

Viral Marketing Examples - How to Sell Any Product

I'm sure you have come across hundreds of websites or been inundated by hundreds of ads proclaiming how you can get rich on the Net.

What is the truth?

Well a very small minority (less than 1 are floundering.

Moreover the latter are losing money by falling for get rich quick schemes, hype and scams.

I must warn you, if anyone says you can quickly earn a fortune then ignore them.

So how do you find a genuine opportunity?

Use the concept of viral marketing to sell ANY product.

Ideally the product must be your 'own' product. If you don't have your own product you can attain the 'resale rights' to a digital product. This will allow you to sell it as if it was your own.

The next step to selling your product is to give away free information. Do this by producing a free ebook about your product's niche. This ebook should provide quality information and include links to your own products.

An ebook is no good unless people are reading it. Start off by submitting your free ebook to a directory. There are hundreds of directories where you can submit a free ebook. To find some do a search on 'free ebook directories' or similar.

That is a good start but the best way to get traffic to your free ebook is with your own affiliates. You allow affiliates to use their affiliate link to your product inside the ebook. This is done by 'rebranding' the ebook. Your affiliates then promote your ebook and you both make money from it. Even better than the traffic you will get from your free ebook is to write articles. Website owners love articles much more than ebooks (yes even free ones).

They use articles on their site and reap the earnings from AdSense ads because search engines thrive on good content.

Articles get MASSIVE distribution.

You can submit them to article directories, article announcement lists and to ezine publishers. Again do a search to find some.

So you need to produce an article which 'presells' your free ebook.

It's not difficult - the information is already there! There should be lots of valuable content in your ebook so you can summarize the key concepts and turn that into an article. You then put a link to your ebook in the article resource box.

The real clincher though is to allow the article publisher to change the link in the resource box to point to his rebranded version of the ebook.

Usually rebranding requires the affiliate to download a program, understand it and follow it and then needs a website to upload the rebranded ebook. This is not an easy process and turns away a large percentage of potential affiliates who could be earning you money.

Not only that but many affiliates may not even own a web site. This rules out a huge army of newbies - beginners taking their first steps in Internet marketing and sensibly starting out on the affiliate route.

If only rebranding was as simple as providing an affiliate link.

Well it can be with on the fly ebook rebranding.

This means that when a visitor requests an ebook at a site a rebranded version is instantly generated.

Apart from leaving your affiliate with no further work to do (as regards to producing a rebranded book and making it accessible at their site) there are two more great benefits for YOU.

1. There is only one version of the book - the one at your site. You don't have the situation where different rebranded versions are available at different sites.
2. Once a rebranded book is produced with the old method it is out of your control, the rebrander can market it in any way possible. With this method readers must come to YOUR site to obtain the book and you can obtain their contact details for list building.

Is there a simple way to offer on the fly ebook rebranding?

Yes - the answer is in Harvey Segal's ebook "The Ultimate SuperTip".

As you may have guessed this ebook is free and provides quality information (in fact you don't even need to supply your email address - a truly free ebook) and you can rebrand it, again for free.

Source: <http://www.articlecircle.com>

About the Author

You can pick up your free copy of Harvey Segal's Ultimate SuperTip book here.