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VIRAL eBook HIGH OCTANE

**How to Quickly Launch A Viral eBook
That Spreads Across the Web**

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How to Quickly Launch a Viral eBook

Welcome to this presentation. I'm not going to take much of your time today, I just want to share some ideas that will help you kick start your viral eBook and really get some quick results here.

As we begin, I've got a confession to make.

I'll be really honest with you.

I'm not a very patient person.

In fact, I'm not patient at all.

It's one of my character flaws.

I want things done quickly. I just don't like to wait around. I want results, and I want them now.

Which makes it kind of ironic that I've done so well with viral marketing, because typically speaking viral marketing takes a bit of time to develop.

It starts S-L-O-W-L-Y and builds momentum as it goes.

Think of it like popping some popcorn. At first there are only a few pops. Then, there is a bit more "pop, pop, pop."

Soon there is a flurry of "pops" and their speed and regularity is much quicker.

Viral eBooks are awesome. They definitely work, and work huge.

But, here's the challenge with the system.

Marketing "viruses" tend to take a little time in picking up speed. They start off slowly and spread over time as I just mentioned.

But, what if there was a way to launch the viral marketing tool quickly?

What if there was a shortcut that you could follow, some way of speeding up the process. Would you like that?

Of course you would!

Well, I've got an incredible -- and this really is a huge, untapped opportunity -- I've got an incredible strategy to share with you on how to get your eBook into circulation quickly and potentially into the hands of thousands upon thousands of folks.

I set out to find a way to get my own viral eBooks passed around quicker than other authors were getting their eBooks passed around.

And I found out a strategy that works very well.

I call it the "fast forward" technique.

Here it is...

By now, you've no doubt heard about Free To Sell.

Tom Hua put together a collection of eBooks a couple of years ago, and it caught on like gangbusters.

In fact, it's gotten so popular and so many folks are offering the collection, that I don't recommend you buy it to sell yourself.

It's become an overcrowded market -- which is going to be good for you in just a minute.

The idea of these "ebook collections" is to offer a huge set of eBooks at one low price.

And they are all over the web.

Now, here's where you come in.

You've got your report in an eBook format.

What if you could have those who are selling the Free To Sell package – or any eBook collection for that matter -- begin including your report to everyone who buys from them?

That would be pretty darn good, huh?

So, let's get them to include it.

Right now, if you were to visit <http://www.google.com> and do a search for "Free To Sell" you would find over 499,000 listings. Over 499,000 listings.

Search for "eBook collection" and you'll find even more.

Try "reprint rights" and there are more.

Type in "free eBook" or "free eBooks" and you'll see even more listings.

So, how does that help you? Here's how...

You begin visiting the websites that are listed, let's say 10 per day, and you find a contact email address.

Contact the owner of the website and let them know that you would like to give them a 100% free eBook that they can add to their collection to increase the value of their package.

When you further explain that they can customize the eBook with THEIR affiliate code to earn backend commissions for any sales generated -- at no charge to them -- , you better believe they'll be eager to include your ebook in their package.

Do you see the incredible opportunity here?

In time, you could have your eBook being distributed by thousands of different websites for you automatically.

And, of course, each person who gets a copy of the eBook collection has the right to pass it on themselves by selling it, which gets your ebook into even more folks hands.

The potential is limitless here.

And every copy of your ebook that goes out, has your information inside.

----- [Sidebar] -----

Hopefully you know all of the things you need to include in your viral eBook in order to be successful.

You want to build a list of some kind, typically an eCourse or your newsletter. (I recommend <http://listBuildingForNewbies.com> for a very affordable, easy, complete course on the topic.)

You'll want to promote offers inside that will earn you income when sales are generated.

You can even setup an expiration password for the eBook, if you want, so that folks must register it with you before they can continue using it - another way to build a list.

Be sure to have marketing and monetization strategies in place before you begin distributing your viral eBook.

----- [Sidebar] -----

Now, the question is usually asked, "won't my eBook get lost in a sea of other ebooks?"

It won't if you plan for that problem. Here's what I would suggest...

1. First, make sure your title of the eBook is an attention-grabbing one. Don't just use "Joint Venture Tactics," use "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month." In my experience with these eBook collections, here's what happens. When someone buys a copy of the collection, they browse through the 5 or so ebooks that grab their attention. There is no way they can read them all --, so they go to the ones that interest them the most. If your title is an attention-grabbing one, then it

will get exposure on that short list of eBooks they actually read.

2. Secondly, make a deal with the website owner. Let them know that they can contact their existing customers - - folks who have already purchased the ebook collection -- and they can offer your eBook as a free bonus for those who have already bought the package. That way, it not only gets your eBook into the hands of more folks, but it gets your ebook into their hands by itself, not in a collection, but as an individual eBook. More exposure for you.

3. Thirdly, you can provide **MARKETING MATERIALS** for the website owner to use (how many of your competitors are doing that?) Give them an ezine article, an eBook cover graphic, a popup window, a mini-salesletter ... things they can use to give away your eBook. Offer to let them give away your eBook as a "sample" of the package that they are selling. If your offer inside benefits them enough for their affiliate link, then they might be willing to go the extra yard to promote your eBook because they'll earn a commission from the sales it produces.

So, that's an incredible way to get some quick exposure for your eBook.

But, that's not all, I've got some "variations" of this technique that you can use...

1. Contact 10 ezine publishers a day and offer them a free copy encoded with **THEIR** affiliate link to give to their subscribers -- even if its an affiliate program you are promoting (and not your own product) let them use **THEIR** link instead of yours -- in the material offer two things: the reader to also customize it (after registering with you or sending to you for details!) and begin giving it away, **AND** a link to a list of yours.

(Two things will happen -- many will join the list, and many will **INDIRECTLY** join a new list of those who are giving away your ecourse -- and you can milk them later by offering other branded materials (paid and unpaid) that benefit you.)

2. A twist to this is to contact 10 website owners a day who rank high in search engines for keywords relating to your offer.

Whatever the theme of your report eBook is, do a search at some of the major search engines to see what websites are listed in the top 50 or so for related keywords and approach them with the same offer.

You end up indirectly benefiting from others high ranks in the search engines.

3. Still another twist is to contact 10 website owners a day who have products similar in content to your eBook and ask them to consider giving away your eBook as a BONUS to anyone who buys their product.

For example, if you have a viral eBook that teaches "A simple way to train your dog to sit", then you could approach sites that offer dog obedience videos and let them know they can give away your eBook for free to any of their customers who buy their videos.

This works especially well if the product you are promoting inside the viral eBook is a "related, but not competing" product, and is a 2-tier affiliate program.

The website owner gets to customize the viral eBook with their affiliate details to earn commissions inside and you get to promote your list inside the viral eBook and earn 2nd-tier commissions.

Imagine getting YOUR viral eBook listed on the salesletters of dozens of sites as a bonus ... what potential!

[NOTE: Don't think it can be done? Go to Google.com and search for "Autoresponder Magic" or "Million Dollar Emails" and see how many sites are listed with those as bonuses!]

4. Speaking of "autoresponder magic" or "million dollar emails" just to show you how to get ideas and really milk them for all their worth, how about this ...

If you check Google.com for those two eBooks, you'll find thousands of sites that offer them.

How about writing a viral eBook relating to the topic of either of those and THEN visiting those sites indexed in Google (begin with the one getting the most traffic and the highest ranked ones) and offering them your free viral eBook for them to give away.

You've got a database of thousands of people right now who are offering those eBooks ... it's just waiting for you to use.

Write a short viral eBook based on the formula we talked about in the main presentation and then approach these sites. I bet you could get dozens, if not hundreds or even thousands of those website owners to add your eBook to the mix if your report is of high quality.

5. A twist to that idea is to search specifically for ANY eBook, not necessarily "autoresponder magic" or "million dollar emails." Search for other people's eBooks or keywords.

6. Here's one of my favorite variations to the technique. Write a report that promotes a very popular affiliate program as the main offer inside, along with YOUR product (if you have one) and / or your list.

Then, visit Google.com (and I keep mentioning that particular search engine because it's the largest) and search for sites that promote the popular affiliate program you mentioned in your report.

Contact the owners of those sites and offer them FREE customization to the report that promotes the affiliate program they are already promoting.

Do you think they'll give it away from their site?

Many will, I can tell you that. You are providing them with a FREE report to give away with THEIR affiliate links inside to a product they are already actively promoting.

And you profit by either promoting your own product or by getting folks to optin to a list you mention inside.

Brainstorm a bit and you can find lots of ways to use this one.

7. A variation to an idea that we talked about previously is to approach owners of products related to your viral eBook and ask them to give your viral eBook away as an "unadvertised bonus."

While they may already have plenty of bonuses listed on their site, there are NEVER enough "extra" bonuses to give away to their customers.

Everyone knows that the MORE you "wow" your customer, the more you deliver to your customer, the more value you provide, the happier they will be.

Less refunds. More future business.

So, contact website owners of products related to the viral eBook of yours and let them know they can give your eBook away as an "extra" bonus on their download page or any follow-up emails that are sent to their customers.

8. And speaking of "follow-up" emails, here's another great twist to the technique.

Contact publishers of eCourses and provide them with a ready-made message that they can plug into their [autoresponder](http://www.markflavin.com/recommends/Aweber) <http://www.markflavin.com/recommends/Aweber> sequence that provides a free download of your viral eBook that is customized with THEIR affiliate links inside.

Imagine this: you start by getting a dozen or so people who offer eCourses to insert a message into their automated messages that offers a free download link for your viral eBook...

...new subscribers join their lists every day and ultimately they receive a message about YOUR viral eBook!

If your report is of high quality and you do the work up front (writing a message for them to plug into their autoresponder and code their affiliate link – or at least tell them how to do it) then I guarantee you that people will say "yes."

9. A variation of the previous one is to contact newsletter publishers and offer them a short solo mailing that they can send

to their lists promoting the free viral eBook that is coded with their affiliate link.

10. How about another variation? Write a report and promote a specific product inside. Then, approach the owner of that product to see if they will give away the report at their site as a lead generation tool to convince people to buy their product.

Think about what you are doing here: you are providing the owner with something they can GIVE AWAY that promotes THEIR OWN PRODUCT!

How difficult would that be to turn down?!

Of course, you could mention your list inside or another offer as well in order to make it worth YOUR while.

11. Still another twist is to submit it to FREEBIE sites! Go to your favorite search engine and do a search for "free stuff." You'll find a lot of websites that give away free stuff, and many of them accept submissions. Offer them your free eBook.

12. And if you want to get REALLY VIRAL, try this one. This is my favorite of them all and I will personally do this as soon as I get caught up on existing projects.

So, I'm giving you a head start! ☺

Here's what you do: Create FIVE different viral eBooks all related to the same general market (I.E. Marketing, health and fitness, travel, golf, etc.).

They should all have different types of content inside that are related to the same general market (I.E. Marketing might have a viral eBook related to affiliate marketing, another one on joint ventures, another one on PPC search engines, etc.)

They should all promote different offers inside, preferably YOUR products or 2-tier affiliate programs.

When you have them completed, put together a 5-Day eCourse that is entitled something like, "5 Completely Free eBooks You Can Customize And Give Away to Earn Automated Profit".

Of course, each message in the eCourse is going to mention one of your free eBooks!

Inside the eCourse you let readers know that they can customize the viral eBooks themselves AND they can also customize the ECOURSE!

So, now what happens?

You get people giving away an eCourse that in turn gives away all of your eBooks which either (a) earns you profits from the offers inside or, better still, (b) gets other people scrambling to customize the eCourse and eBook so they can give it away.

The potential for profits on this one is enormous if you provide quality materials throughout the setup.

It's ULTRA-viral!

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So, those are some ways that you can QUICKLY get your viral ebook into circulation and spreading across the web.

Any of them could get the job done.

And when you start doing more than one of them, you can easily see some significant results.

Remember, the main idea here is to get your eBook into the hands of as many people as you can, from as many different places as you can.

The faster you get the eBook into circulation, the faster folks will download it and read it, the faster many of those readers will begin distributing the eBook themselves.

And that's where viral growth and ultimately hyper-growth begins.

I encourage you to print this report out and really go over the ideas that we have looked at throughout it.

There are **literally** dozens of variations that you could come up with as you take the ones that I've mentioned and tweak them just a bit.

There really is no end to the possibilities.

Decide which one works best for you and begin there.

The important thing is to get started.

I've handed you the basketball.

It's your job to start take your best shot.

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