

Viral Gold

*How to Generate Tons of Traffic, Opt-Ins,
and Sales With Free Viral Reports*

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1. Introduction

In my opinion viral marketing is one of THE best tools in your internet marketing arsenal...

I'm going to show you how to create a short report or eBook (don't worry, it's not going to be difficult, and you don't even have to write any of it yourself if you don't want to), let it loose on the net, and watch as it generates highly targeted traffic to your websites for years to come.

You'll give away your report for free, with resell rights, and it will then be picked up by other internet marketers, passed on, sold, and generally distributed and read by people around the net (this is the viral effect, hence the name *viral marketing*.) Inside your report will be links, and everyone that reads your report will see them.

It's also possible to make money directly from your report. You can use it to send traffic to your own products, affiliate products, your newsletter, membership site, or any site you wish!

In the past I've generated enough traffic from a single viral report to build a mailing list of five hundred subscribers in the space of a week. It's not difficult, but it does require a bit of effort.

Sound good? It *is*.

Couldn't I sell my report instead?

Well you could, but the whole point of viral marketing is THE LINKS which will be in your report. Yes some people will come along, take your free report, and sell it themselves, but that's fine. That's what we want. Sure, you could probably make some money by just selling the report yourself, but it's not the best way to do it. We want our report to be seen by as many people as possible in order to gain maximum exposure, and that's why our report should be free.

But there's another issue to consider first...

Why Being Free Isn't Enough

Many people believe that just because you're giving away your report for free then it will become viral on it's own. In my opinion this is a mistake, and here's why:

When we unleash our free report on the net we're looking for as many people as possible to resell it, give it away as a bonus, etc. As we just discussed, this is how the viral effect is created....

...But many free reports are very low quality. They contain poorly-written, outdated or just plain wrong information, and they are stuffed full of links to within an inch of their life.

Think about it from another internet marketer's point of view. Someone comes along and offers you a new report for free, and tells you that you're free to resell it and distribute it as you please. Great. If you're anything like a lot of internet marketers then you'll be delighted that someone wants to give you a new product for free. But then you check it out and find that the book is only 5 pages long,

contains 35 links, and is full of irrelevant or incorrect information. Would you be happy to sell that or pass it on to your subscribers? Me neither.

Which is why as well as being free, your report needs to contain **high-quality, useful information** that you'd be happy to give to a member of your own family. Your report doesn't need to be particularly long, but it does need to be high quality. This is essential if you want your report to go viral. It isn't difficult to do though, and I'm going to show you exactly how.

People Are Lazy

The other thing to consider is that people are essentially lazy, and this definitely includes other internet marketers!

I see many reports being given away which are very high quality and could do really well virally, but they don't come with a sales letter. If someone wants to grab their report and resell it themselves (or give it away in return for opting into their mailing list, etc) then they would have to write their own sales/squeeze page. Whilst some people will do this, the vast majority can't be bothered.

But if you give them a ready-made sales page you'll vastly increase the number of people who will want to resell or give away your report. You need to give them everything they need, and make it as easy for them as possible. The more people that distribute our report the better.

2. Choose a Topic For Your Report

A viral report will only do well if it's on a subject people want to read about. There's no point researching and writing (or outsourcing) a report only to find your market isn't interested in it, and it's also important to select something which is related to what you want to promote. Of course all this goes almost without saying, but how *do* you actually go about selecting a 'hot' topic for your report?

You should firstly consider what sites you want to promote...

Let's say I want to promote an eBook on 'how to make money from blogging.' I sell this on one of my websites for \$27 (this could just as easily be a product I'm promoting as an affiliate). In this case a good viral report might be 'how to set up a blog' or '20 great blogging tips.' These titles aren't very good and I wouldn't suggest

you actually called your report any of those names, but it gives you an idea of what my report would be about.

What if there's no 'obvious' topic for your report?

Let's say you're operating in the internet marketing niche. I regularly browse through internet marketing forums, and from that I know that the following are VERY hot topics:

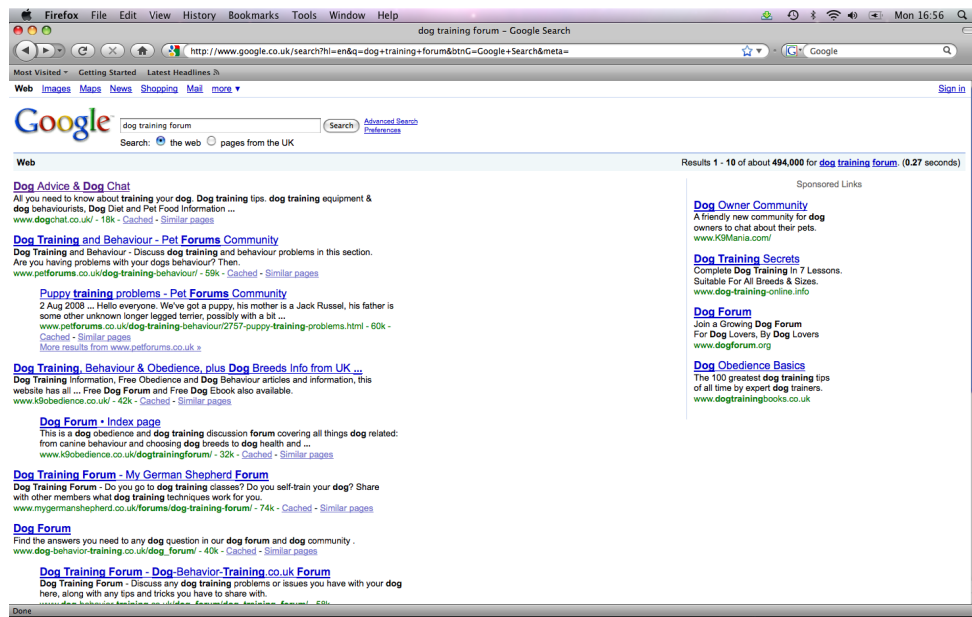
- Blogging
- Twitter
- Social Network Marketing
- Viral Marketing
- Product Creation
- Article Writing

Each of these could easily form the basis for a good report.

Indeed you can use a viral report as a complete money making system in it's own right. I don't currently operate in the gardening niche, but I could start making money from it today. All I'd need to do is find some gardening related products which I could act as an affiliate for, and then insert some links to those products into my viral report.

You might already know what's 'hot' in the niche you're operating in, but if you don't it's very easy to find out.

Go to Google and type in "your niche + forum" and "your niche + blog."



This will locate forums and blogs in your niche. Make yourself a coffee, and spend an hour or two browsing through the forum discussions and blog posts looking for what people are talking about. It normally becomes pretty apparent what might make a good report topic.

I've never operated in the dog training niche, but two minutes spent browsing one of the forums in the screen shot above gave me several ideas for a free viral report - 'training an older dog', and 'preventing dog travel sickness.'

Look for the problems or questions that people seem to be having in that niche. If a particular topic or issue seems to crop up regularly then it's a good sign, or if you find a particular thread has five pages of posts then that's a great sign too!

Equally, you should be looking at websites and blogs. Basically any site that might point you towards what is hot in your niche.

3. Research and Create Your Report

I'll say before we go any further that it's not absolutely necessary to write the report yourself. I personally love writing, and I'm happy to do it, but I also know that many of you are not. Some people just hate writing, or they're not good at it, or they just

don't have the time. And that's absolutely fine because you still have several options:

Outsourcing

Go to a site like <http://www.getafreelancer.com> or <http://www.elance.com> There are many more too.

You'll usually find someone who will write you a quality report for a reasonable price. Many will take hold of the whole process for you – from research, to writing it, and producing a sales page. Make sure you get a sample of a candidates previous work before you agree to let them take on the project. There are some quite bad writers out there, and you could end up with a product that is next to useless unless you completely re-write it, and that rather defeats the object of outsourcing it in the first place! Take a bit of time though and you should find someone who does a good job, and is reliable to work with. In my experience most are.

Another great source for outsourcing is <http://www.warriorforum.com>. Go to the WSO section and there's usually people there offering to write you a report for a reasonable price.

Interviewing

This is a fantastic way to create a report, and is something I've personally done many times myself. If you can find an expert in your niche that is willing to answer some questions on your topic then you'll have the basis for a wonderful report and:

- You won't have to write it
- You won't have to do any research
- It'll have instant impact because you can put the other person's name on there who (if you choose wisely) will be a recognised name in your niche.
- It won't cost you anything

Getting someone to agree to do an interview is not as hard as it sounds either. It's an easy 'sell' because the other person gains free exposure from the product you effectively both create. You'll probably have to let the other person include a few links in your report back to their own websites, but it's a small price to pay to have a

quality report written for you for free by an expert.

I'm pretty much a nobody, and yet I managed to get top UK internet marketers like Tony Shepherd, John Thornhill, and Randy Smith to do interviews with me. These made great reports that generate me ongoing traffic.

Find experts in your niche and send them an email asking if they'd like to do an interview with you. Make it clear that they'll gain tons of free exposure, and that it won't take up too much of their time.

How do you go about finding people to interview? Look for the people that are active in whatever area you're operating in. Contact blog owners, newsletter owners, product owners etc.

When I've done this myself I've always conducted the actual interview by email. I simply compiled a list of questions that would be interesting to people in my niche, and then I emailed them over to the other person for them to answer.

Of course you could also do this by telephone, audio, or even face-to-face.

It's really not difficult to think of interview questions – just figure out what people in your niche want to know, and ask those things to your interviewee. As I just mentioned I recently did a series of interviews with other internet marketers to make up as free viral reports. I was asking them things such as “how would you make money from xxx?”, “describe a typical day in the life of an internet marketer”, “how would you build a mailing list from scratch?” etc. I know that people in the Internet Marketing niche want to know these things.

A quality 20-30 page report is not a problem if you get the right person involved.

Seriously guys – try it! You'd be very surprised at who would do an interview with you. It's also a lot of fun, and a great way to build up relationships with people who are big in your niche. This could come in very useful in the future when you are looking for JV partners.

Private Label Rights (PLR)

Another option is to get hold of a quality PLR product, and use that as your viral report. A PLR product is simply a product (an eBook, short report, audio etc) that

has been pre-written by someone else, and usually you have the right to do whatever you want with it – rewrite it, change the title, call yourself the author etc (although you do need to check the terms of a particular PLR product because the rights do vary.) It's worth paying for quality PLR as some of it can be quite poor quality, and if availability is restricted then even better. Ideally you don't want 10,000 other people having the same report as you!

The best thing to do with PLR is to rewrite it – make it your own product. Retitle it, write a new sales page, put yourself as the author. This makes your product unique.

If PLR is something you think appeals to you (it really does take the hassle out of product creation) then why not take a look at <http://plrwholesaler.com>

Unlike most other sites that offer PLR there are no membership fee. Just register on the site for free, and you'll be notified instantly when a new PLR product is released. There's even some great free private label products on offer from time to time!

Write The Report Yourself

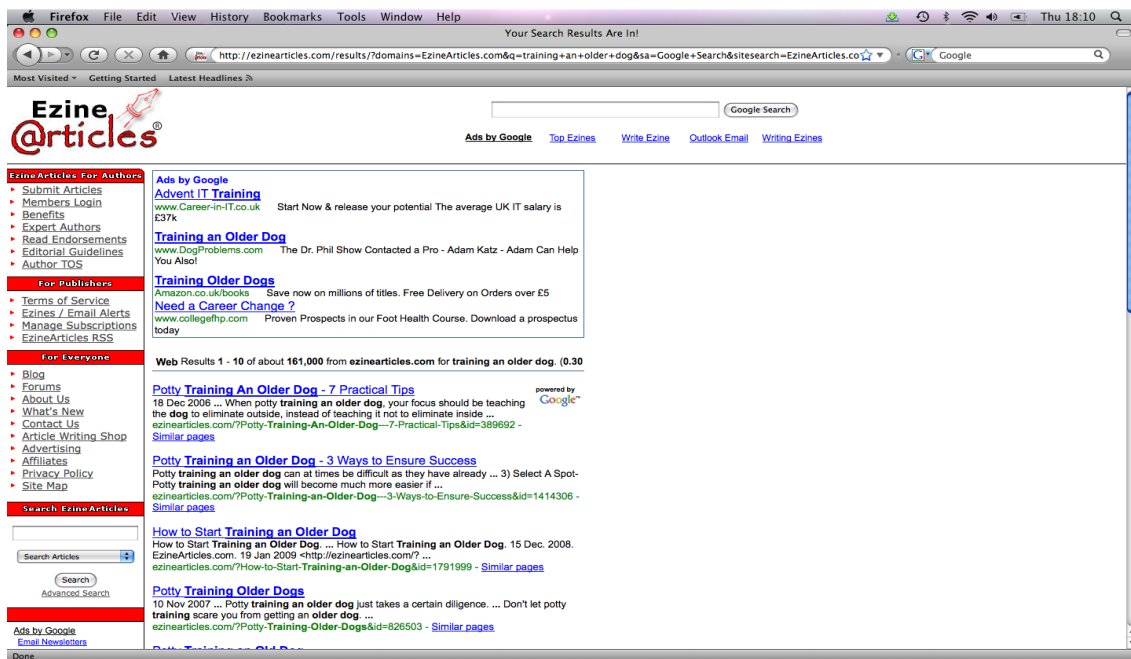
Of course the final option is to write your viral report yourself.

Let's stick with the same example I gave earlier on in the book, and say that I've decided to create a report on training an older dog. We firstly need to read around the subject in order to find out about it. I know absolutely nothing about training an older dog, but I could happily write a quality report on the subject in just a couple of days. All it takes is some research. Effectively I'm going to become an 'expert' on the subject just by reading online....

My first point of call for information would be the forum thread I found that gave me the idea to write the report in the first place. The original poster had just bought an older dog, and was asking people for tips on how to train it. There was no shortage of replies either – over three pages of them in fact (!), and in there were plenty of tips and advice from owners and other pet experts. What I'd do here is read through the advice people were giving, and then research it further.

A good place to go next is <http://www.ezinearticles.com>.

I search for “training an older dog” and get the following results:



There are over 161,000 results for this, although not all will be that useful. I'd read through as many articles as I could, and I'd write down the bits I thought were important. I'm looking for the best tips and advice on training an older dog, and the main issues people have (and the solutions to those issues.)

I'd also find content sites, blogs, and newsletters that have information related to dog training.

Another potential source of information would be other eBooks. There are plenty of books out there on dog training, and many of them are free. I'd read through a few, again making notes as I went on the bits I thought were relevant.

If I spent a day reading through all the information on dog training then by the time I'd finished I'd know enough about the subject to be able to write a report on it.

Basically you need to find out as much as you can on your chosen topic. The beauty of the internet is that it's possible to find out information on anything very very quickly. As you read through the information you find you're effectively becoming an expert (even if before you started you didn't know a thing about it!)

Next I'd devise a list of what (from my reading and research) seemed to be the 10 best tips/issues/advice for training an older dog.

This will form the basis of my report.

I'd take each tip/topic, and write a page or two explaining it in detail. So if I'd found that potty training an older dog was a particular problem then I'd write a page about how to do it. How would I know what to write? From the information I found in my research.

The key is to take your research and then write about it yourself. You should have enough knowledge to be able to do this.

I should briefly mention here that you should never copy other people's work. What you're doing is reading sources to FIND OUT about a particular subject, not to copy their work. You are gaining new knowledge so that you know enough about the subject to be able to write about it.

In terms of writing style, the best tip I can give is to write it as though you're explaining it to your best friend. Try to keep the language as simple and 'chatty' as possible. Break up your text into small paragraphs, and include some images if you can as this helps to break up the text and engage the readers interest.

Think of a Title For Your Report

The best reports have a title which not only describes what the report is about, but also captures the interest and imagination of the reader. This is important.

Say I create a report called 'Auction Traffic Gold.' That's just off the top of my head, and it's probably not the most original title in the world, but somehow it 'feels' right. Just from the title you've got a pretty good idea that the book is about auctions, and possibly that it's about how to make money from it. In my opinion auctions ARE gold! I could have called the book 'How to Drive Traffic and Make Money from Auctions' but somehow it doesn't quite have the same ring to it.

Insert Your Links/Monetize Your Report

As we've already discussed, the whole point of a viral report is not to make money from actually selling the report, but to drive traffic to other websites through the **links** in your book. These can be links to anywhere you wish – your own websites, or products which you are an affiliate of.

The key is to make sure your links are subtle yet prominent at the same time! As we mentioned earlier, your report is unlikely to get sold or passed on by people if it contains too many links, or the links make the text unreadable.

Here's how I like to do it.

Insert a link on the title page of your report, like this:

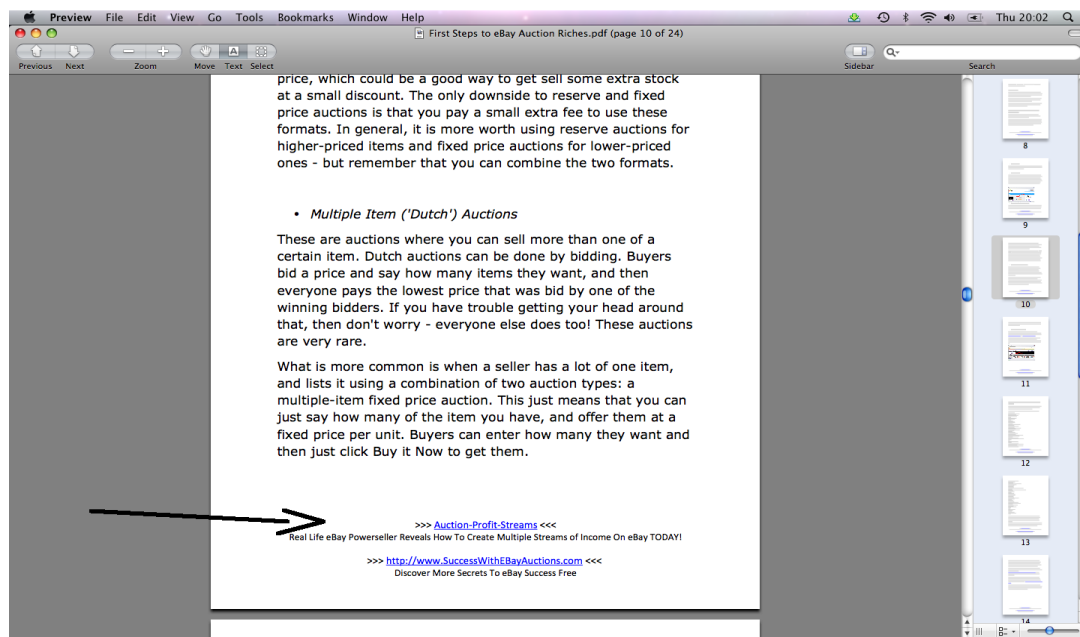


See the link under "Proudly Brought To You By?"

You might want to add a quick explanation as to what you're linking to. So the link in the screenshot above is to a course about selling on eBay. You might want to add something like "Want to Learn How to Make a Fortune Through eBay? Grab Your Free Mini-Course From [LINK HERE]."

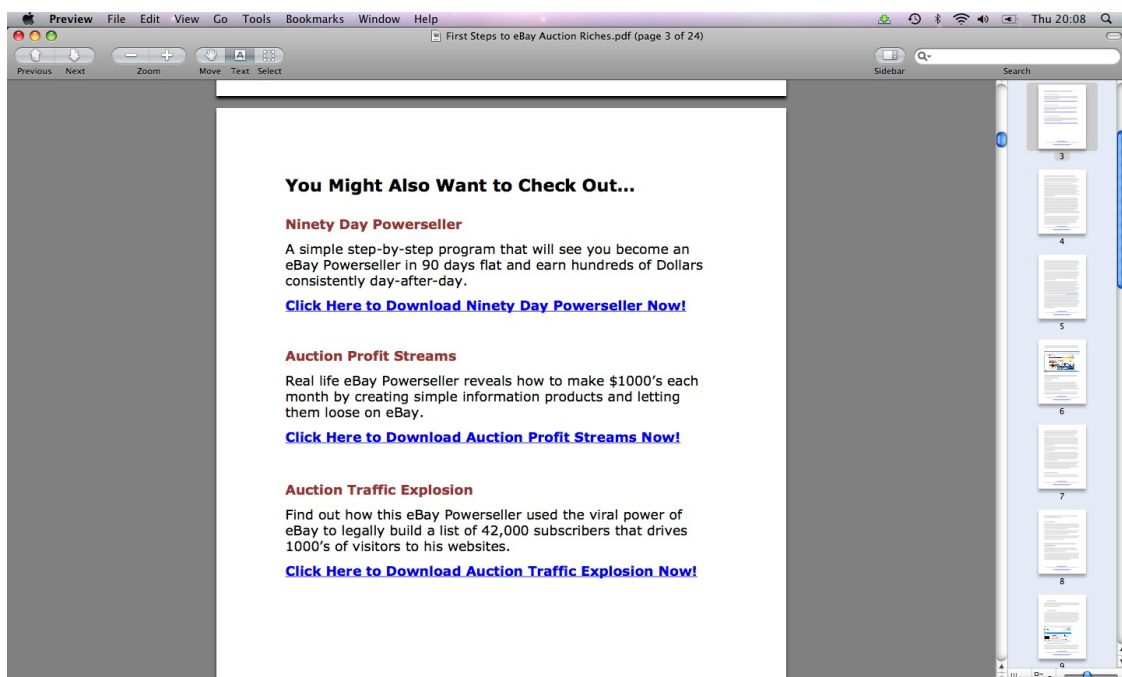
The next place I like to insert a link is at the bottom of every page. This could quite easily be the top of the page if that's what you'd prefer.

Here's another screenshot:



As you can see, the links are quite subtle, but it ensures there is a link on every page. If I was a reseller I'd be quite happy to sell an eBook that had links in like this. It's not too obtrusive for the reader and doesn't shout "buy me" too much.

Another idea is to have a page at the beginning and end of your report with links in. Here's an example from the same eBook:



In many reports you'll see this called 'recommended links and resources.'

The other type of hyperlink that you could insert are in-text links like [this](#). These are probably the most effective sort because they are there naturally as the person is reading the text, and you can subtly “sell” what you're linking to in your paragraph.

Example:

It's possible to make money by creating eBooks and putting them on eBay. This is something many people are doing right now, and you can learn more about it at [Your Link Here](#).

Remember that your links can be to anywhere you like – and you can insert links to multiple sites in your report. Link to your products, blog, newsletter, products you're acting as an affiliate of, etc. Obviously the links need to be to things that readers of your report are likely to be interested in. It's not much use linking to a site on dog training in an eBook which is about making money from blogging!

Earning Through Offering Private Label Rights (PLR)

This is a technique I learnt a few years ago, and it's something which can prove quite successful if you're targeting the right market.

PLR is very hot at the moment. There are tons of internet marketers out there that are looking for fresh content and products to resell – and we can profit from this by giving it to them...

Give away your report with resell rights, but also include a link at the end of the report where readers can purchase PLR rights (Private Label Rights) to your eBook for a small fee.

Example:

Would you like to purchase full unrestricted private label rights to this eBook? [Click Here Now!](#)

You'd then link to a sales page where you'd sell the PLR rights to your eBook.

Another variation on this would be to offer your report without resale rights, and then to charge for giving people the resell rights version. Obviously this could limit the viral potential of your report however.

NOTE: It's worth mentioning here that this method is usually only suitable if your report is created from original content (ie. You wrote it yourself, or outsourced it.) If your report was itself created from PLR material, then quite often you're not allowed to pass on the PLR/resell rights to other people. If you've written the content yourself however then there shouldn't be a problem.

Insert Your License Terms

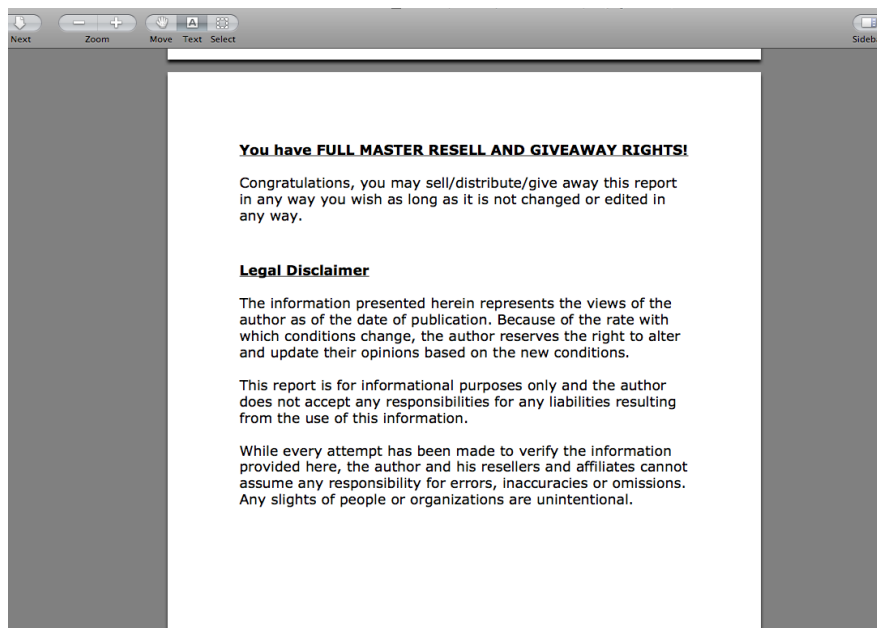
It's important that people who come across your eBook know that they can resell it / pass it on – obviously we want to actively encourage this! Remember that we want as many people as possible to resell/give away our eBook. We're looking for our report to spread over the internet and be seen by as many people as we can.

All you need to do is insert a quick message somewhere at the beginning of your report. Something like the following should be fine:

Congratulations! You have FULL MASTER RESELL AND GIVEAWAY RIGHTS to this eBook!

You may sell/distribute/give away this report in any way you wish as long as it is not changed or edited in any way.

It's also usually a good idea to insert a legal disclaimer. Here's an example of how I did it in one of my own eBooks:



Conversion to PDF

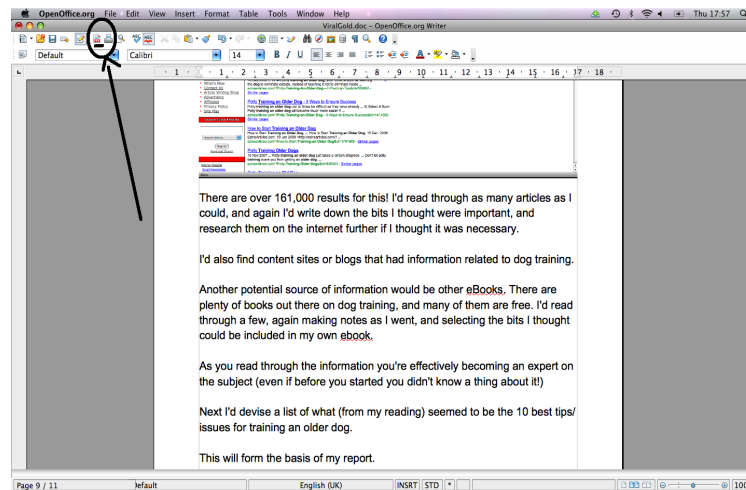
Once you've got your report written, the next thing to do is make it into a PDF file. PDF is the web standard for digital information products because it's readable on almost any computer. The report you're reading right now is in PDF format.

There are several options available here, but the best one is a free program called Open Office.

You can download it for free from <http://www.openoffice.org>

Basically it's a free office suite that's similar to MS Office, and it comes with a word processor called Writer.

Within 'Writer' is a facility to make your document into a PDF file.



All you do is type out your document as you do with any word processing file, save it, and then click the "PDF" button on the toolbar. The image above is a little small, but hopefully you can see the button. This will turn your file into a PDF document, ready for distribution across the web.

That's it! Pretty easy I think you'll agree.

Create Your Graphics and Salespage

Remember that a little earlier on in the report we touched on the fact that you should make it as easy as possible for people to resell/distribute your report?

Well in order to maximise the chances of our report going viral it's necessary to create a sales page, and ideally create a set of graphics to go with it.

I'm no graphics expert, and if you're anything like me you might want to consider outsourcing this :-). Don't try to botch your own graphics if you really can't! It's better to have no graphics at all than something that looks really unprofessional...

But having a set of quality graphics really does help, and it's worth spending some money on this in order to make your report look professional.

As for creating the sales page – it really doesn't have to be a masterpiece. Writing copy and web design is a skill which can take a while to learn. If you're uncomfortable with it then again you might want to think about outsourcing this bit as well.

Here's the sales page for a viral report I recently created:

Want to start a business on eBay, but feel lost, confused, and just don't know where to begin?

Let Me Guide You Through the eBay Minefield and on to the Road Towards a Successful and Profitable eBay Business

Dear Friend,

We all know that there are people who are making absolute fortunes on eBay right now, and we also all know that there are many people who *want* to join them but have no idea where to begin.

The first steps you take are absolutely crucial. It might be a cliché, but you really do need to learn how to walk before you can run, and it's absolutely the same on eBay.

The fact is that **almost anyone can make money on eBay**, but if you want to too then you must start from the beginning.

Introducing...



As you can see, it's not particularly special, but the truth is it doesn't need to be. *The most important thing is just to include one* so that people can easily pick up your report and distribute it themselves. If you don't do this you'll severely limit the viral effect of your report.

I use a free program called Kompozer to create my websites. All you then need to do is include your sales page file in the folder when people download your free report.

4. Distribute Your Report

If your report truly goes 'viral' then it will take on a life of its own, and it'll show up all over the internet in places you didn't even know existed! The first viral report I ever created (it was about five years ago now) is still being sold and offered on the internet to this day, and it still generates me traffic.

Here's how it works:

One person downloads your report. They start selling it on eBay, and they sell six copies a month. Of those six, one of them decides to sell it themselves, and another one decides to put it on their website. This generates a few hundred downloads a month. Of those few hundred, so many of them will pass it on or resell it to others.... out of those, so many will do the same thing.... and on it goes.

Do you see what I mean?

But in order to get to that stage it's firstly necessary to manually distribute it.

The key is to get it out to as many people as possible. This gives us the best chance of success.

Think about the people who might be interested in reselling/distributing your report, and then make contact with them.

Here are some people you might want to contact:

Newsletters Owners

Find people who run newsletters in your niche and offer them your report. Newsletter owners are always looking for new content, and many will jump at the chance of getting hold of a quality new report that they can give away to their subscribers.

It's easy to find newsletters in your niche. All it takes is a quick search on Google for 'your niche + newsletter' or 'your niche + mini course.'

Ebay Sellers

Although eBay has now introduced a ban on digital items, it's still possible to sell eBooks on eBay as long as they are on CD-Rom, and there are many sellers actively doing this. In fact they seem to be more popular now than when they were being sold as digital downloads!

Contact as many of these sellers as you can and offer them your report.

Again, many will be delighted because a lot of the eBooks you see being sold on eBay are quite old and poor quality. Sellers are always on the look out for new quality eBooks that they can sell, and as ours comes with a ready-made sales page, all the hard work is done for them. They can upload your sales page to eBay and begin selling your report.

A report I created five years ago is still being sold on eBay today. Admittedly, probably you're only talking about four or five copies being sold each month, but think about how that adds up, and what happens when a few of those people start selling or distributing my report themselves.

Get more and more of these viral reports out there and things start to look very interesting.

Forums

Many forums have a section for free stuff.

If you're in the Internet Marketing niche then THE place to go is the Warrior Forum (<http://www.warriorforum.com>.) Post your report in the free eBooks section. You should get quite a lot of downloads both by people who are interested in your content AND people who are looking to resell/distribute your report.

Sticking with the Warrior Forum, another great tip is to offer your report for free in the WSO (Warrior Special Offer.)

You'll have to pay to post your report, but it's well worth it. I once posted a report there and got over 2000 downloads in the space of a few weeks. Think about that – 2000 people downloaded my report, and quite a few of those resold/gave away my report themselves. Let me tell you now that report brought in a LOT of traffic and went VERY viral!

The other thing you can do with forums is put a link in your signature to a site where people can download your report. This could be a direct download, or you could take them to an opt-in page where they give you their name and email address in return for downloading your report for free. As I'm sure you probably already know this is a great way of building a mailing list.

Say I had gone ahead and created my report on 'how to train an older dog', my signature link might be something like 'Do You Want to Learn How To Effectively Train Your Older Dog? Grab My FREE Report Here' or something like that. I'm sure you can think of better.

I'd then go on to dog training forums and I'd start making useful posts giving people advice on training an older dog. I'd look for people asking questions, and I'd try to answer them based on what I knew from my research. Hopefully people would see my signature link and download my report.

Don't worry about giving advice either. You CAN give advice because if you've done your research like I told you to do then you'll be in a position to offer people advice. An 'expert' on a forum is simply someone who knows more than the next person :-)

Blog Owners

Find blogs in your niche, and contact the author asking them if they'd be interested in your report. Blog owners often want fresh content for their readers, and your report may well fit the bill exactly.

Product Owners

The same things apply as above. Find people who sell related products and ask them if they'd be interested in your free report. Quite often product owners are looking for eBooks which they can offer as bonuses to their buyers, and if they've created a product then it's highly likely that the person will have a mailing list in that niche.

Free eBook Websites

There are lots of websites out there which provide a directory of free eBooks for

people to download. They're not always that effective, but it's still worth doing.

Just do a search on Google for "free ebook submit" and you should be able to find the sites. Usually it's simply a case of filling out a short form, sending them your eBook, and then they'll list it on their website.

Here are some other places you might want to submit to:

<http://www.Calameo.com>

<http://www.DocStoc.com>

<http://www.Scribd.com>

<http://www.Edocr.com>

<http://www.Issuu.com>

<http://www.Yudu.com>

Your Own Sites

If you've got your own blog then add your free report to it. The same if you've got websites. Maybe you are already selling a product and you could offer your report as a bonus? Or perhaps you're an eBay seller and you could sell your report on CD (just to get the ball rolling).

Free reports are a great way of building a mailing list. Simply create a sales page, and instead of putting a payment button at the bottom, put an opt-in box instead.

Here's an example of another marketer doing this:

http://www.sixmonthsofmagic.com/

lost Visited - Getting Started Latest Headlines

FREE 43 Page Report Reveals How Even Beginners Can Earn As Much As \$21,096.32 In a Single Month Simply By Giving Away Their Best Secrets For Free!

Tired and frustrated? Sick of the hype? Can't join the dots?

Grab Your 100% FREE Report And Discover The Fastest Way to Online Success...Written in a Way Anyone Can Understand!

Download this exclusive free PDF report and discover...

- Why 'giving' is more powerful than 'selling' and how you can build a six figure business and still sleep like a baby.
- The secret ingredient to successful email marketing that almost 98% of marketers miss. (Hint: get this right and you'll have an almost unfair advantage.)
- How to craft powerful joint venture emails that are impossible to refuse. You'll learn my #1 joint venture list building secret and how to profit from it fast.

And much, much more...Simply enter your details below and this cutting edge FREE report will be sent instantly via email...

First Name

Email

>> I Want the FREE Report!

We respect your privacy. We will NEVER sell out or share your email address.

Your Own Mailing List

Of course if you already have one then offer your report to your existing subscribers. Free quality content is great to keep your subscribers happy.

5. Final Words

If you do all of the above then it should be quite easy to get your report widely distributed across the internet in a relatively short space of time.

Once you've done the initial work you can just let go – that's the beauty of viral marketing – it takes on a life of it's own!

This is a great way of getting highly targeted traffic to websites. The main obstacle is getting your report out to the first few hundred people. Once you've done that it's easy.

Remember that a free report can also work as a way of making money in itself – either through creating a report and putting affiliate links in, or by a method such as selling PLR rights to your report for an extra fee.

Like anything though, it only works if you put it into action. Creating a viral report is a relatively simple concept, but that doesn't make it any less effective. I simply couldn't go without using viral marketing in my own business.

This stuff works, and I hope you've learnt something in these pages. Please try it!

