Powered Viral and Paid Information Products That You Can Use To Build Your Own Online Marketing Empire.

Visit <http://www.infomarketerszone.com>

Make Quick Money Online Writing Reports - Make A Killing Selling Them And Even Giving Them Away!

By Jerry Lindenburger

Think you can make quick money online writing reports? You bet you can! You can make a killing selling them in the \$7-\$17 range, but I don't like selling them as much as I like to just give them away for free! Huh? Say what?(that's right, but more on this later:)

So how do you quickly write a report?

First off, you want to write the report on a topic that is **HOT**. A topic that is being actively searched for online. This will make it easier to get traffic (and buyers) for your report.

Be sure to spend time to do some keyword research and target marketable keywords in your piece. Always remember...one of the most important aspects of writing anything for online publication is, in a word...relativity! Whether your writing an article, blog post, or your report, keep things relative to the topic! This will make your report more marketable, and easier to get traffic to, as well.

Spend some time to craft a good title. Use your main keyword/s in the title, preferably in the first part of your title. This will again make it easier to market what you write. And will be relative to the search queries of your perspective visitors/customers.

I like to make an outline with the chapter titles and then just fill in the information to expound on each chapter title. Make sure your writing flows, and is an easy read. I like to get right to the point (remember...this is a report not an eBook!) Make sure you answer the readers questions, make sure your report has value to the reader.

Be sure to include relative links, to products and services (yours or affiliate offers) that will help the reader. I like to include links to other websites that could prove helpful as well (even if I get nothing out of it:) Many marketers frown on this, but I always want to put my reader first! Give them what they want... good, solid, relative information.

I like to think of my reports as handy little desk-top references for my readers. Something they can refer to again and again as they work through the problem you've addressed in your report.

And please, don't limit yourself to the 'make money online' niche. There are tons of niches that are less competitive and could prove to be even more lucrative.

Be creative...think outside the box. Give your reader exactly what they are searching for, always put your reader first. Try to over-deliver with everything you write online. This will bring you more of what you write for...clicks, leads, sales, and money. Not to mention your reputation (do you want to be known for shallow rehashed info, or useful, current content that consistently over-delivers?) I prefer the latter myself.

As I said above you can easily sell your little reports for as little as \$7. Do you think you could make quick money selling them for that...oh yeah...all day long! I'm amazed at how quickly it can add up!

Ok, so how does one make money just giving these reports away? Easy, you can put links to your product or service in your report, and you can 'give' the report away, but only after you have gotten the prospects email address, and added them to your mailing list.

Write a report that 'catches on' and it could become viral and spread all over the Internet. These 'viral' reports can build you a very large list quickly, and because it's free (people love free stuff) conversions can really take off!

Here's another idea that can make your report very desirable to other marketers. Make it 'rebrand-able'. This is where you allow other marketers to include their own affiliate links within your report, and make money giving it away. This could make your report go viral much quicker and bring your site tons of traffic.

I hope this gives you the incentive to become an author (has a nice ring to it...doesn't it?) So start writing your first report, and get into the game!

About the Author

Jerry Lindener offers several free reports to help you succeed in your online business.

[Click Here](#) for your free copy of his report: How To Make A Killing Selling Simple Little Reports.

Want to supercharge your writing, and get the highest conversion possible? [Click Here](#) to find out how.

A No-Website, Quick-Cash Business Plan

By Alan Tutt

If you need a way to produce some quick cash, and can handle a word processor (or could at least *LEARN* how), this may be of use to you.

Before I lay out the specifics, let me give you a general idea of what this plan is all about.

First of all, you don't need to have a website. This means you don't need to know HTML, javascript, PHP, MySQL, or any of the other Internet technologies. You don't have to install scripts, set up an affiliate program, or arrange for online payment processing.

You also don't need to be a recognized expert in anything, although the more you know about a topic, the better.

You could get started today, find your first 'client', and start earning money within a week. More likely, however, it may take you a few days to find your first client, and it may be a couple of weeks before you start seeing the money. Of course, a lot of this depends on your skills as a writer, how much you already know about the topic you'll write about, and who you end up working with.

It's obviously not for everyone, as you'll quickly see for yourself.

Step by Step Plan

Step 1: Pick a niche

If your objective is to make a lot of money quickly, you need to work in a niche where folks will spend money quickly. Pretty obvious, right?

You'd be surprised how many people start businesses in niches where folks are adverse to spending money. They feel they have something worthwhile to share with the world, and money is not the first thing on their minds.

In some cases, this is fine. After all, when I started my online business, this was exactly my thinking. In fact, it didn't matter whether I made ANY money or not, simply because I felt that what I knew HAD to be shared with the world. It was a very nice surprise to find that I was able to replace the income I was making from my photography business and spend my time doing what I truly enjoy.

But when you want to make money, and especially when you want to make money quickly, you have to approach it differently.

Despite what many of the "Internet marketing gurus" will tell you, it's a LOT easier to make money in the "how to make money" niche than in practically any other. They tell you there's too much competition because THEY are afraid you'll take the business away from them.

In truth, there are SO MANY new people coming online every month, that there's more than enough to go around. I can also tell you that I continue to buy "how to make money" materials, even from the newbies, if I think it will give me a new idea to work with.

(That's one of the reasons I've been so successful.)

Within the "how to make money" niche, there are many, MANY sub-niches. List building, article marketing, publicity, packaging, banner advertising, ezines, PPC, the list goes on and on.

And then there are related topics, like "productive filing systems", "small business accounting", or "work area feng shui."

Of course, the "how to make money" niche is only one option. From what I hear, the golf niche is also one where people will quickly spend money if it can help them improve their game.

The bottom line, is that you want to pick a niche where people will quickly spend money if the right option is presented to them.

Step 2: Find a website in the niche with a large audience

The main rule in business is to find the audience FIRST, find out what they want, and then find a product to offer them.

The reason for this is simple. Without a large group of people ready to buy, you won't make much money.

The worst thing you can do is to represent a product no-one wants. When you know that there are 1000s of people ASKING for a specific product, and you can put that product in front of them, you'll make a lot more money.

As Gary Halbert, a famous direct-mail marketer, once said, "If I were competing with another vendor selling hot dogs on a beach, the one advantage I'd want is A STARVING CROWD."

One way to do this is to search Google, Yahoo, or Bing for keywords related to the niche you've chosen. Look through the listings and find a website that seems to have a large, thriving audience.

Step 3: Offer the website owner a free report

Most website owners are always on the lookout for new content to send to their subscribers. The reason for this is simple: the more good content we give our subscribers, the longer they stay subscribed. And the more subscribers we have, the more sales we make when we do a promotion.

While some of us are perfectly capable of writing articles, or have good information to share from time to time, we are also busy with other things, and can't always come up with something on a REGULAR basis.

This is especially true for website owners who spend time doing SEO (search engine optimization) to be in those top positions in Google, Yahoo, and Bing.

If you've been subscribed to my list for any length of time, you'll remember that I posted a couple of ebooks recently, neither of which I

wrote. I was HAPPY to do that, because I want to show my subscribers how much they mean to me.

So, here's the deal you'll offer to the website owner you found in Step 2.

You'll write the report on whatever topic is of the greatest interest to his or her list. They get to give it away to all their subscribers, and you get to have an affiliate link (explained later) inside the report promoting a product the subscribers may wish to purchase.

To sweeten the deal, you can offer to "brand" the report with the website owners name and website URL. That way, they can benefit from pass-along readership, commonly called "viral marketing".

They get a custom report to strengthen the relationship they have with their subscribers, and you get to earn some affiliate commissions. A win-win deal for everyone.

If the first website owner you approach doesn't agree to this, you can either offer an alternative, or simply move on to another website owner.

In most cases, if the website owner doesn't agree to this arrangement, it's because they want to have their own affiliate link inside the report. In this case, you can offer to write the report for a fixed fee, with half to be paid up front, and the other half when the report is complete.

When you have found a website owner who likes the idea, find out what types of products his or her list is most interested in.

Step 4: Find a good affiliate program to promote

Once you've identified a large group of people who are ready to buy a specific type of product, the next step is to find a product which meets their needs. You don't have to create this product, you only need to find it. And for this plan, you need to find a product you can promote through an affiliate program.

For those who aren't familiar with affiliate programs, this is where a merchant will pay you a commission for helping to promote their products.

For instance, I offer commissions of 40% to 70% to those who refer people to the [PowerKeys Publishing](#) website, when those referrals end up buying something.

When you join an affiliate program, the merchant will give you a special link, called an "affiliate link", which activates a tracking script on their website. This tracking script does all the work of making sure you get credit for any sales that result from your referrals. You give folks your affiliate link, they click the link, they make a purchase, and the merchant pays you a commission. Sweet as pie.

When you're investigating a niche you're not familiar with, it can be difficult to know which are GOOD affiliate programs, and which aren't, especially if you're new to the topic.

The best way to judge an affiliate program is this: can they prove to you that the product sells? Do they offer any statistics on how many people purchase their products, and how much you're likely to make for each referral you send?

If you've never spent time in the niche yourself, it's not enough to look at the website and wonder if YOU would buy the product or not. You're only 1 person, and businesses are based on serving large GROUPS of people, and 1 person's opinion doesn't always represent the group at large.

Some other things to consider are:

- Does the website seem active?
- How old is the product? Is it out of date, or is it relatively new?
- Can you contact the PERSON behind the product?
- Do they offer materials to use in promoting the product?

Rosalind Gardner, in her superb "[Super Affiliate Handbook](#)," offers a list of 20 questions to help you determine the quality of any affiliate program you may want to consider. My affiliate program introduction page on the PowerKeys Publishing website answers all of those questions for you as they pertain to my affiliate program.

Step 5: Write the report (or compile articles)

Now that you have an audience to write for, a product to promote, the next step is to write the report. The biggest question most folks have at this point is "What should I write about?"

Here's what I learned from Rich Schefren, one of the masters of writing free reports that sell products. Ask yourself this question, "What do they need to know in order to see the value of owning the product being offered?"

In most cases, you want to focus on one thing in a report, so if there are several things a person would need to know in order to see the value of owning a product, you'll want to write separate reports for each of them.

For instance, in order for many folks to see the value of owning my Choose To Believe materials, they need to see the scientific evidence proving that our beliefs have a real and significant effect on the world around us. That's why I offer a free report (and set of recordings) that presents this information.

Keep in mind that it's your task to write a report that educates the reader on whatever they need to know in order to see the value of owning the product you want them to buy. Leave out any information that does not serve this purpose.

This is where knowing a lot about the subject really comes in handy. If you're not an expert on the topic, just do some research. Find out what the experts have to say on the matter, and write a report based on what you find.

Although a lot of information is freely available online, most people won't spend the time to find it. Your report saves them time, and is valuable for that reason alone.

The process of writing a report is fairly simple. Start with a single core message, break it down into 3 to 5 main points, then keep breaking down each point as far as you need to in order to flesh out your outline. By following this process, your report will be easy to write, easy to understand, and effective in leading the reader where you want them to go.

If you feel you can't write yourself, you can either hire someone else to write the report for you, or compile a number of articles into a report format. Just make sure that you have permission to include each article into such a work, and abide by any copyright restrictions in place.

Step 6: Include your affiliate link in the report

Here's where you get to reap the reward from all your efforts. At the end of the report (and in some cases, all the way through it), when the reader fully understands what you've taught them, it's time to present the affiliate product you want them to consider.

It's not your job to SELL it, just introduce it.

But you DO want to introduce it in a way that gives the reader a good reason to go buy it — NOW. Make sure they understand how buying the product will change their lives. If possible, paint an emotional word picture that gives a clear and definite image.

Don't include any pricing information, or more details than necessary. That's what the merchant's website is for.

Describe the main benefits of the product, and present your affiliate link in a way that's VERY easy to click.

Step 7: Make the report VIRAL

While not absolutely necessary, taking this additional step can help you make a lot more money over time.

For those who aren't familiar with "viral marketing", I'm not suggesting that you put a virus into the report to damage anyone's computer. What I AM suggesting is that you give the reader a reason to pass the report on to someone else who may also be interested in the material.

This sort of "pass-along" readership is what makes the Internet a great place to do business. Giving a friend a copy of a report is as easy as sending an email.

In some cases, if you've given GREAT information in a report, people will pass it along to others on their own. They don't have to be directed to do it, they just will.

However, if you really want to maximize the money you make here, you'll want to address it directly.

Step 8: Send the report to the website owner and start over

At this point, your work is done, and all you have to do is send the report to the website owner. They will pass it along to their subscribers, many of those subscribers will read the report, some will click through your affiliate link, and a small percentage will purchase the product you mentioned.

When that happens, the merchant will pay you your commissions, and all is good.

As with most things in business, your level of success is partly a numbers game. Here's what I mean.

- Let's say your report goes out to a list of 10,000 subscribers.
- Maybe only 1000 of them (10%) even open the report to read it.
- Perhaps just 100 of them (10% of those who read the report) click your affiliate link.
- And let's say a mere 10 of them (10% of those clicking your link) buy the product.
- If you earn a \$50 commission for each sale, you've just earned \$500.

\$500 from a report going out to 10,000 subscribers. That's 5 cents per subscriber. Although you could make a lot more than this in some situations, I'd rather not set you up for disappointment. In many cases, this would be an average result, which is why you want to work with website

owners who have 100,000 or more subscribers. The more subscribers they have, the more money you can make.

Also, some audiences will be more responsive than others. It depends on how good of a relationship the website owner has with them. (And why they should be jumping at the chance to have you write a report for them.)

While you're waiting for the checks to arrive, you can start the process all over again with another website owner. Find out what that group of subscribers want, find a product for them, and write a report to sell it.

Wash, rinse, repeat.

About the Author

Alan Tutt, author of "*Treasure Map to Online Riches*" and "*Prosperity From the Inside Out*", offers his affiliates a variety of content they may post to their website to encourage sales and earn them commissions. To sign up as an affiliate, simply create a user account on the [PowerKeys Publishing](http://www.PowerKeysPublishing.com) website.

Additional Tools For Viral Marketing Magic

There are many tools that may help you create viral marketing materials, such as short reports like this one. To produce this report, I used the OpenOffice word processor, which is freely available from OpenOffice.org.

Once I had all the material into a format I liked, I just used to built-in PDF export feature to create a PDF that is easy to pass along to others.

If I were creating a viral PDF where affiliates could brand the PDF with their own affiliate links, I would use a program called [ViralPDF](#).

This Report As Example

The report you're reading right now is an example of how easily a viral report may be put together. The whole project, from start to finish, was completed in just a few hours.

To pull this off, I focused on using pre-existing articles, mostly from other authors. I did very little writing myself for this project. Mostly for this page at the end.

To find articles to place within this report, I did a Google search for “viral marketing article reprint” to find articles on viral marketing with reprint rights. I also searched a couple of article directories I've used in the past, such as ezinearticles.com, articlebrain.com, and ideamarketers.com.

You are free to sell this report for any amount you choose, or give it away in any manner you'd like. The only things you cannot do is to modify it in any way, or claim authorship of it.

If you'd like to learn more about how to build a successful online business, check out my report, “*Treasure Map to Online Riches*”, available on the [PowerKeys Publishing](#) website, where all of my products are listed.