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## ***Origins of My Viral Spiral***

Like many people working in Internet Marketing. I have been running several membership websites and selling numerous information products. Until six months ago my results were OK, but nothing spectacular. At that point, I was still spending more than I was happy with on pay per clicks and other forms of online marketing. These were sapping the revenues I was making, and although the list was growing, sales were not spectacular.

One day I decided to stop spending on advertising, as an experiment. I told myself, *“if you can’t get traffic to your site, and on your list without paying for it, then you shouldn’t be in this game.”* The challenge was set.

Then I began 3 or 4 methods of drawing traffic to my site and to my squeeze pages. All of them cost nothing, and to my amazement, one in particular did *really* well...

So I began to measure it and test it. I wanted to know why it did well, and what variables would affect its performance. I wanted to know how I could enhance it and improve it, and whether it was a one-off or was transferable. It began to fascinate me.

MyViralSpiral was born out of the success I had been having with a particular form of marketing. As I write, it is six months since I set myself the *“no more paid advertising”* challenge, and I still haven’t bought any. Instead, I have honed and tuned a highly effective method for building my business, and I have developed a system enabling others to benefit from it as well.

Read on, and you will learn the secret of MyViralSpiral.

### ***What Viral Marketing is not.***

I've had numerous conversations with people at Seminars about how difficult it is to explain to people, friends and family, what exactly is Internet Marketing...?

#### **Best case:**

Me: I sell software online

Them: Oh! Clever you. You must be one of those geeks... how nice!

Me: .....!

#### **Worse case:**

Me: I sell software online

Them: Oh! How do you market it?

Me: With affiliate marketing mainly...

Them: What's that?

Me: Its like when your customers act as your salespeople

Them: Oh – so its like pyramid selling.... you're one of those are you?

Me: Well no, not really...!

If you've ever had trouble explaining what Internet Marketing is, then you'll understand what I'm talking about here.

I even remember hatching loose plans with someone I met at a seminar because we were both at a loss about how we could make what we do, sound real to people who don't know Internet Marketing. Its not a major problem if its an acquaintance or a friend, but if its your wife, or your husband who needs to understand just how you spend your time, then it can get a bit more ... tricky!

So how can we discuss affiliate marketing, without it sounding like a pyramid scheme? If anyone knows the answer, please drop a comment at the MVS blog:

<http://www.myviralspiral.com/blog> – if something comes from this, then you can be sure to hear of it.

In the meantime, our focus here is Viral Marketing. This, too, is often confused with network marketing, or even pyramid selling, but it isn't either of those things. Viral marketing really does refer to a separate activity all by itself, all be it one which is sometimes difficult to put your finger on.

The classic definition of Viral Marketing uses Hotmail.com as its example and how it expanded very quickly in its early days by simply having a link to the signup site at the bottom of every email their users sent. It was very effective for them and it illustrated the power of this form of marketing on the Internet.

But there are other examples too, and its helpful to remember these when you're thinking of how to use Viral Marketing to your advantage.

When I was 11 years old, I noticed a boy at school peeling his orange. He used a technique which was different from me, and it looked fun. I had never seen it before, but I noticed how it gave him an easy to eat orange with no pith and no sticky hands. The next time I ate an orange I tried his technique. It worked. I carried on using the same technique with all oranges I ate afterwards, and I still do to this day.

Would I peel an orange that way today had I not seen him do it? Probably not.

There are countless things we do a certain way because of the influence of someone else. And there are just as many things someone else does somewhere because they learned them from us.

The viral spread of behaviour is rampant. Its all around us all the time.

When we talk about viral marketing, we're actually talking about viral behaviour. Someone put 'marketing' on the end to make it more sellable.

You can call anything 'viral' if it passes from person to person easily. But note the word easily. The more work is required to pass it on to someone else, the more benefit there must be for the person passing it on to do so. And this is where viral marketing can get wrongly placed in the pyramid scheme bracket. The uninitiated might argue that if you're giving benefits to people to pass your product on then you're creating nothing more than a pyramid structure which, in itself is flawed.

I don't approve of pyramid schemes, MLMs or get rich quicks, and yet I am an active viral marketer. There is a huge difference. I hope, in the next chapter to show you what it is.

### ***Spreading the Virus***

We now pass recommended ebooks, resources and services around the Internet in the same way we've been passing books between us for centuries. But its so much *easier* online. For one thing, there's no physical object to carry – it can be done with an email, or an instant message. In fact, in many cases, its done without you doing *anything* more than your normal daily routine. (think of forum post signatures, email signatures etc.)

A while ago I set out on a task to find products which complemented my sites, which I could give away for free, and which people would *want* to pass between themselves.

I wasn't looking for cheap giveaways to keep the freebie-seekers at bay, no, I wanted something of real value. Something people would find really helpful, and something they would feel good about passing onto their friends.

So I undertook a search.

That was when I discovered the power of Public Label Rights (PLR) products. These are products which have been created and are sold with full rights to edit, chop, change, rebrand and put your own name on. There is a vast array of PLR products available online in every single niche, and for creating a Viral Spiral they are fantastic... Here's how you do it.

### ***Building your Viral Vehicles***

There's nothing new about viral ebooks, but they are sorely underused. Let me explain how they work:

First of all you need an ebook or report in Word format (.doc). This could be something you have bought private label rights for, or something you have written yourself.

Before you convert it into a pdf file, you surround the links, and text you want rebrandable, with tags which are recognised by your pdf rebrander program. I have used <http://www.viralpdfsilver.com/> in the past, but now I just do it online at my MVS site.

Whether you've written it yourself, or bought the PLR, it's a good idea to use a fresh new graphic, unlike others people might have seen before. You want one flat version to go inside the ebook and a 3-D version for displaying on your site so people can see what they're downloading.

Then, following conversion to PDF, if you use local rebrander software, it picks up which items of text you want your readers to rebrand, and creates a little rebrander program which can be distributed with the PDF. Your readers use this program to replace whatever text you want them replace with their own.

For example, you might like your users to be able to replace the generic url for your site in the ebook with their own affiliate link. That way, they will receive a reward directly if someone uses the link in the ebook to purchase your product.

My own research has shown that once a user has rebranded your ebook, they are more than *six times* as likely to pass it on. Is that surprising?

MVS makes it doubly easy by rebranding your pdfs up on the server, and providing a distribution tool with squeeze pages, signup forms, banners and other promotion tools all built in.

You needn't stop at just link rebranding. Some rebranders let you replace more than just URLs, so your readers can put their own name in your pdf before passing it on, or their own site url. It is limitless what you can enable them to do. But it is not advisable to give them more than 5 items of text to replace. If you do, it can become too complicated, and it reduces the chances of readers using your PDF as a viral vehicle.

### ***Making Something Good, Better***

With several of these viral vehicles out there, you can expect to start getting a steady river of targeted traffic flowing to your sites round the clock. I did. Infact, I was so impressed that I investigated what more I could do to enhance this new interest in me, my blog and my sites.

Within a month, by Alexa ranking for one of my sites, listmission.com, had gone from being the 280,000th most visited site on the Internet to the 130,000th... And I hadn't spent a dime on advertising.

The next step I took was simply a natural progression from the first. I wanted people to pass my ebooks on to others – no let me rephrase that – I wanted to see my viral ebooks spread around this tiny planet like the plague! And the one thing I had learned is that the *easier* you make it for people to pass it on, the more *will* be passed on...

So I started to package other items in with the ebook, items that would help my users to pass it on. They had already shown that they're keen to do so, so now I just wanted to lubricate the process and see what difference it made.

I packaged a few graphics of the ebook and a squeeze page showing precisely where users should place their autoresponder code. Then, I wrote a series of steps outlining precisely how the world's least computer-literate person could use the squeeze page and my rebrandable ebook to build a list and make money in their sleep.

The results were spectacular.

Within two weeks, listmission's Alexa rank was at 34,000. Sales were flooding in, and I still hadn't spent anything on advertising since launching the site.

### ***Making a Viral Spiral System***

It was then that I realised what was happening. There were three parallel forces at play now: The spread of the ebook by its readers, the visits and sales at my sites, and the sales obtained by my readers on the upsell of the ebooks. (see below)

Notice the grey area in this diagram. You never touch all the activities in this area. They are done by your customers. They, therefore, are happening multiple times, and *all* the time. They are conducted by all your customers who rebrand and distribute your ebooks.

They advertise and find new signups from the Internet Market Place for the ebooks you have provided to them. Some of them result in sales and this encourages them to recruit yet more signups. The more they get, the more there are, so the spiral grows and grows, bringing more and more readers, followers and distributors of your ebooks.

The sales made by you and your customers are made when a customer is taken to an offer page following signup. There is scope for more sales too with a back-end system selling yours and other products you're affiliated to.

The ebooks are packed with links to your website so the new signups from the Internet Market Place come to your site. Some of them might even come and join your list just so they can get the rebrander for the ebook. You are making considerable sales along the way. As more customers come through the system there are more customers distributing your ebook. The more there are, the more they get. The viral spiral grows, and your weekly sales grow with it.

Your activities are purely those in the white area on the diagram: Maintaining your website, watching your list grow, taking sales. Once your Viral Spiral is in place, you can do as little work as you like. The most effective thing you can do is put out rebrandable products. The more you put out, the more spirals you will create and the more customers you will get. MyViralSpiral comes with three pre-loaded rebrandable ebooks, and it really takes very little work to put out more.





### ***The MyViralSpiral Script Automates the Whole Process.***

When you have MyViralSpiral installed on your server, you simply upload a new product once in a while and everyone is alerted to it immediately.

MyViralSpiral puts you at the top of a limitless community, all feeding off the rebrandable offerings you provide them with, to build their own lists and income.

While they do so, they are also building your list, your sales and your business at an exponential rate. The effect is quite startling.

**My Ebook Collection (Scroll Down To Add More)**

 20 Secrets to High Profit Lists	Squeeze URL: <input type="text"/> Offer Page URL: <input type="text"/> No. Signups: 0 <input type="button" value="Get Webform Code"/> <input type="button" value="Read Now"/> <input type="button" value="Rebrand"/> <input type="button" value="View Rebranded"/> <input type="button" value="Share it!"/>	<input type="button" value="View"/> <input type="button" value="Test"/> <input type="button" value="Test"/> <input type="button" value="Edit"/>
 The Product Creation Formula	Squeeze URL: <input type="text"/> Offer Page URL: <input type="text"/> No. Signups: 0 <input type="button" value="Get Webform Code"/> <input type="button" value="Read Now"/> <input type="button" value="Rebrand"/> <input type="button" value="View Rebranded"/> <input type="button" value="Share it!"/>	<input type="button" value="View"/> <input type="button" value="Test"/> <input type="button" value="Test"/> <input type="button" value="Edit"/>
 Killer Conversion Tactics	Squeeze URL: <input type="text"/> Offer Page URL: <input type="text"/> No. Signups: 0 <input type="button" value="Get Webform Code"/> <input type="button" value="Read Now"/> <input type="button" value="Rebrand"/> <input type="button" value="View Rebranded"/> <input type="button" value="Share it!"/>	<input type="button" value="View"/> <input type="button" value="Test"/> <input type="button" value="Test"/> <input type="button" value="Edit"/>
 Squidoo Secrets	Squeeze URL: <input type="text"/> Offer Page URL: <input type="text"/> No. Signups: 0 <input type="button" value="Get Webform Code"/> <input type="button" value="Read Now"/> <input type="button" value="Rebrand"/> <input type="button" value="View Rebranded"/> <input type="button" value="Share it!"/>	<input type="button" value="View"/> <input type="button" value="Test"/> <input type="button" value="Test"/> <input type="button" value="Edit"/>

This is what you will see when you load up My Viral Spiral for the first time.

For each of your products - there are several which come preloaded, you can define the squeeze page your users will pass on, decide on the default offer URL that your customers use, and let them change it if they want. What's important to the success of the system is that your customers get a lot out of promoting your ebooks. That way they'll keep promoting and your business will keep growing.

You can also integrate MVS with 3<sup>rd</sup> party autoresponders, so it can be building your lists wherever you store them. And its own inbuilt autoresponder gives you the means to release your library of ebooks one after the other as the days pass since a user signs up.

The screenshot displays three integration options for MVS, each with a red header bar and a white form area. The first option is for Aweber, with the logo in the header. The form fields are: List Name (timsviralspiral), Adtracking (MVS), Start with message (1), and Active (checked). The second option is for Email Aces, with the logo in the header. The form fields are: List Name (empty), Adtracking (MVS), and Active (unchecked). The third option is for GetResponse, with the logo in the header. The form fields are: List Name (empty), Adtracking (MVS), Active (unchecked), and Set to OFF (unchecked). Each form has a 'Save Changes' button.

### ***To Sum Up...***

My Viral Spiral is a 'business in a box' system which gives you immediate access to the spiral of viral activity I have experienced in the past six months.

There is nothing remotely new about marketing your site with rebrandable ebooks, nor is it revolutionary to provide squeeze pages with them helping your customers give them away. But MVS automates the processes, and makes it fast and easy both for you and your customers to benefit from this method of marketing.

It is organised in a way that *inspires* your customers to use the system to earn their money (while building your business), and it lubricates the activities with automation so that even less work is required to make even more money.

On top of this, it will work in any niche. MyViralSpiral is applicable to any web business, in any area of interest.

I wish you well with whatever you are doing, and I hope to welcome you into our growing community of MVS soon.

See you in the Forum!

Tim Brocklehurst

<http://www.myviralspiralforum.com>