
VIRAL eBOOK BRAINSTORM

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Viral eBook Brainstorm

Questions from customers are in blue type

Words from our expert are in black type

In this report we're going to talk about viral marketing and specific viral eBooks as I answer your top 20 questions about generating traffic to your website and subscribers to your lists with viral eBooks.

Okay, let's go ahead and dive into our question and answer brainstorming session. Our first question is...

What are viral marketing and viral eBooks? Everyone seems to talk about them, but no one can give me a really good explanation. Can you explain them in simple terms so I can understand?

That's a great place to begin, so let's start by kind of defining what viral marketing is and then look at what viral eBooks are as marketing tools.

Really, to put things in very basic terms, viral marketing is nothing more than word of mouth advertising. Offline we call it "word of mouth", online we call it "viral marketing."

It's basically "digital word of mouth advertising" or "electronic word of mouth advertising" since it is done online.

The idea is simple: viral marketing is any kind of strategy that utilizes one person passing on a marketing message to others who in turn pass it on to others which continues to spread the message exponentially.

Steve Jurvetson and Tip Draper are usually credited for coining the phrase "viral marketing" in 1997 after Hotmail was formed and it experienced such hyper growth. They likened it to the spread of a virus.

If you think of it in terms of the common cold, you get the idea of viral marketing. If someone has the cold, they pass it on to others by shaking hands, sneezing or even breathing the same air in confined spaces.

Viral marketing works pretty much the same way: one person passes your marketing message on to others who in turn pass it on to others and so forth until your marketing has reached a wide audience that you never personally came into any kind of contact with.

So, that's basically what "viral marketing" is – you might call it "digital word of mouth advertising" ... one person passes on your marketing to others who in turn pass it on to others.

Now, there are many, many different KINDS of viral marketing tools that can be used. And, by far, my favorite has been "viral eBooks."

Based on the explanation of viral marketing that we've already talked about, it's easy to define what a "viral ebook" is: it's any ebook that you pass on to people who are authorized to pass it on to others who in turn pass it on to still others and so forth.

That brings us to question number two which is...

How can I use viral eBooks to automatically generate traffic to my website?

Like I said, Viral eBooks are eBooks that are specifically intended to be distributed by anyone who obtains a copy of them. You want every person who downloads a copy to pass it on to their contacts, who in turn you'd like to pass it on to their contacts and on down the line.

Jimmy D. Brown of 123Webmarketing.com coined the term "Automated Profit Generators." It's an original phrase that he came up with to describe his viral marketing eBooks.

Since these eBooks generate website traffic which turns into profits, and they build lists which turns into profits and they brand your name which turns into profits, and they grow your business which turns into profits...and since it can all be done automatically without any continued work on your part once you release them...

I think the term "Automated Profit Generator" is pretty accurate.

If you create and use viral eBooks in the way that we are going to talk about tonight, that's what they are. Viral eBooks can generate profits for you without any involvement on your part. You put them together, get them into distribution and they do the rest.

They ...

- Generate website traffic for free.
- Build enormous lists for free.
- Get your name plastered all over the web for free.
- Grow your business for free.

We'll talk about some specific case studies later tonight, but let me say up front that viral eBooks are incredibly powerful tools that some of the top marketers have personally seen staggering results from.

Through viral eBooks alone, you can get listed several hundred thousand times in Google.com; you can generate hundreds of thousands of visitors to your websites every month; you can automatically pull in thousands of new subscribers every month and we won't even mention the profits generated. And it can continue to grow day after day.

And so I really want to share HOW anyone can setup the same kind of system with their own "automated profit generators", these viral eBooks that we're going to be talking about tonight.

Most importantly, it's all about the system. And I think we'll talk about specifically how to setup the system a little later, but basically what you'll do consists of four steps. I'll share exactly what I do.

Step 01: Create the new viral eBook. I put together an eBook that I intend to be passed on by all who grab a copy of it. Sometimes it's my own content, sometimes it's other people's content that I use with their permission. I put it together and always have some kind of offer inside that leads people to my site.

Step 02: Launch it to viral partners. Through the past couple of years, I have put together an optin list of people who WANT viral eBooks and so that's where I go first. As soon as I have a new viral eBook ready, I send them a mailing letting them know the details. They are what I refer to as "viral partners" and if you are going to use viral eBooks, you need a network of "viral partners" – folks who have contacts of their own that they can immediately send the eBook to. This is going to allow you to generate some quick buzz with any new viral eBook you release.

We'll talk more about that later. The important thing is, I get the ebook into circulation and start the virus spreading. It starts with my network of "viral partners" and of course, I also do a mailing to all of my major databases ... my newsletter subscribers and my affiliates.

Step 03: Analyze the results for ways to improve. Each new viral eBook is kind of like toothpaste or laundry detergent: it's new and improved. You'll want to look at what worked and what didn't. I brainstorm for new ideas, with my emphasis always being on getting more sales and subscribers. Some ideas I try work, some don't... there have been those that failed and didn't produce anything, but there have been those that worked incredibly well that continue to pull in thousands of dollars in profits every month, so I consider it critical to keep experimenting. I'm always after ways to improve and you should be, too.

Step 04: Tweak the next eBook and repeat the process. There's always another viral eBook in the making. At any given time I have 10-15 viral eBooks on the table. And I keep releasing them month after month and they all work together to continue building viral traffic and viral profits. As the eBooks continue to spread, new partners come in to help distribute them, new sales are made through the various offers and the business just continues to grow on its own.

I'm always looking for two things, and they are "carriers" and "customers." A carrier is someone who passes on my viral eBooks to their contacts. A customer, of course, is someone who buys something from me.

When you're talking about viral ebooks, those are the crown jewels. Carriers and customers. The more carriers you have, the more customers you'll have. Ideally, you want someone to become both. You want them to spend money with you AND distribute your viral eBook.

Which is a perfect place for our next question which is...

If you had to narrow down the entire strategy of using viral eBooks to generate more traffic, subscribers and sales into three keys, what would they be?

That's a great question and it just so happens that I really believe that there are three keys to really being successful with viral eBooks.

And I want to share these with you because they are at the very heart of viral eBooks. You simply must have all three actions from your eBooks or you'll never turn them into marketing viruses and you'll never see the kind of traffic and profits that we're talking about here.

You want to focus in on three actions: Request, read and respond. Let me say that again, "request, read and respond."

First, you want your target audience to REQUEST your ebook and download it to their computer. Whether it's a free eBook distributed as a lead generator for a product on the backend, or an eBook with master reprint rights that you want to push across the web as folks sell it, you want the most likely folks that will buy from you to request that ebook ... either by obtaining it free of charge, or paying for it, depending upon what kind of viral eBook you are launching. We'll talk later about how to get them to REQUEST your ebook and actually download it.

Secondly, you want them to READ your eBook in its entirety, absorbing all of the content you share. It does you absolutely zero good to have your ebook downloaded a million times if no one actually reads it. One of the biggest challenges facing those who want to create viral ebooks today is the fact that the web is becoming overrun with cheap ebooks that provide little value to the reader. As such, they become lumped in with a bunch of other ebooks into some kind of collection that is passed around but never actually read. You've got to be different so you actually get folks to consume your content. They won't buy from you unless they read your offer inside. And they won't read your offer inside unless they open your ebook and start reading the content. So, you've got to get them to consume what's inside after they download it.

There are many things you can do to accomplish this: Have them register up front in order to receive the ebook and then send out follow-up messages via [autoresponder](#) in order to convince them to read certain chapters to find specific information you've included.

Imagine receiving a follow-up mailing to an eBook you download on traffic generation and it says something like “I got an amazing 2,200 new visitors to my site last month without spending a penny by using a little known traffic generation tool that I’ve been keeping a secret. Have you started using it yet? I share all about it in Chapter 3 of the eBook you downloaded yesterday...” Do you think the reader is going to open up that free eBook and take a look at Chapter 3 now? Of course they are.

By using these teaser follow-up mailings – which can be set up to automatically be delivered via autoresponder – you’ll get a greater number of those who download your eBook to actually read it.

Something else you can do is in your salesletter for the eBook, you can make specific benefits to the reader and give the exact page number the information is found on inside the ebook. That’s also going to encourage them to at least look at portions of your eBook immediately after they download it in order to find something that is of particular interest to them. Bottom line: you’ve got to get them to not only request your eBook, but to actually read it as well.

Thirdly, you want them to RESPOND to the offer or offers that you have placed inside the content ... which is where you make your money. Your eBook needs to be structured in such a way that the reader will fully expect desired benefits from whipping out their credit card to pay for whatever you are promoting inside ... and they need to be convinced of some kind of benefit in passing your eBook on to others. Remember, you want both customers and carriers. Ultimately, you want every reader to respond by becoming both a customer and a marketer of your business by distributing the ebook as a carrier of your marketing message.

We’ll go into greater detail on a specific strategy that I use to get folks to respond as we answer another question later in this presentation.

Next up we have...

How can I get people to pass around my viral eBooks to other people so I can truly get free advertising for my online business?

That's a good question, so let's talk about it just a bit.

There are two basic categories of viral marketing. There is "automated" viral marketing and "activated" viral marketing.

"Automated" viral marketing describes the viral spread of a marketing message by those who simply use the product or service. In other words, it isn't their intention necessarily to spread your marketing for you, but it's done automatically through using your product or service. Hotmail is an example. Everyone who uses the service automatically promotes whatever tagline Hotmail chooses at the bottom of each outgoing email message.

"Activated" viral marketing, on the other hand, describes the viral spread of a marketing message by those who are actively wanting to spread the message, typically because of some incentive or benefit that they receive in doing so.

Viral eBooks fall into this 2nd category, where folks willingly and voluntarily promote your business because they anticipate some kind of incentive.

The strongest incentive used when we're talking about viral ebooks is usually that of some way to make money, oftentimes by customizing some kind of offer link inside the ebook with their affiliate URL, thus earning them a commission if someone reading the eBook buys an offer inside. Or, by being able to actually sell the eBook and keep 100% of everything they earn though selling it. Of course, the best monetary incentive would be a combination of both: they could sell the eBook and keep what they earn AND customize it with their links so they could earn the commission on any backend sales generated as well.

There are actually several other ways that I can think of that I personally use and others that I know of use, in order to incentivize people passing around viral eBooks. Obviously, money is the key motivator in most cases, but there are many other reasons why people might distribute a viral ebook.

One reason is as a bonus for your own product or service that you are selling. I don't know how many sites online that offer "[6 Steps to 6 Figures with List Marketing](#)" and "[5 Steps to a Big Profits SMALL Reports Business](#)" as bonuses to whatever product that is being sold there, but I've seen them being offered as bonuses on many, many sites. Same thing goes with a lot of my ebooks. Many people would distribute eBooks because it adds value to whatever offer they are trying to sell when they offer them as bonuses for a purchase made.

Another reason people might pass around your ebook is simply as an incentive to get people to their site. Think about it: You publish a newsletter every week and you want to get as many subscribers to visit your site as possible so you can try to get them to order. You've got an eBook that you can give away. Instead of making the mistake that most people make and giving the download link right there in the newsletter issue, send them to your website to download the ebook. And better yet, put the download information for that ebook inside the ad copy for a product at your site. What a great way to use an eBook.

Another way that people use viral ebooks is to give them an incentive to get people onto a list. What once was a rarity has become almost the norm now. "If you join XYZ Newsletter, I'll give you a free copy of ABC ebook, valued at \$19.00." If you use the viral ebook correctly, you can actually get quite a few people to join your list simply to receive a free copy of the ebook you are giving away. So, that's another reason people might pass on your ebook, in order to get people to join their list in order to obtain a copy.

What about other kinds of branding inside the eBook? Branding inside isn't limited to simply customizing some kind of affiliate link inside. Another thing that people really want to be able to do is brand the eBook with their website details. If they can brand the ebook with something like "Brought to you by John Doe of 123URL.com", that gives them an incentive to pass it on, because they can actually see some traffic to their website as it gets into the hands of other people.

So, there are many other reasons why people might want to pass on your ebook, since there are many different ways to use viral eBooks to see results for the person who is distributing it. And, truthfully, smart marketers will incorporate many different uses for each viral eBook they decide to distribute.

Let's move on to another question and the next one is...

What is the ONE SECRET to getting readers of the viral eBooks to actually buy something from me so I can make money from viral marketing?

Let me answer that on a couple of different levels. I use two kinds of viral ebooks, those that are given away for free and those that are actual products available with master reprint rights and are to be sold.

I think there is definitely a place for both in every viral marketer's arsenal. I use them both and will continue to use both kinds.

I use free eBooks that are intended to be given away because they are excellent for soliciting a specific response for a backend offer. It's a very controlled environment that really is intended to get one specific response to one specific offer. And the conversion rate is very high if you setup your eBook in such a way that it encourages the reader to respond to your offer.

And I think it's important that we talk about that because it's critical to success with free viral ebooks.

In order to get the reader to respond as you wish – namely, buying a product or service, saying “yes” to whatever offer you have inside the ebook – you need to (a) provide her with believable, understandable, useful information that (b) leads her to make the decision to spend money.

That's not an easy thing to accomplish. Give too much information and they don't need to buy something from you. Give too little information and they won't trust you enough to believe they need to buy something from you.

So, what's “enough, but not too much” when it comes to free eBook content?

What is the ONE SECRET to getting readers of the viral ebooks to actually buy something from me so I can make money from viral marketing?

Again, I'm going to refer to Jimmy D. Brown. He's been using a phrase that he coined to describe how much is “enough, but not too much”. And that phrase is “useful, but incomplete.”

In order for a viral ebook to accomplish what it is designed to accomplish, it must provide “useful, but incomplete” information.

That simply means this: the content by itself is useful to the reader. It has value. It is beneficial on its own. It teaches, trains, and educates. In other words, the reader gains something they can use simply by reading it. That’s the “useful” part of the equation.

But, there’s something missing. The information can be MAXIMIZED by responding to an offer inside the content. It’s good ... but it could be made better by obtaining something additional.

Let me give you some examples...

“7 Easy Ways to Landscape Your Lawn For Free” would be useful information to someone. Inside that viral ebook might be an offer for a \$29.00 ebook entitled “101 Easy Ways to Landscape Your Lawn For Free.”

See how it works? The content itself is useful ... but, it’s also incomplete. There are only 7 free landscaping tips shared, when there are 101 available. Do you think the reader is likely to purchase the \$29.00 collection if the 7 ways from the viral ebook was useful to them? Of course.

What about a viral ebook that shares “7 Sure-Fire Ways to Earn Monthly Profits With Autoresponders” That’s useful information to have. But, what’s missing? The autoresponder itself, right? So, the viral ebook promotes an autoresponder service as its offer inside.

So, I love free viral eBooks. eBooks designed to be given away. And I recommend that you use them as well... just make sure you remember the “useful, but incomplete” formula. That’s how you produce results with free eBooks. Give them “enough” content, but not “too much.” Lead them to make a purchase.

Plus for FREE ebooks, there are more options for distribution: people can give them away to get people to join a newsletter, give them away to subscribers on a list, free as a download from an alert window at a site, free on thank you pages as unadvertised bonuses, etc.

Now, I also use PAID ebooks, ebooks that are actual short products that are available with MASTER reprint rights. We’ll talk about those a bit later, but the reason why I like them is because they are great for

generating money up front and weaving in multiple offers throughout the content since there is usually more content available. You aren't as focused as far as just ONE offer inside; you can promote several different offers without appearing too blatant, since there is a lot more information as far as pages go.

Also, there tends to be a flurry of promotion activity when something is released because everyone wants to sell it to make as much money as possible as quickly as possible before everyone else gets a copy of it. So, you can see a bit of quicker viral spread with a good PAID ebook with master reprint rights. And again, we'll talk about reprint rights later on during this presentation.

For now, let's get to our next question which is...

With so many of these viral eBooks starting to pop up, how can I get people to pass on mine instead of the others? What is the easiest way to stand out among the crowd and get the maximum amount of people promoting MY viral eBook?

I think it's critical to offer as much standard training as possible if you really want to get the maximum amount of people pushing your viral ebook for you.

There are six laws of viral marketing that can never be broken if you want to see viral growth and the first law is always the LAW OF EASE. That is, you must make it as easy as possible to pass on your viral marketing message. The easier it is to pass on, the more likely it will be passed on. If it's difficult to pass on, then it probably won't be passed on.

So, it's critical to the success of your viral growth to explain how to actually distribute the ebook. I've said many times, "To grow your business virally you must provide your contacts with the ways (training) and means (tools) to promote you."

They would include explaining both how to "technically" and "strategically" distribute the ebook.

"Technically", you might explain how to upload the ebook to their site, how to setup a download link, how to customize a salesletter, etc.

"Strategically" you might provide the carrier with ideas for distribution, such as giving it away as an incentive at their site, sending mailings to

their list, offering it as an unadvertised bonus on their thank you pages, posting links in their sig file at online message boards, etc.

As much information as you can provide inside the actual ebook to educate and train the reader to distribute it, the better. And bear in mind, this information you'll only have to create ONE time. And then you can simply copy and paste it into ANY viral ebook you create in the future.

It's definitely worth the small investment of time to setup a quick tutorial – preferably with step-by-step instructions and screenshots where applicable. I can guarantee you that it will give you an edge in getting your viral eBook distributed.

And I would create the tutorial with newbies in mind ... providing very basic steps. Those who are already educated won't even bother reading it, so they won't get bored with it. It's not for them. So, make it as newbie friendly as possible for the inexperienced. You'll probably have to tweak it a bit over time as you learn different challenges that users face that you hadn't thought of, but that's okay. The idea is to take your most "frequently asked questions" and answer them ahead of time.

Now, for those who need personalized training above what you are able to provide in a tutorial, I recommend charging for assistance. And you don't even have to provide the assistance yourself. You can find someone at Elance.com to setup things for your contacts who wish to pay to have someone else do it. You can charge \$49.95 for customizing an eBook, a salesletter and uploading it to a site for our contacts. And an assistant can handle everything for you.

So that's another option.

Okay, our next question up is...

I want to put together a viral eBook as quickly and easily as possible ... can you give me the exact steps I need to take in order to create a successful viral marketing campaign with free eBooks?

OK, let's talk about FREE viral ebooks, since they are the easiest to put together and the most commonly used. I don't want to oversimplify things, but there really are only 6 steps to creating a free viral ebook.

1. Step one would be to choose a topic based on a hungry, eager crowd. The first thing you want to do is choose a topic for your viral ebook and you do that by identifying a large market to target.

That's right. You want to identify a LARGE market to target. It's interesting that with just about everything else you do online, folks tell you to look for a NICHE -- a small market to target. Everywhere you look you see that -- create a niche product, a niche newsletter, niche keywords for pay-per-click advertising. Niche, niche, niche.

But, the exact opposite is true for viral marketing. You don't want a niche, you want a LARGE market. And that only makes sense. If you went after a niche audience, you could have 100% complete market saturation and only have reached a few thousand folks, or even a few hundred folks.

For viral marketing to work, you want to have a large audience to reach. The bigger the better. The more the merrier. You want the absolute maximum amount of carriers possible to become partners in spreading your viral ebook across the web.

So, the first step is to identify a LARGE market to target. Sure, your topic may be on a niche subject like "how to profit from autoresponders" but your target audience isn't folks looking to profit from autoresponders. Your target audience is folks looking to profit. You just happened to choose [autoresponders](#) as what you are going to educate them on in order to profit.

So, you look for the largest audience you can find, based on whatever it is that you are hoping to sell. Whatever your particular field of expertise is or area of interest is, whether it's internet marketing or travel or weight loss or dating.

We'll continue on with our steps in just a minute, but I want to interrupt here and answer the next question on our list because it fits perfectly with where we are at here and that is this...

I want to get this right the first time, so how do I know that I've got a great idea for a viral ebook that people will want to pass on to others?

I'm a big believer in two things 1. Knowing your target audience. 2. Polling your target audience.

That's how you know if you've got a great idea for a viral eBook. First of all, you invest time getting to know your audience. You interact with them through your newsletter and your website. You read other related newsletters. You look at what the hot products are in your field. You spend time at message boards. You get to know your target audience. Learn what they want.

Here's the thing: if you know your target audience, then you'll know when you've got a great idea, because chances are, the idea came from them in the first place.

And you also gotta poll your target audience. The absolute best way to know that you've got a great idea for a viral ebook is to ASK your target audience what they find as valuable information. What do they want to know? What void is there right now that you can fill? What consistently is their biggest challenge? Simply ask them what they want. You can do that through surveys to your list and through surveys at message boards. Very easy to do, very inexpensive to do.

OneMinuteSurveys.com is a super resource if you want to use surveys to get into the mind of your target audience.

Okay, back to our steps of the process here.

2. Secondly, you'll want to decide upon a title that grabs the attention. I can't stress how important this is. You don't want some boring, whiny, lame-old title that sounds like something that came from your 95 year old high school Civics teacher. You need something enticing. Something alluring. Something that reaches out and grabs your attention. You want people locking their eye on you, not rolling their eyes at you.

Think about this: Let's say I'm putting together a free viral ebook based on some of the things that I've talked about. Which would make you want to download it: "The Power of Viral ebooks" or "How to Create Automated Profit Generators"? Both of them cover the same topic, but obviously "How to Create Automated Profit Generators" is a sexier title than "The Power of Viral ebooks".

Go for a title that is attention grabbing. You want that baby in as many hands as possible and generating interest goes a long way to generating downloads which goes a long way to generating profits.

3. Next, you'll want to outline the content with a specific response in

mind. Remember, it's all about "useful, but incomplete." So, you'll want to decide what response you want. What product you want them to buy, what list you want them to join, what you want the reader to do...and organize your content to get them to that call to action. If you have a 101 tips ebook, give them 7-10 tips and promote the 101 tips ebook. If you are promoting a webhosting company, give them a tutorial that shows how to create a webpage and point them to the hosting. Start with your end response in mind, your preferred action you want the reader to take – start with this in mind and organize your content around that response.

4. After you've done that, you'll want to actually write the content. You can write the content yourself. You can hire a ghostwriter at elance.com. You can conduct interviews with experts. You can use other people's existing content like their ezine articles ... with their permission, of course. You can excerpt portions of your existing product. All kinds of options. While you can include as much as it takes to be "enough, but not too much" – to be "useful, but incomplete" – I personally tend to use about 7-12 pages of content for my free viral ebooks. So, get your content together.

5. When you've completed that, it's time to actually create the eBook with some strategic details inside. You need a cover page, a legal page outlining your agreement terms, a table of contents and the actual content pages. Those are the basics. Now, I also think every ebook needs to have some strategic details inside. First, you'll want to make certain that you include some kind of offer for a list. Make that a priority. You'll also want to mention any offer you might have as far as customization goes...if you allow the reader to insert their brands into the ebook, then let them know how to do this... especially if you charge for the right...make your offer. I like to include unadvertised bonuses inside the ebook, which are almost always either other viral ebooks or an ecourse... which, of course, gives me more selling opportunities. I also use what I call "sponsor ads" at the top of each new chapter page. These promote related offers, oftentimes affiliate program links. So, there are some specific things you want to include inside your ebook beyond the content itself.

6. Finally, it's time to write a "mini-salesletter" and start distributing. Always, always, always put together a mini-salesletter for your free viral ebooks. It separates the men from the boys so to speak. I guarantee you that it will increase the spread of your marketing virus. More folks will request the ebook and more folks will begin distributing the ebook if you include a minisalesletter that has a headline, bullet

list of benefits and call to action. I guarantee it. Spend ample time putting it together. It needs to be compelling... just like you were trying to convince them to buy, you've got to convince them to download your freebie.

After that, it's time to start distributing it. Offer it first to your contacts – those on your newsletter list, your previous customers, your affiliates, your partners ... your network of contacts.

Then, you can begin offering it from your website on your main page or in a popup window, you can mention it in your signature file on the emails you send out, on your posts at message boards in the link they provide at the bottom of your messages. Just get that puppy out there into as many hands as possible.

Next up we have a kind of technical question that reads...

What equipment do I need in order to create a viral eBook? Is there special software or tools I should download?

There are just some basic tools that they'll need in order to put together a viral ebook. First, you'd need an HTML editor of some kind to create the HTML pages.

You'd also need some kind of ebook compiler software. There are many to choose from. There are free tools that will convert your document into a pdf. One of the most popular is Open Office (openoffice.org). Of course, if you want to go with the best, Adobe is what the pros use.

And, you'd also need some graphics. You can create them yourself by using Paint Shop Pro or some similar software, or you can pick them up at one of the various clipart sites online like Clipart.com. Another option is to have a graphic design artist create them for you. I personally use Vaughan Davidson at KillerCovers.com and Brian Terry at eBookWow.com.

So, that's basically what you'd need to get started. If you're starting from scratch, you can get all of the basic tools for free at someplace like Download.com. You wouldn't be getting all the best features in your equipment, but it could be done.

For under \$100.00 you can get some decent software to do the job

right, so it's very inexpensive to get going with viral ebooks and really can be worked into any kind of budget.

So, let's move on and we've got a really good question here that I know people are really interested in...

What is the fastest way to get my viral eBook spread around on the web?

Nothing spreads a viral eBook faster than giving the carrier a compelling reason to pass it on. Nothing. And the most compelling reason for the majority of people is that of branding. There was a time when free ebooks weren't very common and you could get folks to pass them on much easier ... but today there are hundreds of free ebooks available, so there has to be some reason to choose yours over the others.

And allowing the carrier – the distributor – to brand the ebook with their affiliate links and other information inside gives them a stake in the thing. They now they have something to gain by sharing the ebook with others.

How does that work mechanically? I have THEM do the branding in almost all of the cases. I code my basic ebook with specific branding fields when I put the ebook together. Then, I provide my contacts with a copy of the ebook itself, along with a special branding tool that allows them to insert their information into those specified branding fields that I setup. I also provide them with complete, detailed instructions on exactly how to use the tool and customize the ebook themselves.

Again, the more detailed you are in your tutorial instructions, the less questions you'll have and the faster your ebook can spread across the web.

There are a lot of good software programs out there, but there are only a few that I personally recommend. ViralPDF.com is the most popular tool available.

You would need your own PDF software such as Adobe Acrobat and then ViralPDF allows you to setup branded PDF ebooks which are cross-platform compatible ... they work on both PCs and Macs, so they are universal.

So those are some tools that you can use to actually compile the eBooks.

Moving on we have another really good question here...

How can I use PAID viral eBooks to really turbocharge my viral profits and increase my lists?

Master reprint rights are actually used in two different ways that I know of. The idea of buying a master reprint rights license is that you are able to sell it to your customers AND you can also offer regular reprint rights license to your customers at a premium price.

Let me give you an example. Jimmy D. Brown sells regular reprint rights license for my [Profit Pulling Newsletters](#) product for \$97.00. He sells master reprint rights licenses to the product for \$497.00. What the master reprint rights license allows you to do is (a) Sell the product itself, which in this case sells for \$24.97, but it also allows you to sell the \$97.00 reprint rights license to your customers, and they in turn can sell the actual product for \$24.97.

That's one way that master reprint rights are used. But, there's another way that I and other successful folks use them and that is to include master reprint rights with the product itself. In other words, when someone pays \$19.97 for the product, then they automatically have master reprint rights and everyone they sell the product to also has master reprint rights and can continue to pass the license on to everyone who buys the product.

These are typically known as viral marketing products and you don't have to pay an additional fee for the license -- it is part of the product itself. The author of the eBook wants it to be distributed to as many different people all across the web, so he allows everyone who purchases the product, regardless of who they purchase it from, to in turn sell it to still others without paying an additional premium.

And you can definitely get a huge viral spread by using this approach. Two of the most successful ones have been Yanik's Million Dollar Emails and Autoresponder Magic. If you go to Google.com right now and search for them, you'll find each of them are indexed on over 20,000 sites. There's just no telling how many copies are actually in circulation, on how many different computers they've been downloaded to.

The reason they work so well is because you get to SELL the ebook and earn profit from the sales up front. Let's be honest – which would you rather do... give away 100 copies of a free ebook, or sell 100 copies of a paid ebook at \$19.97 each? There's a definite incentive to push the paid ebooks.

So, master reprint rights are an angle worth looking at.

But, you know, anytime there is something that works there are always going to be some drawbacks.

You just want to make certain that you have a license agreement that comes with the "master" resell rights that you are prepared to enforce. You want to make certain that the distributor of your ebook doesn't illegally or immorally promote the product, that they don't SPAM, that they don't make any false claims that might get YOU as the author and copyright holder in trouble with the FTC. You want to make certain they don't attempt to change the copyright or alter the content in any way. Basically, any kind of terms you want the user to abide by, you need to have them in a license agreement ahead of time to protect yourself.

There are always abusers out there, so you want to protect yourself by making folks agree to the license agreement before they begin distributing your ebook.

It depends upon what they want to accomplish with your products whether or not you offer master reprint rights. Obviously, if the purpose is to launch a viral campaign, then resell rights can go a long way to accomplishing that. If you have affiliate programs you want to promote inside the ebook or you have a higher ticket offer or other products to market inside, then I do like to use master reprint rights to products.

On the other hand, if you have some little known information that makes your product highly sought after, then I don't necessarily recommend using resell rights because you bring competitors to the table who are competing for money that you could exclusively make yourself.

So, it really depends upon what you want to accomplish. If the goal is a viral campaign with backend sales and building your name recognition, then absolutely, they are a great tool for that.

What might work best is a combination. If you have a very thorough product, you might extract portions of it to make a "lite" or "entry level" product that you offer with reprint rights to promote the higher-ticket product. That's what I've seen people do with their products and it works very well.

Okay, our next question is...

What do you consider to be the easiest way for me to make money with viral eBooks? I want to make money on "autopilot" ... what is the best way to see REAL profits from these eBooks?

One of the ways that I do this is on "backend offers." In many of my paid ebooks I allow the distributor to code my offer inside the ebook with their affiliate code. I do this in order to further involve them in the affiliate program. Think about it: If you slip in an affiliate link into one of the offers and a few sales are made and a few commissions are awarded to you, what happens? It gets your attention and chances are you start promoting the product or service more actively.

I cannot tell you how many times I have seen a passive affiliate turn into an active affiliate because of the customization of the paid ebook. They get a cheap commission for doing nothing other than selling or giving away the ebook when someone buys an offer inside and that gets them going. Next thing you know they've done some mailings to their lists, they've put up some links and buttons at their site and are bringing in a few sales on their own.

So, you can actually use master reprint rights to turn passive affiliates into more active affiliates through the branding.

But the absolute easiest way to make money with viral eBooks is to charge customization fees. In other words, if you want to put your affiliate links inside one of my viral ebooks then you have to pay a \$39.95 or more fee in order to do this.

And I give the affiliate who brought you into the customization a 50% commission. So, there's a strong motivation for them to encourage people to customize, which encourages people to pass it on further because now it's their link in place and the cycle continues, and new affiliates are actually brought in.

I make more money on customization fees than I do on anything else related to viral eBooks.

So I highly recommend that you consider charging customization fees on some of your viral eBooks. If someone wants to insert their affiliate links into the eBooks, then have them pay a premium price in order to do it.

This is especially effective on PAID viral eBooks that come with master reprint rights because the person who has bought the eBook is naturally going to sell it to others ... so they want to have their links inside it when others download it.

To me that's the easiest way to make money with viral eBooks. Making customization of the links inside available at a premium price.

Let's move on. Next up we have...

Are there any rules that I need to remember with my viral eBooks in order to protect myself against problems?

Well, I have my free ebooks that folks can give away for free and I actually encourage them to give them away for free. And then I have my paid ebooks – the ones with master reprint rights – and I am very particular about what they can and cannot do. One thing is they cannot give them away for free.

With my paid ebooks, I don't allow them to be given away for free because it devalues the product. If diamond rings were given away in the front of every restaurant, they wouldn't be valuable anymore would they? Same thing goes with paid ebooks ... if folks start giving them away, then they lose their value.

I also don't allow them to be bundled with other products. I don't allow them to be included in any kind of membership site and I don't allow them to be sold on online auctions such as eBay.

Again, part of that is because it devalues the product, but also because my purpose in allowing the ebook to be distributed in the first place is to get a response to offers inside. If my ebook is bundled in with dozens of other ebooks in some kind of package or collection, what's the chance of mine getting read at all? Not much.

I require that my paid ebooks – the ones with master reprint rights – be sold as stand alone products so they maintain their value and so folks are likely to actually read and respond to the offers inside.

If they violate your license agreement then they have violated the law and can be subject to legal penalties.

At a minimum, you can get their website shut down by contacting their hosting company to let them know they are illegally distributing your ebook from their site. Almost every hosting company would rather suspend the hosting account rather than allow illegal activity and open themselves up to legal action.

If you use ebook software like Armand Morin's [ebook Generator](#), then you can actually disable the ebook so it will no longer work if they were to use it in a way you did not authorize.

Usually – not always – but usually an email to the person will take care of it. Just let them know that they are not allowed to give away your ebook and if they don't cease, they risk legal action.

Okay, we're getting close to the end of our questions here and we have a really good one up next...

What is your one “secret weapon” that allows you to be so successful with viral eBooks ...and how can I personally use it to build my profits and lists with my own viral eBook?

Again, like I said earlier, “To grow your business virally you must provide your contacts with the ways (training) and means (tools) to promote you.”

The “secret weapon” is to provide them with the tools to promote your eBook. You simply gotta provide them marketing materials to help keep the ebook spreading.

Let's be honest here ... presentation is just as important as the offer itself. A quarter pounder of beef at McDonald's is going to cost you two bucks. The exact same quarter pound of beef at Ruby Tuesday's or Applebees or Chili's is going to cost you \$7.95. Why? Presentation.

You gotta have marketing materials to promote the viral ebook. And not just your paid viral ebooks. Everyone knows that you need a salesletter to sell something, but I'm here to tell you not only that, you also need a salesletter to give something away.

You definitely want to use salesletters for all of your FREE ebooks. This is especially important now with so many free ebooks available. There is so much competition. You need a minisalesletter for your freebie. I'm talking headlines, bullet points, call to action ... the works. A mini version of a regular salesletter. I use them for every free ebook that I give away and the results speak for themselves.

Absolutely, the more you can equip your distributors, the more they will distribute. I recommend that you develop all kinds of marketing materials: Graphics, ezine articles, ecourses, popup windows, signature files, solo mailings, audio files, etc. As much as you can provide them. And again, remember this always, you only have to create these materials ONE time for the viral ebook and thousands of people can use them, over and over again. So, it's well worth it to your bottom line to have them developed.

That's your secret weapon: providing marketing materials with your viral eBook so folks have ready-made resources to help them do the marketing.

People inherently want the easiest way to do things. If you provide them with an ezine article to promote your viral eBook and they'd have to write their own to promote someone else's viral ebook, which do you think they are most likely to do?

You separate yourself from the competition by delivering more than the competition.

Okay, a few more questions here – I'm actually going to answer two at the same time because they are linked together. And they are...

What is the absolute most important part of viral eBook marketing ... the one thing that I must do?

How can I use viral eBooks to build large optin lists?

The absolute most important part of viral eBook marketing is to build a list. It's the absolute most important thing that you can do with a viral ebook. It's more important than making money from your eBook, because it gives you multiple opportunities to make money. Get them on a list and you'll have many chances to sell them the same offer you have inside your ebook, along with many other offers over time.

So, it's critical. It's priority #1. Really, it's more important than trying to make money with an offer... get them on a list.

I've used many different ways of building lists with viral ebooks. If we've got time, I'll go ahead and mention a few of them.

One thing I like to do inside the viral ebooks is to offer a free report via autoresponder or a free ecourse. I'll include a short salesletter for the freebie and a link that will allow them to subscribe. Usually this is like the second page of the book, right after the legal agreement. So, I get a lot of optins from that.

This is especially effective if the free report or minicourse is directly related to the content of the viral ebook itself.

Another thing I like to do is setup announcement lists. I make announcement lists for all kinds of things. For example: Jimmy D. Brown put together an announcement list entitled "Profit Pulling Updates" and the whole purpose of this list was to let his subscribers know when he has a new product available with reprint rights. So, announcement lists are great to build inside your ebook. You can build announcement lists to announce new resources, new ezine articles, new viral ebooks, new updates to the existing ebook, just about anything you can think of.

You can offer bonuses, setup special member sites, put together JV projects, promote your newsletter ... any kind of list you can imagine. You can put some kind of notice inside your viral ebook that will get as many people as possible to join.

Again, the key is to SELL them. Give them a minisalesletter to convince them to join the list. We're talking headlines, bullet points, call to action -- give them a compelling reason to join your list.

Definitely something you need to do with your viral ebooks. I consider it priority #1. You won't find any viral ebook that I put together that doesn't have a list offer somewhere prominently inside.

You can see an example of a squeeze pages here:

www.SmallReportsFortune.com – Here Jimmy D. Brown uses a free report to entice people to sign up for his ecourse.

So, that's what you need to do there in order to get people onto your list and from there you go about using your list to make even more money ... but that's an entirely different presentation in itself.

If you want more to learn how to really get results with your email lists, then I recommend dropping by GetEmailResults.com.

Okay, we've got two questions left. The next one is...

What is the future of viral eBooks? Are eBooks becoming devalued? How can I make certain that I continue to generate traffic and sales with viral eBooks even though there are tens of thousands of them out there?

Truthfully, I think it already has lost its value a bit in the internet marketing / ebusiness market. I mean, let's be honest, if you can buy 100 ebooks for \$19.97, how valuable can those ebooks be?

I think ebooks to a great degree have lost their value... BUT regaining that value is under the control of the author. Information is still information and a good salesletter can sell an ebook as well as it ever did. Good marketing can still sell ebooks.

Will there be some changes in the near future that will need to be made in order to maintain the long-term value of the term "ebook"? Of course. Just like any media, as times change so does the media. We are beginning to see more audio ebooks, and video, too. As compression decreases and internet access speeds increase, you'll see more and more audio and video, which has a greater perceived value.

I think you'll see more and more combination online and offline products where you have both a digital and physical version.

So, I'm certainly not concerned about whether or not the term "ebook" has lost a bit of its luster. Technology will change and good marketers will always be able to sell information. Ebooks are here to stay.

Well, we've made it to the last question. And I think it's a good one here to close out with...

I know that people can make an incredible 6-figure income with viral eBooks and low-cost viral reprint rights products. Can you give me some keys to seeing that same kind of success myself?

Well, I think there are several keys:

1. First, I don't have to spend a lot of time trying to advertise and find new customers. Two reasons why: One is I am able to sell MANY ebooks to the SAME customer. They may start out in my funnel by spending \$19.97 with me, but they end up spending hundreds with me as they are encouraged to buy ebook after ebook from my catalog. So, instead of trying to find new customers all of the time, the same set of customers continues to buy product after product from me. It's much easier to sell to existing customers than it is to find new ones. Also, because 80% of my ebooks are viral in nature, my customer list grows on its own. As people sell my ebooks, it introduces their contacts to me ... and due to my marketing inside the ebooks, they end up being my customer for my other products. So, everything grows on its own.

2. Another reason it works so well is that you should always work towards a bigger ticket item. For example: Jimmy D. Brown has several viral ebooks out there that all promote his [Email Strategies Explained](#) cassette home study course. I don't know about you, but I'm sure that it gets him pretty excited to see \$300 orders coming in that he did nothing to promote, other than mentioning the product inside his viral ebooks. The ebooks do the selling. So, you can make a lot of money from high ticket backends to a bunch of \$20-\$30 ebooks.

3. You can also charge for customization on a lot of ebooks. If you sell 50-75 of them a month for \$40 - \$100 that can add up. Someone buys a \$19.97 ebook and decides to sell it themselves... only they want the backend commissions to the various offers inside. So, they pay you \$39.95 or more for that right. That's a large chunk of change over the course of a year...and it comes in on autopilot. They download the branding tool and branding instructions upon completing their order. I don't have to do a thing. So, you may want to consider charging for customizations.

4. Of course, you can build large lists that I can use to make other offers. You want to get people onto a list, then promote anything you want to them. And it's completely free. The subscribers join through the viral ebooks and the lists grow and you don't have to spend a penny.

5. You can make a lot of money through affiliate income, particularly residual generating programs like [ListandTraffic.com](#). A friend recently moved into a 3,000 square foot home that he bought and his

[Host4Profit](#) monthly commission check pays for his mortgage payment every month. That's from one affiliate program that he promotes throughout his viral ebooks. Incidentally, let me add that he promotes [Host4Profit](#) simply by putting a graphic button in the navigation menubar that simply reads "Powered by [Host4Profit](#). Click Here to Earn Monthly Money". And he's signed up over 100 new accounts in the past six months from that button alone. So, not only should you promote affiliate programs, use one or two graphical buttons or banners inside as well. You'll be surprised at what kind of results they can produce. And focus on residual-income generating products like [ListandTraffic.com](#) so you get paid over and over.

6. Involving your affiliates is a large part of this process. Each and every report you write already has a group of carriers if you invite them to participate. The first people to contact about your new report is your affiliate list. Give them the branding tool and watch your report go viral at light speed.

7. But what makes it all really work is the cross promotion. The way you set it up, it shouldn't matter which product of mine you buy, or from who you buy it, sooner or later you'll be exposed to every offer that I have on the table. It's a great big funnel. You buy one ebook and it promotes another one. You buy it and you find another list to join. You join the list and you are notified about a free ebook. You download the free ebook and there's a paid upgrade. The paid upgrade promotes another offer and so on. Everything is plugged into one great big web of offers. It doesn't matter how we meet, sooner or later you'll have the opportunity to see everything I do. And chances are, you'll make me some money, both as a customer and as a distributor of my products to your contacts.

Well, that brings us to the end of our presentation. All you need to do is take what you've learned today and duplicate the strategies and ideas that we've talked about here.

It's been my pleasure sharing with you today and I hope you have learned some things that you can use to create your own viral eBooks.

Wishing you much success online and in all your life.



WOW: Where Vision and Value Go Hand in Hand with Information & Opportunity!
Please click below to check out all of our entrepreneurial friendly sites and products.

=> <http://www.The-WOW-Experience.com>

Always something NEW on the horizon. Always something for YOU to use to grow your business!
That's what WOW is all about. Your success is our ultimate goal and our reason for growth.